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# "The Man Called

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RADIO  
ANNUAL

TELEVISION  
YEAR BOOK

1956



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“

*Starring*

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As Master of International Intrigue

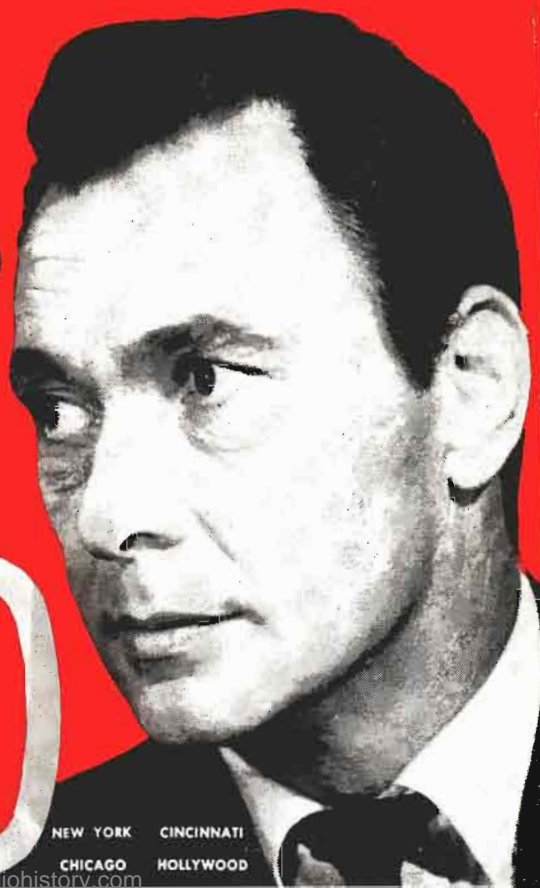
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is his constant  
companion!

**X SECRECY**  
is his way  
of life!

**X THE WORLD**  
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**RADIO DAILY**  
TELEVISION DAILY

Presents

**1956**

**Radio**  
**Annual**

**NINETEENTH ANNUAL EDITION**

**JACK ALICOATE**  
Editor-in-Chief

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Men  
who  
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- WBUF-TV, Buffalo
- KOMO-TV, Seattle
- KOA-TV, Denver
- KPTV, Portland, Ore.
- WAVE-TV, Louisville
- WRGB, Schenectady-Albany-Troy
- KONA-TV, Honolulu, Hawaii

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- WRCA, New York
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- KNBC, San Francisco
- KSD, St. Louis
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**FOR CLEAR, COMPREHENSIVE**

**COVERAGE . . .**

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**FOR**

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---

# Foreword

**F**ROM crystal sets to the modern compact transistor receivers, radio has come a long way since the broadcast of Arlington time signals over KDKA more than 30 years ago. The same is true of station expansion, programming, advertising techniques and all that goes to make radio the most widely used medium in the nation today.

**I**N A measure this is the story of the advances of Radio Annual. Today this comprehensive, fact packed volume, is dramatic documentation of broadcasting's advances. It represents the composite thinking of a lot of experts and the untiring efforts of a specialized editorial staff. Radio's chronological story from its inception is faithfully recorded and the tremendous advances of television fill sections of the Book.

**W**E RECOMMEND this volume to you for it is your book in every sense of the word. If it were not for the fine cooperation of all segments of the industry this 1956 edition would not have been possible.

**JACK ALICOATE**  
Editor-in-Chief

NBC-TV NETWORK  
SATURDAYS  
8:00 TO 9:00 P.M. EST



**THE  
PERRY COMO  
SHOW**



 Director  
**GENERAL ARTISTS CORPORATION**  
NEW YORK • CHICAGO  
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1956

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WATCH  
TIME"



\*The first commercial announcement ever made on television — 2 P.M., July 1, 1941, over WNBT, New York — was also sponsored by Bulova

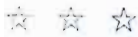
This . . . the world's most famous commercial time signal was originated by Bulova 'way back in 1927! As the years went by, it became the announcement most familiar to the radio audience . . . just as today Bulova is seen by more people than any other product on television\*. An average of 35,000,000 a night — 7 nights in the week!

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**WATCH COMPANY, INC.**

Bulova Park, N. Y.



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## HARRY WISMER

Broadcasting and Telecasting

TOP SPORTING EVENTS

ACROSS THE NATION





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<b>BASIC NEWS</b>	World News Roundup	Weekdays, 7 times; Sun., 4 times
	The World in Brief	Weekdays, 15 times; Sun., 18 times
	United Press Headlines	Weekdays, 7 times; Sun., 4 times
<b>SPORTS</b>	Speaking of Sports	Monday through Friday
	The Sports Roundup	Four times daily
	Sizing Up Sports	Sunday
	Great Moments in Sports	Monday through Friday
	Sports at a Glance	Twice daily
<b>FOR WOMEN</b>	The Woman's Beat	Monday through Friday
	Mainly for Women	Monday through Friday
	Women in the News	Monday through Friday
<b>FARMING</b>	R.F.D. Review	Monday through Saturday
	Daily Farm Market Survey	Monday through Saturday
	Rural Roundup	Monday through Friday
<b>HUMAN INTEREST</b>	United Press Almanac	Every day
	Flashback	Monday through Saturday
	Of Human Interest	Monday through Friday
	In Your Neighborhood	Monday through Saturday
	Time Out	Monday through Friday
<b>RECREATION</b>	On the Record	Tuesday, Thursday, Saturday
	Let's Take a Trip	Monday, Wednesday, Friday
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	In Movieland	Monday, Wednesday, Friday
	Hobby Time	Saturday
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<b>COMMENTARY AND REVIEW</b>	United Press News Analysis	Monday through Friday
	Today's United Press Commentary	Monday through Friday
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<b>BUSINESS, SCIENCE, RELIGION</b>	Business World	Monday through Friday
	Weekly Business Review	Saturday
	Along Broadcast Row	Monday through Friday
	Today in Science	Monday through Friday
	Religious News	Saturday

1,700 stations from coast to coast receive from United Press an average of more than 50 news programs and news features every day—besides scores of extra shows of seasonal and special topical interest throughout the year. And some 200 kinds of sponsors buy them. The U.P. bureau nearest you is ready to present further information promptly.

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A full hour of features—documentaries, news reviews, striking quotes, human interest and personality stories, comment on business, politics, government, foreign affairs, books, records, stage and screen, farming, fashions, home-making. Interspersed with musical recordings and announcer comment, the material is enough for a program block of at least two hours. All of this in addition to U.P.'s regular Sunday news dispatches.

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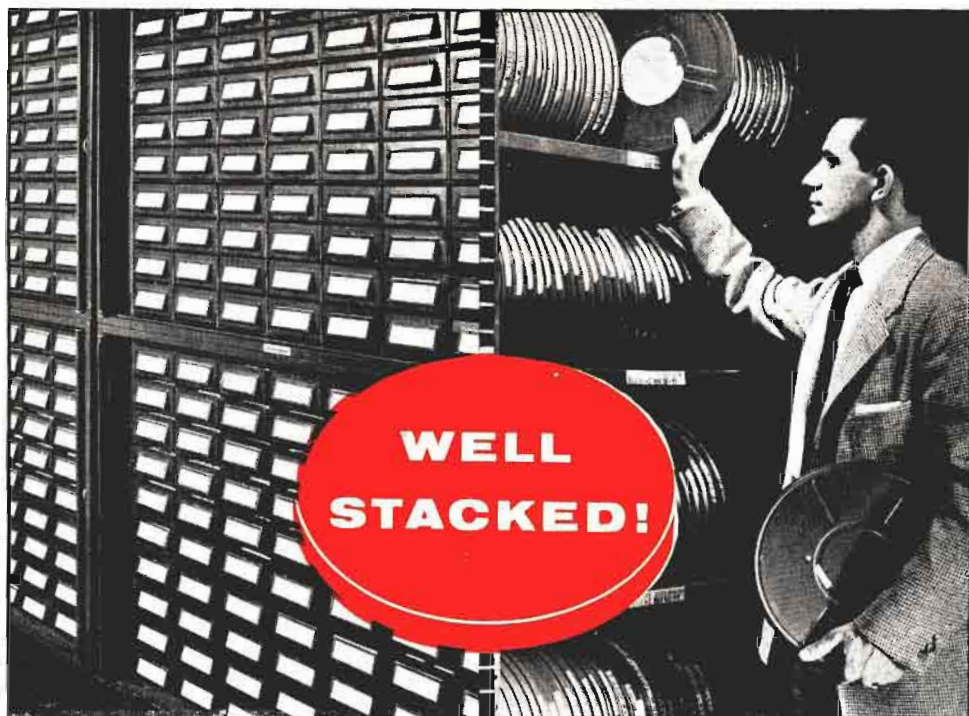
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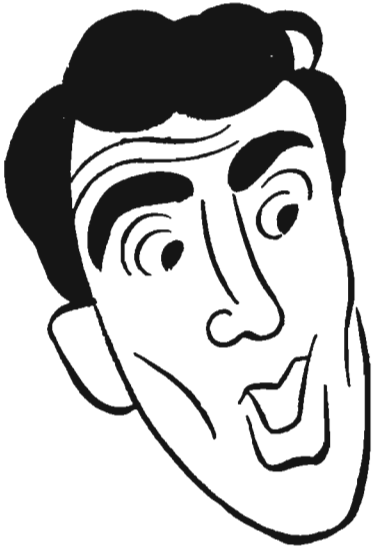
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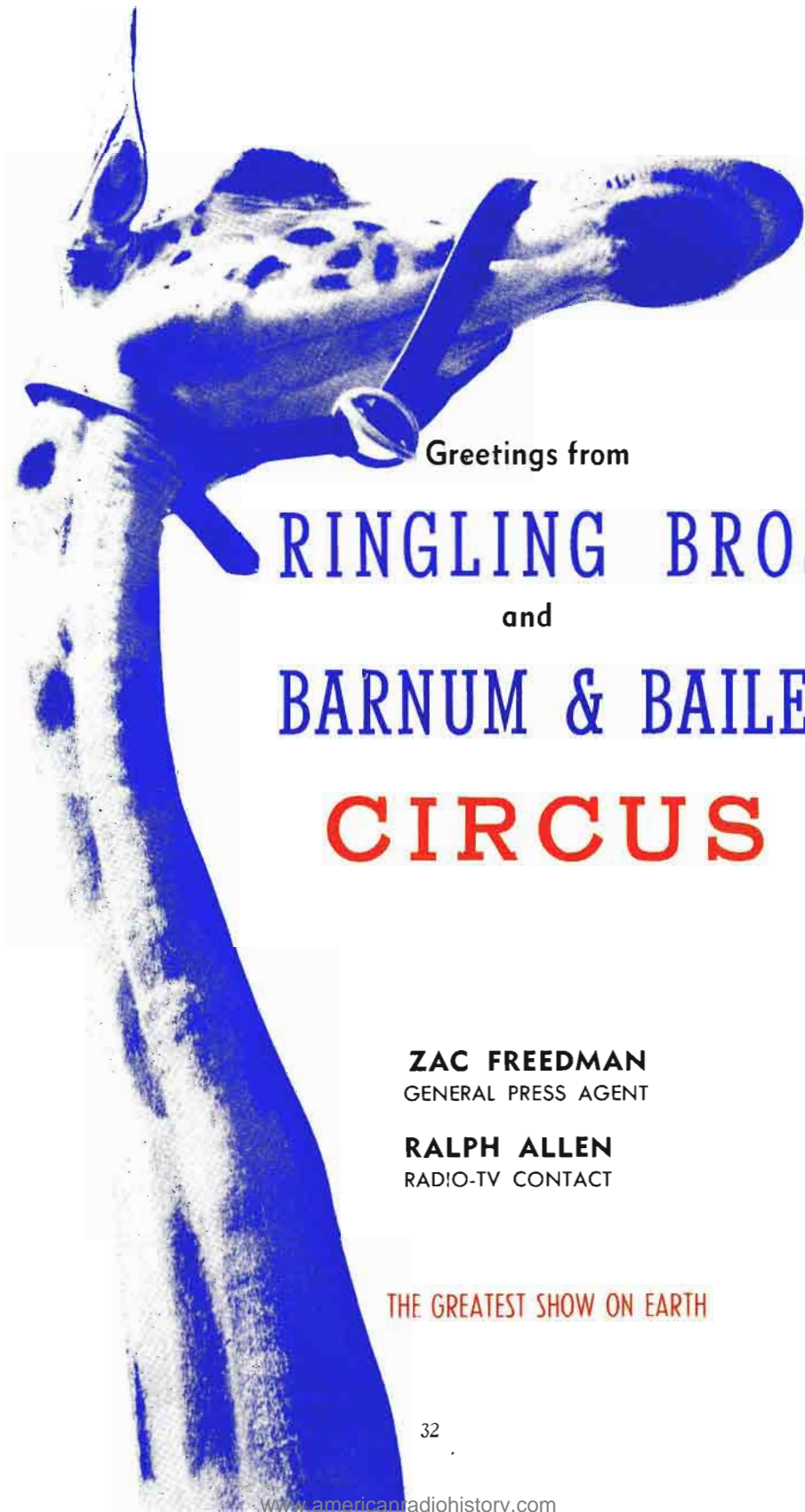
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Greetings from

**RINGLING BROS.**

and

**BARNUM & BAILEY**

**CIRCUS**

**ZAC FREEDMAN**

GENERAL PRESS AGENT

**RALPH ALLEN**

RADIO-TV CONTACT

**THE GREATEST SHOW ON EARTH**

# Radio-Television Industry Scores First Over-Billion Dollar Year



Federal Communications Commission financial figures for radio and television revenues in 1954 show broadcasting to be a more than billion dollar industry—42 million more exactly. TV accounted for \$593 million in revenues; and radio for 449 million. The year 1954 also was the first year in which TV passed radio in total revenues. More than half of TV's total revenues were attributed to the four TV networks and their sixteen owned and operated stations.

## BROADCAST REVENUES, EXPENSES, AND INCOME OF NETWORKS AND STATIONS OF RADIO<sup>1</sup> AND TELEVISION BROADCAST SERVICES 1953-1954

Service	1954	1953 (\$ Millions)	Percent Increase or (Decrease) in 1954
<b>Total Broadcast Revenues</b>			
Radio .....	\$ 449.5	\$475.3	(5.4)
Television .....	593.0	432.7	37.0
Industry Total .....	\$1,042.5	\$908.0	14.8
<b>Total Broadcast Expenses</b>			
Radio .....	\$ 407.7	\$420.3	(3.0)
Television .....	502.7	364.7	37.8
Industry Total .....	\$ 910.4	\$785.0	16.0
<b>Broadcast Income (before Federal Income Tax)</b>			
Radio .....	\$ 41.8	\$ 55.0	(24.0)
Television .....	90.3	68.0	32.8
Industry Total .....	\$ 132.1	\$123.0	7.4

<sup>1</sup> Includes AM and FM broadcasting.

Note: 1954 radio data cover the operations of 4 nationwide networks and 3 regional networks, 2,555 AM and AM-FM and 43 independent FM stations. 1953 data are for the same networks and 2,434 AM and AM-FM and 45 independent FM stations. 1954 TV data cover the operations of 4 networks and 410 stations; 1953 data are for the same networks and 334 stations.

## NETWORKS COMPARATIVE DATA FOR AM AND TV OPERATIONS OF NETWORKS INCLUDING OWNED AND OPERATED STATIONS 1953-1954

	1954 (\$ Millions)	1953
<b>Broadcast Revenues</b>		
AM .....	\$ 84.5	\$ 92.6
TV .....	306.7	231.7
Total .....	\$391.2	\$324.3
<b>Broadcast Expenses</b>		
AM .....	\$ 77.0	\$ 83.2
TV .....	270.2	213.7
Total .....	\$347.2	\$296.9
<b>Broadcast Income (Before Federal Income Tax)</b>		
AM .....	\$ 7.5	\$ 9.4
TV .....	36.5	18.0
Total .....	\$ 44.0	\$ 27.4

Note 1: AM data include the operations of 16 network-owned stations in 1953 and 1954.  
Note 2: TV data include the operations of 16 stations in 1953 and 1954.





**TRENDEX**  
**NEW YEAR'S EVE**  
**1956**  
**WRCA-TV**  
**31.8 = 65.2%**  
of total viewing audience

**AMERICA'S #1 ORCHESTRA**

# GUY LOMBARDO

**AND HIS ROYAL CANADIANS**  
**# 1 MUSIC SHOW!**

**Voted**

**"BEST NEW TV FILM MUSICAL SERIES"**

*Billboard's 3rd Annual TV Film Awards Competition*

★ ★ ★ ★ ★

"Happy with the half-hour Guy Lombardo Show on WRCA-TV, N. Y., A&P has expanded its coverage to include Birmingham, Atlanta, Jacksonville and Petersburg . . . The Lombardo Show won universal approval in New York; its appeal is to the entire family, which is what A&P is looking for."

*Television Magazine, October, 1955*

★ ★ ★ ★ ★

"Since taking on the Guy Lombardo Show we have had more favorable results and comments from that show than from all the rest of our advertising media put together."

*D. R. Hunneman, Jr., Ass't V.P. Canal National Bank of Portland, Maine.*

**Currently**

**HOTEL ROOSEVELT**

**New York**

**Publicity — DAVID O. ALBER ASSOCIATES: Gene Shefrin**

***Variety - ARB***

**NEW YORK, WRCA — 15.2 (Dec. 1955)**

**PITTSBURGH, KDKA — 32.4 (Oct. '55)**

**SHREVEPORT, KTBS — 29.4 (Oct. '55)**

**SOUTH BEND, WSTB — 20.3 (Nov. '55)**

**JOHNSTOWN, WJAC — 33.2 (Nov. '55)**

**BOISE, KBOI — 26.9 (Nov. '55)**

**FT. WAYNE, WKJG — 26.5 (Nov. '55)**

**Exclusive Management**  
**MUSIC CORPORATION**  
**OF AMERICA**

# Brightest Radio-TV Business Year In Sight



By  
**FRANK BURKE**

Editor  
Radio-Television Daily

**W** RITING about the radio and television outlook for 1956 is a pleasant assignment for one could wrap it all up with one sentence— **The outlook is terrific.**

Business yard sticks everywhere indicate the prospects of a boon year. These impressive forecasts include radio, television and the many allied fields of the electronic industry who'll figure in the 1956 profit parade.



On the radio scene there has been a substantial increase in business on the local level and an upturn in the network radio billings. Stations across the nation have experienced a return to radio by many old advertisers and also some new clients have come into the fold. Most important on the local scene have been the heavy use of time by automobile dealers, retail stores, appliance companies and public utilities. Then too the heavy amount of national spot business has been a factor in the profit parade.



The outlook for radio broadcasters this year is as good or even better than it was in 1955. Already signs point to billing increases over a year ago and the summer business prospects were never healthier. Many factors have brought about this healthy business condition: The substantial increase in radio circulation through millions of car radios, portables, and the advent of the revolutionary new transistor receivers. These influences coupled with the intensive selling the Radio Advertising Bureau, Station Reps organization and other agencies have revitalized the medium.

Television as a medium continues to pile up an enviable record of sales and programming advancement. Network business has far exceeded expectations and TV stations on the local level in all the major

markets report excellent business and a big year in prospect for 1956. The TV prosperity story is clouded, however, by the plight of UHF station operations in many markets in which VHF stations dominate the scene. These UHF stations, at the moment are hopeful that the Federal Communications Commission will help alleviate their economic distress.

The equipment field with the potentialities of relays, tape recorders, film recorders, other TV innovations also offer boundless opportunities for production and sales expansion this year. Never before has equipment been so important to the trade and indications are that sales this year will transcend any previous records.



Under the all-embracing term equipment— comes such newcomers in the field as closed circuit TV, toll TV systems, and community antenna systems which are making their bid for a share of the equipment dollar. The many specialized manufacturers who contribute to these new developments will add considerable to the gross equipment sales this year.

We could go on and on and cite statistics to emphasize this progress report of the radio and television industry. We are certain, however, that Brig. General David Sarnoff, chairman of the board of RCA, an annual contributor to this edition will document this story better with RCA's record of unprecedented production. Harold E. Fellows, president of NARTB, another distinguished editorial contributor, can also add to this success story as he outlines the growth of the radio and television broadcasting industry.

There are many more who have written of the industry's accomplishments in this volume, moving testimony to the impact of the electronic age. They include James Secrest of the Radio Electronic Television Manufacturers Association, and Oliver Treyz of the Television Advertising Bureau.



The simple facts are that anyway you look at it 1956 should be the biggest year in the history of this industry. It holds promise of heavy production of transistor radios; great new lines of popular priced color television sets and revolutionary new radio and TV transmitting equipment which will keep production lines humming throughout the year. Then too we have the promise of unprecedented advertising expenditures this year. These are the signs of prosperity found during this a Presidential election year.



# 1954-55 LEADING ADVERTISERS

(1955 FIGURES BASED ON SIX MONTH PERIOD)



ADVERTISER	Advertising Expenditures	Network Radio Percentage	Network TV Percentage
<b>GENERAL MOTORS CORP.</b>			
1955	26,948,227	12.4	24.6
1954	80,289,000	4	17
<b>PROCTER &amp; GAMBLE CO.</b>			
1955	24,990,507	20.6	64.1
1954	58,437,000	20	55
<b>GENERAL FOODS CORP.</b>			
1955	15,381,587	4.6	41.0
1954	37,360,000	8	35
<b>COLGATE-PALMOLIVE CO.</b>			
1955	14,927,452	12.4	61.1
1954	39,343,000	11	48
<b>CHRYSLER CORP.</b>			
1955	13,637,085	6.4	53.6
1954	34,333,000	5	34
<b>GILLETTE CO.</b>			
1955	11,032,598	24.2	61.9
1954	24,667,000	21	63
<b>GENERAL ELECTRIC CO.</b>			
1955	9,400,594	...	41.3
1954	24,976,000	3	38
<b>AMERICAN TOBACCO CO.</b>			
1955	9,364,660	10.4	55.2
1954	21,494,000	7	59
<b>LEVER BROTHERS CO.</b>			
1955	9,351,438	20.6	49.4
1954	23,999,000	17	41
<b>FORD MOTOR CO.</b>			
1955	8,840,653	1.6	44.4
1954	36,707,000	2	22
<b>GENERAL MILLS, INC.</b>			
1955	7,578,010	18.2	59.7
1954	21,111,000	16	49
<b>R. J. REYNOLDS TOBACCO CO.</b>			
1955	7,126,496	6.2	74.2
1954	24,019,000	7	66

ADVERTISER	Advertising Expenditures	Network Radio Percentage	Network TV Percentage
<b>NATIONAL DAIRY PRODUCTS CORP.</b>			
1955	6,868,676	22.9	45.3
1954	15,567,000	5	51
<b>AMERICAN HOME PRODUCTS CORP.</b>			
1955	6,802,567	25.9	56.5
1954	14,677,000	22	51
<b>LIGGETT &amp; MYERS TOBACCO CO.</b>			
1955	6,706,808	23.4	60.4
1954	17,603,000	15	47
<b>P. LORILLARD CO.</b>			
1955	5,961,307	20.4	58.9
1954	16,437,000	19	55
<b>SWIFT &amp; CO.</b>			
1955	5,618,190	24.7	44.2
1954	12,276,000	23	32
<b>BRISTOL-MYERS CO.</b>			
1955	5,609,726	15.9	45.0
1954	9,497,000	15	39
<b>CAMPBELL SOUP CO.</b>			
1955	5,448,377	0.1	45.1
1954	13,998,000	4	44
<b>PILLSBURY MILLS, INC.</b>			
1955	4,242,798	22.9	61.6
1954	9,967,000	19	54
<b>QUAKER OATS CO.</b>			
1955	3,926,744	21.1	27.3
1954	9,968,000	15	32
<b>GOODYEAR TIRE &amp; RUBBER CO.</b>			
1955	3,805,687	5.0	26.9
1954	10,226,000	3	21
<b>STERLING DRUG, INC.</b>			
1955	3,758,723	31.9	17.5
1954	9,326,000	35	11
<b>MILES LABS., INC.</b>			
1955	3,746,359	54.9	32.2
1954	8,036,000	71	2
<b>AMERICAN T. &amp; T. CO.</b>			
1955	3,713,561	11.2	...
1954	6,979,000	11	...



# HOPE



1956

# CHEVROLET

# 1955 RADIO-TV SET PRODUCTION



• *RETMA figures for the year 1955 show that radio production enjoyed its highest output in seven years, (14,894,695). Full 1955 TV production was set at a record 7,756,521. Production for both for 1955 by months is shown below:*

	Tele- vision	Home Radio Sets	Port- ables	Auto	Clock	Total Radio
January .....	654,582	280,121	47,303	573,837	166,885	1,068,146
February .....	702,514	232,831	109,120	597,742	150,031	1,089,724
March (5 wks.) .....	831,156	300,840	233,465	774,025	173,944	1,482,274
April .....	583,174	193,431	265,866	567,876	72,602	1,099,775
May .....	467,394	161,357	258,701	563,369	130,608	1,111,035
June (5 wks.) .....	589,973	181,930	255,833	584,567	182,605	1,204,935
July .....	344,295	141,119	79,410	404,443	93,517	718,489
August .....	647,903	300,513	106,197	403,320	137,604	947,634
Sept. (5 wks.) .....	939,515	417,802	139,164	511,278	234,106	1,302,350
October .....	759,735	398,087	168,709	651,017	282,393	1,500,206
November .....	631,654	389,316	181,573	733,859	276,049	1,580,797
Dec. (5 wks.) .....	604,626	396,535	182,204	864,261	343,330	1,786,330
<b>TOTAL .....</b>	<b>7,756,521</b>	<b>3,393,882</b>	<b>2,027,545</b>	<b>7,229,591</b>	<b>2,243,674</b>	<b>14,894,695</b>

# RADIO SET PRODUCTION

(Estimated Total U. S. Industry)



Year	Units	Value (Manufacturers)	Year	Units	Value (Manufacturers)
1924	1,500,000	—	1938	7,141,811	112,263,000
1925	2,000,000	—	1939	10,762,631	153,421,100
1926	1,750,000	—	1940	11,831,187	176,626,900
1927	1,350,000	—	1941	13,642,334	233,841,100
1928	3,250,000	—	1942	4,306,984 (1)	102,968,700
1929	4,428,000	—	1946	15,955,000	434,244,000
1930	3,788,961	\$155,432,300	1947	20,000,000	650,000,000
1931	3,593,993	104,705,400	1948	16,500,000	525,000,000
1932	2,446,143	54,374,700	1949	11,400,000	310,000,000
1933	4,157,045	70,269,400	1950	14,589,900	375,000,000
1934	4,478,967	94,859,400	1951	12,627,362	315,936,597
1935	6,030,508	128,399,100	1952	10,934,872	249,847,000
1936	8,248,755	169,359,700	1953	13,368,556	297,985,113
1937	8,083,144	165,390,900	1954	10,400,530	228,811,700
			1955	14,894,695	298,489,688

(1) Civilian production terminated April 22, 1942.



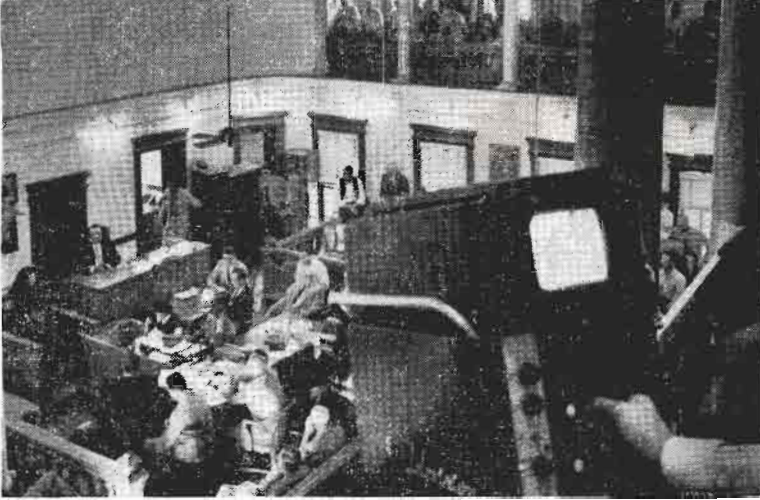
*Liberace*  


*George Liberace!*



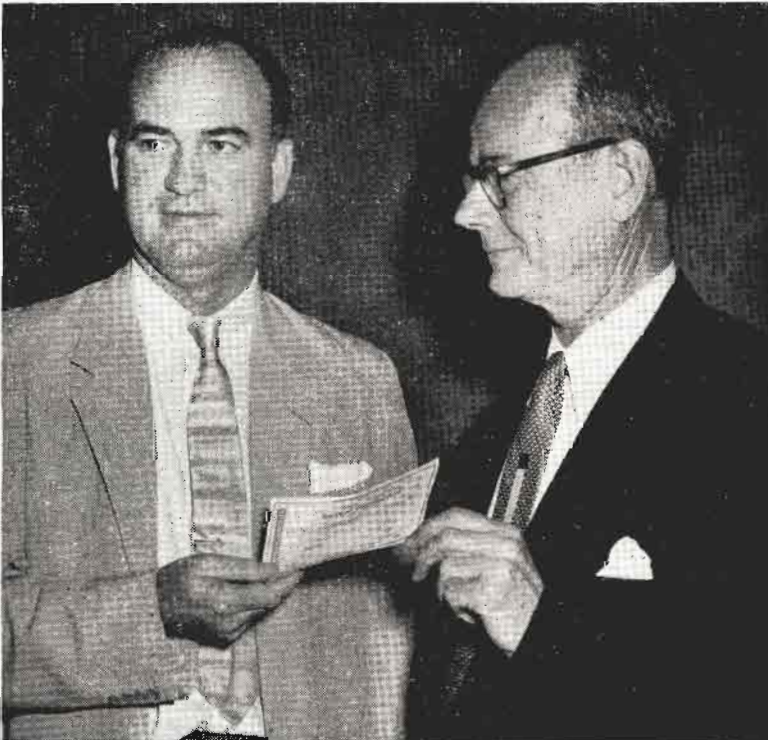


## TELEVISION PRECEDENT SET



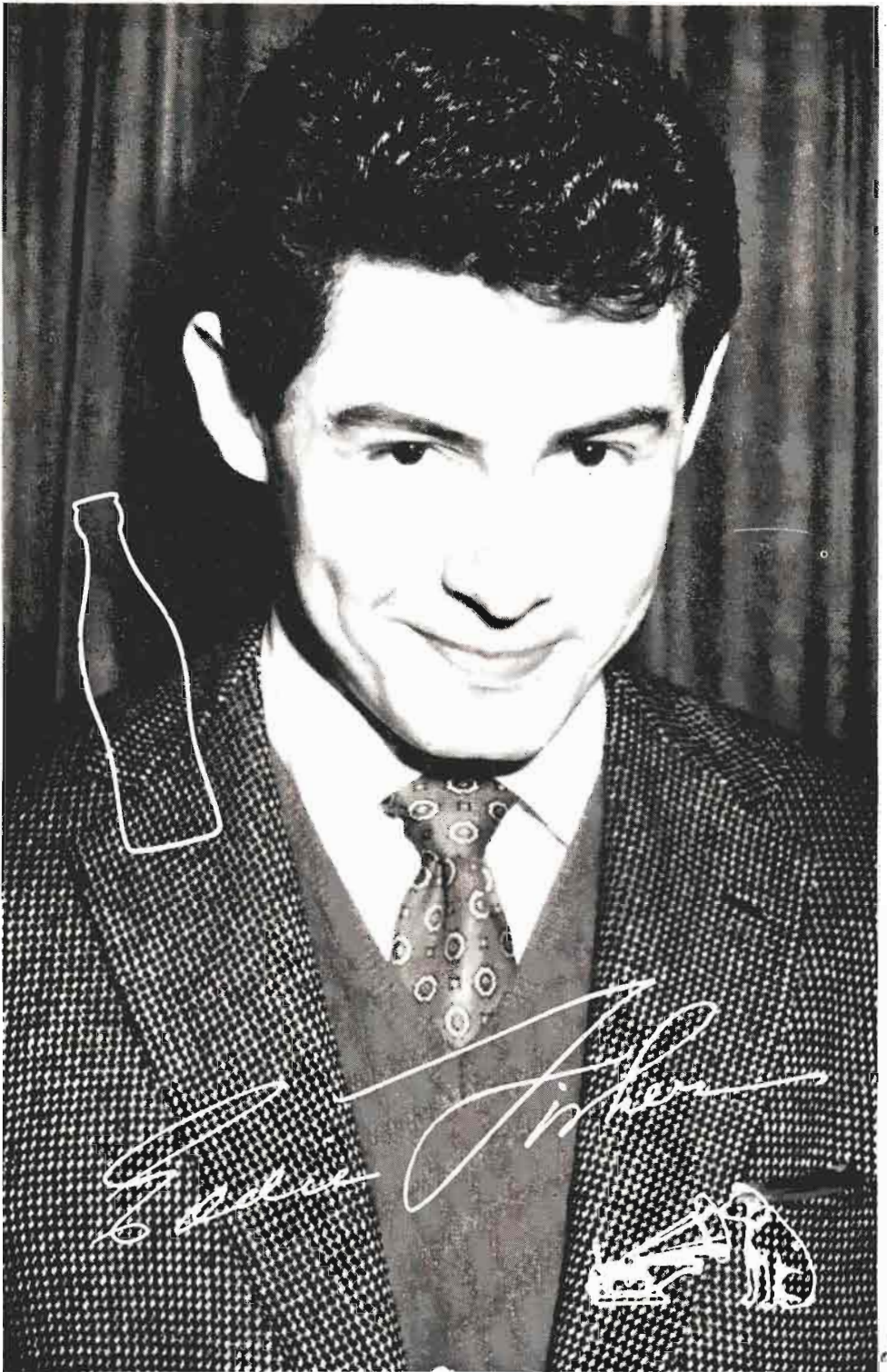
*A television and judicial precedent was set in December of last year when District Court Judge D. W. Bartlett permitted the cameras of KWTX-TV to telecast an actual murder trial while in session, with the camera deftly placed in a little-used balcony. (Shown left.)*

## O'NEIL BUYS RKO



*In what is believed to be the largest single financial transaction in the motion picture industry and one of the largest cash transactions in American financial history, Thomas F. O'Neil, president of General Tele-radio, is shown presenting a \$25 million dollar check to Thomas A. Slack, attorney and representative for Howard Hughes, from whom GT purchased RKO Radio Pictures, Inc.*





# **All-American Favorites of 1955**

## **RADIO**

## **TELEVISION**

### **— MAN OF THE YEAR —**

**SYLVESTER L. WEAVER—NBC**

**PHIL SILVERS—CBS-TV**

### **— WOMAN OF THE YEAR —**

**MARGARET TRUMAN—NBC**

**NANETTE FABRAY—NBC-TV**

### **— DRAMATIC SHOW OF THE YEAR —**

**NBC RADIO THEATRE**

**CLIMAX!—CBS-TV**

### **— COMEDY SHOW OF THE YEAR —**

**AMOS 'N ANDY MUSIC HALL  
CBS**

**GEORGE GOBEL SHOW  
NBC-TV**

### **— MUSICAL SHOW OF THE YEAR —**

**TELEPHONE HOUR—NBC**

**LAWRENCE WELK SHOW—ABC-TV**

### **— COMMENTATOR OF YEAR —**

**EDWARD R. MURROW—CBS**

**EDWARD R. MURROW—CBS-TV**

### **— DOCUMENTARY OF YEAR —**

**BIOGRAPHIES IN SOUND—NBC**

**SEE IT NOW—CBS-TV**

### **— QUIZ SHOW OF YEAR —**

**YOU BET YOUR LIFE—NBC**

**\$64,000 QUESTION—CBS-TV**

### **— SPORTSCASTER OF YEAR —**

**MEL ALLEN**

**MEL ALLEN**

### **— BEST NEW PROGRAM IDEA —**

**MONITOR—NBC**

### **— COLOR PROGRAM OF YEAR —**

**PETER PAN—NBC-TV**

### **— BEST TRANSCRIBED SERIES —**

**BIOGRAPHIES IN SOUND—NBC**

### **— BEST FILMED SERIES —**

**I LOVE LUCY—CBS-TV**

### **— CHILDREN'S SHOW OF YEAR —**

**NO SCHOOL TODAY—ABC**

**DISNEYLAND—ABC-TV**

### **— VOCALIST OF THE YEAR —**

**MALE—EDDIE FISHER  
FEMALE—DINAH SHORE**

**MALE—PERRY COMO  
FEMALE—DINAH SHORE**

### **— SONG HIT OF YEAR —**

**SIXTEEN TONS  
BMI**

**LOVE IS A MANY SPLENDORED  
THING—ASCAP**



R. R. Bonhé

# TV OWNERSHIP REVEALED BY U. S. CENSUS



- The first Bureau of the Census survey of TV set ownership since the 1950 census, conducted in June at the expense of the Advertising Research Foundation, revealed that 67% of America's 48,000,000 homes contain TV sets, an increase of 26,000,000 in five years.
- The survey showed that the number of sets increased in proportion to the density of population. Eighty percent of the homes in cities of 1,000,000 or more contained sets, as compared to 55% in cities of less than a million, and 45% in rural areas. Households of five persons contained more sets than smaller homes.
- The Northeast and North Central areas led with 75% ownership, followed by 67% in the West, and a little better than half in the South. Significant details from the survey are shown below.

Table 1.

HOUSEHOLDS WITH TV, U.S., INSIDE AND OUTSIDE STANDARD METROPOLITAN AREAS: JUNE 1955

(% Distribution)

Area	Number of Sets		
	None	1 or More	2 or More
U. S. ....	32.8	64.9	2.3
Inside standard metropolitan areas ...	21.7	74.9	3.4
Outside standard metropolitan areas			
Urban places .....	44.1	55.1	0.8
Rural territory ...	54.1	45.3	0.6

Table 2.

HOUSEHOLDS WITH TV SETS BY RESIDENCE AND SIZE OF PLACE, U.S.: JUNE 1955

(% Distribution)

Residence and Size of Place	Number of Sets in Household	
	None	1 or More
Urban .....	26.5	73.5
In urbanized areas..	21.0	79.0
Areas of 3,000,000 or more .....	19.5	80.5
Areas of 1,000,000 to 2,999,999 .....	18.0	82.0
Areas of 250,000 to 999,999 .....	21.5	78.5
Areas under 250,000	25.6	74.4
Not in urbanized areas	44.3	55.7
Places of 10,000 or more .....	37.6	62.4
Places under 10,000.	48.0	52.0
Rural non-farm .....	38.7	61.3
Rural farm .....	57.7	42.3

Table 3.

HOUSEHOLDS WITH TV SETS, U.S. BY REGIONS, INSIDE AND OUTSIDE STANDARD METROPOLITAN AREAS: JUNE 1955

(% Distribution)

Area	Number of Sets in Household	
	None	1 or More
U. S. ....	32.8	67.2
Inside standard metropolitan areas ..	21.7	78.3
Outside standard metropolitan areas ...	50.3	49.7
Northeast .....	20.3	79.7
Inside standard metropolitan areas ...	17.8	82.2
Outside standard metropolitan areas ...	30.9	69.1
North Central .....	28.2	71.8
Inside standard metropolitan areas ...	19.1	80.9
Outside standard metropolitan areas ...	41.4	58.6
South .....	46.8	53.2
Inside standard metropolitan areas ..	29.1	70.9
Outside standard metropolitan areas ..	60.3	39.7
West .....	37.9	62.1
Inside standard metropolitan areas ..	26.0	74.0
Outside standard metropolitan areas ..	59.5	40.5

Table 4.

HOUSEHOLDS WITH SETS BY SIZE OF HOUSEHOLD, JUNE 1955

(% Distribution)

Size of Household	Number of Sets in Household		
	None	1 or More	2 or More
1 Person .....	64.4	35.6	0.1
2 Persons .....	36.1	63.9	1.0
3 Persons .....	26.6	73.4	2.7
4 Persons .....	20.9	79.1	3.4
5 Persons .....	22.2	77.8	4.4
6 Persons or more	33.7	66.3	4.0





**PICTURES — TELEVISION — RADIO — RECORDS**

**AND**

**JIMMY DURANTE MUSIC PUBLISHING CO., INC.**

**MANAGEMENT:**

**WILLIAM MORRIS AGENCY**

**NEW YORK — CHICAGO — HOLLYWOOD**

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# TEN TOP RADIO-TV NEWS EVENTS OF 1955

RADIO-TELEVISION DAILY'S selections of the top ten news events of 1955, covered by Radio and Television follow:

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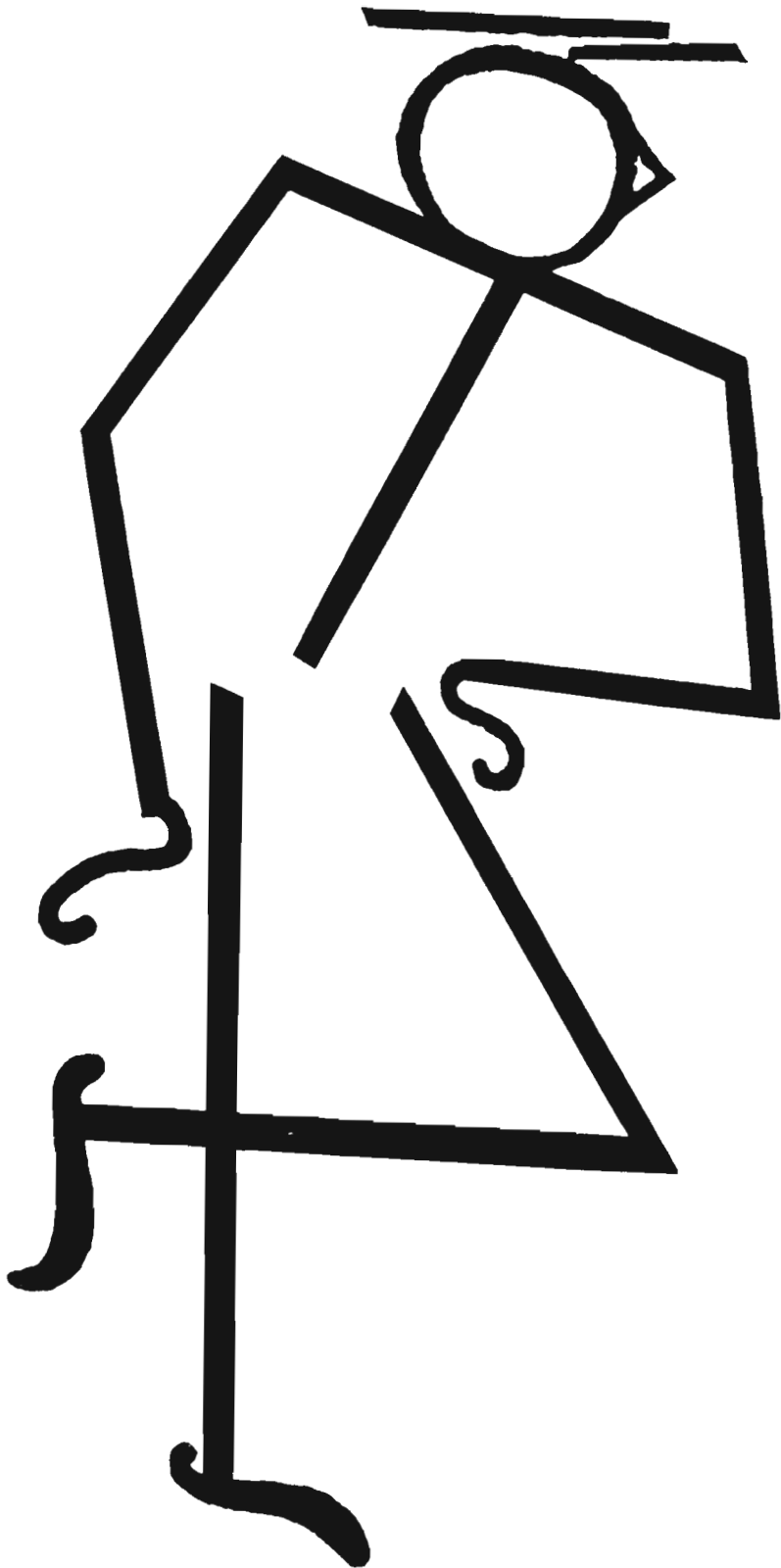


RADIO-TELEVISION DAILY'S *selections of the top 10 news events of 1955, covered by radio and television follow:*

- 1—President Eisenhower's heart attack.
- 2—The Salk polio vaccine announcement.
- 3—Hurricanes and floods in the northeast.
- 4—Meeting at the Summit.
- 5—The fall of Argentine dictator Juan Perón.
- 6—Supreme Court order ending segregation in schools.
- 7—The Princess Margaret-Peter Townsend story.
- 8—Earth satellite launching plans.
- 9—The AFL-CIO merger.
- 10—The Woodward tragedy.

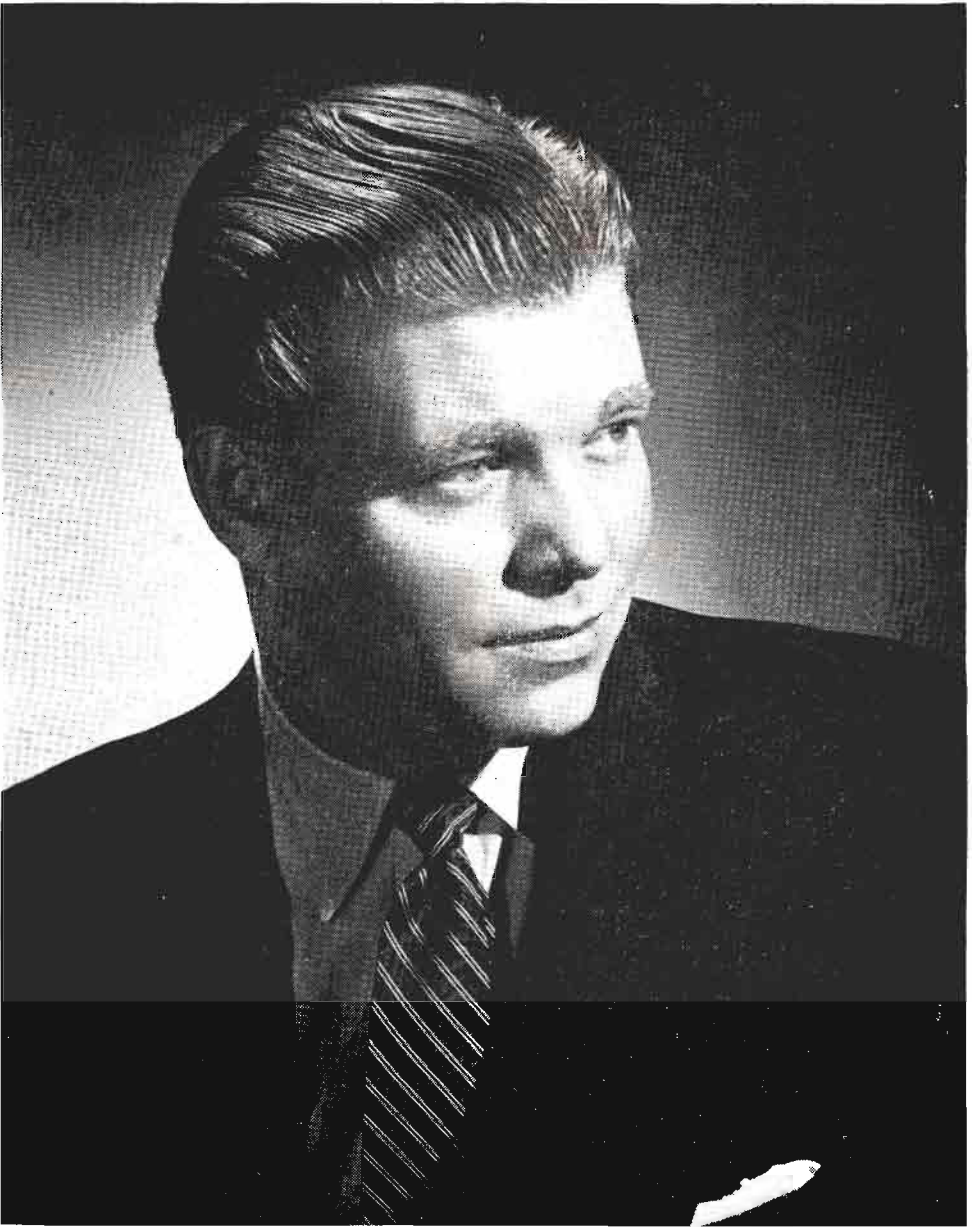
## ***Outstanding Broadcasts***

- ABC Radio—"New Sounds for You" premiere.
- ABC TV—"Dateline Disneyland."
- CBS RADIO—"Age of the Atom."
- CBS TV—"The Vice Presidency" documentary on "See It Now."
- MBS—World Series coverage.
- NBC Radio—"Monitor" coverage of hurricanes.
- NBC TV—"Peter Pan."
-



**JACKIE GLEASON ENTERPRISES**

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



**JACK LESCOULIE**

announcer for

JACKIE GLEASON

DAVE GARROWAY

BUICK





TELEVISION

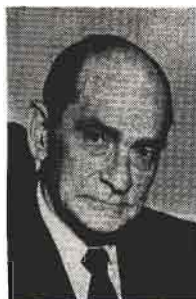
**"DO YOU TRUST YOUR WIFE?"**

CBS — Tuesday Nights — Frigidaire

RADIO

CBS — Sunday Nights

# Total Broadcast Authorizations Pass 6,000



McCONNAUGHEY

FOR FISCAL  
YEAR ENDED  
JUNE 30, 1955

**H**IGHLIGHTING the 21st annual year of the Federal Communications Commission is the realization that for the first time, broadcast authorizations have passed the 6,000 mark. Of these, more than 4,000 were for program outlets and the remainder comprised pickups and other adjuncts. Outstanding also was the fact that of the 582 authorized commercial TV stations, 458 were on the air. This means that over 90 per cent of the people of the country were within service range of at least one television station, and about 75 per cent were served by 2 or more stations.



The Commission is taking various steps to assist UHF stations to operate on a comparable basis with VHF stations and to help TV in general. These include authorization of "satellite" stations, low power operation, liberalization of the multiple ownership rules to permit joint operation of seven TV stations by the same interest if at least two of the stations are UHF, and amending its chain broadcasting rules to remove a restraint on station competition for the same TV network programs; also, proposals to authorize UHF "booster" operation to fill holes in service areas, to permit an increase in maximum power of UHF stations from 1 to 5 megawatts, to allow broadcasters to establish their own intercity relay systems, and to require transmitters to be located within 5 miles of the station's "home" city. It is not considering petitions for local deintermixture of UHF and VHF channels pending a general rule-making proceeding to consider possible solutions, on a nationwide basis, to the difficulties now hindering expansion of TV service.



Since the lifting of the "freeze" on construction of new television stations on April 11, 1952, the number of TV stations in operation has jumped from 108 to 458. In 1952, 63 markets had 1 or more local stations -- in most cases 1; today there are over 4 times as many communities with their own video

facilities. Two hundred and fifty-two communities have at least 1 TV outlet, and 100 communities have 2 or more.

The number of TV receivers in use has grown from 20 to 35 million, and it is estimated that the public has already invested over 10 billion dollars in TV receiving equipment, and the annual volume of TV advertising, set sales, servicing and operating combined runs close to four billion dollars a year.

At the year's close there were 582 commercial TV station authorizations, which was 9 more than in 1954. The net gain in operating stations was 46. The number of authorized AM stations continued to increase, showing a net gain of 143 for the year, which brought their number to 2,840. Those on the air totaled 2,732, which was 149 more than the previous year.



On June 22, 1955, the Commission amended its chain broadcasting rules to remove a restriction which operated to preclude TV stations from contracting with the networks for particular programs when a station with overlapping coverage in another community had contracted for "first call" on the same network programs. Since, at this stage in TV development, network programming is essential to the profitable operation of most stations, and in many cases, to their very survival, it was desirable to remove this restraint on competition among stations for TV network programming.



The Commission had long recommended to Congress that it be given funds to conduct an overall study of the broadcast industry -- including a review of the chain broadcasting rules -- to develop factual information necessary to determine the effectiveness of its present rules and the need for any revision. The Independent Offices Appropriation Act, 1956, earmarked \$80,000 to be used by the Commission to begin a study of radio and television network broadcasting. In July, 1955, the Commission designated myself and Commissioners Rosel H. Hyde, Robert T. Bartley and John C. Doerler as a committee to conduct this study.

Broadcast applications totaled nearly 7,700 in fiscal 1955, which was some 300 less than in 1954. Applications for new TV stations decreased from 106 in 1954 to 58 in 1955. Applications for new AM stations increased from 227 to 330, and applications for new FM stations rose from 33 to 37. Of all AM applications, 114 had to be designated for hearing in 1955 as compared with 84 in 1954, while TV applications designated for hearing decreased from 255 to 26.



**MEL ALLEN**



# RADIO AND TELEVISION ADVERTISING EXPENDITURES 1949-1955



	RADIO*	TELEVISION*
1949.....	\$571,400,000	\$57,800,000
1950.....	\$605,400,000	\$170,800,000
1951.....	\$606,300,000	\$332,300,000
1952.....	\$624,100,000	\$453,900,000
1953.....	\$611,200,000	\$606,200,000
1954.....	\$564,900,000	\$809,100,000
1955.....	(not estimated)	\$1,091,000,000 (estimated)

\* McCann-Erickson  
\*\* TvB

## 1955 AUTOMOTIVE ADVERTISING



This is an August estimate by BBD & O's Detroit vice president, Robert E. Anderson, on factory-controlled advertising expenditures for new passenger cars in 1955. Because of the terrific spot radio, and TV activities by all automotive manufacturers during November the entire estimate for the year could be projected even further.

Media	Dollar Amount	Percentage
Newspapers	\$97,000,000	38.2
Network TV	67,000,000	26.4
Magazines	34,000,000	13.4
Outdoor	17,000,000	6.7
Direct Mail	15,000,000	5.9
Network Radio	8,000,000	3.1
Spot Radio	7,000,000	2.8
Car Cards	3,000,000	1.2
Theaters	2,000,000	0.8
Other	4,000,000	1.6
<b>TOTAL</b>	<b>\$254,000,000</b>	

\* Spot Television is not included.





## Regards from Robert Q. Lewis

*Exclusive Representative:*  
TED ASHLEY ASSOCIATES

*Press Relations:*  
SOLTERS-O'ROURKE ASSOCIATES

# Color TV Continues To Gain In Momentum



By  
**DAVID SARNOFF**

Chairman of the Board  
Radio Corporation of  
America

THE year 1955 saw color television get "off the ground" as a new service and become commercially established. The initial steps are behind us. With more and more color TV receivers being installed in homes daily, the entertainment value and other advantages of color pictures become increasingly apparent and are stimulating the desire of more people to acquire color sets. To meet the demand, RCA has introduced a complete line of color receivers, including a table model, consolette and three consoles, each with 250 square inches of viewable picture.



Color TV will continue to gain in momentum and influence on the American home and the nation's economy. Color programming is being substantially increased by the National Broadcasting Company and we hope by others in the broadcasting industry. This will accelerate the transition from black-and-white to color.

Television sells through both eye and ear, greatly multiplying sales appeal. While the public is becoming more color conscious, advertisers and merchandisers are also attracted by the power of color which gives added sales impact to all products from automobiles to candy bars.

Color is a powerful sales stimulant. It presents things as they are—reveals distinctive characteristics of everything from packages to fashions and foods, from colorful kitchens to cereals and soaps, all of which are made more attractive when identified by their colors.



Today color is quickening the pace of the broadcasting art and industry on all fronts. Its challenge extends in various directions. Scientists seek new inventions because they are well aware that color presents boundless opportunities for development of new ideas and industrial expansion. Showmen are challenged

to produce programs of greater beauty and interest. Manufacturers are challenged to "get into color" and develop and design receiving sets at prices which will put color TV in many millions of homes. I firmly believe that the sale of color sets will eventually exceed the sale of black-and-white sets.

The National Broadcasting Company is now entering its thirtieth year and 1955 was the greatest year in its history.



Television for the home, however, is but one significant phase of electronics. Industrial uses of TV and electronic controls hold promise of great expansion.

Marked progress is being achieved in RCA's development of an electronic light amplifier; a magnetic tape recorder for television; a high-speed electronic printing process (Electrofax); an electronic air conditioner; and microwave two-way radio communication for virtually all types of mobile vehicles.

Change is a characteristic of electronics as a science and industry; it is synonymous with progress. Electronics is a vast and fertile field for research, discovery, invention and development. The new knowledge acquired through scientific exploration makes it possible to provide the public with improved or new products and services.

Progress is born of change as illustrated by the fact that during 1955, **eighty per cent of RCA's total sales were in products and services which did not exist, or were not commercially developed, only ten years ago.** The majority of these new products and services were created through pioneering efforts that involved substantial expenditures for research, development and engineering.



Total sales of products and services by the Radio Corporation of America, in 1955, exceeded one billion dollars. This is a record for the RCA. **It is equivalent to more than four million dollars' business for each working day of the year.** At the beginning of 1920, when RCA commenced its operations, the volume of business was running at the rate of one million dollars a year.

From a million to a billion in thirty-five years is a record that gives all of us in the RCA Family a sense of pride in the past and confidence for the future. RCA is now among the top twenty-five industrial companies in the United States.

Our achievements in electronics, radio and television establish 1955 as our best year on record. I look forward to 1956 as a year of continuing progress.



**JIMMY NELSON**

**DANNY O'DAY**

and

**HUMPHREY HIGSBYE**

*PERSONAL MANAGEMENT*

**LOUIS W. COHAN**

1776 BROADWAY

NEW YORK, N. Y.

203 N. WABASH AVE.

CHICAGO, ILL.



**FARFEL**



# Radio's Might Is Gradually Reawakening



By  
**HAROLD E.  
FELLOWS**

President and Chairman  
of the Board  
National Association of  
Radio and Television  
Broadcasters

**M**OST of the enlightened economists of the nation variously have predicted a continuation of the prosperity which attended 1955. This can only be good news to broadcasters—who, as businessmen, are the legates of prosperity as well as contributing authors.

I don't suppose that anyone can measure accurately the total contribution of television advertising, for example, to the movement of goods and services during the last few years. Surely it can be assumed, however, that this dramatic medium of demonstration in combination with radio and published media has moved a phenomenal amount of goods from our factories and warehouses to the consuming public.



Some within the industry believe that 1956 will be the year in which color television comes into its own, a factor which will influence markedly the distribution of advertising dollars, particularly at the national level.

I look for continued prosperity, too, in radio—the "every-place-all-the-time" medium. Radio's gifted ability to deliver buyers at the lowest cost-per-thousand accounts for the stability it has demonstrated, particularly at the local level. As one looks back over the past five-year period, he senses the evolution through which radio has progressed: the changes in program policies, the proper emphasis on community interest, and the gradual reawakening to the need of aggressive selling and sales promotion.



The National Association of Radio and Television Broadcasters has benefited as a result of the increasing stature and effectiveness of both electronic media. The Association has grown, until today, measured in both income and membership, it is larger than ever before

in history. The encouraging aspect of this to those of us who devote our full time to Association activities is not alone the revenue increase (which does enable us to do a better job for the members), but rather the evidence of industry solidarity implicit in such continuing growth.

The need for "strength through unity" is so obvious as to hardly require delineation. We need such cooperation and understanding at all levels of broadcast experience, particularly in the fields of legislation, economics, and public relations. The increase in the number of State Associations also has been encouraging to the Board and management of NARTB. The stronger we become at all levels of Association activity, the more efficiently we shall be able to operate. We shall have more freedom to initiate good broadcasting policies, which will enhance the industry's economic security. More important than this, however, is the benefit that accrues to the public through cooperative action. By being together, we have been able to evolve sound programming and advertising standards.



In the areas of regulation and legislation, 1956 is going to be a busy year for the NARTB. The management and staff of the Association like to think of their function in these vital fields as that of an organized voice which can bring enlightenment to all branches of the government through speaking with a common purpose. However, it remains true—such is the nature of government—that defense of our rights sometimes must be maintained militantly and without qualification. Here, especially, is where strength through numbers is so important.

The annual NARTB Convention, held in Chicago in April, probably was the biggest yet -- for each year recently we have been breaking records in both attendance and size of exhibit. Some broadcasters may not realize the tremendous amounts of money and the exhaustive effort which go into these annual expositions—all of it paid for by our Associate Members. Even now, early in the year, plans have been nearly completed by most of them for the 1956 show . . . and the Convention Committee is well advanced with its planning for the entire meeting.



From here, and at this time, 1956 looks good. But such is the growth potential of this dynamic industry that a year from now, no doubt, we shall be expecting 1957 to introduce even brighter horizons.



# DICK STARK...



... introducing his son, Morgan,  
to TV and the sponsor's product

# TV Set, Auto Radio Sales Set Record



By  
**JAMES D.  
SECRET**  
Executive  
Vice President  
Radio-Electronics-  
Television  
Manufacturers  
Association

**T**HE radio-television-electronics business boomed in 1955 despite increasing competition, and several production and sales records were established. All indications at the beginning of 1956 were that it would be another highly successful year with the greatest growth expected to occur in color television and industrial electronics.

Television receiver and auto radio sales in 1955 were the highest of any year to date, while color TV set sales, though relatively small, were high enough to encourage the industry to make plans for a more substantial output in 1956.



The greatest industry expansion in 1955 was in industrial electronics. The trends toward automation and product diversification among large manufacturers resulted in an intensified interest and numerous investments in electronic facilities. Thus the industry's boundaries were expanded.

Preliminary compilations by the RETMA Statistical Department show that the following records were achieved in 1955:

- About 7,770,000 black and white TV sets were manufactured. This was 400,000 more than were made in 1954 and 300,000 above the previous peak year of 1950.
- Consumers bought close to 7,400,000 black and white television receivers—about 75,000 more than in 1954, the highest previous year. An additional 100,000 were exported.
- Auto radio sales skyrocketed to a new peak of 7,260,000. This was over 3,000,000 more than were sold in 1954 and 2,000,000 above the previous record of 1953.



While the output of home radics, including clock and portable sets, did not keep pace with the rise in auto receivers or equal the postwar 1947-48 records, 7,686,000 units were manufactured in 1955 as compared with 6,276,000 in 1954. Retail sales of home sets

were approximately 7,000,000. The year also was marked by the entry of a variety of transistor type radios into the consumer market.

With 459 TV stations on the air, there were an estimated 37,100,000 television receivers in use throughout the United States by the end of 1955. An increasing share of new TV set sales were replacements or second sets, and this trend is expected to rise. Industry estimates were that more than 125,000,000 radios were in use with a large percentage of multiple set homes.



Total sales of all electronic products in 1955 at the factory level rose to a new peak of about \$5.5 billion. This was 10 per cent above the 1954 figure. During 1956 further expansions in industrial, military, and parts replacement sales should bring the industry's total to \$5.8 billion or higher.

When radio-TV servicing, broadcasting, and distributor-dealer sales are added to the manufacturers' factory sales, the industry's total volume was about \$9.7 billion in 1955. By the end of 1956 this over-all total should reach \$10.8 billion on an annual basis.

Deliveries of military electronic equipment and components last year increased by about \$100 million over 1954 to reach \$2.4 billion. However, the rise in radio-TV and electronic sales for civilian and commercial uses for the first time since the outbreak of the Korean War exceeded military electronic procurement. Many electronic developments moved out of research laboratories into production facilities.



The outlook of the radio-TV-electronics industry in 1956 is very promising. Sales of black and white TV sets are expected to exceed 7,000,000. Color receiver sales will depend to a large degree on the quantity and quality of color telecasts and the availability of color TV tubes. However, present indications are that about 250,000 or more color receivers will be manufactured and sold, bringing total TV receiver sales close to the 1955 record with probably a higher dollar value.

Electronics production of non-entertainment equipment will continue to increase in 1956. Military procurement may rise. Commercial and industrial uses of electronic equipment certainly will grow and require greater production. The growing use of transistors and other semiconductor devices will bring about expansion of plant facilities to supply requirements. Further mergers and acquisitions in the electronics industry are likely with increasing competition in the radio-TV field.



**SID CAESAR**

**CARL REINER**



**HOWARD MORRIS**



**ROBERT MONTGOMERY**

Presents

**THE JOHNSON'S WAX PROGRAM**

and

**THE SCHICK TELEVISION THEATRE**

**NBC — TELEVISION**

**MONDAYS — 9:30-10:30 PM EST**

# View TV 4 Hours And 57 Minutes Each Day



By **OLIVER TREYZ**

President  
Television Bureau  
of Advertising, Inc.

**T**HIS marks the second year that TvB has been invited by the editors of Radio-Television Daily to contribute to its Annual.

This also marks the beginning of TvB's second year.

Perhaps some future historian, goggled-eyed at TvB's meteoric rise in the 20th century mid-fifties, may note—while perusing the yellowed pages of Radio-Television Daily Annuals—that TvB arrived on the television advertising scene in 1955.

If this historian goes through the daily issues with a fine tooth comb, he will find a chronicle of TvB's development.



We believe annuals serve a useful function . . . the compressing of days and weeks into a yearly review of what's happened, and a look ahead.

In television, to look back is to look down. For the path of television has been constantly up.

The television industry has put TvB in business to help accelerate its rate of climb.

To play our role, we've been constantly at work selling advertisers the productive use of television.

Our initial activities have concentrated on building a focal point or points where television and advertising meet.



We've been uncovering basic facts about the relationship between television and specific markets.

For example, early in the year Nielsen supplied TvB with the highly intriguing "Quintile" report. This was the splitting of some 35 million homes into fifths, of 7 million each.

The **average** home, according to Nielsen, views television 4 hours and 57 minutes per day.

But the Nielsen report showed that the lightest viewing 20% watched 1 hour and 22 minutes daily, 6% of the total viewing. The next fifth watches 3 hours and 28 minutes; the third fifth, 4 hours and 44 minutes. Curiously, the 60%, accounting for the relatively lightest viewing homes, represents 39% of the viewing. In delineating these findings to more than 200 advertisers, TvB has unflinchingly emphasized that the **lightest** viewers of television, give to it an amount of time which would qualify them as the **heaviest** readers of magazines and newspapers. But the heaviest viewers of television, the 20% that view 6 hours and 11 minutes per day, and the **top** 20% which view 8 hours and 59 minutes per day, proved, in special TvB research, to be the "cream" customers of the American market.



The 14 million homes which keep their sets lit up from 6 to 9 hours a day are, basically, the **post-war** families, products of the post-war marriages, the new and larger families whose emergence and growth are putting the real vigor into the fastest expanding, most productive economy in world history.

These are the families with more and hungrier mouths to feed . . . more teeth to brush . . . more hair to shampoo . . . more lunch boxes to fill . . . more bodies to clothe.

And these are the families which have paced the universal, all-embracing national swing to television, the only advertising medium which can distribute not only advertisements but sales calls, the only advertising medium which can supply the friendliness, the warmth and personal persuasiveness of face to face communication. The only medium which can "teleport" a salesman, who can describe, demonstrate and **sell**, in the prospect's **home**, with the force and power of an in-person visit.



The cumulative, repetitive documentation of these inherent advantages of television, will represent a good part of TvB's activities in 1956.

If our continuing efforts to forge a mightier link between television and advertising merit reporting, we know they will be chronicled in the 1956 pages of Radio-Television Daily.



# The Future of Television Film Programming



By  
**MARTIN V.  
ZUZULO**

Associate Editor  
**Radio Annual,  
Television Yearbook**

**T**HE two great rivers of mass entertainment—Hollywood, and television, are beginning to flow into one gigantic ocean of compatibility and quality for the viewing public. Ironically, the amalgamation does not lessen the one and strengthen the other, but rather like a communion of two great minds, or a blissful marital tie, the relationship has begun to show signs of enhancement for both mediums.



Shaking at first from the swift and biting currents of television when it swept onto the scene in 1949, Hollywood, of necessity, was cautious enough only to get its feet wet, and wait patiently for the rampaging economic waters to subside. Deftly moving their costly film vaults high and dry, Hollywood, rivalling a Swiss diplomat's acumen, decided to let the main body of television go by and experiment niggardly instead with some of television's tributaries, until a more realistic and opportune time.



From all indications, the year 1955 seemed to be, for Hollywood, that more realistic and opportune time. Huge holes have appeared in the once seemingly invincible dikes that had been built by film people to protect its precious libraries from the onslaught of television. These ripping holes, such as one of filmdom's greatest financial transactions, the RKO-O'Neil 740 film package, and others, were not gorged out by television, but much to the amazement of many, by Hollywood, removing its own thumb from its own film library dike. There's no doubt that this will bring about a flood of entertainment for the public and a flood of income for both mediums.

Hollywood and television are beginning to know and enjoy each other. They know now they can live with one another. There can be a "prosperous co-existence." In 1940, the movie theaters of the land took in \$735,000,000; last year the take was \$1,275,000,000. In 1945 Hollywood spent \$401,577,800 in production; in 1955, the sum was a little more than \$240,000,000. Moreover Hollywood is now enjoying a boom inspired by television. With approximately 75% or more of all television fare now being beamed on celluloid, Hollywood technicians and craftsmen seem likely to monopolize this field. And rightly so, for Hollywood long before the roar of television had always been known as the "film capital of the world." The city's technological craftsmen, ideal weather conditions, and bulk of acting talent, had only to swerve toward the television field in order to captivate it.

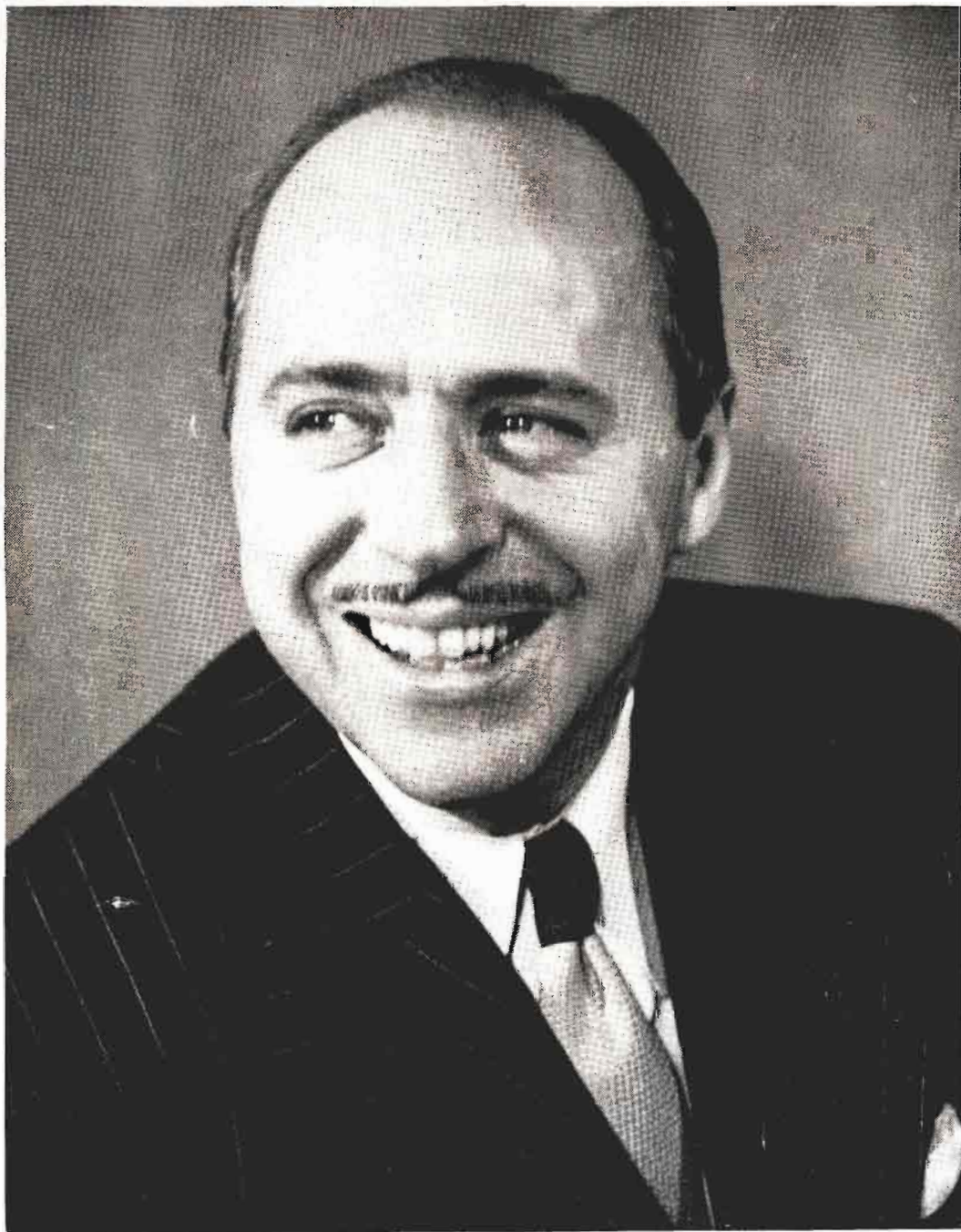


Yet in swerving or re-channeling its own talent and production to meet the surging economical waves of television, Hollywood by its own movement has enhanced itself. It's a truth that movies in the year 1955 have never been better. But it's also a truth that television can take some of the credit. Not for contributing the live teleplay, "Marty," which at this writing could very easily be chosen as the Academy Award winner as the best movie in 1955, or even for another original teleplay "Patterns." But only for the fact that television has presented competition, and in competition only, there is greatness, and quality.



In the past year it has become apparent to Hollywood that the command of the mass audience of television is greater than any single night of the largest all-time audience of any single picture. That there is only one thing Americans let consume more of their time than television and that's sleep. That this single medium sold more lipstick on just one-half hour program than a sponsor could make. That these at-one-time ominous charging waters of television will not waste themselves and trickle away into nothing. That this great river of entertainment when joined by Hollywood's great river of entertainment will form one of the greatest moving forces that has ever been known to man.





**WILLIAM KEENE**

Su. 7-5400

# Radio Will Pave The Trend Of Business



By  
**DONALD H.  
McGANNON**

President  
Westinghouse  
Broadcasting Co.

**T**HIS year is going to be another big one for our industry. I look for a 10% increase in sales. Television will move forward. One needs no crystal ball to see that. But the dramatic swing toward good times these days is happening in radio, simply because radio is no longer taking the drubbing it took during those first years of television.

I like the prospects for our industry particularly this year because of radio's prospects. It means that we are at last gaining strength on both fronts—in both television and radio.



Why am I bullish? After 1955, which was the biggest year in our industry's history, how do I justify such optimism for 1956? Should we be content with a sunny plateau, hoping that the future will be just as rewarding as the immediate past? I think not, for we are wiser than we were a year ago. Therefore, we should be better—and that much more successful.

Take television. Television is no longer "in its infancy," a favorite expression of many industry "observers" not so long ago. Today, television is approaching full growth. Of course, it will continue to grow. But, just as important, television is now beginning to mature. It has reached voting age. It is taking on adult responsibilities.



For example, during 1956, I look for exciting television programming on the part of local television stations. We saw this happening in a few areas during the past year. We saw stations in certain communities begin to develop local programs that challenged some of the big network productions.

I predict that television in many cities will be strengthened during 1956 because local programming will become a stronger supplement to the network shows.

Very often, local programmers show themselves as courageous journalists. Their subjects are sometimes controversial, because their objective is to make the communities

which they serve better places in which to live. When you point a camera at a community trouble-spot, you tread on dangerous ground. But you also gain audience respect for your effort. This is the kind of programming which will strengthen the industry, by adding strength to the stations which make up the industry.

In radio, we have a chance of a lifetime. Along with it, we have a responsibility of a lifetime.



Some broadcasters were willing to let radio die just a few years ago. The industry was the victim of jokes about youngsters finding strange objects in attics, and not knowing what on earth they were. Rodies, of course. And we deserved just about every bad joke that was ever written about radio's obsolescence, because we were not really trying in those days. We were willing to recoup our losses with television.

Today, we are beginning to get smart. It is finally dawning on us that radio has a place, for—and a big place. Many radio stations did well last year, for the first time since television came along. Many more will do well in 1956.

It would be unfair for me to imply that everyone in radio showed weakness when television flexed muscles. Not so.

Certain operators knew the score. They proved that radio would always have a place. They did it by making money while most of the industry shed tears at radio's demise.



This year, radio gets its big change—its second big chance. It can succeed if it is willing to work; if it is willing to develop new talent—local talent; if it is willing to make itself a community member, and not just an outlet for network shows. I believe that radio must become primarily a local, intimate thing in the future, if it is to succeed.

The major networks, in my opinion, deserve credit for their efforts on radio's behalf during the past year, although I cannot honestly agree with the approach which they have taken, for I believe that the days of big, network radio shows are over, at least for the predictable future. I believe that today's radio audience wants to hear music—good music of all types; it wants frequent news coverage—with a strong play to local goings-on.

Of course, radio's obligation does not stop there. As a public servant, radio must do more. This year, I believe radio will assume a greater responsibility in the areas of education and human understanding, with programs of quality and of intellectual import.



# JAN MURRAY

"DOLLAR A SECOND" — ABC-TV 9 P.M., E.S.T.

*Management:*  
WILLIAM MORRIS AGENCY



# Never Such A Choice Of Programming



By  
**FREDERIC W. ZIV**  
Chairman of the Board  
Ziv Television Programs

**T**HE booming growth of the syndicated film industry has meant one thing to television: Never have so many different sizes and classes of sponsors had so wide a choice of film programming.

Our client roster shows names like Carter Products, Phillips Petroleum, Emerson Drug, P. J. Ballantine, Ohio Oil and others who are sponsoring first-run half-hour shows on line-ups that approach network coverage. Lists of 20, or 30, or 40 and more markets carrying the same Ziv TV show for the same national spot advertiser are not uncommon.



At the same time, our list of over 2,270 Ziv telefilm clients include many local merchants, retailers, auto dealers, bakeries, dairies, banks, breweries, supermarkets and jewelers, whose television campaigns are confined to just one market.

We do not differentiate; no intelligent producer-distributor would. All are important, since they all make up that huge category known as "spot television advertisers." All are seeking the same thing—a top-notch show that will attract a large audience at a reasonable cost-per-1,000 figure to the advertiser's commercials.



This places a large responsibility in our hands. With more and more advertisers moving into television, we must create more and more telefilm properties of all types for them to sponsor. In one sense, it is a fascinating challenge to our creative ingenuity. In another, it is like having a tiger by tail—while you are reaching out to grab another.

Television filming is getting more expensive all the time. Star talent commands big budgets. The materials of production cost more. Labor costs more. Everything costs more.

We feel we owe it to our advertisers to continue to produce those syndicated shows which have proved themselves over several seasons for Ziv advertisers, and not to turn

out a series of "one-season wonders," with no continuing production. This enables our clients to concentrate on getting the finest time availabilities and in preparing the most effective commercials. They can relax (or come as close to relaxing as you can in the fast-paced business of television!), knowing that if a show is in demand, we have the financial stability, the studios, and the manpower to continue to produce the series.

Take the case of Interstate Bakeries, for instance. Interstate has built a major advertising campaign around our "Cisco Kid" for more than five seasons, starting with a modest list of a dozen or so markets and building the list steadily until it stands at more than 60 cities.



This growth has been possible primarily because we have delivered to Interstate, and other "Cisco" sponsors, a fresh cycle of telefilms each season since 1950. I might add that time clearances for Interstate, and other year-in, year-out Ziv advertisers, have steadily improved over the years. Time buyers are free to scout for the choicest availabilities, knowing the program will continue to be supplied to the advertiser.

One of our largest clients, for example, who has been with us for several seasons, now has 92% of his Ziv-produced programs aired in choice evening time slots on leading stations between the hours of 7:00 p.m. and 11:00 p.m., with more than half of them falling into the peak hours of television viewing!



We believe we owe other things to our clients as well. For example, we will spend a large portion of our 1956 promotion budget, currently set at \$800,000, in promotion campaigns and publicity designed to increase the audience for Ziv shows now on the air.

We furnish promotion-publicity kits to be used by our advertisers in everything from tune-in ads and local publicity to store displays and merchandising campaigns. We also furnish complete plans for a program designed to boost employee recognition of client advertising, since genuine enthusiasm for a television program has to start within a client's own employee family. In addition, we create and merchandise various public service drives, television contests and other promotions in connection with Ziv Television Programs productions.

Finally, we are working ahead of most people in providing a long-range program of color filming at our Hollywood studios. Last year, we shot more than 3,000,000 feet of telefilm footage there—and over 70% was on color film.



*Complete facilities for:*

television

theatrical

commercial

industrial

*films*

motion picture center

846 north cahuenga boulevard

hollywood 38, california

*Desilu*

Desi Arnaz, *president*

# Looking Into Syndicated Television



By  
**WYNN NATHAN**  
Vice President  
in Charge of Sales,  
MCA

**I**N THE aura of claims from other sources that the syndicated television show business is slipping, I think it is good for us to look back on the past twelve months and see if these claims have any foundation.

Of course, I am most familiar with the exceptional progress of MCA-TV Ltd., Film Syndication Division, during 1955, but I am sure that most of the larger distributors have experienced the same trends that we have.



During 1955, our company added six new series to the 26 properties we already distributed. These additions included 123 Gene Autry and Roy Rogers Western films, never before seen on television; 39 of the new "Doctor Hudson's Secret Journal" program, adapted from the famous Lloyd C. Douglas novel; 104 "The Adventures of Kit Carson," which were sponsored on the network for four years by the Coca Cola Bottling Company and first run in over 200 markets; 39 "Headline" shows, starring Mark Stevens, which played on the network as "Big Town" and 76 of the very successful network series, "The Ray Milland Show."

With these additions, the list of stars appearing regularly in syndicated MCA-TV programs has greatly increased. The talent role now reads like a "who's who" in show business, including Gene Autry, Ralph Bellamy, Charles Bickford, Rod Cameron, Preston Foster, Alan Hale, Jr., Paul Hartman, Louis Hayward, John Howard, Guy Lombardo, Thomas Mitchell, Ray Milland, Roy Rogers, Mark Stevens and Bill Williams.



Sales wise, 1955 was the biggest year ever experienced by our company. To name a few of the success stories that were to be found in the past twelve months, we sold "Soldiers of Fortune" to the 7-Up Bottling Company for 150 cities; 26 more shows were added to "Waterfront" making a total of 78, and they were placed in over 200 cities. "Doctor Hudson's Secret Journal," in its first

six months on the market, was bought in more than 140 cities; sales of the Roy Rogers and Gene Autry Western films passed the three million dollar sales mark in less than 2 months; and so on down the line. Each and every show we handle did well in 1955, and the sales were getting stronger as the year drew to a close.

Rating wise, syndicated teleshows proved time and time again that they can compete favorably with any locally produced or network show. Such ratings as: 40.9, Videodex, Pittsburgh for "Guy Lombardo"; 39.0, Pulse, New Orleans for "City Detective"; 44.2, ARB, Norfolk for "Pride of the Family"; 45.8, Pulse, New Orleans for "Famous Playhouse"; 37.6, Videodex, Grand Rapids for "Man Behind The Badge"; 40.5, Pulse, Charlotte for "Waterfront"; 34.4, ARB, Pittsburgh for "Doctor Hudson's Secret Journal" and 40.1, Videodex, Toledo for the "Ray Milland Show" substantiate this claim.

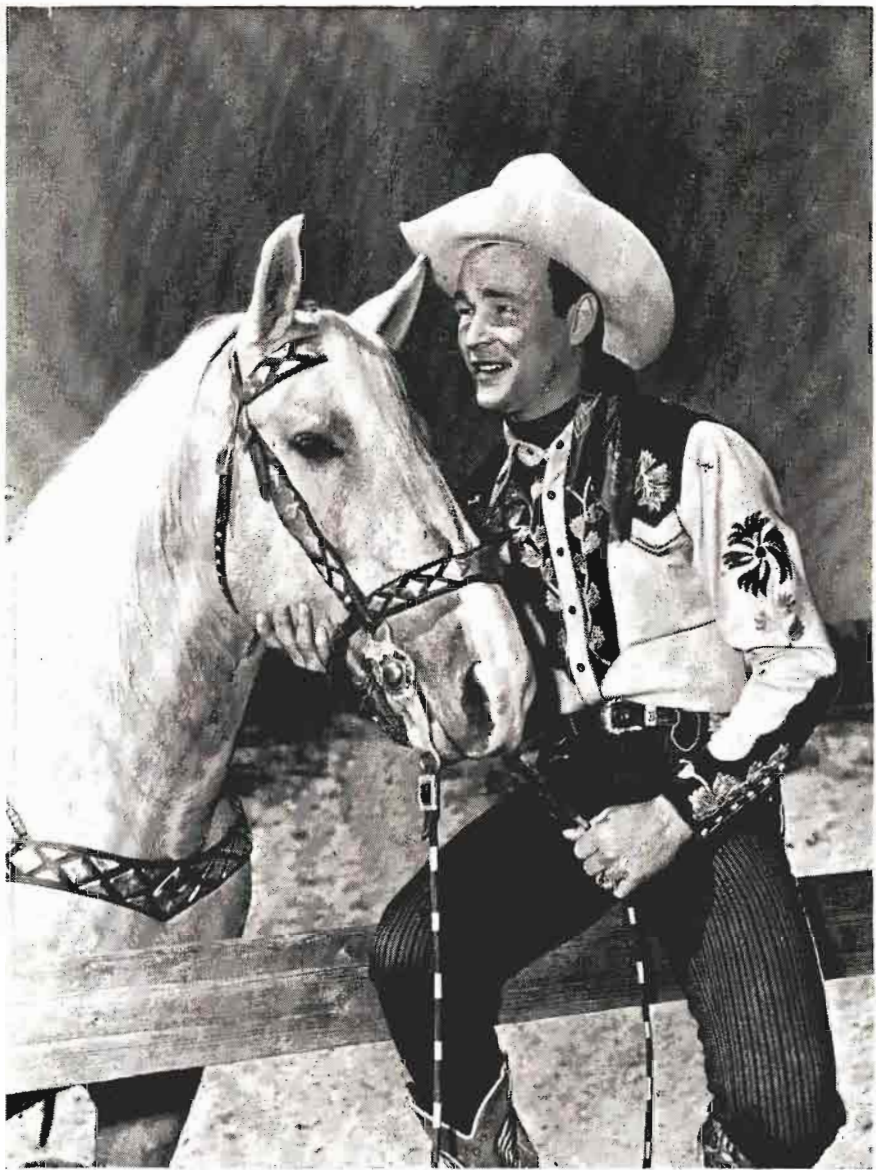


Also during 1955, Revue Productions added 78 more anthology films to their large catalog of half hour dramas. With this added product, any station in the country can bolster its line-up of programs to meet the most rigid demands.

1955 was also a year for expansion in our company itself. New offices were opened in Tampa, Fla. and Indianapolis, Ind., and two new regional offices were opened, Dallas and Cleveland, and were staffed by one of our V.P.'s. A publicity department was added in New York and California better to service our clients with after-sales promotion. The prospect of enlarging our foreign markets was examined, and an International Sales Manager named. Plans were formulated for more complete representation in Mexico City, Rome, and the Orient. With well staffed offices already established in Canada, England and France, MCA-TV will continue to be able to give complete coverage to the entire world.



Other advancements of our sales plans, executive responsibilities, after-sales services, merchandising division, and all phases of our operation, were many and varied. To name them all would take much more space than I have been allotted or you would care to read. However, I think it is sufficient just to say that 1955 was very good to us, and 1956 looks even better. I don't think syndicated television is slipping one iota; in fact it is stronger now than it has ever been, and it is our hope that our 70 salesmen and 30 offices at MCA-TV have had a part in bringing about this situation. We promise you we will do everything in our power to continue this advancement in the coming year.



**ROY ROGERS**  
**“King of the Cowboys”**  
**AND TRIGGER**

Television—NBC Coast-to-Coast

Sponsored by Post Cereals

A Division of General Foods

Recordings—Bell Label and Little Golden Records

*Exclusive Management*  
ART RUSH, INC.

*Public Relations*  
A. L. RACKIN

*Commercial Tie-Ups*  
ROY ROGERS ENTERPRISES

357 No. Canon Drive — Beverly Hills, California

# Canadian Auto Set Sales Up 75%



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By  
**J. M. DAVIDSON**  
Past President,  
C.A.R.T.B.

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**T**HE past year has been one of intense activity in the sale of new broadcast receivers with reported Canadian sales around the one million mark. This was divided almost equally between radio and TV receivers. The increased sale of television receivers was anticipated as new stations came on the air. But few broadcasters or set manufacturers expected such a dramatic increase in sales of radio receivers, especially portables and automobile sets. Sales of radio receivers showed an increase of some 20% over the preceding year. But the purchase of portables and car sets went up an amazing 75%.



The broadcasting industry is confidently looking forward to 1956 being much the largest volume year in Canadian history. Accurate figures are difficult to obtain but the 20% increase in radio revenues last year is expected to continue, and television revenues are increasing at the rate of about 50% each year. Available information would indicate that gross revenue for the broadcasting industry in Canada would reach some \$45 million this year.



The Canadian Association of Radio & Television Broadcasters shares the industry's expansion with a membership at the beginning of 1956 of 136 radio and 25 television members. The appointment of a Royal Commission to view the broadcasting industry assures a

busy year for C.A.R.T.B. The Illsley Commission on Copyright may produce its report this year. As in 1955 there may be appearances before various commissions and boards.

One certain activity this year will be the Association's continued emphasis on providing member stations with information on new program techniques. Few Canadian homes lack radio receivers in kitchens, bedrooms and playrooms. There has been a vast increase in the number of portables and automobile sets. These new radio listeners are welcoming the interesting new programs provided by Canadian stations. The fixed national formula is giving way to the popularity of specially produced programs featuring local talent, local personalities and subjects of special community interest.



The Broadcast Advertising Bureau established towards the end of last year by C.A.R.T.B. has a carefully planned program for 1956. The Radio broadcasting division of the Bureau will continue its presentations to Advertisers and planning boards of Advertising Agencies. The television sales story was dramatically told to some 500 executives in a special TV seminar held in Toronto in January. This was arranged by the Television Representatives Association in conjunction with C.A.R.T.B.



Community television stations are serving most areas of Canada excepting the six largest cities which in 1956 are still served only by the government owned CBC. The 25 TV members of C.A.R.T.B. are rapidly expanding their operations, the number of homes served and providing an opportunity for local talent to participate in this expansion.

The broadcasting industry will continue in 1956 to improve and expand its services to the 6 million radio and 2 million television receivers tuned to Canadian stations.



Ralph Edwards



**This Is Your Life**

Wednesday  
10 P.M. EST

**TWO RALPH EDWARDS' HITS ON NBC**

**Truth  
Or  
Consequences**

Friday  
8 P.M. EST



Jack Bailey

# 5 1/4 Million Rural Homes Own TV Sets



By  
**JOHN McDONALD**

**President, National  
Association of  
Television & Radio  
Farm Directors**

**T**HE history of farm broadcasting is as old as radio itself. KDKA, Pittsburgh, the first station to go on the air in 1922, employed Frank Mullen as a part-time farm broadcaster. Mullen later became Executive Vice-President of the National Broadcasting Company. Over the next twenty years the growth of farm broadcasting was slow. On May 5 of 1944, some thirty-five radio Farm Service Directors and other persons interested in agricultural broadcasting met in Columbus, Ohio, and formed the National Association of Radio Farm Directors. It was the opinion of that thirty-five then and of the more than 400 members today that scattered listeners on farms and in small rural towns deserve better and more specialized services than the average city listener. The main objectives of the organization have always been to effect programming of farm broadcasts with the emphasis on service. Realizing that farm people depend on radio for essential business information, weather and market reports, the Federal Communications Commission Hearings in 1946 accentuated the importance of farm service through radio. Since that time both the organization and the services have grown. Accepting the new media of television as an opportunity for more service, the organization became the National Association of Television and Radio Farm Directors both in name and fact in 1953.



We feel that the Association, under the able leadership of Frank Atwood, WTIC, Hartford, Connecticut, had its best year in 1955. It now has an active voting membership of more than 400 and an associate membership of more than 200. These associate members represent station management, station sales, agencies, representatives, clients and other friends of the Association and of farm people--the folks we talk to daily.



The radio and television industry has become aware of the farm service type program gaining and holding audiences. This was

evidenced by the invitation of eight Farm Directors to speak at regional meetings of the National Association of Radio and Television Broadcasters in 1955. This was our first attempt to present farm radio to management on a national scale. Judging from the comments, letters, and number of inquiries received, NATRFD gained a lot of prestige. Harold Fellows, President of NARTB, said, "I definitely think getting eight of your men into the field to talk to management at the regional meetings was most constructive and more than justified our thinking as to what it would accomplish."



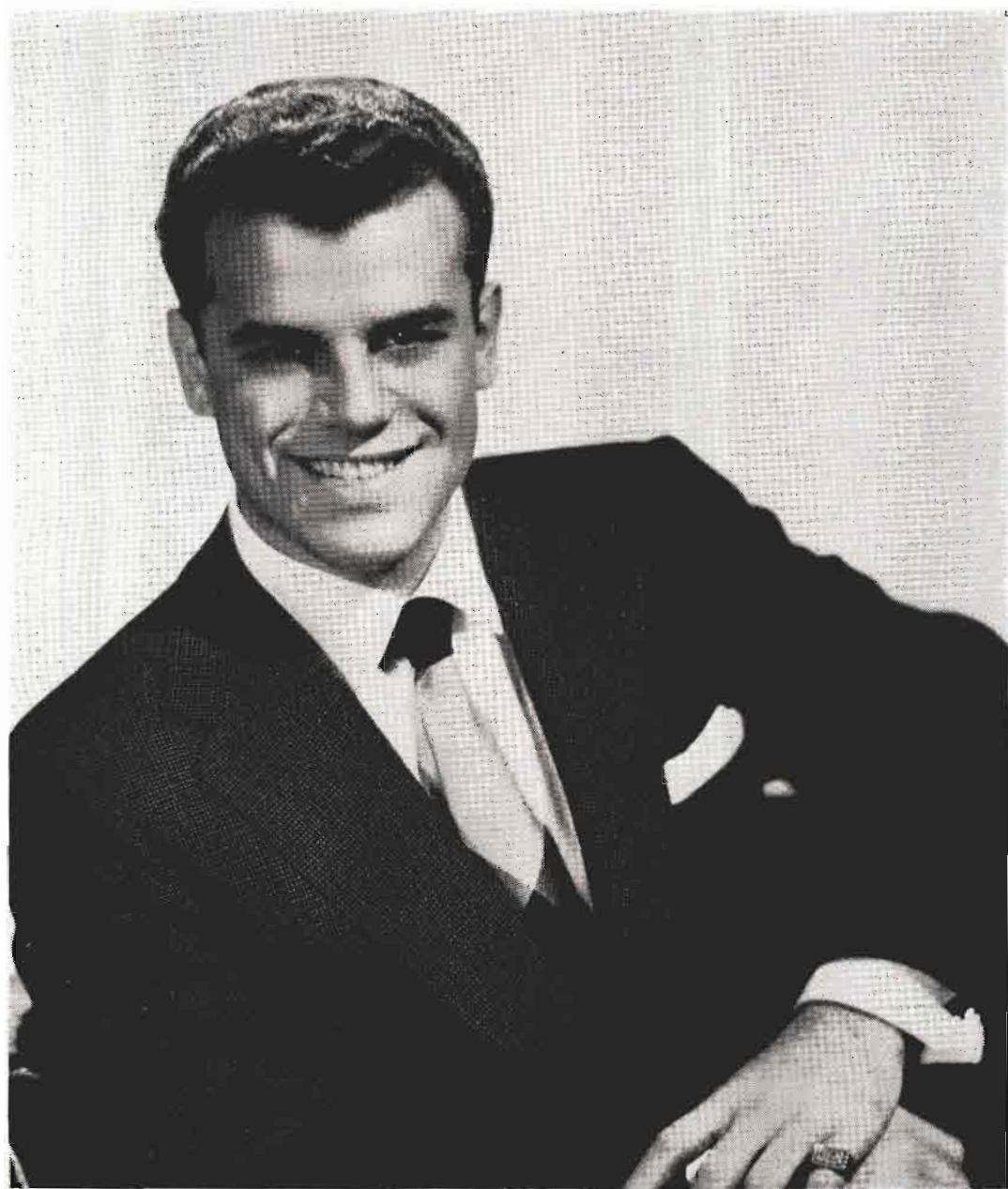
NATRFD was glad to tell management that we are a professional group and intend to remain as such. With few exceptions, RFDs are men who have farm backgrounds, agricultural college degrees, and prior to their radio work had jobs as Extension Agents, Vocational Agriculture Teachers or some other related work which kept them close to agriculture and farm people. A lot of effort was put into professional improvement during the year. We cooperated with the National Project in Agricultural Communications in holding a TV Workshop in Columbia, Missouri, and also held a meeting with NPAC on market reporting in Kansas City. We have had representation at practically every meeting throughout the nation that had as its purpose the betterment of farm news reporting or farm life itself.



In speaking to our group last June on the lawn of the White House, President Eisenhower said, "The farmer is not just a farmer. He is a citizen of the United States, first and always. And so I think that if we're truly going to interpret the farm problem and farm programs to the farmer, we have got to raise our sights a long ways and interpret . . . and I am told by the Secretary of Agriculture that this group has done a yeoman's job in this regard. For it I hope you will accept my thanks, my gratitude, and more than that my utter conviction that you're doing a truly great service to farmers and to the United States of America."

The last farm census showed that there are 17 million rural homes with radio sets (more than 99%) and more than 5 and one quarter million rural homes with television sets.

Newly elected officers for this year other than myself are: Jack Timmons, Vice-President, KWKH, Shreveport, Louisiana; Dix Harper, Secretary-Treasurer, WLS, Chicago; Herb Plambeck, Historian, WHO, Des Moines, Iowa and Wes Seyler, Editor of "Chats", WIBW, Topeka, Kansas.



**Julius La Rosa**

# Resurgence of Radio In Latin America

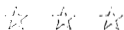


By  
**A. M. MARTÍNEZ**

Exec. Vice-President,  
**Caribbean Networks,  
Inc.**

Treas., International  
**Advertising  
Association, Inc.**

**A**S we begin 1956 and we look at the past twelve months, two important factors seem to stand out in Latin America. The first is the rapid rate of growth of commercial television in such markets as Brazil, Cuba, El Salvador, Guatemala, Mexico, Puerto Rico and Venezuela. It is not so much the number of additional stations, which were very few, but mainly the improvements made to the existing ones, both in programming and equipment, in service to the sponsors and longer hours of operation for the viewers, and, of course, the rapidity with which these factors are creating new TV homes by the tens of thousands. Yet, one must realize sets are imported and their retail prices are loaded with such necessary expenses as transportation, marine insurance and high import duties, therefore, a great deal more expensive than at home. However, Puerto Rico and Cuba, for example, each bought more TV sets than twenty U.S. states during 1955.



The second factor is the effect television competition has had on radio broadcasters. Radio found out, sooner than its counterpart in the United States, that it would have to be on its toes not only to keep and increase its audience but also to keep and increase its revenue instead of remaining stationary or decline. Hence, painstaking plans were made and put in operation by the most important and progressive radio broadcasters during last year to improve the programming with new ideas, acquire better and more up to date equipment and put its own house in order.



So far these two factors have brought important economic results to the radio and

television industry in Latin America. In addition, advertising budgets were increased to cover both radio and television with the natural chain reaction of increased sales of goods and services for the advertisers.

In general, the outlook for 1956 is good, perhaps even better than it has been for a long time. Here is additional background. It is a well known fact that most Latin American cities have far too many radio stations. Now, in this movement of radio stations to keep and increase revenue and audience, many of the smaller operations, poorly managed and badly equipped cannot stand the pressure. Some already have suspended broadcasting and others soon will be off the air. This is a hard blow but under increased competition, how can a city of the size of San Francisco, as a comparative example, but without its trading area, support thirty-four radio and 5 television stations! It stands to reason some stations must fall by the wayside as there is no other way to stop them, because now it is too late to invest additional capital.



The management of the radio and television stations represented by Caribbean Networks has had the foresight to look at the future and act by installing better antennas, more powerful radio and TV transmitters, rebuild studios, form radio networks with powerful FM links and television networks with their own microwave relay units, operate longer hours with better programs, etc. One network will transmit 400 sport events by remote control, another network will broadcast over 35 "Soap Operas" daily and still another station will transmit "live," direct from a baseball park, two games a week plus the entire schedule of the top teams of the winter league; I am sure many of you have heard how CMQ broadcast "live" the world series on radio and television with an airplane acting as a "link" and how it led NBC "live" portions for "WIDE, WIDE WORLD." These are but a few of the many accomplishments necessary to keep pace with competition and progress.



1956 will see a richer and more abundant year for advertisers, advertising agencies, radio and television stations in the international field.



*Mark Jensen*

TV COMPANY  
PRODUCTIONS INC.

TV COMPANY

**"BIG TOWN"**

for Lever Bros. Company  
and  
General Motors,  
A.C. Spark Plug Division

PRODUCTIONS INC.

**"TIMETABLE"**

*United Artists Release*

# Analysis Compulsory For Newscasters



By  
**JOHN MacVANE**

President  
Association of Radio  
News Analysts

**T**HE Association of Radio News Analysts this year has begun an inquiry into the charge by radio-television critics that the American public is being lulled into a "deceptive sense of security through the failure of television to present news analysis on a regular frequent basis."

In an article last November, Jack Gould, columnist of the New York Times, asserted that the public has suffered from a "coast to coast vacuum in the realm of mature analysis of the contemporary scene." Gould charged that Television, fearful of controversy, has calculatedly avoided the type of program which would require the set owner to think the most and has provided instead a "protective cloak of continuous escapist entertainment," isolating viewers from "adequate awareness of the realities of day to day life." He maintained the public needs news analysts as "watch-dogs" to remind listeners and viewers that the world never stands still and to stimulate them to independent thought.



I have noted Mr. Gould's article because he outlined what other respected critics in the field, notably John Crosby of the New York Herald Tribune, have been saying recently. Many have been emphasizing that as of today Television prefers the "videogenic announcer" who can read a news bulletin to the men who, themselves, have something to say. I think most professionals in our field would agree that the public is being deprived even of the right to disagree with comment on TV, comment which may be sharp, or controversial, but which is thought provoking. Alas! Not much thought is provoked by the bland baby-rue of newsreel news now fed the public.



One of ARNA's major purpose, from its founding fifteen years ago, has been the protecting of "the best interests of the public and the industry," as well as maintaining the "independence and prestige of the profession" and "improving the standards of analytical broadcasting."

ARNA has fought successfully to protect the reputations of its own members as experienced reliable commentators. ARNA did not and does not consider that the public interest would be served by commentators, whose opinion and advice on the state of the world reached so many of their fellow-countrymen, voicing commercials. ARNA fought this battle in the public interest and won it. The stand is now accepted by the networks, although, at a recent private meeting with network officials, it is noted that sponsors still would like to have commentators put their prestige into commercials for the sponsors' products. (One result of this has been that sponsors have applied on occasion the all-inclusive term "commentator" to their newscasters who are naturally not averse to reading a minute of news about the Middle East crisis, followed by a minute of advice to smoke El Ropo cigarettes.) I mention this because the ARNA effort to keep news analysis free was done in the public interest and not seldom at a loss of income for ARNA members.



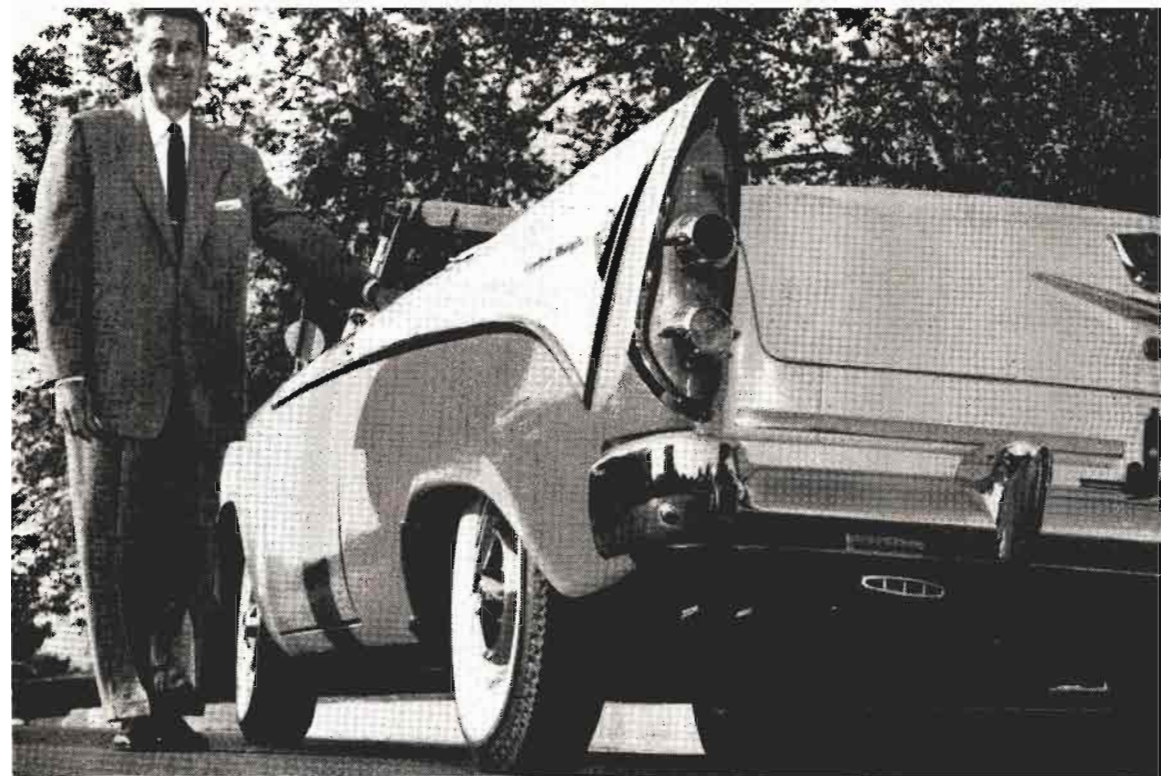
Now, since there seems to be a definite feeling among the serious Radio-TV critics that the "best interests of the public" are being affected by the failure of the industry to stimulate thought and discussion through news commentary, ARNA has devoted several of its recent meetings to a discussion of this topic. These are being continued and form a field of activity separated from the usual private meetings of ARNA with distinguished American and foreign statesmen, contacts which, of course, have been taking place as usual.

It is too early to reach any conclusions on the extent of the problem, before an adequate number of network officials and other authorities in the field are consulted.

It has seemed to ARNA, however, that the analysis and interpretation of news should find a regular place on the daily schedule if the broadcasters are to fulfill the demands of the charter under which they operate to serve public interest, convenience and necessity.



ARNA is well aware of the challenge of the new means of communication. How to marry the expert knowledge of the news analyst to the ability of the visual technician must be a subject of experiment, and it may be that at times, the analyst will be behind the scenes working on the preparation of TV news in depth, at others in front of the camera. But the claim of the critics that the public is being subjected to a stupefying mesmerizing wheel of escapist entertainment seems to emphasize that news analysis must find a place, if Television's duty to the public is to be anything more than -- just words.



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MUSICAL SHOW  
OF THE YEAR!”\*

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SATURDAYS — 9-10 P.M. (E.S.T.)  
ABC-TV COAST-TO-COAST

\* RADIO-TV DAILY'S  
ANNUAL POLL OF  
AMERICA'S RADIO-TV  
NEWSPAPER EDITORS

80



# AWRT Maintains 11 Chapters In America



By  
**BETTE  
DOOLITTLE**

**AWRT Eastern Area  
Vice-President**

**I**T WAS a year full of progress for American Women in Radio and Television, Inc. A year in which membership grew to an all-time high of 1,325. President Jane Dalton of WSPA, Spartanburg, S. C. and all of AWRT are to be congratulated on the growth of the organization, its increased activity and the valuable service to its members in the bringing together of women with something in common—employment in the broadcasting industry.



The exchange of ideas and information when it is undertaken by women is always of great and far-reaching importance and has been demonstrated in AWRT. We have seen small local chapters form with no more than the seven required minimum of members, women who got together to exchange ideas and information, and within a few months that membership has doubled and even tripled with a program of activity underway which reached all the women in the area in the broadcasting field, cooperating in community and industry projects and furthering their own value and stature by **helping one another.**

AWRT's 1,325 members come from every state, Alaska, Hawaii, Puerto Rico and Canada. There are 26 chapters, with eleven of them chartered in 1955. The majority of members are employed by radio and television stations and networks in widely diversified jobs: broadcasters, disc jockeys, administrators, program directors, continuity directors, lawyers, owners, librarians, and women in traffic, writing, publicity and promotion, education, film, sales and music.



Another important segment comes from advertising agencies, package agencies and public relations firms. These women are account executives, administrators, writers, actresses, publicists and in agency production. Companies that want to reach Mrs. Consumer have home economists and consumer service women in membership, too. Government agencies and public service organizations also

are represented. There are also many freelance writers and performers, casting directors, researchers, industry consultants, and women writing for the important broadcasting trade press.

AWRT has demonstrated that it has something of value for every woman who is employed in broadcasting, either part or full time, wherever she might be.

**News and Views**, the AWRT monthly newsletter continues to carry news to every member. All chapter activities are reported, outstanding success stories of members and reports from its board and national committees.

Eleven national committees function in AWRT: Eligibility, Constitution and By-Laws, Membership, Projects, Public Relations, Scholarship, Publicity, Information Services, Convention, Industry and Information and Chapter Services. The latter two are new committees, having been created in 1955.



The AWRT 1955 Convention held in Chicago in May, was the largest in its history, with a registration of 529. The first AWRT Scholarship was awarded to Heather Woodard, 21-year old student at the University of Miami. Panels, speeches and business meetings gave to every delegate useful information, and more significantly, **inspiration** to improve her own work and contribute her share to the progress of the industry. The McCall Award again was a highlight, with seven women in radio and television receiving gold mikes as symbols of their achievements and service to the listening and viewing public.



The AWRT Scholarship deserves special mention here, since it is the pioneer effort by women in broadcasting to encourage college women to enter the field. The \$500 cash award is given to a woman in her junior year in college, who is majoring in radio and/or television, and with the scholarship goes the guidance and counsel that the winner may draw upon from the membership of AWRT. The Scholarship can be best described as the faith and enthusiasm radio and television women have in their own work and in the future of the industry.

AWRT has great plans for the future. The national convention will be held in Boston in April of 1956, with Heloise Parker Broeg of WEEI as Convention Chairman. In 1957 the convention will be in St. Louis, and in 1958 the West Coast.

AWRT has come a long way since its organizing convention in New York City, in April, 1951 when it had a total of 358 members. But we consider our work only begun and will continue our efforts to build the organization.





## DONALD WOODS

YOUR HOST ON

THE DAMON RUNYON THEATRE  
CBS-TV

THE WOOLWORTH HOUR  
CBS-RADIO

*Exclusive Representative*  
MARTIN GOODMAN

JUDson 6-1180

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# Public Acceptance Is Sales Barometer



By  
**DR. W. R. G.  
BAKER**

Vice-President of the  
**General Electric  
Company**

**W**E can expect significant developments in electronics in 1956, perhaps even greater than the progress achieved in 1955.

During the year just ended, General Electric Company introduced lightweight portable television sets, convertible clock radios and transistorized portable radios which were considered as outstanding innovations in the consumer goods market. The heavy public acceptance of these items was a reliable barometer indicating that the developing trend toward compactness and portability will be with us for some time. This trend will make itself felt not only in consumer goods lines, but in other products as well.



The trend to miniaturization which we can expect in 1956 goes hand in hand with that of compactness and portability. The year 1955 saw advancements in printed wiring, micro-miniature ceramic and metal tubes, and micro-power transistors. Next year, we can expect a furthering of developments along this line

only one of which will be a tiny resistor-capacitor network assembly now undergoing refinement within our General Electric Electronics Division.



In the field of broadcast equipment, we pioneered in 1955 in equipment which moved television broadcasting to the highest transmitting powers allowed by FCC, thus insuring better reception in fringe areas. And, to meet the demand for industrial television, an area which will see heavy commercialization in 1956, General Electric made available new

high-quality camera equipment, with improved camera tubes. Similar progress was made in cathode-ray tubes during the year.

Our mobile communications equipment line also saw substantial improvement during 1955, and we paid considerable attention to microwave relay systems. A new laboratory of the G-E Electronics Division was established during the year at Palo Alto, Calif., for this latter purpose.

For defense, we are continuing our development of more powerful and more efficient radar equipment, and are placing more emphasis on electronic defense systems. To accomplish this, our Electronics Division was reorganized just before the turn of the year, to bring about a closer coordination of our Company's military electronic businesses.



This organizational realignment, however, was not concerned with military electronics alone. It also was designed to help us keep pace with the great steps forward which are anticipated in the next five years in industrial electronics including such areas as semiconductor, computers, and automation.

The electronics industry heard the last-mentioned word—automation—with abundant repetition in 1955. Undoubtedly, we will hear more of it in 1956 and the years beyond. It is a catch-all word which is meant to sum up everything the industry in general has been doing to manufacture equipment in the most efficient manner possible.



Whether we think of automation in its true sense—that is, the programming of machines by electronic control—or in the sense of achieving increased mechanization with more intricate systems of conveying goods—the ultimate desire is still the same. We have as our goal the primary objective of improving processing and assembly operations so that the consumer, in the long run, will get a better product at the most economical price possible.

As we see it, the technology of automation is only part of the program for progress which will lead us to new horizons in 1956 and the years ahead.



The Adventures of Ozzie and Harriet televised every Friday night over the ABC-TV network.



# Public Interest Campaigns Get Results



By  
**GORDON C.  
KINNEY**

**Radio & Television  
Director The  
Advertising Council**

IT IS nice to be able to report, in this Annual, that the past year has seen a sizeable increase in the time, talent and circulation contributed by broadcasters and advertisers to public service information campaigns. More television and radio circulation was given to more campaigns of government agencies and private organizations last year than in any previous year. And the outlook for even broader broadcasting support of public interest projects in 1956 is very bright.



The number of network television programs and advertisers that cooperate with The Advertising Council in supporting its campaigns continues to grow. More and more filmed TV shows are finding it possible to insert public service appeals. The many multi-sponsored TV shows are now devoting time to these vital projects. Even the most expensive spectaculars and special shows are sharing time with campaigns in the public interest. The drive of the Council to enlist the help of television's biggest programs in the best time periods -- and thereby assure public interest campaigns, the largest audiences and best that TV has to offer -- is succeeding.



It is the Council's goal to have the cooperation of every network television program in Class A Time in support of important public service campaigns. This goal was nearly reached in 1955. We are confident that the few remaining programs and advertisers who have not yet joined in this important phase of broadcasting will participate in 1956. Also, as television stations increase throughout America, they bring these vital messages to new audiences, new markets -- broadening further the generous support, expanding further the role of the broadcaster in the public service.

But rather than detail for you here the continuing growth of public service broadcasting and advertising, it might be best to

answer the questions, "Do these broad public service campaigns, which America's broadcasters support so generously, achieve any results? Are they effective?"

Here briefly, are reports on a few of the Council's Major campaigns:

## **Better Schools**

- Four years ago, there were some 17 local citizens committees working to improve public schools. Today, the total exceeds 10,000. In 1955, there were 34 state citizen committees -- an increase of 10 over 1954. In 1947 membership in Parent-Teacher Associations totaled 4½ million. Present membership is over 10 million.

## **CARE**

- In 1955 more CARE packages were shipped overseas than in any previous year. Over one million of the so-called "Dollar Packages" were shipped during the calendar year.

## **Engineers Wanted**

- While overall college enrollments rose 8% as of September, 1955, enrollments in engineering colleges rose 9%. Freshmen enrolled in engineering colleges were 10.4% of the overall college freshmen enrollments. This compares with a 7% figure in 1952, the year the Council originated its campaign.

## **Fire Prevention**

- Statistics for fire losses during 1955 showed a leveling off after four years of steady increase.

## **Religion In American Life**

- In communities mobilized around the RIAL program increases in attendance at religious services have taken place running from 10% to as high as 50%. Experience indicates that these results generally continue long after the conclusion of the program.

## **Stop Accidents**

- In 1954 the national death rate was reduced from 11.3 per 100 million passenger miles to 6.5. While the actual number of deaths for 1955 probably will show an increase over those of 1954, it is indicated that the death rate may not be affected adversely.

## **U. S. Savings Bonds**

- Sales of E and H Savings Bonds in 1955 were the highest in peacetime history. Cash sales totaled about \$5½ billion compared to \$4,900,000 in 1954.



Broadcasters and advertisers can be proud of their part in helping to produce results like these. If we all work to expand even further the support and effectiveness of television in these areas, we can achieve even more remarkable results in solving America's problems the voluntary way.





## **SAMMY KAYE**

**RADIO:** Sunday Serenade — ABC

**TELEVISION:** So You Want To Lead A Band!

**COLUMBIA RECORDS**

**RCA THESAURUS**

*Management:* DAVID KRENGEL

607 Fifth Avenue

New York City

Plaza 3-2636

*Direction —* MCA

*Public Relations:* DAVID O. ALBER ASSOCIATES

# Color TV Transition Must Be Smooth



By  
**JOHN SINN**  
President  
Ziv Television Programs

**I**N THE past few months, it has become very clear to the television film industry that a plentiful basic supply of film programs is not enough, in itself, to attract either audiences or advertisers—particularly advertisers.

The top advertisers using syndicated films today are paying careful attention to star names, production values, script quality, and promotional opportunities. They are taking a close look before they bet their advertising chips for a whole season.

But, we've learned, when they find a show that measures up, they don't skimp on their program budgets. Quality, more and more advertising executives fully realize, has to be purchased—*not* bargained for.



We are very proud of the fact that we have a very low turnover in our clients, year after year, and a very high renewal rate on shows continuing in production. In fact, more than 75% of the clients with which we started out some six seasons ago are still on the roster of Ziv Tv sponsors.

The continuing quality of the film series we have delivered to our clients has built their confidence in us. And, the confidence of our advertisers has enabled us to map out a production goal for 1956 that is expected to be 38% over the level of 1955—a year in which we produced more than 3.2 million feet of program film footage and 428,976 feet of special custom commercials at our Hollywood studios.



As you might imagine, the number of man hours and the amount of talent that must be poured into such an ambitious schedule is enormous.

Take actors, for example. We have been able to attract top marquee names—like Barry Sullivan, Richard Carlson, Broderick Crawford, David Brian—and others to star in our telefilm series by paying top prices, and by proving that they will get nationwide

exposure on television that rivals any other medium in existence.

But telefilms can't be made with stars alone. You need supporting players, character actors, extras. They, too, must be of a high calibre to maintain your overall quality.

At our Hollywood studios recently, we inaugurated what is probably the biggest schedule of talent auditions ever seen in the film industry. We will screen groups of actors and actresses of all types twice a month, and hope to find as many as 250 "new" faces for our \$12 million 1956 production schedule.



Why are we forced to hunt for "new" faces in Hollywood, the talent center of the worldwide film industry? It's true there's no particular shortage of acting talent. But television, and television filming, has grown so extensive that we must enlarge this talent pool, since we and others are constantly using it. Fresh faces help us to maintain freshness in our productions—particularly those of a semi-documentary nature, such as "Man Called X," "Highway Patrol," and "I Led Three Lives" and dramatic anthologies like "Science Fiction Theatre." And, it ultimately helps to build large program audiences for the advertiser's commercials.

This is only one facet of the problems that face us as a leading telefilm producer. We constantly search for top-notch writers, and have employed such well-known TV dramatists and screenwriters as Jerome Lawrence and Robert E. Lee, authors of "Inherit The Wind"; Robert L. Smith, who scripted "Sudden Fear," Jo Pagano, Gene Levitt, John Larkin and many others. We have sought out the top directors, producers, cameramen, technicians, lighting experts. Everything, from the raw film stock you use right through to your distribution organization, must be top calibre. Otherwise, a weak link in your chain will lower your over-all quality.



It all adds up to one thing. As film producers, we feel that our primary responsibility is to deliver a quality product to our customers. At the same time, we also feel a responsibility toward the millions of viewers who watch Ziv-produced telefilm shows in over 280 cities in the United States.

The viewer of today is getting more and more selective in his choice of viewing fare. But we at Ziv Television Programs feel confident that we will prove equal to this challenge, and that we will continue to play a major role in an industry which will forge beyond the conventional lines as they are drawn today.



**IGOR CASSINI**

“MILLION DOLLAR SHOWCASE”



# New Television Broadcast Techniques



By  
**DAVID T.  
SCHULTZ**

President  
**Allen B. Du Mont  
Laboratories, Inc.**

**P**ROBABLY the most significant occurrence during 1955 at Du Mont from a television broadcast industry standpoint was our decision to discontinue television network broadcasting, to spin-off our broadcasting properties as a separate corporation, The Du Mont Broadcasting Corporation, and to concentrate upon furnishing technical equipment to the industry.

Du Mont had participated in television network broadcasting since 1946, and in the succeeding years we made many contributions to the development and growth of nation-wide television as we know it today. With the type F.C.C. allocation plan under which the industry is now operating, there is no likelihood in the near future that there can be enough strong television outlets in major markets to support four network operations.



With the spin-off of our broadcasting properties divorced itself from broadcasting. Our direct interest in television broadcasting is now to provide service, transmitting equipment, and new technical advances at the transmitter, studio and film making levels to broadcasters and film producers.

An example of the technical advances and service which Du Mont is equipped to provide is the Electronicam TV-Film System. In this completely new concept for the making of motion picture films, all of the electronic advantages of live television broadcasting are combined with motion picture techniques so that highest quality film can be made in a fraction of the time required by conventional methods.



The camera units of the "Electronicam" combine an image orthicon view finder with a specially-adapted 16mm or 35mm motion picture camera, using a single common lens

system. As a result, film directors, producers and all members of the creative team see the action that is being filmed on television monitors exactly as the motion picture camera sees it. There is no need to wait to see results of a day's shooting. It is seen instantaneously on the monitors by all persons concerned.

The "Electronicam" is a complete system which includes monitors, television switching control units, and matting amplifiers. An editing master film is made electronically while the high definition film is being shot, and this editing master is recorded complete with wipes, fades, laps, super-impositions and other special effects.

In the broadcast equipment field Du Mont pioneered again with a completely new method for live color television pick-up. Called "Vitascan", this new system enables a television station or closed-circuit broadcaster to present live color television without the need for expensive tri-color cameras and their problems of registration, long warm-up time and numerous highly-trained technicians.



This is accomplished by scanning a scene with a beam of light and using photoelectric cells to pick up the reflected light and convert it to electrical energy. In the "Vitascan" system, the scanning is done by a cathode-ray tube and the reflected light is picked up by multiplier phototubes which not only convert the light to electrical energy but multiply it many times. Correct signals for color transmission are achieved through the use of color filters placed in front of the phototubes.

"Vitascan" is actually the reverse of usual television techniques. In "Vitascan", what appears to be the camera is actually the light source or scanner. Above the studio, where floodlights would ordinarily be, are the multiplier phototubes.



Because "Vitascan" works on the principle of a reflected beam of light, the action must take place in a light-tight studio. So that actors can see in the studio, stroboscopic lights flash on 60 times a second during the blanking interval when the cathode-ray beam is shut off.

The "Electronicam" and Vitascan" are two of our most recent developments to serve the television broadcast industry. Du Mont continues its basic research in transmitter circuitry, studio equipment, optics, film production and color television transmission to give broadcasters the best technical products and service.





## LEE GRAHAM

Mutual Broadcasting System-Radio — WABD-Dumont Television

# Cuban Annual Ad Investment \$7 Million



By **GOAR MESTRE**  
President, Circuito  
CMQ, S.A.

CUBA'S first TV license was granted to CMQ early in 1950 and our Channel 6 transmitter went on the air in mid-December of that year, before our television building, adjoining our radio installations in Radiocentro, had been completed. A 5 kw transmitter, with a 3-bay superturnstile antenna on a 200 ft. hurricane proof tower atop the television building, was inaugurated together with two iconoscope film chains and four projectors and two studios, with two cameras each, plus a mobile unit equipped with microwave and cameras.



A small 16 mm film processing laboratory was installed in order to provide adequate facilities for the production of TV commercials, and the usual provisions for a reasonable amount of scenery and props were also included.

On March 12, 1951, the official inauguration of CMQ-TV took place with the attendance of the highest Cuban authorities, including the President of the Republic and a group of U. S. advertising agency representatives, newspapermen and editors of trade magazines, who came to Cuba as guests, to join their Cuban colleagues on the eventful occasion.

From the very beginning of television in Cuba, it became evident that response to the new medium, on the part of the advertisers and the general public, was surely to exceed our fondest expectations. By the end of 1951, CMQ-TV was in the black, the number of live programs was far greater than could be adequately handled with the existing facilities and there were more than 25,000 TV-homes in Greater Havana.



In November, 1951, CMQ inaugurated in the city of Camaguey, the first of four TV stations in the Interior of the island which were to make up its national network, for which both advertisers and the general public

had been clamoring since the inception of television in Havana, less than a year before. In March and April of 1952, additional transmitters went operative in the cities of Matanzas, Santa Clara and Santiago de Cuba, and our Video Recording Department was ready to handle over 20,000 feet of 16 mm film daily, containing all of CMQ's 6 hours of daily program fare. By May 1st, 1952, our national TV network was a reality and TV had come within the reach of nearly 70% of all Cuban homes.

While this expansion in our transmitting facilities was taking place, additional studios and cameras were being added in Radiocentro and by mid 1952, the number of studios had increased to five, the mobile units to two and sixteen cameras were in daily use.



While there are no official figures available, we estimate that total advertising investment in the television medium in Cuba is currently approaching a figure equivalent to seven million dollars a year, a substantial share of which is being invested in the CMQ-TV network. This is due to CMQ's superior programming, which commands at all times an audience in excess of 50% of all sets tuned in at any one time.

Program ratings in Cuba are undergoing the same process which has been observed in the United States and while three years ago it was not uncommon for a top program to hit a rating of over 60, today there is only one program on Cuban television that exceeds 50, and those that exceed 40 can also be counted with the fingers of both hands. At CMQ, however, when a program does not obtain a rating of more than 25, we seriously begin to consider throwing it out the window.



Summing up, boldness in programming, boldness in creative selling, and a tremendous expansion in technical facilities, have made CMQ-TV grow spectacularly during the past five years. What the future holds for Cuban television, greatly depends on the general over-all economical situation of the country which, in turn, hinges to a greater extent than most people realize, on what happens to U. S. purchases of Cuban sugar.

This little island in the Caribbean, everyone knows, is among the world's best and largest consumer of U. S. manufactured and agricultural products, having one of the world's highest per capita rates of consumption of such products. The extent to which television will participate in the overall advertising picture greatly depends on the demand for such imported or locally manufactured goods.



JEAN MARTIN

ABC-TV



# Syndication Now Permanent In TV Field



By  
**DAVID V.  
SUTTON**

Vice President  
in Charge of  
MCA-TV Ltd.

**D**ESPIE some comments to the contrary, I think 1955 saw syndicated television reach a mature stage. I think further that syndication has become one of the basic mainstays of the medium, and 1956 will see it established even more firmly.



Many previously notable trends became more in evidence in 1955 and will play an important part in shaping the future of syndication in the year to come. In 1955, these four factors underlay the development of most national trends: the emergence of top-quality productions filmed expressly for syndication; the rating success achieved by syndicated shows even when paired against well-known network fare; the choice time periods obtained by syndicated properties, notwithstanding the general "tightness" of prime time experienced by the industry as a whole; and finally, the entering en masse of the medium by a big number of national advertisers.



With the emergence of the dramatic spectaculars during 1955 by the networks, tv film distributors met the challenge with quality products. In line with the trend of handling only top-quality shows, MCA-TV, for example, in June, 1955, released a work of Lloyd C. Douglas for presentation on television for the first time. "Dr. Hudson's Secret Journal," based on the novel by the eminent author, has presented the film buyer with the opportunity of sponsoring a show of quality with originality and the opportunity of associating his station or product with the works of one of the most distinguished writers in the literary world. This is the trend which became so evident during 1955 and will be of primary importance if syndication is to present the type of product that can pull high ratings against a national show.

Given a good time period, a high-quality show made for syndication can match the rating of a network show. Carrying this one step further, there is little doubt that a good syndicated show, given broad coverage, can offer fierce competition to a network presentation. Using MCA-TV's own highly successful "Waterfront" series as an example, we found that in 34 ARB metropolitan market reports listed as carrying the series, an approximate 4,200,000 homes watched the program out of a potential of 15,900,000 unduplicated homes. This is a highly respectable audience level for any show, syndication or net.



As a result of proving they can attain high ratings, syndicated shows are now able to obtain prime telecast time. For example, "Waterfront" was able to obtain prime evening time in such major markets as: 8:00-8:30, Wednesday, Houston; 8:30-9:03, Friday, in San Francisco; and 8:30-9:00, Thursday, in Portland, Oregon. These are time slots once considered the exclusive domain of the networks. It is interesting to note that even in markets where "Waterfront" did not get prime time, like Philadelphia, where it is telecast Sundays 6:30, the high quality of the show earns a 35.6 rating which ranked eighth in the market among all shows, network or local origination.



There is still another vital factor to be taken into consideration when attempting to define the scope of film syndication. There is the sponsor's angle. Many of the nation's biggest and most astute advertisers have realized the value of syndication, as evidenced by their entering the medium en masse. The list of major advertisers now using syndication reads like the blue book of advertising. Such important sponsors as Procter and Gamble, Standard Oil Company, Ford Dealers, Coca-Cola Dealers, Liebman Breweries and Heinz Company have entered syndicated television in the past. Major advertisers found they could purchase syndicated fare and get prime time rather than go into fringe network time. This allowed the advertisers to slant their campaign toward the consumer situation in the market and maintain one theme through their advertising campaign.

Today in any evaluation of television, syndicated TV must be considered a major factor in the broadcasting industry. We are headed toward a stabilized business year. It is apparent that syndication is moving ahead into a permanent and prominent position in the nation's most dynamic advertising medium.





**FRED ASTAIRE — CHARLES L. CASANAVE**

**FRED ASTAIRE DANCE STUDIOS**

487 PARK AVENUE • NEW YORK 22. N. Y.

PLAZA 9-5800

# 65 TV Stations Across Canada By 1958



By  
**JULES  
LaROCHELLE**  
Canadian  
Correspondent  
Radio Television Daily

**T**HE Canadian radio and television industry in all its phases recorded further short-growth in 1955 and outlook for 1956 is declared highly favorable by all those connected with the industry—either in the broadcasting, advertising and manufacturing ends.

Numerous other outlets were initiated during the year, both for television and radio broadcasting and it is now estimated that television coverage spreads to reach over 10,000,000 Canadians, while radio coverage, of course, is pretty near the 100 per cent mark.



Canadian manufacturers of television and radio sets report higher production and sales for the year 1955. It is estimated that already Canadians have spent more than \$500,000,000 for television sets and other related appliances thus far. There are at present some 1,600,000 black and white TV receivers in homes across the country. For this year, official associations report that when final figures become available it will be shown that 1955 tv set sales amounted well over 750,000 units. (Latest official figures indicated that in the first eleven months of 1955 there were 690,071 TV sets sold, compared with 530,350 in the corresponding period of previous year. Value of television sets sold in the eleven month period of 1955 was \$209,169, 249). There was a decline in average value of sets in that period from \$348 year before to \$303 in latest period.



As for the sales outlook of tv sets, makers feel that growth will not be as pronounced in 1956 but the market just the same is not expected to ever become saturated. They point out to the experience of the radio receiver market where despite the fact that television has given stiff competition to the older system, sales have continued at high level right along.

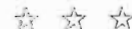
As far as the broadcasting end of the radio and television industry, conditions remained

favorable. Advertising revenues were good, especially for television operations. Also, radio broadcasters managed favorably despite the fact that they had to considerably rearrange program schedules.

An important development in the year and one that will have an all-important bearing on the future of the whole television broadcasting business was the progress reported in the cross-country 3,800-mile coast-to-coast microwave system. Using 135 relay points to make simultaneous transmission of nationwide TV programs, the system is expected to be completed on schedule by 1958.



Contract for the giant network was awarded to the Bell Telephone Company of Canada, acting for the Trans-Canada Telephone System, an association formed of Maritime Telephone & Telegraph Co., New Brunswick Telephone Co., Bell Telephone Co. of Canada, Manitoba Telephone System, Saskatchewan Government Telephones, Alberta Government Telephones and the British Columbia Telephone Co. The seven members are responsible for construction in areas they serve. Also to extend the French-language television network in Eastern Canada, the Canadian National Railways and Canadian Pacific Railway Company have opened micro-wave networks from Montreal to Quebec City—which is now used by the CBS—and further contract has been awarded to push the service from Montreal to Sherbrooke, Que., as far east as Rimouski, Quebec. The railways have also developed a network between Toronto, Hamilton, Kitchener, Wingham, London and Windsor, in Ontario.



Latest compilation available showed that the following Canadian cities were serviced by private television stations: St. John's, Nfld., Sydney, N. S., Charlottetown, P. E. I., Saint John, N. B., Moncton, N. B., Jonquiere, Que., Rimouski, Que., Quebec City; Sherbrooke, Que.; Hamilton, London, Windsor, Wingham, Barrie, North Bay, Timmins, Sudbury, all in Ontario; Brandon, Man., Saskatoon, Sask., Regina, Sask., Lethbridge, Edmonton and Calgary, Alberta, Peterborough, Kingston, Sault Ste. Marie and Port Arthur, Ont. The CBS operated TV stations at Halifax, N. S., Montreal, Ottawa, Toronto, Winnipeg and Vancouver. Of the immediate future as far as television stations additions is concerned, private interests maintain that they could have up to 65 stations operating across Canada by 1958—if more than one outlet is permitted in all centers.



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Monday Through Friday  
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Music by CAROLYN GILBERT

We Are an ABC-TV Co-op Program

# Radio-TV Members Boost Press Corps Total



By  
**LOUIS P.  
LOCHNER**  
President  
Overseas Press Club

**T**HE Overseas Press Club of America was organized in 1939 under the leadership of Wythe Williams, veteran New York Times foreign correspondent, as an association of journalists who have served or are serving American newspapers, news associations, magazines, radio and TV abroad as foreign correspondents or photographers.

Beginning with 40 charter members, the Club now numbers 1500 and includes virtually every foreign correspondent whose name has become familiar through radio and television appearances, or by his or her byline in newspapers and other periodicals.



In December of 1954, the Club dedicated the Memorial Press Center, a beautiful brown stone club house at 35 East 39th Street, New York, to the memory of over eighty American correspondents on overseas duty who gave their lives during and after World War II so that a free press might continue in a free world.

The furtherance of freedom of speech, press, and assembly is one main aim of the Club. During 1955 it has supported efforts to liberate American journalists in several Latin American countries who were arrested by dictatorial regimes. It has insisted upon a fair inquiry into the murder of Gene Symonds in Singapore, and has championed Dr. Alberto Gainza Paz's right to regain ownership of La Prensa of Buenos Aires, wrenched from him by Juan Peron.



In October, 1955, the Club joined the Americas Foundation in sponsoring a two-day Assembly on News, Knowledge and Freedom in the Americas, held in the Memorial Press Center. Problems of inter-American interest were discussed with intimate frankness by a gratifying array of publicists and savants from both continents, among them Dr. Gainza Paz, and general chairman of the Assembly:

former President Eduardo Santos of Colombia, publisher of El Tiempo of Bogota; A. A. Berle, associate professor of law, Columbia University; former President Galo Plaza of Ecuador, and Spruille Braden, president of the Pan-American Society.

The Club maintains cooperative relations with the International Press Institute at Zurich, Switzerland. It helps combat the growing tendency in government to render access to information to which the public is entitled, increasingly difficult.

The Annual Awards Dinner, held at the Waldorf-Astoria in April, 1955, was the high-point of the year. An inspiring address by U.S. Senator Margaret Chase Smith preceded the presentation of a series of awards to foreign correspondents for exceptional journalistic and photographic work.



At the Club's Tuesday afternoon "at homes" members returning from overseas assignments have reported intimately and authoritatively on the political, social, and economic situation abroad, often speaking off the record.

The Club appeared on the air repeatedly during 1955. Principal event in this category was the NBC Producer's Showcase in November. This TV show was produced for and with the Overseas Press Club. Club members also participated in an NBC panel discussion on Disarmament, with Harold Stassen as guest. Others contributed a WNYC program on Freedom of the Press. The CBS Overseas Round-up by this network's foreign correspondents has become an annual luncheon feature of the Overseas Press Club's Christmas season. The CBS colleagues are plied with searching questions.

One of the most popular features of 1955 Club life was a series of regional dinners, or "national nights," which acquainted the members with the history, customs, arts, and cuisines of France, Israel, Greece, Hawaii, India, Austria, Mexico, and Norway.



"Book evenings" centering about works of Club members proved impressively stimulating.

One of the Club's many services is that of a Placement Committee, which finds jobs for many members; another is a Group Insurance Plan which furnishes members inexpensive protection of life and health.

The Club publishes a weekly BULLETIN which keeps the membership informed both of the Club's doings and the whereabouts, nature of work, and personal data of the 1500 members. A Who's Who of the membership is in process of publication.





# NOW ON ABC!



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7 West 66th St., New York 23, N. Y., *SUSquehanna* 7-5000  
20 North Wacker Drive, Chicago, Illinois, *ANdover* 3-0800  
277 Golden Gate, San Francisco, Cal., *UNderhill* 3-0077  
1539 N. Vine St., Hollywood 28, Cal., *HOLlywood* 2-3141

## Radio and Television

# TELEPHONE NUMBERS

in New York



### AM Radio Stations

WABC	Susquehanna	7-5000
WBNX	Melrose	5-0333
WCBS	Plaza	1-2345
WEVD	Plaza	7-0880
WFAS	White Plains	9-6400
WGGB	FReeport	9-1400
WHLI	Olympia	8-1100
WHQM	Circle	6-3900
WINS	Bryant	9-6000
WKBS	Pioneer	6-6700
WLIB	Monument	6-1800
WMCA	Circle	6-2200
WMGM	Murray Hill	8-1000
WRCA	Circle	7-8300
WNEW	Plaza	3-3300
WNYC	Whitehall	3-3600
WOR	Longacre	4-8000
WOY	Circle	5-7979
WQXR	Lakawanna	4-1100
WWRL	Defender	5-1600

### FM Radio Stations

WABC-FM	Susquehanna	7-5000
WCBS-FM	Plaza	1-2345
WFAS-FM	White Plains	9-6400
WGHF-FM	Lexington	2-4927
WNRC	New Rochelle	6-0800
WHLI-FM	Ivanhoe	1-8000
WMGM-FM	Murray Hill	8-1000
WRCA-FM	Circle	7-8300
WNYC-FM	Whitehall	3-3600
WOR-FM	Longacre	4-8000
WQXR-FM	Lackawanna	4-1100

### TV Stations

WABC-TV	Susquehanna	7-5000
WABD	LEhigh	5-1000
WATV	BARclay	7-3260
WCBS-TV	Plaza	1-2345
WRCA-TV	Circle	7-8300
WOR-TV	Longacre	4-8000
WPIX	Murray Hill	2-6500

### National Networks

American Broadcasting Co.	Susquehanna	7-5000
Columbia Broadcasting System	Plaza	1-2345
DuMont Television Network	LEhigh	5-1000
Keystone Broadcasting System	Plaza	7-1460
Mutual Broadcasting System	Longacre	4-8000
National Broadcasting Co.	Circle	7-8300

### Station Representatives

ABC Spot Sales	Susquehanna	7-5000
Avery-Knodel, Inc.	Judson	6-5536
Hil F. Best	LExington	2-3783
John Blair & Co.	Murray Hill	2-6900
Blair-TV, Inc.	Murray Hill	2-5644
Guy Bolam	Murray Hill	5-1300
The Bolling Co., Inc.	Plaza	9-8150
The Branham Co.	Murray Hill	2-4606
Burn-Smith Co., Inc.	Murray Hill	2-3124

CBS Radio Spot Sales	Plaza	1-2345
CBS TV Spot Sales	Plaza	1-2345
Henry I. Christal	Murray Hill	8-4414
Thomas F. Clark Co. Inc.	Plaza	5-0376
Continental Radio Sales	LExington	2-2450
Donald Cooke, Inc.	Murray Hill	2-7270
Devney & Co.	Murray Hill	7-5365
Everett-McKinney, Inc.	Plaza	9-3747
Forjoe & Co., Inc.	Judson	6-3100
Free & Peters, Inc.	Plaza	1-2700
Melchor Guzman Co., Inc.	Circle	7-0624
H-R Representatives, Inc.	OXford	7-3120
Headley-Reed Co.	Murray Hill	5-8701
George P. Hollingbery Co.	OXford	5-5560
The Katz Agency, Inc.	Plaza	9-4460
Joseph Hershey McGillvra, Inc.	Murray Hill	2-8755
Robert Meeker Associates, Inc.	Murray Hill	2-2170
NBC Spot Sales	Circle	7-8300
Pan American Bestig. Co.	Murray Hill	5-1300
John E. Pearson Co.	Plaza	1-3366
John H. Perry Associates	Murray Hill	7-5047
Edward Petry & Co., Inc.	Murray Hill	8-0200
Radio-TV Representatives	Murray Hill	8-4340
William G. Rambeau Co.	Murray Hill	6-5940
Paul H. Raymer Co., Inc.	Plaza	9-5570
Venard, Rintoul & McConnell	Murray Hill	8-1088
The Walker Representation Co., Inc.	Murray Hill	3-5830
Weed & Co.	Plaza	9-4700
Adam J. Young, Jr., Inc.	Plaza	9-1810

### Advertising Agencies

Anderson & Cairns, Inc.	Murray Hill	8-5800
N. W. Ayer & Son, Inc.	Circle	6-0200
Badger & Browning & Hersey, Inc.	Circle	7-3719
Ted Bates & Co.	Judson	6-0600
Batten, Barton, Durstine & Osborn	ELdorado	5-5800
Benton & Bowles, Inc.	Murray Hill	8-1100
Biow Company	Plaza	9-1717
Franklin Bruck Advertising Corp.	Circle	7-7660
Bryon Houston	Plaza	7-6400
Leo Burnett	Murray Hill	8-9480
Calkins, & Holden	Plaza	5-6900
Campbell-Ewald Co., Inc.	Murray Hill	8-3400
Harry B. Cohen	OXford	7-0660
Compton Advertising, Inc.	OXford	7-2400
Cunningham & Walsh, Inc.	Murray Hill	3-4900
Dancer-Fitzgerald-Sample	OREgon	9-0600
D'Arcy Advertising Co.	Plaza	8-2600
Doherty, Clifford, Steers & Shenfield, Inc.	BRYant	9-0445
Donahue & Coe, Inc.	COLumbus	5-2772
Doremus & Co.	WORth	4-0700
Dowd, Redfield & Johnstone	Murray Hill	8-1275
Roy S. Durstine, Inc.	TEmpleton	8-4600
Erwin, Wasey & Co., Inc.	LExington	2-8700
William Esty & Co.	OXford	7-1600
Foote, Cone & Belding	Murray Hill	8-5000
Albert Frank-Guenther Law	COrielandt	7-5060
Fuller & Smith & Ross, Inc.	Murray Hill	6-5600
Gardner Advertising Co.	COLumbus	5-2000
Geyer Advertising, Inc.	Plaza	1-3300
Grant Advertising	TEmpleton	8-9393
Grey Adv. Agency, Inc.	Plaza	1-3500
Charles W. Hoyt Co., Inc.	Murray Hill	2-2000
Duane Jones Co., Inc.	Plaza	3-4848
Kastor, Farrell, Chesley & Clifford, Inc.	Plaza	1-1400
The Joseph Katz Co.	Murray Hill	7-0250
Kenyon & Eckhardt, Inc.	Murray Hill	8-5700

Abbott Kimball Co., Inc.	Plaza	3-9600
Kudner Agency, Inc.	Murray Hill	8-6700
Al Paul Lefton Co., Inc.	Murray Hill	9-7470
Lennen & Newell, Inc.	Murray Hill	2-5400
MacManus, John & Adams	Plaza	9-3221
Marschalk & Pratt Co.	Vanderbilt	6-2022
J. M. Mathes, Inc.	Lexington	2-7450
Maxon, Inc.	Plaza	9-7676
McCann-Erickson, Inc.	Judson	6-3400
Emil Mogul Co., Inc.	Judson	2-5200
Morey, Humm & Johnstone, Inc.	Longacre	4-2240
Morse International, Inc.	Oxford	7-2100
Needham, Louis & Brorby	Plaza	7-0333
Norman Craig & Kummel	Plaza	1-0900
Peck Adv. Agency, Inc.	Plaza	3-0900
Fletcher D Richards, Inc.	Judson	6-5400
Ruthrauff & Ryan, Inc.	Murray Hill	6-6400
St. George & Keyes	Plaza	5-1180
Sullivan, Stauffer, Colwell & Bayles	Murray Hill	8-1600
Tatham-Laird	Plaza	3-7057
J. Walter Thompson Co.	Murray Hill	3-2000
J. Franklyn Viola	Chickering	4-3254
Geoffrey Wade	Plaza	5-4156
Warwick & Legler, Inc.	Murray Hill	4-5800
Weiss & Geller, Inc.	Plaza	3-4070
Young & Rubicam, Inc.	Murray Hill	9-5000

### Publications

Advertising Age	Plaza	5-0404
Advertising Agency	Longacre	5-3320
Billboard, The	Plaza	7-2800
Broadcasting-Telecasting	Plaza	5-8354
Editor & Publisher	Bryant	9-3052
Film Daily	Bryant	9-7117
Printers' Ink	Murray Hill	3-6500

### RADIO-TV DAILY Wisconsin 7-6336

Radio & Television Weekly	Walker	5-2576
Sales Management	Lexington	2-1760
Sponsor	Murray Hill	8-2772
Standard Rate & Data Service	Murray Hill	9-6620
Television Magazine	Plaza	3-3671
Tide	Murray Hill	3-7700
Variety	Judson	2-2700

### News Associations

Associated Press	Plaza	7-1111
International News Service	Murray Hill	7-8800
Press Association, Inc.	Plaza	7-1111
Reuters	Bryant	9-8558
United Press Associations	Murray Hill	2-0400

### Talent Agencies

Affiliated Artists	Circle	5-8410
Columbia Artists Management, Inc.	Circle	7-6900
Consolidated Concerts Corp.	Columbus	5-3580
Frank Cooper Associates	Vanderbilt	6-5661
Gale, Inc.	Plaza	7-7100
William McCaffrey Agency	El Dorado	5-1076
Music Corp. of America	Plaza	9-7500
Marjorie Morrow	Chickering	4-0644
William Morris Agency, Inc.	Judson	6-5100
National Concert & Artists Corp.	Plaza	9-6000
Robbins Bros.	Murray Hill	7-2033
Shaw Artists Corp.	Murray Hill	8-2230

### Organizations, Unions and Government Agencies

Actors' Equity	Plaza	7-7660
Advertising Federation of America	Circle	6-2431
AAAA	Lexington	2-7980

American Communications Assn.	Cortland	7-1374
American Federation of Musicians	Plaza	8-0600
AFTRA	Vanderbilt	6-1810
ASCAP	Murray Hill	8-8800
AMP	Plaza	9-8470
Broadcast Music, Inc.	Plaza	9-1500
Federal Communications Comm.	Watkins	4-1000
Federal Trade Commission	Cortland	7-7100
Institute of Radio Engineers	LE	5-5100
Music Publishers' Protective Association	Circle	6-3084
NAPA	Circle	7-8194
Professional Music Men, Inc.	Columbus	5-7362
SESAC, Inc.	Murray Hill	5-5365
Song Writers' Protective Assn.	Circle	6-7536
Station Representatives Assn.	Murray Hill	5-4141
Writer's Guild of America	Plaza	7-3317

### Radio-TV Program and Transcription Cos.

Advance Television Pictures Service	Circle	5-6873
Affiliated Program Service, Inc.	Murray Hill	7-1881
Air Features	Judson	6-8500
Alton Alexander Productions	Plaza	9-3277
American Institute Food Products	Judson	6-7600
Audio-Video Recording Co.	Plaza	7-3091
Barry & Enright	Templeton	2-8600
Basch Radio & TV Productions	Murray Hill	2-8877
V. S. Becker Advtg. Service	Murray Hill	2-0777
The Bruce Chapman Co.	Wisconsin	7-9244
Cineffects, Inc.	Circle	6-0951
Coastal Recording Co.	Circle	6-3900
Louis G. Cowan, Inc.	Plaza	9-3700
Frederic Damrau, M.D.	Plaza	5-3638
Gordon M. Day Productions	Oregon	9-3595
Decca Records, Inc.	Columbus	5-2300
Roy DeGroot, Consultants, Inc.	Murray Hill	7-6865
Empire Broadcasting Corp.	Plaza	9-4500
Allen A. Funt Radio Productions	Judson	6-5227
Gale, Inc.	Plaza	7-7100
General Artists Corp.	Circle	7-7543
John E. Gibbs & Co.	Plaza	7-5959
Harry S. Goodman Radio Productions	Plaza	5-6131
Arthur Henley Productions	Plaza	5-7145
Hummert Radio Features	Judson	6-8500
International 16mm Corp.	Plaza	7-2265
Keystone Broadcasting System, Inc.	Plaza	7-1460
Lang-Worth Feature Programs, Inc.	Judson	6-5700
Charles Michelson, Inc.	Plaza	7-0695
William Morris Agency, Inc.	Judson	6-5100
Motian Picture Stages, Inc.	Plaza	3-4840
Music Corp. of America	Plaza	9-7500
Muzak Corp.	Orchard	4-7400
NBC Radio Recording Div.	Circle	7-8300
National Concert & Artists Corp.	Plaza	9-6000
Prockter Productions, Inc.	Plaza	1-0430
Radio Artists Corp.	Murray Hill	8-0940
Radio Features of America	Judson	2-5130
Reemack Enterprises, Inc.	Circle	6-7300
Reeves Sound Studios, Inc.	Oregon	9-3550
Rockhill Radio	Plaza	9-7979
Bernard L. Schubert, Inc.	Murray Hill	8-0940
SESAC, Inc.	Murray Hill	5-5365
K. R. Smith	Rye, N. Y.	7-1322
Henry Souvaine, Inc.	TRafalgar	3-1158
Richard Stark & Co.	Regent	7-9608
Television Screen Productions, Inc.	Murray Hill	2-8877
Transfilm, Inc.	Judson	2-1400
United Press Associations	Murray Hill	2-0400
Thomas J. Valentino, Inc.	Circle	6-4675
Chick Vincent Co.	El Dorado	5-0734
Roger White Productions	Plaza	5-3560
Wolf Associates	Plaza	5-2050
World Broadcasting System, Inc.	Murray Hill	8-4700
Wright, Wynn Associates	Plaza	3-4417
Fraeair W. Ziv Co., Inc.	Murray Hill	8-4700
Ziv TV Programs	Murray Hill	8-4700



## Radio and Television

# TELEPHONE NUMBERS

in Chicago



### AM Radio Stations

WAAF	RAndolph	6-1932
WAIT	FRanklin	2-0660
WBBM	WHitehall	4-6000
WBZC	DEarborn	2-7801
WCFL	MOhawk	4-2400
WCRW	EASgate	7-6860
WEAW	AMBassador	2-1128
WEDC	CR	7-4100
WGES	SACramento	2-1700
WGN	MIchigan	2-7600
WHFC	CLiffside	4-7411
WIND	WHitehall	4-2170
WJJD	STATE	2-5466
WLS	MONroe	6-9700
WMAQ	SUPERior	7-8300
WMBI	MIchigan	2-1570
WNMP	SHeldrake	3-1590
WSBC	MONroe	6-9060

### FM Radio Stations

WEAW	UN	4-4606
WFBM	STATE	2-1357
WFMT	STATE	2-5668
WXRT	MONroe	6-9060
WSEL	ANdover	3-6767

### Television Stations

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

### National Networks

American Broadcasting Co.	ANdover	3-0800
Columbia Broadcasting System	WHitehall	4-6000
DuMont Television Network	SUPERior	7-0100
Keystone Broadcasting System	STATE	2-6303
Mutual Broadcasting System	WHitehall	4-5060
National Broadcasting Co.	SUPERior	7-8300

### Station Representatives

Avery-Knodel, Inc.	ANdover	3-4710
John Blair & Co.	SUPERior	7-8659
The Bolling Co.	WHitehall	3-2040
The Branham Co.	CENtral	6-5726
Burn-Smith Co.	CENtral	6-4437
Copper Publications	CENtral	6-5977
CBS Radio Sales	WHitehall	4-6000
Thomas F. Clark Co.	STATE	2-1663
Crosley Broadcasting Corp.	STATE	2-6693
Everett-McKinney, Inc.	SUPERior	7-9052
Forje & Co.	DElaware	7-1874
Free & Peters, Inc.	FRanklin	2-6373
Headley-Reed Co.	FRanklin	2-4686
George P. Hollingsbery	DEarborn	2-6060
H-R Representatives	RAndolph	6-6431
The Katz Agency	CENtral	6-7343
Joseph Hershey McGillvra, Inc.	STATE	2-5282
Everett McKinney	SU	7-9052
Robert Meeker Associates, Inc.	CENtral	6-1742
National Broadcasting Co.	SUPERior	7-8300
John E. Pearson Co.	STATE	2-7494

John H. Perry Associates	HARRison	7-8085
Edward Petry & Co., Inc.	WHitehall	4-0011
William G. Rambeau Co.	ANdover	3-5566
Paul H. Raymer Co.	SUPERior	7-4473
Sears & Ayer, Inc.	SUPERior	7-8177
Walker Co.	ANdover	3-5771
Weed & Co.	RAndolph	6-7730
Adam Young, Jr., Inc.	ANdover	3-5448

### Advertising Agencies

Aubrey, Finlay, Marley & Hodgson, Inc.	FINancial	6-1600
N. W. Ayer & Son, Inc.	RAndolph	6-3456
A. N. Baker Adv. Agency, Inc.	FRanklin	2-8895
BBDO	SUPERior	7-9200
Beaumont & Hohman	RAndolph	6-6181
Blackett Hill	SUPERior	7-6500
Bozell & Jacobs, Inc.	CENtral	6-0870
Leo Burnett Co., Inc.	CENtral	6-5959
Campbell-Ewald Co.	CENtral	6-1946
Campbell-Mithun Inc.	DElaware	7-7553
Dancer-Fitzgerald-Sample	FINancial	6-4700
W. B. Doner & Co.	DEarborn	2-4674
Doremus & Co.	CENtral	6-9132
Erwin Wasey & Co.	RAndolph	6-4952
Foote, Cone & Belding	SUPERior	7-4800
Albert Frank-Guenther Law, Inc.	DEarborn	2-6424
Goodkind, Jaice & Morgan, Inc.	SUPERior	7-6747
Gordon, Best, Co., Inc.	STATE	2-5060
Grant Advertising, Inc.	SUPERior	7-6500
Henri, Hurst & McDonald, Inc.	FRanklin	2-9180
Robert Kahn & Assoc. Inc.	DElaware	7-5480
H. W. Kastor & Sons Advertising Co.	CENtral	6-5331
MacFarland, Aveyard & Co.	RAndolph	6-9360
Malcolm-Howard	ANdover	3-0022
Maxon, Inc.	WHitehall	4-1676
McCann-Erickson	WEbster	9-3701
Arthur Meyerhoff & Co.	DElaware	7-7860
C. L. Miller Co.	CENtral	6-1640
Needham, Louis Brorby, Inc.	STATE	2-5151
Olian Advertising Co.	STATE	2-3381
O'Neil, Larson & McMahon	ANdover	3-4470
Presba, Fellers & Presba, Inc.	CENtral	6-7683
L. W. Ramsey Co.	FRanklin	2-8155
Roche, Williams & Cleary	RAndolph	6-9760
Ruthrauff & Ryan, Inc.	FINancial	6-1833
Schwimmer & Scott	DEarborn	2-1815
Russel M. Seeds Co.	WHitehall	3-2133
Tatham-Laird, Inc.	HARRison	7-3700
J. Walter Thompson Co.	SUPERior	7-0303
Wade Advertising Agency	STATE	2-7369
Weiss and Geller	WHitehall	3-2100
Young & Rubicam	FINancial	6-0750

### Radio-TV Program and Transcription Cos.

Air Shows, Inc.	SUPERior	7-0506
Louis G. Cowan & Co.	RAndolph	6-2022
Columbia Records Corp.	WHitehall	4-6000
Decca Records, Inc.	MOhawk	4-4800
Feature Productions	MIchigan	2-6015
Green Associates	WHitehall	4-7440
L. S. Taogood Recording Co.	CENtral	6-5275
William Morris Agency	WHitehall	3-1744
Jewell Radio Productions	FINancial	6-4474
Herbert S. Laufman	RAndolph	6-4086

## Radio and Television

# TELEPHONE NUMBERS

in Chicago



Jules Power Prod.	DElaware	7-7422
Les Lear Productions Corp.	FRanklin	2-7840
Modern Recording Studio	FIancial	6-4183
Monogram — Chicago	ANdover	3-7169
Morton Radio Productions, Inc.	CEntral	6-4144
Music Corp. of America	DElaware	7-1100
NBC Radio Recording Division	SUperior	7-8300
RCA Manufacturing Co.	WHitehall	4-4600
Standard Radio Trans. Service, Inc.	STate	2-5322
Hal Tate Radio Productions	FIancial	6-5450
Ziv Television Programs, Inc.	WH	4-1030

### News Agencies and Ass'ns.

Associated Press	STate	2-7700
International News Service	DE	2-0427
Press Associates, Inc.	SUperior	7-0907

### RADIO-TV DAILY DEarborn 2-6757

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

## Radio, Television and Government

# TELEPHONE NUMBERS

in Washington



### Federal Departments and Agencies

American National Red Cross	REpublic	7-8300
Archives, National	REpublic	7-7500
Business and Defense Services Administration	STERling	3-9200
Capital, U. S. (Senate, House)	NATIONAL	8-3120
Census, Bureau of The	LUdlow	4-3000
Commerce, Department of	STERling	3-9200
Copyright Office, Library of Congress	STERling	3-0400
Court of Customs and Patent Appeals	NATIONAL	8-4696
Department of Defense	LIBerty	5-6700
Air Force, Department of The	LIBerty	5-6700
Army, Department of The	LIBerty	5-6700
Navy, Department of The	LIBerty	5-6700
Defense Mobilization, Office of	EXecutive	3-3300
Executive Mansion (White House)	NATIONAL	8-1414
Federal Communications Commission	EXecutive	3-3620
Federal Trade Commission	EXecutive	3-6800
Government Printing Office	STERling	3-6840
Interior, Department of The	REpublic	7-1820
Justice, Department of	REpublic	7-8200
Labor, Department of	EXecutive	3-2420
National Labor Relations Board	STERling	3-7373
National Research Council	EXecutive	3-8100
Patent Office	STERling	3-9200
Post Office Department	STERling	3-3100
Radio Correspondents Galleries (Senate and House of Representatives)	NATIONAL	8-3120
State, Department of	REpublic	7-5600
Supreme Court of the United States	EXecutive	3-1640
United States Information Agency	REpublic	7-8340
U.S.M.C., AM-TV, Info. Div.	LIBerty	5-6700, Ext. 41056
White House	NATIONAL	8-1414

### Non-Governmental

Clear Channel Broadcasting Service	EXecutive	3-0255
National Association of Radio and TV Broadcasters	DEatur	2-9300
National Press Club	REpublic	7-2500

### RADIO-TV DAILY EXecutive 3-4808

Radio, Electronics-Television Manufacturers Association	NATIONAL	8-3902
Radio Corporation of America (Frequency Bureau and RCA Victor Div.)	DIstrict	7-1260
Westinghouse Radio Stations	STERling	3-0903

### AM Radio Stations

WARL	JACKson	7-7800
WEAM	JACKson	7-7100
WFAN	REpublic	7-8000
WFAX	JEfferson	2-0900
WGAY	JUNiper	9-1050
WGMS	EXecutive	3-8676
WINX	POplar	2-4357
WMAL	KEllagg	7-1100
WOL	HObart	2-9300
WOOK	REpublic	7-8000
WPIK	OVERlook	3-3000
WRC	ADams	4-5400
WTOP	EMerson	2-9300
WUST	HObart	2-0011
WWDC	TUCKerman	2-7600

### FM Radio Stations

WASH-FM	DIstrict	7-1356
WBUZ	REdwood	6-8000
WGAY-FM	JUNiper	9-1050
WGMS-FM	EXecutive	3-8676
WMAL-FM	KEllagg	7-1100
WOOK-FM	STERling	3-7265
WRC-FM	ADams	4-5400
WTOP-FM	EMerson	2-9300
WWDC-FM	TUCKerman	2-7600

### Television Stations

WMAL-TV	KEllagg	7-1100
WRC-TV	ADams	4-5400
WTOP-TV	EMerson	2-9300
WTTG	STERling	3-5300

### News Services

Associated Press	DIstrict	7-1500
International News Service	NATIONAL	8-1733
United Press	EXecutive	3-3430

### Networks

ABC	REpublic	7-6013
CBS	EMerson	2-9300
MBS	STERling	3-3500
NBC	ADams	4-5400

## Radio and Television

# TELEPHONE NUMBERS

in Los Angeles



### AM Radio Stations

KALI (Pasadena)	RYan	1-7149
KBIG	HOLlywood	3-3205
KBLA	STate	7-3619
KABC	HOLlywood	2-3141
KFAC	WEBster	8-0161
KFI	DUNkirk	2-2121
KFOK	NEvada	6-7868
KPOP	DUNkirk	8-2345
KFWB	HOLlywood	3-5151
KGER	BRadshaw	2-3429
KGFJ	HOLlywood	4-0201
KGIL (Sherman Oaks)	STanley	7-3467
KHJ	HOLlywood	2-2133
KIEV (Glendale)	CHapman	5-2388
KLAC	HOLlywood	2-7271
KMPC	HOLlywood	9-5341
KNX	HOLlywood	9-1212
KOWL (Santa Monica)	EXBrook	4-6761
KPOL	WEBster	8-2345
KRKD	MADison	5-2121
KWKW (Pasadena)	RYan	1-6744
KXLA (Pasadena)	RYan	1-6991

### FM Radio Stations

KUTE (Glendale)	CItrus	4-1414
KFWB-FM	HOLlywood	3-5151
KHJ-FM	HOLlywood	2-2133
KNX-FM	HOLlywood	9-1212
KFOX (Long Beach)	NEvada	6-7868
KNOB (Long Beach)	Long Beach	8-5519
KABC	HOLlywood	2-3141
KFAC-FM	WEBster	8-0161
KNX-FM	HOLlywood	9-1212
KRKD-FM	MADison	5-2121
KWKW-FM (Pasadena)	RYan	1-6744
KCBW	BR	2-7105

### Television Stations

KABC-TV	NOrmandy	3-3311
KCOP	HOLlywood	2-7311
KHU-TV	HOLlywood	2-2133
KRCA	HOLlywood	9-6161
KNXT	WEBster	8-3011
KTLA	HOLlywood	9-3181
KTTV	HOLlywood	2-7111

### Networks

American Broadcasting System (Television Center)	NOrmandy	3-3311
American Broadcasting System (Radio Center)	HOLlywood	2-3141
Columbia Broadcasting System	HOLlywood	9-1212
CBS-Radio	HOLlywood	9-1212
CBS Television—Television City	WEBster	8-3011
Mutual-Don Lee Broadcasting System	HOLlywood	2-2133
National Broadcasting Company	HOLlywood	9-6161

### Station Representatives

American Jewish Broadcasting	OLive	4-3088
AM Radio Sales Co.	HOLlywood	5-0695
Atkinson Co.	CRestview	6-5032
Avery-Knodell, Inc.	WEBster	3-9583
Walter Biddick Co.	Richmond	9-6184
John Blair & Co.	DUNkirk	7-1333
Blair-TV, Inc.	DUNkirk	1-3811

Bolling Company, Inc.	BRadshaw	2-0544
The Branham Co.	WEBster	1-1551
Burn-Smith Co., Inc.	DUNkirk	2-3200
CBS-Radio Spot Sales	HOLlywood	9-1212
Forjoe & Co.	MADison	6-8329
Free & Peters	HOLlywood	9-2151
W. S. Grant Co.	MADison	9-2653
Headley-Reed Co.	HOLlywood	4-7738
H-R Representatives, Inc.	HOLlywood	2-6453
The Katz Agency	TUcker	8167
Kimball, Maurice A., Co., Inc.	DUNkirk	8-6178
Tracy Moore	HOLlywood	2-2351
NBC-KRCA Spot Sales	HOLlywood	9-6161
Oakes, Harlan G., Associates	DUNkirk	2-3200
Lee F. O'Connell Co.	OLympia	2-1313
Paschall, Berton, Co.	HOLlywood	9-3946
John Pearson Co.	DUNkirk	7-4388
Edward Petry Co.	TUcker	3171
Radio TV Representatives, Inc.	OLympia	5-8582
Wm. G. Rambaou Co.	HOLlywood	4-0388
Paul H. Raymer	HOLlywood	2-2376
Walker Co.	DUNkirk	2-3200
Weed & Company	HOLlywood	2-6676
Western Radio Sales	HOLlywood	5-1755
Young, Adam J., Jr.	HOLlywood	2-2289

### Advertising Agencies

Abbott Kimball Co. of Calif.	DUNkirk	7-7305
Action in Advertising	DUNkirk	3-3115
Ad Associates	WEBster	3-7501
ADCOA	BRadshaw	2-0241
Advertising Engineers Corp.	MUtual	5039
Advertisers Production Agency	PROspect	7761
Alber, R. H., Co.	HOLlywood	9-8273
Allen & Marshall Adv. Agency	DUNkirk	7-5163
Allen, Martin, Co.	WEBster	3-0734
Allied Advertising Agency	DUNkirk	7-7331
Anderson-McConnell Adv. Agency	WEBster	1-1761
Associated Advertising Agency	CRestview	1-7227
Atchison, R. B., Adv. Agency	PROspect	2404
Atherton Advertising Agency	OLive	3-2246
Ayer, N. W., & Son, Inc.	HOLlywood	3-4871
Baldwin, Ben, Adv. Agency	CRestview	5-5146
Banning Co.	DUNkirk	8-3456
Barnes Chase Co.	DUNkirk	4-1193
Barnes, John, & Assoc.	HOLlywood	3-0387
Baron, Richard, Co.	HOLlywood	2-5657
Bates, Ted., & Co.	HOLlywood	9-2161
Baus & Ross Co.	DUNkirk	8-1107
Batten, Barton, Durstine & Osborn (Hollywood)	HOLlywood	9-7337
(Los Angeles)	WEBster	1-1234
Beaumont & Hohman, Inc.	MADison	9-2676
Beckman, Hamilton & Associates	OLive	3-0910
Bejach, Leo Adv.	CRestview	4-4555
Belford, Ed, Agency	STate	7-1729
Bell, Howard, Advertising	PLEasant	3-2339
Bennett, Harry, Adv. Agency	DUNkirk	7-8371
Benton & Bowles, Inc.	HOLlywood	4-9151
Berghoff Associates, Inc.	CRestview	5-6151
Besel Advertising	AN	3-5121
Biow Co.	CRestview	4-7641
Bishop & Assoc. Inc.	NOrmandy	2-1158
Bloch Advertising Agency	HOLlywood	2-5668
Bogerts, The	HOLlywood	3-6871
Boyd, John R., Co.	LOGan	1644
Bowes, Chas. Adv. Co.	DUNkirk	1-3881
Bozell & Jacobs, Inc.	BRadshaw	2-2081
Brand, Michael, Assoc.	CRestview	6-2991
Brisacher, Wheeler & Staff	HOLlywood	9-2197
Broadcasting Advertising	BRadshaw	2-4840
Brooke, Smith, French & Dorrance of the Pacific Coast, Inc.	MUtual	8154
Brooks Advertising Agency	HOLlywood	4-1158



RADIO-TV TELEPHONE NUMBERS IN LOS ANGELES

Brown, Byron H., & Assoc. . . . . Olympia 3-2320  
 Buchanan & Co., Inc. . . . . Olive 2-0810  
 Bull, Frank & Co. . . . . HOLLYWOOD 5-4195  
 Burnett, Leo, Co., Inc. . . . . HOLLYWOOD 4-7347  
 Buxton, Erwin . . . . . RYAN 1-5541  
 California Adv., Agency . . . . . HOLLYWOOD 3-3189  
 Calkins, Holden, Inc. . . . . WEbster 6-5145  
 Calvert & Perry . . . . . GRANite 2-9544  
 Campbell-Ewald Co. . . . . DUNkirk 9-1334  
 Caples Co., The . . . . . DUNkirk 7-4255  
 Carlson, Milton, Co. . . . . DUNkirk 8-9464  
 Carson-Roberts Inc. . . . . BRAdshaw 2-8366  
 Case, Jack, Adv. Counselor. . . . . NORmandy 1-1820  
 Case, Roger T., Assoc. . . . . LOng Beach 7-4474  
 Castor & Assoc. . . . . OLEader 2-1315  
 Cinema Advertising Agency. . . . . HOLLYWOOD 4-6146  
 Citizen Advertising Agency, Inc. . . . . VANDyke 2463  
 Clark, Darwin H., Co. . . . . MADison 5-2441  
 Cloward, Velma, Advertising . . . . . DUNkirk 4-2558  
 Collard, Clark, Adv. Agency . . . . . DUNkirk 7-3388  
 Cole, Fischer & Rogow . . . . . CRestview 6-3195  
 Cole, Val Advertising Agency . . . . . CRestview 5-8462  
 Compton Advertising, Inc. . . . . HOLLYWOOD 9-8107  
 Consolidated Adv. Directors . . . . . CRestview 6-4012  
 Comriard, Ray, Adv. . . . . HOLLYWOOD 2-1217  
 Craig & Reed Agency. . . . . HOLLYWOOD 4-8218  
 Crank Chat, Co. . . . . HOLLYWOOD 3-5128  
 Culbertson, Robert C. Adv. . . . . BRAdshaw 2-2344  
 Culp, Earl R., Co. . . . . DUNkirk 2-8406  
 Cunningham & Walsh, Inc. . . . . HOLLYWOOD 7-6131  
 Dancer-Fitzgerald-Sample, Inc. . . . . HUDson 2-3256  
 D'Arcy Adv. Co. . . . . DUNkirk 5-3171  
 Davis, Charlie, Advertising . . . . . AXMinster 3-5508  
 Davis-Harrison-Simmons, Inc. . . . . HOLLYWOOD 3-7101  
 Dennis, Robt., Adv. . . . . CLeveland 5-6367  
 Donald, Dick, Adv. . . . . DUNkirk 8-2371  
 Doyle, Dare & Bernbach . . . . . DUNkirk 8-2233  
 Dazier & Eastman Adv. . . . . RIchmond 9-7091  
 Durstine, Roy S., Inc. . . . . DUNkirk 8-3411  
 Dreyfus Co. Adv. . . . . WEbster 1-1831  
 Ebberts, Dan, Adv. Serv. . . . . LUDlo 7-9161  
 Edwards, Adv. Agency, The . . . . . BRAdshaw 2-5616  
 Ehler, Grace . . . . . MADison 6-2227  
 Eisenberg, Ralph, Advertising . . . . . CRestview 1-5196  
 Eisaman-Johns, Advertising . . . . . CRestview 1-5196  
 Enterprise Adv. Agency . . . . . MADison 9-1477  
 Empire Adv. Corp. . . . . OLIVE 3-2764  
 Erwin, Wassey, & Co., Ltd. . . . . WEbster 1-1211  
 Fagan, O. K. Advertising Agcy. . . . . VANDyke 2192  
 Fairfax, Inc. . . . . OXNrd 4-5270  
 Fehlman, Warren P. Adv. Co. . . . . OXNrd 4-5270  
 Foote, Cone & Belding (Hollywood) . . . . . HOLLYWOOD 9-6265  
 Foote, Cone & Belding (Los Angeles) . . . . . MADison 9-3611  
 Gardner, H. M., & Assoc. . . . . DUNkirk 5-1474  
 Geissinger, W. B., & Co. . . . . WEbster 3-7178  
 General Advertising Agency, Inc. . . . . HOLLYWOOD 3-5128  
 Gerstenkorn, Henry Co. . . . . DUNkirk 7-4285  
 Gill Clifford Agency . . . . . CRestview 6-1606  
 Glasser-Gailey, Inc. . . . . DUNkirk 4-2141  
 Glenn Advertising, Inc. . . . . WEbster 3-9369  
 Goldstone, Nat. C. Agency. . . . . CRestview 6-1071  
 Gonda, Francis D., Adv. Agency . . . . . DUNkirk 7-6126  
 Goodman, Anderson Advertising . . . . . WEbster 8-3993  
 Grant Advertising, Inc. . . . . HOLLYWOOD 1-9231  
 Grant, Gene, Adv. Agency . . . . . DUNkirk 7-3361  
 Gregory-House, Inc. . . . . HOLLYWOOD 4-7511  
 Gregory, Willard G., & Co. . . . . TRInity 0531  
 Guerin-Johnstone Advertising . . . . . DUNkirk 5-1788  
 Guild, Boscom & Bonfigli . . . . . HOLLYWOOD 3-3229  
 Hadlock & Associates. . . . . HOLLYWOOD 2-6731  
 Harrington-Richards . . . . . WEbster 3-5577  
 Harvey, William W., Inc. . . . . HOLLYWOOD 2-0874  
 Heintz & Co., Inc. . . . . MADison 9-3181  
 Hicks & Griest . . . . . DUNkirk 5-1721  
 Hill, Don . . . . . MI 5149  
 Hixson & Jorgensen, Inc. . . . . DUNkirk 8-3121  
 Hoel, John D., Adv. Agency . . . . . RYAN 1-7131  
 Houston Adv. Services Co. . . . . DUNkirk 9-4171  
 Howard, Bob Advertising Agcy. . . . . WEbster 3-5701  
 Hubley Adv. Agency . . . . . DUNkirk 2-2366  
 Hunt, W. H. & Associates. . . . . BRAdshaw 2-8293  
 Hunter & Wilhite Advertising . . . . . HOLLYWOOD 4-4191  
 Irwin Co., Inc. . . . . BRAdshaw 2-5455

Irwin, Howard & Associates. . . . . DUNkirk 8-1219  
 Jaffe & Jaffe Adv. Agency. . . . . CRestview 1-6211  
 Jimmy Fritz & Assoc. . . . . HOLLYWOOD 3-3251  
 Johnson, J. Howard . . . . . MADison 5-8044  
 Jordan Co., The . . . . . DUNkirk 2-2248  
 Juneau, C. B., Inc. . . . . OLIVE 3-1770  
 Kaufmann, Hans E., & Co. . . . . HOLLYWOOD 3-3800  
 Keane, Raymond, Adv. Agcy., Inc. . . . . WEbster 3-9221  
 Kefer, Ray & Assoc. . . . . ANgelus 1-6141  
 Kellaga, Edward S., Co. . . . . DUNkirk 7-5213  
 Kelso, M. H., & Co. . . . . DUNkirk 2-2072  
 Kenyon & Eckhardt, Inc. . . . . HOLLYWOOD 3-2101  
 Killingsworth Co., Inc. . . . . BRAdshaw 2-7909  
 Klitten, Martin R., Co., Inc. . . . . DUNkirk 7-8396  
 Lonsdale, The Company. . . . . DUNkirk 5-2007  
 Lawrence Co., The . . . . . BRAdshaw 2-5820  
 Lennen & Newell, Inc. . . . . CRestview 1-7221  
 Lenz, J. M., Advertising . . . . . WEbster 6-1682  
 Little & Co. . . . . DUNkirk 9-1267  
 Logan, Dudley L., Adv. . . . . DUNkirk 2-8471  
 Mack-Wharton, Advertising . . . . . WEbster 8-5187  
 MacManus, John & Adams, Inc. . . . . WEbster 3-9569  
 Mann Advertising Co., Inc. . . . . DUNkirk 2-1179  
 Martha's Adv. Service . . . . . MADison 6-4897  
 Marto, Walter, Adv. Agcy. . . . . SYcamore 6-2239  
 Matthews, Anne D., Adv. Agency . . . . . SYcamore 2-3816  
 Mayers Co., Inc., The . . . . . DUNkirk 8-2111  
 Mayne Charles H., Co. . . . . OLIVE 3-0990  
 Mays & Co., Advertising . . . . . TRInity 8534  
 McCann-Erickson, Inc. (Los Angeles) . . . . . DUNkirk 5-3301  
 McCarthy Co., The . . . . . RIchmond 9-7011  
 McCreery, Walter, Inc. . . . . BR 2-2168  
 McElroy Advertising Agency . . . . . RIchmond 9-2047  
 McHugh-Cather Co. . . . . BRAdshaw 2-0233  
 McKee, Burns Advertising . . . . . HOLLYWOOD 7-4218  
 McLain, W. R. & Associates . . . . . NORmandy 3-8209  
 McNeill & McCleery . . . . . HOLLYWOOD 4-7252  
 Meany, Phillip J., Co., Adv. . . . . MIchigan 3601  
 Meehl, Michael, Adv. . . . . RYAN 1-8017  
 Meltzler, Richard, Adv. . . . . WEbster 8-2993  
 Mercury Adv. Agency, Inc. . . . . CRestview 5-8502  
 Meyerhoff, Arthur A., Agency . . . . . CRestview 4-6863  
 Miner, Dan B., Co. . . . . DUNkirk 8-3301  
 Moeller & Somermeir, Inc. . . . . HOLLYWOOD 2-7451  
 Moody, Thomas, & Associates . . . . . DUNkirk 2-0544  
 Mooge-Privett, Inc. . . . . WEbster 6-7243  
 Morgan, Raymond R., Co. . . . . HOLLYWOOD 3-4194  
 Mottl & Siteman Adv. Agcy. . . . . WEbster 8-6288  
 Mullens, Earl . . . . . HOLLYWOOD 7-6318  
 Neale Advertising Association . . . . . HOLLYWOOD 1-9955  
 Needham, Louis & Brorby, Inc. . . . . HOLLYWOOD 2-2931  
 Nelson Advertising Service . . . . . DUNkirk 7-8368  
 Newman, Mike, & Assoc. . . . . RERpublic 2-6211  
 Olen, David, Advertising . . . . . OLIVE 5-7290  
 Poige, Erik, Adv. . . . . HOLLYWOOD 5-6342  
 Pardee Co., The . . . . . HOLLYWOOD 2-7306  
 Patch & Curtis, Adv. Agcy., Inc. (Long Beach, Calif.) . . . . . LB 6-1259  
 Patrick, Roger, Adv. . . . . DUNkirk 5-2007  
 Patton, George Advertising . . . . . HOLLYWOOD 2-0841  
 Perrett Co., The . . . . . MUTual 2388  
 Porter, Wesley H., Adv. . . . . AXMinster 3-0400  
 Productive Advertising . . . . . AXMinster 1-1322  
 Raymond, J. W. Adv. Agcy. . . . . RIchmond 7-5391  
 Raymond, Larry Co. . . . . WEbster 6-8125  
 Rhodes & Davis . . . . . MIchigan 2396  
 Ringer, Lee, Advertising . . . . . WEbster 3-8131  
 Robyn, Lee & Arnold . . . . . CRestview 4-5853  
 Robinson, Elwood J., Adv. . . . . MUTual 6293  
 Roche-Eckhoff & Lee . . . . . OLIVE 5-7670  
 Rockett-Lauritzen . . . . . RERpublic 4-2106  
 Ross, Charles, Adv. Agency . . . . . HOLLYWOOD 2-1184  
 Ross, Ellsworth, Inc. . . . . DUNkirk 8-3608  
 Ross, Roy, Inc. . . . . HOLLYWOOD 9-6263  
 Ross, W. B., Assoc., Adv. . . . . DUNkirk 8-1107  
 Ruthrauff & Ryan, Inc. . . . . DUNkirk 8-0571  
 Scholtz Advertising Service . . . . . MIchigan 2396  
 Schurrer, Lou, Adv. . . . . HOLLYWOOD 3-3800  
 Scott, M. B. Inc., Advertising . . . . . CRestview 4-5301  
 Sebrell, J. B. Adv. Agcy. . . . . MADison 6-9397  
 Seeds, Russell M., Co., Inc. . . . . CRestview 4-7613  
 Seidel Advertising Agency . . . . . HOLLYWOOD 4-0255  
 Shane, Leonord, Agency, The . . . . . CRestview 1-5683  
 Shedd, Vaughn, Adv. . . . . CRestview 1-3342  
 Sheldon, Lisle Adv. . . . . HOLLYWOOD 3-2366



Shelley, James P.	WEBster	8-2077
Steck, H. Charles, Inc., Ltd.	BRadshaw	2-6403
Simmons, Dean	WEBster	1-1311
Smalley, Levitt & Smith	MUtual	5336
Smith, T. Tyler, Adv. Agcy.	HOLlywood	3-9239
Smith & Ganz, Inc. Adv.	HOLlywood	9-8234
Speer Advertising Agency	Richmond	7-9626
Stahl, Charles N. Adv. Agency	HOLlywood	2-7344
Stebbins, Barton A., Adv.	DUNkirk	8-8131
Stebbins, Hal, Inc.	Richmond	9-5317
Steller, Millar & Lester, Inc.	DUNkirk	7-5377
Stiller-Rouse Adv.	OLive	5-8550
Stodel Adv.	HOLlywood	9-7163
Straus, J. M. & Co.	DUNkirk	3-5072
Stromberger, LaVane & McKenzie	DUNkirk	5-2211
Sudler Co.	REpublic	4-2117
Sullivan Stauffer Colwell & Bayles, Inc.	HOLlywood	4-2119
Swafford & Co.	BRadshaw	2-2781
Taggart & Young	WEBster	3-8108
Thompson, J. Walter, Co.	WEBster	3-7201
Tilds & Cantz Advertising	HOLlywood	2-1157
Tullis Co., Inc., The	HOLlywood	2-6333
Universal Advertising Agency, Inc.	HOLlywood	4-8218
Van der Boom, Hunt, McNaughton, Inc.	DUNkirk	2-6203
Van-Scott, Inc.	DUNkirk	9-2300
Victor, A. J. Company	AXminster	4-7555
Wade, Geoffrey Adv. Agency	HOLlywood	4-7457
Waldman, Harvey & Associates	Richmond	7-5241
Warwick & Legler, Inc.	DUNkirk	3-1141
Webster, R. W., Adv.	MADison	9-2283
Weinberg, Milton, Adv. Co.	OLive	3-2300
Weiser & Thomas	CRestview	5-4535
Welsh, Hollander & Coleman	DUNkirk	9-1171
Wenland, Adolphe & Associates	CRestview	4-5241
Wessels, George M., Company	WEBster	6-7668
West-Marquis Inc.	MADison	9-2214
Western Advertising Agency	WEBster	8-2681
Westwood, Tom Adv. Agcy.	CH	5-5051
Whyte, Evers, Agency	DUNkirk	2-2188
Wildor, Aivin	WEBster	8-2781
Williams, Dallas & Sons	HOLlywood	2-6396
Willis, Harry G., & Assoc.	CHapman	5-3325
Woolf, Len	DUNkirk	8-2361
Wynne-Alexander Advertising Agency	PY	1-2319
Young, M. M. Adv.	HOLlywood	2-2684
Young, Pubicam, Inc.	HOLlywood	9-2731

### Radio-TV Programs and Transcription Cos.

Alexander Film Co.	HOLlywood	9-7396
American Broadcasting Co.	HOLlywood	2-3141
Bates, Bill	HOLlywood	3-6436
B & B Recording Studios	PLasant	6-0949
Bob White Productions	WEBster	5-5398
bonded TV Film Service, Inc.	CRestview	4-5847
Cascade Pictures of Calif., Inc.	TEXas	0-4520
Cheshire & Associates	HOLlywood	9-4580
Columbia Records, Inc.	BRadshaw	2-5411
Commodore Productions	BRadshaw	2-4701
Cooly Spade Enterprises	STanley	7-7970
Crosby, Bing, Enterprises	BRadshaw	2-2771
Custom Recorders	STanley	7-2557
Dudley, Television Corp.	CRestview	1-7258
Eccles Recordings, Inc.	HOLlywood	4-8351
Electro-Vox Recording Studios	HOLlywood	5-2189
Fairbanks, Jerry, Inc.	HOLlywood	2-1101
Five-Star Productions	HOLlywood	3-4807
General Artists Corp.	CRestview	1-8101
General Television Enterprises Inc.	HOLlywood	5-4146
Gibson, Grace, Radio Prods.	HOLlywood	9-4580
Gray, Jeanne, TV & Radio Prods.	CRestview	4-5720
Guedel, John, Radio Productions	WEBster	6-6291
Hollywood Central Recording Studios Inc.	HOLlywood	3-2131
Johnson, Ed Film Co.	HOLlywood	2-5566
MarGregor, C. P., Sound Studios	DUNkirk	4-4191
Marquis, Arnold, Productions, Inc.	CRestview	6-8796
MCA-TV	SUNset	3-8894
M-G-M Radio Attractions	TEXas	0-3311

Music City	HOLlywood	9-8211
Patin, Ray, Productions	HOLlywood	2-1147
RCA, Victor Division	HOLlywood	4-5171
Radio Recorders, Inc.	HOLlywood	3-3282
Reynolds, Stuart Prod.	CRestview	4-7863
Rockett, Frederick K., Co.	HOLlywood	4-3183
Rocket Pictures, Inc.	HOLlywood	7-7131
Ross, Jack	HOLlywood	9-4019
Rourke, Jack, Productions	HOLlywood	3-7178
Sande, Robert	STanley	7-2382
Screen Gems, Inc.	HOLlywood	2-3111
Snader Telescriptions Corp.	CRestview	4-6651
Song Ads	HOLlywood	5-6181
Steffner, Wayne, Prods.	HOLlywood	3-4173
Stevens, J. G., Inc.	HOLlywood	4-8361
Stokey, Mike, Productions	HOLlywood	2-1241
Studio & Artists Recorders	HOLlywood	4-8241
Sutherland, John, Prods., Inc.	DUNkirk	8-5121
Teletim, Inc.	HOLlywood	9-7205
Telepix Corp.	HOLlywood	4-7391
TV Spots	HOLlywood	5-5171
TecVee Co., The	BRadshaw	2-1376
Television Guild Productions	HOLlywood	9-2895
Thomas Co., The	HOLlywood	4-6564
Tuchman, Harris, Productions	WEBster	6-7189
Universal Recorders	HOLlywood	9-8282
Vitapix Corporation	CRestview	1-7191
WRS Recording Lab.	HOLlywood	5-1454
Wendelken, Dick Productions	HOLlywood	5-9207
Western Recorders	HOLlywood	3-6811
Wilding Picture Prods. of California	WEBster	8-0183
Wiley, Fletcher, Prods.	HOLlywood	9-1212
World Broadcasting System	OLdfield	4-2800
Wright, Carter, Enterprises, Inc.	HOLlywood	9-0944
Ziv, Frederic W., Co.	OLdfield	4-2800
Ziv Television Programs, Inc.	OLdfield	4-2800

### Radio and TV Artists Agencies

Affiliated Artists' Agency	CRestview	4-2697
Ainsworth, Helen	CRestview	62062
Allied Casting	HOLlywood	3-7124
Alvarado, Carlos	CRestview	57203
American Federation of Radio and Television Artists	HOLlywood	4-5125
Artigue, Louis	CRestview	6-4652
Artists Management Co.	CRestview	4-4963
Artists, Ltd.	or BRadshaw	2-4531
Auer, Miles, Bohm	CRestview	67015
Bender-Ward	HOLlywood	9-1691
Bergman, Stanley, & Co.	OLYMPIA	2-1465
Bernie, Herman	CRestview	6-9667
Bloom, Phil, Agency	CRestview	50117
Brandies, Bob, Agency	CRestview	6-1339
Business Administration Co.	HOLlywood	5-6978
Candelario's, (Sante Fe., N. Mex.)	CRestview	67071
Charney, William B.	CRestview	2-1391
Columbia Artists Management	HOLlywood	9-1131
Cooper, Ray	MADison	62327
Stanley Cowan, Inc., 9163 Sunset—B.	CRestview	69769
Darrow, Agency	CRestview	6-3103
Demling, Gus	GRAnitic	2-9514
Deuser, Lewis J.	CRestview	12161
Doaks, Virginia	CRestview	19134
Douglas, Donald	BRadshaw	2-6211
Draesemer, Isabelle, Agency	HOLlywood	4-8106
Edington-Cloutman Agency	HOLlywood	4-1782
Fame Agency, 8208 Sunset—L. A. 46	CRestview	4-5141
Famous Artists	CRestview	5-2254
Feins, Bernard	CRestview	15222
Fings, Kurt	CRestview	51155
Fry, Clinton L.	CRestview	1-6115
Garfield, Milton, Agency	HOLlywood	9-4567
General Artists	CRestview	5-5074
Gertz, Mitchell	BRadshaw	2-4259
Gold, Sid	CRestview	45491
Goldstone, Jules	CRestview	4-7247
Goldstone Tobias	CRestview	51191
Gordon-Molson	CRestview	61071
	CRestview	16111

Gregory Assts.	OLeander 5-7538
Green, Ivan	CRestview 45129
Greshler, Abner	CRestview 45339
Grossman, Milton M., Agency	CRestview 6-6163
Halliburton, Jeanne	CRestview 5-5575
Hamilburg, Mitchell	CRestview 54171
Hardan-Sherrell	CRestview 15236
Hershon, Red, Agency	CRestview 46381
Herzbrun, Walt	CRestview 64157
H.I.T. Agency	CRestview 1-3132
Howard, Sam, Agency	CRestview 68370
Hyde Agency	HOLlywood 22301
Ingersoll, George Agency	HOLlywood 7-0862
Irwin, Lou	CRestview 1-7131
ITA	HOLlywood 26416
Jackson, Edith	HOLlywood 7-0155
Jacobson, Vernon	CRestview 52545
Jaffe Agency	CRestview 66121
Katz, Fred, Agency	CRestview 6-3189
Kohner, Paul	CRestview 15165
Lance, Leon O.	CRestview 66014
Lauren, J. W. Agency	HOLlywood 7-5087
Lazar, Irving	CRestview 56153
Leonetti, Caroline, Ltd.	HOLlywood 2-2345
Leonard, Fred	HOLlywood 4-7546
Lesser, Ted	MUtual 7356
Levee, M. C.	CRestview 6-6285
Lovee, Sid	CRestview 66285
Lewis, Henry	CRestview 55129
Jack Linder	CRestview 44034
Long-necker, Robt.	OLive 33770
McConkey Artists Corp.	HOLlywood 3-7141
McMillan, Hazel, Agency	CRestview 1-7781
MacQuarrie Agency	OLive 21180
MCA Artists	CRestview 62001
Manuel-Baird	CRestview 45288
Marx, Burt	CRestview 17171
Medford, Ben	CRestview 17021
Messinger, Lili	CRestview 5-8541
Meyers, Walter	CRestview 18161
Mishkin Agency	OLive 20944
Moore, Lola	CRestview 65401
Morris, William	CRestview 47451
Ochs, Al	HOLlywood 96470
Oliver, Maurine	CRestview 1-6382
Oriental Casting	CRestview 6-8475
Orsatti & Co.	CRestview 66241
Pearson, Ben	CRestview 4-5488
Pomeroy Jack	HOLlywood 9-6366
Powers-Stanley Agency	HOLlywood 20791
Preminger, Ingo, Agency	HOLlywood 27396
Rocamora, Wynn	CRestview 45431
Rosenberg & Coryell	CRestview 18121
Milt Rosner	CRestview 67023
Rush, Art	HOLlywood 4-5161
Ryan, Frank	CRestview 14627

Salkow, Lester	CRestview 54505
Schwartz Agency	CRestview 55132
Seaman, Geo.	HOLlywood 21161
Sannes, Frank	CRestview 46975
Shauer, M. A.	CRestview 11103
Shaw-Wiley Agency	CRestview 5-4179
Sherman, Edward	CRestview 50186
Shiffrin, William	CRestview 17261
Short, Antrim	CRestview 54137
Shurr, Louis	CRestview 11116
Small, Paul	CRestview 15246
Snitzer, Lou-Fritschi, Al, Inc.	HOLlywood 9-6271
Somlyo, E. T.	CRestview 6-2041
Stempel, Frank	OLive 21404
Stewart, Rosalie	CRestview 46123
Swanson, H. N.	CRestview 15115
Swaverland, Harold	HOLlywood 4-7265
Thompson, D. H.	CRestview 12188
Ullman, George	CRestview 45238
Vitt, Angie	CRestview 64484
Wadsworth, J. B.	CRestview 60698
Hilan Wargin Agency	HOLlywood 30604
Weiner, Jack	CRestview 67081
Weintraub, Murry	CRestview 1-1137
Welch, Suey, Agency	HOLlywood 4-2461
Wendling, Chas.	CRestview 62348
White, Wm. B.	CRestview 46301
Wiloy, Richard	CRestview 54179
Wilkins, Paul	CRestview 16188
Willson, Henry	CRestview 6-3201
Winkler, Daniel M.	CRestview 17244
Woliver-Burr Agency	HOLlywood 40031
Wooley, Betty, Agency	HOLlywood 2-2301

**Publications**

Billboard Publishing Co.	HOLlywood 9-5831
Broadcasting-Telecasting	HOLlywood 3-8181
Hollywood Reporter	HOLlywood 4-7411
Radio & TV Exchange	HOLlywood 4-0101
<b>RADIO-TV DAILY</b>	<b>HOLlywood 9-3951</b>
Radio-Television Mirror	CRestview 6-6293
Sponsor	HOLlywood 4-8089
TV Guide Publication	NORMandy 2-3101
TV-Radia Life	HOLlywood 4-9275
Variety	HOLlywood 9-1141

**Radio-TV Audience Surveys**

American Research Bureau	CUMberlin 3-3149
Facts Consolidated	OLive 3-3114
Moffett Research Co.	HOLlywood 3-5653

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Radio-TV Set Production, 1955 . . . . . See Page 39

All-American Favorites of 1955 . . . . . See Page 43

Ten Top Radio-TV News Events, 1955 . . . . . See Page 47

Estimated 1955 Automotive Advertising . . . . . See Page 53

# Keep this list of 138 Pulse TV Markets handy

*Industry's largest, most accurate sample —  
1,800,000 different families  
interviewed, 1955*

Albany-Troy-Schenectady  
Albuquerque  
Ames-Des Moines Area  
Atlanta  
Augusta, Ga.

Baltimore  
Bangor, Me.  
Birmingham  
Boise-Meridian  
Boston  
Buffalo

Cedar Rapids  
Charlotte, N. C.  
Charleston, S. C.  
Chattanooga  
Chicago  
Cincinnati  
Cleveland  
Colorado Springs  
Columbia, S. C.  
Columbus, Ohio

Dallas  
Davenport-Rock Island  
Dayton  
Denver  
Detroit  
Duluth-Superior  
El Paso  
Erie

Fresno  
Fort Worth

Grand Rapids  
Green Bay  
Greensboro

Harrisburg, Pa.  
Honolulu-Oahu Island  
Houston  
Houston-Galveston

Indianapolis

Jackson, Miss.  
Jacksonville, Fla.  
Johnstown, Pa.

Kansas City, Mo.

Lansing  
Little Rock, Ark.  
Los Angeles  
Louisville  
Lubbock

Macon  
Marietta-Parkersburg  
Mason City-Albert Lea-Austin  
Memphis  
Miami

Milwaukee  
Minneapolis-St. Paul  
Montgomery, Ala.  
Nashville

New Haven  
New Orleans  
New York  
Norfolk

Oklahoma City  
Omaha

Peoria  
Philadelphia  
Phoenix  
Pittsburgh  
Portland, Maine  
Portland, Ore.  
Providence  
Pueblo

Quincy-Hannibal-Keokuk

Richmond  
Roanoke  
Rochester, N. Y.  
Rockford, Ill.

Sacramento, Calif.  
Saginaw-Bay City-Midland  
St. Louis  
Salt Lake City  
San Antonio  
San Diego  
San Francisco-Oakland  
Santa Barbara-San Luis Obispo  
Scranton-Wilkes Barre  
Seattle  
Seattle-Tacoma  
Sioux City, Ia.  
South Bend-Elkhart  
Spokane  
Springfield, Mass.  
Springfield, Mo.  
Syracuse

Tacoma  
Tampa-St. Petersburg  
Toledo  
Tucson  
Tulsa

Washington, D. C.  
Waterloo  
Wheeling-Steubenville  
Wichita  
Wichita Falls, Texas  
Wilmington  
Winston-Salem, N. C.

York, Pa.  
Youngstown, Ohio

As the service with the most subscribers, Pulse calls your attention to the huge backlog of data available for the 107 markets listed to the left; the other 31 are new markets added this year.

Let us explain the many reasons why Pulse, with the largest sampling outside U. S. Census, is winning ever-widening preference. Now well over 500 subscribers, 1955 was the biggest year in Pulse's experience, dating back to 1941. Wire or phone for details.

## **PULSE, Inc.**

*15 West 46th Street  
New York 36*

Telephone: Judson 6-3316

IN LOS ANGELES  
6399 Wilshire Boulevard  
Webster 1-2412

Allentown  
Amarillo  
Anchorage, Alaska  
Baton Rouge  
Bellingham, Washington  
Broward & Palm Beach  
Counties, Fla.  
Columbia, Mo.  
Columbus, Ga.  
Des Moines  
Dubuque County, Ia.  
Fint  
Florence, S. C.  
Fort Wayne  
Green Bay-Marquette  
Greenville, S. C.  
Jefferson County, Texas  
Joplin, Mo.  
Knoxville, Tenn.  
La Crosse County, Wisc.  
Las Vegas  
Madison  
Pittsburg, Kan.  
Raleigh  
Saginaw County, Mich.  
Shreveport  
Sioux Falls, Texas  
Springfield, Ill.  
Terre Haute  
Texarkana  
Waco  
Zanesville

# RESEARCH ORGANIZATIONS



## ADVERTEST RESEARCH

90 Bayard St., New Brunswick, N. J.  
Phone: CHarter 7-1564

## AMERICAN RESEARCH BUREAU, INC.

National Press Bldg., Washington, D. C.  
Phone: National 8-0822  
551 5th Ave., New York City  
Phone: MUrray Hill 7-3787  
234 S. Garfield, Los Angeles, Calif.  
Phone: CUmberland 3-3149

## A. S. BENNETT—CY CHAIKIN, INC.

333 Madison Ave., New York, N. Y.  
Phone: MUrray Hill 9-0734

## CROSSLEY, S-D SURVEYS, INC.

642 5th Ave., New York, N. Y.  
Phone: PL 7-5560

## ELLIOTT-HAYNES LTD. (Radio Research Division)

515 Broadview Ave., Toronto 6, Ont., Canada  
Phone: GERard 1144

## C. E. HOOPER, INC.

(Executive Office)  
579 Fifth Ave., New York 17, N. Y.  
Phone: MUrray Hill 3-2290  
Dry Hill, Norwalk, Conn.  
Phone: VICTor 7-2461

## RICHARD MANVILLE RESEARCH

230 Park Ave., New York 17, N. Y.  
Phone: OREGon 9-2435

## MARKET RESEARCH CORP. OF AMERICA

122 East 42nd St., New York 17, N. Y.  
Phone: OXFord 7-3540  
425 N. Michigan Ave., Chicago 11, Ill.  
Phone: MOhawk 4-4600

## A. C. NIELSEN COMPANY

2101 Howard Street, Chicago 45, Ill.  
Phone: HOLlycourt 5-4400  
500 Fifth Ave., New York 36, N. Y.  
Phone: PENnsylvania 6-2848

## OFFICE OF RESEARCH, INC.

3470 Broadway, New York 31, N. Y.  
Phone: AUdubon 6-7455

## ALFRED POLITZ RESEARCH, INC.

270 Park Ave., New York 17, N. Y.  
Phone: PLaza 9-5200

## THE PULSE, INC.

15 W. 46th St., New York 36, N. Y.  
Phone: JUdson 6-3316

## RADIO REPORTS, INC.

220 East 42nd Street, New York 17, N. Y.  
Phone: MUrray Hill 7-6658

## RESEARCH SERVICES, INC.

1441 Welton St., Denver 2, Col.  
Phone: CH 2742

## ELMO ROPER & ASSOCIATES

30 Rockefeller Plaza, New York 20, N. Y.  
Phone: PLaza 7-4900

## N. C. RORABAUGH CO.

347 Madison Ave., New York 17, N. Y.  
Phone: MUrray Hill 6-2193-4

## ROSS FEDERAL RESEARCH CORP.

2 W. 45th St., New York 36, N. Y.  
Phone: MUrray Hill 7-3194

## DANIEL STARCH AND STAFF

Boston Post Rd. & Beach Ave.  
Mamaroneck, N. Y.  
Phone: MAMaroneck 9-5400  
101 E. Ontario St., Chicago, Ill.  
Phone: DELaware 7-2888

## TRENDEX, INC.

347 Madison Avenue, New York 17, N. Y.  
Phone: MU 4-4328-9

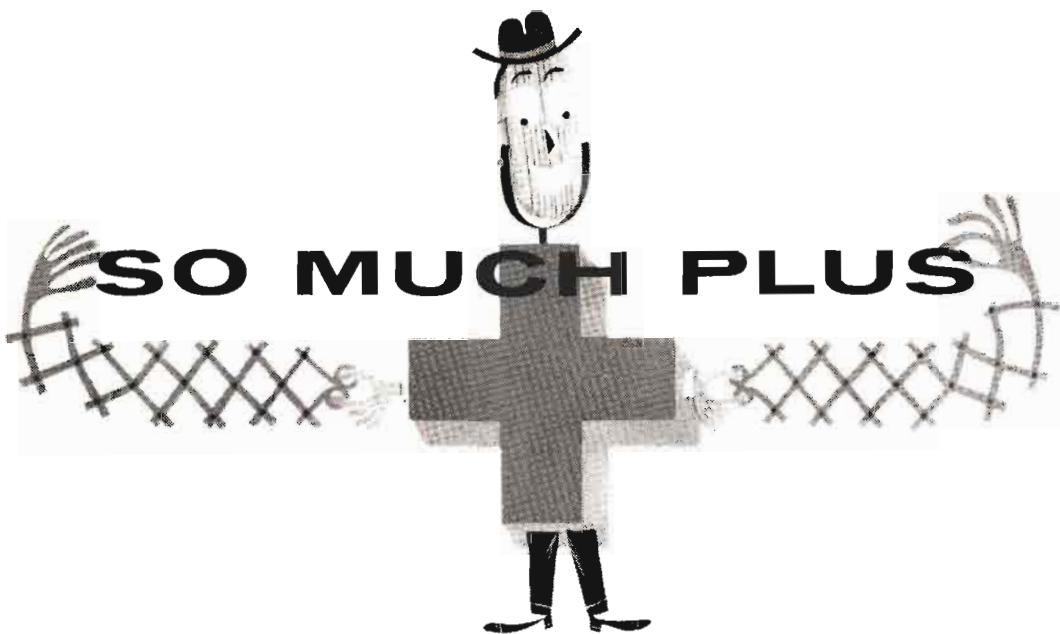
## VIDEODEX, INC.

342 Madison Ave., New York 17, N. Y.  
Phone: MUrray Hill 7-8837

## J. A. WARD, INC.

8 W. 40th St., New York, N. Y.  
Phone: BRyant 9-3845





*The world's largest network – with 560 stations –  
is also the most economical buy in all advertising.*

**MUTUAL BROADCASTING SYSTEM**

*The Plus Network*

110

# Advertising Agency Competition Is Keen



By  
**BILL NUGENT**  
Staff Writer  
Radio-Television Daily

**C**OMPETITIVE belt surrounding advertising agencies stretched to new lengths in 1955. America's consumer goods makers, riding the crest of the healthiest economy in history, shuffled advertising accounts at the rate of better-than two a day.

The "big switch" left few agencies untouched. For some, it meant new life, new power and a record-breaking share of the nation's advertising dollar. For others, the reverse was true.



Agency zig-zagging by blue-chip giants comes as no accident. It's the direct result of new concepts in today's selling. Marketing and merchandising pressures, more violent than ever because of television, enveloped practically every shop along the Madison Avenue circuit uprooting accounts that had been resting leisurely for years.

Time was when the only function of an agency was to prepare ads. This is no longer true. Today's sponsor expects a complete merchandising and marketing service. If he doesn't get it, he goes a-hunting.



A record number of agencies felt the pinch last year. Before the smoke clears from this season's hop-scotching, over \$150,000,000 in major client billings will have changed hands.

The migrants came from virtually all product fields. Two top soft-drink firms, Coca-Cola and Pepsi-Cola, diverted allegiance from agencies which had directed their spending for decades. Breweries, with combined billings of over \$25,000,000, left several of the better-known ad-sleuths crying in their beer.

Automobile and cigarette makers did their share of transplanting in the past year, too.

Studebaker named Benton & Bowles while Packard tapped D'Arcy over Ruthrauff & Ryan. In one of the biggest stories of the year, Philip Morris switched \$8,000,000 in business from The Bicw Company to N. W. Ayer. L&M Filters, which grew up in Cunningham & Walsh, decided Dancer-Fitzgerald-Sample could do a better job.

Soap, drug and toothpaste companies provided plenty of ad alley gossip as did watch-makers, cosmetic firms, appliance makers, food packers and airlines.



Some of the big changes included Whitehall Pharmacal from Biow to Ted Bates; Westinghouse from Fuller & Smith & Ross to McCann-Erickson; Bulova from Biow to McCann-Erickson; Swift from J. Walter Thompson to McCann-Erickson; Frigidaire from Foote, Cone & Belding to Kudner; American Airlines from Ruthrauff & Ryan to Lennen & Newell; Toni from Weiss & Geller and Leo Burnett to North; Revlon from Norman, Craig & Kummel to BBD&O and a host of others.

Hardest-hit agency was the Biow Company. That firm had over \$30,000,000 in billings lopped off within two months. Among the winners were McCann-Erickson (upped over \$50-million in billings), BBD&O, J. Walter Thompson, Kenyon & Eckhardt, Benton & Bowles, Ted Bates and Young & Rubicam.



Estimates for the total 1955 advertising expenditure by American business have been placed at \$9-billion—a gain of almost 10 per cent over the previous year. A higher figure for 1956 is freely predicted.

Radio and television garnered a sizeable portion of that amount. The video medium accounted for over \$1-billion in advertising dollars representing a 25 per cent gain over 1954. With Young & Rubicam leading the pack, the top 35 agencies billed over \$800-million in both radio and television.

No knowledgeable adman would dare predict the life-expectancy of an account within his own organization. Last year's wholesale head-rolling makes that pretty clear. But one thing is certain.

Agencies can look forward to bigger billings in 1956. Just where those plums land depends on the agency itself. Ability to keep pace with today's rapidly-changing selling trends is a necessary factor for survival on Madison Avenue.

More top performers  
in entertainment and  
business stand behind  
our microphone than  
anywhere else in radio.  
And as a logical result,  
the biggest audiences  
are tuned to the CBS



Radio Network



# "Direct From Paris"

RDF

**THE FRENCH BROADCASTING SYSTEM (RDF)  
OFFERS YOU FREE OF CHARGE A REGULAR  
TRANSCRIBED SERVICE**

## MUSICAL PROGRAMS

Symphonic  
Folklore  
Popular



## ENTERTAINMENT

Theatre  
Arts  
Books

## WOMEN'S PROGRAMS

Fashion  
Cuisine  
Home Life



**AND BY SPECIAL SHORTWAVE FEED  
ON-THE-SPOT NEWS • INTERVIEWS • REPORTS**

These broadcasts are distributed to American stations as part of a goodwill program to promote better understanding between the peoples of France and the U. S.

## THE FRENCH BROADCASTING SYSTEM

PIERRE CRENESSE — *Director in North America*

972 Fifth Avenue • New York 21, N. Y. • REgent 4-1501

# NEWS SERVICES



## **Associated Press**

New York—50 Rockefeller Plaza.....PLaza 7-1111  
Executives

Executive Director.....Kent Cooper  
General Manager.....Frank J. Starzel  
Asst. General Manager for Radio.....Oliver Gramling  
Secretary.....Lloyd Stratton  
Radio News Editor.....John A. Aspinwall

## **International News Service**

New York—235 East 45th Street.....MUrray Hill 7-8800  
Executives

General Manager.....J. Kingsbury Smith  
Associate General Manager.....Barry Faris  
Assistant General Manager.....Philip G. Reed  
King Features Sales.....Frank J. Nicht  
Business Manager.....Robert W. Brown  
Managing Editor.....Paul R. Allerup

## **Press Association, Inc. (Associated Press)**

New York—50 Rockefeller Plaza.....PLaza 7-1111  
Executives

President.....Frank J. Starzel  
V.P.....Oliver Gramling  
Radio News Editor.....John A. Aspinwall

## **Reuters**

New York—Times Bldg., 229 West 43rd Street.....BRyant 9-8558  
Executives

Manager.....D. Kimpton Rogers  
Editor.....A. W. V. King  
Accountant.....Marjorie Hathaway  
Chief Washington Correspondent.....Paul Scott Rankine  
North American Service Editor.....Charles B. Lynch

## **Telenews Productions, Inc.**

Production Offices

New York—630 Ninth Ave.....JUdson 6-2450  
Executive Offices

4 West 58th St.....PLaza 9-2929  
President.....Herbert Scheffel  
Exec. Vice-President.....Alfred G. Burger  
General Manager.....Norman Livingston  
Comptroller.....A. Douglas Comeaux

## **United Press Associations**

New York—220 East 42nd Street.....MUrray Hill 2-0400  
Executives

President & General Manager.....Frank H. Bartholomew  
V.P. & Ass't General Manager.....Thomas Curran  
Vice-President & General Business Manager.....Mims Thomason  
V.P. and General News Manager.....Earl J. Johnson  
V.P., General Foreign Manager.....Joseph L. Jones  
Radio News Manager.....John J. Madigan  
Ass't General News Mgr.....William C. Payette  
V.P. & General Sales Manager.....Leroy Keller



RICHARD BOONE

# The Position of Closed Circuit Television



By  
**JOE MORRIS**  
Managing Editor  
Radio-Television Daily

**M**OST facets of TV have a very bright future but the current candidate for the title of "Most Likely to Succeed" is the closed circuit application of the medium. There are those who predict that closed circuit TV in all its phases and fringe features will, within 10 years, be an industry with a larger annual dollar volume than TV broadcasting. This of course would include equipment manufacturing, industrial application, use in the home, in buildings, as a communication medium in education and other phases as yet undeveloped and undiscovered.



Prevailing opinion is that its role as a communication and entertainment medium will eventually be taken over by networks. This holds true both among networks and to a great extent among executives of independent companies engaged in producing closed circuit telecasts.

During 1955, new exploration in use of closed circuits brought astounding results. As a medium of entertainment, it garnered heavy financial returns; as a medium of communication, it found wide use in industry for trans-continental business conferences; as a sales tool, it was put to use selling broadcast TV to potential sponsors and was offered to advertisers as a merchandising adjunct to sponsored programs.



Currently, networks which use it, apply it as an adjunct to the TV sales department. However, the natural outgrowth of this is eventual domination of the medium's application on a commercial basis, both as a communication tool for industry and as an entertainment vehicle. First steps have been taken in this direction. Production of several telecasts sold by closed circuit firms has been network handled. The resources available to networks—for this role make it inevitable that they will dominate the field since no closed

circuit company would be able to muster equivalent staff and equipment to furnish competition.

New developments in the medium currently being rushed are large screen color and merchandising in department stores. There are five large screen color projectors available at present. The use of large screen color at first will be backed up with a safety factor of 21-inch screen color receivers spotted throughout reception locations to safe-guard against breakdowns in the large screen apparatus.

Consensus of opinion is that there will never be a sufficient number of events of national interest to support a closed circuit TV firm. However, many new theories of programming are being put into effect.



in an overlap into the educational TV area, a series of lectures will be presented this year on a commercial basis. These lectures will not be of general interest but will be aimed at specific professional groups throughout the country, presenting experts in each field in teaching roles.

As a merchandising tool in department stores, the closed circuit TV set uses 21-inch color receivers placed throughout the store to bring customers an electronic merchandising display at one location without requiring them to make a tour of the entire building. Use of the medium in a monitoring role in factories and buildings is becoming widespread since a simple set-up using a portable-size camera and a receiver can be installed for as little as \$1,000.

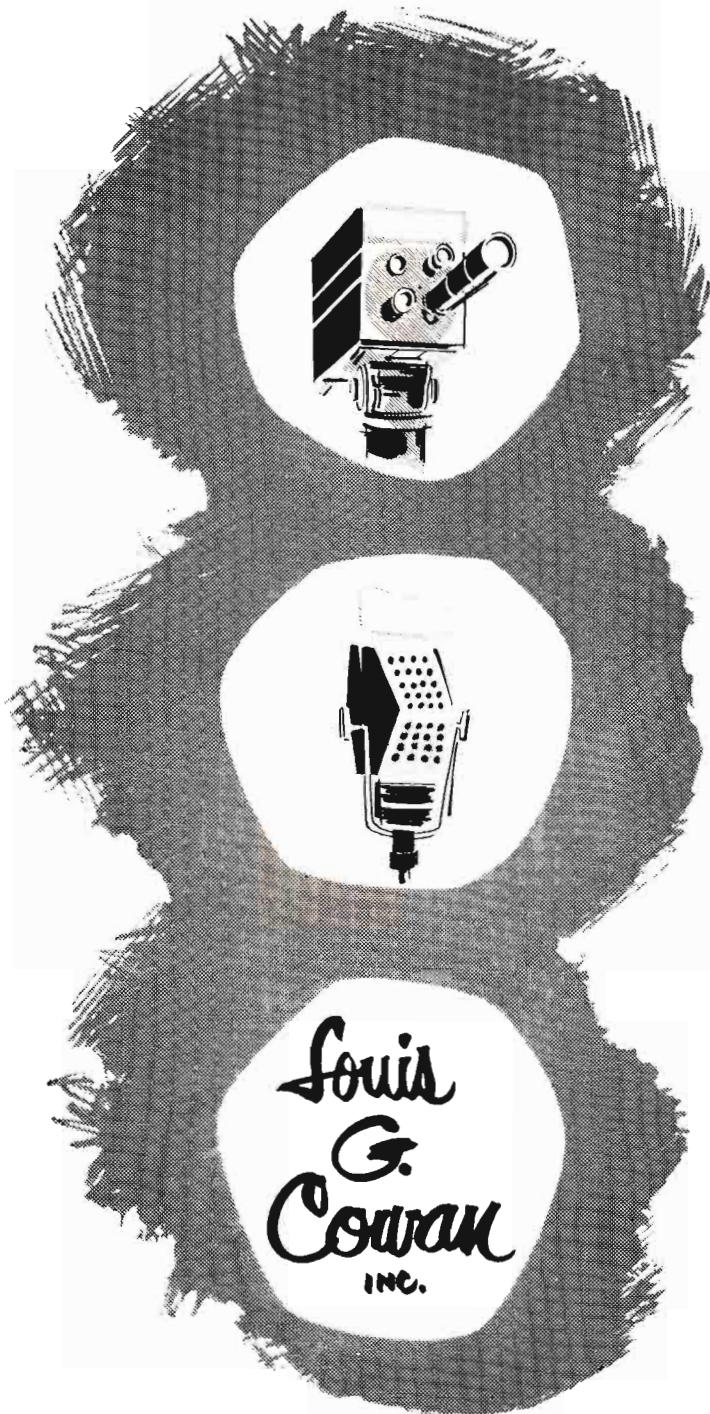


Color makes the medium particularly appealing to a client as a sales or merchandising tool since color is still enough of a novelty to guarantee him an audience motivated by curiosity about color TV if not about his product.

Currently, closed circuit TV is in a big boom as a medium of communication for large firms. One company holds a closed circuit conference each week of the year, utilizing it to approve TV commercials prepared by its various agencies. Two large advertising agencies are planning to install permanent closed circuit links between branch offices in key metropolitan centers.

In the educational field widespread experimentation with closed circuit TV is in progress on all academic levels, from kindergarten to university graduate instruction, and indications are that it may be the final answer to alleviation of the crucial teacher shortage existing throughout the nation.





**NEW YORK** 575 Madison Avenue, New York 22, N. Y. PLaza 9-3700

# Glowing Future Predicted for RTES



By  
**CLAUDE  
BARRERE**

Secretary  
Radio and Television  
Executives Society

**A**BOUT a thousand hard-headed men and women in the broadcasting business ranging from Chairmen of Boards of some of America's major enterprises down to junior Time Buyers and Salesmen belong to the Radio and Television Executives Society. Why?

We could say it's because of the inborn industry slogan of "Service." We could equally well recall the statement of an old Greek philosopher that "All of our acts are motivated by selfishness."



The growing recognition that the RTES, through its various activities, is increasingly serving the industry and the individual therein is the true answer to why so many are members and are supporting it with time, money and energy.

It is recalled that the RTES was formed in 1952 by bringing together the Radio Executives Club of New York, which was founded in 1939, and the American Television Society, junior by a matter of a few months. These two organizations resembled each other in many phases and were quite different in others. The teaming of their various qualities brought about the stronger, sturdier, organization now in its fourth year. The present membership shows a well-balanced representation amongst the networks, stations, station reps., advertising agencies, film organizations and the many other services allied to broadcasting.



How, then, is the RTES serving the industry and its members? The showiest aspect is, no doubt, its monthly luncheons, a forum attended by consistently large numbers of members and friends. It is pleasant to point to such speakers this current season as Vice-President Richard M. Nixon and George C. McConaughy, Chairman of the FCC, Bishop Fulton J. Sheen, Sir Ian Jacobs, of the BBC, Louis A. Cowan, Irving R. Levine, and special events with the American Women in Radio and Television, the Peabody Awards luncheon and the huge Christmas party. Yet these "showcases" have perhaps less weight than such things as the

Listening Post, the Time Buying and Selling Course and the Workshops.

The Listening Post is something of which the RTES and its members are particularly proud. Its intriguing name originated before the RTES was formed when a group of well-known people in the industry, on a very informal basis, endeavored to help their friends and acquaintances who suddenly found themselves in the unaccustomed predicament of being unemployed. As one of its founders put it: "We lend a sympathetic ear to our friends and keep the other to the ground to hear of openings, hence the name." Frequently, he it said, they didn't wait for openings but energetically sought out possible spots for which their friends were qualified.



With the monies collected through the Christmas parties the RTES was in a position to help the Listening Post, all of whose members also belonged to the Society. They gave it a headquarters with the necessary administrative personnel and wider publicity, promotion, etc.

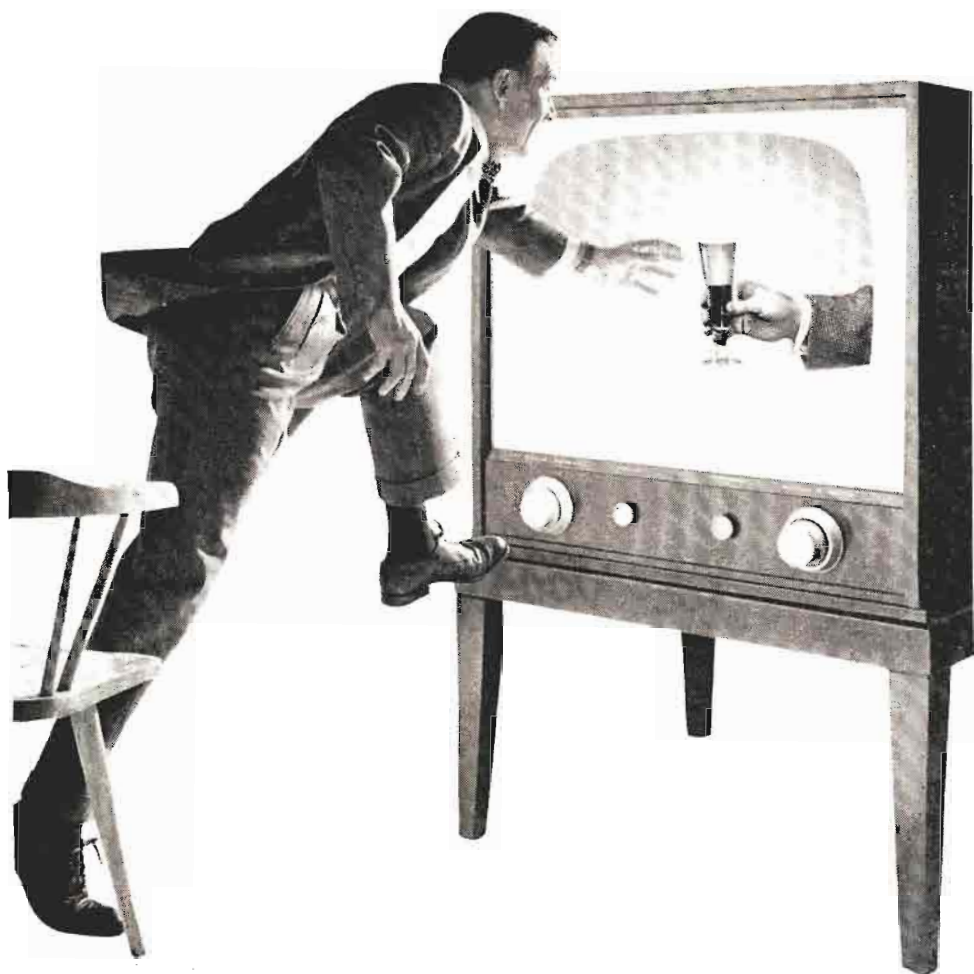
It is significant that the Listening Post is not a placement service. It will not accept applications from persons who are in jobs, but insists that they must be, or officially are about to be, unemployed. Furthermore, it will not accept, as applicants, persons who are trying to get into the broadcasting field, nor those, who through other affiliation, might better be helped to locate jobs.

Each week applicants have the opportunity of sitting around the table with members of the Listening Post. This helps them to orientate themselves as well as to acquaint the Committee with their qualifications. Call it an informal screening and counseling session. The applicants are then given leads to likely openings for which they are qualified.



As can well be expected the applicants outnumber job referrals. Perhaps as much as ten to one. However, as people in key positions in the industry become acquainted with the Listening Post's services they are more and more inclined to tap this pool of available talent. The files are thick with commendatory letters from employers who found the man or woman they needed through the Listening Post. There is also quite a collection of notes of gratitude from ex-applicants.

Strict statistics of the Listening Post activities are not available. While applicants far exceed placements, it is estimated that an average of something better than four jobs a week are filled through employers and prospective employees being brought together through the Listening Post.



When a commercial draws the viewer into the picture to such an extent that he sees himself enjoying the benefits of the product . . . *you can be sure that commercial is drawing a lot of sales, too.*

Young & Rubicam, Inc.

*Advertising* • New York • Chicago • Detroit • San Francisco • Los Angeles  
Hollywood • Montreal • Toronto • Mexico City • London



# Random Information Bits On Buying Habits



By  
**RALPH H. WEIL**  
Executive  
Vice President. WOV

**A** THOROUGH follow-up on several random bits of evidence (a costly wedding dress, a pack of cigarettes, a new automobile and a tin of olive oil) will help clear up the remaining mysteries surrounding the character and activities of the Italian-language market in the U. S.



**Purchase of the Wedding Dress:** The wedding dress alluded to, questioning shows, cost approximately as much as a standard fur coat, which puts it into the "considered purchase" class. Obviously the family's income was such that the price was not an obstacle. As is usual, such an important purchase was carefully considered by the bride-elect and her family. With such a sum involved it was naturally selected from a shop which measured up to the entire family's prestige ideals. Their choice of a shop was directly influenced by the family's Italian language listening habits and the gown was sold either by a Fifth Avenue shop—or perhaps one in the Bronx—which has used Italian language broadcast schedules regularly for years, with intensified schedules preceding the wedding boom seasons. The family listening habits tell us something about the family tastes . . . including second and third generations (since the American-born, American-schooled bride herself is either second or third generation). With better than 95% of Italian-American New Yorkers understanding English, only a scant 5% listens because of language limitation. The others listen by choice . . . because it is a beloved part of their heritage. They want to retain it and why not? People who have never yet even visited Italy are imbued with bantering pride about the district from which their forebears originated. Programs from these "home towns" once or twice removed, fascinate the entire family. Many of WOV's produced-in-Italy features are daily broadcast fare for stations in other cities. (These are all flourishing, with the tabs picked on a multi-city basis by a single sponsor).

## But The Brand Of Cigarettes Is American:

Naturally it is. One of the big standard brands too. National advertisers have found they can garner a bigger share of sales for their brand by using, instead of ignoring, the Italian language broadcast way to influence the Italian Market in their favor. Automobile manufacturers and dealers have caught on to the same fact. They are frank and grateful in their acknowledgement that Italian broadcasting produces a welcome volume of inquiries leading to actual sales.



## But Olive Oil Is An Italian Staple.

Right again. The taste for nationally advertised American merchandise and services coexists with the taste for Italian cuisine. Nor should one overlook the fact that grocery stores featuring full lines of Italian type food products magnetize the third generation Italian-American as well as the first. They enjoy roughly the same forum type popularity as the legendary country store of earlier rural America. And incidentally, the majority of these store keepers keep radios tuned steadily to Italian language broadcasting. In New York the number of such stores is 2,700.

**Therefore Sherlock Concludes:** That there is no end in sight for the influence of Italian language broadcasting on that portion of the American public which is of Italian descent. Today's bride gowned in the expensive finery she acquired as the result of Italian language advertising impact is tomorrow's Italian grocery store customer. Since Italian listening is a happy part of her heritage it is also one of the best ways of influencing her choice of furniture retailer, electrical appliance shop, real estate dealer, etc. (A large summer colony in Long Island has grown up as the result of several years of Italian language broadcast advertising with the young married and middle age groups naturally accounting for the major portion of purchasers).



That if Americans of non-Italian origin are being swept up in the current fashion for things Italian (clothes and hair styles to name but two) it is clear that with Italian-Americans this taste has been fostered from infancy on and can be considered a lifetime preference.

That Italian language broadcasters, in the WOV tradition, can be counted on to keep the ear-appeal and heart-appeal of programs in prime condition, and of prime influence. They've had long experience with audiences that listen, not from language limitation but from choice.



# Year-round enjoyment from **Lever Brothers Company** in 1956

★ ★ ★ ★ ★ ★ ★ ★  
★ **LUX** ★  
★ **VIDEO** ★  
★ **THEATRE** ★  
★ ★ ★ ★ ★ ★ ★ ★

Top stars in "live" performances  
of outstanding movie successes,  
direct from Hollywood.  
Thursdays on NBC-Television.

★ ★ ★ ★ ★ ★ ★ ★  
★ **BIG** ★  
★ **TOWN** ★  
★ ★ ★ ★ ★ ★ ★ ★

Hard-hitting, realistic news stories  
starring Mark Stevens. Tuesdays  
in most areas, on NBC-Television.

★ ★ ★ ★ ★ ★ ★ ★  
★ **GORDON** ★  
★ **MacRAE** ★  
★ **SHOW** ★  
★ ★ ★ ★ ★ ★ ★ ★

Famous singing star in his new  
TV program. Mondays on NBC  
Television.

*And don't forget —  
for leisurely daytime enjoyment*

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Mondays-Wednesdays-Fridays, CBS Radio-Television
- **ARTHUR GODFREY TIME**  
Mondays-Wednesdays-Fridays, CBS Radio-Television
- **GARRY MOORE**  
Wednesdays and Fridays on CBS Television
- **AUNT JENNY**  
Real life stories, Mondays through Fridays, CBS Radio

# **Business**

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**NETWORK BILLINGS**

**ADVERTISING AGENCIES**

**AGENCY PRESIDENTIAL  
BIOGRAPHIES**

**AGENCY EXECUTIVES**

**STATION  
REPRESENTATIVES**

going  
places...

HOLLYWOOD

**"THE LAST NOTCH"**

Televised 3/30/54

HOLLYWOOD

**"FREIGHTER"**

Televised 2/15/55

TO BROADWAY AND HOLLYWOOD

**"No Time for  
Sergeants"**

Televised 3/15/55

HOLLYWOOD

**"THE RACK"**

Televised 4/12/55

HOLLYWOOD

**"Fearful Decision"**

Televised 5-10-55

HOLLYWOOD

**"INCIDENT IN  
AN ALLEY"**

Televised 11/23/55

**U. S. STEEL HOUR**  
produced by THE THEATRE GUILD

# NETWORK RADIO BILLINGS

Estimates For Years 1955 & 1954



Editor's Note: These figures, compiled by the Publisher's Information Bureau, are based on one-time network rates before discounts. They do not represent accurate revenues of the networks since the networks decline to divulge their actual net dollar incomes. The 1954 figures are given at the bottom of the page as a basis with which to compare network revenues in 1955.

## January-July 1955

	ABC	CBS	MBS	NBC	Total
Jan. . . .	\$ 2,487,140	\$ 4,181,787	\$ 1,372,532	\$ 2,744,204	\$ 10,785,663
Feb. . . .	2,387,900	3,950,767	1,291,938	2,584,620	10,215,225
Mar. . . .	2,445,765	4,393,441	1,446,535	2,953,486	11,239,227
Apr. . . .	2,096,355	3,837,124	1,365,658	2,624,671	9,923,808
May . . . .	2,080,272	3,921,807	1,450,889	2,652,560	10,105,528
June . . .	1,817,967	3,656,201	1,255,424	2,703,981	9,433,573
July . . . .	1,676,650	3,122,096	1,022,255	2,452,364	8,273,365
‡Total	\$14,992,049	\$27,063,223	\$ 9,205,231	\$18,715,886	\$ 69,976,389

† Network radio billings figures were discontinued by PIB as of Aug. 1955 because "recent changes in the rate and discount structures of the various networks have seriously affected the comparability of the gross billing figures, one network with another, and also the comparability of current figures with those of the past."

## January-December 1954

	ABC	CBS	MBS	NBC	Total
Jan. . . .	\$ 2,830,654	\$ 5,166,174	\$ 1,896,925	\$ 3,391,873	\$ 13,285,626
Feb. . . .	2,494,737	4,749,512	1,783,452	3,176,849	12,204,550
Mar. . . .	2,764,547	5,456,351	2,034,961	3,639,278	13,895,137
Apr. . . .	2,367,636	5,044,943	1,891,998	2,962,839	12,267,416
May . . . .	2,307,029	5,116,152	1,908,198	2,780,725	12,112,104
June . . .	2,405,994	4,181,677	1,558,196	2,618,614	10,764,481
July . . . .	2,098,823	3,821,234	1,481,767	2,127,192	9,529,016
Aug. . . .	2,160,025	3,844,135	1,491,503	2,075,531	9,571,194
Sept. . . .	2,267,810	4,055,869	1,523,161	2,598,635	10,445,475
Oct. . . .	2,506,929*	4,138,633*	1,572,042*	2,738,231*	10,955,835*
Nov. . . .	2,484,201	4,397,245	1,540,523	2,926,816	11,348,785
Dec. . . .	2,365,762	4,273,131	1,570,561	2,977,773	11,244,857
Total	\$29,054,147	\$54,245,056	\$20,345,032	\$34,014,356	\$137,641,169

\* Revised as of Dec. 30, 1954.





# NETWORK TELEVISION BILLINGS

Estimates For Years 1955 & 1954



Editor's Note: These figures, compiled by the Publisher's Information Bureau, are based on one-time network rates before discounts. They do not represent accurate revenues of the networks since the networks decline to divulge their actual net dollar incomes. The 1954 figures are given at the bottom of the page as a basis with which to compare network revenues in 1955.

## January-December 1955

	ABC-TV	CBS-TV	Du Mont	NBC-TV	Total
Jan. . . . \$	3,718,195	\$ 15,831,141	\$ 723,960	\$ 13,172,695	\$ 33,445,991
Feb. . . .	3,567,696	14,694,726	597,275	12,419,641	31,279,338
Mar. . . .	3,806,425	16,036,896	628,625	14,102,093	34,574,039
Apr. . . .	3,527,558	15,426,214	462,335	13,285,933	32,702,040
May . . . .	3,606,427	15,978,680	273,640	13,591,687	33,450,434
June . . . .	3,542,304	15,724,184	218,845	12,238,694	31,724,027
July . . . .	3,263,803	14,635,011	131,105	11,966,760	29,996,679
Aug. . . .	3,562,676	14,959,098	55,385	11,767,789	30,344,948
Sept. . . .	4,123,780	15,188,805	11,538	13,720,643	33,044,766
Oct. . . .	5,876,756	16,590,891*	—	15,618,704	38,086,351*
Nov. . . .	6,496,236	16,866,314*	—	15,489,279	38,851,829*
Dec. . . .	6,301,578	17,086,161	—	16,010,878	39,398,617
<b>Total</b>	<b>\$51,393,434</b>	<b>\$189,018,121</b>	<b>\$3,102,708</b>	<b>\$163,384,796</b>	<b>\$406,899,059</b>

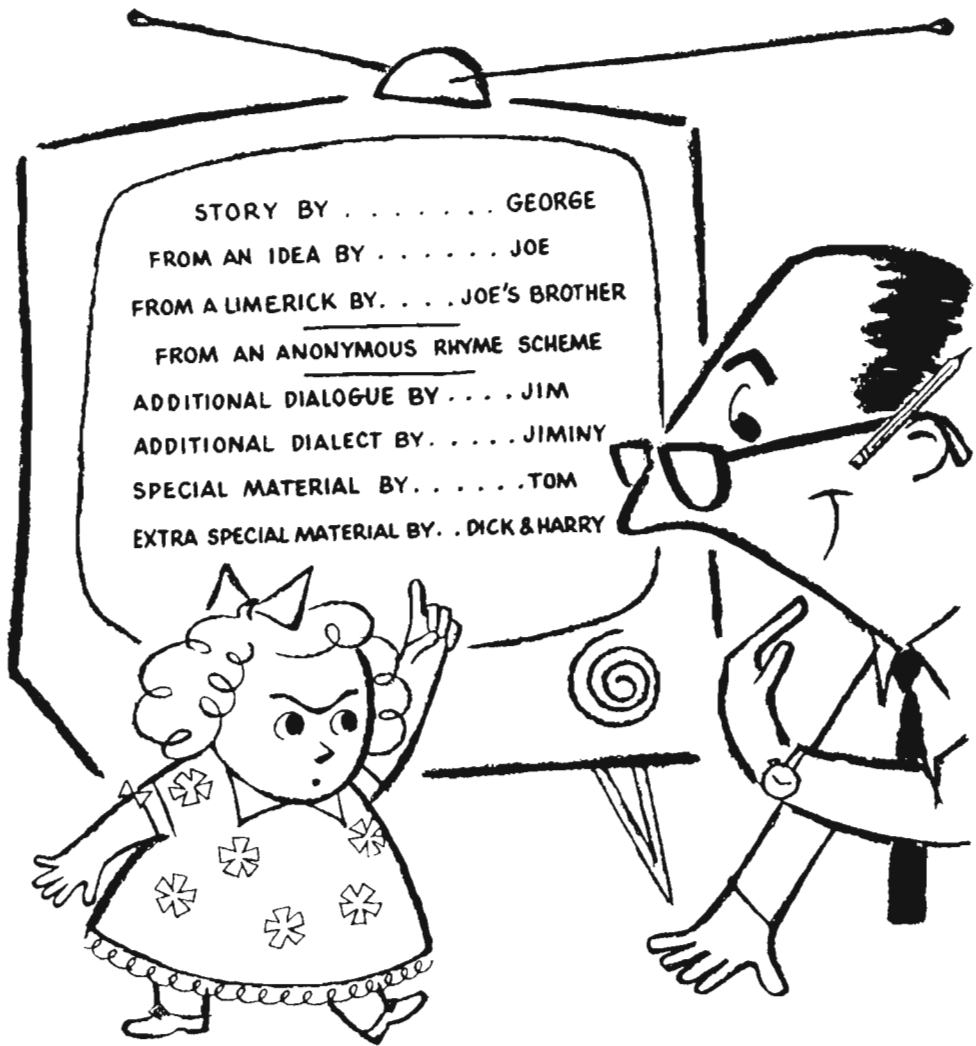
\* Revised as of 2/8/56.

\*\* Effective Sept. 15, DuMont Television network changed from a national network to a local operation.

## January-December 1954

	ABC-TV	CBS-TV	Du Mont	NBC-TV	Total
Jan. . . . \$	2,780,574	\$ 10,713,329	\$ 1,445,608	\$ 10,116,937	\$ 25,056,448
Feb. . . .	2,502,372	9,965,481	1,108,157	9,368,148	22,944,158
Mar. . . .	2,640,699	11,379,631	1,205,526	10,981,690	26,207,546
Apr. . . .	2,554,484	10,921,640	1,068,374	10,802,535	25,347,033
May . . . .	2,411,656	11,488,168	988,350	11,033,987	25,922,161
June . . . .	2,317,879	11,448,180	778,920	9,990,729	24,535,708
July . . . .	2,310,281	11,861,534	623,455	8,149,533	22,944,803
Aug. . . .	2,514,815	12,275,908	820,633	8,057,484	23,668,840
Sept. . . .	2,660,601	12,936,020*	802,721	9,780,712*	26,180,054*
Oct. . . .	3,890,802	14,009,286*	1,447,411*	12,352,091*	31,699,590*
Nov. . . .	4,134,103	14,218,622	1,397,328	12,391,828	32,141,881
Dec. . . .	3,994,832	15,060,653	1,457,436	13,047,419	33,560,340
<b>Total</b>	<b>\$34,713,098</b>	<b>\$146,278,452</b>	<b>\$13,143,919</b>	<b>\$126,073,093</b>	<b>\$320,208,562</b>

\* Revised as of Dec. 30, 1954.



STORY BY . . . . . GEORGE  
FROM AN IDEA BY . . . . . JOE  
FROM A LIMERICK BY. . . . . JOE'S BROTHER  
FROM AN ANONYMOUS RHYME SCHEME  
ADDITIONAL DIALOGUE BY . . . . . JIM  
ADDITIONAL DIALECT BY . . . . . JIMINY  
SPECIAL MATERIAL BY . . . . . TOM  
EXTRA SPECIAL MATERIAL BY. . . DICK & HARRY

**"BUT, DADDY, DIDN'T YOU WRITE THE COMMERCIAL?"**

Yes, Virginia, there are people who write BBDO television commercials. But they don't get a credit line. Not because we aren't proud of our work. And not only because a long list of our TV writers, artists and technicians would eat up high-priced time. But mainly because BBDO wants to leave the viewer with a stirring memory of just one name—the client's.

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# Federal Communications Commission Report on Broadcast Revenues, Expenses, and Income of Radio Broadcast Services 1953-1954



	1954	1953	<i>Percent Increase or (Decrease) 1954</i>
<i>(\$ Millions)</i>			
<i>Total Broadcast Revenues</i>			
4 Nationwide networks and 3 regional networks (including owned and operated stations) <sup>1</sup>	\$ 88.6	\$ 97.3	(9.0)
Other radio stations <sup>2</sup> .....	361.0	378.0	(4.5)
Total .....	\$449.6	\$475.3	(5.4)
<i>Total Broadcast Expenses</i>			
4 Nationwide networks and 3 regional networks (including owned and operated stations) <sup>1</sup>	\$ 80.4	\$ 86.9	(7.4)
Other radio stations <sup>2</sup> .....	327.3	333.4	(1.9)
Total .....	\$407.7	\$420.3	(3.1)
<i>Broadcast Income (before Federal Income Tax)</i>			
4 Nationwide networks and 3 regional networks (including owned and operated stations) <sup>1</sup>	\$ 8.2	\$ 10.4	(21.7)
Other radio stations <sup>2</sup> .....	33.7	44.6	(24.5)
Total .....	\$ 41.9	\$ 55.0	(24.0)

<sup>1</sup> Includes the operations of 22 network owned stations in 1953 and 21 network owned stations in 1954.

<sup>2</sup> Includes 2,457 AM, AM-FM or Independent FM stations in 1953 and 2,577 in 1954.





**ON-TARGET TELEVISION**



**KUDNER AGENCY, INC.**

**LOS ANGELES NEW YORK DETROIT WASHINGTON  
DAYTON SAN FRANCISCO**

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---

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**TV ACCOUNTS**

**PERSONNEL**



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The Lucy Show  
Sky King  
Death Valley Days  
Stage Show  
Mickey Mouse Club  
Esso Reporter  
Home  
Today  
Tonight  
Garry Moore Show  
Bob Crosby Show  
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Science in Action  
Sohio Reporter  
The Ohio Story

**M-E** (McCann-Erickson) loves *you*, and we just don't care *who* knows it! After all, you—the talent, the producers, the packagers, the people with ideas—helped make this the biggest quarter in McCann's history, so why shouldn't we? To be specific, our little affair this year will give birth to TV and radio billing weighing in at over \$75,000,000, and *that's* a heap of lovin' in anybody's book.

Most important of all, our romance has made McCann clients the happiest mothers-in-law on TV, with big bouncy shows like *Climax*, *Shower of Stars*, *Studio One*, *Disneyland*, and many, many others.

M-E loves you, so, please, keep right on calling us with those big, bright ideas. (If a man answers, keep talking anyway; we're a pretty broad-minded lot.)

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McCann originates and produces *more* television throughout America (from I.D.'s to hour shows) than any other agency.



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- AFA—ADVERTISING FEDERATION OF AMERICA
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- APA—AGRICULTURAL PUBLISHERS ASSOCIATION
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*Radio Accounts:* Agalite-Bronson Co. (Glass Shower Doors), Oakland, Calif.; American Upholstering Co. (Furniture Mfg.), Oakland, Calif.; Battery Products Co. (Arro Lyte Batteries), Oakland, Calif.; Betty Elizabeth Shampoo (Hair Formulas, etc.), Oakland, Calif.; Bowersmith Company (Marine Switches), Oakland, Calif.; Cochran & Celli Chevrolet Dealers (Chevrolet), Oakland, Calif.; Commercial Sales Co. (Trucks), San Leandro, Calif.; Davi Miracle Foam (Rug & Upholstery Cleaners), Oakland, Calif.; Daniel Dillon Co., (Children's Sportswear), San Francisco, Calif.; Duplex Dean Plans (Real Estate), Danville, Calif.; Elemin Supreme Formula (Vitamins), Berkeley, Calif.; Carter Lumber Co. (Redwood Green Houses, etc.), Oakland, Calif.; Fruitvale Merchants Assn. (Shopping Area), East Oakland, Calif.; Grinshaw Nurseries (Dwarf Trees), Hayward, Calif.; Mica-Seal Mfg. Co. (Waterproofing Paints), Berkeley, Calif.; Oakland Light Opera Assn. Joaquin Miller Park, Oakland, Calif. (Musicals); Therman Products, Inc. (Rocky Mt. Hot Springs Mineral Baths), Oakland, Calif.; Rhodes & Jamieson, Ltd. (Ready-mix concrete), Oakland, Calif.; Dick's Home Furnishers (Home Furnishings), Oakland, Calif.; Oakland Police & Firemen (Campaigns), Oakland, Calif.; The Quiet Hour (Religious), Chicago, Ill.; Lou Winston (Surplus), Oakland, Calif.; Roto-

Rooter of Bay Area (Area Franchise Holder), Oakland, Calif.; Span-A-Form (Bldg. Forms), Oakland, Calif.; Elysee Cosmetic Co. (Cosmetics), San Francisco; United Trading Stamps, Western Divisional Hdqtrs. (Trading Stamps), Oakland, Calif.; Del-Tra Co. (Bakery Equipment), Oakland, Calif.; Brazil Compounds (Medicine), Las Vegas, Nev.; C. P. Hunt Co. (Automotive Supplies), Oakland, Calif.; Murphy Buick Co. (Car Distributor), Oakland, Calif.; Fred Blakeney Co. (Records), Berkeley, Calif.; Perma-Bilt Homes (Tract Developers), San Lorenzo, Calif.

*TV Accounts:* Battery Products Co. (Arro Lyte Batteries), Oakland; Betty Elizabeth Shampoo, Oakland; Bell Smoked Fish Co. (Tarabell Brands), San Francisco; Davi Miracle Foam (Rug & Upholstery Cleaners), Oakland; Roto-Rooter of Bay Area (Sewage Service), Oakland-Richmond, Calif.; G & W Refrigeration (Ice Machines), Oakland; Lake Merritt Hotel (Night Club & Restaurant), Oakland; Oakland Police & Firemen (Campaigns), Oakland; Cochran & Celli (California's Oldest Chevrolet Dealer), Oakland; Oakland Light Opera Assn. (Musicals); Space-A-Rang (Children's Toy), San Leandro, Calif.; Fruitvale Merchants Assn. (Shopping Area), Del-Tra Co. (Bakery Equipment), Oakland, Brazil Compounds (Medicine), Las Vegas, Nev.; C. P. Hunt Co. (Automotive Supplies), Oakland; Murphy Buick Co. (Car Distributor), Oakland; Fred Blakeney Co. (Records), Berkeley, Calif.; Perma-Bilt Homes (Tract Developers), San Lorenzo, Calif.

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Phone: WHitehall 4-5210

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 V.P., Art Director.....Leslie Meyers  
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 Asst. to Pres.....John J. Petrie

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Phone: TRinity 1-1727

V.P., Manager.....J. Robert Conroy  
*Radio Accounts:* Aladdin Industries, Inc.,

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CH 2-1150**



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For The Television Industry**

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 Conlon-Moore Corp., (major appliances).

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 Phone: District 7-0551

President.....John E. Waterfield  
 Secretary.....E. H. Bell  
 Copy Chief .....J. DuVall

**AITKIN-KYNETT CO.**

1400 South Penn Square,  
 Philadelphia 2, Pa.  
 Phone: RIttenhouse 6-7810

AAAA—ABC—ABP—ANPA—AFA

Senior Partner.....H. H. Kynett  
 Partners.....M. E. Goldman,  
 H. A. Medholdt, George B. Barnard, Allen  
 C. Smith

TV Dept. Head.....Richard Olanoff  
 Radio Dept. Head.....Allen Gray

*Radio Accounts:* Conrad-Pyle Co., West  
 Grove Pa. (Rose Growers); Mrs. Paul's  
 Kitchens, Philadelphia, Pa. (Frozen Sea-  
 food); Pennsylvania Refining Co., (Carbure-  
 tor Cleaner); Stephano Bros., (Cigarettes);  
 Wolf's Head Oil Refining Co., (Motor Oil);  
 Southland Frozen Foods, Inc., (Frozen  
 Southern Vegetables); Electric Storage Bat-  
 tery Co., Philadelphia, Pa.; First Camden  
 National Bank & Trust Co., Camden, N. J.;  
 F & S Brewing Co., Shamokin, Pa.; Girard  
 Trust Corn Ex. Bk., Philadelphia, Pa.;  
 Spaulding Bakeries, Inc., Binghamton, N. Y.;  
 Sunshine Packing Corp. (Frozen Foods);  
 North East, Pa.

*TV Accounts:* Booth Bottling Co., Phila-  
 delphia, Pa.; Electric Storage Battery Co.,  
 Philadelphia, Pa.; Mrs. Paul's Kitchens, Inc.,  
 New York, N. Y.; Spaulding Bakeries, Inc.,  
 Binghamton, N. Y.

**R. H. ALBER CO.**

439 N. Larchmont Blvd., Los Angeles 4, Calif.  
 Phone: HOLlywood 9-8273

Exec. Vice-Pres.....Pauline Hagen  
 Secretary-Treas. ....Evelyn R. Jones  
 Promotion .....Cy Jackson  
 Acct. Exec. ....Fred L. Allen

*Radio Accounts:* Gospel Broadcasting  
 Assn., Los Angeles, Calif.; Unity School of  
 Christianity, Lee's Summit, Mo.; Christian  
 Science Radio Comm. of Los Angeles Coun-  
 ty (Lectures and Broadcasts), Los Angeles,  
 Calif.; Christian Science Committee on Pub-  
 lications, Los Angeles, Calif.

*TV Account:* Christian Science Committee  
 on Publications, Los Angeles, Calif.

Estimated Radio-TV Billings: \$6,750.00.

**ALLEN & REYNOLDS**

1300 Woodmen of the World Bldg.,  
 Omaha 2, Neb.  
 Phone: Atlantic 4445

AAAA—ABP—ANPA—AFA—ABC

Partners.....Milton H. Reynolds,

R. H. Reynolds, Q. H. Moore, Helen C.  
 Moeller, Milton J. Stephan, Kermit Han-  
 sen, W. J. Newens

Dir. Radio-TV.....Milton J. Stephan  
 Asst. Dir. Radio-TV.....Don B. Amsden  
 Prod. Asst.....Jack L. Silver  
 Media Asst.....Sybil Berggren

*Radio Accounts:* Carpenter Oil Co. (Gas,  
 Oil & Automotive Products); Evans Laun-  
 dry; Federal Land Bank; Glaser's Provi-  
 sion's Co., Inc. (Prepared Meat Products);  
 T. H. Maenner Co. (Real Estate); Mer-  
 chants Biscuit Co.; Northrup Jones, (Cafe-  
 teria, Bakery); Omaha Public Power Dis-  
 trict, (Public Utility); P. F. Peterson Bak-  
 ing Co., Omaha, Cedar Rapids, Davenport;  
 Tekseed Hybrid Co. (Hybrid Corn); U. S.  
 National Bank; Walnut Grove Products, Inc.  
 (Livestock Feeds); Fairmont Foods Co.  
 (Dairy, Frozen Foods); Woodmen Accident  
 Co. (Insurance); Lincoln, Nebr.

*TV Accounts:* Fairmont Foods Co. (Dairy  
 Products & Frozen Foods); Holland Lumber  
 Co. (Retail Lumber); Merchants Biscuit Co.  
 (Cookies and Crackers); Omaha Public  
 Power District (Public Utility); Glaser's  
 Provision's Co., Inc. (Prepared Meat Pro-  
 ducts); Paxton & Vierling Steel Co. (Indus-  
 trial Steel Products); P. F. Petersen Baking  
 Co. (Pastries) Omaha, Cedar Rapids, Daven-  
 port; Tekseed Hybrid Co. (Hybrid Corn);  
 Sidles Conditioned Air Co. (Air-Condition-  
 ing Equipment); U. S. National Bank;  
 Woodmen Accident Co. (Insurance), Lin-  
 coln, Nebr.

**ALLIED ADVERTISING AGENCIES**

167 So. Vermont Ave., Los Angeles 4, Calif.  
 Phone: DUnkirk 7-7331

ABC—ABP—ANPA—AFA

President.....W. Fehr Gardner  
 General Manager.....Stuart Heinemann  
 Time Space Buyer.....Maxine Blankenship  
 Art Director.....Jack Robins  
 Account Exec.....Dick Gardner

*Radio Accounts:* Arden Farms (Dairy  
 Products); Gold Furniture Appliances (Fur-  
 niture & Appliances); Pavo de Grande, Inc.  
 (Turkeys); Dr. F. E. Campbell (Dental  
 Services); West Pico Furniture Co. (Furni-  
 ture); First Nazarene Church; United Sport-  
 ing Goods; Calif. Record Distributors, Pa-  
 cific Hi-Fi House (Electronic Equipment),  
 Los Angeles Examiner (Newspaper), all Los  
 Angeles, Calif.

*TV Accounts:* Gold Furniture Appliances  
 (Furn. & Appliances); Pridham Davis (Op-  
 tometrists); Arden Farms (Dairy Products);  
 Pavo de Grande (Turkeys); Westons 909  
 Garage, Globe Dept. Stores, Dr. F. E. Camp-  
 bell, (Dental Services), West Pico Furniture  
 Co., Bowles & Co. (Real Estate), all Los  
 Angeles, Calif.

Estimated Radio and TV Billings: \$400,000.

**ANDERSON & CAIRNS, INC.**

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



**“Give to the world  
the best you have  
...and the best will  
come back to you.”**

**I don't know the author,  
I wish I might have written it.**

**But Queen For A Day  
has been doing all right for nearly  
eleven years.**

**Ray Morgan**

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 President . . . . . John A. Cairns  
 Treasurer . . . . . Abraham Fisher  
 Vice Pres., Radio-TV . . . . . Victor Seydel  
 Production Asst. . . . . Frank Lowe  
*Radio Accounts:* Aborn Coffee, Union Carbide & Carbon, Baldwin Piano Co., Rootes Motors, Inc., New York, N. Y.; Dow Corning Corp. (Silicone Division), Midland, Mich.; Wynn Oil Co., Mineola, N. Y.; Alderney Dairy, Newark, N. J.  
*TV Accounts:* C. H. Masland & Sons, (Rugs and Carpets), Carlisle, Pa.; Waring Corp. (Mixers and Blenders), Associated Bulb Growers of Holland; Aborn Coffee, New York, N. Y.

**ATHERTON ADVERTISING AGENCY**  
 8455 Melrose Pl., Los Angeles 46, Calif.  
 Phone: OLive 3-2246  
**AAAA—ABP—ANPA**

Acct. Exec. . . . . Alfred A. Atherton  
 Acct. Exec. . . . . Mildred Fluent  
*Radio Accounts:* Acousticon, Div. of Dictograph Products, Inc.—West Coast only—(Acousticon Hearing Aids), San Francisco, Calif.; Pacific Hawaiian Products Co. (Hawaiian Punch, Hula Highball), Fullerton, Calif.  
*TV Account:* Pacific Hawaiian Products Co. (Hawaiian Punch, Hula Highball), Fullerton, Calif.  
 Estimated Radio and TV Billings: \$40,000.

**ATHERTON & CURRIER, INC.**  
 420 Lexington Ave., New York 17, N. Y.  
 Phone: LEXington 2-8795  
**ANPA—PPA APA—ABP**

President . . . . . J. W. Atherton  
 Vice-President . . . . . Lester Stone  
 Secy.-Treasurer . . . . . Z. A. Torok  
 Vice-Pres., Dir., Copy & Plans . . . . . J. D. Molnar  
 Vice-Pres., Radio Dir. & Talent  
 Buyer . . . . . J. P. Atherton  
*Branch Office*  
 Concourse Bldg., Toronto, Ont., Canada  
 Vice-President . . . . . William McDonald

**ATLANTIC ADVERTISING COMPANY**  
 220 West 42nd St., New York 36, N. Y.  
 Phone: LOngeacre 5-2674  
**PPA**

Partners . . . . . Murry E. Cohen, Irving H. Glick  
 Art Dir. . . . . M. Charles  
 Production Mgr. . . . . Don Williams  
 Space Buyer . . . . . Wm. Silverstein  
 Acct. Executives . . . . . Irving H. Glick, Murry E. Cohen, August Bacolini, Albert Coleman

**AUBREY, FINLAY, MARLEY & HODGSON, INC.**  
 230 N. Michigan Ave., Chicago 1, Ill.  
 Phone: FIancial 6-1600  
 Chairman of Board . . . . . James T. Aubrey  
 President . . . . . John J. Finlay  
 V.P., Secy. . . . . Richard Fechheimer

Vice-Presidents . . . . . Robert C. Marley, Earl Hodgson, Kenneth Hill  
 Media, Radio & TV Dir. . . . . Gene Fromherz  
*Radio Accounts:* Butler Manufacturing Co., Steel Bldgs., Farm Equipment, Kansas City, Mo.; The Double Cola Co., Chattanooga; International Harvester Co., Farm Equip., Chicago; McKenzie Milling Co., Pancake and Cookie Mix, Quincy, Mich.; Williamson Candy Co., Oh Henry! Candy Bars, Chicago.  
*TV Accounts:* The Double Cola Co.; Williamson Candy Co.

**N. W. AYER & SON, INC.**  
 West Washington Square, Philadelphia 6, Pa.  
 Phone: LOmbard 3-0100  
**ANPA—ABP—ABC**

Chairman of Board . . . . . H. A. Batten  
 President . . . . . Warner S. Shelly  
*Radio-TV Department*  
 30 Rockefeller Plaza, New York 20, N. Y.  
 Phone: CIrcle 6-0200  
 Vice-Pres. & Dir. of  
 Radio-TV . . . . . James E. Hanna  
 V.P., Radio-TV Plans . . . . . T. J. McDermott  
 Programming &  
 Production . . . . . T. H. Calhoun  
 Copy Chief . . . . . John M. Caldwell  
 Publicity . . . . . Dorothy Doran Lewis  
 Radio-TV Research . . . . . H. L. Smith, Jr.  
 Film Production . . . . . G. D. Gudebrod  
 Radio-TV Traffic . . . . . Joseph Battaglia, Jr.  
 Time Buyers . . . . . Richard S. Bunbury, Paul F. Kizenberger, Elaine Ogle, Jean Nolan, W. H. Millar, V. Ritter, Helen Hartwig, Marjorie Freeman

*Branch Offices*  
 30 Rockefeller Plaza, New York 20, N. Y.  
 Phone: CIrcle 6-0200  
 Vice-President . . . . . John D. Upton  
 Statler Office Bldg., Boston 16, Mass.  
 Phone: HUbbard 2-4970

Vice President . . . . . E. Craig Greiner  
 135 S. LaSalle St., Chicago 3, Ill.  
 Phone: RAndolph 6-3456

Vice-President . . . . . Allen R. Memhard, Jr.  
 Radio-TV Prod. . . . . James E. Robertson  
 Phone: WOODward 5-3322  
 Vice-President . . . . . J. Widman Bertch  
 714 Taft Bldg., Hollywood 28, Calif.  
 Phone: HOllywood 3-4871

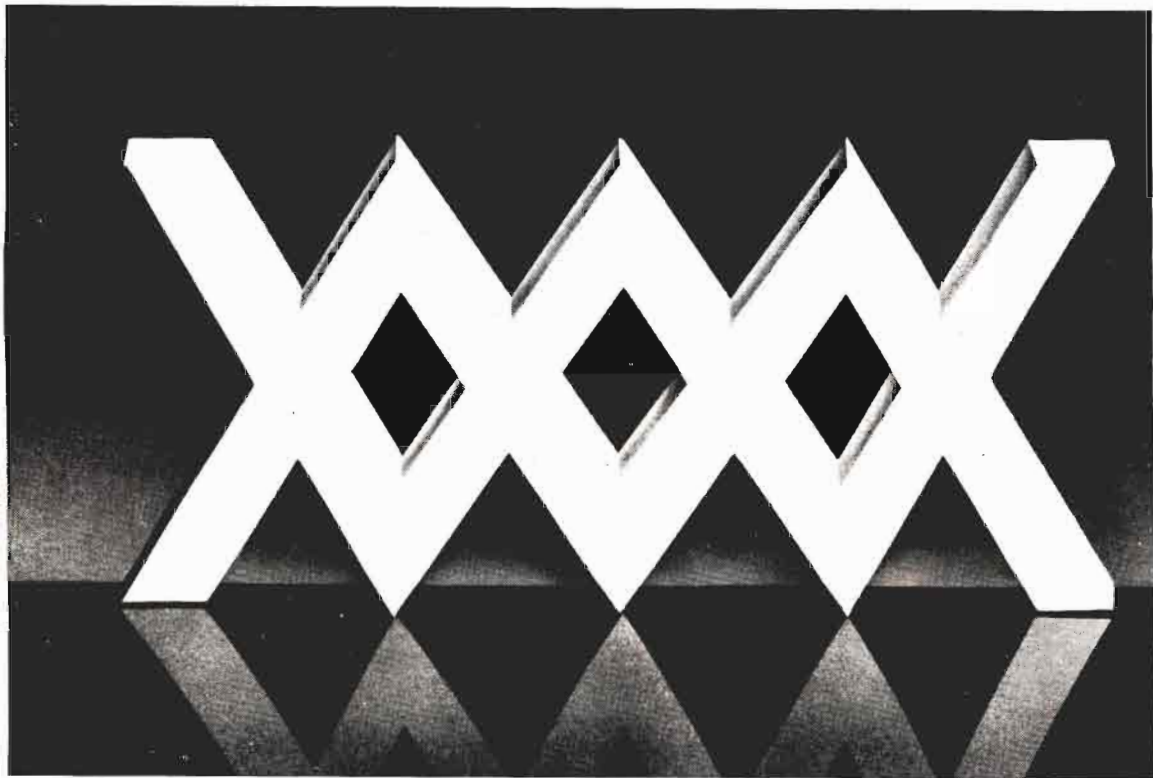
Manager . . . . . Glenhall Taylor  
 235 Montgomery St., San Francisco 4, Calif.  
 Phone: SUtter 1-2534

Vice President . . . . . Carl Zachrisson  
 231 Dillingham Bldg., Honolulu 16, Hawaii  
 Phone: HOlonulu 6193

Manager . . . . . James P. Smith  
*Radio Accounts:* American Telephone and Telegraph Company, The Atlantic Refining Company, B. C. Remedy Company, The Chesapeake & Potomac Telephone Companies, Hawaiian Pineapple Company, Ltd., Hills Bros. Coffee, Inc., Charles E. Hires Company, Illinois Bell Telephone Company, Insurance Company of North America, Johnson & Johnson, Knouse Foods Cooperative, Inc., Michi-



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WORLD**



**WILLIAM MORRIS AGENCY, INC.**  
NEW YORK • CHICAGO • BEVERLY HILLS • LONDON • PARIS • ROME



gan Bell Telephone Company, Plymouth Dealer Cooperative Advertising Program, Seabrook Farms Company, Sheffield Farms Company, Supplee-Wills-Jones Milk Company, Tasty Baking Company, United Air Lines, Avid Rent-A-Car System, Ohio Oil Co., Stephen F. Whitman & Sons, Inc., Howard D. Johnson, Penn Fruit Co., Polk-Miller Products Corp., Hamilton Watch Co., Phillip Morris Co.

**TV Accounts:** American Telephone & Telegraph Company, The Atlantic Refining Company, B. C. Remedy Company, Bissell Carpet Sweeper Company, Carrier Corporation, The Chesapeake & Potomac Telephone Companies, Container Corporation of America, Reuben H. Donnelley Corporation, Electric Companies Advertising Program, Hawaiian Pineapple Company, Ltd., Hills Bros. Coffee, Inc., Charles E. Hires Company, Illinois Bell Telephone Company, Insurance Company of North America, Knouse Foods Cooperative, Inc., Michigan Bell Telephone Company, National Dairy Products Corporation — Sealtest, Ohio Oil Company, Penn Fruit Company, Plymouth Dealer Cooperative Advertising Program, Plymouth Division of Chrysler Corporation, Polk-Miller Products Corporation, Seabrook Farms Company, Tasty Baking Company, United Air Lines, Yardley of London, Inc., Zippo Manufacturing Company, American Viscose Corp., Armour & Co., Clock & Timer Div. of General Electric, Daystrom Furniture Co., Magna Engineering Corp., Seabrook Farms Co., SePak Corp., Stephen F. Whitman & Sons, Inc., Charles E. Hires Co., Howard D. Johnson, Johnson and Johnson, The First Pennsylvania Banking & Trust Co., Sheffield Farms, Supplee-Willis Jones Milk Co., Hamilton Watch Co., Johnson and Johnson, The First Pennsylvania Banking & Trust Co., Sheffield Farms, Supplee-Willis Jones Milk Co., Hamilton Watch Co., Phillip Morris Co.

**AYLIN ADVERTISING AGENCY**

904 Lovett Blvd., Houston, Texas  
 Phone: Lynchburg 3766  
 AAAA

President.....Robert N. Aylin  
 Account Executive.....Robert A. Lahr  
 Account Executive.....Alston P. Cameron  
 Account Executive.....Charles H. Lewis  
 Radio & TV Dir.....Jo Moore  
 Art Director.....Roger I. Helm

**Radio Accounts:** Black-Brollier, Inc. (Concrete Building Materials), Houston, Texas; Henke & Pillot, Inc. (Chain Supermarkets), Houston, Texas; Second National Bank of Houston, Texas; James Bute Co. (Paints), Houston, Texas; Craig's Women's Apparel, Houston, Texas; Johnston Motor Company (New & Used Cars), Houston, Texas; Weldon Cafeteria (Cafeteria), Houston, Texas; Rheem Mfg. Co. (Heaters), Houston; Clark & Courts (office supplies), Houston, Texas; Gulf Coast Furniture Warehouse, Alvin, Texas; Arthur Murray (Dance Instruction), Houston, Texas; The Houston Post

(Daily Newspaper), Houston, Texas; Sanitary Mattress Co. (Mattress Renovation), Houston; Holcomb-Hayes (Dodge-Plymouth Dealer), Jacksonville, Texas.

**TV Accounts:** Henke & Pillot Supermarkets, Houston, Texas; Rheem Manufacturing Co. (heaters, air conditioners, ranges), Houston, Texas; Sealy Mattress Co., Houston, Texas; Second National Bank of Houston, Texas; Abert Berry (cars); Houston, Texas; James Bute Co. (Paints), Houston, Texas; Gulf Coast Furniture Warehouse, Alvin, Texas; Arthur Murray (Dance Instruction), Houston, Texas; The Houston Post (Daily Newspaper), Houston, Texas; Nichols Industries (Toy Guns), Jacksonville, Texas; Holcomb-Hayes (Studebaker-Packard Dealer), Tyler, Texas.

**BADGER & BROWNING & HERSEY, INC.**

550 Fifth Ave., New York 36, N. Y.  
 Phone: Circle 7-3719

Chairman of Board.....J. L. Badger  
 Pres., Treasurer.....F. S. Browning  
 Dir., Merchandising.....Richard Mason

**BAKER ADVERTISING AGENCY, LTD.**

1315 Yonge St., Toronto, Ont., Canada  
 Phone: WA 4-2101

President.....W. R. Baker  
 Copy Chief.....W. E. Trimble  
 Secretary-Treasurer.....R. C. Baker  
 Account Executives.....H. S. Baxter,  
 K. W. Jones, C. S. Wallace, R. D. Albertini,  
 J. E. McEachern, G. H. Sloan, W. E. Trimble,  
 Carl Brown, Roy Madden, L. Akerman, Nick Pahlen, Keith Drake, John Wilkes  
 Space Buyer.....S. Cook  
 Radio, TV Director.....Jack F. Horler  
 Asst. Radio, TV Dir.....W. Arnold Acton  
 Production.....John McCadden,  
 Wally Krantz, Tony Firth, John Griffiths  
 Radio Time Buyers.....Gil Gunton,  
 Helen Blois  
 Mng., TV Dept.....Hazel Blair  
 TV Time Buyer.....Don Farrow  
 Mgr. Radio Dept.....Dick King  
 Prod. (Radio).....John Powell  
 Radio Conm. & Traffic.....Marj Bell  
 1557 MacKay St., Montreal, Que.  
 Phone: Harbour 9247

Manager.....Roger Lack  
**Radio Accounts:** General Foods, Ltd.; Canada Packers, Ltd. (Soap Division); Adams Brands Sales, Ltd.; Frigidaire Products of Canada, Ltd.; The Carnation Co., Ltd.; Pharmaco, Inc. (Feena-mint); Supreme Drug, Ltd. (Amm-i-dent and Poli-dent); Manufacturers Life Ins. Co.; Canadian Cannery Ltd.

**TV Accounts:** Frigidaire Products of Canada, Ltd.; Adams Brands Sales Ltd.; General Foods, Ltd.; Canada Packers Ltd. (Soap Div.); Canadian Cannery Ltd., Canadian Kodak Co. Ltd.; Carnation Co. Ltd.; Manufacturers Life Ins. Co.; Pharmaco, Inc. (Feena-mint).





**LYNN BAKER INCORPORATED**

520 Fifth Ave., New York 19, N. Y.  
 Phone: JUDson 6-3900  
 ANPA—PPA

President .....Lynn Baker  
 Vice-Pres. ....Mary Bentley Baker  
 V.P. & Gen. Mgr. ....Augustine J. Hilton  
 V.P. & Research Dir. ....Jack M. Kline  
 V.P. & Copy Dir. ....Albert Lynd  
 Secretary. ....Dorothy K. Smith  
 Treasurer .....John J. Cavanaugh  
 Media Dir. ....Charles J. Weigert  
 Prof. Mgr. ....O. Paul Fuerstenberg  
 Radio-TV Dir. ....David E. Durston  
 Acct. Executives. ....Lynn Baker, Mary  
 B. Baker, Augustine J. Hilton, James D.  
 Evans, Donald G. Cutler  
*Radio Accounts:* Chivas Bros. Import  
 Corp.; Coast Fisheries, Koppers Co. Inc.;  
 Whitehall Pharmaceutical Co., N. Y., N. Y.;  
 F. W. Woolworth Co., N. Y.

**BALDWIN, BOWERS & STRACHAN, INC.**

374 Delaware Ave., Buffalo 2, N. Y.  
 Phone: Madison 6020

AAAA—ABP—ANPA—NOAB—PPA  
 President.....William M. Baldwin  
 Vice-President.....Everett L. Bowers  
 Treasurer .....Kenneth Strachan  
 V.P., Radio-TV  
 Director.....Everett L. Thompson  
 Acct. Executives.....Norton E. Fergie,  
 Howard R. Keating, Joseph H. Radder,  
 Malcolm Barney, Charles L. Wells, Ted  
 Higinbotham  
*Radio and TV Accounts:* Buffalo Industrial  
 Bank, Buffalo; Crystal Beach Transit Co.,  
 Buffalo; Erie County Savings Bank, Buffalo;  
 Kelly Bros. Nurseries, Inc., Danville; Niagara  
 Frontier Transit System, Buffalo; Pratt &  
 Lambert, Buffalo; Sears Roebuck & Co., Buf-  
 falo; William Simon Brewery, Inc., Buffalo;  
 Joseph Strauss Co., Inc., Buffalo.

**BARLOW ADV. AGENCY, INC.**

742 James St., Syracuse, N. Y.  
 Phone: SYRacuse 9-6644  
 AAAA—ABP—ABC

President.....H. H. Goodhart  
 Senior V.P.....J. J. Hines  
 V.P., Media Director.....F. B. Tompkins  
 V.P., Art Director.....H. C. Millard  
 Prod. Mgr.....Marc Hughes  
 TV-Radio Director.....E. C. Jones  
*Radio Accounts:* Dairymen's League Co-  
 op (Milk, Cheese, Ice Cream), New York,  
 N. Y.; Lincoln Natl. Bank & Trust Co. (Com-  
 mercial Bank); Syracuse, N. Y.; Procino-  
 Rossi (Macaroni Products), Auburn, N. Y.;  
 General Electric (Community Relations),  
 Syracuse, N. Y.; Will & Baumer Candle Co.  
 (Candles), Syracuse, N. Y.  
*TV Accounts:* Dairymen's League Co-op  
 (Milk, Cheese, Ice Cream), New York City;  
 Will & Baumer Candle Co. (Candles), Syr-  
 acuse, N. Y.; General Electric (Community  
 Relations), Syracuse, N. Y.; Lincoln Natl.

Bank & Trust Co. (Commercial Bank), Sy-  
 racuse, N. Y.; Procino-Rossi.

**BARNES CHASE COMPANY**

530 Broadway, San Diego 1, Calif.  
 Phone: Belmont 3-7771

AAAA—ABC—ANPA—APA—NOAB—ABC  
 PPA—NBP

President.....N. R. Barnes  
 Exec. V.P.....George L. Hawkins  
 Vice-Pres., Acct. Exec.....Norman Foster  
 3450 Wilshire Blvd., Los Angeles 5, Calif.  
 Phone: DU 4-1193

Manager.....Charles V. Davis  
*Radio-TV Accounts:* Qualitee Dairy Pro-  
 ducts (Dairy Products), Security Trust & Sav-  
 ings Bank (Banking), Rohr Aircraft Corpora-  
 tion (Aircraft Parts), San Diego Gas &  
 Electric Co. (Public Utility), J. Jessop and  
 Sons (Jeweler).

**TED BATES & CO.**

630 Fifth Ave., New York 20, N. Y.  
 Phone: JUDson 6-0600

AAAA—ANPA—PPA—NOB—FAAG  
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Exec. Committee.....Theodore L. Bates  
 Chairman of Board.....Rosser Reeves  
 President.....William H. Kearns  
 Senior V.P., Account Group  
 Supv.....D. Robert Parman  
 Senior V.P.....Clifford N. Parsells  
 Senior V.P., Account Group  
 Supv.....John M. Lyden  
 V.P., General Mgr.....Thomas J. Carnese  
 V.P., Treasurer.....Rudolph Montgela  
 Senior V.P., Secretary.....Alman T. Taranton  
 V.P., Acct. Supervisors.....J. Ross MacLennan,  
 A. McG. Foster, Edward F. Hudson, Ed-  
 ward L. Hill, C. L. MacNelly  
 V.P., Creative Supervisors.....Clinton S. Ferris,  
 Bogart Carlaw  
 V.P. in charge of  
 TV and Radio.....James C. Douglass  
 V.P. in charge of Plans Review &  
 Analysis.....Joan A. Geiger  
 V.P. in charge of Media.....Edgar P. Small  
 V.P., Assoc. Media Dir.....Edward A. Grey  
 V.P., Research Dir. A. B. Blankenship, Ph.D.  
 V.P., Creative Dir.....Guild Copeland  
 V.P. in charge of  
 Merchandising .....Walter McKe  
 V.P. in charge of  
 TV Commercials.....Herbert Gunter  
 V.P. in charge of Publicity.....Benson Inge  
 Publicity Writer.....Fran Riley  
 V.P. in charge of  
 Traffic & Production.....Richard J. Gay  
 V.P., Acct. Supv., Asst.  
 Treasurer.....William A. O. Gross  
 V.P., Acct. Supv., Asst.  
 Secretary.....Allen M. Whitlock  
 V.P., Acct. Execs.....Anson C. Lowitz,  
 Howard Black, L. H. Sherrill, William L.  
 Musser, Robert F. Degen, T. N. Wilder  
 V.P., Controller.....William E. Hatch  
 Acct. Executives.....Robert J. Boslet,  
 H. D. Caruthers, Robert S. Congdon,  
 George W. Craigie, John Doherty, Gordon  
 Ensign, Farrell Gilmore, William R.  
 Groome, Alfred E. Hanser, George A.

# DON RUSSELL

Monitor

NBC

Huhn, James R. Kavanagh, Daniel Ladd,  
F. L. Lemont, J. McCarthy, H. Mooney,  
Thomas Moore, R. Morrison, Warren  
Oakes, Malcolm Oakford, J. H. O'Neil,  
Seymour J. Radzwiller

V.P., Creative Supervisor....Louis Redmond  
Copy Group Supervisors...M. Alicia Tobin,  
Jules J. Dickely

Art Directors.....George Cummings,  
John DeNero, Joseph Gauss, Edward Gray,  
James Monley, Frank O'Donnell, William  
Sheldon, Vincent Smythe, Howard Taylor,  
Joseph Wallace, Edith Becker

*Branch Office*

1680 N. Vine St., Taft Bldg.

Hollywood 28, Calif.

Phone: HOLLYWOOD 9-2161

V.P. in Charge.....H. Austin Peterson

*Accounts:* American Chicle Co. (Adams  
Chiclets, Beeman's Pepsin, Clorets, Roll-  
aids), Long Island City, N. Y.; American  
Sugar Refining Co. (Domino, Franklin and  
Sunny Cane Sugar), New York, N. Y.; Ana-  
hist Co., Inc. (Cold Preparations), Yonkers  
2, N. Y.; Brown & Williamson Tobacco Corp.  
(Viceroy Cigarettes, Kool, Life, Tube Rose  
Snuff), Louisville, Ky.; CBS-Columbia,  
(Radio and TV Sets), Long Island City,  
N. Y.; Carter Products, Inc. (Carter's Little  
Liver Pills, Nair, Arrid Super Spray, Effisan,  
Ezer, Miltown), New York, N. Y.; Colgate-  
Palmolive Co. (Palmolive Soap, Palmolive  
Shave Creams, Palmolive After-Shave Lo-  
tions, Palmolive Shampoo, Colgate Dental  
Cream, Colgate Baby Line, Octagon Prod-  
ucts, Industrial), Jersey City, N. J.; Con-  
tinental Baking Co., Inc. (Wonder Bread,  
Hostess Cakes), New York, N. Y.; Fleisch-  
mann Distilling Corp. (Whiskies and Gin),  
New York, N. Y.; Grocery Store Products  
Co. (Kitchen Bouquet, B in B Mushrooms,  
Cream of Rice), West Chester, Pa.; Hawley  
& Hoops, Inc. (M & M's Confections), New-  
ark, N. J.; Dromedary Co., Division of Na-  
sional Biscuit Co. (Dromedary Cake Mixes),  
New York, N. Y.; Minute Maid Corp.  
(Frozen Fruit Juices), New York, N. Y.;  
Morton Packing Co. (Morton's Frozen Pies),  
Louisville 2, Ky.; Snow Crop Division,  
Minute Maid Corp. (Frozen Fruit Juices and  
Food Products), New York, N. Y.; Standard  
Brands, Inc. (Royal Desserts, Royal Baking  
Powder, Royal Gelatin, Blue Bonnet Mar-  
garine, Pets Food Div.—Hunt Club, Walter  
Kendall Fives, Old Trusty); Anacin.

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

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

Phone: ELdorado 5-5800

AAAA—ABC—ABP—ANPA

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Vice-Chmn. of Board.....Alex F. Osborn  
Pres. & Chair. of Exec. Com....B. C. Duffy  
Exec. V.P. in Chg. Creative

Services.....Charles H. Brower  
Exec. V.P. in Chg. Client

Relations .....J. D. Danforth  
Exec. V.P. in Chg. Oper..

Treasurer.....F. B. Manchec  
Exec. V.P., Client Relations  
Pkg. Accts.....Edward A. Cashin  
Secretary.....Eugene T. McQuade  
Chairman Radio-TV Plans

Board .....Carroll P. Newton  
V.P. in Chg. Radio-TV...Robert L. Foreman  
V.P. in Chg. of Radio

and TV Copy.....Arthur Bellaire  
Business Mgr.....Donald M. Rowe  
Supervisor of Film Prod.....Bernie Haber  
Supervisor of TV Art.....Lawrence Berger  
Program and Talent.....John Hoagland  
Talent Contracts.....Katherine V. Winn  
V.P. in Chg. of Media.....Fred Barrett  
Radio-TV Network

Supervision .....Frank Silvernail  
Group Head Time Buyers.....Elenore  
Scanlan, Fred Stoutland, Robert Tatum  
Time Buyers...Mary Ellis, Hope Martinex,  
Richard McKeever, Ted Wallower  
Dir. of Public Relations...Ralph Major, Jr.  
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 Strolee of Calif. (Juvenile Strollers); FVY  
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 geles, Calif.

*TV Accounts:* Baby Line Furniture Co.,  
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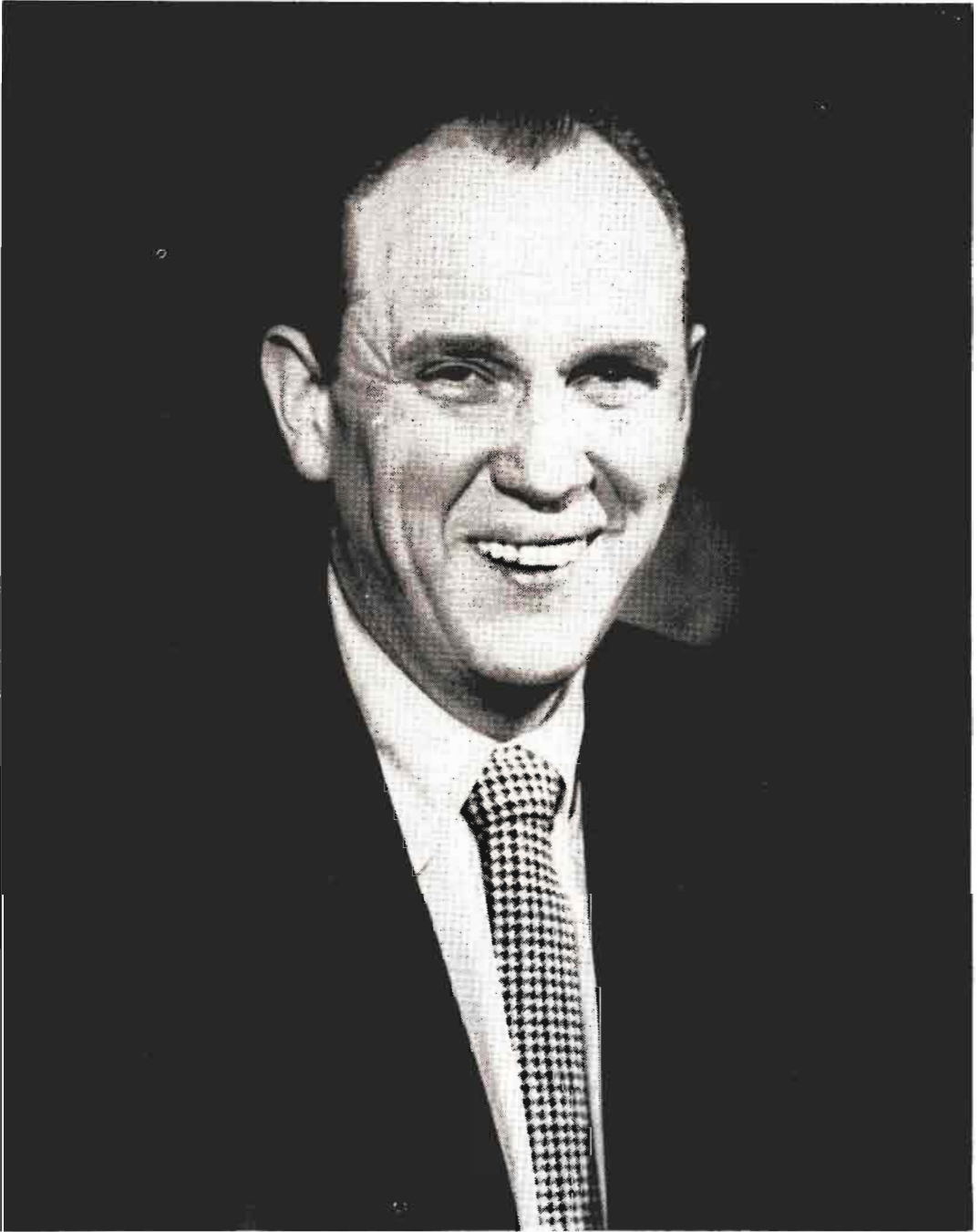
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Asst. to Pres.....David Witt  
Time Buyer.....R. L. Orton  
Dir. Radio-TV.....Martin Kawaller  
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Water, Saratoga SPA Health Resort); East-  
ern Wine Corp. (Chateau Martin Wine);  
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*TV Accounts:* Olympia Brewing Co. (Olympia Beer), Olympia, Wash.; Sego Milk Products (Sego Evaporated Milk), San Francisco, Calif.; Poultry Producers of Central Calif., San Francisco, Calif.; Columbia River Packers Assoc., Inc. (Bumble Bee Sea Foods), Astoria, Ore.; Washington State Ferries (Ferry Service), Seattle, Wash.; Western Hotels, Inc. (Hotels), Seattle, Wash.; California Prune Advisory Board (California Prunes), San Francisco, Calif.; Old English Co. (Dog Food), San Jose, Calif.; Lucky Stores (Super Markets), Oakland, Calif.

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Phone: BELmont 5-2083

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 ket.

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 Treasurer..... A. R. Monroe  
 Production ..... June Brantley  
 Art Director..... Gladys Dudley  
*Radio Accounts:* Carolina Beverage Corp.  
 (Cheerwine), Isehnhour Brick & Tile Co.,  
 Salisbury; Duke Power Co., Charlotte; Owen  
 Drug Co. (O-N for Colds), Salisbury, N. C.;  
 L. B. Coulter Co. (Cosmetics), Free Enter-  
 prise Train, (National Train Tour), Salis-  
 bury, N. C.; Coble Dairy Products Coop.  
 (Dairy Products), Lexington, N. C.; Dixie  
 Rub Co. (Dixie Rub), Concord, N. C.; Ban-  
 ana Co. (Banatol), Salisbury, N. C.

*TV Account:* Carolina Bev. Corp. (Cheer-  
 wine), Salisbury, N. C.

*Estimated Radio Billings:* \$100,000.00

**R. C. BRETH, INC.**

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

President..... R. C. Breth  
 Vice-President ..... Victor G. Getsel  
 Vice-President ..... Blaine Williams  
*Radio Accounts:* Woodlot Seed Co. (Tree  
 & Shrub Seeds), Norway, Mich.; Fairmont  
 Foods Co. (Milk Products), Green Bay, Wis.;  
 D. J. Murray Mfg. Co. (Unit Heaters), Wau-  
 sau, Wis.; Essential Products Co. (Overhead  
 Garage Doors), Little Chute, Wis.; Unit  
 Structures, Inc. (Laminated Rafters) Pesh-  
 tigo, Wis.

*TV Accounts:* Woodlot Seed Co. (Tree &  
 Shrub Seeds), Norway, Mich.; Greenheck  
 Bros. Mfg. Co. (Kaddy Kooler), Schofield.

Wis.; Fairmont Foods Co. (Milk Products),  
 Green Bay, Wis.; Essential Products Co.  
 Overhead Garage Doors), Little Chute, Wis.  
*Estimated Radio & TV Billings:* \$15,000.00.

**BRINLEY ADVERTISING AGENCY**

4602 Cedar Street, Bellaire 1, Texas  
 Phones: MADison 3-8686 & MOhawk 4-4400  
 ABP—SNPA—APA—NBP

General Manager..... J. F. Brinley  
 Sec., Treas..... W. H. Brinley  
 Assoc. Radio Dir..... R. G. Dunn  
 Associate TV Dir..... P. Endicott  
 Assoc. Art Dir..... C. B. Jones, W. A. Carter

**BRISACHER, WHEELER & STAFF**

1660 Bush Street, San Francisco 9, C. lif.  
 Phone: PRespect 6-2600  
 AAAA—ABC—ABP—ANPA—APA—PPA  
 NOAB

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 Exec. Vice-President..... Walton Purdom  
 Vice-President ..... Robert Brisacher  
 Vice-Pres. & Art Dir..... Ettore Firenze  
 Secy.-Treasurer..... Mrs. Emil Brisacher  
 V.P., Copy Dir..... Lester Friedman  
 Media Director..... Richard Clark  
 Radio & TV Time Buyer... Mary Liz Loeber  
 Prod. Mgr..... Jules P. Daniel

*Branch Offices*

350 Fifth Ave., New York 1, N. Y.  
 Phone: BRyant 9-5600

V.P. & Mgr..... Richard Ide  
*Radio Accounts:* Van Camp Sea Food Co.  
 (Chicken of the Sea & White Star Tuna),  
 Terminal Island, Calif.; Hershel California  
 Fruit Products (Contadina Tomato Paste),  
 San Jose, Calif.; Richmond Chase Co.  
 (Hearts Delight Nectars), San Jose, Calif.;  
 Wheatena Corp. (Wheatena Cereal), Rah-  
 way, N. J.; San Francisco Milk Industry;  
 California Dairy Industry Advisory Board,  
 Sacramento; Langendorf United Bakeries  
 (Butter-Nut Bread), San Francisco, Calif.;  
 Sacramento Milk Council; Bay View Federal  
 Savings and Loan Association, San Francisco,  
 Calif.; Pacific Intermountain Express, San  
 Francisco.

*TV Accounts:* Van Camp Sea Food Com-  
 pany, Inc. (Chicken of the Sea & White  
 Star Tuna), Terminal Island, Calif.; Califor-  
 nia Dairy Industry Advisory Board; San  
 Francisco Milk Industry; Langendorf United  
 Bakeries (Butter-Nut Bread), San Francisco,  
 Calif.

**BROOKE, SMITH, FRENCH &  
 DORRANCE, INC.**

3469 E. Jefferson Ave., Detroit 14, Mich.  
 Phone: VALley 2-9700

AAAA—ABP—NOAB—ANPA—APA—PPA  
 NBP

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 Jack G. Williams, Parker Wood, William  
 F. Austin, Jr.

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 New York Division  
 52 Vanderbilt Ave., New York 17, N. Y.  
 Phone: MURray Hill 6-1800

V.P., Mgr. Media Dept.....H. E. Pengel  
 Vice-Presidents.....Jay Berry,  
 John Kiely, William A. Walker  
 Brooke, Smith, French & Dorrance of the  
 Pacific Coast, Inc.

149 Calif. St., San Francisco 11, Calif.  
 Phone: YUKon 6-6836

President.....King Harris  
 Exec. Vice Pres.....Parker Wood  
 Vice Pres., Gen. Mgr.....David Orthwein  
 Vice Presidents.....Walter C. Ayers,  
 Guy C. Smith

Radio Accounts: Int'l Breweries, Inc.;  
 Hudson Motors Div., Mullins Mfg. Corp.  
 (Youngstown Kitchens).

TV Accounts: Mullins Mfg. Corp., The  
 Ironite, Inc., Hudson Motor Div., Int'l Breweries,  
 Inc.

**BROOKS ADVERTISING AGENCY**

1610 Argyle Ave., Hollywood 28, Calif.

Phone: TRinity 0558

ANPA—APA—ABP—PPA

Radio.....Mary McCauley  
 Time Buyer.....A. R. Brooks  
 Secretary.....Barbara Vosburgh

Radio-TV Accounts: Bekins Van and Storage  
 Company, Western Stove Company.

**D. P. BROTHER & CO., INC.**

General Motors Bldg., Detroit 2, Mich.

Phone: TRinity 2-8250

APA—AAAA—ANPA—ABP

NOAB—PPA—ABC—AFA

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 Walker Graham

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 Media Director.....Carl Georgi, Jr.  
 Dir. of Marketing...Vincent H. Bergmann  
 Art Director.....L. R. Mange  
 Publicity Director.....G. M. Williams

Radio & TV Director...Kenneth G. Manuel  
 1680 N. Vine St., Hollywood, Calif.  
 Phone: 2-7675

West Coast Mgr.....T. H. Moriarty  
 720 Fifth Ave., New York, N. Y.

Phone: COLUMbus 5-1004

Manager.....F. E. Egan  
 Radio Accounts: Oldsmobile Div., Gen.  
 Motors Corp. (Automobiles), Lansing, Mich.

TV Accounts: AC Spark Plug Div., Gen.  
 Motors Corp. (Spark Plugs Oil Filters, Fuel

Pumps, etc.), Flint, Mich.; Guide Lamp  
 Div., Gen. Motors Corp. (Automotive light-  
 ing equipment for cars, trucks, etc., plus the  
 Autronic Eye), Anderson, Ind.; Oldsmobile  
 Div., Gen. Motors Corp. (Automobiles), Lan-  
 sing, Mich.

**FRANKLIN BRUCK ADVERTISING  
 CORP.**

Americas Bldg., Rockefeller Center,

New York 20, N. Y.

Phone: Circle 7-7660

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 Secretary & Treas.....M. J. Kleinfeld  
 Vice Presidents.....Julius Joseph Jr.,  
 Joseph Shaw

Radio-TV Time Buyer.....Alice Ross  
 Mdse. Director.....Mike Ben-Dror  
 TV Director.....David Davidow

*Branch Office*

532 N. Cherokee Ave., Los Angeles, Calif.

Phone: HOLlywood 3-1153

Manager.....Howard Blake  
 Radio Accounts: North American Accident  
 Insurance Co., Fashion Frocks, Sitruie Tis-  
 sues.

TV Accounts: Walter H. Johnson Candy  
 Co., Chicago; Fashion Frocks, Inc., Cincin-  
 nati; Bishop & Co., Los Angeles; Rexor  
 Corp., New York; Hi-V Corp., Newark;  
 Sitruie, Inc., New York; Coty, N. Y.; Artistic  
 Card Co., Elmira, N. Y.

**BUCHANAN & CO.**

1501 Broadway, New York, N. Y.

Phone: BRyant 9-7900

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ABC—NOAB

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 Exec. Vice President.....William Dasheff  
 Vice President.....Roy Winkler  
 V.-P. & Account Executives.....George

Richardson, John McEvoy, A. Van Brunt  
 Sec'y-Treas.....A. Grance Barrett  
 Radio-TV Dir.....Nat Strom

*Branch Offices*

451 N. La Cienega Blvd., Hollywood, Cal.

Phone: OLYnpia 2-0810

155 Montgomery Street, San Francisco

Phone: YUKon 6-2927

Radio Accounts: Reynolds Metals Co.,  
 Eskimo Pie Corp., Air France, New York  
 Paramount Theatre, Western Airlines Inc.,  
 Wilbur Clark's Desert Inn, Paramount Pic-  
 tures Corp., Tide Water Associated Oil Co.

TV Accounts: Eskimo Pie Corp., New  
 York; Paramount Theatre, Paramount Pic-  
 tures, Western Airlines Inc., Wilbur Clark's  
 Desert Inn, Tide Water Associated Oil Co.

**BUCHANAN-THOMAS ADV. CO.**

410-412 S. 19th St., Omaha 2, Nebr.

Phone: ATLantic 2125

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 R. Foster, C. Harding, R. Dundis  
 Ptnr., Dir. Radio-TV....Adam Reinemund





## MIMI BENZELL

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WALTER GOULD

OXford 7-3129

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

Phone: CENtral 6-5959

AAAA-ABP-ANPA-AFA-ABC  
NOAB

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Andrew Armstrong, William Young

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Phone: MURray Hill 8-9480

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

Phone: HOLlywood 4-7374

Manager.....Wendell Williams

*Radio Accounts:* Bauer & Black (Curly Products), Chicago, Ill.; Brown Shoe Company (Buster Brown Shoes), St. Louis, Mo.; Kellogg Company (Rice Krispies, Corn Soya, Corn Pops), Battle Creek, Mich.; Mars, Inc. (Milky Way, Three Musketeers, Coconut Bar, Snickers), Chicago, Ill.; Pillsbury Mills, Inc. (All Products), Minneapolis, Minn.; The Pure Oil Company (Petroleum Products, Bedtime Horlicks), Chicago, Ill.; Converted Rice (Uncle Ben's Rice), Houston, Texas; Blue Jay, Chicago; Campbell Soup Co., Camden, N. J.; Commonwealth Edison Co., Chicago; Comstock Foods, Inc., Newark; Green Giant Co., LeSueur, Minn.; Harris Trust & Savings Bank, Chicago; G. Heileman Brewing Co., LaCrosse, Wis.; The Hoover Co., North Canton, Ohio; The Maytag Co., Newton, Iowa; Motorola, Inc., Chicago; Chas. Pfizer & Co., Inc., Brooklyn, N. Y.; Philip Morris & Co., Ltd., New York, N. Y.; The Procter & Gamble Co., Cincinnati, Ohio; The Atchison, Topeka, and Santa Fe Railway, Chicago; Tea Council of USA, Inc., New York, N. Y.; Pabst Brewing Co.

*TV Accounts:* Brown Shoe Company (Buster Brown, Roblee, Air Step, Naturalizer, Life Stride & Westport Shoes), St. Louis, Mo.; Converted Rice (Uncle Ben's Rice), Houston, Texas; Green Giant Co. (Green Giant Brand Peas, Niblets Brand Corn, Mexican, Niblets), LeSueur, Minn.; Kellogg Company (Brand Cream Style Corn, Rice Krispies, Corn Soya, Corn Pops), Battle Creek, Mich.; Mars, Inc. (Forever Yours, Snickers, Three Musketeers, Mars Bar), Chicago, Ill.; Pillsbury Mills, Inc. (All Products), Minneapolis, Minn.; The Pure Oil Company (Petroleum Products), Chicago, Ill.; Campbell Soup, Motorola, Inc.; Bauer & Black, Chicago; Blue Jay, Chicago; Commonwealth Edison Co., Chicago; Comstock Foods, Inc., Newark; Harris Trust & Savings Bank, Chicago; G. Heileman Brewing Co., LaCrosse, Wis.; The Hoover Co., North Canton, Ohio; The Maytag Co., Newton, Iowa; Motorola, Inc., Chicago; Chas. Pfizer & Co.,

Inc., Brooklyn; Philip Morris & Co., Ltd., New York, N. Y.; The Procter & Gamble Co., Cincinnati, Ohio; The Atchison, Topeka and Santa Fe Railway, Chicago; Tea Council of USA, Inc., New York, N. Y.; Pabst Brewing Co.

**BYER & BOWMAN ADVERTISING AGENCY**

66 So. 6th St., Columbus 15, O.

Phone: CA 1-7751

ABP-ANPA-APA

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Radio Director.....John D. Metzger

Account Executives.....Herbert Wise,

W. P. Brown, Reginald Testement, Leo McPherson, Nick Popa, Ruth White, Wm. Arter, Walter Seifert, Stafford Taylor, Jack Kavanagh, Nathaniel Holmes, Gus Bowman, Jr., Robert Stailey, Richard Kennard, Jim Kelso, Ann Duffy.

*Radio Accounts:* Dollar Federal Savings & Loan (bank), Columbus; City National Bank (bank), Columbus; Buckeye Food (potato chips), Columbus; The Styron-Beggs Co. (food products), Newark.

*TV Accounts:* The Ohio Fuel Gas Co. (public utility), Columbus; Dollar Federal Savings & Loan (bank), Columbus; August Wagner Breweries, Columbus; T. Marzetti Co. (salad dressings), Columbus; Buckeye Foods, Inc. (potato chips), Columbus; Clean Products (wallpaper cleaner), Columbus.

**HAROLD CABOT & CO., INC.**

136 Federal St., Boston 10, Mass.

Phone: HANcock 6-7600

AAAA-ABP-ANPA-APA

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Exec. Vice-President.....Edward F. Chase

Vice-Presidents.....James I. Summers,

William H. Ganick, George R. Griffin, Joseph Wallace, Courtney Crandall

Secretary.....Edward Glacy

Production Manager.....Robert Griffin

Editorial, Personnel Dir.....H. W. Patterson

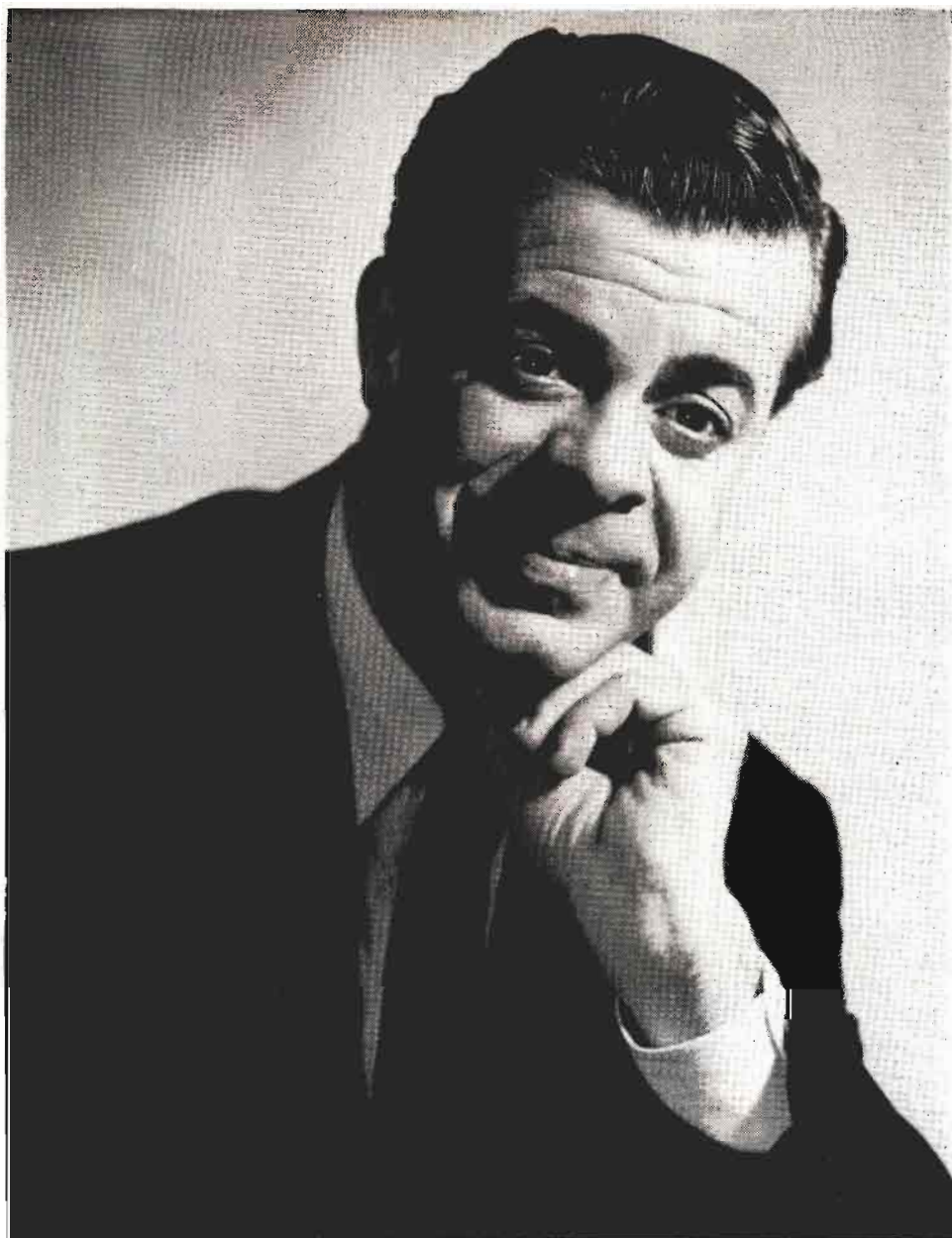
Copy Chief.....Courtney Crandall

Art Director.....Louis J. Panarelli

Media Director.....David R. Williams

*Radio Accounts:* Boston Consolidated Gas Co. (Public Utility), Boston; Boston and Maine Railroad (Public Utility), Boston; Boston and Maine Transportation Co. (Public Utility), Boston; H. P. Hood & Sons (Dairy Products), Charlestown; New England Electric System (Public Utility), Boston; New England Electric System (Gas Div.) (Public Utility), Boston; New England Telephone & Telegraph Co. (Public Utility), Boston; S. S. Pierce Company (Importers and Grocers), Boston; Carling Brewing Co. (Black Label Beer), Cleveland.

*TV Accounts:* Boston Consolidated Gas Company (Public Utility), Boston; Boston and Maine Railroad (Public Utility), Boston; H. P. Hood and Sons (Dairy Products), Charlestown; New England Electric System (Gas Division (Public Utility), Boston;



CY HARRICE

COMMERCIALS  
RADIO-TV FILMS

SU. 7-5400

New England Telephone and Telegraph Company (Public Utility), Boston; Carling Brewing Co. (Black Label Beer), Cleveland; Gas Allies, Public Utility, Boston.

**CALKINS & HOLDEN**

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

Phone: PLaza 5-6900

AAAA—ABP—ANPA

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 Copy Chief.....Phil Young

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 712 S. Curson Ave., Los Angeles, Calif.

Phone: York 5145

Vice Pres.....Harry W. Witt  
 604 Roanoke Bldg., Minneapolis, Minn.

Phone: Main 3086

Manager .....George Ludecke  
*Radio Accounts:* Crane & Company (stationery), Dalton, Mass.; Marshall Field & Co., Chicago, Ill.; Oakite Products, Inc. (cleaning compound), New York City; Prudential Insurance Company of America, Newark, N. J.; Stokely-Van Camp, Inc. (canned foods), Indianapolis, Ind.; Berlitz School of Languages; State St. Council.

*TV Accounts:* Marshall Field & Co., Chicago, Ill.; Oakite Products, Inc. (cleaning compound), New York City; Prudential Insurance Company of America, Newark, N. J.; Stokely-Van Camp, Inc. (canned foods), Indianapolis, Ind.

**CAMPBELL-EWALD COMPANY**

General Motors Bldg., Detroit 2, Mich.

Phone: TRinity 2-6200

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 ABC—ABP

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 Sr. V.-P.....Edward A. Schirmer  
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 V.-P., Radio & TV Dir.....P. L. McHugh

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 Vice-Pres.....J. H. Neebe  
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 230 N. Michigan Avenue, Chicago 1, Ill.  
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 235 Montgomery St., San Francisco 4, Calif.  
 Phone: EXbrook 2-0145

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 Phone: Lamar 3858

Manager.....C. G. Thom  
 1737 "H" St., N. W., Washington 6, D. C.  
 Phone: REpublic 7-7400

Manager.....John L. Lowden  
 Bryan & Bullington Sts., Dallas 1, Texas  
 Phone: Randolph 2094

Manager.....George A. Beck  
 4010 Washington Ave., Kansas City 11, Mo.  
 Phone: Jefferson 5601

Manager .....Ross C. Morgan, Jr.  
*Radio Accounts:* Chevrolet Motor Div., General Motors Corp.; The Detroit Edison Co.; Allen B. DuMont Laboratories, Inc.; General Motors Acceptance Corp.; General Retail Corp., Div. of General Shoe Corp.; Goebel Brewing Co.; National Bank of Detroit; Rheem Manufacturing Co.; United Motors Service Div., General Motors Corp.

*Television Accounts:* Chevrolet Motor Div., General Motors Corp.; The Detroit Edison Co.; Allen B. DuMont Laboratories, Inc.; General Retail Corp., Div. of General Shoe Corp.; Goebel Brewing Co.; National Bank of Detroit; Rheem Manufacturing Co.; United Motors Service Div., General Motors Corp.

**CAMPBELL-MITHUN, INC.**

1370 Northwestern Bank Bldg.,

Minneapolis 2, Minn.

Phone: LIncoln 8824

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 Treasurer.....Beatrice N. Sandquist  
 Secretary.....E. S. Flynn  
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 V.-P., Copy Dir.....Joe E. Ratner  
 Copy Chiefs.....Mort Henderson,  
 Arnold Aslakson, Leo Kennedy, Anne Law-  
 ler, Dan Hulbert, Fred Jones



Acct. Executives: Blake Cox, Lawrence Dunham, Jr., Richard Forrest, Walter Geckler, Kenneth Ruble, Lee A. Terrill, William Wheeler, Ralph Zenthen, Peter Edmonds, B. E. Howard, M. Oakley Bidwell, Edward Boyce, Carl Everett, James Smith, Todd Thomas, Ralph Witgraf, Tres Goetting, William Lyddan, Robert Nevin, Palmer Packard

*Branch Office*

919 N. Michigan Ave., Chicago 11, Ill.  
Phone: DElaware 7-7533

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V.P., Acct. Exec. . . . . Phelps Johnston  
Acct. Executives: D. S. Manchester, Pete Kreer, Jack Floto, Harry Johnson, Wm. Stanton, Frank Stull, Alvin Erickson, F. C. Williams.

*Radio Accounts:* Gold Seal Company (Wax Products & "Snowy"), Bismarck, N. D.; Theo. Hamm Brewing Co. (Hamm's Preferred Stock Beer), Land O'Lakes Creameries, Inc. (Dairy Products), Northern States Power Co. (Electric Power), Our Own Hardware Co. (Wholesale Hdwe. & Paint), F. H. Peavey & Co. (Feeds), Minneapolis, Minn.; Quality Chekd Ice Cream Asso. (Industry Advertising & Merchandising), Chicago, Ill.; Zinsmaster Baking Co. (Bakery Goods), Minneapolis, Minn.; American Dairy Association (Product Advertising & Merchandising), Chicago, Ill.; Charmin Paper Mills (Paper Towels, etc.), Green Bay, Wis.; R. M. Hollingshead Corp. (Automotive Products), Camden, N. J.; Malt-O-Meal Co. (Wheat Cereal), Minneapolis, Minn.; Pillsbury Mills, Inc. (Biscuit, Flour & Mixes, Refrigerated Doughs), Minneapolis, Minn.

*TV Accounts:* American Dairy Assoc. (Product Advertising & Merchandising), Chicago, Ill.; Malt-o-Meal Co., Minneapolis, Minn.; Gold Seal Company (Wax Prod. & "Snowy"), Bismarck, N. D.; Theo. Hamm Brewing Co. (Hamm's Preferred Stock Beer), St. Paul, Minn.; Larsen Co. (Canned Foods), Green Bay, Wis.; Zinsmaster Baking Co. (Bakery Goods), Minneapolis, Minn.; Northwestern Nat'l Bank, Minneapolis, Minn.; Charmin Paper Mills (Paper Towels, etc.), Green Bay, Wis.; R. M. Hollingshead Corp. (Automotive Products), Camden, N. J.; Land O'Lakes Creameries, Inc. (Dairy Products), Minneapolis, Minn.; Pillsbury Mills, Inc. (Oven-Ready Biscuits), Minneapolis, Minn.

**CASMIR ADVERTISING CO., INC.**

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

ABP—ANPA

President. . . . . David C. Casmir  
Vice President. . . . . Marvin Casmir  
Office Manager. . . . . Marc Powers  
Art Directors. . . . . Vaughn Thomas,  
Gerry Staugaitis

*TV Accounts:* D'amico Fifth Ave., (Beauty Consultant), Artists' Guild of America (Talent School).

**CARTER ADV. AGENCY**

912 Baltimore, Kansas City 5, Mo.  
Phone: HA 1356  
ABP—ANPA—APA—NAAN—NOAB  
PPA

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Exec. Vice-President. . . . . William G. Rowe  
Vice-President. . . . . Curtis Bogash  
Vice-President. . . . . Fred Klemp, Jr.  
Sec't., Treas. . . . . Josephine Dahlin  
*Radio-TV Accounts:* Edward Aaron Corp. (Poultry), K. C.; Scidlitz Paint & Varnish Co., K. C.; Metropolitan Savings Assn., Douglas Chemical Co.

**CAYTON, INC.**

9 East 40th St., New York 16, N. Y.  
Phone: LExington 2-1711  
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Vice President. . . . . Oscar E. G. Snow  
Secretary. . . . . D. R. Roberts  
Art Director. . . . . Bob Lee  
Media Dir. . . . . Hy Crandall  
TV Dir., Radio Time Buyer. . . . . Donna Quigley  
Copy Chief. . . . . Fred Ladd  
*TV Accounts:* Chesbrough Mfg. Co., Hanovia Chem. & Mfg. Co., (health lamps), Miracle Adhesive Corp.

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Pres., Space & Time Buyer, Richard H. Leiper

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Jimmy Scribner, story teller.



Secy.-Treas. & Art Dir.....John Goss  
*Radio Accounts:* Fleetwood Coffee Co.,  
 Chattanooga, Tenn.  
*TV Accounts:* Fleetwood Coffee Co., Chat-  
 tanooga, Tenn.

**JAMES THOMAS CHIRURG CO.**

41½ Park Square Bldg., Boston 16, Mass.  
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 NOAB—PPA—SNPA  
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 Treasurer.....Leo J. Hardiman  
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 Office.....W. J. Shepardon  
 Ass't. Gen Mgr.....J. Norman McKenzie  
 V.-P. Chg. Plans &  
 Marketing.....Howard G. Sawyer  
 Media Dir.....H. A. Braumuller, Jr.  
*Branch Offices*  
 1612 Chautin Bldg., New York 17, N. Y.  
 Phone: MU 7-5040

V.-P., Gen. Mgr.....Robert D. Stuart  
*Radio Accounts:* Sandial Shoe Co., Man-  
 chester, N. H.; Better Home Heat Council  
 (Oil Heat), Boston, Mass.; Baker Corp.  
 (Automobile Dealer), Boston, Mass.; Hogan  
 Tires, Inc. (Tire Dealer), Boston, Mass.;  
 Mass. Dept. of Agriculture; Commonwealth  
 Chevrolet Co.; Passick Co. (Casters); Worth-  
 ington Corp. (Air Conditioning, Irrigation  
 Pumps, etc.).

**C. P. CLARK, INC.**

James Robertson Hotel, Nashville 3, Tenn.  
 Phone: 6-4179  
 Pres. & Treas.....D. C. Goodwin  
 Copy Chief & Secy.....Sara Nolan  
*Radio-TV Accounts:* First American Na-  
 tional Bank (Institutional), Nashville Coal,  
 Nashville Transit Co.

**ROBT. E. CLARKE & ASSOC., INC.**

1614 duPont Bldg., Miami 32, Fla.  
 Phone: 3-5486  
 ANPA  
 Pres. & Treas.....Robt. E. Clarke  
 Secretary.....C. B. Clark  
 V.P., Art Dir. & Prod. Mgr.....J. H. Freeman  
 Media Director.....Genevieve Griss  
 Comptroller.....Gertrude Clements  
 Account Executive.....James Quarrington  
*Accounts:* Belder Oil Co., Florida Na-  
 tional Bank & Trust Co., Jewish Floridian,  
 Maule Industries, Inc., Miami Daily News,  
 Radio Station WIOD, Ponce Products (Cem-  
 ent), Chemical Research Corp., Miami Dia-  
 per Service, El Comodoro Hotel, Urmey Ho-  
 tel, U-Steel H. Inc., and Fuel Oil Equipment,  
 all of Miami, Fla.; Milwaukee Beverages,  
 Inc., Milwaukee, Wis.; Radiant Fuels, Inc.,  
 West Palm Beach, Fla.

**CLEMENTS COMPANY, INC.**

Horn Bldg., Philadelphia 3, Pa.  
 Phone: RIttenhouse 6-0236  
 ANPA  
 President.....Alice V. Clements  
 V.P. & Copy Chief.....Elizabeth M. Zindel

V.P. & Direc. of Radio TV..Robert H. Smith  
*Radio Accounts:* Network: Hudson Coal  
 Co., Horn & Hardart.

**HARRY B. COHEN ADV. CO., INC.**

41 East 42nd St., N. Y. 17, N. Y.  
 Phone: OX 7-0660  
 President.....Harry B. Cohen  
 Vice-Pres.-Treas.....Edith S. Cohen  
 Exec. Vice-Pres.....Edward Aleshire  
 Vice-President.....Edward Rosenwald

*Radio Accounts:* The Grove Laboratories  
 (Grove's Chill Tonic, Pfunder's Tablets, Dr.  
 Porter's Antiseptic Oil) St. Louis, Mo.;  
 The Chattanooga Medicine Co. (Syrup of  
 Block Draught), Chattanooga, Tenn.; The  
 Beaumont Co. (4-Way Cold Tablets), St.  
 Louis, Mo.; Lydia E. Pinkham Medicine Co.,  
 Lynn, Mass.; West End Brewing Co. (Utica  
 Club Beer & Ale), Utica, N. Y.  
*TV Accounts:* The Grove Laboratories,  
 Inc., The Beaumont Co., St. Louis, Mo.

**COMPTON ADVERTISING, INC.**

625 Madison Ave., New York 16, N. Y.  
 Phone: OXFord 7-2400  
 AAAA ABC ABP ANPA APA  
 Bd. Chrm., Dir.....Robert D. Holbrook  
 V. Bd. Chrm., Dir.....John K. Strubing, Jr.  
 President, Director...Barton A. Cummings  
 Senior V. Pres., Dir...C. James Fleming, Jr.  
 Vice Pres., Dir.....Henry R. Bankart,  
 Allen E. Flouton, William J. Heggen, Jack  
 P. Rees, Olin A. Saunders  
 V.-P. & Dir. Radio-TV  
 Programming.....Lewis H. Titterton  
 V.-P. Chg. Radio-TV Dept.....Stores Haynes  
 V.-P. & Dir. of Media.....Guy Richards  
 V.-P. & Asst. Dir., Media.....Frank B. Kemp  
 Assoc. Media Dir.,  
 Head Time Buyer.....H. Clochessy  
 Assoc. Media Dir.....W. Barber, M. Hansen  
 Broadcast Supv.....Ruth Jones,  
 Genevieve Schubert

*Branch Offices*

141 West Jackson Blvd., Chicago 4, Ill.  
 Phone: HARRison 7-6935  
 V.-P., Manager.....L. O. Holmberg  
 744 N. Fourth St., Milwaukee 3, Wis.  
 Phone: BRoadway 1-9475  
 Manager.....Richard M. Davis  
 Keith Bldg., 525 Walnut St., Cincinnati 2,  
 Ohio  
 Phone: PArkway 6961  
 Manager.....Robert P. Marsh  
 Equitable Bldg., Hollywood 28, Calif.  
 Phone: HOLlywood 9-8107  
 Manager.....James Pollak  
*Radio & TV Accounts:* The Allis-Chalmers  
 Mfg. Co.; American Can Co. (Fibre Milk  
 Container Div.); John H. Dulany & Son,  
 Inc.; M. K. Goetz Brewing Co., (Country  
 Club Beer); The Goodyear Tire & Rubber  
 Co., Inc. (Shoe Products); Kelly-Springfield  
 Tire Co.; New York Life Insurance Co.;  
 Personal Products Corp. (Yes Tissues);  
 Phelps-Dodge, Copper Prods. Corp.; The  
 Procter & Gamble Co. (Crisco, Dash, Drene,

Duz, Glem, Ivory Flakes, Ivory Soap); The Socony Mobil Oil Co.; Standard Brands, Inc. (Chase & Sanborn Coffee, Instant Chase & Sanborn Coffee, Tender Leaf Tea, Instant Tender Leaf Tea).

**COMSTOCK & COMPANY**

651 Delaware Avenue, Buffalo 2, N. Y.  
Phone: LIncoln 6187

ANPA—PPA—ABP—AFA—APA—NOAB  
FPRA—NBP

Partners.....Henry W. Comstock,  
H. Earl Close, Frank J. Hess  
Marketing & Research  
Dir.....T. Sloane Palmer  
Art Dir.....William B. Cormier  
Asst. Art Dir.....Sam Muffoletto  
Prod. Mgrs.....A. H. Briggs,  
Grant F. Hess, Otello A. Manna  
Account Executives.....Henry W. Comstock,  
H. Earl Close, John B. Morton, L. Wells  
Simonds, T. Sloane Palmer, Grant F. Hess,  
Sterling J. Hiles, George B. Conner, Wil-  
liam L. Conner, Jr., Fred C. Egloff, James  
G. J. Wells, E. Alfred Osborne, Jr., Walter  
N. Stelley  
Radio & TV Dir.....Daune J. Miller,  
Eugene F. Novak

**Radio Accounts:** Bell Aircraft Corp.;  
Frontier Oil Refining Co. (Oil & Motor Oil);  
Div. Ashland Oil & Refining Co., Inc.; Hos-  
pital Service Corp. of Western New York.  
(Hospital & Surgical Plans); Manufacturers  
and Traders (Banking Services); WGR Cor-  
poration. (Station WGR-Radio & TV); Kee-  
bler Biscuit Co. (Cookies, Crackers), Buffalo,  
N. Y.; Westfield Maid Cooperative Assn.  
(Grape, Tomato Juice), Westfield, N. Y.;  
Metropolitan Chevrolet Dealers Assn., Buf-  
falo, N. Y.

**TV Accounts:** Bell Aircraft Corp.; Art  
Metal Construction Co. (Steel Office Furni-  
ture, Visible Index Systems, Filing & Index-  
ing Supplies); Frontier Oil Refining Co.,  
Div. Ashland Oil & Refining Co., Inc.; Hos-  
pital Service Corp. of Western N. Y. (Hospi-  
tal & Surgical Plans); Manufacturers &  
Traders Trust Co.; Morrison Steel Products,  
Inc. (Mor-Sun Furnaces, Roly-Door Steel  
Garage Doors (Carry-All Truck Bodies);  
WGR Corp. (Station WGR-Radio & TV);  
Keebler Biscuit Co. (Cookies, Crackers),  
Buffalo, N. Y.; Westfield Maid Cooperative  
Assn. (Grape, Tomato Juice), Westfield,  
N. Y.; Metropolitan Chevrolet Dealers Assn.,  
Buffalo, N. Y.

**ROBERT CONAHAY, INC.**

270 Park Ave., N. Y. 17, N. Y.  
Phone: ELdorado 5-6017  
ABP—ANPA

President.....Robert S. Conahay  
Secretary.....Robert Conahay III  
V.-P. & Copy Chief.....Frank Denman  
V.-P. Market Research.....Benjamin B. Mitchell  
Art Dir.....Claude Hurd  
Production Mgr.....Robert M. Finlay

Media Dir., Space &  
Time Buyer.....Marie Hughes  
Comptroller.....Irene C. Sala  
**Radio Accounts:** Chesapeake & Ohio Rail-  
road, Cleveland, Ohio; Knott Hotels, New  
York, N. Y.

**THE CONDON COMPANY**

Rust Bldg., Tacoma 2, Washington  
Phone: MArket 8155

ABP—ANPA—APA—NBP—AAAA—NOAB  
PPA

Partners.....Roscoe A. Smith  
Victor Kaufman  
Art Dir.....Daniel J. Snope  
Production Mgr.....Mildred Nelson  
Act. Executives.....Roscoe A. Smith  
Victor Kaufman, Harry Watson, Kay  
Shinn, Harold C. Dixon, Gordon Bennett,  
James Shulz  
**Accounts:** American Biscuit Co.; B & M  
Distributing Co.; Buckley-King Funeral  
Ser.; Douglas Fir Plywood Assn.; Fir Door  
Institute; Fuel Oil Service Co.; Harbor Ply-  
wood Corp.; Harmon, F. S. Mfg. Co.; Kirk,  
G. R. Co.; KTNT-TV, Tacoma, Wash.;  
Laucke Laboratories Inc.; Northwest Syndi-  
cate; Pacific First Federal Savings & Loan  
Assn.; Puget Sound National Bank; St. Paul  
& Tacoma Lbr. Co.; Silver Springs Brewing  
Co.; Tacoma Savings & Loan Assn.; Tribune  
Publishing Co.; United Pacific Ins. Co.;  
Ward Smith Inc.

**THOMAS F. CONROY, INC.**

1101 Majestic Bldg., San Antonio, Texas  
Phone: CA 7-3456  
AAAA—ABP—ANPA

President.....Thomas F. Conroy  
Personnel Dir.....Francis E. Weinhold  
Media Dir., Time Buyer.....Margaret Stair  
Art. Prod. Mgr.....E. E. Ogilvie  
Radio-TV Dir.....Everett O. Liaboe  
**Radio Accounts:** Express-Publishing Co.;  
Perry Shankle Co. (Wholesale Distr.); Hoff-  
man-Hayman Coffee Co.; Lone Star Brewing  
Co.; Interstate Theatres; Studer Photo Co.;  
H. E. Butt Grocery Co.; Sommers Drug  
Stores; Mode O'Day (Ladies Ready to  
Wear); Security Finance Co.; New Braun-  
fels Textile Mills; Quaker Oats Co.; Pioneer  
Flour Mills.

**TV Accounts:** H. E. Butt Grocery Co.;  
Hoffman-Hayman Coffee Co.; Express-Pub-  
lishing Co.; Interstate Theatres; Pioneer  
Flour Mills; Security Finance Co.; Som-  
mers Drug Stores; Studer Photo Co.; Lone  
Star Brewing Co.

**COX & TANZ ADVERTISING**

333 S. 21st St., Philadelphia 3, Pa.  
Phone: RIttenhouse 6-7502

President.....Eugene R. Tanz  
Office Manager.....R. Di Carlo  
Copy Chief.....J. Kirkeconnell  
Asst. Copy Chief.....Paul Stern  
Art Director.....R. Rivers  
Time Buyer.....R. Di Carlo  
Research Director.....A. Beach



*Radio Accounts:* Badder and Snoke (Jarman Shoes); Colonial Floor Covering; ABC Chick Hatchery (Baby Chicks); Jim Brady (Shoes); Crowl Chemical Co. (Cough Remedy); Crescent Nut & Chocolate Co.; Van Seiver Furniture Co.; Excel Products Co. (Aluminum Products); Republic Fuel & Burner Co.; Miller, North Broad Storage Company; Minit Man Car Wash Corp. of Philadelphia; Perfect Foods, Inc.

*TV Accounts:* Badder & Snoke (Shoes); Crescent Nut & Chocolate Co.; Excel Products Co. (Aluminum Products); Republic Fuel & Burner Co.; Minit Man Car Wash Corp. of Philadelphia; Perfect Foods, Inc.

**JOHN GILBERT CRAIG ADV., INC.**

913 Washington St., Wilmington, Del.

Phone: 5-6185

ABP-ANPA-AAAA-AFA-APA-PPA  
NAAN-AMA-NIAA

President.....J. Gorman Walsh  
Sec.-Treas.....Kathleen A. Walsh  
Account Executives.....J. Gorman Walsh,  
Kathleen A. Walsh, William H. Gordy

*Radio Accounts:* Joseph Bancroft & Sons Co. (Textile Finishing), Brosius & Smedley (Lumber-Millwork-Coal), Wilmington, Del.; Delaware Coach Co., Delaware Power & Light Co., Wilmington, Del.; Diamond Ice & Coal Co. (Fuels, Home Products). Equitable Security Trust Co., Wilmington, Del.; Group Hospital Service, Inc.

*TV Accounts:* Equitable Security Trust Co., Wilmington, Del.; Delaware Power & Light Co. (Gas & Electric Service), Wilmington, Del.; Group Hospital Service, Inc.

**CRAMER-KRASSELT CO.**

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

Phone: BRoadway 6-3500

AAAA-ABC-ABP-ANPA-AFA

President.....A. W. Seiler  
Exec. Vice-President.....H. N. Pasteur  
Vice-Pres.-Treas.....C. W. Faude  
Secretary.....F. Aunuelier  
Vice-Pres. in Chg. Media.....L. H. Ness  
Vice-Presidents.....H. Dyson, C. H. Brehm,  
R. F. Timm, N. L. Telander

Radio-TV Director.....Roger W. LeGrand  
Radio-TV Time Buyer.....Loretta Mahar  
Radio-TV Acct. Execs.....K. Hegard,  
J. Pritchard

Dir. of Marketing.....H. V. Swenson  
*Radio Accounts:* Ed. Schuster & Co., Inc. (Department Store), First Federal Savings & Loan Association of Wisconsin (Savings & Loan Assoc.), Milwaukee, Wis.; The Milwaukee Co. (Investments), Milwaukee; Wisconsin Telephone Co.; Associated Hospital Service; First Wisconsin Nat'l Bank; Patek Bros. (Paint); Frank's Pure Food Co., Racine, Wis.; William Heinemann Creameries, Kewaskum, Wis.; Plankinton Packing Co., Sub. of Swift & Co., Milwaukee, Wis.

*TV Accounts:* Plankinton Packing Co. (Meat Products), Milwaukee Gas Company (Gas Utility), Milwaukee, Wis.; Wisconsin

Telephone Co., Milwaukee; Aluminum Goods Mfg. Co. (Cooking Utensils), Manitowoc, Wis.; Associated Hospital Service; First Federal Savings & Loan Ass'n; First Wisconsin Nat'l Bank; Evinrude (Outboard Motors), Milwaukee, Wis.; Frank's Pure Food Co., Racine, Wis.; Milwaukee Co. (Investments); Schuster's (Dept. Store), Milwaukee, Wis.

**JAMES T. CUNNINGHAM  
ADVERTISING**

520 Madison Ave., Toledo 4, Ohio

Phone: CHerry 8-1151

Proprietor.....James T. Cunningham  
Exec. Sec.....N. A. Reuscher

**CUNNINGHAM & WALSH, INC.**

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

Phone: MUrray Hill 3-4900

AAAA-ANPA-PPA-ABP-NOAB  
ABC-APA

Chairman of the Board.....Fred H. Walsh  
President.....John P. Cunningham  
TV-Radio (Liggett & Myers)

Vice-Pres. ....Norman Cort  
TV-Radio Dept. (General)

Director.....John R. Sheehan  
Assistant.....David P. Lewis  
Production.....Tom De Huff  
Production.....Joseph McDonough  
V. P. Media.....Newman McEvoy

Branch Offices

8420 Sunset Blvd., Hollywood 46, Calif.

Phone: HOLlywood 7-6131

Exec. ....William Peterson  
6 N. Michigan Ave., Chicago 2, Ill.

Phone: ANdover 3-3138

Exec. V.P.....Ivan Hill

*Radio Accounts:* Liggett & Myers (Chesterfields); Colgate-Palmolive Co. (Pruf Bleach, Super Suds, Gance Shampoo); Sunshine Biscuits, Inc. (All Products); E. R. Squibb & Sons (Sun 'N Surf); Narragansett Brewing Co. (Beer and Ale); J. A. Folger & Co. (Coffee); Chase Manhattan Bank; New York Daily News; Italian Line (Travel); Eversharp, Inc.

*TV Accounts:* Liggett & Myers (Chesterfield & M Cigarettes); Colgate-Palmolive Co. (Gance Shampoo); Sunshine Biscuits, Inc. (All Products); Narragansett Brewing Co. (Beer & Ale); A. T. & T. (Yellow Pages); J. A. Folger & Co. (Coffee); Chase Manhattan Bank; New York Daily News; Eversharp, Inc.; Brooklyn Union Gas Co.; Smith-Corona (Typewriters).

**CURTIS ADVERTISING  
COMPANY**

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

Phone: PLaza 5-6333

ABP-APA

President.....Lawrence R. Curtis  
Vice-President.....S. R. Coombs  
Secy.-Treas.....Rose Berg  
Art Director.....C. Grande  
Prod. Mgr., Space Buyer.....M. Lerman





Publicity Director.....I. Nichols  
Radio-TV Dir.....L. R. Curtis  
Research Dir.....R. Blumenthal

*Radio-TV Accounts:* American Sponge & Chamois Co.; Apex Die Cutting Corp.; Bar Mart, Inc.; Brett, Wyckoff, Potter, Hamilton; Carolina Shirt Lining Corp.; Cineque Laboratories (Colorfilms); Cloud Coach Airlines, Inc.; Eastern Tea Corp.; Federated Purchaser, Inc.; Gentry Magazine; Gotham Instrument & Machinery Co., Inc.; MacFadden Foundation; National Pix Slide Co.; O'Connell Hat Corp.; Rands Food Chain; Regent Shirt Co., Inc.; Scoffee; Silver Lining, Inc.; Stern, Bill Sports Shirts; Super-Cel Cellulose Sponges; Webb & Knapp, Inc.

**DANCER-FITZGERALD-SAMPLE, INC.**

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

AAAA-ANPA-ABC-ABP-AFA

Chm. of Bd.....H. M. Dancer  
President.....Clifford L. Fitzgerald  
V.P., Sec'y, Gen. Mgr.....Fred T. Leighty  
Treas., Controller.....W. F. Maughan  
V.P., Radio-TV Dir.....J. J. Neale  
V.P., Radio-TV Comm.

Prod.....Norman Mathews  
Exec. Prod.....David O. Nyren  
Sr. Program. Script Supv...Eugene Patterson  
Business Mgr.....Herbert Berger

*Branch Offices*

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

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

V.P.-Mgr.....J. J. Neale  
114 Sansome St., San Francisco 4, Cal.  
Phone: DO 2-5107

V.P., Gen. Mgr.....W. W. Woodbridge, Jr.  
200 St. Clair Ave. West Toronto 7, Ontario  
Phone WAInut 4-8425

V.P. & Mgr.....Gilbert Nunns

*Radio-TV Accounts:* American Chicle Company, B. T. Babbitt, Falstaff Brewing Corp., General Mills, Inc., Lewis-Howe Co., Procter & Gamble Co., Sterling Drug, Inc., U. S. Army and Organized Reserve Corp., Ekco Products Co., Nestle Co., Inc., Best Foods, Lady Esther, Peter Paul Co., Pfaff Sewing Co., Wine Growers Guild; Liggett & Myers Co. (L & M Cigarettes).

**D'ARCY ADVERTISING CO.**

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

AAAA-ABP-ANPA-NOAB-PPA  
OAAA-ABC

Chm. of Bd....Robert M. Ganger (N. Y.)  
President.....P. J. Orthwein  
Vice Pres.-Treas.....E. D. Cronk  
Exec. V.P., Dir.....Harry Chesley, Jr.  
Secretary.....H. O. Vogt

*Branch Offices*

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

Chm. of Bd.....Robt. M. Ganger  
Vice-President.....J. Y. Brown, Jr.  
V.P., Radio-TV Director.....Paul Louis  
Manager, Radio-TV.....P. A. Ott  
Terminal Tower Bldg., Cleveland 13, O.  
Phone: TOWer 1-3911

Vice-President.....Stanley P. Seward  
57 Bloor St. W., Toronto, Ontario, Can.  
Phone: Princess 3991

Vice-President.....G. P. Altenbernd  
75 Eighth St. N.E., Atlanta 5, Ga.  
Phone: VE 8815

Vice-President.....J. Hixon Kinsella  
3450 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: DUnkirk 5-3171

Vice President.....Reeves Espy  
8 S. Michigan Ave., Chicago, Ill.  
Phone: Central 6-1536

Vice Presidents.....J. B. Wilson,  
W. C. Edwards

Manager, Radio-TV Dept.....R. P. Dunnell  
1715 W. Webster, Houston 3, Texas  
Phone: Linden 2111

Vice President.....J. Bob Wilson  
Avenida de Washington 269, Havana, Cuba  
Phone: U-1019

Manager.....Gaetano Todaro, Jr.  
Publicidad D'Arcy, S. A., Paseo de la  
Reforma, 164 Mexico, D. F.  
Phone: 35-14-61

Vice President.....E. A. Hallett, Jr.

*Radio Accounts:* LaCede Gas Co., St. Louis, Mo.; General Tire & Rubber Co., Akron, Ohio; Anheuser-Busch, Inc., St. Louis, Mo.; Gerber Products Co., Fremont, Mich.; Bayuk Cigars, Inc., Philadelphia, Pa.; Friedman-Shelby Div., Int'l Shoe Co., St. Louis, Mo.; Standard Oil Co. (Indiana), Chicago; Lanec, Inc., Charlotte, N. C.; Gordon Baking Co. (Silvercup Bread), Detroit, Mich.; Houston Lighting & Power Co., Houston, Texas; G. S. Suppiger Co., Collinsville, Ill.; Reardon Paint Co., St. Louis, Mo.; Packard Motor Car Co.

*TV Accounts:* LaCede Gas Co., St. Louis, Mo.; General Tire & Rubber Co., Akron, Ohio; Anheuser-Busch, Inc., St. Louis, Mo.; Gerber Products Co., Fremont, Mich.; Bayuk Cigars, Inc., Philadelphia, Pa.; Standard Oil Co. (Indiana), Chicago; Lanec, Inc., Charlotte, N. C.; Gordon Baking Co., Detroit, Mich.; Houston Lighting & Power Co., Houston, Tex.; G. S. Suppiger Co., Collinsville, Ill.; Reardon Paint Co., St. Louis, Mo.; Friedman-Shelby Div., Int'l Shoe Co., St. Louis, Mo.

**HERSCHEL Z. DEUTSCH & CO., INC.**

575 Madison Ave., New York 22, N. Y.  
Phone: PLaza 3-1788

ABP-ANPA

President.....Herschel Z. Deutsch  
Sec'y.....M. A. Deutsch  
Treas.....Robert Stone  
Res. & Merch.....M. A. Wagner  
Media Director.....Madeline Allison  
*Radio Accounts:* E. T. Browne Drug Co. (Palmer's "Skin-Success"), New York; M. J.

Breitenbach Co. (Pepto-Mangan), New York; Lander Co. (Dixie Peach), New York; Household Products, Inc. (Sulfur-8, Gloss 8), Stamford, Conn.; Associated Sepian Prods. (Toiletries Cosmetics, etc.), New York, N. Y.  
*TV Accounts:* Associated Sepian Products (Toiletries, Cosmetics), New York, N. Y.  
*Estimated Radio Bil'ings:* \$750,000.00.

**DEUTSCH & SHEA, INC.**

230 West 41st St., New York 18, N. Y.  
 Phone: LOnacre 4-5900  
 ABP—APA—AAAA—ANPA

President.....Arnold R. Deutsch  
 Vice-President.....Van M. Evans  
 Secretary.....Henry Geissenheimer  
 Production Mgr.....Richard Gazley  
 Art Dir.....Martin Schreiber

**DIRECTOR, BLEIER & WEISS, INC.**

527 5th Ave., New York 17, N. Y.  
 Phone: MURray Hill 7-3669  
 ABP—APA

President.....Andrew M. Weiss  
 Exec. V-P.....George V. Bleier  
 Art Director.....Albert Bart  
 Chief of Plans Board....Murray R. Director  
 Exposition Dir.....Fred Pittera  
 Acct. Executives.....George V. Bleier,  
 Joel Howard, Murray R. Director, Andrew  
 M. Weiss, Walter Von Schoenfeld

*Accounts:* American School, N. Y., N. Y.; American Society of Composers, Authors & Publishers; Ardgreen Assn. Inc.; Bakers Review; Budd Looms; Chemdrug Corp.; Coronet Art Gallery; Dollinger Assn.; Empire Merchandising Co.; Gnome Press; Harris Laboratories; Headline Publications; Hillcrest Corp.; Independent News Co.; Hoffman Motors; Mantel, H.; Mayfair Publishing; MovieLab Film Laboratories, Inc.; Music Publishers Holding Corp.; Pioneer Publications; Post Photo Engraving Corp.; Roberts Book Co.; Schirmer, G.; Schoenfeld & Sons; Skylark Originals; Sturm & Scheinberg; Ulano Products; Wehman Bros.; Whitest Associates; Witol, William, Co.; World Motor Sports Show.

**DOBIN ADVERTISING, INC.**

2 West 45th St., New York 36, N. Y.  
 Phone: MURray Hill 2-6764  
 ABP—ANPA

President.....Jerome Dobin  
 Art Director.....Lawrence Stone  
 Copy Chief.....Rosalind Rudnick  
 Media Director.....Joan Karmazin  
 Traffic Mgr.....Leonard Eldridge  
 Acct. Executives.....Jerome Dobin,  
 Maya Zary, Leonard Eldridge

*Accounts:* Caravan Products, New York, N. Y.; Curtis-Eddyform, Inc., New York, N. Y.; Dressmakers Mail-A-Buy, New York; Elan-Porter, New York; Holland, Arthur, Toffee, New York; King Kone Corp., Bronx, N. Y.; Lana Lobell, Inc., Hanover, Pa.; March of Toys, New York; Marsan Fashions, Buffalo, N. Y.; Modern Manner Clothes,

Hanover, Pa.; Pathway Optical Products, New York; Radiation Applications, Inc., New York; Rand Fashion, New York; S & S Cone Co., Bronx, N. Y.; Smoler Bros., Chicago; Urney's Chocolates, New York; Van Leer Chocolate Corp., Jersey City, N. J.; Virginia Dare Extract Co., Inc., Brooklyn, N. Y.; Walden's, New York, N. Y.

**DOE-ANDERSON ADV. AGENCY**

Martin Brown Bldg., Louisville 2, Ky.  
 Phone: WABash 3193

ANPA—APA—PPA—ANPA—ABP  
 Acct. Execs.....Elmer H. Doe,  
 Warwick Anderson, George W. Emerson,  
 Richard W. Smith, Larry Barker  
 Media Buyer.....Miss G. P. Wagner  
 Production Manager.....J. B. Peterkin

*Accounts:* Free & Peters Inc., N. Y., N. Y.; Radio Stations: KTHS, Little Rock, Ark.; KWKH, Shreveport, La.; WAVE, Louisville, Ky.; WDAY, Fargo, N. D.; WHO, Des Moines, Iowa; WJEF, Grand Rapids, Mich.; WKZO, Kalamazoo, Mich.; TV Stations: KOLN-TV, Lincoln, Neb.; WAVE-TV, Louisville, Ky.; WKZO-TV, Kalamazoo, Mich.; WDAY-TV, Fargo, No. Dak.; WHO-TV, Des Moines, Iowa.

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

350 Fifth Ave., New York 1, N. Y.  
 Phone: BRyant 9-0445

AAAA—ABC—ABP—ANPA—APA  
 NOAB—PPA—AFA

President.....Donald K. Clifford  
 Exec. V.P., Secy.....William E. Steers  
 Vice-President.....Francis J. Doherty  
 Treasurer.....Nelson O. Argueso  
 Asst. Secy.....Marie L. Brennan  
 Vice-Presidents.....William E. Holden,  
 James F. Egan, Harry M. Ireland, Dr.  
 Philip Reichart, Robert Hayes, Robert E.  
 Shaw, R. C. Bradley, R. Febr, N. W. Glenn,  
 Howard Foley, Joel F. Jacobs, Lawrence  
 J. Hubbard, John H. Owen

Dr. of Radio & TV.....Norman W. Glenn  
*Radio Accounts:* Bristol-Myers Co. (Ipana, Ammens, Vitalis, Mum, Mum Mist, Vitalis Hair Cream, Benex), New York, N. Y.; The Borden Co. (Borden's Instant Coffee), New York, N. Y.; Pharmaco, Inc. (Feen-a-Mint, Chooz, Medigum), Kenilworth, N. J.

*TV Accounts:* Bristol-Myers Co. (Ipana, Vitalis, Mum, Mum Mist), New York, N. Y.; The Borden Co. (Borden's Instant Coffee), New York, N. Y.; Pharmaco, Inc. (Medigum), Kenilworth, N. J.; Pioneer Ice Cream Div. of the Borden Co. (Horton, Reid and Borden Ice Cream), New York, N. Y.

**RALPH L. DOMBROWER CO., INC.**

11 E. Franklin St., Richmond 19, Va.  
 Phone: RICHmond 3-1113

Pres.-Treas.....Ralph L. Dombrower, Sr.  
 Vice-Pres.....Ralph L. Dombrower, Jr.

V.P., Sec.....Malcolm B. Dombrower  
 Art Director.....Hobart Britton  
 Talent Buyer.....T. Michaux Moody  
 Space Buyer.....Janet Hanson

*Branch Office*

Woodward Bldg., 15th & H Sts., N.W.,  
 Washington, D. C.

Phone: REpublic 7-1420

Manager .....Philip Rosenfeld

*Radio Accounts:* Etchison Hat Co., Inc.,  
 Chesterfield Hat Corp., Dixie Wine Co.,  
 Southland Wine Co., Richmond, Va.; Gum-  
 nick Properties, Inc. (Real Estate), Rich-  
 mond & Norfolk, Va.; Wisk Co. (Mail Order  
 Products), Bone Dry Fertilizer Co., Inc.,  
 Richmond, Va.

*TV Account:* Gumenick Properties (Real  
 Estate Sub-Divisions), Richmond & Norfolk,  
 Va.

**DONAHUE & COE, INC.**

1270 Ave. of Amer., New York 20, N. Y.

Phone: COlumbus 5-2772

President.....E. J. Churchill

Dir. Motion Picture, Radio

& TV Div.....A. Carl Rigrod

Gen. Radio-TV Dir.-Prod.....James C. Beach

Time Buyer & Bus. Mgr.....Evelyn Jones

*Branch Office*

411 Hurt Bldg., Atlanta 3, Ga.

Phone: MAin 5662

Vice-President.....H. L. Morrill

1410 Stanley St., Suite 501, Montreal, Que.,  
 Canada

Phone: BEla's 6701

Managing Dir.....Kenneth U. Lunny

*Radio Accounts:* Loew's, Inc. (MGM Pic-  
 tures); Loew's Theatres (Capitol, Loew's  
 State, Loew's Neighborhood Theatres); De-  
 velopment Corp. for Israel (Bonds for  
 Israel); N. Y. Herald-Tribune (Newspaper),  
 all New York, N. Y.; Burlington Mills, Inc.  
 (Bur-Mil Cameo Hosiery), New York, N. Y.;  
 New York World-Telegram & Sun (Newsp-  
 aper), New York, N. Y.; River Brand Rice  
 Mills, Inc. (Carolina & River Brand Rice),  
 New York, N. Y.; Rockefeller Center, Inc.  
 (Radio City Music Hall), New York, N. Y.;  
 Miles Shoes.

*TV Accounts:* Loew's, Inc. (MGM Pic-  
 tures), New York, N. Y.; Loew's Theatres  
 (Capitol, Loew's State, Loew's Neigh-  
 borhood Theatres), New York, N. Y.;  
 Burlington Mills, Inc. (Bur-Mil Cameo Ho-  
 siery), New York, N. Y.; Herald-Tribune  
 (Newspaper), New York, N. Y.; New York  
 World-Telegram & Sun (Newspaper), New  
 York, N. Y.; Miles Shoes; River Brand Rice  
 Mills, Inc., Pearson Pharmaceutical (Enmds-  
 Chlorophyll Tablets).

**W. B. DONER & COMPANY**

505 Washington Blvd. Bldg., Detroit 26, Mich.

Phone: WOODward 5-7400

ANPA PPA

President.....W. B. Doner

Exec. Vice-Pres.....Charles F. Rosen

Treasurer.....Julian A. Grace

Vice-President .....Felix Hower

Art Director.....Ben Goldstein

*Branch Offices*

203 N. Wabash Ave., Chicago 1, Ill.

Phone: DEarborn 2-4676

Pres., Treas.....Marvin H. Frank

1324 W. Wisconsin, Milwaukee 3, Wis.

Phone: WEst 3-9315

President.....Marvin H. Frank

*Radio Accounts:* Speedway Petroleum  
 Corp. (Gasoline), Detroit, Mich.; Feigenson  
 Bros. (Faygo Beverage), Detroit, Mich.;  
 Rose Jewelry Co., Detroit, Mich.; Big Bear  
 Markets (Super Markets), Detroit; Federal  
 Dept. Stores, Detroit; D. W. G. Cigar Corp.;  
 Detroit; Detroit Chevrolet Dealers Ass'n  
 (New and Used Cars); Top Pop Products  
 Corp. (EZ Pop Popcorn).

*TV Accounts:* Speedway Petroleum Corp.  
 (Gas & Oil), Detroit; Feigenson Bros. Co.  
 (Soft drinks & mixers), Detroit; Rose Jew-  
 elry Co., Detroit; Delsoy Distributors (Delsoy  
 Topping, Preston Whip), Dearborn, Mich.;  
 Hygrade Food Products Corp. (Honey Brand  
 Ham), Detroit; D. W. G. Cigar Corp., Det-  
 roit; Detroit Chevrolet Dealers Ass'n (New  
 & Used Cars), Detroit; Top Pop Products  
 Corp.; Radio Distributing Corp. (Norge,  
 Zenith Dists.).

**DOREMUS & COMPANY**

120 Broadway, New York 5, N. Y.

Phone: WOrth 4-0700

Chairman of Board.....Wm. H. Long, Jr.

Vice-Board Chairman...Walter H. Burnham

President.....Louis W. Munro

Radio & TV Dir.....William T. Mann

*Branch Offices*

208 S. LaSalle St., Chicago 4, Ill.

Phone: CEntral 6-9132

V.P. & Res. Mgr.....Chas. C. Greene

53 State St., Boston 9, Mass.

Phone: LAfayette 3-0770

Vice Pres. in Chge.....W. J. Sheehan

425 Bush St., San Francisco 8, Cal.

Phone: YUKon 2-4080

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

*Radio Account:* Kidder, Peabody & Co.  
 (Brokerage), New York, Boston & Chicago;  
 Union Trust Co. (Bank), Washington, D. C.;  
 Calvin Bullock (Brokerage), New York City;  
 R. L. Day & Co. (Brokerage), Boston; Est-  
 abrook & Co. (Brokerage), Boston; Vance,  
 Sanders & Co. (Brokerage), Boston; Wal-  
 tham Fed. Savings & Loan Association  
 (Bank), Boston; Automatic Heating Corp.,  
 Boston; Pastene Wine & Spirits, Boston;  
 Seiler's, Inc. (Frozen Foods), Boston; St.  
 Paul Federal Savings & Loan Assoc. (Bank),  
 Chicago; Crocker First National Bank  
 (Bank), San Francisco, Paine, Webber, Jack-  
 son & Curtis, (Brokerage) N. Y., N. Y.

*TV Accounts:* Kidder, Peabody & Co.  
 (Brokerage), New York, Boston, Chicago;  
 Union Trust Co. (Bank), Washington, D. C.;  
 Calvin Bullock (Brokerage), New York;  
 Cities Service Oil Co. (Dealers), Boston.

**JOHN C. DOWD, INC.**

212 Park Square Bldg., Boston 16, Mass.  
 Phone: HUbbard 2-6050  
 ANPA—PPA—NBP

Radio & TV Dir.....Joseph L. Tully  
 Space & Radio Time Buyer...Wm. Monaghan

*Radio Accounts:* Albany Carpet Co., Allston, Mass.; Boston Edison Co. (Electricity), Boston; Cott Beverage Corp. (Soft Drinks), New Haven, Conn.; First National Stores (Food), Somerville, Mass.; Martin L. Hall Co. (Coffee & Tea), Boston; Harvard Brewing Co. (Ale & Beer), Lowell, Mass.; Boston Globe (Newspaper); Cott Bottling Co. (Soft Drinks), Manchester, N. H.; Megowen-Educator Co. (Crackers), Lowell, Mass.; House of Old Molineaux (Wines), Boston, Mass.; Pepsinic Seltzer, Inc., Worcester, Mass.; Workmen's Cooperative Bank, Boston; Waltham Watch Co., Waltham, Mass.; Atlantic Coal Co., Boston, Mass.; Blacksmith Shop Pastries (Bread), Rockport, Mass.; P. H. Revell Co. (Liquid Starch), Woburn, Mass.

*TV Accounts:* Albany Carpet Cleaning Co. (Rugs & Carpets), Allston, Mass.; Carpenter-Morton Co. (Paints), Everett, Mass.; Cott Beverage Corp. (Soft Drinks), New Haven, Conn.; First National Stores (Food), Somerville, Mass.; Martin L. Hall Co. (Coffee & Tea), Boston, Mass.; Boston Edison Company (Electricity), Boston, Mass.; Boston Globe (Newspaper), Boston, Mass.; Cott Bottling Co. (Soft Drinks), Manchester, N. H.; R. G. Sullivan, Inc. (Cigars), Manchester, N. H.; American Luggage Works, Inc., (Luggage), West Warwick, R. I.; Demambro Sound Equip. Co. (Radio Receivers & TV Sets), Allston, Mass.; Harvard Brewing Co. (Ale & Beer), Lowell, Mass.; Megowen-Educator Food Co. (Biscuits & Crackers), Lowell, Mass.; P. H. Revell Co. (Liquid Starch), Woburn, Mass.; Town & Country Homes, (Real Estate), Boston, Mass.; Waltham Watch Co. (Watches), Waltham, Mass.

**DOWD, REDFIELD & JOHNSTONE, INC.**

501 Madison Ave., New York 22, N. Y.  
 Phone: MURray Hill 8-1275  
 APA—PPA—ABP—ANPA

President.....John C. Dowd  
 Exec. Vice-Pres.....Edmund F. Johnstone  
 Sec'y. Treasurer.....Edward D. Parent  
 V.P., Gen. Mgr.....Michael A. Raymond  
 Radio-TV Director.....Tyler Davis

*Radio Accounts:* Block Drug Company (various drug products), Jersey City; Albert Ehlers, Inc. (coffee, spices, tea, extracts), New York; Cott Beverage Co. (soft drinks), New Haven; Rap-i-dol Distributing Corp. (Blensol), New York; Continental Glass Heat Co. (heating panels), Dormin, Inc. (sleep capsules), New York.

*TV Accounts:* Rap-i-dol Distributing Corp. (Blensol), New York; Block Drug Co.

Jersey City; Albert Ehlers, Inc. (coffee, spices, tea, extracts), New York; Cott Beverage Corp. (soft drinks), New Haven; Dormin, Inc. (sleeping capsules), New York.

**DOYLE DANE BERNBACH, INC.**

20 W. 43rd St., New York 36, N. Y.  
 Phone: LOngacre 5-7878

AAAA—APA—ABP—ANPA—NBP—PPA  
 President.....William Bernbach  
 Exec. Vice Pres.....Ned Doyle  
 V.P., Gen. Mgr.....Maxwell Dane  
 Plans, TV Director.....Marvin Corwin  
 Time Buyers.....Nina Flinn, Jean Simpson  
 Media Director.....Harry Parnas

*Branch Office*

606 S. Hobart Blvd., Los Angeles 5, Calif.  
 Phone: DUNkirk 8-2233

Vice President.....T. H. Factor  
 Media Dir., Space,

Time Buyer.....Bernice Levitas  
 Radio, TV Dir., Talent Buyer...Ben Norman

*Accounts:* Abbey Rents, Los Angeles; American Pencil Co., Hoboken, N. J.; Barton's, Inc., Brooklyn, N. Y.; Bestform Foundations, Inc., Long Island City, N. Y.; Buxton, Inc., Springfield, Mass.; Ceazan, J. N., Co., Los Angeles; Chemstrand Corp., New York; Cole of Calif., Los Angeles; Culver, Alberto, Los Angeles; Dertograph Products, Jamaica, N. Y.; Dreyfus & Co., New York, N. Y.; Max Factor & Co., Hollywood, Calif.; Fairmont Foods Co., Inc., Omaha, Neb.; Forest Lawn Memorial Park, Los Angeles; Gilbert, A. C., Co., New Haven, Conn.; Glendale Knitting Corp., New York; Grolier Society, The, New York; Hess Brothers, Allentown, Pa.; Hunter Douglas Corp., New York; Laird & Co., Scobeyville, N. J.; Levy, Henry S. & Sons, Inc., Brooklyn, N. Y.; McCall's Corp. (Pattern Div.), New York; Mission Appliance Corp., Hawthorne, Calif.; Meinhard & Co., Inc., New York; New York, New Haven & Hartford Railroad, Boston; Ohrbach's, New York, Newark, Los Angeles; Polaroid Corp., Cambridge, Mass.; Regal Shoe Co., Whitman, Mass., New York, N. Y.; Revell, Inc., Venice, Calif.; Sales Builders, Inc., Los Angeles; Sav-On Drug, Los Angeles; Schenley Industries, Inc., New York; Wear-Right Gloves, Inc., New York; Weldon Farm Products, Inc., New York.

**ROY S. DURSTINE, INC.**

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

NOAB—PPA—APA—ABC

President.....Roy S. Durstine  
 Vice-Presidents.....Wm. E. Dempster,  
 John Malone, Jr., Jack Kaduson  
 Sec'y Treasurer.....T. Arnold Rau  
 Head Art Dir.....Harvey A. Spooner  
 Art Director.....Ronald DeLuca  
 Radio-TV Time Buyer...DeAnne McManus,  
 Dorothy Barnett

*Branch Offices*

3440 Wilshire Blvd., Los Angeles, Calif.  
 Phone: DUNkirk 8-3411

Manager.....William D. Sloan



1736 Stockton St., San Francisco, Calif.  
 Phone: EXbrook 7-0156  
 Manager.....Robert B. England  
*TV Accounts:* Macmillan Petroleum Corporation (motor oil), Los Angeles, Calif.; Pacific Can Company, San Francisco, Calif.; Podesta Baldocchi (flowers), San Francisco, Calif.

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

203 North Wabash St., Chicago 1, Ill.  
 Phone: ANover 3-3867, DEarborn 2-5976  
 ABP  
 President .....Edward Edelstein

**ELLINGTON & CO., INC.**

535 Fifth Ave., New York 17, N. Y.  
 Phone: MUrray Hill 7-4300  
 ANPA—APA—NOAB—PPA—ABC  
 Chairman.....Jesse T. Ellington  
 President.....Chauncey L. Landon  
 Exec. Vice Pres.....William A. Bartel  
 1st Vice Pres.....Theodore S. Strong  
 Vice Presidents.....Hyland Hodgson,  
 Charles Marshall, Miss Van Davis, Hugh  
 Lewis, Howard Rigby, Geraldine Reed  
 Hodgson, Dawson Newton  
 Treasurer.....Gordon M. Kingman  
 V.P., Dir. Radio & TV.....Hal James  
 Exec. Producer.....A. Burke Crotty  
 Radio & TV Time Buyer.....Dan Kane  
*Radio Accounts:* Celanese Corporation of America (Yarns, Fabrics, Plastics), New York, N. Y.; McKesson & Robbins (Drugs); Cunard Steamship Lines.  
*TV Accounts:* Cadbury-Fry (Export) Ltd., (Candy), Celanese Corporation of America (Yarns, Fabrics, Plastics), New York, N. Y.; McKesson & Robbins; J. Wiss & Sons (Scissors & Shears); Cunard Steamship Lines.

**ELLIS ADVERTISING CO.**

Erlanger Theatre Bldg., Buffalo 1, N. Y.  
 Phone: CL 6780  
 ABP—ANPA  
 Partners.....Michael F. Ellis,  
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 Jr. Partners.....Michael F. Ellis, Jr.,  
 Maxwell E. Ellis  
 Radio Director.....Helen Laury  
 TV Director.....Wilma Buchman  
*Branch Offices*  
 77 York St. W., Toronto, Ont.  
 Phone: WA 9902  
 Manager .....Al May  
 Jay Reich Adv.  
 902 Frick Bldg., Pittsburgh 19, Pa.  
 Phone: GRant 1-9311  
 President.....Jay S. Reich  
 201 East 57th St., New York 22, N. Y.  
 Phone: PLaza 1-2323  
 President.....Kurt J. Mann  
 Hav-Nash & Assoc.  
 189 Chestnut St., Rochester, N. Y.  
 Phone: BAKer 8610  
 Manager .....Hav-Nash, Jr.

**ROBERT J. ENDERS ADVERTISING, INC.**

1001 Connecticut Ave., N. W.  
 Washington 6, D. C.  
 Phone: STerling 3-2222  
 ABC-ANPA  
 President.....Robert J. Enders  
 Exec. V.P.....Howard A. Enders  
 Vice-Presidents.....Rudy Vallee, Ray Hill  
 Sec.-Treas.....Melvin Alan Bank  
 Radio-TV Director.....Grace Waldman  
 Art Director.....Fred Waller  
 V.P., Motion Picture Div....Robt. L. Friend  
 General Manager.....Gus Eisenmann  
 Script Director.....Mimi Griffin  
 Production Manager.....Stanley S. Base

**ERWIN, WASEY & CO., INC.**

711 Third Ave., New York, N. Y.  
 Phone: LExington 2-8700  
 AAAA—ANPA—APA—NOAB—PPA  
 ABP  
 Chairman of the Bd...Howard D. Williams  
 President.....David B. Williams  
 Exec. V.P. & Secy.....Larry Northrup  
 Treasurer.....James F. O'Connor  
 Business Mgr. Media Dept...Keith B. Shaffer  
 Dir. Radio-TV Prod.....Rollo Hunter  
 Radio, TV Dir. (L. A.).....Robert L. Redd  
 Time Buyer (L. A.).....Glen Bohannon  
 Meda Dir. (Chicago).....John Gwynn

*Branch Offices*

230 N. Michigan Ave., Chicago 1, Ill.  
 V.P., Manager.....Frederick J. Wachter  
 5045 Wilshire Blvd., Los Angeles 36, Calif.  
 Exec. Vice-Pres.....Emmett C. McGaughey  
 523 Marquette Bldg., Minneapolis 2, Minn.  
 President.....Mac Martin  
 1st National Bank Bldg., Okla. City, Okla.  
 President.....Howard D. Williams  
 610 Church St., Toronto, Ont., Can.  
 V.P., Mngng. Dir.....Ralph L. Lawson  
*Radio Accounts:* Barbasol Co., Indianapolis, Ind.; Musterole Co., Cleveland, Ohio; Carnation Co. (Evaporated Milk, Ice Cream, Fresh Milk), Los Angeles, Calif.; Albers Milling Co. (Cereals, Friskies Dog Food), Los Angeles; Consolidated Cigar Corp. (Harvester Cigars, Dutch Masters Cigars), Zonite Products Corp. (Toothpaste, Liquid, Zonitors, Larvex, Myna), New Brunswick, N. J.; E. F. Hutton and Co. (Securities), Los Angeles, Calif.; Olive Tablet Co. (Laxative), Columbus, Ohio.

*TV Accounts:* Carnation Co. (Evaporated Milk), Los Angeles; Albers Milling Co. (Friskies Dog Food), Seattle, Wash.; Consolidated Cigar Corp. (Harvester Cigars), New York, N. Y.; Musterole Co., Cleveland, Ohio; North American Philips Co., Mt. Vernon, N. Y.

**WILLIAM ESTY COMPANY, INC.**

100 E. 42nd St., New York 17, N. Y.  
 Phone: OXFord 7-1600  
 AAAA—ABC—ABP—ANPA—AFA

President.....James J. Houlahan  
 Exec. V.P.....G. I. Chatfield  
 Vice President.....Dr. Wallace H. Wulfeck  
 Secretary-Treasurer.....E. H. Cummings  
 V.P. Chg. TV Prog.....Samuel Northcross  
 Radio Director.....Wendell Adams  
 V.P. Chg. TV Commercial..Stanley A. Lomas  
 V.P. & Media Dir.....John Peace

**Branch Office**

6331 Hollywood Blvd., Hollywood 28, Cal.  
 Phone: Hollywood 2-6305

TV Comm. Prod.-Dir.....Arnold J. Wester  
*Radio Accounts:* Colgate (Rapid-Shave, Fab, Vel), Jersey City; National Carbon Co. ("Eveready" Batteries, "Prestone" anti-freeze), New York; R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes, Prince Albert Smoking Tobacco), Winston-Salem; Coca Cola Bottling Co., New York; General Mills; Pacquin-Leeming (Silk 'N Satin), N. Y., N. Y.; P. Ballantine & Sons (Beer & Ale), Newark, N. J.; R. J. Reynolds Tobacco Co., (Winston Cigarettes), Winston-Salem, N. C.

*TV Accounts:* Colgate (Fab, Rapid Shave, Vel), Jersey City; National Carbon Co. ("Eveready" Batteries, "Prestone" anti-freeze), New York; R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes), Winston-Salem, N. C.; Coca-Cola Bottling Co., New York; General Mills; Pacquin-Leeming (Ben-Gay, N. Y., N. Y.; R. J. Reynolds Tobacco Co. (Winston Cigarettes, Prince Albert Smoking Tobacco), Winston-Salem, N. C.; P. Ballantine & Sons (Beer & Ale), Newark, N. J.

**ETTINGER ADVERTISING AGENCY INC.**

38 East 57th St., New York 22, N. Y.  
 Phone: PLaza 1-0750  
 ABP

President.....Joel H. Ettinger  
 Vice-Pres. ....Audrey Ettinger  
 Art Dir.....John Spamer  
 Copy Chief.....Art Brooks  
 Media. Space Buyer.....Seth Diamond  
 Television Dir.....Michael Lippert  
 Research Dir.....Cy C. Chaiken

*Accounts:* Brook's Men's Shops; Carolina Paper Mills; Exeter Hosiery Mills; Freund, Freund & Co.; Gant Shirt Co.; Gracette Lingerie; Lederman Brothers; Nebel Knitting Co.; Preen Uniforms Inc.; Stuart. Paul, Inc.; Summit Mills Corp.; Worklon Inc.

**EVANS WORK ADV. AGENCY**

624 E. Capitol Ave., Springfield, Ill.  
 Phone: 4-9174

President.....Clarence R. Evans  
 Secy.-Treas. ....John Robert Work  
 Art Director.....Thomas M. Costa  
 Continuity Director.....Mary Jane Kerns  
*Radio Accounts:* B. & F. Toggery, Bootery, Bressmer's, Bridge Jewelry Co., R. F. Butts & Co., Camera Shop, Capitol Plumbing & Heating Supply Co., Constantino Packing Co., Dellert's Paints, Downtain's.

Drone Ford Sales, First National Bank, Fisher Grocery Co., Jack Harman Serv. Sta., Harvey Bros., Kennedy Laundry & Dry Cleaners, LaBonte's Luggage Shop, Harold McMann North American Van Lines, Henry Nelch & Son, Co., Public Super Market, Quality Dairy, Ray's Brand Products, Rolands, Security Federal Savings & Loan, R. W. Troxell Insurance Co., Vredenburgh Lumber Co., Arch Wilson, all Springfield, Ill.

*TV Accounts:* Constantino Packing Co., First National Bank, Vredenburgh Lumber Co., all Springfield, Ill.

**FARQUHAR AND COMPANY, INC.**

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

President.....John T. Farquhar  
 Vice-President.....Ted R. Darvoe  
 Secretary.....Roger H. Williams  
 Treasurer.....Jay C. Anderson  
 Radio-Television.....John T. Farquhar  
 Media Buyer.....Eleanor Crimmins

*Radio Accounts:* Wm. Parry & Sons, Inc. (Dairy Products), Utica, N. Y.; Jean's Foods of Utica Inc. (Food Products), Utica, N. Y.; Harry Heiman Inc. (Chrysler-Plymouth Distributor), Utica, N. Y.; Bonide Chemical Co. (Insecticides, Fungicides), Utica; Rome Savings Bank, Rome; Ribyat's Furniture, Utica; C. A. Durr Packing Co. Inc. (Meat Products), Utica, N. Y.; Mohawk Airlines Inc. (Airline Service), Ithaca, N. Y.; Collinite Chemical Co. Inc. (Auto Wax & Cleaner), Utica, N. Y.; Utica Brewing Co., Utica, N. Y.

*TV Accounts:* Harry Heiman Inc. (Chrysler-Plymouth Dist.), Utica; Ribyat's Furniture, Utica; C. A. Durr Packing Co. Inc. (Meat Products), Utica, N. Y.; Jean's Foods of Utica Inc., (Food Products), Utica, N. Y.; Mohawk Airlines Inc. (Airline Service), Ithaca, N. Y.; Collinite Chemical Co., Inc. (Auto Wax and Cleaner), Utica, N. Y.; Utica Brewing Co., Utica, N. Y.

*Estimated Radio & TV Billings:* \$105,000.00.

**FEIGENBAUM & WERMEN ADVERTISING AGENCY**

1922 Spruce St., Philadelphia 3, Pa.  
 Phone: LOcust 7-1466  
 ABP-ANPA-NOAP-PPA

Partner .....Harry Feigenbaum  
 Partner .....David Wermen  
 Radio-TV Director.....Paul B. Phillips  
 Time Buyer.....Jean Van Eskay  
 TV Production (N. Y.).....Elliot Gordon  
 Copy Chief.....Raymond Dubin  
 Radio Copy.....Betty Silberman  
 Acct. Execs.....Harry Feigenbaum,  
 David Wermen, Leonard Schorr, Jay Beneman

*Radio Accounts:* Arrow Store (Men's Wear); Bandler's (Furniture Chain); Bayuk Cigars (Royalist & Amerada Cigars); Lou Block (Pontiac Dealer); Blumental Bros.

Chocolate Co. (Goobers & Raisinets Chocolate); Robert Bruce (Men's Sweaters); Bunting Co. (Outdoor Furniture); Federal Savings & Loan Assn. of Phila. (Savings & Loan); Fox Weiss (Furs); Kasser Distillers (Kings & Cobbler Wines); Pioneer Suspender Co. (Men's Accessories); Professional Laundry Foundation (Assn. of Eastern Laundries); B. S. Pincus Co. (Yankee Maid Meat Products); Renuzit Home Products Co. (Renuzit Spot Remover, Odorless Renuzit); M. Wildstein & Sons (New Yorker Cheese).

*TV Accounts:* Bayuk Cigars (Royalist & Amerada Cigars); Blumenthal Bros. Chocolate Co. (Goobers, Raisinets, Sno-Caps, Malties); Bunting Co. (Outdoor Furniture); Kasser Distillers (Kings Wine); Professional Laundry Foundation (Assn. of Eastern Laundries); B. S. Pincus Co. (Yankee Maid Meat Products); Renuzit Home Products Co. (Renuzit Home Dry Cleaning Machine, Odorless Renuzit French Dry Cleaner, Renuzit Spot Remover, Renuzit's Fragrant Room Deodorizer).

**COURTLAND D. FERGUSON, INC.**

Rm. 315, National Press Bldg., Washington, D. C.

Phone: National 8-7713

APA-PPA

President.....Courtland D. Ferguson  
Secty.-Treas.....Lucille Pierce Ferguson  
Art Director.....Gilbert Meekins  
Production Manager.....Bert Cleaves  
Time Buyer.....Nan Hannum

*Radio Accounts:* Washington, D. C.; Schindler Peanut Products (Peanut Butter & Peanuts), Wash. & Balt.; Mann's Potato Chips, Wash. & Richmond; Smith's Storage Co., Washington; Lincoln Warehouse Corp., New York; Little Tavern Shops (Restaurants), Washington & Baltimore.

*TV Accounts:* Smith's Storage Co., Washington, D. C.; Hechinger's (Lumber); Mrs. Keane's Beefsteaks (Frozen), Washington, D. C., Virginia and New England; Solarine (Floorwax), Washington, D. C., Baltimore & Philadelphia.

**LAWRENCE FERTIG & CO., INC.**

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

Phone: Murray Hill 9-7100

ABP-ANPA-APA-PPA

President-Treasurer.....Lawrence Fertig  
Secty. Vice-President.....Philip Lukin  
Media Director.....Miss Selma Grosswirth  
Art Director.....Tony Palazzo  
Production Manager.....Joseph Cesare  
Radio-TV Dir.....Jos. H. Mintzer  
*Accounts:* DeKuyper, John, & Son Inc., Jersey City, N. J.; Freed Radio Corp., N. Y., N. Y.; Medal Distilled Products Inc.; Beverly Hills, Calif.; National Distillers Products Corp., N. Y., N. Y.

**ROBERT G. FIELDS & CO.**

1100 Sudekum Bldg., Nashville 3, Tenn.

Phone: 6-1977

ABP

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

*Radio Accounts:* St. Bernard Coal Co. (Coal), Nashville; Red X Thrift Stamps, Nashville; Jacobs Packing Co. (Meats), Nashville.

*TV Accounts:* Red X Thrift Stamps; Red Ace Petroleum Corp. (Gas & Oil), Nashville; Bradford & Co. (Securities), Nashville.

**FIORE & FIORE ADV. CORP.**

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

Phone: Henderson 2-8200

Pres., TV Dir.....Michael A. Fiore  
V.P., Radio Dir.....Albert A. Fiore  
Secy.-Treas.....B. V. Fiore  
Media Research Dir.....Ursula Pisto  
Merch. Dir.....John Critelli  
Acct. Executives.....B. E. Geise,  
William Prusan, J. Amitani, A. Bryant

*Radio & TV Accounts:* Halogene Corp. (Hal-O-Gene Arthritic Remedy), Newark, N. J.; Isolax Corp. of America (Laxative), Newark, N. J.; Sonnenberg & Co. (Stockholders), Linden, N. J.; Apothecary Products Co. (Nucl-eol Vitamin), Newark, N. J.; Helaine Seager, Inc. (Pink Ice Cosmetic), Newark, N. J. & Los Angeles, Calif.; Leslie Toy Co., Brooklyn, N. Y.; Watchung Lake (Resort), Watchung, N. J.; Custom Paint & Chemical Co. (Floor Products), Pennsauken, N. J.; Anbesol Co. (Antiseptic), Newark, N. J.

**M. M. FISHER ASSOCIATES**

Suite 519, 79 W. Monroe St., Chicago 3, Ill.

Phone: Central 6-6226

Owner.....Jack L. Fisher  
Co-Owner, Acct. Exec.,

TV Dir.....Jack L. (Bud) Fisher, Jr.  
Acct. Exec.....Rex S. Gay  
Time Buyer.....Helene Heinz

*Radio Accounts:* Bell Savings & Loan Assn., Chicago; Clark Theater, Chicago; Davis Oldsmobile Co., Chicago; Nat'l Foundation for Infantile Paralysis, New York & Chicago; Sittler Bros. (Horseradish), Chicago; Tam O'Shanter Country Club (Golf Tournament); Fireside Marshmallow Co., Chicago; North American Mushroom Co., Chicago; Chas. Keeshin Poultry Co. (Frozen Poultry), Chicago; Allied Artists Pictures, 20th Century Fox Films, Universal-International Pictures Corp., United Artists Pictures, Chicago and New York.

*TV Accounts:* Bell Savings & Loan Assn., Chicago; National Foundation for Infantile Paralysis, New York & Chicago; Tam O'Shanter Country Club (Golf Tournaments), Chicago; Towne Nash Sales, Chicago; Gourmet House (Vacuum-Packed Noodle Nests), Chicago; Chas. Keeshin Poultry Co. (Frozen Poultry), Chicago; Allied Artists Pictures, 20th Century Fox Films, United Artists Pictures, Universal-International Pictures, New York & Chicago.

**FITZGERALD ADVERTISING AGENCY**

Lee Circle Building, New Orleans, La.  
Phone: TULane 3131  
AAAA-ABC-ABP

Partners....Joe L. Killeen, Jos. H. Epstein,  
Roy M. Schwarz, Leonard Gessner, E. W.  
Rector Wootten, Warren G. Posey  
Radio-TV Dir.....William Thomas  
Radio-TV Time Buyer..Mrs. Marie O'Meara  
*Radio Accounts:* Alabama-Georgia Syrup  
Company (Alaga Syrup), Montgomery, Ala.;  
Blue Plate Foods, Inc. (Mayonnaise-Peanut  
Butter-Preserves & Jellies, CDM Coffee),  
New Orleans, La.; H. G. Hills Stores (Chain  
Grocery Stores), New Orleans, La.; Jackson  
Brewing Company (Jax Beer), New Orleans,  
La.; Pan-Am Southern Corporation (Oil &  
Gasoline), New Orleans, La.; Wesson Oil &  
Snowdrift Sales Co. (Wesson Oil, Snowdrift,  
Soco and Crustene Shortening), New Or-  
leans, La.; La. Coca Cola Bottling Co., New  
Orleans, La.; La. Power & Light Co., Algiers,  
La.

*TV Accounts:* Blue Plate Foods, Inc. (May-  
onnaise-Peanut Butter-Preserves & Jellies),  
New Orleans, La.; Godchaux Sugars, Inc.  
(Sugar), New Orleans, La.; H. G. Hill Stores  
(Chain Grocery Stores), New Orleans, La.;  
Jackson Brewing Company (Jax Beer), New  
Orleans, La.; La. Coca Cola Bottling Co.,  
New Orleans, La.; La. Power & Light Co.,  
Algiers, La. Alabama-Georgia Syrup Co.  
(Alaga Syrup), Mont., Ala.; Wesson Oil &  
Snowdrift Sales Co., New Orleans, La.

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ABP-APA

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Vice Pres.....Richard Rosenthal  
Vice Pres.....Lee A. Holland  
Art Dir.....Donald A. Nelson

*Accounts:* Bismarck Tribune; C. & M.  
Inc.; Erskine Mfg. Corp.; Fargo Forum;  
Fargo Foundry; Gunning Mfg. Co.; Melroe  
Mfg. Co.; Merchant's National Bank &  
Trust; North Dakota Hospital Service Assn.;  
North Dakota Motor Carriers Assn.; Olson,  
W. R. Co.; Otter Tail Power Co.; Park Re-  
gion Bakeries; Radio Station KFYZ; Steidl,  
M. T. Inc.; Sund Mfg. Co.; US Brewers  
Foundation; US Food Co.; Van's Radio  
Specialty.

**FOLEY ADVERTISING AGENCY**

1012 N. B. C. Bldg., Cleveland 14, O.  
Phone: CHerry 1-1490

Pres., Art & Radio Dir.....Robert B. Foley  
*Radio Accounts:* I. J. Fox, Inc. (Retail  
Furrier), Nokes-Findlay Wallpaper & Paint  
Co., Cleveland; Stanley Furniture Co. (Fur-  
niture & Appliances), Cleveland.

**RICHARD A. FOLEY ADV. AGENCY, INC.**

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V.P.-Media Director.....Wesley Winning  
V.P., Copy Dir.....Frank J. Corkery  
Vice Pres.....Frank M. Knight, Jr.  
Time Buyer.....Alice Mooney

*Radio Accounts:* Abbotts Dairies, Inc.  
(Milk, Cheese & Ice Cream), Beneficial  
Savings Fund (Banking), Delaware Steeple-  
chase & Race Assn. (Horse Racing), Wil-  
mington, Del.; Louis Burk Co. (pork prod-  
ucts), Phila.; B & O Railroad (Transporta-  
tion), Baltimore.

*TV Accounts:* Abbotts Dairies (ice cream,  
milk), Philadelphia; Baltimore & Ohio  
Railroad (passenger travel), Baltimore;  
Louis Burk Company (pork products), Phil-  
adelphia; R. T. French Company (bird  
seed), Rochester; Delaware Steeplechase &  
Race Assn. (Horse Racing), Wilmington,  
Del.; Mrs. Smith's Pies (Pies), Philadelphia.

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Dir. Research.....John Rigotti  
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 Radio & TV Time Buyer.....Genevieve Lemper  
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 Mgr. Media Dept.....Kenneth V. Moore  
 Dir. of Research.....Charles Melvin  
 Dir. of Media Research....George Weaver  
 Mgr. Prod. Dept.....Brougham J. Morris  
 Radio Time Buyer.....Lydia R. Hatton  
 235 Montgomery St., San Francisco 4, Calif.  
 Phone: Sutter 1-2355

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 V.P. & Mgr. Prod.....Albert A. Sperisen  
 Media Dir.....Carl Simmons  
 Broadcasting Dir.....Helen Stenson  
 6233 Hollywood Blvd., Hollywood 28, Calif.  
 Phone: Hollywood 9-6265

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 510 Taft, at Buffalo Dr., Houston 2, Texas  
 Phone: Jackson 8-5161

V.P. & Gen. Mgr.....Stephen R. Wilhelm  
 V.P.....Edwin H. Badger  
 Radio & TV Time Buyer....Grace Spanihel  
 Pacific Building, Portland 4, Oregon  
 Phone: Broadway 3272

Mgr.....Leith E. Abbott

*Radio Accounts:* Anglo-California National Bank, San Francisco, Calif.; Armour Auxiliaries (Dial Soap & Shampoo), Chicago, Ill.; Beatrice Foods Co. (Meadow Gold products, La Choy products), Chicago, Ill.; Bullock's Downtown (Department store merchandise), Los Angeles, Calif.; California Brewing Co. (Gold Label beer), San Francisco, Calif.; Calavo Growers of California (Avocados), Los Angeles, Calif.; Frigidaire Division, General Motors Corp. (Appliances), Dayton, Ohio; Hallmark Cards, Inc. (Greeting Cards), Kansas City, Mo.; International Cellucotton Products Co. (Kleenex), Chicago, Ill.; S. C. Johnson & Son Inc. (Car-Plate, Carnu), Racine, Wis.; Jacques Kreisler Mfg. Corp. (Watch straps - Men's jewelry), North Bergen, N. J.; Lever Bros. Company (Spry), New York, N. Y.; Liebhmann Breweries, Inc. (Rheingold Beer), Brooklyn, N. Y.; New York Central System (Railroad Transportation), New York, N. Y.; Paper Mate Company, Inc. (Pens & Desk Sets), Culver City, Calif., New York, N. Y.; Perkins Products Company (Kool-Aid), Chicago, Ill.; RKO Radio Pictures Corp. (Motion Pictures), New York, N. Y.; Hollywood, Calif.; Rheingold Brewing Co. (Rheingold Beer), Los Angeles, Calif.; Rolley Inc. (Sea and Ski Lotion), San Francisco, Calif.; Roma Wine Company (Wine), San Francisco, Calif.; Divisions of Safeway Stores, Inc., Fairfax Bread Company (Breads), San Francisco, Calif.; Table Products Company

(Mayonnaise & Dressings), San Francisco, Calif.; Tuxedo Candy Company (Candy), San Jose, Calif.; Security-First National Bank, Los Angeles, Calif.; Southern-Pacific Company (Railroad Transportation), San Francisco, Calif.; Sunkist Growers, Inc. (Citrus Products), Los Angeles, Calif.; Westgate-California Tuna Packing Company (Breast-O'-Chicken Brand Tuna), San Diego, Calif.

*Television Accounts:* Armour Auxiliaries (Dial Soap & Shampoo), Chicago, Ill.; Beatrice Foods Co. (Meadow Gold products, La Choy products), Chicago, Ill.; Bourjois, Inc. (Perfumes & Toiletries), New York, N. Y.; Bullock's Downtown (Department store merchandise), Los Angeles, Calif.; California Brewing Co. (Gold Label Beer), San Francisco, Calif.; Calavo Growers of California (Avocados), Los Angeles, Calif.; Famous Artists Schools, Inc. (Home instruction in commercial and fine art), Westport, Conn.; Gulf Brewing Company (Grand Prize Beer), Houston, Texas; Hallmark Cards, Inc. (Greeting Cards), Kansas City, Mo.; International Cellucotton Products Co. (Kleenex), Chicago, Ill.; S. C. Johnson & Son, Inc. (Car-Plate, Carnu), Racine, Wis.; Jacques Kreisler Mfg. Corp. (Watch straps - men's jewelry), North Bergen, N. J.; Lever Bros. Company (Spry), New York, N. Y.; Liebhmann Breweries, Inc. (Rheingold Beer), Brooklyn, N. Y.; Minneapolis-Honeywell Regulator Co. (Temperature Controls), Minneapolis, Minn.; Paper-Mate Company, Inc. (Pens & Desk Sets), Culver City, Calif., New York, N. Y.; Perkins Products Company (Kool-Aid), Chicago, Ill.; Purex Corporation Ltd. (Bleach), South Gate, Calif.; RKO Radio Pictures Corp. (Motion pictures), Hollywood, Calif., New York, N. Y.; Rheingold Brewing Co. (Rheingold Beer), Los Angeles, Calif.; Rolley Inc. (Sea and Ski Lotion), San Francisco, Calif.; Roma Wine Company (Wine), San Francisco, Calif.; S & W Fine Foods, Inc. (Food packers), San Francisco, Calif.; Divisions of Safeway Stores, Inc.; Fairfax Bread Company (Bread), San Francisco, Calif.; Table Products Company (Mayonnaise & Dressings), San Francisco, Calif.; Tuxedo Candy Company (Candy), San Jose, Calif.; Security-First National Bank, Los Angeles, Calif.; Southern-Pacific Company (Railroad Transportation), San Francisco, Calif.; Sunkist Growers, Inc. (Citrus Products), Los Angeles, Calif.; Brest-O'-Chicken, Inc., San Diego, Calif.

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*TV Account:* Rosin-Starr.

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*Radio Accounts:* Adler Shoes, New York;  
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*TV Accounts:* Adler Shoes for Men,  
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 roni Co. (macaroni products), Denver;  
 Central Bank & Trust Co. (banking), Den-  
 ver; Associated Grocers of Colo. (groceries),  
 Denver; Colorado Potato Flake Co. (potato  
 chips), Denver; Guardian Savings & Loan  
 Ass'n. (savings & loan), Denver; Sears Roe-  
 buck & Co. (dept. store), Denver; Toner's,  
 Inc. (peanut butter), Denver; Vincent Syrup  
 Co. (syrups), Denver; Central Bank & Trust  
 Co. (banking), Denver; Gus' Butter Maid  
 Bake Shop (bakery goods), Denver.  
*TV Accounts:* Beatrice Foods (dairy prod-  
 ucts), Denver; Central Bank & Trust Co.  
 (banking), Denver; Zefer Products (salad  
 dressings), Denver; American Beauty Maca-  
 roni Co. (macaroni products), Denver;  
 Gus' Butter Maid Bake Shop (bakery goods),  
 Denver; Nebraska Packing Co. (meat proc-  
 es or—dog food), North Platte, Nebraska;  
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*Radio Accounts:* Sweet Orr & Co., Inc.  
 (Work-clothes), N. Y. C.; Lafayette Radio,  
 N. Y. C.  
*TV Accounts:* Levolor Lorentzen (Vene-  
 tian Blinds), N. Y. C.

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 V.P., Production Manager, Harold E. Bessom  
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 Space Buyer.....Anna V. Turner  
*Radio Accounts:* Durkee-Mower, Inc.  
 (Marshmallow Fluff), Lynn, Mass.; LePage's  
 Inc. (Glue Products), Gloucester, Mass.;  
 General Electric Supply Corp. (Electrical  
 Products), Boston, Mass.; Gentles Baking  
 Co. (Gentles Bread), Mattapan, Mass.; Natl.  
 Cranberry Assoc. (Ocean Spray Products),  
 Hanson, Mass.; Eastern Racing Assoc. (Suf-  
 folk Downs), East Boston, Mass.; Boston  
 Nash Co. (Automobile Service), Boston,  
 Mass.; Mass. Wharf Co. (Fuel Prods.), Cam-  
 bridge, Mass.  
*TV Accounts:* Durkee-Mower, Inc. (Marsh-  
 mallow Fluff), Lynn, Mass.; Gentles Baking  
 Company (Gentles Bread), Mattapan, Mass.;  
 General Electric Supply Corp. (Electrical  
 Appliances), American Crabmeat Co. (3  
 Little Kittens Cat Food), Met. Boston Nash  
 Dealers (Automobile Service), Boston Mass.;  
 LePages, Inc. (Glue Products), Gloucester,  
 Mass.

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Dir., Radio-TV.....Tom Slater

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*Radio Accounts:* Westinghouse Elec. Corp. (Various), Plymouth Cordage Co. (Rope), Hercules Powder Co., Aluminum Cooking Utensil Co. (Wear-Ever), Bryant Heater Div., Carrier Corp. (Gas Heaters), Pennzoil (Gasoline & Oil), Keystone Steel & Wire Co. (Fencing), Linen Thread Co., Mellon National Bank & Trust Co., Nickel Plate Road (Railroad), Oldsmobile Dealers of Cleveland, Sherwin-Williams Co. (Paint), Sterling-Lindner-Davis Co. (Dept. Store), American Greetings Corp. (Publishers), American Society for Metals, Central National Bank, Chicago & Eastern Illinois R. R., Jack & Heintz (Precision Equipment).

*TV Accounts:* Central Nat'l Bank of Cleveland, American Greeting Card Publishers, Westinghouse Elec. Corp., Pennzoil Company, Sherwin-Williams Co., Sterling-Lindner-Davis Co., Commercial Solvents, Ferro Corporation, Mellon National Bank & Trust Co., Oldsmobile Dealers.

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Art Director.....Edwin R. Swaback  
Acct. Exces.....Nat Roth, Lon Shaw,  
Rose Rodriguez  
Space Buyer.....Alice Simon

*Radio Accounts:* American Federation of Labor, Washington, D. C.; International Ladies Gar. Workers Union, Liberal Party, Colomby Watch (Jewelry), New York, N. Y.

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915 Olive St., St. Louis 1, Mo.  
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*Branch Office*

9 Rockefeller Plaza, New York 20, N. Y.  
Phone: COlumbus 5-2000

Vice-President.....Roland Martini  
*Radio Accounts:* Grove Laboratories, Inc. (Bromo-Quinine, Grove's Cold Tablets), St. Louis; Nebraska Consolidated Mills Company, Omaha, Neb.; Pet Milk Co., Ralston Purina Company, St. Louis; Southwestern Bell Telephone Co., St. Louis; Union Electric Company of Missouri, St. Louis; First

National Bank, St. Louis; St. Louis Independent Packing Co.; Trenton Foods, Inc., Kansas City; Barton Manufacturing Co., St. Louis; Swift & Co., Chicago; Godefroy Manufacturing Co., St. Louis; Wabash Railroad, St. Louis.

*TV Accounts:* Grove Laboratories, Inc., Pet Milk Co., Monsanto Chemical Co., St. Louis; First National Bank, St. Louis; Nebraska Consolidated Mills, Omaha, Neb.; Barton Manufacturing Co., St. Louis; Derby Foods, Inc., Chicago; Swift & Co., Chicago; Union Electric Co. of Mo., St. Louis; Trenton Foods, Inc., Kansas City; Wabash Railroad, St. Louis; Southwestern Bell Telephone Co., St. Louis.

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*Accounts:* All American Engineering Co., Wilmington, Del.; American Moninger Greenhouse Co., Brooklyn, N. Y.; BG Corp. (Spark Plugs, Ignition Systems), New York, N. Y.; Fairchild Engine & Airplane Corp., Hagerstown, Md.; Fairchild Recording Equip. Co., Whitestone, N. Y.; Link Aviation, Inc., Binghamton, N. Y.; Maurer, J. A., Inc., (Photo & Sound Equip.), Long Island City, N. Y.; McGraw-Hill Publishing Co. Aviation Week), New York, N. Y.; Precision Film Laboratories, (Film Processing), N.Y.C.

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*Radio Accounts:* Strawbridge & Clothier (Dept. Store), Western Saving Fund Society, Philadelphia, Pa.; Henry Disston & Son (Chain Saws), Pennsylvania Salt Mfg. Co. (Chemicals), Philadelphia, Pa.

*TV Accounts:* Western Saving Fund Society (Savings Bank), Strawbridge & Clothier (Dept. Store).

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Exec. Vice Pres..... Thomas D. Murray  
Media Dir..... Albert A. Sessions  
*Radio & TV Accounts:* E. & J. Gallo Winery, Modesto, Calif.; Ludwig, Baumann & Spear's (Dept. Store); New York City; Sealy Mattress Co., New York City; Darling Toys, Inc., New York City.

**GEYER ADVERTISING INC.**

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Phone: PLaza 1-3300  
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Time Buyers..... Elizabeth Powell,  
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931 Third National Bldg., Dayton 2, Ohio  
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Vice President & Mgr..... E. G. Frost  
*Radio Accounts:* American Home Foods (Burnett's Vanilla Extracts), N. Y. C.; American Motors Corp. (Nash cars & Kelvinator Appliances), Detroit, Mich.; Boyle-Midway Div. Am. Home Prod. (Aerowax, Black Flag Aerosol, Easy-Off, Aero Shave, Old English Wax); Kiwi Polish Co., Ltd. (Shoe Polish), Philadelphia; Olivetti Corp. of Am. (Type-writers & Business Machines), N. Y. C.; Tetley Tea Co., N. Y. C.

*TV Accounts:* American Home Foods; American Motors Corp.; Boyle-Midway Div. Am. Home Prod.; Kiwi Polish Co., Ltd.; Tetley Tea Co.

**GIBBONS ADVERTISING AGENCY, INC.**

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NOAB-AAAN

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Vice President..... John B. Gibbons  
Secretary ..... Viola Neese

Radio-TV Dir..... Mercedes (Dee) Freiday  
*Radio Accounts:* National Bank of Tulsa (banking and trust services), Tulsa; Stanley's Funeral Service (funeral service), Tulsa; State Federal Savings & Loan Association (savings & loans), Tulsa; Wortz Biscuit Co. (crackers and cookies), Fort Smith, Ark.; Tom P. McDermott, Inc. (tire sales, service & recapping, home appliances, anti-freeze & motor oil & batteries), Tulsa, Oklahoma City; Mitchell Mfr. Co. (Auto Seats), Ft. Smith, Ark.; Sand Springs Farms (turkeys and eggs), Sand Springs, Okla.; V-Check, Inc., Tulsa; Pedrick Laboratories, Inc. (Vigo Dog & Cat Food), Sand Springs, Okla.; Comet Moving & Storage Co. (moving and storage), Tulsa; Community Loan & Investment Co. (loans), Ardmore & Duncan, Okla.  
*TV Accounts:* Tom P. McDermott, Inc. (tires & appliances, anti freeze, motor oil), Tulsa; State Federal Savings & Loan Assn. (savings & loans), Tulsa; Wortz Biscuit Co. (crackers and cookies), Fort Smith, Ark.; Comet Moving & Storage Co. (moving), Tulsa; Pedrick Laboratories, Inc. (Dog & Cat Food), Sand Springs; Stanley Funeral Service, Tulsa; Sand Springs Farms (Turkeys), Sand Springs, Okla.; Mitchell Mfr. Co. (Auto Seats), Ft. Smith, Ark.; Community Loan & Investment Co., Ardmore & Duncan, Okla.; V-Check, Inc., Tulsa.

**GIBRALTAR ADV. AGENCY, INC.**

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Treasurer ..... Clarence Schmidt  
Secretary, Radio & TV Dir..... Frances Scott  
Radio & TV Time Buyer..... Gloria Lubin  
*Rad-TV Accounts:* Bonafide Mills, (Bonny Maid Linoleums, Tilemasters, & Versa Tile), New York, N. Y.; Davis Handkerchief Corp.; Parke-Edwards, Ltd.; Central Paint & Varnish Co. (Paint Mfg.); Breakers Beach Club (Cabana Club).

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Vice-President ..... Wendell J. Ashton  
Vice President..... J. Y. Tipton  
Secretary ..... Marjorie Farrell  
Space Buyer..... Esther Gook

*Radio Accounts:* Cloverleaf Dairy (Milk, Cream, Milk Products), Colville Ice Cream Co., Fisher Brewing Company, General Electric Co., Mountain Fuel Supply Co., Ogden First Federal Savings, Petty Motor, Porter-Scarpelli Macaroni Co., Purity Biscuit Company, Royal Baking Company, Sego Milk Products Co., Streater Chevrolet Co., Sweet Candy Company, Union Pacific Railroad,



Utah Oil Refining Co., Utah Power & Light Co.

*TV Accounts:* Cloverleaf Dairy, Colville Ice Cream Co., First Federal Savings, Fisher Brewing Company, General Electric Co., Mountain Fuel Supply Co., Petty Motor, Purity Biscuit Company, Royal Baking Company, Sego Milk Products Co., Sweet Candy Company, Union Pacific Railroad.

**BERT S. GITTINS ADVERTISING**

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Media Dir..... Esther Block  
Copy Dir..... Harold Nelson  
Ind. Copy Dir..... Franklin J. Beezley  
Office Mgr..... Erwin R. Holtz  
Radio & TV Dir..... Gerald L. Seaman

*Radio Accounts:* Allis-Chalmers Tractor Group. (Farm Tractors & Equipment), Milwaukee, Wis.; Group 8—Wisconsin Bankers' Assn. (Banking Service), Milwaukee, Wis.; The Page Milk Company (Evaporated Milk), Merrill, Wis.; Wm. F. Renk & Sons (Hybrid Corn), Sun Prairie, Wis.

*TV Accounts:* Allis-Chalmers Tractor Group (Farm Tractors & Equipment), Milwaukee, Wis.; Group 8—Wisconsin Bankers Assn. (Banking Service), Milwaukee, Wis.

**GLENN ADVERTISING INC.**

304 First Life Bldg., 301 E. 5th St.  
Fort Worth 2, Texas  
Phone: FA 4476  
ANPA—ABP—AAAA

President..... Ray K. Glenn  
Exec. Vice Pres..... John H. Stewart  
Vice Presidents..... Merle W. Bell,  
Ward M. Wilcox, Robert O. Holleron, Jr.,  
John W. Fraser, Jr.  
Secretary..... Edith F. Milliken

*Branch Offices*

1725 Republic National Bank Bldg., Dallas,  
Tex.

Phone: RI 6686

Executive-in-Charge..... Ward M. Wilcox  
1505 Transit Tower, San Antonio, Tex.

Phone: CA 7-2369

Executive-in-Charge... Robert O. Halleron, Jr.  
1015 Sterling Bldg., Houston, Texas

Phone: CA 4-2729

Executive-in-Charge..... John W. Fraser, Jr.  
6399 Wilshire Blvd., Los Angeles, Calif.

Phone: WE 3-9369

Executive-in-Charge..... Ray K. Glenn

*Radio Accounts:* Circle D Foods Co. (Corn Chips Prods.), Dallas; Delaware Punch Co. of America (Beverage), San Antonio; Fort Worth National Bank, Fort Worth; Fort Worth Sand & Gravel Co. (Building Materials), Fort Worth; Gebhardt Chili Powder Co. (Chili Products), San Antonio; Globe Laboratories (Veterinarian Pharmaceuticals), Fort Worth; Lone Star Brewing Co., San Antonio; Republic National Bank, Dallas;

Waples-Platter Co. (Food Products), Fort Worth; Texas & Pacific Railway (Transportation), Dallas; Texas Industries (Building Products), Dallas.

*TV Accounts:* Circle D Foods Co. (Corn Chip Products), Dallas; Delaware Punch Co. of America, San Antonio; Fort Worth National Bank, Fort Worth; Fort Worth Sand & Gravel Co. (Building Products), Fort Worth; Lone Star Brewing Co., San Antonio; Republic National Bank; Dallas; Texas & Pacific Railway, Dallas; Texas Industries, Inc. (Building Materials), Dallas.

**GOODKIND, JOICE & MORGAN, INC.**

919 North Michigan Ave., Chicago 11, Ill.  
Phone: Superior 7-6746

AAAA—ANPA—ABP—APA—PPA—NBP  
President..... Clyde M. Joice  
Treas. & Copy Chief..... Garrick M. Taylor  
Secy. & Media Dir... Florence A. Neighbors  
Prod. Mgr..... J. Alden Joice  
Vice President..... Henry Nathan

*Radio Accounts:* Planters Nut & Chocolate Co., Goldenrod Ice Cream Co., Planters Edible Oil Co., The Illinois Canning Co., C. H. Runciman Co., Lowell, Mich.

*TV Accounts:* Goldenrod Ice Cream Co. (Ice Cream), Chicago, Ill.; The Illinois Canning Co.; C. H. Runciman Co., Lowell, Mich.; Planters Edible Oil Co., Wilkes-Barre, Pa.

**GOTHAM-VLADIMIR ADVERTISING, INC.**

2 W. 46th St., New York 36, N. Y.  
Phone: JUDSON 2-2880  
ABP—AEA—ANPA—AAAA

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Chmn. Exec. Comm... Duncan D. Sutphen, Jr.  
President..... Irwin A. Vladimir  
Exec. V.P. & Treas..... Arthur A. Kron  
Vice-Presidents..... Robert F. Kendall,

Arthur F. Connolly, Daniel C. Kauffherr,  
Richard H. Hobbs, C. G. Rourke, Joseph T. Sloane, M. Craig Spitz, Evelyn Ringrose  
Radio, TV Plans Dir..... Andrew Vladimir  
Secretary..... Chester A. Priest  
Dir. Radio & Television... Arthur A. Kron  
Dir. Pub. Relations..... Kay Barton

*Radio Accounts:* Lutheran Laymen's League (Lutheran Church-Missouri Synod), St. Louis, Mo.; L. A. V. (Venezuelan Airlines), New York, N. Y.; Japan Canned Crabmeat Sales Co., Tokyo.

**GRANT ADVERTISING, INC.**

919 North Michigan Ave., Chicago 11, Ill.  
Phone: Superior 7-6500

ANPA—APA—ABP—PPA—SNPA—NOAB  
President..... Will C. Grant  
Exec. V.P. Chg. Cen.

Creative Staff..... Howard A. Jones  
Vice-Presidents..... Valeria T. Feely,  
Carl M. Post, John G. Copeland

Secretary.....Mary Waller Grant  
 V.P. & Art Dir.....Loren G. Moore  
 Research Dir.....Kay Sheldon  
 Gen. Radio Dir.

(Latin Amer.).....Lloyd G. Harris  
 Media Space Buyer.....Talcott A. Jones  
 Asst. Dir. Radio-TV Media.....Fred Norman  
 Radio & TV Dir. (Chicago).....Jane Baker  
 Production Mgr.....Harry White  
 Chicago Art Dir.....Fleetwood Burt  
 Asst. Art Dir.....Albert Fischer  
 V.P. Personnel.....Donald C. Turner  
 V.P. Operations,

Int'l Div.....Andrew J. Shepard  
 Copy Group Head.....Wallace Capel  
 Acct. Executives.....Will C. Grant,  
 Howard A. Jones, W. R. Watson, Andrew  
 Shepard, T. E. Hardacre, Glen Shears, Carl  
 Post, John Edgar

#### Branch Offices

655 Madison Ave., New York 21, N. Y.  
 Phone: TE 8-9393

V.P. Chg. N. Y. Office.....Lawrence Stapleton  
 29th Floor, Guardian Bldg., Detroit 26, Mich.  
 Phone: Woodward 3-9400

Vice President.....Edward R. Grace  
 Rm. 516 Rio Grande Nat'l Life Bldg.  
 Dallas 2, Texas

Phone: Prospect 8121

V.P. Chg. Dallas Office.....David Garrett  
 Hulman Bldg., Dayton 2, Ohio  
 Phone: Michigan 9562

V.P. Chg. Dayton Office  
 & A-E.....V. P. Black  
 American Bank Bldg., Portland, Ore.  
 Phone: CA 9609

Mgr. & Acct. Exec.....John A. Giesy  
 593 Market St., San Francisco 5, Calif.  
 Phone: DO 2-0369

V.P. Chg. San Fran. Off.....J. R. Lenahan  
 Langford Bldg., Miami 32, Fla.  
 Phone: Miami 3-0773

V.P. Chg. Caribbean Oper.....John A. Dey  
 Taft Bldg., Hollywood 28, Calif.  
 Phone: HO 1-9231

V.P. Chg. Hollywood Off.....Paul L. Bradley  
*Accounts:* Airtemp Div. of Chrysler Corp.;  
 Brown & Williamson Export; Lenthric;  
 Coca Cola (Foreign), N. Y.; Colgate-Pal-  
 molive Int'l; Colgate-Palmolive Ltd.; Conti-  
 nental Life Insurance Co.; Dodge Brothers  
 Corp., Div. of Chrysler Corp.; Drake Hotel;  
 Florida Power & Light Co.; Hilton Hotel,  
 Ft. Worth; Iodent Chemical Co.; IACSA—  
 Costa Rican Airlines.

#### GRAY & ROGERS

12 South 12th St., Philadelphia 7, Pa.  
 Phone: WALnut 2-4303

ANPA—ABF—ABC—AAAA

Partner.....Jerome B. Gray  
 Partner, Radio-TV

Dept. Head.....Edmund H. Rogers  
 Partner.....Robert W. Graham  
 Partners.....Sherman G. Landers,  
 Russell K. Carter, William B. Edwards,  
 Atherton Seelye, David B. Arnold, Thelma  
 Beresin, Franklin P. Jones, Granville Wor-  
 rell, Albert R. Boehroch

Asst. Radio-TV Dept.....Walter M. Erickson  
 Production.....David E. Henderson  
 Media.....Edward Papazian

*Radio Accounts:* The M. A. Hanna Com-  
 pany (Coal), Philadelphia, Pa.; Philadel-  
 phia Saving Fund Society (Banking Ser-  
 vices), Philadelphia, Pa.; American Chemi-  
 cal Paint Co. (Plant Foods), Ambler, Pa.;  
 Associated Hospital Service of Philadelphia  
 (Blue Cross-Blue Shield), Philadelphia; Bell  
 Telephone Co. of Pa. (Services), Philadel-  
 phia; Chevrolet Dealers Assn. of Philadel-  
 phia, Philadelphia; Diamond State Tele-  
 phone Company (Services); Delaware; Fritz  
 & La Rue (Carpets), Philadelphia; Lee Tire  
 & Rubber Co. (Tires), Conshohocken;  
 Philadelphia Zone Planning Assn. (Chevro-  
 let Dealers), Philadelphia; Wilen Brothers,  
 Inc. (Wines), Philadelphia; Keystone Auto-  
 mobile Club, Philadelphia; Charles Mar-  
 chand Co. (Hair Rinses), N. Y., N. Y.;  
 Vogel-Ritt (Termite & Pest Control), Phil-  
 adelphia.

*TV Accounts:* Fidelity-Philadelphia Trust  
 Co. (Banking Services), Philadelphia, Pa.;  
 Keystone Automobile Club (Services), Phil-  
 adelphia, Pa.; Philadelphia Saving Fund So-  
 ciety (Banking Services), Philadelphia, Pa.;  
 American Chemical Paint Co. (Plant Foods),  
 Ambler, Pa.; Associated Hospital Service of  
 Philadelphia (Blue Cross-Blue Shield),  
 Philadelphia; The Bell Telephone Co. of  
 Penna. (Services), Philadelphia; Chevrolet  
 Dealers Assn. of Philadelphia; Diamond  
 State Telephone Co. (Services), Delaware;  
 Charles Marchand Company (Hair Rinses),  
 N. Y. C.; Philadelphia; Zone Planning Assn.  
 (Chevrolet Dealers), Philadelphia; Wilen  
 Brothers, Inc. (Wines), Philadelphia; Lee  
 Tire & Rubber Co. (Tires).

#### MONROE GREENTHAL CO., INC.

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

Phone: PLaza 9-8640

ANPA—APA—PPA—ABP

Pres., Treas.....Monroe W. Greenthal  
 Production Mgr.....Joseph Boggiano  
 Radio & TV Dir.....Harvey Schulman  
 V.P., Media Dir., Space Buyer.....Herb Hauser  
*Accounts:* Fabian Theatres Corp., N. Y.,  
 N. Y.; Fine Arts Theatre, N. Y.; Palladium  
 Radio Productions, Inc.; Paris & Fifth Ave.,  
 Cinema, N. Y.; Rank, J. Arthur, N. Y.; Reade,  
 Walter, Theatres, N. Y.; Rugoff & Becker  
 Theatres, N. Y.; Stanley Warner Cinerama  
 Corp., N. Y.; United Artists Corp.

#### GREY ADVERTISING AGENCY, INC.

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

Phone: PLaza 1-3500

AAAA—ABP—ANPA—APA—NOAB—PPA  
 Bd. Chrmn., Head Exec. Comm.....Lawrence  
 Valenstein

Secretary.....Norman J. J. Berger  
 President.....Arthur C. Fatt  
 Exec. V.P.....Herbert D. Strauss  
 V.P. & Radio-TV Dir.....Alfred L. Hollender  
 V.P., Acct. Supvr.....Edmond Richer  
 V.P., Mgr. Prod.....Ralph Froelich

Media Director.....Richard Bean  
V.P.'s.....D. L. Rand, Leroy Block

**Radio Accounts:** Kirsch Beverages, Inc. (Soft Drinks), Brooklyn, N. Y.; Phillips-Jones, Inc. (Van Heusen Shirts & Men's Wear), New York, N. Y.; Esquire, Inc. (Coronet Magazine); Union Pharmaceutical Corp. (Inhiston & Sanka); Anson, Inc. (Anson Men's Jewelry); Associated Products, Inc. (Deodorant Pads); Doeskin Products, Inc. (Tissues & Napkins); Mennen Co. (Mennen Baby Products, Quinsana); Radio Corp. of America (RCA Victor Records); Gruen Watch Co.; Block Drug's Poligrip & Polident; National Broadcasting Co.

**TV Accounts:** Anson, Inc. (Jewelry); Associated Products, Inc. (Deodorant Pads & Pipes); Doeskin Products, Inc. (Tissues & Napkins); Esquire, Inc. (Coronet Magazine); Kirsch Beverages, Inc. (No-Cal Soft Drinks); Krueger Brewing Company, Inc. (Beer & Ale); The Mennen Company (Quinsana Foot Powder & Mennen Baby Products); Prince Gardner (Wallets); Shwayder Bros., Inc. (Samsonite Luggage & Furniture); Campbell Soup Co. (Campbell Kids); Jean R. Graef, Inc. (Girard Perregaux Watches); Artra Cosmetics, Inc.; Mojud Co., Inc. (Hosiery); Phillips-Jones Corp.; Radio Corp. of America; Toy Manufacturers Assn.; Simplicity Pattern Co.; Gruen Watch Co.; Block Drug's Poligrip & Polident; National Broadcasting Co.; RCA Victor Records.

**GRISWOLD-ESHELMAN CO.**

1400 Terminal Tower, Cleveland 13, O.  
Phone: TOWER 1-3232

AAAA-ANPA-PPA-APA-ABP  
NOAB-ABC-SNPA

President.....Kenneth W. Akers  
Vice President.....Charles Farran  
Vice President.....E. R. Preble  
Secretary-Treas.....John F. Davis  
V.P., Media Dir.....William A. Weaver  
Dir. of Radio & TV.....Richard Woodruff

**Radio Accounts:** Fisher Bros. Co. (Retail Food Chain), Cleveland, O.; The Erie Railroad Co. (Passenger Service), Cleveland, O.; Fleet-Wing Corp. (Gasoline & Oil), Cleveland, O.; Youngstown Sheet & Tube (Steel), Youngstown, O.; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; Society for Savings (Banking Service), Cleveland; B. F. Goodrich Co. (Tire Division), Akron, Ohio; Cocksutt Farm Equipment Co., Bellevue, Ohio.

**TV Accounts:** Fisher Bros. Co. (Retail Food Chain), Cleveland; Society for Savings (Banking Service), Cleveland; Jenney Mfg. Co. (Gasoline & Oil), Boston, Mass.; The B. F. Goodrich Co. (Tires, Drugs, etc.), Akron, Ohio; Nickles Bakery.

**GROSS-HARRISON, INC.**

764 Asylum Ave., Hartford 5, Conn.  
Phone: CHapel 9-8491

Pres., Treas.....Julian Gross

V.P., Sec., Media Dir.....Harry L. Harrison  
Art Dir., Prod. Mgr.....Declan J. Powers

**ART GRUBER ASSOCIATES**

1101 East Lake St., Minneapolis 6, Minn.  
Phone: PA 1-1661

President.....Art Gruber  
Secretary.....E. M. Gruber  
Account Execs....Norman Vinitzky, Joe Beck  
Production.....Dorothy McClellan

**Radio & TV Accounts:** Authorized TV (Television Service), Minneapolis; Authorized Agency (Picture Tube Insurance), Minneapolis; Downtown Chevrolet (Automobiles), Minneapolis; Midway Ford (Automobiles), St. Paul; Thompson Construction Co. (Homes), Minneapolis; Lowry Hill Cleaners (Clothes Cleaners), Minneapolis; Old Home Creameries (Cottage Cheese, Butter), Minneapolis & Moose Lake; Sesame Lift-A-Dor (Garage Door Operators), Minneapolis. Duluth, Rochester, LaCrosse.

**GUILD, BASCOM & BONFIGLI, INC.**

130 Kearny St., San Francisco 8, Calif.  
Phone: YUKon 2-6040

Director of TV.....Courtenay Moon  
TV Creative Adviser.....Alex Anderson  
Talent Contact Director.....Dave Fulmer  
Director, TV Prod.....Robert F. LaChance

*Branch Offices*

515 Madison Ave., New York, N. Y.  
TV Comm. Dir.....Charlotte Morris  
1741 N. Ivar St., Hollywood 28, Calif.

Program Director.....George Allen  
TV Comm. Dir.....William Heath

**TV Accounts:** Ralston Purina Co.; Skippy Peanut Butter, Div. of The Best Foods; Foremost Dairies, Inc.; Regal Pale Brewing Co.; Golden State Dairies, Ltd.

**LAWRENCE C. GUMBINNER ADV. AGENCY, INC.**

655 Madison Ave., New York 21, N. Y.  
Phone: TEMpleton 8-1717

ABP-ANPA-APA-PPA-ABC-NOAB

Chairman.....Lawrence C. Gumbinner  
President.....Milton Goodman  
Secy. & Radio Dir.....Paul G. Gumbinner  
Exec. V.P.....Morton Freund  
Associate Counsel.....L. S. Goldsmith  
VP in Chg Prod.....Herman Kornblum  
Art Directors.....Stuart Campbell, Hershel Bramson

Act. Executives.....Graeme Macleod, Estelle Farman, Muriel C. Hahn, Robert Lurie, Sy Ethan

**Accounts:** American Tobacco Co. (Roi-Tan Cigars, Half & Half Smoking Tobacco); Dunhill, Alfred of London, Inc., New York, N. Y.; Heublein, G. F. & Bro., Inc., Hartford, Conn. (Smirnoff Vodka, Bell's Scotch); London Character Shoes, New York, N. Y.; S. A. Schonbrunn Company, Inc., New York, N. Y. (Savarin Coffee).

**GUNN-MEARS ADVERTISING AGENCY CORP.**

Times Tower, N. Y. 36, N. Y.  
Phone: BRyant 9-2900  
ANPA—APA

President.....William P. Gunn  
V.P.'s....George J. Walsh, John J. Crimmins  
Secy & Treas.....Virginia Mears  
Business Mgr.....Fred F. Fields  
Art Dir.....Sidney Nemirov  
Production Mgr.....Louis Fillipo  
Acct. Executives.....William P. Gunn,  
George J. Walsh, John J. Crimmins, John  
A. Finneran, Dennis Sullivan, Sadye Curtis,  
Fred F. Fields

*Accounts:* Adlee Furniture; Dobbs Truss Co.; Executive Job Counselors; Garrett F. C. Co., Inc.; Gloria Figure Co.; Greater N. Y. Conference; Inter-County Title Guaranty and Mortgage Co.; Jenkins-Gibson & Co.; N. Y. University Press; Northern Feather Works Co.; Industrial Electronics Corp.; Pinnacle Products Corp.; Popular Priced Resorts Assn.; Romweber Furniture Co.; Shawnee Press; Waring, Fred, Enterprises; Wolfe, William P., Organization; Stephen Wise Free Synagogue; Zophar Mills, Inc.

**JOHN L. HALPIN ADVERTISING**

207 State St., Schenectady 5, N. Y.  
Phone: Schenectady 2-0492

Partners..John L. Halpin, Marion G. Halpin  
Copy Chief.....S. P. Levine  
*Radio Accounts:* Mohawk National Bank, Schenectady, N. Y.; Cobleskill Agricultural Society, Cobleskill, N. Y.; Alvord Glove Co., Mayfield, N. Y.

*TV Accounts:* Cobleskill Agricultural Soc., Cobleskill, N. Y.

**HART-CONWAY CO., INC.**

45 Exchange St., Rochester 14, N. Y.  
Phone: LOenst 3520  
ANPA—ABP

Sr. Vice-President.....Harold E. Kennedy  
Exec. Vice-President.....John Brown  
Vice President.....John P. Street  
Asst. Vice-Pres.....E. Ward Phillips  
Secretary.....John M. Nixon  
Account Executive.....John M. Sullivan  
Production Manager...James V. Mannhardt  
Comptroller.....A. L. Kearns

*Radio Accounts:* Blue Boy Dairy (Dairy Products), Rochester, N. Y.; Blue Bus Lines (Intercity Bus Lines), Batavia, N. Y.; Columbia Bkg. Svc. & Loan (Savings Bank), Rochester, N. Y.; Crescent-Puritan Laundry, Rochester, N. Y.; Genesee-Monroe Racing Assoc. (Harness Racing Track), Batavia, N. Y.; Haxton Foods, Inc. (Blue Boy Canned Foods), Oakfield, N. Y.; Levis Music Stores, Rochester, N. Y.; Qualtop Beverage Co., Inc. (Makers of Soft Drinks), Rochester, N. Y.; Security Trust Co. (Bank), Rochester, N. Y.; Standard Brewing Co. (Brewery), Rochester, N. Y.; Sheraton Hotel, Rochester, N. Y.; Boller-Clark Inc. (Insurance), Rochester,

N. Y.; Unit Parts Automobile Dist.), Rochester, N. Y.; Rochester Hospital Service (Hospitalization); Rochester & Pittsburgh Coal Co. (Blue Coal Dist.), Rochester, N. Y.; Webaco Oil Co. (Cities Service Dist.), Webster, N. Y.; Rochester Gas & Electric Co.; Rochester Telephone Co.; Monroe County Savings Bank, Rochester, N. Y.

*TV Accounts:* Blue Boy Dairy (Dairy Products), Rochester, N. Y.; Crescent-Puritan Laundry, Rochester, N. Y.; Genesee-Monroe Racing Assoc. (Harness Racing Track), Batavia, N. Y.; Haxton Foods, Inc. (Blue Boy Canned Foods), Oakfield, N. Y.; Levis Music Stores, Rochester, N. Y.; Qualtop Beverage Co., Inc. (Makers of Soft Drinks), Rochester, N. Y.; Rochester Gas & Elec. Corp., Rochester, N. Y.; Security Trust Co. (Bank), Rochester, N. Y.; Standard Brewing Co. (Brewery), Rochester, N. Y.; Columbia Banking Saving & Loan (Savings Bank), Rochester, New York; Webaco Oil Co., Webster, N. Y. Rochester Hospital Service (Hospitalization), Rochester, N. Y.; Monroe County Savings Bank, Rochester, N. Y.

*Estimated Radio & TV Billings:* \$232,000.00.

**GEORGE H. HARTMAN CO.**

307 N. Michigan Ave., Chicago 1, Ill.  
Phone: STate 2-0055

ABP—ANPA—APA—NOAB—PPA—NBP  
President.....George H. Hartman  
Vice-Presidents.....Rowland Laughlin,  
Alfred Fester, John Holloway, Thomas Kivlan

Secretary-Treasurer.....Frank R. Hartman  
*Radio-TV Accounts:* Chicago Tribune (Newspaper), Hartz Mountain Products (Bird Food), New York, N. Y.; Neumode Hosiery Co. (Hosiery), Sawyer Biscuit Co. (Crackers & Cookies), Chicago; Manchester Biscuit Co. (Crackers & Cookies), Fargo, No. Dak. & Sioux Falls, So. Dak.; Hekman Biscuit Co. (Crackers & Cookies), Grand Rapids, Mich.

**F. H. HAYHURST COMPANY LIMITED**

7 King St. E., Toronto, Ontario, Canada  
Phone: EMpire 6-0731

President.....W. P. Hayhurst  
Vice-President.....Geo. F. Hayhurst  
V.P.....H. W. E. Pepler  
V.P.....N. L. Drynan  
Director.....D. J. Leonard  
Radio-TV Director.....R. D. Amos  
Asst. Dir.....C. M. Harrison  
Timebuyer.....M. Goletz  
Radio Prod.....S. Hannah

*Branch Office*

1510 Drummond St., Montreal, Que.  
Phone: HARbour 0131

Fr. Radio Sup.....Marcel Dubuc  
Manager.....J. B. Leupold



**Radio Accounts:** Bromo-Seltzer Ltd. (Bromo-Seltzer), Toronto, Ont.; Purity Flour Mills Ltd. (Purity Flour, Purity Oats & Cake Mix), Toronto, Ont.; Canadian Cannery Limited (Soups, Baby Food), Hamilton, Ont.; Acousticon (Hearing Aids), Toronto; Procter & Gamble Ltd. (Camay Soap); Pierce's Proprietaries Inc. (Golden Medicine Discovery); MacFeeters Creamery (Golden Bar Cheese & Honey-butter); Dack's Shoes; Elizabeth Arden; G. T. Fulford, Ltd.; The Gazette; Walter M. Lowney Co.; Scotch Anthracite Coal; Smith-Corona Canada Ltd.; The Thomas (Mobile) Ltd.; Wonder Pak, Inc.

**TV Accounts:** Acousticon (Hearing Aids), Toronto; Purity Flour Mills; Canadian Cannery Ltd. (Aylmer Soups); Procter & Gamble Ltd.; R. D. Fleck Co. Ltd. (Minibrix); Brading Breweries Ltd.; Loblaw's Ltd.; Neilsons Ltd.; St. Lawrence Starch Co. Ltd.

**HENRI HURST & McDONALD, INC.**

121 W. Wacker Drive, Chicago 1, Ill.  
Phone: FRanklin 2-9180

AAAA-ABP-ANPA-APA-PPA

Chairman of Bd. .... W. D. McDonald  
President ..... M. Zitz  
Sec.-Treas. .... W. B. Henri  
V.P., Media Director ..... Charles Pumpian  
Radio-TV Director ..... J. T. Shaw  
Radio-TV Time Buyer ..... L. R. Hall

**Radio Accounts:** International Shoe Co. (Peters Branch); Ready-to-Bake-Foods, Los Angeles, Calif.

**TV Accounts:** International Shoe Co. (Peters Branch, Vitality Shoe Co.), St. Louis, Mo.; Ready-to-Bake-Foods, Los Angeles, Calif.; Thor Corp.

**HERALD ADVERTISING AGENCY, INC.**

441 Lexington Ave., New York 17, N. Y.  
Phone: MURray Hill 7-2280

Pres., Radio Dir. .... M. J. Middleman  
V.P. & Art Dir. .... Jack Warren  
V.P. & Sec'y. .... H. M. Weiss  
Acct. Executives ..... M. J. Middleman,  
S. T. Hunter

**Accounts:** Bar-Ray Products Inc.; Barrie Weiss Inc.; Brown, Victor Undies, Inc.; Capital Cubicle Co.; Cromwell Inc.; Lackawanna Pent Mfg. Co., Inc.; Lantre Ltd.; Lightfoot Schultz Co.; Lynn Handbags, Inc.; O'Toole, Edward Co. Inc.; Radio Station WQAN, Scranton, Pa.; Scranton Times; Velvray Corp.

**AL HERR ADVERTISING AGENCY**

225 E. Michigan St., Milwaukee 2, Wis.  
Phone: Broadway 1-2710

AAAA-ABP-ANPA-APA

Pres., Acct. Exec. .... Al Herr  
Vice-President ..... John Rock  
Radio and TV Dir. .... Pat Kocian

**Radio Accounts:** Pate Oil Company (Gasoline, Lubricants, etc.), Milwaukee, Wis.; Kellers, Inc. (Beverage Distributor), Mil-

waukee, Wis.; Milwaukee Florists Assn. (Flowers), Milwaukee, Wis.; Luick Dairy Company (Dairy Products), Milwaukee, Wis.; Luick Ice Cream Company (Ice Cream), Milwaukee, Wis.; Oshkosh Brewing Co., Oshkosh, Wis.; Carpenter Baking Co. (Bread Products), Milwaukee, Wis.; Ariel, Inc. (Hair Sprays), New York, N. Y.; Acc Foods, Inc. (Restaurant & Caterers), Milwaukee, Wis.

**TV Accounts:** Pate Oil Company (Gasoline, Lubricants, etc.), Milwaukee, Wis.; Luick Dairy Company (Dairy Products), Milwaukee, Wis.; Luick Ice Cream Company (Ice Cream), Milwaukee, Wis.; Carpenter Baking Co. (Bread Products), Milwaukee, Wis.; Ariel, Inc. (Hair Sprays), New York, N. Y.; Marine National Exchange Bank, Milwaukee, Wis.; Economics Laboratory (Detergent), New York, N. Y.

**HEVENOR ADVERTISING AGENCY, INC.**

11 North Pearl St., Albany 7, N. Y.  
Phone: 5-1586

ABP-ANPA-FAAG

President ..... Horace L. Hevenor  
Vice President ..... Edward T. Loveday  
Sec'y, Asst. Treas. .... Anne M. White  
Radio-TV Dir. .... Joseph A. Farrar

**Radio Accounts:** Home Savings Bank, Albany, N. Y.; Montgomery Ward & Co., Menands, N. Y.; Pepsi Cola Albany Bottling Co., Menands, N. Y.; Saratoga Vichy Spring Co., Saratoga Springs, N. Y.; Yager-Pontiac, Inc., Albany, N. Y.; City & County Savings Bank, Albany, N. Y.

**TV Accounts:** City & County Savings Bank, Albany, N. Y.; Borden Co., Albany, N. Y.; Martinec Packing Co. (Meat Products), Scotia, N. Y.; Montgomery Ward & Co., Menands, N. Y.; Saratoga Vichy Spring Co., Saratoga Springs, N. Y.; Southern Fruit Distributors, Orlando, Fla.; Yager Pontiac, Inc., Albany, N. Y.

**HICKS & GREIST, INC.**

555 Fifth Ave., New York 17, N. Y.  
Phone: MURray Hill 7-5600

ABP-ANPA

Bd. Chairman ..... H. L. Hicks  
President ..... E. H. Greist  
Exec. Vice Pres. .... J. A. Drake  
Asst. Treas. .... M. L. Mullen  
Dir., Radio-TV ..... Theodore J. Grunewald  
Time Buyer ..... Vincent J. Darcio

**Branch Office**

3150 Wilshire Blvd., Los Angeles 5, Calif.  
V.P., Gen. Mgr. .... Robert Black  
**Calif. Accounts:** Gas Appliances, Inc.; Helms Olympic Bakeries; House for Men, Inc.; State Mutual Savings & Loan Assn.

**Radio Accounts:** Aldon Rug Mills, N. Y. C.; Blackstone Corp. (Washing Machines, Dryers, Ironers), Jamestown, N. Y.; H. C. Brill Co. (Sauces, Spanish Rice, Macaroni Dinner), Newark, N. J.; Dixie Cup Co. (Home Dispensers & Ice Cream Cups),

Easton, Pa.; Lewyt Corp. (Vacuum Cleaners), N. Y. C.; Servel, Inc. (Refrigerators, Freezers), Evansville, Ind.; Peerless Corp. (Broil-Quick Broiler-Rotisseries, Fryer-Cookers), N. Y. C.

TV Accounts: H. C. Brill Co.; Dixie Cup Co.; Lewyt Corp.; Peerless Corp.

**HILL & KNOWLTON, INC.**

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

Phone: LAckawanna 4-1420

ANPA

Chairman.....John W. Hill  
 President.....Bert C. Goss  
 Sec. & Controller.....Harry S. Cooper  
 Art Director.....M. Richard Kaufman

*Branch Office*

1000 Vermont Ave., N. W.

Washington 5, D. C.

Phone: STerling 3-0270

Vice President.....Avery McBee

**HILTON & RIGGIO, INC.**

4 West 58th St., New York 19, N. Y.

Phone: MURray Hill 8-4224

ABP—ANPA—PPA—NOAB

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 V.P. & Treas.....Louis J. Riggio  
 Vice President.....James Williamson  
 Secretary.....L. S. Hendrickson  
 Art Director.....Daniel Loizeaux  
 Creative Director.....James O. Rankin  
 Time Buyer.....Maria Carayas  
 Space Buyer.....Ed Luke  
 Production Manager.....John Garabrandt  
 Acct. Executives.....Louis J. Riggio,  
 James Williamson, John S. Kirk, Joseph  
 P. Quin, Jr., Robert Fine

Accounts: Bjelland, Chr., Co., Inc., New York City; Bovril Co. of America, Inc. (Beef Extract), New York City; Chess, Mary, Inc. (Cosmetics), New York City; Childs Company, Long Island City, N. Y.; Coca-Cola Bottling Co. of New York, Inc., New York City; Colonial Airlines, New York City; Emerol Mfg. Co., Inc. (Marvel Mystery Oil), New York City; Everywomen's Magazine, New York City; National Paper Corp. of Pa. (Swanee Paper Products); National Yeast Corp., Belleville, N. J.; Parfums Eyan, New York City; Savoy-Plaza Hotel, New York City; Sherry, Louis, Inc., Long Island City, N. Y.; Shlirriff's Limited, Toronto, Canada; Vermont Industries of America, Inc., New York City.

**HOAG & PROVANDIE, INC.**

136 Federal St., Boston 10, Mass.

Phone: Hancock 6-8580

ABP—ANPA—APA—PPA—AAAA

President.....J. Paul Hoag  
 V.P., Gen. Mgr.....Myron Eastwood, Jr.  
 Vice-President.....Paul H. Provandie  
 Vice-President.....Langley C. Keyes  
 Production Mgr.....Bertha L. Aldrich

Accounts: Carter's Ink Co.; Deerfoot Farms Milk Co.; Diamond Spring Brewery, Inc.; General Electric Appliances Inc.; Gen-

eral Ice Cream Corp.; New England Trust Co.; Radio Station WHDH, Boston; Swift & Co.

**HOUCK & COMPANY, INC.—  
 ADVERTISING**

2013 S. Jefferson St., Roanoke 16, Va.

Phone: 2-3411

ABP—ANPA—APA—PPA—SNPA

President.....C. B. Houck  
 V.P., Radio-TV Dir.....William B. Houck  
 Secretary.....Kathryn H. Ferguson  
 Art Director.....Edwin R. Deady  
 Production Mgr.....W. Leon Mitchell

Radio Accounts: Crowgey Sausage Company (Meat Products), Kellysville, W. Va.; State-Planters Bank & Trust Co. (Financial Institution), Richmond, Va.; Florida National Bank (Financial Services), Miami, Fla.; Valleydale-Packers, Inc. (Meat Products), Salem, Va.

**BRYAN HOUSTON, INC.**

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

Phone: PLaza 7-6400

Chairman of Board.....Bryan Houston  
 President.....Wm. R. Hillenbrand  
 Exec. Vice-Pres.....Harry W. Bennett, Jr.  
 Vice-President.....Wm. C. Geoghegan  
 V.P. Dir. Mchdse.....Jesse O. Bickmore  
 V.P. Dir., Art.....Stanley Freeman  
 V.P. & Copy Dir.....Roger Purdon  
 V.P. Dir. Prod.....Samuel H. Weber  
 V.P. Dir. Research.....Frederick L. Ryner  
 V.P. Dir. Radio-TV.....Wm. B. Templeton  
 V.P. Dir. Media.....H. Dobberteen

Radio Accounts: Colgate-Palmolive Co. (Ajax, Cashmere Bouquet Soap, Chlorophyll Toothpaste, Shave Creams, Halo); Nestle Company (Nescafe Instant Coffee, Nestle Instant Coffee).

TV Accounts: Colgate-Palmolive Co. (Ajax, Cashmere Bouquet Soap, Cashmere Bouquet Hand Lotion, Cashmere Bouquet Lipstick, Chlorophyll Toothpaste, Shave Creams, Halo, Veto Cream, Veto Spray); Nestle Company (Nestle Instant Coffee, Nescafe Instant Coffee).

**HORTON-NOYES COMPANY**

Industrial Bank Bldg.

Providence 3, R. I.

Phone: GASpee 1-2087

AAAA—ABP—ANPA

Partner.....Frederick C. Noyes  
 Partner.....C. Darrell Prutzman  
 Partner.....Carroll H. Rickard  
 Associates.....Herbert W. Gerlach,  
 William P. Meigs, Jr., A. E. Van Wagner  
 Media Buyer.....Theodore Eilenberg

Radio Accounts: Industrial Natl. Bank (Banking), Providence, R. I.; The Narragansett Electric Co. (Public Utility), Providence, R. I.; Peoples Savings Bank (Savings), Providence, R. I.; The Collins Co. (Axes, Machetes & other edge tools), Collinsville,

Comm.; Nashua Corp., (Paper Packaging), Nashua, N. H.  
*TV Accounts:* Industrial Natl. Bank (Banking), Providence, R. I.; Westfield Mfg. Co. (Bicycles), Westfield, Mass.; Narragansett Electric Co. (Public Utility), Providence, R. I.; Peoples Savings Bank (Financial), Providence, R. I.; Dewey and Almy Chemical Co. (Food Packaging, Chemical, etc.), Cambridge, Mass.

**CHARLES W. HOYT CO., INC.**

330 Madison Ave., New York 17, N. Y.  
 Phone: Murray Hill 2-2000  
 AAAAA

President.....Everett W. Hoyt  
 Chairman of Bd.....Winthrop Hoyt  
 Vice Presidents.....A. W. Fargo,  
 John D. Lucas, R. W. Mickam, E. T. Nettleton, Richard G. Pratt  
 Secretary.....James R. Roberts  
 Treasurer.....F. J. Becker  
 V.P., Dir. Radio-TV.....W. P. Smith  
 Assistants to Mr. Smith...Thomas A. Lee, Jr., Clifford Simpson, John R. Patterson  
*Branch Office*  
 15 Lewis St., Hartford 3, Conn.  
 Phone: JA 5-6066  
 Vice-Pres. & Mgr., Hartford Office

Frank A. Whipple  
*Radio Accounts:* American Home Foods, Inc. (Geo. Washington's Instant Coffee), New York, N. Y.; Arnold Bakers, Port Chester, N. Y.; Stahl-Meyer Inc. (Meat Products), New York, N. Y.; American Molasses Co. (Grandma's Molasses), New York, N. Y.; South African Rock Lobster Assn.; Blueberry Cooperative Assn. (Tru-Blu Blueberries), New Lisbon, N. J.; KLM Royal Dutch Airlines; Brock-Hall Dairy Co., Hamden, Conn.; New York & New England Apple Inst., Kingston, N. Y.; Colgate Palmolive Co. (Kirkman Detergent), Jersey City, N. J.; Charles Gulden, Inc. (Gulden's Mustard), New York, N. Y.; Monticello Drug Co., (666 Products), Jacksonville, Fla.; Keyes Fibre Co. (Royal Chi-net Paper Plates), Waterville, Maine; Michigan Blueberry Growers Assn. (Great Lakes Blueberries), South Haven, Mich.; Chas. B. Knox Gelatine Co., Inc. (Knox Gelatine), Johnstown, N. Y.; Merck & Co., Inc., Rahway, N. J.

*TV Accounts:* American Home Foods, (Geo. Washington's Instant Coffee), New York, N. Y.; American Molasses Co. (Grandma's Molasses), New York, N. Y.; Arnold Bakers, Port Chester, N. Y.; South African Rock Lobster Assn., New York, N. Y.; Blueberry Cooperative Assn., (Tru-Blu Blueberries), New Lisbon, N. J.; Merck & Co., Inc., Rahway, N. J.; Milton Bradley Co. (Toys & Games), Springfield, Mass.; Mail Pouch Tobacco Co. (Kentucky Club Pipe Tobacco), Wheeling, W. Va.; Brazil Nut Advertising Fund, New York, N. Y.; Brock-Hall Dairy, Hamden, Conn.; Keyes Fibre Co. (Royal Chi-net Paper Plates), New York, N. Y.; Charles Gulden, Inc. (Gulden's Mustard), New York, N. Y.

**H. B. HUMPHREY, ALLEY & RICHARDS, INC.**

370 Lexington Ave., New York 17, N. Y.  
 Phone: LEXington 2-3020  
 AAAAA—ABP—ANPA

Chrm. of Board...H. Lawrence Whittemore  
 President.....Richard S. Humphrey  
 V.P., Media Dir., Secy...Harry M. Billerbeck  
 Treasurer.....Carroll L. Cheverie  
 V.P., Radio-TV Dir.....Nelson Gross  
*Branch Office*  
 1235 Statler Bldg., Boston 16, Mass.  
 Vice President.....Joseph T. Coenen

**HUTCHINS ADVERTISING CO., INC.**

42 East Ave., Rochester 4, N. Y.  
 Phone: HAmilton 1160  
 APA—ANPA—PPA—ABP—NOAB

Director.....Frank A. Hutchins  
 Director.....F. Irving Hutchins  
 President.....Frank M. Hutchins  
 Vice-Presidents.....John P. McCarthy,  
 William F. Lacey, Homer C. Scheck  
*Branch Offices*  
 3701 N. Broad St., Philadelphia 40, Pa.  
 Phone: BALDwin 3-6200

Vice-Presidents.....John R. Maxwell,  
 W. H. Maxwell  
 16-18 W. 46th St., New York 19, N. Y.  
 Phone: PLaza 7-8526  
 Vice-Presidents.....H. Pierson Mapez,  
 James Burton  
 33-35 Hayden St., Toronto, Ont., Canada  
 Phone: Kingsdale 6661

Manager.....William Bounsall  
*Radio Accounts:* E. E. Bausch & Son Co., Beaucaire, Inc., Empire State Pickling, Howe & Bassett Co., Hub Oil Co., Langie Fuel Service Inc., Lincoln Rochester Trust Co., McCurdy & Co., Music Lovers Shoppe, Philco Corp., Rittenhouse Co., Inc., E. J. Scheer, Inc., Schuler Potato Chip Co., Seranton's Book and Stationery Co., Waldert Optical Co., Inc.  
*TV Accounts:* Lincoln Rochester Trust Co., Philco Corp., Schuler Potato Chips.

**JESSOP ADVERTISING CO., INC.**

85 W. State St., Akron 8, Ohio  
 Phone: FRanklin 6-2169

President.....C. A. Jessop  
 Treasurer.....L. R. Jessop  
 Radio & TV Director.....R. Gilbert  
 Secretary.....R. D. Moss  
 Radio-TV Time Buyer.....G. J. Cobak

**DUANE JONES COMPANY, INC.**

Chanin Bldg., New York 17, N. Y.  
 Phone: PLaza 3-4848  
 ANPA—PPA—NOAB

Bd. Chrmn. Pres.....Duane Jones  
 Executive Vice Pres.....E. M. Bresett  
 Vice President.....A. M. Jones  
 Radio Time Buyer.....Mary Ryan  
*Accounts:* Chatham Health Products, Inc. (Reducing), New York, N. Y.; Giant Animals Co., Inc. (Toys), New York, N. Y.; Har-

per Products, Inc., New York, N. Y.; Pilgrim, W. H. & Co., New York, N. Y.; Rad Products, Inc., New York, N. Y.; Reducing Institute, Inc., New York, N. Y.; Remington Records, Inc., New York, N. Y.; Ritter, P. J., Co. (Canned Foods), Bridgeton, N. J.

**RALPH H. JONES COMPANY**

3100 Carew Tower, Cincinnati 2, O.  
Phone: GARfield 2300  
AAAA—NOAB—APA—PPA—NBP  
ABP—ANPA

Pres. & Treas. .... C. M. Robertson, Jr.  
Exec. Vice-Pres. .... Stanley A. Willer  
Vice-President .... James M. Nelson  
Secretary .... Elmer A. Vehr  
Space Buyer .... Maurice Oshry  
Radio-TV Director .... Ann Smith  
Radio Time Buyer .... Eula Reggin  
Radio, TV Time Buyers .... Betty Derie,  
Edna Haverkamp  
Film Buyer .... Joan Baudendistel

*Branch Office*

580 Fifth Ave., New York 36, N. Y.  
Phone: PLaza 7-4600

Manager .... W. A. Powers

**KAL, EHRlich & MERRICK, INC.**

315 Star Bldg., Washington 4, D. C.  
Phone: EXecutive 3-3700  
ANPA—ABP

President .... Norman C. Kal  
Exec. Vice-Pres. .... Harry L. Merrick  
Secretary .... Bernard R. Linkins  
V.P. in Chge. of Radio-TV .. Alvin Q. Ehrlich  
Radio-TV Dir. .... David P. Thomas  
Radio-TV Time Buyer .... Nella Manes  
Dir. Sales Pro. .... R. Edward Hotze  
Account Executives .... Joseph Weinstein,  
Alexander Charles, Wm. B. Mullett, Forest  
Entwisle, Philip Berne, Wm. Roberts, Fred-  
erick M. Harris

**KAMIN ADVERTISING CO.**

4610 South Main, Houston 2, Texas  
Phone: JACKson 6-1181  
ANPA—APA

President .... Lester Kamin  
Exec. V.P., Media Dir.,  
Time Buyer .... B. L. Blumberg  
Exec. Vice Pres. .... Jack Wyatt  
Art Dir., Prod. Mgr. .... W. R. Stevenson  
V.P., Radio, TV Dir. .... Murray Getz  
V.P., Copy Chief .... Mary Blair  
Comptroller .... Irving L. Samuels  
Acct. Executives .... Lester Kamin,  
Jack Wyatt, Rita Sullivan, Murray Getz,  
B. L. Blumberg

*Branch Office*

Kamin Adv. Agency, Austin, Texas  
Phone: RIVERSide 3685

Manager .... Jack Wyatt.  
*Accounts:* Automatic Distributing; Batel-  
stein's; Burton, A. C. Co.; Calcasieu Lumber  
Co.; Finger Furniture Co.; General Mfg.  
Co.; Gerson & Kaplan; Golden Age Beverage  
Co.; Gordon's of Texas; Houston

Chronicle; Houston K-F Co.; Krugers Jew-  
elers; Levit's Jewelry; Magnolia Paper Co.;  
Moore Bros.; Mosk's Stores for Men; Poll  
Parrot Shoes; Reader Wholesalers; San White  
Oldsmobile; Sanitary Farm Dairies Inc.;  
Shaw Jewelers of San Antonio; Shepherd's  
Cleaners; Simpson-Gillman Pontiac; South-  
west Asso.; Swearingen-Armstrong; Texas  
State Optical.

**H. W. KASTOR & SONS ADV. CO.**

75 E. Wacker Dr., Chicago 1, Ill.  
Phone: CENTral 6-5331  
ABC—ANPA—ABP—AFA

President .... A. G. Kastor  
V.P. & Gen. Mgr. .... Marvin Harms  
Vice-President .... Herman Kastor  
Vice Pres. .... John T. Urice  
V.P. & Copy Chief .... Ashley Belbin  
Radio-TV Director .... James H. West  
*Radio & TV Accounts:* Procter & Gamble  
Co. (American Family Flakes), International  
Milling Co. (Robin Hood Flour), Union  
Starch & Refining Co. (Reddi Starch),  
Orange Crush Co.

**KASTOR, FARRELL, CHESLEY & CLIFFORD, INC.**

400 Madison Ave., New York 17, N. Y.  
Phone: PLaza 1-1400  
ANPA—NOAB—PPA

Chairman .... H. Kastor Kahn  
Pres. & Treas. .... Willoughby S. Chesley  
V.P., Sec'y, Copy Chief .... C. E. J. Clifford  
V.P., Media Dir., Radio Time  
Buyer .... Jack B. Peters  
Radio, TV Dir., Talent Buyer .... H. B. Walsh  
*Radio Accounts:* Hickok Mfg. Co., Roches-  
ter, N. Y.; Pierce's Proprietaries, New York.  
*TV Account:* Hickok Mfg. Co., Rochester,  
N. Y.

**JOSEPH KATZ CO.**

10 West Chase St., Baltimore 1, Md.  
Phone: LE 9-1500  
AAAA—ABC—APB—ANPA—AFA

President .... Joseph Katz  
V.P. & Treas. .... C. M. Harrison  
V.P. & Prod. Mgr. .... Harry Kullen  
V.P. & Art Dir. .... George C. Adams  
Media Buyer .... Jean Mitchell  
Vice Presidents .... Roland Brave,  
Stanley Blumberg  
Radio-TV Dir. .... Arthur Moore  
Radio-TV Producers .... Frederick Wehr,  
Morton Salan

*Branch Office*

Amoro Bldg., 555 Fifth Ave., New York, N. Y.  
Phone: MURray Hill 7-0250

Sr. V.P. & Mgr. .... John T. McHugh  
V.P. & Radio-TV Dir. .... Robert G. Swan  
Assoc. Radio-TV Dir. .... Richard Katz  
*Radio Accounts:* American Oil Co. (Amo-  
co-Gas), New York, N. Y.; Charles Antell,  
Inc. (Charles Antell Formula 9, Shampoo,  
Hair Spray), Baltimore, Md.; Cellowax Corp.  
(Cellowax & Bluko), Baltimore; Gibbs &



Co., Inc. (Gibbs Pork & Beans, Catsup, Canned Vegetables), Baltimore; Madera Bonded Wine & Liquor Co. (Madera & Mt. Zion Wines) Baltimore; Motor Sales Co. (Plymouth-DeSoto), Baltimore; S. & N. Katz, Inc. (Jewelers), Baltimore, Md.

*TV Accounts:* American Oil Co. (Amoco-Gas), New York, N. Y.; Charles Antell, Inc. (Charles Antell Formula 9, Shampoo, Hair Spray), Baltimore; Eastern Venetian Blind Co., Baltimore; Drapery Hardware Div., Baltimore; Gibbs & Co., Inc. (Pork & Beans, Catsup, Canned Vegetables), Baltimore; Madera Bonded Wine & Liquor Co. (Madera & Mt. Zion Wines), Baltimore; Motor Sales Co. (Plymouth-DeSoto), Baltimore; S. & N. Katz, Inc. (Jewelers), Baltimore.

**HENRY J. KAUFMAN & ASSOCIATES**

1419 H St., N.W., Washington 5, D. C.  
Phone: District 7-7400  
ABP—ANPA—AFA

General Manager.....Henry J. Kaufman  
Creative Director.....Wm. F. Sigmund  
Radio Director.....Jeffrey A. Abel  
TV Director.....Robert S. Mauer  
Client Service Dir.....Alfred H. Edelson  
Art Director.....Eugene T. Hoover  
Copy Chief.....Theodore D. Mandelstam

**KEELOR & STITES CO.**

3001 Carew Tower, Cincinnati 2, Ohio  
Phone: Parkway 1310

President.....P. R. Hume  
Exec. V.P.-Treas.....J. T. Nolan, Jr.  
Secretary.....H. J. Darby  
Radio-TV Director.....A. A. Radkey

**KEILSON CO.**

117 W. 46th St., New York 36, N. Y.  
Phone: JUdson 2-1797

President.....Meyer Keilson  
Scripts & Commercials.....Janet Sternberg  
Production Manager.....Phyllis Pion

**HELEN A. KENNEDY ADVERTISING**

360 - 17th St., Oakland 12, Calif.  
Phone: TEuplebar 6-2582

Owner.....Helen A. Kennedy  
*Radio Accounts:* First Savings & Loan Association; Prudential Realty & Finance Co.; Golden West Savings & Loan Assn.; Wallpapers, Inc.

*TV Accounts:* First Savings & Loan Assn.  
*Estimated Radio & TV Billings:* \$46,400.00.

**KENYON & ECKHARDT, INC.**

247 Park Ave., New York 17, N. Y.  
Phone: MU 8-5700  
AAAA—ABP—ANPA—PPA—ABC  
NOAB—APA

(Chairman of the Bd. Thomas D'Arcy Brophy  
Chmn. Exec. Comm.....Dwight Mills  
President.....William B. Lewis  
Sr. V.P., Chr. Plan Bd.....Edwin Cox  
Sect.-Treas. & Gen. Mgr.....David C. Stewart  
Vice Presidents.....G. T. C. Fry,

William Green, Donald J. Maggini, E. W. Newson, Garth Montgomery, Howard M. Wilson, D. Coyle, G. Oswald, N. Bertels, S. Olson, R. Allewelt, R. Barker, B. Brady, W. King, R. Manoff, Anderson F. Hewitt, G. Lathrop, Leslie Munro, Budd Hennmick, Gerard J. Guarch, William Rienecke, O. Clinton Carpenter, Jr., Robert Shirey, Stephens Dietz, Clinton Wheeler, Jr., Kevin Kennedy, L. Dickson Griffith

Acct. Supervisor.....Joseph Lieb  
Art Manager.....Edward Mante  
V.P., Media Dir.....Joseph P. Braun  
V.P., Prom. Dir.....Hal Davis  
V.P., Dir. of Radio-TV.....Wickliffe W. Crider  
V.P., Dir. of Research.....G. Maxwell Ule

*Branch Offices*

645 Griswold St., Detroit 26, Mich.  
Phone: Woodward 5-0300

Vice Pres.....Don C. Miller  
620 Market St., San Francisco  
Vice Pres.....Sydney G. Walter  
80 King St. W., Toronto, Ont.  
Vice Pres.....Donald E. Smith  
Lincoln-Liberty Blvd., Phila. 7, Pa.  
Phone: RIttenhouse 6-8020  
Vice Pres.....W. N. Berech  
Equitable Bldg., Hollywood 28, Calif.  
Phone: HO: 3-2101

Mgr.....L. J. Sholty, Jr.  
805 Peachtree St. N. E., Atlanta 3, Ga.  
Phone: Vernon 0194

Mgr.....I. DeRidder  
221 N. LaSalle St., Chicago, Ill.  
Financial 6-4020

V.P., Mgr.....Walter Lawrence  
*Radio Accounts:* American Maize-Products Company (Prepared Desserts, Starches, Syrups), New York; Beech-Nut Packing Co. (Chewing Gum, Coffee, Baby Foods), Canajoharie, N. Y.; Ford Motor Co. (Institutional), Dearborn, Mich.; Hudnut Sales Co., Inc. (Beauty Preparations), New York; Lincoln-Mercury Division of Ford Motor Co. (Lincoln & Mercury Cars), Detroit, Mich.; Lincoln-Mercury Dealer Associations; Shell Oil Co. (Institutional); Schick Inc. (Electric Razors); The Mennen Co. (Men's Toiletries), Morristown, N. J.; Chase Manhattan Bank; Equitable Life Assurance Society; Radio Corp. of America (RCA Institutional Advertising); Welch Grape Juice Co.; Pepsi Cola Co.

*TV Accounts:* Same as above with the exception of Beech-Nut (no television).

**KETCHUM, MacLEOD & GROVE, INC.**

411 Seventh Ave., Pittsburgh 19, Pa.  
Phone: COurt 1-5100  
AAAA—ABP—ANPA

President.....George Ketchum  
Exec. V.P.....Robert E. Grove  
V.P., Radio-TV.....Lansing B. Lindquist  
Assoc. Radio & TV Dir.....Edgar J. Donaldson  
Radio-TV Producers.....Melvin F. Johnston,  
Donald L. Fox  
Radio & TV Timebuyer.....William B. Kroske

*Branch Offices*

Commerce Bldg., 155 E. 44th St., New York, N. Y.

*Radio Accounts:* Braun Baking Co., Pittsburgh; Alleg. County Chev. Dirs., Chevrolet Dealers, Buffalo, Baltimore, Maryland, Virginia Zones; Dairymens Cooperative Sales Assn., Pittsburgh; East Ohio Gas Co., Cleveland; Hospital Service Assn., Manufacturers Light & Heat Co., Natural Gas Companies, Peoples Natural Gas Co., Rieck Dairy Co., Vimco Macaroni Co., Westinghouse Electric Corp., Ruud Manufacturing Co., Republican Exec. Comm. of Allegheny County, all of Pittsburgh.

*Television Accounts:* Aluminum Co. of America, Braun Baking Co., Calgon, Inc., Dairymens Cooperative Sales Assn., Fidelity Trust Co., Manufacturers Light & Heat Co., Natural Gas Companies, Peoples First Nat'l. Bank & Trust Co., Peoples Natural Gas Co., Thorofare Markets, Inc., Westinghouse Electric Corp., all of Pittsburgh; East Ohio Gas Co., Cleveland.

**ABBOTT KIMBALL CO., INC.**

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

Phone: PLaza 3-9600

AAAA-ABP-ANPA

President ..... Abbott Kimball  
 V.P. & Secy.....Lawrence D. Reedy  
 Chrm. Plans Board, V.P.....H. B. LeQuatte  
 Vice Pres.....H. V. Coughlin  
 Radio-TV Time Buyer.....Miriam Traeger  
 Prod. Coordinator.....Joseph Kiebrick

*Branch Offices*

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

Phone: Mlchigan 2-0300

638 S. Van Ness St., Los Angeles 5, Cal.

Phone: DUnkirk 7-7305

Vice Presidents.....Robert Boone,  
 Hugo Scheibner  
 405 Montgomery St., San Francisco 4, Cal.  
 Phone: EXbrook 2-6275

President .....Alfred Ducato

*Radio Accounts:* Brondow Inc. (Breath O' Pine), Mt. Vernon, N. Y.; Firth Carpet Co., N. Y. C.; Beekman Tower Hotel, N. Y. C. Beekman Tower Hotel, N. Y. C.

*TV Accounts:* Norcross Inc. (Greeting Cards), N. Y. C.; Firth Carpet Co., N. Y. C.

**LEW KING PRODUCTIONS**

17 West McDowell, Phoenix, Arizona

Phone: ALpine 4-5548

President .....Lew King  
 Copy Chief, Radio-TV Dir....Jack Beveridge  
 Prod. Mgr., Publ.,

Ass'n (Home Loans); Zephyr Ventilated  
*Accounts:* Associated Dairy Products; Best Cleaners, Phoenix, Ariz.; Charter Oak Insurance Co., Phoenix; Commercial Life Insurance, Phoenix; Culver's (Music Store), Phoenix; Dairy Queen Assn., Phoenix; Johnson, Paul, Jewelers, Phoenix; Smith, Fred, Appliances, Phoenix; Stapley, O. S., Co., Phoenix; Trader's Furniture Co., Phoenix; Traders, The (Western Clothing & Misc.), Phoenix.

**KIRCHER, HELTON & COLLETT, INC.**

2600 Far Hills Ave., Dayton 9, Ohio

Phone: WAlnut 3191

AAAA-ABP-APA-PPA-NOAB

Pres., Creative Dir.....Ralf C. Kircher  
 Vice-Presidents.....James M. Hadley,  
 Norman VanZant, Watson B. Metcalfe

Treas. & Dir. Prod.....Carter B. Helton

Art Director.....L. E. Brinkman

Production Manager.....T. Gerald Moon

Secretary.....R. L. Mills

Asst. Treas.....George E. Nunn

Media Dir.....John J. Manning

Account Executives.....Ralf Kircher,  
 James M. Hadley, R. M. Collett, Watson B.  
 Metcalfe, Norman Van Zant, C. B. Helton,  
 John J. Westerman, Donald R. Lyons

Radio & TV Dir.....Donald R. Lyons

*Radio Accounts:* Gem City Bldg. & Loan Ass'n (Home Loans); Zephyr Ventilated Awning Co. (Awnings); Huffman Manufacturing Co. (Lawn Mowers, Sweepers); The Rike-Kumler Co. (Dept. Store); William Brockman & Sons, Inc. (Heating & Air Conditioning Dealer); The Univis Lens Co. (Glasses, frames & lens), all Dayton, Ohio.

*TV Accounts:* Gem City Bldg. & Loan Assn. (Home Loans); Huffman Manufacturing Co. (Lawn Mowers & Sweepers); The Rike-Kumler Co. (Dept. Store); William Brockman & Sons, Inc. (Heating & Air Conditioning); Jack M. West (Jewelers); The Univis Lens Co. (Glasses, frames & lens); Gem City Ice Cream Co., all Dayton, Ohio.

*Estimated Radio-TV Billings:* \$100,000.00.

**KIRKLAND-WHITE & SCHELL ADV.**

101 Marietta St., Atlanta 3, Ga.

Phone: LAMar 3682

APA-SNPA-ANPA-NBP

Partners.....J. A. Kirkland,  
 Frank W. White, James B. Schell

Production Manager.....T. J. Majors

*Accounts:* Radio Station WSB, WSB-TV.

**PHILIP KLEIN ADV., INC.**

226 So. 16th St., Philadelphia 2, Pa.

Phone: PENnypacker 5-7696

ANPA-APA-PPA-AAAN

Chairman .....Philip Klein

President.....Morton A. Koshland

Sec'y, Treas.....Herbert Ringold

Art Dir.....Bert Greenspan

Copy Chief.....Milton Feldman

Radio Time Buyer,

TV Dir.....Edward Felbin

Pub. Dir.....Henry Klein

Act. Executives.....Philip Klein,  
 Morton Koshland, Herbert Ringold

*Accounts:* Al-Hy Lingerie Co.; Admiral Travel Service; Alexander Young Distilling Co.; American Friends Service Committee; American Home Craft Supply Co.; Art Alliance; Atlas Import & Export Co.; Bamberger, A. J.; Buten, M., & Sons; Co.; Chaim Solomon Cemetery; Colonial Motors Inc.; Cooper Supply; Da-Zee Hosiery Co.; Distil-

lers, Warehousing Co.; Equitable Credit Co.; Fairchild & French Laboratories; Frankford Grocers; Goldban Pharnacal Co.; Gorson, George; Herbach & Rademan; Industrial Trust Co.; Jacquin, Charles, et Cie; Juntó (Adult Education School); King David Cemetery; Levering Coffee Co.; Levine, Joseph; Lionel Friedman Inc.; Luria Brothers & Co., Inc.; Millin Chemical Co.; National Mental Health Foundation, Inc.; Northeast Lincoln Mercury Co.; Oleen Shampoo Co.; Olivo Products Co.; Paper-Mate Pen Co.; Penn State Cigar Co.; Pancoast; Price, Charles Morris, School of Advertising; Professional Products Inc.; Puritan Stationery Co.; Read Drug Co.; Reed, William A. Co.; Shaffer Food Stores; Sixty-Ninth St. Businessmen's Assn.; Snellenburg, N.; Society of Industrial Realtors; Stonhard Co.; Sun Ray Drug Stores; Wirkman Emanuel; Young, Alexander.

**EDWARD KLETTER ASSOCIATES, INC.**

515 Madison Ave., New York 22, N. Y.  
Phone: PLaza 1-1990

President .....Edward Kletter  
Secy., Treas., Research  
Director .....William C. Keenan  
Office Manager .....Mannuel Kletter  
Radio & TV Dir., Talent Buyer, Don Blauhut  
Bus. Dir., Radio & TV .....Herbert Gruber  
Time Buyer .....Ruth M. Bayer  
Account Exec. ....Gerald J. Levey  
Publicity .....Ruth Hoyt  
Accounts: Federated Supply Corp., New York, N. Y.; Harrison Co., Long Island City, N. Y.; Hook Drugs, Inc., Indianapolis, Ind.; Journal of Lifetime Living Publ. Corp., New York, N. Y.; Liggett Drug Co., New York, N. Y.; Pharmaceuticals, Inc., Newark, N. J.; Serutan Co., Newark, N. J.; Sun Drug Co., Inc., Pittsburgh, Pa.; Tonell Display Co., Brooklyn, N. Y.; Tudor Publishing Co., New York; Universal Pen & Pencil Co., New York, N. Y.

**KOEHL, LANDIS & LANDAN, INC.**

17 East 45th St., New York 17, N. Y.  
Murray Hill 2-6600

ABP—ANPA—APA—NOAB—PPA

Pres. & Treas. ....Albert E. Koehl  
Vice-Pres. & Sec. ....A. A. Landis  
Vice-Presidents .....John R. Landan,  
Russell C. Rowan  
Space Buyer .....A. Lasity

*Branch Office*

National City Bank Bld., Cleveland 14, O.  
Phone: CHerry 1-1539

Vice President .....Val Nowak

**ABNER E. KOHN ADVERTISING**

15 Bond St., Great Neck, N. Y.  
Phone: GReat Neck 2-8408

Owner .....Abner E. Kohn  
TV Accounts: Sta-Trim Confections (candy), Hewlett, L. I., N. Y.

**KRUPNICK & ASSOCIATES, INC.**

520 North Grand Blvd., St. Louis 3, Mo.  
Phone: JEfferson 3-1723  
ABP—ANPA

President .....Sam Krupnick  
Exec. V.P. ....Tom Connelly  
Vice-Presidents .....Ray Armbruster,  
A. Harvey Brown  
Secretary-Treasurer .....Edgar Kluge  
Radio-TV Director .....Tom Cadden  
Radio, TF Accounts: Magic Chef, Inc.;  
Mercantile Trust Co.

**KUDNER AGENCY, INC.**

575 Madison Ave., New York 22, N. Y.  
Phone: MU 8-6700  
ABP—ANPA—APA—PPA—AAAA  
ABC—NOAB

Pres., Treas. ....J. H. S. Ellis  
Exec. Vice Pres. ....Charles R. Hook, Jr.  
Senior Vice Pres. ....Clarence Hatch, Jr.  
Sr. V.P., Copy Chief .....Shafto Dene  
Sr. V.P., Exec. Dir., Radio,  
TV .....Myron P. Kirk  
V.P. & Copy Chief .....Amedee J. Cole  
Vice President .....S. R. Kudner  
V.P., Secy. ....C. M. Rohrabough  
Asst. Secy., Controller .....H. R. Titman  
Vice Pres., Acct. Exec. ....E. J. Owens,  
Martin Rice, J. J. Cochran, J. W. Millard,  
Amedee Cole

Asst. Dir. Media (Time) .....John Marsich  
Gen. Mgr. Radio, TV Dept. ....A. W. Reibling

*Branch Offices*

New Center Bldg., Detroit, Mich.  
Phone: Trinity 5-5315

Exec-in-Charge .....John H. Sheldon  
681 Market St., San Francisco 5, Calif.  
Phone: GARfield 1-5433

Representative .....J. H. Horneli  
40 E. First St., Dayton 1, Ohio

Exec-in-Charge .....Thomas J. Pritchard  
Guaranty Bldg., 6331 Hollywood Blvd.,  
Hollywood 28, Calif.  
Phone: HOLlywood 4-2147

Exec-in-Charge .....Edgar C. Kahn  
3440 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: DUNkirk 2-1127

Exec-in-Charge .....Stephen H. Richards  
Sheraton Bldg., 711 14th St.,  
N. W., Washington 5, D. C.  
Phone: NATional 8-5506

Exec-in-Charge .....Mrs. Ida Getty  
Radio Accounts: General Motors Corp.,  
Detroit, Mich.; The Goodyear Tire & Rubber  
Co., Inc., Akron, Ohio; United States Tobacco  
Co., N. Y. C.; The Texas Co., N. Y.; Buick  
Motors Div., Flint, Mich.

TF Accounts: The Texas Co.; General  
Motors Corp.; Buick, Flint, Mich.; The Good-  
year Tire & Rubber Co., Inc.; United States  
Tobacco Co., N. Y. C.; Frigidaire Div.,  
Dayton, Ohio.

**KUFF & FELDSTEIN**

233 E. 25th St., Baltimore 18, Md.  
Phone: TUXedo 9-1485

President .....I. Harold Kuff  
Vice-President .....Harry Feldstein

Art Director.....Stan Mossman  
 Media Director.....Dorothy Schwarz  
 Accounts: Auto Clinic; Foster Bros. Mfg. Co.; Gaxton Co.; Greber Distributors, Inc.; Greenebaum, M. & Sons; Gwynn Bldg.; Hearst Radio Inc., WBAL, Baltimore, Md. Radio & TV; Heller, R. C. Co.; Hoffman Electric Co.; Lenderking Metal Products; Levenson & Klevin; Nelson & Co.; Paul Brothers Cleaner & Dyers; Penn Upholstering Co.; Schenuit Tire Co.; Southern Galvanizing Co.; Tru-Fit Clothes; Washington Lumber Co.

**KUTTNER & KUTTNER, INC.**

646 N. Michigan Ave., Chicago 11, Ill.  
 Phone: Superior 7-7940  
 ANPA

President.....Harold E. Kuttner  
 V.P., Time Buyer.....Stanley C. Kuttner  
 Vice Presidents.....Florence E. Kuttner,  
 Chester D. Kuttner, Saul S. Korshak, Mary Brown  
 Account Excers...Milton J. Klee, Paul Ricks  
 Copy Chief.....Martin Maller  
 Art Director.....Herman Schor  
 TV Director.....Norbert Leeb

*Branch Office*

New York, N. Y.  
 130 W. 57th St., New York, N. Y.  
 Phone: JUDson 6-2358

Exec-in-Chge. ....Dina Cohen  
 Radio Accounts: Douglas Lumber Co., Chicago; Sampson Company (Major appliances), Chicago; Holleb & Company (wholesale groceries), Chicago; Capitol Dairy, Chicago; Shainberg Dept. Store, Memphis, Tenn.

TV Accounts: Community Builders (home builders), Chicago; Polk Bros. (Appliance Dealer), Chicago; Capitol Dairy, Chicago.

Estimated Radio & TV Billings: \$330,000.00.

**LAKE-SPIRO-SHURMAN, INC.**

Radio Center Bldg., Memphis 3, Tenn.  
 Phone: 5-1571  
 ANPA-ABP

President .....Avron Spiro  
 Secy-Treas.....M. M. Shurman  
 Radio Time Buyers.....Mrs. L. Simmons,  
 Arthur L. Savage, Jr.  
 Production Manager.....Mrs. M. Ross  
 Publicity Director.....Al R. Capley  
 Art Director.....Leonard Crook  
 Acct. Executives.....David Davidson,  
 Mrs. L. Cunningham, Jane Zussman,  
 Courtney Shurman, Avron Spiro, Jr.

Radio Accounts: Plough Inc.; Liberty Petroleum Co., Mt. Vernon, Ill.; Kelley-Clarke Co. (Canned Salmon), Seattle; Union Planters National Bank, Memphis; Pantaze Drug Stores, Memphis; Universal Life Ins. Co., Memphis, Tenn.; Hadacol, Inc., Lafayette, La.

TV Accounts: Plough Inc., Memphis; Childs' Distr. Co. (Razor Blades), Jonesboro, Ark.

**LAMBERT & FEASLEY, INC.**

430 Park Ave., New York 22, N. Y.  
 Phone: MURray Hill 8-6464  
 ANPA-APA-PPA-NOAB

Executive V.P.....Gordon K. Seagrove  
 Sr. V.P.....Frank W. Mace  
 V.P., TV-Radio Dir.....John Bates

Radio Accounts: Phillips Petroleum Co. (Gasoline, Motor Oil), Bartlesville, Okla.; DeVilbiss Co., Drilling Specialties Co., Harrower Laboratory Inc., Hat Corporation of America, H V Laboratories Inc., Laclede Laboratories, Inc., Lambert Pharmaceutical Co., Phillips Chemical Co., Pro-Phy-Lac-Tic Brush Co., Saturday Evening Post, Tele-Prompter Corp.

**LANDSHEFT & BARBER, INC.**

2009 Liberty Bank Bldg., Buffalo 2, N. Y.  
 Phone: MO 9500  
 ABP-NOAB-APA-PPA-ANPA

President.....Henry L. Barber  
 Vice-Pres. Prod. Mgr.....E. T. Drullard  
 Secretary-Treas.....Vera H. Landsheft

Radio Accounts: Kendall Refining Company (Gasoline and Oil), Bradford, Pa.; Liberty Bank of Buffalo (Banking), Buffalo, N. Y.

TV Account: Liberty Bank of Buffalo (Banking), Buffalo, N. Y.; Kendall Refining Co. (Gasoline & Oil), Bradford, Pa.; Pearl Polishes, Inc. (Range & Refrigerator Polish), Buffalo.

**PHILIP J. LANE ADVERTISING**

1 E. 42nd St., New York 17, N. Y.  
 Phone: MURray Hill 7-5417

Owner.....Philip J. Lane  
 Radio Accounts: Royal Fashion Clothes (Men's Clothes), New York, N. Y.; Marchal Jewelers, New York, N. Y.

**LANG, FISHER & STASHOWER, INC.**

1010 Euclid Ave., Cleveland 15, O.  
 Phone: MA 1-6579  
 AAAA

President.....H. Jack Lang  
 V.P.-Treasurer.....Fred P. Stashower  
 Vice-Pres. & Sec.

Dir. Radio-TV.....Alvin B. Fisher  
 Vice President.....Martin J. Cohn  
 Manager.....John D. Cremer  
 Production Manager.....John L. Rose  
 Asst. Prod. Mgr.....Edward T. Noll  
 Chief Time Buyer &

Field Service Mgr.....Garry C. McKelvey  
 Asst. Time Buyers.....David L. Stashower,  
 Helen T. Dwyer

Radio Accounts: Burrows Bros. (Office Supply Store); Carling Brewing Co., Inc. (Black Label Beer) Cleveland Transit System, General Electric Supply Co. (Appliances); International Molded Plastics (Plastic Dinnerware, etc.); Ohio Mattress Co. (Sealy Mattresses); Pick-N-Pay Supermarkets, Inc. (Groceries); Richman Brothers Co. (Men's Clothing); Union Savings & Loan



Co., Yellow Cab Co., all Cleveland, Ohio.

*TV Accounts:* Carling Brewing Co. (Black Label Beer); Cleveland Transit System, General Electric Supply Co. (Appliances); Ohio Mattress Co. (Sealy Mattresses); Pick-N-Pay Supermarkets, Inc. (Groceries); Richman Brothers Co. (Men's Clothing), all Cleveland, Ohio.

**TATHAM-LAIRD, INC.**

64 East Jackson Blvd., Chicago 4, Ill.  
Phone: HArrison 7-3700

AAAA—ABP—ANPA—APA—NOAB—PPA  
Chairman of the Bd..... Arthur E. Tatham  
President..... J. Kenneth Laird, Jr.  
Treasurer..... Harold C. Jensen  
Asst. Treas..... Fred Winter  
Secretary..... Mary Kyak  
Copy Chief..... John H. Jameson  
Media Director..... George A. Bolas  
Asst. Media Director..... George F. Stanton  
Media Supervisors..... Paul Schlesinger.

Roy A. Boyer, John Singleton  
Print Media Managers..... Mary Rodger,  
Philip Gore, Annette Malpede  
Broadcast Media Mgrs..... Harold Bennett,  
Donald Grasse, Jack Ragel, James Zinik  
Radio, TV Dir., Comm. Prod..... Dan Ryan  
Merchandising Director..... M. J. O'Connor  
Publicity Director..... Fred Tamke  
Production Manager..... Eldon Rohrsen  
Creative Research Director..... Dr. Don Kanter  
Marketing Res. Dir..... Daniel Carmichael  
Account Supervisors..... Herb Daniels,  
R. F. Linder, Malcolm Lund, V. T. Mertz,  
C. R. Standen, D. C. Watrous

Account Managers..... C. Brewer,  
William H. Chase, Philip L. Corper, J.  
Fitzmorris, E. J. Garvey, J. W. Gill, W. J.  
McEdwards, J. P. Perry, G. E. Schaefer,  
R. J. Urban, Robert Ross

Asst. Account Manager..... M. H. Astrin  
Merchandising Managers..... C. Bovard,  
T. Casey, A. Cruttenden, Howard Gorman,  
F. Jenness, W. Leary, C. A. Mittelstadt

*Branch Offices*

595 Madison Ave., New York 22, N. Y.  
Phone: PLaza 3-7057

Execs.-in-Charge..... H. Lawrence Holcomb,  
William C. Vance

1680 Vine, Hollywood 38, Calif.  
Phone: HOLlywood 1-9228

Manager..... William N. Burch

*Accounts:* Abbott Laboratories (Sucaryl), Chicago; Armour & Co. (Ham, Bacon, Sausage Products, Canned Meats), Chicago; Fulham Brothers, Inc. (Fishsticks, Scallops, Frozen Fish), Boston; General Mills, Inc. (Answer Cake, Kix, Trix, Surechamp), Minneapolis; Parker Pen Co. (Parker "51", "21", Jotter Ball Point Pens, Liquid Lead Pencils, Desk Sets, Superrone Inks and Quink), Janesville, Wis.; Simoniz Co. (Bodyguard, HiLite, Ivalon Sponges), Chicago; C. A. Swanson & Sons (canned chicken & turkey, frozen chicken, chicken, beef and turkey pies, TV dinners, frozen fruit pies), Camden, N. J.; The Toni Co. (White Rain

Lotion Shampoo, Bobbi Pin Curl Permanent, Viv-Soft Touch Lipstick), Chicago; The Wander Co. (Ovaltine), Chicago; Wiedemann, Geo., Brewing Co. (Wiedemann's Beer), Newport, Ky.

**AL PAUL LEFTON CO., INC.**

1617 Pennsylvania Blvd., Phila. 3, Pa.  
Phone: RIttenhouse 6-1500  
ANPA—APA—NOAB—PPA

President..... Al Paul Lefton  
Vice-Pres. & Treas..... H. S. Louchheim  
Vice-Presidents..... P. Brown,  
A. Parker, J. Jensen

Space Buyer..... E. V. Righter  
TV & Radio Director..... A. R. Griffin  
*Branch Offices*

71 Vanderbilt Ave., New York 17, N. Y.  
Phone: MU 9-7470

President..... Al Paul Lefton  
Vice-Pres. & Mgr..... R. J. Herts  
435 N. Michigan Ave., Chicago, Ill.  
Phone: Superior 7-9511

Vice-Pres. & Mgr..... E. G. Foreman, Jr.  
*Radio Accounts:* Phila. Electric Co. (Light & Power), Crawford Clothes, Inc., Metropolitan Jockey Club (Jamaica Race Track), Goodman's Noodles & Macaroni, N. Y. C.; Schmidt's Beer & Ale, RCA Home Appliances & Electronics.

*TV Accounts:* Sylvan Seal Milk Co. (Milk), Metropolitan Jockey Club (Jamaica Race Track), Goodman's Noodles & Macaroni, N. Y. C.; Schmidt's Beer & Ale, Philadelphia, Pa., RCA Home Appliances & Electronics.

**LENNEN & NEWELL, INC.**

380 Madison Ave., New York 17, N. Y.  
Phone: MUrray Hill 2-5400  
ANPA—APA—PPA—AAAA—NOAB  
ABC—ABP

President..... Adolph J. Toigo  
Exec. Vice-Pres..... Thomas C. Butcher  
Sr. Vice-Pres..... Walter M. Swertfager  
Sr. V.P., Exec. Art Dir..... Hans Sauer  
Sr. V.P., Admin. Art Dir..... Richard Mancini  
Sr. V.P., Chg. Radio &

TV..... Nicholas E. Keesely  
Sr. V.P., Acct. Supvs..... Gordon D. Cates,  
Thomas H. Lane, Henry W. Lowe, L. E. Miller, C. L. Smith, Jackson Taylor

V.P., Acct. Supv..... Edward C. Simons  
V.P., Secy-Treas..... John D. Speirs  
V.P., Media Dir..... Anthony DePierro  
V.P., & Mer. Dir..... Daniel E. Shea  
Sr. V.P., Mgr. Prod. Dept..... Michael J. Madar  
V.P., Mgr. Service Dept..... Myles E. Baker  
V.P., Dir. of Research..... Christopher A. Sante  
Vice Presidents..... Daniel M. Daley, Jr.,  
Thomas P. Doughten, Stephen M. Kenyon,  
J. Kenneth White, Edward T. Knauff, Parmelee Lyman, Thomas J. Ross, Jr., William K. Ziegfeld, John D. Burke, Ruth J. Cerrone, James Hausman, John LaFarge, James K. Martindale, Gail M. Raphael, Julien Field, Edward F. Flynn, Perry F. Schofield, Suren Ermojan, James K. Maloney, William H. Weber.

V.P., Gen. Mgr., Radio &  
TV.....Francis C. Barton, Jr.  
V.P., Comm. Prod.....Anthony J. Pan  
Asst. Dir. Comm. Prod.....Sumner Lyon  
Comm. Prod. Supervisor.....Clark Agnew  
Dir. of Prog. Dev.....Fred Kilian  
Prod. & Cast. Dir.....Charles Harrell  
Dir. Mot. Pictures.....George Tompkins  
Producers.....Ira Skutch, Ernest Hartman  
Promotion.....Eva Bain  
Publicity.....Connie Ryan  
Traffic Manager.....Anne Marie Doody  
Business Mgrs.....Frank Daniel, Gene Caron  
Media Supervisors.....George Kern,  
William Smith, Charles Brocker  
Time Buyers.....Robert Widholm,  
Richard Eyman, Jeanne Jaffe

*Branch Offices*

308 N. Rodeo Drive, Beverly Hills, Calif.  
Phone: CRestview 1-7221

Vice-Pres.-Mgr.....Benjamin R. Potts  
Mgr. Pgm. Prod.....Frank Woodruff  
Mgr. Comm. Prod.....Theodore Huston  
Majestic Bldg., Rm. 503

231 W. Wisconsin Ave., Milwaukee, Wis.  
Phone: BRoadway 1-6890

Manager.....James T. Kelley  
*Radio & TV Accounts:* American Airlines,  
Bromo-Seltzer, Old Gold Cigarettes (Regular,  
King Size and Filter Kings), Muriel Cigars,  
Chiropee Mills, AD, Colgate Instant Barber  
Shave, Deodorant Beauty Bar Soap, Lustra-  
Net Lustra-Creme Shampoo, Merry, Clear-  
asil, Tiptane.

**AUSTIN C. LESCARBOURA & STAFF**

The Adshop, Croton-on-Hudson, N. Y.  
Phone: CRoton 3444

**ABP**

Senior Partner.....Austin C. Lescarboura  
Junior Partner.....Stanley A. Lescarboura  
Production.....Winifred Phillips  
Secretary.....Miriam Lescarboura  
*Radio Accounts:* Aerovox Corporation  
(Capacitors), New Bedford, Mass.; Claro-  
stat Mfg. Co., Inc. (Resistors), Allen B. Du  
Mont Labs. (Cathode-ray Tubes), Allen B.  
Du Mont Labs. (Television Transmitters),  
Allen B. Du Mont Labs. (Cathode-ray Instru-  
ments), Clifton, N. J.; Allen B. Du Mont  
Labs. (TV components), East Paterson, N. J.;  
Henry L. Crowley & Co. (Powdered Iron  
Cores and Steatite Parts), West Orange, N. J.;  
Industrial Instruments (Electrical Test In-  
struments), Jersey City, N. J.; Hudson Wire  
Company (Magnet and Bare Wires), Ossin-  
ing, N. Y.; Technical Appliance Corp. (TV  
Antennas), Sherburne, N. Y.; Sealstro Corp.  
(Teflon Insulators and Terminals), New  
Rochelle, N. Y.

**LEWIN, WILLIAMS & SAYLOR  
INCORPORATED**

130 E. 59th St., New York 22, N. Y.  
Phone: MURray Hill 8-6200

President.....A. W. Lewin  
Exec. V.P.  
and Treasurer.....Sidney Matthew Weiss

Vice Pres. & Sec'y.....Max Green  
Sr. Vice President.....Walter T. Pollock  
Sr. Vice Presidents.....Alan Green,  
Julian P. Brodrie

V.P., Art. Dir.....Donald Waterbury,  
Leslie M. Kay

V.P. in Chg. Radio-TV.....William Seth

*Branch Office*

Raymond-Commerce Bldg., Newark 2, N. J.  
Phone: MI 3-3200

V.-P., Gen. Mgr.....Leonard Newsteder  
Vice-President.....Richard N. Gulick

*Radio Accounts:* G. N. Coughlan Co., West  
Orange, N. J.; Costa Ice Cream Co., Wood-  
bridge, N. J.; Taylor Reed Corp. (Spandy),  
Glenbrook, Conn.; Hercules Chem. Co., New  
York, N. Y.

*TV Accounts:* Costa Ice Cream Co., Wood-  
bridge, N. J.; G. N. Coughlan Co. (Dehumi-  
difier, Paint Brush Cleaner), West Orange,  
N. J.; Taylor Reed Corp. (Spandy), Glen-  
brook, Conn.; Jacoby-Bender, Woodside,  
L. I., New York.

**SAVAGE-LEWIS, INC.**

1807 Lyndale Ave. So., Minneapolis 5, Minn.  
Phone: AT 6235

**ABP—ANPA—ABC—AFA**

Ch. of Board.....Addison Lewis  
President.....Erle B. Savage, Jr.  
Treasurer.....Harvey R. Kruse  
Secretary.....Wm. A. Dobson  
Radio and TV Dir.....Carroll E. Crawford  
Research and Media Dir.....Preston K. Covey  
Prod. Manager.....William A. Harty  
Copy Director.....Judd L. Meester  
Vice Presidents.....Preston K. Covey,  
Robert L. Sturgis

Art Director.....John K. Henry  
Radio-TV Director.....Carroll E. Crawford

*Radio Accounts:* G. W. Sugar (Sugar),  
Minneapolis, Minn.; Red Owl Stores (Grocer-  
ies), Hopkins, Minn.; The Farmland Co.  
(Farm Machinery), Hopkins, Minn.; Twin  
City Chevrolet Dealers (Automobiles), Min-  
neapolis, Minn.

*TV Accounts:* Red Owl Stores (Groceries),  
Hopkins, Minn.; William A. Barnes (Food  
Products), Minneapolis, Minn.; The Dayton  
Co. (General Mdse., Minneapolis, Minn.);  
The Lavis Co. (Mouthwash), Minneapolis,  
Minn.

**LILLER, NEAL & BATTLE**

810 Walton Bldg., Atlanta 3, Ga.  
Phone: Cypress 6521

AAAA—ABC—ANPA—APA—ABP—AFA  
Partner.....C. K. Liller

Partner.....William W. Neal  
Radio-TV Director.....Sarah Williams

Account Executives.....J. K. Otley, Jr.,  
G. L. Watts, H. G. Axelberg, A. E. Sharp

*Branch Office*

270 Park Ave., N. Y. 17, N. Y.  
Phone: PL 9-6120

Mgr. ....Robert Kane  
701 Security Federal Bldg., Columbia, S. C.



Phone: 44158

Mgr. ....Caldwell Withers

Radio Accounts: National NuGrape Company (NuGrape and SunCrest), Atlanta; Colonial Stores, Inc. (groceries), Atlanta; Carling Brewing Co. (Black Label Beer), Southeast Div.; Georgia Peanut (Ravo), Moultrie, Ga.; Piedmont Airlines, Winston-Salem.

TV Accounts: H. W. Lay & Company (potato chips), Atlanta; Colonial Stores, Inc. (groceries), Atlanta; Carling Brewing Co. (Black Label Beer), Southeast Div.; Georgia Peanut Co. (Ravo), Moultrie, Ga.; Bank of Georgia, Atlanta; Trust Company of Georgia, Atlanta; W. D. Alexander (GE Products), Atlanta; Piedmont Airlines; H. G. Hastings (Feeds, Plants & Gardening), Brock Candy Co., Atlanta.

LIONEL & SIMONS, INC.

5144 Hollywood Blvd., Hollywood 27, Calif. Phone: HOLLYWOOD 2-7429

President .....Lionel Fink Vice President.....J. L. Simons Secy-Treas. ....M. Fink Art Director.....M. Gershgorin

Radio Accounts: Empire Furniture Co., Los Angeles, Calif.; Allied Furniture Co., Los Angeles, Calif.; Jack Joseph & Co. (Furniture), Santa Monica, Calif.; Hudson's Jewelers, Los Angeles.

TV Accounts: CalBilt Upholstering Prods., Los Angeles; Hudson's Jewelers, Los Angeles; Empire Furniture Co., Los Angeles; Allied Furniture Co., Los Angeles.

Estimated TV & Radio Billings: \$175,000.

W. E. LONG CO.

188 W. Randolph St., Chicago 1, Ill. Phone: RAndolph 6-1606

ABP-ANPA-NOAB

President.....E. E. Hanson Vice-Pres. & Advtg. Dir.....Wm. Goodman Vice-Pres. & Dir. of Sales.....J. A. Smith Treasurer.....A. T. Downie Secretary.....H. G. Mergener Dir. of Radio & TV....Edward C. Fritz, Jr. Asst. Dir.....David R. Hayes

Radio Accounts: Amrhejn's Bakery, Inc., Springfield, Ill.; Atlanta Baking Co., Atlanta, Ga.; Mrs. Boehme's Bakery, San Angelo, Tex.; Bowman Baking Co., Albuquerque, N. M.; Borck & Stevens, Bridgeport, Conn.; Butter Krust Baking Co., Sunbury, Pa.; Carpenter Baking Co., Milwaukee, Wis.; Cotton Bros. Baking Co., Alexandria, La.; Cross Baking Co., Montpelier, Vt.; Dietzen's Bakeries, Anderson, Ind.; Fisher Baking Co., Salt Lake City; Fluhner Bakeries, Inc., Medford, Ore.; Fuchs Baking Co., So. Miami, Fla.; Gardner Baking Co., Madison, Wis.; Gase Baking Co., Saginaw, Mich.; Gunzenhauser Bakery, Lancaster, Pa.; Haller's Eagle Bakery, Inc., Altoona, Pa.; Holsum Baking

Co., Roswell, N. M.; Holsum Bakery, Ft. Wayne, Ind.; Holsum Bakers, Tampa, Fla.; Holsum Baking Co., Harlingen, Tex.; Ideal Baking Co., Tyler, Tex.; Jamestown Baking Co., Jamestown, N. Y.; Lee Baking Co., Victoria, Tex.; Master Baking Co., Mt. Vernon, Ill.; McGough Bakeries Corp., Birmingham, Ala.; Nickles Bakery, Navarre, Ohio.

TV Accounts: McGough Bakeries Corp., Birmingham; Carpenter Baking Co., Milwaukee; Fuchs Baking Co., So. Miami, Fla.; Old Homestead Bread Co., Denver, Colo.; Phoenix Holsum Bakery, Phoenix, Ariz.; Fisher Baking Co., Salt Lake City, Utah; Amrhejn's Bakery, Springfield, Ill.; Nickles Bakery, Navarre, Ohio; Haller's Eagle Bakery, Altoona, Pa.; Nissen's Bakery, Portland, Me.; Cotton Bros. Baking Co., Baton Rouge, La.; Holsum Bakers, Tampa, Fla.; Shipley Bakery, Fort Smith, Ark.; Holsum Bakery, Fort Wayne, Ind.; Gunzenhauser Bakery, Lancaster, Pa.; Mrs. Boehme's Bakery, San Angelo, Texas.

EARLE LUDGIN & CO.

121 W. Wacker Drive, Chicago 1, Ill. Phone: ANdover 3-1888

AAAA-ABP-ANPA-APA-ABC NOAB-PPA

Chairman, Treas.....Earle Ludgin President .....Vincent R. Bliss Exec. V.P., Art Dir.....John H. Willmarth V.P.'s, Acct. Exces...Montgomery McKinney, J. E. Chapman, George Rink, Ralph Whiting.

V.P., Time Media Dir.....Jane Daly

Radio Accounts: Rit Products Corp., The Best Foods, Inc., W. F. McLaughlin & Co.

TV Accounts: Jules Montener, Inc., The Best Foods, Inc., W. F. McLaughlin & Co., Rit Products Corp., (All Purpose Rit), New York, N. Y.

LYNN ORGANIZATION

15 S. Franklin St., Wilkes-Barre, Pa. Phone: VALley 2-7182-3

ABP-ANPA

Owner, Acct. Exces.....S. C. B. Lynn Radio-TV &

Media Dir.....W. P. McLaughlin Branch Office

51 E. 42nd St., New York 17, N. Y. Phone: MURray Hill 2-4048

Radio Accounts: Wise Potato Chip Co. (Potato Chips), Berwick; Quinlan Pretzel Co. (Pretzels), Reading; Purvin Dairy Co. (Milk), Wilkes-Barre, Pa.; Kingston Cake Co. (Blue Ribbon Cake), Kingston, Pa.

TV Accounts: Wise Potato Chip Co. (Potato Chips), Berwick; Quinlan Pretzel Co. (Pretzels), Reading, Pa.; Kingston Cake Co. (Blue Ribbon Cake), Kingston, Pa.

**W. D. LYON COMPANY**

303 Second Ave., Cedar Rapids, Iowa  
Phone: 4-2451

AAAA—ABP—ANPA—APA—NOAB  
NBPA—PPA

President.....W. D. Lyon  
Vice President.....R. B. Creswell  
Acct. Execs.....R. P. Zirbel, R. H. Schubert  
Media Dir.....R. P. Ames  
Radio & Time Buyer.....Eileen Burns

*Branch Office*

373 Orpheum Electric Bldg., Sioux City, Ia.  
Phone: 8-5545

Manager.....H. Don Carlos  
Acct. Exec.....Louis G. Roley

*Radio Accounts:* Century Engineering Corp., Heating Div.; Cedar Rapids, Iowa; Collins Radio Co. (Electronic Equip.) Cedar Rapids, Iowa; Crescent Electric Sup. (Appl. Wholesaler), Dubuque, Iowa; Mississippi Valley Grain & Feed Co. (Kent Feeds), Muscatine, Iowa; Potosi Brewing Co., Potosi, Wis.; Rockford Brick & Tile Co. (Tile Products), Rockford, Iowa; United-Hagie Hybrids, Inc. (Hybrid Seed Corn), Des Moines, Iowa; Slagle Lumber Co., Alton, Iowa; Wells Blue Bunny (Ice Cream), Sioux City, Iowa.

*TV Accounts:* Cownie Willeges (Furs), Sioux City, Iowa; Johnson Biscuit Co. (Cookies), Sioux City, Iowa; Tolerton & Warfield Co. (Food Line), Sioux City, Iowa; Home Town Dairies (Dairy Products), Iowa City, Iowa; Iowa Dairy Industry Commission, Des Moines, Iowa; The Killian Co. (Clothing), Cedar Rapids, Iowa; Turner Mortuary, Cedar Rapids, Iowa; Whink Products, Inc., Eldora, Iowa.

**MacFARLAND, AVEYARD & CO.**

333 N. Michigan Ave., Chicago 1, Ill.  
Phone: RAndolph 6-9360

ANPA—ABP—AAAA

Chairman.....Hays McFarland  
President.....A. E. Aveyard  
Exec. V.P., Gen. Mgr.....Allen B. Dicus  
V.P., Copy Chief.....G. F. Drake  
Vice-Pres.....W. C. Power, David W. Stotter  
V.P., Art Dir.....Rom. Z. Rigotti  
Research Director.....Robert Allrich  
Media Director.....A. S. Trude, Jr.  
Radio-TV Dir.....J. C. Shelby

Prod. Mgr.....W. E. Christopher  
*Radio Accounts:* Stewart-Warner Corp., Alemite Corp., Chicago, Ill.; Drewrys Ltd., U. S. A. Inc. (Beer); Heidelberg Brewing Co.

*TV Accounts:* Drewrys Ltd., U. S. A. Inc. (Beer & Ale), South Bend, Ind.; Stewart-Warner Corp., Alemite Division, Chicago, Ill.; Heidelberg Brewing Co. (Beer & Ale), Tacoma; Standard Knitting Mills (Health-knit), Knoxville.

**MacLAREN ADVERTISING CO. LTD.**

111 Richmond St., West, Toronto, Ontario  
Phone: EMpire 4-0321

President.....E. V. Rechnitzer  
Sr. V.P., Mng. Dir.....James Ferres

Vice Presidents.....C. E. Brown, F. P. Gill,  
W. F. Harrison, Scott Stockwell

Treas. & Dir.....M. D. MacMahon  
Mgr. Media.....D. C. Linton  
Mgr. Creative.....G. G. Sinclair  
Mgr. Radio-TV.....F. Hugh Horler  
Asst. Mgrs.....G. M. Elliott, H. E. Hough  
Time Buyer.....Mary Moran  
Traffic Mgr.....Kay Dale  
TV Film.....W. O. Crampton

*Branch Offices*

410 Dominion Sq. Bldg., Montreal, Quebec  
Phone: UNiversity 6-9751

Vice Pres.....F. P. Gill  
911 Electric Railway Chambers

*Winnipeg, Manitoba*

Phone: 92-6321

Manager.....E. P. Thomson  
1240 West Pender St., Vancouver, B. C.

Phone: Marine 6268

Manager.....W. D. M. Patterson  
Journal Bldg., 237 Queen St., Ottawa, Ont.  
Phone: 5-4301

Vice Pres.....W. F. Harrison  
*Radio & TV Accounts:* Aluminum Goods Ltd., Bank of Canada, British & American Motors (Canada) Ltd., Broadhurst Lee Co., Ltd., Bulova Watch Co., Canada Dry Limited, Canada Paint Co., Ltd., Canadian Bank of Commerce, Canadian General Electric Co., Canadian Red Cross, Capilano Brewery, Ltd., Christie Brown Ltd., Dept. of National Defence, Dominion Rubber Co. Ltd., General Motors of Canada, H. J. Heinz Co. of Canada, Ltd., Home Oil Distributors, Imperial Oil Ltd., Javex Co., Ltd., Lake of the Woods Milling Co., Lever Brothers Ltd., W. H. Malkin & Co., Ltd., Martin-Senour Co., Ltd., Mutual Life Assurance Co. of Canada, Nabisco Foods Ltd., Nalley's Ltd., O'Ceard Co. of Canada, Sherwin Williams Co. of Canada Ltd., Standard Brands Ltd., Torkett Ltd., Henry K. Wampole & Co., Ltd., Zero Manufacturing Co., Ltd.

**MacMANUS, JOHN & ADAMS, INC.**

Bloomfield Hills, Mich.

Phone: MIDwest 6-1009

ANPA—AAAA—ABC—NOAB—PPA

AFA

Chairman.....James R. Adams  
President.....Ernest A. Jones  
Oper. Comm. Hd.....John R. MacManus  
V.P., Asst. to Chmn.....Frank T. Skinner  
Vice Presidents.....Charles F. Adams,  
Robert L. Garrison, Armin Seiffert, William J. Whiting  
Secy., Sr. Financial Officer.....Leo A. Hillebrand  
General Manager.....Fred J. Hatch  
Asst. to Pres.....Harvey G. Luce  
V.P., Media Dir.....Elmer W. Froehlich  
Radio Time Buyer.....C. N. Campbell  
V.P., Dir. of TV.....Henry G. Fownes, Jr.  
V.P., Dir. of Art.....Glenn J. Frost

*Branch Office*

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

Phone: PL 9-3221

Vice Pres.....Henry G. Fownes, Jr.  
1010 St. Paul St., Baltimore 2, Md.



Phone: LE 1557  
 Manager.....Charles H. Howson  
 1517 Alfred I. duPont Bldg., Miami, Fla.  
 Phone: 82-4485  
 Vice Pres.....Kenyon M. Lee  
 6399 Wilshire Blvd., Los Angeles 48, Calif.  
 Phone: WE 3-9569  
 Manager.....Jack R. Holmes  
 737 N. Michigan Ave., Chicago 11, Ill.  
 Phone: SU 7-6334  
 Manager.....Raymond M. Neyhart  
 MacManus, John & Adams, of Canada, Ltd.  
 600 University Ave., Toronto 2, Ont.  
 Phone: EM 8-8317  
 Manager.....Leslie S. McMahon  
*Radio Accounts:* Pontiac Motor Division,  
 Pontiac, Mich.; Cadillac Motor Division,  
 Dearborn, Mich.; Ferry-Morse Seed Co., De-  
 troit, Mich.; Dow Chemical Co., Midland,  
 Mich.; Gerrity-Michigan Corp., Adrian,  
 Mich.; Cumberland Brewing Co., Cumber-  
 land, Md.; E. F. Drew Co., New York, N. Y.  
*TV Accounts:* Pontiac Motor Div., Pontiac,  
 Mich.; Cadillac Motor Car Div., Detroit,  
 Mich.; Ferry-Morse Seed Co., Detroit, Mich.;  
 Dow Chemical Co., Midland, Mich.; Cumber-  
 land Brewing Co., Cumberland, Md.; E. F.  
 Drew Co., New York, N. Y.  
*Estimated Radio & TV Billings:* \$8,600-  
 000.00.

**DAVID J. MAHONEY, INC.**

261 Madison Ave., New York 16, N. Y.  
 Phone: OX 7-0480  
 President, Treas.....David J. Mahoney  
 Exec. Vice Pres.....George C. Neumann  
 Vice Pres., Acct. Exec.....Cal J. McCarthy, Jr.  
 Vice Pres., Creative Dir.....David B. McCall  
 Sec., Personnel Dir.....Winifred J. Kemp  
 Media Director,  
 Time Buyer.....Roger C. Bumstead  
 Art Director.....Alexander Tosea  
 Production Manager.....John O. Doern  
 Research Director.....Harriet Hengge  
 Comptroller.....John Harrison  
*Branch Office*  
 560 1/2 Hollywood Blvd., Hollywood, Calif.  
 Phone HO 3-6979  
 Manager.....George Laws  
*Radio Accounts:* Garrett & Co. (Virginia  
 Dare Wines), New York City; White Rock  
 Corporation (White Rock Beverages),  
 Brooklyn, N. Y.; Good Humor Corp. (Ice  
 Creams), New York City; S. B. Thomas,  
 Inc. (Thomas' Specialty Baked Pds.), New  
 York City; S. A. Schonbrunn & Co. (Meda-  
 glia D'Oro Coffee), New York, N. Y.; Ceri-  
 belli & Co. (Brioschi Anti-Acid), Fairlawn,  
 N. J.; Rembrandt Tobacco Corp. (Regent  
 Cigarettes), Brightwaters, N. Y.; John Hud-  
 son Moore Div. (Sportsman's Grooming  
 Essentials), New York, N. Y.  
*TV Accounts:* White Rock Corporation  
 (White Rock Carbonated Beverages), New  
 York, N. Y.; Good Humor Corporation  
 (Frozen Desserts), New York, N. Y.; Nox-  
 zema Chemical Co. (Shaving Products),  
 Baltimore, Md.; S. B. Thomas, Inc. (Spe-  
 cially Baked Pds.), New York, N. Y.

**MALCOLM-HOWARD  
 ADV. AGENCY**

203 N. Wabash, Chicago 1, Ill.  
 Phone: Andover 3-0022  
 ABP-ANPA-PPA  
 Owner.....Arthur M. Holland  
 Art Director.....Arthur Anderle  
 Copy Chief.....William Bent  
 Radio-Time Buyer.....Evelyn Burke  
 Publicity Director.....Eric Kruh  
 Radio-TV Dept.....Alden Richman.  
 Dale Korinik  
*Radio Accounts:* Hollands (jewelry), Chi-  
 cago; Roller Derby, N. Y. C.  
*TV Accounts:* Ambrosia Brewing, Chi-  
 cago; Harry Alter Co. (Crosley appl.), Chi-  
 cago; Courtesy Motors, Chicago; Mages  
 Sporting Goods, Chicago; Leo Rose Co.  
 (clothing), Chicago; Rubin's (apparel), Chi-  
 cago; Holland, Inc. (jewelry), Chicago; As-  
 sociated Hospital Service, Chicago; Roller  
 Derby, Chicago; Sun-Times (newspaper),  
 Chicago; Stiffel Lamp Co., Chicago.

**J. GORDON MANCHESTER,  
 ADVERTISING, INC.**

1726 Pennsylvania Ave., N.W.,  
 Washington, D. C.  
 Phone: ME 8-0060  
 President.....J. G. Manchester  
 Vice Pres., Art Dir.....Richard P. Ehst  
 Radio-TV Dir.....Richard T. Williams  
 Pres. Asst.....Murray A. Piatok  
*Radio Accounts:* American Sta-Dri Co.  
 (Paint), Brentwood, Md.; Rockingham Pou-  
 ltry Marketing Coop., Inc., Broadway, Va.;  
 Safeway Stores, Inc. (Groceries), Washing-  
 ton, D. C.; C. F. Sauer Co. (Mavonnaise, Spi-  
 ces), Richmond, Va.; Woodfield Fish & Oyster  
 Co., Galesville, Md.  
*TV Accounts:* American Sta-Dri Co. (Ma-  
 sonry Paint), Brentwood, Md.; Rockingham  
 Poultry Marketing Coop., Inc., (Poultry, Dog  
 Food), Broadway, Va.; Capitol Frito Co.,  
 Bethesda, Md.; W. S. Pope & Sons, (Cheese),  
 Philadelphia, Pa.; National Fruit Product  
 Co., Inc., (Applesauce), Winchester, Va.;  
 Safeway Stores, Inc. (Groceries), Wash-  
 ington, D. C.; C. F. Sauer Co. (Mavonnaise),  
 Richmond, Va.; Woodfield Fish & Oyster Co.,  
 Galesville, Md.

**MANHATTAN ADVERTISING  
 AGENCY**

515 Madison Ave., New York 22, N. Y.  
 Phone: MU 8-8135  
 Partners.....John M. A. Muller,  
 Maria Muller Sismondo  
*Accounts:* Bisleri Co. Inc.; Charles Krug;  
 Locatelli Inc.; Motta, Inc.; Ossola, J. & Co.;  
 Riverbank Wine Co. Inc.

**MARKS-AIKEN COMPANY, INC.**

33 West 46th St., New York 36, N. Y.  
 Phone: PLaza 7-3885  
 ABP  
 Pres. & Treas., Copy Chief, Lawrence Marks  
 V.P. & Secy., Media Dir., Sigmund C. Aiken

Production Mgr.....Ira Bernstein  
 Art Directors.....Marvin Macnow,

**ROBERT M. MARKS & COMPANY, INC.**

32 East 57th St., New York 22, N. Y.  
 Phone: PLaza 3-5924  
 ABP—ANPA

Pres. & Secy.....Robert M. Marks  
 Media Dir.....D. Scherer  
 Prod. Mgr.....A. P. Lawsky  
 Art Dir.....Jerome Kaufman  
 Radio-TV Cons.....Sidney Walton  
 Research Dir.....Werner Lob  
 Pub. & P. R. Cons.....Arthur Pine  
*Radio Accounts:* Peerless Products Co. (Hair Preparations), Jersey City, N. J.; National Shirt Shops, Inc. (Men's Furnishings Chain), N. Y., N. Y.  
*TV Accounts:* Swank, Inc., (Men's Jewelry and Accessories), N. Y., N. Y.

**J. M. MATHES, INC.**

260 Madison Ave., New York 16, N. Y.  
 Phone: LExington 2-7450  
 ABP—ANPA—APA—PPA—ABC

President.....J. M. Mathes  
 Treasurer.....A. E. Cox  
 Secretary.....Carle E. Rollins  
 Vice-Pres. & Dir.....Wilfred S. King.  
 W. T. Okie, Lester J. Loh, O. L. Tinklepaugh, Jan Meyer  
 Vice Presidents.....Thomas McCauley, David Gibson, Harvey Rohde, William Brayton, James Sawyer  
 Director of Radio & TV.....Read H. Wight  
 V.P., Publ. Dir.....Arthur Monroe  
 V.P., Media Dir.....Douglas Hathaway  
*Radio Accounts:* Pure Food Co., Inc. (Herb-Ox Bouillon Cubes-Westchester Chicken), Mamaroneck, N. Y.; Canada Dry Ginger Ale, Inc., N. Y. C.; Brown Co. (Paper Products), Berlin, N. H.  
*TV Accounts:* Houbigant Sales Corp. (Body Tone), N. Y. C.; Northam Warren Corporation (Cutex, Odo-Ro-No), Stamford, Conn.; Luden's, Inc. (Fifth Avenue Candy Bar, Cough Drops), Reading, Pa.; Canada Dry Ginger Ale, Inc., N. Y. C.; International Tel. & Tel., Emmental Cheese Corp. (Swissette Gruyere Cheese), N. Y., N. Y.

**MATHISSON & ASSOCIATES, INC.**

411 E. Mason St., Milwaukee 2, Wis.  
 Phone: BRoadway 6-7181  
 ABP—ANPA—AFA—NOAB

President.....C. A. Mathisson  
 Vice-Pres.....Edward G. Ball  
 Bdest. Media Dir.....J. E. Severson  
 Time Buyer.....Robert Geary  
 Exec. Adm.....Walt E. Krueger  
 Sec.-Treas.....Ralph W. Henkel  
*Branch Offices*  
 1065 International Bldg., Rockefeller Center, New York City  
 Phone: PLaza 7-2061  
 Chief Exec.....Ed Hinkle  
 1127 Wilshire Blvd., L. A., Calif.  
 Phone: MU 2482

Chief Exec.....Charles Smith  
*Radio & TV Accounts:* Miller Brewing Co., Clark Oil & Refining Corp., John Oster Mfg. Co., all Milwaukee.

**JOSEPH MAXFIELD CO.**

37 Weybosset St., Providence 3, R. I.  
 Phone: GASpee 1-456-4457  
 ABP—ANPA

President.....Joseph M. Finkle  
 Vice-Pres.-Treas.....Archie M. Finkle  
 Radio Director.....Elena Gemma  
 Production Mgr.....Dorothy M. Barry  
 Rad'o. TV Time Buyer.....Joseph M. Finkle

**MAXON, INC.**

2761 E. Jefferson Ave., Detroit 7, Mich.  
 Phone: LOrain 7-5710  
 ANPA—APA—PPA—ABC—NOAB—TAB  
 CCA

President.....Lou R. Maxon  
 Vice-President.....Searle Hendee  
 Treasurer.....W. I. O'Neil  
 Secretary.....G. Reginald McKiel  
 Radio & TV Dir.....E. Wilhelm  
*Branch Offices*

12 E. 53rd St., New York 22, N. Y.  
 Phone: PLaza 9-7676

Vice-Pres., Gen. Mgr.....M. F. Mahoney  
 664 N. Rush, Chicago 11, Ill.  
 Phone: WHitehall 4-1676  
 Vice President.....L. J. Sholty  
*Radio and TV Accounts:* Gillette Safety Razor Co., Boston, Mass.; Mohawk Carpet Mills, Inc., Amsterdam, N. Y.; H. J. Heinz Company (canned foods), Pittsburgh, Pa.; General Electric Co. (radio & television sets), Syracuse, N. Y.; Hotpoint, Inc. (appliances), Chicago, Ill.; Pfeiffer Brewing Co., Detroit, Mich.

**MAYERS CO., INC.**

2301 W. Third St., Los Angeles 57, Calif.  
 Phone: DUNKirk 8-2111  
 ABP—APA—NOAB—PPA—ANPA

President.....Henry Mayers  
 Vice-President.....Robert Davis  
 Treasurer.....Sophie Mayers  
 Production.....Larry Lewin  
 Media Dir., Time Buyer.....Beth Broberg  
 V.P., Sec. Radio-TV Dir.....Donald C. Johnson  
*Radio Accounts:* Pennzoil Co. (Oil & Lubricants), Sears Roebuck & Co. (Retail Department Store), Los Angeles, Calif.; Bandini Fertilizer Co., Glendale Federal Savings & Loan Association, Hoffman Candy Co.  
*TV Accounts:* Sears Roebuck & Co. (Retail Department Store); Hoffman Candy Co.; Pennzoil Co., Bandini Fertilizer Co., Case-Swayne, Southern Calif. Edison Co.

**McCANN-ERICKSON, INC.**

50 Rockefeller Plaza, New York 20, N. Y.  
 Phone: JUDson 6-3400  
 AAAA—ABP—ANPA—APA—NOAB—PPA  
 Chairman of Board.....H. K. McCann  
 Vice Chm. & Chm. of  
 Exec. Comm.....Harrison Atwood  
 President.....Marion Harper, Jr.



Exec. Vice Pres.....Emerson Foote  
 Sr. Vice Pres.....C. A. Posey  
 Sr. Vice Pres. &  
 Creative Dir.....John H. Tinker, Jr.  
 V.P. chg. Radio-TV.....George Haight  
 V.P.'s, Assoc. Radio-TV  
 Dirs...Lansing Lindquist, Ted Bergmann  
 Peter A. Caxallo, Jr.  
 Vice Pres. & Treas.....Wilbert G. Stilson  
 Vice Pres. & Compt.....Dixon R. Griswold  
 Secretary.....Kathryn H. Kelly  
 Asst. Secy.....Marjorie B. Middlebrook  
 Vice Presidents (N. Y.).....Frederick  
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 Breen, Donald G. Calhoun, Roland H.  
 Gramer, Sidney W. Dean, Jr., J. L. Deane,  
 G. B. Dearnley, Leonard F. Erikson, J. J.  
 Flanagan, H. L. Grafer, Walker R. Graham,  
 Alberta Hays, Farish A. Jenkins, Daniel  
 W. Keefe, Arthur J. Kemp, Alton Ket-  
 chum, Ralph B. Koser, Thomas P. Losee,  
 Hugh A. Mitchell, Florence A. Richards,  
 Alfred J. Roby, Jr., Margot Sherman, A. A.  
 Sommer, Wells W. Spence, R. E. Thomp-  
 son, G. Lester Williams, Jr., E. F. Wilson,  
 Fred M. Zeder, Jr., Victor M. Ratner,  
 Thomas H. Batman, W. Howard Chase, C.  
 Terence Clyne, John F. McClure, H. C.  
 Marschalk, Neal Gilliatt, Harry McMaian,  
 S. L. Meulendyke, Edward B. Noakes, D. A.  
 Packard, George B. Park, Hendrik Boo-  
 raem, Jr., Dorothy B. McCann  
 Staff V.P., Planning & Dev...Anthony Hyde  
 V.P., Mgr., N. Y. Office...Rudyard C. McKee  
 V.P., Research Dir...Donald Armstrong, Jr.  
 V.P., Chg. Media.....William C. Dekker  
*Branch Offices*  
 200 Berkeley St., Boston 16, Mass.  
 Phone: Liberty 2-7382  
 Vice Pres.-Mgr.....Watson M. Gordon  
 335 Euclid Ave., Cleveland 11, Ohio  
 Vice Pres.-Mgr.....Robert W. Dailey  
 Vice Pres.....Myron C. McDonald  
 647 Griswold St., Detroit 26, Mich.  
 Vice-President.....Richard Farricker  
 Vice President.....R. K. Edmonds  
 900 Lovett Blvd., Houston 6, Texas  
 Vice Pres. Mgr.....Joseph B. Wilkinson  
 Vice Pres.....Kern Tips  
 2006 Bryan St., Dallas 1, Texas  
 Manager.....Bill Sansing  
 318 S. Michigan Ave., Chicago 4, Ill.  
 V.P.-Mgr. Midwestern  
 Operations.....William E. Berchtold  
 Vice-Presidents.....Robert J. Brewster,  
 Frederick O. Britton, Sidney A. Wells, Wil-  
 liam Kinnaird, Howard A. Heller, Walter  
 C. Krause, Peter G. Peterson, Chester L.  
 Posey, A. W. Sherer, James G. Sherman  
 1410 Heyburn Bldg., Louisville 2, Ky.  
 Manager.....J. Mac Wynn  
 114 Sansome St., San Francisco 4, Calif.  
 Sr. V.P.-Mgr. West. Oper.....H. Q. Hawes  
 Vice-Presidents.....John M. Bridgman,  
 Albert J. Camille, Roswell H. Cochran,  
 Joseph R. Fox, Burton C. Granicher, Clar-  
 ence Hestorff, Frederick H. McCrea,  
 Phipps L. Rasmussen  
 3440 Wilshire Blvd., Los Angeles 5, Calif.  
 V.P.-Mgr.....Burt Cochran

V.P.....J. Neil Reagan  
 310 Public Service Bldg., Portland 4, Ore.  
 Manager.....T. N. Tracy  
 International Division  
 642 Fifth Ave., New York 19, N. Y.  
 Phone: JU 6-3400  
 President.....Frank K. White  
*Radio Accounts:* Advertising Committee  
 of the Norwegian Canning Industry, Ameri-  
 can Safety Razor Corp., American Trust Co.,  
 California Packing Corporation (Del Monte),  
 California Spray Chemical Corp., California  
 Wine Association, Chesebrough-Pond's, Inc.,  
 Chrysler Division, Cowles Magazines, Inc.,  
 Esso Standard Oil Co., Gray Drug Stores, Inc.,  
 Bulova Watch Company, Hampden Brewing  
 Co., Lemon Products Advisory Board, Lucky  
 Lager Brewing Company, Manufacturers  
 Trust Company, Milk Foundation, Inc., Mil-  
 not Company, National Biscuit Company,  
 Ohio Bell Telephone Co., Pacific Power &  
 Light Co., Seerk & Kade, Inc., S.O.S. Com-  
 pany, Southern California & Southern Coun-  
 ties Gas Companies, Standard Oil Company  
 (Ohio), Stegmaier Brewing Co., Swift & Com-  
 pany, Nestle Co. (Quik, Ever Ready Sweet  
 Milk Coroa, Semi-Sweet Morsels, Cookie  
 Mix, Gravy Mix, White Sauce Mix), Nennen  
 Co. (Foam Shave, Alta Shave), Lehn & Fink  
 (Lysol & Dorothy Gray Cosmetics).  
*TV Accounts:* Advertising Committee of  
 the Norwegian Canning Industry, American  
 Safety Razor Corp., American Trust Co., Bell  
 Brand Foods Ltd., California Spray Chemi-  
 cal Corp., California Wine Association,  
 Chesebrough Mfg. Co., Chrysler Corp.,  
 Chrysler Division, Cowles Magazines, Inc.,  
 Derby Foods, Inc., Gray Drug Stores, Inc.,  
 Leisey Brewing Company, Lincoln Bank &  
 Trust Co., Lucky Lager Brewing Company,  
 National City Bank of Cleveland, Ohio Bell  
 Telephone Company, Owens-Corning Fiber-  
 glas Corp., Pacific Coast Borax Co., Pacific  
 Power & Light Co., Seerk & Kade, Inc.,  
 S.O.S. Company, Southern California & South-  
 ern Counties Gas Companies, Standard Oil  
 Company (Ohio), Stegmaier Brewing Co.,  
 Swift & Company, Westinghouse Electric  
 Corporation, Nestle Co. (Quik, Ever Ready  
 Sweet Milk Coroa, Semi-Sweet Morsels,  
 Cookie Mix, Gravy Mix, White Sauce Mix),  
 Nennen Co. (Foam Shave, Alta Shave), Lehn  
 & Fink (Lysol & Dorothy Gray Cosmetics,  
 Nat'l Biscuit Co.).  
**MARSCHALK & PRATT CO.**  
*(A Division of McCann Erickson)*  
 535 Fifth Ave., New York 17, N. Y.  
 Phone: VAnderbilt 6-2022  
 ABP—ANPA—APA—PPA—ABC—AAAA  
 NOAB  
 Chairman.....H. C. Marschalk  
 President.....S. L. Meulendyke  
 Senior Vice President.....S. H. Giellerup  
 Vice Presidents.....R. H. Jones,  
 Curt A. Peterson, Wm. C. Munro, Russ  
 Johnston, W. G. Cloutier  
*Radio Account:* Esso Standard Oil Co.  
 (Petroleum), New York, N. Y.; Internation-  
 al Nickel Co. Inc.

*TV Account:* Esso Standard Oil Co. (Petroleum), New York, N. Y.; Standard Oil Co. (N. J.); Nat'l Lead Co.

**WALTER McCREERY, INC.**

9344 Wilshire Blvd., Beverly Hills, Calif.  
 Phone: CRestview 5-5333  
 AAAA—ANPA—APA—PPA  
 Chm. Bd. & Pres.....Walter K. McCreery  
 Radio-TV Dir.....Howard Flynn  
 Publicity Dir.....Tommy Thompson  
 Radio Time Buyer.....Virginia White  
*Radio-TV Accounts:* Harris & Frank (retail clothing), Los Angeles; Holiday On Ice, N. Y. C.; Ice Follies, Los Angeles; Murphy Oldsmobile, Los Angeles; Palm Desert Corp. (resort & real estate), Pan Pacific Aud, Los Angeles; So. Calif. Muffler Co. (exhaust systems), Los Angeles; San Fernando Valley Times, No. Hollywood.

**J. ROBERT MENDTE, INC.**

317 South 16th St., Philadelphia 2, Pa.  
 Phone: KINGSLEY 6-1130  
 ABP—APA—PPA  
 President.....J. Robert Mendte  
 Vice Pres.....J. W. Holland  
 Treas.....N. L. Hughes  
 Prod. Mgr.....J. E. Spillane  
 Acct. Exec.....Ronald Kincaid  
*Accounts:* Atlantic Syrup Refining Corp.; Bangor & Aroostock Railroad; Brinton, H., Co.; Delta File Works; Ellis Poultry Products, Inc.; Industrial Transmission Co.; Lehigh Spinning Co.; Lescabourra Mushroom Corp.; Plumb, Fayette R., Inc.; Pocono Mountain Inn; Radio Inventions Inc.; River-view Beach Park; Smith Davis Corp., The; Town Toast Co.; Universal Dye Works; Venice Maid Co., Inc.; Wilson Line Inc.

**GEORGE T. METCALF, COMPANY**

31 Canal St., Providence 3, R. I.  
 Phone: UN 1-2334  
 ABP  
 Pres. Treas.....George T. Metcalf  
 Exec. V.P.....Walter Hyland  
 Exec. Secy. & Gen. Mgr....She don Spence  
 Prod. Mgr.....Allan Campbell  
 Art Dir.....David Bond  
 Copy Chief.....Frank Jones  
 Acct. Exec.....Robert O. Meehan.  
 J. T. Metcalf, Jr.  
 Media Director.....George T. Metcalf  
 Radio & TV Director.....Robert O. Meehan  
*Accounts:* The James Hanley Co. (Beer & Ale), Providence, R. I.; Taunton Municipal Lighting Plant (Electricity), Taunton, Mass.; Arnold-Hoffman & Co.; Ashworth Bros., Inc.; Babbitt Steam Specialty Co.; Bently Knitting Machinery Organization, Inc.; Circular Tool Co.; Coated Textile Mills; Cold Spring Bleachery; Coto-Golf Co.; Cotrell Paper Co.; Cumberland Engineering Co.; Dixon Corp.; Eppley Laboratory, Inc.; Foster Machine Co.; Franklin Process Co.; Hero Mfg. Co.; Hobb-Mfg. Co.; Machinists Nat. Bank; Marshall & Williams Corp.; Martin-Copeland Co.; Metro-Atlantic, Inc.; Mount Hope Machinery Co.; Phalo Plastics Corp.; Premier Thread Co.;

Reliance Molded Plastics, Inc.; Riggs & Lombard, Inc.; Robbins Co.; Sargeant & Wilbur, Inc.; Sentry Co.; Synthetic Yarns, Inc.; Taunton Municipal Lighting Plant; Technic Inc.; United Wire & Supply Corp.; Universal Converting Corp.; Wardell Braiding Machine Co.; WJAR-TV, Providence; Wood, J. W. Elastic Web Co.  
*TV Accounts:* The Halco Corp. (Seal-A-Tube); James Hanley Co. (Export Beer & Hanley Ale), both Providence, R. I.

*Estimated Radio & TV Accounts:* \$32,600.00

**ARTHUR MEYERHOFF & CO.**

410 N. Michigan Ave., Chicago 11, Ill.  
 Phone: DELaware 7-7860  
 ANPA—PPA—AAAA—NOAB—APA  
 President.....Arthur E. Meyerhoff  
 Production Manager.....L. F. Schenkerhoff  
 Dir. of Radio & TV.....S. L. Novy  
 Radio Time Buyer.....Evelyn Vanderploeg  
 Space Buyer.....Mary Hauser  
 Copy Chief.....M. E. Chon  
*Branch Office*  
 759 N. Milwaukee St., Milwaukee 2, Wis.  
 Phone: BRoadway 1-3144  
 Manager .....George Grabin  
*Radio Accounts:* Chicago National League Ball Club, Illinois Meat Company, Wisconsin & Michigan SS Co., Wm. Wrigley Jr. Company, Patricia Stevens Models' Finishing School, Chicago Transit Authority.

**DAN B. MINER CO.**

304 S. Kingsley Drive, Los Angeles 5, Calif.  
 Phone: DUNkirk 8-3301  
 AAAA—ABP—ANPA ABC  
 Chairman of the Board.....Dan B. Miner  
 President.....J. C. Morse  
 Vice-Presidents.....I. M. Greer,  
 Hildred Sanders, Richard Glover, Andrew  
 Carpenter, Arthur Trask  
 Secretary-Treasurer.....M. R. Sweeney  
 V.P. in Chg. Radio & TV....Hildred Sanders  
 Asst. Radio & TV Dir....Albert B. Buffington  
 Time Buyer.....Kay Ostrander  
*Radio & TV Accounts:* American Beauty Vaccaroni; Buick Dealers Association; Bu-Tay Products, Ltd. (Rain Drops, George, Diaper Sweet); Carson Park Mutual Homes; Freeman's Cert-Fresh Foods (Fish); Tarifty Drug Stores, Inc. (Drug Store Chain); Clifton's Cafeterias; Green Spot, Inc. (Orange Drink); Interstate Bakeries Corp. (Bread); Von's Grocery Co. (Supermarket); Kerr Glass Corp. (Canning Equipment); Santa Fe Vintage (Wines); Luer Packing Co. (Meats); Mytinger & Casselberry (Nut-Lite), all Los Angeles, Calif.

**EMIL MOGUL CO., INC.**

250 W. 57th St., New York 19, N. Y.  
 Phone: JU 2-5200  
 ABP—ANPA—PPA  
 Bd. Chrmn., President.....Emil Mogul  
 Secretary-Treasurer.....Helene Mogul  
 Exec. Vice-Pres.....Charles L. Rothschild  
 Vice President.....Nat Wildman  
 Vice-Presidents.....Seth D. Tobias.



Myron A. Mahler, Rino Negri, Milton Guttenplan, Bill Jacoby, Richard Lockman  
**Production Manager**.....Al Mauro  
**Controller**.....Norman N. Cohen  
**Media & Research Dir.**.....Joel Martin  
**Space Buyer**.....Ronald Friedwald  
**Dir. Marketing & Mchc.**.....Jules Lennard  
**Bus. Mgr., Radio-TV**.....Leslie Dunier  
**Radio-TV—Prod., Dir.**.....Nat Eisenberg  
*Radio Accounts:* Barney's Clothes (Men's & Boys' Clothing), Gem Oil, Brooklyn, N. Y.; Canadian Fur Corp. (Women's Furs), New York; Ronzoni Macaroni Co., Long Island City, N. Y.; National Shoes (Children's, Women's & Men's Shoes); Knomark Mfg. Co. (Esquire Boot Polish), Brooklyn, N. Y.; Stone-Tarlow Co., Inc. (Shoes), Brockton, Mass.; Rayco Mfg. Co. (Auto Seat Covers), Paterson, N. J.; Kobrand Corp. (Imported Wines & Liquors), N. Y.; Lacomia Shoe Co., Inc. (Shoes), Lacomia, N. H.; Gradiatz-Annis & Co. (Mfrs. of Cigars), Tampa, Fla.

**CHESTER C. MORELAND CO.**

1104 Times-Star Tower, Cincinnati 2, O.  
 Phone: Parkway 1178  
 ABP—ANPA

**President, Treas.**.....Chester C. Moreland  
**Secretary**.....Walter H. Strauss  
**Vice-President**.....Carl H. Press  
**Vice-President**.....B. L. Schurman  
*Radio Accounts:* Coney Island, Inc., Coca-Cola Bottling Co., Thomas Foods, Inc.  
*TV Accounts:* Coney Island, Inc., Coca-Cola Bottling Co., Thomas Foods, Inc., Adam Wuest, Inc.

**MOREY, HUMM & JOHNSTONE, INC.**

350 Fifth Ave., New York 1, N. Y.  
 Phone: LO 4-2240  
 9 Rockefeller Plaza, New York 20, N. Y.  
 Phone: PLaza 7-8060  
 ABP—ANPA—APA—AAAA—PPA  
 NBP—NOAB

**President**.....Sylvester M. Morey  
**Exec. Vice-Pres.**.....Llewellyn B. Van Doren  
**V.P. & Mgr. Utility & Home Appliance Dept.**.....Albert W. Humm  
**V.P., Chmn. Plans Brd.**.....J. R. Warwick  
**V.P., Acct. Exec.**.....Stanley F. Ellsworth  
**V.P. & Art Dir.**.....William G. Sutton  
**Vice-Pres. & Merch. Dir.**.....Walter J. Andree  
**V.P. Chg. Fashion**.....Muriel Johnstone  
**V.P.**.....Janet Chatfield-Taylor  
**Radio & TV Dir.**.....W. L. Wernicke  
**Radio Time Buyer**.....Kathryn Shanahan  
**Vice-President**.....Janet Chatfield-Taylor  
**Research Dir.**.....Dr. Howard D. Hadley  
**Secy-Treas.**.....William G. Carmody  
**Asst. to Pres.**.....David J. Wasco  
**Media Director**.....Frank B. McElmoyl  
**Copy Chief**.....Fred C. Maine  
**Dir. of Public Rel.**.....Warren Cox  
**Director of Marketing**.....Frank J. McCullough  
**Production Manager**.....Edward H. Blohm  
*Radio Accounts:* Sinclair Refining Co., Richfield Oil Corp. of N. Y.  
*TV Accounts:* Sinclair Refining Co., New York, N. Y.; Gen. Dynamics Corp.

**RAYMOND R. MORGAN CO.**

6233 Hollywood Blvd., Hollywood 28, Calif.  
 Phone: HOLlywood 3-4194  
 ANPA

**President**.....Raymond R. Morgan  
**Exec. Vice-Pres.**.....Robert C. Temple  
**Chmn. of Board**.....Sherman K. Ellis  
**Vice-Presidents**.....Porter F. Anderson, J. Paul McKinney  
**Radio-TV Dir.**.....Ted Bliss  
**Time Buyer**.....Terri Brady

*Branch Office*

260 California St., San Francisco 11, Calif.  
 Phone: DOuglas 2-6073  
**Manager**.....Porter Anderson  
 Palmolive Bldg., Chicago 11, Ill.  
**President**.....Clyde M. Joice  
*Radio & TV Accounts:* Planters Nut Choc. Co., J. A. Folger & Co., White King Soap Co., (White King Granulated Soap), Nebi Beverage Co., Victory Parking Co. (Thoro Fed, Kal Kal dog food); Hollywood Stars Baseball Team.

**MORSE INTERNATIONAL, INC.**

122 E. 42nd St., New York 17, N. Y.  
 Phone: OXFord 7-2100

**Chairman of the Board**.....A. T. Preyer  
**President**.....J. Patterson  
**Exec. Vice-Pres. & Treas.**.....M. F. House  
**Vgr. Media Dir.**.....O. E. Christy  
**Radio, TV Time Buyer**.....R. McArdle  
**Export Media Mgr.**.....Aurora Blando  
**Dir. of Radio-TV Prod.**.....L. Waddington  
**Group Prod. Mgrs.**.....W. W. Williams, C. Wright, D. Wheatley  
**Sr. Art Director**.....E. P. Ellis  
**Group Art Directors**.....P. Zangas, J. Caruso, R. Urias  
**Art Studio Dir.**.....C. Scimecca  
**Account Executives**.....Reg Coghlan, E. R. Korth, F. Neumeister, E. J. Rowland, Rolt Smith  
*Radio and TV Accounts:* Vick Chemical Co. (Vick Products), The Sofskin Co. (Sofskin Hand Cream), Prince Matchabelli, Inc., Alfred D. McKelvy Co. (Seaforth Men's Toiletries).

**MOSER & COTINS, INC.**

10 Hopper St., Utica 3, N. Y.  
 Phone: 3-7544

**Pres. & Treas.**.....Arthur S. Cotins  
**Asst. to President**.....Robert MacFarland  
**Vice-President**.....L. B. Reigler  
**Secretary**.....Mrs. Mildred S. Benson  
**V.P. & Art Dir.**.....A. Montgomery Huntington  
**Sp. Buyer & Research Dir.**.....Miss L. B. Mang  
**Asst. Sp. Buyer**.....Miss Christine H. Van Dyke  
**Asst. Research Dir.**.....Mrs. Pearl A. Curtis  
**Production Manager**.....Fred Michel  
**Merchandising Director**.....R. Del Dunning  
**Account Executives**.....Arthur S. Cotins, L. B. Reigler, Geo. P. Hodges, Robert F. MacFarland, Harry T. Duffy, Wm. McCarthy.

*Radio Accounts:* Mohawk Valley Investing Co., Utica, N. Y.; Fitzgerald Bros. Brewing Co. (Beer & Ale), Troy, N. Y.

*TV Accounts:* General Ice Cream Corporation (Sealtest Ice Cream), Utica, N. Y.; Fitzgerald Bros. Brewing Co. (Beer & Ale), Troy, N. Y.; Honey Butter Products Corp. (Honey-Butter), Ithaca, N. Y.

**MOSS ASSOCIATES**

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

Phone: MURray Hill 7-7377

ABC—ABP—ANPA—PPA

President.....Joseph H. Moss  
 Art Director.....Sidney Fischer  
 Copy Chief.....Gerald H. Bruce  
 Media Director.....Marian Rand  
 Radio & TV Dir.....Betty Math

**C. WENDEL MUENCH & COMPANY**

75 E. Wacker Drive, Chicago 1, Ill.

Phone: FInancial 6-3481

ABP—ANPA

President.....C. W. Muench  
 General Manager.....W. O. Yocum  
 Media Director.....Victor Fabian  
 Dir. of Merch.....Robert E. Moore  
 Sales Prom. Mgr.....Harold M. Shover  
 Production Mgr.....William G. Fisher  
 Account Executives.....Lawrence M. Bell,  
 Charles T. Kerrigan

*Branch Office*

2102 Jackson, Dallas 1, Texas

Phone: RAndolph 2554

Manager.....Orville McDonald

*Radio Accounts:* Freshrap Div., Badger Paper Mills, Inc. (Waxed Paper), Peshtigo, Wis.; Balentine Packing Co. (Meat Products), Greenville, S. C.; Bosch Brewing Co., Houghton, Mich.; Consolidated Foods Corp., Chicago, Ill.; Doyle, Inc. (Dog Food), Chicago; L. C. Forman & Sons (Condiments), Pittsford, N. Y.; Fox DeLuxe Foods, Inc. (Poultry & Meat Products), Chicago, Ill.; Fuji Trading Co. (Chop Suey Foods), Chicago, Ill.; LaCrosse Breweries, Inc., LaCrosse, Wis.; Geo. H. Meyer Sons, (Meat Products), Richmond, Va.; Monarch Brewing Co., Chicago, Ill.; Neuhoff Brothers Packers (Meat Products), Dallas, Tex.; Sunbeam Heating & Air Cond. Co., Chicago, Ill.; Toffenetti Restaurants, Chicago, Ill.; Miracloth Div. of Visking Corp., Chicago, Ill.

*TV Accounts:* Freshrap Div., Badger Paper Mills (Waxed Paper), Peshtigo, Wis.; Balentine Packing Co. (Meat Products), Greenville, S. C.; Bosch Brewing Co., Houghton, Mich.; Fox DeLuxe Foods, Inc. (Poultry & Meat), Chicago; LaCrosse Breweries, Inc., LaCrosse, Wis.; Monarch Brewing Co., Chicago; Geo. H. Meyer Sons (Meat Products), Richmond, Va.; Neuhoff Brothers Packers (Meat Products), Dallas, Tex.; Miracloth Div. of Visking Corp., Chicago, Ill.

**NATIONAL EXPORT ADVERTISING SERVICE, INC.**

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

Phone: MURray Hill 9-6835

**AIAA**

President.....Paul R. Kruming  
 Exec. Vice-Pres.....Thomas W. Hughes  
 Vice-President.....Joseph W. Madden  
 Art Director.....Anthony Saris  
 Radio & TV Director.....James G. Zea  
 Time Buyer.....Lawrence Butner  
*Radio and TV Accounts:* Borden Co., Electric Auto-Lite, Esterbrook Pen, H. J. Heinz, Lambert Co., Lever Brothers (U. S.), Quaker Oats Co., Westinghouse Electric Intl. Co.

**NEEDHAM & GROHMANN, INC.**

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

Phone CIRCLE 5-6200

ANPA—AAAA—PPA—ABP—NOAB—APA  
 NBP

Pres., Treas.....H. Victor Grohmann  
 V.P. & Sec'y.....John M. Handley  
 V.P. & Art Dir.....H. Nelson Kent  
 Exec. Sec'y.....Kathryn Intemann  
 Copy Directors.....E. R. Lagerwall,  
 Alfred Burnham  
 Prod. Mgr.....Samuel Boyd,  
 Lawrence W. Alpaugh  
 Media Dir.....Harry C. Ledingham  
 Acct. Executives.....H. Victor Grohmann,  
 John M. Handley, John M. Keil, James W.  
 Baker, Jos. P. Richardson

*Accounts:* America House; Centrline Corp.; Chatham Mfg. Co.; Circle Steel Partition Co.; Cosby Brush & Import Co. Inc.; Cosby-Emmings Trading Corp.; Flower City Charcoal Co.; Green Tree Packing Co.; Huffman & Boyle; Johnson, Arthur A., Corp.; Kent of London; Lockwood, A. N.; National Biscuit Co.; New Braunfels Textile Mills Inc.; Raymond Concrete Pile Co.; Rockefeller Center, Inc.; Staunton Military Academy; Stillman, & Hoag, Inc.; Sussex County Planning Board; Thonet Industries Inc.; Webril Steel Corp.; White Turkey; Woodside Mills Inc.; Zenith-Godley Co. Inc.

**NEEDHAM, LOUIS & BRORBY, INC.**

Prudential Plaza, Chicago 1, Ill.

Phone: WHitehall 4-3400

President.....Maurice H. Needham  
 Sr. Vice Presidents.....J. J. Louis,  
 Melvin Brorby, W. R. Fowler  
 Sr. V.P., Media Dir.....Otto R. Stadelman  
 V.P., TV-Radio Dir.....James G. Cominos  
 Sec'y-Treas.....Max D. Anwyl  
 V.P. Chg. TV-Radio Prog.....Alan Wallace

*Branch Offices*

1680 North Vine St., Hollywood 28, Calif.  
 Phone: HOLlywood 2-2391  
 V.P. & Mgr.....Frank A. Pittman  
 730 Fifth Ave., New York 19, N. Y.  
 Phone: PLaza 7-0333  
 V.P. & Mgr.....Frederick A. Mitchell  
 880 Bay St., Toronto, Ont., Canada  
 V.P. & Mgr.....John A. Willoughby  
*Radio Accounts:* Campbell Soup Co.; S. C. Johnson & Son, Inc.; S. C. Johnson & Son, Ltd.; Kraft Foods Co.; Morton Salt Co.;

People's Gas, Light & Coke Co.; Phenix Foods Co.; Quaker Oats Co.; Wieboldt Stores, Inc.; Wilson & Co. Inc.; Household Finance Corp.; Monsanto Chemical Co.; State Farm Insurance Cos.; Kraft Foods Co. Ltd.

*TV Accounts:* (Same as above, with the exception of Morton Salt Co.)

**RALPH NELMS, INC., ADV.**

Box 1624 SS Sta., Springfield, Mo.  
Phone: 4-2555

APA

President.....Ralph A. Nelms  
Secretary.....Annabelle Gray  
Art Director.....J. H. Richards

*Radio Accounts:* Wilson Bros. Mfg. Co. (Hooked Rug Materials). Springfield; Wilke Laboratories (Poultry & Livestock Remedies), West Plains; Old Nick Seed Co. (Seed Corn & Treatment), St. Joseph; Pioneer Products Co., Inc. (Cough Medicine), Hoffman-Taff, Inc. (Chemicals), Springfield; Independent Stave Co. (Wood Products), Lebanon; Reynolds Mfg. Co. (Reycor Tandem), Springfield, Mo.

**GEORGE R. NELSON, INC.**

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

Pres. & Treas.....George R. Nelson  
Vice-President.....Helen C. Nelson  
Secretary.....Alice Pach  
Art Director.....Arnold Hitchins  
Radio, Copy, Pub. Dir.....Robert S. Cragin  
TV Director.....Robert Stone  
Radio Time Buyer.....Ruth W. Wark  
TV Time, Space Buyer.....Robert Groff

*Radio Transcription Production Accounts:* General Electric Company, Electronics Division (G. E. Radios and TV Sets), Syracuse, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.; General Electric Company, Appliance Division (Refrigerators, Stoves, etc.), Bridgeport, Conn.; National Dairy Products Corp. (Seal-test Dairy Prods.), Benrus Watch Company (Watch Manufacturer), New York, N. Y.; Marcus Breiers' Sons (Sports Clothing), Mohawk Carpet Mills, Inc. (Rug & Carpet Mfrs.), Amsterdam, N. Y.; Pepsi-Cola Company, Soft Drink Mfrs., New York, N. Y.; Spaulding Bakeries, Inc. (Spaulding Baked Products), Binghamton, N. Y.; Block Drug Company (Pharmaceutical Products), Jersey City, N. J.; D. L. & W. Coal Co. (Blue Coal), New York; Shell Oil Co., N. Y.; National Presto Industries, Inc. (Presto Prods.) Eau Claire, Wis.

*Television Film Production Accounts:* Pepsi-Cola Company (Soft Drink Mfrs.), New York, N. Y.; Saratoga Association (Racing Association), New York & Saratoga, N. Y.; Mohawk Carpet Mills, Amsterdam, N. Y.

*Television Accounts (Time):* William W. Lee & Co. (Save-the-Baby), Watervliet, N. Y.; Saratoga Association (Racing Association), Saratoga & New York, N. Y.

**NEWMAN, LYNDE & ASSOCIATES, INC.**

1628 San Marco Blvd., Jacksonville 7, Fla.  
Phone: EX 8-9721

ABP-ANPA

Pres., Radio Dir.....  
Time Buyer.....Hunter Lynde  
V.P., Copy Chief.....David E. Robeson  
Secy., Public Rel. Dir.....Ronald G. Sercombe  
*Radio Accounts:* Clair-Mel Builders, Tampa, Fla.; Swisher, J. H. & Son, Inc. (King Edward Cigars), Jacksonville, Fla.

**NORMAN, CRAIG & KUMMEL, INC.**

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

ANPA-PPA-NOAB

Chmn. of the Bd.....William H. Weintraub  
President.....Elkin Kaufman  
Exec. V.P., Chmn.....

Plans Bd.....Norman B. Norman  
V.P., Secretary.....Eugene Kummel  
V.P., Treas., Gen. Mgr.....B. David Kaplan  
V.P., Radio & TV.....Walter Craig  
Senior V.P.....John Davenport Scheuer  
V.P., Group Copy Supv.....Richard Bowman  
V.P., Dir., Res. Mktg. &

Media.....John B. Morris  
V.P., Fashion Coordinator.....Kay Daly  
Vice Presidents.....Richard Bouton,  
William A. Jensen, Lucille Goold  
V.P., Prod. Mgr.....William Zerweck  
Mgr., Media Dept.....George Coleman  
Bus. Mgr., Radio & TV.....Earl Rowan  
Personnel Director.....Roselou Flanagan  
Export Manager.....Richard Dahl  
Account Executives.....H. G. Bissinger,  
Richard Bouton, Richard Dahl, William  
Jensen, Eugene Kummel, John Morris,  
Robt. Russell, Arthur Toft, E. L. Whitney

*Branch Office*

603 Madison Ave., Toledo 4, Ohio  
Phone: CHerry 4-2593

Manager.....George Paneff

*Radio Accounts:* Blatz Brewing Co. (Blatz Beer, Tempo Beer), Milwaukee, Wis.; Seaman Bros., Inc. (Air-Wick, Nylast, Sta-Wite), New York, N. Y.; Willys Motors, Inc. (Automotive Products), Toledo, Ohio.

*TV Accounts:* Blatz Brewing Co. (Blatz Beer, Tempo Beer), Milwaukee, Wis.; G. H. P. Cigar Co., Inc. (El Producto Cigars, La Palina Cigars), New York, N. Y.; Ronson Corp. (Ronson Lighters, Ronson & Ronsonol Accessories, Ronson Shavers-Domestic & International), Newark, N. J.; Selchow & Righter (Scrabble, Parchesi), New York, N. Y.

**NORTH ADVERTISING, INC.**

430 N. Michigan Ave., Chicago, Ill.  
Phone: WHitehall 4-5030

President.....Don P. Nathanson  
Exec. Vice Pres.....Cyrus H. Nathan  
Treasurer.....Harold Rosenzweig

*Branch Offices*

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

Phone: OXford 7-0414

V.P., Dir. Radio & TV.....Bruce M. Dodge  
9533 Brighton Way, Beverly Hills, Calif.

Phone: CRestview 6-7048

Manager.....Walter N. Hiller, Jr.  
*Radio & TV Account:* Toni Home Permanent, Tip Toni, Prom Home Permanent, Tonette, Silver Curl, Spin Curlers & Softstyle Curlers, Deep Magic Cleansing Lotion, all Chicago.

**R. T. O'CONNELL COMPANY**

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

Phone: PLaza 3-5412

ABP—PPA—APA

President.....R. T. O'Connell  
Exec. Vice Pres.,

Creative Dir.....Ethel Merklen  
Vice President.....George Miller

*Radio Accounts:* Pomatex Co., Inc. (Hair-dressing), New York, N. Y.; Cushman & Denison, New York; Edward Weck & Co., Brooklyn, N. Y.

**OGILVY, BENSON & MATHER INC.**

589 Fifth Ave., N. Y. 17, N. Y.

Phone: MU 8-6100

President.....David Ogilvy  
Vice Presidents.....Roger K. Lloyd,

Frank Johnson, Herbert Warden, Rollin C. Smith, David Margaretten, Judson Irish, William Dahlman, Eleanor Dean, William S. Blair, James J. McCaffrey, Shelby H. Page

V.P., Radio-TV Dir.....Howard Connell  
*Radio and TV Accounts:* Lever Brothers

(Rinso, Good Luck Margarine), N. Y.; Campbell Soup Co. (Franco-American Products), Camden, N. J.; Helena Rubinstein, Inc. (Cosmetics), N. Y.; Schweppes Ltd. (U.S.A.).

**OLIAN ADVERTISING CO.**

1010 Lindell Blvd., St. Louis 3, Mo.

Phone: JE 1-4977

Pres.....Harold A. Thomas  
Controller, Asst. to

Pres. ....Florence Treadway  
V.P., Copy Chief.....James Spencer

Radio-TV, Prod., Copy.....Peggy Leonhardt  
Media Dir.....Alice McDonough

Fashion Coord.....Patricia Mansfield  
*Radio Accounts:* Sayman Products Co. (Soap); Vinnar Co. (Hurry Curl and Vinnar Cream Shampoo).

*TV Accounts:* General Grocer Co. (Manhattan Coffee); Dining Car Coffee Co.; Knapp-Monarch Co. (Small Electrical Appliances).

**OLMSTED & FOLEY**

1200 2nd Ave. So., Minneapolis 3, Minn.

Phone: FEderal 3-3166

AAAA—ABC—ABP—ANPA—AFA

Exec. Partner.....Ward H. Olmsted  
Exec. Partner.....John T. Foley

Partner.....John K. Mortland  
Partner.....Robert B. Pile

Partners.....G. C. Hellickson,  
Ward W. Olmsted

Radio-TV Dir.....B. G. Morison  
Time Buyer.....W. T. Way

*Radio Accounts:* Avochem, Inc. (Softize Fabric Conditioner); 1st Nat'l Bank of Minneapolis; Hotel Leamington; Hotel Normandy; North Am. Life & Casualty Co.; Northland Milk Co.; Russell-Miller Milling Co., all Minneapolis, Minn.; Lavoptik Co. (Eye Lotion), St. Paul, Minn.; Marshall-Wells Co. (Paint-Appliances), Duluth, Minn.; Owatonna Canning Co. (Festal Products), Owatonna, Minn.; Poplar Canning Co. (Native Pie Mixes), Poplar, Wis.; Rochester Dairy Coop. (Dairy Products), Rochester, Minn.

*TV Accounts:* Avochem, Inc. (Softize Fabric Conditioner); Boutells (Furniture and Appliances); Clover Leaf Creamery Co.; 1st Nat'l Bank of Minneapolis; Hotel Leamington; Northland Milk Co.; Russell-Miller Milling Co. (Am. Beauty/Occident Flour); The Waterbury Co.; The Waterman-Waterbury Co., all Minneapolis, Minn.; Fort Dodge Laboratories, Inc. (Vet. Pharmaceuticals "MLV"), Fort Dodge, Iowa; Marshall-Wells Co. (Paints-Appliances), Duluth, Minn.; Poplar Canning Co. (Native Pie Mixes), Poplar, Wis.

**ROBERT W. ORR & ASSOCIATES, INC.**

4 W. 58th St., New York 19, N. Y.

Phone: PLaza 9-8050

ANPA—NOAB—PPA

President.....Robert W. Orr  
Vice-Pres.....Eldon Sullivan

V.P., Marketing,  
Research.....Freemont Knittle

Asst. to Pres.-Treas.....Robert P. Clark  
Radio-TV Director.....Lou Ergmann

*Radio Accounts:* Andrew Jergens Co. (Jergens), Cincinnati, O.

*TV Accounts:* Andrew Jergens Co.

**W. WALLACE ORR, INC.**

1518 Walnut St., Philadelphia 2, Pa.

Phone: KIngsley 6-4140

PPA—APA

President.....W. Wallace Orr  
V.P. & Asst. to Pres...George J. Kerrigan, Jr.

Sec'y & Treas.....Willard W. Hughes  
Art Dir.....Silvio Romano

Copy Chief.....Morton Berry  
Space & Time Buyer.....Patricia Korth

*Accounts:* Atlantic City Racing Assn.; Mitchell, Henry F. Co.; O'Brien Machinery Co.; Penn Brook Ice Cream Co.; Penn



Branch Frosted Foods; Van Tool, Inc.; Seaboard Radio & TV (WDEL-TV).

**MERRITT OWENS ADV. AGENCY, INC.**

365 New Brotherhood Bldg.,  
Kansas City 1, Kans.  
Phone: Dr 7250  
ABP—ANPA—APA—FAAG

President .....Merritt Owens  
Art Dir., Prod. Mgr.....Tom Horan  
Radio Director.....Earl Allvine  
*Radio Accounts:* De Coursey Creamery Co. (Ice Cream), Kansas City; Inter-State Building & Loan Assn., Kansas City.  
*TV Accounts:* Zephyr Ventilated Awning Co., Kansas City, Kans.; Feld Chevrolet (Cars & Trucks), Kansas City; Kelley-Williams Motor Co. (Ford Dealer), Kansas City; De Coursey Creamery Co.

**PACE ADVERTISING AGENCY, INC.**

19 West 44th St., N. Y. 36, N. Y.  
Phone: MURray Hill 7-4090  
ABP

President .....Elias Schonberger  
Exec. V.P.....Peter Frenkel  
V.P. & Merch. Dir.....David E. Winnick  
Sec'y & Treas.....Max Weintraub  
Copy Chief.....Scymour Altman  
Art Dir.....Elmer Pfeffer  
Prod. Mgr.....Bernard Lubin  
Radio Time Buyer.....Betty Silon  
Media Dir., Space Buyer.....June Rutkofsky  
Research Dir.....Jay Dresner  
Pub. Dir.....Barbara Flamm  
Acct. Executives.....David E. Winnick,  
Lawrence Nelson, Aaron W. Davis, Jay Dresner, Betty Silon, Peter Frenkel, Elias Schonberger, Michael Schwartz, Henry Lazar, Irwin Mendelsohn  
*Accounts:* American Ronda Corp.; Blue Ribbon Optical Corp.; Downs, Grace.; Evergrip Products Corp.; Foley Irish Corp.; Furniture Specialties Corp.; Glue-Fast Equipment Co., Inc.; Kentucky Distilling Co. Inc.; Klein & Teicholz; Le May, A., & Co. Inc.; Merit Enterprises; Modern Maid Products Co.; Orenstein, N., & Son; Overhead & Modernfold Door; Real Kosher Products; Seminole Furniture Corp.; Simpson, Mark, Mfg. Co.; Stainless Food Equipment Co. Inc.; Viking Air Service; Wagner Mfg.

**PACIFIC NATIONAL ADVERTISING AGENCY**

2124 4th Ave., Seattle 1, Wash.  
Phone: ELiot 1401  
AAAA—ANPA

Chrn. of Board.....Wm. H. Horsley  
President .....Trevor Evans  
Vice Presidents.....George Griffis,  
Milton Foland  
Secretary .....Frank Horsley  
Treasurer, Personnel  
Director.....Calvin W. Franklin  
Radio-TV Dir., Talent Buyer..Grant Merrill  
Merchandising Director.....George Glavin

Media Dir., Time Buyer.Gertrude M. Nyman  
*Branch Offices*

606 Chronicle Bldg., Spokane, Wash.  
Phone: MADison 4371

Manager .....Martin Boss  
715 Cascade Bldg., Portland, Oregon  
Phone: CApitol 1021

V.P., Manager.....Milton A. Foland  
48 Second St., San Francisco 5, Calif.  
Phone: DOuglas 2-6947

Manager .....Roger Wurtz  
*Radio Accounts:* Fisher Flouring Mills Co. (Pancake Mix, Biskit Mix, Fisher's Blend Flour, Zoom, etc.), Ivar's Acres of Clams (Seafood Restaurant), Imperial Candy Co. (Candy), Wm. O. McKay (Ford Cars), Seattle, Wash.; Wash. State Fruit Commission (Cherries, Apricots, Peaches, Pears, Prunes), Yakima, Wash.; Federal Old Line Insurance Co. (Insurance).

*TV Accounts:* Fisher Flouring Mills Company; Ivar Haglund—Acres of Clams; Imperial Candy Company; Washington State Fruit Commission; William O. McKay Company, Pottlatch Yards, Carstens Packing Company; Montag, Inc.

**PARIS & PEART**

370 Lexington Ave., New York 17, N. Y.  
Phone: MURray Hill 9-2424

ABP—ANPA—APA—PPA—ABC—NOAB  
NBP

Partners.....A. G. Peart, J. A. H. Rehm  
Comptroller .....Thayer Durell  
Media, Research Dir.....H. L. Mooney  
Art Director.....F. Yelinek  
Production Mgr.....R. Largo  
Acct. Supv.....W. F. James, G. M. Cleland  
Acct. Executives.....A. A. Bindrim,  
W. F. Byrne, F. S. Ferry, D. C. Kreinik,  
D. C. Porteous, R. E. Walsh  
Time Buyer.....Nancy Holland  
*Accounts:* A & P Coffee Div.; A & P Nat'l. Bakery Div.; Business Organization, Inc., N. Y.; Coloma, J. Bros.; Commonwealth Home Products Inc.; Cottage Products, Inc.; Excelsior Quick Frosted Meat Prod. Inc.; Federal Sweets & Biscuit Co., Inc.; Fruit Products Corp.; Great Atlantic & Pacific Tea Co., N. Y.; Ice Cream Novelties Div.; Joe Lowe Corp.; Kammengiesser & Co.; Kansas City Wish-Bone Salad Dressing Co.; MCA-TV, Ltd., N. Y.; Nakat Packing Co.; Newark Packing Co.; Penn. Refining Co.; Quaker Maid Co., Inc.; Sage Laboratories Inc.; Sara Inc., N. Y.; Silex Co.; Skinner & Eddy Corp. Inc.; Spratt's Patent (America) Ltd.; West Disinfecting Co.; White House Milk Co., Inc.; Woman's Day Inc.

**PEARSON ADV. AGENCY, INC.**

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

President-Treasurer.....C. H. Pearson  
*Radio Accounts:* Cooper & Cooper, Inc. (Razor Blades), Brooklyn; National Home Owners Assoc., New York, N. Y.; Dime Savings Bank, Brooklyn, N. Y.

**PECK ADV. AGENCY, INC.**

400 Madison Ave., New York 17, N. Y.  
Phone: PLaza 3-0900  
ANPA

Chairman of the Board.....Harry Peck  
President .....Harry Krawit  
Vice-Presidents .....Norman Mack,  
Sidney Alexander, John Schuman  
Time Buyer.....R. Alben  
*Accounts:* Howard Clothes (Men's & Boys' Furnishings), Old Dutch Coffee Co., Francis H. Leggett (Food Products), N. Y.

**PERRIN-PAUS COMPANY**

8 South Michigan Ave., Chicago 3, Ill.  
Phone: RA 6-7923

ABP—ANPA—PPA—APA—AFA—ABC

President.....Earl R. Perrin  
Vice-President.....Donald L. Paus  
Media Dir. & Pres. Asst....Linea Vanderlaag  
Office Manager.....Marion Tagney  
Research Director.....Peggy Knoel  
Director, Industrial Adv....Patrick Charter  
Controller .....Gladys Cook

*Branch Office*

730 Fifth Ave., New York 19, N. Y.  
Phone: PL 7-6120

Director of Radio, TV and  
Program Development...Elliot Saunders  
Copy Supv. & Acct. Ex....Tye R. Robinson  
Time Buyer & Bus. Mgr....Earl V. Perrin  
Dir, Public Rel. & Publicity....Ted Hudes  
TV Food Consultant.....Kit Kinney  
Prod. Supv.....Joseph Durand  
*Radio & TV Accounts:* Sunbeam Appliance Div., Hardware Div., Stewart Div., Dubuque Packing Co., Faultless Corp.

**PHILLIPS-RAMSEY CO.**

304 Ivy, San Diego 1, Calif.  
Phone: BELmont 4-6401

Chairman.....W. L. Phillips  
President.....Charles C. Ramsey  
Media Director.....Robert F. Lewis  
Radio-TV Dir.....Orva W. Huff

*Radio Accounts:* Silver Gate Bldg. & Loan (Savings & Loan Assn.), First Nat'l Bank, San Diego, Calif.; Walt Tufford De Soto-Plymouth (Auto Dealer), San Diego, Calif.; Alsynite Corp. of America (Fiber Glass Panels); Community Chest; Mrs. Conkling's Bakery; Food Basket (Super Market Chain); Severin Building Company; Walker-Scott Corporation (Department Store); San Diego, Calif.; Hazard Concrete Products, Inc., Better Business Bureau.

*TV Accounts:* First Nat'l Bank, San Diego, Calif.; Alsynite Co. of America; Community Chest; First National Trust & Savings Bank; Food Basket; Silver Gate Building & Loan Association; Walt Tufford; Walker-Scott Corp.

**PITLUK ADVERTISING COMPANY**

123 Auditorium Circle, San Antonio 5, Texas  
Phone: CApitol 3-6131

APA—PPA—NOAB—SNPA—TAAN  
ABP—ANPA

Pres., Acct. Exec.....Jack N. Pitluk, Sr.  
V.P., Acct. Exec.....Jack N. Pitluk, Jr.  
Acct. Execs.....C. Carolus, Evans Wyatt,  
Sam Riklin, Louis Pitluk  
Public Relations Dir.....Jim Battersby  
Radio Director.....Margaret Morrison  
TV Director.....Dave Hubbard

*Radio-TV Accounts:* Joske's of Texas (Department Store), San Antonio, Tex.; Handy Andy Community Stores (Chain Grocery Stores), San Antonio, Tex.; Fehr Baking Company, (Fair Maid Bread & Cakes), San Antonio, Tex.; Roegelien Provision Company (Bacon, Sausages), San Antonio, Tex.

**PORTER & ASSOCIATES**

1001 N. Western Ave., Los Angeles 29, Calif.  
Phone: HOLlywood 5-0580

Owner, Sales Mgr.....Irwin T. Porter  
Partner, Prod. Dept.

Head.....Gertrude T. Porter  
Account Executive.....Jerry Baron  
*Radio Accounts:* Resurgence Foundation for David Seabury School of Psychology (Books); Park Wilshire Hotel; The Open House (Restaurant & Supper Club); Kenosha Auto Transport Corp. (Auto Transportation); Bobby Thatcher Dance Studio (Dance Instruction); Thomas Automotive Products Co. (Hydraulic Conversion Lifters); Mme. Elfrieda Wynne (Voice Instruction); Angelus Furniture & Appliance Co. (Retail Furniture); B. H. Tank & Mfg. Works (Mfg. Storage Tanks); New Car Buyers Service (Auto Sales), all Los Angeles.

**POTTS-WOODBURY, INC. ADV.**

2233 Grand Ave., Kansas City 8, Mo.  
Phone: GR 1-5775

ANPA—NOAB—PPA—ABP

Chrm. of Board.....R. J. Potts  
President.....J. B. Woodbury  
Vice Pres.....E. A. Warner,  
C. C. Tucker, C. L. Robinson, Al Coleman,  
G. F. McGill, John K. Barton  
Sec'y Treas.....C. C. McMillan  
Radio-TV Dir.....William J. Brewer  
Radio-TV Acct. Dir.....Gene Dennis,  
Al Christy  
Time Buyer.....Helen Church  
Film Buyer.....Al Christy

**PRATER ADVERTISING AGENCY, INC.**

705 Chestnut St., St. Louis 1, Mo.  
Phone: GARfield 1-6490

ABP—ANPA—AFA

President.....George L. Prater  
Vice-President.....M. T. Prater  
Art Dir.....Walter Miller  
Secretary.....Mary E. Johnson  
Radio & TV Director.....Barbara Brock  
*Radio Account:* Falls City Brewing Co.,

Inc. (Falls City Beer), Louisville, Ky.  
*TV Account:* Falls City Brewing Co., Inc.  
 (Falls City Beer), Louisville, Ky.

**J. G. PROCTOR COMPANY, INC.**

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

Phone: PLaza 3-5252-3

PPA

President.....J. G. Proctor  
 V.P. & Acct. Exec.....Ray Hanna  
 Secretary.....M. S. Proctor  
 Art Dir. & Prod. Mgr.....M. Sholle  
 Space Buyer.....John Muller  
*Accounts:* Addis Co.; Allied Purchasing Corp.; Brevity Coats & Suits; British Continental Sales Co.; Chauncy Woolen Mills; Fairchild Sons; Fouke Fur Co.; Fredrica Furs Inc.; Freed's Fur Shop Frost Bros.; Hausman M. & Sons; Horne, Joseph, Co.; Joske's of Texas; Levenson Co.; Lexington Corp.; Norwegian Fur Breeders Ass'n; Paden City Pottery Co.; Pasquier, Michel; Peerless Film Processing Corp.; Revillon Freres; Southwest African Persian Lamb Industry Advisory Board; Steeplechase Park; Superior Fur Dyeing Corp.; Titcher-Goettinger Co.; Zimmerman-Scher Co.

**PRODUCT SERVICES, INC.**

17 East 45th Street, New York City

Phone: MURray Hill 7-0204

President.....Les L. Persky  
 Vice-Pres., Gen. Mgr.....Charles K. Hepner  
 Public Rel. Dir.....N. R. Lorman  
 Head Time Buyer.....Martha Rose  
 Acct. Execs.....Robert Wexler  
 H. Liehenson, N. R. Lorman, Les L. Persky  
*Radio Accounts:* Strauss Stores Corp., N. Y. & Conn., (Auto Accessory Chain); Protam Pharmaceutical Co. (Reducing Aids).  
*TV Accounts:* Roto-Broil Corp. of America (rotisseries); Sachs Quality Stores (Furniture Chain); Pro-Kleen Industries (Rug & Upholstery Cleaner); Olympic Radio & Television, Inc. (Electronic and Communication Equipment); Internat'l Molded Plastics (Plastic Dinnerware and Structoglass); Protam Pharmaceutical Co. (Reducing Aids); John Andre, Inc. (Drug Products).

**CHARLES O. PUFFER ADVERTISING**

75 E. Wacker Dr., Chicago 1, Ill.

Phone: FRanklin 6-9519

ABP

President.....Charles O. Puffer  
 Art Director.....John Von Dorn  
 Prod. Mgr.....Glorya Bakken  
 Publicity Dir.....Jack Hess  
 Acct. Exec.....Charles O. Puffer  
*Accounts:* Ceco Steel Products Corp., Jenn-Air Products Co., Inc., Kewanee Boiler Div. of American-Standard, E. J. Lachmann Co., National Chiropractic Ass'n, Sports Unlimited, Wisconsin Malt'ng Co.

**L. W. RAMSEY COMPANY**

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

Phone: FRanklin 2-8155

ABP—ANPA—APA—PPA—NOAB

Pres. & Treas.....A. C. Naeckel  
 Vice-President.....L. H. Copeland  
 Vice-President.....N. B. Langworthy  
 Art Director.....E. J. McCabe  
 Media Director.....Dorothy L. Parsons  
 Acct. Executives.....Lon W. Ramsey,  
 Carl J. Dueser, Dwight B. Mitchell

*Branch Office*

111 East 3rd St., Davenport, Iowa

Phone: 6-0157

Acct. Exec. & Tech.Consul....W. A. Giraldi  
*Accounts:* American Machine & Metals Inc.; Dairy Queen Nat'l Trade Assn. Inc.; Daisy Mfg. Co.; Davenport Papers, The Daily Times & Morning Democrat; Larson, J. C., Co. Inc.; McFadden 3 Sisters Springs, Radio Stations KGLO, WTAD; Rol-screen Co.; Sawyer Biscuit Co. (Western Div.); Station WOC, Tri-City Bestg. Co.; Western Grocer Marshalltown, Ia.

**RANDALL COMPANY**

75 Pearl St., Hartford 3, Conn.

Phone: JACKson 7-1179

President.....Wilbur W. Randall  
 Art Director.....Robert I. Berger  
 Radio & TV Director....Florence F. Grady  
*Radio Accounts:* Stackpole Moore & Tryon (Clothing), Hartford, Conn.; Savitt Jewelers, Hoffman Wallpaper, George E. Dewey (Moving & Storage), Sir Allo Shoe Clinic, Wachtel's Department Store, all Hartford, Conn.; American Motors (Dodge Dealers), West Hartford, Conn.; Russell Pontiac (Pontiac Dealers), Farmington, Conn.  
*TV Accounts:* Hartford Gas Co., Emerson Radio of Conn., George E. Dewey; State Line Potato Chip Co., N. Wilbraham, Mass.; Crown Petroleum, Hartford, Conn.; Sir Allo Shoe Clinic, Hartford, Conn.; American Motors, West Hartford, Conn.; Russell Pontiac, Farmington, Conn.

**REACH, YATES & MATTOON, INC.**

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

Phone: PLaza 7-7676

AAAA—ABP—ANPA—APA—NBP—NOAB  
 PPA

Chrm. of Board, Treas...Chas. Dallas Reach  
 President.....Henry A. Mattoon  
 Exec. V.P.....James Yates  
 Vice Presidents.....Francis R. Risley,  
 Frederick O. Perkins, Harold H. Black,  
 Daniel M. Bernheim  
 Director.....Louis G. Bissell  
 Traffic Mgr.....Marlene Macey

*Branch Office*

69 Washington St., Newark 2, N. J.

Phone: MARKET 3-5100

Exec. V.P.....Francis R. Risley  
*Radio Accounts:* Wunderrban Brewing Co. (Beer), Cincinnati, Ohio; Red Top Brewing Co. (Beer & Ale), Cincinnati, Ohio; Larus & Brother Co., Inc. (Edgeworth Pipe Tobacco, Holiday Pipe Tobacco), Richmond, Va.; International Latex Corp. (Playtex Baby Products, Playtex Living Gloves).

N. Y., N. Y.; Philadelphia Coke Co., Phila., Pa.; Personal Finance Co. of N. Y.; New Jersey Bell Telephone Co., Newark, N. J.; Dugan Bros. (Bakers), Newark; Beneficial Management Corp., Newark; Koppers Coke Co., Kearny, N. J.

*TV Accounts:* Wunderbrau Brewing Co.; Red Top Brewing Co.; Larus & Brother Co., Inc.; International Latex Corp.

**JAMES R. REESE ADVERTISING CO.**

15 West 10th St., Kansas City 6, Mo.

Phone: Victor 5269

APA—ABP—ANPA

Owner.....James R. Reese  
*Accounts:* Becklean Co.; Berry, Carl Oil Co.; Borel, Jules, Co.; Employers Re-Insurance Co.; Great Western Paint Mfg. Corp.; Nat'l Equip. Co.; Nat'l Fidelity Life Ins. Co.; North Kansas City Development Co.; Reed Handcrafts; Seiden's Mfg. Furriers; Universal Television School.

**KNOX REEVES ADVERTISING, INC.**

600 First Nat'l-Soo Line Bldg.,

Minneapolis 2, Minn.

Phone: Bridgeport 7701

AAAA—ABC—ABP—ANPA—APA

NOAB—PPA—NBP

Chrmn. of Bd.....E. E. Sylvestre  
President, Treasurer.....Wayne Hunt  
Vice-Presidents.....J. H. Sarles,  
Helen A. Brown, R. W. Stafford, E. K.  
Pottle, Dr. A. R. Root, Russell E. Neff,  
R. H. Burbank, Elizabeth B. Gray, Loren P.  
Herder

V.P., Radio & TV Dir.....R. E. Neff  
V.P., Media, Research Dir...Dr. A. R. Root  
Time Buyer.....Coy Perry

*Radio Accounts:* General Mills, Inc., Pacific Gamble Robinson Co., Midland National Bank, Art Instruction, Inc.

*TV Accounts:* Art Instruction, Inc., General Mills, Midland National Bank, Pacific Gamble Robinson Co., Minneapolis.

**REINCKE, MEYER & FINN, INC.**

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

Phone: Whitehall 4-7440

ABP—ABC—AFA—ANPA

President.....Wallace Meyer  
Vice-Pres. & Treas.....C. A. Reincke  
Vice-Pres. & Sec.....A. L. Reincke  
Vice-Presidents...Gordon Taylor, J. J. Finn  
Radio-TV Director.....Lew Green  
Media Director.....John Priebe  
Space Buyer.....J. F. Brown

*Radio Accounts:* Chicago Burlington & Quincy (Railroad travel), Anderson Co. (Wipers), Gary, Ind.

**REINGOLD CO., INC.**

69 Newbury St., Boston 16, Mass.

Phone: KEmmore 6-3990

ANPA—PPA—ABP—AAAA—APA—NAAN  
President & Treas.....Harry I. Reingold  
Art Director.....George Wilson

Production Manager.....Ruleffe Barbour  
Copy Director.....Richard Brugman  
Vice President.....Thomas J. Bowen  
*Radio-TV Accounts:* Table Talk Pastry Co., Inc. (Table Talk Pies), Worcester, Mass.

**REINHARDT, ADVERTISING INC.**

1736 Franklin St., Oakland 12, Calif.

Phone: Templebar 2-2408

ABP—ANPA

President.....Emil Reinhardt  
Time Buyer.....A. Leo Bowman  
TV & Radio Dir.....Cecil Webb, Jr.  
Radio, TV Contracts.....Adeline Schow

*Radio Accounts:* Walter N. Boysen Company (Paints) Oakland and Los Angeles; Home Bakers, Inc. (Bread), Sacramento; Kilpatrick's Bakeries, Inc. (Bread), San Francisco; Pacific Guano Company (Fertilizers), Berkeley; Par-T Pak Beverages (Soft Drinks), Oakland; Tuttle Cheese Company, Oakland; Pacific Tire Co., Oakland; Spreckels-Russell Dairy Co., San Francisco & Burlingame; Yami Yogurt Distr., San Bruno, Calif.

*TV Accounts:* Kilpatrick's Bakery (Bread), San Francisco, Calif; Home Bakers, Inc. (Bread), San Francisco; Tuttle Cheese Company (Cottage Cheese), Oakland, Calif.; Yami Yogurt Distr., Burlingame.

**E. W. REYNOLDS LIMITED**

355 King St., West, Toronto 2B, Ont., Canada

Phone: Empire 8-6157

Chairman of Bd.....Edward W. Reynolds  
President.....C. Warren Reynolds  
Director.....N. Stuart Walton  
Radio-TV Dir.....H. E. Karpus  
Director.....H. D. R. Newby

*Branch Office*

1440 St. Catherine's St., W., Montreal, Quebec

Phone: UN 6-1775

Manager.....H. J. Tingle  
*Radio Accounts:* Mutual Benefit Health & Accident (Insurance), Toronto; Moffats, Ltd. (Ranges & Refrig.), Toronto; R. M. Hollingshead, Ltd. (Motor Additive), Toronto; Hough & Kolder, Ltd. (Harmonicas & Accordions), Toronto; General Mills Ltd., Toronto; Bendix Co. (Washers, Dryers), Toronto; Freshie (Powdered Soft Drink), Toronto; Pet Milk Co. (Milk Powder & Evap.), St. Louis, Mo.; Can. Foods Ltd. (Restaurants, Soft Drinks), Toronto; Crosley Co. (Refrigerators).

*TV Accounts:* Fleer's Gum Co., Toronto; General Mills (Canada) Ltd. (Cereals and Baking Prods.), Toronto; Moffats Ltd. (Ranges), Toronto; Bendix Co. (Washers, Dryers), Toronto; R. M. Hollingshead Co. (Motor Additive), Toronto; Pet Milk Co. (Milk Powder & Evap.), St. Louis, Mo.; Can. Foods Ltd. (Restaurants, Soft Drinks), Toronto; Crosley Co. (Refrigerators).

**RHOADES & DAVIS**

642 Commercial St., San Francisco 11, Calif.

Phone: EXbrook 2-2870



Partner.....Robert O. Davis  
 General Manager.....Carl Wilkins  
 Media Director.....Stuart Choate

*Branch Office*

1201 W. Fourth St., Los Angeles 17, Calif.  
 Phone: MIchigan 3296

Partner.....T. D. Scholts  
 Radio-TV Dir.....Gene Thompson  
 Acct. Exec.....G. A. Honold

**FLETCHER D. RICHARDS, INC.**

10 Rockefeller Plaza, New York 20, N. Y.  
 Phone: JU 6-5400

AAAA

Chrmn. of the Bd.....Fletcher D. Richards  
 Vice Chrmn. of Board...Bradley A. Walker  
 President.....Eugene I. Harrington  
 V.P. & Dir. Media.....Emerson A. Elliott  
 Time Buyer.....James M. Kelly  
 Vice Presidents.....Ernest A. Gray,  
 Ellsworth D. Hill, John A. Kuncen, Ken-  
 neth Young

V.P., Dir. Research &  
 Merchandising.....John E. Shepherd  
 Secy. & Treas.....Duane W. Beurnann  
 Dir. Radio, TV Prog.  
 Dept.....Edwin S. Reynolds  
 Dir. Radio, TV Comf.  
 Dept.....Seymour J. Frolick

*Branch Offices*

221 N. La Salle St., Chicago, Ill.

Manager.....George T. Jahnke

**HARRINGTON & RICHARDS: Division of  
 F. D. Richards, Inc.**

256 Sutter St., San Francisco, Calif.

Pres., Gen. Mgr.....Eugene Harrington  
 5816 Wilshire Blvd., Los Angeles, Calif.  
 V.P., Mgr.....Greacen Mitchell  
*Radio Accounts:* American Machine &  
 Foundry Co. (Roadmaster Bicycles); Avo-  
 set Company; Joseph F. Dixon Crucible Co.  
 (Ticonderoga Writing Pencils); Durham-  
 Enders Razor Corp.; Eastern Air Lines;  
 National Sugar Refining Co. (Quaker Cane  
 Sugar); Squirt Beverage Co.; United States  
 Rubber Company—Tire Division, Footwear  
 Division, Textile Div., Naugatuck Chemical  
 Div., Fisk Tire Co. Div.; Waterman Pen Co.

*TV Accounts:* Avoset Company; Eastern  
 Air Lines; U. S. Rubber Company—Tire  
 Division, Footwear Div. (Keds); American  
 Machine & Foundry Co.

**M. EVANS RICHMOND  
 ASSOCIATES**

127 So. 22nd St., Philadelphia 3, Pa.  
 Phone: LOcust 7-1674-5

Pres. & Radio Time Buyer

M. Evans Richmond  
 Art Director.....Frank Cartwright  
 Production Mgr.....D. Blaine

*Branch Office*

230 Boylston St., Boston 16, Mass.  
 Yucca Vine Bldg., Hollywood, Calif.  
 TV, Radio Office.....Morey K. Reiss

**RINGER & ASSOCIATES, INC.**

712 S. Curson Ave., Los Angeles 36, Calif.

Phone: WEBster 3-8131

AAAA—ABP—ANPA

President .....Lee Ringer

**DAN RIVKIN ADVERTISING**

1418 Walnut St., Philadelphia 2, Pa.

Phone: PE 5-5766

Owner .....Dan Rivkin

*Radio Accounts:* John Kohler (Clothing),  
 Spiro's Apparel, Schulte Optical Co. (Opti-  
 cal), Philadelphia, Pa.; New York Sample  
 Dress Shop, Phila., Pa.; Moskin Clothes,  
 Chase & Walker (Real Estate), Phila., Pa.

*TV Accounts:* John Kohler (Men's & Boys'  
 Clothing), Philadelphia.

**W. S. ROBERTS, INC.**

1401-95 Fox Bldg., Philadelphia 3, Pa.

Phone: RIttenhouse 6-8763

President.....Wilmer S. Roberts  
 V.P., Radio & TV.....Franklin S. Roberts

*Radio Accounts:* Broad Motors (Ford Deal-  
 er); B. F. Goodrich Retail Stores (Tires);  
 Lerner Markets (Food Chain); MacDonald  
 & Campbell (Men's Store); Ironces Co.  
 (Ironing Board Covers), all Philadelphia, Pa.  
*TV Accounts:* Broad Motors (Ford Deal-  
 er); Philadelphia Gas Works (Utility); Bry-  
 ant Air Conditioning Corps. (Heating Equip.,  
 Air Conditioning), all Philadelphia, Pa.

**ELWOOD J. ROBINSON & CO.**

1111 Wilshire Blvd., Los Angeles 17, Calif.

Phone: MÜtual 6293

ABP—ANPA—ABC

President.....Elwood J. Robinson

Exec. Vice-President.....Melvin A. Jensen

Secretary.....Eola E. Gass

Vice Presidents.....David R. Fenwick,  
 John Haynes

Radio, TV Dir.....Lee Laufer

Media Dir.....R. C. Neuman

*Radio-TV Accounts:* Loma Linda Food Co.  
 (Ruskets, Gravy Quik), Arlington, Calif.;  
 Packard-Bell Co. (Radio and Television Re-  
 ceivers), Los Angeles, Calif.; California  
 Federal Savings & Loan Assoc., Los Angeles,  
 Calif.; Dried Fig Advisory Bd., Fresno,  
 Calif.; The Hale Co. (Home Builders), Gar-  
 den Grove, Calif.; Pioneer Savings & Loan  
 Assn., Los Angeles, Calif.; Wilco Co. (Clear-  
 ex Glass Cleaner), Los Angeles, Calif.

*TV Accounts:* California Federal Savings  
 & Loan Assn., Los Angeles, Calif.; Gerity-  
 Michigan Corp. (Dishwasher), Adrian,  
 Mich.; Hoffman Candy Co. (Cup-O-Gold Can-  
 dy Bar), Los Angeles, Calif.; Loma Linda  
 Food Co. (Ruskets, Gravy Quik), Arlington,  
 Calif.; Los Angeles Dept. of Water & Power,  
 Los Angeles, Calif.; Pasadena Savings &  
 Loan Assn., Pasadena, Calif.; Utility Appli-  
 cance Corp. (Heating Equip., Coolers & Fans,  
 Coffers & Sattler and Occidental Gas Ranges),  
 Los Angeles, Calif.

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

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

Phone: RAndolph 6-9760

ANPA—ABP

**President.....J. P. Roche**  
**Treasurer.....D. J. Kelly**  
 Vice-Presidents...N. Weston, Lloyd Maxwell,  
 J. V. Gilmour, John Hayes Kelly, M. F.  
 Williamson, W. H. Savin, George Lyman,  
 Rhoades V. Newbell, R. H. Stracke, Frank  
 Hakewill  
 Radio, TV Director.....Kirby Roche  
 Time Buyer.....Guy V. Dustman  
*Radio Accounts:* Chicago, Milwaukee, St.  
 Paul & Pacific R. R. (The Milwaukee Road),  
 Chicago; Hardware Mutual Casualty Co.,  
 Stevens Point, Wis.; John Puhl Products  
 (Ecey White Bleach), Revere Camera Co.  
 (Revere Cameras & Projector), Stewarts Private  
 Blend Coffee Co., Chicago.  
*TV Accounts:* Chicago, Milwaukee, St.  
 Paul & Pacific Railroad, Chicago; Stewarts  
 Private Blend Coffee Co., Chicago; Hardware  
 Mutuals, (Insurance), Stevens Point, Wis.

**ROCKLIN IRVING & ASSOCIATES**

32 W. Randolph St., Chicago 1, Ill.  
 Phone: RAndolph 6-2324

**President.....Irving Rocklin**  
**Continuity Director.....M. Lovinger**  
 Account Executives.....Arthur Golden,  
 Jan Marinello, Robert Spencer, Gerald Ad-  
 dis, Edw. Lovinger  
**Radio Director.....Trina Shuchat**  
 Art Director.....Patricia Boyd  
 TV Director.....Ira Segall  
 Film Director.....Sue Wurtzburg  
 Production.....Helen Wurtzburg  
*Radio Accounts:* Chicago Furniture Mart;  
 Studebaker Sales Co.; Cole-Finder Mercury;  
 Kay-Den Beauty Supplies; Morton Motors;  
 Floor Coverings by Roxy, all Chicago.  
*TV Accounts:* Walton Motors; Communi-  
 ty Surplus Stores; Cadillac Heating; Cole-  
 Finder Mercury; Chicago Furniture Mart;  
 Union Life Insurance, all Chicago.

**ROGERS & SMITH ADV. AGENCY**

20 North Wacker Dr., Chicago 6, Ill.  
 Phone: DEarborn 2-0020  
 ABP—ANPA—APA—PPA—SNPA—NOAB  
 SAAA

**President.....P. C. Fewell**  
 Exec. V.P., Mgr.....Ray H. Reynolds  
 Asst. Treasurer.....Howard N. Smith  
**Treasurer.....George C. Huppertz**  
**Secretary.....Olive A. Kinloch**  
 Vice-President.....Robert L. Headen  
*Branch Offices*  
 InsurOmedie Bldg., Dallas 1, Tex.  
 Exec. V.P. & Mgr.....R. E. Brooks  
 903 McGee St., Kansas City 6, Mo.  
 Exec. V.P. & Mgr.....B. G. Wasser  
*Radio Accounts:* Butterfield Canneries  
 (Canned Fruits and Vegetables), Muncie,  
 Ind.; Little Crow Milling Co. (Coco Wheats  
 Cereal), Warsaw, Ind.; KMBC, Brest, Co.  
*TV Accounts:* T. W. Burleson & Son  
 (Honey), Waxahachie, Texas; 1st Nat'l Bank  
 in Dallas, Dallas, Texas; Butterfield Canneries  
 (Canned Fruits and Vegetables), Muncie,  
 Ind.; Little Crow Milling Co. (Coco Wheats

Cereal), Warsaw, Ind.; S. E. Mighton Co.  
 (Doggie Dinner Dog Food), Bedford, Ohio.

**RONALDS ADV. AGENCY, LTD.**

701 Keefer Bldg., Montreal, Can.  
 Phone: University 6-9471  
 ABC—ANPA

**President.....Russell C. Ronalds**  
 Exec. Vice-President.....F. deB. Walker  
 Treasurer, Director.....Angus Ahern  
 V.P., TV, Radio Dir.....Peter Golick  
*Branch Offices*  
 108 Peter St., Toronto, Ont., Canada  
 Phone: EMpire 3-0237  
**Manager.....R. J. Avery**  
 409 Petroleum Bldg., Edmonton  
 Alberta, Can.  
 Phone: 2-8356  
**Manager.....W. A. Bishop**

**WILLIAM GANSON ROSE, INC.**

1330 Williamson Bldg., Cleveland 14, O.  
 Phone: TOWER 1-6171  
 Pres., Treas., Radio Dir.

**William Ganson Rose**  
 Vice-Presidents...Frank Pelton, L. C. Brown  
 Production Mgr.....Joan Burke  
*Radio Accounts:* Bailey Co., Higbee Co.,  
 Mass. Mutual Life Insurance Co., Public  
 Square Relations.

**ROSE-MARTIN, INC.**

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

**President.....Irl W. Rose**  
 Vice-Pres.....Irl W. Rose, II  
 V.P., Gen. Mgr.....John A. Boulle  
 V.P., Vedia Director.....G. M. Rundbaken  
 Production Manager.....Ethel Whelan  
 Comptroller & Off. Mgr....D. R. Rademaker  
*Radio Accounts:* Bankers Trust Co., New  
 York, N. Y.; 11 & M Packing Co. (Coronet  
 Prune Juice), Brooklyn, N. Y.; Restaurant  
 Associates (Corner House Restaurants), New  
 York, N. Y.; Noxon, Inc. (Metal Polish),  
 New York, N. Y.; Atmore, (Mince Meat &  
 Plum Pudding), Philadelphia, Pa.  
*TV Account:* Bankers Trust Co., New York,  
 N. Y.

**IRVING ROSEN ADVERTISING**

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

**Owner, Time Buyer.....Irving Rosen**  
*Radio Accounts:* Fur Dressers & Fur Dyers  
 Assn., The Wenley Co., New York, N. Y.;  
 Ask Pharmaceutical Co., Astoria, L. I., N. Y.

**ROSS ROY, INC.**

2751 East Jefferson Ave., Detroit 7, Mich.  
 Phone: LORain 7-3900  
 ABP—ANPA—PPA—NOAB

**President.....Ross Roy**  
**Exec. V.P. &**  
 Gen. Mgr.....Thomas G. McCormick  
 Sr. V.P., Acct. Supv.....Carroll F. Sullivan  
 V.P. & Art Dir.....John W. Hutton

V.P., Acct. Suprs. . . . . William Gerstenberger.  
 Wm. W. Shaul, Robert A. Dearth  
 V.P., Creative Dir. . . . . Spencer F. Hill  
 Secretary . . . . . Erwin H. Haass  
 Treasurer . . . . . Lathrop P. Morse  
 Comptroller . . . . . Harry W. Mellen  
 V.P., Media Dir. . . . . Carl E. Hassel  
 Research Dir. . . . . Robert E. Riordan  
 Production Director . . . . . William L. Miller  
 Publicity Dir. . . . . Albert C. Nute  
 Merch. Dir. . . . . Kenneth S. Loring  
 Personnel Dir. . . . . George Macier  
 Librarian . . . . . Florence Armstrong  
 Acct. Executives: . . . . . Albert E. Bowles,  
 Richard G. Dorn, G. Robert Hankinson,  
 Robert G. Lyon, William H. Mathews,  
 Robert R. Roy, James L. Rast

**Branch Offices**

307 No. Michigan Ave., Chicago 1, Ill.  
 Phone: RAndolph 6-7000

Vice President . . . . . James Quinn  
 122 East 42nd St., New York 17, N. Y.  
 Phone: MURray Hill 7-2944

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

Vice-Pres. . . . . Maurice G. Vaughn  
 Ross Roy of Canada, Ltd.  
 410 Canada Trust Bldg., Windsor, Ont.  
 Phone: Clearwater 6-2371

Vice Pres. . . . . Harold J. G. Jackson  
*Accounts:* Aseptie-Thermo Indicator Co.;  
 Chrysler Corp. of Canada, Ltd.; Chrysler  
 Corp., Parts Div.; Chrysler Div., Chrysler  
 Corp.; DeSoto Div., Chrysler Corp.; Dodge  
 Division, Chrysler Corp.; Eljer Div., Murray  
 Corp.; Esquire Socks Div.; Export Div.,  
 Chrysler Corp.; Honey Co.; Johnston Pic  
 Co.; Magnecord, Inc.; Modern Homes Corp.;  
 Mortell, J. W. Co., Inc.; Murray Corp. of  
 Am.; Plymouth Div., Chrysler Corp.; Pre-  
 pared Products Co., Inc.; Serval, Inc., Air  
 Conditioning Div.

**RUDER & FINN, INC.**

130 E. 59th St., New York 22, N. Y.  
 Phone: PLaza 9-1800

Chairman of Board . . . . . David Finn  
 President . . . . . Wm. Ruder  
 Art Director . . . . . Noel Weber  
 Publicity Director . . . . . Paul B. Zucker  
 TV Director . . . . . Chester Burger  
*Accounts:* Bettinger Corp.; Borgenicht,  
 Jack; Gibraltar Corrugated Paper Co. Inc.;  
 Inskip, J. S.; House of Louis Feder; Midwest  
 Research Institute; Ruder Brothers; Trans-  
 film Inc.

**CHARLES L. RUMRILL & CO., INC.**

339 East Ave., Rochester 4, N. Y.  
 Phone: BAKer 7900

AAAA-ABP-ANPA-PPA

President . . . . . C. L. Rumrill  
 Treas. & V.P. . . . . H. R. Hanson  
 Vice Presidents . . . . . N. A. Gallagher,  
 G. M. Prince, W. T. Jensen  
 Secretary . . . . . G. G. Wallington  
 Radio-TV Director . . . . . James Trayhern

*Radio Accounts:* Brighton Place Dairy,  
 Community Savings Bank, Rochester, N. Y.  
*TV Accounts:* Community Savings Bank.

**LOWE RUNKLE CO.**

1305 Liberty Bank Bldg., Okla. City 2, Okla.  
 AAAAA-ABP

President . . . . . Lowe Runkle  
 Vice-Presidents . . . . . Roger Pi-lmy,  
 Howard Neumann, Monty Mann,  
 Radio, TV Director . . . . . Keith Mathers  
*Radio Accounts:* Cain's Coffee Co. (Coffee,  
 Tea, Spices); Local Federal Savings and  
 Loan; Liberty National Bank (Banking);  
 Arkansas City Flour Mills (Flour), Arkansas  
 City, Kans.; Dulaney Distributing Co. (Ap-  
 pliance Distributors); Air Products (Dis-  
 tributors), Okla. City; Okla. Farm Bureau,  
 Okla. City.

*TV Accounts:* Cain's Coffee Co. (Coffee,  
 Tea, Spices); Liberty National Bank (Bank-  
 ing); Southwestern Bell Telephone (Tele-  
 phone Service), Oklahoma City; Oklahoma  
 Publishing Co. (Newspapers); Consolidated  
 Gas (Gas Utility), Oklahoma City, Okla.;  
 Safeway Stores, Okla. City; Okla. Farm Bu-  
 reau, Okla. City.

**RUTHRAUFF & RYAN, INC.**

405 Lexington Ave., New York 17, N. Y.  
 Phone: MURray Hill 6-6400

AAAA-ABC-ABP-ANPA-APA-NOAB  
 PPA

Chrmn Exec. Comm. . . . . F. Barry Ryan  
 Chrmn. of the  
 Bd. . . . . Paul E. Watson (Chicago)  
 President . . . . . Robert M. Watson  
 Exec. V.P., Plans & Creative  
 Services . . . . . F. Kenneth Beirn  
 V.P., Dir. of Radio & TV . . . . . George Wolf  
 Radio & TV

Copy Chief . . . . . Douglas MacNamee  
 Mgr. of Radio &  
 TV Production . . . . . Roland Howe  
 Suprv. of Film Prod. . . . . Philip Feld  
 TV Art Dir. . . . . Ken Haverstick  
 Business Mgr. . . . . Havis Medwick  
 Prod. Supervisor . . . . . Edwin R. Rooney, Jr.  
 Asst. Prod. Supervisors . . . . . Dorothy Rivers,  
 Ted Storb  
 Mgr., Time Buyers . . . . . Vincent DeLuca  
 Time Buyers . . . . . Charlotte Corbette,  
 Gordon Hughes  
 Asst. Time Buyers . . . . . George Hefferman,  
 Edward Sherinian

**Branch Offices**

360 North Michigan Ave., Chicago 1, Ill.  
 Phone: FInancial 6-1833

Exec. V.P. . . . . H. B. Groseth  
 Exec. V.P., Radio, TV . . . . . R. W. Metzger  
 Carew Tower, Cincinnati 2, Ohio  
 Phone: GARfield 5800

V.P. & Manager . . . . . John L. Magro  
 1412 Main St., Dallas 2, Texas  
 Phone: RIVerside 6453

V.P. & Manager . . . . . John Simmons  
 7430 Second Boulevard, Detroit 2, Michigan  
 Phone: TRinity 4-2200

Exec. V.P., Eastern Div. . . . . Tod Reed

6920 Sunset Boulevard, Hollywood, Calif.  
 Phone: HOLLYWOOD 9-3611  
 Manager .....Tom Hargis  
 5615 Fannin St., Houston 4, Texas  
 Phone: CAPitol 4-1741  
 Manager.....Theodore F. Keady  
 3440 Wilshire Blvd., Los Angeles 5, Calif.  
 Phone: DUNkirk 8-0571  
 V.P. & Pacific Coast Mgr....John H. Weiser  
 611 Olive St., St. Louis 1, Mo.  
 Phone: MAIn 1-0127  
 Sr. V.P. & Mgr.....Oscar A. Zahner  
 2650 University Ave., St. Paul 14, Minn.  
 Phone: PRior 7711  
 V.P. & Manager.....James R. Ralders  
 235 Montgomery St., San Francisco 4, Calif.  
 Phone: EXbrook 2-4616  
 V.P., Manager.....Ray Mount Rogers  
 1218 Third Avenue, Seattle 1, Wash.  
 Phone: ELliott 1572  
 V.P. & Manager.....F. G. Mullins  
 1275 National Press Bldg., Washington 4,  
 D. C.  
 Phone: EXecutive 3-6730  
 Manager.....Donald J. Wilkins  
 80 Richmond Street West, Toronto 1, Ont.  
 Canada  
 Phone: EMpire 6-1515  
 Manager. Acct. Exec.....John Brookman  
*Radio and TV Accounts:* Adler Co., Allied  
 Florists Association of Illinois, American  
 Kitchens, Baldwin Piano Co., Banquet Can-  
 ning Co., Capitol Frito Corp., Comfort Mfg.  
 Co., Emery Industries Inc., Frito New York,  
 Inc., Hancock Oil Co., Krey Packing Co.,  
 Lever Brothers, Ltd., Lewis-Howe Co.,  
 Thomas J. Lipton, Thomas J. Lipton, Ltd.,  
 Markus Campbell Co., Nally's Inc., Oshkosh  
 B'Gosh, Inc., Pacific Coast Paper Mills, Pa-  
 cific Finance Corp., Palm Beach Co., Pepsodent  
 Sales, Ltd., Pharma-Craft Corp., Reddi-  
 wip Co., Safeway Stores, A. E. Staley Mfg.,  
 United Wallpaper Inc., Wolverine Shoe and  
 Tanning Co., William Wrigley, Jr. Co., Zono-  
 lite Co., Chocolate Products Co., Thomas  
 Emery & Sons, Inc., Glaser-Crandell Co.,  
 Jacob Ries Bottling Works, Inc., Janney Sem-  
 ple Hill & Co., Jel Sert Co., Lincro Products  
 Distributing Co., Minnesota Hospital Ser-  
 vice Association, Minnesota Consolidated Can-  
 neries, Inc., Old Judge Foods Corp., Seattle  
 First National Bank, So Good Potato Chip  
 Co., Sun Oil Co., Texas Bank & Trust Co.,  
 Texas State Optical Co., Wallerstein Co.,  
 Waxed Paper Merchandising Council, West-  
 ern Gear Works, Radio Cincinnati, Inc.  
 (Radio Station WKRC); Radio Station  
 KJET, Houston, Tex.; Radio Station KTHH,  
 Houston, Tex.

**LEWIS EDWIN RYAN ADVERTISING**  
 726 Jackson Place, N. W., Washington, D. C.  
 Phone: REpublic 7-7606  
 AAAA-ABC-ABP-ANPA-AFA  
 Owner.....Lewis Edwin Ryan  
 Gen'l Mgr.....John F. Hardie  
 Comptroller.....Preston D. Coiner  
 Sr. Acct. Exec.....William R. Doores  
 Prod. Mgr.....David F. DeYoung

Acc't. Exec.....Samuel E. Hunsaker,  
 Donald H. Dixon  
 Art Directors.....James W. Steele  
 William R. Clifford  
 Dir., Radio-TV.....William J. Green  
 Copy Chief.....Louise Scheiman  
 Creative Director.....Walter Kerwin

**BEN SACKHEIM, INC.**

The Plaza, 2 West 59th St., New York 19,  
 N. Y.  
 Phone: PLaza 1-2200  
 NBP-AAAA-ABP-ANPA-APA-NOAB  
 PPA  
 President .....Ben Sackheim  
 Exec. Vice-Pres.....George B. Pampel  
 Secy., Treas.....S. M. Sackheim  
 Copy Chief.....Anne Green  
 Art Director.....Arthur Singer  
 Production Manager.....Bernard Spiro  
 Media Director.....William Galker  
 Research Dir.....B. W. Saas  
 Account Executives.....Jerome G. Hahn,  
 George B. Pampel, Glenda Sullivan,  
 Sylvia Sackheim, Ted Breining  
*Radio Accounts:* The Autoyre Company  
 (Kitchen and Bathroom Accessories), Oak-  
 ville, Conn.; Peter Pan Foundations, Inc.  
 ("Merry-Go-Round" Brassieres), Flex-Let  
 Corp. (Flex-Let Watch Bands & Beau Brum-  
 mel Men's Jewelry), E. Providence, R. I.  
*TV Accounts:* Flex-Let Corp., E. Provi-  
 dence, R. I.; Peter Pan Foundations, Inc.  
 (Brassieres), New York.

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

250 Park Ave., New York 17, N. Y.  
 Phone: PLaza 5-1180  
 AAAA-ABP-ANPA-ABC  
 President.....Stanley J. Keyes, Jr.  
 Vice-President.....John L. Fitzgerald  
 Vice-Pres.-Art Director...Alfred A. Anthony  
 Vice-Pres.-Copy Chief.....Ward Seeley  
 V.P.-Sls. Prom.....R. K. Snively  
 Production Manager.....William Korcak  
 V.P., Media Dir.....James J. Freeman  
 Publicity Director.....Torrey Stearns

*Branch Offices*

1004 No. Charles St., Baltimore 18, Md.  
 Phone: PLaza 2-0809  
*Radio Accounts:* Davison Chemical Co.,  
 Div. of W. R. Grace & Co. (Fertilizers), Bal-  
 timore, Md.; Josiah Wedgwood & Sons,  
 (China), N. Y., N. Y.  
*TV Accounts:* Davison Chemical Co., Div.  
 of W. R. Grace & Co., Baltimore.

**WALKER SAUSSY ADVERTISING, INC.**

Penthouse, Texas Co. Bldg., New Orleans 16,  
 La.  
 Phone: CANal 9212  
 ANPA-ABP-NOAB  
 President .....Walker Saussy  
 Vice Presidents.....Joseph Shields, Jr.,  
 D. W. Ziegelasch  
 Radio Time Buyer.....Stanley Starr  
 Acct. Executives.....Jules Robert,  
 James S. Byrne





Radio Accounts: American Brewing Co., Miami, Fla.; Elmer Candy Co. (Elmer Candies); Wm. B. Reily Co., Inc. (Luzianne Coffee & Tea); L. A. Frey & Sons (Meat Products).

TV Accounts: American Brewing Co., Miami, Fla.; Elmer Candy Co.; Wm. B. Reily Co., Inc. (Luzianne Coffee & Tea), Henderson Sugar Refinery; Hibernia Homestead (Building Loans).

FRANK B. SAWDON, INC.

270 Park Ave., New York 17, N. Y. Phone: PLaza 5-1324

President.....Frank B. Sawdon Vice-President.....Jerry Bess Secretary.....Victor Sawdon Radio-TV Production.....Jack Wilcher Coordinator.....James Hackett

Branch Office

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

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

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

SCHECK ADV. AGENCY, INC.

9 Clinton St., Newark 2, N. J. Phone: Market 2-0480 ANPA—APA—PPA

President.....Julius Scheck V. P., Radio-TV Dir.....E. Grant Scheck Secy. & Treas.....Morris Scheck Prod. Mgr., Art Dir.....Henry R. Scheck Copy Chief.....E. Bimberg Space Buyer.....Frank M. Craumer Account Executives...William H. Andrews, E. Grant Scheck, Morris Scheck, Julius Scheck.

Radio Accounts: Charms Co. (Charms Candy), Asbury Park, N. J.; Fischer Baking Co. (Baked Goods), Newark, N. J.; Phila. Dairy Products Co. (Ice Cream), Philadelphia, Pa.

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

SCHEIDELER, BECK & WERNER, INC.

487 Park Ave., New York, N. Y. Phone: MURray Hill 8-8866 ABC—ABP—ANPA

President.....Joseph Scheideler Excc. V.P., Treas.....Joseph Beck Secretary.....Eugene Hulshizer Dr. Radio-TV Timebuying.....Vera Brennan TV Director.....Walter Ware

Radio Accounts: Manhattan Soap Co. (Sweetheart Soap, Blu-White Flakes, Protex Soap, Blue Barrell Soap), New York, N. Y.; C. F. Mueller Co. (Macaroni, Spaghetti & Egg Noodles), Jersey City, N. J.; The Mc-

Ihheney Co. (Tabasco Sauce), New Iberia, La.; International Salt Co. (Sterling Salt), Scranton, Pa.; Newsweek Magazine (Newsweek), New York City.

TV Accounts: Manhattan Soap Co. (Sweetheart Soap, Blue-White Flakes, Protex Soap); C. F. Mueller Co. (Macaroni, Spaghetti & Egg Noodles); The McIlhenny Co. (Tobasco Sauce); Int. Salt Co. (Sterling Salt).

SCHENKER COMPANY

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

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

SCHOLTS ADVERTISING SERVICE

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

Owner.....T. D. Scholts Radio-TV Dir.....Althea Hubbard

GORDON SCHONFARBER & ASSOCIATES, INC.

58 Weybosset St., Providence 3, R. I. Phone: GASpee 1-4813-45 ABP—ANPA—APA—NOAB—PPA

Exec. Vice-Pres....Gordon Schonfarber, Jr. V.P., Prod. Mgr.....Russell C. Edwards Vice-Pres., Copy Chief.....John B. Swift Secretary.....Amanda C. J. Olsson Radio-TV Dir.....R. J. McVicker, Jr.

Radio Accounts: Gladding's, Inc. (Radios), Old Colony Co-operative Bank (Savings & Loan), Providence; Washington Trust Co. (Commercial Bank), Westerly, R. I.; Warwick Club Ginger Ale Co. (Carbonated Beverages), West Warwick, R. I.; Paris Fabric Shop, Providence; Calif. Artificial Flowers, Providence; J. S. Inskip, Inc. (Foreign Cars), Providence; B. A. Ballou Co., Inc. (Jewelry), Providence.

TV Accounts: Old Colony Cooperative Bank; Gladdings, Inc.; Warwick Club Ginger Ale Co., West Warwick, R. I.; Calif. Artificial Flower Co.; Johnson & Wales Business School, Providence; B. A. Ballou & Co.

SCHWIMMER & SCOTT, INC.

814 N. Michigan, Chicago 11, Ill. Phone: WHIEhall 4-6886 ANPA—APA—PPA—NBP—AAAA

President.....R. J. Scott V.P., Creative Dir.....Leo J. Krakover V.P., Radio-TV Dir.....Robert S. Knapp Treasurer.....Harry Heilig Media Dir., Time Buyer.....Robert Riemenschneider, Jr.

*Radio Accounts:* Chicago Stadium, Salerno-Megowen Biscuit Co., Schutter Candy Co., Walgreen Co., Spiegel, Inc., Chicago, Ill.; Helzberg's (Jeweler's), Kansas City, Mo.; F. & F. Laboratories (Cough Lozenges), American Frigid Dough Co. (Frozen Foods), Citrus Products Co. (Kist-Bottled Orange Juice), Red Dot Foods, Inc., Madison, Wis.; Boyer International Lab., Buddy Roy Popcorn Co., Chicago; Little Dutch Candy Mill Corp., Chicago.

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

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

President .....Freeman Keyes  
Exec. Vice Pres.....Harry H. Maus  
Vice Pres. Gen. Mgr.....H. B. Goldsmith, Jr.  
Vice Presidents.....A. D. Keyes  
Daniel Foster, Harley B. Hobbs, James  
Witherell, L. J. Marshall, Dean Landis,  
P. F. Marshall, Fred Willson  
Sec.-Treas.....E. V. Owen  
Time Buyer.....Merle Myers  
Radio-TV Director.....R. B. Young  
Dir. Film Prod.....Allen Lee

*Branch Offices*

121 Monument Circle, Indianapolis 9, Ind.  
MElrose 5-1361  
V.P. in Chg.....Paul Richie  
418 S. Robertson Blvd., Los Angeles, Calif.  
Phone: CRestview 4-7613

Manager.....Lou Place  
*Radio Accounts:* Fendrich Inc. (La Fendrich & Chas. Denby Cigars), Evansville, Ind.; C. H. Wallerich Co. (Chrysler & Plymouth Distributors), Indianapolis, Ind.; Pinex Company (Cough Syrup), Fort Wayne, Ind. Admiral Corp., Chicago.

*TV Accounts:* Brown & Williamson Tobacco Corp. (Raleigh Cigarettes), Louisville 1, Ky.; Pinex Company (Cough Syrup), Fort Wayne, Ind.; W. A. Sheaffer Pen Company, Fort Madison, Iowa; Elgin American, Division of Illinois Watch Company (Compacts, pearls, etc.), Elgin, Ill.; Admiral Corp., Chicago; Topco Assocs. (Canned Foods), Chicago.

**ED SHAPIRO INC.**

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

President .....Edward Shapiro  
Vive-President.....Leonard Goldsmith  
Secretary .....H. Hyman Shapiro  
Treasurer.....Edward L. Frater  
Art Director.....Jack Garry  
*Radio Accounts:* Sealy Mattress Co., Chester, Pa.; Browning, King, Philadelphia; Mutual of Omaha (Insurance), Philadelphia.

*TV Accounts:* Sealy Mattress Co.; Philadelphia Model Hobbies Association; Price Vacuum Stores.

**JOHN W. SHAW ADVERTISING, INC.**

51 E. Superior St., Chicago 11, Ill.  
Phone: MOhawk 4-6323  
ANPA—APA—PPA—NBP

President & Treas.....John W. Shaw  
Vice-Presidents.....David E. Gurrant.  
P. L. O. Smith, Arch Macdonald  
Dir., Radio, TV

& Commercial Films.....H. Ketting  
*Radio Accounts:* The Quaker Oats Company, Chicago, Ill.

*TV Accounts:* The Quaker Oats Company, Chicago; Dormeyer Corp., Chicago; Webster-Chicago Corp., Chicago; Frank Fehl Brewing Co., Louisville, Ky.

**SILTON BROTHERS INC.**

131 Clarendon St., Boston 16, Mass.  
Phone: CO 7-3730  
ABP—ANPA—FAAG—PPA

President.....Myron L. Silton  
Exec. V.P.....Jason N. Silton  
V.P., Producer, Buyer.....E. W. Hoffman  
Treas., Media Dir.

Radio-TV Buyer.....Ramon N. Silton  
V.P. Art.....Andre B. Paquette  
Asst. Treas.....Ruth B. Comerford  
Media Analyst.....Marie E. Kachinski

*Radio Accounts:* Craftsman Insurance Co. (A. & H. Insurance), Boston; New England Provision Co. (Meats), Boston, Mass.; Homestead Motor Car Co.; Boston; Barcolene Co. (Detergents), Boston; Boston Bonnie Fisheries (Frozen Sea Food); Hotel Kenmore; Kendall Manufacturing Co. (Soapine), Sears Roebuck & Co. (Boston and Suburban Retail Stores), all Boston, Mass.; Metropolitan Furniture Co. (Retail Furniture Store), Lynn, Mass.

*TV Accounts:* Craftsman Insurance Co. (Accident & Health Insurance); New England Provisions Co. (Meats); The Barcolene Co. (Detergents Manufacturer); Elm Farm Foods Co. (Retail Food Chain); Homestead Motor Car Co. (Used Car Dealer); Sears Roebuck & Co. (Boston and Suburban Retail Stores), all Boston, Mass.; Mutual Shoe Sales Co. (Foot Flaires Shoes Mfgr.), Maynard, Mass.

*Estimated Radio-TV Billings:* \$400,000.00.

**SIMON & GWYNN**

3329 Poplar Ave., Memphis 11, Tenn.  
Phone: 62-1691  
SNPA—ANPA—APA—NOAB—ABP  
FAAG

Partners.....Milton Simon, H. N. Gwynn  
*Branch Office*  
924 Stahlman Bldg., Nashville, Tenn.  
Phone: 5-8909

Manager.....W. M. Holder  
*Radio-TV Accounts:* American Snuff Co., Donald Furniture Co., The HumKo Co., Robilio & Cuneo (Rouco Foods), American Tea & Coffee Co.

**SIMONS-MICHELSON CO.**

1126 Lafayette Bldg., Detroit 13, Mich.  
Phone: Woodward 3-3000  
AAAA—ANPA—ABP

Partners.....Leonard N. Simons  
Lawrence J. M. Michelson  
Prod. Mgr.....Arthur H. Copland  
Space Buyer.....C. Allison Belcher

Art Director.....Al Sielaff  
 Radio-TV Director.....Richard N. Hughes  
*Radio Accounts:* Cunningham's Drug Stores (Drug, etc.), Keopplinger Bakery (Baked Goods), Krun-Chee Potato Chips (Potato Chips), (Pretzels), Marshall Drug Company (Drugs), Cleveland, Ohio; Benjamin Rich (Real Estate), Sealy Mattress Co. (Mattresses), Taylor's Inc. (Dodge-Plymouth), Detroit, Mich.; Velvet Peanut Products (Peanut Butter); E & B Brewing Co. (Brew 103, Golden Ale); People's Outfitting Co. (Dept. Store); Dossins Food Products (Pepsi-Cola); General Electric Supply Co. (Appliances); Guardian Savings & Loan; Lasky Furniture; City Bank, Detroit, Mich.; Leo Adler Co. (DeSoto-Plymouth); Mohawk Lumber Co., Detroit, Mich.; Lix (Cough Formula), Detroit; Stone's Jewelers, Detroit; Schmid's (Beer), Detroit; Wrigley's Super Markets, Detroit; Park Furniture Co.; Epps Four Great Stores (Sporting Goods); Holden Builders; Keene Television; Kwik Kafe of Detroit, Inc. (Vending Machine Coffee), all Detroit.

*TV Accounts:* Cunningham's Drug Stores (Drugs, etc.); Dossin's Food Products (Pepsi Cola); Keopplinger Bakery (Baked Goods); Krun-Chee (Potato Chips); People's Outfitting Co. (Dept. Store); Sealy Mattress Co. (Mattress Mfg.); Taylor's Inc. (Automotive); Velvet Peanut Products (Peanut Butter); E & B Brewing Co. (Brew 103, Golden Ale); General Electric Supply Co. (Appliances); Lasky Furniture; Leo Adler Co. (DeSoto-Plymouth); Mohawk Lumber Co.; Wrigley's Super Markets; City Bank, Detroit, Mich.; Lix.

**W. J. SMITH CO.**

Martin Brown Bldg., Louisville 2, Ky.  
 Phone: Jackson 2163  
 APA—SNPA—ANPA

Pres. & Treas., Prod. Mgr.....W. J. Smith  
 Vice-Pres. & Secy.....G. B. Smith  
 Media Dir. & Copy Chief.....H. D. Peltier  
 Radio Dir.....I. M. Diebold  
 Account Executives.....P. M. Shaughnessy,  
 H. D. Peltier, W. J. Smith  
*Radio Account:* Peerless Mfg. Co.

**SMITH, TAYLOR & JENKINS, INC.**

223 Fourth Ave., Pittsburgh 22, Pa.  
 Phone: ATLantic J-9312  
 ABP—ANPA—APA—FAAG

President.....Ronald P. Taylor  
 Bd. Chrmn., Treas.....Robert M. Jenkins  
 Television Dir.....Thomas J. MacWilliams  
 Radio Director.....Les Sterne  
 Acct. Executives.....Ronald P. Taylor,  
 Robert E. Quaid, W. C. Sutherland, R. M. Jenkins, E. V. Hudson, Jules A. Petreces,  
 J. J. Matelan, R. K. Pearson, William D. Morrissey

**SON DE REGGER ADV. AGENCY INC.**

1020 Locust St., Des Moines 9, Ia.

Phone: 3-3185

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

**C. JERRY SPAULDING, INC.**

201 Commercial St. Worcester 8, Mass.  
 Phone: PLeasant 3-4789  
 Pres., Treas. & Radio Time Buyer

C. Jerry Spaulding  
 Secretary.....H. H. Hartwell  
 Art Director.....Harvey Ball  
 Prod. Mgr.....Charles Rice  
 Acct. Exec.....Robert F. Hayward  
*Radio Accounts:* Coronado Hotel, Peoples Savings Bank, Mechanics Natl. Bank, Smith & Fyfe, Inc. (Ice Cream) Worcester.

**RAYMOND SPECTOR COMPANY, INC.**

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

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

**SPITZ ADVERTISING AGENCY, INC.**

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

Owner, Acct. Exec.....William Spitz  
 Art Director.....Phillip Gabriel  
 Copy Chief.....Cynthia Proulx  
 Production Mgr.....Diane Davis  
 Space & Time Buyer.....Martha Matlews  
 Radio-TV Director.....Ed Herr  
*Radio Accounts:* Empire Card Co., Inc. (Greeting Cards), Elmira, N. Y.; Fair City Savings & Loan Ass'n, Syracuse; Gardner & North Roof & Siding Corp., Syracuse; Grange Silo Co., Inc., Red Creek, N. Y.; Henry Frank Leather Co., Syracuse; Hotel Syracuse Mohican Stores Inc. (Food Markets), Syracuse & Auburn, N. Y.; Pilgrim Packing Co., (Meat Products), Syracuse; Syracuse Card Co. (Greeting Cards), Syracuse; Syracuse Glass Co. (Store Fronts), Syracuse; Syracuse National Shows, Inc., Syracuse; Timerson Canning Co., Inc. (Timco Dog & Cat Food), Fair Haven, N. Y.; University College—Adult Division, Syracuse University.

*TV Accounts:* Bedding Furniture Supermarket (Furniture), Syracuse; Empire Card Co. Inc. (Greeting Cards), Elmira, N. Y.;

Gardner & North Roofing & Siding Co.; Hotel Syracuse; Ononadaga Supply Co., Inc. (Appliances), Syracuse; Outdoor Store (Sporting Goods), Syracuse; Penfield Manufacturing Co. (Mattresses) Syracuse; Spectator-Genesee Motor Sales, Inc. (Cadillac-Olds dealer) Syracuse; Syracuse Card Co., Greeting Cards), Syracuse; Syracuse Glass Co.; Syracuse National Shows, Inc.; Timerson Canning Co., Inc. (Timco Dog & Cat Food), Fair Haven, N. Y.; University College, Adult Education Div., Syracuse University; Wilsons Leading Jewelers (Jewelers), Syracuse.

**SPITZER & MILLS LIMITED**

50 King Street W., Toronto 1, Can.  
Phone: EMpire 6-2811

President.....G. F. Mills  
Exec. Vice-Pres.....J. W. Spitzer  
Gen. Mgr. & Sec.-Treas.....W. H. Reid  
Radio TV Director.....T. R. Hart  
Account Executives.....J. R. Charles,  
F. J. Collins, W. G. Wallace, L. F. McCarty,  
W. F. Nugent, J. Gillard, B. Whale,  
S. Boswell, G. F. Mills, J. W. Spitzer, W. H.  
Reid, J. Bramm, D. McMillan, F. E. Smith,  
W. S. Karn

*Branch Office*

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

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

**BARTON A. STEBBINS ADVTG.**

3142 Wilshire Blvd., Los Angeles 5, Calif.  
Phone: Dunkirk 8-8131

ABP—ANPA—APA—AAAA—NOAB

Owner.....Barton A. Stebbins  
Acct. Execs....A. W. Gudelman, Nat Jeffras  
Time Buyer.....A. W. Gudelman  
*Radio Accounts:* Certified Grocers of Calif. (Perfect Host & Guest coffees), Los Angeles; Signal Oil Company (gasoline), Los Angeles; Sleep-Eze Co. (Sleep-Eze), Los Angeles.

*TV Accounts:* Certified Grocers of Calif. (Perfect Host & Guest coffees), Los Angeles; Signal Oil Company (gasoline), Los Angeles

**STERLING ADV. AGENCY, INC.**

535 5th Ave., New York 17, N. Y.  
Phone: MUrray Hill 7-3400

ANPA—PPA

Chairman of Board.....S. M. Broun  
President.....Joseph S. Edelman  
Treasurer.....Herbert Goldsmith  
Media. Radio. TV Dir.....  
Time Buyer.....Alfred B. Udow

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

1300 First Natl. Bank Bldg., Cincinnati 2, O.  
Phone: Dunbar 1-5600

AAAA—ABP—ANPA—APA—PPA—NOAB  
Chmn. of Board.....William Z. Burkhart  
VP, Sec. & Copy Chief.....Ranald S. West  
Pres., Dir. of Contract.....Joseph D. Nelson, Jr.  
Exec. V.P., Treas.....C. Thomas Martin  
VP & Dir. Media.....Robert A. McDowell  
Television Director.....Gary Lee  
Dept. Mgr., Time Buyer....Douglas Burch

*Radio Accounts:* Hudepohl Brewing Co. (Hudepohl Beer & Chevy Ale), Cincinnati, Ohio; Mosler Safe Company (Mosler Safes & Chests), Hamilton, Ohio; Cincinnati Gas & Electric Co. (Utility), Cincinnati, Ohio; Gibson Wine Co. (Golden Pheasant Wines), Cincinnati, Ohio; Cincinnati & Suburban Bell Tel. Co.; United States Shoe Corp. (Red Cross Shoes), Cincinnati, O.

*TV Accounts:* United States Shoe Corp. (Red Cross Shoes), Cincinnati, O.; Hudepohl Brewing Co. (Hudepohl Beer & Chevy Ale), Cincinnati, Ohio; Cincinnati Gas & Electric Co. (Utilities), Cincinnati, Ohio; Central Trust Co. (Banking Institution), Cincinnati, Ohio; Mosler Safe Company (Safes & Chests), Hamilton, Ohio; Gibson Wine Company (Golden Pheasant Wines, Champagne), Cincinnati, Ohio; Cincinnati & Suburban Bell Tel. Co.

**STORM ADVERTISING CO., INC.**

72 East Ave., Rochester 4, N. Y.  
Phone: Baker 9140, 9149

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

Acct. Ex. Time Buyer.....Jean Schantz  
Prod. Mgr.....Elmer Foote  
Office Manager.....Janet Thomas

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

**DANIEL F. SULLIVAN CO., INC.**

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

AAAA—ABP—ANPA—APA—NBP—PPA

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

*Radio Accounts:* Revere Racing Assn. (Greyhound Racing), Revere; R. S. Robie, Inc. (U-Drivit Auto Rental), Boston, Mass.; F. H. Snow Canning Co. (Snow's Clam Chowder, Snow's Fish Chowder, Snow's Lobster Newburgh), Pine Point, Me.; Hickox Secretarial School, Boston.



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

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

Phone: ORegon 9-2500

ANPA—APA—NOAB—PPA—NBP

President.....Raymond F. Sullivan  
 Vice-Pres.....Donald D. Stauffer  
 Vice-Pres.....Robert T. Colwell  
 Vice-Pres.....S. Heagan Bayles  
 Vice-Pres. Sery.....John P. Colhane  
 Vice-Pres.....Ralph Smith  
 Vice-Pres. & Treas...T. Newton Weatherby  
 Vice-Pres.....Lloyd W. Baillie  
 V.-P. & Copy Chief.....Joseph Leopold  
 V.-P. & Media Dir.....Francis Minchan  
 V.-P. & Merch. Dir.....Daniel O'Meara  
 Vice Pres.....Kenneth McAllister  
 Vice Pres.....Herbert A. Vitriol  
 Vice-Pres.....A. K. Spencer  
 Vice-Pres.....Luther H. Wood  
 Vice-Pres.....Maitland Jones  
 Vice-Pres.....Samuel Carter III  
 Vice-Pres.....Ida S. Raisback  
 Vice-Pres.....Barrett Welch  
 Vice-Pres.....William M. Spire  
 Vice-Pres.....Clemens F. Hathaway  
 Vice-Pres.....Joseph Hardie  
 Research Dir.....Timothy J. Healy  
 V.-P. & Head Art Dir.....Robert West  
 Prod. Mgr.....George Andrew  
 Controller.....M. Herbert King  
 V.-P. & Radio-TV Dir.....Philip H. Cohen  
 Radio-TV Bus. Mgr.....Frank Reed

*Branch Office*

6253 Hollywood Blvd., Hollywood 28, Calif.  
 Phone: Hollywood 4-2119

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

**J. WALTER THOMPSON COMPANY**

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

Phone: MURray Hill 3-2000

AAAA—ABP—ANPA—APA

Chairman.....Stanley Resor  
 Vice Chairman.....Henry C. Flower, Jr.  
 Vice Chairman.....Samuel W. Meek  
 President.....Norman H. Strouse  
 Vice Presidents.....Donald Anderson,  
 Robert W. Ballin, Robert Black, Arthur  
 Blomquist, Joseph Boyle, Harry Deines,  
 Robert Dennison, Jr., John Devine, Samuel  
 Dobbs, Herbert Drake, Margaret King Ed-  
 dy, Wallace Elton, Don Francisco, Edward  
 Graham, William Griffin, Jr., Robert Haig,  
 Jr., Maurice Hanson, Howard Henderson,  
 Henry Herrmann, Kennett Hinks, C. Mau-  
 rice Holland, Thayer Jacarci, Arno John-  
 son, Henry C. L. Johnson, John J. Kirn,  
 Standish Marsh, Thomas Mason, Robert  
 McDonald, Ezra McIntosh, William Mc-  
 Kamy, William McKeehan, Jr., John Mon-  
 sarat, John Morse, Philip Mygatt, Thomas  
 O'Grady, Lucile Platt Reaves, Vergil Reed,  
 William Resor Charles Rheinstrom, Ed-  
 mund Rice, Edward Robinson, Jr., O'Neill  
 Ryan, Jr., Edmund Smith, Lewis Snyder,  
 Frank Stephenson, Nancy Stephenson. Jo-

seph Stone, Winfield Taylor, Edward  
 Thomas, Robert Urban, Ruth Waldo, Sam-  
 uel Walker, Shirley Woodell, William  
 Fiske Wright, William Pelton Wright, Jr.  
 V.P., Radio-TV.....H. Bart McHugh  
 V.P., Secretary.....Howard Kohl  
 Treasurer.....Luther O. Lemon  
 V.P. & Dir. of Media.....Arthur A. Porter  
 Time Buyers.....James O. Luce,  
 Jayne Shannon, Anne Wright  
 Talent.....Virginia C. Spragle

*Branch Offices*

410 No. Mich. Ave., Chicago, Ill.

Phone: MOhawk 4-6700

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

V.P., Mgr.....John L. McQuigg  
 6399 Wilshire Blvd., Los Angeles, Calif.  
 Phone: WE 3-7201

Vice Pres.....Tom R. Cooper  
 V.P., Radio-TV Dept.....Cornwell Jackson  
 220 Miracle Mile, Coral Gables, Fla.  
 Phone: Miami 83-5187

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

V.P., Pacific Area Mgr.....Harry A. Lee  
*Radio Accounts:* Kraft Foods Co.; Ford  
 Dealers Assn.; Swift & Co.; Shell Oil Co.;  
 Johns-Manville Corp.; Ward Baking Co.; Pan  
 American; Quaker Oats Co.; Lever Brothers;  
 Standard Brands; Scott Paper Co.; Mentho-  
 latum; Schlitz Beer.

*TV Accounts:* Aluminum. Ltd.; Atlantis  
 Sales; Brillo Manufacturing Co.; Clum King  
 Sales; Eastman Kodak; Johns-Manville  
 Corp.; Ford Div., Central Fund; Kraft Foods  
 Co.; Lever Brothers; Libby, McNeill & Lib-  
 by; Pan American; Quaker Oats Co.; Scott  
 Paper Co.; Swift & Co.; Sylvania; Assoc.  
 Hospital Service of N. Y.; United Medical  
 Service, Inc.; Ballantine; Bowman Dairy;  
 Boyle Midway, Inc.; Safeway; Seven-Up;  
 Shell Oil Co., Inc.; Southeastern Trailways;  
 Standard Brands; Ward Baking Co.; W. F.  
 Young, Inc.; Ford Dealers Assn.; Schlitz  
 Beer.

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

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

Phone: ELdorado 5-4404

ABP—ANPA—APA—PPA—NBP

Chairman of Board.....Wm. Irwin Tracy  
 Pres.....Frank S. Kent  
 Vice-Pres. & Art Dir.....Hugh F. Donnell  
 Treas. & Sec.....Geo. M. Pease  
 Vice-Pres.....F. Haas, F. Nye, Leo E. Kirby  
 Buyer.....F. W. Hlass  
 Radio & TV Director.....P. A. Baecker  
*Radio Accounts:* J. W. Beardley's Sons,  
 (Food Products), Newark, N. J.; Cadie  
 Chemical Products, Inc. (Polishing cloths),  
 New York, N. Y.; Charles & Co., Inc. (Bon  
 Voyage Shop), New York, N. Y.; Deldwood  
 Dairy Co., Inc. (Milk & Dairy Products),  
 Yonkers, N. Y.; Filler Products, Inc. (Snack

Foods), Atlanta, Ga.; Adolph Goldmark & Sons, Corp. (Imported Foods), New York, N. Y.; Cristede Bros., Inc. (Grocers), New York, N. Y.; Moore & Co. Soups, Inc. (Bon Vivant Soups), Newark, N. J.

TV Accounts: Cadie Chemical Products, Inc. (Polishing Cloths), New York, N. Y.; Filler Products, Inc. (Snack Foods), Atlanta, Ga.; Cristede Bros., Inc. (Grocers), New York, N. Y.; New Jersey Egg Institute (Jersey Jill Eggs), Lakewood, N. J.; Terry Candy Co., Elizabeth, N. J.

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

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

AAAA-ABP-ANPA-AFA

President ..... Morris Hite  
Exec. Vice-Pres. .... Clay W. Stephenson, Jr.  
Vice-Pres., Treas. .... John H. Wellenkamp  
Radio, TV Director .... Lawrence E. DuPont  
*Branch Office*

2332 Wittolcombe, Houston 25, Texas  
Phone: MO 7-3306

Vice-President ..... Clay W. Stephenson, Jr.  
1501 Canal St., New Orleans 16, La.  
Canal 9278

Exec. .... G. C. Mossman  
*Radio Accounts:* Borden Co. (Southern District); Comet Rice Mills, Houston; Duncan Coffee Co., Houston; Imperial Sugar Co., Sugarland; Burrus Mill & Elevator Co. (flour), Dallas; Adleta Company, Dallas; Reserve Life Insurance Co., Dallas; Frito Co., Dallas, Texas; American Brewing Co. (Beer), New Orleans, La.; Radio Stations, WWL, New Orleans, La. & KRLD, Dallas, Tex.

*TV Accounts:* Borden Co. (Southern District); Comet Rice Mills, Houston; Mrs. Baird's Bakeries, Dallas, Ft. Worth; Duncan Coffee Co., Houston; Imperial Sugar Co., Sugarland; King Candy Co., Ft. Worth; Hagar Co. (men's slacks), Dallas; Adelta Company, Dallas; American Brewing Co.; Frito Co.

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

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

Pres., Radio-TV Dir. .... Wm. von Zehle  
Copy Chief ..... Otto Riess  
Treasurer ..... Kathleen Banks  
Secretary ..... Anthony Sarnataro

*Accounts:* Bernheimer, D. F., & Co.; Colonial Boat Works; Complete Machinery & Equip. Co.; Dyson Shipping, N. Y.; Emery, John S. Co.; First New Hampshire Corp.; Fishetti Bros.; General Register Corp.; Haeuser Shellac Co. Inc.; Industrial Aromatic Inc.; International Projector Corp.; Jadov, B. Inc.; K & W Products Corp.; Meyer, N. S. Inc.; Mohegan International; North Atlantic & Gulf Steamship Co.; Pan-Atlantic Steamship Line; Richmond Screw Anchor Co. Inc.; Rose Ribbon & Carbon Mfg. Co. Inc.; Solon Palmer; Standard Radio, Chicago & Hollywood; Winsor & Newton; Winston, Harry Inc.; Young, Adam J. Inc.

**GEOFFREY WADE ADVERTISING**

20 N. Wacker Drive, Chicago 6, Ill.

Phone: STate 2-7369

ABC-ANPA

Exec. Dir. .... Albert G. Wade, II  
General Manager ..... Paul McCluer  
Prod. Service Dir. .... Lawrence W. Davidson  
Research Dir. .... Gordon Norberg  
Art Director ..... J. B. Hoopes  
Dir. Radio Pgsms. .... P. C. Lund  
Controller ..... L. J. Franel  
Media Director ..... Louis J. Nelson  
Space, Time Buyer ..... David S. Williams  
Dir. of Network TV Pgsms. .... Jack Farnell  
Dir. of TV ..... Booth Luck

*Branch Offices*

Wade Advertising Agency, Inc.  
6381 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HOLlywood 4-7457

Exec. Vice Pres. .... Robert E. Dwyer  
Vice Pres. .... Snowden Hunt, Jr.  
Director, Radio-TV Oper. .... Edgar Pierce  
10 East 49th St., New York, N. Y.  
Phone: PLaza 5-4156

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

*TV Accounts:* Miles Laboratories, Inc. (Alka-Seltzer, Nervine, Tabcin, Bactine), One-A-Day (Brand) Vitamins, Elkhart, Ind.; Alberto-Culver Co. of Hollywood (Alberto VO-5), Chicago; Miles California Co., Los Angeles, Calif.; Joe Maggio, Inc., Holtville, Calif.; Sec's Candy Shops, Los Angeles & San Francisco, National Van Lines, Los Angeles; Paper Prod. Co. (Napkins, etc.), Los Angeles.

**HUGO WAGENSEIL & ASSOCIATES**

Talbot Bldg., Dayton 2, Ohio

Phone: HEMlock 5542

AAAA -ABP-APA-PPA-ANPA

CAAN

President ..... Hugo Wagenseil  
Secy.-Treas. .... G. Wagenseil  
Acct. Executive ..... W. H. Ford  
Radio Director ..... F. R. Harwood

**WALKER & DOWNING,  
GENERAL AGENCY**

532 Oliver Bldg., Pittsburg 22, Pa.

Phone: GRant 1-1900

ABP-ANPA

President ..... William S. Walker  
Vice-Presidents ..... C. P. Richardson,  
F. L. Newmeyer, Jr.  
Account Executives ..... C. P. Richardson,  
F. L. Newmeyer, C. F. Hoffman, Frank G.  
Orr, A. F. Young  
Radio & TV Director ..... R. B. Stevens  
Asst. Radio-TV Dir. .... W. E. Burge  
*Radio Accounts:* Allegheny Ludlum Steel

Corp. (stainless & special alloys, steels), Pittsburgh; Duquesne Brewing Co. (beer), Pittsburgh; Sterling Oil Div. of Quaker State Refining Corp., Emlenton; Pittsburgh Consolidation Coal Co. (solid fuels), Pittsburgh; I. N. Hagan Ice Cream Co. (Milk & Ice Cream), Uniontown, Pa.; Niagara Manufacturing & Distributing Corp. (Mechanical Massage Equipment), Adamsville, Pa.; Pittsburgh Coke & Chemical Co. (Insecticides), Pittsburgh, Pa.

*TV Accounts:* Allegheny Ludlum Steel Corp., Duquesne Brewing Co., Sterling Oil Division of Quaker State Refining Corp., Pittsburgh Consolidation Coal Company, Kaufmann's Department Store, Pittsburgh; I. N. Hagan Ice Cream Co., Uniontown, Pa.; Niagara Manufacturing & Distributing Corp., Adamsville, Pa.; Pittsburgh Coke & Chemical Co.

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

6 East 39th St., N. Y. 16, N. Y.  
Phone: MURray Hill 4-8950  
ABP—ANPA—PPA

President.....Norman D. Waters  
Vice President.....Bliss Woodward  
Secretary.....Elaine L. Waters  
Treas., Gen. Mgr.....Louis Landesman  
Space Buyer.....Fay Marenus  
Production Mgr.....Robert Arch  
Traffic.....L. Sanford Waters  
Office Manager.....Rose Berger  
Art Director.....Robert Bergman  
Mechanical Art.....Frank Martin  
Asst. to Pres.....Sheridan Sands  
Account Execs.....Norman Waters,  
Bliss Woodward, Leonard Koven, Roy Friedlander

Paris, France, 1 Ave. Franco-Russe  
Manager.....Faith Shipway

**WILLIAM WARREN, JACKSON & DELANEY**

45 W. 45th St., New York 36, N. Y.  
Phone: JUDson 6-0350  
ABP—APA—ANPA

Partners.....Harry Solow, Jr.,  
William W. Solow, S. P. Jackson  
Radio Dir.....Harry Solow, Jr.  
TV Director.....S. P. Jackson  
Asst. to Director.....William W. Solow  
Mgr. TV Commercials.....Harry Alleva  
TV Program Dir.....Edward O'Brien  
Copy Chief.....Dorothy Scheler  
Account Executives.....William Solow,  
S. P. Jackson, Milton Schwartz, J. C. Silberman, Jack Wilson, Paul Kopp, George Deller, Jack Halloran, John Callis

*Radio Accounts:* Sachs Quality Stores (Dept. Store); Flag Pet Food Corp. (Dog & Cat Food); Herbert's Jewelry (Jewelry); Sofia Bros. (Movers); Federal Life & Casualty Co. (Insurance); Rikers Restaurants; Roberts Technical & Trade School; Alexander's Dept. Stores; Monarch Buick Co., Inc.; Ritz Thrift Shop; Bookfind Club; Dale Dance Studios; Relaxacizor Sales Co.; Mason

& Hamlin Piano Co.; Modell Jewelers; Michael's Brothers (Dept. Store), Schane Pontiac Corp., Old Reliable Oldsmobile, Zenith Radio Corp., Tri-State Buick Dealers Assn., all New York, N. Y.

*TV Accounts:* Sachs Quality Stores; Vim Stores; Ritz Thrift Shop; Warren Connolly (Dist. Norge, Motorola, Vornado); Sofia Brothers Inc.; Relaxacizor; Fruit of the Loom; Stevens & Thompson Paper Co.; Wing & Fin Pet Center, Chinchilla Industries, Inc.; Dale Dance Studios; Davega Stores; Monarch Buick Co., Zenith Radio Corp. of N. Y.; Schane Pontiac Corp., Warren Connolly (Appliances), all New York, N. Y.

*Estimated Radio-TV Billings:* \$900,000.

**WARWICK & LEGLER, INC.**

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

President.....H. Paul Warwick  
Vice-Presidents.....Henry Legler,  
S. O. Youngheart, Lester M. Malitz, Arthur Deerson, Thomas H. Shanley, Tevis Huhn, Harry Berk, Harold Jaeger  
Radio & TV Director...William P. Warwick  
Asst. Radio-TV Dir...Robert Steen, Joe Gratz  
*Branch Office*

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

Vice Pres., Mgr.....C. E. Staudinger  
TV & Radio Dir.....Cecil Underwood  
*Radio Accounts:* Hoffman Beverage Co. (Ginger Ale, Club Soda, Assorted Fruit Beverages), Newark, N. J.; Ruppert Brewery; Ex-Lax Company (Chocolate Laxative), Brooklyn, N. Y.

*TV Accounts:* Hoffman Beverage Co. (Ginger Ale, Club Soda, Assorted Fruit Beverages), Newark, N. J.; Ruppert Brewery.

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

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

President.....G. S. Wasser  
Vice Pres.....E. J. Laughlin  
Media Director.....Harry Anderson  
Art Dir.....Virginia Hubach  
Radio, Television Director.....Alvin Roth  
Account Executive.....G. S. Wasser  
Copy Chief.....Irene Wilson  
*Radio & TV Accounts:* Country Belle Coop. (Farmers Dairy Products), Krogers (Food Markets), Coca Cola Bottling Co. of Pittsburgh, Pittsburgh, Pa.; T-K Roofing Mfg. Co., Chester, W. Va.; City Products Corp. (Ice), Pittsburgh, Pa.

**WATTS, PAYNE—ADV., INC.**

900 S. Main St., Tulsa 3, Okla.  
Phone: DIAMond 3-8108  
ABP—ANPA—AAAA—AFA

Chairman of the Board.....Don Watts  
Pres., Treas.....Oscar E. Payne  
Vice Presidents.....Leslie S. Hauger,  
Don Dyer  
Sery., Radio-TV Dir.....Don S. Mitchell

Asst. Treasurer.....Jack Buchman  
 Account Executives.....Don Watts,  
 Oscar E. Payne, Leslie S. Hauger, Don  
 Dyer, Don S. Mitchell, Thurman Glenn,  
 George Breidenbach.

Radio-TV Traffic.....Sally Milstead  
*Radio Accounts:* Okla. Tire & Supply Co.,  
 Tulsa; Mid-West Chevrolet, Tulsa; 1st National  
 Bank, Tulsa; Commercial Nat'l Bank,  
 Muskogee; 7-Up Distributors, Tulsa; Pepsi  
 Cola Distributors, Tulsa; Palace Office Supply,  
 Tulsa; United Fed. Sav. & Loan, Tulsa;  
 Bell Oil & Gas Co., Tulsa; Okla. Natural Gas  
 Co., Tulsa.

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

**WEISS & GELLER, INC.**

400 North Michigan Ave., Chicago 11, Ill.  
 Phone: WHitehall 3-2100  
 ANPA—PPA—NOAB

President.....Edward H. Weiss  
 Vice Presidents.....Irving Auspitz,  
 Bernard Gross, Jerome Joss, Bruce Dodge  
 V.P., Sec. Radio, TV Dir., Marvin L. Mann  
 V.P., Art Dir.....N. Lee King  
 V.P., Dir. of Research.....Joseph White  
 Media Dir., Radio, TV Time

Buyer.....Jack Bard  
 Treasurer.....Ernest Stern  
 Production Manager.....Leo Sikes  
 Radio, TV Time Buyer.....William Stenson  
 Acct. Execs.....Arthur Ramsdell, Bennett  
 Cooper, Hubert Doering, John Clayton,  
 Richard Sachse, George Gruenwald, Grady  
 Boles, John Harpham, Kerry Sheeran,  
 Roger Moran, Ken Murison, Byron Bonnhelm,  
 Robert Fierst

*Branch Offices*

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

V.P., Dir. Radio-TV.....Max Tendrich  
 9533 Brighton Way, Beverly Hills, Calif.  
 Phone: CRestview 6-7048

**E. TAYLOR WERTHEIM**

347 Madison Avenue, New York 17, N. Y.  
 Phone: MURray Hill 4-7545

Owner, Media Dir.....E. Taylor Wertheim  
 Copy Chief, Space Buyer.....Ray Buras

**WESTERN ADVERTISING AGENCY, INC.**

1848 Wilshire Blvd., Los Angeles 5, Calif.  
 Phone: WEbster 8-2681  
 ABC—ABP—ANPA

President.....Edward E. Keeler  
 Vice Presidents.....William Wilson,  
 C. M. Grove

V.P., Radio-TV Dir.....Edmund A. Lytle  
 Copy Chief.....Raymond E. Banks  
 Media Dir.....Nroine Freeman  
*Radio Accounts:* Alemite Co. of Calif.;

Battle Creek Food Co., Los Angeles, Calif.;  
 Bowie Pies; Pig'n Whistle Brands, (Candy);  
 Calif. Wholesale Electric; Ontra Cafeterias;  
 Community Bank; First Thrift Of Los Angeles;  
 Huntington Park First Savings; First  
 Federal Sav. & Loan of Wilmington, Calif.;  
 Gallenkamp's Stores Co.; Mills Sales Co.;  
 Librascope, Inc.; G. M. Giannini Co.

*TV Accounts:* Gallenkamp's Stores Co.;  
 Pierpoint Landing; General Electric Supply  
 Co.

**WEXTON COMPANY, INC.**

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

President.....Larry Schwartz  
 Vice Presidents.....Ted Graucanson,  
 Kenneth Rader, Ed Greenberg  
 Secy.-Treas.....Howard Wechsler  
 Acct. Supervisor.....George Gilbert  
 Radio-TV Dir.....Dan Wallack

*Radio Accounts:* Speert & Co. (Combs);  
 Ambrosia Cosmetics (Facial Cleansers);  
 Ken Research; Gibson-Momser Co., Inc.  
 (Brushes); Doak Pharmaceutical, all New  
 York City; W. Gobel (Hummel Figurines),  
 Bavaria; Kalart Co., Plainville, Conn.

*TV Accounts:* Research for Better Living,  
 Inc. (T. W. O. Reducing Preparation);  
 Thompson Medical Products (San Cura  
 Ointment); Sinclair Pharmaceutical; Lady  
 Brett Candles, all New York, N. Y.; Burndy  
 Engineering Co. (Electrical Products), Norwalk,  
 Conn.; Berko Electric Mfg. Corp.  
 (Radiant Heating), Queens Village, N. Y.;  
 Reliance Pencil Corp., Mt. Vernon, N. Y.

*Estimated TV Billings:* \$150,000.00.

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

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

President.....Larry Wherry  
 Vice Presidents.....Bruce A. Baker,  
 Louis E. Tilden, Clifford Bolgard, Charles  
 A. Wilcox, Robert Ferguson

Dir. of Radio & TV.....Louis E. Tilden  
 Media Dir.....Clifford Bolgard

**WINIUS-BRANDON COMPANY**

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

President.....Enno D. Winius  
 Sr. Vice-Pres.....C. A. Brandon  
 Vice-President, Treas.....W. L. Sanborn  
 Media Dir.....George R. Bishop  
 V.P., Radio-TV Dir.....V. L. Morelock  
 Vice Pres., Acct. Exec.....Walter Winius  
 Vice Pres.....William H. Austin  
 Vice Pres., Creative Dir.....James D. Nevins

*Radio Accounts:* American Investment Co.  
 of Ill. (Loan Corp.), St. Louis; Bardenheier  
 Wine Co., St. Louis; Boatmen's Bank, St.  
 Louis; H. C. Cole Milling (Flour), Chester,  
 Ill.; Bar-B-Quik (Frozen Ribs), St. Louis;  
 Deep Rock Oil Corp. (Petroleum), Tulsa,  
 Okla.; Chevrolet Dealers Assn. of Greater

St. Louis; Miller Products Co. (Insect Repellent); Katy Railroad, St. Louis.  
*TV Accounts:* Deep Rock Oil Corp.; American Investment Co. of Ill.; Bar-B-Quik; Chevrolet Dealers of Greater St. Louis; Manhattan Coffee Co., Carling Brewing Co., Miller Products Co. (Insect Repellent); Bardenheier Wine Cellars, all St. Louis, Mo.

**WOODWARD & BYRON, INC.**

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

Ch. of Bd.....Mark B. Byron  
 President.....Van Lear Woodward, Jr.  
 Vice Pres.....Thomas F. Cosgrove  
 Secretary.....John Boyd  
 Vice Pres.....Kenneth Hammond

**WYATT ADVERTISING AGENCY**

401 Navarro St., San Antonio 5, Texas  
 Phone: CA 6-2226  
 SNPA

Owner.....William I. Wyatt  
 Art Dir.....William J. Lytle  
 Prod. Mgr.....James Thompson  
 Copy Chief.....Esther Stith  
 Radio Dir.....Tom Holbrook

**YOUNG & RUBICAM, INC.**

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

President.....Sigurd S. Larmon  
 Exec. V.P., Co-Chmn. Plans  
 Brd.....Louis N. Brockway  
 V.P., Co-Chmn. Plans Brd.,

A. V. B. Geoghegan  
 V.P., Art Director....Frederick S. Sergenian  
 Senior Vice President.....Frank Fagan  
 Sr. V.P., Contact Dept.....Harry Harding  
 Sr. V.P., New Business..William H. Howard  
 V.P., Dir. Radio-TV....Robert P. Mountain  
 Vice Presidents, Radio-TV.....David Levy,  
 Joseph A. Moran

Mgr., Radio-TV Pub.....Harry Rauch  
 V.P., Mgr. Copy Dept...John B. Rosebrook  
 V.P., Dir. Int'l. Div.....Lorimer B. Slocum  
 V.P., Gen. Counsel.....David Miller  
 V.P., Merchandising Dir.....Samuel Cherr  
 V.P., Dir. Pub. Rel.....Ken R. Dyke  
 V.P., Dir. Research.....Dr. Peter Langhoff  
 Mgr. of Radio-TV Oper.....D. Y. Bradshaw  
 V.P., Dir. Copy, Radio-TV

Com's.....George H. Gribbin  
 V.P. Chg. Acct. Planning  
 & Supv.....Rod Erickson  
 Vice-Presidents.....Milford Baker,  
 Harry B. Carpenter, George B. Dippy, J.  
 Brooks Emory, Jr., Frank L. Henderson,  
 Alexander Kroll, A. Gardiner Layng, Robert  
 P. Mountain, Walter K. Nield, William  
 L. Shimmick, Albert Tilt, Jr., Walter B. C.  
 Washburn, Edward Bond, Robert H. Brinkerhoff,  
 Robert Clayton, Montagu G. Miller,  
 Bernard Pagenstecher, Paul Richardson,  
 Louis P. Weil, J. P. Wilkerson, Thomas W.  
 Clark, H. Kierstead, Randolph McKelvey,  
 William D. Thompson

*Branch Offices*

333 No. Michigan Ave., Chicago 1, Ill.  
 Phone: FIancial 6-0750  
 V.P., Mgr.....John F. Whedon  
 645 Griswold St., Detroit 26, Mich.  
 Phone: Woodward 1-0067  
 Manager.....James W. Johnson  
 6253 Hollywood Blvd., Hollywood 28, Calif.  
 Phone: HOLlywood 9-2731  
 V.P. Radio-TV Dir.....Walter Bunker  
 235 Montgomery St., San Francisco 4, Calif.  
 Phone: DOUGlas 2-6977

V.P., Mgr.....Edward A. Merrill, Jr.  
*Radio Accounts:* Thomas J. Lipton, Inc.;  
 Piel Bros., Inc.; General Foods Corp.; General  
 Electric Co.; Cannon Mills, Inc.; Gulf  
 Oil Corp.; Procter & Garable Co.; American  
 Home Foods, Inc.; Metropolitan Life Insurance  
 Co.; Bristol-Myers Co.; Sanforized Div.  
 of Cluett, Peabody & Co., Inc.; Borden  
 Co.; Drackett Co.; General Cigar Co., Inc.;  
 Hunt Foods, Inc.; International Harvester  
 Co.; Life Savers Corp.; Singer Sewing  
 Machine Co.; Time Inc.; P. Lorillard Co.;  
 Cudahy Packing Co.; American Bakeries  
 Co.; Drake Bakeries, Inc.; Johnson & Johnson;  
 Northern Paper Mills; Personal Products  
 Corp.; Simmons Co.

*TV Accounts:* Thomas J. Lipton, Inc.;  
 Piel Bros., Inc.; Duffy-Mott Co., Inc.; Procter  
 & Gamble Co.; General Electric Co.;  
 General Cigar Co., Inc.; Singer Sewing  
 Machine Co.; Borden Co.; General Foods  
 Corp.; Gulf Oil Corp.; Simmons Co.; Johnson  
 & Johnson; Goodyear Tire & Rubber  
 Co., Inc.; Bristol-Myers Co.; P. Lorillard  
 Co.; American Home Foods, Inc.; International  
 Silver Co.; Sanforized Div. of Cluett,  
 Peabody & Co., Inc.; Drackett Co.; Elgin  
 National Watch Co.; Hunt Foods, Inc.; Remington-  
 Rand, Inc.; American Bakeries;  
 Cudahy Packing Co.; Drake Bakeries, Inc.;  
 Max Factor & Co.; Time, Inc.; Permacel  
 Tape Corp.; Northern Paper Mills; International  
 Harvester Co.

**YOUNT COMPANY**

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

Owner.....M. A. Yount  
 Acct. Executives.....M. John Yount,  
 George R. Rinderle  
 Production Mgr.....Arthur M. Elder  
 Secretary.....Luella Drenning  
 Art Director.....Richard Bitting  
 Artist.....Lee Tillman  
*Radio Accounts:* The Erie Brewing Co.,  
 Erie, Pa.

*TV Accounts:* The Erie Brewing Co., Erie,  
 Pa.; Harris Inc. (New and Used Automobiles),  
 Erie, Pa.

**ZANPHIR, PETER, ADVERTISING**

565 5th Ave., New York 17, N. Y.  
 Phone: PL 3-8340

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



# **Top Agency Presidents**

• **Pictures and profiles of the men who held the billing reins for the top twenty-five ad agencies in the nation. Total investment by these agencies in radio and television in 1955 amounted to more than \$675,750,000.**



**BEN DUFFY**, president of BBD&O, has spent his entire career with the firm. Starting at 17 as an office boy, the young Irishman became head of the media department in 1928 when the George Batten company merged with BD&O to form the present company. Baptized Bernard Cornelius, sometime in this period Ben lost his given name, and now only uses it for the most formal signatures. In 1934 he became director of media; in 1938 a vice-president and director; in 1941 executive VP; in 1945 general manager; and finally, in 1946, president. In 1951 Ben found time to author the standard "Profitable Advertising in Today's Media & Markets." He is also a member of the Board of Directors of the Audit Bureau of Circulations; member of the Advisory Committee on Advertising of the Proprietary Association of America.

**NORMAN H. STROUSE**, the new president of J. Walter Thompson, has spent virtually all of his business career in advertising. He was an advertising salesman with the Seattle Post-Intelligencer for four years before joining the J. Walter Thompson Company's San Francisco office in 1929, where he served in a variety of capacities, including account representative. Strouse enlisted in the Air Corps, as a private, declining an officer's commission, early in the Second World War. He ended his service as a Major, with a Legion of Merit, three campaign stars and a Medal of Merit from the Philippine Government. In 1945 Strouse went to the Detroit office of the Thompson Company where he became a vice president, and later manager of the office.



**ADOLPH J. TOIGO**, president of Lennen & Newell, Inc., is a strong believer in research, and has spent much of his agency career as a research director. While holding a full time job with John H. Dunham, a Chicago agency, after his graduation from the University of Chicago in 1929, he was a football line coach for Stagg. In 1936 he came east to manage the research department of Benton & Bowles, and four years later moved to Geyer, Cornell, & Newell in a similar capacity. In 1943 he became a vice-president and research director of William Esty Co., and soon became chairman of the plans board and supervisor of the Colgate account. In 1952 he helped change Lennen & Mitchell into Lennen & Newell, and became a vice-president.

**SIGURD STANTON LARMON**, president and chairman of the board for Young & Rubicam, Inc., began his career as a salesman in 1914 with various companies before becoming district manager of Columbia Phonograph Co. in 1922. In 1925 he joined N. W. Ayer & Son as an account executive. Larmon became associated with Y & R in 1929, reaching his present position in 1942. Born in Stanton, Iowa, July 21, 1891, he attended Dartmouth College, receiving his B.S. degree in 1914 and his M.A. in 1948. Larmon is a member of the U. S. Advisory Commission on Information, a trustee of the Committee for Economic Development and a member of the Research & Policy Committee for the government. He is also vice chairman of the U. S. Council of the International Chamber of Commerce.



**MARION HARPER, JR.**, president of McCann-Erickson, was born on May 14, 1916, in Oklahoma City, Oklahoma, attended Phillips Academy, Andover, Mass., and was graduated from Yale University in 1938. During the following year he joined McCann-Erickson. After serving successively as manager of copy research, vice-president in charge of research and merchandising, and assistant to the president, Harper became president of McCann-Erickson in December, 1948. At that time the agency had 24 offices and 1,200 employees. Today it operates from 34 offices in sixteen countries and its employees total 2,775. During the same period, the agency's business volume has more than doubled. Harper is also the author of "Getting Results from Advertising."



**WARNER S. SHELLY**, president of N. W. Ayer & Son, Inc., can really claim to have started his career at the bottom. His first job, in 1920, involved working under the Hudson River on the Hudson tubes. This was a full-time job, and he was also taking full-time courses at Fordham University Law School. His double career caught the attention of friends who worked for N. W. Ayer & Son. He joined Ayer in 1923, worked up steadily through several departments to become a vice president and manager of client service in the New York office in 1938, and a director in 1951. In the latter year he was also elected president. In the average year he travels about 50,000 miles by plane visiting clients throughout the country and as far away as South Africa.

**ATHERTON W. HOBLER**, Chairman of the Executive Committee of Benton & Bowles, Inc., has been associated with the firm since 1932 when he joined as an equal partner, becoming president a year later. A University of Illinois graduate, Mr. Hobler entered the advertising field as an assistant in the media department of the Gardner Agency in St. Louis, but after six months joined the Appleton Manufacturing Co. as an auditor. By the time he was 24 he had complete authority over sales and marketing, but returned to Gardner in 1919, and by 1922 was vice-president and general manager. Three years later he came to New York as an account executive with Erwin Wasay & Co., and later became a partner. The native of Chicago became chairman of the board of B & B in 1941.



**MILTON H. BIOW**, chairman of the board and chief executive officer of the Biow Company, has never worked for an agency other than his own. Born in New York on July 24, 1892, and attending schools there, Milt entered the advertising business as a young man, founding his own firm in 1918. He has a keen interest and appreciation of English antiques, whether it be furniture, silver, china or glassware. His mid-Manhattan air-conditioned town house on East 62nd St. is filled with fine pieces, as are the offices of the Biow Co. Strongly disliking personal publicity, his biography in *Who's Who* is limited to a few lines. He married the former Milise Lane Banning on January 9, 1944. Biow's first principle is to constantly re-examine advertising and merchandising, to quote him, "with an ear to the familiar cash register ring."

**FAIRFAX M. CONE**, president of Foote, Cone & Belding since 1951, formed the company in 1943 in association with Emerson Foote and Don Belding—all three vice-presidents of the dissolved Lord & Thomas Agency. He started out with L & T as a copywriter after three months on the staff of the San Francisco Examiner. Within nine years he became a vice-president of the agency and manager of the San Francisco office. In 1941 he became executive vice-president and manager of the Chicago office. Since the formation of FC&B Mr. Cone has been successively chairman of the executive committee, chairman of the board, and since 1951, president. He is also a past chairman and currently a member of the advisory council of the AAAA.



**JOHN P. CUNNINGHAM**, president of Cunningham & Walsh, Inc., has been with the same firm, or its predecessors, since he entered the advertising field as an artist fresh from a World War I tour in the Navy. A Harvard graduate, he started in the art department of C & W's predecessor, the Newell Emmett Co., and quickly moved into copy territory. He was appointed vice-president in 1931 and later became the agency's creative head. When C. D. Newell retired in 1949, Cunningham became executive vice-president. At this time the agency changed its name to reflect current principals. He was elected president in 1954, at which time Fred Walsh became chairman of the board. During World War II, he was a chairman of the creative advertising committee for the U.S.O.





**JAMES H. S. ELLIS**, president of the Kudner Agency, Inc., has been with the firm since 1935, when it was founded by Arthur Kudner. A native of Rensselaer, Indiana, Jim Ellis entered the advertising field after service with the A.E.F. in the first World War. His first position was with a firm in Columbus, Ohio, and in 1928 joined Erwin, Wasey & Co. as copy chief. On the death of Mr. Kudner in 1944, Mr. Ellis succeeded him as president, and in 1945 became head of the newly formed Kudner Agency, Inc. Jim is board chairman of the National Outdoor Advertising Bureau and a former member of the Board of Directors of the American Association of Advertising Agencies. A resident of New York City, he is married to the former Maxine Courtney Ford, and the father of three sons.

**LEO BURNETT**, chairman of the board, Leo Burnett Company, Inc., started out to be a newspaperman on his home town paper, the St. John's (Mich.) Weekly, and after his graduation from the University of Michigan, worked for the Peoria (Ill.) Journal. He moved on to become editor of the Cadillac Motor Car Company house organ, and advanced to the position of advertising manager. Mr. Burnett held positions with the Homer McKee agency, Indianapolis, and Erwin, Wasey & Co., Chicago, before opening his own firm—with a staff of seven, and three accounts—in mid-depression 1935. Best known for his creative work, Mr. Burnett is still actively in charge of the agency's creative work. The parents of three children, the Burnetts live on a farm in Lake Zurich, Ill.



**BARTON A. CUMMINGS**, president of Compton Advertising, Inc., is probably one of the youngest chief executives of a multi-million-dollar corporation in the nation, heading up an agency that has more than doubled its billings in the past 8 years. Following his graduation from the University of Illinois in 1935, he joined his father's agency in Rockford, Ill., and later was associated with Swift & Co., and Benton & Bowles. During the early part of the war, he worked with the OWI and the OPA, later joining the Navy. After V-J Day, Bart spent a short time with the Maxon Agency, and in 1947 joined Compton as an account executive. Three years later he became a vice-president, and in 1952 was elected a director. In January 1955 he was elected president.

**HENRY G. LITTLE**, chairman of the board and president of Campbell Ewald Co., Detroit, has been in advertising for 36 years, all but three of them in the agency field. He started with Lord & Thomas in 1919, and seven years later was transferred to the San Francisco office. In 1935 he opened an office in Dayton, Ohio, to handle the Frigidaire account. After becoming a vice-president he left the agency to manage the Cincinnati office of Roy S. Durstine, and then moved to the general managership of Campbell Ewald Co. A year later he became executive vice-president and a director. He was elected president in 1952, and chairman of the board in 1953. Henry was recently elected chairman of AAAA board of directors and its operations committee.



**WILL C. GRANT**, president of Grant Advertising, Inc., established his agency in 1935 at Dallas, Tex., after selling advertising for R. R. Donnelley & Sons from 1932 to 1934. He also sold for W. F. Hall Printing Co. Grant opened the home office in Chicago in 1937. The New York office opened three years later, and several foreign branches are now open. Grant was born in Dallas on Aug. 9, 1906 and attended high school there. He entered Southern Methodist University in 1924. While working his way through, Grant sold so much advertising for the student annual paper that the university abolished the paper on the grounds that big business was not a suitable student endeavor. Grant is also a member of the Indian Hill Club, and the Racquet Club.



**HOWARD D. WILLIAMS**, newly named chairman of the board of directors of Erwin, Wasey & Co., received his B.S. degree from Massachusetts Institute of Technology in 1911. He joined the Chicago Sanitary District as an engineer the same year. Williams has successfully worked for James McCreery & Co., New York City, Stewart Dry Goods Co., Louisville, and the National Cash Register Co., Dayton, where he was vice-president in charge of foreign operations, before entering the advertising field. At Erwin, Wasey & Co., Williams held several posts, becoming president and general manager in 1947 and now chairman. He is a member of the American Association of Advertising Agencies, director of the Advertising Research Foundation and a 32nd degree Mason. Williams is a World War I veteran.

**CLIFFORD I. FITZGERALD**, president of Dancer-Fitzgerald-Sample, Inc., has swapped titles of president and chairman of the board with H. M. Dancer for twelve years. After graduating from Dartmouth College, the young native of St. Louis founded the Fitzgerald Advertising Agency in New Orleans in 1927, at the age of 24. In 1937 he left his partners to manage the Chicago office of Sherman & Ellis & Co., In 1941 Cliff joined Blackett-Sample-Hummert as vice-president and over-all supervisor of the agency's Procter & Gamble account. In 1943, the organization became Dancer-Fitzgerald-Sample, Inc. Cliff married the former Isabel Hanway in 1924, and is now the proud grandfather of six.



**WILLIAM B. LEWIS**, president of Kenyon & Eckhardt, Inc., brought a broad background of experience in broadcasting to the firm when he joined them in 1944. Starting as an apprentice at J. Walter Thompson, he joined CBS in 1935 as commercial program director, and a year later became the first vice-president in charge of programs, and the network's youngest vice-president. In 1941, at the request of New York's Mayor LaGuardia, Lewis went to Washington as Chief of the Radio Division in the Office of Facts and Figures, with the job of coordinating the government's radio activities. When the OWI was formed in World War II, he was appointed Chief of the Domestic Radio Bureau, and organized and operated the Radio Allocation Plan. Returning to CBS briefly, Lewis joined Kenyon & Eckhardt in 1944 as a vice-president.

**ROBERT M. GANGER**, chairman of the board of the D'Arcy Advertising Co., spent twenty-four years with Geyer, Newell & Ganger, Inc., and its predecessors, and did a three-year stint with P. Lorillard and Co., before coming to the D'Arcy agency in his present position in 1953. Fresh from Ohio State University, he started with the Geyer Co., of Dayton, Ohio, as an office boy, and in four years—in 1930—was a branch office manager, and in another three, a vice-president. A native of Greenville, Ohio, Bob became a director of P. Lorillard in 1950, and in 1952 was elected president, to become the youngest of prexies in tobacco's Big Five. In 1953 he assumed his present post with D'Arcy. Besides introducing Embassy and Kent for Lorillard, Bob's achievements also include the "Man of Distinction" campaign.



**ROBERT M. WATSON**, president of Ruthrauff & Ryan, Inc., joined the firm as an account executive in the San Francisco office in 1940, and subsequently became manager of that office. In 1943 he moved to the New York office, and in 1946 became vice-president. Six years later he was named executive vice-president in charge of eastern operations. Before joining R & R Bob had been a newspaper reporter, copy writer, salesman, and retail advertising and sales promotion manager. Mr. Watson married the former Frances Baldwin, and is a resident of Greenwich, Connecticut.





**ROBERT E. ALLEN**, president of Fuller & Smith & Ross, Inc., joined the agency in 1936 as an account executive, after having his own agency in Philadelphia. In the position of account executive Bob directed the advertising and marketing activities of more than a dozen clients, and gained the experience that has won him a reputation as an expert in marketing and a champion of integrated merchandising. In 1945 he was made a vice-president, and after the death of the late Allen L. Billingsley in 1954, he was elected to the presidency. From 1950 until his election to the presidency, he had served as manager of the agency's New York office. A graduate of Temple and Columbia Universities, he is, at 42, among the youngest presidents of any major agency in the nation.

**ERNEST A. JONES**, president of MacManus, John & Adams, Inc., at 40, is the youngest president of a major advertising company in the nation. With MJ&A since 1938, he came to New York in 1950 to open the New York office, and was elected vice-president at that time. A graduate of the University of Michigan, he returned to Detroit in 1953 as executive vice-president and account supervisor of the Dow Chemical account, and more recently of the Pontiac Motor Division account. While a senior at Michigan, W. A. P. John, then president of MJ&A, visited the campus and was impressed by Ernest, who was business manager of the Michigan Daily. He offered him a job soon after his graduation in 1938.



**MAURICE H. NEEDHAM**, founder and president of Needham, Louis & Brorby, Inc., has led the agency which bears his name a long way in the 31 years he's served as chief executive officer. From a single room and three modest accounts billing \$270,000, NL&B has grown to occupy the top three floors of Chicago's newest and tallest structure—the Prudential building. It represents 17 of the nation's top advertisers, whose billings amount to more than \$30,000,000 per year. Needham recently delivered a talk entitled "Towards the Complete Man," outlining the belief he's held since college days that it's the man with a broad base of education in the humanities who makes the most effective leader in advertising, or in any other business.

**WALTER C. AYERS**, president of Brooks, Smith, French & Dorrance, Inc., is a "salesman." He has been a retail and wholesale salesman, field training supervisor, district manager, branch and sales manager. This covered 17 years before he joined BSF&D's merchandising staff in 1939. A year later he was vice-president in charge of research; by 1954 a senior partner; in 1950 executive vice-president, and in 1955 he became president. Commenting on business, Ayers recently said, "With the U. S. national product forecast at \$415 billion in 1960, and with competition in almost all major industries in the 'dog eat dog' stage, it seems we are heading into the toughest fight in the history of business for the greatest stakes in the history of business."



**RAYMOND F. SULLIVAN**, president of Sullivan, Stauffer, Colwell & Bayles, upon graduating from Yale in 1920, joined Ruthrauff & Ryan as a copy writer and within six years became a vice-president. By the middle thirties he was a director of the agency. In July, 1946, along with Donald T. Stauffer, Robert T. Colwell and Heagan Bayles, he founded Sullivan, Stauffer, Colwell & Bayles, Inc., and became president of what is today's largest post-war agency. Under Sullivan's leadership, SSC&B has grown from \$4,500,000 billings in 1947, the first full calendar year of operations, to approximately \$33,000,000 in 1955.

# **Who's Who** in the **Ad Agency Field**

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**BIOGRAPHICAL SKETCHES**

**OF SOME OF THE TOP-  
LEVEL VICE-PRESIDENTS,  
TIME BUYERS, ACCOUNT**

**EXECUTIVES, AND**

**OTHER AD AGENCY**

**OFFICIALS**





**FRANK WHITE**, chairman of the board, McCann-Erickson Corporation (International), was born in Washington, D. C., and educated at George Washington University. Beginning as an accountant in 1921 he later became assistant to the president of the Union News Company, 1924-29 and then treasurer of the Literary Guild of America from 1929-35. In 1942 he became a vice-president of CBS and in 1948 president of Columbia Records, Inc. This began a series of presidencies: president and director of the Mutual Broadcasting System, in June, 1952, president and director, NBC, January-August, 1953, and chairman of the board of McCann-Erickson Corporation (International) since January, 1954. He is a director of the Better Business Bureau of New York, and also a member of the Armed Forces Advisory Committee for the Northeast Area, and Sigma Nu.

**FRANK SILVERNAIL** heads the radio-TV time buyers department at BBD&O, and is considered a veteran of the field. Before joining NBC as merchandising counsel in 1929, Frank broke into the broadcasting game as a guitar artist on WEAJ in the early days. He was first with Pedlar & Ryan before joining Young & Rubicam in a similar capacity and then later, in 1943, moved to BBD&O. A graduate of the University of Rochester, Frank often recalls his undergraduate days where even then he laid plans for a career in sales promotion and time-buying techniques, techniques that have embarked him on a time-buying vocation that comprises handling radio-TV campaigns for every type of product from soap to cigarettes and from beer to automobiles.



**LESLIE L. DUNIER**, director of radio and television for the Emil Mogul Company, became interested in radio after doing a short stint with the Armed Forces Network in England during World War II. He began his advertising career with the Sterling Agency, then for a number of years headed his own agency and specialized in servicing radio-television spot advertisers. At Mogul he plans the air media strategy for Esquire Shoe Polish, Manischewitz Wine, Rayco Seat Covers, Block Drug, National Shoes, Barney's, and many others. When time allows Les enjoys traveling and meeting with the many station people he has done business with through the years.

**RICHARD P. POWELL**, vice-president in charge of information services for N. W. Ayer & Son, has a background of newspaper work, public relations, and free-lance writing involving scores of magazine stories, articles and serials, and ten mystery novels. After graduating from Princeton University in 1930, he joined the Philadelphia Evening Public Ledger, where he worked at everything from police reporter to feature writer. In 1940 he joined Ayer's public relations department, but in 1942 was called to active duty in the War Department's public relations bureau. Later he served on MacArthur's public relations staff, and handled many of the press arrangements for the Japanese surrender ceremonies. Returning to Ayer, he was elected a vice-president in January of 1952.



**NICHOLAS E. KEESELY**, senior vice president in charge of radio and TV for Lennen & Newell, Inc., has many current hits to his credit, including "Two for the Money," "Queen For a Day," "Home," and "Today." Born in Philadelphia in 1910, Nick attended Temple University and the Charles Price Advertising School. His first radio advertising job was with N. W. Ayer & Sons, starting in 1928. In his fifteen years with the firm, he held the positions of everything from producer to account executive. In 1943 he became program sales manager of CBS, and later with MBS. He is a member of the New York Committee of the Academy of Television Arts & Sciences, and is on the Arthritis and Rheumatism Foundation's Radio Committee.



**WALTER WARE**, director of television for Scheideler, Beck & Werner Agency, broke into commercial TV in the days of hall-room studios, and hot lights. The native Kentuckian started in radio on the home-town station, WLAP, Lexington, and in 1941 joined the Maxon Agency in New York as a copy writer. He put his theatrical knowledge to work in television experimentation in 1945 by launching the first experimental TV show from the Dumont Wanamaker studios. He is credited with the success of New York's first women's daytime show, "Missus Goes A'Shoppin'", telecast direct from supermarkets. Walt set up the TV department for SB&W when the agency was launched in 1951.

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



**ARTHUR A. KRON**, executive vice president, treasurer and radio-TV director of Gotham-Vladimir Advertising Co., is unique in having been with the one agency his entire career, joining Gotham in 1916. Virtually a one-man agency, he is the founder of the International Advertising Convention which he initiated while president of the International Ad Association. Also active in other professional groups, he is charter member of the Association of International Ad Agencies, and the Association of Ad Men & Women, vice chairman and treasurer of the New York World Trade Week Committee, as well as active in the RTES, Radio Pioneers, and others. Chief interests on the outside are golf, gardening, and pistol-shooting.

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



**HERBERT GRUBER**, business manager of the radio and television department of Edward Kletter Associates, Inc., was previously head time buyer at the now defunct Cecil & Presbrey, Inc., before assuming his present duties, where he is concerned primarily with the purchase of all radio and television time and the execution of all such contracts for clients. A veteran specialist in the time-buying field, Gruber, previous to joining Cecil & Presbrey, Inc., had been with the Biow Company for several years in the same capacity as the post he now holds. Delving in both art and the more strenuous game of tennis, both actively and passively, form two of his most favorite pastimes.



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

**ROBERT FOREMAN**, vice president of the radio-television department of Batten, Barton, Durstine & Osborn, is the youngest man to have been made a vice president of the agency. Starting in the trade copy department 17 years ago, then into consumer advertising, Bob was a VP 10 years later. He headed the first segregated radio group of the agency and, in that capacity, helped with the development of the famous "Chiquita Banana" and "Willie the Penguin" commercials. The author of a bi-monthly radio-TV copy column, Bob has an avid interest in early Americana, and lives in a 150-year-old farm in Westport, Conn.



**GERALD GIBSON**, chief time buyer at Doherty, Clifford, Steers & Shenfield, Inc., returned to his native state of New Jersey to embark on his agency career with McCann-Erickson, where he estimated radio-TV time for Lever Brothers' products, after he had begun his broadcasting career as a time salesman for WJOY, Burlington, Vt. He joined Doherty, Clifford, Steers & Shenfield in 1953, as time buyer on the Pharmaco and Minit-Rub accounts. He was subsequently promoted to his present post as head of the time-buying department, supervising the purchase of spot radio and TV and network buying for such accounts as Borden, Bristol-Myers, Curtis Publishing Company, Sonotone, and other top-notch clients.

**WINSLOW H. CASE**, vice president of Geyer Advertising, Inc., has been associated with Stinson Aircraft, La Driere Art Service and Chesterfield cigarettes and has served on the advertising faculty of the University of Columbia since first entering the advertising field back in 1927. Formerly associated with Campbell-Ewald as senior vice president, he is known as a major contributor in the development of that agency's television department, working closely with Chevrolet officials in their TV expansion. Active in the presentation of "Famous Jury Trials" and the Notre Dame grid games on DuMont for Chevrolet, Case supervised more than sixty remote events at N. Y.'s Madison Square Garden.



**ROGER PRYOR**, vice president in charge of radio and television at Foote, Cone & Belding, started off in show business at the age of 18, when he played summer stock and gradually moved to leading parts on Broadway and Hollywood. With an exceptionally large background in the entertainment field, Roger finally moved into radio, first as an orchestra leader, then as MC on the Gulf Screen Program. He joined Foote, Cone & Belding in 1947 as director of television. Among the clients he has presented on TV are Union Oil, Sunkist, Pepsodent, Kleenex, Toni Home Permanent, B-B Ball Point Pen, Rheingold Beer, and the New York Central Railroad.





**DAN SEYMOUR**, radio and television supervisor of J. Walter Thompson Company, is a well-known radio veteran, as well as a pioneer in television, both as a performer and as a producer. His greatest fame came as the emcee of the very popular "We the People" show on radio, and Dan was largely responsible for the long list of firsts accredited to the show. While at Amherst College, Dan was active in campus dramatics, and at 18 went abroad as a guest of the Austrian Ministry of Education to study and teach stage techniques. Dan was with Young & Rubicam for five years in a position similar to his present one with the Thompson Agency, which he joined in 1955.

**HARRY WAYNE McMAHAN**, vice-president in charge of TV-radio commercials and a member of the Creative Plans Board at McCann-Erickson, Inc., is the author of "The Television Commercial," and "TV Production Handbook," which is scheduled for publication late this year. Mac was born a Hoosier, raised in Texas and transplanted to California before moving to New York two years ago to join McCann-Erickson. In 1935 he wrote and produced his first advertising film, and in 1939 founded Five Star Productions, Inc., in Hollywood. Since then he has written more than 3,000 commercials, and supervised production on more than three times that many. McMahan's articles in television production have appeared in trade publications in both Britain and America, and have been translated into Spanish and Japanese.



**SAMUEL H. NORTHCROSS**, vice president and director of television for the William Esty Company, is a scholar with a background in both the newspaper and audience measurement field. After graduation from North Carolina University, Sam studied at Oxford University, England, and returned to enter the newspaper field as reporter and country editor for the Washington Herald. He spent five years with the George Gallup organization in public opinion and audience research, before joining Young & Rubicam for a two-year period. A veteran of the Army Air Corps, from which he emerged with the rank of captain, Sam was a vice president and manager of television production for Esty for five years before his appointment as over-all director of the agency's television department.

**JOHN R. SHEEHAN**, vice president and director of radio and television for Cunningham & Walsh, Inc., launched his career as a featured vocalist at WGY, Schenectady, under Kolin Haeger. Moving over to the business side of radio, John became assistant to the station manager and, in 1936, joined General Electric as manager of international broadcasting. In this position he inaugurated, staffed, and managed GE's full-time FM station and had supervision of the planning and editing of GE's documentary and institutional films. After Pearl Harbor, he was appointed Chief of Facilities and Radio Operations of OWI, and was responsible for all communications for both OWI and the Armed Forces Radio.



**MYRON P. KIRK**, senior vice president and director of television and radio for the Kudner Agency, Inc., is a veteran advertising man, and was a pioneer of many of today's radio and TV formats. He received training in the banking, brokerage, agency, theatre, radio, and movie businesses and, from 1938 to 1941, he served as a vice president of Famous Artists, and had previously been a vice president of Ruthrauff & Ryan, Inc. He joined the Kudner Agency as director of radio and was among the first to recognize the potential of TV. He is credited with many of the experiments which helped the medium come of age. Becoming vice president of radio and television, he helped set the pattern of the original Berle show and of the Caesar-Coca show.



**JOHN PAUL MARSICH**, assistant media director for the Kudner Agency, has attended Columbia and New York University, graduating from NYU with a degree in Business Administration. He began his advertising career with NBC in 1940. In 1943 he left NBC to join the service. As a lieutenant in the navy, he commanded an LSM in the Pacific Theater until the end of hostilities, whereupon he returned to the television department of NBC. By 1949 he had advanced to supervisor of production costs on all network shows. He served in that capacity until August of the same year, when he accepted an offer from Kudner to join the agency as assistant business manager of the radio-television department.

**GEORGE POLK**, radio-TV supervisor with Batten, Barton, Durstine, & Osborn, Inc., attended Hotchkiss and Pomfret Schools in Connecticut. With BBD&O since 1950, George is a graduate of Erskine College, South Carolina, getting his BA degree with the class of 1950. He started his advertising career in the mail room of BBD&O and, progressing steadily, he went on to research, time buying, to his present post, where he works with Robert Foreman, vice president in charge of the radio-television department. George, still single, is a native New Yorker.



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

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



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



**LEONARD F. ERIKSON**, vice president of McCann-Erickson in charge of the central radio-television department, started with CBS in the early days of commercial radio, after receiving a degree in journalism from the University of Wisconsin and a graduate degree from the Harvard School of Business Administration. His first major position with CBS was as Western sales manager working out of Chicago, and later on as general sales manager in New York. After 14 years with the network, Leonard went to BBD&O in 1945 as assistant to president Ben Duffy, and handled liaison between management and the radio department. His next move was to Kenyon & Eckhardt, where he was vice president and director of radio and TV.

**HENRY FOWNES**, vice president, director of the radio and television department, and manager of the New York office of MacManus, John & Adams, Inc., started his advertising career in the mail room of Benton & Bowles. It wasn't long before Hank was appointed to the post of assistant executive on the lucrative TIDE account, but soon after left to become a radio-television producer with Fenton Productions. In this post he serviced numerous accounts, among them those of Cadillac and Pontiac, whose primary agency is the MacManus Agency, with head offices in Michigan. When they decided to open offices in New York, Hank was chosen to head the air waves department, later becoming manager of the New York office and vice president.



**WALTER CRAIG**, vice president in charge of television for Norman, Craig and Kummel, started his career in show business, but in 1930 moved into the ground floor of radio as program director of the old World Broadcasting System. A native of St. Louis, Walter left World to found his own producing firm, and created top shows for clients such as Chevrolet, United Drug, Coca-Cola, Beechnut Packing, Carter Products, and Wheaties. Illness forced him to retire for two years to his home in Bucks County, Pennsylvania, where he raised cocker spaniels and Guernsey cattle. Unable to leave the field completely, however, he acted as radio consultant for Street & Finney, until his return to full harness in November, 1942, as program director for WMCA.

**GEORGE WOLF**, vice president and director for radio and television for Ruthrauff & Ryan, Inc., joined the firm in 1953 after seven years with Foote, Cone & Belding, where he was director of radio and TV, supervising a large part of the agency's eighteen-million-dollar-a-year airtime billings. George started out as a free-lance radio writer and producer, contributing to many of the leading programs of the pre-war era. After Pearl Harbor, he served with the Signal Corps Motion Picture Center, assigned to writing and producing documentary training films. After the war, Wolf wrote and produced a weekly network institutional show for NBC, in addition to working on special assignments.



**ALVIN KABAKER**, manager of the Hollywood office of Compton Advertising, Inc., is unique in that he was a practicing attorney before turning to the advertising field. Receiving both a Bachelor of Arts and a law degree from the University of Chicago, Al practiced law two years before venturing into advertising as a copywriter with Blackett-Sample & Hummert of Chicago, the predecessor of Dancer-Fitzgerald & Sample, Inc. Rising to the production field, he supervised shows such as "Beulah," "Mystery Theatre," and "A Date With Judy," while manager of the Hollywood office. After seventeen years with DFS, Al moved to Compton this year as manager of the Hollywood office.





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

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



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

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



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





**DON BLAUHUT**, radio-television director of Edward Kletter Associates, holds a Bachelor of Arts degree from Ohio State, which he gained in three rather than the customary four years. A native New Yorker, Don has been associated with the H. B. Humphrey Agency, and in 1950 joined the Peck Advertising Agency as the assistant to the director of radio and television, and the following year was advanced to become director. In 1952 he joined Raymond Spector as radio-television director, where he worked principally on "This Is Your Life." In 1953 the young veteran of World War II joined Kletter in a similar capacity, and is working on such programs as "The Red Skelton Show," "Meet Millie," "Douglas Edwards With the News," and "Masquerade Show."

**VICTOR SEYDEL**, vice president for radio and television for Anderson & Cairns Agency, never had any doubt about his career. A star performer on the school and dramatic society boards of Grand Rapids, Michigan, and later Pottstown, Pennsylvania, Vic was all set to enter Michigan University, when an RKO theatre manager offered him a summer job as a song and dance man in Chicago. The job lasted two and a half years, and Vic's been connected with show business ever since. He started in radio with the old Blue Network, now ABC, as a director, and worked on such top shows as "Counter-Spy" and "Ladies Be Seated." In 1944 he became Eastern radio and television director in the New York office of the Walker & Downing Agency, and later moved on to Anderson & Cairns in a similar capacity.



**FRANKLIN ROBERTS**, vice president and director of radio and television at the Will Roberts Advertising Agency in Philadelphia, brings a wealth of varied experience to his duties. While studying at the University of Pennsylvania, Frank was both a campus correspondent and sports writer for the Philadelphia Evening Bulletin. Upon graduation his first position was with the Harry Feigenbaum Ad Agency as radio continuity writer. He soon became a director for radio and television and, in addition, wrote musical jingles for both mediums and created TV commercials. From there, Frank moved to his present position, where he maintains an active interest in Philadelphia's television association, and is an active sportsman.



**EDWARD RATNER**, radio-TV director of Friend-Reiss, has had a varied career as a ghost writer for a syndicated column, a short-story writer, and a free-lance script writer, although he is only 31. A veteran of World War II, in which he served as an aerial gunner, Ed received a degree in English from NYU and received his first experience in advertising as a radio-TV copy chief with Product Services, Inc., where he created and scripted numerous shows for both mediums. A native New Yorker now residing in Hudson County, New Jersey, Ed is a member of the Radio Writers Guild since 1946, and a director of the Metropolitan Advertising Men.



**BARBARA JONES**, Donahue & Coe time buyer, is a graduate of Smith (cum laude) and formerly on the staffs of Mademoiselle, Life, and Television magazines, free-lancing with scripts to all major outlets. The blonde member of the Jones Girls' time-buying triumvirate, none of whom are related, Barbara, after a stint with the package firm of Video Associates, Inc., embarked on her agency career with Grey where, for over five years, she ran the gamut of production, business management, talent buying, et al, to become the administrative assistant to the radio-TV vice president. She's been in her present post for over 30 months, and lives in Greenwich Village.



**EDNA S. CATHCART**, chief television and radio time buyer for J. M. Mathes, Inc., is one of that small group of advertising personalities who have maintained a long and unbroken association with one firm. Edna started with the Mathes firm in 1937, and since then has gained a broad experience in all branches of the advertising field. Her first taste of huckstering was with Young & Rubicam, where she spent three years. At present Edna is responsible for the purchase of all broadcasting time for the firm, which handles such accounts as Canada Dry Ginger Ale, Inc., Ludens, Inc., the Northern Warren Corp., Bates Fabrics, and the Capehart Farnsworth Co.



**WILLIAM L. WEDDELL**, vice president in charge of broadcasting for the Leo Burnett Company, Inc., joined the firm in 1946 after a long association with the National Broadcasting Company, which he joined in 1929, soon after his graduation from the University of Chicago. With NBC he served as sales promotion manager, account executive, and chairman of the operations committee in Chicago. Later, he became radio director for Erwin Wasey & Co. Bill is a member of the National Committee on Television and Radio Policies of the AAAA.



**CHARLES W. CURRAN**, television film producer at McCann-Erickson, Inc., commenced his advertising career with general agencies in Chicago before coming to New York. In 1931, after his play "Ad-Man" was made into a feature by RKO-Radio Pictures, Charlie went into film production with several major companies. During the war he served at the Naval Photo Center as head of writers and directors division. He's been in the production of film for television since 1947, and was given many awards for the work of his company, Times Square Productions, Inc., before returning to the agency field. He also found time to author the "Handbook of Television and Film Technique." Charlie is a member of the Variety Club, the Lambs, RETS, and SMPTE.



**JOSEPH P. BRAUN**, vice-president in charge of media at Kenyon & Eckhardt, Inc., joined the firm in 1933 as an office boy. Over the years he has advanced through various jobs within the agency, including media clerk, research reporter, statistician, and space buyer. In 1942 he was appointed media director, and in 1947 was elected vice-president. He was elected a director in the same year. Joe is a member of the AAAA Media Committee and a director and member of the Executive Committee of the National Outdoor Advertising Bureau. He is unusual in the advertising field in that Kenyon & Eckhardt has been his only agency affiliation.



**WICKLIFFE W. CRIDER**, vice president in charge of radio and TV for Kenyon & Eckhardt, Inc., has been with the firm since 1952. A graduate of Penn State, he began his advertising career as an apprentice with J. Walter Thompson Co., and soon worked his way to the radio publicity department, and thence into production. He moved to BBD&O as a developer of new programs for radio and TV. He ultimately became vice president of that department.



**WILLIAM R. SETH, JR.**, vice president and director of radio and television of Lewin, Williams & Saylor, Inc., has a solid background in local radio. A graduate of the University of North Carolina, Bill has been an announcer, disc jockey, and news editor, and has managed stations in Fredericksburg, Virginia, and Youngstown, Ohio. For a time Bill was with NBC Spot Sales and, in 1948-49 was the director of advertising for Muzak. Prior to his present connection, he was vice president in charge of television and radio for Needham & Grohmann, and earlier was radio director of O'Brien and Dorrance. A member of AFTRA, Bill keeps his perspective by doing occasional spot announcements, in addition to being account executive for four advertisers.

**TOM McDERMOTT**, vice president of radio-television programming at Benton & Bowles, has set an astonishing record for a young man in his early thirties. Tom got a head start as a writer and producer of shows while a student at Manhattan College, as a youthful organizer of a local dramatic society, and as a summer theatre producer. Prior to entering advertising, Tom worked on the staffs of WNYC and WOV and wrote and directed for Irene Wicker, "The Singing Lady." He has directed "When A Girl Marries," "The Prudential Family Hour," and has written, produced and directed scores of other top-flight shows. A lifetime student of the drama, Tom has studied at Fordham, Columbia, and NYU. He joined B&B in 1942.



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

**ROBERT W. DAY**, vice president and radio-television director of Albert Frank-Guenther Law, Inc., has a well-deserved reputation as one of the leading radio-television authorities for Wall St. After graduation from Harvard, he was associated with Broadcast Advertising, Inc., in Boston, where he served as the merchandising representative for network food programs from 1939 to 1942. The war years were spent as a lieutenant in the Navy, and the first post-war period with the John Hancock Mutual Life Insurance Company. Bob has also been radio-TV director of Lynn Baker, Inc., and H. B. Humphrey in New York.



**PAUL GUMBINNER**, director of radio and TV for the Lawrence C. Gumbinner Advertising Agency, Inc., was one of the creators of the station-break and singing commercials. In 1929, Paul sold the idea of a fifteen-second singing commercial to George Washington Hill of the American Tobacco Company, and then made a tour of the country, explaining the methods radio stations could use to gain revenue by selling station-break time. Paul pioneered in the creation of filmed television commercials in 1947, using his own apartment as a studio, and shooting exteriors on Riverside Drive.





**MILDRED FULTON**, chief time buyer for McCann-Erickson's Bulova Watch Company account, has served in the same capacity for nine years. Starting on the account in 1947 with the Biow Company, Mildred moved with it to McCann-Erickson in January, 1955. Her experience before that was rather varied, having worked with organizations ranging from tree surgeons to country clubs. During the war she worked as secretary and administrative assistant to Edward W. Barrett, former assistant Secretary of State, with the Office of War Information. Moving to New York City in 1945, Millie entered the advertising field with Free & Peters. She is a native of Stamford, Connecticut, and among her many hobbies, she enjoys doing portraits in oil best.



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



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



**MARVIN L. GRANT**, vice president, radio-TV director, and account executive of the Dobin Agency, gained his triple-threat versatility as a free-lance writer-producer-director with the William H. Weintraub Co., where he had an outstanding record of many national radio programs to his credit. He moved over to the Mann-Ellis Agency in a position similar to his present one, where he had overall supervision of radio-TV from time buying through production, as well as executive on six accounts. Grant joined Dobin in his present position in 1955.



**KENNETH G. MANUEL**, vice president and director of TV and radio at D. P. Brother & Co., entered broadcasting as the discovery of the veteran Harry Bannister, quickly becoming a full-time newscaster and commentator on WWJ, Detroit. He became a TV pioneer when he inaugurated the first major educational telecast, "Television University," staged on WWJ-TV in collaboration with the University of Michigan, the University of Detroit, and Cranbrook Institute of Science. Manuel's alma mater, the University of Michigan, where he was an outstanding sports star, continued the series on the same station as "Telecourses," and has won many commendations for it.





**PHILLIP ROUDA**, Chicago vice president in charge of radio and TV for Bozell & Jacobs, Inc., joined the agency in October, 1944, as a copy-writer, after serving with the Army Air Forces as a radio instructor. He has been with the agency for ten years. His previous background included motion picture work with National Screen Service and Filmack in writing and production and also varied motion picture and other advertising. His radio and TV work at Bozell & Jacobs includes program and spot buying for the cream of the agency's clients. He has won six Chicago Federation Advertising Club awards for individual ads and campaigns handled as creative account executive. He was educated at the University of Chicago.

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



**RINO NEGRI**, vice president and member of the Executive Committee of the Emil Mogul Company, is a leading authority on the advertising and marketing of Italian-American products, particularly in the radio-television media. Born and raised in Venice, Italy, Rino is a graduate of the College of Milan, and speaks and writes five languages fluently. He got his start in advertising as an Italian language announcer at WOV, New York. Rino became associated with Mogul in 1945, and since then has directed the very successful campaigns for Ronzoni Macaroni Company, Berolio Importing Company, Gem Oil, and Berio Olive Oil, which have proven his mastery of the Italian-American market.

**ALVIN Q. EHRLICH**, vice president in charge of radio and television for Kal, Ehrlich & Merrick, of Washington, D. C., is a pioneer and long-time leader of the advertising field in our nation's capital. Al, always active in civic and advertising affairs, was twice president of the Washington Advertising Club, has been a director of the Better Business Bureau, and is a member of the Radio Pioneers. He entered advertising in 1929 as manager of Raleigh Haberdasher's advertising, and joined the Kal Agency in 1932. Within three years he was a partner in the firm, and after three years in the service during the war, rejoined the firm which reorganized as Kal, Ehrlich & Merrick.



**JOHN P. ATHERTON**, vice president and director of radio and television for the Atherton & Currier Agency, brings a unique talent to his position. John is an accomplished musician and composer, and has created both music and lyrics for many of the agency's radio and television jingle commercials, in addition to many musical novelty announcements. He studied at the Oberlin (Ohio) Conservatory of Music and, after receiving a B.A. degree in music from Bard College in 1942, he spent the next 38 months in the U. S. Army, 20 of them in the South Pacific theater. On his return in 1945, he joined the agency and, in addition to his musical work, has assumed the duties of radio and television director.



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

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



**HAROLD A. DAVIS**, head time buyer for Erwin Wasey & Company, joined the organization in October, 1953, when he switched over from Doherty, Clifford, Steers & Shenfield, where he was assistant to the head time buyer. While there, he became buyer on the Bristol Myers, Borden's and Welch accounts. He got his start in the advertising business at Benton & Bowles, after spending four years with the Air Force, serving in China with the 14th Air Force, and then taking a Bachelor's degree at Marietta College, Marietta, Ohio. His first position with Benton & Bowles was that of budget coordinator on Procter & Gamble.

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



**E. A. "TIM" ELLIOTT**, media director and vice president of the Fletcher D. Richards Agency, has spent his entire career (over a quarter of a century) with one agency. He directs the purchase of TV and radio time for U. S. Rubber, Eastern Airlines, Dixon Ticonderoga Pencils, Waterman Pen, American Machine & Foundry, among others, as well as serving as account supervisor on many key accounts. He came to Detroit from Canada when he was 19 to join Campbell-Ewald and when the separate corporate entity of Campbell-Ewald of New York became the Fletcher D. Richards Agency he was made a board member of the new organization, as well as remaining a vice president and media director.



**WILLIAM W. LEWIS**, radio-TV director on the General Electric account at the Maxon Agency, is a former director of the radio-TV department at the Geyer Advertising Agency and first entered the broadcasting field through the writing route. He's a graduate of the Pasadena College of the Theater in 1941, has acted in two off-Broadway shows, and later developed an interest in radio writing. He did a few free-lance scripts for NBC, where he was subsequently employed as a continuity writer and announcer. He worked on early experimental shows until 1943, when he entered the Army Air Corps, serving as a pilot until the end of World War II. After discharge he worked with Redwood Products, Inc., in a promotion capacity, then later started a 1,000-watt radio station in the Boston area.

**WALTER BOWE**, time buyer at Sullivan, Stauffer, Colwell & Bayles, Inc., has been head of the department at Ogilvy, Benson & Mather, Inc., after receiving good training at Benton & Bowles in a time-buying capacity. A well-rounded agency time buyer, Walter currently handles time purchases for Pall Mall, Speidel, Vim and other top accounts. He spearheaded the large-scale radio campaigns for Lever Brothers' Good Luck Margarine, in conjunction with the New York state conversion to yellow oleo three years ago and brought fast sales results to the sponsor. Walt's radio baptism dates back to high-school production in his home town of Syracuse, New York, followed by workshop experience at Syracuse University's Radio-TV School.



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

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



**LYDIA RHYDHOLM HATTON**, chief radio and TV time buyer for Foote, Cone & Belding in Los Angeles, spent one year at Ohio Wesleyan University at Delaware, then transferred to the Washington Square College of New York University, majoring in retailing and advertising, where she received her B.A. degree in January, 1948. Shortly thereafter, she joined the media department of Alfred J. Silberstein-Bert Goldsmith, Inc., in New York City. Lydia entered the doors of Foote, Cone & Belding for the first time in September of 1949 as a member of the typing department. In October of 1952 she was named chief time buyer. Lydia was born and raised in Cleveland, Ohio.

# CANADIAN ADVERTISING AGENCIES

● Following is a list of CARTB sanctioned advertising agencies.

Agency	Address	City	Phone	Radio-TV Time Buyer	Broadcast Dept. Director
Aikin, Earl, Ltd.	35 Hayden Street	Toronto	WA. 2-3138	Phyllis Judson	Ken Wright
Ardiel Advertising Agency, Ltd.	4 Lawton Blvd.	Toronto	MA. 6541	Don DeNike	Don DeNike
Atherton & Currier, Inc.	37 James Street S.	Hamilton	JA. 7-9284	Jim Elliott	Jim Elliott
Baker Advertising Agency, Ltd.	109 Adelaide St. W.	Toronto	EM. 3-5418	Eleanor Austen	Eleanor Austen
	1315 Yonge St.	Toronto	WA. 4-2101	Dick King (Radio)	Jack Hotier
				Don Farrow (TV)	
Bennett & Northrop, Inc.	1557 Mackay St.	Montreal	HA. 9247		Roger Lack
Bingham, John McKenney, Ltd.	Maritime Life Bld.	Halifax	3-8164	Llewellyn Lewis	Llewellyn Lewis
	32 Front Street W.	Toronto	EM. 2-2641	McCrae J. Cooper	McCrae J. Cooper
	4643 Cavendish Blvd.	Montreal	WA. 5032	Stan Lorrman	Stan Lorrman
	541 William Street	Preston	OL. 3-4464	E. Gordon Lowen	E. Gordon Lowen
	257 Osborne St.	Winnipeg	422564	Ronald A. Kearns	Ronald A. Kearns
Bleasdale Advertising, Ltd.	1664 West Broadway	Vancouver	CE. 4154	Harry Bleasdale	Harry Bleasdale
Brooks Advertising, Ltd.	1104 Douglas Street	Victoria	2-6741	Roy Partridge	Roy Partridge
Burnett, Leo Co. of Canada, Ltd.	21 Dundas Square	Toronto	EM. 8-2396	John Maxwell	James B. McRae
Burns Advertising Agency, Ltd.	133 Richmond St. W.	Toronto	EM. 6-5801	Ralph Novak	Ralph Novak
	1247 Guy Street	Montreal	FI. 5257	Arnold Clare	Robert McCausland
Caldwell, Spence Agency	556 Yonge St.	Toronto	WA. 2-6698	John Heaton (Radio)	S. W. Caldwell
	447 Jarvis Street	Toronto	WA. 2-2103	Doc Savage (TV)	
Canadian Advertising Agency, Ltd.	Sun Life Building	Montreal	UN. 6-7711	John Blandford	John Blandford
	80 King Street W.	Toronto	EM. 3-3051	Irvin Teitel	Irvin Teitel
	Electric R'lwy Chambers	Winnipeg			
Carter, Garry J. of Canada, Ltd.	615 Dominion Bank Bld.	Vancouver	TA. 1938	K. L. Johnson	K. L. Johnson
Cockfield, Brown & Co., Ltd.	59 Avenue Road	Toronto	WA. 4-2505	Bob Howe	Bob Howe
	Canada Cement Bld.	Montreal	UN. 1-1771	Earl Box	Wm. B. Hannah
	185 Bloor St. E.	Toronto	WA. 4-5492	Cam Logan	Wis McQuillin
	Electric R'lwy Chambers	Winnipeg	923538	John Burke-Gaffney	John Burke-Gaffney
Collyer Advertising, Ltd.	1164 Melville St.	Vancouver	PA. 1111	Geoff Holloway	Geoff Holloway
Copeland, Don H. Advertising, Ltd.	822 Dominion Sq. Bld.	Montreal	UN. 6-3411	Nan Frazer	Nan Frazer
Crombie Advertising Co., Ltd.	442 Sherbourne St.	Toronto	WA. 2-5969	(Mrs.) Vera Copeland	(Mrs.) Vera Copeland
	391 St. James Street W.	Montreal	MA. 5246	Vic Gray	Vic Gray
	24 King Street West	Toronto	EM. 4-7204	Ed Davey	Ed Davey
Dancer-Fitzgerald-Sample Advertising (Canada, Ltd.)	200 St. Clair Avenue W.	Toronto	WA. 4-8425	Gilbert Numms	Gilbert Numms
Denne, A. J. & Co., Ltd.	90 King St. W.	Toronto	EM. 4-3444	Lillian Ryan	Ralph McKeown
Desbarats Advertising Agency	487 Legaultetiere St. W.	Montreal	EM. 6-4835	Duncan Desbarats	Duncan Desbarats
Dominion Broadcasting Co.	4 Albert Street	Toronto	EM. 3-3383	Hat B. Williams	Hat B. Williams
Erwin Wasey of Canada, Ltd.	610 Church Street	Toronto	WA. 1-5187	Tom Reid	Bruce Gale



# CANADIAN ADVERTISING AGENCIES

Agency	Address	City	Phone	Radio-TV Time Buyer	Broadcast Dept. Director
Ferres Advertising, Ltd.	63 Duke Street	Hamilton	JA. 9-1116	E. Boyd Heaven	E. Boyd Heaven
Foster Advertising, Ltd.	149 Alcorn Avenue	Toronto	WA. 4-4681	Joan St. Croix	Alex MacKay Mary Newton Charlotte Toupin
Gibbons, J. J., Ltd.	Sun Life Bld.	Montreal	UN. 6-7901	Charlotte Toupin	Charlotte Toupin
	165 McDermott Avenue	Winnipeg	922151		
	46 St. Clair Avenue E.	Toronto	WA. 4-8391	Walter Reeves	Walter Reeves
	Dominion Sq. Bld.	Montreal	UN. 6-5805	Rupert Burdick	Rupert Burdick
	272 Main Street	Winnipeg	927373	Bruce Johnston	Bruce Johnston
	1840 McIntyre St.	Regina	3-2787	R. P. Wilson	R. P. Wilson
	513 8th Avenue West	Calgary	2-5437	Bill Bell	Bill Bell
	206 Petroleum Bld.	Edmonton	2-7512	Tom McMillan	Tom McMillan
	1533 West Pender St.	Vancouver	PA. 0157	(Mrs.) Hazel Bakes	(Mrs.) Hazel Bakes
Gislason-Reynolds, Ltd.	651 Church Street	Toronto	WA. 4-7364	Dick Canney	Jack Reynolds
Hayhurst, F. H. Co., Ltd.	7 King Street East	Toronto	EM. 6-0731	Mary Goletz	Bob Amos
	1510 Drummond Street	Montreal	HA. 0131	Tom Deans	Marcel Dubuc
Heggie Advertising Co., Ltd.	57 Bloor Street West	Toronto	WA. 2-5125	John Chilman	John Chilman
Huot, J. E. Publicitee Ltee	353 St. Nicholas	Montreal	PL. 4131	B. E. Rioux	B. E. Rioux
Hutchins Advertising Co. of Canada, Ltd.	35 Hayden Street	Toronto	WA. 4-3753	Pat Hennessy	Pat Hennessy
Imperial Advertising, Ltd.	407 Barrington Street	Toronto	PL. 4131	I. M. MacLeod	A. H. Evelyn
Industrial Advertising Agency, Ltd.	631 Spadina Avenue	Halifax	3-9373	(Mrs.) Vera Percival	(Mrs.) Vera Percival
Jarvis, Albert, Ltd.	94 Yonge Street	Toronto	WA. 4-6671	Evan Morton	Evan Morton
	1265 Stanley Street	Toronto	EM. 3-2438	George Temple	George Temple
	447 Main Street E.	Toronto	UN. 6-4806	Gordon Hinch	Gordon Hinch
	480 Leguachetiere St. W.	Hamilton	JA. 2-1155	Duncan Desbarats	Duncan Desbarats
	1455 West Georgia St.	Montreal	UN. 6-4835	M. Tyler	M. Tyler
Kenyon & Eckhardt, Ltd.	80 King St. W.	Toronto	PA. 9174	Donald E. Smith	Donald E. Smith
Locke, Johnson & Co., Ltd.	255 Davenport Road	Toronto	EM. 3-8314	Lloyd Hafford	John Holden
Lovick, James & Co., Ltd.	1178 West Pender St.	Toronto	WA. 4-8481	John Holden	John Holden
	800 Bay Street	Vancouver	TA. 6221	William E. Bellman	William E. Bellman
	402 Montreal Trust Bld.	Toronto	WA. 3-9887	S. B. Hayward	S. B. Hayward
	Toronto Gen. Trusts Bld.	Winnipeg	931629	John Hart	John Hart
	401 Kerr Block	Calgary	24445	Leslie White	Leslie White
	Imperial Bank Bld.	Regina	37570	George R. Bothwell	George R. Bothwell
	623 Dominion Sq. Bld.	Edmonton	24072		
MacLaren Advertising Co., Ltd.	111 Richmond St. W.	Montreal	UN. 6-8391	Dave McMaster	Dave McMaster
	410 Dominion Sq. Bld.	Toronto	EM. 4-0231	Mary Moran	Hugh Horler
	237 Queen Street	Montreal	UN. 6-9751	Larry Trudel	Larry Trudel
	911 Elec. P'ly Chambers	Ottawa	5-4301	W. F. Harrison	W. F. Harrison
	1240 West Pender St.	Winnipeg	926321	E. P. Thomson	E. P. Thomson
		Vancouver	MA. 6268	John Hoyland	John Hoyland

# CANADIAN ADVERTISING AGENCIES

Agency	Address	City	Phone	Radio-TV Time Buyer	Broadcast Dept. Director
McCann-Erickson, Inc.	200 Bloor Street East	Toronto	WA. 2-2133	Shirley Carter (Radio) Greg Paul (TV) Mary Kaye (TV)	Alan B. Cullimore
McConnell Eastman & Co., Ltd.	1980 Sherbrooke St. W.	Montreal	GL. 6121	Alex B. Shepherd	Larry Dampier
	Huron & Erie Bldg. 147 University Ave. Dominion Sq. Bldg. 173 Portage Ave. 1198 West Pender St. 153 St. Clair Ave. W. Bank of Commerce Bldg. 371 Richmond St.	London Toronto Montreal Winnipeg Vancouver Toronto Windsor London	44528 EM. 3-7004 UN. 6-7941 935541 MA. 2161 WA. 4-6681 CL. 2-7297 3426		Austin Moran
McCracken, W. A., Ltd.	1510 Drummond St. 47 Fraser Ave. 250 Portage Ave. 591 Burrard St.	Montreal Toronto Winnipeg Vancouver	MA. 4152 KE. 3561 923491 MA. 3284		
McGuire Advertising, Ltd.	371 Richmond St.	London			
McKim Advertising, Ltd.	1510 Drummond St. 47 Fraser Ave. 250 Portage Ave. 591 Burrard St.	Montreal Toronto Winnipeg Vancouver	MA. 4152 KE. 3561 923491 MA. 3284		
Muter, Culiner, Frankfurter & Gould, Ltd.	112 1 Bay Street,	Toronto	WA. 4-5736	(Mrs.) Evelyn Duncan John Finn Bill Mills Joan Bridge Beverly Nicholl Andy Brown John Cummings Phyllis Scott Kay Schneider	Glenn Smith Andy McGuire Bill Mills Wilf Charland Keith Chase Don MacMillan Andy Brown John Cummings Eddie Gould Gerald Wren E. Maloney M. Tyler Michael Jackson Joyce Rhodes George Vale P. E. Giguere
Nattall & Maloney, Ltd.	209 Shaldo Bldg.	Calgary Edmonton	692370 44910	Mary Barrer E. M. Plant Bob Poyntz Maurice Lalonde	Mary Barrer E. M. Plant Bob Poyntz Maurice Lalonde
O'Brien Advertising, Ltd.	1455 West Georgia St.	Vancouver	PA. 9174	Glady's Race Jack Philton & M. Seni	Glady's Race Guy Pinsonneault
Orr, William R. Ltd.	464 Yonge Street	Toronto	WA. 4-3708		Henry Karpus
Otto, Robert & Co. (Canada), Ltd.	222 Simcoe Street	Toronto	EM. 6-8266		Hal Tingle
Paul-Phelan, Ltd.	380 Victoria Street	Toronto	EM. 3-6047		Peter Goflick
Payeur-Publicite	639 8th Avenue	Quebec	43549		
Pennell, Margaret Advertising	81 Queen St. W.	Toronto	EM. 4-2079		
Plant, Elton M., Co.	303 Bartlet Bldg.	Windsor	CL. 4-1159		
Poyntz, Alford R. Advertising, Ltd.	95 King St. E. 4109 St. Catherine St. W.	Toronto Montreal	EM. 3-8716 GL. 4245		
Purkis, Thornton, Ltd.	1200 St. Denis St.	Toronto	EM. 3-3762		
Quebec Advertising Agency	1290 St. Denis St.	Montreal	MA. 9401		
Reynolds, E. W., Ltd.	355 King St. W. 1440 St. Catherine St. W.	Toronto Montreal	EM. 8-6157 UN. 6-1775		
Ronalds Advertising Agency, Ltd.	Keefe Bldg.	Montreal	UN. 6-9471		
	108 Peter St. 409 Petroleum Bldg. Canada Trust Bldg.	Toronto Edmonton Windsor	EM. 3-0237 28356 EL. 6-2371		
Ross Roy of Canada, Ltd.	Canada Trust Bldg.	Windsor			

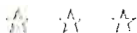
# CANADIAN ADVERTISING AGENCIES

Agency	Address	City	Phone	Radio-TV Time Buyer	Broadcast Dept. Director
Ruthrauff & Ryan, Inc.	80 Richmond St. W.	Toronto	EM. 6-1515	Eleanor Shinnick	Ramsay Lees
Schneider Cardon, Ltd.	2024 Peel St.	Montreal	MA. 8024	Monty A. Isaacs	Monty A. Isaacs
	501 Yonge St.	Toronto	WA. 4-9779	Gordon Allen	Gordon Allen
Sills, Allan R. & Co.	137 Wellington St. W.	Toronto	EM. 8-6434	Allan R. Sills	Allan R. Sills
Smith, R. C. & Son, Ltd.	380 Victoria St.	Toronto	EM. 4-9396	G. Alec Phare	G. Alec Phare
Spitzer & Mills, Ltd.	40 King St. W.	Toronto	EM. 6-2811	Susie McCullagh	Ralph Hart
	3405 Addington Ave.	Montreal	WA. 0344	Pauline Goyette (Radio)	Paul Corheil
				Paul Corheil (TV)	
Stanfield, Harold F., Ltd.	Dominion Square Bldg.	Montreal	UN. 6-8741	Ernie Smith	Ernie Smith
	67 Richmond St. W.	Toronto	EM. 6-5454	Olive Jennings	Olive Jennings
Stevenson & Scott, Ltd.	126 1/2 University Ave.	Montreal	UN. 6-9361	Sheldon Lodge	Sheldon Lodge
	100 Adelaide St. W.	Toronto	EM. 3-5773	Burf Kaye	Burf Kaye
	402 West Pender St.	Vancouver	PA. 5824	Roy Hunter	Roy Hunter
Stewart-Bowman-Macpherson, Ltd.	410 Province Bldg.	Vancouver	PA. 3531	Lloyd Muir	Lloyd Muir
	337 8th Ave. W.	Calgary	2-1432	Pat Williams	Peggy Newbury
	10020 109th St.	Edmonton	25107	Jean Richards	June Duncan
	333 Somerset Bldg.	Winnipeg	924346	(Mrs.) Helen McMahon	(Mrs.) Helen McMahon
Tandy Advertising Agency, Ltd.	88 Richmond St. W.	Toronto	EM. 8-8648	Amy Lynch	John Bradley
	20 Carlton St.	Toronto	EM. 3-6362	Mary-Ellen Freeborn	A. C. Haight
Thompson, J. Walter Co., Ltd.	602 Dominion Sq. Bldg.	Montreal	UN. 6-6771	Ron Kirkwood	Mariette Mineau
	600 University Ave.	Toronto	EM. 3-9402	Phyllis Sivell	Frank Flint (Radio)
					John Lingman (TV)
Thompson-Peterson Advertising Agency, Ltd.	215 Victoria St.	Toronto	EM. 8-8091	David Fenn	David Fenn
	913 Sun Life Bldg.	Montreal	UN. 6-9745	Thomas Vamplew	Thomas Vamplew
Vamplew Advertising	1175 Bay St.	Toronto	WA. 3-5589	Henault Champagne	Henault Champagne
Vickers & Benson, Ltd.	1440 St. Catherine St. W.	Montreal	UN. 67701	(Mrs.) Laura Jensen	Leonard J. Kennedy
	110 Church St.	Toronto	EM. 4-6301	(Mrs.) Muriel Murray	(Mrs.) Muriel Murray
Walsh Advertising Co., Ltd.	1787 Walker Rd.	Windsor	CL. 6-2671	Jean Monte	Jean Monte
	44 King St. W.	Toronto	EM. 3-3053	Jo-Anne Rebstock	Bob Weill
Weill & Eby, Inc.	660 St. Catherine St. W.	Montreal	UN. 6-8921	Wif Charland	Wif Charland
	67 Yonge St.	Toronto	EM. 2-1176	Victor C. Snack	Victor C. Snack
Whitehall Broadcasting, Ltd.	1510 Drummond St.	Montreal	MA. 4152	Art McGregor	Frank Deaville
Willis Advertising	22 1/2 Richmond St. W.	Toronto	EM. 3-2073	Helen Quinn	
Woodhouse & Hawkins	1175 Bay St.	Toronto	WA. 2-4864	Doreen Dunlop	
Young & Rubicam, Ltd.	660 St. Catherine St. W.	Montreal	UN. 6-8941		
	44 King St. W.	Toronto	EM. 2-2341		Bill Byles

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# NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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

## OFFICERS FOR 1956 YEAR

### *President*

Frank E. Schooley, WILL (Radio Station), University of Illinois, Urbana, Illinois

### *Vice-President*

John Dunn, Director, Oklahoma ETV Authority, P. O. Box 2005, Norman, Oklahoma

### *Treasurer*

Robert J. Coleman, Director, Radio Station WKAR, Michigan State University, East Lansing, Michigan

### *Secretary*

William Harley, Radio Station WHA, University of Wisconsin, Madison 6, Wisconsin

## DIRECTORS

### *Region I*

Arthur Weld, Jr., Television Program Director, Radio & Television Center, Syracuse University, Syracuse 10, N. Y.

### *Region II*

Earl Wynn, Station WUNC, University of North Carolina, Chapel Hill, N. C.

### *Region III*

Ola Hiller, Station WFBE, Flint Public Schools, Administration Bldg., Oak Grove Campus, Flint, Michigan.

### *Past President & Member of the Board*

Graydon Ausnus, Station WVOA, University of Alabama, University, Ala.

### *Region IV*

Burton Paulu, Radio Station KUOM, University of Minnesota, Minneapolis, Minnesota

### *Region V*

John Schwarzwald, Station KUHF, University of Houston, 3801 Cullen Blvd., Houston, Texas.

### *Region VI*

Edwin Adams, Director, KUOW (Radio Station), University of Washington, Seattle, Washington

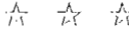
### *Executive Director*

Harry J. Skornia, 14 Gregory Hall, Urbana, Ill.



# NAEB MEMBERSHIP LIST

## Active Membership of the National Association of Educational Broadcasters



### ALABAMA

City	Call Letters	Licensee	Executive
University	WUOA (FM)	Univ. of Alabama	Graydon Ausmus, Director Radio-TV

### CALIFORNIA

Berkeley	KPFA (FM)	Pacifica Foundation	Lewis Hill, President
Los Angeles	KUSC (FM)	Univ. of Southern California	Kenneth Harwood, Hd. Telecommunic. Dept.
San Bernardino	KVCR (FM)	San Bernardino Valley College	M. Rod Shepherd, General Manager
San Diego	KSDS (FM)	San Diego City Schools	Edwin G. Barrett, Program Dir.
San Francisco	KQED (TV)	12th & Russ Streets Bay Area ETV Assn.	James Day, General Mgr.
San Mateo	KCSM (FM)	165 Post Street San Mateo Jr. College	Richard P. Marsh, Prog. Dir.
Stockton	KCVN (FM)	Baldwin Ave. & San Mateo College of the Pacific	

### COLORADO

Colo. Springs	KRCC (FM)	Colorado College	Woodson Tyres, Dir. Speech, Drama, Radio
Denver	KRMA (TV)	Denver Public Schools	Henry H. Mamet, Mgr., Radio-TV

### FLORIDA

Miami	WTHS (FM)	Dade City Bd. of Public Instr.	Vernon Bronson, Dir. Voc. & Adult Ed.
Tallahassee	WFSU (FM)	Florida State University	Roy Flynn, Dir., Commun. & Radio
Tampa	WTUN (FM)	University of Tampa	Franklin Moody, Director of Radio
Winter Park	WPRK (FM)	Rollins College	M. P. Frutchey, Director

### GEORGIA

Atlanta	WABE (FM)	Board of Education	Haskell Boyter, Dir. Radio Ed.
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### ILLINOIS

Chicago	WBEZ (FM)	Board of Education	George Jennings, Director Div. Radio-TV
Chicago	WTTW (TV)	Chicago Educational TV Assn.	John W. Taylor, Exec. Dir.
DeKalb	WNIC (FM)	Northern Illinois St. Teachers College	Robert V. Esmond, Dir., Radio-TV
Elgin	WEPS (FM)	Board of Education	E. H. Hoke, Dir. Audio-Visual Education
Evanston	WNUR (FM)	Northwestern Univ.	Donley Feddersen, Chm. Radio-TV
Urbana	WILL (AM)	Univ. of Illinois	Frank E. Schooley, Dir. Univ. Broadcasting
Urbana	WILL (TV)	University of Illinois	Frank E. Schooley
Urbana	WILL (FM)	Univ. of Illinois	Frank E. Schooley

### INDIANA

Bloomington	WFUI (FM)	Univ. of Indiana	Elmer Sulzer, Dir. Radio & TV Communication
Gary	WGVE (FM)	School City of Gary 524 Garfield St.	Mitchell Gerbick, Manager
Greencastle	WGRE (FM)	DePauw University	Harold T. Ross, Manager
Huntington	WVSH (FM)	School City of Huntington	M. McCabe Day, Director Audio-Visual Center
Indianapolis	WIAN (FM)	Indianapolis Pub. Schools	Alwyn Carder, Program Director
Lafayette	WBAA (AM)	Purdue Univ.	Jim Miles, Dir. of Broadcasting
Muncie	WWHI (FM)	Wilson Jr. H.S.	John V. Maier, Principal
New Albany	WNAS (FM)	New Albany City Schools	Vernon McKown, Director Audio-Visual Instr
New Castle	WYSN (FM)	New Castle-Henry Twmsp. Schools	Miss J. J. Rucker, Station Mgr.
Wabash	WSKS (FM)	School City of Wabash	James R. Oliver, Dir. Audio-Visual Ed.

### IOWA

Ames	WOI (AM)	Iowa State College	Richard B. Hull, Radio-TV Director
Ames	WOI (FM)	Iowa State College	Richard B. Hull
Decorah	KWLC (AM)	Luther College	Leslie G. Rude, Director of Radio
Des Moines	KDPS (FM)	Des Moines Public Schools 629 Third St.	Clifton F. Schropp, Dir. Audio-Visual
Iowa City	WSUI (AM)	State Univ. of Iowa	Carl H. Menzer, Director
Iowa City	KSUI (FM)	State Univ. of Iowa	Carl H. Menzer

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

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

# WHERE IS RADIO?



Here, room by room, is an accurate account of radio sets in homes in the United States as compiled by both the Radio Advertising Bureau and a Politz Research Inc. Study.

	Fall 1955*	Spring 1954**
Living Rooms .....	25,500,000	25,320,000
Bedrooms .....	24,000,000	21,560,000
Kitchens .....	17,200,000	16,100,000
Dining rooms .....	4,500,000	4,390,000
Other rooms in homes.....	8,800,000	7,370,000
Total, in U. S. homes .....	80,000,000	74,740,000
Total, in automobiles .....	31,000,000	26,180,000
Total, outside homes, except in cars ...	10,000,000	(Not estimated)
GRAND TOTAL, IN U. S.....	121,000,000	100,920,000 (in homes and cars only)

\* RAB

\*\* Politz Research Inc. Study

## NARTB Regional Wage Comparison For Sales Managers and Salesmen In RADIO Broadcasting—Feb., 1955

(average gross weekly wages\*)



<b>NORTH CENTRAL</b>	
Sales Manager .....	\$149.85
Salesman .....	\$113.38
<b>SOUTHEAST</b>	
Sales Manager .....	\$148.19
Salesman .....	\$101.83
<b>MOUNTAIN-PACIFIC</b>	
Sales Manager .....	\$146.56
Salesman .....	\$100.84
<b>SOUTH CENTRAL</b>	
Sales Manager.....	\$138.07
Salesman .....	\$ 93.04
<b>NORTHEAST</b>	
Sales Manager .....	\$137.50
Salesman .....	\$ 96.90

\* Excludes cities of 1 million or more population.



# **Federal**

**Communications Commission**

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**HOW TO APPLY  
FOR FCC LICENSE**

**PERSONNEL**

# **National**

***Association of Radio and  
Television Broadcasters***

**PERSONNEL  
COMMITTEES**

# FEDERAL COMMUNICATIONS COMMISSION



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

Phone: EXecutive 3-3620

Personnel as of February 1, 1956

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(Term Expires June 30, 1957)

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*Legal Assistant:* CHARLES M. GOWDY

*Engineering Assistant:* CHRISTIAN E. ROGERS, JR.

**ROSEL H. HYDE**

(Term Expires June 30, 1959)

Legal Assistant—DEE W. PINCOCK

**EDWARD M. WEBSTER**

(Term Expires June 30, 1956)

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Engineering Assistant—

EVERETT G. HENRY

**ROBERT T. BARTLEY**

(Term Expires June 30, 1958)

Legal Assistant—MAX D. PAGLIN

Engineering Assistant—

KENNETH W. MILLER

**JOHN C. DOERFER**

(Term Expires June 30, 1961)

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DAVID C. WILLIAMS

Engineering Assistant—

WILLIAM B. CAMPBELL

**RICARD A. MACK**

(Term Expires June 30, 1962)

Legal Assistant—H. EARL BARRER

Engineering Assistant—

JOHN E. DOANE

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**MARY JANE MORRIS**

*Assistant Secretary,* WILLIAM P. MASSING

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### DOCKETS DIVISION

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 HORACE E. SLOANE, *Asst. Chief (Engineering)*

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Raymond L. Hodges	Charles Frederick
Sarah Ann Mobley	Forest McClenning
Paul W. Schuch	David Warren

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Horace E. Slone            Hideyuki Noguchi  
 George K. Ashenden, Jr.

*Accountant*

Charles S. Borum

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*Executive Officer and Acting Budget Officer*  
 ROBERT W. COX  
 Richard F. Solan, *Administrative Assistant*

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 Virgil R. Simpson, *Assistant Chief Engineer*  
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**LABORATORY DIVISION**

Edward W. Chapin, *Asst. Chief Engineer*

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Ralph J. Renton, *U. S. Supervisor.*

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 James E. Barr, *Assistant Chief*  
 Lavelle W. Hughes, *Administrative Assistant*

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*TV Applications Branch*  
 Sol Schildhouse, *Chief*  
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**ECONOMICS DIVISION**

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## Regional Managers

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Region 1  
954 Federal Building, 641 Washington St.  
New York 14, N. Y.

PAUL H. HERNDON, JR.  
Region 2  
718 Atlanta Nat'l Bldg.  
50 Whitehall St., S.W.  
Atlanta 3, Ga.

JOE H. McKINNEY  
Region 3  
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San Francisco 26, Calif.

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Region 4  
802 Federal Office Building, Seattle 4, Wash.

LEE R. DAWSON  
Region 5  
P.O. Box 1124, Lanikai Oahu, Hawaii

WILLIAM J. McDONNELL  
Region 6  
832 U. S. Court House, Chicago 4, Ill.

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2. ARTHUR BATCHELLER  
748 Federal Building  
New York 14, New York

3. ROGER E. PHELPS  
1005 U. S. Customhouse  
Philadelphia 6, Pennsylvania

4. HYMAN A. COHEN  
400 McCauley Bldg.  
400 E. Lombard St.  
Baltimore 2, Maryland

5. EDWARD BENNETT  
Room 402, Federal Building  
Norfolk 10, Virginia

6. W. D. JOHNSON  
718 Atlanta Nat'l Bldg.  
50 Whitehall St., S.W.  
Atlanta 3, Georgia

### Sub-Office

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Savannah, Georgia

7. ARTHUR S. FISH  
312 Federal Building  
Miami 1, Florida

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409-410 P. O. Building  
Tampa 2, Florida

8. VACANCY  
400 Audubon Building  
New Orleans 16, Louisiana

### Sub Office

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419 U. S. Court House & Customhouse Bldg.  
Mobile 10, Alabama

9. LOUIS L. McCABE  
324 U. S. Appraisers Building  
Houston 11, Texas

### Sub-Office

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Beaumont, Texas

10. VACANCY  
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Dallas 2, Texas

11. BERNARD H. LINDEN  
539 U. S. P. O. and Court House Building  
Los Angeles 12, California

### Sub-Office

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15-C U. S. Customhouse  
San Diego 1, California

### Ship Office

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San Pedro, California

12. FRANCIS V. SLOAN  
323-A Customhouse  
San Francisco 26, California

13. JOSEPH H. HALLOCK  
507 U. S. Courthouse  
Portland 5, Oregon

14. HERBERT H. ARLOWE  
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20. PAUL A. HOLLOWAY  
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21. PAUL R. FENNER  
502 Federal Bldg.  
Honolulu 1, Hawaii

22. ARTHUR T. CLINE, JR.  
322 Federal Bldg.  
San Juan 13, P. R.

23. HAROLD D. DeVOE  
San Juan 13, P. R.  
Room 53, U. S. P. O. and Court House  
Anchorage, Alaska

### Sub-Office

HAL S. WEIDNER  
6 Shattuck Building, P. O. Box 1421  
Juneau, Alaska

24. ALFRED H. KLEIST  
Briggs Building  
415 22nd St., N. W., Washington D. C.





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Ezra Chambers, *Administrative Assistant*

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J. Smith Henley, *Associate General Counsel*

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Betty Ferro, *Chief, License Branch*

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*Accounting Compliance Branch*  
Sydney O'Guin, *Chief*  
*Rates & Revenue Requirements Branch*  
Bernard Strassburg, *Chief*  
*Depreciation Rates Branch*  
Kosmo J. Affanasiev, *Chief*

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Martin R. Haven, *Chief*  
*Services & Facilities Branch*  
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John H. McAllister, *Attorney-Advisor*  
Francis Keefe, *Adm. Asst.*

### FIELD OPERATING DIVISION

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### ENGINEERING DIVISION

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### INSPECTION & EXAMINATION DIVISION

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### MONITORING DIVISION

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# NATIONAL ASSOCIATION

of Radio and Television

## BROADCASTERS



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

### Officers

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Thad H. Brown <i>V.P., Counsel in Charge of TV Affairs</i>	A. Prose Walker <i>Manager of Engineering</i>
	Vincent T. Wasilewski <i>Chief Attorney</i>

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Jack Barton, <i>Manager of Station Relations</i>	Vincent Wasilewski, <i>Manager of Government Relations Department</i>
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Howard H. Bell, <i>Assistant to the Pres. and State Assn. Coord.</i>	Charles H. Tower, <i>Manager, EERD</i>
	Robert L. Heald, <i>Chief Attorney</i>

### RADIO BOARD OF DIRECTORS 1956-57

In accordance with Article IV of the By-Laws, the Board of Directors has designated the following composition of each of the 17 NARTB Districts.

Director	District	States Comprising District
Herbert L. Krueger.....	1	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.
WTAG, Worcester		
Robert B. Hanna.....	2	New York and New Jersey.
WGY, Schenectady, N. Y.		
George H. Clinton.....	3	Delaware, Pennsylvania, West Virginia and Maryland, excluding the counties of Prince Georges and Montgomery.
WPAR, Parkersburg, W. Va.		
James H. Moore.....	4	District of Columbia, North Carolina, South Carolina, Virginia and Maryland, including the counties of Prince Georges and Montgomery.
WSLS, Roanoke, Va.		
Owen F. Uridge.....	5	Alabama, Florida, Georgia, Puerto Rico and Virgin Islands.
WQAM, Miami, Florida		
David Wilson.....	6	Arkansas, Louisiana, Mississippi and Tennessee
KPLC, Lake Charles, La.		
Robert T. Mason.....	7	Kentucky and Ohio.
WMRN, Marion, Ohio		
Edward F. Baughn.....	8	Indiana and Michigan.
WPAG, Ann Harbor, Mich.		
William Holm.....	9	Illinois and Wisconsin.
WLPO, LaSalle, Illinois		
Ben Sanders.....	10	Iowa, Missouri and Nebraska.
KICD, Spencer, Iowa		

Director	District	States Comprising District
F. E. Fitzsimonds..... KFYR, Bismarck, N. D.	11	Minnesota, North Dakota and South Dakota, excluding the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson.
Robert L. Pratt..... KGGF, Coffeyville, Kans.	12	Kansas and Oklahoma.
Alex Keese ..... WFAA, Dallas, Texas	13	Texas.
Walter E. Wagstaff..... KIDO, Boise, Idaho	14	Colorado, Idaho, Utah, Wyoming, Montana, New Mexico, and South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Carson.
William D. Pabst..... KFRC, San Francisco, Cal.	15	California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial, Nevada, excluding the counties of Mineral, Esmeralda, Nye, Lincoln and Clark, and Hawaii.
Robert O. Reynolds..... KMPC, Los Angeles, Calif.	16	Arizona, California, including the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego, and Imperial, and Nevada, including the counties of Mineral, Esmeralda, Nye, Lincoln, and Clark.
Richard M. Brown ..... KPOJ, Portland, Ore.	17	Alaska, Oregon and Washington.

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WDNC, Durham, N. C.

**Small Stations**

William C. Grove  
KFBC, Cheyenne, Wyo.

**FM Stations**

Merrill Lindsay  
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**Network**

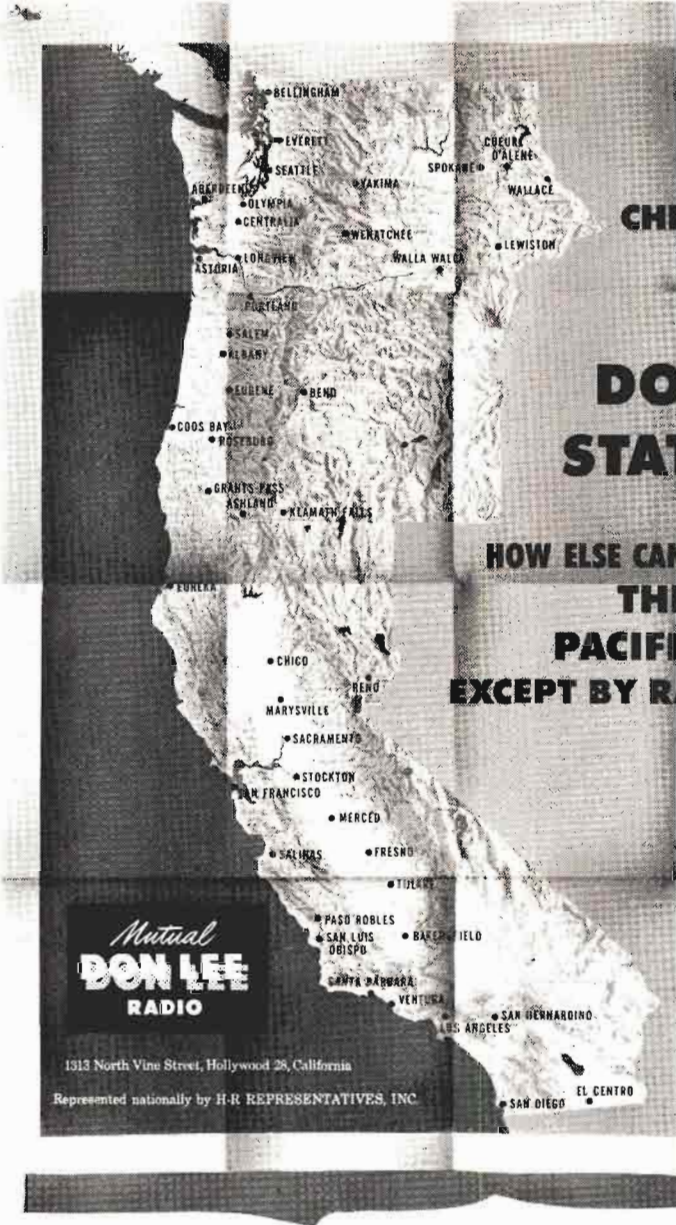
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Arthur Hull Hayes  
CBS, New York

Charles R. Denny  
NBC, New York  
John B. Poor  
MBS, New York

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**CHECK THESE**  
**45**  
**DON LEE**  
**STATIONS**

**HOW ELSE CAN YOU COVER**  
**THE ENTIRE**  
**PACIFIC COAST**  
**EXCEPT BY RADIO\*...?**

The 17+ million people who live on the Pacific Coast identify the Don Lee station as *their* station... warm, friendly, believable... most typical of the informal West Coast mode of living.

The Don Lee Network, in its twenty-eighth year as a respected member of these West Coast communities... an active participant in their daily life... serves 5,560,000 radio homes in California, Oregon, Washington, Idaho and Nevada.

*Mutual*  
**DON LEE**  
**RADIO**

1313 North Vine Street, Hollywood 28, California  
 Represented nationally by H-R REPRESENTATIVES, INC.

**\*DON LEE IS PACIFIC COAST RADIO**





# **Radio Networks**

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**AFFILIATED STATIONS**

**OWNED & OPERATED  
STATIONS**

**EXECUTIVE PERSONNEL**

**U. S. A. NETWORK MAPS**

# Network Radio To Experience Renaissance



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

**T**HE time to sell network radio, not to sell it short, is now.

This medium possesses the power and magic needed by national advertisers and requires only a vigorous and positive selling approach, such as was used to create it from nothing after World War I to one of America's great sales agents before World War II.

By virtue of its coast-to-coast facilities, network radio at a very low cost-per-thousand delivers potential clients quickly and efficiently. The key to success lies in finding the proper means and time for the particular product.



Network radio commercials also serve as the perfect complement to other forms of advertising. It's a known fact that people associate what they hear on radio with commercial copy placed on television, in newspapers or magazines! And once again, at a low cost, network radio can buttress the campaign of many advertisers.

Back in the early days of the industry, our predecessors had to use every bit of ingenuity and resourcefulness at their disposal to put across to the public a then unknown and unpredictable form of communication. When their critics said it couldn't be done, they did it, to paraphrase a line from Edgar Guest. Radio executives admittedly had one advantage in those days over present-day men; there was no past experience to guide them.



Creativity, time and money have been lacking in the more recent years of network radio because of the pressure of developing television. But the time has come when TV has reached a degree of maturity and at ABC for example, greater attention is being placed on radio.

We have added new program properties including Walt Disney's "Magic Kingdom" bringing to the aural medium the talent of one

of America's great creative artists. This new daytime entry is planned to meet some of the desires of morning audiences, yet while it is new, it is really only old time showmanship of which Disney is a master.

With the "Breakfast Club," also heard in the morning, ABC has found this property as valuable as ever. To insure its financial success, we have found it necessary to change our selling techniques, accommodating advertisers in smaller segments, from five minutes, one-time only to any other amount of time over a year or more. The results have been gratifying, proving that network radio needs only the right combination of time and program for the advertiser to buy.



ABC has experimented in other areas of programming, particularly the nighttime, and will continue to try new ideas and techniques to eventually discover what the public and the advertiser wants, knowing that ultimately our endeavors will pay off. Since we are in business for a profit, we have faith in what we're doing and have no intention of going out of the radio business.

While research men have come up with every kind of statistic about radio ("radio set sales are greater than television," "radios are everywhere," "radio appeals to the individual at work or play") television has still copped the headlines on sales and programs. Many radio executives have succumbed to thinking negatively and defensively as a result. Personally, I think this is a great failure on their parts.

Other industries have suffered set-backs such as motion pictures, records, etc. But we have all seen how they have snapped out of the doldrums and are now doing well.



Difficulties often serve to rally the best in a person or an industry, and I sense that this is happening in many areas of network radio at this very moment. Self-confidence is being restored and better efforts are being made to compete with other media. It is quite possible that network radio, within the next year or so, will experience a renaissance, gathering strength as the industry learns to utilize fully its tremendous but now latent potential.

Radio networks can still do the best job in many fields of endeavor and I believe they will continue to do so.

Not expecting miracles overnight, ABC believes that with patience and ability, we will accomplish what some pessimists say can't be done and return network radio to its respected position in American life.

# AMERICAN BROADCASTING CO., INC.

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

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

Telephone Number: SUsquehanna 7-5000

American Broadcasting-Paramount Theaters, Inc.

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New York 23, New York

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Omar Elder	Ass't Secretary & Ass't. General Counsel

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Walter A. Gustafson	Supr. of Sound Effects
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J. Ward Mitchell	Mgr. of Script and Program Promotion, Radio





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Frank Vagnoni..... Manager of Music Division—  
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Program Sales—Radio  
Edward DeGray..... Director of Station Relations

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William P. Kusack..... Manager of Engineering  
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Ernest Walker..... Director of Network  
Radio—Central Division  
Matthew Vieracker..... Treasurer—Central Division

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Dorothy L. Brown..... Continuity Acceptance  
Editor, Western Division

Edwin C. Conklin..... News Editor, Western  
Division  
Dresser Dahlstead..... Program Manager,  
Western Division  
John S. Hansen..... Gen. Manager of KABC  
Cameron G. Pierce..... Engineering Coordinator—  
W. D.

Florence T. Schiro..... Personell Director  
John C. Wagner..... Controller, Western Division  
Harry Woodworth..... Director of Radio  
Western Division

Courtney McLeod..... Traffic and Scheduling Ser.  
for the National and Regional TV and Radio  
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KABC—Radio and ABC Pacific Network

Allan E. Maynard..... Purchasing Agent and  
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Victor Reed..... Manager of News &  
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Edward Smith..... Production Manager

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#### New York 23, New York

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Robert Noble..... Sales Manager

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A. D. Willard Jr., WGAC, Augusta, Ga.

# Radio's New Threshold Of Achievement



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By  
**ARTHUR HULL  
HAYES**  
President  
CBS Radio

---

**T**HE exciting thing about radio today is that it keeps breaking through its own high "ceilings."

In 1955, there were just short of 15 million radio sets produced--the biggest year for set production since 1948. Equally impressive is the fact that this tremendous year for radio set production came at a time when there were already a record number of radios--**some 132 million of them**--on the job in the nation. Also, out-of-home radio grew to be as large in numbers as the entire medium of television. And still radio continues to grow, expanding as rapidly as the manufacturer can make listening available in new and different ways.



Such vast acceptance of radio, of course, means that advertisers must continually re-examine it as an advertising medium. Last year, therefore, was one in which the greatest emphasis was placed on informing advertisers of radio's basic low costs and vast audiences. It was a year of enlightenment for many advertisers. Now, in 1956, radio emerges as a powerful all-purpose tool for the big national advertiser, and one highly effective, as well, for the low-budget advertiser who needs both frequent and continuing exposure.



Thus, at the beginning of 1956, we find Chesebrough-Ponds entering daytime radio with co-sponsorships of many different Monday through Friday programs. Hazel Bishop is purchasing a full 15-minute show each weekday, Monday through Friday. Lever Brothers, after a brief absence, is returning to network radio in a similar way. The F. C. Russell Company is purchasing evening segments of "The Bing Crosby Show." F. W. Woolworth has gained customers and prestige through its presentation of an hour-long "live" Sunday musical program. The Insurance Company of North America chose network radio for its fabulous Christmas Eve "Christmas Sing With Bing." And all this activity is

taking place on one radio network--CBS Radio.

These new purchases of network radio, of course, augment a list of long-established ones--General Motors, Brown & Williamson, Liggett & Myers, General Foods, Longines-Wittnauer, Wrigley's, Campbell Soup Company, Standard Brands, Pillsbury Mills and many more.

Among all the radio networks, there has been a definite accent on the versatility of radio. Radio's new audiences, its audiences of all kinds of people doing all kinds of things, has been our hue and cry. There is no time of day or night when there is a dearth of listeners, whether at home or away. During one specific 15-minute period on a Sunday afternoon, for example, Nielsen found that more than 3 million auto radios were in use. And during many weekday evening periods, auto radio listening adds more than one-third to the in-home audience.



There have been many and varied approaches to reaching these vast audiences on the move, busy with their avocations, driving about the country, and those merely relaxing at home. One pattern seems to have wooed and won more listeners more consistently than any other. And that pattern is the one which CBS Radio adopted. Regular programming of popular stars and programs--the established favorites--has regularly gained for CBS Radio greater audiences than any type of programming by any other network. The serial-dramas continued to draw the biggest audiences in daytime radio. CBS Radio, through nearly all of 1955, produced all ten of the most popular daytime shows. In the evening, favorites Bing Crosby, Edgar Bergen, Our Miss Brooks, Amos 'n' Andy, Gunsmoke, among others, continued to out-draw the competition. Day and night, listeners continued to choose the name stars and the big shows as their favorite form of radio entertainment.



And while all the business of programming and selling was going on, there were other examples of radio's inherent ability to serve its listeners more effectively than anything else known to man. The devastations of hurricanes and floods were reported almost the instant they struck. There were many exciting on-the-spot reports from Geneva as well as everywhere else in the world--including Russia, for the first time since 1947. Radio news rose to new heights during the year; CBS Radio exceeded previous peacetime records with 101 news broadcasts a week.

Last year, network radio regained a great part of its glory and is now on the threshold of new and greater achievements.









# CBS, INC.

## CBS RADIO DIVISION

### *Executives and Staff*

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

*Telephone: PLaza 1-2345*

*Registered Telegraphic Address—COLUMBIA NEW YORK*

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Palace Hotel, San Francisco 5

KCBS and KCBS-FM  
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Naomi Andrews.....Network Copy Chief  
William Jayme.....Director, Network Copy  
Irving Miller.....Director, Art Service,  
CBS-Owned Stations Promotion  
Joseph Tole.....Production Manager

# Radios Bought Every 4 Seconds In America



By **JOHN B. POOR**

**Executive  
Vice President  
Mutual Broadcasting  
System**

**T**ODAY'S miniaturized radio receivers, research-developed in the war years, blue-printed for consumers in 1950 and made available on a mass scale last year, are charting the metamorphic turns in current broadcasting operations.

And they're doing it intangibly as well as tangibly.

Most obvious effect has been the sudden realization of the tremendous number of sets in use, approximately 125-million, or one for every 1.4 people. The RAB's latest brochure states there is a radio for every person in America over nine years old . . . and recent RETMA figures show that there is a radio purchased in the United States every four seconds -- 365 days a year!! I'm sure these radios were not bought to be used as book-ends.



These startling statistics have awakened broadcasters and advertisers to the co-related fact that radio is the most mobile of the mass communications media. Perhaps the best tribute to the manufacturer's ingenuity has been the development of the miniature tube and the transistor which has made radio so small and portable that today there are people who literally "wear" their sets. It can be listened to -- and be a constant companion -- no matter where the listener might be and no matter what he or she are doing at the time they're listening.

The most pregnant intangible effect, on the other hand, was the realization too that radio's very acceptance as an essential part of our daily lives had obliterated the aura of romance, of mystery, of actual luxury that had previously excited listeners, and naturally advertisers.



This aura now surrounds television, the luxury item. Radio is the accepted thing, the life necessity as common to the American people as the shoes they wear, the bread they eat and the automobiles they drive. Radio is part of everyday life. People would be lost without it.

But they wouldn't realize that loss until radios were taken from them. That's how

well radio has become integrated into our standards of living. It has even become the No. 1 item on Civil Defense lists.

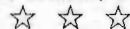
This absorption pattern has not been sudden. Originally, as a luxury item, radios were handsome furniture pieces in living rooms -- just like television sets are today. Then gradually came the need for second, third and fourth sets in homes -- just like there is similar need today for more tv receivers in homes. This prompted development of smaller, table models.

But now the radio-tv receiver set parallel changes markedly. Radios were made, too, for automobiles and trucks. America began spending more of its time on wheels. Radio listening became more mobile -- more and more of the personalized and companionate type than the central entertainment unit in the home.



War-time development of pocket-sized sets rushed this pattern much faster. Today radio sets, in most homes, are in every room that's used. They're carried in pockets. They're in the cabs of trucks, in cars and taxicabs, in busses, on farm tractors and on motorcycles and bicycles. Last year over 13-million radio sets were manufactured -- and they were almost a fifty-fifty split in types between automobile sets and small portables, table models and clock-radios.

This mobility, as we call it, has prompted the new selling and programming techniques we initiated in 1955 and which we will continue to emphasize, with the cooperation of our 560 affiliated stations, throughout 1956.



Mutual foresaw changes in listening trends two years ago when the J. A. Ward survey was authorized to measure total radio audiences throughout the day plus the activities and locales of listeners (bedrooms, living rooms, dens, offices, kitchens, etc.). From the welter of statistics that became available to us, Mutual initiated its new programming and selling concepts last year. Continued faith by the nation's top advertisers in Mutual's effectiveness encouraged us to develop the multiple-broadcast, shorter-time-period pattern that now marks our schedule.

Mutual is unique in that it operates solely as a radio network. It is our belief that network radio, with its vast potential audience, is a valuable and essential means of national communication. We feel that the industry has an obligation to those who invested their money in the millions of radio sets. Conversely, we believe the adequate fulfillment of this obligation will, in itself, bring about the necessary economic stability, and establish, on a firm basis, the true impact of this medium with both the listening public and the advertisers.



# MUTUAL BROADCAST

**ALABAMA**  
 WCTA ANDALUSIA  
 WPCF ANNISTON  
 WILD BIRMINGHAM  
 WEBJ BREWTON  
 WKUL CULLMAN  
 WWSL DECATUR  
 WKAL DEMOPOLIS  
 WJCI FLORENCE  
 WWDW GADSDEN  
 WJBR HALEYVILLE  
 WBHP HUNTSVILLE  
 WTBB JACKSON  
 WKAB MOBILE  
 WAPX MONTGOMERY  
 WJHO OPELIKA  
 WFBF SYLACAUGA  
 WHTB TALLADEGA  
 WTBP TROY  
 WTBC TUSCALOOSA

**ARIZONA**  
 KRAV BISEE  
 KAMT DOUGLAS  
 KCL3 FLAGSTAFF  
 KOV PHOENIX  
 KTUC TUCSON  
 KVMC WINSLOW  
 KYMA YUMA

**ARKANSAS**  
 KVRG ARKADLPHIA  
 KQTA BATESVILLE  
 KAND CAMDEN  
 KAGH CROSSETT  
 KGMH FAYETTEVILLE  
 KFSA FORT SMITH  
 KFFA HELENA  
 KXAR HOPE TEX  
 KWFC HOT SPRINGS  
 KSTM JONESBORO  
 KXLR LITTLE ROCK  
 KYMA MAGNOLIA  
 KTLD MOUNTAIN HOME  
 KOTN PINE BLUFF  
 KKRJ RUSSELLVILLE  
 KJDA SILVAN SPRINGS  
 KWAK STUTTGART

**CALIFORNIA**  
 KAFY BAKERSFIELD  
 KXOC CHICO  
 KXGO EL CENTRO  
 KLEH EUREKA  
 KYNO FRESNO  
 KHJ LOS ANGELES  
 KMYC MARYSVILLE  
 KYOS MERCED  
 KPRL PASO ROBLES  
 KJDA SACRAMENTO  
 KSNW SALINAS/MONTEREY  
 KFAM SAN BERNARDINO  
 KGB SAN DIEGO  
 KFRC SAN FRANCISCO  
 KVEF SAN LUIS OBISPO  
 KDS SANTA BARBARA  
 KXJB STOCKTON  
 KCKK TULARE-VISALIA  
 KVEN VENTURA

**COLORADO**  
 KGVW ALAMOSA  
 KMIN DENVER  
 KJUP DURANGO  
 KGLN GLENWOOD SPRINGS  
 KFJX GRAND JUNCTION  
 KBNZ LA JUNTA  
 KLMR LAMAR  
 KCSJ PUEBLO  
 KVRH SALIDA  
 KOLR STERLING  
 KCRF TRINIDAD

**CONNECTICUT**  
 WICC BRIDGEPORT  
 WGHF HARTFORD  
 WMLC NEW LONDON  
 WMCJ WATERBURY

**D.C.**  
 WDC WASHINGTON

**FLORIDA**  
 WNDW DAYTONA BEACH  
 WRIF GAINESVILLE  
 KJHP JACKSONVILLE  
 WKFV KEY WEST  
 WNNN LAKE LAND  
 WBE LEESBURG  
 WTVS MARIANNA  
 WMMB MELBOURNE  
 WKAT MIAMI  
 WBYW MILTON-PENSACOLA  
 WORZ ORLANDO  
 WRFI PALATKA  
 WPCF PANAMA CITY  
 WQWV QUINCY  
 WTSP ST. PETERSBURG-TAMP  
 WCFB SEBRING  
 WSTU STUART  
 WNTT TALLAHASSEE  
 WTMV VERO BEACH  
 WRK WEST PALM BEACH  
 WSR WINTER HAVEN

**GEORGIA**  
 WDEC AMERICUS  
 WQXI ATLANTA  
 WBBQ AUGUSTA  
 WNCB BRUNSWICK  
 WBHF CARTERSVILLE  
 WPKX COLUMBUS-PHENIX CITY  
 WMM DALTON  
 WEDD DAWSON  
 WMLT DUBLIN  
 WSDC ELBERTON  
 WBEH FIZGERALD  
 WGGG GAINESVILLE  
 WKBU GRIFFIN  
 WLAG LA GRANGE  
 WREY MACON  
 WMYC MILLEDGEVILLE  
 WAGA MOUNTAINE  
 WDBA NEWNAN  
 WRGA ROWEN  
 WSCP SAVANNAH  
 WMS STATESBORO  
 WFFT THOMASTON  
 WTA THOMSON  
 WGS TIFTON  
 WLET TOCOGA

**WVOD VALDOSTA**  
**WYOP VIDALIA**  
**WYXC WATCROSS**

**IDAHO**  
 KVIN COEUR D'ALENE  
 KIFI IDAHO FALLS  
 KHLC LEWISTON  
 KFSD NAMPA-BOISE  
 KWH POCAATELLO  
 KLIX TWIN FALLS  
 KWAL WALLACE

**ILLINOIS**  
 WKRO CAIRO  
 WGN CHICAGO  
 WJPF HERRIN  
 WIRL PEORIA  
 WCVS SPRINGFIELD

**INDIANA**  
 WBIW BEDFORD  
 WKJG FORT WAYNE  
 WFBM INDIANAPOLIS  
 WSAF LAFAYETTE  
 WSAJ LOGANSPORT  
 WAOV VINCENNES

**IOWA**  
 KCRG CEDAR RAPIDS  
 KROS CLINTON  
 KSTT DAVENPORT  
 KQES DECORAH  
 KXOM DES MOINES  
 WDBO DUBUQUE  
 WFFD FORT DOUG  
 KRB MASON CITY  
 KFNF SHENANDOAH  
 WATELX WATELSD  
 KCOG CENTERVILLE  
 KFAD FAIRFIELD

**KANSAS**  
 KQND DODGE CITY  
 KTM EMPORIA  
 KWGB GOODLAND  
 KND INDEPENDENCE  
 KSAL SALINA  
 KTOP TOPEKA  
 KAKE WICHITA

**KENTUCKY**  
 WLEB BOWLING GREEN  
 WCTT COBBIN  
 WCPM CUMBERLAND  
 WHIR DANVILLE  
 WTKY FRANKFORT  
 WHLN HAZLAN  
 WKIC HAZARD  
 WSN HENDERSON  
 WLLK LEXINGTON  
 WGRB LOUISVILLE  
 WFTM MAYSVILLE  
 WWH OWENSBORO  
 WPKY PIKEVILLE  
 REKY RICHMOND  
 WFC SOMERSET  
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 WAFB BATON ROUGE  
 KEUN EUNICE  
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 KADK LAKE CHARLES  
 KAPR MARKSVILLE  
 KLIC MONROE  
 WTPS NEW ORLEANS  
 KENT SHREVEPORT

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 WABI BANGOR  
 WICE RIDGEFORD  
 WCOL LEWISTON-AUBURN  
 WPCR PORTLAND

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 WJMS MINNEAPOLIS-ST. PAUL  
 KNAD MADENA

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# CASTING SYSTEM



**ALABAMA**  
 ALBANY  
 ANDERSON  
 ASTORIA  
 BEND  
 COOS BAY  
 EUGENE  
 GRANTS PASS  
 LAMARTH FALLS  
 PORTLAND

**ARIZONA**  
 AZUL  
 BOZEMAN  
 SALE

**PENNSYLVANIA**  
 WRTA ALTOONA  
 WBSB BRADFORD  
 WLEB IRIE  
 WCMB HARRISBURG  
 WJZL HAZLETON  
 WCRO JOHNSTOWN  
 WJAP LANCASTER  
 WBPZ LOCK HAVEN  
 WST NEW CASTLE  
 WJPH PHILADELPHIA  
 WJAS PITTSBURGH  
 WJPM POTTSVILLE  
 WKBI ST. MARY'S  
 WJSL SHARON  
 WJAJ STATE COLLEGE  
 WJPA WASHINGTON  
 WJAX WILKES-BARRE  
 WJSA YORK

**RHODE ISLAND**  
 VEAN PROVIDENCE

**SOUTH CAROLINA**

**KANSAS**  
 ANDERSON  
 BENNETTSVILLE  
 CHARLESTON  
 COLUMBIA  
 CONWAY  
 GEORGETOWN  
 GREENVILLE  
 GREENWOOD  
 HARTSVILLE  
 NEWBERRY  
 ORANGEBURG  
 ROCK HILL  
 SPARTANBURG  
 SUNTER  
 UNION  
 WALTERSBORO

**SOUTH DAKOTA**  
 KOEN MITCHELL  
 KIRO SIOUX FALLS  
 KYAT WATERTOWN

**TENNESSEE**  
 WJAR ATHENS  
 WAGC CHATTANOOGA  
 WJZM CLARKSVILLE  
 WMAC CLEVELAND

**KENTUCKY**  
 COLUMBIA  
 FAYETTEVILLE  
 JACKSON  
 LEXINGTON  
 MCMINNVILLE  
 MEMPHIS  
 MORRISTOWN  
 OAK RIDGE  
 LAFOLLETTE  
 PARIS  
 SHELBYVILLE  
 UNION CITY  
 WINCHESTER

**TEXAS**  
 ABILENE  
 ALICE  
 ALPINE  
 KAMQ AMARILLO  
 KYET AUSTIN  
 KJCA BAY CITY  
 KJXC BAY SHIRAZ

**KRIZ BORGER**  
 KBNB BROWNWOOD  
 KBYN BRYAN  
 KEYS CORPUS CHRISTI  
 KAND CORSICANA  
 DALLAS  
 KFJZ FORT WORTH  
 KNAP FREDERICKSBURG  
 KQVL GREENVILLE  
 KHT HOUSTON  
 KSBP KANSAS CITY  
 KVOZ LAREDO  
 KLT LONGVIEW  
 KCBP LUBBOCK  
 KTRB LURFAY  
 KALLEN MCKENNEY  
 KCMY MCANAHAN  
 KQKA ODessa  
 KRIG PALESTINE  
 KSHB PANAMA  
 KPECS Pecos  
 KBYN PERRYTON  
 KVOP PLAINVIEW  
 KPCAC PONY ARTHUR-BEAUMONT  
 KYET SAN ANGELO  
 KJSA SAN ANTONIO  
 KRRV SHERMAN-DENNING

**WEST VIRGINIA**  
 WBOY BLUEFIELD  
 WTPF CHARLESTON  
 WHAR CLARKSBURG  
 WELK ELKINS  
 WHTN HUNTINGTON  
 WLOG LOGAN  
 WJPM MARTINSBURG  
 WMOH MONTGOMERY  
 WJMR MORGANTOWN  
 WMAW WESTON  
 WTKS WHEELING-BELLAIRE  
 W8TH WILLIAMSON  
 W8CD WELCH

**WISCONSIN**  
 W8BY APPLETON  
 W8TN ASHLAND  
 BELDIT  
 W8JZ EAU CLAIRE  
 KFLO FOND DU LAC  
 W8RG GREEN BAY  
 W8JL JANSVILLE  
 W8CC LA CROSSE  
 W8MT MANITOWIC  
 W8SC MADISON  
 W8MC MEDFORD  
 W8ST MENA  
 W8HC RICE LAKE  
 W8SA WAUSAU  
 W8WR WISCONSIN RAPIDS

**WASHINGTON**  
 TXRO ABERDEEN  
 TXPG BELLINGHAM  
 TELA CENTRALIA-CHEHALIS  
 XRKO EVERETT  
 TALK LONGVIEW  
 KOY OLYMPIA  
 KVI SEATTLE  
 KNEW SPOKANE  
 KJL WALLA WALLA  
 W8NT WENATCHEE  
 TXAK YAKIMA

**UTAH**  
 KSNV SNYDER  
 KDWT STAMFORD  
 KSSP SULPHUR SPRINGS  
 KXKX SWEETWATER  
 KTEM TEMPLE  
 KOSY TEXARKANA  
 KOKB TYLER  
 KVIC VERNON  
 KVIC VICTORIA  
 KNTX WICHITA FALLS  
 KTRN WICHITA FALLS

**VERMONT**  
 KYNB LOGAN  
 KLO OGDEN  
 KOAL PRICE  
 KXND PROVO  
 KALL SALT LAKE CITY

**VIRGINIA**  
 WFHG BRISTOL  
 WINA CHARLOTTESVILLE

# MUTUAL BROADCASTING SYSTEM

*Executives and Staff*  
1440 Broadway, New York 18, N. Y.  
Telephone: LOngacre 4-8000

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Sterling Graham.....WHK, Cleveland  
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Ward D. Ingram...Don Lee Network, Hollywood  
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William Reagan.....Legal Counsel

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Audrey Zelner...Supervisor, Listeners Service  
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Milton Burgh.....Director of News and  
Special Events  
Jack Burnett.....Director of Sports  
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Joseph F. Keating...Production Manager

### Station Relations and Engineering

Robert Carpenter.....Director  
Charles King.....Eastern Representative  
Thomas Duggan...Western Representative





**WJAR-TV  
CHANNEL**

**10**

**PROVIDENCE**

**OUTSTANDING IN LOCAL PROGRAMS**

**OUTSTANDING IN REGIONAL COVERAGE**

**OUTSTANDING IN MERCHANDISING**

**NBC BASIC . . . ABC SUPPLEMENTARY**

***4 rich markets\* and nearly 3,000,000  
consumers await your message.***

***They'll see it on* **POWERFUL****

**\*PROVIDENCE, WORCESTER,  
FALL RIVER, NEW BEDFORD**

**10**

**WJAR-TV Providence, R. I.**

**➤ Represented nationally  
by WEED TELEVISION**

# Radio Now Provided With Fresh New Role



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By  
**ROBERT W.  
SARNOFF**  
President  
The National  
Broadcasting Company

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**T**HE broadcasting industry, as it enters 1956, can look back upon a year in which these three facts became clearly apparent: first, television is now well anchored as a powerful moving force in the nation's economy; second, the growth of color television into a national service will soon hit snowballing dimensions; third, the new program and sales concepts of network radio, whatever the title given to them, have provided radio with a fresh and hopeful role in the age of television.



For Pat Weaver and myself, and for everyone at NBC, the year just ended has been one of progress and promise. We expanded our color TV schedule by 500 per cent to reach a total of 46 hours live color programming per month. We created new programming forms such as "Wide Wide World," "Matinee Theatre," and "Project 20," and new radio services such as "Monitor" and "Weekday." We pioneered the "Color Spread" sales plan, making big-time evening hits available for the first time to a wide base of advertisers on a single-insertion basis.



During 1955, NBC ordered a \$12,000,000 expansion of its color production facilities in New York, Hollywood and Chicago, to be completed by September, 1956. These added facilities were designed to permit doubling our color schedule to 80 hours a month. As part of this project, the NBC-owned station in Chicago, WNBC, becomes the world's first all-color station.

The Maurice Evans dramatic series opened up new vistas in television's constant effort to upgrade its product, and developed new Sunday afternoon audiences.

The year was marked by a more mature approach to world problems. Koestler's great drama, "Darkness at Noon," and the dramatic history "Nightmare in Red," brought thunderbolt impact to the subject of Communism. The full-hour "Meeting at the Summit" provided a stirring prelude to the Geneva talks.



"Wide Wide World" freed television from the constraints of the studio and set it to moving back and forth about the United States, across borders into Canada and Mexico, and over water to Cuba with electronic speed. And the great fulfillment of this program is yet to come -- when transoceanic television becomes a reality within a very few years.

A new kind of television documentary was pioneered with "Assignment: India," a full-hour "by-line" presentation featuring Chester Bowles.

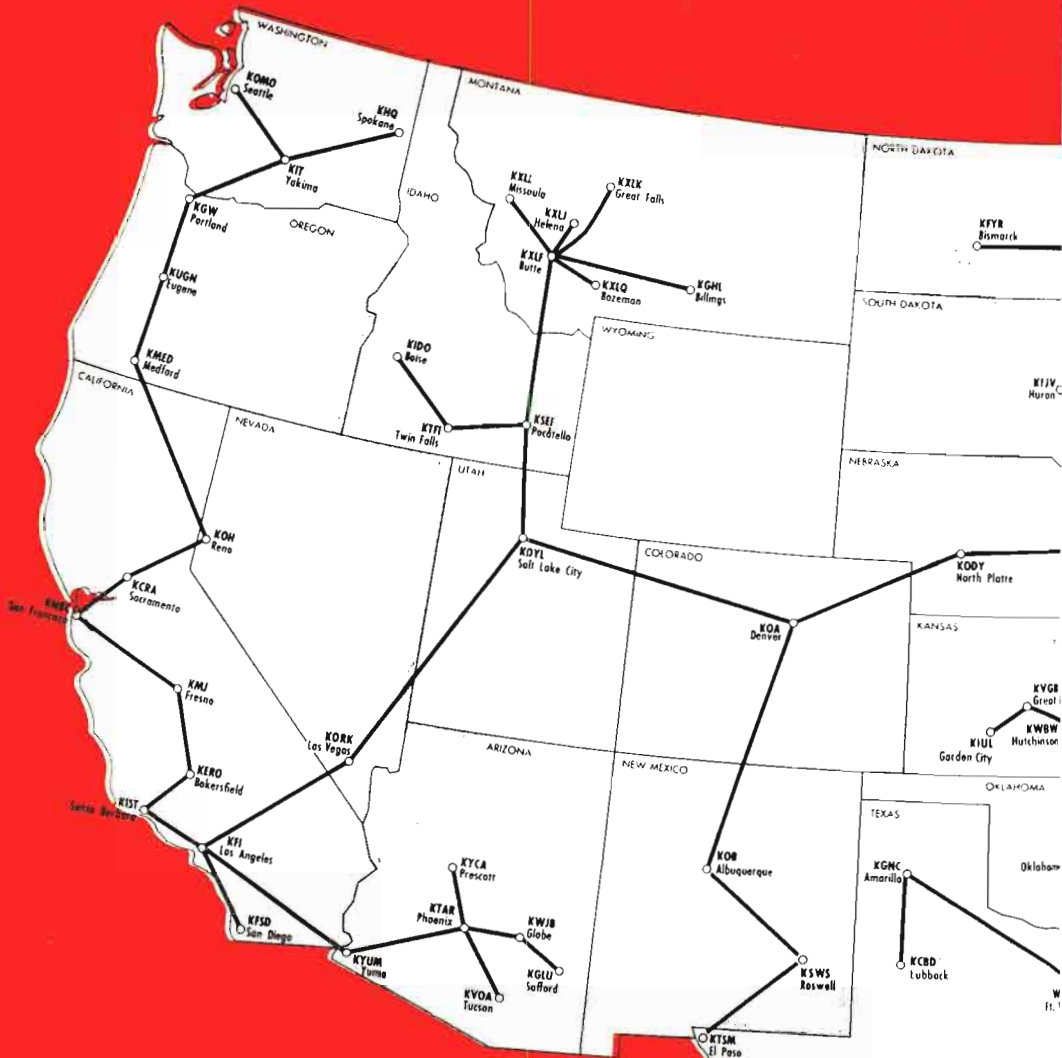
During 1955, the NBC enlightenment campaign was broadened, with more entertainment programs inserting elements of cultural and educational value into the format. We also set up the television industry's first Children's Program Review Committee to provide us with added guidance in improving our children's shows.



Looking toward television's talent needs of the future, NBC created the Talent Development Program, a multi-million dollar project designed to seek out and develop new stars, writers, producers and technicians.

Greater flexibility in programming was accompanied by greater flexibility in sales. Multiple sponsorship advanced to a point where it accounted for more than half our entire schedule. The network served 231 clients in 1955 as against 210 in 1954 and 165 in 1953. All in all, NBC-TV showed an increase of 34.6 per cent in total gross billings over the previous year, and a gain of 22.5 per cent in overall income.

# NATIONAL BROAD



Midnight Sun Broadcasting Company  
 KEFI Anchorage  
 KXAR Fairbanks  
 Arvco Broadcasters, Inc.  
 KASJ Ketchikan  
 KJNO Juneau  
 KGGJ Hoonah  
 OZRH Manito  
 Wiggins (open end for information purposes only and subject to change without notice.)







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Henry P. Hayes, Radio Recording Manager  
Mildred Joy, Chief Librarian  
Robert J. Myers, Manager of the Traffic  
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Albert Walker, Transportation Manager  
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Administration and Records  
Dr. Bernard Handler, Company Physician  
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George Fuchs, Mgr., Labor Relations  
Donald A. Rutledge, Mgr., Employee Relations  
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Acceptance  
Carl Watson, Manager of  
Continuity Acceptance

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Gerald M. Sellar, Manager of Radio Technical  
Operations  
Edwin Wilbur, Networks Technical  
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Contract Administration  
Martin J. Begley, Casting Director  
Charles J. Moss, Manager, Talent and Program  
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Programs

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 Howard Gardner..... Director, Radio Network Sales Development  
 Robert C. Hitchens..... Sales Presentation Manager  
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 Charles H. Colledge..... Director of Engineering and Operations  
 Jerry A. Danzig..... Dir., Pgm. Planning Dev.  
 Thomas S. O'Brien..... Divisional Business Manager

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 Harold W. Shephard..... National Director of Radio Spot Sales  
 George Dietrich..... National Manager of Radio Spot Sales  
 Mort Gaffin..... Mgr., New Business & Promotion  
 Caroline Herbert..... Manager of Sales Service

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 William A. Berns..... Manager of News and Public Service  
 Don Bishop..... Director of Press and Publicity  
 Max Buck..... Director of Advertising, Promotion and Merchandising  
 Arthur Hamilton..... Manager of Production and Business Affairs  
 Sherman Hildreth..... Mgr., Tech. Operations  
 James V. Coleman..... Supervisor, Tech. Operations  
 George C. Stevens..... Sales Manager, WRCA  
 Steve White..... Program Manager for WRCA

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 Henry T. Sjogren..... Assistant General Manager WMAQ, WMAQ-FM  
 John M. Keys..... Director of Sales  
 Chet Campbell..... Mgr., Press  
 Howard C. Luttgens..... Mgr., Tech. Operations  
 Rolland J. Reichert..... Mgr., Operations  
 Edmund Souhami..... Mgr., Personnel & Legal  
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 Neil Murphy..... Station Business Manager  
 John F. Whalley..... Staff Executive

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 Jack R. Wagner..... Mgr., Programs  
 Jos. Baker..... Mgr., Tech. Operations

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 James Kovach..... Director of Programs  
 John Levan..... Station Business Manager  
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 John G. Rogers..... Engineer-in-Charge  
 Jay Royen..... Director of Publicity

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 William Dallman..... Manager, Merchandising  
 Morris Wattenberg..... Mgr., Advtn & Prom.  
 S. E. Leonard..... Manager, Technical Operations  
 William Howard..... Supervisor, Tech. Operations  
 Hal Waddell..... Radio Sales Manager  
 Ed Wallace..... Radio Program Manager

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 Frank Cleaver..... Mgr., Radio Net Programs  
 Harold Kemp..... Gen. Program Executive  
 John B. Kennedy..... Staff Engineer  
 Thomas W. Sarnoff..... Director of Production and Business Affairs  
 Oscar C. Turner..... Personnel and Labor Relations Manager  
 Sheldon B. Hickox, Jr..... Dir. Station Relations  
 Ralph F. Shawhan..... Dir., Press & Publicity

#### FOREIGN OFFICES

##### England

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

##### France

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##### Germany

Frank Bourgholtzer, Press Center (American), APO 757, c/o PM, New York, New York.

##### Rome

Merrill Mueller, Secondo Piano AP, Piazza Grazzolo 5, Rome, Italy.

# Keystone Hits America's Prime Audience



By  
**SIDNEY J. WOLF**  
President  
Keystone Broadcasting  
System, Inc.

**T**HE primary motivation of advertising is to substantiate sales incentive at trade and consumer levels. In order to do this it is basic that to move goods it is a necessity to also move people.



Keystone moves people in a key way . . . it gets people into motion and keeps them moving in the interest of and in the direction of its advertisers' products. The Keystone Broadcasting System audience listens . . . and moves! Keystone delivers one of the most prime audiences to the advertiser that exists in the nation today. From a fall, 1955 government report, these facts emerged: Keystone's market of Hometown and Rural America contains 25,058,420 radio homes consisting of 87,704,470 people. Within this grouping there are over 4,000,000 farms and less than 30% of them have television. Here in deed is an undeniable primary market which deserves principal consideration for any well-directed sales program that lists national coverage as a requisite.



The Keystone story would not be complete without the almost fantastic kind of mer-

chandising that exists within the realm of Keystone affiliates. This story is unique in the annals of the radio industry . . . unique because of the geographic and population setup of the area in which Keystone operates. Here in the small, widely scattered communities throughout the nation are the small town nuclei of American community living where station personnel is closely associated with the merchants of each specific community. Here a pattern of close cooperation with retail outlets of advertised products happens day in and day out with results that amaze advertisers of every conceivable type of product. Merchandising contests held by several of Keystone's clients have paid off in rich dividends.



Keystone's steady growth is an indication that this approach to advertising is a sound one. Keystone's long list of customers who stay around year after year for this successful treatment is ample testimony to the fact that the advertising dollar spent in the rich Home Town and Rural America market is an investment hard to equal in the media field. Keystone's biggest growth year was 1955 with the list of Keystone's affiliates growing to 875 stations.



1956 will probably be Keystone's biggest year in volume of sales to date and this in itself is a commentary on the need for using Keystone as a **supplement** to the rapid expanse of television . . . getting through to the vast daytime market where TV is not a factor in the audience story.



# KEYSTONE BROAD

## ALABAMA

WRFS Alexander City  
WCTA Andalusia  
WANA Anniston  
WEBI Brewton  
WRGG Carrollton  
WRKF Clanton  
WKUL Cullman  
WMSL Decatur  
WXAL Demopolis  
WDF Dothan  
WULA Eufaula  
WWWF Fayette  
WOWL Florence-Muscle Shoals  
WZOB Fort Payne  
WETO Gadsden  
WGYV Greenville  
WGSV Guntersville  
WJBB Haleyville  
WERH Hamilton  
WBHP Huntsville  
WPBB Jackson  
WWWB Jasper  
WMOZ Mobile  
WMFC Monroeville  
WCRL Oneonta  
WJHO Opelika  
WELR Roanoke  
WWRB Russellville  
WROS Scottsboro  
WHBB Selma  
WFEB Sylacauga  
WHTB Talladega  
WTBF Troy  
WTBC Tuscaloosa  
WTUS Tuskegee  
WETU Wetumpka

## ARIZONA

KCKY Coolidge  
KAWT Douglas  
KCLS Flagstaff  
KDII Hofbrook  
KRIZ Phoenix  
KOLD Yuma

## ARKANSAS

KVRK Arkadelphia  
KBTA Batesville  
KBBA Benton  
KAMD Camden  
KCON Conway  
KAGH Crossett  
KDMS El Dorado  
KXJK Forrest City  
KH0Z Harrison  
KFA Helena  
KXAR Hope  
KBHS Hot Springs  
KBTM Jonesboro  
KVLK Little Rock  
KVSA McGehee  
KDas Malvern  
KENA Mena  
KHBM Monticello  
K0SE Osceola  
KDRS Paragould  
KDTN Pine Bluff  
KPOC Pocahontas  
KXRI Russellville  
KWCB Searcy  
WU0A Siloam Springs  
KBRS Springdale  
KWAK Stuttgart

## CALIFORNIA

KIBS Bishop  
KBMX Coalinga  
KRDU Dinuba  
KBAB El Cajon  
(San Diego)  
KDAC Fort Bragg  
KGST Fresno  
KCVR Lodi  
KGER Long Beach  
KYDS Merced  
KSEF Modesto  
KMOR Oroville  
KPRL Pasco Robles  
KAFP Petaluma  
KTIP Porterville  
KBLF Red Bluff  
KVEC San Luis Obispo  
KSMA Santa Maria  
KSPA Santa Paula  
KROG Sonoma  
KSUE Susanville

KTKR Taft  
KTUR Turlock  
KUDU Ventura  
KHUB Watsonville

## COLORADO

KGIV Alamosa  
KRRL Canon City  
KVFC Cortez  
KRAI Craig  
KLIR Denver  
KIUP Durango  
KFTM Fort Morgan  
KYOU Greeley  
KBNZ La Junta  
KLMR Lamar  
KLVC Leadville  
KLVJ Loveland  
KSLV Monte Vista  
KUBC Montrose  
KDZA Pueblo  
KVRH Salida  
KCRT Trinidad

## DELAWARE

WSUX Seaford

## FLORIDA

WTRL Bradenton  
WTAN Clearwater  
WKKO Cocoa  
WDFC Dade City  
WFBF Fernandina Beach  
WINK Fort Myers  
WARN Fort Pierce  
WGGG Gainesville  
WGMA Hollywood  
WJVB Jacksonville Beach  
WKWF Key West  
WRWB Kissimmee  
WIPC Lake Wales  
WLBE Leesburg  
WNER Live Oak  
WTYS Marianna  
WPPB Miami  
WSBB New Smyrna Beach  
WTMC Ocala  
WMPF Palatka  
WKAP Panama City  
WPRY Perry  
WPLA Plant City  
WFOY St. Augustine  
WTRR Sanford  
WKXY Sarasota  
WJCM Sebring  
WSTU Stuart  
WMEN Tallahassee  
WTNT Tallahassee  
WEBK Tampa

## GEORGIA

WAAG Adel  
WJAZ Albany  
WDEC Americus  
WGAU Athens  
WAUG Augusta  
WMGR Bainbridge  
WHAB Baxley  
WMOG Brunswick  
WGRA Cairo  
WCLB Camilla  
WLBB Carrollton  
WBHF Cartersville  
WGAA Cedartown  
WJMJ Cordela  
WFGS Covington  
WLLI Dalton  
WDDW Dawson  
WGLS Decatur  
WDMG Douglas  
WMLT Dublin  
WSGC Elberton  
WBHB Fitzgerald  
WPFM Fort Valley  
WGA Ganysville  
WKEU Griffin  
WCEH Hawkinsville  
WBGR Jesup  
WLFA Lafayette  
WLAG La Grange  
WFOM Marietta  
WVWG Milledgeville  
WMRE Monroe  
WNGA Moultrie  
WFRG Rome  
WFRP Savannah

WWNS Statesboro  
WSFT Thomaston  
WTWA Thomson  
WLET Tooeba  
WJEM Valdosta  
WVOP Vidalia  
WAYX Waycross  
WBRU Waynesboro  
WRLD West Point  
WIMO Winder

## IDAHO

KGEM Boise  
KCAR Burley  
KIFI Idaho Falls  
KRPL Moscow  
KWIK Pocatello  
KPST Preston  
KRXK Rexburg  
KSPT Sandpoint  
KLIX Twin Falls

## ILLINOIS

WOKZ Alton  
WBYS Canton  
WROY Carmi  
WCNT Centralia  
WEJC Charleston  
WITY Danville  
WORA Edingham  
WFIW Fairfield  
WEBQ Harrisburg  
WJPF Herrin  
WKEI Kewanee  
WPRC Lincoln  
WSMI Litchfield  
WKAI Macomb  
WKIC Metropolis  
WMMC Mt. Carmel  
WNIJ Murphysboro  
WLVN Olney  
WPRS Paris  
WPEO Peoria  
WKID Urbana

## INDIANA

WCBC Anderson  
WBNL Boonville  
WLO Frankfort  
WKAM Goshen  
WITZ Jasper  
WKTZ Kendallville  
WSTO Linton  
WSAL Lagansport  
WORX Madison  
WMRI Marion  
WARU Peru  
WFGW Portland  
WSLM Salem  
WJCD Seymour  
WIVA South Bend  
WICJ Tell City

## IOWA

KASI Ames  
KJAN Atlantic  
KCOG Centerville  
KCHA Charles City  
KCHL Cherokee  
WIL Medford  
KFSB Creston  
KFMA Davenport  
KDEC Decorah  
KLIL Estherville  
KFAD Fairfield  
KXIC Iowa City  
WRIB Mason City  
KLEJ Atlantic  
KTFE Webster City

## KANSAS

KSOK Arkansas City  
KARE Atchison  
KCRB Chanute  
KNGK Concordia  
KTMN Emporia  
KMDO Fort Scott  
KIUL Garden City  
KWGB Goodland  
KAYS Hays  
KWBW Hutchinson  
KIND Independence  
KCLD Leavenworth  
KMAN Manhattan  
KNEX McPherson  
KJRG Newton  
KLKC Parsons

KSEK Pittsburg  
KWSK Pratt

## KENTUCKY

WBRT Bardstow  
WCLB Benton  
WLBJ Bowling Green  
WTCO Campbellsville  
WAIN Columbia  
WCTT Corbin  
WZIP Covington  
WCPM Cumberland  
WHR Danville  
WIEL Elizabethtown  
WFKY Frankfort  
WFKN Franklin  
WKAY Glasgow  
WHLN Harlan  
WKIC Hazard  
WSON Henderson  
WKOA Hopkinsville  
WLBK Lebanon  
WLEX Lexington  
WLNW Louisville  
WFMW Madisonville  
WFTM Maysville  
WMIK Middlesboro  
WOMI Owensboro  
WSPJ Paintsville  
WPKT Pikesville  
WPRT Prestonsburg  
WPKY Princeton  
WEKY Richmond

## LOUISIANA

KDBS Alexandria  
KTRY Bastrop  
WKIC Bogalusa  
WABG Covington  
KOLA De Ridder  
WFRP Hammond  
KCIL Houma  
KJEF Jennings  
KAPB Marksville  
KLIC Monroe  
KMRC Morgan City  
KWJZ Natchitoches  
KANE New Iberia  
WWEZ New Orleans  
KREH Oakdale  
KSLO Opelousas  
KRUS Ruston  
KBSF Springhill  
KSUL Sliderville  
KTLD Tallulah

## MAINE

WABM Houlton  
WRUM Rumford

## MARYLAND

WCEM Cambridge  
WAYE Dundalk  
WPTX Lexington Park

## MASSACHUSETTS

WVOM Brookline  
WREB Holyoke  
WHL Medford  
WHP North Hampton  
WARE Ware

## MICHIGAN

WALM Albion  
WFYC Alma  
WJMS Alpena  
WLEW Bad Axe  
WBRN Big Rapids  
WATT Cadillac  
WMRP Flint  
WBFC Freecount  
WATC Gaylord  
WIBK Iron River  
WJMS Ironwood  
WJPD Ishpeming  
WKLA Ludington  
WMTA Manistee  
WDMJ Marquette  
WMAW Menominee  
WCEN Mt. Pleasant  
WDAF Owosso  
WMAU Muskegon  
WMBN Petoskey  
WHLB Port Huron  
WTCM Traverse City

## MINNESOTA

KASM Albany  
KXRA Alexandria  
KBUN Bemidji  
KBMW Breckenridge  
WKLK Cloquet  
KROK Crookston  
KOLM Detroit Lakes  
WELE Ely  
WEVE Eveleth  
KOZY Grand Rapids  
KF0B International Falls  
KLTF Little Falls  
KNJN New Ulm  
K0KB Owatonna  
WSHB Stillwater

## MISSISSIPPI

WMPA Aberdeen  
WBLE Batesville  
WGCM Biloxi-Gulfport  
WBIP Booneville  
WDOB Canton  
WGLC Centerville  
WRDX Clarksdale  
WCLD Cleveland  
WTCU Columbia  
WCB1 Columbus  
WCMCA Corinth  
WJPR Greenville  
WGRM Greenwood  
WNA Grenada  
WFOR Hattiesburg  
WDC Hazlehurst  
WNLA Indianola  
WKOZ Kosciusko  
WAML Laurel  
WAPF McComb  
WMBG Macon  
WMOX Meridian  
WMS Natchez  
WNAW New Albany  
WMPB Neshoba  
WHOC Philadelphia  
WRJW Picayune  
WSSO Starkville  
WLEO Tupelo  
WQBC Vicksburg  
WABD Waynesboro  
WROB West Point  
WAZF Yazoo City

## MISSOURI

KGMO Cape Girardeau  
KDMO Carthage  
KCRV Caruthersville  
KCRH Charleston  
KCHI Chillihothe  
KDKD Clinton  
KBIA Columbia  
KREJ Farmington  
KJCF Festus  
KWOS Jefferson City  
KIRX Kirksville  
KTCC Malden  
KNIM Maryville  
KNCM Moberly  
KRMO Monett  
KLRB Mountain Grove  
KLET Neosho  
KNEM Nevada  
KWOC Poplar Bluff  
KTRR Rola  
KSGM Ste. Genevieve  
KSMO Salem  
KDRO Sedalia  
KICK Springfield  
KALM Thayer  
KITT Trenton  
K0KO Warrensburg  
KWRE Warrenton  
KWPM West Plains

## MONTANA

KBMY Billings  
KBNN Bozeman  
KBOW Butte  
KBTG Great Falls  
K0JM Havre  
KCAP Helena  
KGEZ Kalispell  
KXLO Lewiston  
KLBB Libby  
KPRK Livingston  
KATL Miles City  
KBTG Missoula  
K1YI Shelby  
KGXC Sidney

# CASTING SYSTEM

## NEBRASKA

KCOW Alliance  
 KWBE Beatrice  
 KCSR Chadron  
 KJSK Columbus  
 KHAS Hastings  
 KGFV Kearney  
 KLMS Lincoln  
 KBRL McCook  
 KODY North Platte  
 KOGA Ogallala  
 KSID Sidney  
 KAWL York

## NEVADA

KRAM Las Vegas  
 KATO Reno  
 KWNA Winnemucca

## NEW HAMPSHIRE

WMOU Berlin  
 WKXL Concord  
 WLNH Laconia

## NEW JERSEY

WSNJ Bridgeton  
 WNNJ Newton  
 WCMC Wildwood

## NEW MEXICO

KALG Alamogordo  
 KABQ Albuquerque  
 KSVP Artesia  
 KLMX Clayton  
 KOTS Deming  
 KGA&K Gallup  
 KWFW Hobbs  
 KOBE Las Cruces  
 KENM Portales  
 KBIM Rosewell  
 KSIL Silver City  
 KCHS Truth-or-  
 Consaguences  
 KTNM Tucumcari

## NEW YORK

WCSS Amsterdam  
 WMBO Auburn  
 WBRV Booneville  
 WOSC Fulton  
 WJOC Jamestown  
 WVOS Liberty  
 WLFH Little Falls  
 WICY Malone  
 WJAL Middletown  
 WIRY Plattsburgh  
 WNBZ Saranac Lake  
 WIPS Ticonderoga  
 WDLA Walton

## NORTH CAROLINA

WRCS Ahoskie  
 WABZ Albemarle  
 WGWR Asheboro  
 WBBB Burlington  
 WEGO Concord  
 WCKB Dunn  
 WTIK Durham  
 WNCN Elizabeth City  
 WFAI Fayetteville-Fort  
 Bragg  
 WBG0 Forest City  
 WVFV Fuquay Springs  
 WLTC Gastonia  
 WFCM Goldsboro  
 WHNC Henderson  
 WHKP Hendersonville  
 WPEF High Point  
 WJNC Jacksonville  
 WELS Kinston  
 WEWO Laurinburg  
 WLOE Leaksville  
 WJRI Lenoir  
 WBDY Lexington  
 WTSB Lumberton  
 WOPR Monroe  
 WHIP Mooresville  
 WMBL Morehead City  
 WPAQ Mount Airy  
 WOOD New Bern  
 WNNC Newton  
 WKBC No. Wilkesboro  
 WFRS Reidsville  
 WGBT Roanoke Rapids  
 WCEC Rocky Mount

WSTP Salisbury  
 WWGP Sanford  
 WOHS Shelby  
 WADE Wadesboro  
 WLSE Wallace  
 WHED Washington  
 WHCC Waynesville  
 WENC Whiteville  
 WAAA Winston-Salem

## NORTH DAKOTA

KDLR Devils Lake  
 KDXI Dickinson  
 KNOX Grand Forks  
 KEYJ Jamestown  
 KGCU Mandan  
 KQVC Valley City  
 KEYZ Williston

## OHIO

WOHP Bellefontaine  
 WILE Cambridge  
 WAND Canton  
 WBEX Chillicothe  
 WJER Dover  
 WOHI East Liverpool  
 WFOB Fostoria  
 WJEH Gallipolis  
 WIRO Ironton  
 WLMJ Jackson  
 WMVO Mount Vernon  
 WPTW Piqua  
 WLEC Sandusky  
 WCHO Washington Court  
 House  
 WWST Wooster

## OKLAHOMA

KADA Ada  
 KVS0 Ardmore  
 KBWL Blackwell  
 KWIC Chickasha  
 KWHP Cushing  
 KRHD Duncan  
 KSEO Durant  
 KASA Elk City  
 KCRG Enid  
 KTAT Frederick  
 KGYN Guynon  
 KTSJ Hobart  
 KTHM Hugo  
 KTMCC McAlester  
 KGCL Miami  
 KBXK Muskogee  
 KNOR Norman  
 KBYE Oklahoma City  
 KHBG Okmulgee  
 KVLH Pauls Valley  
 KLGG Poteau  
 KOLS Pryor  
 KFSH Tri-City  
 KOMS Tulsa  
 KVIN Vinita

## OREGON

KWIN Ashland  
 KAST Astoria  
 KBKR Baker  
 KBND Bend  
 KWRO Coquille  
 KASH Eugene  
 KRTV Hillsboro  
 KALB La Grande  
 KGAL Lebanon  
 KMCM McMinnville  
 KBOY Medford  
 KRVJ Ontario  
 KODL The Dalles  
 KTEL Tillamook

## PENNSYLVANIA

WNCC Barnesboro  
 WBF0 Bedford  
 WLOA Braddock  
 WISR Butler  
 WCDL Carbondale  
 WHYL Carlisle  
 WESA Charleroi  
 WCVI Connellsville  
 WOTR Cory  
 WBUX Doylestown  
 WEMR Emporium  
 WGSA Ephrata  
 WLEU Erie  
 WFAR Farrell  
 WHUN Huntington  
 WDDA Indiana

WADP Kane  
 WAKU Latrobe  
 WKRZ Oil City  
 WPAZ Pottstown  
 WBAM Pottsville  
 WKMC Roaring Springs  
 WKBI St. Marys  
 WATS Sayre  
 WMAJ State College  
 WY4Z Waynesboro  
 WLYC Williamsport  
 WNOW York

## PUERTO RICO

WHOA San Juan

## RHODE ISLAND

WADK Newport  
 WERI Westerly

## SOUTH CAROLINA

WAKN Aiken  
 WANS Anderson  
 WBAB Barnwell  
 WBAU Beaufort  
 WAGS Bishopville  
 WACA Camden  
 WHAN Charleston  
 WCCD Chester  
 WDC Columbia  
 WELP Easley  
 WOLS Florence  
 WFGN Gaffney  
 WGSW Greenwood  
 WEAB Greer  
 WHSC Hartsville  
 WJMG Lancaster  
 WLBG Laurens  
 WJAY Mullins  
 WMYB Myrtle Beach  
 WKDK Newberry  
 WDX Orangeburg  
 WRHI Rock Hill  
 WSNW Seneca  
 WJAN Spartanburg  
 WFG Sumter  
 WBCU Union

## SOUTH DAKOTA

KBRK Brookings  
 KDSJ Deadwood  
 KIJV Huron  
 KISD Sioux Falls  
 KWAT Watertown  
 KYNT Yankton

## TENNESSEE

WLAR Athens  
 WFHG Bristol  
 WFMS Chattanooga  
 WJZM Clarksville  
 WKRM Columbia  
 WHUB Cockeville  
 WKBL Covington  
 WAEW Crossville  
 WDKN Dixon  
 WDSG Dyersburg  
 WEKR Fayetteville  
 WHIN Gallatin  
 WHBT Harriman  
 WSTV Humboldt  
 WDXI Jackson  
 WKXV Knoxville  
 WLAJ LaFollette  
 WDXE Lawrenceburg  
 WCOR Lebanon  
 WJLI Lebanon City  
 WJRM Lewisburg  
 WDXL Lexington  
 WCAP Maryville  
 WMMT McMinnville  
 WBRV Memphis  
 WCRK Morristown  
 WGNB Murfreesboro  
 WNAH Nashville  
 WLIK Newport  
 WOKP Oak Ridge  
 WTPR Paris  
 WTRB Cory  
 WSEV Sevierville  
 WEPG South Pittsburg  
 WDBL Springfield  
 WDEL Sweetwater  
 WIGF Tullahoma  
 WENK Union City  
 WCDT Winchester

## TEXAS

KVLF Alpine  
 KZIP Amarillo  
 KBUD Athens  
 KRUN Ballinger  
 K10X Bay City  
 KRCA Baytown  
 KTXC Big Spring  
 KNEL Brady  
 KSTB Breckenridge  
 KWHI Brenham  
 KTFY Brownfield  
 KBOR Brownsville  
 KBWD Brownwood  
 KBEN Carrizo Springs  
 KOTX Childress  
 KST Coleman  
 WTAW College Station  
 KVMC Colorado City  
 KAND Corsicana  
 KIVY Crockett  
 KXIT Dalhart  
 KSKY Dallas  
 KDLK Del Rio  
 KDNT Denton  
 KDDD Dumas  
 KERC Eastland  
 KBLP Falfurrias  
 KFLD Floydada  
 KFST Ft. Stockton  
 KNAF Fredericksburg  
 KBRZ Fresno  
 KGAF Gainesville  
 KLUJ Galveston  
 KCTI Gonzales  
 KGVL Greenville  
 KCLW Hamilton  
 KPAN Hereford  
 KHBR Hillsboro  
 KLSB Houston  
 KSAM Huntsville  
 KBEA Jacksonville  
 KTXJ Jasper  
 KMBL Junction  
 KOCA Kilgore  
 KPET Lamesa  
 KVOZ Laredo  
 KVOW Littlefield  
 KFR0 Longview  
 KRBA Lufkin  
 KNHT Marshall  
 KCMR McCombs  
 KJBC Midland  
 KORC Mineral Wells  
 KVKM Monahans  
 KIMP Mt. Pleasant  
 KOSB Nacogdoches  
 KGNF New Braunfels  
 KRIG Odessa  
 KOGT Orange  
 KNED Palestine  
 KPAT Pampa  
 KFTV Paris  
 KIUN Pecos  
 KVOP Plainview  
 KBOP Ploasanton  
 KRWS Post  
 KOLJ Quanah  
 KMAC San Antonio  
 KCGN San Marcos  
 KSEY Seymour  
 KEVA Shamrock  
 KSN Sherman  
 KSNY Snyder  
 KDWT Stamford  
 KSTV Stephenville  
 KSSJ Sulphur Springs  
 KXOX Sweetwater  
 KTAE Taylor  
 KTEM Taylor  
 KFTS Texarkana  
 KTLW Texas City  
 KTTB Tyler  
 KWOU Val Verde  
 KYWC Vernon  
 KVEL Vernal

## UTAH

KBUH Brigham City  
 KRVN Logan  
 KOPP Ogden  
 KOAL Price  
 KEYV Provo  
 KVEL Vernal

## VERMONT

WSYB Rutland

## VIRGINIA

WKLV Blackstone  
 W1NA Charlottesville  
 WKRE Covington  
 WCVA Culpeper  
 WEVA Emporia  
 WFAA Falls Church  
 WFVA Fredericksburg  
 WFTF Front Royal  
 WBOB Galax  
 WHAP Hopewell  
 WREL Lexington  
 WBRG Lynchburg  
 WMEV Marion  
 WMVA Martinsville  
 WACH Newport News  
 WNYA Norton  
 WSSV Petersburg  
 WLOW Portsmouth  
 WPUV Putask  
 WRIC Richlands  
 WRIS Roanoke  
 WHLF South Boston  
 WLPM Suffolk  
 WNNT Warsaw  
 WAYB Waynesboro  
 W1NC Winchester  
 WYVE Wytheville

## WASHINGTON

KXRO Aberdeen  
 KPUG Bellingham  
 KEA Centralia  
 KCLX Colfax  
 KCV Coville  
 KFDR Grand Coulee  
 KNGB Kirkland  
 KWLK Longview  
 KSEM Moses Lake  
 KGY Olympia  
 KONP Port Angeles  
 KAYE Puyallup  
 KENE Toppenish  
 KFSV Vancouver  
 KTEL Walla Walla

## WEST VIRGINIA

WHAR Clarksburg  
 WDE Elkins  
 WTCS Farmm  
 WPLH Huntington  
 WKYR Keyser  
 WVOW Logan  
 WEPM Martinsburg  
 WHJC Matewan  
 WAJR Morgantown  
 MOD Mountville  
 WDFZ New Martinsville  
 WLOH Princeton  
 WHAW Weston

## WISCONSIN

WHBY Appleton  
 WATW Ashland  
 WBEL Beloit  
 WDUZ Green Bay  
 WTKM Hartford  
 WLDX Ladysmith  
 WDLB Marshfield  
 WIGM Medford  
 WMNE Menomonie  
 WFOX Milwaukee  
 WOSH Oshkosh  
 WPPP Park Falls  
 WPLY Plymouth  
 W1BU Poyntette  
 WRAC Racine  
 WRDB Reedsburg  
 WRGO Richland Center  
 W1CH Shawano  
 W1KJ Sparta  
 WSPT Stevens Point  
 KOKR Sturgeon Bay  
 WTRW Two Rivers  
 WTTN Watertown  
 WAUX Waukesha  
 WOSA Wausau

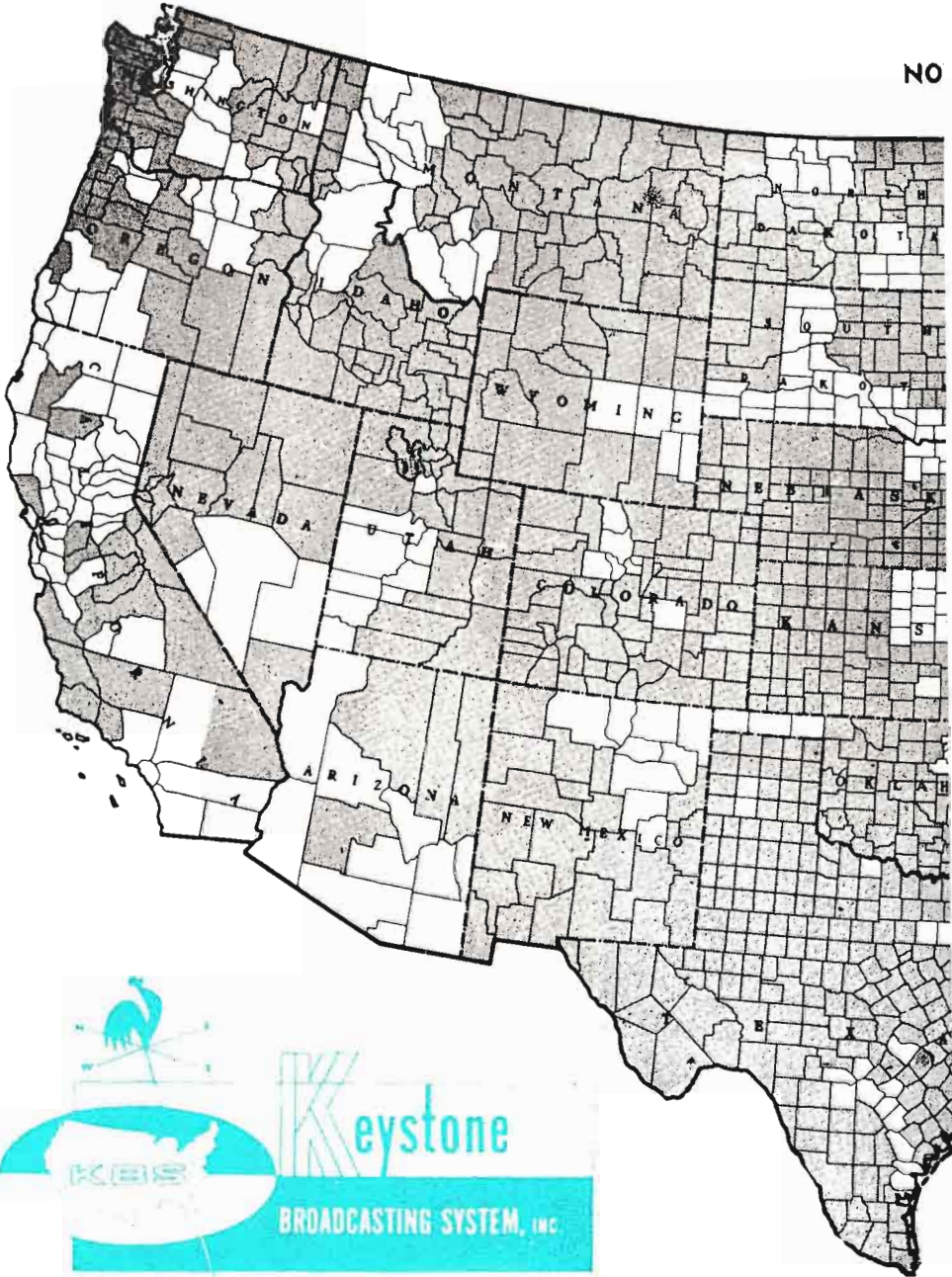
## WYOMING

KWVO Cheyenne  
 KLUK Evanston  
 KOVE Lander  
 KOWB Laramie  
 KROW Powell  
 KRAL Rawlins  
 KVR5 Rock Springs  
 KWOY Sheridan



# KEYSTONE BROADCASTING SYSTEM, INC.

NO



# BROADCASTING SYSTEM

1955



SHADED AREAS INDICATE KEYSTONE COVERAGE  
BASED ON 1952 NIELSEN COVERAGE SERVICE AREAS  
FOR PERSONNEL SEE PAGE 288



A SPECIAL MESSAGE  
NATIONAL  
AND REGIONAL  
ADVERTISERS AND  
THEIR AGENCIES...

# Here's Radio Mer

Look for the station with ...

# "RADIO'S BIG LITTLE MAN"

WHEN YOU BUY THE  
STATION THAT OFFERS  
RADIO'S BIG LITTLE MAN ...

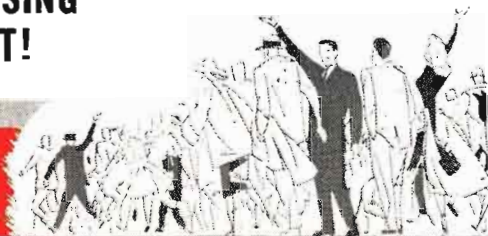
*You get ... the*  
**OUTSTANDING  
STATION**  
in the community!

*You get ... the alert station*  
that gives advertisers

**ALL-OUT  
MERCHANDISING  
SUPPORT!**

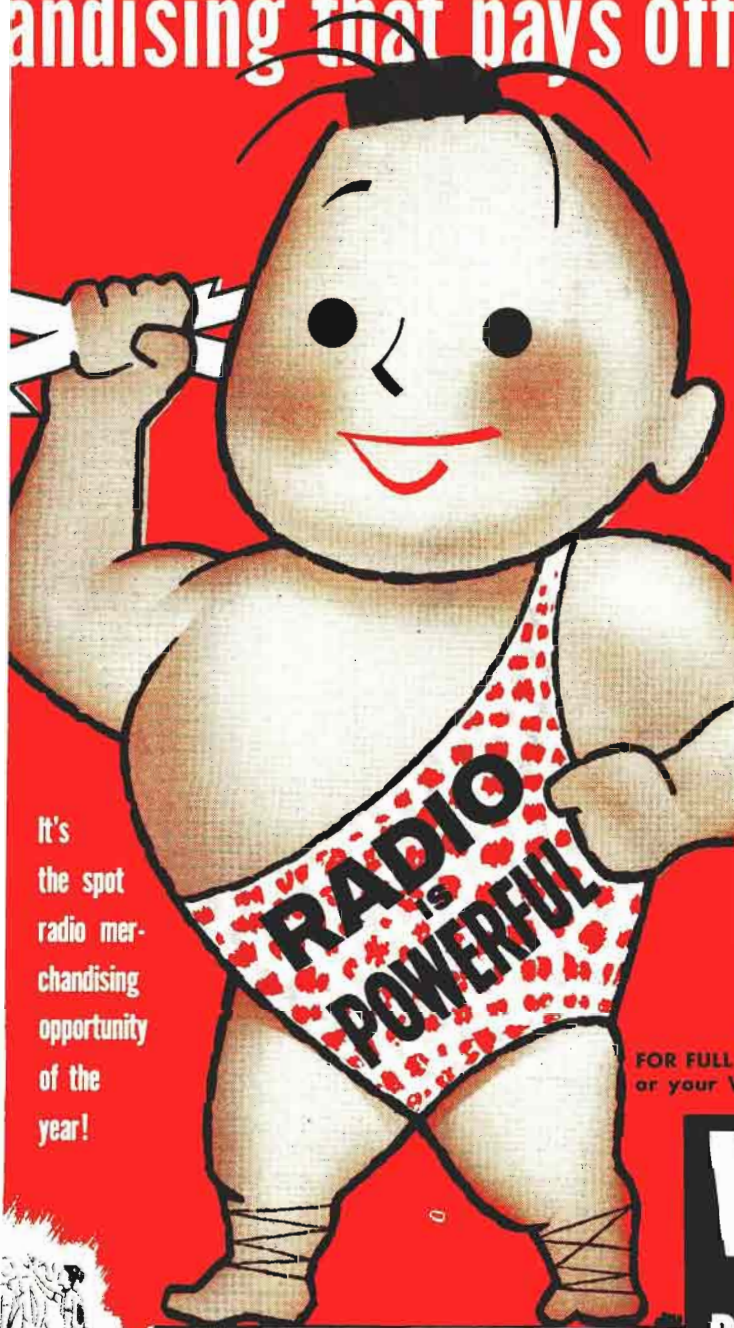
*You get ... the aggressive*  
station that gets

**ACTION FOR  
ITS ADVERTISERS**



**ASK YOUR WORLD AFFILIATED STATION  
THIS AND OTHER IMPORTANT AN**

# Advertising that pays off for you!



It's  
the spot  
radio mer-  
chandising  
opportunity  
of the  
year!

## RADIO'S BIG LITTLE MAN CONTEST...

gives your advertising  
the added audience  
lure of "DREAM  
VACATION" prizes.

Cook's Tour Vacation Trip to

**1. PARIS**  
for two by air  
all expenses paid for 10 days

Cook's Tour Vacation Trip to

**2. VIRGIN ISLANDS**  
for two by air  
all expenses paid for 7 days

Cook's Tour Vacation Trip to

**3. BERMUDA**  
for two by air  
all expenses paid for 7 days

**PLUS** A BIG LOCAL PRIZE PLAN

FOR FULL DETAILS get in touch with **WORLD**  
or your **WORLD AFFILIATE STATION.**

# WORLD

**SALES AND  
PROGRAM SERVICE**

WORLD BROADCASTING SYSTEM, INC.  
488 Madison Avenue, New York 22, New York

CINCINNATI

HOLLYWOOD

CANADIAN REPRESENTATIVES . . . ALL-CANADA RADIO,  
FACILITIES LIMITED, VICTORY BUILDING, TORONTO

© 1952 BY WORLD BROADCASTING SYSTEM, INC.

## FOR PROFIT-PRODUCING DETAILS OF EXCLUSIVE WORLD "SELLING FEATURES"!

World ideas pay off big for advertisers!



# KEYSTONE BROADCASTING SYSTEM, INC.

111 W. Washington St., Chicago 2, Ill.

## Officers and Directors

Sidney J. Wolf (Director).....President  
 Joseph Bayer (Director).....Vice-President  
 Noel A. Rhys.....Vice-President  
 Edwin R. Peterson.....Vice-President  
 William Bayer.....Vice-President  
 Arthur Wolf (Director).....Secretary-Treasurer

## New York

580 Fifth Ave., New York 36, N. Y.

Phone: PLaza 7-1460

Noel A. Rhys.....Vice-President and Eastern Sales Director  
 Charles A. Hammarstrom.....Account Executive  
 Eve Waldo.....Office Manager  
 John Scanlan.....Research Director

## Chicago

111 W. Washington St., Chicago 2, Ill.

Phone: STate 2-6303

Sidney J. Wolf.....President  
 Edwin R. Peterson.....Vice-President  
 Arthur Wolf.....Secretary-Treasurer  
 Paul Kolar.....Comptroller  
 Blanche Stein.....Director of Station Relations  
 Anita Larie.....Auditor  
 John C. McFadgen.....Traffic Manager

## Los Angeles

3142 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUNkirk 3-2910

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

## San Francisco

75 Post Street

Phone: SUTter 1-7440

Don Kerwin.....Account Executive

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

At present, there are more than 875 Keystone affiliates, located in towns with 10,000 to 250,000 population where they reach both the small town and rural markets. For the most part, these Keystone stations serve those areas which are beyond clear reception areas of the large metropolitan radio stations or other high-power stations. The number of radio homes in the Keystone primary coverage area total more than 25,058,420 based on Nielsen reports, or one-half millivolt where Nielsen report is not available.

Keystone is a flexible media easily purchased, whole or in part. Entire areas or spot coverage may be selected . . . whichever meets the needs of the advertising program. Regardless of the schedule, Keystone makes its time available at a considerable savings.

In operation, Keystone offers the same advantages as the wired networks. Instead of a large number of individual transactions, KBS reduces your problem to one order, one time clearance, one series of Affidavits of Performance, and one invoice.

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

# Spot Can Make Or Break National Business



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By  
**ADAM YOUNG**  
President  
Station Representatives  
Association

---

**V**ERY often the question comes up as to what the Station Representatives Association is doing for the industry. Before explaining this, it is important to understand the basic fundamental upon which this Association operates. We believe that a healthy broadcasting industry should be our aim. With this in mind, we can consider only one thing—what is in the interest of the television and radio stations? Because we are their sales representatives, it is natural that we should be particularly interested in their economic health. The SRA, therefore, feels that basically the good of their own industry is tied so closely to what is good for broadcasters, that, for all practical purposes, their aims should be identical.



Everything in the broadcasting field depends primarily upon the good economic health of all broadcasters. The amount of public service they can perform and the amount of talent they can develop depend upon economic well being. We realize our responsibility in seeing to it that, so far as we are able, the broadcasting business develops financially.

It is a fact that most major radio and television stations depend upon national spot business, for which we are responsible, to such a point that what we do can virtually make or break the broadcasting business. We realize this responsibility and accept it.



Along with this responsibility goes the need to do two things:

1. Pave the way for the development of a maximum amount of National Spot business.
2. Wage war on anything contrary to the best interests of our clients—the broadcasting stations.

During the past year, the SRA has done a great many things—some of these activities have appeared in the trade press but most of them have not. The station representatives have individually developed a number

of fine presentations to sell both radio and television. Through the offices of the S.R.A. the various representatives went over their individual presentations with competitors, and, it should be noted, that ours is a very competitive business. This exchange of information is beneficial to all representatives because obviously there is no monopoly on ideas. The representatives, therefore, not only effectively sold the medium on an industry-wide basis, but actually shared their ideas and plans with other strong competitors.

As salesmen we realize that the best way to assure yourself of a sale is to make it as easy as possible for the advertiser to buy. This has meant more and more research to show agencies and advertisers that Spot Television and Radio is the best buy and at the same time simplify as many steps along the way to make our medium one that can be handled as inexpensively as possible. We know that even though what we are selling represents the best advertising buy that it is still expensive for advertising agencies to handle. Step by step we are whittling away at this problem. We are trying to eliminate all of the costly bottle-necks.



A good example of this is the standard availability form which was introduced last year. Each one of our members and even some representatives who are not members are, as new forms are printed, accepting the new form. This has been approved by the AAAA. In the industry we know the difficulties that were encountered when an advertiser suddenly put on a large coast-to-coast spot campaign. An agency suddenly needs a great many new timebuyers which usually results in the addition of novices. Standard forms overcome many of the difficulties in training these new people. More and more we are standardizing procedures. This makes spot easier to use and results in what we are trying to accomplish—more income for the stations we represent.



We have many problems that will never be solved, but they can be kept under control by constant surveillance. One such problem is the matter of local versus national rates. In the stations' own interest we have been attempting to establish definite policies on what should be considered local and what should be considered as national business. The definitions can be easily set forth but the interpretation is another matter altogether. By keeping a close watch in this matter, we have saved the industry hundreds of thousands of dollars.



# *Famous on the local scene...*

No man, no company, no broadcasting facility ever attained national prominence without first achieving greatness at home.

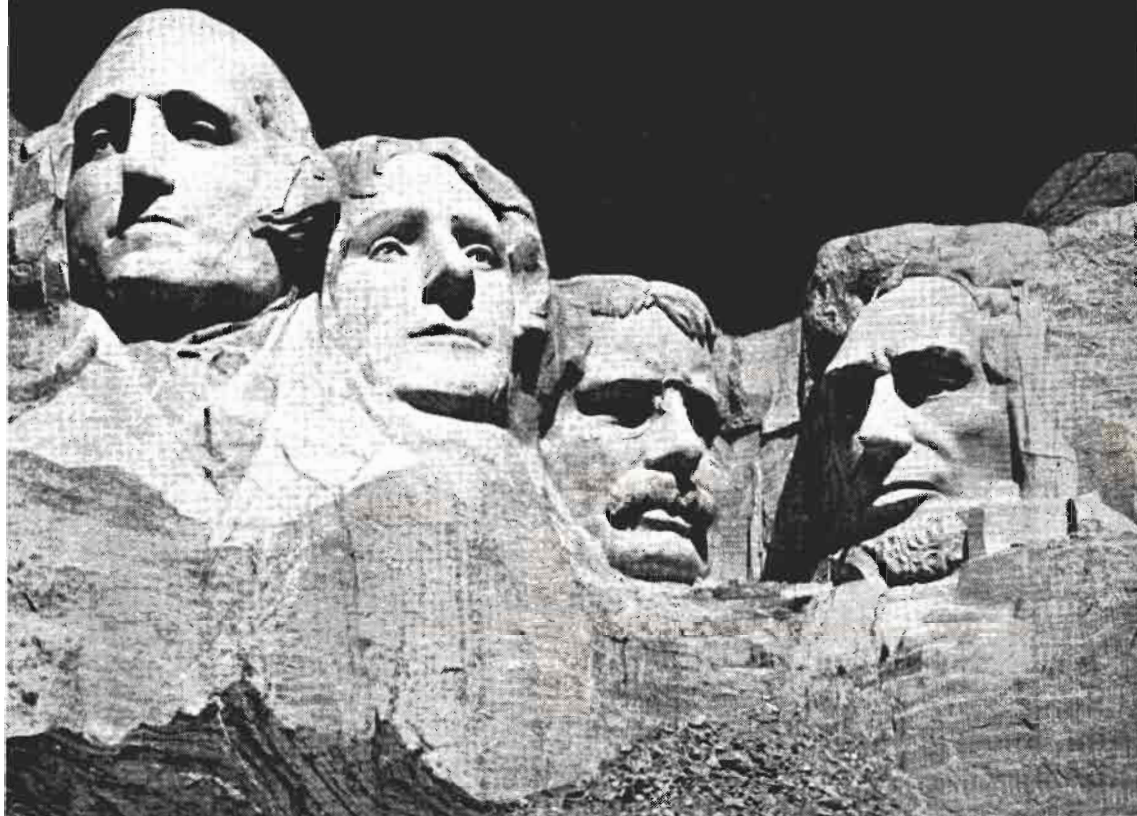
So with the group known collectively as Storer stations.

Look at each one individually. You will find the church, the school, the home — and the station — working together to improve the community.

The adherence to the tradition of leadership at "home" has made Storer stations national institutions.

A Storer station is a local station.

*yet known throughout the nation.*



## STORER BROADCASTING COMPANY

WSPD • WSPD-TV  
Toledo, Ohio

WJBK • WJBK-TV  
Detroit, Mich.

WAGA • WAGA-TV  
Atlanta, Ga.

WGBS • WGBS-TV  
Miami, Fla.

KPTV  
Portland, Ore.

WWVA  
Wheeling, W. Va.

WBRC • WBRC-TV  
Birmingham, Ala.

WJW • WXEL-TV  
Cleveland, Ohio

### NATIONAL SALES HEADQUARTERS:

TOM HARKER, National Sales Director

BOB WOOD, National Sales Mgr.

118 E. 57th St., New York 22, MUrray Hill 8-8630

LEWIS JOHNSON, Midwest Nat'l Sales Mgr.

GAYLE V. GRUBB, Pac. Coast Nat'l Sales Mgr.

230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

111 Sutter St., San Francisco 4, Calif., SUtter 1-8689



# WORKING PARTNERS



FRANK HEADLEY, President  
 DWIGHT REED, Vice President  
 FRANK PELLEGRIN, Vice President  
 CARLIN FRENCH, Vice President  
 PAUL WEEKS, Vice President

We have found no substitute for experience when it comes to rendering a needed and effective representative service to station owners and buyers of time.

The mature working partners who started H-R all had long years of experience in this field. The men who have joined with us as we have grown, all have been selected on this basis.

That's why, when we say we "Always send a man to do a man's job!" we mean it!

380 Madison Ave.  
 New York 17, N. Y.  
 OXford 7-2170

35 E. Wacker Drive  
 Chicago 1, Illinois  
 RANdolph 6-6431

6253 Hollywood Boulevard  
 Hollywood 28, Calif.  
 HAllywood 7-6453

155 Montgomery Street  
 San Francisco, Calif.  
 TUxon 2-5701

415 Rio Grande Bldg.  
 Dallas, Texas  
 RANdolph 5149

101 Marietta Street Building  
 Atlanta, Georgia  
 CYPrest 7797

520 Lovett Boulevard  
 Room No. 1D  
 Houston, Texas  
 JUSTin 1601



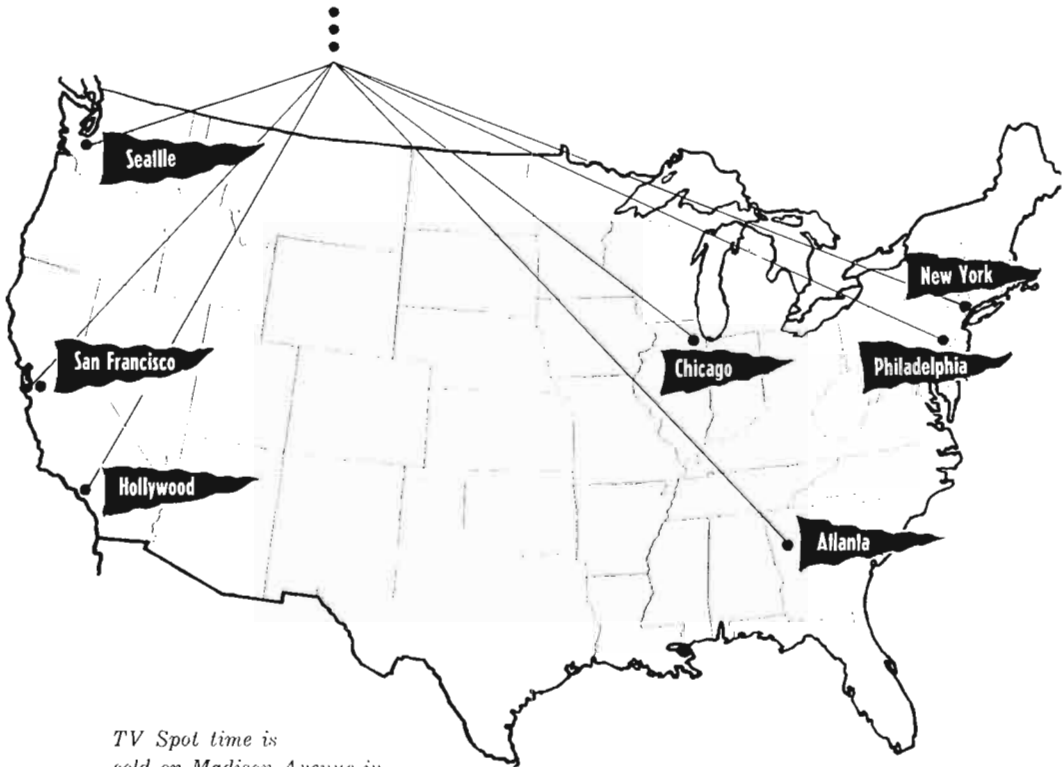
# **Station Representatives**

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



# Headley-Reed TV provides on the spot...service for TV Spot



*TV Spot time is sold on Madison Avenue in New York but it is also sold through Headley-Reed offices in Chicago, Philadelphia, Atlanta, San Francisco and Hollywood.*

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*provides a nationwide cross-the-country sales organization – designed to serve and sell advertisers and their agencies on the spot!*

*All offices are company owned and operated.*

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# RADIO-TV STATION REPRESENTATIVES



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

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

## ALASKA RADIO & TV SALES

370 Lexington Ave., New York City, N. Y.  
Phone: MUrray Hill 5-1303

Network Sales Mgr.....Charles E. Soden  
Spot Sales Mgr.....Roy V. Smith

## ALL-CANADA RADIO & TELEVISION

80 Richmond St. W., Toronto, Ontario, Can.  
Phone: EMpire 6-7691

President.....H. R. Carson  
General Manager.....J. S. MacKay  
Vice President.....G. F. Herbert

### Radio Department

Mgr., Station Time Div.....John Tregale  
Mgr., Program Division...C. Dana S. Murray

### TV Department

Manager.....Reo Thompson  
Mgr., Station Time Div....Ross McCreath  
Sales, TV Film.....Bruce Masters

### Branch Offices

922 Dominion Square Bldg., Montreal, Que.  
Phone: UNiversity 6-9868

Manager.....Burt Hall  
706 Electric Railway, Chamber Bldg.  
Winnipeg, Manitoba  
Phone: 926-861

Manager.....M. V. Chestnut  
Taylor, Pearson & Carson Bldg.  
Calgary, Alberta  
Phone: 2-7691

Manager.....J. E. Cavanaugh  
1161 Melville St., Vancouver, B. C.  
Phone: Tatlow 7641

Manager.....J. E. Baldwin

## AM RADIO SALES COMPANY

400 North Michigan Ave., Chicago 11, Ill.  
Phone: MOhawk 4-6555

President.....Ralph L. Atlass  
Executive.....Jerry Glynn

## AVERY-KNODEL INC.

720 Fifth Ave., New York 19, N. Y.  
Phone: JUDson 6-5536

President.....Lewis H. Avery  
Vice President.....J. W. Knodel  
Secretary.....David H. Sandeberg  
Treasurer.....Philip Schoeder Jr.  
Director.....Charles C. Coleman Jr.

### Branch Offices

75 East Wacker Dr., Chicago 1, Ill.

Phone: ANDover 3-4710

Vice Pres.....J. W. Knodel  
235 Montgomery St., San Francisco 4, Calif.

Phone: YUKon 2-2053

Secretary.....David H. Sandeberg  
6363 Wilshire Blvd., Los Angeles 48, Calif.  
Phone: WEBster 3-9583

Executives...M. B. Grabhorn, W. E. Moore  
41 Marietta St., N.W., Atlanta 3, Ga.

Phone: CYPress 7545

Executive-in-charge....Charles C. Coleman  
1915 Elm St., Dallas 1, Texas

Phone: STerling 5239

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

## HIL F. BEST CO.

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

Gen. Mgr.....Hil F. Best  
Sales Mgr.....Michael Best  
Sta. Rel.....Val A. Best

### Branch Offices

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

Phone: STate 2-5096

Executive-in-charge.....Hooper Jones  
101 Park Ave., New York 17, N. Y.

Phone: LEXington 2-3783

Geo. T. Hopewell

111 N. LaCienega Blvd., Beverley Hills, Cal.

Phone: BRadshaw 2-7122

681 Market St., San Francisco, Calif.

Phone: EXbrook 7-0544

Mortgage Guaranty Bldg., Atlanta, Ga.

Phone: ALPine 5084

## WALTER BIDDICK COMPANY

1151 So. Broadway, Los Angeles 15, Calif.  
Phone: RICHmond 8-6184

Manager.....Guy Biddick  
Office Mgr.....Josephine Corbet  
Traveling Reps...Burt Zoul, Sid Southerland

## JOHN BLAIR & COMPANY

150 E. 43rd St., New York 17, N. Y.  
Phone: MUrray Hill 2-6900

President.....John P. Blair  
Asst. to Pres.....Wells Barnett  
Exec. V-P.....Robert E. Eastman  
Vice-President.....Ward Dorrell  
Secretary-Treasurer.....Blake Blair

### Branch Offices

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

Phone: SU 7-8659

Manager.....Paul Ray  
3010 Russ Bldg., San Francisco 4, Calif.

Phone: DOuglas 2-3188

Manager.....Heber Smith, Jr.  
3460 Wilshire Blvd., Los Angeles 28, Calif.

Phone: DUNKirk 7-1333

Vice-President.....Carleton E. Coveny  
1037 Paul Brown Bldg., St. Louis 1, Mo.

Phone: CHEstnut 1-5688

Manager.....Tom Harrison  
617 Book Bldg., Detroit 26, Mich.



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 467 Rio Grande Nat'l Bldg., Dallas, Texas  
*Phone: R*iverside 4228  
 Manager ..... Steve Beard  
 Statler Office Bldg., Boston, Mass.  
*Phone: H*ubbard 2-3163  
 Mgr. .... Bruce G. Pattysen  
 101 Marietta St., Atlanta, Ga.  
*Phone: 6*432  
 Vice-President..... Charles Dileher  
 3337 White-Henry-Stuart, Seattle, Wash.  
*Phone: E*lliott 6270  
 Manager..... John Burr

**BLAIR-TV, INC.**

150 E. 43rd St., New York 17, N. Y.  
*Phone: M*urray Hill 2-5644  
 Chairman..... John P. Blair  
 President..... William H. Weldon  
 Vice-Presidents..... Lindsey H. Spight,  
 John Dcnninger, John W. Davis  
 Secretary-Treasurer ..... Blake Blair  
*Branch Offices*  
 520 N. Michigan Ave., Chicago 11, Ill.  
*Phone: S*uperior 7-5580  
 Vice-President ..... John W. Davis  
 3010 Russ Bldg., San Francisco 4, Calif.  
*Phone: Y*Ukon 2-7068  
 Vice-President ..... Lindsey Spight  
 3460 Wilshire Blvd., Los Angeles 5, Calif.  
*Phone: D*U 1-3811  
 Mgr. .... Frank Moreland  
 1037 Paul Brown Bldg., St. Louis 1, Mo.  
*Phone: C*Hestnut 1-5688  
 Mgr. .... Richard Quigley  
 617 Book Bldg., Detroit 26, Mich.  
*Phone: W*oodward 1-6030  
 Manager ..... Gabe Dype  
 467 Rio Grande Nat'l Bldg., Dallas, Texas  
*Phone: R*iverside 4228  
 Manager ..... Steve Beard  
 1402 Barnett Bank, Jacksonville, Fla.  
*Phone: E*Lgin 6-5570  
 Manager..... Harry E. Cummings  
 Statler Office Bldg., Boston, Mass.  
*Phone: H*U 2-3163  
 Manager ..... Bruce Pattysen  
 White-Henry-Stuart Bldg., Seattle, Wash.  
*Phone: E*LLiot 6270  
 Manager..... John Burr

**HASKELL BLOOMBERG**

208 Fairmont St., Lowell, Mass.  
*Phone: G*lenview 5-5823  
 General Manager..... Haskeil Bloomberg

**GUY BOLAM**

*American Sales and Servicing Agency*  
 370 Lexington Ave., New York 17, N. Y.  
*Phone: M*urray Hill 5-1300  
 President ..... Guy Bolam  
*Branch Offices*  
 3 Place de Valois, Paris 1er 3, France  
*Phone: C*en. 42-81  
 General Mgr..... P. G. Duprat  
 38 Hertford St., London W 1, England  
*Phone: L*egation 5961

General Manager..... G. Clement Cave  
 66 Rue de la Limite, Brussels, Belgium  
*Phone: 18.12.20*  
 Director..... Claude Marin

**THE BOLLING COMPANY, INC.**

247 Park Ave., New York 17, N. Y.  
*Phone: P*Laza 9-8150  
 President..... George W. Bolling  
 Vice Pres. (Radio)..... Robert H. Bolling  
 Secretary, Sports, Sales Development  
 E. A. Pancoast, Jr.  
 Vice-President (TV)..... G. Richard Swift  
 Research..... John MacDonald  
*Branch Offices*  
 435 N. Michigan Ave., Chicago 11, Ill.  
*Phone: W*H 3-2040  
 Mgr., V. P..... John D. Stebbins  
 204 S. Beverly Dr., Beverly Hills, Calif.  
*Phone: B*R 2-0544  
 Manager..... George W. Bolling, Ill.  
 5 Third St., San Francisco, Calif.  
*Phone: G*A 1-6740  
 Mgr..... John T. Coy  
 80 Bolston St., Boston 16, Mass.  
*Phone: H*U 2-0346  
 Manager..... Richard A. Keating

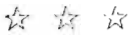
**LOUIS J. BORGATTI, INC.**

419 Boylston St., Boston 16, Mass.  
*Phone: C*OMmonwealth 6-0718  
 Pres.-Treas..... Louis J. Borgatti

**THE BRANHAM COMPANY**

99 Park Ave., New York 16, N. Y.  
*Phone: M*urray Hill 2-4606  
 President ..... Eugene Corcoran  
 Chrm. of Board..... M. H. Long  
 Vice President..... Joseph F. Timlin  
*Branch Offices*  
 360 N. Michigan Ave., Chicago 1, Ill.  
*Phone: C*entral 6-5726  
 President..... E. F. Corcoran  
 Vice President..... L. S. Greenberg  
 7236 General Motors Bld., Detroit 2, Mich.  
*Phone: T*rinity 1-0440  
 Executive-in-Charge..... Ed Charney  
 1005 Fidelity Union Life Bldg., Dallas 3, Tex.  
*Phone: S*T 5831  
 Executive-in-Charge..... J. S. McCauley  
 Rhodes Haverty Bldg., Atlanta 3, Ga.  
*Phone: W*alnut 3025  
 Executive-in-Charge..... H. L. Ralls  
 Title Guaranty Bldg., St. Louis 1, Mo.  
*Phone: C*Hestnut 1-6192  
 Executive-in-Charge..... John J. Schwarz  
 703 Market St., San Francisco 3, Calif.  
*Phone: Y*Ukon 2-1582  
 Executive-in-Charge ..... Walter Patzlaff  
 6399 Wilshire Blvd., Los Angeles 48, Calif.  
*Phone: W*ebster 1-1551  
 Executive-in-Charge ..... Norman Noyes  
 2001 Liberty Life Bldg., Charlotte 2, N. C.  
 Charlotte 2, N. C.  
*Phone: 2*-8839  
 Executive-in-Charge..... B. C. Finch  
 1028 Sterick Bldg., Memphis 3, Tenn.  
*Phone: 8*-2344  
 Executive-in-Charge..... Sidney L. Nichols





**BROADCAST TIME SALES**

1540 N. Highland Ave., Los Angeles 28, Calif.

Phone: HO 5-1755

Owner.....Carl Schuele  
Branch Offices

527 Fifth Ave., N. Y. 17, N. Y.

Phone: OXford 7-1696

Manager.....Robert P. Swanson  
39 S. LaSalle St., Chicago 3, Ill.

Phone: State 2-1405

Manager.....Clyde Murphy  
149 California St., San Francisco 11, Calif.

Phone: SUTter 1-8656

Manager.....T. B. Hall

**CLARK R. BROWN CO.**

416 Rio Grande National Bldg., Dallas 2, Texas

President.....Clarke R. Brown  
Vice-president.....Robert E. Stuart

Vice-pres., Treas.....Andrew E. Peranni  
101 Marietta St., Atlanta, Ga.

Phone: Cypruss 7797

Vice-president.....Bill McRae  
520 Lovett Blvd., Houston, Texas

Phone: JacksOn 8-1601

Manager.....Jack Ler  
1209 Burgundy St., New Orleans, La.

Phone: Canal 3917

Manager.....Clarke Brown

**BULMER & JOHNSON, INC.**

530 Roanoke Bldg., Minneapolis 17, Minn.

Phone: FEDERAL 8-7017

President.....Vivian H. Bulmer

Vice Pres. ....Ella May Johnson

**BURKE-STUART CO. INC.**

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

Phone: PLaza 3-0542

General Manager.....Jack Masala  
75 E. Wacker Drive, Chicago, Ill.

Phone: DEarborn 2-0826

Vice-Pres., Gen. Mgr.....Edward W. Paro  
111 N. Cienega Blvd., Los Angeles, Calif.

233 Sansome St., San Francisco, Calif.

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

19 W. 44th St., New York 36, N. Y.

Phone: MU 2-3124-5

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

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

Phone: CENTral 6-4437

Pres.-Treasurer.....John A. Toothill  
672 S. Lafayette Pk. Pl., Los Angeles, Calif.

Phone: DUNKirk 2-3200

Mgr. ....Harlan G. Oakes  
110 Sutter St., San Francisco 4, Calif.

Phone: SUTter 1-7971

Manager .....Norman Cunningham

**CANADIAN STATION REPRESENTATIVES, LTD.**

477 Madison Ave., N. Y. 22, N. Y.

Phone: PLaza 9-1810

President.....Adam J. Young, Jr.  
Manager.....T. F. Malone

**CAPPER PUBLICATIONS, INC.**

1035 Topeka Blvd., Topeka, Kans.

Phone: 3-2377

General Manager.....Ben Ludy  
Branch Offices

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

Phone: LE 2-1250

Executive-in-charge.....William L. McKee  
333 No. Michigan Ave., Chicago 1, Ill.

Phone: CENTral 6-5977

Executives....Barney Clark, Terry Hughes  
300 Waltower Bldg., Kansas City 6, Mo.

Phone: VICTor 3864

Executive-in-charge.....Joseph H. Story, Jr.  
609 Union Commerce Bldg., Cleveland, Ohio

Phone: Main 1-6774

Exec.-in-charge.....Andrew M. Gent  
1207 Russ Bldg., San Francisco 4, Calif.

Phone: Douglas 2-5220

Executive-in-charge .....Fred Jameson  
1151 South Broadway, Los Angeles 15, Calif

(Walter Biddick Company)

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

**CARIBBEAN NETWORKS, INC.**

200 West 57th St., New York 19, N. Y.

Phone: Circle 7-8224

Exec. Vice Pres.....A. M. Martinez  
Vice President.....Vincent Ramos

Sec'y Treas.....Juan J. Cerna

**CBS RADIO SPOT SALES**

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

Phone: PLaza 1-2345

Vice Pres.-in-charge..Wendell B. Campbell  
General Mgr.....Henry R. Flynn

Ass't to Gen. Manager...Milton F. Allison  
Dir. of Sales Dev.....Ole Morby

Director of Research.....Richard Hess  
Director of Promotion....Fred Heywood

Branch Offices

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

Phone: Whitehall 4-6000

Manager.....Gordon Hayes  
902 Fisher Bldg., Detroit 2, Mich.

Phone: Trinity 2-5500

Manager.....Ralph Patte, Jr.  
Palace Hotel, San Francisco 5, Calif.

Phone: Yukon 2-7000

Manager.....Byron Nelson  
6121 Sunset Blvd., Hollywood 28, Calif.

Phone: HOLlywood 9-1212

Manager.....Jack Woolley  
800 Peachtree St., N. E., Atlanta 5, Ga.

Phone: ELgin 0727

Manager.....George Swearingen

**CBS TELEVISION SPOT SALES**

Service of CBS Television

460 Park Ave.

Phone: PLaza 1-2345

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

Gen. Sales Mgr.....Clark B. George

Business Manager.....Ben Margolis

Research Manager.....Robert F. Davis

Eastern Sales Mgr.....John A. Schneider  
*Branch Offices*  
 410 N. Michigan Ave., Chicago 11, Ill.  
*Phone: Whitehall 4-6000*  
 Midwestern Sales Mgr.....Tom W. Judge  
 800 Peachtree St., Atlanta, Ga.  
*Phone: Elgin 0727*  
 Manager.....H. H. Holtshouser  
 902 Fisher Bldg., Detroit 2, Mich.  
*Phone: Trinity 2-5500*  
 Manager.....Richard R. Loftus  
 Palace Hotel, San Francisco, Calif.  
*Phone: YUkon 2-7000*  
 Manager.....John H. White  
 1313 N. Vine St., Los Angeles 28, Calif.  
*Phone: Webster 8-3011*  
 Manager.....Edward A. Larkin

**HENRY I. CRISTAL CO., INC.**

579 Fifth Ave., New York 17, N. Y.  
*Phone: MURray Hill 8-4414*  
 President .....Henry I. Cristal  
*Branch Office*  
 333 N. Michigan Ave., Chicago 1, Ill.  
*Phone: CE 6-6357*  
 Manager .....James L. Thompson  
 1569 Russ Building, San Francisco 4, Calif.  
*Phone: YU 2-1204*  
 Manager .....Richard E. Green  
 2107 Book Building, Detroit 26, Mich.  
*Phone: WOODward 3-2365*  
 Manager .....Joseph R. Spadea  
 581 Boylston St., Boston 16, Mass.  
*Phone: Copley 7-1180*  
 Manager .....Richard Charlton

**THOMAS F. CLARK COMPANY, INC.**

1 East 54th St., New York 22, N. Y.  
*Phone: PLaza 5-0376*  
 Manager.....Thomas F. Clark  
 Asst. Mgr.....Madeline E. Miklos  
*Branch Office*  
 35 E. Wacker Drive, Chicago, Ill.  
*Phone: State 2-1663*  
 Manager .....Paul Elsberry  
 Penobscot Bldg., Detroit, Mich.  
*Phone: Woodward 1-6036*  
 Manager .....Paul Pequinot  
 992 William-Oliver Bldg., Atlanta, Ga.  
*Phone: Lamar 7088*  
 Manager .....Harry Cannon

**CONTINENTAL RADIO SALES**

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

**DONALD COOKE INC.**

331 Madison Ave., New York 17, N. Y.  
*Phone: MURray Hill 2-7270*  
 President .....Donald Cooke

*Branch Offices*

228 N. La Salle St., Chicago 1, Ill.  
*Phone: State 2-5096*  
 Executive-in-Charge .....Hooper Jones  
 111 N. La Cienega Blvd., Los Angeles 48, Cal.  
*Phone: Crestview 5-2022*  
 Executive-in-Charge .....Lee F. O'Connell  
 233 Sansome St., San Francisco 4, Cal.  
*Phone: YUkon 6-2396*  
 Executive-in-Charge .....William A. Ayers

**HARRY E. CUMMINGS**

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

**DORA-CLAYTON AGENCY, INC.**

502 Mortgage Guarantee Bldg., Atlanta 3, Ga.  
*Phone: Alpine 7841*  
 Operators....Dora C. Cosse, Clayton J. Cosse

**DEVNEY & CO.**

535 Fifth Ave., New York 17, N. Y.  
*Phone: MURray Hill 7-5365*  
 President.....E. J. Devney  
*Branch Office*  
 64 East Lake St., Chicago, Ill.  
*Phone: ER 2-0016*  
 Manager .....Hal Holman  
 111 N. La Cienega Blvd., Los Angeles 57,  
 Calif.  
*Phone: CRestview 5-2022*  
 Manager.....Lee F. O'Connell  
 233 Sansome St., San Francisco 3, Calif.  
*Phone: YUkon 6-2981*  
 Manager.....William A. Ayres

**EVERETT-MCKINNEY, INC.**

40 E. 49 St., New York 17, N. Y.  
*Phone: PLaza 9-3747*  
 President.....Max M. Everett  
 Secretary.....M. Jane Callahan  
 Vice Pres.....Powell H. Ensign  
*Branch Offices*  
 400 N. Michigan Ave., Chicago 11, Ill.  
*Phone: Superior 7-9052*  
 Executive-in-Charge.....Robert F. Meskill  
 111 No. LaCienega Blvd., Beverly Hills, Cal.  
*Phone: OLYmpia 2-1313*  
 Exec-in-Charge.....Lee F. O'Connell  
 233 Sansome St., San Francisco 4, Cal.  
*Phone: YUkon 6-2396*  
 Exec-in-Charge.....William A. Ayres

**FORJOE & COMPANY, INC.**

580 Fifth Avenue, New York 36, N. Y.  
*Phone: JUdson 6-3100*  
 President .....Joseph Bloom  
 Vice-President .....Zang Golobe  
 Gen. Mgr. ....Joseph Ruggiero  
 Acct. Executives.....Jim Theiss,  
 Howard Rothenberg, Don Huben  
 Research Director.....Billie Judels  
 TV Co-ordinator.....Henry Green  
*Branch Offices*  
 435 N. Michigan Ave., Chicago 11, Ill.  
*Phone: Delaware 7-1874*

Manager .....Tom Cinquina  
1127 Wilshire Blvd., Los Angeles, Calif.  
Phone: Madison 6-8329

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

Manager .....Zona Samson  
502 Mortgage Guarantee Bldg., Atlanta, Ga.  
Phone: Alpine 7841

Co-Manager.....Fred Bernstein  
9718 Tralee Drive, Dallas 18, Texas  
Phone: DAVis 7-4541

Manager .....Hal Falter  
310 W. Glenn Echo Rd., Phila. 19, Pa.  
Phone: Chestnut Hill 7-4510

Gen. Manager .....Morton Lowenstein

**PETERS, GRIFFIN, WOODWARD,  
INC.**

250 Park Ave., New York 17, N. Y.  
Phone: PLaza 1-2700

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

*Radio Department*

Asst. Eastern Sls. Mgr., John A. Thompson  
New Advertisers.....William A. Morrison  
Promotion Manager.....Frank Woodruff

*TV Department*

Eastern Sales Manager.....John W. Brooke  
Sales Service.....John F. Hurlbut  
New Advertisers.....George Castleman

*Branch Offices*

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

Vice-Pres. ....John A. Cory  
Midwest Sales Mgr.....Arthur W. Bagge  
Midwest Sales Mgr.....Wm. J. Tynan  
Glenn Bldg., Atlanta 3, Ga.  
Phone: Main 5667

Manager.....W. J. Stubbs  
Penobscot Bldg., Detroit 26, Mich.  
Phone: Woodward 1-4255

Vice Pres.....W. W. Bryan  
Manager.....Louis J. Hummel, Jr.  
406 W. 7th St., Fort Worth 2, Texas  
Phone: Fortune 3349

Manager.....Hal Thomson  
6331 Hollywood Blvd., Hollywood 28, Cal.  
Phone: 9-2151

Vice President .....Hal W. Hoag  
TV.....John A. Serrao  
Russ Bldg., San Francisco, Calif.  
Phone: Sutter 1-3798

Radio Manager.....Frank A. Tessin  
Television Mgr.....William A. Exline

**GILL-PERNA, INC.**

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

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

*Branch Offices*

75 E. Wacker Drive, Chicago, Ill.  
Phone: FRanklin 2-8665

Midwest Mgr.....Walter Beadell  
2330 W. 3rd St., Los Angeles, Calif.  
Phone: DUNkirk 7-4388

Manager.....R. W. Walker  
57 Post St., San Francisco, Calif.  
Phone: Sutter 1-5568

Manager.....Rogers Parratt

**W. S. GRANT CO., INC.**

703 Market St., San Francisco, Calif.  
Phone: EXbrook 2-6685, 2-7247

General Manager.....W. S. Grant

**MELCHOR GUZMAN COMPANY,  
INC.**

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

President .....Melchor Guzman

**H-R REPRESENTATIVES, INC.**

380 Madison Ave., New York 17, N. Y.  
Phone: Oxford 7-3120

Pres. & Treas.....Frank M. Headley  
Exec. Vice-Pres.....Dwight S. Reed  
Vice-Pres. & Sec.....Frank E. Pellegrin  
Vice-Pres.....Carlin S. French  
Vice-Pres.....Paul R. Weeks  
Vice-Pres. ....Harold Lindley

*Branch Offices*

35 East Wacker Drive, Chicago 1, Ill.  
Phone: Randolph 6-6431

Exec. Vice-President.....Dwight S. Reed  
155 Montgomery St., San Francisco 4, Calif.  
Phone: YUkon 2-5701

General Manager.....James Alspaugh  
Equitable Bldg., Hollywood 28, Calif.  
Phone: HOLLywood 2-6453

V.P.-Gen. Mgr.....Harold Lindley  
520 Lovett Blvd., Houston, Texas.

Phone: Justin 1601  
Jack Lee

101 Marietta St. Bldg., Atlanta, Ga.  
Phone: CYpress 7797

Manager.....Bill McCrae  
416 Rio Grande Bldg., Dallas 2, Texas  
Phone: Randolph 5149

Gen. Manager.....Clarke Brown

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

589 Fifth Ave., New York 17, N. Y.  
Phone: MU 8-7050

*TV Department*

President.....John E. Harrington, Jr.  
Vice Pres.....Volney Righter  
Vice Pres.....James O. Parsons, Jr.  
Acct. Executive.....John F. Dickinson,  
Burton Adams, Maurice Rashbaum, Jr.,  
Frank R. Grindley, Edward J. Clark  
Promotion Mgr.....Helen J. Harney

*Branch Office*

Tribune Tower, Chicago, Ill.  
Phone: Whitehall 4-0074

Executive-in-charge.....Carroll R. Layman  
Russ Bldg., San Francisco, Calif.  
Phone: Sutter 1-4125

Executive-in-charge.....Franklin Dougherty  
1430 W. Peachtree Street, Atlanta, Ga.  
Executive in Charge.....Frank P. Rice

**HEADLEY-REED COMPANY**

420 Lexington Ave., New York 17, N. Y.  
Phone: MURray Hill 5-8701

President .....Sterling Beeson

Chrm. of Board.....F. W. Miller, Sr.  
 Exec. Vice-Pres.....John H. Wrath  
 Secy.-Treas.....Frank W. Miller, Jr.  
 V.P., Sales Mgr., TV.....Jack Hardingham  
 V.P., Sales Mgr., Radio.....Dick Hogue

**Branch Offices**

230 N. Michigan Ave., Chicago 1, Ill.  
 Executive V.P.-in-Charge....John H. Wrath  
 Seattle, Wash. Manager.....Fred Kinkaid  
 Palmer Bldg., Atlanta 3, Ga.  
 Executives-in-charge.....Eli W. Sweatman,  
 Cott Campbell  
 110 Sutter St., San Francisco, Cal.  
 Executives-in-charge.....Alan Torbet,  
 Fred Adair  
 Taft Bldg., Hollywood, Cal.  
 Executives-in-charge.....Clark N. Barnes,  
 Arthur Astor  
 Phila. National Bank Bldg., Philidelphia, Pa.  
 Executive-in-charge.....Robert S. Dome

**HOAG-BLAIR CO.**

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

President .....Robert B. Hoag  
 Vice-President .....Wells Barnett  
 Sales Development.....Martin Katz  
 Research .....Ward Dorrell  
 Eastern Sales Manager ..Richard L. Foote

**Branch Office**

737 No. Michigan Ave., Chicago 22, Ill.  
 Phone: DE 7-2145  
 Mid-Western Mgr.....Donald Ward  
 Russ Bldg., San Francisco 4, Calif.  
 Phone: YU 2-7068  
 Exec. in Chg.....Lindsey Spight  
 3460 Wilshire Blvd., Los Angeles 5, Calif.  
 Phone: DU 1-3811  
 Exec. in Chg.....Frank Moreland  
 Book Building, Detroit 26, Mich.  
 Phone: WOODward 1-6030  
 Exec.-in-charge.....Gable Dype  
 Barnett Bank Bldg., Jacksonville 2, Fla.  
 Phone: Elgin 6-5770  
 Exec.-in-charge.....Harry E. Cummings  
 Paul Brown Bldg., St. Louis 1, Missouri  
 Phone: Chestnut 1-5687  
 Exec.-in-charge.....Richard Quigley  
 Rio Grande Bldg., Dallas 2, Texas  
 Phone: Riverside 4228  
 Exec.-in-charge.....Steve Beard  
 Statler Office Bldg., Boston 16, Mass.  
 Phone: Hubbard 2-3163  
 Exec.-in-charge.....Bruce Pattyson  
 White-Henry-Stuart Bldg., Seattle, Wash.  
 Phone: Elliott 6270  
 Exec.-in-charge.....John Burr

**GEORGE P. HOLLINGBERY CO.**

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

Chairman of the Bd....G. P. Hollingbery  
 Vice-chairman.....F. E. Spencer, Jr.  
 President (TV) .....Harry Wise, Jr.  
 President (Radio).....Fred Hague

**Branch Offices**

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

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

Phone: Madison 6-1351

Executive-in-charge.....Roy Edwards  
 625 Market St., San Francisco 4, Calif.

Phone: DOuglas 2-2541

West Coast Mgr.....George E. Lindman  
 223 Peachtree St., Atlanta 3, Ga.

Phone: Lamar 5710

Executive-in-charge.....Richard N. Hunter  
 307 N. Michigan Ave., Chicago 1, Ill.

Phone: DEarborn 2-6060

Radio Sls. Mgr.....Frank McCarthy  
 TV Sls. Mgr.....Arthur Curtis

**HAL HOLMAN COMPANY**

64 East Lake St., Chicago 1, Ill.

Phone: FRanklin 2-0016

Owner .....Hal Holman

**Branch Offices**

535 Fifth Ave., New York 17, N. Y.  
 Phone: MUrray Hill 7-5365  
 Executive-in-charge.....Ed Devney  
 6381 Hollywood Blvd., Los Angeles 28, Calif.  
 Phone: Hywd. 2-2351  
 Manager .....Tracy Moore  
 201 Monadnock Bldg., San Francisco 5, Cal.  
 Phone: EXbrook 2-6444  
 Manager.....Charles E. Haddix

**INDIE SALES, INC.**

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

Phone: MUrray Hill 2-4813

President .....Jack Koste

**Branch Offices**

228 N. LaSalle St., Chicago 1, Ill.  
 Phone: SState 5096  
 139 S. La Cienega Blvd., Los Angeles 48, Cal.  
 Phone: BRadshaw 2-7122  
 681 Market St., San Francisco 5, Calif.  
 Phone: EXbrook 7-6544  
 Park Ave. Bldg., Detroit 26, Mich.  
 Phone: WOODward 2-7298  
 P. O. Box 6102, Atlanta, Ga.  
 Phone: EXchange 1490

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Phone: MUrray Hill 2-0884

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Phone: MUrray Hill 2-5452

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

Phone: PLaza 9-4460

Chr. of Board.....George Katz  
 President .....Eugene Katz  
 Dir. Research, Prom.....D. H. Denenholz  
 Treasurer .....Morris J. Beck



Sales Manager, Radio.....Morris S. Kellner  
 Director of TV.....Edward Codel  
 Sales Mgr. (TV).....Scott Donahue

*Branch Offices*

307 N. Michigan Ave., Chicago 1, Ill.  
*Phone: Central 6-7343*  
 Vice-President .....G. H. Gunst  
 Penobscot Bldg., Detroit 26, Mich.  
*Phone: Woodward 3-8420*  
 Manager.....Arthur J. Underwood  
 Bryant Bldg., Kansas City 6, Mo.  
*Phone: Victor 2-7095*  
 Manager.....T. J. Flanagan, Jr.  
 55 Marietta St., Atlanta 3, Ga.  
*Phone: Alpine 1637*  
 Manager .....Keith Byerly  
 2006 Bryan St., Dallas 1, Texas  
*Phone: RIVERSIDE 4036*  
 Manager .....D. Rutledge  
 Russ Bldg., San Francisco 4, Calif.  
*Phone: Sutter 1-7434*  
 Manager.....Stanley J. Ruelman  
 530 W. Sixth St., Los Angeles 14, Calif.  
*Phone: Tucker 8167*  
 Manager .....Richard Hasbrook

**ROBERT S. KELLER, INC.**

72 Barrow St., N. Y. 14, N. Y.  
*Phone: WAtkins 4-6599*  
 President.....Bob Keller  
 Secretary-Treasurer .....E. B. Wright

**THE KENNEDY CO.**

1805 Packard Bldg., Philadelphia 2, Pa.  
*Phone: RIttenhouse 6-8546*

**KETTELL-CARTER**

118 Newbury St., Boston 16, Mass.  
*Phone: KENmore 6-1966*  
 Partner.....Elmer Kettell  
 Partner .....Marjorie Carter

**A. LEWIS KING**

551 Fifth Ave., New York 17, N. Y.  
*Phone: MURray Hill 2-8276*  
 President.....A. Lewis King  
 Time Buyer.....Miriam Henkle

**NONA KIRBY CO.**

507 Statler Office Bldg., Boston, Mass.  
*Phone: HUBbard 2-6117*  
 President.....Nona Kirby  
 Vice President.....Kay Chille  
 Office Manager.....Irene Kelleher

**JOSEPH HERSHEY MCGILLVRA, INC.**

366 Madison Ave., New York 17, N. Y.  
*Phone: MURray Hill 2-8755*  
 President.....Joseph H. McGillvra  
*Branch Offices*  
 185 N. Wabash Ave., Chicago 1, Ill.  
*Phone: State 2-5282*  
 Manager.....Seymour H. Thomas  
 638 S. Van Ness Ave., Los Angeles 5, Calif.  
*Phone: DUUnkirk 4-7352*  
 Manager.....Fred E. Crawford, Jr.  
 605 Market St., San Francisco, Calif.  
*Phone: YUKon 2-3954*  
 Manager.....A. S. Babcock

267 E. Pace's Ferry Rd., NE Atlanta, Ga.  
*Phone: EXchange 1490*  
 Manager.....Edward T. Newton

**MEEKER COMPANY, INC.**

521 Fifth Ave., New York 17, N. Y.  
*Phone: MURray Hill 2-2170*  
 President.....Robert D. C. Meeker  
 Eastern Manager.....Louis J. F. Moore  
 Promotion Dir.....Vic Piano  
*Branch Offices*  
 333 N. Michigan Ave., Chicago 1, Ill.  
*Phone: CE 6-1742*  
 Midwest Manager.....Carl F. J. Jewett  
 8 West King St., Lancaster, Pa.  
*Phone: Lan. 5251*  
 Manager .....Dick Sheetz  
 6381 Hollywood Blvd., Los Angeles 28, Calif.  
*Phone: HO 2-2351*  
 Manager.....Tracy Moore  
 339 Russ Building, San Francisco 4, Calif.  
*Phone: YUKon 6-4940*  
 West Coast Manager.....Don Pontius

**Television**

President.....Robert D. C. Meeker  
 Eastern Mgr.....Edgar B. Filion  
 Promotion Director.....Vic Piano  
*Branch Offices*  
 333 N. Michigan Ave., Chicago 1, Ill.  
*Phone: CEntral 6-1742*  
 Midwest Mgr.....Carl F. J. Jewett  
 8 West King St., Lancaster, Pa.  
*Phone: Lancaster 5251*  
 Manager .....Dick Sheetz  
 339 Russ Bldg., San Francisco 4, Calif.  
*Phone: YUKon 6-4940*  
 West Coast Mgr.....Don Pontius  
 6381 Hollywood Blvd., Los Angeles 28, Calif.  
*Phone: HOLLYwood 2-2351*  
 Manager .....Tracy Moore

**CLYDE MELVILLE CO.**

Melba Bldg., Dallas 1, Tex.  
*Phone: Sterling 5239*  
 Pres. ....Clyde Melville

**NBC SPOT SALES**

30 Rockefeller Plaza, New York 20, N. Y.  
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 V.-P. Director.....Thomas B. McFadden  
 Director, (TV).....John Reber  
 Director, (Radio).....H. W. Shepard  
 Nat. Mgr., (Radio).....George Dietrich  
 Mgr. Represented Stas.....Richard Close  
 Radio Promotion Spvr.....Harriet Feinberg  
 Mgr. New Bus., Prom.....Mort Gaffin  
 Sales Service Mgr.....Caroline Herbert  
 Eastern Sales Mgr. (TV)....Edwin Jameson  
*Branch Offices*  
 Merchandise Mart, Chicago 54, Ill.  
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 Central Radio Sales Mgr.....Paul Mensing  
 Central TV Sales Mgr.....John Mulholland  
 815 Superior Ave., N. E., NBC Bldg.  
 Cleveland 14, Ohio

Phone: CHerry 1-0942  
 Radio & TV Sales Rep.....John C. Treacy  
 Sunset & Vine, Hollywood 28, Calif.  
 Phone: Holiwood 9-6161  
 Sales Rep. (Radio).....Doty Edouarde  
 Sales Rep. (TV).....Walter Davison  
 Taylor & O'Farrell Sts., NBC Bldg.  
 San Francisco 2, Calif.  
 Phone: Greystone 4-8700  
 Sales Rep. (Radio).....Martin Percival  
 Sales Rep. (TV).....George Fuerst  
 Penobscot Bldg., Detroit, Mich.  
 Phone: WOODcard 1-1610  
 Radio Sales Rep.....William Buschger  
 TV Sales Representative.....John C. Treacy  
 1527 Elizabeth Ave., Charlotte, N. C.  
 Phone: FRanklin 6-6581  
 Sales Rep.....Bomar Lowrance  
 770 Spring St., N. W., Atlanta, Ga.  
 Phone: ELgin 3726  
 Sales Rep.....Freeman Jones  
 Fidelity Union Life Bldg., Dallas, Tex.  
 Phone: RAndolph 8206  
 Sales Rep.....Robert F. Kee

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370 Lexington Ave., New York 17, N. Y.  
 Phone: MUrray Hill 5-1300  
*Radio and TV Department*  
 Sales Manager.....Arthur Gordon  
 Asst. Sales Mgr.....Robert J. Kizer  
 Sales Promotion Dir.....Al Alperon

**HARLAN G. OAKES & ASSOCIATES**

110 Sutter St., San Francisco, Calif.  
 Phone: SUtter 1-7971  
 Manager.....Norman Cunningham  
 672 S. Lafayette Park Pl., Los Angeles, Calif.  
 Phone: DUmkirk 2-3200  
 370 Lexington Ave., New York 17, N. Y.  
 Phone: MUrray Hill 5-1300  
 Box 8194, San Antonio, Tex.  
 Manager.....Joe Harry

**PAN AMERICAN BROADCASTING CO.**

370 Lexington Ave., New York 17, N. Y.  
 Phone: MUrray Hill 5-1300  
 Manager.....Eugene Bernald

*Branch Offices*

672 S. Lafayette Pk. Pl., Los Angeles 5, Calif.  
 Phone: DU 2-3200  
 Executive-in-charge.....Harlan Oakes  
 110 Sutter St., San Francisco, Calif.  
 Phone: DUmkirk 2-3200  
 Executive-in-charge.....Harlan G. Oakes

**JOHN E. PEARSON CO.**

444 Madison Ave., New York 22, N. Y.  
 Phone: PLaza 1-3366  
 Owner.....John E. Pearson  
 Account Executives.....Russel Walker,  
 William M. Wilson, Ray Henze, Dave  
 Cassidy

**John E. Pearson Television, Inc.**

President.....John E. Pearson  
 Vice Presidents.....Russel Walker,

William M. Wilson, Frank Reed, James  
 Bowden, C. P. Stitt

*Branch Offices*

333 No. Michigan Ave., Chicago 1, Ill.  
 Phone: State 2-7494  
 Executive-in-charge.....Frank Reed  
 2330 W. 3rd St., Los Angeles 5, Calif.  
 Phone: DUNKirk 7-4388  
 Executive-in-charge.....R. W. Walker  
 57 Post St., San Francisco 4, Calif.  
 Phone: SUTter 1-5568  
 Executive-in-charge.....Rogers Parratt  
 1406 Northwestern Bank Bldg.,  
 Minneapolis, Minn.  
 Phone: LINcoln 5689  
 Exec.in-charge.....C. P. Stitt  
 Fidelity Union Bldg., Dallas, Texas  
 Phone: PRospect 3723  
 Executive-in-charge.....Tom Murphy  
 508 Glenn Bldg., Atlanta, Ga.  
 Phone: ALpine 2912  
 Exec.in-charge.....Robert Baird

**JOHN H. PERRY ASSOCIATES**

19 W. 44th St., New York 36, N. Y.  
 Phone: MUrray Hill 7-5047  
 General Manager.....Wm. K. Dorman  
 Salesman (Radio).....John F. Beecher  
 Salesman (TV).....John H. Weir, Jr.

*Branch Offices*

122 S. Michigan Ave., Chicago 3, Ill.  
 Phone: HARRison 7-8085  
 Manager.....E. W. Thurnau  
 12 S. 12th St., Philadelphia 7, Pa.  
 Phone: WALnut 2-3555  
 Manager.....Robert Hitchings  
 7-268, General Motors Bldg., Detroit 2, Mich.  
 Phone: TRinity 5-1803  
 Manager.....J. F. Cole  
 708 Glenn Building, Atlanta 3, Georgia  
 Phone: MUrray 8-3988  
 Manager.....J. D. Whitehead  
 166 Geary Street, San Francisco 8, Calif.  
 Phone: YUKon 6-0621  
 Manager.....Don R. Pickens  
 672 South Lafayette Park Place  
 Los Angeles 57, Calif.  
 Manager.....Harlan G. Oakes

**EDWARD PETRY & CO., INC.**

488 Madison Ave., New York 22, N. Y.  
 Phone: MUrray Hill 8-0200  
*Radio Department*

President.....Edward Petry  
 Exec. Vice-Pres.....Edward E. Voynow  
 Vice-President.....Thomas E. Knode  
 Eastern Sales Mgr.....William B. Mailliefert  
 Sales Prom. Mgr.....James C. Hirsch  
 Asst. Sales Prom. Mgr.....John F. Keimer

*TV Department*

V.P., Eastern Sales Mgr...Thomas E. Knode  
 Sales Prom. Mgr.....Robert L. Hutton, Jr.  
 Research Mgr.....George Johannessen

*Branch Offices*

400 N. Michigan Ave., Chicago 11, Ill.  
 Phone: WHitehall 4-0011  
 Exec. V-P.....Edward E. Voynow

Sales Mgr. (Radio).....John Ashenhurst  
 Sales Mgr. (TV).....Louis A. Smith  
 645 Griswold St., Detroit 26, Mich.  
*Phone:* Woodward 3-0125  
 Sales Managers..William Cartwright (AM)  
                           Franklin M. Walker (TV)  
 101 Marietta St., Atlanta 3, Ga.  
*Phone:* Lamar 8-861  
 Sales Mgrs.....Joseph Sierer (AM)  
                           Richard Hughes (TV)  
 Russ Bldg., San Francisco 4, Cal.  
*Phone:* YUkon 2-3631  
 Sales Managers....Lloyd McGovern (AM)  
                           Edward L. Smith (TV)  
 530 W. Sixth St., Los Angeles 14, Calif.  
*Phone:* Tucker 3171  
 Sales Mgrs.....Charles G. Matson (AM)  
                           L. D. Larimer (TV)  
 915 Olive St., St. Louis 3, Mo.  
*Phone:* Chestnut 1-7191  
 Sales Mgrs.....George Kercher (AM)  
                           Hugh O. Kerwin (TV)

**RADIO-TV REPRESENTATIVES, INC.**

480 Lexington Ave., New York 17, N. Y.  
*Phone:* MU 8-4340

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

Vice-President.....Edward Nickey  
 111 No. LaCienega Blvd., Los Angeles, Calif.  
*Phone:* OL 5-7597

Manager.....Lee O'Connell  
 233 Sansone St., San Francisco, Calif.  
*Phone:* YUkon 6-2982

Executive-in-Charge.....Wm. Ayres

**RADIO REPRESENTATIVES LIMITED**

25 Adelaide St. West, Toronto 1, Ont., Canada  
*Phone:* EM 8-2381

Pres., Gen. Mgr.....T. Gordon Ferris  
 Radio Sales Mgr.....Bob Munro  
 TV Sales Mgr.....Bill Stoerckel

*Branch Offices*  
 908 Dominion Square Bldg., Montreal, Que.  
 Canada  
*Phone:* UNiversity 6-8058

Manager.....W. C. Dippie  
 Lindsay Bldg., Winnipeg, Manitoba, Canada  
*Phone:* 9-26374

Manager.....A. J. Messner  
 198 W. Hastings St., Vancouver, B. C., Can.  
 Manager.....J. N. Hunt

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

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

**WILLIAM G. RAMBEAU CO., INC.**

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

*Phone:* Murray Hill 6-5940

President.....William G. Rambeau  
 Treasurer.....Mary A. Rambeau  
 Account Executives....George W. Kupper,  
 George Olsen

*Branch Offices*

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

Executive-in-Charge.....Wm. G. Rambeau  
 1709 W. 8th St., Los Angeles 17, Calif.

*Phone:* DUNKirk 8-5187

Executive-in-Charge.....Daryl James  
 927 Mills Bldg., San Francisco, Calif.

*Phone:* EXbrook 2-4073

Executive-in-Charge.....Bill Barron  
 530 Roanoke Bldg., Minneapolis 2, Minn.

*Phone:* Lincoln 7017

Executive-in-charge.....Vivian Bulmer  
 105 Times Bldg., Portland 4, Ore.

*Phone:* CApitol 8-2473

**PAUL H. RAYMER COMPANY, INC.**

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

*Phone:* Plaza 9-5570

President.....Paul H. Raymer  
 Executive V.P.....F. C. Brokaw  
 Vice-President-Radio..Lawrence Van Dolen  
 Vice-President-TV.....Fred C. Brokaw  
 Promotion & Research....Mitchell DeGroot

*Branch Offices*

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

*Phone:* Superior 7-4473

Vice-President.....Clay E. Forker  
 Penobscot Bldg., Detroit 26, Mich.

*Phone:* Woodward 3-0764

Executive-in-Charge.....Robert B. Rains  
 1680 Vine St., Hollywood 28, Calif.

*Phone:* HOLlywood 2-2376

Manager.....John D. Gale  
 Russ Bldg., San Francisco 4, Calif.

*Phone:* Douglas 2-8909

Manager.....Ray Rhodes  
 Glenn Bldg., Atlanta 3, Ga.

*Phone:* Alpine 6508

Manager.....Edward D. Brandt  
 Mercantile Securities Bldg., Dallas, Tex.

*Phone:* RIVERSide 5663

Manager.....John H. Hicks

**SEARS & AYER, INC.**

612 N. Michigan Ave., Chicago, Ill.

*Phone:* Superior 7-8177-8

President.....B. H. Sears  
 Secretary.....G. E. Allison

*Branch Offices*

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

*Phone:* BRyant 9-1374

Executive-in-Charge.....Jack Davis  
 1127 Wilshire Blvd., Los Angeles, Calif.

*Phone:* MADison 9-2653

Executive-in-Charge.....W. S. Grant  
 703 Market St., San Francisco, Calif.

*Phone:* EXbrook 2-7274

Executive-in-Charge.....Gene Grant

**HORACE N. STOVIN & COMPANY**

406 Jarvis St., Toronto 5, Ontario, Canada  
*Phone: WALnut 4-5768*  
 President.....H. N. Stovin  
 Gen. Sales Mgr.....A. C. Harrison  
 Production Manager....George W. Hellman  
 Dir. of Client Prod. Res...John C. Robertson  
 608 Keefer Bldg., Montreal, Quebec  
*Phone: UNiversity 6-6291*  
 Manager.....T. C. Maguire  
 1111-211 Portage Ave., Winnipeg 2, Manitoba  
*Phone: 925-097*  
 Manager.....C. E. Montgomery  
 615 West Pender St., Vancouver 2, B. C.  
*Phone: Tatlow 4831*  
 Manager.....J. W. Stovin

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

579 Fifth Ave., New York, N. Y.  
*Phone: MU 8-1088*  
 President.....Lloyd George Venard  
 Vice President.....Stephen R. Rintoul  
 Vice President.....James V. McConnell  
 Sec'y, Treas.....Abner Lichtman

*Branch Offices*

35 E. Wacker Dr., Chicago, Ill.  
*Phone: ST 2-5260*  
 Vice President.....Howard B. Meyers  
 2978 Wilshire Blvd., Los Angeles, Calif.  
*Phone: DU 8-4151*  
 Mills Bldg., San Francisco, Calif.  
*Phone: GA 1-7950*

**WALKER REPRESENTATION CO., INC.**

347 Madison Ave., New York 17, N. Y.  
*Phone: MURray Hill 3-5830*  
 President.....Wythe Walker  
 Vice-President.....C. Otis Rawalt  
 Sales Manager.....Howard McFadden  
 Acct. Executives.....Lionel Colton

*Branch Offices*

80 Boylston St., Boston, Mass.  
 Sales Manager.....Wm. Creed Jr.

**GRANT WEBB & CO.**

509 Madison Ave., N. Y. 22, N. Y.  
*Phone: MU 8-7550*

**WEED AND COMPANY**

579 Fifth Ave., New York 17, N. Y.  
*Phone: PL 9-4700*  
 Manager (Radio & TV).....Joseph J. Weed  
 V.P., Sales.....E. J. Fitzsimmons  
 East. Sales Mgr.....J. C. Lyons  
 Salesmen (Radio).....Peter McGurk,  
 J. J. Turck, Winston L. Kirby, Philip  
 Antoni, Joseph Aley, Robert Lobdell

*Branch Offices*

203 North Wabash Ave., Chicago 1, Ill.  
*Phone: Randolph 6-7730*  
 Executive-in-Charge.....C. C. Weed  
 1707 Book Bldg., Detroit 26, Mich.  
*Phone: Woodward 1-2685*  
 Executive-in-Charge.....B. P. Pearse  
 Glenn Bldg., Atlanta 3, Ga.  
*Phone: Cypress 4081*  
 Exec-in-Charge.....George Griesbauer  
 5331 Hollywood Blvd., Hollywood 28, Calif.  
*Phone: HOLLywood 4-8611*  
 Exec-in-Charge.....Edwin C. Metcalfe  
 625 Market St., San Francisco 5, Calif.  
*Phone: DOuglas 2-1451*  
 Executive-in-Charge.....Don Staley  
 Statler Bldg., Boston 16, Mass.  
*Phone: HUBbard 2-5677*  
 Executive-in-Charge.....Robert Reardon

**ADAM YOUNG, INC.  
 YOUNG TV CORP.**

477 Madison Ave., New York 22, N. Y.  
*Phone: PLaza 9-1810*  
 President.....Adam J. Young, Jr.  
 Research Director.....Bill Crumley

*Branch Offices*

55 East Washington, Chicago 2, Ill.  
*Phone: ANdover 3-5448*  
 Exec-in-Charge.....William J. Reilly  
 6331 Hollywood Blvd., Los Angeles 28, Calif.  
*Phone: HOLlywood 9-0965*  
 Exec-in-Charge.....William L. Wallace  
 7 North Seventh St., St. Louis, Mo.  
*Phone: MAIn 1-5020*  
 Exec-in-Chg. ....Jack Hetherington  
 593 Market St., San Francisco, Calif.  
*Phone: YUKon 6-6769*  
 Exec-in-Chg. ....Charles R. Christianson  
 Statler Office Bldg., Boston 16, Mass.  
*Phone: HUBbard 2-6117*  
 Manager.....Nona Kirby

**YOUNG INTERNATIONAL, LTD.**

477 Madison Ave., N. Y. 22, N. Y.  
*Phone: PLaza 9-1810*  
 President.....Adam J. Young Jr.  
 Manager.....Stephen A. Mann

*Branch Offices*

55 East Washington St., Chicago 2, Ill.  
*Phone: ANdover 3-5448*  
 Manager.....William J. Reilly  
 6331 Hollywood Blvd., Los Angeles 28, Cal.  
*Phone: HOLlywood 9-0965*  
 Manager.....William L. Wallace  
 7 North Seventh St., St. Louis, Mo.  
*Phone: MAIn 1-5020*  
 Manager.....John B. Hetherington  
 593 Market St., San Francisco 5, Cal.  
*Phone: YUKon 6-6769*  
 Manager.....Charles R. Christianson  
 Statler Office Bldg., Boston 16, Mass.  
*Phone: HUBbard 2-6117*  
 Manager.....Nona Kirby



# REGIONAL NETWORKS AND GROUP STATION OPERATIONS



## ABC Pacific Coast Regional TV Network

ABC-TV Center, Hollywood 27, Calif.

### PERSONNEL

Manager.....Dick Drummy

### STATIONS

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

### NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

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Charles Sawyer; WING Dayton, WCOL-FM-AM Columbus, WIZE Springfield, all Ohio; WCMi-AM-FM Ashland, Ky.

## Alaska Broadcasting System

(Affiliated with CBS)

830 Securities Building, Seattle 1, Wash.

Phone: SEneca 6333

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

### BRANCH OFFICES

Station KFQD, Box 1040, Anchorage, Alaska, Ernest Spink, Station Mgr.; Station KFRB, Box 950, Fairbanks, Alaska; Jack Hauser, Station Mgr.; Station KINY, Box 1091; Juneau, Alaska, James Lawson, Station Mgr.; Station KTKN, Box 1308, Ketchikan, Alaska, Robert C. Mehan, Station Mgr.; Station KIBH, Box 250, Seward, Alaska, Donald R. Hanlin, Station Mgr.; Station KIFW, Box 699, Sitka, Alaska, Henry C. Lanz, Station Mgr.; Alaska Radio-TV Sales, 370 Lexington Ave., N. Y., N. Y., MURray Hill 5-1300; Alaska Radio-TV Sls., Mills Bldg., San Francisco 4, Calif., Garfield 1-7950; Alaska Radio and TV Sls., 2978 Wlshire Blvd., Los Angeles 5, Calif.; Dunkirk 8-4151.

### STATIONS

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

## Arizona Broadcasting System

1101 No. Central Ave., Phoenix, Ariz.

Phone: Alpine 4-4161

### PERSONNEL

General Manager.....Richard O. Lewis  
Commercial Manager.....Bill Harvey

### STATIONS

KVOA, Tucson; KYUM, Yuma; KGLU, Safford; KWIB, Globe-Miami; KYCA, Prescott; KTRAR, Phoenix.

## Gene Autry Stations

KOOL-AM-TV Phoenix, KOPO-AM-TV Tucson, KNOG Nogales, KOLD Yuma, all Arizona; KMPC Los Angeles.

## Bartell Stations

WMTV (TV) Madison, WOKY AM Milwaukee, WAPL Appleton, all Wisconsin. WAKE, Atlanta, Ga.; KRUX, Phoenix, Arizona; KCBQ, San Diego, Calif. Gerard A. Bartell, Pres.

## H. M. Bitner

WFBM-AM-TV Indianapolis, WOOD AM-TV Grand Rapids, WFDF Flint, WEOA Evansville, Ind.

## Big Five

KSWO Radio, Box 699, Lawton, Oklahoma  
Phone: 1380

President.....Leo R. Morris

### STATIONS

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

## Bonneyville Radio Network

Headquarters: UP Bldg., Salt Lake City.  
Manager.....Frank B. McLatchy  
KSL Salt Lake City; KWIK Pocatello; KID Idaho Falls; KSUB Cedar City, Utah.

## Broadcast Advertising, Inc.

(Ken and Carolyn's Kitchen)

8 Newbury Street, Boston 16, Mass.

Phone: Kenmore 6-0854

### PERSONNEL

President.....James Murley  
Manager.....J. J. Manning  
Program Director.....E. P. Gieringer  
Mdselng. Director.....F. P. Russell

**STATIONS**

WGAN, Portland, Maine; WGUY, Bangor, Maine; WHDH, Boston, Mass.; WTAG, Worcester, Mass.; WSPR, Springfield, Mass.; WHAY, Hartford, Conn.; WEAN, Providence, R. I.

NATIONAL REPRESENTATIVE  
Avery-Knodel, Inc.

**Broadcasting Corp. of America Network**

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

**PERSONNEL**

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

**STATIONS**

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

**Kenyon Brown Stations**

KWFT-AM-FM-TV in Wichita Falls, Texas;  
KMBY AM-TV Monterey, Calif.. KBYE Oklahoma City, KGLC Miami, Okla.

**Paul Bunyan Network**

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

**PERSONNEL**

Pres., Gen. Mgr. ....Les Biederman  
Commercial Mgr.....R. E. Detwiler  
Chief Engineer.....W. H. Kiker

**STATIONS**

WATT, Cadillac; WATZ, Alpena; WMBN, Petoskey; WATC, Gaylord.

**California Farm Network**

Headquarters: 2223 Fulton St., Berkeley, Calif.  
Manager ..... Milton J. Levy

KFBK Sacramento; KMJ Fresno; KLX Oakland; KWG Stockton; KERN Bakersfield; KXO El Centro; KDB Santa Barbara; KFXM San Bernardino.

**California Radio Network**

3401 Russell St., Riverside, Calif.  
Phone: Overland 6-0260

Director of Operations .....Dale R. Peterson  
Traffic Manager .....Beth Robinson  
Chief Engineer .....Manuel I. Barraza

**STATIONS**

KPRO Riverside; KREO Indio; KYOR Blythe;  
KROP Brawley, all Calif.

**California Valley Group**

KFRE Fresno; KROY Sacramento; KERO Bakersfield; KHSL Chico; KVCV Redding, all California.

**Columbia Pacific Radio Network**

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

**PERSONNEL**

Manager.....Bert S. West  
Gen. Sales Mgr.....Donald M. Ross  
Asst. Sales Manager.....Fulton Wilkins  
Sales Promotion Mgr.....John Asher  
Program Director.....Robert P. Sutton  
News Director .....Jack Beck  
Chief Engineer.....Ted Denton  
Director of Operations.....Maury Webster  
Director of Press Info.....Lloyd Brownfield

**BRANCH OFFICES**

CBS Radio Spot Sales Offices: 485 Madison Avenue, New York, N. Y., Phone: PL 1-2345. Henry Flynn, General Sales Mgr.; Sheraton-Palace Hotel, San Francisco, Calif., YU 2-7000. Byron Nelson, Sales Mgr.; 902 Fisher Bldg.; Detroit, Mich., TR 2-5500. Ralph H. Patt, Jr., Sales Mgr.; 410 North Michigan Ave., Chicago, Ill., WH 4-6000. Gordon F. Hayes, Sales Mgr.; 6121 Sunset Blvd., Hollywood, Calif., HO 9-1212. Jack Woolley, Sales Mgr.; 800 Peachtree St. Atlanta, Ga., EL 0727. George Swearingen, Sales Mgr.

**STATIONS**

KNX, Los Angeles, Calif.; KCBS, San Francisco, Calif.; KFRE, Fresno, Calif.; KFMB, San Diego, Calif.; KROY, Sacramento, Calif.; KMBY, Monterey, Calif.; KCMJ, Palm Springs, Calif.; KGDM, Stockton, Calif.; KERN, Bakersfield, Calif.; KHUM, Eureka, Calif., KOIN, Portland, Ore.; KFIR, North Bend, Ore.; KERG, Eugene, Ore.; KFLW, Klamath Falls, Ore.; KYJC, Medford, Ore.; KRNR, Roseburg, Ore.; KIRO, Seattle, Wash.; KXLY, Spokane, Wash.; KWIE, Kenniwick, Wash.; KIMA, Yakima, Wash.; KOLO, Reno, Nev.; KVCV, Redding, Calif.; KHSL, Chico, Calif.

**Columbia Television Pacific Network**

1313 North Vine St., Los Angeles 28, Calif.  
Phone: WEBster 8-3011

General Manager.....J. T. Aubrey, Jr.  
Gen. Sales Mgr.....Robert D. Wood  
News Director.....Sam Zelman  
Business Manager.....Larry Lazarus  
Prog. Director.....Donald M. Hine  
Dir. Sls., Prom. & Pub.....D. Linger  
Dir. Ops. & Traf.....D. Rosenquest

**STATIONS**

KOPO-TV, Tucson, Ariz.; KHSL-TV, Chico, Calif.; KERO-TV, Bakersfield, Calif.; KJEO, Fresno, Calif.; KNXT, Los Angeles, Calif.; KSBW-TV, Salinas, Calif.; KEYT, Santa Barbara, Calif.; KFMB-TV, San Diego, Calif.; KPIX, San Francisco, Calif.; KKTU, Colorado

Springs, Colo.; KBOI, Boise, Idaho; KOOK-TV, Billings, Mont.; KLAS-TV, Las Vegas, Nevada; KZTV, Reno, Nevada; KGGM-TV, Albuquerque, New Mexico; KBES-TV, Medford, Ore.; KOIN-TV, Portland, Ore.; KR0D-TV, El Paso, Texas; KSL-TV, Salt Lake City, Utah; KXLY-TV, Spokane, Wash.; KINT-TV, Tacoma, Wash.; KIMA-TV, Yakima, Wash.; KFBC-TV, Cheyenne, Wyoming; KTUA, Anchorage, Alaska; KTVF, Fairbanks, Alaska; KGMB-TV, Honolulu, Hawaii; KFBB-TV, Great Falls, Mont.; KID-TV, Idaho Falls, Idaho; KLZ-TV, Denver, Colo.; KIEM-TV, Eureka, Calif.; KOOL-TV, Phoenix, Arizona; KVO5-TV, Bellingham, Wash.; KFXJ-TV, Grand Junction, Colo.; KGVO-TV, Missoula, Mont.; KVEC-TV, San Luis Obispo, Calif.; KLIX-TV, Twin Falls, Montana; KBET-TV, Sacramento, Calif.; KIVA, Yuma, Ariz.

**Columbine Network, Inc.**

1022 Midland Savings Bldg., Denver 2, Colo.  
Phone: TAbor 5-2291

**PERSONNEL**

President.....George O. Cory  
Vice Pres.....Dale G. Moore  
General Manager.....Edwin E. Koepke  
Sales Manager.....John R. Bailey, Jr.

**STATIONS**

KFXJ, Grand Junction, Colo.; KGHF, Pueblo, Colo.; KGLN, Glenwood Springs, Colo.; KRAL, Craig, Colo.; KSLV, Monte Vista, Colo.; KUBC, Montrose & Delta, Colo.; KVOD, Denver, Colo.; KVOR, Colorado Springs, Colo.; KYOU, Greeley, Colo.

**The Connecticut State Network, Inc.**

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

**PERSONNEL**

President.....Samuel R. Elman  
Vice-President.....Charles Bell, Jr.  
Directors.....Gerald Morey,  
Edward Obrist, Ed Waller, Julian Schwartz,  
John Ellinger, Donald Lasser.

**STATIONS**

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

**Pat M. Courington Stations**

WCRI, Scottsboro, WAVU-AM-FM, Albertville, WCRL, Oneonta, all Alabama.

**James M. Cox Stations**

WSB-AM-FM-TV, Atlanta, WHIO-AM-FM-TV, Dayton, Ohio; WIOD, AM-FM, Miami, Fla.

**Crosley Broadcasting Corp.**

Subsidiary of Avco Mfg. Co.; WLW, WLWT (TV), Cincinnati; WLWD (TV), Dayton; WLWC (TV), Columbus, all Ohio; WLWA (TV), Atlanta, Ga.

**Dairyland Network**

1410 Northwestern Bank Bldg.,  
Minneapolis 2, Minn.  
Phone: Lincoln 5689

President.....H. W. Linder  
Manager.....Bud Stitt

**STATIONS**

KWLM, Willmar; KWNO, Winona; KMHL, Marshall, Minn.; KTOE, Mankato, Minn.; KDMA, Montevideo, Minn.; KLGR, Redwood Falls, Minn.; KFAM, St. Cloud, Minn.

**Dixie Broadcasting System**

P. O. Box 1008, WHSY Bldg., Highway 11 South  
Hattiesburg, Miss.  
Phone: JUniper 3-1741

**PERSONNEL**

President.....Charles W. Holt  
General Sales Mgr.....Robert N. Robinson  
Program Director.....Bill Slaton  
Office Manager.....Connie I. Holt

**STATIONS**

WSHY, Hattiesburg, Miss.; WAML, Laurel, Miss.; WHNY, McComb, Miss.; WHXY, Bogalusa, La.; WABO, Waynesboro, Miss.

**NATIONAL REPRESENTATIVE**

Thomas F. Clark Company, Inc.

**Dixie Network**

Headquarters: Williams Bldg., Jackson, Tenn.  
President.....A. B. Robinson  
Sls. Mgr.....Jack Murphy  
WDXI, Jackson; WENK, Union City; WPTR, Paris; WDXE, Lawrenceburg; WDXL, Lexington; WDXN, Clarkesville, all Tennessee; WCMA, Corinth, Miss.

**Don Lee Broadcasting**

1313 North Vine Street, Hollywood 28, Calif.  
Phone: HOLlywood 2-2133

**PERSONNEL**

President.....Willet H. Brown  
General Manager.....Ward D. Ingram  
Sec.-Treas.....A. M. Quinn  
Vice-Pres. in Charge Sales.....Norman Boggs  
Vice-Pres. Station Relations.....Norman Ostby  
Dir. Public Relations.....Wm. Barron  
KHJ Sales Manager.....Terry Mann  
Dir. Public Relations.....Bud Coulson  
Promotion Director.....Robert Light  
News & Special Events.....Les Mawhinney  
Chief Engineer.....Robert Arne

**BRANCH OFFICES**

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

**STATIONS**

KAFY, Bakersfield, Calif.; KXOC, Chico, Calif.; KXO, El Centro, Calif.; KIEM, Eureka, Calif.; KYNO, Fresno, Calif.; KHJ, Los Angeles, Calif.; KMYC, Marysville, Calif.; KYOS, Mer-

ced, Calif.; KPRL, Paso Robles, Calif.; KXOA, Sacramento, Calif.; KSBW, Salinas-Monterey, Calif.; KFXM, San Bernardino, Calif.; KGB, San Diego, Calif.; KFRC, San Francisco, Calif.; KVEC, San Luis Obispo, Calif.; KDB, Santa Barbara, Calif.; KXOB, Stockton, Calif.; KVEN, Ventura, Calif.; KCOK, Tulare-Visalia, Calif.; KVNI, Coeur D'Alene, Idaho; KRRC, Lewiston, Idaho; KWAL, Wallace, Calif.; KATO, Reno, Nevada; KWIL, Albany, Oregon; KWIN, Ashland, Oregon; KAST, Astoria, Oregon; KBND, Bend, Oregon; KOOS, Coos Bay, Oregon; KORE, Eugene, Oregon; KUIN, Grants Pass, Oregon; KFIL, Klamath Falls, Oregon; KPOJ, Portland, Oregon; KRXL, Roseburg, Oregon; KSLM, Salem, Oregon; KXRO, Aberdeen, Wash.; KPUG, Bellingham, Wash.; KELA, Centralia-Chelhalis, Wash.; KRKO, Everett, Wash.; KWLK, Longview, Wash.; KGY, Olympic, Wash.; KVI, Seattle-Tacoma, Wash.; KNEW, Spokane, Wash.; KUJ, Walla Walla, Wash.; KWNW, Wenatchee, Wash.; KYAK, Yakima, Wash.

**ADDITIONAL GROUPS AVAILABLE:** KOY, Phoenix, Arizona; KTUC, Tucson, Arizona; KSUN, Bisbee, Arizona; KYMA, Yuma, Arizona; KCLS, Flagstaff, Arizona; CKWX, Vancouver, Canada; KFAR, Fairbanks, Alaska; KENI, Anchorage, Alaska; KJNO, Juneau, Alaska; KABI, Ketchikan, Alaska; KPOA, Honolulu, Hawaii; KILA, Hilo, Hawaii; KAWT, Douglas, Arizona; KVNC, Winslow, Arizona.

**Vic Diehm Assoc. Stations**

WVDA Boston, WAZL-AM-FM Hazelton, WIDE Biddeford, Maine; WHOL Allentown Pa., WHLM Bloomsburg Pa.

**DuMont Broadcasting Corp.**

205 E. 67 St., N. Y., N. Y.  
Phone: LE 5-1000

Chairman of the Board.....Allen B. DuMont  
President.....Bernard L. Goodwin  
Vice President.....Ted Cott  
Treasurer.....Paul Raibourn  
Secretary.....Arthur Israel  
Directors: Dr. DuMont, Paul Raibourn, Barney Balaban, Armand Erpf, Dr. Thomas T. Goldsmith, Jr., Stanley F. Patten, Percy M. Stewart, Bernard Goodwin, Ted Cott, and Edwin Weisl.

DuMont Broadcasting Corporation owns and operates TV stations WABD, New York City, and WTTG, Washington, D. C., and the DuMont Tele-Centre in New York.

**East Texas Network**

Headquarters: Center, Tex.

President.....Joe B. Foster  
KTRE Lufkin; KDET Center; KSII Glade-water; KSFA Nacogdoches; KTXJ Jasper; KIVY Crockett; KNET Palestine; KEBE Jacksonvillle; KOCA Kilgore; KMHT Marshall; KSAM Huntsville; KBUD Athens, all Texas.

**John E. Fetzer Stations**

WKZO-AM-TV Kalamazoo, KOLN AM-TV Lincoln Neb., WJEF AM-FM Grand Rapids; WMBD AM-FM Peoria Ill.

**Florida Select List**

WKKO Cocoa; WTRL Bradenton; WBRD Fort Lauderdale; WGGG Gainesville; WJVB Jacksonville Beach; WLBE Leesburg; WPLA Plant City; WKXY Sarasota, all Florida.

**Foreign Language Quality Network**

Headquarters: 110 Chapel St., New Haven. Gen. Mgr.....Pat Stanton  
WOV New York; WHAY New Haven; WJMJ Philadelphia; WSBC Chicago; WSRS Cleveland; WHOD Pittsburgh; KSAN San Francisco; WACE Springfield; WTEL Philadelphia; KOWL Los Angeles.

**Friendly Group**

WSTV-AM-TV Steubenville; WFPG Atlantic City, N. J.; WPIT Pittsburgh Pa.; WBMS Boston.

**Theodore R. Gamble Stations**

KOIN TV-AM-FM Portland, Ore.; KOMO AM-TV Seattle, Wash.

**Gannett Newspapers**

Rochester, New York  
(All holdings thru newspapers)

Chairman.....Frank E. Tripp  
Exec. Vice-President.....Paul Miller  
Gen. Business Mgr.....L. N. Bitner  
Managing Dir., Radio Group.....C. G. Delaney

**STATIONS**

WHEC AM TV, Rochester, N. Y.; WENY Elmira, N. Y.; WDAN AM TV, Danville, Ill.; WGHF AM TV, Hartford, Conn.; WHDL Olean, N. Y.

**Granite State Network**

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

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

**BRANCH OFFICES**

419 Bowdoin St., Boston, Mass.  
Phone: Com. 6-0718  
Exec. in Chg.....Louis Borgatti  
477 Madison Ave., New York, N. Y.  
Phone: PL 9-1810  
Exec. in Chg.....Stephen Machcinski  
55 E. Washington St., Chicago, Ill.  
Exec. in Chg.....William Reilly  
7 North Seventh St., St. Louis, Mo.  
Exec. in Chg.....Jack Hetherington  
6331 Hollywood Blvd., Los Angeles, Calif.  
Exec. in Chg.....William Wallace  
593 Market St., San Francisco, Calif.  
Exec.-in-Chg. Jack Christianson



**STATIONS**

WKBR Manchester; WTSV, Claremont; and WTSL, Hanover, all in New Hampshire.

**Great Northern Bestg. System**

107 First Ave., N.W., Mandan, North Dakota

Phone: 3584

**PERSONNEL**

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

**STATIONS**

KVOX, Fargo-Moorehead, Minn.; KLPM, Minot, N. D.; KGPU, Bismarck-Mandan, N. D.; KVOG, Valley City, N. D.; KDLR, Devils Lake, N. D.; KGCK, Sidney, Mont-Willston, N. D.; KNOX, Grand Forks, N. D.; KGDE Fergus Falls, Minn.; KEYJ, Jamestown.

**Great Western Network**

130 Social Hall Ave., Salt Lake City 11, Utah

Phone: 22-5681

**PERSONNEL**

General Manager.....G. Bennett Larson  
Sales Manager.....Glenn Shaw

**STATIONS**

KDYL, Salt Lake City; KIDO, Boise, Idaho; KSEI, Pocatello, Idaho; KTFI, Twin Falls, Idaho; KXLF, Butte, Mont.; KXLJ, Helena, KXLK, Great Falls, Mont.; KXLL, Missoula, Mont.; KXLQ, Bozeman, Mont.; KGHL, Billings, Mont.; KLZ, Denver, Col.; KOB, Albuquerque; KLGW, Logan, Utah; KVEL, Vernal, Utah; KLAS, Las Vegas; KELY, Ely, Nev.

**NATIONAL REPRESENTATIVES**

Weed and Company

**John T. Griffin Stations**

**STATIONS**

KTVX TV Muskogee Okla.; KATV TV Pine Bluff, Ark.; KWTV TV Oklahoma City; KTUL Tulsa; KOMA Oklahoma City; KFPW AM FM Fort Smith, Ark.

**Hearst Stations**

V.P., Gen. Mgr.....D. L. Provost  
WBAL AM TV Baltimore; WISN Milwaukee; WCAE Pittsburgh.

**Intermountain Network**

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

Phone: Empire 4-3561

**PERSONNEL**

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

**BRANCH OFFICE**

P. O. Box 1408, Edgewater Branch.

Phone: Belmont 7-2734

Manager.....Holly Moyer

**STATIONS**

KCSJ, Pueblo, Colo.; KBYM, Billings, Mont.; KOPR, Butte, Mont.; KCAP, Helena, Mont.; KOJM, Havre, Mont.; KMON, Great Falls, Mont.; EXLO, Lewiston, Mont.; KPRK, Livingston, Mont.; KATL, Miles City, Mont.; KIYI, Shelby, Mont.; KNEB, Scottsbluff, Neb.; KRAM, Las Vegas, Nev.; KELK, Elko, Nev.; KFXD, Nampa, Idaho; KIFI, Idaho Falls, Idaho;

KWIK, Pocatello, Idaho; KLIX, Twin Falls, Idaho; KVNU, Logan, Utah; KLO, Ogden, Utah; KOAL, Price, Utah; KOVO, Provo, Utah; KALL, Salt Lake City, Utah; KVOG, Casper, Wyo.; KFBC, Cheyenne, Wyo.; KOVE, Lander, Wyo.; KPOW, Powell, Wyo.; KVRG, Rock Springs, Wyo.; KWYO, Sheridan, Wyo.; KGEM, Boise, Idaho; KLUK, Evanston, Wyo.; KGEZ, Kalispell, Mont.; KQUE, Albuquerque, N. M.; KBAR, Burley, Idaho; KOWB, Laramie, Wyoming; KIMN, Denver, Colorado; KBNZ, La Junta, Colorado; KCRT, Trinidad, Colorado; KGFL, Roswell, New Mexico; KICA, Clovis New Mexico; KTNM, Tucumcari, New Mexico; KOBE, Las Cruces, New Mexico; KSVP, Artesia, New Mexico; KALG, Alamogordo, New Mexico; KSET, El Paso, Texas; KEXO, Grand Junction, Colo.; KLMR, Lamar, Colo.; KIUP, Durango, Colo.; KVRH, Salida, Colo.; KGIW, Alamosa, Colo.; KOLR, Sterling, Colo.; KBTK, Missoula, Mont.; KSID, Sidney, Neb.; KSVC, Richfield, Utah; KRAL, Rawlins, Wyo.; KWRL, Riverton, Wyo.; KGOS, Torrington, Wyo.; KWOR, Worland Wyo.; KRTR, Thermopolis, Wyo.

**Jefferson Standard Life Insurance Co. Stations**

**STATIONS**

WBT, WBTW Charlotte, N. C.; WBTW (TV) Florence, S. C.; WBIG Greenboro, N. C.; WFMV FM TV, Greensboro, N. C.

**Key Line Radio Group**

Headquarters: 607 Market St., San Francisco.  
KBOX Modesto; KGST Fresno; KHUB Watsonville; KSJO, San Jose.

**Edward Lamb Enterprises, Inc.**

500 Lamb Bldg., Toledo, Ohio.

President.....Edward Lamb  
Exec. V. P.....J. Howard McGrath  
V.P.....Frank Oswald  
WIKK, WICU TV Erie, Pa.; WTOG, WTRT FM Toledo, Ohio; WHOO AM FM, Orlando, Fla.

**Harry Willard Linder Stations**

KLGR Redwood Falls, KMHL Marshall, KWLM Willmar, KDMA Montevideo, KTOE Mankato, all Minnesota.

**M & N Broadcasting Co. Stations**

Headquarters: WLDY, Ladysmith

President Gen. Mgr.....C. H. Nelson  
Sec.-Treasurer.....H. R. Murphy  
WIGM Medford, WPFP Park Falls, WLDY Ladysmith, all Wisconsin, Harold R. Murphy, 46.7% owner of M & N Broadcasting Co., owns WCHF Chippewa Falls, WMAW Menominee, WDUZ Green Bay.

**Magic Circle Network**

KRMO Monett; KNEM Nevada; KDMO Carthage; WMBH Joplin, all Missouri; KGLC

Miami, Okla.; KSEK Pittsburgh; KLKC Parsons, both Kansas; KBRS Springfield; KUOA Siloam Springs, both Arkansas.

**Lobster Network**

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

Director .....Faust Couture  
STATIONS  
WPOR, Portland; WCOU, Lewiston; WFAU, Augusta; WTVL, Waterville; WRKD, Rockland; WRUM, Rumford.

**Maine Broadcasting System**

157 High St., Portland 3, Me.  
Phone: SPruce 2-0181  
PERSONNEL

Manager.....William H. Rines  
Technical Director.....Charles R. Brown  
News Supervisor.....Philip N. Johnson  
BRANCH OFFICES

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

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

**J. Elroy McCaw Stations**

KORC Mineral Wells, Tex.; KTVW (TV)  
Tacoma, Wash.; WINS New York; KELA Cen-  
tralia, Wash.; KYAK Yakima, KALE Rich-  
land, Wash.; KYA San Francisco, KONA  
(TV) Honolulu.

**McClatchy Broadcasting Co.  
Stations**

21st & Q. Sacramento, Calif.  
KFBK AM FM Sacramento, KMJ AM FM TV,  
KERN AM FM, Bakersfield, KBEE FM Modesto,  
KOH Reno.

**McLendon Stations**

KLIF KLIF TV Dallas, KERP El Paso, KTLG  
TV Corpus Christie.

**Meredith Publishing Co.  
Stations**

KCMO AM FM TV Kansas City, KPHO  
AM TV Phoenix, Ariz., WOW AM TV  
Omaha, WHEN AM TV Syracuse.

**Michigan Radio Network**

1700 Mutual Bldg., Detroit 26, Mich.  
Phone: Woodward 3-8321  
PERSONNEL

President .....James G. Riddell  
Sales Manager.....H. S. Christian  
Dir. Adv. & Sales Prom.....Robert Baldrice  
STATIONS

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

**Mid-American Broadcasting  
Co. Stations**

Chairman of the Bd.....R. H. Storz  
President .....Todd Storz  
Vice Pres. ....V. Sharpe, G. Armstrong  
STATIONS

KUDL Kansas City, Mo., KDKD Clinton, Mo.,  
WGVM Greenville, Miss., KOSI Denver Colo.

**Mid-Continent Broadcasting  
Co. Stations**

KOWH Omaha, WHB Kansas City, WTIX  
New Orleans.

**The Mid-South Network**

WCBI, Columbus, Mississippi  
Phone: Fairfax 8-7271  
PERSONNEL

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

WCBI, Columbus; WELO, Tupelo; WMOX-  
Meridian; WROX, Clarksdale; WNAG, Gren-  
ada; WROB, West Point; WAMY, Amory, all  
Mississippi.

**Negro Radio South**

WMRY New Orleans; KCOH Houston;  
KWBC Dallas.

**Newhouse Newspaper  
Stations**

WSYR AM FM TV Syracuse. WTPA TV  
Harrisburg, KOIN AM FM TV Portland, Ore.

**OK Group**

Headquarters: 505 Baronne St., New Orleans.  
President: Jules J. Paglin.  
WBOK New Orleans; KYOK Houston;  
KAOK Lake Charles; WXOK Baton Rouge.

**Oklahoma Network**

Box 642, Ada, Okla.  
PERSONNEL

President ..... Bill Hoover  
Sec. Treas.....Brown Morris  
Reps.....Venard, Rintoul & McConnell, Inc.  
Hal Falter Co., Dallas, Tex.

STATIONS  
KGWA, Enid; KBIX, Muskogee; KADA,  
Ada; KVSO, Ardmore; KTMCK, McAlester;  
KRHD, Duncan; KWSH, Tri-City.

**The Oregon Trail Network**

c/o Sta. KBKR, Baker, Oregon  
PERSONNEL

General Manager.....Gordon Capps  
STATIONS  
KSRV, Ontario, Ore.; KBKR, Baker, Ore.;  
KLBK, LaGrande, Ore.

**People's Broadcasting  
Stations**

WRFD Worthington, Ohio; WTTM Trenton  
N. J.; WMMN Fairmont W. Va.; WGAR AM  
FM Cleveland Ohio.

**John Poole Stations**

KBIG Avalon, KBIC TV Los Angeles, KBIE TV Sacramento, KBIF, KBID TV Fresno, Calif.

**Quality Radio Group**

Headquarters: 509 Madison Ave., New York City. Phone: PL 1-0116

President ..... Ward Quaal  
 Vice-President..... W. H. Summerville  
 Secretary-Treasurer..... William D. Wagner  
 Executive vice-pres..... William B. Ryan  
 KOB Albuquerque; WSB Atlanta; WBZ WBZA Boston-Springfield; WBT Charlotte; WGN Chicago; WLW Cincinnati; WFAA Dallas; WHO Des Moines; WBAP Fort Worth; KPRC Houston; KCMO Kansas City; WSM Nashville; WWL New Orleans; WOR New York; WOW Omaha; WCAU Philadelphia; KDKA Pittsburgh; KEX Portland, Ore.; WRVA Richmond; KSL Salt Lake City; WOAI San Antonio; KIRO Seattle; KVOO Tulsa (all stockholder stations).

**Rebel Network**

Headquarters: WJDX Jackson, Miss. Business manager: Frank Gentry.

**STATIONS**

WJDX Jackson; WAML Laurel; WFOR Hattiesburg; WTOK Meridian; WGCM Gulfport.

**RKO Teleradio Pictures, Inc.**

(General Teleradio Div.)

President.....Thomas F. O'Neil V.P., Gen. Mgr., Yankee Net... Norman Knight Pres., Gen. Mgr., Don Lee... Willet H. Brown Exec. V.P., Gen. Mgr., WOR Div... Gordon Gray Gen. Mgr. WHBQ..... John Cleghorn Gen. Mgr. WEAT..... Gordon Kerr

**STATIONS**

WNAC AM FM TV, Boston; WGTH AM TV, Hartford. Sale to CBS pending FCC approval; KHJ AM FM TV, Los Angeles; KFRC San Francisco; WOR AM FM TV, New York; WHBQ AM TV Memphis; WEAT, West Palm Beach, Fla. Also owns and operates Don Lee & Yankee Networks.

**Cecil W. Roberts Stations**

KCLO Leavenworth, KCRB Chanute, both Kansas; KREI Farmington, KCHI Chillicothe, KCMU Columbia, all Missouri; WINI Murphysboro, WBLN-TV Bloomington, both Illinois.

**R. W. Romsaville Stations**

WQXI, WQXI-TV Atlanta, Ga.; WLOU, WQXL-TV Louisville, Ky.; WCIN, WQXN-TV Cincinnati, Ohio; WMBM Miami Beach, Fla.; WBAC Cleveland, Ohio; WOBS, Jacksonville, Fla.

**Rural Radio Network**

306 E. State St., Ithaca, N. Y.

Phone: 4-6357

**PERSONNEL**

President.....C. L. Dickinson  
 General Manager.....D. K. deNeuf

**STATIONS**

WRRR, Ithaca, N. Y.; WHLD-FM, Niagara Falls; WRRL, Weatherfield-Bliss; WHDL-FM, Olean; WRRE, Bristol Center; WRRD, DeRuyter; WRUN-FM, Utica-Rome; WWNY-FM, Watertown; WMSA-FM, Massena; WRRR, Cherry Valley; WFLY, Troy; WEJL, Scranton, Pa.; WRRH, Mt. Beacon, N. Y.; WHEN, Syracuse, N. Y.; WDLA, Walton, N. Y.; WELM, Elmira, N. Y.; WGNV, Newberg, N. Y.; WGY, Schenectady, N. Y.; WHAM, Rochester, N. Y.; WHCU, Ithaca, N. Y.; WHLD, Niagara Falls, N. Y.; WJTN, Jamestown, N. Y.; WKBW, Buffalo, N. Y.; WKIP, Poughkeepsie, N. Y.; WMSA, Massena, N. Y.; WBNF, Binghamton, N. Y.; WRUN, Utica-Rome, N. Y.; WWNY, Watertown, N. Y.; WEAV, Plattsburgh, N. Y.; WRRD, DeRuyter, N. Y.

**Scripps Howard Group**

1230 Park Ave., N. Y., N. Y.

President.....Jack R. Howard  
 WEWS Cleveland, WCPO AM-FM-TV Cincinnati, WNOX Knoxville; WMC, WMCF FM WMCT-TV, Memphis.

**William B. Smullin Stations**

KIEM AM-TV, KRED-FM Eureka, Calif.; KBES-TV Medford, Ore.; KUIN KGPO FM, Grants Pass, Ore.

**Sombrero Network**

(Spanish Language)

111 Martinez St., San Antonio 5, Texas

Phone: CApital 4-8792

Director.....Richard O'Connell  
 Secretary.....Nathan Safir

**STATIONS**

KWKW, Pasadena, Calif.; KABQ, Albuquerque, New Mexico; KCCT, Corpus Christi, Texas; KGBT, Harlingen, Texas; KCOR, San Antonio, Texas; XEDF, Nueva Laredo, Mexico; XELO, El Paso; WHOM, N. Y., N. Y.; KCOK, San Jose, Calif.

**Steinman Stations**

8 W. King St., Lancaster, Pa.

Phone: 7-5251

**PERSONNEL**

Gen. Mgr.....Clair R. McCollough  
 Sales Manager.....J. Robert Gulick  
 Radio Mgr.....T. R. Nunan, Jr.  
 Promotion Mgr.....Paul Woodland  
 Technical Dir.....J. E. Mathiot  
 Nat'l Representative....Robert Meeker Assoc.

**STATIONS**

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

**Sunflower Network**

c/o KGGF, Coffeyville, Kans.

Phone: 1843

President.....Archie J. Taylor  
Secy.-Treas. ....Bob Pratt

**STATIONS**

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

**NATIONAL REPRESENTATIVE**  
John E. Pearson Co.

**Storer Broadcasting Co.**

1177 Kane Concourse, Miami Beach, Fla.  
118 East 57th St., N. Y. 22, N. Y.  
N. Y. Phone: Murray Hill 8-8630

President.....George B. Storer  
Senior Vice Pres.....J. Harold Ryan  
V.P. (Southern District)...George B. Storer, Jr.  
Exec. Vice Pres.....Lee B. Wailes  
Vice Pres. Ops.....Stanton P. Kettler  
V.P. National Sls. Dir.....Tom Harker  
V.P. Northern Dist.....William Rine  
V.P. Finance & Adm.....John McCoy  
V.P. Eng.....G. Boundy  
Advertising & Sls. Prom.....A. C. Schofield  
Merchandising Mgr.....James P. Storer  
Dir. Engineering.....Clemens Castle  
Vice-Presidents.....Paul Miller,  
Miller Babcock, James Bailey, Harry Lipson,  
Bill Michaels, Keith Kiggins, Ewald Kockritz,  
Glenn Jackson, J. R. Kerns, Allen Haid.

**STATIONS**

WJBK AM-FM-TV, Detroit; WSPD-AM-FM-TV, Toledo; WAGA-AM-FM-TV, Atlanta; WBRC AM TV Birmingham; WJW and JWV TV Cleveland; WWVA AM FM, Wheeling W. Va.; WGBS AM FM TV, Miami, Fla.; KPTV Portland, Ore.

**Taft Stations**

WKRC AM FM TV, Cincinnati; WTVN AM TV, Columbus; WBIR AM FM Knoxville.

**Tele-Trip Policy Co. Stations**

KPOA Honolulu, WTAC Flint, Mich.; KQV Pittsburgh.

**Texas Broadcasting System**

Herald Square, Dallas, Tex.  
Phone: RA 6811

General Manager.....Clyde W. Rembert

**STATIONS**

KRLD, Dallas; KENS, San Antonio; KTRH, Houston, Texas.

**Texas Quality Network Group**

1122 Jackson St. (WFAA), Dallas, Tex.  
Phone: Riverside 9631

**PERSONNEL**

Representative .....Alex Keese  
(KPRC), Houston, Tex., Phone: Fairfax 7101.  
Gen. Mgr. Jack Harris; (WOAI), 1031 Navarro St., San Antonio, Tex., (WFAA) 1122, Jackson St. (Dal), Dallas, Phone: Riverside 9631.

**Texas State Network, Inc.**

4801 W. Freeway, Fort Worth 1, Tex.  
Phone: PErshing 6631

**PERSONNEL**

President & Gen. Mgr.....Gene L. Cagle  
Vice-President.....Charles B. Jordan  
Asst. Gen. Mgr.....Stan Wilson  
Sales Manager.....Dale Drake

**STATIONS**

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland; KRRC, Sherman; KPLT, Paris; KENS, San Antonio; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRO, Longview; KBWD, Brownwood; KNOW, Austin; KTRH, Houston; KGVV, Greenville, KTRN, Wichita Falls, KTBB, Tyler, all Texas.

**Time Inc. Stations**

KOB AM TV Albuquerque, N.M.; KDYL AM FM, KTVT-TV Salt Lake City; KLZ AM FM TV Denver.

**Tobacco Network, Inc.**

710 Odd Fellows Bldg., Raleigh, N. C.  
Phone: 8885

**PERSONNEL**

President .....Allen Jones  
Vice-President.....Ray D. Williams  
Secretary-Treasurer.....Phillip G. Sewell  
Exec. V.P., Gen. Mgr.....Kenneth C. Wilson

**STATIONS**

WFNC, Fayetteville; WRAL, Raleigh; WHIT, New Bern; WJNC, Jacksonville; WTIK, Durham; WGNI, Wilmington; WCEC, Rocky Mount, N. C.; WGBR, Goldboro, N. C.; WFTC, Kinston, N. C.; WRCS, Ahoskie, N. C.

**Union Broadcasting System**

136 State St., P. O. Box 1520, Albany, N. Y.  
Phone: 2-6638

**PERSONNEL**

General Manager.....Jim Healey

**STATIONS**

WOKO, Albany, N. Y., (key station); WHUC, Hudson, N. Y.; WKIP, Poughkeepsie, N. Y.; WKOP, Binghamton, N. Y.; WGAT, Utica, N. Y.; WICY, Malone, N. Y.; WACE, Chicopee, Mass.; WSYB, Rutland, Vt.; WFAU, Augusta, Maine; WWCO, Waterbury, Conn.; WVOM, Boston, Mass.; WCSS, Amsterdam, N. Y.; WENT, Gloversville, N. Y.; WKNY, Kingston, N. Y.; WDOS, Oneonta, N. Y.; WELM, Elmira, N. Y.; WOLF, Syracuse, N. Y.; WEAV, Plattsburg, N. Y.; WBEC, Pittsfield, Mass.; WALE, Fall River, Mass.; WKNE, Keene, N. H.; WJOR, Bangor, Maine.

**Upper Midwest Broadcasting System**

1687 Northwestern Bank Bldg.,  
Minneapolis, Minn.  
Phone: Geneva 9631

**PERSONNEL**

President.....Louis M. Knopp  
Office Mgr.....B. Ziminske



**STATIONS**

KASM, Albany; KXRA, Alexandria; KBUN, Bemidji; KLIZ, Brainerd; KBMW, Breckenridge; KDHL, Fairbault; KSUM, Fairmont; WEVE, Eveleth; CKFI, International Falls; KOLM, Detroit Lakes; KLOH, Pipestone; KROX, Crookston; KNUJ, New Ulm, KVOX, Fargo-Moorhead, all in Minnesota; KDLR, Devils Lake; KOVC, Valley City; KNDC, Hettinger; KEYJ, Jamestown; all in North Dakota; KABR, Aberdeen; KIJV, Huron; KORN, Mitchell; KDSJ, Deadwood; KISD, Sioux Falls; KRSD, Rapid City; and KGFX, Pierre, all in South Dakota; WHDF, Houghton; WIKB, Iron River; WJMS, Ironwood; WJPD, Ishpeming; WHBY, Appleton; WATW, Ashland; WJPG, Green Bay; WLCX, La Crosse; WLDY, Ladysmith; WIBU, Poynette; WKTW, Hartford; WIGM, Medford; WFPF, Park Falls; WTCH, Shawano, and WFHR, Wisconsin Rapids, all in Wisconsin; KASL, Ames; KCOG, Centerville; KJFJ, Webster City; KAYL, Storm Lake; KSTT, Davenport; KSMN, Mason City; KFAD, Fairfield; KCHA, Charles City, all in Iowa; KCNI, Broken Bow; KFGT, Fremont; KNEB, Scotchbluff, and KJSK, Columbus, all in Nebraska; WMRO, Aurora; WCAZ, Carthage, and WLBK, De Kalb, all in Illinois; KXGN, Glendive, Montana; WDLB, Marshfield, Wisc.; WMNE, Menomonie, Wisc.; WOSH, Oshkosh, Wisc.; WDDR, Portage, Wisc.; WPRE, Prairie Du Chien, Wisc.; WRJN, Racine, Wisc.; WRCO, Richland Center, Wisc.; WSPT, Stevens Point, Wisc.; WTRW, Two Rivers, Wisc.; WBKV, West Bend, Wisc.; KJAN, Atlantic, Iowa; WLLK, Cloquet, Minn.; WSHB, Stillwater, Minn.

**West Texas Packaged Stations**

St. Angelus Hotel, San Angelo, Texas  
PHONE: 6715

**STATIONS**

KRBC, Abilene; KBST, Big Spring; KGKL, San Angelo; KTRN, Wichita Falls.

**Westinghouse Broadcasting Co. Stations**

A subsidiary of Westinghouse Electric Corp.—Headquarters: 125 K St., N.W., Wash. 6, D. C. — N. Y. Phone: MU 7-0808.

President ..... Donald McGannon  
Pres. Asst. .... J. B. Conley  
V.P., Programming. .... Richard M. Pack  
Vice-Pres. .... Rolland Tooke (Cleveland)  
Vice-Pres. .... Harold C. Lund (Pittsburgh)  
Dir. of Research. .... Melvin A. Goldberg  
Exec. Asst. to Pres. .... R. H. Teter  
Advertising Manager. .... D. G. Partridge  
National Sales Mgr. .... A. W. Dannenbaum

**STATIONS**

WBZ AM FM TV, Boston; KYW, KYW TV, Cleveland; KPIX TV, San Francisco; WBZA AM FM, Springfield, Mass.; KEX AM FM, Portland, Oregon.

**Wisconsin Network, Inc.**

Nash Block, Wisconsin Rapids, Wis.  
Phone: 723

**PERSONNEL**

President..... John M. Walter  
Vice-President..... Paul F. Skinner  
Sec.-Treas., Mgr. Dir..... George T. Frechette

**STATIONS**

WRJN, Racine; WCLO, Janesville; WIBU, Madison; WHBY, Appleton; WHBL, Sheboygan; WJPG, Green Bay; WFHR, Wisconsin Rapids; WWCF, Baraboo; WSAU, Wausau; WRDB, Reedsburg; KFIZ, Fond du Lac.

**Withers Cavins Stations**

Threefoot Building, Meridian, Miss.  
Phone: 2-7714

Pres. & Man..... Withers Gavin

**STATIONS**

WCOC, Meridian, Miss.; WJQS, Jackson, Miss.

**J. W. Woodruff Stations**

WAOK AM FM Atlanta, Ga.; WRBL AM FM Columbus; WGPC Albany, all Georgia.

**Wrather-Alvarez**

..KFMB AM & TV, San Diego, Calif.; TV Licenses for Boston & Corpus Christi. WNEW, New York.

**Wyoming Cowboy Network**

KFBC, 2923 East Lincolnway, Cheyenne, Wyo.  
Phone: 4-4461

General Manager..... Wm. C. Grove  
Commercial Manager..... C. P. Cahill

**STATIONS**

KFBC, Cheyenne; KRAL, Rawlins; KWRL, Riverton; KWOR, Worland, KOWB, Laramie; KVOC, Casper; KODI, Cody; KGOS, Torrington; KSID, Sidney; KASL, Newcastle.

**The Yankee Network**

21 Brookline Ave., Boston 15, Mass.  
Phone: Commonwealth 6-0800

Exec. V.P., Gen. Mgr..... Norman Knight  
Vice-President ..... George Steffy  
Sales, Prom. Manger..... Tom Bateson  
Merchandising Dir..... James Gates

**STATIONS**

WNAC, Boston-Lawrence; WFAU, Augusta, Maine; WIDE, Biddeford, Maine; WICC, Bridgeport, Conn.; WALE, Fall River, Mass.; WEIM, Fitchburg-Leominster, Mass.; WHAL, Greenfield, Mass.; WGTH, Hartford, Conn.; WOCB, Hyannis, Mass.; WCOU, Lewiston-Auburn, Maine; WLLH, Lowell, Mass.; WNBH, New Bedford, Mass.; WNLC, New London, Conn.; WBRK, Pittsfield, Mass.; WPOR, Portland, Maine; WEAN, Providence, R. I.; WSYB, Rutland, Vt.; WWSR, St. Albans, Vt.; WMAS, Springfield, Mass.; WWCO, Waterbury, Conn.; WDEV, Waterbury, Vt.; WAAB, Worcester, Mass.

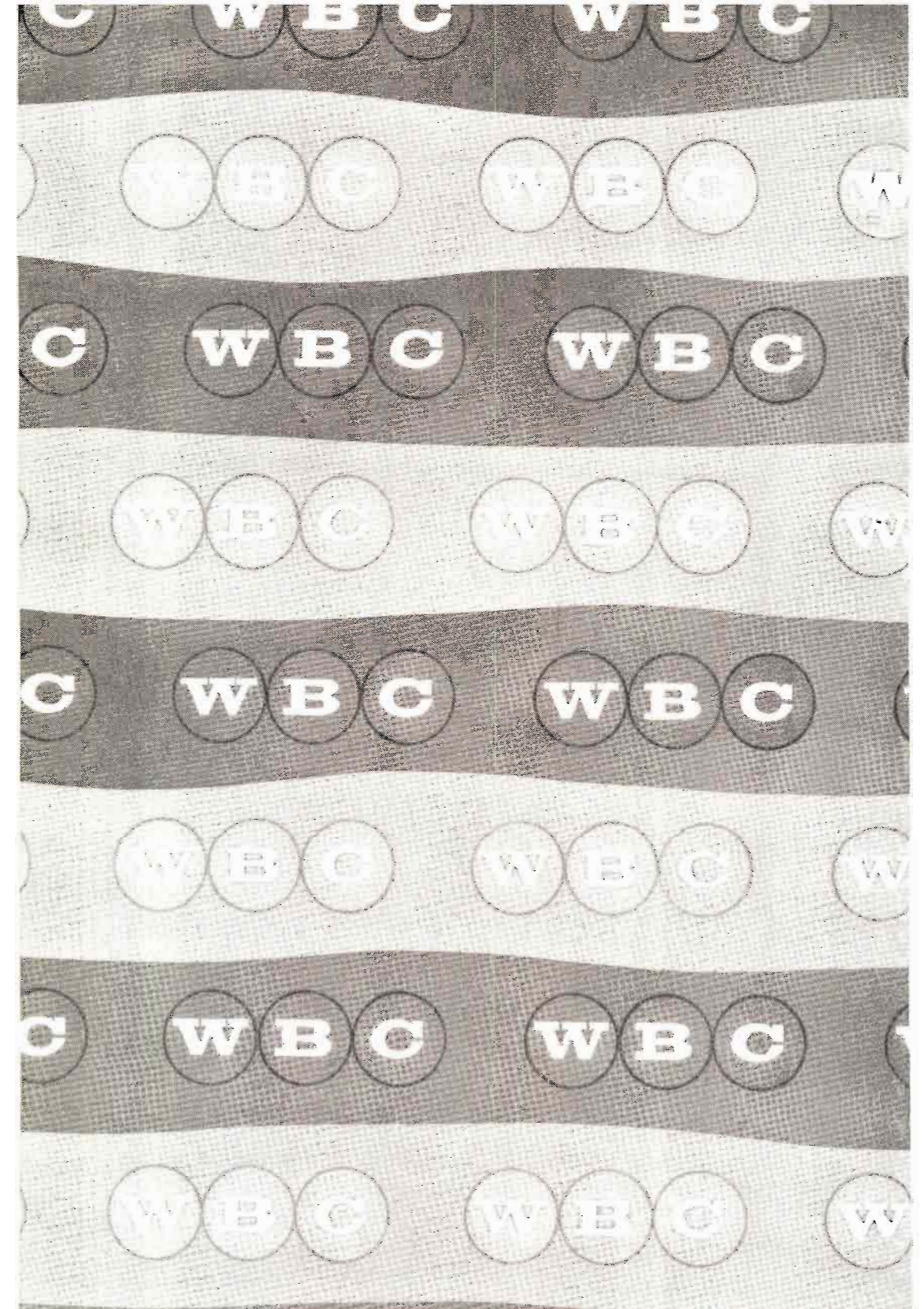
# FCC Reveals Growth of Broadcasting



*Editor's note: In its 21st annual report to Congress, released late in 1955, the FCC traced the number of authorized, licensed and operating broadcast stations since 1949. The following chart shows Commission statistics from 1949 to 1955:*

Year	Grants	Deletions	Pending applications	Licensed	CP's on air	Total on air	CP's not on air	Total authorized
<b>COMMERCIAL AM</b>								
1919	200	55	382	1,963	43	2,006	173	2,179
1950	191	70	277	2,118	26	2,144	159	2,303
1951	116	35	270	2,218	33	2,281	101	2,385
1952	60	25	323	2,333	22	2,355	65	2,420
1953	187	23	250	2,439	19	2,458	126	2,584
1954	118	29	226	2,565	18	2,583	111	2,697
1955	161	18	301	2,719	13	2,732	108	2,840
<b>COMMERCIAL FM</b>								
1949	57	212	65	377	360	737	128	865
1950	35	169	17	493	198	691	11	732
1951	15	91	10	531	115	649	10	659
1952	21	36	9	582	17	629	19	648
1953	29	79	8	551	29	580	21	601
1954	27	51	5	529	21	553	16	569
1955	27	14	6	525	15	540	12	552
<b>EDUCATIONAL FM</b>								
1919	18	7	9	31	3	31	21	58
1950	25	4	3	61	1	62	20	82
1951	19	6	2	82	1	83	12	95
1952	12	2	2	91	1	92	12	104
1953	13	1	3	106	0	106	10	116
1954	9	2	1	117	0	117	6	123
1955	7	3	1	121	3	124	3	127
<b>COMMERCIAL TV</b>								
1919	15	7	338	13	56	69	18	117
1950	0	8	351	17	57	101	5	109
1951	0	0	115	81	26	107	2	109
1952	0	1	716	96	12	108	0	108
1953	381	6	572	101	97	198	285	183
1954	171	81	200	101	298	102	171	573
1955	67	58	127	137	321	458	121	582
<b>EDUCATIONAL TV</b>								
1952	0	0	1	0	0	0	0	0
1953	17	0	29	0	1	1	16	17
1954	13	0	17	0	6	6	21	30
1955	5	1	11	1	10	11	23	31

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







**means . . .**

*Radio*

**BOSTON, SPRINGFIELD**—WBZ+WBZA—51,000 Watts

**PITTSBURGH**—KDKA—50,000 Watts

**CLEVELAND**—KYW—50,000 Watts

**FORT WAYNE**—WOWO—50,000 Watts

**PORTLAND, ORE.**—KEX—50,000 Watts

*Television*

**BOSTON**—WBZ-TV—Channel 4

**PITTSBURGH**—KDKA-TV—Channel 2

**CLEVELAND**—KYW-TV—Channel 3

**SAN FRANCISCO**—KPIX (TV)—Channel 5

WBC means sales . . . WBC means audience . . . WBC means audience-action. Because WBC stations have the power and the people who know how to use that power to make listeners react. For facts, contact Alexander W. "Bink" Dannenbaum, Jr., WBC National Sales Manager, Murray Hill 7-0808, N.Y.

**WESTINGHOUSE BROADCASTING COMPANY**

KPIX REPRESENTED BY THE KATZ AGENCY, INC.

ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.



# ESTIMATED FAMILIES FOR 1956



STATE	Population Feb. 1, 1953 (Estimated)	Families	Radio Homes	TV Homes	Radio Stations in State
ALABAMA	3,145,000	825,000	790,000	509,142	93
ARIZONA	1,008,000	300,000	288,000	185,772	31
ARKANSAS	1,895,000	526,000	502,000	271,544	51
CALIFORNIA	12,835,000	4,410,000	4,250,000	3,748,968	151
COLORADO	1,500,000	470,000	450,000	306,073	43
CONNECTICUT	2,235,000	662,000	639,000	609,033	25
DELAWARE	370,000	110,000	105,000	100,796	8
DISTRICT OF COLUMBIA	875,000	260,000	250,000	240,760	9
FLORIDA	3,590,000	1,105,000	1,060,000	717,735	106
GEORGIA	3,650,000	972,000	936,000	650,636	101
IDAHO	622,000	182,000	175,000	100,074	17
ILLINOIS	9,192,000	2,865,000	2,750,000	2,488,616	87
INDIANA	4,285,000	1,325,000	1,275,000	1,108,740	56
IOWA	2,650,000	812,000	780,000	644,956	53
KANSAS	2,080,000	675,000	650,000	424,290	42
KENTUCKY	3,025,000	830,000	800,000	511,969	65
LOUISIANA	2,961,000	824,000	792,000	551,390	63
MAINE	915,000	258,000	250,000	204,939	18
MARYLAND	2,643,000	753,000	725,000	685,470	30
MASSACHUSETTS	4,950,000	1,454,000	1,400,000	1,355,061	52
MICHIGAN	7,080,000	2,095,000	2,015,000	1,831,970	77
MINNESOTA	3,115,000	905,000	869,000	642,356	50
MISSISSIPPI	2,210,000	577,000	555,000	249,246	62
MISSOURI	4,160,000	1,315,000	1,260,000	1,021,571	71
MONTANA	630,000	205,000	200,000	62,597	30
NEBRASKA	1,375,000	427,000	420,000	286,446	28
NEVADA	215,000	72,000	69,000	41,443	14
NEW HAMPSHIRE	543,000	160,000	153,000	135,610	13
NEW JERSEY	5,345,000	1,614,000	1,550,000	1,547,810	23
NEW MEXICO	800,000	217,000	209,000	103,051	32
NEW YORK	15,665,000	4,832,000	4,650,000	4,556,515	105
NORTH CAROLINA	4,310,000	1,060,000	1,015,000	716,459	122
NORTH DAKOTA	624,000	167,000	160,000	72,095	15
OHIO	8,560,000	2,588,000	2,490,000	2,378,090	83
OKLAHOMA	2,280,000	683,000	655,000	506,727	49
OREGON	1,680,000	555,000	535,000	321,351	56
PENNSYLVANIA	10,835,000	3,109,000	2,990,000	2,798,330	129
RHODE ISLAND	827,000	243,000	234,000	233,478	11
SOUTH CAROLINA	2,250,000	563,000	540,000	394,935	58
SOUTH DAKOTA	665,000	195,000	187,000	60,295	16
TENNESSEE	3,375,000	910,000	875,000	640,662	86
TEXAS	8,670,000	2,515,000	2,400,000	1,803,564	214
UTAH	770,000	215,000	205,000	163,762	20
VERMONT	385,000	108,000	103,000	73,267	13
VIRGINIA	3,650,000	948,000	912,000	721,048	73
WASHINGTON	2,573,000	842,000	810,000	612,808	60
WEST VIRGINIA	1,970,000	508,000	488,000	346,106	44
WISCONSIN	3,595,000	1,050,000	990,000	818,426	69
WYOMING	315,000	96,000	91,000	16,953	18
TOTAL	162,898,000	48,392,000	46,497,000	38,568,935	2,739

# **Amplitude Modulation Stations—AM**

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**STATIONS  
ALPHABETICALLY LISTED  
BY STATES — CITIES**

**RADIO HOMES BY STATE**

**U. S. STATION INDEX**

**KEY PERSONNEL**

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more advertisers

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radio

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New York radio

or tv station

*Broadcast Advertisers Report, National Spot & Local Advertisers*  
**WOR • 1440 Broadway, New York 18 • Key Station of Mutual Broadcasting System**

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KALT — Atlanta, Tex. ....	616	KBLP — Falfurrias, Tex. ....	623
KAMD — Camden, Ark. ....	355	KBMI — Henderson, Nev. ....	507
KAMO — Rogers, Ark. ....	359	KBMN — Bozeman, Mont. ....	501
KAMQ — Amarillo, Tex. ....	615	KBMW — Breckenridge, Minn. ....	482
KANA — Anaconda, Mont. ....	501	KBMX — Coalinga, Calif. ....	362
KAND — Corsicana, Tex. ....	620	KBMY — Billings, Mont. ....	501
KANE — New Iberia, La. ....	453	KBND — Bend, Oreg. ....	571
KANI — Kaneohe, Oahu, Hawaii ....	673	KBNZ — La Junta, Colo. ....	384
KANS — Wichita, Kans. ....	443	KBOA — Kennett, Mo. ....	496
KANN — Sinton, Tex. ....	636	KBOE — Oskaloosa, Iowa ....	438
KANV — Shreveport, La. ....	455	KBOI — Boise, Ga. ....	415
KAOK — Lake Charles, La. ....	452	KBOK — Malvern, Ark. ....	358
KAPA — Raymond, Wash. ....	652	KBOL — Boulder, Colo. ....	381
KAPB — Marksville, La. ....	453	KBON — Omaha, Neb. ....	505
KAPK — Minden, La. ....	453	KBOP — Pleasanton, Tex. ....	634
KARE — Atchison-St. Joseph, Kans. ....	440	KBOR — Brownsville, Tex. ....	618
KARK — Little Rock, Ark. ....	357	KBOW — Butte, Mont. ....	501
KARM — Fresno, Calif. ....	363	KBOX — Modesto, Calif. ....	369
KASA — Elk City, Okla. ....	567	KBOY — Medford, Oreg. ....	574
KASH — Eugene, Ore. ....	572	KBRC — Mount Vernon, Wash. ....	652
KASI — Ames, Iowa ....	434	KBRK — Brookings, S. Dak. ....	604
KASL — New Castle, Wyo. ....	669	KBRL — McCook, Neb. ....	505
KASM — Albany, Minn. ....	481	KBRO — Bremerton, Wash. ....	650
KAST — Astoria, Okla. ....	571	KBRS — Springdale, Ark. ....	359
KATE — Albert Lea, Minn. ....	481	KBRZ — Freeport, Tex. ....	624
KATL — Miles City, Mont. ....	503	KBSF — Springhill, La. ....	457
KATO — Reno, Nev. ....	507	KBST — Bay Springs, Tex. ....	617
KATY — San Luis Obispo, Calif. ....	377	KBTA — Batesville, Ark. ....	355
KATZ — St. Louis, Mo. ....	498	KBTK — Missoula, Mont. ....	503
KAUS — Austin, Minn. ....	481	KBTM — Jonesboro, Ark. ....	357
KAVE — Carlsbad, N. Mex. ....	513	KBTN — Neesho, Mo. ....	497
KAVL — Lancaster, Calif. ....	367	KBTO — El Dorado, Kans. ....	440
KAVR — Apple Valley, Calif. ....	361	KBUD — Athens, Tex. ....	616
KAWL — York, Neb. ....	506	KBUC — Corona, Calif. ....	362
KAWT — Douglas, Ariz. ....	352	KBUH — Brigham City, Utah ....	639
KAYE — Puyallup, Wash. ....	652	KBUN — Bemidji, Minn. ....	481
KAYL — Storm Lake, Iowa ....	439	KBUR — Burlington, Iowa ....	434
KAYO — Seattle, Wash. ....	653	KBWD — Brownwood, Tex. ....	618
KAYS — Hays, Kans. ....	441	KBWL — Blackwell, Okla. ....	566
KAYT — Rupert, Idaho ....	417	KBYE — Oklahoma City, Okla. ....	569
KBAB — El Cajon, Calif. ....	363	KBYR — Anchorage, Alaska ....	671
KBAM — Longview, Wash. ....	651	KCAL — Redlands, Calif. ....	371
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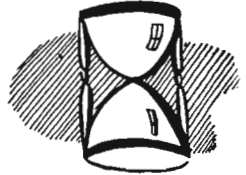


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KCCT — Corpus Christi, Tex. ....	620	KCOH — Houston, Tex. ....	625
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KCHE — Cherokee, Iowa. ....	435	KCON — Conway, Ark. ....	355
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KCIM — Carroll, Iowa. ....	434	KCRG — Cedar Rapids, Iowa. ....	434
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KCLA — Pine Bluff, Ark. ....	359	KCSB — San Bernardino, Calif. ....	372
KCLE — Cleburne, Tex. ....	619	KCSJ — Pueblo, Colo. ....	384
KCLF — Clifton, Ariz. ....	352	KCSR — Chadron, Neb. ....	504
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KCLS — Flagstaff, Ariz. ....	352	KCTX — Childress, Tex. ....	619
KCLV — Clovis, N. Mex. ....	514	KCUL — Fort Worth, Tex. ....	623
KCLW — Hamilton, Tex. ....	625	KCVE — Red Wing, Minn. ....	484
KCLX — Coffax, Wash. ....	650	KCVL — Colville, Wash. ....	650
KCMC — Texarkana, Tex. ....	637	KCVR — Lodi, Calif. ....	367
KCMJ — Palm Springs, Calif. ....	370	KCYL — Lampasas, Tex. ....	629
KCMO — Kansas City, Mo. ....	495	KDAC — Fort Bragg, Calif. ....	363
KCMR — McCamey, Tex. ....	631	KDAL — Duluth, Minn. ....	482
KCNA — Tucson, Ariz. ....	354	KDAV — Lubbock, Tex. ....	629
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KDMO — Carthage, Mo. . . . .	492	KENS — San Antonio, Tex. . . . .	635
KDMS — El Dorado, Ark. . . . .	356	KENT — Shreveport, La. . . . .	455
KDNT — Denton, Tex. . . . .	622	KEPO — El Paso, Tex. . . . .	622
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KFH — Wichita, Kans.	443	KGHI — Little Rock, Ark.	357
KFIZ — Fond du Lac, Wis.	663	KGHL — Billings, Mont.	501
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KFKA — Greeley, Colo.	383	KGKB — Tyler, Tex.	637
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KFYO — Lubbock, Tex.	631	KHBR — Hillsboro, Tex.	625
KFYR — Bismarck, N. Dak.	553	KHFS — Vancouver, Wash.	655
KGA — Spokane, Wash.	653	KHJ — Los Angeles, Calif.	368
KGAE — Salem, Oreg.	576	KHMO — Hannibal, Mo.	493
KGAF — Gainesville, Tex.	624	KHOB — Hobbs, N. Mex.	514
KGAK — Gallup, N. Mex.	514	KHON — Honolulu, Hawaii	672
KGAL — Lebanon, Oreg.	574	KHOZ — Harrison, Ark.	356
KGAN — Kingman, Ariz.	353	KHQ — Spokane, Wash.	654
KGAS — Carthage, Tex.	619	KHSL — Chico, Calif.	362
KGB — San Diego, Calif.	374	KHUB — Watsonville, Calif.	380



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KITO — San Bernardino, Calif.	373	KLTI — Longview, Tex.	629
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KIWW — San Antonio, Tex.	635	KLVC — Leadville, Colo.	384
KIXL — Dallas, Tex.	621	KLVL — Pasadena, Tex.	633
KIXX — Provo, Utah	639	KLVT — Levelland, Tex.	629
KIYI — Shelby, Mont.	503	KLWN — Lawrence, Kans.	442
KJAN — Atlantic, Ia.	434	KLWT — Lebanon, Mo.	496
KJAY — Topeka, Kans.	443	KLYN — Amarillo, Tex.	615
KJBC — Midland, Tex.	632	KLX — Oakland, Calif.	369
KJBS — San Francisco, Calif.	375	KLZ — Denver, Colo.	382
KJCF — Festus, Mo.	493	KMA — Shenandoah, Ia.	439
KJCK — Junction City, Kans.	441	KMAC — San Antonio, Tex.	635
KJEF — Jennings, La.	452	KMAE — McKinney, Tex.	631
KJFJ — Webster City, Iowa	439	KMAK — Fresno, Calif.	363
KJET — Beaumont, Tex.	617	KMAN — Manhattan, Kans.	442
KJNO — Juneau, Alaska	671	KMBC — Kansas City, Mo.	495
KJOE — Shreveport, La.	457	KMBL — Junction, Tex.	628
KJR — Seattle, Wash.	653	KMBY — Monterey, Calif.	369
KJRG — Newton, Kans.	442	KMCM — McMinnville, Oreg.	574
KJSK — Columbus, Neb.	504	KMCO — Conroe, Tex.	619
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KLAC — Hollywood, Calif.	365	KMED — Medford, Oreg.	574
KLAD — Klamath Falls, Oreg.	573	KMHL — Marshall, Minn.	483
KLAK — Lakewood, Colo.	384	KMHT — Marshall, Tex.	631
KLAM — Cordova, Alaska	671	KMIL — Cameron, Tex.	618

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KMLB — Monroe, La. ....	453	KOIN — Portland, Oreg. ....	575
KMLW — Marlin, Tex. ....	631	KOJM — Havre, Mont. ....	502
KMMJ — Grand Island, Neb. ....	504	KOKO — Warrensburg, Mo. ....	500
KMMO — Marshall, Mo. ....	496	KOKX — Keokuk, Ia. ....	437
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KMOD — Modesto, Calif. ....	369	KOLE — Port Arthur, Tex. ....	634
KMON — Great Falls, Mont. ....	502	KOLJ — Quano, Tex. ....	634
KMOR — Oroville, Calif. ....	370	KOLO — Reno, Nev. ....	507
KMOX — St. Louis, Mo. ....	498	KOLR — Sterling, Colo. ....	385
KMPC — Los Angeles, Calif. ....	368	KOLS — Pryor, Okla. ....	570
KMRC — Morgan City, La. ....	453	KOLT — Scottsbluff, Neb. ....	506
KMUR — Murray, Utah ....	639	KOMA — Oklahoma City, Okla. ....	569
KMUS — Muskogee, Okla. ....	568	KOMB — Cottage Grove, Oreg. ....	572
KMVI — Wailuku-Maui, Hawaii ....	673	KOME — Tulsa, Okla. ....	570
KMYC — Marysville, Calif. ....	368	KOMO — Seattle, Wash. ....	653
KMYR — Denver, Colo. ....	382	KOMW — Omak, Wash. ....	652
KNAF — Fredericksburg, Tex. ....	624	KONE — Reno, Nev. ....	508
KNAK — Salt Lake City, Utah ....	641	KONG — Visalia, Calif. ....	379
KNAL — Victoria, Tex. ....	638	KONI — Phoenix, Ariz. ....	353
KNBC — San Francisco, Calif. ....	375	KONO — San Antonio, Tex. ....	635
KNBR — North Platte, Neb. ....	505	KONP — Port Angeles, Wash. ....	652
KNBX — Kirkland, Wash. ....	651	KOOK — Billings, Mont. ....	501
KNBY — Newport, Ark. ....	358	KOOL — Phoenix, Ariz. ....	353
KNCK — Concordia, Kans. ....	440	KOOS — Coos Bay, Oreg. ....	572
KNCM — Moberly, Mo. ....	496	KOPO — Tucson, Ariz. ....	354
KNCO — Garden City, Kans. ....	441	KOPP — Ogden, Utah ....	639
KNDC — Heltinger, N. Dak. ....	553	KOPR — Butte, Mont. ....	501
KNEA — Jonesboro, Ark. ....	357	KORA — Bryan, Tex. ....	618
KNEB — Scotsbluff, Neb. ....	506	KORC — Mineral Wells, Tex. ....	632
KNED — McAlester, Okla. ....	567	KORE — Eugene, Oreg. ....	573
KNEL — Brady, Tex. ....	618	KORK — Las Vegas, Nev. ....	507
KNEM — Nevada, Mo. ....	497	KORN — Mitchell, S. Dak. ....	604
KNET — Palestine, Tex. ....	633	KORT — Grangeville, Idaho ....	416
KNEW — Spokane, Wash. ....	654	KOSA — Odessa, Tex. ....	632
KNEX — McPherson, Kans. ....	442	KOSE — Osceola, Ark. ....	358
KNGS — Hamford, Calif. ....	365	KOSF — Nacogdoches, Tex. ....	632
KNIM — Maryville, Mo. ....	496	KOSI — Aurora, Colo. ....	381
KNOC — Natchitoches, La. ....	453	KOSY — Texarkana, Ark. ....	359
KNOE — Monroe, La. ....	453	KOTA — Rapid City, S. Dak. ....	605
KNOG — Nogales, Ariz. ....	353	KOTN — Pine Bluff, Ark. ....	359
KNOK — Fort Worth, Tex. ....	623	KOTS — Deming, N. Mex. ....	514
KNOR — Norman, Okla. ....	569	KOVC — Valley City, N. Dak. ....	554
KNOW — Austin, Tex. ....	616	KOVE — Lander, Wyo. ....	669
KNOX — Grand Forks, N. Dak. ....	553	KOVO — Provo, Utah ....	640
KNPT — Newport, Oreg. ....	574	KOWB — Laramie, Wyo. ....	669
KNUJ — New Ulm, Minn. ....	484	KOWH — Omaha, Neb. ....	506
KNUZ — Houston, Tex. ....	627	KOWL — Santa Monica, Calif. ....	367
KNX — Los Angeles, Calif. ....	367	KOXR — Oxnard, Calif. ....	370
KOA — Denver, Colo. ....	382	KOY — Phoenix, Ariz. ....	353
KOAL — Price, Utah ....	639	KOYN — Billings, Mont. ....	501
KOAM — Pittsburg, Kans. ....	442	KOZE — Lewiston, Idaho ....	416
KOB — Albuquerque, N. Mex. ....	513	KOZY — Grand Rapids, Minn. ....	483
KOBE — Las Cruces, N. Mex. ....	514	KPAC — Port Arthur, Tex. ....	634
KOBK — Owatonna, Minn. ....	484	KPAL — Palm Springs, Calif. ....	370
KOCA — Kilgore, Tex. ....	628	KPAM — Portland, Oreg. ....	575
KOCO — Salem, Oreg. ....	576	KPAN — Herford, Tex. ....	625
KOCS — Ontario, Calif. ....	370	KPAS — Banning, Calif. ....	361
KOCY — Oklahoma City, Okla. ....	569	KPAT — Pampa, Tex. ....	633
KODI — Cody, Wyo. ....	669	KPBM — Carlsbad, N. Mex. ....	513
KODL — The Dallas, Oreg. ....	572	KPDN — Pampa, Tex. ....	633
KODY — North Platte, Neb. ....	505	KPDQ — Portland, Oreg. ....	575
KOEL — Oelwein, Ia. ....	438	KPEP — San Angelo, Tex. ....	635
KOFE — Pullman, Wash. ....	652	KPET — Lamesa, Tex. ....	629
KOFI — Kalispell, Mont. ....	502	KPHO — Phoenix, Ariz. ....	353
KOFO — Ottawa, Kans. ....	442	KPIG — Cedar Rapids, Ia. ....	434
KOGA — Ogallala, Neb. ....	505	KPKW — Pasco, Wash. ....	652
KOGT — Orange, Tex. ....	633	KPLC — Lake Charles, La. ....	453
KOH — Reno, Nev. ....	507	KPLK — Dallas, Oreg. ....	572

KPLN — Camden, Ark.	455	KRPL — Moscow, Idaho	417
KPLT — Paris, Tex.	633	KRRV — Sherman-Denison, Tex.	636
KPMC — Bakersfield, Calif.	361	KRSD — Rapid City, S. Dak.	605
KPOA — Honolulu, Hawaii	673	KRSN — Los Alamos, N. Mex.	515
KPOC — Pochontas, Ark.	359	KRTN — Raton, N. Mex.	515
KPOJ — Portland, Oreg.	575	KRTR — Thermopolis, Wyo.	670
KPOL — Los Angeles, Calif.	368	KRTV — Hillsboro, Oreg.	573
KPOP — Los Angeles, Calif.	368	KRUL — Corvallis, Oreg.	572
KPOW — Powell, Wyo.	670	KRUN — Ballinger, Tex.	616
KPQ — Wenatchee, Wash.	655	KRUS — Ruston, La.	455
KPRC — Houston, Tex.	627	KRUX — Phoenix, Ariz.	354
KPRK — Livingston, Mont.	503	KRVN — Lexington, Neb.	505
KPRL — Paso Robles, Calif.	370	KRWC — Forest Grove, Oreg.	573
KPRO — Riverside, Calif.	371	KRWS — Post, Tex.	634
KPRS — Kansas City, Mo.	495	KRXK — Rexburg, Idaho	417
KPST — Preston, Idaho	417	KRXL — Roseburg, Oreg.	576
KPTL — Carson City, Nev.	507	KSAL — Saina, Kans.	443
KPUG — Bellingham, Wash.	650	KSAM — Huntsville, Tex.	628
KQUE — Albuquerque, N. Mex.	513	KSAN — San Francisco, Calif.	375
KQV — Pittsburgh, Pa.	590	KSBW — Salinas, Calif.	372
KRAI — Craig, Colo.	381	KSCB — Liberal, Kans.	442
KRAL — Rawlins, Wyo.	670	KSCJ — Sioux City, Iowa	439
KRAM — Las Vegas, Nev.	507	KSCO — Santa Cruz, Calif.	377
KRAY — Amarillo, Tex.	616	KSD — St. Louis, Mo.	498
KRBA — Lutkin, Tex.	631	KSDA — Redding, Calif.	371
KRBC — Abilene, Tex.	615	KSDN — Aberdeen, S. Dak.	604
KRCC — Abilene, Tex.	576	KSDO — San Diego, Calif.	374
KRCT — Baytown, Tex.	617	KSEI — Pocatello, Idaho	417
KRDO — Colorado Springs, Colo.	381	KSEK — Pittsburg, Kans.	442
KRDU — Dinuba, Calif.	363	KSEL — Lubbock, Tex.	631
KRE — Berkeley, Calif.	362	KSEM — Moses Lake, Wash.	651
KREH — Oakdale, La.	455	KSEO — Durant, Okla.	566
KREI — Famington, Mo.	493	KSET — El Paso, Tex.	623
KREL — Baytown, Tex.	617	KSEW — Sitka, Alaska	672
KREM — Spokane, Wash.	654	KSEY — Seymour, Tex.	636
KREO — Indio, Calif.	365	KSFA — Nacogdoches, Tex.	632
KRES — St. Joseph, Mo.	497	KSFE — Needles, Calif.	369
KREW — Sunnyside, Wash.	654	KSFO — San Francisco, Calif.	375
KRGI — Grand Island, Neb.	504	KSGM — Ste. Genevieve, Mo.	497
KRGV — Westlaco, Tex.	638	KSIB — Creston, Iowa	435
KRHD — Duncan, Okla.	566	KSID — Sidney, Neb.	506
KRIB — Mason City, Iowa	438	KSIG — Crowley, La.	451
KRIC — Beaumont, Tex.	617	KSII — Gladewater, Tex.	624
KPIG — Odessa, Tex.	633	KSIL — Silver City, N. Mex.	515
KRIO — McAllen, Tex.	631	KSIM — Sikeston, Mo.	499
KRIS — Corpus Christi, Tex.	620	KSIS — Sedalia, Mo.	499
KRIZ — Phoenix, Ariz.	353	KSIW — Woodward, Okla.	571
KRKD — Los Angeles, Calif.	368	KSIX — Corpus Christi, Tex.	620
KRKO — Everett, Wash.	651	KSJB — Jamestown, N. Dak.	554
KRLC — Lewiston, Idaho	416	KSJO — San Jose, Calif.	375
KRLD — Dallas, Tex.	621	KSKY — Dallas, Tex.	621
KRLN — Cannon City, Colo.	381	KSL — Salt Lake City, Utah	641
KRLW — Walnut Ridge, Ark.	359	KSLM — Salem, Oreg.	576
KRMD — Shreveport, La.	457	KSLO — Opelousas, La.	455
KRMG — Tulsa, Okla.	570	KSLV — Monte Vista, Colo.	384
KRMO — Monett, Mo.	497	KSMA — Santa Maria, Calif.	378
KRMS — Osage Beach, Mo.	497	KSML — Seminole, Tex.	636
KRMW — The Dalles, Oreg.	572	KSMN — Mason City, Iowa	438
KRNO — San Bernardino, Calif.	373	KSMO — Salem, Mo.	499
KRNR — Roseburg, Oreg.	576	KSNY — Snyder, Tex.	636
KRNT — Des Moines, Iowa	436	KSO — Des Moines, Iowa	436
KROC — Rochester, Minn.	485	KSOK — Arkansas City, Kans.	440
KROD — El Paso, Tex.	623	KSON — San Diego, Calif.	374
KROF — Abbeville, La.	450	KSOO — Sioux Falls, S. Dak.	605
KROG — Sonora, Calif.	378	KSOP — Salt Lake City, Utah	641
KROP — Brawley, Calif.	362	KSPA — Santa Paula, Calif.	378
KROS — Glinton, Iowa	435	KSPI — Stillwater, Okla.	570
KROW — Oakland, Calif.	369	KSPO — Spokane, Wash.	654
KROX — Crookston, Minn.	482	KSPR — Casper, Wyo.	669
KROY — Sacramento, Calif.	372	KSPT — Sandpoint, Idaho	417

KSRO — Santa Rosa, Calif.	378	KTRH — Houston, Tex.	627
KSRV — Ontario, Oreg.	574	KTRI — Sioux City, Iowa	439
KSST — Sulphur Springs, Tex.	636	KTRM — Beaumont, Tex.	617
KSTA — Coleman, Tex.	619	KTRN — Wichita Falls, Tex.	638
KSTB — Beckenridge, Tex.	618	KTRY — Bastrop, La.	450
KSTL — St. Louis, Mo.	498	KTSA — San Antonio, Tex.	635
KSTN — Stockton, Calif.	378	KTSM — El Paso, Tex.	623
KSTP — St. Paul-Minneapolis, Minn.	485	KTTN — Trenton, Mo.	500
KSTT — Davenport, Iowa	435	KTTR — Rolla, Mo.	497
KSTV — Stephenville, Tex.	636	KTTS — Springfield, Mo.	499
KSUB — Cedar City, Utah	639	KTUC — Tucson, Ariz.	354
KSUE — Susanville, Calif.	378	KTUE — Tulia, Tex.	637
KSUL — Sulphur, La.	457	KTUL — Tulsa, Okla.	570
KSUM — Fairmont, Minn.	482	KTUR — Turlock, Calif.	379
KSUN — Bisbee, Ariz.	352	KTW — Seattle, Wash.	653
KSVC — Richfield, Utah	640	KTXC — Big Springs, Tex.	617
KSVP — Artesia, N. Mex.	513	KTXJ — Jasper, Tex.	628
KSWA — Graham, Tex.	624	KTYL — Mesa, Ariz.	353
KSWI — Council Bluffs, Iowa	435	KTXN — Austin, Tex.	616
KSWM — Joplin, Mo.	495	KUAM — Agana, Guam	672
KSWO — Lawton, Okla.	567	KUBA — Yuba City, Calif.	380
KSWs — Roswell, N. Mex.	515	KUBC — Montrose, Colo.	384
KSYC — Yreka, Calif.	380	KUDL — Kansas City, Mo.	495
KSYL — Alexandria, La.	450	KUDU — Ventura, Calif.	379
KTXL — San Angelo, Tex.	634	KUGN — Eugene, Oreg.	573
KSYD — Wichita Falls, Tex.	638	KUIN — Grants Pass, Oreg.	573
KTAC — Tacoma, Wash.	654	KUJ — Walla Walla, Wash.	655
KTAE — Taylor, Tex.	637	KUKI — Ukiah, Calif.	379
KTAN — Sherman, Tex.	636	KULA — Honolulu, Hawaii	673
KTAR — Phoenix, Ariz.	354	KULE — Ephrata, Wash.	651
KTAT — Frederick, Okla.	567	KULP — El Campo, Tex.	622
KTBB — Tyler, Tex.	637	KUMA — Pendleton, Oreg.	575
KTBC — Austin, Tex.	616	KUNO — Corpus Christi, Tex.	620
KTBS — Shreveport, La.	457	KUOA — Siloam Springs, Ark.	359
KTCB — Malden, Mo.	496	KURV — Edinburg, Tex.	622
KTEL — Walla Walla, Wash.	655	KUSH — Cushing, Okla.	566
KTEM — Temple, Tex.	637	KUSN — St. Joseph, Mo.	498
KTER — Terrell, Tex.	637	KUTI — Yakima, Wash.	655
KTFI — Twin Falls, Idaho	418	KVAN — Vancouver, Wash.	655
KTFS — Texarkana, Tex.	637	KVAS — Astoria, Oreg.	571
KTFY — Brownfield, Tex.	618	KVBC — Farmington, N. Mex.	514
KTHE — Thermopolis, Wyo.	670	KVCL — Winnfield, La.	457
KTHS — Little Rock, Ark.	358	KVCV — Redding, Calif.	371
KTHT — Houston, Tex.	627	KVEC — San Luis Obispo, Calif.	377
KTIB — Thibodaux, La.	457	KVEL — Vernal, Utah	641
KTIL — Tillamook, Oreg.	576	KVEN — Ventura, Calif.	379
KTIM — San Rafael, Calif.	377	KVET — Austin, Tex.	616
KTIP — Porterville, Calif.	371	KVFC — Cortez, Calif.	381
KTJS — Hobart, Okla.	567	KVFD — Ft. Dodge, Iowa	437
KTKN — Ketchikan, Alaska	671	KVGB — Great Bend, Kans.	441
KTKR — Taft, Calif.	379	KVI — Seattle, Wash.	653
KTKT — Tucson, Ariz.	354	KVIC — Victoria, Tex.	638
KTLD — Tallulah, La.	457	KVIM — New Iberia, La.	454
KTLN — Denver, Colo.	382	KVIN — Vinita, Okla.	571
KTLO — Mountain Home, Ark.	358	KVKM — Monahans, Tex.	632
KTLU — Rusk, Tex.	634	KVLB — Cleveland, Tex.	619
KTLLW — Texas City, Tex.	637	KVLC — Little Rock, Ark.	358
KTMC — McAlester, Okla.	568	KVLF — Alpine, Tex.	615
KTMS — Santa Barbara, Calif.	377	KVLH — Pauls Valley, Okla.	569
KTNM — Tucumcari, N. Mex.	515	KVMA — Magnolia, Ark.	358
KTNT — Tacoma, Wash.	654	KVMC — Colorado City, Tex.	619
KTOE — Mankato, Minn.	483	KVNC — Winslow, Ariz.	354
KTOH — Lihue, Kauai, Hawaii	673	KVNI — Coeur d'Alene, Idaho	416
KTOK — Oklahoma City, Okla.	569	KVNU — Logan, Utah	639
KTOP — Topeka, Kans.	443	KVOA — Tucson, Ariz.	354
KTOW — Oklahoma City, Okla.	569	KVOC — Casper, Wyo.	669
KTRB — Modesto, Calif.	369	KVOD — Denver, Colo.	383
KTRC — Santa Fe, N. Mex.	515	KVOE — Emporia, Kans.	440
KTRE — Lufkin, Tex.	631	KVOG — Ogden, Utah	639
KTRF — Thief River Falls, Minn.	485	KVOL — Lafayette, La.	452



KVOM — Morrilton, Ark.	358	KWPC — Muscatine, Iowa	438
KVON — Napa, Calif.	369	KWPM — West Plains, Mo.	500
KVOO — Tulsa, Okla.	571	KWRC — Pendleton, Oreg.	575
KVOP — Plainview, Tex.	633	KWRE — Warrenton, Mo.	500
KVOR — Colorado Springs, Colo.	381	KWRF — Warren, Ark.	359
KVOS — Bellingham, Wash.	650	KWRL — Riverton, Wyo.	670
KVOU — Uvalde, Tex.	637	KWRN — Reno, Nev.	508
KVOX — Littlefield, Tex.	629	KWRO — Coquille, Oreg.	572
KVOX — Moorhead, Minn.	484	KWRT — Boonville, Mo.	492
KVOZ — Laredo, Tex.	629	KWRW — Guthrie, Okla.	567
KVPI — Ville Platte, La.	457	KWSD — Mt. Shasta, Calif.	369
KVRC — Arkadelphia, Ark.	355	KWSH — Wewaka, Okla.	571
KVRH — Salida, Colo.	385	KWSK — Pratt, Kans.	443
KVRS — Rock Springs, Wyo.	670	KWTX — Waco, Tex.	638
KVSA — McGehee, Ark.	358	KWSO — Wasco, Calif.	379
KVSF — Santa Fe, N. Mex.	515	KWTC — Barstow, Calif.	361
KVSM — San Mateo, Calif.	377	KWTO — Springfield, Mo.	499
KVSO — Ardmore, Okla.	566	KWWL — Waterloo, Iowa	439
KVWC — Vernon, Tex.	638	KWYO — Sheridan, Wyo.	670
KVWO — Cheyenne, Wyo.	669	KXA — Seattle, Wash.	653
KWAD — Wadena, Minn.	486	KXAR — Hope, Ark.	356
KWAK — Stuttgart, Ark.	359	KXEL — Waterloo, Iowa	439
KWAL — Wallace, Idaho	418	KXEO — Mexico, Mo.	496
KWAT — Watertown, S. Dak.	605	KXGI — Ft. Madison, Iowa	437
KWBB — Wichita, Kans.	443	KXGN — Glendive, Mont.	502
KWBG — Boone, Iowa	434	KXIC — Iowa City, Iowa	437
KWBE — Beatrice, Neb.	504	KXIT — Dalhart, Tex.	620
KWBU — Corpus Christi, Tex.	620	KXJK — Forrest City, Ark.	356
KWBW — Hutchinson, Kans.	441	KXL — Portland, Oreg.	575
KWBY — Colorado Springs, Colo.	381	KXLA — Pasadena, Calif.	370
KWBR — Oakland, Calif.	370	KXLE — Ellensburg, Wash.	651
KWCB — Searcy, Ark.	359	KXLF — Butte, Mont.	501
KWCO — Chickasha, Okla.	566	KXLJ — Helena, Mont.	502
KWDM — Des Moines, Iowa	436	KXLK — Great Falls, Mont.	502
KWED — Seguin, Tex.	636	KXLL — Missoula, Mont.	503
KWEI — Weiser, Idaho	418	KXLO — Lewistown, Mont.	503
KWEM — Memphis, Tenn.	611	KXLQ — Bozeman, Mont.	501
KWEW — Hobbs, N. Mex.	514	KXLR — Little Rock, Ark.	358
KWFC — Hot Springs, Ark.	357	KXLW — St. Louis, Mo.	498
KWFR — San Angelo, Tex.	634	KXLY — Spokane, Wash.	654
KWFT — Wichita Falls, Tex.	638	KXO — El Centro, Calif.	363
KWG — Stockton, Calif.	378	KXOA — Sacramento, Calif.	372
KWGB — Goodland, Kans.	441	KXOB — Stockton, Calif.	378
KWHI — Brenham, Tex.	618	KXOC — Chico, Calif.	362
KWHK — Hutchinson, Kans.	441	KXOK — St. Louis, Mo.	498
KWHN — Fort Smith, Ark.	356	KXOL — Fort Worth, Tex.	623
KWHO — Salt Lake City, Utah	641	KXOX — Sweetwater, Tex.	637
KWHW — Altus, Okla.	566	KXRA — Alexander, Minn.	481
KWIE — Kennewick, Wash.	651	KXRJ — Russellville, Ark.	359
KWIK — Pocatello, Idaho	417	KXRO — Aberdeen, Wash.	650
KWIL — Albany, Oreg.	571	KXRX — San Jose, Calif.	375
KWIN — Ashland, Oreg.	571	KXXL — Monterey, Calif.	369
KWIZ — Santa Ana, Calif.	377	KXXX — Colby, Kans.	440
KWJB — Globe, Ariz.	353	KXYZ — Houston, Tex.	628
KWJJ — Portland, Oreg.	575	KYA — San Francisco, Calif.	375
KWK — St. Louis, Mo.	498	KYAK — Yakima, Wash.	655
KWKC — Abilene, Tex.	615	KYCA — Prescott, Ariz.	354
KWKH — Shreveport, La.	457	KYES — Roseburg, Oreg.	576
KWKW — Pasadena, Calif.	370	KYJC — Medford, Oreg.	574
KWLK — Longview, Wash.	651	KYME — Boise, Idaho	416
KWLM — Willmar, Minn.	486	KYMA — Yuma, Ariz.	355
KWNA — Winnemucca, Nev.	508	KYNO — Fresno, Calif.	365
KWNO — Winona, Minn.	486	KYNT — Yankton, S. Dak.	605
KWNW — Wenatchee, Wash.	655	KYOK — Houston, Tex.	628
KWOA — Worthington, Minn.	486	KYOR — Blythe, Calif.	362
KWOC — Poplar Bluff, Mo.	497	KYOS — Merced, Calif.	368
KWOE — Clinton, Okla.	566	KYOU — Greeley, Colo.	384
KWON — Bartlesville, Okla.	566	KYSM — Mankato, Minn.	483
KWOR — Worland, Wyo.	670	KYUM — Yuma, Ariz.	355
KWOS — Jefferson City, Mo.	493	KYW — Cleveland, Ohio	559
KWOW — Pomona, Calif.	371	KZIP — Amarillo, Tex.	616

KZUN — Opportunity, Wash.	652	WANS — Anderson, S. C.	598
WAAA — Winston-Salem, N. C.	552	WANT — Richmond, Va.	647
WAAB — Worcester, Mass.	469	WAOK — Atlanta, Ga.	405
WAAF — Chicago, Ill.	421	WAOV — Vincennes, Ind.	433
WAAG — Adel, Ga.	404	WAPA — San Juan, P. R.	675
WAAT — Newark, N. J.	510	WAPF — McComb, Miss.	490
WABA — Aguadilla, P. R.	673	WAPG — Arcadia, Fla.	393
WABB — Mobile, Ala.	348	WAPI — Birmingham, Ala.	343
WABI — Bangor, Me.	458	WAPL — Appleton, Wis.	661
WABJ — Adrian, Mich.	470	WAPO — Chattanooga, Tenn.	606
WABM — Houlton, Me.	458	WAPX — Montgomery, Ala.	349
WABC — New York, N. Y.	523	WARA — Attleboro, Mass.	463
WABG — Greenwood, Miss.	488	WARB — Covington, La.	451
WABO — Waynesboro, Miss.	491	WARD — Johnstown, Pa.	582
WABR — Winter Park, Fla.	404	WARE — Ware, Mass.	469
WABY — Albany, N. Y.	516	WARK — Hagerstown, Md.	462
WABZ — Albemarle, N. C.	540	WARL — Arlington, Va.	643
WACA — Camden, S. C.	598	WARM — Scranton, Pa.	592
WACB — Kittanning, Pa.	583	WARN — Ft. Pierce, Fla.	394
WACE — Chicopee-Springfield, Mass.	465	WARU — Peru, Ind.	432
WACH — Newport News, Va.	646	WASA — Havre De Grace, Md.	462
WACL — Waycross, Ga.	415	WASK — Lafayette, Ind.	431
WACO — Waco, Tex.	638	WASL — Annapolis, Md.	460
WACR — Columbus, Miss.	487	WATA — Boone, N. C.	540
WADC — Akron, Ohio	555	WATC — Gaylord, Mich.	475
WADE — Wadesboro, N. C.	550	WATG — Ashland, Ohio	555
WADK — Newport, R. I.	597	WATH — Athens, Ohio	555
WADP — Kane, Pa.	583	WATK — Antigo, Wis.	661
WAEB — Allentown, Pa.	577	WATM — Atmore, Ala.	343
WAEI — Mayaguez, P. R.	675	WATN — Watertown, N. Y.	539
WAEW — Crossville, Tenn.	607	WATR — Waterbury, Conn.	389
WAFB — Baton Rouge, La.	450	WATO — Oak Ridge, Tenn.	613
WAFD — Staunton, Va.	649	WATS — Sayre, Pa.	592
WAGA — Atlanta, Ga.	404	WATT — Cadillac, Mich.	472
WAGC — Chattanooga, Tenn.	606	WATW — Ashland, Wis.	661
WAGF — Dothan, Ala.	346	WATZ — Alpena, Mich.	470
WAGG — Franklin, Tenn.	608	WAUD — Auburn, Ala.	343
WAGM — Presque Isle, Me.	459	WAUG — Augusta, Ga.	407
WAGR — Lumberton, N. C.	546	WAUX — Waukesha, Wis.	668
WAGS — Bishopville, S. C.	598	WAVE — Louisville, Ky.	447
WAHR — Miami Beach, Fla.	398	WAVI — Springfield, Ohio	563
WAIM — Anderson, S. C.	598	WAVL — Apollo, Pa.	577
WAIN — Columbia, Ky.	444	WAVU — Albertville, Ala.	343
WAIP — Prichard, Ala.	350	WAVY — Portsmouth, Va.	647
WAIR — Winston-Salem, N. C.	552	WAVZ — New Haven, Conn.	387
WAJF — Chicago, Ill.	421	WAYB — Waynesboro, Va.	649
WAJG — Decatur, Ala.	345	WAYE — Dundalk, Md.	461
WAJR — Morgantown, W. Va.	658	WAYS — Charlotte, N. C.	541
WAKE — Atlanta, Ga.	405	WAYN — Rockingham, N. C.	549
WAKN — Aiken, S. C.	598	WAYX — Waycross, Ga.	415
WAKR — Akron, Ohio	555	WAYZ — Waynesboro, Pa.	594
WAKU — Latrobe, Pa.	583	WAZF — Yazoo City, Miss.	492
WALA — Mobile, Ala.	348	WAZL — Hazleton, Pa.	582
WALB — Albany, Ga.	404	WBAC — Cleveland, Tenn.	607
WALD — Walterboro, S. C.	604	WBAL — Baltimore, Md.	460
WALE — Fall River Mass.	465	WBAM — Montgomery, Ala.	349
WALK — Patchogue, N. Y.	535	WBAP — Fort Worth, Tex.	624
WALL — Middletown, N. Y.	523	WBAR — Bartow, Fla.	393
WALM — Albion, Mich.	470	WBAT — Marion, Ind.	431
WALT — Tampa, Fla.	402	WBAW — Barnwell, S. C.	598
WAMI — Opp, Ala.	350	WBAX — Wilkes-Barre, Pa.	594
WAML — Laurel, Miss.	489	WBAY — Green Bay, Wis.	663
WAMM — Flint, Mich.	474	WBBA — Pittsfield, Ill.	426
WAMS — Wilmington, Del.	390	WBBC — Burlington, N. C.	541
WAMW — Washington, Ind.	433	WBBC — Flint, Mich.	474
WAMY — Amory, Miss.	486	WBBF — Rochester, N. Y.	536
WANA — Anniston, Ala.	343	WBBM — Chicago, Ill.	421
WAND — Canton, Ohio	556	WBBO — Forest City, N. C.	543
WANE — Ft. Wayne, Ind.	429	WBBQ — Augusta, Ga.	407
WANN — Annapolis, Md.	460	WBBW — Youngstown, Ohio	565

WBBZ — Ponca City, Okla.	570	WBTO — Linton, Ind.	431
WBCK — Battle Creek, Mich.	470	WBUD — Trenton, N. J.	512
WBCM — Bay City, Mich.	470	WBUT — Butler, Pa.	578
WBCO — Bessemer, Ala.	343	WBUX — Doylestown, Pa.	580
WBCR — Christianburg, Va.	643	WBUY — Lexington, N. C.	546
WBCU — Union, S. C.	604	WBVL — Barbourville, Ky.	444
WBEC — Pittsfield, Mass.	467	WBVP — Beaver Falls, Pa.	578
WBEE — South Chicago, Ill.	424	WEYS — Canton, Ill.	419
WBEJ — Elizabethton, Tenn.	607	WBZ-WBZA — Boston-Springfield, Mass.	463
WBEL — Beloit, Wis.	661	WCAE — Pittsburgh, Pa.	591
WBEN — Buffalo, N. Y.	517	WCAM — Camden, N. J.	510
WBET — Brockton, Mass.	465	WCAO — Baltimore, Md.	460
WBEU — Beaufort, S. C.	598	WCAP — Lowell, Mass.	467
WBEV — Beaver Dam, Wis.	661	WCAR — Pontiac, Mich.	479
WBEX — Chillicothe, Ohio	556	WCAS — Gadsden, Ala.	347
WBFC — Fremont, Mich.	475	WCAU — Philadelphia, Pa.	587
Wbfd — Bedford, Pa.	578	WCAW — Charleston, W. Va.	656
WBGR — Jessup, Ga.	411	WCAX — Burlington, Vt.	641
WBHB — Fitzgerald, Ga.	410	WCAZ — Carthage, Ill.	419
WBHF — Cartersville, Ga.	408	WCBA — Corning, N. Y.	519
WBHP — Huntsville, Ala.	348	WCBC — Anderson, Inc.	428
WBIA — Augusta, Ga.	407	WCBD — Zion, Ill.	428
WBIE — Marietta, Ga.	412	WCBI — Columbus, Miss.	487
WBIG — Greensboro, N. C.	544	WCBL — Benton, Ky.	444
WBIP — Booneville, Miss.	486	WCBM — Baltimore, Md.	461
WBIR — Knoxville, Tenn.	609	WCBS — New York, N. Y.	525
WBIS — Bristol, Conn.	385	WCBT — Roanoke Rapids, N. C.	549
WEIW — Bedford, Ind.	428	WCBY — Sheboygan, Mich.	472
WBIZ — Eau Claire, Wis.	662	WCCO — Hartford, Conn.	387
WBKH — Hattiesburg, Miss.	488	WCCM — Lawrence, Mass.	467
WBKV — West Bend, Wis.	668	WCCO — Minneapolis, Minn.	483
WBLE — Batesville, Miss.	486	WCCP — Savannah, Ga.	413
WBLJ — Dalton, Ga.	409	WCDJ — Edenton, N. C.	542
WBLK — Clarksburg, W. Va.	657	WCDL — Carbondale, Pa.	579
WBLT — Bedford, Va.	643	WCdT — Winchester, Tenn.	614
WBLY — Springfield, Ohio	563	WCEC — Rocky Mount, N. C.	549
WBMA — Beaufort, N. C.	540	WCED — DuBois, Pa.	580
WBMC — McMinnville, Tenn.	611	WCEF — Parkersburg, W. Va.	659
WBMD — Baltimore, Md.	460	WCEH — Hawkinsville, Ga.	411
WBML — Macon, Ga.	411	WCEM — Cambridge, Md.	461
WBMS — Boston, Mass.	463	WCEN — Mt. Pleasant, Mich.	478
WBNL — Boonville, Ind.	428	WCFL — Chicago, Ill.	421
WENS — Columbus, Ohio	559	WCFV — Clifton Forge, Va.	644
WBNX — New York, N. Y.	523	WCGA — Calhoun, Ga.	408
WBNY — Buffalo, N. Y.	517	WCGC — Belmont, N. C.	540
WBOB — Galax, Va.	645	WCHA — Chambersburg, Pa.	579
WBOC — Salisbury, Md.	463	WCHF — Chippewa Falls, Wis.	662
WBOF — Virginia Beach, Va.	649	WCHJ — Brookhaven, Miss.	487
WBOK — New Orleans, La.	454	WCHL — Chapel Hill, N. C.	541
WBOS — Boston, Mass.	465	WCHN — Norwich, N. Y.	535
WBOW — Terre Haute, Ind.	433	WCHO — Washington Court House, Ohio	565
WBPZ — Lock Haven, Pa.	584	WCHS — Charleston, W. Va.	656
WBRC — Birmingham, Ala.	344	WCHV — Charlottesville, Va.	643
WBRE — Wilkes-Barre, Pa.	594	WCIL — Carbondale, Ill.	419
WBRR — Pittsfield, Mass.	468	WCIN — Cincinnati, Ohio	556
WBRM — Marion, N. C.	546	WCJU — Columbia, Miss.	487
WBRN — Big Rapids, Mich.	472	WCKB — Dunn, N. C.	542
WERO — Waynesboro, Ga.	415	WCKI — Greer, S. C.	601
WBRT — Bardstow, Ky.	444	WCKY — Cincinnati, Ohio	556
WBRV — Boonville, N. Y.	517	WCLA — Petersburg, Va.	647
WBRY — Waterbury, Conn.	389	WCLB — Camilla, Ga.	408
WBSC — Bennettsville, S. C.	598	WCLD — Cleveland, Miss.	487
WBSE — Hillsdale, Mich.	475	WCLG — Morgantown, W. Va.	658
WBSM — New Bedford, Mass.	466	WCLI — Corning, N. Y.	519
WBSR — Pensacola, Fla.	400	WCLO — Janesville, Wis.	663
WBT — Charlotte, N. C.	541	WCLS — Columbus, Ga.	408
WBTA — Batavia, N. Y.	517	WCLT — Newark, Ohio	562
WBTH — Williamson, W. Va.	661	WCMA — Corinth, Miss.	487
WBTM — Danville, Va.	644	WCMB — Harrisburg, Pa.	581
WBTN — Bennington, Vt.	641	WCMC — Wildwood, N. J.	512

WCME — Brunswick, Me. . . . .	458	WDBQ — Dubuque, Iowa . . . . .	436
WCMI — Ashland, Ky. . . . .	444	WDCF — Dade City, Fla. . . . .	393
WCMN — Arecife, P. R. . . . .	673	WDCL — Tarpon Springs, Fla. . . . .	402
WCMS — Norfolk, Va. . . . .	646	WDEB — Gulfport, Miss. . . . .	488
WCMW — Canton, Ohio . . . . .	556	WDEC — Americus, Ga. . . . .	404
WCMY — Ottawa, Ill. . . . .	426	WDEF — Chattanooga, Tenn. . . . .	606
WCNB — Connerville, Ind. . . . .	429	WDEH — Sweetwater, Tenn. . . . .	614
WCNC — Elizabeth City, N. Y. . . . .	542	WDEL — Wilmington, Del. . . . .	390
WCNH — Quincy, Fla. . . . .	401	WDEV — Waterbury, Vt. . . . .	642
WCNR — Bloomsburg, Pa. . . . .	578	WDGY — Minneapolis, Minn. . . . .	484
WCNT — Centralia, Ill. . . . .	419	WDIA — Memphis, Tenn. . . . .	611
WCNU — Crestview, Fla. . . . .	393	WDIG — Dothan, Ala. . . . .	346
WCNX — Middletown, Conn. . . . .	387	WDIX — Orangeburg, S. C. . . . .	603
WCOA — Pensacola, Fla. . . . .	400	WDKD — Kingstree, S. C. . . . .	601
WCOC — Meridian, Miss. . . . .	490	WDKN — Dickson, Tenn. . . . .	607
WCOG — Greensboro, N. C. . . . .	544	WDLA — Walton, N. Y. . . . .	538
WCOH — Newnan, Ga. . . . .	412	WDLB — Marshfield, Wis. . . . .	664
WCOJ — Coatesville, Pa. . . . .	579	WDLG — Port Jervis, N. Y. . . . .	536
WCOL — Columbus, Ohio . . . . .	559	WDLP — Panama City, Fla. . . . .	400
WCOM — Parkersburg, W. Va. . . . .	659	WDMG — Douglas, Ga. . . . .	409
WCON — Cornelia, Ga. . . . .	409	WDMJ — Marquette, Mich. . . . .	478
WCOP — Boston, Mass. . . . .	463	WDNC — Durham, N. C. . . . .	542
WCOR — Lebanon, Tenn. . . . .	610	WDNE — Elkins, W. Va. . . . .	657
WCOS — Columbia, S. C. . . . .	599	WDOB — Canton, Miss. . . . .	487
WCOU — Lewiston, Me. . . . .	458	WDOO — Chattanooga, Tenn. . . . .	606
WCOV — Montgomery, Ala. . . . .	349	WDOG — Marine City, Mich. . . . .	478
WCOW — South St. Paul, Minn. . . . .	485	WDOK — Cleveland, Ohio . . . . .	557
WCPA — Clearfield, Pa. . . . .	579	WDON — Wheaton, Md. . . . .	463
WCPC — Houston, Miss. . . . .	489	WDOR — Sturgeon Bay, Wis. . . . .	667
WCPH — Etowah, Tenn. . . . .	608	WDOS — Oneonta, N. Y. . . . .	535
WCPM — Cumberland, Ky. . . . .	445	WDOT — Burlington, Vt. . . . .	641
WCPO — Cincinnati, Ohio . . . . .	556	WDOV — Dover, Del. . . . .	390
WCPS — Tarboro, N. C. . . . .	550	WDQN — DuQuion, Ill. . . . .	423
WCRA — Effingham, Ill. . . . .	423	WDRC — Hartford, Conn. . . . .	387
WCRB — Waltham, Mass. . . . .	469	WDRF — Chester, Pa. . . . .	579
WCRE — Cheraw, S. C. . . . .	599	WDSC — Dillon, S. C. . . . .	600
WCRI — Scottsboro, Ala. . . . .	350	WDSG — Dyersburg, Tenn. . . . .	607
WCRK — Morristown, Tenn. . . . .	612	WDSM — Superior, Wis. . . . .	668
WCRL — Oneonta, Ala. . . . .	350	WDSR — Lake City, Fla. . . . .	397
WCRO — Johnstown, Pa. . . . .	582	WDSU — New Orleans, La. . . . .	454
WCRS — Greenwood, S. C. . . . .	601	WDUN — Gainesville, Ga. . . . .	410
WCRT — Birmingham, Ala. . . . .	344	WDUZ — Green Bay, Wis. . . . .	663
WCRV — Washington, N. J. . . . .	512	WDVH — Gainesville, Fla. . . . .	395
WCRW — Chicago, Ill. . . . .	421	WDWD — Dawson, Ga. . . . .	409
WCSC — Charleston, S. C. . . . .	598	WDVA — Danville, Va. . . . .	644
WCSH — Portland, Me. . . . .	458	WDVM — Pocomoke City, Md. . . . .	462
WCSI — Columbus, Ind. . . . .	428	WDWS — Champaign, Ill. . . . .	419
WCSS — Amsterdam, N. Y. . . . .	516	WDXB — Chattanooga, Tenn. . . . .	606
WCTA — Andalusia, Ala. . . . .	343	WDXE — Lawrenceburg, Tenn. . . . .	610
WCTC — New Brunswick, N. J. . . . .	511	WDXI — Jackson, Tenn. . . . .	608
WCTT — Corbin, Ky. . . . .	445	WDXL — Lexington, Tenn. . . . .	610
WCUE — Akron, Ohio . . . . .	555	WDXN — Clarksville, Tenn. . . . .	607
WCUM — Cumberland, Md. . . . .	461	WDYK — Cumberland, Md. . . . .	461
WCVA — Culpeper, Va. . . . .	644	WDZ — Decatur, Ill. . . . .	422
WCVI — Connellsville, Pa. . . . .	580	WEAB — Greer, S. C. . . . .	601
WCVS — Springfield, Ill. . . . .	427	WEAM — Arlington, Va. . . . .	643
WCYB — Bristol, Va. . . . .	643	WEAN — Providence, R. I. . . . .	597
WDAD — Indiana, Pa. . . . .	582	WEAR — Pensacola, Fla. . . . .	400
WDAE — Tampa, Fla. . . . .	492	WEAS — Decatur, Ga. . . . .	409
WDAF — Kansas City, Mo. . . . .	495	WEAT — West Palm Beach, Fla. . . . .	403
WDAK — Columbus, Ga. . . . .	408	WEAU — Eau Claire, Wis. . . . .	662
WDAN — Danville, Ill. . . . .	422	WEAV — Plattsburg, N. Y. . . . .	536
WDAR — Savannah, Ga. . . . .	413	WEAW — Evanston, Ill. . . . .	423
WDAS — Philadelphia, Pa. . . . .	587	WEBC — Duluth, Minn. . . . .	482
WDAY — Fargo, N. D. . . . .	553	WEBB — Dundalk, Md. . . . .	462
WBBC — Escanaba, Mich. . . . .	474	WEBJ — Brewton, Ala. . . . .	345
WDBF — Delray Beach, Fla. . . . .	394	WEBK — Tampa, Fla. . . . .	402
WDBJ — Roanoke, Va. . . . .	648	WEBR — Buffalo, N. Y. . . . .	519
WDBL — Springfield, Tenn. . . . .	614	WEBQ — Harrisburg, Ill. . . . .	424
WBDO — Orlando, Fla. . . . .	399	WEBY — Milton, Fla. . . . .	399

WEDC — Chicago, Ill. ....	421	WFBG — Altoona, Pa. ....	577
WEDR — Birmingham, Ala. ....	344	WFBL — Syracuse, N. Y. ....	538
WEDO — McKeesport, Pa. ....	584	WFBM — Indianapolis, Ind. ....	430
WEEB — Southern Pines, N. C. ....	550	WFBR — Baltimore, Md. ....	461
WEED — Rocky Mount, N. C. ....	549	WFCB — Dunkirk, N. Y. ....	519
WEEI — Boston, Mass. ....	463	WFCR — Fairfax, Va. ....	644
WEEK — Peoria, Ill. ....	426	WFDF — Flint, Mich. ....	474
WEEU — Reading, Pa. ....	591	WFEA — Manchester, N. H. ....	508
WEGO — Concord, N. C. ....	542	WFEB — Sylacauga, Ala. ....	351
WEIC — Charleston, Ill. ....	421	WFEC — Miami, Fla. ....	398
WEIM — Fitchburg, Mass. ....	465	WFGM — Fitchburg, Mass. ....	465
WEIR — Weirton, W. Va. ....	659	WFGN — Gaffney, S. C. ....	600
WEJL — Scranton, Pa. ....	593	WFHG — Bristol, Va. ....	643
WEKR — Fayetteville, Tenn. ....	608	WFHR — Wisconsin Rapids, Wis. ....	668
WEKY — Richmond, Ky. ....	449	WFIG — Sumter, S. C. ....	603
WEKZ — Monroe, Wis. ....	665	WFIL — Philadelphia, Pa. ....	587
WELC — Welch, W. Va. ....	659	WFIN — Findlay, Ohio ....	561
WELI — New Haven, Conn. ....	388	WFIW — Fairfield, Ill. ....	423
WELL — Battle Creek, Mich. ....	470	WFKN — Franklin, Ky. ....	445
WELM — Elmira, N. Y. ....	519	WFKY — Frankfort, Ky. ....	445
WELO — Tupelo, Miss. ....	491	WFLA — Tampa, Fla. ....	402
WELP — Easley, S. C. ....	600	WFLB — Fayetteville, N. C. ....	543
WELR — Roanoke, Ala. ....	350	WFLO — Farmville, Va. ....	644
WELS — Kinston, N. C. ....	546	WFLW — Monticello, Ky. ....	448
WELY — Ely, Minn. ....	482	WFMC — Goldsboro, N. C. ....	544
WEMP — Milwaukee, Wis. ....	665	WFMD — Frederick, Md. ....	462
WEMR — Emporium, Pa. ....	580	WFMH — Cullman, Ala. ....	345
WENA — Bayamon, P. R. ....	673	WFMJ — Youngstown, Ohio ....	565
WENC — Whiteville, N. C. ....	551	WFMO — Fairmont, N. C. ....	543
WENE — Binghamton, N. Y. ....	517	WFMW — Madisonville, Ky. ....	447
WENK — Union City, Tenn. ....	614	WFNC — Fayetteville, N. C. ....	543
WENT — Gloversville, N. Y. ....	521	WFNM — DeFuniak Springs, Fla. ....	394
WENY — Elmira, N. Y. ....	521	WFNS — Burlington, N. C. ....	541
WEOA — Evansville, Ind. ....	429	WFOB — Fostoria, Ohio ....	561
WEOK — Poughkeepsie, N. Y. ....	536	WFOM — Marietta, Ga. ....	412
WEOL — Elyria, Ohio ....	561	WFOR — Hattiesburg, Miss. ....	488
WEPG — South Pittsburgh, Tenn. ....	614	WFOX — Milwaukee, Wis. ....	665
WEPM — Martinsburg, W. Va. ....	658	WFOY — St. Augustine, Fla. ....	401
WERC — Erie, Pa. ....	580	WFPA — Ft. Payne, Ala. ....	347
WERD — Atlanta, Ga. ....	407	WFPG — Atlantic City, N. J. ....	510
WERH — Hamilton, Ala. ....	348	WFPM — Fort Valley, Ga. ....	410
WERI — Westerly, R. I. ....	597	WFPR — Hammond, La. ....	452
WESA — Charleroi, Pa. ....	579	WFRC — Reidsville, N. C. ....	548
WESB — Bradford, Pa. ....	578	WFRL — Freeport, Ill. ....	423
WESC — Greenville, S. C. ....	690	WFRM — Coudersport, Pa. ....	580
WESK — Escanaba, Mich. ....	474	WFRO — Fremont, Ohio ....	561
WESO — Southbridge, Mass. ....	468	WFRP — Savannah, Ga. ....	413
WEST — Easton, Pa. ....	580	WFRX — West Frankfort, Ill. ....	428
WESX — Salem, Mass. ....	468	WFTC — Kinston, N. C. ....	546
WETB — Johnson City, Tenn. ....	608	WFTG — London, Ky. ....	447
WETO — Gadsden, Ala. ....	347	WFTL — Fort Lauderdale, Fla. ....	394
WETU — Wetumpka, Ala. ....	352	WFTM — Maysville, Ky. ....	448
WETZ — New Martinsville, W. Va. ....	658	WFTR — Front Royal, Va. ....	645
WEVA — Emporia, Va. ....	644	WFTW — Fort Walton Beach, Fla. ....	395
WEVD — New York, N. Y. ....	523	WFUL — Fulton, Ky. ....	445
WEVE — Eveleth, Minn. ....	482	WFUN — Huntsville, Ala. ....	348
WEW — St. Louis, Mo. ....	498	WFUR — Grand Rapids, Mich. ....	475
WEWO — Laurinburg, N. C. ....	546	WFVA — Fredericksburg, Va. ....	644
WEXL — Royal Oak, Mich. ....	480	WFGV — Fuquay Springs, N. C. ....	543
WEYE — Sanford, N. C. ....	549	WFYC — Alma, Mich. ....	470
WEZB — Birmingham, Ala. ....	344	WGAA — Cedartown, Ga. ....	408
WFAA — Dallas, Tex. ....	621	WGAC — Augusta, Ga. ....	407
WFAH — Alliance, Ohio ....	555	WGAD — Gadsden, Ala. ....	347
WFAI — Fayetteville, N. C. ....	543	WGAF — Valdosta, Ga. ....	414
WFAR — Farrell, Pa. ....	581	WGAI — Elizabeth City, N. C. ....	542
WFAS — White Plains, N. Y. ....	539	WGAL — Lancaster, Pa. ....	583
WFAU — Augusta, Me. ....	458	WGAN — Portland, Me. ....	459
WFAX — Falls Church, Va. ....	644	WGAP — Maryville, Tenn. ....	611
WFBC — Greenville, S. C. ....	601	WGAT — Utica, N. Y. ....	538
WFBF — Fernandina Beach, Fla. ....	394	WGAU — Athens, Ga. ....	404



WGAW — Gardner, Mass.	466	WHAL — Shelbyville, Tenn.	614
WGAY — Silver Spring, Md.	463	WHAM — Rochester, N. Y.	536
WGBA — Columbus, Ga.	409	WHAN — Charleston, S. C.	599
WGBB — Freeport, N. Y.	521	WHAP — Hopewell, Va.	645
WGBF — Evansville, Ind.	429	WHAR — Clarksburg, W. Va.	657
WGBG — Greensboro, N. C.	544	WHAS — Louisville, Ky.	447
WGBI — Scranton, Pa.	592	WHAT — Philadelphia, Pa.	585
WGBR — Goldsboro, N. C.	544	WHAV — Haverhill, Mass.	466
WGBS — Miami, Fla.	398	WHAW — Weston, W. Va.	659
WGCB — Red Lion, Pa.	592	WHAY — New Britain, Conn.	387
WGCD — Chester, S. C.	599	WHB — Kansas City, Mo.	496
WGCM — Gulfport, Miss.	488	WHBB — Selma, Ala.	351
WGEA — Geneva, Ala.	347	WHBC — Canton, Ohio	556
WGEM — Quincy, Ill.	426	WHBF — Rock Island, Ill.	427
WGES — Chicago, Ill.	421	WHBI — Newark, N. J.	511
WGET — Gettysburg, Pa.	581	WHBL — Sheboygan, Wis.	667
WGEZ — Beloit, Wis.	662	WHBN — Harrodsburg, Ky.	446
WGFS — Covington, Ga.	409	WHBO — Tampa, Fla.	402
WGGA — Gainesville, Ga.	410	WHBQ — Memphis, Tenn.	611
WGGG — Gainesville, Fla.	395	WHBS — Huntsville, Ala.	348
WGGH — Marion, Ill.	425	WHBT — Harriman, Tenn.	608
WGH — Newport News, Va.	646	WHBU — Anderson, Ind.	428
WGIG — Brunswick, Ga.	408	WHBY — Appleton, Wis.	661
WGIL — Galesburg, Ill.	423	WHCC — Waynesville, N. C.	551
WGLV — Charlotte, N. C.	541	WHCO — Sparta, Ill.	427
WGKA — Atlanta, Ga.	407	WHCU — Ithaca, N. Y.	522
WGKV — Charleston, W. Va.	656	WHDF — Houghton, Mich.	476
WGL — Fort Wayne, Ind.	429	WHDH — Boston, Mass.	464
WGLC — Centreville, Miss.	487	WHDL — Olean, N. Y.	535
WGLS — Decatur, Ga.	409	WHDM — McKenzie, Tenn.	611
WGMA — Hollywood-Miami, Fla.	395	WHEB — Portsmouth, N. H.	509
WGMS — Washington, D. C.	391	WHEC — Rochester, N. Y.	537
WGN — Chicago, Ill.	421	WHED — Washington, N. C.	550
WGNB — Gastonia, N. C.	543	WHEE — Martinsville, Va.	646
WGNI — Wilmington, N. C.	551	WHEN — Syracuse, N. Y.	538
WGNS — Murfreesboro, Tenn.	612	WHEP — Foley, Ala.	347
WGNV — Newburgh, N. Y.	523	WHER — Memphis, Tenn.	611
WGOL — Goldsboro, N. C.	544	WHFB — Benton Harbor, Mich.	472
WGOV — Valdosta, Ga.	414	WHFC — Chicago, Ill.	421
WGPA — Bethlehem, Pa.	578	WHGB — Harrisburg, Pa.	581
WGPC — Albany, Ga.	404	WHGR — Houghton Lake, Mich.	476
WGR — Buffalo, N. Y.	519	WHHH — Warren, Ohio	565
WGRA — Cairo, Ga.	408	WHHM — Memphis, Tenn.	611
WGRC — Louisville, Ky.	447	WHIE — Griffin, Ga.	410
WGRD — Grand Rapids, Mich.	475	WHIL — Medford, Mass.	466
WGRM — Greenwood, Miss.	488	WHIM — Providencem, R. I.	597
WGRV — Greeneville, Tenn.	608	WHIN — Gallatin, Tenn.	608
WGRY — Gary, Ind.	430	WHIO — Dayton, Ohio	560
WGSA — Ephrata, Pa.	580	WHIP — Mooresville, N. C.	547
WGSM — Huntington, N. Y.	522	WHIR — Danville, Ky.	445
WGST — Atlanta, Ga.	407	WHIS — Bluefield, W. Va.	656
WGSV — Guntersville, Ala.	347	WHIT — New Bern, N. C.	547
WGSW — Greenwood, S. C.	601	WHIZ — Zanesville, Ohio	565
WGTA — Summerville, Ga.	413	WHJB — Greensburg, Pa.	581
WGTC — Greenville, N. C.	544	WHJC — Matewan, W. Va.	658
WGTH — Hartford, Conn.	387	WHKK — Akron, Ohio	555
WGTL — Kannapolis, N. C.	545	WHKP — Hendersonville, N. C.	544
WGTM — Wilson, N. C.	551	WHKY — Hickory, N. C.	545
WGTN — Georgetown, S. C.	600	WHLB — Virginia, Minn.	485
WGTO — Haines City, Fla.	395	WHLD — Niagara Falls, N. Y.	535
WGUY — Bangor, Me.	458	WHLF — South Boston, Va.	648
WGVA — Geneva, N. Y.	521	WHLI — Hempstead, N. Y.	521
WGVN — Greenville, Miss.	488	WHLL — Wheeling, W. Va.	661
WGWC — Selma, Ala.	351	WHLM — Bloomsburg, Pa.	578
WGWR — Asheboro, N. C.	540	WHLN — Harlan, Ky.	446
WGY — Schenectady, N. Y.	537	WHLP — Centerville, Tenn.	606
WGYV — Greenville, Ala.	347	WHLS — Port Huron, Mich.	480
WHAB — Baxley, Ga.	408	WHMA — Anniston, Ala.	343
WHAI — Greenfield, Mass.	466	WHMP — Northampton, Mass.	467
WHAK — Rogers City, Mich.	480	WHNC — Henderson, N. C.	544

WHNY — McComb, Miss.	490	WIMO — Winder, Ga.	415
WHO — Des Moines, Ia.	436	WIMS — Michigan City, Ind.	432
WHOA — San Juan, P. R.	675	WINA — Charlottesville, Va.	643
WHOC — Philadelphia, Miss.	491	WINC — Winchester, Va.	649
WHOD — Homestead, Pa.	582	WIND — Chicago, Ill.	421
WHOK — Lancaster, Ohio	561	WING — Dayton, Ohio	560
WHOL — Allentown, Pa.	577	WINI — Murphysboro, Ill.	425
WHOM — New York, N. Y.	527	WINK — Ft. Myers, Fla.	394
WHOO — Orlando, Fla.	399	WINN — Louisville, Ky.	447
WHOP — Hopkinsville, Ky.	466	WINR — Binghamton, N. Y.	517
WHOS — Decatur, Ala.	346	WINS — New York, N. Y.	529
WHOT — Campbell, Ohio	556	WINX — Rockville, Md.	462
WHOW — Clinion, Ill.	422	WINZ — Miami, Fla.	398
WHP — Harrisburg, Pa.	581	WIOD — Miami, Fla.	398
WHPB — Belton, S. C.	598	WIOK — Tampa, Fla.	402
WHPE — High Point, N. C.	545	WION — Ionia, Mich.	476
WHRV — Ann Arbor, Mich.	470	WIOU — Kokomo, Ind.	431
WHSC — Hartville, S. C.	601	WIP — Philadelphia, Pa.	589
WHSY — Hattiesburg, Miss.	488	WIPC — Lake Wales, Fla.	397
WHTB — Talladega, Ala.	351	WIPS — Ticonderoga, N. Y.	538
WHTC — Holland, Mich.	475	WIRA — Ft. Pierce, Fla.	395
WHTN — Huntington, W. Va.	657	WIRB — Enterprise, Ala.	346
WHUB — Cookeville, Tenn.	607	WIRC — Hickory, N. C.	545
WHUC — Hudson, N. Y.	522	WIRE — Indianapolis, Ind.	430
WHUM — Reading, Pa.	592	WIRJ — Humboldt, Tenn.	608
WHUN — Huntingdon, Pa.	582	WIRK — West Palm Beach, Fla.	403
WHVF — Wausau, Wis.	668	WIRL — Peoria, Ill.	426
WHVH — Henderson, N. C.	544	WIRO — Ironton, Ohio	561
WHVR — Hanover, Pa.	581	WIRY — Plattsburg, N. Y.	536
WHWB — Rutland, Vt.	642	WIS — Columbia, S. C.	599
WHWL — Nanticoke, Pa.	584	WISC — Madison, Wis.	664
WHXY — Bogalusa, La.	451	WISE — Asheville, N. C.	540
WHYL — Carlisle, Pa.	579	WISH — Indianapolis, Ind.	431
WHYN — Holyoke-Springfield, Mass.	466	WISL — Shamokin, Pa.	593
WIAC — San Juan, P. R.	676	WISN — Milwaukee, Wis.	665
WIAM — Williamston, N. C.	551	WISO — Ponce, P. R.	675
WIBA — Madison, Wis.	664	WISP — Kinston, N. C.	546
WIBB — Macon, Ga.	411	WISR — Butler, Pa.	578
WIBC — Indianapolis, Ind.	430	WIST — Charlotte, N. C.	541
WIBG — Philadelphia, Pa.	585	WITA — San Juan, P. R.	676
WIBM — Jackson, Mich.	476	WITH — Baltimore, Md.	461
WIBR — Baton Rouge, La.	451	WITY — Danville, Ill.	422
WIBU — Poynette, Wis.	666	WITZ — Jasper, Ind.	431
WIBV — Belleville, Ill.	419	WIVI — Christiansted, V. I.	676
WIBW — Topeka, Kans.	443	WIVK — Knoxville, Tenn.	609
WIBX — Utica, N. Y.	538	WIVY — Jacksonville, Fla.	395
WICA — Ashtabula, Ohio	555	WIZE — Springfield, Ohio	563
WICC — Bridgeport, Conn.	385	WIZZ — Streator, Ill.	427
WICE — Providence, R. I.	597	WJAC — Johnstown, Pa.	583
WICH — Norwich, Conn.	388	WJAG — Norfolk, Neb.	505
WICK — Scranton, Pa.	592	WJAK — Jackson, Tenn.	608
WICY — Malone, N. Y.	522	WJAM — Marion, Ala.	348
WIDE — Biddeford, Me.	458	WJAN — Spartanburg, S. C.	603
WIEL — Elizabethtown, Ky.	445	WJAR — Providence, R. I.	597
WIFM — Elkin, N. C.	543	WJAS — Pittsburgh, Pa.	590
WIGM — Medford, Wis.	665	WJAT — Swainsboro, Ga.	413
WIKB — Iron River, Mich.	476	WJAX — Jacksonville, Fla.	395
WIKC — Bogalusa, La.	451	WJAY — Mullins, S. C.	602
WIKE — Newport, Vt.	642	WJAZ — Albany, Ga.	404
WIKK — Erie, Pa.	580	WJBC — Bloomington, Ill.	419
WIKY — Evanville, Ind.	429	WJBB — Haleyville, Ala.	347
WIL — St. Louis, Mo.	499	WJBK — Detroit, Mich.	472
WILD — Birmingham, Ala.	344	WJBO — Baton Rouge, La.	451
WILE — Cambridge, Ohio	556	WJBS — Deland, Fla.	394
WILK — Wilkes-Barre, Pa.	594	WJBW — New Orleans, La.	454
WILM — Wilmington, Del.	390	WJCD — Seymour, Ind.	432
WILO — Frankfort, Ind.	430	WJCM — Sebring, Fla.	401
WILS — Lansing, Mich.	477	WJDA — Quincy, Mass.	468
WILY — Pittsburgh, Pa.	590	WJDX — Jackson, Miss.	489
WIMA — Lima, Ohio	561	WJEF — Grand Rapids, Mich.	475

WJEH — Gallipolis, Ohio	561	WKBL — Covington, Tenn.	607
WJEJ — Hagerstown, Md.	462	WKBN — Youngstown, Ohio	565
WJEM — Valdosta, Ga.	414	WKBO — Harrisburg, Pa.	581
WJER — Dover, Ohio	560	WKBR — Manchester, N. H.	509
WJET — Erie, Pa.	581	WKBS — Mineola, N. Y.	523
WJHL — Johnston City, Tenn.	608	WKBV — Richmond, Ind.	432
WJHO — Opelika, Ala.	350	WKBW — Buffalo, N. Y.	519
WJHP — Jacksonville, Fla.	395	WKBZ — Muskegon, Mich.	478
WJIG — Tullahoma, Tenn.	614	WKCT — Bowling Green, Ky.	444
WJIM — Lansing, Mich.	477	WKDA — Nashville, Tenn.	612
WJIV — Savannah, Ga.	413	WKDK — Newberry, S. C.	603
WJJD — Chicago, Ill.	422	WKDL — Clarksdale, Miss.	487
WJIL — Niagara Falls, N. Y.	535	WKDN — Camden, N. J.	510
WJJM — Lewisburg, Tenn.	610	WKEI — Kewanee, Ill.	424
WJKO — Springfield, Mass.	468	WKEU — Griffin, Ga.	410
WJLB — Detroit, Mich.	472	WKEY — Covington, Va.	644
WJLD — Birmingham, Ala.	345	WKGN — Knoxville, Tenn.	609
WJLK — Asbury Park, N. J.	509	WKHM — Jackson, Mich.	476
WJLS — Beckley, W. Va.	656	WKIC — Hazard, Ky.	446
WJMA — Orange, Va.	647	WKID — Urbana, Ill.	428
WJMB — Brookhaven, Miss.	487	WKIK — Leonardtown, Md.	462
WJMC — Rice Lake, Wis.	667	WKIN — Kingsport, Tenn.	609
WJMJ — Philadelphia, Pa.	587	WKIP — Poughkeepsie, N. Y.	536
WJMR — New Orleans, La.	454	WKIX — Raleigh, N. C.	548
WJMS — Ironwood, Mich.	476	WKJB — Mayaguez, P. R.	675
WJMW — Athens, Ala.	343	WKJG — Ft. Wayne, Ind.	429
WJMX — Florence, S. C.	600	WKKO — Cocoa, Fla.	393
WJNC — Jacksonville, N. C.	545	WKLA — Ludington, Mich.	478
WJNO — West Palm Beach, Fla.	403	WKLC — St. Albans, W. Va.	659
WJOB — Hammond, Ind.	430	WKLE — Washington, Ga.	415
WJOC — Jamestown, N. Y.	522	WKLF — Clanton, Ala.	345
WJOI — Florence, Ala.	346	WKLJ — Sparta, Wis.	667
WJOL — Joliet, Ill.	424	WKLK — Cloquet, Minn.	482
WJON — St. Cloud, Minn.	485	WKLO — Louisville, Ky.	447
WJOT — Lake City, S. C.	602	WKLX — Blackstone, Va.	643
WJOY — Burlington, Vt.	642	WKLX — Paris, Ky.	449
WJPA — Washington, Pa.	594	WKLY — Hartwell, Ga.	410
WJPD — Ishpeming, Mich.	476	WKMC — Roaring Spring, Pa.	592
WJPF — Herrin, Ill.	424	WKMF — Flint, Mich.	474
WJPG — Green Bay, Wis.	663	WKMH — Detroit, Mich.	474
WJPR — Greenville, Miss.	488	WKMI — Kalamazoo, Mich.	477
WJPS — Evansville, Ind.	429	WKMT — Kings Mountain, N. C.	545
WJQS — Jackson, Miss.	489	WKNA — Charleston, W. Va.	656
WJRR — Detroit, Mich.	472	WKNB — New Britain, Conn.	387
WJRD — Tuscaloosa, Ala.	351	WKNE — Keene, N. H.	508
WJRI — Lenoir, N. C.	546	WKNK — Muskegon, Mich.	479
WJSB — Crestview, Fla.	393	WKNX — Saginaw, Mich.	480
WJTN — Jamestown, N. Y.	522	WKNY — Kingston, N. Y.	522
WJUN — Mexico, Pa.	584	WKO — Hopkinsville, Ky.	446
WJVA — South Bend, Ind.	433	WKOK — Sunbury, Pa.	593
WJVB — Jacksonville Beach, Fla.	397	WKOP — Binghamton, N. Y.	517
WJWG — Conway, N. H.	508	WKOV — Wellston, Ohio	565
WJWL — Georgetown, Del.	390	WKOW — Madison, Wis.	664
WJWS — South Hill, Va.	649	WKOX — Framingham, Mass.	465
WJXN — Jackson, Miss.	489	WKOY — Bluefield, W. Va.	656
WJZM — Clarksville, Tenn.	607	WKOZ — Kosciusko, Miss.	489
WKAB — Mobile, Ala.	349	WKPA — New Kensington, Pa.	584
WKAI — Macomb, Ill.	425	WKPT — Kingsport, Tenn.	609
WKAL — Rome, N. Y.	537	WKRC — Cincinnati, Ohio	557
WKAM — Goshen, Ind.	430	WKRK — Mobile, Ala.	349
WKAN — Kankakee, Ill.	424	WKRK — Columbia, Tenn.	607
WKAP — Allentown, Pa.	577	WKRO — Cairo, Ill.	419
WKAQ — San Juan, P. R.	676	WKRS — Waukegan, Ill.	428
WKAT — Miami Beach, Fla.	399	WKRT — Cortland, N. Y.	519
WKAY — Glasgow, Ky.	445	WKRZ — Oil City, Pa.	585
WKBC — North Wilkesboro, N. C.	547	WKS — Milford, Del.	390
WKBH — LaCrosse, Wis.	663	WKSR — Pulaski, Tenn.	613
WKBI — St. Marys, Pa.	592	WKST — New Castle, Pa.	584
WKBJ — Milan, Tenn.	612	WKTG — Thomasville, Ga.	414
		WKTL — Kendallville, Ind.	431

WKTM — Mayfield, Ky.	448	WLOE — Leaksville, N. C.	546
WKTQ — South Paris, Me.	460	WLOF — Orlando, Fla.	399
WKTY — LaCrosse, Wis.	663	WLOG — Logan, W. Va.	658
WKUL — Cullman, Ala.	345	WLOH — P inceton, W. Va.	659
WKVA — Lewistown, Pa.	583	WLOI — LaPorte, Ind.	431
WKVM — San Juan, P. R.	676	WLOL — Minneapolis, Minn.	484
WKWF — Key West, Fla.	397	WLOK — Lincolnton, N. C.	546
WKWK — Wheeling, W. Va.	661	WLOS — Asheville, N. C.	540
WKXL — Concord, N. H.	508	WLOU — Louisville, Ky.	447
WKXV — Knoxville, Tenn.	609	WLOW — Portsmouth, Va.	646
WKXY — Sarasota, Fla.	401	WLOX — Biloxi-Gulfport, Miss.	486
WKY — Oklahoma City, Okla.	569	WLPM — Suffolk, Va.	649
WKYB — Paducah, Ky.	448	WLPO — LaSalle, Ill.	424
WKYR — Keyser, W. Va.	658	WLRP — New Albany, Ind.	432
WKYW — Louisville, Ky.	447	WLS — Chicago, Ill.	422
WKZO — Kalamazoo, Mich.	477	WLSD — Big Stone Gap, Va.	643
WLAC — Nashville, Tenn.	612	WLSE — Wallace, N. C.	550
WLAD — Danbury, Conn.	385	WLSH — Lansford, Pa.	583
WLAF — Lafollette, Tenn.	609	WLSI — Pikeville, Ky.	449
WLAG — La Grange, Ga.	411	WLSM — Louisville, Miss.	490
WLAK — Lakeland, Fla.	397	WLSV — Wellsville, N. Y.	539
WLAM — Lewiston, Me.	458	WLTC — Gastonia, N. C.	543
WLAN — Lancaster, Pa.	583	WLVA — Lynchburg, Va.	645
WLAP — Lexington, Ky.	446	WLW — Cincinnati, Ohio	557
WLAQ — Rome, Ga.	412	WLYC — Williamsport, Pa.	594
WLAR — Athens, Tenn.	606	WLYN — Lynn, Mass.	466
WLAS — Jacksonville, N. C.	545	WMAG — Forrest, Miss.	488
WLAT — Conway, S. C.	600	WMAJ — State College, Pa.	593
WLAU — Laurel, Miss.	490	WMAK — Nashville, Tenn.	612
WLAV — Grand Rapids, Mich.	475	WMAL — Washington, D. C.	391
WLAY — Muscle Shoals, Ala.	349	WMAM — Marinette, Wis.	664
WLBB — Carrollton, Ga.	408	WMAN — Mansfield, Ohio	562
WLBC — Muncie, Ind.	432	WMAF — Monroe, N. C.	547
WLBE — Leesburg, Fla.	397	WMAQ — Chicago, Ill.	422
WLBG — Laurens, S. C.	612	WMAS — Springfield, Mass.	468
WLBH — Mattoon, Ill.	425	WMAW — Menominee, Mich.	478
WLBJ — Bowling Green, Ky.	444	WMAX — Grand Rapids, Mich.	475
WLBK — DeKalb, Ill.	423	WMAZ — Springfield, Ill.	427
WLBK — Lebanon, Ky.	446	WMAZ — Macon, Ga.	411
WLBK — Lebanon, Pa.	583	WMBC — Macon, Miss.	490
WLBK — Lebanon, Pa.	583	WMBD — Peoria, Ill.	426
WLBK — Lebanon, Pa.	583	WMBG — Richmond, Va.	648
WLBK — Lebanon, Pa.	583	WMBH — Joplin, Mo.	495
WLBK — Lebanon, Pa.	583	WMBL — Morehead City, N. C.	547
WLBK — Lebanon, Pa.	583	WMBM — Miami Beach, Fla.	399
WLBK — Lebanon, Pa.	583	WMBN — Petoskey, Mich.	479
WLBK — Lebanon, Pa.	583	WMBO — Auburn, N. Y.	516
WLBK — Lebanon, Pa.	583	WMBR — Jacksonville, Fla.	396
WLBK — Lebanon, Pa.	583	WMBS — Uniontown, Pa.	594
WLBK — Lebanon, Pa.	583	WMC — Memphis, Tenn.	611
WLBK — Lebanon, Pa.	583	WMCA — New York, N. Y.	525
WLBK — Lebanon, Pa.	583	WMCD — Welch, W. Va.	659
WLBK — Lebanon, Pa.	583	WMCH — Church Hill, Tenn.	606
WLBK — Lebanon, Pa.	583	WMCK — McKeesport, Pa.	584
WLBK — Lebanon, Pa.	583	WMCW — Harvard, Ill.	424
WLBK — Lebanon, Pa.	583	WMDC — Hazlehurst, Miss.	489
WLBK — Lebanon, Pa.	583	WMDD — Fajardo, P. R.	675
WLBK — Lebanon, Pa.	583	WMDN — Midland, Mich.	478
WLBK — Lebanon, Pa.	583	WMEN — Tallahassee, Fla.	402
WLBK — Lebanon, Pa.	583	WMEV — Marion, Va.	645
WLBK — Lebanon, Pa.	583	WMEX — Boston, Mass.	464
WLBK — Lebanon, Pa.	583	WMFC — Monroeville, Ala.	349
WLBK — Lebanon, Pa.	583	WMFD — Wilmington, N. C.	551
WLBK — Lebanon, Pa.	583	WMFG — Hibbing, Minn.	483
WLBK — Lebanon, Pa.	583	WMFJ — Daytona Beach, Fla.	393
WLBK — Lebanon, Pa.	583	WMFR — High Point, N. C.	545
WLBK — Lebanon, Pa.	583	WMFS — Chattanooga, Tenn.	606
WLBK — Lebanon, Pa.	583	WMGA — Moultrie, Ga.	412
WLBK — Lebanon, Pa.	583	WMGE — Madison, Ga.	412
WLBK — Lebanon, Pa.	583	WMGM — New York, N. Y.	525

WMGR — Bainbridge, Ga. ....	407	WNAT — Natchez, Miss. ....	490
WMGW — Meadville, Pa. ....	584	WNAU — New Albany, Miss. ....	490
WMGY — Montgomery, Ala. ....	349	WNAV — Annapolis, Md. ....	460
WMID — Atlantic City, N. J. ....	509	WNAW — North Adams, Mass. ....	467
WMIE — Miami, Fla. ....	398	WNAX — Yankton, S. Dak. ....	605
WMIK — Middlesboro, Ky. ....	448	WNFB — Binghamton, N. Y. ....	517
WMIL — Milwaukee, Wis. ....	665	WNBH — New Bedford, Mass. ....	467
WMIN — St. Paul, Minn. ....	485	WNBS — Murray, Ky. ....	448
WMIQ — Iron Mountain, Mich. ....	476	WNBT — Wellsboro, Pa. ....	594
WMIS — Natchez, Miss. ....	490	WNBZ — Saranac Lake, N. Y. ....	537
WMIX — Mt. Vernon, Ill. ....	425	WNCA — Silver City, N. C. ....	549
WMJM — Cordele, Ga. ....	409	WNCC — Barnsboro, Pa. ....	578
WMLP — Milton, Pa. ....	584	WNDB — Daytona Beach, Fla. ....	394
WMLS — Sylacauga, Ala. ....	351	WNDR — Syracuse, N. Y. ....	538
WMLT — Dublin, Ga. ....	410	WNDU — South Bend, Ind. ....	433
WMLV — Millville, N. J. ....	510	WNEB — Worcester, Mass. ....	469
WMMB — Melbourne, Fla. ....	398	WNEL — Caguas, P. R. ....	673
WMMN — Fairmont, W. Va. ....	657	WNER — Live Oak, Fla. ....	397
WMMT — McMinnville, Tenn. ....	611	WNES — Central City, Ky. ....	444
WMMW — Meriden, Conn. ....	387	WNEW — New York, N. Y. ....	527
WMNB — North Adams, Mass. ....	467	WNEX — Macon, Ga. ....	411
WMNC — Morganton, N. C. ....	547	WNGO — Mayfield, Ky. ....	448
WMNE — Menomie, Wis. ....	665	WNHC — New Haven, Conn. ....	388
WMOA — Marietta, Ohio ....	562	WNIX — Springfield, Vt. ....	642
WMOD — Moundsville, W. Va. ....	658	WNJR — Newark, N. J. ....	511
WMOG — Brunswick, Ga. ....	408	WNLA — Indianola, Miss. ....	489
WMOH — Hamilton, Ohio ....	561	WNLC — New London, Conn. ....	388
WMOK — Metropolis, Ill. ....	425	WNLK — Norwalk, Conn. ....	388
WMON — Montgomery, W. Va. ....	658	WNMP — Evanston, Ill. ....	423
WMOP — Ocala, Fla. ....	399	WNNC — Newton, N. C. ....	547
WMOR — Morehead, Ky. ....	448	WNNJ — Newton, N. J. ....	511
WMOU — Berlin, N. H. ....	508	WNNT — Warsaw, Va. ....	649
WMOX — Meridian, Miss. ....	490	WNOE — New Orleans, La. ....	454
WMOZ — Mobile, Ala. ....	349	WNOG — Naples, Fla. ....	399
WMPA — Aberdeen, Miss. ....	486	WNOK — Columbia, S. C. ....	600
WMPM — Smithfield, N. C. ....	550	WNOP — Newport, Ky. ....	448
WMPS — Memphis, Tenn. ....	612	WNOR — Norfolk, Va. ....	646
WMRB — Greenville, S. C. ....	601	WNOS — High Point, N. C. ....	545
WMRE — Monroe, Ga. ....	412	WNOW — York, Pa. ....	595
WMRF — Lewiston, Pa. ....	584	WNOX — Knoxville, Tenn. ....	609
WMRI — Marion, Ind. ....	432	WNPT — Tuscaloosa, Ala. ....	351
WMRN — Marion, Ohio ....	562	WNRC — New Rochelle, N. Y. ....	523
WMRO — Aurora, Ill. ....	419	WNRG — Grundy, Va. ....	645
WMRP — Flint, Mich. ....	474	WNRI — Woodsocket, R. I. ....	597
WMRY — New Orleans, La. ....	454	WNRV — Narrows, Va. ....	646
WMSA — Massena, New York ....	523	WNTM — Vero Beach, Fla. ....	403
WMSC — Columbia, S. C. ....	599	WNVA — Norton, Va. ....	646
WMSL — Decatur, Ala. ....	346	WNXT — Portsmouth, Ohio ....	563
WMSN — Raleigh, N. C. ....	548	WOAI — San Antonio, Texas ....	635
WMT — Cedar Rapids, Iowa ....	434	WOAP — Owosso, Mich. ....	479
WMTA — Central City, Ky. ....	444	WOAY — Oak Hill, W. Va. ....	658
WMTB — Vanleve, Ky. ....	450	WOBS — Jacksonville, Fla. ....	396
WMTE — Manistee, Mich. ....	478	WOBT — Rhinelander, Wis. ....	667
WMTM — Moultrie, Ga. ....	412	WOC — Davenport, Iowa ....	435
WMTR — Morristown, N. J. ....	510	WOCB — West Yarmouth, Mass. ....	469
WMTS — Murfreesboro, Tenn. ....	612	WOCH — North Vernon, Ind. ....	432
WMUR — Manchester, N. H. ....	509	WOHI — East Liverpool, Ohio ....	560
WMUS — Muskegon, Mich. ....	479	WOHO — Toledo, Ohio ....	563
WMUU — Greenville, S. C. ....	601	WOHP — Bellefontaine, Ohio ....	555
WMVA — Martinsville, Va. ....	646	WOHS — Shelby, N. C. ....	549
WMVG — Milledgeville, Ga. ....	412	WOIC — Columbia, S. C. ....	600
WMVO — Mt. Vernon, Ohio ....	562	WOKB — Memphis, Tenn. ....	611
WMYB — Myrtle Beach, S. C. ....	602	WOKE — Oak Ridge, Tenn. ....	613
WMYR — Ft. Myers, Fla. ....	394	WOKJ — Jackson, Miss. ....	489
WNAB — Bridgeport, Conn. ....	385	WOKO — Albany, N. Y. ....	516
WNAC — Boston, Mass. ....	464	WOKW — Sturgeon Bay, Wis. ....	668
WNAE — Warren, Pa. ....	594	WOKY — Milwaukee, Wis. ....	665
WNAG — Grenada, Miss. ....	488	WOKZ — Alton, Ill. ....	419
WNAH — Nashville, Tenn. ....	612	WOLW — Washington, D. C. ....	391
WNAM — Neenah, Wis. ....	666	WOLF — Syracuse, N. Y. ....	538
WNAR — Norristown, Pa. ....	585	WOLS — Florence, S. C. ....	600



WOMI — Owensboro, Ky.	448	WPLA — Plant City, Fla.	400
WOMT — Manitowoc, Wis.	664	WPLH — Huntington, W. Va.	657
WOND — Pleasantville, N. J.	511	WPLM — Plymouth, Mass.	468
WONE — Dayton, Ohio	560	WPLY — Plymouth, Wis.	666
WONN — Lakeland, Fla.	397	WPME — Punxsutawney, Pa.	591
WONW — Defiance, Ohio	560	WPMP — Pascagoula, Miss.	491
WOOD — Grand Rapids, Mich.	475	WPNF — Brevard, N. C.	541
WOOF — Dothan, Ala.	346	WPNX — Phenix City, Ala.	350
WOOK — Washington, D. C.	391	WPON — Pontiac, Mich.	479
WOOW — New Bern, N. C.	547	WPOR — Portland, Me.	459
WOPA — Oak Park, Ill.	425	WPPA — Pottsville, Pa.	591
WOPJ — Bristol, Tenn.	606	WPRa — Mayaguez, P. R.	675
WOR — New York, N. Y.	529	WPRC — Lincoln, Ill.	424
WORA — Mayaguez, P. R.	675	WPRE — Prairie du Chien, Wis.	666
WORC — Worcester, Mass.	469	WPRO — Providence, R. I.	597
WORD — Spartanburg, S. C.	603	WPRP — Ponce, P. R.	675
WORK — York, Pa.	595	WPRS — Paris, Ill.	426
WORL — Boston, Mass.	464	WPRT — Prestonburg, Ky.	449
WORX — Madison, Ind.	431	WPRY — Perry, Fla.	400
WORZ — Orlando, Fla.	400	WPTF — Raleigh, N. C.	548
WOSA — Wausau, Wis.	668	WPTR — Albany, N. Y.	516
WOSC — Fulton, N. Y.	521	WPTS — Pittston, Pa.	591
WOSH — Oshkosh, Wis.	666	WPTW — Piqua, Ohio	562
WOTR — Corry, Pa.	580	WPIX — Lexington Park, Md.	462
WOTW — Nashua, N. H.	509	WPUV — Pulaski, Va.	647
WOV — New York, N. Y.	533	WQAM — Miami, Fla.	398
WOW — Omaha, Neb.	506	WQBC — Vicksburg, Miss.	491
WOWL — Florence, Ala.	346	WQIK — Jacksonville, Fla.	396
WOWO — Ft. Wayne, Ind.	430	WQOK — Greenville, S. C.	600
WOXF — Oxford, N. C.	548	WQSN — Charleston, S. C.	599
WOZK — Ozark, Ala.	350	WQUA — Moline, Ill.	425
WPAB — Ponce, P. R.	675	WQXI — Atlanta, Ga.	407
WPAC — Patchogue, N. Y.	535	WQXR — New York, N. Y.	535
WPAD — Paducah, Ky.	449	WRAC — Racine, Wis.	666
WPAG — Ann Arbor, Mich.	470	WRAD — Radford, Va.	647
WPAL — Charleston, S. C.	599	WRAG — Carrollton, Ala.	345
WPAM — Pottsville, Pa.	591	WRAK — Williamsport, Pa.	595
WPAQ — Mt. Airy, N. C.	547	WRAL — Raleigh, N. C.	548
WPAR — Parkersburg, W. Va.	659	WRAP — Norfolk, Va.	646
WPAT — Paterson, N. J.	512	WRAW — Reading, Pa.	592
WPAW — Pawtucket, Pa.	597	WRAY — Princeton, Ind.	432
WPAX — Thomasville, Ga.	414	WRBC — Jackson, Miss.	489
WPAY — Portsmouth, Ohio	563	WRBL — Columbus, Ga.	409
WPAZ — Pottstown, Pa.	591	WRC — Washington, D. C.	391
WPBB — Jackson, Ala.	348	WRCA — New York, N. Y.	533
WPBC — Minneapolis, Minn.	484	WRCD — Dalton, Ga.	409
WPCF — Panama City, Fla.	400	WRCO — Richland Center, Wis.	667
WPCO — Mt. Vernon, Ind.	432	WRCV — Philadelphia, Pa.	567
WPCT — Putnam, Conn.	389	WRCS — Ahsoskie, N. C.	540
WPDM — Potsdam, N. Y.	536	WRDB — Reedsburg, Wis.	667
WPDQ — Jacksonville, Fla.	396	WRDO — Augusta, Me.	458
WPDR — Portage, Wis.	666	WRDW — Augusta, Ga.	407
WPDY — Clarksburg, W. Va.	657	WREB — Holyoke, Mass.	466
WPEN — Philadelphia, Pa.	587	WREC — Memphis, Tenn.	612
WPEO — Peoria, Ill.	426	WREL — Lexington, Va.	645
WPEP — Taunton, Mass.	468	WREN — Topeka, Kans.	443
WPET — Greensboro, N. C.	544	WREV — Reidsville, N. C.	548
WPFA — Pensacola, Fla.	400	WRFC — Athens, Ga.	404
WPFB — Middletown, Ohio	562	WRFD — Worthington, Ohio	565
WPFD — Darlington, S. C.	600	WRFS — Alexander City, Ala.	343
WPFJ — Park Falls, Wis.	666	WRFW — Eau Claire, Wis.	662
WPGC — Morningside, Md.	462	WRGA — Rome, Ga.	412
WPGW — Portland, Ind.	432	WRGS — Rogersville, Tenn.	613
WPIC — Sharon, Pa.	593	WRHC — Jacksonville, Fla.	397
WPID — Piedmont, Ala.	350	WRHI — Rock Hill, S. C.	603
WPIK — Alexandria, Va.	643	WRIB — Providence, R. I.	597
WPIN — St. Petersburg, Fla.	401	WRIC — Richlands, Va.	647
WPIT — Pittsburgh, Pa.	590	WRIO — Rio Piedras, P. R.	675
WPKE — Pineville, Ky.	449	WRIS — Roanoke, Va.	648
WPKO — Waverly, Ohio	565	WRIT — Milwaukee, Wis.	665
WPKY — Princeton, Ky.	449	WRIV — Riverhead, N. Y.	536

WRJN — Racine, Wis. . . . .	666	WSLB — Ogdensburg, N. Y. . . . .	535
WRJW — Picayune, Miss. . . . .	491	WSLI — Jackson, Miss. . . . .	489
WRKD — Rockland, Me. . . . .	459	WSLM — Salem, Ind. . . . .	432
WRLD — West Point, Ga. . . . .	415	WSLS — Roanoke, Va. . . . .	648
WRMA — Montgomery, Ala. . . . .	349	WSM — Nashville, Tenn. . . . .	613
WRMN — Elgin, Ill. . . . .	423	WSMB — New Orleans, La. . . . .	454
WRNL — Richmond, Va. . . . .	648	WSMI — Litchfield, Ill. . . . .	425
WRNY — Rochester, N. Y. . . . .	537	WSMT — Sparta, Tenn. . . . .	614
WROB — West Point, Miss. . . . .	492	WSNJ — Bridgeton, N. J. . . . .	510
WROD — Daytona Beach, Fla. . . . .	394	WENW — Seneca, S. C. . . . .	603
WROK — Rockford, Ill. . . . .	427	WSNY — Schenectady, N. Y. . . . .	538
WROL — Knoxville, Tenn. . . . .	609	WSOK — Nashville, Tenn. . . . .	613
WROM — Rome, Ga. . . . .	412	WSON — Henderson, Ky. . . . .	446
WRON — Ronceverte, W. Va. . . . .	659	WSOC — Charlotte, N. C. . . . .	541
WROS — Scottsboro, Ala. . . . .	350	WSOO — Sault Ste. Marie, Mich. . . . .	481
WROW — Roanoke, Va. . . . .	648	WSOY — Decatur, Ill. . . . .	422
WROW — Albany, N. Y. . . . .	516	WSPA — Spartanburg, S. C. . . . .	603
WROX — Clarksdale, Miss. . . . .	487	WSPB — Sarasota, Fla. . . . .	401
WROY — Carmi, Ill. . . . .	419	WSPC — Anniston, Ala. . . . .	343
WRPB — Warner Robbins, Ga. . . . .	414	WSPD — Toledo, Ohio . . . . .	565
WRR — Dallas, Tex. . . . .	622	WSPN — Saratoga Springs, N. Y. . . . .	537
WRRF — Washington, N. C. . . . .	551	WSPR — Springfield, Mass. . . . .	468
WRRR — Rockford, Ill. . . . .	427	WSPT — Stevens Point, Wis. . . . .	667
WRRZ — Clinton, N. C. . . . .	542	WSRC — Durham, N. C. . . . .	542
WRSW — Warsaw, Ind. . . . .	433	WSRS — Cleveland, Ohio . . . . .	559
WRTA — Altoona, Pa. . . . .	577	WSSB — Durham, N. C. . . . .	542
WRUF — Gainesville, Fla. . . . .	395	WSSC — Sumter, S. C. . . . .	604
WRUM — Rumford, Me. . . . .	460	WSSO — Starkville, Miss. . . . .	491
WRUN — Utica, N. Y. . . . .	538	WSSV — Petersburg, Va. . . . .	647
WRUS — Russellville, Ky. . . . .	449	WSTA — St. Thomas, V. I. . . . .	676
WRVA — Richmond, Va. . . . .	648	WSTC — Stamford, Conn. . . . .	389
WRWB — Kissimmee, Fla. . . . .	397	WSTN — St. Augustine, Fla. . . . .	401
WRXO — Roxboro, N. C. . . . .	549	WSTP — Salisbury, Md. . . . .	549
WSAC — Radcliffe, Ky. . . . .	449	WSTR — Sturgis, Mich. . . . .	481
WSAI — Cincinnati, Ohio . . . . .	557	WSTU — Stuart, Fla. . . . .	402
WSAL — Logansport, Ind. . . . .	431	WSTV — Steubenville, Ohio . . . . .	563
WSAM — Saginaw, Mich. . . . .	480	WSUH — Oxford, Miss. . . . .	491
WSAN — Allentown, Pa. . . . .	577	WSUN — St. Petersburg, Fla. . . . .	401
WSAR — Fall River, Mass. . . . .	465	WSUX — Seaford, Del. . . . .	390
WSAT — Salisbury, N. C. . . . .	549	WSVA — Harrisonburg, Va. . . . .	645
WSAU — Wausau, Wis. . . . .	668	WSVS — Crewe, Va. . . . .	644
WSAV — Savannah, Ga. . . . .	413	WSWN — Belle Glade, Fla. . . . .	393
WSAY — Rochester, N. Y. . . . .	537	WSWW — Platteville, Wis. . . . .	666
WSAZ — Huntington, W. Va. . . . .	657	WSYB — Rutland, Vt. . . . .	642
WSB — Atlanta, Ga. . . . .	407	WSYD — Mt. Airy, N. C. . . . .	547
WSBA — York, Pa. . . . .	595	WSYL — Sylvania, Ga. . . . .	413
WSBB — New Smyrna Beach, Fla. . . . .	399	WSYR — Syracuse, N. Y. . . . .	538
WSBC — Chicago, Ill. . . . .	422	WTAB — Tabor City, N. C. . . . .	550
WSBT — South Bend, Ill. . . . .	433	WTAC — Flint, Mich. . . . .	475
WSCR — Scranton, Pa. . . . .	593	WTAD — Quincy, Ill. . . . .	426
WSDR — Sterling, Ill. . . . .	427	WTAG — Worcester, Mass. . . . .	469
WSEV — Sevierville, Tenn. . . . .	613	WTAL — Tallahassee, Fla. . . . .	402
WSFA — Montgomery, Ala. . . . .	349	WTAN — Clearwater, Fla. . . . .	393
WSFB — Quitman, Ga. . . . .	412	WTAO — Cambridge, Mass. . . . .	465
WSFC — Somerset, Ky. . . . .	450	WTAQ — La Grange, Ill. . . . .	424
WSFT — Thomaston, Ga. . . . .	414	WTAR — Norfolk, Va. . . . .	646
WSGC — Elberton, Ga. . . . .	410	WTAW — College Station, Tex. . . . .	619
WSGN — Birmingham, Ala. . . . .	345	WTAX — Springfield, Ill. . . . .	427
WSGW — Saginaw, Mich. . . . .	481	WTBC — Tuscaloosa, Ala. . . . .	351
WSHB — Stillwater, Minn. . . . .	485	WTBF — Troy, Ala. . . . .	351
WSHE — Sheboygan, Wis. . . . .	667	WTBO — Cumberland, Md. . . . .	461
WSIC — Statesville, N. C. . . . .	550	WTCH — Flomaton, Ala. . . . .	346
WSID — Baltimore, Md. . . . .	461	WTCH — Shawano, Wis. . . . .	667
WSIG — Mt. Jackson, Va. . . . .	646	WTCJ — Tell City, Ind. . . . .	433
WSIP — Paintsville, Ky. . . . .	449	WTCM — Traverse City, Mich. . . . .	481
WSIR — Winter Haven, Fla. . . . .	404	WTCN — Minneapolis, Minn. . . . .	484
WSIV — Pekin, Ill. . . . .	426	WTCO — Campbellsville, Ky. . . . .	444
WSIX — Nashville, Tenn. . . . .	613	WTCR — Ashland, Ky. . . . .	444
WSJS — Winston-Salem, N. C. . . . .	552	WTCS — Fairmont, W. Va. . . . .	657
WSKI — Montpelier-Barre, Vt. . . . .	642	WTCW — Whitesburg, Ky. . . . .	450
WSKY — Asheville, N. C. . . . .	540	WTEL — Philadelphia, Pa. . . . .	589

WTHI — Terre Haute, Ind.	433	WVDA — Boston, Mass.	464
WTIC — Hartford, Conn.	387	WVEC — Hampton, Va.	645
WTIK — Durham, N. C.	542	WVET — Rochester, N. Y.	537
WTIL — Mayaguez, P. R.	675	WVIM — Vicksburg, Miss.	491
WTIM — Taylorville, Ill.	428	WVJP — Caguas, P. R.	673
WTIP — Charleston, W. Va.	656	WVJS — Owensboro, Ky.	448
WTIV — Titusville, Pa.	593	WVKO — Columbus, Ohio	560
WTIX — New Orleans, La.	455	WVLK — Lexington, Ky.	446
WTJH — East Point, Ga.	410	WVLN — Olney, Ill.	425
WTJS — Jackson, Tenn.	608	WVMC — Mount Carmel, Ill.	425
WTKM — Hartford, Wis.	663	WVMI — Biloxi, Miss.	486
WTLS — Tallahassee, Fla.	351	WVNA — Tusculumbia, Ala.	352
WTMA — Charleston, S. C.	599	WVNJ — Newark, N. J.	511
WTMC — Ocala, Fla.	399	WVOK — Birmingham, Ala.	345
WTMJ — Milwaukee, Wis.	665	WVOP — Vidalia, Ga.	414
WTMV — East St. Louis, Ill.	423	WVOS — Liberty, N. Y.	522
WTNC — Thomasville, N. C.	550	WVOT — Wilson, N. C.	551
WTND — Orangeburg, S. C.	603	WVOW — Logan, W. Va.	658
WTNJ — Trenton, N. J.	512	WVPO — Stroudsburg, Pa.	593
WTNS — Coshocton, Ohio	560	WVSC — Somerset, Pa.	593
WTNT — Tallahassee, Fla.	402	WWBG — Bowling Green, Ohio	566
WTOB — Winston-Salem, N. C.	552	WWBZ — Vineland, N. J.	512
WTOC — Savannah, Ga.	413	WWCA — Gary, Ind.	430
WTOD — Toledo, Ohio	563	WWCO — Waterbury, Conn.	389
WTOE — Spruce Pine, N. C.	550	WWDC — Washington, D. C.	391
WTOK — Meridian, Miss.	490	WWEZ — New Orleans, La.	454
WTOL — Toledo, Ohio	565	WWGP — Sanford, N. C.	549
WTON — Staunton, Va.	649	WWGS — Tifton, Ga.	414
WTOP — Washington, D. C.	391	WWHG — Hornell, N. Y.	521
WTOR — Torrington, Conn.	389	WWIL — Ft. Lauderdale, Fla.	394
WTOW — Towson, Mo.	463	WWIN — Baltimore, Md.	461
WTPR — Paris, Tenn.	613	WWIT — Canton, N. C.	541
WTPS — New Orleans, La.	455	WWJ — Detroit, Mich.	474
WTRB — Ripley, Tenn.	613	WWKY — Winchester, Ky.	450
WTRC — Elkhart, Ind.	429	WWL — New Orleans, La.	454
WTRL — Bradentown, Fla.	393	WWNC — Asheville, N. C.	540
WTRN — Tyrone, Pa.	594	WWNH — Rochester, N. H.	509
WTRP — LaGrange, Ga.	411	WWNR — Beckley, W. Va.	656
WTRR — Sanford, Fla.	401	WWNS — Statesboro, Ga.	413
WTRW — Two Rivers, Wis.	668	WWNY — Watertown, N. Y.	539
WTRX — Bellaire, Ohio	555	WWOC — Manitowoc, Wis.	664
WTRY — Troy, N. Y.	538	WWOD — Lynchburg, Va.	645
WTSA — Brattleboro, Vt.	641	WWOK — Charlotte, N. C.	542
WTSB — Lumberton, N. C.	546	WWOL — Buffalo, N. Y.	519
WTSL — Hanover-Lebanon, N. H.	508	WWON — Woonsocket, R. I.	597
WTSP — St. Petersburg, Fla.	401	WWPA — Williamsport, Pa.	595
WTSV — Claremont, N. H.	508	WWPB — Miami, Fla.	398
WTTB — Vero Beach, Fla.	403	WWPF — Palatka, Fla.	400
WTHH — Port Huron, Mich.	480	WWPG — Palm Beach, Fla.	400
WTTM — Trenton, N. J.	512	WWRL — Woodside, N. Y.	539
WTTN — Watertown, Wis.	668	WWSC — Glens Falls, N. Y.	521
WTRR — Westminster, Md.	463	WWSR — St. Albans, Vt.	642
WTTT — Bloomington, Ind.	428	WWST — Wooster, Ohio	565
WTUP — Tupelo, Miss.	491	WWSW — Pittsburgh, Pa.	591
WTUS — Tuskegee, Ala.	352	WWVA — Wheeling, W. Va.	661
WTUX — Wilmington, Del.	390	WWWB — Jasper, Ala.	348
WTVB — Coldwater, Mich.	472	WWWF — Fayette, Ala.	346
WTVL — Waterville, Me.	460	WWWR — Russellville, Ala.	350
WTVN — Columbus, Ohio	560	WWWW — Rio Piedras, P. R.	675
WTWA — Thomson, Ga.	414	WWYO — Pineville, W. Va.	659
WTXL — Springfield, Mass.	468	WXAL — Demopolis, Ala.	346
WTWN — St. Johnsbury, Vt.	642	WXGI — Richmond, Va.	648
WTYC — Rock Hill, S. C.	603	WXLW — Indianapolis, Ind.	431
WIYN — Tryon, N. C.	550	WXOK — Baton Rouge, La.	451
WTYS — Marianna, Fla.	397	WXRA — Buffalo, N. Y.	519
WULA — Eufaula, Ala.	346	WXRF — Guayama, P. R.	675
WUSJ — Lockport, N. Y.	522	WXYZ — Detroit, Mich.	474
WUST — Washington, D. C.	391	WYVE — Wytheville, Va.	649
WVAM — Altoona, Pa.	577	WZIP — Covington, Ky.	445
WVCG — Coral Gables, Fla.	393	WZOB — Ft. Payne, Ala.	347
WVCH — Chester, Pa.	579		

## WAVU—Albertville—1948

Frequency: 630 Kc. Power: 500 Watts d.  
Owned-Oper. By Sand Mt. Bcstg. Service  
Business-Studio Address P. O. Box 250  
Phone Number 639  
News Service AP  
Transcription Service World  
Pres. Gen. Mgr. Pat M. Courington  
Prog. Dir. Bill Hagler

## WRFS—Alexander City—1947

Frequency: 1050 Kc. Power: 1000 Watts  
Owned-Operated By Piedmont Service Corp.  
Business-Studio Address 138 Main St.  
Phone: Adams 4-2566 Air Time: Daytime  
News Service UP  
Transcription Service Thesaurus  
Representative Sears & Ayer  
President James L. Coley  
Gen.-Station Mgr. Jim Whatley  
Membership NARTB, RAB  
Sls. Prom. Mgr., Chief Eng. C. H. Whatley

## WCTA—Andalusia—1946 MBS-KBS

Frequency: 920 Kc. Power: 5000 Watts  
Owned-Operated By Andalusia Bcstg. System  
Address Sanford Rd.  
Phone: 1340 Air Time: Full Time  
News Service AP  
Transcription Service RCA  
Representative Dora Clayton  
Membership NARTB, RAB  
Pres., Gen. Sta. Mgr. Dige Bishop  
Commercial Manager Don Cooke  
Program Director Barbara Nicholson  
Publicity Director Bart Pryor  
Chief Engineer J. Dige Bishop

## WANA—Anniston—1954—KBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned C. L. Graham  
Address Box 937  
Phone: 6-9201 Air Time: Full Time  
News Service UP  
Sta. Rep. McGillvra, Inc.  
Co-Owner Cary L. Graham  
Gen., Sta. Mgr. Mac M. Thomas  
Commercial Mgr. Mary McCrelles  
Sales Prom. Mgr. Bill Jenkins  
Program Dir. Jim Paul  
Publicity Dir. Bill Nelson  
Chief Engineer R. C. Watson

## WHMA—Anniston—1938—ABC

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By Anniston Bcstg. Co., Inc.  
Business-Studio Address Radio Bldg.  
Phone: Adams 6-7545 Air Time: Full Time  
Newspaper Affil. Anniston Star  
Transcription Service World, Thesaurus  
Representative Sears & Ayer  
Membership NARTB  
President Harry M. Ayers  
Gen.-Sta. Mgr. Malcolm Street

Program Director Rosamond Ponder  
Publicity Director E. Cody Hall  
Sales Prom. Mgr. W. Hall Wray  
Chief Engineer James A. Hudson

## WSPC—Anniston—1949—MBS

Freq.: 1390 Kc. Power: 5 Kw. d.; 1 Kw. n.  
Owned-Operated By Model City Bcstg. Co., Inc.  
Business Address Jefferson Davis Hotel  
Phone: AD 6-8291 Air Time: Unlimited  
News Service AP  
Transcription Service Standard  
Representative Walker & Dora-Clayton  
Pres., Gen., Sta. Mgr. W. S. Weatherly  
Program Director Rosebud Waldrop  
Chief Engineer Harry Dickinson

## WJMW—Athens—1948

Frequency: 730 Kc. Power: 1000 Watts d.  
Owned-Operated By Athens Bcstg. Co., Inc.  
Business-Studio Address Hine St.  
Phone Number 585  
Trans. Ser. SESAC, Library Service  
News Service AP  
Pres.-Gen. Mgr. Homer F. Dunnivant  
Pgm., Prom., News Dir. Marjorie Jones

## WATM—Atmore—1948

Frequency: 1580 Kc. Power: 250 Watts d.  
Owned-Operated By Southland Bcstg. Co.  
Phone 50  
Address P. O. Box 59  
News Service AP  
Membership NARTB  
Transcription Service World  
Pres., Gen., Sta. Mgr. T. C. Miniard  
Comm. Mgr., Prog. Dir. Julia Miniard  
Chief Engineer T. C. Miniard

## WAUD—Auburn—1947—ABC

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By Auburn Bcstg. Co.  
Address Box 231  
Phone: 1240 Air Time: Full Time  
Pres., Gen.-Sta., Com. Mgr. Elmer G. Salter  
Sales Prom. Dir. Bobbie Sanders  
Chief Engineer Avery Baswell  
Prog., Pub. Dir. Margaret White

## WBCO—Bessemer—1950

Frequency: 1450 Kc. Power: 250 Watts  
Owned Bessemer Bcstg. Co., Inc.  
Business Address Box 510  
Phone: 5-5241 Air Time: Full Time  
News Service UP  
Representative Forjoe, Clayton-Cossee  
Membership NARTB  
Gen. & Comm. Mgr. Eugene P. Weil  
Pres. J. E. Lanier  
Program Director Bruce Payne  
Chief Engineer Jack Warden

## WAPI—Birmingham—1922 NBC

Frequency: 1070 Kc. Power: 10,000 Watts

Owned-Oper. By.. Alabama Bcstg. System, Inc.  
 Address..... P. O. Box 2553  
 Phone: 4-2466..... Air Time: Full Time  
 News Service..... AP  
 Newspaper Affil..... Birmingham News  
 Representative..... John Blair  
 Membership..... NARTB, RAB  
 Pres., Gen. Mgr..... Henry P. Johnston  
 VP Programming..... Ray F. Furr  
 VP & Mgr. of Radio Operations. Herbert Martin  
 Publicity Director..... James Chenoweth  
 Chief Engineer..... J. V. Sanderson

**WBRC—Birmingham—1925**  
**CBS**

Frequency: 960 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... Storer Bcstg. Co., Inc.  
 Address..... 1727½ 2nd Ave., N.  
 Phone: 7-3172..... Air Time: Full Time  
 News Service..... AP  
 Transcription Service..... Capitol. Standard  
 Representative..... Katz  
 Membership..... NARTB, RAB  
 President..... George B. Storer  
 Gen. Mgr..... James E. Bailey  
 Comm. Sales Prom. Mgr..... Lionel Baxter  
 Local Sales Mgr..... Richard Stephen  
 Pub., Prog. Dir..... Fox Lightfoot  
 Chief Engineer..... Robert L. DuPriest

**WCRT—Birmingham—1953**

Frequency: 1260 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Chapman Radio-TV Co.  
 Business Address..... 725 S. 22nd St.  
 Phone Number 7-3019..... Air Time: Day  
 News Service..... UP

Trans. Service..... Standard  
 Membership..... NARTB  
 President..... W. A. Chapman  
 Gen., Sta., Com., Sls. Mgr..... Rudy C. Clark  
 Prog. Dir., Chief Eng..... George K. Chapman

**WEDR—Birmingham—1949**

Frequency: 1220 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... Magic City Bcstg. Co.  
 Business Address..... 1417 Fourth Ave. N.  
 Phone Number 40925..... Air Time: Day  
 News Service..... UP  
 Representative..... McGillvra  
 President..... J. L. Doss  
 Gen. Mgr..... John A. Thompson

**WEZB—Birmingham—1953**

Frequency: 1320 Kc..... Power: 1 Kw. d.  
 Owned:.. Gene Newman & Emory M. McElroy  
 Address..... Dinkler-Tutwiler Hotel  
 Phone: 4-4641..... Air Time: Daytime  
 News Service..... INS  
 Membership..... NARTB  
 Pres., Gen., Sta. Mgr..... Gene Newman  
 Comm. Mgr..... Gaines Allen  
 Sales Prom. Mgr..... Margaret Armfield  
 Prog. Dir..... Ward McIntyre  
 Publicity Dir..... Gene Newman  
 Chief Engineer..... Bill Waldrip

**WILD—Birmingham—1946**  
**MBS**

Frequency: 850 Kc. Power: 10 Kw. d., 1 Kw. n.  
 Owned-Oper. By..... Gordon Ala. Bcstg. Co.  
 Address..... 1901 Montgomery Hi-way

*Now!* BIRMINGHAM'S  
 NEW SELLING SOUND!

**wild**

SHOWMANSHIP is the key to Birmingham's new radio sound—showmanship sparked by the fresh, new ideas of the Gordon Broadcasting Co.

On WILD-Radio there's excitement for listeners — excitement for advertisers—sales excitement that means in Birmingham your best radio buy is the new WILD!

THE NEW SOUND IN BIRMINGHAM WITH A CASH REGISTER RING!

IN BIRMINGHAM...  
 EVERYBODY LOVES  
 THE NEW SOUND ON

**wild**

GORDON  
 BROADCASTING CO.  
 Sherwood R. Gordon,  
 President

Charles A. Black,  
 Vice President and  
 Managing Director  
 Nat'l. Representatives  
 BURKE-STEWART





Phone: 4-4511..... Air Time: Full Time  
**News Service** .....UP  
**Membership** ..... NARTB  
 President..... Sherwood D. Gordon  
 Gen., Sta., Comm. Mgr.... George L. Sutherland  
 Commercial Mgr..... I. B. Roberts  
 Program Director..... Richard Bennick  
 Publicity Director..... Arthur Plaut  
 Chief Engineer..... Ray Lowery

**WJLD—Birmingham—1942**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned By..... Johnston Bcstg. Co.  
 Business Address..... Box 5767, Birmingham  
 Phone: 54-3466..... Air Time: Full Time  
**News Service** .....AP  
 Representative..... W. J. Rambeau  
 President..... George Johnston, Jr.  
 Gen. Manager..... James Connolly  
 Program Director..... Harry Herrod  
 Sales Prom. Man..... W. McKinstry  
 Pub. Dir..... Mary Vail  
 Comm. Manager..... Joe Brewer  
 Chief Engineer..... Cliff Goggins

**WLBS—Birmingham—1946**

Frequency: 900 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... WLBS, Inc.  
 Address..... 212 N. 13th St.  
 Phone Number..... 54-2541  
 President..... G. G. Puett  
 Sales Mgr..... J. T. Tuggle  
 News Dir..... Doug Carter  
 Program Dir..... W. L. Steadman

**WGSN—Birmingham—1926**  
 ABC

Frequency: 610 Kc... Power: 5000d.; 1000 n.  
 Owned-Oper..... Jemison Bcstg. Co., Inc.  
 Address..... 2320 7th Ave., South  
 Phone: 4-3434..... Air Time: Full Time  
 Transcription Service..... World  
 Representative... Venard, Rintoul, & McConnell  
 Membership ..... NARTB  
 Pres., Gen. Mgr..... Bascom Hopson

**WVOK—Birmingham—1947**

Frequency: 690 Kc... Power: 50,000 Watts d.  
 Owned-Operated By..... Voice of Dixie Inc.  
 Business Address..... P. O. Box 2468,  
 Phone: 6-2924..... Air Time: Daytime  
**News Service** .....UP  
 Representative..... Radio-TV Reps., Inc.  
 Membership ..... NARTB  
 Pres., Gen. Sta. Mgr..... Iralee W. Bennis  
 Sls., Pub. Mgr., Prog. Dir..... Ira Leslie  
 Chief Engineer..... R. G. Blaskow

**WEBJ—Brewton—1947**  
 MBS-KBS

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Operated By..... Brewton Bcstg. Co.  
 Business Address..... Box 870  
**News Service** .....AP

Membership..... NARTB, RAB  
 Representative ..... Dora-Clayton  
 Pres..... W. Emmett Brooks  
 Gen. Mgr..... Charles E. Land

**WRAG—Carrollton—1951**  
 KBS

Frequency: 590 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Pickens County Bcstg. Co.  
 Address..... Box 71  
 Phone Number: 2364..... Air Time: Daytime  
**News Service** .....UP  
 Trans. Service..... World  
 Membership ..... NARTB  
 President..... R. E. Hook  
 General Manager..... J. C. Sauceman  
 Prog. Dir., Comm. Mgr..... Jack Cochran  
 Chief Engineer..... D. H. Livingston

**WKLF—Clanton—1947—KBS**

Frequency: 980 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... Southeastern Bcstg. Co.  
 Address..... P. O. Box 110  
 Phone Number: 449..... Air Time: Daytime  
**News Service** .....AP  
 Transcription Service..... World  
 Representative..... Continental Radio Sales  
 Membership ..... NARTB  
 President..... Dr. J. Kelley Robinson  
 Pgm., Pub. Dir..... Helen Parrish

**WFMH—Cullman—1949**

Frequency: 1300 Kc... Power: 1000 Watts d.  
 Owned-Operated By..... The Voice of Cullman  
 Address..... 206 Second Ave. E.  
 Phone No..... 910  
**News Service** .....AP  
 Transcription Service..... Associated  
 Membership ..... NARTB, RAB  
 Gen., Comm. Mgr..... B. C. Eddins

**WKUL—Cullman—1946**  
 MBS-KBS

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Operated By..... Cullman Bcstg. Co.  
 Address..... Drawer 620  
 Phone: 863..... Air Time: Full Time  
**News Service** .....UP  
 Gen. Mgr..... Hudson C. Miller, Jr.  
 Program Director..... Bob Dunnivant

**WAJF—Decatur—1953**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Morgan County Bcstg. Co.  
 Business Address..... Box 1522  
 Phone: 4016..... Air Time: Full Time  
**News Service** .....UP  
 Transcription Service..... Lang-Worth  
 Station Representative... Sears & Ayer, Inc.  
 President..... J. B. Fall, Jr.  
 Gen., Sta., Comm. Mgr..... Ralph Mann  
 Sls. Prom. Mgr., Prog. Dir..... Tom King  
 Chief Engineer..... Ed Buxton

**WHOS—Decatur—1948**

Frequency: 800 Kc. Power: 1000 Watts d.  
 Owned-Operated By... No. Alabama Bcstg. Co.  
 Business-Studio Address... Johnston St.  
 Phone: 991. Air Time: Full Time  
 News Service... AP  
 Representative... Joseph Hershey McGillvra  
 Transcription Service... World  
 Membership... NARTB, RAB  
 Partners... Barrett C. Shelton, John J. Jones  
 Gen. Comm. Mgr... J. C. Fout  
 Pgm. Dir... Bob Dean  
 Sls. Prom. Mgr... Ross Hawkins  
 Chief Eng... G. Upton

**WMSL—Decatur—1953  
 KBS-MBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned... Tennessee Valley Bcstg. Co.  
 Address... 703 Bank St.  
 Phone: 802-803. Air Time: Full Time  
 News Service... AP  
 Membership... NARTB  
 Pres., Gen. & Comm. Mgr... Frank Whisenant  
 Pgm. Dir. & Pub. Dir... Robert E. Gleason  
 Chief Engineer... John Short

**WXAL—Demopolis—1948  
 MBS-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By... Demopolis Bcstg. Co.  
 Phone: 400. Air Time: Full Time  
 News Service... AP  
 Transcription Service... World  
 Pres., General Manager... W. M. Jordan

**WAGF—Dothan—1932—NBC**

Frequency: 1320 Kc. Power: 1000 Watts  
 Owned-Operated By... Dothan Bcstg. Co.  
 Address... 204½ E. Main Street  
 Phone: 2-9100. Air Time: Full Time  
 News Service... AP  
 Newspaper Aff... Decatur Daily  
 Representative... Joseph Hershey McGillvra  
 Membership... NARTB  
 General Manager... Julian C. Smith  
 Sales Prom. Mgr... Eugene S. McClintic  
 Comm. Mgr... Fred C. Moseley  
 Program Director... Lamar Trammell  
 Chief Engineer... Howard T. Rawlinson  
 Publicity Dir... J. Acree

**WDIG—Dothan—1947—ABC**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By... Houston Bcsters.  
 Business-Studio Address... 208 N. Oates St.  
 Phone: 3-4100. Air Time: Full Time  
 News Service... UP  
 Trans. Service... Thesaurus  
 Representative... Benton Paschall  
 Pres., Gen. Mgr... Jess Swicegood  
 Prog. Dir... J. Holloway  
 Chief Engineer... Wiley Grissom

**WOOF—Dothan—1948—KBS**

Frequency: 560 Kc. Power: 5000 Watts d.  
 Owned-Oper. By... The WOOF Trust  
 Business-Studio Address... Columbia Highway  
 Phone Number 3-0560. Air Time: Day  
 Representative... Dora-Clayton, Thomas F. Clark  
 Membership... NARTB, RAB  
 General Manager... Agatha Gay  
 Sta., Sls., Prog. Dir... R. A. Dowling, Jr.  
 Commercial Manager... Gus Cotter  
 Chief Engineer... Earl Williford

**WIRB—Enterprise—1948**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By... The Wiregrass Bcstg. Co.  
 Address... Dothan Highway  
 Phone: 30. Air Time: Full Time  
 News Service... AP  
 Transcription Service... World  
 Gen. Mgr... R. E. James  
 Comm. Mgr... Fred S. Watson

**WULA—Eufaula—1948—KBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By... Ala.-Ga. Bcstrs., Inc.  
 Address... Box 301  
 Phone Number: 745. Air Time: Full Time  
 News Service... UP  
 Gen. Mgr... Edward B. Fussell  
 Sta., Comm. Mgr., Prog. Dir., Eng... R. Hoffman

**WWWF—Fayette—1949—KBS**

Frequency: 990 Kc. Power: 1000 Watts d.  
 Owned-Operated By... Bankhead Bcstg. Co., Inc.  
 Address... Jasper, Ala.  
 Phone: 23461. Air Time: Daytime  
 Membership... RAB  
 News Service... UP  
 President... W. W. Bankhead  
 Sta. Mgr... Jack Black  
 Chief Engineer... Donald Estes

**WTCB—Flomaton—1955**

Frequency: 990 Kc. Power: 500 d.  
 Owned-Oper. By... Tri-City Bcstg. Co.  
 Address... c/o W. L. Kline, Box 218

**WJOI—Florence—1945—MBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By... Florence Bcstg. Co., Inc.  
 Address... 850 S. Court St.  
 Phone: 2608. Air Time: Full Time  
 News Service... AP  
 Transcription Service... SESAC  
 Pres., Gen. Mgr... Joe T. Van Sandt  
 Sta., Comm. Sls. Mgr... J. W. Phillips  
 Prog., Pub. Dir... G. Manush  
 Chief Engineer... Paul Shannon

**WOWL—Florence—1945—KBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By... Radio Muscle Shoals, Inc.  
 Business Address... 800 Cypress Mill Rd.  
 Phone: 4000. Air Time: Full Time

**News Service**.....AP  
**Representative**...Rambeau and Dora Clayton  
**Membership**.....NARTB  
**President**.....Richard B. Biddle  
**General Mgr.**.....Bill Mapes  
**Commercial Manager**.....R. S. Walker, Sr.  
**Sales Prom. Mgr.**.....Whit Patch  
**Program Director**.....Jimmy Hall  
**Chief Engineer**.....Lawrence Rohling

**WHEP—Foley—1953**

**Frequency:** 1310 Kw. .... **Power:** 1000 Watts d.  
**Owned-Oper. By**...Alabama Gulf Radio Inc.  
**Address**.....Box 1556  
**Phone:** 3.....**Air Time:** Daytime  
**News Service**.....AP  
**Transcription Service**.....NBC Thesaurus  
**Representative**.....Indie Sales  
**President**.....Howard E. Pill  
**General Manager**.....Ralph Howard  
**Publicity Dir.**.....Dick Killebrew  
**Program Director**.....Jim Stewart  
**Chief Engineer**.....Cliff Shelkofsky

**WFPA—Ft. Payne—1949**

**Frequency:** 1400 Kc. .... **Power:** 250 watts  
**Owned**.....Gothberg Community Bdcstg.  
**Address**.....Box 391  
**Phone:** 643.....**Air Time:** Full Time  
**Sta. Rep.**.....Con. Radio Sls.  
**Pres., Prog. Dir.**.....George Gothberg  
**Gen. Mgr.**.....Ozelle Gothberg  
**Comm., Sls. Mgr.**.....Adis Childers

**WZOB—Ft. Payne—1950—KBS**

**Frequency:** 1250 Kc. .... **Power:** 1000 Watts d.  
**Owned-Operated By**.....Glenn M. Gravitt  
**Address**.....P. O. Box 255  
**Phone:** 1250.....**Air Time:** Daytime  
**News Service**.....UP  
**Transcription Service**.....Thesaurus  
**General Sta. Manager**.....Glenn M. Gravitt  
**Comm., Sls. Prom. Mgr.**.....N. B. Haston  
**Program Dir.**.....Jack C. Dobbs  
**Chief Engr.**.....Jess R. Moore

**WETO—Gadsden—1950—KBS**

**Frequency:** 930 Kc. .... **Power:** 1000 Watts d.  
**Owned-Operated By**.....Gadsden Radio Co.  
**Address**.....722 S. 12th St.  
**Phone Number:** 69201.....**Air Time:** Daytime  
**News Service**.....UP  
**Representative**.....McGillvra  
**Publicity Dir.**.....F. L. Pierle  
**President**.....Cary L. Graham  
**Commercial Manager**.....Velma Mote  
**Program Director**.....Billy Banks  
**Chief Engineer**.....Calvin Williamson

**WGAD—Gadsden—1947—ABC**

**Freq:** 1350 Kc. .... **Power:** 5 Kw. D., 1 Kw. N.  
**Owned-Oper. By**.....Coosa Bcstg. Co., Inc.  
**Address**.....Box 351  
**Phone:** 6-1611.....**Air Time:** Full Time  
**News Service**.....AP

**Representative**.....Rambeau, D. Clayton  
**Membership**.....NARTB  
**Pres., Gen. Mgr.**.....James L. Garrett  
**Program Director**.....Boyd Parsons

**WCAS—Gadsden—1947**

**Frequency:** 570 Kc. .... **Power:** 1000 Watts d.  
**Owned Oper. By**.....Etowah Bdcstrs., Inc.  
**Address**.....750 Forest Ave.  
**Transcription**.....Associated  
**Representative**.....Grant Webb  
**Membership**.....NARTB  
**Gen. Mgr.**.....J. P. Kirby

**WGEA—Geneva—1953**

**Frequency:** 1150 Kw. .... **Power:** 1000 Watts d.  
**Owned-Oper. By**.....Geneva County Reaper  
**Business Address**.....Geneva  
**Phone Number**.....456  
**Newspaper Affil.**.....Geneva County Reaper  
**News Service**.....AP  
**Transcription Service**.....World  
**Representative**.....Continental  
**Membership**.....NARTB, RAB  
**President**.....Howard Scott  
**Gen. Sta. Mgr. Ch. Eng.**.....J. C. Williams  
**Program Director**.....J. C. Helms  
**Comm. Mgr., Pub. Dir.**.....Hazel Williams  
**Sls. Prom. Mgr.**.....S. L. Sanders

**WGYV—Greenville—1948**  
**KBS**

**Frequency:** 1400 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By**.....Greenville Bcstg. Corp.  
**Business Address**.....P. O. Box 227  
**Phone:** 585.....**Air Time:** Full Time  
**News Service**.....UP  
**Representative**.....Continental  
**Gen. Mgr.**.....W. H. Miller, Jr.  
**Prog. Dir.**.....L. S. Harrison  
**Chief Engineer**.....J. D. Bell

**WGSV—Guntersville—1950**  
**KBS**

**Frequency:** 1270 Kc. .... **Power:** 1000 Watts d.  
**Owned-Operated By**.....Guntersville Bcstg. Co.  
**Address**.....P. O. Box 32  
**Phone:** 4131.....**Air Time:** Daytime  
**News Service**.....UP  
**Membership**.....NARTB  
**President**.....H. E. Moore  
**Gen., Sta., Comm. Mgr.**.....Edward Z. Carrell  
**Chief Engineer**.....Lavelle Jackson

**WJBB—Haleyville—1949**  
**MBS-KBS**

**Frequency:** 1230 Kc. .... **Power:** 250 Watts  
**Owned-Operated By**.....Haleyville Bcstg. Co.  
**Phone:** 389.....**Air Time:** Full Time  
**Membership**.....ABA  
**Representative**.....Indie Sales  
**President**.....W. P. Thielens

Gen. Sta. Mgr. .... J. L. Slatton  
 Program Director ..... Pat Slatton  
 Publicity Dir. .... Betty Tittle  
 Chief Engineer ..... Paul Kelly

### **WERH—Hamilton—1950** KBS

Frequency: 970 Kc. .... Power: 5000 Watts d.  
 Owned-Oper. By ... Marion County Bcstg. Co.  
 Address ..... Box 187  
 Phone: 3481 ..... Air Time: Daytime  
 News Service ..... UP  
 Transcription Service ..... SESAC  
 Representative ..... Hill F. Best Co.  
 President, Gen. Mgr. .... Hugh Fite  
 Sta., Sales, Mgr. .... C. B. Tucker  
 Publ., Prog. Dir. .... Edgar L. Clayton  
 Chief Engineer ..... C. B. Tucker

### **WBHP—Huntsville—1937** MBS-KBS

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Wilton H. Pollard  
 Bus.-Studio Address ..... 318 W. Clinton St.  
 Phone: JE 2-3521 ..... Air Time: Full Time  
 President, Gen. Mgr. .... Wilton H. Pollard

### **WFUN—Huntsville—1946** ABS

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By ... Huntsville Bcstg. Co., Inc.  
 Phone: JE 2-5641 ..... Air Time: Full Time  
 News Service ..... UP  
 Representative ... Sears & Ayers, Dora-Clayton  
 Pres., Gen. Mgr. .... J. B. Falt, Jr.  
 Sta. Mgr., Prog. Dir., Chief Engr. John Garrison

### **WHBS—Huntsville—1946** ABC

Freq.: 1550 Kc. .... Power: 5 Kw. d., 500 W. n.  
 Owned-Oper. By ... The Huntsville Times Co.  
 Address ..... P. O. Box 986  
 Phone: Jefferson 2-8471 ..... Air Time: Full  
 Newspaper Affiliation ..... Huntsville Times  
 News Service ..... AP  
 Rep. .... Henry E. Cummings, Gill-Perna  
 Membership ..... NARTB, RAB  
 General Manager ..... John F. Neal

### **WPBB—Jackson—1950** KBS-MBS

Frequency: 1280 ..... Power: 1000 Watts d.  
 Owned-Operated By ..... Jackson Bcstg. Co.  
 Address ..... H'way 43  
 News Service ..... UP  
 Representative ..... Indie,  
 Sears & Ayers, Southern Radio  
 Pres., Gen. Mgr. .... T. H. Gaillard, Jr.

### **WWWB—Jasper—1946—MBS**

Frequency: 1360 Kc. .... Power: 1 Kw. d.  
 Owned-Operated By Bankhead Bcstg. Co., Inc.  
 Address ..... Bankhead-Long Bldg.  
 Phone Number: 23461 ..... Air Time: Full Time  
 Transcription Service ..... Capitol  
 News Service ..... UP  
 Sta. Rep. .... Southern Radio  
 Membership ..... NARTB  
 President ..... W. W. Bankhead  
 Gen. Mgr. .... William C. Edgehon

### **WRLD—Lanett—1940** (See West Point, Go.)

### **WJAM—Marion—1951**

Frequency: 1310 Kc. .... Power: 5000 Watts d.  
 Owned-Oper. By ..... Neely & Neely  
 Address ..... Box 540  
 Phone: 7111 ..... Air Time: Daytime  
 Transcription Service ..... Capitol  
 Membership ..... NARTB  
 News Service ..... AP  
 President ..... K. W. Neely  
 General Manager ..... L. M. Neeley, Jr.  
 Station Manager ..... Earl W. Hanna  
 Comm. Mgr., Chief Eng. .... Virgil Moore

### **WABB—Mobile—1948—ABC**

Frequency: 1480 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ... Mobile Press Register, Inc.  
 Business Address ..... 304 Government St.  
 Phone: HEmlock 3-1551 ..... Air Time: Full Time  
 News Service ..... UP  
 Newspaper Aff. .... Mobile Press Register  
 Transcription Service ..... World  
 Representative ..... Branham Co.  
 Membership ..... RAB  
 President ..... R. B. Chandler  
 Gen., Sta. Mgr. .... Dewey H. Long  
 Prog. Director ..... Phil Forrest  
 Chief Engineer ..... William H. Murphree

### **WALA—Mobile—1930—NBC**

Frequency: 1410 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Pape Bcstg. Co., Inc.  
 Bus.-Studio Address ..... 210 Government St.  
 Phone: ..... Hemlock 3-3756  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... Headley-Reed  
 President ..... W. O. Pape  
 Exec. Vice-Pres. .... H. K. Martin  
 Station Manager ..... W. B. Pape  
 Sls. Promotion Mgr. .... C. L. Thompson  
 Pgm. Dir. .... Al Homan  
 Chief Engineer ..... A. R. Bell

**WKAB—Mobile—1947**  
**MBS**

Frequency: 840 Kc. Power: 1000 Watts d.  
Owned-Operated By...Pursley Bcstg. Service  
Business-Studio Address...525 Donald St.  
Phone: Gr 7-6345 Air Time: Daytime  
Transcription Service...SESAC  
Representative...Forjoe, Dora Clayton  
News Service...AP  
Co-owners...C. L. Pursley, L. P. Pursley  
Gen. Mgr...R. H. Moore  
Comm. Mgr...J. C. Smith

**WKRG—Mobile—1946—CBS**

Freq.: 710 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Operated By...WKRG-TV, Inc.  
Address...162 St. Louis St.  
Phone: He 2-6789 Air Time: Unlimited  
News Service...AP  
Transcription Service...Lang-Worth  
Representative...Avery-Knodel  
Membership...RAB, NARTB  
President...Kenneth R. Giddens  
Gen. Mgr...W. S. Baskerville, Jr.  
Program Director...Richard McMullen  
Publicity Dir...Elizabeth Beatty  
Chief Engineer...James L. Evans

**WMOZ—Mobile—1952—KBS**

Frequency: 960 Kc. Power: 1000 Watts d.  
Owned-Oper. By...Edwin H. Estes  
Phone Number...6-3546  
Representative...John E. Pearson  
News Service...UP  
Owner...Edwin Estes

**WMFC—Monroeville—1952**  
**KBS**

Frequency: 1220 Kc. Power: 250 Watts d.  
Owned-Oper. By...Monroe Bdcstg. Co.  
Address...H'way 84  
Phone Number: 1220 Air Time: Daytime  
Representative...Continental  
News Service...AP  
Transcription Service...World  
Business Maanger...Tom Gardner  
Program Director...Riley Kelly

**WAPX—Montgomery—1947**  
**ABC-MBS**

Frequency: 1600 Kc. Power: 1000 Watts  
Owned-Operated By...United Bcstg. Co.  
Business, Studio Address...118 Catoma St.  
Phone: 3-7569 Air Time: Full Time  
News Service...AP  
Transcription Service...Standard  
Representative...Walker Co.  
Pres., Gen. Mgr...Thomas E. Martin  
V.P., Commercial Maanger...Hoke Williford

**WBAM—Montgomery—1953**

Frequency: 740 Kc. Power: 50 Kw. d.  
Owned...Deep South Bcstg. Co.

Address...Highway 231  
Phone: 2-3851 Air Time: Daytime  
Representative...Radio-TV Reps.  
Pres., Gen. Mgr...W. J. Brennan

**WCOV—Montgomery—1939**  
**CBS**

Frequency: 1170 Kc. Power: 10 Kw.  
Owned-Oper. By...Southern Bcstg. Co.  
Address...Adrian Lane  
Phone: 5-3561 Air Time: Full Time  
News Service...UP  
Representative...Paul H. Raymer Co.  
Membership...NARTB  
President...Oscar P. Covington  
General Manager...Hugh M. Smith  
Station Manager...Joe Petranka  
Com., Sales Prom. Mgr...W. W. Hunt  
Program Director...Weston Britt  
Chief Engineer...W. D. Weatherly

**WMGY—Montgomery—1946**

Frequency: 800 Kc. Power: 1000 Watts d.  
Owned-Operated By...Dixie Bcstg. Co.  
Business-Studio Address...4 S. Perry St.  
Phone Number: 2-5245 Air Time: Day  
News Service...UP  
Membership...RAB  
President...Dr. S. D. Suggs  
Gen. Manager...Thomas W. Sewell  
Com., Sales Prom. Mgr...Lynn Hargreaves  
Prog. Dir...Ann Fincher  
Chief Engineer...B. L. Loddell

**WRMA—Montgomery—1953**

Frequency: 950 Kw. Power: 1000 Watts d.  
Owned-Oper. By...Southland Bcstg. Co.  
Business Address...135 Commerce St.  
Phone: 4-6449 Air Time: Daytime  
Transcription Service...Associated  
Membership...NARTB  
Representative...McGillvra  
Co-owner & Gen. Mgr...Ralph M. Allgood  
Commercial Mgr...Judd Sparling  
Chief Engineer...Walter L. Stevenson

**WSFA—Montgomery—1930**  
**NBC**

Freq.: 1440 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By...WKY Radiophone Co.  
Business Address...P. O. Box 2566  
Phone: 5-1251 Air Time: Full Time  
News Service...AP  
Representative...Headley-Reed  
Membership...NARTB  
Vice-Pres. & Sta. Mgr...Hoyt Andres  
Program Mgr...Robert Doty  
Sales Mgr...John C. Hughes  
Promotion Mgr...R. L. Tuttle  
Chief Engineer...Robert Hayward

**WLAY—Muscle Shoals—1933**

Frequency: 1450 Kc. Power: 250 Watts  
Owned Oper. By...Gregory Bcstg. Corp.



Business Address.....Box 230, Sheffield  
 Phone: 1450.....Air Time: Full Time  
**News Service**.....UP  
 Trans. Service.....World  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....M. C. Gregory  
 Sales Mgr.....Tom Doughty  
 Prog. Dir.....Dick Williamson  
 Chief Engineer.....Benny Lott

**WCRL—Oneonta—1952**

Frequency: 1570 Kc.....Power: 250 Watts d.  
 Owned-Oper. Blount County Bcstg. Serv., Inc.  
 Address.....H'way 32  
 Phone: 4871.....Air Time: Daytime  
**News Service**.....AP  
 Trans. Service.....Capitol, World, Thesaurus  
 General Mgr.....L. D. Bentley, Jr.  
 Commercial Mgr.....Max G. Bynum  
 Program Dir.....Glenn Cornelius

**WJHO—Opelika—1940**  
 MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned Oper. By Opelika-Auburn Bcstg. Co.  
 Address.....1400 Auburn Road  
 Phone: Sh 5-2084.....Air Time: Full  
**News Service**.....UP  
 Transcription Service.....World  
 Representative.....Indie Sales, Inc.  
 Membership.....NARTB, RAB  
 General Manager.....John C. Cooper, Jr.  
 Commercial Manager.....John E. Smollon  
 Program Director.....Edwin P. Rowell

**WAMI—Opp—1952**

Frequency: 860 Kw.....Power: 1000 Watts d.  
 Owned-Oper. By.....Opp Bcstg. Co.  
 Business Address.....Box 169  
 Phone Number: 2-6591.....Air Time: Day  
**News Service**.....UP  
 President.....H. N. Lee  
 Gen., Sta., Com. Mgr.....Beri Moore  
 Prog., Pub. Dir.....James Heath  
 Chief Engineer.....Robert Page

**WOZK—Ozark—1953**

Frequency: 900 Kw.....Power: 1000 Watts d.  
 Owned-Oper. By.....Ozark Bcstg. Corp.  
 Address.....Box 742  
 Phone.....655  
**News Service**.....AP  
 Pres.....Douglas Brown  
 Gen., Sta. Mgr.....Howard Parrish, Jr.  
 Commercial Mgr.....Wade Sullivan  
 Program Dir.....Daryl D. Griffin  
 Chief Engineer.....Howard Parrish, Jr.

**WPNX—Phenix City—1952**  
 ABC-MBS

Frequency: 1460 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Community Bdcstg. Co.  
 Address.....Phenix Girard Bank Bldg.  
 Phone: 8-8787.....Air Time: Full Time  
**News Service**.....AP  
 Pres., Gen. Mgr.....Roy M. Greene

Sta., Comm. Mgr.....Sam Keel  
 Prog. Dir.....Ralph Burgess  
 Chief Engineer.....Arnold White

**WPID—Piedmont—1953**

Frequency: 1280 Kw.....Power: 1000 watts d.  
 Owned-Oper. By.....C. L. Graham  
 Address.....1145 Walnut St., Gadsden  
 Phone: 6-1614.....Air Time: Daytime  
**News Service**.....UP  
 President.....C. L. Graham  
 General Manager.....Mac M. Thomas  
 Station Mgr.....Hank Smith  
 Program Director.....Frances Howren  
 Chief Engineer.....Acker Livingston

**WAIP—Prichard—1954**

Frequency: 1270 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Prichard Bcstg. Co.  
 Address.....74 Main St.  
 Phone: 2-2202.....Air Time: Day  
**News Service**.....AP  
 Representative.....Walker  
 Membership.....NARTB  
 Gen., Sta. Mgr.....Herbert Johnson  
 Commercial Mgr.....Jack Frost  
 Sls. Prom. Mgr.....Jimmie Whatley  
 Program Dir.....Hy Davis  
 Publicity Dir.....Evelyn Martin  
 Chief Eng.....Eugene Miller

**WELR—Roanoke—1949—KBS**

Frequency: 1380 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Roanoke Bcstg. Co.  
 Address.....705 N. Main St.  
**News Service**.....UP  
 Pres., Gen. Mgr.....J. W. Buttram  
 Sls. Prom., Prog., Pub.....Leverne Foster

**WWR—Russellville—1949**  
 KBS

Frequency: 920 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Bankhead Bcstg. Co., Inc.  
 Address.....Underwood Rd.  
 Phone Number: 2-3461.....Air Time: Daytime  
**News Service**.....UP  
 Gen. Mgr.....Hal Kirby  
 Pgm. Dir.....Carl Van Sittert  
 Commercial Mgr.....James W. Elliott

**WCRI—Scottsboro—1950**

Frequency: 1050 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Pat M. Courington  
 Address.....P. O. Box 394  
 Phone: 123.....Air Time: Daytime  
**News Service**.....AP  
 Trans. Service.....Thesaurus  
 Gen. Mgr.....Pat M. Courington  
 Station & Comm. Mgr.....J. F. Thompson  
 Program Director.....Gene Brown

**WROS—Scottsboro—1952**  
 KBS

Frequency: 1330 Kw.....Power: 1000 Watts d.

Owned-Oper. By.....Rose M. Kirby  
 Business Address.....717 Scott St.  
 Phone: 156.....Air Time: Day  
 News Service.....UP  
 Gen., Com. Mgr.....Rose M. Kirby  
 Program Dir.....Clyde R. Varner  
 Chief Engr.....Bill Prickett

**WGWC—Selma—1946—CBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Dallas Broadcasters, Inc.  
 Address.....Selma  
 Phone: TRinity 4-6687.....Air Time: Full Time  
 Station Representatives.....Hal Holman, Ayers  
 News Service.....UP  
 Membership.....NARTB  
 Gen. Manager.....Erle Hanna  
 Comm. Manager.....Jim Roebuck  
 Program Director.....Carolyn Perrin

**WHBB—Selma—1935  
 NBC-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Selma Bcstg., Inc.  
 Business Address.....P. O. Box 26  
 Phone: TR 4-8661.....Air Time: Full Time  
 Transcription Service.....Thesaurus  
 Station Rep.....Avery Knodel  
 President.....Julien Smith Jr.  
 Gen. Sta., Com., Sls., Pub. Dir.....F. Townshend  
 Prog. Dir.....Earl Hadaway  
 Chief Engineer.....W. D. Powers

**WFEB—Sylacauga—1945  
 MBS-KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Alabama Bcstg. Co.  
 Address.....527 No. Broadway  
 Phone Number: 2-3281.....Air Time: Full Time  
 News Service.....UP  
 President.....E. E. Forbes, Sr.  
 Gen. Sta. Mgr., Prog., Pub. Dir.....G. W. Carr  
 Chief Engineer.....Conrad Pickren

**WMLS—Sylacauga—1948**

Frequency: 1290 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Marble City Bcstg. Co., Inc.  
 Business Address.....11 West 2nd St.  
 Phone: 2-4354.....Air Time: Daytime  
 News Service.....AP  
 Pres., Gen. Manager.....Curtis O. Liles, Jr.  
 Commercial Manager.....Marion W. McEwen  
 Prog., Pub. Dir.....Robert M. Duck  
 Chief Engineer.....Walter Welch

**WHTB—Talladega—1945  
 MBS-KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Voice of Talladega, Inc.  
 Address.....Bemiston Highway  
 Phone: 2205.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Continental

President.....Cecil Hornady  
 Gen. Mgr.....Myron T. Snoddy  
 Commercial Mgr.....W. B. Dorriety  
 Chief Engineer.....David Andrews

**WTLS—Tallahassee—1954**

Frequency: 1300 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Tallassee Bcstg. Co.  
 Address.....H'way 14  
 Phone Number.....8535  
 News Service.....AP  
 Transcription.....World  
 Pres., Gen. Mgr.....Bert Bank  
 Comm. Mgr., Sta. Mgr., Chief Eng., Ned Butler  
 Prog., Pub. Dir.....Wallace Hobgood

**WTBF—Troy—1946  
 MBS-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Troy Bcstg. Corp.  
 Address.....College Drive  
 Phone Number: 980-1.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....World  
 Membership.....NARTB  
 Gen. Mgr.....Jess Jordan

**WJRD—Tuscaloosa—1936  
 NBC**

Freq.: 1150 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Wilhelmina Echols  
 Business-Studio Address.....2216 Broad St.  
 Phone: 4464.....Air Time: Full Time  
 News Service.....UP  
 Representative.....Rambeau, Clayton  
 Membership.....NARTB, RAB  
 Gen., Sta. Mgr.....Gene Tibbett  
 Comm. Mgr.....Lehman Mayer  
 Sls. Prom. Mgr., Pub. Dir.....G. Tibbett  
 Prog. Dir.....Roy McAllister  
 Chief Engineer.....Dave Livingston

**WNPT—Tuscaloosa—1951**

Frequency: 1280 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....W. Alabama Bcstg. Co.  
 Address.....Tuscaloosa  
 Phone Number: 3311.....Air Time: Full Time  
 Representative.....Indie Sales  
 News Service.....AP  
 Trans. Ser.....Lang-Worth  
 Membership.....NARTB  
 General Manager.....T. H. Todd  
 Commercial Mgr.....Ruth Harris

**WTBC—Tuscaloosa—1946  
 MBS-KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned By.....Tuscaloosa Bcstg. Co.  
 Address.....Radio Center  
 Phone Number: 8-5523-4.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Sears & Ayer  
 Membership.....NARTB



Gen. Sta. Manager..... Bert Bank  
 Comm., Sls. Prom. Mgr..... Jo Stevens  
 Prog., Pub. Dir..... Jack Mock  
 Chief Engr..... Bert Ward

### WVNA—Tuscumbia—1955

Frequency: 1590 Kc..... Power: 5 Kw. d.  
 Owned-Oper. By..... Power Center Bcstg. Co.  
 Address..... 112 S. Main St.  
 Phone: 2550..... Air Time: Day  
 News Service..... UP  
 Representative..... Devney, Whitehead  
 Transcription..... Thesaurus  
 Membership..... NARTB  
 Gen. Manager..... Eulus O. Whitehead  
 Sales Manager..... Stanley Walters  
 Promotion Manager..... Jean Pollard

### WTUS—Tuskegee—1952 KBS

Frequency: 580 Kc..... Power: 500 Watts d.

Owned-Oper. By..... Radio Tuskegee, Inc.  
 Address..... Union Springs Road  
 Phone: 580..... Air Time: Daytime  
 News Service..... UP  
 Sta. Manager..... J. A. Bowers  
 Program Manager..... John Hart  
 Commercial Mgr..... Joe Burton  
 Chief Engineer..... Julian A. Duncan

### WETU—Wetumpka—1954 KBS

Frequency: 1570 Kc..... Power: 250 Watts  
 Owned..... Elmore Service Corp.  
 Address..... Box 60  
 Phone: 7369..... Air Time: Daytime  
 Transcription Ser..... Thesaurus  
 News Service..... UP  
 Station Rep..... Sears & Ayer  
 President..... Lem Coley  
 General Mgr..... Ed Morgan  
 Chief Engineer..... J. C. Rutledge

## ARIZONA

Pop. Feb. 1, 1956 (Est.) 1,008,000—Families 300,000  
 Radio Homes 288,000—TV Homes 185,772—Stations in State 31

### KSUN—Bisbee—1933 MBS-DON LEE

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... Carleton W. Morris  
 Address..... Drawer C. Lowell St.  
 Phone: HEmlock 2-2277..... Air Time: Full Time  
 Transcription Service..... Thesaurus  
 News Service..... UP  
 Representative..... Blair & Co.  
 Membership..... NARTB, RAB  
 Gen., Sta., Comm. Mgr..... Arlo Woolery

### KCLF—Clifton—1950

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Gila Bcstg. Co.  
 Address..... Box 548  
 Phone Number: Un 4-4114. Air Time: Full Time  
 Sta. Rep..... Best  
 News Service..... UP, AP, INS  
 Gen. Mgr..... Paul Merrill  
 Sta., Comm. Mgr..... Eric L. Manola

### KCKY—Coolidge—1948 CBS-KBS

Frequency: 1150 Kc..... Power: 1,000 Watts  
 Owned-Oper. By..... Gila Bcstg. Co., Inc.  
 Address..... Roosevelt & Main Streets  
 Phone Number..... 4451  
 Transcription Service..... Lang-Worth  
 News Service..... UP  
 Representative..... Paschall  
 Membership..... NARTB  
 President..... Louis F. Long  
 General Manager..... Bill Parady  
 Comm. Mgr..... Leo Bernard  
 Program Director..... Keith Delano

Sls. Prom. Mgr..... Oliver Grieve  
 Publicity Dir..... Buddy Martin  
 Chief Engineer..... Earl Hickman

### KAWT—Douglas—1947 MBS-KBS

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Operated By..... Carlton W. Morris  
 Address..... Drawer 1118  
 Phone: Em 4-3484..... Air Time: Full Time  
 Transcription Service..... Lang-Worth, MacGregor  
 News Service..... UP  
 Membership..... RAB  
 Representative..... Best  
 President..... Carlton Morse  
 Gen., Sta., Comm. Mgr..... Ed Williams  
 Program Director..... Dick Miller  
 Publicity Director..... Gene Baril  
 Sales Promotion Mgr..... Jim Collins  
 Chief Engineer..... Ben Strotman

### KCLS—Flagstaff—1950 MBS-DON LEE

Freq.: 600 Kc..... Power: 5 Kw. d., 500 W. n.  
 Owned-Operated By..... Saunders Bcstg. Co.  
 Address..... Box 1677  
 Phone: 946..... Air Time: Daytime  
 Pres., Gen., Sta., Comm..... Charles J. Saunders  
 Sls. Promotion Mgr..... Dorothy Saunders  
 Prog. Dir..... Bill Johnson  
 Chief Engineer..... Len Benson

### KCPH—Flagstaff—1950—ABC

Freq.: 690 Kc..... Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By..... Frontier Television Co., Inc.  
 Address..... Weatherford Hotel  
 Phone: 51 or 65..... Air Time: Full Time

**News Service** .....AP  
**Transcription Service** .....Lang-Worth  
**Representative**... John Hershey McGillvra, Inc.  
**Membership** .....NARTB  
**Pres., Chief Engineer**..... E. C. Phillippi  
**Gen., Sta., Comm. Mgr.**... Norman R. Herndon  
**Program Dir.**..... Hollis W. Hill

**KWJB—Globe—1938—NBC**

**Frequency:** 1240 Kc. .... **Power:** 250 Watts  
**Owned-Operated By**... Gila Bcstg. Co., Inc.  
**Address** H'way 60-70, between Globe & Miami  
**Phone Number:** 41 ..... **Air Time:** Full Time  
**News Service** .....AP  
**Membership** .....NARTB  
**Representative**..... Paul H. Baymer  
**Station Manager**..... Willard Shoecraft

**KDJI—Holbrook—1955—KBS**

**Frequency:** 1270 Kc. .... **Power:** 1000 W. d.  
**Owned-Oper. By**... Northeastern Ariz. Bcstrs.  
**Address**..... Box 31  
**Phone:** 40 ..... **Air Time:** Days  
**News Service** .....UP  
**Transcription** .....Lang-Worth  
**Representative**..... Moore, Best  
**Membership** .....NARTB  
**General Manager**..... Blake Tabor  
**Program Director**..... Irene Tabor  
**Chief Engineer**..... Kenneth Stone

**KGAN—Kingman—1949**

**Frequency:** 1230 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By**... W. E. Stone, J. F. Holbrook  
**Business Address**..... P. O. Box 1208  
**President**..... J. J. Glancy  
**Comm. Mgr.**..... Kathlene Covarrubias  
**Chief Engineer**..... Leroy O'Laughlin

**KTYL—Mesa—1946**

**Freq.:** 1310 Kc. .... **Power:** 1 kw. d.; 500 w. n.  
**Owned-Oper. By**..... Harkins Bdcstg. Co.  
**Address**..... P. O. Box 231  
**Phone:** Wo 4-4422 ..... **Air Time:** Full  
**News Service** .....UP  
**Transcription Service** ..... Standard  
**Membership** .....NARTB  
**Pres., Gen. Mgr.**..... Dwight Harkins

**KNOG—Nogales—1948—CBS**

**Frequency:** 1340 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By**..... C. F. & A. B. Montano  
**Address**..... Box 1681  
**Phone:** 770 ..... **Air Time:** Full Time  
**Representative** ..... Best  
**Gen., Comm. Mgr.**..... C. F. Montano  
**Asst. Mgr., Prog. Dir.**..... A. B. Montano

**KOOL—Phoenix—1947—CBS**

**Frequency:** 960 Kc. .... **Power:** 5000 Watts  
**Owned-Operated By**... Maricopa Bcstrs., Inc.  
**Business-Studio Address**..... 511 W. Adams  
**Phone:** Alpine 3-3121 ..... **Air Time:** Full  
**News Service** .....UP  
**Representative** ..... Hollingbery  
**Transcription** ..... Standard

**Membership** .....NARTB  
**President** .....Gene Autry  
**V.P., General Maanger**..... Tom Chauncey  
**Station Manager**..... William Connelly  
**Chief Engineer**..... Milford Richey

**KPHO—Phoenix—1940—ABC**

**Frequency:** 910 Kc. .... **Power:** 5000 Watts  
**Owned**..... Meredith Publishing Co.  
**Address**..... 631 No. 1st Ave.  
**Phone:** ALpine 8-4511 ..... **Air Time:** Full Time  
**Transcription Service**..... Associated, SESAC  
**News Service** .....UP  
**Representative** .....Katz  
**Membership** .....NARTB, RAB  
**President**..... E. T. Meredith, Jr.  
**Comm. Manager**..... Howard Stalnaker  
**Sta., Gen. Mgr.**..... Richard B. Rawls  
**Program Director**..... Gene Spry  
**Sls. Prom. Mgr.**..... E. Packer  
**Publicity Director**..... Ron De Pinto  
**Chief Engineer**..... Howard Zile

**KIFN—Phoenix—1949**

**Frequency:** 860 Kc. .... **Power:** 1000 Watts d.  
**Owned-Operated By**..... Western Bcstg. Co.  
**Address**..... Box 430  
**Phone:** Alpine 3-6155 ..... **Air Time:** Day  
**News Service** .....UP  
**Transcription Service** .....SESAC  
**Station Representative**..... Harlan Oakes, NTS  
**Gen. Mgr.**..... Frank P. Redfield  
**Commercial Mgr.**..... J. K. Redfield

**KOY—Phoenix—1922—MBS**

**Frequency:** 550 Kc. .... **Power:** 5000 d.; 1000 n.  
**Owned-Oper. By**..... KOY Bcstg. Co.  
**Address**..... 840 N. Central Ave.  
**Phone:** Alpine 8-8181 ..... **Air Time:** Full Time  
**News Service** .....UP  
**Transcription Service** ..... World  
**Representative** ..... John Blatr  
**Membership** .....NARTB, RAB  
**Pres., Gen., Sta. Mgr.**..... John L. Hogg  
**Sls. Mgr.**..... James W. Ross  
**Prog., Pub. Director**..... John R. Williams  
**Chief Engineer**..... Edward R. Janney

**KONI—Phoenix—1954**

**Frequency:** 1400 Kc. .... **Power:** 250 Watts  
**Owned**..... James T. Ownby  
**Address**..... Rm. 103, Mayer Heard Bldg.  
**Phone:** ALpine 8-8044 ..... **Air Time:** Full Time  
**News Service**..... INS  
**Sta. Rep.**..... Walker, Moore, Dora-Clayton  
**President**..... James T. Ownby  
**Chief Engineer**..... James C. Corn

**KRIZ—Phoenix—1950**

**Frequency:** 1230 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By**..... KRIZ, Inc.  
**Address-Trans. Loc.**..... 2345 Westward Blvd.  
**Phone:** Alpine 4-8436 ..... **Air Time:** Full Time  
**News Service** .....UP  
**Station Representative** ..... Burn-Smith  
**Membership** .....NARTB  
**Pres., Gen., Sta. Manager**..... Howard M. Loeb



Comm., Prom. Mgr. . . . . Sheldon Engel  
 Prog. Dir. . . . . Bill Bailey  
 Pub. Dir. . . . . Bob Johnson  
 Chief Engineer . . . . . Bill Bailey

### KRUX—Phoenix—1947

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Bartell Broadcasters, Inc.  
 Bus.-Studio Address . . . . . Goodrich Bldg.  
 Phone: ALpine 2-2371 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Transcription . . . . . Lang-Worth, SESAC  
 Membership . . . . . NARTB  
 President . . . . . Gerald A. Bartell  
 Exec. Vice-Pres. . . . . John F. Box, Jr.  
 General Manager . . . . . David B. Bartell  
 Sta., Comm. Mgr. . . . . Frank Barc  
 Program Dir. . . . . Gene Burrus  
 Chief Engineer . . . . . Ralph Evans

### KTAR—Phoenix—1922—NBC

Frequency: 620 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . KTAR Bcstg. Co.  
 Business Studio Address . . . . . 1101 North Central  
 Phone: AL 4-4161 . . . . . Air Time: Full Time  
 News Service . . . . . AP  
 Trans. Ser. . . . . Thesaurus, Standard, Capitol  
 Representative . . . . . Paul H. Raymer  
 Membership . . . . . NARTB  
 Commercial Mgr. . . . . J. K. Redfield  
 Pres., Gen. Mgr. . . . . Richard O. Lewis  
 Commercial Manager . . . . . E. W. Harvey

### KYCA—Prescott—1940—NBC

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Southwest Bcstg. Co.  
 Business-Studio Address . . . . . East Gurley St.  
 Phone: 244 . . . . . Air Time: Full Time  
 Representative . . . . . Paul H. Raymer  
 Pres., Gen. Mgr. . . . . Harold Ritter

### KGLU—Safford—1938—NBC

Frequency: 1480 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Glla Bcstg. Co.  
 Business-Studio Address . . . . . 520 Main St.  
 Phone: 15 . . . . . Air Time: Full Time  
 News Service . . . . . AP, UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Paul H. Raymer  
 General Mgr. . . . . Paul Merrill  
 Station Mgr. . . . . Edward E. Furman  
 Commercial Mgr. . . . . Kurt Stevens

### KCNA—Tucson—1946—ABC

Freq.: 580 Kc. . . . . Power: 5 kw. d.; 500 w. n.  
 Owned-Operated By . . . . . Catalina Bcstg. Co.  
 Business-Studio Address . . . . . 1511 East 16th  
 Phone: 2-4664 . . . . . Air Time: Full Time  
 News Service . . . . . AP  
 Representative . . . . . Gill-Perna Tracy Moore  
 President . . . . . Erskine Caldwell  
 General Manager . . . . . Harry Chambers  
 Business Mgr. . . . . Robert Black

### KEVT—Tucson—1953

Frequency: 690 Kw. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Tucson Radio Inc.  
 Business Address . . . . . 400 N. Shawnee

Phone: 4-5588 . . . . . Air Time: Day  
 Representative . . . . . Oakes, Nat. Time Sls.  
 Membership . . . . . NARTB  
 News Service . . . . . UP  
 General Manager . . . . . Peter Trowbridge  
 Comm. Mgr. . . . . De Witt Wray  
 Program Dir. . . . . Oscar H. Stevens  
 Sales Manager . . . . . Arturo Aguilar

### KOPO—Tucson—1947—CBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Old Pueblo Bcstg. Co.  
 Business-Studio Add. . . . . 115 W. Drachman St.  
 Phone: 4-2511 . . . . . Air Time: Full Time  
 News Service . . . . . AP  
 Representative . . . . . AM Radio Sales  
 Membership . . . . . NARTB  
 President . . . . . Gene Autry  
 Manager . . . . . E. S. Mittendorf  
 Chief Engineer . . . . . Vernard Cimmioyotti

### KTKT—Tucson—1949

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Thomas J. Wallace  
 Business-Studio Address . . . . . 500 W. Elm  
 Phone: 4-1777 . . . . . Air Time: Full  
 Membership . . . . . NARTB  
 Representative . . . . . Forjoe  
 News Service . . . . . UP  
 Owner . . . . . Thomas J. Wallace  
 Ass't Manager . . . . . George Wallace  
 Sls. Director . . . . . Richard Grand

### KTUC—Tucson—1929—MBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Tucson Bcstg. Co.  
 Business-Studio Address . . . . . 900 E. Broadway  
 Phone: 2-3344 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Trans. Service . . . . . World, Associated  
 Membership . . . . . NARTB, RAB  
 Pres., Gen., Sta. Mgr. . . . . Lee Little  
 Comm. Mgr. . . . . Mac C. Matheson  
 Sales Mgr. . . . . Greoge Bradley  
 Program Director . . . . . Pete Tufts  
 Chief Engineer . . . . . Cliff Livingston

### KVOA—Tucson—1929—NBC

Frequency: 1290 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Arizona Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 209 W. Elm  
 Phone Number: 3-2555 . . . . . Air Time: Full  
 Transcription Service . . . . . Thesaurus, Capitol  
 Representative . . . . . Paul H. Raymer  
 President . . . . . C. D. McKinnon  
 Business Mgr. . . . . Harper M. Phillips  
 Sales Mgr. . . . . John C. Underwood, Jr.  
 Program Director . . . . . Lawrence W. Schnebly  
 Chief Engineer . . . . . Ray H. Holsclaw

### KVNC—Winslow—1952

#### DON LEE-MBS

Freq.: 1010 Kc. . . . . Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By . . . . . Gila Bdcstg. Co.  
 Address . . . . . P. O. Box 373  
 Air Time . . . . . Full  
 News Service . . . . . AP, UP



Transcription ..... Standard  
 Representative ..... Paschall

**KOLD—Yuma—1953—KBS**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Broadcasters, Inc.  
 Address ..... P. O. Box 1430  
 Representative ..... Tracy Moore,  
 Broadcast Time Sales  
 Pres., Gen., Sta., Comm. Mgr. Jack Hawthorne  
 Sls. Prom. Mgr. Chuck Benedict  
 Program Dir. Russ Foss  
 Publicity Dir. Farley Zoober  
 Chief Engineer Jose Armendariz

**KYMA—Yuma—1950  
 MBS—DON LEE**

Frequency: 1400 Kc. .... Power: 250 Watts

Owned-Oper. By ..... KYMA-YUMA, Inc.  
 Address ..... P. O. Box 671  
 Phone: Sunset 3-7841 ..... Air Time: Full  
 Representatives ..... Benton Paschall  
 Membership ..... NARTB, RAB  
 Pres., Gen., Sta. Mgr. William B. Lindsey

**KYUM—Yuma—1940—NBC**

Frequency: 560 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Yuma Bcstg. Co.  
 Business Address ..... 1901 E. 1st St.  
 Phone: SU 3-3305 ..... Air Time: Daytime  
 Transcription Service Thesaurus & Standard  
 Representative Paul H. Raymer  
 Membership ..... NARTB  
 Pres., Gen. Mgr. R. C. Smucker  
 Sta. Mgr. Roy L. Jorgenson  
 Program Director Lawrence L. Roesser  
 Chief Engineer Frank Hancock

**ARKANSAS**

Pop. Feb. 1, 1956 (Est.) 1,895,000—Families 526,000  
 Radio Homes 502,000—TV Homes 271,544—Stations in State 51

**KVRC—Arkadelphia—1947  
 MBS-KBS**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By Arkadelphia Bcstg. Co.  
 Business Studio Address Arkadelphia  
 Phone: 790 ..... Air Time: Full Time  
 News Service ..... AP  
 Representative Hill F. Best  
 President Cecil W. Cupp  
 Gen., Sta., Comm. Bill Deaton  
 Chief Engineer Ray Burns

**KBTA—Batesville—1950  
 MBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned ..... White River Valley Bcsts. Co.  
 Phone: 1112-1113 ..... Air Time: Full Time  
 News Service ..... AP  
 Representative Best  
 Transcription Service World  
 Membership ..... NARTB, RAB  
 Gen. Mgr. J. F. Higginbottom  
 Comm. Mgr. E. A. Poole  
 Program Director John D. Isaacs  
 Chief Engineer Morris Coler

**KBBA—Benton—1953**

Frequency: 890 Kw. .... Power: 250 Watts d.  
 Owned-Oper. By Benton Bcstg. Service  
 Business Address ..... Box 294  
 Phone: Spring 8-2690 ..... Air Time: Daytime  
 News Service ..... AP  
 Pres., Gen. Mgr. Lavelle Langley  
 Sls. Prom. Mgr. Jim Landers  
 Prog. Dir., Chief Eng. Eddie Zoch

**KLCN—Blytheville—1922**

Frequency: 910 Kc. .... Power: 5000 Watts d.  
 Owned-Operated By Harold L. Sudbury  
 Address ..... Sudbury Bldg., Main St.  
 Phone: Poplar 2-2093 ..... Air Time: Daytime  
 News Service ..... AP  
 Station Representative John E. Pearson

Gen. Mgr. Harold L. Sudbury  
 Sales Promotion Manager J. T. Sudbury  
 Program Director Carl Frame

**KAMD—Camden—1946—MBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By Camden Radio Inc.  
 Address ..... 647 California Ave. S.W.  
 Phone: Temple 6-5091 ..... Air Time: Full Time  
 News Service ..... AP  
 Representative Gill-Perna  
 President Walter E. Hussman  
 Comm. Mgr. John Guenther  
 Gen., Sta. Mgr. Donald Cathey  
 Sls. Prom., Prog., Pub. Dir. Callis Carter  
 Chief Engineer Dorris C. Hunter

**KPLN—Camden—1953**

Frequency: 1370 Kw. .... Power: 1000 Watts d.  
 Owned-Oper. By Southern Bcstg. Co.  
 Business Address Stephens Rd.  
 Trans. Ser. SESAC, World  
 Sta. Rep. Hill Best  
 News Service ..... UP  
 Gen., Comm. Mgr. C. T. Mullins  
 Prog. Dir., Prom. Mgr. J. Andrew Wright

**KCON—Conway—1950—KBS**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By Conway Bcstg. Co.  
 Address ..... 903 1/2 N. Front St.  
 Phone: 189 ..... Air Time: Full Time  
 Transcription Service World  
 News Service ..... AP  
 Pres., Gen., Sta. Mgr. James E. Clayton  
 Comm. Mgr. James E. Clayton  
 Sls. Mgr., Dir. S. F. Morehead  
 Chief Engineer Edwin McClendon

**KAGH—Crossett—1951  
 MBS-KBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By Julian Haas  
 Address ..... 900 Main St.



Phone: Forrest 4-2181. . . . . Air Time: Full Time  
 News Service . . . . . AP  
 Representative . . . . . Best, Melville  
 Gen. Mgr. . . . . Julian Haas  
 Chief Engineer . . . . . Ed Bailey

### **KDMS—El Dorado—1950**

Frequency: 1290 Kc. . . . . Power: 1,000 Watts d.  
 Owned-Oper. By . . . . . El Dorado Bcstg. Co.  
 Address . . . . . 208 N. Cleveland  
 Phone: Union 3-5121. . . . . Air Time: Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Dora-Clayton, Melville  
 Presidents . . . . . J. A. West Sr., J. A. West Jr.  
 Gen., Sta. Mgr. . . . . E R. Hall  
 Com., Sls. Mgr. . . . . Rodney P. Smith  
 Prog. Dir., Chief Engineer . . . . . Charles N. Buice

### **KELD—El Dorado—1935—ABC**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Radio Enterprises, Inc.  
 Business-Studio Address . . . . . Radio Center Bldg.  
 Phone: UNION 3-6126. . . . . Air Time: Full Time  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Bagner & Martin  
 Membership . . . . . NARTB  
 Pres., Gen., Sta., Com. Mgr. . . . . W. N. McKinney  
 Sales Mgr. . . . . J. R. Duerson  
 Program Director . . . . . Dot Tillery  
 Chief Engineer . . . . . Troy B. Eddins

### **KGRH—Fayetteville—1946** MBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Fayetteville Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 922 N. Leverett St.  
 Phone: Hillcrest 2-2322. . . . . Air Time: Full Time  
 News Service . . . . . AP  
 Representative . . . . . Walker  
 Membership . . . . . NARTB  
 President . . . . . Hayden McLroy  
 Gen. Mgr. . . . . Fred J. Stevenson  
 Comm. Sls. Prom. Mgr. . . . . Ed. Gideon  
 Program Director . . . . . Wallie Ingalls  
 Chief Engineer . . . . . Harold Lindsey

### **KXJK—Forrest City—1949** KBS

Frequency: 950 Kc. . . . . Power: 5000 Watts  
 Owned By . . . . . Forrest City Bcstg. Co., Inc.  
 Address . . . . . Natl. Bank of East. Arkansas Bldg.  
 Phone: 950. . . . . Air Time: Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Lang-Worth  
 Representative . . . . . H. F. Best, Dora-Clayton  
 Gen., Sta. Mgr. . . . . William Fogg  
 Sls., Comm. Mgr. . . . . James Pearson  
 Pub., Prog. Dir. . . . . Harold Webber  
 Chief Engineer . . . . . Walter Smith, Jr.

### **KFPW—Fort Smith—1925** CBS

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Tulsa Bcstg. Co.  
 Business Address . . . . . Sta. B Box 98

Phone: Sunset 3-4105. . . . . Air Time: Full Time  
 News Service . . . . . UP, AP  
 Representative . . . . . Avery-Knodel  
 Membership . . . . . NARTB  
 V.P., General Manager . . . . . L. A. Blust  
 Station Manager . . . . . J. Paul McCaslin  
 National Sls. Mgr. . . . . J. P. Walker

### **KFSA—Fort Smith—1947** ABC-MBS

Freq.: 950 Kc. . . . . Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By . . . . . Southwestern Pub. Co.  
 Business-Studio Address . . . . . 920 Rogers Ave.  
 Phone: Sunset 2-9126. . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Representative . . . . . John E. Pearson  
 Membership . . . . . NARTB  
 President . . . . . Donald W. Reynolds

### **KWHN—Ft. Smith—1947**

Frequency: 1320 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . KWHN Bcstg. Co., Inc.  
 Business-Studio Add. . . . . 421-423 Garrison Ave.  
 Phone: Sunset 3-8967-8. . . . . Air Time: Full Time  
 News Service . . . . . AP  
 Trans. Ser. . . . . Standard  
 Representative . . . . . Rambeau  
 Gen. Mgr., Sec.-Treas. . . . . H. S. Nakdimen

### **KHOZ—Harrison—1946**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Harrison Bcstg. Corp.  
 Bus.-Studio Address . . . . . Harrison  
 Phone: 1240. . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 President . . . . . Mrs. Bob Wheeler  
 Gen. Mgr. . . . . R. S. Wheeler, Jr.  
 Sta., Comm., Sls. Prom. Mgr. . . . . Everett S. Horton  
 Prog. Pub. Dir. . . . . Marc Williams  
 Chief Engineer . . . . . Fred E. Ward

### **KFFA—Helena—1941** KBS-MBS

Frequency: 1360 Kc. . . . . Power: 1,000 Watts  
 Owned-Operated By . . . . . Helena Bcstg. Co.  
 Address . . . . . 215 York St.  
 Phone: Hickory 4-2361. . . . . Air Time: Full Time  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Best  
 Membership . . . . . NARTB  
 Pres., General Manager . . . . . Sam W. Anderson  
 Comm. Mgr. . . . . George Caven  
 Sales Mgr. . . . . Cecil Scaife  
 Pub. Dir. . . . . Katherine Kizer  
 Program Director . . . . . Larry Parker  
 Chief Engineer . . . . . Earl Hodges

### **KXAR—Hope—1947—MBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Hope Bcstg. Co.  
 Address . . . . . P. O. Box 138  
 Phone Number: PR 7-3601. . . . . Air Time: Full Time  
 News Service . . . . . AP  
 Gen. Mgr., Chief Engineer . . . . . L. B. Tooley  
 Comm. Mgr. . . . . Wes Ninemire

**KBHS—Hot Springs—1953**

Frequency: 590 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Resort Bdcstg. Co., Inc.  
 Address: 113 Third St.  
 Phone: 3888. Air Time: Full Time  
 Sta. Rep.: Sears & Ayer  
 Gen., Comm. Mgr.: Ed C. Appler  
 Prog. Dir.: Steve Nichols

**KBLO—Hot Springs—1953**

Frequency: 1470 Kw. Power: 1030 Watts d.  
 Owned-Oper. By: National Park Bcstg. Co.  
 Address: 1011 Central Ave.  
 Phone: National 3-2553. Air Time: Daytime  
 Representative: Indie. Dora-Clayton  
 President, Gen. Mgr.: R. S. Bieloh  
 Comm. Mgr.: Jack Wolever  
 Program Director: DeWitt Waites  
 Publicity Dir.: Hank Sanders  
 Chief Engineer: R. G. King

**KWFC—Hot Springs—1941  
MBS-ABC**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: Spa Bcstg. Co., Inc.  
 Business-Studio Address: 819½ Central Ave.  
 Phone: National 4-1225. Air Time: Full Time  
 Representative: Gill-Perna  
 President: Walter E. Hussman  
 Gen. Sta. Mgr.: C. J. Dickson  
 Sls. Prom. Mgr.: David Campbell  
 Publicity Dir.: Martha Hickman  
 Prog. Dir.: Jim City  
 Chief Engineer: William A. Carr

**KBTM—Jonesboro—1930  
MBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Regional Bcstg. Co.  
 Address: Box 794  
 Phone: WEBster 5-5597. Air Time: Full Time  
 Representative: Burn-Smith  
 Membership: NARTB  
 Owner, Mgr.: Harold E. King  
 Sta. Mgr.: Clarence Adams  
 Comm. Mgr.: James Barnes  
 Sls. Prom. Mgr.: Mary Sullivan  
 Program Director: Edward Welch  
 Publicity Director: Marion Bohne  
 Chief Engineer: Norman Bowman

**KNEA—Jonesboro—1950**

Frequency: 970 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Radlo Jonesboro, Inc.  
 Address: New Citizens Bank Bldg.  
 Phone: Webster 2-8381. Air Time: Days  
 Representative: Gill-Perna  
 Membership: RAB  
 General Manager: Harold Gregson  
 Comm. Mgr.: Al Johnston  
 Program Director: Bob Blackwood

**KARK—Little Rock—1928  
NBC**

Frequency: 920 Kc. Power: 5000 Watts

Owned-Oper. By: Arkansas Radio & Equip. Co.  
 Address: 1001 Spring St.  
 Phone: FR 6-2481. Air Time: Full Time  
 News Service: AP, UP  
 Transcription Service: World  
 Representative: Edward Petry  
 Membership: NARTB, RAB  
 President: T. H. Barton  
 Gen. Mgr.: T. K. Barton  
 Commercial Mgr.: A. C. Dowden  
 Pub. Dir., Prom. Mgr.: Shirley Kennedy  
 Program Director: Ernest M. Howard  
 Chief Engineer: Dan L. Winn

**KGHI—Little Rock—1927  
ABC**

Freq.: 1250 Kc. Power: 1 Kw. d. 500 w. n.  
 Owned-Operated By: Radio Arkansas  
 Address: P. O. Box 3099  
 Phone: FRanklin 2-0166. Air Time: Full  
 Representative: George P. Hollingbery  
 News Service: UP  
 Owner, Gen. Mgr.: Harold E. King  
 Comm. Mgr.: Rex Parnell  
 Program Dir.: Hugh Brown  
 Chief Eng.: V. O. Van Deusen  
 Station Mgr.: W. J. Hart

**KLRA—Little Rock—1927  
ABC**

Freq.: 1010 Kc. Power: 10 Kw. d., 5 Kw. n.  
 Owned-Oper. By: Arkansas Bcstg. Co.  
 Business-Studio Address: Gazette Bldg.  
 Phone: FRanklin 2-5427. Air Time: Full Time

**KGHI**

LITTLE ROCK, ARKANSAS

—  
**KBTM — KBTM-FM**

JONESBORO, ARKANSAS

—  
 BURN-SMITH CO. INC.

—  
 HAROLD E. KING  
 General Manager

Newspaper Affiliation.....Arkansas Gazette  
 Transcription Service.....Standard  
 Representative .....Paul Raymer  
 President.....J. N. Heiskell  
 Gen., Sta., Comm. Mgr.....C. E. Deese  
 Program Dir.....Harris Owen  
 Publicity Dir.....Bob Hicks  
 Chief Engineer.....Kermit F. Tracy

**KTHS—Little Rock—1924**  
**CBS**

Frequency: 1090 Kc.....Power: 50,000 Watts  
 Owned-Oper.....Times Pub. Co., Shreveport  
 Business-Studio Address.....313 Main St.  
 Phone: FRanklin 4-2293.....Air Time: Full Time  
 Newspaper Affil.....Shreveport Times  
 Representative .....Branham  
 President.....W. H. Bronson  
 Gen., Sta. Mgr.....B. G. Robertson  
 Comm. Mgr.....W. V. Hull  
 Sales Prom. Mgr.....R. Brown  
 Program Director.....George F. Moore  
 Chief Engineer.....Cecil L. Suilt

**KVLC—Little Rock—1948**  
**KBS**

Frequency: 1050 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Southwestern Bcstg. Co.  
 Address.....Southern Natl. Insurance Bldg.  
 Phone: FR 5-5321.....Air Time: Full Time  
 Representative .....Radio Representatives  
 Membership.....RAB  
 President.....R. M. Saxon  
 Vice-Pres.....Leonard Coe  
 Sta. Mgr., Chief Eng.....Dale Mahurin  
 Asst. Sta. Mgr.....Wally Geiger

**KXLR—N. Little Rock—1946**  
**MBS**

Freq.: 1150 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Ark. Alrwaves Co.  
 Address.....Cotton Belt Bldg.  
 Phone: FR 2-2155.....Air Time: Full Time  
 Representative .....Pearson  
 President.....John F. Wells  
 Gen. Mgr.....Melvin P. Spann  
 Sta. Mgr.....Roy C. Nichols  
 Commercial Mgr.....Melton Lancaster  
 Program Director.....Roy Nichols  
 Chief Engineer.....Earl H. Butler

**KVMA—Magnolia—1948**  
**MBS**

Frequency: 630 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Magnolia Bcstg. Co.  
 Business-Studio Address.....212 N. Jefferson St.  
 Phone: 630.....Air Time: Daytime  
 Representative .....John E. Pearson  
 President.....Joe F. Rushton  
 Gen., Sta. Mgr.....William M. Bigley  
 Comm. Mgr.....George Shaw  
 Chief Engineer.....Ray Wells

**KBOK—Malvern—1951—KBS**

Frequency: 1420 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Malvern Bcstg. Co.  
 Address.....Young Insurance Bldg.

Phone: 1800.....Air Time: Daytime  
 Representative .....Devney, Melville  
 Gen., Comm. Mgr.....Kermit Richardson  
 Chief Engineer.....Tom Graves

**KVSA—McGehee—1953**

Frequency: 1220 Kw.....Power: 1000 Watts d.  
 Owned-Oper. By... S. E. Arkansas Bcstg. Inc.  
 Address.....Box 1220  
 Phone: 20.....Air Time: Daytime  
 Representative .....Best  
 Pres., Gen., Sta. Mgr.....Abbott F. Kinney

**KENA—Mena—1950—KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....R. B. Bell  
 Address.....S. Reene St.  
 Phone: 878.....Air Time: Full Time  
 Station Representative.....Hill Best  
 General Mgr.....Larry Shephard  
 Comm. Mgr.....Ted Randal

**KHBM—Monticello—1955**  
**KBS**

Frequency: 1430 Kc.....Power: 1 Kw.  
 Owned-Oper. By.....College Bcstg. Co.  
 Address.....Box 446  
 Phone: 91.....Air Time: Daytime  
 Representative .....Best  
 Gen., Sta., Comm. Sls. Mgr.....Bill Wells  
 Prog. Dir.....Kate Noble  
 Chief Engineer.....John Stanley

**KVOM—Morrilton—1953**

Frequency: 800 Kw.....Power: 250 Watts d.  
 Owned-Oper. By.....Morrilton Bcstg. Co.  
 Address.....P. O. Box 541  
 Phone: 506.....Air Time: Daytime  
 Pres., Gen., Sta., Pub. Mgr.....J. C. Willis  
 Prog. Dir.....Lyn Turner  
 Comm. Mgr., Ch. Eng.....Weldon Sludge

**KTLO—Mountain Home—1953**

Frequency: 1490 Kw.....Power: 250 Watts  
 Owned-Oper. By.....Mountain Home Bcstg. Corp.  
 Address.....Mountain Home  
 Phone: 1490.....Air Time: Full Time  
 Representative .....Best  
 Pres., Gen. Mgr.....A. Stricklen  
 Commercial Mgr.....Bob Pratt

**KNBY—Newport—1949**

Owned-Operated By.....Newport Bcstg. Co.  
 Business Address.....Newport  
 General Manager.....Gene Howe  
 Program Director.....Jerry Grojean

**KOSE—Osceola—1949—KBS**

Frequency: 860 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Osceola Bcstg. Corp.  
 Business Address.....P. O. Box 311  
 Phone: 860.....Air Time: Daytime  
 Representative .....Hil F. Best  
 President.....H. F. Ohlendorf  
 General Manager.....Ted Woods  
 Commercial Manager.....Betty G. Woods

**KDRS—Paragould—1947**  
**KBS**

Frequency: 1490 Kc.....Power: 250 Watts

**Owned-Oper. By**..... Progressive Bcstg. Co.  
**Business Address**..... Box 491  
**Phone:** Cedar 2-7627..... **Air Time:** Full Time  
**General Manager**..... T. Rand  
**Commercial Manager**..... Doyne F. Bateman  
**Business Manager**..... T. M. Self  
**Prog. Dir.**..... W. Wheelis  
**Pub. Dir.**..... Bill Miles  
**Chief Engineer**..... Russell Schwamb

### **KCLA—Pine Bluff—1947**

**Frequency:** 1400 Kc..... **Power:** 250 Watts  
**Owned-Oper. By**..... Radio Engineering Service  
**Business-Studio Address**..... 2900 W. 28th St.  
**Phone:** 1900..... **Air Time:** Full Time  
**Station Representative**..... Hil Best  
**General Mgr.**..... Kenneth Kesterson  
**Commercial Manager**..... Clyde Martin  
**Pgm. Dir., Chief Engineer**..... Charles Penix

### **KOTN—Pine Bluff—1934** MBS-KBS

**Frequency:** 1490 Kc..... **Power:** 250 Watts  
**Owned-Operated By**..... Universal Bcstg. Corp  
**Address**..... Simmons Bank Bldg.  
**Phone:** 721..... **Air Time:** Full Time  
**Pres., Gen. Mgr., Chief Engr.**..... B. J. Parrish  
**Comm., Prom. Mgr.**..... J. Wallace  
**Program Director**..... Hilda Matz

### **KPOC—Pocahontas—1950** KBS

**Frequency:** 1420 Kc..... **Power:** 1,000 Watts d.  
**Owned-Operated By**..... Pocahontas Radio, Inc.  
**Address**..... P. O. Box 250  
**Phone:** 500..... **Air Time:** Daytime  
**Pres., Gen. Mgr.**..... Adrian L. White

### **KAMC—Rogers—1954**

**Frequency:** 1390 Kc..... **Power:** 500 Watts  
**Owned**..... Leon McAuliffe, Don Thompson  
**Address**..... Am. Natl. Bank Bldg.  
**Phone:** 1390..... **Air Time:** Daytime  
**Station Representative**..... Hil Best  
**General Mgr.**..... G. Don Thompson  
**Prog. Dir.**..... F. L. Dwyer  
**Chief Engineer**..... Paul Bateman

### **KXRJ—Russellville—1947** MBS-KBS

**Frequency:** 1490 Kc..... **Power:** 250 Watts  
**Owned-Oper. By**..... Valley Broadcasters, Inc.  
**Address**..... Fine Arts Bldg.  
**Phone:** 299..... **Air Time:** Full Time  
**Managing Dir.**..... C. R. Horne  
**Commercial Manager**..... L. L. Bryan

### **KWCB—Searcy—1951—KBS**

**Frequency:** 1300 Kc..... **Power:** 1000 Watts d.  
**Owned**..... White County Bcstg. Co., Inc.  
**Address**..... P. O. Box 95  
**Phone:** 1281..... **Air Time:** Daytime  
**News Service**..... AP  
**Representative**..... Hil F. Best  
**Membership**..... NARTB  
**Pres., Gen. Mgr.**..... Carl N. Dodd

### **KUOA—Siloom Springs—1923** MBS-KBS

**Frequency:** 1290 Kc..... **Power:** 5,000 Watts d.  
**Owned-Operated By**..... John Brown U.  
**Business-Studio Address**..... Siloom Springs  
**Phone:** 77..... **Air Time:** Daytime  
**Representative**..... Dora-Clayton  
**Transcription Service**..... Thesaurus  
**Membership**..... NARTB  
**President**..... John E. Brown, Sr.  
**Sta., Comm. Mgr., Ch. Eng.**..... Cecil Smith  
**Program Director**..... Ralph Kennedy

### **KBRS—Springdale—1949** ABC

**Frequency:** 1340 Kc..... **Power:** 250 Watts  
**Owned**..... Southwestern Publishing Co.  
**Station Manager**..... Roy J. Bowman

### **KWAK—Stuttgart—1948** MBS-KBS

**Frequency:** 1240 Kc..... **Power:** 250 Watts  
**Owned-Operated By**..... Stuttgart Bcstg. Corp.  
**Business Address**..... 1818 S. Buerkle  
**Phone:** 25212..... **Air Time:** Full Time  
**Representative**..... Hil F. Best  
**President**..... Belolt Taylor  
**Gen. Manager**..... Melvin P. Spann  
**Station Mgr.**..... June S. Spann  
**Tech. Dir.**..... Wm. R. Beard  
**Chief Engineer**..... Marvin Heffington

### **KOSY—Texarkana—1951** MBS

**Freq.:** 790 Kc..... **Power:** 1 Kw. d., 500 w. n.  
**Owned-Operated By**..... Gateway Bcstg. Co.  
**Address**..... Box 1318  
**Phone:** 22-3771..... **Air Time:** Full  
**Station Representative**..... Pearson  
**Partners**..... Dr. W. Decker Smith, A. L. Davis  
**Gen., Sta. Manager**..... Tom E. Dillahunty  
**Commercial Manager**..... Herman Cecil  
**Program Director**..... Walter Richardson  
**Sls. Prom. Mgr.**..... George Lester  
**Publicity Dir.**..... June Woosley  
**Chief Engineer**..... Chas. Mathis

### **KRLW—Walnut Ridge—1951**

**Frequency:** 1320 Kc..... **Power:** 1000 Watts d.  
**Owned-Oper. By**..... Lawrence Co. Bcstg. Co.  
**Address**..... Walnut Ridge  
**Phone:** 980..... **Air Time:** Day Time  
**President**..... R. O. Norris  
**Gen., Sta. Com. Sls. Mgr.**..... Wm. H. Cate  
**Program Director**..... Bill Thornton  
**Chief Engineer**..... Leonard Ringle

### **KWRF—Warren—1953**

**Freq.:** 860 Kc..... **Power:** 250 Watts  
**Owned**..... Pines Bcstg. Co.  
**Address**..... Box 480  
**Phone:** 353, 4..... **Air Time:** Daytime  
**Gen., Sta. Com. Mgr.**..... Lee Reaves  
**Sls. Prom. Mgr.**..... H. A. Harris  
**Program Dir.**..... Gene Nichols  
**Chief Engineer**..... Larry Self



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powerful enough and popular enough to register audiences in radio survey ratings of both **Los Angeles** and **San Diego**

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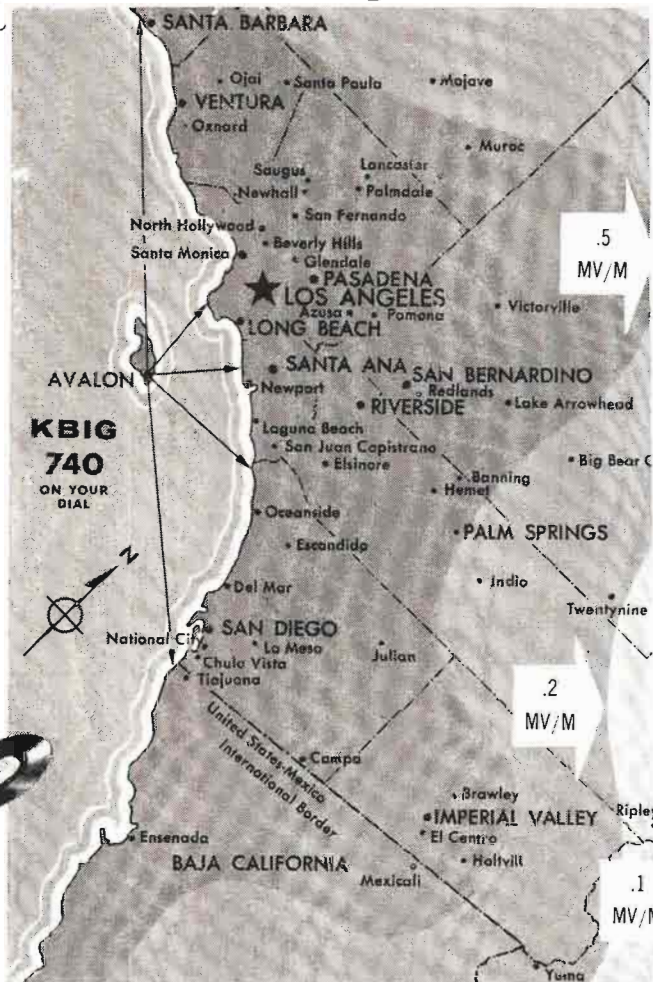
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## KCNO—Alturas—1951

Frequency: 570 Kc. Power: 1000 Watts d.  
Owned-Operated By..... CONR Inc.  
Address..... P. O. Box 207  
Phone: 2531..... Air Time: Daytime  
News Service..... UP  
Trans. Ser..... Standard, Capitol, SESAC  
Representative..... Best  
Managing Director..... Jackson Teuter  
Comm. Mgr..... Louis Gillespie

## KAVR—Apple Valley—1954

Frequency: 960 Kc. Power: 5 Kw. d.  
Owned..... Apple Valley Bcstg. Co.  
Address..... Apple Valley Inn  
Phone: 7-7251..... Air Time: Daytime  
News Service..... UP  
Membership..... NARTB  
Transcription..... World  
President..... Newton T. Bass  
Dir., Exec. V.P..... J. C. Thomas  
Commercial Mgr..... G. A. Nickson  
Chief Engineer..... Dean Kiner

## KBIG—Avalon—1952

Frequency: 740 Kc. Power: 10,000 Watts  
Owned-Operated By..... John Poole Bcstg. Co.  
Address..... 6540 Sunset Blvd., Hollywood  
Phone: HO 3-3205..... Air Time: Daytime  
News Service..... UP  
Transcription Service..... Capitol  
Representative..... Weed  
Membership..... NARTB, RAB  
President..... John Poole  
Comm. Mgr..... Robert J. McAndrews  
Operations Manager..... Cliff Gill  
Program Director..... Alan Lisser  
Chief Engineer..... Buell Dalton

## KAFY—Bakersfield—1946

Frequency: 550 Kc. Power: 1000 Watts  
Owned-Operated By..... Radio Station KAFY  
Address..... Box 777  
Phone: Empire 6-7248..... Air Time: Full Time  
News Service..... UP  
Representative..... McGavren, Brown, Moore  
Membership..... NARTB, RAB  
Gen., Sta., Comm. Mgr..... Benton Paschall  
Sales Promotion Manager..... Frank Onstott  
Program Director..... Thad Buckley  
Publicity Director..... Hal Laffoon  
Chief Engineer..... James Garner

## KBIS—Bakersfield—1950

Frequency: 970 Kc. Power: 1000 Watts  
Owned-Oper. By..... Marmat Bcstg. Co.  
Studio Address..... 2013 Chester Ave.  
Phone: FA 4-6093..... Air Time: Full Time  
News Service..... UP  
Transcription Service..... Lang-Worth  
Representative..... Young  
Membership..... NARTB, RAB  
Pres., Gen., Sta. Mgr., Prog. Dir..... Hal Brown  
Comm., Sales Mgr..... Franklin H. Wilbur  
Chief Engineer..... Jack Duemler

## KERN—Bakersfield—1932

CBS

Frequency: 1410 Kc. Power: 1000 Watts  
Owned-Operated By..... McClatchy Bcstg. Co.  
Business Address..... Sacramento  
Phone: Gilbert 2-3011..... Air Time: Full Time  
News Service..... UP  
Transcription Service..... Capitol  
Representative..... Paul H. Raymer  
Membership..... NARTB, RAB  
President..... Eleanor McClatchy  
Station Manager..... Walter Baziuk  
Chief Engineer..... Verne Shatto

## KGEE—Bakersfield—1946

NBC

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By..... KGEE, Inc.  
Business-Studio Address..... 1420 Truxton Ave.  
Phone: FAirview 7-1441..... Air Time: Full Time  
News Service..... UP  
Transcription Service..... World  
Representative..... Hollingsbery  
Membership..... NARTB, RAB  
President..... Gene De Young  
Sales Mgr..... Ed Urner  
Program Director..... Leslyn Day  
Com. Mgr..... John Tomerlin  
Publicity Director..... Robert Hawkins  
Chief Engineer..... Edwin Andrews

## KPMC—Bakersfield—1932

ABC

Frequency: 1560 Kc. Power: 10,000 Watts  
Owned-Oper. By..... Pioneer Mercantile Co.  
Address..... P. O. Bin 1709  
Phone: Fairview 7-8157..... Air Time: Full Time  
News Service..... UP  
Transcription Service..... Thesaurus  
Station Representative..... Burn-Smith  
Membership..... NARTB, RAB  
President..... F. G. R. Schamblin  
Gen., Sta. Mgr..... L. A. Schamblin  
Sls. Prom., Comm. Mgr., Prog. Dir..... C. C. Sturm  
Pub. Dir..... P. R. Biermann  
Chief Engineer..... L. P. Jarvis

## KPAS—Banning—1947

Frequency: 1490 Kc. Power: 250 Watts  
Owned..... Darwin Bcstg. Co.  
Address..... 4425 W. Ramsey St.  
Phone: Victor 9-4557..... Air Time: Full Time  
News Service..... UP  
Transcription Service..... World, SESAC  
Representative..... Grant Webb  
Manager..... Chet Darwin

## KWTC—Barstow—1947—ABC

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By..... Mojave Valley Bcstg. Co.  
Address..... Box 697  
Phone: 4001..... Air Time: Full Time  
News Service..... UP  
Representative..... O'Connell, Cooke

Membership ..... RAB  
 President ..... W. T. Brown  
 Station Mgr. .... Harry S. White

**KRE—Berkeley—1923**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By .... Central Calif. Bcstrs., Inc  
 Address-Trans. .... 601 Ashby Avenue  
 Phone: Ashberry 3-7715. .... Air Time: Full Time  
 News Service ..... AP  
 Membership ..... NARTB  
 General Mgr. .... Arthur Westlund

**KIBS—Bishop—1953—KBS**

Frequency: 1230 Kw. .... Power: 250 Watts  
 Owned-Oper. By ..... Inyo Bcstg. Co.  
 Address ..... Box 757  
 Phone: Bishop 4411. .... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... Capital, SESAC  
 Representative ..... Broadcast Time Sales  
 Pres., Gen. Sta. Mgr., Pub. Dir. .... J. Oliver  
 Commercial Mgr. .... R. S. Deming  
 Prog. Dir., Ch. Eng. .... George Hobkirk  
 Sls. Prom. Mgr. .... Jack LaMarca

**KYOR—Blythe—1948**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned ..... Bcstg. Corp. of America  
 Address ..... Box 668  
 Phone: 2231. .... Air Time: Full Time  
 News Service ..... UP  
 Representative ..... Pearson  
 Membership ..... NARTB  
 Gen. Mgr. .... Dale Sweet  
 Sta., Com. Mgr. .... Joe Sweet  
 Sls. Prom., Prog. Dir. .... Ray Mitchell  
 Publicity Dir. .... Gwen McIntosh  
 Chief Engineer (acting) ..... Tom Madsen

**KROP—Brawley—1946—ABC**

Frequency: 1300 Kc. .... 1000 Watts d., 500 n.  
 Owned-Oper. By .... Bcstg. Corp. of America  
 Address ..... Del Rio Country Club Bldg.  
 Phone: 1300. .... Air Time: Full Time  
 Representative ..... John E. Pearson Co.  
 General Manager ..... Dale R. Peterson  
 Station Manager ..... Sam E. Rowe

**KBLA—Burbank—1952**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Bcstrs. of Burbank  
 Address ..... 11516 Oxnard St., N. Hollywood  
 Phone: Sunset 2-1195. .... Air Time: Full Time  
 News Service ..... UP  
 Station Representative ..... Grant Webb  
 Transcription Service ..... Capitol

**KICO—Calexico—1947**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Charles R. Love  
 Address ..... Box 1697  
 Phone: El 2-1490. .... Air Time: Full Time  
 News Service ..... AP  
 Station Representative ..... D. Cooke, O'Connell  
 General Manager ..... W. A. Geddes

**KHSL—Chico—1935—CBS**

Frequency: 1290 Kc. .... Power: 5000 Watts  
 Owned-Operated ..... Golden Empire Bcstg. Co.  
 Address ..... Box 303  
 Phone: FI 2-0141. .... Air Time: Full Time  
 Representative ..... Avery-Knodel  
 Membership ..... NARTB, RAB  
 Pres., Gen. Mgr. .... Mrs. H. McClung  
 Station Manager ..... Charles H. Kinsley, Jr.

**KXOC—Chico—1949  
 MBS-DON LEE**

Frequency: 1060 Kc. .... Power: 10,000 Watts  
 Owned-Oper. By ..... KXOC, Inc.  
 Address-Trans. .... Radio Lane  
 Phone: FI 2-4211. .... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Rep. .... Adam J. Young, D. F. McGavren Co.  
 Membership ..... RAB  
 President ..... Harold T. Gibney  
 Gen., Sta., Mgr. .... Ted L. Snider  
 Comm., Promotion Mgr. .... Burke Riley  
 Prog. Director ..... Ned Tollinger  
 Publicity Dir. .... Forbes Conklin  
 Chief Engineer ..... Bill Pope

**KCHV—Coachella—1954**

Frequency: 970 Kc. .... Power: 1 Kw.  
 Owner ..... Coachella Valley Bcstg. Co.  
 Address ..... Avenue 50  
 Phone: 8-5234. .... Air Time: Day  
 News Service ..... AP  
 Partner, Gen. Mgr. .... E. Gorges  
 Partner, Ch. Eng. .... M. Carroll  
 Sta. Mgr. .... Ed Keane

**KBMX—Coalinga—1950—KBS**

Frequency: 1470 Kc. .... Power: 500 W. d.  
 Owned-Oper. By ..... Westside Bcstg. Co.  
 Address ..... Box 1179  
 Phone: 136. .... Air Time: Daytime  
 News Service ..... UP  
 Sta. Rep. .... Grant Webb  
 Gen., Sta., Com. Mgr. .... V. J. Stedry  
 Chief Engineer ..... M. E. Davis

**KBUC—Corona—1948**

Frequency: 1370 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned ..... Radio Broadcasting, Inc.  
 Business Address ..... Porphy Rd.  
 Phone: 1370-1-2. .... Air Time: Full Time  
 News Service ..... UP  
 Pres., Gen. Mgr. .... Henry Fritzen  
 Sta., Sales Mgr. .... Charles M. Ferguson  
 Prog. Dir. .... Norma J. Brower  
 Chief Engineer ..... Robert Cochems

**KCRE—Crescent City—1950**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Del Norte Bcstg. Co.  
 Address ..... Box 248  
 Air Time: Full Time  
 News Service ..... AP, INS  
 Representative ..... Ayres

Transcription.....Standard, SESAC, World  
 Pres., Gen. Mgr.....Robert E. Grey  
 Business Mgr.....P. B. Grey

**KCHJ—Delano—1950**

Frequency: 1010 Kc.....Power: 1000 W. d.  
 Owned-Oper. By....Charles Herman Johnes  
 Address.....County Line Rd.  
 Phone: 8676.....Air Time: Daytime  
 News Service.....UP  
 Pres., Gen. Mgr.....Charle H. Johnes  
 Program Director.....Jean J. Johnes

**KRDU—Dinuba—1946—KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Radio Dinuba Co.  
 Business-Studio Address.....Box 157  
 Phone: DI 500.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....World  
 Pres., Gen., Sta. Mgr.....Egon A. Hofer  
 Chief Engineer.....Warren Nystrom

**KBAB—El Cajon—1955—KBS**

Frequency: 910 Kc.....Power: 1 Kw.  
 Owned-Operated By....Babcock Bcstg. Corp.  
 Address.....200 E. Main St.  
 Phone: Hickory 4-6145.....Air Time: Full  
 Representative.....Bolling

**KXO—El Centro—1927  
 MBS-DON LEE**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Valradio Inc.  
 Business Address.....Box 140  
 Phone: Elgin 2-1230.....Air Time: Full Time  
 Transcription Service.....Standard  
 Representative.....Paul H. Raymer  
 Membership.....NARTB  
 Gen. Mgr., Prog. Dir.....Riley R. Gibson  
 Commercial Manager.....Marc Hanan  
 Chief Engineer.....Jim Caw

**KHUM—Eureka—1947—CBS**

Freq.: 980 Kc.....Power: 5 Kw., d., 500 W. n.  
 Owned-Oper. By.....Carroll R. Hauser  
 Address.....Box 1015  
 Phone: Hillside 2-5744.....Air Time: Full Time  
 Transcription Service.....Capitol  
 Representative.....Pearson, MacGavren  
 Gen., Comm., Sls. Prom. Mgr.....C. R. Hauser  
 Sta. Mgr., Pgm., Pub. Dir.....Frank R. Brown  
 Chief Engineer.....Dean Elliott

**KIEM—Eureka—1933—MBS**

Frequency: 1480 Kc.....Power: 5000 Watts  
 Owned Opr. By....Redwood Bdcstg. Co., Inc.  
 Address.....6th at E. Sts.  
 Phone: Hillside 3-1621.....Air Time: Full Time  
 Trans. Ser.....MacGregor, World  
 Membership.....NARTB, RAB  
 Representative.....John Blair  
 President, Manager.....Wm. B. Smullin  
 General Manager.....John Bauriedel  
 Commercial Mgr.....Robert Stach

Program Director.....Pearl Jacobsen  
 Chief Engineer.....Larry King

**KDAC—Fort Bragg—1948  
 KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned.....Mendocino Coast Bcstg. Co.  
 Address.....Box 616  
 Phone: 3251.....Air Time: Full Time  
 News Service.....AP  
 Owner.....Edward Mørle  
 General Manager.....Craig N. Smith  
 Comm. Mgr., Prog. Dir.....Matthew V. Huber  
 Chief Engineer.....Craig N. Smith

**KARM—Fresno—1938—ABC**

Frequency: 1430 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....KARM  
 Business-Studio Address..1333 Van Ness Ave.  
 Phone: 4-2966.....Air Time: Full Time  
 News Service.....AP, INS  
 Transcription Service.....Standard  
 Representative.....Bolling  
 President.....Mrs. Hattie Harm  
 General-Station Manager...Clyde F. Coombs  
 Comm. Mgr.....Norman C. Haagenson  
 Sls. Prom. Mgr.....E. Roth Cooney  
 Program Director.....Lou Lampe  
 Chief Engineer.....Elbert Dean

**KBIF (See San Francisco)**

**KFRE—Fresno—1937—CBS**

Frequency: 940 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Calif. Inland Bcstg. Co.  
 Business-Studio Address..T. W. Patterson Bldg.  
 Phone: 4-5001.....Air Time: Full Time  
 Representative.....John Blair  
 Pres., Gen. Mgr.....P. R. Bartlett  
 Com. Mgr.....Donald Barry  
 V. P. Eng.....Keith L. Mealey  
 V.P., Sta. Mgr.....Ed J. Frech  
 Program Dir.....Hal O'Donnell

**KGST—Fresno—1949—KBS**

Frequency: 1600 Kc.....Power: 1000 Watts d.  
 Owned-Operated By....Delle Broadcasting Co.  
 Address.....1244 'O' St.  
 Phone: 6-9901.....Air Time: Daytime  
 News Service.....UP  
 Station Representative.....Rambeau  
 Membership.....NARTB  
 Commercial Manager.....Morrie Mindel  
 Program Director.....Jeanne Bacher

**KMAK—Fresno—1953**

Frequency: 1340 Kw.....Power: 250 Watts  
 Owned-Oper. By.....McMahan Bcstg. Co.  
 Address.....2020 McKinley  
 Phone: 6-9448.....Air Time: Full Time  
 Representative.....McGavren  
 President.....R. O. McMahan  
 Gen., Sta. Mgr.....Coyle Chambers

# K

## BULLETIN FROM

*Betty Thomas*

Merchandising  
Director



# F

A.R.T.B. \*\*\* You buy it when you buy KFWB, Southern California's leading Independent radio station . . . A.R.T.B. \*\*\* is the rating your cash register understands as KFWB kicks out your message to the huge Southern California market which today does 25% of all the grocery business in the 11 Western States.

# W

Now KFWB is ready to convert A.R.T.B. into sales for you with a smashing new Merchandising Program tied into every major market chain and Independent Grocery in Southern California. The KFWB merchandising plan is the shortest distance between your advertising and the customer's sales dollar.

# B

\*\*\*

*A.R.T.B. means AUDIENCE READY TO BUY*

*“the Station with  
Sales Penetration”*

# 980 on the Los Angeles Radio dial



**KMJ—Fresno—1925—NBC**

Frequency: 580 Kc. Power: 5000 Watts  
 Owned-Operated By... McClatchy Bcstg. Co.  
 Business-Studio Address... 1515 Van Ness Ave.  
 Phone: 8-5771 Air Time: Full Time  
 Newspapers Affil... McClatchy papers  
 News Service... AP, UP  
 Transcription Service... World  
 Representative... Paul H. Raymer  
 Membership... NARTB, RAB  
 President... Eleanor McClatchy  
 Station Manager... David T. Harris  
 Commercial Manager... Roy Swanson  
 News Editor... Chet Casselman  
 Program Mgr... Ramsey Elliott  
 Promotion Mgr... Ken DeVaney  
 Chief Engineer... William N. Wallace

**KYNO—Fresno—1947  
 MBS-DON LEE**

Frequency: 1300 Kc. Power: 1000 Watts  
 Owned-Oper. By... Radio KYNO  
 Address... 2125 N. Barton Ave.  
 Phone: 5-8383 Air Time: Full Time  
 Representative... Hollingsbery  
 Membership... NARTB, RAB  
 General. Sta. Manager... L. E. Chencault  
 Sales Prom. Mgr... Jim Carroll  
 Program Director... Leo Goldman  
 Chief Engineer... Bert Williamsor

**KIEV—Glendale—1933**

Frequency: 870 Kc. Power: 250 Watts d.  
 Owned-Operated By... Cannon System, Ltd.  
 Address... 102 N. Glendale Ave.  
 Phone: Cltrus 1-1133 Air Time: Daytime  
 News Service... UP, AP  
 Transcription Service... Standard  
 President... David H. Cannon  
 Station Mgr... Cal Cannon

**KNGS—Hanford—1948**

Frequency: 620 Kc. Power: 1000 Watts  
 Owned-Oper. By... Hanford Bcstg.  
 Business Address... P. O. Box 620  
 Phone: Ludlow 2-0361 Air Time: Full Time  
 Paper Affiliation... Hanford Sentinel, Journal  
 President... Earl J. Fenston  
 Gen. Sta., Mgr... Robert Klein  
 Commercial Manager... M. Offenbach  
 Program Director... Les Castameda  
 Chief Eng... Stan Vestal

**KFWB—Hollywood—1926**

Frequency: 980 Kc. Power: 5000 Watts  
 Owned-Oper. By... KFWB Inc.  
 Business-Studio Add... 6419 Hollywood Blvd.  
 Phone: HO 3-5151 Air Time: Unlimited  
 Transcription Service... SESAC  
 Station Representative... Branham, McGavren  
 Pres., Gen. Mgr... Harry Maizlish  
 Gen. Sales Manager... Morton Sidley  
 Program Director... Dan Russell  
 Pub. Dir... Mickey Freeman  
 Chief Eng... Harry Myers

**KGFJ—Hollywood—1926**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By... Ben S. McGlashan  
 Business-Studio Address... 6314 Sunset Blvd.  
 Phone: HO 4-0201 Air Time: Full Time  
 News Service... UP  
 Owner... Ben S. McGlashan  
 General Station Manager... Thelma Kirchner  
 Comm., Sls. Prom. Mgr... Molly C. Low  
 Program Dir... Don K. Ross  
 Publicity Dir... Juanita McCurdy  
 Chief Engineer... Homer Obuchon

**KLAC—Hollywood—1928**

Freq.: 570 Kc. Power: 5 Kw. d.; 1 Kw. n  
 Owned-Operated By... KMTR Radio Corp.  
 Address... 6363 Sunset Blvd  
 Phone: Hollywood 2-7271 Air Time: Full Time  
 News Service... INS, UP  
 Representative... Adam J. Young, Jr.  
 Membership... NARTB  
 President, Gen. Mgr... M. W. Hall  
 Commercial Manager... Felix D. Adams  
 Sta. Mgr., Prog. Dir... R. F. Horgan  
 Publicity Dir... R. W. Levin

**KREO—Indio—1946**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned... Bcstg. Corp. of America  
 Phone: OV 6-0260 Air Time: Full Time  
 News Service... AP  
 Representative... Pearson  
 General Mgr... Dale R. Peterson  
 Station Mgr... Douglas Caplette



HOLLYWOOD'S  
**"PERSONALITY"**  
 STATION

- Balanced Block Programming
- Superior Musical Selection
- News, Sports, Personalities

KEEPS RADIO DIALS SET AT  
**1230 Kc.**

Twenty Four Hours Daily  
 "The Original 24-hr. Station"

6314 Sunset Blvd.

Hollywood 28

HO. 4-0201

I N L O S A N G E L E S

**KOWL**



*in Spanish Language audience . . of any network or independent radio station in Los Angeles.*

**KOWL**



*in Mexican-American (bi-lingual, Spanish-English) audience . . of any network or independent radio station in Los Angeles.*

**KOWL**



*in Negro audience . . of any network or independent radio station in Los Angeles.*

September 1955

Survey



**KOWL**

**10,000 WATTS**

*Transmitter: Los Angeles, California*

*Executive Offices: Santa Monica, California*

*Phone: TExas 0-5152*

*National Representatives:*

FORJOE & CO.      New York, Chicago,  
Dallas

DORA-CLAYTON      Atlanta, Georgia

GEORGE A. BARON,  
*Vice Pres. & Gen. Mgr.*



**MARIO REY**

**The most listened to Spanish Language Disc Jockey in L.A.**



**"CHICO" SESMA**

**The most listened to Mexican-American (bi-lingual, Spanish-English speaking) Disc Jockey in L. A.**



**JOE ADAMS**

**The most listened to Negro Disc Jockey in L. A.**



**LILLIAN RANDOLPH**

**The most listened to Negro Variety and Music Show in L.A.**

**KAVL—Lancaster—1950**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Antelope Bcstg. Co.  
 Address P. O. Box 1182  
 Phone: Whitehall 2-1121 Air Time: Full Time  
 Transcription Service Lang-Worth  
 Membership NARTB, RAB  
 Station Representative Broadcast Time Sales  
 News Service UP  
 Pres., Gen. Mgr. W. B. Carter  
 Station Commercial Mgr. H. L. Comstock  
 Sls. Prom. Mgr. Dean Roper  
 Program Dir. Lewis Shank  
 Chief Engineer James French

**KCVR—Lodi—1946—KBS**

Frequency: 1570 Kc. Power: 1000 Watts d.  
 Owned-Oper. By H. W. & D. A. Brown  
 Business Address P. O. Box 600  
 Phone: Lodi 8-0628 Air Time: Daytime  
 Transcription Service Standard  
 Station Representative Wm. Ayres  
 News Service UP  
 Gen. Mgr. David A. Brown  
 Sta. Mgr., Prog. Dir. Dedah M. Corlett  
 Sales Mgr. Dick Venturino  
 Chief Engineer George Sampson

**KFOX—Long Beach—1924**

Frequency: 1280 Kc. Power: 1000 Watts  
 Owned-Oper. By KFOX Bcstg. Corp.  
 Address 220 E. Anaheim Street  
 Phone: HE 6-7281 Air Time: Full Time  
 News Service UP  
 Membership NARTB, RAB  
 President W T. McDonald  
 Gen. Mgr. Hal Shideler  
 Sta. Mgr. Paul Bauer  
 Prog. Dir. Stu Sanders  
 Chief Engineer William E. Symons

**KGER—Long Beach—1926  
KBS**

Frequency: 1390 Kc. Power: 5,000 Watts  
 Owned By John Brown Schools of Calif., Inc.  
 Business-Studio Address 3745 Atlantic  
 Phone: GARfield 7-7907 Air Time: Full Time  
 News Service AP  
 Representative Walker  
 Membership NARTB  
 President Dr. John E. Brown, Sr.  
 Gen., Sta., Comm. Mgr. Clinton H Fowler  
 Prog. Dir. Irene Cook  
 Chief Engineer Luther Crumbaugh

**KABC—Los Angeles—1929  
ABC**

Frequency: 790 Kc. Power: 5000 Watts  
 Owned-Oper. By American Bcstg. Co., Inc.  
 Address 1539 N. Vine St.  
 Phone: HO 2-3141 Air Time: Full Time  
 News Service AP, UP  
 Representative Edward Pety  
 Membership NARTB, RAB

President Robert E. Kintner  
 General Manager John Hansen  
 Promotion Manager David Nowinson  
 Commercial Mgr. William Baxley  
 Program Director Dresser Dahlstead  
 Publicity Director Nell Cleary  
 Chief Engineer Cameron Pierce

**KFAC—Los Angeles—1931**

Frequency: 1330 Kc. Power: 5000 Watts  
 Owned-Oper. By Los Angeles Bcstg. Co., Inc.  
 Bus-Studio Address 5773 Wilshire Blvd.  
 Phone: Webster 8-0161 Air Time: Full Time  
 News Service AP  
 Representative Bolling  
 Membership NARTB  
 Pres.-Gen.-Sta. Mgr. Calvin J. Smith  
 Publicity Dir. Paul Price  
 Program Director Howard Rhines  
 Chief Engineer Ron Oakley

**KFI—Los Angeles—1922  
NBC**

Frequency: 640 Kc. Power: 50,000 Watts  
 Owned-Operated By Earle C. Anthony, Inc.  
 Business-Studio Address 141 N. Vermont Ave.  
 Phone: Dunkirk 2-2121 Air Time: Full Time  
 News Service AP, UP  
 Transcription Service Capitol, World  
 Representative Henry I. Christal  
 Membership NARTB  
 Pres., Gen. Mgr. Earle C. Anthony  
 Asst. to President Charles E. Hamilton  
 Program Director Pat Kelly  
 Sales Prom. Mgr. Ron Manders  
 Co-Chief Eng's. H. L. Blatterman, C. W. Mason

**KNX—Los Angeles—1922  
CBS**

Frequency: 1070 Kc. Power: 50,000 Watts  
 Owned By Columbia Bcstg. System, Inc.  
 Operated By CBS Radio Division  
 Business-Studio Address 6121 Sunset Blvd.  
 Phone: Hollywood 9-1212 Air Time: Full Time  
 News Service AP, UP  
 Representative CBS Radio Spot Sales  
 Membership NARTB, RAB  
 Gen., Sta. Mgr. Bert S. West  
 Comm. Mgr. Donald M. Ross  
 Sales Promotion Mgr. John Asher  
 Program Director Robert Sutton  
 Pub. Dir. Lloyd Brownfield  
 Chief Engineer Theodore Denton

**KOWL—Santa Monica—1947**

Frequency: 1580 Kc. Power: 10,000 Watts, d.  
 Owned-Operated By KOWL, Bcstg. Co.  
 Address 1 Pico Blvd.  
 Phone: TEexas 0-5152 Air Time: Daytime  
 Membership NARTB  
 Representative Forjoe, Dora-Clayton  
 President J. D. Funk  
 V.P., General Manager G. A. Baron  
 Program Director Paul Compton  
 Chief Engineer Robert H. Dye

**KMPC—Los Angeles—1927**

Freq.: 710 Kc. Power: 50 Kw. d.; 10 Kw. n.  
 Owned-Oper. By.....KMPC, Inc.  
 Address.....5939 Sunset Boulevard  
 Phone: Hollywood 9-5341. Air Time: Full Time  
 News Service.....INS, UP  
 Representative.....AM Radio Sales  
 Membership.....NARTB  
 President.....Gene Autry  
 Gen. Mgr. & V.P.....Robert O. Reynolds  
 V.P. & Asst. Gen. Mgr.....Lloyd C. Sigmon  
 Gen. Sales Mgr.....Stanley Spero  
 Director of Bcstg., Sls. Prom.....Mark Haas  
 Chief Engineer.....L. C. Sigmon

**KPOL—Los Angeles—1952**

Frequency: 1540 Kc. Power: 10,000 Watts d.  
 Owned-Oper. By.....Coast Radio Bdcstg. Corp.  
 Address.....4628 Wilshire Blvd.  
 Phone: Webster 8-2345. Air Time: Day  
 News Service.....AP  
 Transcription Service.....Associated, Lang-Worth  
 Representative.....Keller, Paschall  
 Membership.....NARTB  
 President, Gen. Mgr.....Hugh R. Murchison  
 Station, Comm. Mgr.....Frederick Custer  
 Program Publicity Dir.....R. Scott  
 Chief Engineer.....Floyd Hall

**KPOP—Los Angeles—1925**

Frequency: 1020 Kc. Power: 5,000 Watts  
 Owned-Operated By.....Standard Bcstg. Co.

Business-Studio Add.....338 S. Western Ave.  
 Phone: Dunkirk 8-2345. Air Time: Daytime  
 News Service.....AP, UP  
 Trans. Ser.....Lang-Worth  
 Representative.....Broadcast Time Sales  
 General Manager.....Frank Burke, Jr.  
 Comm., Sta. Manager.....Vern Lindblade  
 Pgm., Pub. Dir.....Earl McDaniel  
 Chief Engineer.....Leonard Reeves

**KHJ—Los Angeles—1922**

**MBS-DON LEE**

Frequency: 930 Kc. Power: 5,000 Watts  
 Owned-Oper. By.....RKO Teleradio Pictures  
 Address.....1313 N. Vine St., Hollywood  
 Phone: Hollywood 2-2133. Air Time: Full Time  
 News Service.....AP, UP  
 Representative.....H-R Reps.  
 Membership.....NARTB, RAB  
 Pres., Don Lee Div.....Willet H. Brown  
 Gen. Mgr., Don Lee Div.....Ward D. Ingram  
 Vice Pres., Sales.....Norman Boggs  
 Sales Promotion Mgr.....Robert Light  
 Comm. Mgr.....Terry Mann  
 Program Director.....A. J. LaFrano  
 Publicity Director.....Bill Barron  
 Chief Engineer.....Robert Arne

**KRKD—Los Angeles—1927**

Frequency: 1150 Kc. Power: 5000 d.; 1000 n.  
 Owned-Oper. By.....Radio Bctrs., Inc.  
 Business-Studio Address.....541 So. Spring St.  
 Phone: Madison 5-2121. Air Time: Daytime  
 News Service.....AP, INS  
 Transcription Service.....World, SESAC,  
 Membership.....NARTB  
 General Manager.....Ned Connor

**KMYC—Marysville—1940**

**MBS-DON LEE**

Frequency: 1410 Kc. Power: 1,000 Watts  
 Owner-Oper. Marysville-Yuba City Bcstrs., Inc.  
 Business Address.....P. O. Box 631  
 Phone: Sherwood 2-2396. Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....W. S. Grant  
 Membership.....NARTB, RAB  
 President.....H. E. Thomas  
 Gen.-Station Manager.....Joe D. Carroll  
 Program Director.....W. R. Cleveland  
 Sls. Prom. Mgr.....Gene Walker  
 Publicity Dir.....John Mayer  
 Chief Engineer.....Lloyd McQueary

**KYOS—Merced—1936**

**MBS**

Frequency: 1480 Kc. Power: 5000 Watts  
 Owned-Operated By.....KYOS, Inc.  
 Business Address.....Box 717  
 Phone: RAndolph 2-6251. Air Time: Full Time  
 News Service.....UP  
 Representative.....W. S. Grant  
 Transcription.....Lang-Worth  
 Membership.....NARTB

# K-POP

*Delivers . . .*

**NO. 1 RATED D.-J. SHOW  
 IN SOUTHERN CALIF. RADIO\***

(Hunter Hancock 2-4 P.M., Mon.-Sat.)

**LOWEST COST PER THOUSAND  
 OF ANY LOS ANGELES STATION**

\*November Nielsen Radio Rating

# K-POP

5000 Watts
1020 k.c.

Represented Nationally by Broadcast Time Sales  
 New York Chicago San Francisco

Pres., Gen. Sta. Mgr. . . . . C. O. Chatterton  
 Commercial Manager . . . . . Bob Garrett  
 Program Director . . . . . Gene Bell  
 Chief Engineer . . . . . Cecil Lynch

**KBOX—Modesto—1951**

Frequency: 970 Kc. . . . . Power: 1000 Watts  
 Owned. . . . . Stanislaus County Bcstrs. Inc.  
 Address . . . . . 1115 Eye St.  
 Phone: 3-7756 . . . . . Air Time: Full Time  
 News Service . . . . . AP  
 Representative . . . . . Rambeau  
 Pres., Gen. Mgr. . . . . Milton Hibdon  
 Comm., Sta. Mgr. . . . . W. Lee Roddy  
 Program Director . . . . . Norma Alamsha  
 Pub Dir., Sls. Mgr. . . . . Fran Abell  
 Chief Engineer . . . . . Richard Foreman

**KMOD—Modesto—1950—ABC**

Frequency: 1360 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Radio Modesto, Inc.  
 Address . . . . . P. O. Box 941  
 Phone: 2-1051 . . . . . Air Time: Full Time  
 News Service . . . . . AP  
 Representative . . . . . Meeker; Paschall; McGovern  
 Membership . . . . . NARTB  
 President . . . . . John Griffin  
 Gen., Sta. Mgr. . . . . Don C. Reeves  
 Comm., Sls. Prom. Mgr. . . . . Judd Sturtevant  
 Program Director . . . . . Gene D'Accardo  
 Chief Engineer . . . . . Don Allen

**KTRB—Modesto—1933**

Frequency: 860 Kc. . . . . Power: 10,000 d.: 1000 n.  
 Owned-Operated By . . . . . KTRB Bcstg. Co., Inc.  
 Address . . . . . Norwegian Ave.  
 Phone: 3-0737 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Transcription Service . . . . . Cole, Standard  
 Representative . . . . . W. S. Grant  
 Membership . . . . . NARTB  
 Pres.-Gen.-Station Mgr. . . . . William H. Bates, Jr.  
 Commercial Mgr. . . . . Richard Brown  
 Prog. Dir. . . . . Cal Porviance  
 Publicity Director . . . . . Charlie McEwen  
 Chief Engineer . . . . . William H. Bates, Jr.

**KMBY—Monterey—1949**  
 CBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . KMBY Bcstg. Co.  
 Business Address . . . . . 468 Calle Principal  
 Phone: 2-4541 . . . . . Air Time: Full Time  
 Membership . . . . . NARTB  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Station Representative . . . . . Pearson  
 Pres., Gen., Sta. Mgr. . . . . B. P. Timothy  
 Prog. Dir., Chief Eng. . . . . F. A. Gwynn  
 Publicity Dir. . . . . Liz Blair

**KXXL—Monterey—1955**

Frequency: 630 Kc. . . . . Power: 1 Kw.  
 Owned-Operated By . . . . . S. A. Cisler

Address . . . . . 546 Hartnell Plaza  
 Phone: 5-6302 . . . . . Air Time: Full  
 News Service . . . . . AP  
 Transcription . . . . . RCA, Standard  
 Representative . . . . . Burn-Smith  
 Pres., Gen. Mgr. . . . . Don D. Campbell  
 Comm. Mgr. . . . . Robert G. Campbell  
 Program Director . . . . . Jack G. Hamilton  
 Publicity Director . . . . . Gerry Clemens  
 Chief Engineer . . . . . Herman Stalberg

**KWSD—Mt. Shasta—1947**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Shasta Cascade Bcstg. Corp.  
 Address . . . . . E. Alma Street  
 Phone: Mt. Shasta 2124 . . . . . Air Time: Full Time  
 News Service . . . . . AP  
 Representative . . . . . Continental, McGavren,  
 Western Radio  
 Membership . . . . . NARTB  
 General Manager . . . . . Arthur Adler  
 Sta. Mgr., Chief Eng. . . . . David H. Rees  
 Program Director . . . . . Iola Huntington

**KVON—Napa—1947**

Frequency: 1440 Kc. . . . . Power: 500 Watts  
 Owned-Oper. By . . . . . J. L. & A. M. Powell  
 Address . . . . . Foster Rd.  
 Phone: Baldwin 6-2023 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Pres., Gen. Sta. Mgr. . . . . J. L. Powell  
 Comm., Sls. Prom. Mgr. . . . . Burke Riley  
 Prog. Dir. . . . . Alyce M. Powell  
 Chief Engineer . . . . . Ramon Corry

**KSFE—Needles—1952—KBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Needles Bdcstg. Co.  
 Address . . . . . P. O. Box C-2  
 Phone: 1234 . . . . . Air Time: Full Time  
 News Service . . . . . INS  
 Station Representative . . . . . Continental  
 Transcription Service . . . . . Thesaurus  
 Owner, Mgr. . . . . B. J. Fitzpatrick

**KLX—Oakland—1922**

Frequency: 910 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Tribune Building Co.  
 Business Studio Address . . . . . 401 13th St.  
 Phone: Glencourt 1-0660 . . . . . Air Time: Full Time  
 Newspaper Affiliation . . . . . Oakland Tribune  
 News Service . . . . . AP  
 Transcription Service . . . . . World, Standard  
 Representative . . . . . Webb, Moore  
 Membership . . . . . RAB  
 President . . . . . J. R. Knowland, Jr.  
 General Manager . . . . . Bud Foster  
 Prog. Dir. . . . . Bill Laws  
 Publicity Director . . . . . Jean Williams  
 Chief Engineer . . . . . Roswell S. Smith

**KROW—Oakland—1925**

Frequency: 960 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . KROW, Inc.  
 Address . . . . . 484 18th St.



Phone: TWinoaks 3-9600. Air Time: Full Time  
**News Service** ..... UP  
**Transcription Service** ..... Standard  
**Representative** ..... Raymer  
**Membership** ..... NARTB, RAB  
**President** ..... Sheldon F. Sackett  
**General Manager** ..... J. G. Paltridge  
**Sales Mgr.** ..... Jack De Mello

**KWBR—Oakland—1920**

Frequency: 1310 Kc. Power: 1000 Watts  
**Owned-Operated By** ..... Warner Bros. Radio  
**Business-Studio Address** ..... 327 22nd St.  
**Phone:** Higate 4-1212. Air Time: Full Time  
**News Service** ..... UP  
**Transcription** ..... Capitol  
**Representative** ..... Forjoe  
**General Manager** ..... E. N. Warner  
**Station Manager** ..... F. Wellington Morse  
**Program Director** ..... Jeane K. Fisher  
**Chief Engineer** ..... Paul Gregg

**KOCS—Ontario—1946**

Frequency: 1510 Kc. Power 250 Watts  
**Owned-Operated By** ..... The Daily Report Co.  
**Business-Studio Address** ..... 222 East "B" St.  
**Phone:** YU 6-1111. Air Time: Daytime  
**News Service** ..... UP  
**Newspaper Aff.** ..... Daily Report  
**Transcription Service** ..... World  
**Representative** ..... Menne  
**President** ..... Jerene A. Harnish  
**General Mgr.** ..... Peter R. Odens  
**Program Director** ..... Mrs. Gale Page  
**Chief Engineer** ..... Glenn Clark

**KMOR—Oroville—1948—KBS**

Frequency: 1340 Kc. Power: 250 Watts  
**Owned-Operated By** ..... Oroville Bcstrs.  
**Address** ..... Arlin Rhine Dr.  
**Phone Number** ..... 1340  
**News Service** ..... UP  
**Membership** ..... NARTB  
**Representative** ..... Ayres  
**General Manager** ..... Alan B. Bowles

**KOXR—Oxnard—1955**

Frequency: 910 Kc. Power: 1 Kw.  
**Owned-Oper. By** ..... Oxnard Broadcasting Corp.  
**Address** ..... 613 S. "C" St.  
**Phone:** HUnter 3-2303. Air Time: Day  
**News Service** ..... AP  
**Representative** ..... Moore  
**President** ..... Paul R. Schneider  
**General Manager** ..... Charles A. Farmer  
**Commercial Manager** ..... Robert F. Brown

**KCMJ—Palm Springs—1946**  
 CBS

Frequency: 1340 Kc. Power: 250 Watts  
**Owned-Operated By** ..... Palm Springs Bcstg. Co.  
**Business Address** ..... Box KK  
**Phone:** 2253. Air Time: Full Time  
**News Service** ..... UP  
**Representative** ..... McGavren  
**Membership** ..... RAB

**President** ..... David H. Margolis  
**Gen. Sls., Pub. Mgr.** ..... Robert D. Blashek  
**Sta., Com. Mgr.** ..... Norman Lothhus  
**Program Director** ..... Peggy Bull  
**Chief Engineer** ..... Vincent Parsons

**KPAL—Palm Springs—1954**

Frequency: 1450 Kc. Power: 250 Watts  
**Owner** ..... Desert Radio-Telescasing Co.  
**Address** ..... 174 N. Palm Canyon Dr.  
**Phone:** 2031. Air Time: Full  
**Representative** ..... Holman, Moore  
**News Service** ..... AP  
**Pres., Gen. Mgr.** ..... Florence P. Raley  
**Comm. Mgr.** ..... John Michel

**KIBE—Palo Alto—1947**

Frequency: 1220 Kc. Power: 1,000 Watts d.  
**Owned-Oper. By** ..... Sundial Bcstg. Corp.  
**Address** ..... 149 Calif. St.  
**Phone:** Yukon 2-6272. Air Time: Daytime  
**News Service** ..... UP  
**Representative** ..... Western Radio Sales  
**Membership** ..... RAB  
**President** ..... William R. Crocker  
**General Mgr.** ..... Edward Davis  
**Program Director** ..... George Schalter

**KALI—Pasadena—1950**

Frequency 1430 Kc. Power: 5000 Watts d.  
**Owned-Operated By** ..... Consolidated Bcstg. Co.  
**Business-Studio Address** ..... 758 E. Colorado  
**Phone:** RY 1-7148. Air Time: Daytime  
**News Service** ..... UP  
**Representative** ..... Oakes  
**Pres., Gen. Mgr.** ..... Henry Fritzen

**KWKW—Pasadena—1942**

Frequency: 1300 Kc. Power: 1000 Watts  
**Owned-Oper. By** ..... Southern Calif. Bcstg. Corp.  
**Address** ..... 800 Sierra Madre Villa  
**Phone:** Ryan 1-6744. Air Time: Unlimited  
**News Service** ..... AP  
**Rep.** ..... O'Connell Broadcast Time Sales  
**Membership** ..... NARTB  
**Owner** ..... Marshall S. Neal  
**Gen.-Station Mgr.** ..... William J. Beaton  
**President** ..... Marshall S. Neal  
**Gen.-Station-Comm. Mgr.** ..... William J. Beaton  
**Comm., Sls. Prom. Mgr., Pub. Dir.** ..... James Coyle  
**Chief Engineer** ..... Paul W. Spargo

**KXLA—Pasadena—1941**

Frequency: 1110 Kc. Power: 10,000 Watts  
**Owned-Operated By** ..... Pacific Coast Bcstg. Co.  
**Business** ..... 1401 So. Oak Knell Ave.  
**Phone:** Ryan 1-6991. Air Time: Full Time  
**News Service** ..... AP  
**Trans. Ser.** ..... World  
**Membership** ..... RAB  
**President-Gen. Sta. Mgr.** ..... Loyal K. King

**KPRL—Paso Robles—1946**  
 MBS-DON LEE

Frequency: 1230 Kc. Power: 250 Watts

Owned-Oper. By . . . . . D. J. & Bernard Schwartz  
 Business-Studio Address . . . . . 32nd & Oak Sts.  
 Phone: 204 . . . . . Air Time: Full Time  
 News Service . . . . . AP  
 Representative . . . . . W. S. Grant  
 Station Mgr. . . . . Dale Schwartz  
 Merchandising Mgr. . . . . Bernard Schwartz  
 Commercial Mgr. . . . . Dorothy Schwartz

### **KAFP—Petaluma—1950**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned . . . . . Redwood Empire Bcstg. Co.  
 Address . . . . . Box 590  
 Phone: 2-9787 . . . . . Air Time: Full Time  
 Transcription Service . . . . . World  
 News Service . . . . . UP  
 Representative . . . . . Broadcast Time Sales  
 Pres., Gen., Sta. Mgr. . . . . A. T. Shields  
 Comm. Mgr. . . . . Gerald M. Hauser  
 Prog. Pub. Sales Prom. Dir. . . . . Corinne Shields  
 Chief Engineer . . . . . Aubin Thomas

### **KECC—Pittsburg—1949**

Frequency: 990 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . KECC, Inc.  
 Business . . . . . 235 Railroad Ave.  
 Phone: HEmpstead 2-2964 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Representative . . . . . W. S. Grant  
 General Mgr. . . . . Mel D. Marshall  
 Prog. Dir. . . . . W. McIntosh  
 Chief Engineer . . . . . Merlin W. Haag

### **KWOW—Pomona—1947**

Freq.: 1600 Kc. . . . . Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By . . . . . Valley Bdcstg. Co.  
 Business-Studio Address . . . . . 1240 E. Holt St.  
 Phone: Lycoming 2-1293 . . . . . Air Time: Daytime  
 News Service . . . . . UP  
 General Mgr. . . . . Dean H. Wickstrom  
 Comm. Mgr. . . . . Jim Robinson  
 Prog. Dir. . . . . F. E. Wickstrom  
 Chief Engineer . . . . . R. H. Rogers

### **KTIP—Porterville—1947** ABC-KBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Ralph F. Miller  
 Business-Studio Address . . . . . Box 1312  
 Phone: 1450 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Representative . . . . . O'Connell  
 Gen. Mgr., Owner . . . . . Ralph F. Miller  
 Local Sales Mgr. . . . . Don Weldon  
 Chief Engineer . . . . . Bill White

### **KBLF—Red Bluff—1947** ABC-KBS

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Hal K. Shade  
 Address . . . . . Tremont Hotel  
 Phone: 880 . . . . . Air Time: Full Time  
 News Service . . . . . UP

Representative . . . . . Moore  
 General Manager . . . . . W. W. Boone  
 Station Mgr. . . . . W. F. Baumgarten  
 Program Director . . . . . L. Craig  
 Chief Engineer . . . . . Harry Shelby

### **KSDA—Redding—1954**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owner . . . . . Valr, Inc.  
 Address . . . . . Box 1400  
 Phone: 600 . . . . . Air Time: Full Time  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Grant  
 Pres., Mgr. . . . . R. H. Dow  
 Sta., Comm., Sls. Mgr., Eng. . . . . P. Farrelle  
 Program Director . . . . . D. Niles  
 Publicity Director . . . . . Nick Chames

### **KVCV—Redding—1936** CBS

Frequency: 600 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Golden Empire Bcstg. Co.  
 Address . . . . . Box 511  
 Phone: 1646 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Representative . . . . . Avery Knodel  
 Membership . . . . . NARTB  
 Pres., Gen. Mgr. . . . . Mrs. Hugh McClung  
 Station Manager . . . . . Fred M. Stuelpnagel

### **KCAL—Redlands—1954**

Frequency: 1410 Kc. . . . . Power: 1000 Watts  
 Owner . . . . . Southwest Bcstg. Co., Inc.  
 Address . . . . . 223 E. State  
 Phone: 3-2359 . . . . . Air Time: Day  
 Representative . . . . . Tracy Moore  
 Gen., Comm. Mgr. . . . . R. C. Winkelman  
 Program Dir. . . . . Ellen Winkelman  
 Sec'y. Treas. . . . . A. M. Miller

### **KPRO—Riverside—1941**

Frequency: 1440 Kc. . . . . Power: 1000 Watts  
 Owned . . . . . Bcstg. Co. of America  
 Business Address . . . . . 3401 Russell  
 Phone: OVerland 6-0260 . . . . . Air Time: Full Time  
 News Service . . . . . AP  
 Representative . . . . . Pearson  
 Gen. Mgr. . . . . D. R. Peterson

### **KCRA—Sacramento—1945** NBC

Freq.: 1320 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By . . . . . KCRA, Inc.  
 Business Studio Address . . . . . 310 Tenth St.  
 Phone: HU 1-4631 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Representative . . . . . Peary  
 Membership . . . . . NARTB  
 President-General Mgr. . . . . Ewing C. Kelly  
 Publicity Director . . . . . Irma Davis  
 Sta., Sls. Mgr., Prog. Dir. . . . . R. E. Kelly  
 Chief Engineer . . . . . W. Herbert Hartman

**KFBK—Sacramento—1922**  
**ABC**

Frequency: 1530 Kc. Power: 50,000 Watts  
Owned-Operated By...McClatchy Bcstg. Co.  
Business Studio Address...708 Eye St.  
Phone: Gilbert 3-1745. Air Time: Full Time  
Newspaper Affiliation...McClatchy Newspapers  
News Service...UP, AP  
Representative...Paul H. Raymer  
President...Eleanor McClatchy  
Station Manager...Keith B. Collins  
Sales Mgr...A. C. Williams  
Program Director...Harry Warren  
Chief Engineer...Stam Sronce

**KGMS—Sacramento—1952**

Frequency: 1380 Kc. Power: 1000 Watts d.  
Owned-Oper. By...Capitol Radio Enterprises  
Address...Hotel Senator  
Phone: Hudson 1-3133. Air Time: Full Time  
News Service...AP  
Transcription Service...World, Langworth  
Representative...Broadcast Time Sales  
Membership...NARTB  
General Manager...Irving J. Schwartz  
Program Director...J. Matranga  
Commercial Manager...S. George  
Chief Engineer...Logan Z. Edwards

**KROY—Sacramento—1937**  
**CBS**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By...KROY, Inc.  
Business-Studio Address...Hotel Sacramento  
Phone: Gilbert 3-2525. Air Time: Full Time  
Representative...Hollingsbery  
Membership...NARTB, RAB  
Gen. Mgr...Ralph Guild

**KXOA—Sacramento—1945**  
**MBS-DON LEE**

Frequency: 1470 Kc. Power: 1000 Watts  
Owned-Oper. By...Sacramento Bcstrs., Inc.  
Business Address...P. O. Box 94  
Phone: WAbash 5-2717. Air Time: Full Time  
News Service...UP  
Representative...A. J. Young, McGavren  
Membership...NARTB, RAB  
Pres., Gen. Mgr...Lincoln Dellar  
Comm., Sales Prom. Mgr...Howard Haman  
Program Director...Jack Lawson  
Chief Engineer...Ewald Berger

**KDON—Salinas—1935**

Frequency: 1460 Kc. Power: 5000 Watts  
Owned-Oper. By...Frank Oxarart  
Business Address...Box 1490, Salinas  
Phone: 2-6464. Air Time: Full Time  
News Service...UP  
Representative...McGavren  
Membership...NARTB

President...Frank Oxarart  
Gen., Sta. Mgr...Jack Feldmann, Jr.  
Commercial Mgr...Harold Knowlton  
Sls. Prom. Mgr...Ann Knowlton  
Chief Engineer...Omer Wright

**KSBW—Salinas—1947—MBS**

Frequency: 1380 Kc. Power: 1,000 Watts  
Owned-Oper. By...Salinas Valley Bcstg. Corp.  
Business Address...P.O. Box 1851  
Phone: 8071. Air Time: Full Time  
News Service...AP  
Transcription Service...Lang-Worth, World  
Representative...ForJoe  
Membership...NARTB, RAB  
Pres., Gen. Mgr...John C. Cohan  
Commercial Manager...L. L. Daggett  
Sta. Mgr...Fran Conrad  
Sales Prom., Pub., Prog. Dir...Mike Morisoli  
Chief Engineer...Bill Hargan

**KCSB—San Bernardino—1947**

Frequency: 1350 Kc. Power: 500 Watts  
Owned-Oper. By...Fred P. D'Angelo  
Business Address...770 Mill St.  
Phone: 8-2245. Air Time: Full Time  
News Service...UP  
Representative...W. S. Grant  
Pres., Gen., Sta., Comm. Mgr...F. A'Angelo  
Sls. Mgr., Prog. Dir...Jim Lucas  
Comm., Prom. Dir...Orval Pond

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**KFXM—San Bernardino—1929**  
MBS

Frequency: 590 Kc. Power: 1000 Watts  
 Owned-Operated By... Lee Bros. Bcstg. Corp.  
 Bus.-Studio Address... California Hotel  
 Phone: 4761 Air Time: Full Time  
 News Service... UP  
 Membership... NARTB  
 Transcription Service... World  
 Representative... John Blair  
 Pres., Gen., Sta. Mgr... W. R. Hasbrook  
 Commercial Mgr... George Nickson  
 Sales Promotion Mgr... Bette Iglai  
 Program Dir... Willard Hasbrook  
 Publicity Dir... Howard Bailey  
 Chief Engineer... George Ewing

**KITO—San Bernardino—1947**  
ABC

Frequency: 1290 Kc. Power: 5000 Watts  
 Owned-Operated By... KITO, Inc.  
 Address... Box 889  
 Phone: 7807 Air Time: Unlimited  
 News Service... UP  
 Representative... Hollingbery  
 Pres., Gen., Sta. Mgr... J. J. Flanigan  
 Comm. Sls. Prom. Mgr... Perry Carle  
 Publicity Dir... Bob Van Roy  
 Prog. Dir., Ch. Eng... Richard Klitzing

**KRNO—San Bernardino—1948**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By... Western Empire Bcstrs., Inc.  
 Address... 990 Colton Ave  
 Phone: 8-2771 Air Time: Full Time  
 News Service... UP  
 Transcription Service... Lang-Worth  
 Representative... Broadcast Time Sales  
 Pres., Gen. Mgr... Norman H. Rogers  
 Station Manager... George W. Brock  
 Sls. Prom. Mgr., Prog. Dir... John Staples  
 Program Director... Chuck Palmer  
 Chief Engineer... George W. Brock

**KCBQ—San Diego—1946**

Freq.: 1170 Kc. Power: 5 Kw. d; 1 Kw. n.  
 Owned-Oper. By... Bartell Broadcasters, Inc.  
 Bus.-Studio Address... P. O. Box 1629  
 Phone: Cypress 5-4103 Air Time: Unlimited  
 News Service... UP  
 Representative... Young  
 Membership... NARTB  
 Pres... Gerald Bartell  
 Exec. V.P... John F. Box, Jr.  
 Gen. Mgr... Larry Buskett  
 Sls. Prom. Mgr... John Caidenhead  
 Program Dir... Ralph Nenard  
 Chief Engineer... Robert L. Weeks

**KFMB—San Diego—1941**  
CBS

Frequency: 540 Kc. Power: 5 Kw.  
 Owned... Wrather-Alvarez Bcstng Co.

**TELEVISION  
CLICHES**

This helps you in any of those new television movies . . . when the picture lags and you want to impress your friends use this cliché at our expense. It will fit practically any place in an airplane picture. It's just another friendly service of KFXM — San Bernardino, California.

*“You're not going to send a kid like this up in a crate like that on a night like this?”*

\*Usually starring that magnetic newcomer Slim Summerville as a mechanic.



Bus.-Studio Address..... 1045 Fifth Ave.  
 Phone: BE 2-2114..... Air Time: Full Time  
 News Service..... AP  
 Representative..... Petry  
 Membership..... RAB, NARTB  
 President..... J. D. Wrathner  
 Vice President..... Maria Helen Alvarez  
 General Manager..... George Whitney  
 Station Manager..... A. M. Mortensen  
 Comm. Mgr..... J. M. Miller  
 Sls. Prom. Mgr., Pub. Dir..... Dan Bellus  
 Program Director..... Jerry Lee Pecht  
 Chief Engineer..... Charles F. Abel

**KFSD—San Diego—1925—NBC**

Frequency: 600 Kc..... Power: 5000 Watts  
 Owned-Operated By..... KFSD, Inc.  
 Business-Studio Address..... U. S. Grant Hotel  
 Phone: Belmont 3-6353..... Air Time: Full Time  
 News Service..... AP  
 Transcription Service..... Standard  
 Representative..... Katz Agency  
 Membership..... NARTB  
 President..... James G. Rogers  
 General Manager..... William Goetze  
 Station Manager..... F. T. Boise Jr.  
 Program Director..... Edward Baltimore  
 Chief Engineer..... Leroy Bellwood

**KGB—San Diego—1926—MBS**

Frequency: 1360 Kc..... Power: 1000 Watts  
 Owned-Operated By..... Marion R. Harris  
 Address..... 1017 First Ave.  
 Phone: BE 3-6151..... Air Time: Full Time  
 News Service..... UP  
 Representative..... H-R  
 Membership..... RAB, NARTB  
 President..... Marion R. Harris  
 Ass't Mgr..... Leonard W. Landmark  
 Program Director..... Robert S. Regan  
 Chief Engineer..... Norman Duncan

**KSDO—San Diego—1947**

Freq.: 1130 Kc..... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By..... San Diego Bcastg. Co.  
 Bus.-Studio Address..... U. S. Natl. Bank Bldg.  
 Phone: BE 2-2041..... Air Time: Full Time  
 News Service..... UP  
 Rep..... Pearson, McGavren, Feltis, Cox  
 Vice-Pres., Gen. Mgr..... Wilson Edwards

**KSON—San Diego—1946**

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Fred & Dorothy Rabell  
 Address..... 630 F. St.  
 Phone: BE 3-5175..... Air Time: Full Time  
 News Service..... AP  
 Membership..... NARTB  
 Representative..... Forjoe  
 General Manager..... Fred Rabell

**KGIL—San Fernando—1947**

Frequency: 1260 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... San Fernando Va. Bcastg. Co.

Business Address..... 4919 Van Nuys Blvd.  
 Phone: State 4-6291..... Air Time: Full Time  
 News Service..... AP  
 Newspaper Affil..... Valley Times  
 Membership..... NARTB  
 Transcription..... Capitol, World, Lang-Worth  
 President..... E. P. Franklin  
 Gen., Comm. Sta. Mgr..... Howard P. Gray  
 Program Dir..... Allen McKee  
 Chief Engineer..... Jay Rice

**KCBS—San Francisco—1912  
 CBS**

Frequency: 740 Kc..... Power: 50,000 Watts  
 Owned-Operated By..... CBS  
 Address..... Sheraton Palace Hotel  
 Phone: YUkon 2-7000..... Air Time: Full Time  
 News Service..... AP, UP, INS  
 Representative..... CBS Radio Spot Sales  
 President (CBS)..... Frank Stanton  
 Gen., Sta. Mgr..... Jules Dundes  
 Commercial Manager..... Roland Kay  
 Promotion Mgr..... Evelyn Clark  
 Program Director..... Pede Worth  
 Publicity Director..... William Cullenward  
 Chief Engineer..... Alan Cormack

**KEAR—San Francisco—1947**

Frequency: 1550 Kc..... Power: 10 Kw.  
 Owned-Oper. By..... Bay Radio Inc.  
 Address..... 1550 California St.  
 Phone: Prospect 6-4526..... Air Time: Full Time  
 News Service..... AP  
 Representative..... Burn Smith Co.  
 Pres., Gen. Mgr..... Stephen A. Cisler  
 Program Director..... Ward Glen  
 Chief Engineer..... D. F. Mariska

**KFRC—San Francisco—1923  
 DON LEE**

Frequency: 610 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... RKO Teleradio Pictures  
 Business-Studio Address..... 1000 Van Ness Ave.  
 Phone: Prospect 6-0500..... Air Time: Full Time  
 News Service..... AP, UP, INS  
 Representative..... Pabst  
 Membership..... NARTB  
 Gen., Sta. Mgr..... William D. Pabst  
 Commercial Manager..... William E. Nichols  
 Sales Prom. Mgr.-Pub. Dir..... Dink Templeton  
 Program Director..... Mel Venter  
 Chief Engineer..... E. G. Underwood

**KGO—San Francisco—1924  
 ABC**

Frequency: 810 Kc..... Power: 50,000 Watts  
 Owned-Oper. By..... ABC-PT  
 Business Address..... 7 W. 66 St., N. Y., N. Y.  
 Phone: SU 7-5000..... Air Time: Full Time  
 News Service..... AP, INS  
 Representative..... Edward Petry  
 President (ABC)..... Robert E. Kintner  
 V.P., ABC; Sta. Mgr..... James H. Connolly



Commercial Mgr. .... David Sacks  
 Sls. Prom. Mgr., Pub. Dir. .... Victor P. Reed  
 Program Director ..... Russ Baker  
 Chief Engineer ..... Harry N. Jacobs

**KJBS—San Francisco—1924**

Frequency: 1100 Kc. .... Power: 1000 Watts d  
 Owned-Operated By ..... KJBS Bcstrs.  
 Business Studio Address ..... 1470 Pine St.  
 Phone: Ordway 3-4148 .... Air Time: Daytime  
 News Service ..... AP, INS  
 Transcription Service ..... All  
 Representative ..... Young  
 Membership ..... NARTB, RAB  
 Gen. Mgr.-Sta. Mgr. .... Edwin P. Franklin  
 Comm. Mgr. .... Stanley G. Breyer  
 Pgm. Dir.-Prod.-Pub. Mgr. .... Charles F. Pendleton  
 Chief Engineer ..... Roger Roberts

**KNBC—San Francisco—1922**  
 NBC

Frequency: 680 Kc. .... Power: 50,000 Watts  
 Owned-Operated By ..... National Bcstg. Co.  
 Address ..... 420 Taylor St.  
 Phone: GRaystone 4-8700 .... Air Time: Full Time  
 News Service ..... AP, INS, UP  
 Representative ..... NBC Spot Sales  
 Membership ..... NARTB, RAB  
 President (NBC) ..... Robert Sarnoff  
 Gen., Sta., Comm. Mgr. .... W. K. McDaniel  
 Sales Promotion Mgr. .... Dave Engles  
 Program Director ..... Jack Wagner  
 Publicity Director ..... Jane Morrison  
 Chief Engineer ..... J. W. Baker

**KSAN—San Francisco—1936**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By .... Golden Gate Bcstg. Corp.  
 Business Address ..... 1355 Market St.  
 Phone: Market 1-8171 .... Air Time: Full Time  
 News Service ..... UP  
 Representative ..... Stars National  
 President ..... S. H. Patterson  
 Gen. Mgr. .... N. J. Patterson  
 Sta., Comm., Sls. Mgr. .... Richard P. Bott  
 Chief Engineer ..... H. Wickersham

**KSFO—San Francisco—1925**

Freq.: 560 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
 Owned By ..... San Francisco Bcstr's, Inc.  
 Bus.-Studio Address ..... 950 California St.  
 Phone: YUkon 2-5500 .... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Headley-Reed  
 Membership ..... NARTB, RAB  
 President ..... Wesley I. Dumm  
 Gen. Mgr. .... Roman W. Wassenberg  
 Com. Mgr. .... Gary Garland  
 Program Dir. .... Robert Hansen  
 Publicity Dir. .... Pat Sweet  
 Dir. of Engineering ..... Charles Smith

**KYA—San Francisco—1926**

Freq.: 1260 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By ..... KYA, Inc.

Business Studio Address ..... Fairmont Hotel  
 Phone: DOuglas 2-2536 .... Air Time: Full Time  
 News Service ..... UP  
 Representative ..... AM Radio Sales  
 Membership ..... RAB  
 President ..... J. Elroy McCaw  
 General Manager ..... H. G. Fearnhead  
 Commercial Manager ..... Irving C. Phillips  
 Chief Engineer ..... Paul Beck

**KBIF—San Francisco-Fresno**  
 1947

Frequency: 900 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... John Poole Bdcstg. Co.  
 Business Address ..... 857 Van Ness Ave.  
 Phone: 6-0791 .... Air Time: Daytime  
 News Service ..... UP  
 Representative ..... Broadcast Time Sales  
 Membership ..... RAB  
 Owner, President ..... John H. Poole  
 Gen. Mgr. .... Dave Maxwell

**KEEN—San Jose—1947**

Frequency 1370 Kc. .... Power 1000 Watts  
 Owned-Operated By ..... United Bcstg. Co.  
 Business Studio Address ..... Hotel De Anza  
 Phone: Cypress 4-0344 .... Air Time: Full Time  
 News Service ..... UP  
 Representative ..... W. S. Grant  
 Membership ..... NARTB  
 President ..... George M. Mardiikian  
 V.P., Gen. Mgr. .... Floyd Farr  
 Sta. Mgr., Prog., Pub. Dir. .... G. Snell  
 Chief Engineer ..... E. Greer  
 Commercial Mgr. .... Robert J. Blum

**KLOK—San Jose—1946**

Freq.: 1170 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By ..... Radio KLOK, Inc.  
 Business Address ..... P. O. Box 967  
 Phone: CYpress 5-7313 .... Air Time: Full Time  
 News Service ..... AP  
 Membership ..... RAB  
 Representative ..... O'Connell; Pickens  
 President ..... E. L. Barker  
 Gen. Mgr. .... R. E. Ryan  
 Sls. Prom., Pub. Dir. .... Lois Johnson  
 Program Director ..... Ruth Poindexter  
 Chief Engineer ..... Bill Cunningham

**KSJO—San Jose—1946**

Freq.: 1590 Kc. .... Power: 1 Kw. d., 500 w. n.  
 Owned-Operated By ..... Santa Clara Bcstg. Co.  
 Business Address ..... P. O. Box 995  
 Phone: Cypress 3-8030 .... Air Time: Unlimited  
 Paper Affil. .... Los Gatos Times, Gilroy Dispatch  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Representative ..... Hall; BTS  
 President ..... Patrick H. Peabody  
 Gen. Mgr. .... Norman Paul  
 Comm. Mgr. .... Earle Russell  
 Publicity Director ..... Gordon B. Greb

**KXRX—San Jose—1948**

Frequency: 1500 Kc. .... Power: 1000 Watts

**SUPPORT**  
**THE**  
**AMERICAN CANCER SOCIETY**

**Owned-Operated By**.....San Jose Bcstg. Co.  
**Address**.....Box 167  
**Phone:** Cypress 2-5080... **Air Time:** Full Time  
**News Service**.....UP  
**Representative:** McGavren, Tracy Moore, BTS  
**Membership**.....NARTB  
**Pres., Gen., Sta. Mgr.:** Joe E. Levitt  
**Sta. Mgr.:** Gordon Graham  
**Program Director:** Frank G. Kilpatrick  
**Sls. Prom., Pub. Dir.:** J. E. Levitt  
**Chief Engineer:** Bill Frost

**KATY—San Luis Obispo—1949**

**Frequency:** 1340 Kc..... **Power:** 250 Watts  
**Owned-Operated By**.....KATY Inc.  
**Address**.....P. O. Box 700  
**Phone:** 3171..... **Air Time:** Full Time  
**News Service**.....UP  
**Trans. Service**.....World  
**Representative**.....Meeker  
**Membership**.....NARTB  
**Pres., Gen., Sta., Comm. Mgr.:** M. F. Marquardt  
**Sales Prom. Mgr.:** Dale Kirk  
**Prog., Pub. Dir., Ch. Eng.:** Clay Coldwell

**KVEC—San Luis Obispo—1937**  
**MBS-DON LEE-KBS**

**Frequency:** 920 Kc.. **Power:** 1 Kw. d., 500 w. n.  
**Owned-Oper. By**.....Valley Electric Co.  
**Business Address**.....787 Higuera St.  
**Phone:** 1100..... **Air Time:** Full Time  
**News Service**.....AP  
**Transcription Service**.....Standard  
**Representative**.....Broadcast Time Sales  
**Membership**.....NARTB  
**Pres.-Owner:** Christina M. Jacobson  
**Gen. Mgr.:** Les Hacker  
**Commercial Manager:** Si Darrah  
**Sls. Prom. Mgr.:** James Dana  
**Pub. Dir.:** Harlow Meyers  
**Program Director:** Arthur Hapgood  
**Chief Engineer:** James Cochrane

**KVSM—San Mateo—1947**

**Frequency:** 1050 Kc..... **Power:** 1000 Watts d.  
**Owned-Oper. By**.....KVSM, Inc.  
**Business Studio Address**...279 Baldwin Ave.  
**Phone:** Diamond 4-2541... **Air Time:** Daytime  
**News Service**.....INS  
**Representative**.....Rambeau, McGavren  
**President:** Les Malloy  
**General Manager:** Jack Grant  
**Program Dir.:** Bob Byrne  
**Chief Engineer:** Carl Rolliff

**KTIM—San Rafael—1947**

**Frequency:** 1510 Kc..... **Power:** 1000 Watts d.  
**Owned-Operated By**...Marin Bcstg. Co., Inc.  
**Business Address**.....1117 Fifth St.  
**Phone:** GLenwood 3-6880... **Air Time:** Daytime  
**Newspaper Affil.:** S. R. Independent Journal  
**News Service**.....UP  
**President:** Roy A. Brown  
**V.P., Gen., Comm. Mgr., Ch. Eng.:** H. E. Turner

**KWIZ—Santa Ana—1926**

**Frequency:** 1480 Kc..... **Power:** 1000 Watts  
**Owned:**.....Voice of the Orange Empire Inc.  
**Business Address**.....105 E. 5th St.  
**Phone:** Kimberly 3-8321... **Air Time:** Unlimited  
**News Service**.....UP  
**President:** Ernest L. Spencer  
**General Manager:** Hal Davis  
**Sta., Comm. Mgr.:** Donner P. Spencer  
**Comm. Manager:** Dick Leader  
**Prog. Director:** Ed Nix  
**Publicity Director:** Bill Francks  
**Chief Engineer:** Roy Morris

**KDB—Santa Barbara—1921**  
**MBS-DON LEE**

**Frequency:** 1490 Kc..... **Power:** 250 Watts  
**Owned-Oper. By**.....F. Robert Bauer  
**Business-Studio-Transmitter**...Radio Square  
**Phone:** 413..... **Air Time:** Unlimited  
**Membership**.....NARTB, RAB  
**News Service**.....UP  
**Representative**.....Gill-Perna, McGavren  
**Transcription**.....Standard  
**Owner:** F. Robert Bauer  
**Sales Manager:** W. Osborne  
**Program Director:** Lou Stumpo

**KIST—Santa Barbara—1946**  
**NBC**

**Frequency:** 1340 Kc..... **Power:** 250 Watts  
**Owned-Oper. By**.....Radio KIST, Inc.  
**Business-Studio Address**.....Balboa Bldg.  
**Phone:** Woodland 3981... **Air Time:** Full Time  
**News Service**.....UP  
**Transcription Service**.....Thesaurus  
**Representative**.....George P. Hollingbery  
**Pres., Gen., Sta. Mgr.:** Harry C. Butcher  
**Vice President:** M. J. McKeogh  
**Commercial Manager:** James Blomfield  
**Program Director:** Claire Behan  
**Chief Engineer:** Robert Levinson

**KTMS—Santa Barbara—1937**  
**ABC**

**Frequency:** 1250 Kc..... **Power:** 1000 Watts  
**Owned-Oper. By**...News-Press Publishing Co.  
**Business-Studio Address**...de la Guerra Plaza  
**Phone:** Woodland 3911... **Air Time:** Full Time  
**Newspaper Affil.:** Santa Barbara News-Press  
**News Service**.....AP  
**Representative**.....Paul H. Raymer  
**President:** Thomas M. Storke  
**V.P., Gen. Mgr.:** Charles A. Storke  
**Sta., Comm. Mgr., Sls. Prom.:** Jo Benes  
**Program Dir.:** Gordon Phillips  
**Chief Engineer:** Leo De Connick

**KSCO—Santa Cruz—1947**

**Frequency:** 1080 Kc..... **Power:** 1000 d.; 500 n.  
**Owned-Operated By**.....Radio Santa Cruz  
**Business Address**.....P. O. Box 1080  
**Phone:** GR 5-1080... **Air Time:** Full Time  
**Representative**.....BTS



Pres., Gen., Sta., Comm. Mgr. . . . C. V. Berlin  
 Prog. Dir. . . . . D. C. Hartin

### KCOY—Santa Maria—1946

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Arenze B'casters  
 Business-Studio Address . . . . . 801 So. B'way  
 Phone: Walnut 5-2644 . . . . . Air Time: Full Time  
 Representative . . . . . Paschall  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Membership . . . . . NARTB, RAB  
 Pres., Gen., Sta. Mgr. . . . . James H. Ranger  
 Comm., Sls. Prom. Mgr. . . . . Edmond L. Feely  
 Prom., Pub. Dir. . . . . Ed L. Zuchelli  
 Chief Engineer . . . . . Frank J. Nesmith

### KSMA—Santa Maria—1945 KBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . J. Hagerman, J. I. Groom  
 Address . . . . . 510 W. Morrison  
 Phone: 5-2582 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Sta. Rep. . . . . Tracy Moore  
 Managers . . . . . James M. Hagerman, John I. Groom

### KSPA—Santa Paula—1946 KBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Santa Paula Bcstrs. Inc.  
 Business-Studio Address . . . . . 110 Middle Rd.  
 Phone: 940 . . . . . Air Time: Full Time  
 Station Rep. . . . . O'Connell, Ayres  
 Gen., Sta. Manager . . . . . Juan G. Salas  
 Program Director . . . . . Loretta Vela  
 Sales Prom. Manager . . . . . Arturo Riley  
 Publicity Director . . . . . Mark Marion  
 Chief Engineer . . . . . Jack C. Feather

### KSRO—Santa Rosa—1937

Frequency: 1350 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Finley Bcstg. Co.  
 Business-Studio Add. . . . . Fresno & Finley Aves.  
 Phone: 110 . . . . . Air Time: Full Time  
 Newspaper Affil. . . . . Press-Democrat  
 News Service . . . . . UP  
 Representative . . . . . W. S. Grant  
 President . . . . . Mrs. E. L. Finley  
 Gen.-Station Manager . . . . . Frank McLaurin  
 Sls. Prom., Pub. Dir. . . . . Greg Prichard  
 Chief Engineer . . . . . Hilmar Cann

### KROG—Sonora—1949

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Bruce E. Ferrel  
 Business Address . . . . . P. O. Box 996  
 Phone: Jefferson 2-7426 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard, SESAC  
 Owner, Gen. Mgr. . . . . Bruce E. Ferrel  
 Sta., Sls. Prom., Comm. Mgr. . . . . G. E. Manley  
 Prog. Dir. . . . . L. E. Ferrel  
 Chief Engineer . . . . . C. W. Mitchell

### KGDM—Stockton—1926 CBS

Frequency: 1140 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Golden Valley Bcstg. Co.  
 Business-Studio Address . . . . . 519 E. Market St.  
 Phone: HO 4-4551 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . John Blair  
 President . . . . . L. E. Chenault  
 V.P., Gen. Manager . . . . . A. L. Torbet  
 Program Director . . . . . Bob Brannan  
 Prom., Pub. Director . . . . . Edie Smith  
 Gen. Sls. Manager . . . . . Ted Carlsen  
 Chief Engineer . . . . . J. Tyron Kelley

### KSTN—Stockton—1949

Frequency: 1420 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . San Joaquin Bcstg. Co.  
 Business Address . . . . . 2171 Ralph Ave.  
 Phone: HO 4-9209 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Representative . . . . . Hollingbery  
 Membership . . . . . NARTB, RAB  
 President . . . . . Knox La Rue  
 Program Director . . . . . Ellis Lind  
 Publicity Director . . . . . Ray Golden  
 Chief Engineer . . . . . Carl McGee

### KWG—Stockton—1921—ABC

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . McClatchy Bcstg. Co.  
 Business-Studio Address . . . . . Hotel Wolf  
 Phone: HOWard 5-5728 . . . . . Air Time: Full Time  
 News Service . . . . . AP  
 Representative . . . . . Paul H. Raymer  
 Membership . . . . . RAB  
 Pres., Gen., Sta. Mgr. . . . . J. E. Longe  
 Comm. Manager . . . . . Marian Hough  
 Sls. Promotion Mgr. . . . . Howard Becker  
 Program Director . . . . . E. R. Ferguson  
 Chief Engineer . . . . . M. Bey Greene

### KXOB—Stockton—1947—MBS

Frequency: 1280 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . KXOB, Inc.  
 Business-Studio Address . . . . . Hotel Stockton  
 Phone: Howard 4-7313 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Representative . . . . . McGavren  
 Membership . . . . . RAB  
 President . . . . . J. E. Gamble  
 Gen., Sta., Comm. Mgr. . . . . Ort Lofthus  
 Prog. Dir. . . . . Mel Riddle  
 Chief Engineer . . . . . James Tracewell

### KSUE—Susanville—1948 KBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . N. Hallcwell, J. E. McKahcn  
 Phone: 2020 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Representative . . . . . Tracy Moore  
 Membership . . . . . NARTB

Manager..... Nolan Hollowell  
 Traffic Manager..... G. W. Burr  
 Program Director..... Carlton Currie  
 Chief Engineer..... Harold C. Houston

Phone: Vallejo 8-8944..... Air Time: Full Time  
**News Service** ..... **UP**  
 Transcription ..... Capitol  
 Representative ..... BTS  
 Co-Owners, Co-Mgrs..... E. Peck, A. J. Krisik  
 Comm. Mgr..... A. J. Krisik  
 Pub., Prog. Dir..... Ellsworth Peck  
 Sls. Prom. Mgr..... Robert Wade  
 Chief Engineer..... William Roberts

**KTKR—Taft—1948—KBS**

Frequency: 1310 Kc..... Power: 500 Watts d.  
 Owned-Operated By..... Taft Bcstg. Co.  
 Business Address..... P.O. Box "WW"  
 Phone: 5-3101..... Air Time: Daytime  
**News Service** ..... **UP**  
 Pres., Gen., Sta. Mgr..... Kenneth Aitken  
 Sls. Prom., Comm. Mgr..... Jack Smith  
 Prog., Pub. Dir., Chief Engr... Kenneth Aitken

**KVEN—Ventura—1948**  
**MBS-DON LEE**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Operated By..... Coast Ventura Co.  
 Address ..... Box 1611  
 Phone: Miller 3-8675..... Air Time: Full Time  
**News Service** ..... **UP**  
 Representative ..... McGavren, Webb  
 President ..... Carroll Hauser  
 General Manager..... Sydney Held  
 Station Manager..... Fred Hall  
 Commercial Mgr..... Karl Rembe  
 Sls. Prom. Mgr..... Bob Godeck  
 Program Director..... Frank Haines  
 Pub. Dir..... Jerry Thomas  
 Chief Engineer..... Fred Hall

**KCOK—Tulare—1945**  
**MBS-DON LEE**

Frequency: 1270 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... Sheldon Anderson  
 Business Address..... P. O. Box 119  
 Phone: 6-2866..... Air Time: Full Time  
**News Service** ..... **UP**  
 Representative ..... Forjoe  
 General Manager..... Sheldon Anderson  
 Station Manager..... J. Alcan Rinehart

**KTUR—Turlock—1949—KBS**

Frequency: 1390 Kc..... Power: 1000 Watts  
 Owned-Operated By..... Turlock Bcstg. Corp.  
 Address..... P. O. Box 526  
 Phone: 45827..... Air Time: Full Time  
**News Service** ..... **UP**  
 Transcription Service ..... SESAC  
 Representative ..... O'Connell  
 Membership ..... NARTB, RAB  
 President ..... Wallace Lindskoog  
 Gen., Sta., Comm. Sls..... H. A. McMillen  
 Program Director..... B. McMillen  
 Chief Engineer..... Maxon Sayre

**KUDU—Ventura—1947**

Frequency: 1590 Kc..... Power 1000 Watts  
 Owned-Oper. By..... Voice of Ventura County  
 Business Address..... South Mills Rd.  
 Phone: Miller 3-6185..... Air Time: Full Time  
 Representative ..... Walker, Oakes  
**News Service** ..... **AP**  
 Membership ..... NARTB  
 Transcription Service ..... Langworth  
 Mcnager..... Bill E. Williams  
 Chief Engineer..... Tom Kindall

**KUKI—Ukiah—1950**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Oper. By..... M. E. Sims  
 Address..... P. O. Box 638  
 Phone: Homestead 2-4771. Air Time: Full Time  
 Representative ..... Grant  
 Transcription Service ..... Standard  
**News Service** ..... **AP**  
 Membership ..... NARTB  
 Gen., Comm. Mgr..... John Franklin  
 Sls. Promotion Mgr..... Phil Trine  
 Program Dir..... Jack Hasling  
 Publicity Dir..... Dave King  
 Chief Engineer..... John Cheathan  
 Commercial Mgr..... Louis DuMoulin  
 Program Director..... John Oliveira  
 Chief Engineer..... Stanley Ryno

**KONG—Visalia—1948**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Operated By..... Radio KONG  
 Address..... Box 1429  
 Phone: REDwood 4-5811. Air Time: Full Time  
**News Service** ..... **UP**  
 Representative ..... Hollingbery  
 General Manager..... L. E. Chenault  
 Station Manager..... Randall Kyle  
 Program Manager..... Dick Scudder  
 Chief Engineer..... Gorman Brown

**KWSO—Wasco—1950**

Frequency: 1050 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... Maple Leaf Bcstg. Co.  
 Address..... P. O. Box 366  
 Phone: PLateau 8-6425..... Air Time: Daytime  
 Transcription Service..... Brodcadcast Time Sales  
**News Service** ..... **AP**  
 President ..... E. J. Peters  
 Gen. Mgr..... E. Franz  
 Station Mgr..... Theo. G. Heinrichs  
 Program Dir..... Bob Bann  
 Chief Engineer..... Norman Berg

**KGW—Vallejo—1947**

Frequency: 1190 Kc..... Power: 250 Watts d.  
 Owned-Oper. By..... Vallejo Bcstg. Co.  
 Business-Studio Address..... 3287 Sonoma Blvd.



**KHUB—Watsonville—1937**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Business Address.....P. O. Box 349  
 Phone: 4-5641.....Air Time: Full Time  
 News Service .....UP  
 Representative .....Rambeau  
 Membership .....NARTB  
 President.....Patrick H. Peabody  
 Gen., Comm. Mgr.....Vic Rugh  
 Program Director.....Tom Martin  
 Chief Engineer.....Merle Rossman

**KSYC—Yreka—1947**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By. Siskiyou Cty. Bcstg. Co., Inc.  
 Address .....Lawrence Lane  
 Phone: 624.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....Lang-Worth  
 Representative.....T. Moore  
 Membership .....NARTB  
 Station Manager.....Jack A. Mitchell

**KAGR—Yuba City—1953**

Frequency: 1450 Kc. .... Power: 100 Watts  
 Owner.....James E. Jaeger  
 Address .....Box 247  
 Phone: SHERWOOD 3-7343... Air Time: Full Time  
 News Service .....UP  
 Representative .....Best  
 President .....James E. Jaeger  
 Comm. Manager.....Louis DuMovlin  
 Program Director.....Dean Coll  
 Gen., Sta. Mgr., Ch. Eng....James E. Walley

**KUBA—Yuba City—1947**

Freq.: 1600 Kc. .... Power: 1Kw., d., 500 w. n.  
 Owned-Operated By..Peachbowl Bcstrs., Inc.  
 Bus. Add.. Hotel Marysville, Marysville, Cal.  
 Phone: Sherwood 3-7309... Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....Thesaurus  
 Rep.....Ayers, O'Connell, Continental  
 President.....Chester V. Ullom  
 Gen. Manager.....Roger R. Hunt  
 Comm., Sls. Prom. Mgr.....Lloyd Klemp  
 Prog. Dir.....Ric Ryan  
 Pub. Dir.....Bob Fahey  
 Chief Engineer.....Carl W. Pendergraft

**FOR WORLD-WIDE NEWS . . .**

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**AP**

**FOR**

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## KGIW—Alamosa—1929—KBS MBS-IMN

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By D. L. & Katholeen Allen  
Address P. O. Box 179  
Phone: 26 Air Time: Full Time  
News Service UP  
General Manager D. L. Allen  
Comm. Manager Katholeen Allen

## KOSI—Aurora—1954

Frequency: 1430 Kc. Power: 5 Kw.  
Owned-Oper. By Mid-America Bcstg. Co.  
Address 9100 East Colfax  
Phone: Empire 6-2695 Air Time: Full Time  
News Service UP  
Representative Forjoe  
Membership NARTB  
President David M. Segal  
Gen., Sta. Mgr. Edward M. Guss  
Comm. Mgr. James F. Brown  
Sls. Prom. Mgr. Samuel Blessing  
Prog. Dir., Chief Eng. Lonnie A. Licata  
Publicity Dir. Bobby Beers

## KBOL—Boulder—1946

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By Boulder Radio KBOL, Inc.  
Address Box 146  
Phone: Hillcrest 2-2242 Air Time: Full Time  
News Service AP  
Transcription Service Standard, Thesaurus  
Station Rep. Holman  
Membership NARTB, RAB  
Pres., Gen. Mgr. Russel Shaffer  
Commercial Manager Gene Palm  
Program Dir. John Wilcox  
Chief Engineer Blair Dobbins

## KRLN—Canon City—1946 KBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Royal Gorge Bcstrs., Inc.  
Business-Studio Address 1615 Central Ave.  
Phone: 1400 Air Time: Daytime  
News Service UP  
Transcription Service Keystone, Cole  
Pres.-Gen.-Sta. Mgr. Ray M. Beckner  
Chief Engineer Ed Wood

## KRDO—Colorado Springs 1947

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By Pikes Peak Bcstg. Co.  
Business-Studio Address 399 S. 8th St.  
Phone: Melrose 2-1515 Air Time: Full Time  
News Service AP, UP  
Transcription Service Standard, Langworth,  
Thesaurus  
Representative Avery-Knodel  
Membership NARTB, RAB  
Pres., Gen., Sta. Mgr. Harry W. Hoih  
Program Director John Finlayson

Comm. Mgr. Darold Wilkinson  
Publicity Dir. Pat Kelly  
Chief Engineer Herbert Schubarth

## KVOR—Colorado Springs 1924—CBS

Frequency: 1300 Kc. Power: 1000 Watts  
Owned-Oper. By Riggs & Greene, Inc.  
Address 512 So. Tejon  
Phone: Melrose 2-3536 Air Time: Full Time  
News Service UP  
Representative Hollingbery  
Membership NARTB, RAB  
President John S. Riggs  
Station Mgr. Verl Bratton  
Prog. Dir. Dave Scott  
Chief Engineer Earl Leonard

## KWBY—Colorado Springs 1955

Frequency: 740 Kc. Power: 250 Watts  
Owned-Oper. By Music Broadcasting Corp.  
Address Box 764  
Phone: Melrose 4-5511 Air Time: Daytime  
News Service UP  
Representative Radio-TV Reps., Inc.  
Membership NARTB  
Pres., Gen. Mgr. John L. Buchanan  
Sta. Mgr., Pub. Dir. Russ Chapman  
Comm. Mgr. Ralph Petti  
Prog. Dir. John L. Buchanan  
Chief Engineer Geo. Kaufman

## KVFC—Cortez—1955—KBS

Frequency: 740 Kc. Power: 1 Kw.  
Owned-Oper. By J. Hawkins & B. Hubbs  
Address KVFC Building  
News Service UP  
Transcription Service World  
Representative Best  
Gen. Mgr. Jack Hawkins  
Sta. Mgr. Jack James  
Comm. Mgr. George Fender  
Program Dir. Jack James

## KRAI—Craig—1947

Frequency: 550 Kc. Power: 1 Kw. d., 500 W. n  
Owned-Oper. By Northwestern Bcstg. Co.  
Phone: 707-8 Air Time: Full Time  
News Service UP  
Representative Columbine  
Transcription Service Thesaurus  
Membership NARTB, RAB  
President George Cory  
General Manager Dele G. Moore  
Sta., Sales Prom. Mgr. Dick Bonderud  
Comm. Manager George Prechtel  
Prog., Pub. Director Dick Porter  
Chief Engineer Tom Weir

## KDTA—Delta—1955

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Monarch Broadcasting Co.  
Address 315 Main St.

Phone: 140..... Air Time: Full Time  
 News Service.....UP  
 Transcription.....SESAC  
 President, Gen. Mgr.....D. E. Towne

**KFML—Denver—1955**

Frequency: 1390 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Evert A. Bancker, Jr.  
 Address.....262 Fillmore St.

**KFSC—Denver—1954**

Frequency: 1220 Kc.....Power: 1 Kw.  
 Owned.....Francisco V. Sanchez  
 Address.....3340 Lafayette St.  
 Phone: AComa 2-8935..... Air Time: Daytime  
 News Service.....INS  
 Representative.....Oakes, Midwest Time  
 President.....F. V. Sanchez  
 Gen. Sta. Mgr.....Levi Beall  
 Comm. Mgr.....Joseph E. Flynn  
 Program Dir.....Joseph Lito  
 Chief Engineer.....Oran E. Kelly

**KIMN—Denver—1923—MBS**

Frequency: 950 kc.....Power: 5 kw.  
 Owned.....KIMN, Inc.  
 Address.....5350 W. 20th Ave.  
 Phone: BE 7-2734..... Air Time: Full Time  
 News Service.....UP  
 Station Representative.....Avery-Knodel, Inc.  
 Membership.....RAB  
 President.....A. L. Glasmann  
 Gen. Mgr.....Collin W. Lowder  
 Commercial Manager.....Kenneth E. Palmer  
 Prom. Mgr., Prog. Dir.....Ted Nelson  
 Chief Engineer.....Robert Blanchard

**KLIR—Denver—1953—KBS**

Frequency: 990 Kw.....Power: 1000 Watts d.  
 Owned-Oper. By.....G. B. Anderson  
 Address.....6535 W. Jewell  
 Phone: WA-2-1189..... Airtime: Daytime  
 Transcription Service.....Lang-Worth  
 News Service.....INS  
 Representative.....Continental, Biddick  
 Owner-Gen. Mgr.....G. B. Anderson  
 Commercial Mgr.....L. L. Tracy  
 Bus. Mgr.....H. G. Kincaid  
 Prog. Dir.....G. B. Anderson

**KLZ—Denver—1922—CBS**

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Aladdin Bcstg. Corp.  
 Business-Studio Address.....131 Speer Blvd.  
 Phone: MAin 3-4271..... Air Time: Full Time  
 News Service.....AP, INS.  
 Newspaper Affiliation.....Time, Inc.  
 Representative.....Katz  
 Membership.....NARTB, RAB  
 President.....Hugh B. Terry  
 Station Mgr.....Phil Hoffman  
 Commercial Manager.....Lee Fondrew  
 Sales Prom. Mgr.....Harold Storm  
 Program Coordinator.....Charles Roberts  
 Pub. Dir.....Bill Day  
 Chief Engineer.....Harvey E. Wehrman

**KMYR—Denver—1941**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....KMYR Bcstg. Co.  
 Address.....Security Life Bldg.  
 Phone: MAin 3-4161..... Air Time: Full Time  
 Station Representative.....Sears & Ayer  
 General Manager.....F. W. Meyer  
 Station Manager.....A. G. Meyer  
 Sales Manager.....Ken Hildebrandt

**KOA—Denver—1924—NBC**

Frequency: 850 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....KOA, Inc.  
 Business-Studio Address.....1625 Callifornia St.  
 Phone: Main 3-6211..... Air Time: Full Time  
 News Service.....AP, INS  
 Transcription Service.....Thesaurus  
 Representative.....Edward Petry & Co.  
 Membership.....NARTB, RAB  
 Pres., Gen., Sta. Mgr.....William W. Grant  
 Sales Prom. Mgr.....Orville Rennie  
 Comm. Mgr.....Robert Hix  
 Program Director.....Jim Atkins  
 Exec. Asst.....Ralph Radetsley  
 Chief Engineer.....J. A. Slussea

**KTLN—Denver—1948**

Frequency: 1280 Kc.....Power: 5 Kw.  
 Owned-Oper. By.....Radio Station KTLN  
 Address.....431 W. Colfax  
 Phone: Acoma 2-4811..... Air Time: Full Time  
 News Service.....UP  
 Membership.....RAB

*For World-Wide News . . .  
 For Clear, Comprehensive  
 Coverage . . .*

**AP**

**FOR  
 RADIO and TELEVISION**

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

Representative.....Radio-TV Reps., Inc.  
 Owner, Gen., Sta. Mgr.....Leonard Coe  
 Comm. Mgr.....Dean Jarvis  
 Pub. Dir.....Rich Froemke  
 Nat. Sales Mgr.....Lee Mehlig  
 Program Director.....Jack Helling  
 Chief Engineer.....Norman Petersen

**KVOD—Denver—1925—ABC**

Frequency: 630 Kc.....Power: 5000 Watts  
 Owned-Operated...San Luis Valley Bcstg.  
 Business-Studio Add...Midland Savings Bldg.  
 Phone: TAbor 5-2291.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....Thesaurus  
 Representative.....Free & Peters  
 Membership .....NARTB, RAB  
 President.....George O. Cory  
 General Manager.....Dale Moore  
 Station Manager.....Art Peterson  
 Commercial Manager.....Earle Ferguson  
 Program Director.....Bill Keane  
 Publicity Director.....Ben Stanton  
 Chief Engineer.....Ralph Heikkla

**KIUP—Durango—1935  
 MBS-KBS**

Freq.: 930 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By....San Juan Bcstg. Co.  
 Address.....P. O. Box 641  
 Phone: 117.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service.....Thesaurus, World  
 Representative .....Holman Co.  
 President.....J. A. Segerberg  
 Gen., Sta. Mgr.....R. E. O'Brien  
 Comm. Mgr.....Al Gare  
 Program Director.....Herb Jobs  
 Sls. Prom. Mgr.....Lindsey Becker  
 Publicity Director.....Ralph T. Bennett  
 Chief Engineer.....Lou Shaw

**KGMC—Englewood—1952**

Frequency: 1150 Kc.....Power: 1000 Watts d.  
 Owned By....G. F. Maples, R. B. McAlister  
 Address.....3355 S. B roadway  
 Phone: Sunset 1-4481.....Air Time: Daytime  
 News Service .....UP  
 Membership .....NARTB  
 Sta., Sls. Prom., Gen. Mgr., Grady F. Maples  
 Comm. Mgr.....J. Kenneth Brothers  
 Chief Engineer.....D. F. White, Jr.

**KCOL—Ft. Collins—1947  
 IMN**

Frequency: 1410 Kc.....Power: 1000 Watts  
 Owned-Oper. By....Northern Colo. Bcstg. Co.  
 Business-Studio Address...1600 La. Porte Ave.  
 Phone: 2600.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....Thesaurus  
 Membership .....NARTB, RAB  
 President.....Herb Hollister  
 Gen., Sta., Prom. Mgr., Pub. Dir., E. Atteberry  
 Commercial Manager.....Bob McClary  
 Program Director.....Hollis Hoff

Chief Engineer.....Dan Coltrane  
 News Editor.....Mona Atteberry

**KFTM—Fort Morgan—1949**

Frequency: 1260 Kc.....Power: 500 Watts d.  
 Owned-Oper. By...Morgan County Bcstg. Co.  
 Address.....P. O. Box 431  
 Phone: 1000.....Air Time: Daytime  
 News Service .....UP  
 Transcription Service .....Capitol  
 Pres., Gen., Sta. Mgr.....R. H. Dolph  
 Comm., Sls. Prom. Mgr.....Lloyd Walker  
 Program Director.....Dawson Jelinick  
 Chief Engineer.....Richard Stemple

**KGLN—Glenwood Springs  
 1950—MBS**

Frequency: 980 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....KGLN, Inc.  
 Address.....P. O. Box C  
 Phone: 777.....Air Time: Daytime  
 Representative .....Holman  
 Membership .....NARTB  
 President.....Rex Howell  
 Vice Pres., Sta. Manager.....Jerry Fitch

**KEXO—Grand Junction—1948**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By...Voice of Western Colo., Inc.  
 Address.....2508 North Ave.  
 Phone: 1230.....Air Time: Full Time  
 Transcription Service...Capitol, Thesaurus  
 Representative.....Harlan Oakes  
 Membership .....NARTB, RAB  
 President.....D. Spencer Grow  
 Vice Pres., Gen. Manager...Abbott Tessman

**KFXJ—Grand Junction—1926  
 MBS**

Freq.: 920 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By....Western Slope Bcstg. Co.  
 Business-Studio Address.....Box 30  
 Phone: 1300.....Air Time: Full Time  
 Representative .....Hal Holman  
 Membership .....NARTB  
 Pres., Gen. Mgr.....Rex Howell  
 Sta., Comm., Prom. Mgr....E. Anson Thomas  
 Pub., Prog. Director.....Gregg Chancellor  
 Chief Engineer.....Cecil Whitchurch

**KFKA—Greeley—1921**

Frequency: 1310 Kc.....Power: 1000 Watts  
 Owned-Oper. By....Mid-Western Radio Corp.  
 Business-Studio Address.....620—8th Ave.  
 Phone: 450.....Air Time: Full Time  
 Representative .....Hal Holman  
 News Service .....UP  
 Membership .....NARTB  
 Transcription Service.....Thesaurus  
 President.....H. E. Green  
 Sta., Gen. Mgr.....William G. Stewart  
 Comm. Mgr.....Virginia Sears  
 Pub. Dir., Sls. Prom.....Dick Frink  
 Program Director.....Jack Redus  
 Chief Engineer.....Harry Brewer

**KYOU—Greeley—1948—KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By Meroco Bcstg. Co.  
 Address 2424 Sixth Ave.  
 Phone: 3275 Air Time: Full Time  
 News Service AP  
 Representative McGillvra, Inc.  
 President Elwood H. Meyer  
 Gen. Mgr. Everett Shupe

**KBNZ—La Junta—1937 MBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By Otero Broadcasting Co.  
 Address Box 485  
 Phone: 42 Air Time: Full Time  
 News Service AP  
 Representative Clark  
 Transcription Standard  
 President M. S. Morrison  
 Gen., Sta. Mgr., Chief Eng. R. D. McGregor  
 Comm., Sls. Prom. Mgr. Jack Lee  
 Pub., Prog. Dir. Robert Mahaffey

**KLAK—Lakewood—1955**

Frequency: 1580 Kc. Power: 250 Watts  
 Owned-Oper. Lakewood Bcstg Service, Inc.  
 Address 1315 Oak St.  
 Phone: BElmont 3-5525 Air Time: Daytime  
 News Service UP  
 Membership NARTB  
 Pres., Gen., Sta. Mgr. Maurice J. DaVolt  
 Comm. Manager Julia W. DaVolt  
 Program Director Edythe G. Sweeney  
 Chief Engineer Lloyd Skillin

**KLMR—Lamar—1948**

**KBS-IMN**

Freq.: 920 Kc. Power: 1000 W. d., 500 W. n.  
 Owned-Oper. By SE Colorado Bcstg. Co.  
 Address P. O. Box 632  
 Phone: 804 Air Time: Full Time  
 Newspaper Affil. Daily News  
 News Service UP  
 Transcription Service World  
 Representative Continental  
 President Ralph Eaton  
 Gen., Sta. Mgr. Dennis Behan  
 Comm., Prom. Mgr. William Jack  
 Pub., Prog. Director William Adams  
 Chief Engineer Danny Peluso

**KLVC—Leadville—1951—KBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned Top of the Nation Station, Inc.  
 Address 520 W. 6th St.  
 Phone: 70 Air Time: Full Time  
 Membership NARTB  
 Representative Clark  
 President Arline S. Hodgins  
 General Manager David W. Hodgins

**KLMO—Longmont—1949**

Frequency: 1050 Kc. Power: 250 Watts d.  
 Owned-Operated By Station KLMO  
 Address Box 799

Phone: 1050 Air Time: Daytime  
 News Service UP  
 Membership NARTB  
 Gen., Prom. Mgr., Prog., Pub. Dir. R. J. Cutting  
 Comm Manager Thomas B. White  
 Chief Engineer Walter Robinson

**KLOV—Loveland—1955**

Frequency: 1570 Kc. Power: 250 Watts  
 Owned-Operated By Loveland Broadcasters  
 Address 1440 E. 6th St.  
 Phone: 1570 Air Time: Daytime  
 News Service AP  
 President J. C. Grisham  
 General Manager John W. Ecklin

**KSLV—Monte Vista—1954**

**KBS-IMN**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned San Luis Valley Bcstg. Co.  
 Address 109 Adams St.  
 Phone: 553 Air Time: Full Time  
 Trans. Service Thesaurus  
 Membership NARTB  
 President George O. Cory  
 General Manager Dale G. Moore  
 Station Manager William Merrick

**KUBC—Montrose—1946—KBS**

Freq.: 1260 Kc. Power: 1 Kw., d., 500 W. n.  
 Owned-Operated By Uncompaghe Bcstg. Co.  
 Business-Studio Address P. O. Box 279  
 Phone: 599 Air Time: Full Time  
 News Service UP  
 Transcription Service Thesaurus  
 Membership NARTB, RAB  
 President F. J. Hartman  
 Gen. Mgr. Geo. Cory  
 Asst. Gen. Mgr. Dale G. Moore  
 Station Director Robert Churney  
 Comm., Prom. Mgr. Jim Richey  
 Pub., Prog. Director Ed DeJulio  
 Chief Engineer Tom Weir

**KCSJ—Pueblo—1947**

**MBS-IMN**

Frequency: 590 Kc. Power: 1000 Watts  
 Owned-Oper. By Star Bcstg. Co., Inc.  
 Address 2226 Big Hill Rd.  
 Phone: LI 4-5782 Air Time: Full Time  
 Transcription Service Thesaurus  
 Representative Avery-Knodel, Inc.  
 Pres., Gen. Mgr. Ray D. Williams  
 Sales Manager Ray Whitworth  
 Mgr., Prog. Director Cliff Hendrix  
 Chief Engineer Marion Cunningham

**KDZA—Pueblo—1947**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By Pueblo Radio Co.  
 Address 3011 Elizabeth  
 Phone: LI 4-5646 Air Time: Full Time  
 News Service AP  
 Representative McGillvra  
 Pres., Sta., Sls. Mgr. Dee B. Crouch



**KGHF—Pueblo—1928—ABC**

Frequency: 1350 Kc. Power: 5000 d.; 1000 n.  
 Owned-Operated By... Colorado Bcstg. Co., Inc.  
 Address ..... Box 293  
 Phone: LI 2-5570. Air Time: Full Time  
 News Service ..... UP  
 Transcription Service..... World, SESAC  
 Representative..... Gill-Perma, Inc.  
 Membership ..... NARTB  
 President ..... Gifford Phillips  
 General Manager..... Robert D. Ellis  
 Commercial Manager..... Bill Mahoney  
 Station Manager..... J. H. McGill  
 Chief Engineer..... Paul Hindes

**KVRH—Salida—1948  
 KBS-MBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned..... Heart of the Rockies Bcstg. Co.  
 Phone: 30. Air Time: Full Time  
 Mgr., Women's Prog. Dir..... Svea T. Ayers  
 Program Directors.... Alan Wall, Glen Ayers  
 Chief Engineer..... Chas. Upp

**KGEK—Sterling—1925**

Frequency: 1230 Kc. Power: 250 Watts d.  
 Owned-Operated By..... Elmer G. Beehler  
 Address ..... Fleming Rd.  
 Phone: LA 2-1607. Air Time: Full Time

News Service ..... UP  
 Trans. Service.. Lang-Worth, MacGregor, Cole  
 Membership ..... NARTB  
 Gen. Mgr..... Elmer G. Beehler  
 Pub. Dir., Sls., Comm. Mgr..... Al Ross  
 Chief Engr..... E. G. Beehler

**KOLR—Sterling—1955  
 MBS-IMN**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By... High Plains Bcstg. Corp.  
 Address..... Booth Hill Rd.  
 Phone: 2-1740. Air Time: Full Time  
 News Service ..... AP  
 Transcription ..... Thesaurus  
 General Manager..... John Gazdik

**KCRT—Trinidad—1946—MBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By..... KCRT, Inc.  
 Address ..... Box 772  
 Phone: 338. Air Time: Full Time  
 News Service ..... UP  
 Membership ..... NARTB  
 Transcription Service ..... World  
 Representative ..... Indie Sales  
 Pres., Gen. Mgr..... E. M. Cooper  
 Pub., Prog. Dir..... Pete Deluca  
 Sls. Prom. Mgr..... E. Griego  
 Comm. Mgr..... F. Hayes

**CONNECTICUT**

Pop. Feb. 1, 1956 (Est.) 2,235,000—Families 662,000  
 Radio Homes 639,000—TV Homes 609,033—Stations in State 25

**WICC—Bridgeport—1926  
 MBS-YANKEE**

Freq.: 600 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By..... Bridgeport Bcstg. Co.  
 Address ..... Box 9140  
 Phone: AM 8-1601. Air Time: Full Time  
 News Service..... AP  
 Transcription Service..... Thesaurus  
 Representative ..... Adam Young  
 Pres., Gen., Sta. Mgr..... Philip Merryman  
 Commercial Manager..... Manning Slater  
 Sales Promotion Manager..... Joan Fisher  
 Program Director..... Bob Crane  
 Publicity Director ..... Leo Miller  
 Chief Engineer..... Pat Uliano

Gen., Sta., Comm. Mgr..... John Ellinger  
 Prog. Director..... Harry Luke  
 Sls. Prom. Manager..... Jack Kane  
 Publicity Director..... Vin. Lawford  
 Chief Engineer..... Norman Howard

**WBIS—Bristol—1948**

Frequency: 1440 Kc. Power: 500 Watts d.  
 Owned-Oper. By..... The Bristol Bcstg. Corp.  
 Business-Studio Address..... 183 Main St.  
 Phone: LUDlow 3-9265. Air Time: Daytime  
 News Service ..... UP  
 Representative ..... Clark  
 Transcription Service..... Associated, World  
 President ..... Eric Hatch  
 General Manager..... R. C. Kilbourn  
 Comm. Mgr..... Amleto Ciccarelli  
 Program Director..... James Parker  
 Chief Engineer..... Richard L. Ricci

**WNAB—Bridgeport—1941  
 ABC**

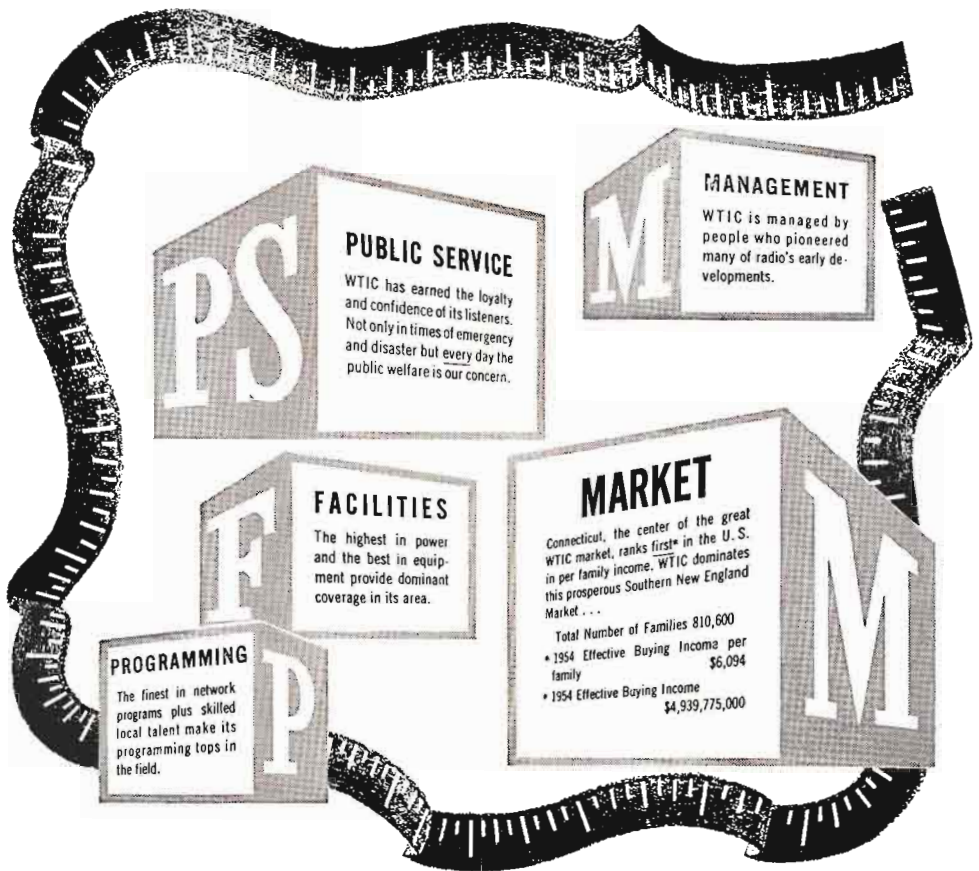
Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By..... WNAB, Inc.  
 Business-Studio Address..... 991 Broad St.  
 Phone: Edison 3-3112. Air Time: Full Time  
 News Service ..... UP  
 Representative ..... Burke Stuart  
 President ..... Harold Thomas

**WLAD—Danbury—1947**

Frequency: 800 Kc. Power: 250 Watts d.  
 Owned-Operated By... Berkshire Bcstg. Corp.  
 Business-Studio Address..... 207 Main St.  
 Phone: 8-3565. Air Time: Daytime  
 News Service ..... AP

# WTIC...

## by Every Measurement A GREAT RADIO STATION



*Measure of a Great  
Radio Station*



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REPRESENTED NATIONALLY BY  
**THE HENRY I. CRISTAL CO., INC.**

NEW YORK ★ BOSTON ★ CHICAGO  
DETROIT ★ SAN FRANCISCO

**Transcription Service**.....World, SESAC  
**Representative** .....Indie Sales  
**President**.....John P. Previdi  
**Gen., Comm. Mgr., Pub. Dir.**....Sol Robinson  
**Program Director**.....Eleanor Kemble  
**Chief Engineer**.....Rudi Cheak

### WCCC—Hartford—1947

**Frequency:** 1290 Kc.....**Power:** 500 Watts d  
**Owned-Oper. By**...Greater Hartford Bcstg Corp.  
**Address** .....Hotel Bond  
**Phone:** Jackson 5-6648.....**Air Time:** Daytime  
**News Service** .....UP  
**Station Rep.** .....Walker  
**President**.....William M. Savitt  
**Sec't. Treas.**.....M. Savitt  
**Sta., Comm. Mgr.**.....R. H. Klein  
**Program Director**.....B. LaCoe  
**Publicity Director**.....William Hennessy  
**Chief Engineer**.....Michael Cookish

### WDRC—Hartford—1922—CBS

**Frequency:** 1360 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By**...The Connecticut Bcstg. Co.  
**Business-Studio Address** .869 Blue Hills Ave.  
**Phone:** Chapel 2-5596.....**Air Time:** Full Time  
**News Service** .....UP  
**Representative** .....Paul H. Raymer  
**Membership** .....NARTB  
**President**.....Franklin M. Doolittle  
**General Manager**.....Walter B. Haase  
**Comm., Sales Prom. Mgr.**....William F. Malo  
**Program Dir.**.....Harvey H. Olson  
**Chief Engineer**.....Henry M. Broderick, Jr.

### WGTH—Hartford—1935 MBS-ABC

**Frequency:** 1410 Kc.....**Power:** 5,000 Watts  
**Owned-Oper. By**...Gen. Times Television Corp.  
**Business-Studio Address** .....54 Pratt St.  
**Phone:** JA 7-9131.....**Air Time:** Full Time  
**News Service** .....UP  
**Representative** .....H-R Reps, Inc.  
**Membership** .....RAB  
**President**.....Thomas F. O'Neil  
**Gen., Comm. Mgr.**.....John Deme  
**Program Director**.....Robert Andrews  
**Publicity Director**.....William Reed  
**Chief Engineer**.....Rogers Holt

### WTIC—Hartford—1925—NBC

**Frequency:** 1080 Kc.....**Power:** 50,000 Watts  
**Owned-Oper. By**...Travelers Bcstg. Service  
**Business-Studio Address** .....26 Grove St.  
**Phone:** JA 5-0801.....**Air Time:** Full Time  
**News Service** .....AP, INS  
**Transcription Service**...Lang-Worth SESAC  
**Representative** .....Christal  
**Membership** .....NARTB, RAB  
**Pres., Gen. Mgr.**.....Paul W. Morency  
**Asst. Gen. Mgr., Sls. Mgr.**....Walter Johnson  
**Asst. Sales Mgr.**.....Irwin Cowper  
**Program Manager**.....Leonard J. Patricelli  
**Public Rel. Dir.**.....Bernard Mullins  
**Chief Engr.**.....Herman D. Taylor

### WMMW—Meriden—1947

**Frequency:** 1470 Kc.....**Power:** 1000 Watts d.  
**Owned-Operated By**...Silver City Crystal Co.  
**Business-Studio Address** .....8 W. Main St.  
**Phone:** 5-5747.....**Air Time:** Daytime  
**News Service** .....UP  
**Representative** .....Rambeau  
**General Manager** .....G. A. Kruttschnitt

### WCNX—Middletown—1948

**Frequency:** 1150 Kc.....**Power:** 500 Watts d.  
**Owned-Oper. By**.....Middlesex Bcstg. Co.  
**Business-Studio Address** .....460 Main St.  
**Phone:** 7-2565.....**Air Time:** Daytime  
**News Service** .....UP  
**Transcription** .....Thesaurus  
**Station Rep.** .....Devney  
**President**.....R. J. O'Brien  
**General Manager**.....Wm. J. O'Brien, Jr.  
**Program Director**.....Wm. J. Glynn  
**Chief Engineer**.....Kenneth A. F. Bishop

### WHAY—New Britain—1949

**Frequency:** 910 Kc.....**Power:** 5000 Watts  
**Owned-Operated By**...Central Conn. Bcstg. Co.  
**Business Address** .....22 Grove Hill  
**Phone:** Baldwin 3-2721.....**Air Time:** Unlimited  
**News Service** .....UP  
**Representative** .....Nona Kirby, R. O'Connell  
**Membership** .....NARTB  
**President** .....Patrick Goode  
**Exec. Vice-Pres.**.....Edward D. Taddei  
**General Mgr.**.....Aldo DeDominicis  
**Sta., Comm. Mgr.**.....Charles Bell  
**Program Director**.....George Ehrlich  
**Chief Engineer**.....Hillis W. Holt

### WKNB—New Britain—1946

**Frequency:** 840 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....New Britain Bcstg. Co.  
**Address** .....1422 New Britain Ave.  
**Phone:** Baldwin 3-3603.....**Air Time:** Daytime  
**News Service** .....AP, INS  
**Representative** .....Bolling  
**Membership** .....NARTB  
**President** .....Julian Gross  
**Gen., Sta. Manager**.....Peter B. Kenney  
**Comm., Sls. Prom. Mgr.**....Gustave Nathan  
**Program Director**.....Ray Neilan  
**Publicity Director**.....Frank Wooding  
**Chief Engineer**.....John Shipley

### WAVZ—New Haven—1947

**Frequency:** 1260 Kc.....**Power:** 1000 Watts d.  
**Owned-Operated By**.....WAVZ Bcstg. Corp.  
**Business-Studio Address** .....152 Temple St.  
**Phone:** SPruce 7-4761.....**Air Time:** Full Time  
**News Service** .....AP  
**Representative** .....Forjoe, Kettell, Carter  
**Membership** .....NARTB  
**President**.....Victor W. Knauth  
**Gen., Sta. Mgr.**.....Daniel W. Kops  
**Sls. Prom., Comm. Mgr.**....Richard J. Monahan  
**Program Director**.....E. J. Markle  
**Publicity Director**.....S. L. Barstein  
**Chief Engineer**.....Ralph Carrano

**WELI—New Haven—1935**  
**ABC**

Frequency: 960 Kc.....Power: 1000 Watts  
Owned By.....Conn. Radio Foundation, Inc.  
Business-Studio Address.....221 Orange St.  
Phone: UNiversity 5-1133..Air Time: Full Time  
News Service .....**UP**  
Representative.....H. R. Reys., Rbl. Foster  
Pres., Gen. Mgr.....Richard W. Davis  
Commercial Mgr.....Edwin H. Schweitzer  
Publicity Director.....Rudy Frank  
Program Director.....Charles H. Wright  
Chief Engineer.....Fred King

**WNHC—New Haven—1944**  
**NBC**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By....Elm City Bcstg. Corp.  
Business-Studio Address.....1110 Chapel St.  
Phone: SP 7-3611.....Air Time: Full Time  
News Service.....AP, INS  
Representative.....Katz Agency  
Membership .....NARTB  
President.....Patrick J. Goode  
General Manager.....Aldo DeDominicis  
Exec. Vice-Pres.....Edward D. Taddei  
Commercial Manager.....J. Vincent Callanan  
Station Manager.....Edward C. Obrist  
Prom. Mgr., Publ. Dir.....James W. Evans  
Prog. Dir.....Lee Manson  
Chief Engineer.....Vinnie DeLourantis

**WNLC—New London—1936**  
**MBS**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By..The Thames Bcstg. Corp.  
Business-Studio Address.....281 State St.  
Phone: GI 2-4365.....Air Time: Full Time  
News Service.....**UP**  
President-Gen. Sta. Mgr.....Gerald J. Morey  
Comm.-Sales Prom. Mgr.....Leo B. Keegan  
Prog., Publ. Dir.....Nelson Brown  
Chief Engineer.....Randolph Barrett

**WNLK—Norwalk—1948**

Frequency: 1350 Kc.....Power: 500 Watts  
Owned-Operated By..Norwalk Bcstg. Co., Inc.  
Business-Studio Address.....Shirley St.  
Phone: Temple 8-5566....Air Time: Full Time  
News Service .....**UP**  
Representative .....McGillvra  
Pres., Gen. Mgr.....James Stolcz  
Program Director.....Dick Bounerba  
Chief Engineer.....Clarence Burnham

**WICH—Norwich—1946**

Freq: 1310 Kc.....Power: 1 Kw.  
Owned-Oper. By....Eastern Conn. Bcstg. Co.  
Business-Studio Address.....Cuprak Rd.  
Phone: Turner 7-1613.....Air Time: Full Time  
News Service .....INS, UP  
Representative .....Grant Webb  
Membership .....RAB

**FOR WORLD-WIDE NEWS . . .**  
**FOR CLEAR, COMPREHENSIVE**  
**COVERAGE . . .**

**AP**

**FOR**  
**RADIO and TELEVISION**

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

Pres., Gen., Sta. Mgr.....D. Lasser  
 Sls. Prom., Pub. Dir.....Edward Adler  
 Comm. Mgr.....Richard Reed  
 Program Dir.....Mal Morse  
 Chief Engineer.....Alexander Dubenetsky

**WPCT—Putnam—1953**

Frequency: 1350 Kw.....Power: 1 Kw. d.  
 Owned-Oper. By.....Israel Putnam Bcstg. Co.  
 Address.....42 Main St.  
 Phone: Walnut 8-2721.....Air Time: Daytime  
 Representative.....Kirby  
 President.....Roland A. Gayette  
 Station Manager.....Ralph F. D'Andrea  
 Chief Engineer.....James Bonney

**WSTC—Stamford—1941—ABC**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....W. Conn. Bcstg. Co.  
 Business-Studio Address.....270 Atlantic St.  
 Phone: DAVIS 4-7575.....Air Time: Full Time  
 Newspaper Affiliation.....Stamford Advocate  
 Representative.....Everett-McKinney  
 President.....Kingsley Gillespie  
 Gen. Manager.....Julian Schwartz  
 Program Director.....Edwin Coles  
 Chief Engineer.....Robert A. Reynolds

**WLCR—Torrington—1947**

Frequency: 990 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Litchfield Cty. Radio Corp.  
 Business-Studio Address.....23 Main St  
 Phone: Hunter 9-4173-74.....Air Time: Daytime  
 Transcription Service.....SESAC  
 Representative.....Bogner & Martin  
 Pres., Gen. Mgr.....Charles O. Scott  
 Station Mgr.....Joe Trent  
 Comm. Mgr.....Alex Pernal  
 Prog. Dir., Sls. Prom. Mgr.....Joe Storm  
 Chief Engineer.....Gordon Zuchegna

**WTOR—Torrington—1948  
 ABC**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Torrington Bcstg. Co., Inc.  
 Business-Studio Address.....93 Perkins St.  
 Phone: Hunter 9-4181.....Air Time: Full Time  
 Representative.....Rambeau  
 Pres., Gen., Sta. Mgr.....Edmund Waller  
 Comm., Sls. Prom. Mgr.....Al Ayre  
 Prog., Pub. Dir.....David Eller  
 Chief Engineer.....Edwin Michalski

**WATR—Waterbury—1934  
 ABC**

Frequency: 1320 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....WATR, Inc.  
 Business-Studio Address.....440 Meadow St.  
 Phone: Plaza 5-1121.....Air Time: Full Time  
 News Service.....UP  
 Representative.....Burke-Stuart  
 Membership.....NARTB  
 President.....Harold Thomas  
 Gen., Sta., Mgr.....Sam Elman  
 Comm. Mgr.....Wallace Gordon  
 Prog., Pub. Director.....Wally King  
 Chief Engineer.....Andre Toross

**WBRY—Waterbury—1934  
 CBS**

Frequency: 1590 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....American-Republican, Inc.  
 Business-Studio Address.....P. O. Box 1627  
 Phone: Plaza 3-1125.....Air Time: Full Time  
 News Service.....AP  
 Rep.....Avery-Knodel, Kettel-Carter  
 Membership.....NARTB  
 President.....William J. Pape  
 Commercial Manager.....Harry A. DeVorken  
 Manager.....J. Maxim Ryder  
 Pub. Dir., Sls. Prom. Mgr.....Robert Holczer  
 Program Director.....Walter O. Howard  
 Chief Engineer.....Frank B. Hales

**WWCO—Waterbury—1946  
 MBS-YANKEE**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper.....New England Bcstg. Co., Inc.  
 Business-Studio Address.....119 W. Main St.  
 Phone: Plaza 4-5141.....Air Time: Full Time  
 News Service.....AP  
 Representative.....McGillvra  
 Membership.....NARTB  
 Pres., Gen., Sta. Mgr.....Lawrence Brandon  
 Comm. Mgr.....Howard Mendel  
 Pub. Dir.....Phyllis Rawal  
 Program Director.....Robert C. Crager  
 Chief Engineer.....Frank Granger

*Buying  
 Connecticut?*

Then be sure  
 you know the  
 WBRY story in  
 Waterbury.

1st All Day Long  
 —Pulse

Ask the  
 Avery-Knodel man  
**WBRY**  
 CBS—5,000 Watts



**WDOV—Dover—1947**

Frequency: 1410 Kc. . . . . Power: 1000 Watts d.  
Owned. . . . . Del. State Capitol Bcstg. Corp.  
Business Address . . . . . Denny's Rd.  
Phone: 5816. . . . . Air Time: Daytime  
News Service . . . . . **AP**  
Transcription Service . . . . . RCA  
Representative . . . . . Rambeau  
Membership . . . . . RAB, NARTB  
President. . . . . William S. Freed  
General Manager . . . . . Cliff Goodman  
Program Director. . . . . Virginia Bracken  
Chief Engineer. . . . . Perley Tributou

**WJWL—Georgetown—1951**

Frequency: 900 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By. . . . . Rollins Bcstg., Inc.  
Address . . . . . DuPont Highway  
Phone: 2567. . . . . Air Time: Daytime  
News Service . . . . . **AP**  
Transcription Service . . . . . Thesaurus  
Representative . . . . . Zimmer  
President. . . . . O. Wayne Rollins  
Gen., Sta., Comm., Sls. Mgr. Norman M. Glenn  
Program Director. . . . . Bill Jaeger  
Chief Engineer. . . . . Edward Marzoca

**WKSB—Milford—1953**

Frequency: 930 Kc. . . . . Power: 500 Watts d.  
Owned-Oper. By. . . . . Kent-Sussex Bcstg. Co.  
Address . . . . . Box 444  
Phone: Milford 8881. . . . . Air Time: Daytime  
News Service . . . . . **UP**  
Transcription Service . . . . . Lang-Worth  
Co-owner, Comm. Mgr. . . . . H. M. Griffith Jr.  
Co-owner, Operations Mgr. . . . . C. V. Lundstedt  
Program Director. . . . . Borden E. Smith  
Sports Director. . . . . Ross W. Dunbar

**WSUX—Seaford—1955**

Frequency: 1280 Kc. . . . . Power: 500 Watts d.  
Owned-Oper. By. . . . . E. Evans, W. C. Evans  
Address . . . . . Dual Hwy. 13  
Representative . . . . . Clark  
Gen. Mgr. . . . . Elizabeth Evans

**WAMS—Wilmington—1947**

Frequency: 1380 Kc. . . . . Power: 1000 Watts  
Owned. . . . . Rollins Broadcasting Co.  
Address . . . . . 414 French St.  
Phone: 4-8881. . . . . Air Time: Full Time  
News Service . . . . . **AP**

Transcription Service . . . . . Associated  
Representative . . . . . Rollins, Inc., N. Y. C.  
President. . . . . O. Wayne Rollins  
General Mcnager. . . . . Byron Millison  
Program Director. . . . . Tim Crow  
Chief Engineer. . . . . Fitzgerald McDaniel

**WDEL—Wilmington—1922**  
**NBC**

Frequency: 1150 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By. . . . . Delmarva Bcstg. Co., Inc.  
Business-Studio Address. . . . . 10th & King Sts.  
Phone: Olympia 8-7268. . . . . Air Time: Full Time  
News Service. . . . . **UP, AP**  
Transcription Service . . . . . Thesaurus  
Representative . . . . . Robert Meeker  
Membership . . . . . NARTB  
Station Executive. . . . . Clair R. McCollough  
Station Manager. . . . . Harvey C. Smith  
Natl. Sales Mgr. . . . . J. Robert Gulick  
Program Director. . . . . R. V. Aydelotte  
Technical Director. . . . . J. E. Mathiot

**WILM—Wilmington—1922**  
**ABC**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By. . . . . Delaware Bcstg. Co.  
Business-Studio Address. . . . . 920 King St.  
Phone: Olympia 4-7771. . . . . Air Time: Full Time  
News Service . . . . . **UP**  
Transcription Service . . . . . World  
Representative . . . . . Bolling Co.  
Membership . . . . . RAB  
President. . . . . Ewing B. Hawkins  
V.P., Comm. Mgr. . . . . Jackson F. Lee  
Program Director. . . . . Warren Keyser  
News Director. . . . . Harry F. Themal  
Chief Engineer. . . . . H. Edwin Kennedy

**WTUX—Wilmington—1947**

Frequency: 1290 Kc. . . . . Power: 500 Watts d.  
Owned-Oper. By. . . . . Port Frere Bcstg. Co., Inc.  
Business-Studio Address. . . . . 1400 Market St.  
Phone: 5-8821. . . . . Air Time: Daytime  
News Service . . . . . **AP**  
Membership . . . . . NARTB  
Representative . . . . . Best  
Pres.-Sta. Mgr. . . . . Gordon K. MacIntosh  
Comm., Sls. Prom. Mgr. . . . . William S. Ewing  
General Mgr. . . . . Howard Robinson  
Program Director. . . . . James L. Termine  
Publicity Director. . . . . Justina Spagnolo  
Chief Engineer. . . . . Seymour Toberlsky

**WGMS—Washington, D. C.**  
1947

Frequency: 570 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By. The Good Music Station, Inc.  
Address . . . . . Hotel Harrington  
Phone: Executive 3-8676 . . . . . Air Time: Full Time  
News Service . . . . . AP  
Representative . . . . . Good Music, Thomas F. Clark  
Pres., Gen. Mgr. . . . . M. Robert Rogers  
Comm., Sales Prom. Mgr. . . . . Dan R. Cavalier  
Station Mgr. . . . . Teresa Rogers  
Program Director . . . . . Pierson Underwood  
Chief Engineer . . . . . Nicholas J. Chaconas

**WMAL—Washington, D. C.**  
1925—ABC

Freq.: 630 Kc. Power: 5,000 Watts  
Owned . . . . . Evening Star Bcstg. Co., Inc.  
Address . . . . . 4461 Connecticut Ave., N.W.  
Phone: Kellogg 7-1100 . . . . . Air Time: Full Time  
Representative . . . . . Katz  
Newspaper Affiliation . . . . . The Evening Star  
Membership . . . . . NARTB, RAB  
President . . . . . John W. Thompson, Jr.  
General Manager . . . . . Fred S. Houwink  
Sta., Comm. Mgr. . . . . Robert W. Jonscher  
Sales Prom. Mgr. . . . . Arnold Katinsky  
Program Director . . . . . Martin Pinsker  
Chief Engineer . . . . . Allan Powley

**WOL—Washington, D. C.—1924**

Frequency: 1450 Kc. Power: 250 Watts  
Owned . . . . . Wash. Bcstg. Corp.  
Address . . . . . 2000 P. St.  
Phone: HObart 2-3900 . . . . . Air Time: Full Time  
Pres., Gen. Mgr. . . . . Henry Rau  
Vice-Pres. . . . . Charles Dillon  
Station Mgr. . . . . Maxwell Marvin  
Chief Engineer . . . . . Lloyd Smith

**WOOK—Washington, D. C.**  
1940

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By. . . . . United Bcstg. Co.  
Business-Studio . . . . . 8th & I Sts., N.W.  
Phone: Republic 7-8000 . . . . . Air Time: Full Time  
Station Rep. . . . . United Bcstg., Harlan Oakes  
News Service . . . . . WNS  
Pres., Gen. Mgr. . . . . Richard Eaton  
Program Director . . . . . Cliff Holland  
Comm., Sta. Mgr. . . . . Arthur A. Snowberger

**WPGC—Washington, D. C.**  
(SEE MORNINGSIDE, MD.)**WRC—Washington, D. C.—1923**  
NBC

Frequency: 980 Kc. Power: 5000 Watts  
Owned-Operated By. National Bcstg. Co., Inc.  
Business-Studio Address. Sheraton Park Hotel  
Phone: Adams 4-5400 . . . . . Air Time: Full Time  
News Service . . . . . AP, INS, UP  
Transcription Service . . . . . Thesaurus  
Representative . . . . . NBC Spot Sales  
Membership . . . . . NARTB, RAB  
President (NBC) . . . . . Robert Sarnoff  
Vice-Pres. (Wash.) . . . . . Frank Russell  
Vice-Pres., Gen., Sta. Mgr. . . . . Carlton D. Smith  
Program Director . . . . . James E. Kovach  
Sales Prom. Mgr. . . . . Mrs. Joan Phillips  
Director of Sales . . . . . Joseph W. Goodfellow  
Commercial Mgr. . . . . Harry A. Karr, Jr.  
Publicity Director . . . . . Jay Royen  
Chief Engineer . . . . . John Rogers

**WTOP—Washington, D. C.**  
1927—CBS

Frequency: 1500 Kc. Power: 50,000 Watts  
Owned-Operated By. . . . . WTOP Inc.  
Address . . . . . 40th & Brandywine, N.W.  
Phone: Emerson 2-9300 . . . . . Air Time: Full Time  
News Service . . . . . AP, UP, INS  
Representative . . . . . CBS Radio Spot Sales  
President . . . . . John S. Hayes  
V.P., Sta. Mgr. . . . . Lloyd Dennis  
Comm. Mgr. . . . . R. W. Schellenberg  
Sls. Prom. Mgr., Pub. Dir. . . . . W. J. Wiggins  
Prog. Dir. . . . . P. A. Searight  
Chief Engineer . . . . . Donald Saunders

**WUST—Washington, D. C.**  
1951

Frequency: 1120 Kc. Power: 250 Watts d.  
Owned-Oper. By. Broadcast Management, Inc.  
Address . . . . . 1343 U St.  
Phone: HO 2-0011 . . . . . Air Time: Daytime  
Representative . . . . . Forjoe  
Pres., Gen. Mgr. . . . . Harold E. Sheffers  
Comm., Prom. Mgr. . . . . Jackson Lowe  
Program Mgr. . . . . Georgette Leighton  
Chief Engineer . . . . . Tom Blanks

**WWDC—Washington, D. C.**  
1941—MBS

Frequency: 1260 Kc. Power: 5000 Watts  
Owned-Oper. By. . . . . WWDC, Inc.  
Business-Studio Address. . . . . 1627 K St., N.W.  
Phone: TUCKERMAN 2-7600 . . . . . Air Time: Full Time  
Trans. Stand., Thesaurus, Lang-Worth, World  
Representative . . . . . Blair  
Membership . . . . . NARTB, RAB  
President . . . . . Joseph Katz  
General Manager . . . . . Ben Strouse  
Comm. Manager . . . . . Herman Paris  
Program Director . . . . . Norman Reed  
Sls. Prom., Pub. Dir. . . . . Irving Lichtenstein  
Chief Engineer . . . . . Ross H. Beville

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## WAPG—Arcadia—1955

Frequency: 1480 Kc. Power: 1000 Watts d.  
Owned.....Arcadia-Punta Gorda Bcstg. Co.  
Address.....Box 676  
Owner.....H. F. McKee  
Gen. Mgr., Prog. Dir., Engr. Martin Begley, Jr.

## WBAR—Bartow—1953

Frequency: 1460 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....WBAR, Inc.  
Address.....Box 820, Lakeland Hwy.  
Phone Number 3-5111 Air Time: Day  
News Service.....AP  
President.....W. A. Wynne  
General Manager.....John Burgeen

## WSWN—Belle Glade—1947

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Seminole Bcstg. Co.  
Address.....Scarborough Bldg.  
Phone: 2064 Air Time: Daytime  
News Service.....UP  
Transcription Service.....Thesaurus  
Chrm. of Bd.....E. D. Rivers, Jr.  
President.....Hubert E. Ulmer  
General Manager.....Garnett L. Merck  
Comm. Manager.....Marvin Smith  
Program Director.....Robert Prather

## WTRL—Bradentown—1947

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By.....Trail Bcstg. Co.  
Address.....Memorial Pier, P. O. Box 1060  
Phone: 3-1531 Air Time: Full Time  
News Service.....AP  
Representative.....Hil Best  
Transcription Service.....Standard  
President.....Howard A. Donahoe  
Gen. Mgr.....William McD. Herson  
Sales Prom. Dir.....Ken McKendree  
Dir. of Operations.....Charles A. Blake  
Chief Engineer.....Gerald McGougan

## WTAN—Clearwater—1948

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By.....WTAN, Inc.  
Business Address.....200 Pierce Blvd.  
Phone: 33084 Air Time: Full Time  
News Service.....UP  
Representative.....McGillvra  
Membership.....NARTB, RAB  
President.....Wm. G. Wells  
General, Station Manager.....H. D. Parker  
Commercial Manager.....F. L. Parker  
Prog. Dir., Eng.....G. A. Robinson

## WKKO—Cocoa—1953—KBS

Frequency: 860 Kc. Power: 1 Kw. d.  
Owned-Operated By.....Brevard Bcstg. Co.  
Address.....Box 1308  
Phone: 1020 Air Time: Daytime  
News Service.....UP  
Transcription.....Standard, SESAC, Keystone  
Representative.....Hil F. Best

Gen., Sta., Comm. Mgr.....Carl G. Collins, Jr.  
Chief Engineer.....Davis E. Wilson

## WVCG—Coral Gables—1948

Frequency: 1070 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Peninsular Bcstg. Corp.  
Business Address.....Box 1315  
Phone: HI 8-7411 Air Time: Daytime  
News Service.....AP  
Transcription Service.....Associated, SESAC  
Representative.....Clark  
Membership.....RAB, NARTB  
President-General Mgr.....George W. Thorpe  
Program Director.....Robert Hildreth  
Chief Engineer.....Thomas Middleton

## WCNU—Crestview—1948 KBS

Frequency: 1010 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Gulfshores Bcstg. Co.  
Business-Studio Address.....Box 518  
Phone: 3511 Air Time: Daytime  
News Service.....AP  
Transcription Service.....World, SESAC  
Membership.....NARTB  
General Manager.....S. F. Townsend

## WJSB—Crestview—1954

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By.....Crestview Bcstg. Co.  
Address.....Box 267  
Phone: 7701 Air Time: Full  
News Service.....UP  
Transcription.....Thesaurus  
General Manager.....Vernon C. Cooper  
Comm. Manager.....James T. Whitaker  
Prom. Manager.....Betty Whitaker

## WDCF—Dade City—1954 KBS

Frequency: 1350 Kc. Power: 1 Kw. d.  
Owned.....Pasco Bcstg. Co.  
Address.....P. O. Box 952  
Phone: 670 Air Time: Day  
News Service.....AP  
Mgr., Prog. Dir.....Chaz Roye  
News Dir.....Bill Bailey  
Traffic Dept.....B. J. Roye

## WMFJ—Daytona Beach—1935 ABC

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By.....WMFJ, Inc.  
Business-Studio Address.....444 N. Beach St.  
Phone: CLinton 2-6491 Air Time: Full Time  
News Service.....UP  
Membership.....NARTB  
Representative.....Joseph Hershey McGillvra  
President.....Harold Kaye  
Gen., Sta. Mgr.....Joseph B. Matthews  
Comm. Mgr.....William G. Hall  
Prog. Dir.....Harry T. Brown  
Chief Engineer.....Jack Siegel

**WNDB—Daytona Beach—1948**  
MBS

Frequency: 1150 Kc. Power: 1,000 Watts  
Owned-Operated By News-Journal Corp.  
Business-Studio Address 128 Orange Ave.  
Phone: Clinton 2-1511 Air Time: Full Time  
News Service AP  
Representative John H. Perry  
Newspaper Affil. News-Journal Corp.  
Membership NARTB  
President Julius Davidson  
Gen., Sta., Sls. Prom. Mgr. R. Y. Huffman  
Comm. Mgr. W. A. Smith  
Publicity Dir. M. E. Hogman  
Prog. Dir. Elizabeth J. Weed  
Chief Engineer F. A. Scott

**WROD—Daytona Beach—1947**  
NBC

Frequency: 1340 Kc. Power: 250 Watts  
Owned Daytona Beach Bcstg. Corp.  
Business Address Box 991  
Phone: Clinton 2-4626 Air Time: Full Time  
News Service UP  
Transcription Service Thesaurus  
Membership RAB  
Representative Rambeau  
Pres.-Gen. Sta. Mgr. E. J. Sperry  
Comm. Mgr. A. N. Sims  
Prog. Dir. Myrna L. Monahan  
Chief Eng. Robert R. Andrews

**WFNM—De Funiak Springs**  
1955

Frequency: 1460 Kc. Power: 1 Kw. d.  
Owned-Operated By Clayton W. Mapoles  
Address Box 387  
Air Time Days  
News Service UP  
Manager Vernon Cooper  
Program Director James Heath

**WJBS—Deland—1948—NBC**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By John B. Stetson Univ.  
Address 220 East Hubbard Ave.  
Phone: 1490 Air Time: Full Time  
News Service AP  
Stations Rep. Donald Cooke  
Membership NARTB  
Gen. Mgr., Prog. Dir. C. L. Menser

**WDBF—Delray Beach—1954**

Frequency: 1420 Kc. Power: 500 Kw.  
Owned Delray Bcstg. Corp.  
Address Bon Air Hotel  
Phone: 7311 Air Time: Day  
News Service UP  
Transcription Lang-Worth  
General Mgr. Jackson Lee  
Program Dir. Jean Larkin

**WLCO—Eustis—1955**

Frequency: 1240 Kc. Power: 250 Watts

Owned-Operated By Lake County Bcstg. Co.  
Address Eustis

**WFBF—Fernandina Beach**  
1955—KBS

Frequency: 1570 Kc. Power: 250 Watts d.  
Owned-Oper. By Fernandina Beach Bcstrs.  
Address 118 Atlantic Ave.  
Co-Owner, Gen. Mgr. Marshall W. Rowland

**WWIL—Ft. Lauderdale—1950**  
KBS

Frequency: 1580 Kc. Power: 1 Kw.  
Owned-Operated By Missouri Bcstg. Corp.  
Address P. O. Box 78  
Phone: 3-7639 Air Time: Full  
News Service AP  
Representative Grant Webb  
Pres., Gen. Mgr. L. A. Benson  
V.P., Ass't Gen. Mgr. N. Paagliari  
Station Dir. Jack Barry

**WFTL—Fort Lauderdale—1935**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Gore Publishing Co.  
Bus-Studio Address 1785 S. E. 15th St.  
Phone: JA 2-3711 Air Time: Full Time  
Newspaper Aff. Ft. Lauderdale Daily News  
News Service AP  
Membership RAB  
Transcription Service World  
Representative Sears & Ayers  
President J. W. Dickey  
Gen., Sta., Comm. Mgr. R. L. Bowles  
Program Director Jack W. Swart  
Chief Engineer Richard P. Northey

**WINK—Ft. Myers—1940**  
CBS-KBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By Ft. Myers Bcstg. Co., Inc.  
Address WINK Bldg.  
News Service AP  
Representative Donald-Cooke  
Membership NARTB  
Air Time Full  
General Manager A. J. Bauer

**WMYR—Ft. Myers—1952**

Freq: 1410 Kc. Power: 1 kw. d., 500 w. n.  
Owned-Operated By Robert Hecksher  
Address Box 1486  
Phone: 5-1175 Air Time: Full Time  
News Service UP  
Membership RAB  
Owner-Gen. Mgr. Robert Hecksher

**WARN—Fort Pierce—1952**  
KBS

Frequency: 1330 Kw. Power: 1000 Watts d.  
Owned-Oper. By Hurricane Bcstg. Service, Inc.  
Address Angle Rd.



Phone: 1330..... Air Time: Daytime  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... Continental  
 Membership ..... NARTB  
 Pres., Gen., Sta. Mgr..... Murray C. Tillman  
 Sls. Prom. Mgr..... C. C. Tillman  
 Prog., Pub. Dir..... Willis M. Shawver Jr.  
 Chief Engineer..... John E. Palmer

## WIRA—Fort Pierce—1946

### NBC

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Operated By... Indian River Bcstg. Co.  
 Business Address..... Melody Lane  
 Phone: 1400..... Air Time: Full Time  
 News Service ..... UP  
 Membership ..... NARTB  
 Transcription Service ..... World  
 Pres., Gen. Mgr..... James L. Howe  
 Program Director..... Anne Wilder  
 Commercial Manager..... J. Kingsley Butt  
 Chief Engineer..... Edward Murdoch

## WFTW—Ft. Walton Beach

### 1953

Frequency: 1260 Kc..... Power: 1000 Watts  
 Owner..... Vacationland Bcstg. Co.  
 Address..... 39 Main St., Box 687  
 Phone Number..... CH 3-3123  
 News Service ..... AP  
 Transcription ..... Thesaurus, Lang-Worth  
 Membership ..... NARTB  
 President..... Wilbur R. Powell  
 Gen. Mgr..... Milford A. Reynolds

## WDVH—Gainesville—1954

Frequency: 980 Kc..... Power: 5 Kw. d.  
 Owned-Operated By..... Decatur Bcstg. Co.  
 Address ..... Box 289  
 Phone: 2-2582..... Air Time: Days  
 News Service ..... UP  
 Representative ..... Clark  
 General Manager..... Thomas R. Hanssen  
 Commercial Manager ..... Jimmy Holes  
 Program Director..... Bill Marr

## WGGG—Gainesville—1948

### ABC-KBS

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned..... Alachua County Bcstg. Co., Inc.  
 Business-Studio ..... 1230 Waldo Rd.  
 Phone: Franklin 6-5791... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Best  
 Pres., Gen. Mgr..... R. M. Chamberlin  
 Commercial Manager..... Leon E. Mims  
 Program Director..... Pierre A. Bejano

## WRUF—Gainesville—1928

### MBS

Frequency: 850 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Univ. of Fla.

Business-Studio Address..... Gainesville, Fla.  
 Phone Number..... FR 6-3261, Ext. 468-7-8  
 Air Time..... Full Time  
 News Service ..... AP  
 Trans. Service..... Lang-Worth, Thesaurus  
 Representative ..... Burn-Smith  
 Membership ..... NARTB  
 General Manager..... Garland Powell  
 Commercial Manager..... John Dunnivant  
 Sls. Prom. Dir..... R. Smith  
 Prog. Dir..... Bob Leach  
 Program Director..... Jim Camp  
 Chief Engineer..... Bertram McNamara

## WGTO—Haines City—1955

Frequency: 540 Kc..... 10 Kw.  
 Owned-Operated By..... KWK, Inc.  
 Address..... 8th and Hinson Sts.  
 Phone: 6-2621..... Air Time: Day  
 Newscp.per Affil.... St. Louis Globe Democrat  
 News Service..... UP  
 Representative ..... Weed  
 President ..... Robert Convey  
 Gen., Sta. Comm. Mgr..... E. D. Hill  
 Chief Engineer..... Dave Shick

## WGMA—Hollywood-Miami

### 1953

Freq.: 1320 Kc..... Power: 500 Watts  
 Owned ..... WGMA  
 Address ..... Box 539  
 Phone: 2-2903..... Air Time: Daytime  
 News Service ..... AP  
 Station Representative..... Hil F. Best  
 Manager..... C. C. Costle

## WIVY—Jacksonville—1948

Frequency: 1050 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... Edward J. Oberle  
 Address ..... Box 228-A  
 News Service ..... UP  
 Representative ..... Stuart, Brown  
 Pres., Gen. Mgr..... Edward J. Oberle  
 Publicity Dir..... Tom Harper  
 Commercial Manager..... Fred H. Schilling  
 Sta. Mgr., Prog. Dir..... Lawrence Picus  
 Chief Engineer..... James Stephens

## WJAX—Jacksonville—1925

### NBC

Frequency: 930 Kc..... Power: 5,000 Watts  
 Owned-Operated By..... City of Jacksonville, Fla.  
 Business-Studio Address..... 1 Broadcast Pl.  
 Phone: ELgin 4-1681... Air Time: Full Time  
 Representative John Blair; Harry E. Cummings  
 News Service ..... AP  
 Commissioner in Charge..... J. D. Kennedy  
 Gen., Sta. Mgr..... W. R. Terry  
 Comm., Sls., Pub. Dir..... J. W. Douglass  
 Chief Engineer..... K. G. Brock

## WJHP—Jacksonville—1940

### MBS

Frequency: 1320 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Jacksonville Journal Co.

Bus-Studio Address...4038 Phillips Highway  
 Phone: EX 8-9751.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....Lang-Worth  
 Newspaper Aff.....J. H. Perry Newspapers  
 Representative.....John H. Perry Associates  
 President.....John H. Perry, Jr.  
 General Manager.....T. S. Gilchrist, Jr.  
 Sta. Mgr.....Ted Chapeau  
 Gen. Sls. Mgr.....Bill Fraker  
 Commercial Mgr.....Bill Goodwin  
 Sales Prom. Mgr.....Charles Ost  
 Program Director.....Larry Bodkin  
 Publicity Director.....Martha Thomas  
 Chief Engineer.....Beecher Hayford

**WOBS—Jacksonville—1948**  
 1948

Frequency: 1360 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Rounsaville of Charlotte  
 Business-Studio Address.....1036 Mary St.  
 Phone: 98-3411.....Air Time: Daytime  
 Station Representative .....Stars  
 President.....E. D. Rivers, Sr.  
 General Manager.....Jim Macri  
 Chief Engineer.....W. F. Askew

**WMBR—Jacksonville—1933**  
 CBS

Frequency: 1460 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Washington Post Co.

Address.....Broadcast House, Jacksonville 7  
 Phone: Ex 8-0501.....Air Time: Full Time  
 News Service .....UP  
 Newspaper Aff.....Wash. Post-Times Herald  
 Representative.....CBS Radio Spot Sales  
 Membership .....RAB  
 President.....Glenn Marshall Jr.  
 Vice-President .....Dave Booher  
 Sls. Prom. Mgr.....Roger Langston  
 Program Director.....Gerald White  
 Chief Engineer.....Ernest B. Vordermark

**WPDQ—Jacksonville—1942**  
 ABC

Frequency: 600 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Jacksonville Bcstg. Corp.  
 Studio Address.....Gulf Life Bldg.  
 Phone: ELgin 4-4421.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....World  
 Rep.....Vernard, Rintoul & McConnell, Ayers  
 President.....James R. Stockton  
 Gen., Sta., Comm., Sls. Mgr.....Robert R. Feagin  
 Operations Mgr.....Richard C. Fellows  
 Chief Engineer.....James R. Donovan

**WQIK—Jacksonville—1955**

Frequency: 1280 Kc.....Power: 1,000 Watts d.  
 Owned-Operated By.....Radio Jax  
 Address.....Box 5791  
 Phone: Exbrook 8-8651.....Air Time: Days  
 Pres., Gen. Mgr.....John A. Boling

**FOR WORLD-WIDE NEWS . . .**

**FOR CLEAR, COMPREHENSIVE**



**COVERAGE . . .**

**AP**

**FOR**

**RADIO and TELEVISION**

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

**WRHC—Jacksonville—1950**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....WRHC, Inc.  
 Address.....247 Margaret St.  
 Phone: ELgin 6-0461.....Air Time: Full Time  
 Membership.....NARTB, RAB  
 Representative.....Forjoe & Co.  
 President.....Harold S. Cohn  
 General Manager.....Harold Cohn, II  
 Chief Engineer.....William Johnson

**WJVB—Jacksonville Beach  
1947**

Frequency: 1010 Kc....Power: 1000 Watts d.  
 Owned-Oper. By..Jacksonville Beach Bcstg. Co.  
 Address.....12th Ave., N., Box 428  
 Phone: 5-5674.....Air Time: Daytime  
 Representative.....Hil F. Best  
 News Service.....AP  
 Pres., Gen. Mgr.....J. Lyle Williams, Jr.  
 General Manager.....Pat Shannon  
 Gen. Sls. Mgr.....Leslie Cordona

**WKWF—Key West—1945  
MBS**

Frequency: 1600 Kc.....Power: 500 Watts  
 Owned-Operated By.....John M. Spottswood  
 Address.....P. O. Box 891  
 Phone: 6-2222.....Air Time: Full Time  
 News Service.....UP  
 General Manager.....John M. Spottswood

**WRWB—Kissimmee—1954**

Frequency: 1220 Kc.....Power: 250 Watts d.  
 Owned.....Emerson W. Browne  
 Address.....Arcade Theater Bldg.  
 Phone: 2111.....Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....Standard  
 Gen., Comm. Mgr.....Emerson W. Browne

**WDSR—Lake City—1946**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By..Deep South Radioways  
 Business-Studio Address..126 No. Marion St.  
 Phone: 525.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Associated  
 Gen., Sta., Comm. Mgr.....Alfred H. Temple  
 Chief Engineer.....Richard L. Cook

**WLAK—Lakeland—1936  
NBC**

Freq.: 1430 Kc....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By...Lakeland Bcstg. Corp.  
 Business Address.....P. O. Box 1211  
 Phone: MU 2-1271.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service..Associated, World, Std.  
 Station Representative.....John E. Pearson  
 Membership.....RAB, NARTB  
 Pres., Gen. Mgr.....S. O. Ward  
 Sta. Mgr., Chief Engr.....William P. Lee

Sales & Prom. Mgr.....S. O. Ward  
 Commercial Manager.....Powell Adams  
 Program Director.....Garland Burt

**WONN—Lakeland—1949  
MBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By....Coastal Bcstg. Co.  
 Business Address.....Lake Hunter Drive  
 Phone: MU 5-1171.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Capitol  
 Representative.....Donald Cooke, Inc.  
 Pres., Gen. Sta. Mgr.....Robert S. Taylor  
 Commercial Mgr.....Tom Barber  
 Program Dir.....Ted Covington  
 Sls. Prom. Mgr., Pub. Dir.....R. S. Taylor  
 Chief Engineer.....Duane McConnell

**WIPC—Lake Wales—1951  
KBS**

Frequency: 1280 Kc....Power: 1000 Watts d.  
 Owned.....Imperial Polk Bcstg. Corp  
 Address.....P. O. Box 712  
 Phone: 2-9831.....Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....SESAC  
 Membership.....RAB, NARTB  
 President.....K. H. Berkeley  
 Gen., Sta. Mgr.....W. W. Van Stenburgh  
 Program Director.....Shirley Tucker  
 Chief Engineer.....William Johnson

**WLBE—Leesburg—1949  
MBS-KBS**

Frequency: 790 Kc.....Power: 1000 Watts  
 Owned-Operated By.....WLBE, Inc.  
 Address.....Box 297  
 Phone: Leesburg 552.....Air Time: Full Time  
 News Service.....UP  
 Station Representative.....Best  
 Transcription Service.....World  
 President.....Paul A. Husebo  
 General Manager.....Wendel F. Husebo  
 Program Director.....Richard R. Coleman  
 Chief Engineer.....Martin Kirkland

**WNER—Live Oak—1949—KBS**

Frequency: 1250 Kc.....Power: 1 Kw. d.  
 Owned.....Suwanne Bcstg. Co.  
 Business Address.....P. O. Box 655  
 Phone: 1390.....Air Time: Day  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....Best  
 Owner, Gen. Mgr.....Norman O. Protsman  
 Program Director.....Faith Protsman  
 Chief Engineer.....C. S. Parker

**WTYS—Marianna—1948  
MBS**

Frequency: 1340 Kc.....Power: 250 Watts

**Owned-Oper. By.** John H. Phipps Radio Stas.  
**Address** ..... Box 777  
**Phone:** 650 ..... **Air Time:** Full Time  
**News Service** ..... **AP**  
**Representative** ..... Cummings  
**Owner** ..... John H. Phipps  
**General Manager** ..... L. H. Graves  
**Station Manager** ..... Guy Hamilton

**WMMB—Melbourne—1948**  
**MBS**

**Frequency:** 1240 Kc. .... **Power:** 250 Watts  
**Owned-Operated By.** Melbourne Bcstg. Corp.  
**Business-Studio Address** ..... WMMB Bldg.  
**Phone:** 575 ..... **Air Time:** Full Time  
**News Service** ..... **UP**  
**Transcription Service** ..... World  
**President** ..... Louis G. Bessler  
**Vice-President** ..... Vern L. Bessler  
**Station Manager** ..... Gene Bueckman  
**Comm. Manager** ..... Richard Bate  
**Sales Prom. Mgr.** ..... Louis G. Bessler  
**Program Director** ..... Karl Meier  
**Chief Engineer** ..... Robert Bones

**WFEC—Miami—1949**

**Frequency:** 1220 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By.** Fla. East Coast Bcstg.  
**Address** ..... 350 N.E. 71st St.  
**Phone:** 89-7534 ..... **Air Time:** Daytime  
**Representative** ..... Rambeau Ayers  
**Gen., Sta. Mgr.** ..... Herbert Schorr  
**Program Director** ..... Patricia Mason  
**Comm. Mgr.** ..... Arnold Schorr  
**Chief Engineer** ..... William Reeder

**WGBS—Miami—1944—CBS**

**Freq.:** 710 Kc. .... **Power:** 50 Kw. d., 10 Kw. n.  
**Owned** ..... Storer Bcstg. Co.  
**Address** ..... 1177 Kane Conc., Miami Beach  
**Phone:** Union 6-0211 ..... **Air Time:** Full Time  
**Newspaper Affiliation** ..... Miami Beach Sun  
**News Service** ..... **UP**  
**Transcription Service** ..... Lang-Worth  
**Station Representative** ..... Katz Agency, Inc.  
**Membership** ..... NARTB, RAB  
**President** ..... George B. Storer  
**Gen., Sta. Mgr.** ..... Miller N. Babcock  
**Commercial Manager** ..... C. Bud Dailey  
**Sales Promotion Mgr.** ..... James Storer  
**Program Director** ..... Donald E. Fischer  
**Chief Engineer** ..... Edward C. Lockwood

**WINZ—Miami—1946**

**Freq.:** 940 Kc. .... **Power:** 50 Kw. d., 10 Kw. n.  
**Owned-Operated By.** Hollywood Bcstg. Co.  
**Business Address** ..... Biscayne Terrace Hotel  
**Phone:** 82-6641 ..... **Air Time:** Full Time  
**News Service** ..... **INS, AP**  
**Trans. Service** ..... Standard, Associated  
**Representative** ..... Paul Raymer  
**Pres., Gen. Mgr.** ..... Rex Rand  
**Sta., Sls. Prom. Mgr.** ..... B. E. Neary  
**Chief Engineer** ..... Stanley Brown

**WIOD—Miami—1926—NBC**

**Frequency:** 610 Kc. .... **Power:** 5,000 Watts  
**Owned-Oper. By.** Isle of Dreams Bcstg. Corp.  
**Business-Studio Address** ..... 600 Biscayne Blvd.  
**Phone:** Franklin 3-6444 ..... **Air Time:** Full Time  
**Newspaper Affiliation** ..... Miami Daily News  
**News Service** ..... **AP, INS, UP**  
**Transcription Service** ..... Thesaurus  
**Representative** ..... Hollingbery  
**President** ..... Daniel J. Mahoney  
**General Manager** ..... James M. LeGate  
**Commercial Manager** ..... Robert L. Fidler  
**Program Director** ..... Scott Bishop  
**Chief Engineer** ..... M. C. Scott

**WMIE—Miami—1948**

**Freq.:** 1140 Kc. .... **Power:** 10 Kw. d., 5 Kw. n.  
**Owned-Operated By.** Sun Coast Bcstg. Corp.  
**Address** ..... 139 N.E. 1st St.  
**Phone:** Franklin 3-5556 ..... **Air Time:** Full Time  
**News Service** ..... **INS**  
**Representative** ..... Stars Natl., Inc.  
**Membership** ..... NARTB  
**President** ..... E. D. Rivers, Sr.  
**Gen., Sta. Mgr.** ..... Kurt Meer  
**Commercial Manager** ..... Stan Beaton  
**Sales Promotion Director** ..... Sidney Robbins  
**Program Director** ..... Jack Nobles  
**Publicity Director** ..... Miss S. J. Spiegel  
**Chief Engineer** ..... Russell Bennett

**WQAM—Miami—1921—ABC**

**Frequency:** 560 Kc. .... **Power:** 5 Kw.d., 1 Kw. n.  
**Owned-Operated By.** Miami Bcstg. Co.  
**Business-Studio Address** ..... 1723 duPont Bldg.  
**Phone:** FR 4-6121 ..... **Air Time:** Full Time  
**News Service** ..... **AP**  
**Transcription Service** ..... World  
**Representative** ..... John Blair, Cummings  
**Membership** ..... NARTB, RAB  
**President** ..... John S. Knight  
**Gen., Comm. Mgr.** ..... Owen F. Uridge  
**Sales Prom., Pub. Dir.** ..... Ruth Tanksley  
**Program Dir.** ..... Walt Svehla  
**Chief Engineer** ..... Gene Rider

**WWPB—Miami—1947**  
**KEYSTONE**

**Frequency:** 1450 Kc. .... **Power:** 250 Watts  
**Owned-Operated By.** Paul Brake  
**Business-Studio Address** ..... 414 S.W. 2nd Ave.  
**Phone:** 3-7405 ..... **Air Time:** Full Time  
**News Service** ..... **AP**  
**Representative** ..... Walker  
**Pres., Gen. Mgr., Eng.** ..... Paul Brake  
**Sta. Mgr.** ..... Paul Keefe  
**Program Director** ..... Ed. Davenport  
**Comm., Sls. Prom. Mgr.** ..... Bert Y. Johnson

**WAHR—Miami Beach—1954**

**Frequency:** 1490 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By.** Alan H. Rosenson  
**Address** ..... Box 1740  
**Pres., Chief Engineer** ..... Alan Rosenson  
**Phone:** Jefferson 8-0411 ..... **Air Time:** Full Time

News Service ..... UP  
 Transcription Service..... World, Standard  
 Representative ..... Indie Sales  
 General Manager..... Marshall Simmons

General Manager..... Thomas C. Holston  
 Sales Mgr..... E. H. Holston

**WKAT—Miami Beach—1937**  
**MBS**

Freq.: 1360 Kc..... 5 Kw. d., 1 Kw. n.  
 Owned-Operated By..... WKAT, Inc.  
 Trans.-Address..... 1759 Bay Road  
 Phone: JE 1-5711..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Membership ..... RAB  
 Representative ..... Headley-Reed  
 President..... A. Frank Katzentine  
 General Manager..... John I. Prosser  
 Business Mgr..... C. A. Wampler  
 Chief Engineer..... Arthur P. Smith, Jr.

**WMOP—Ocala—1953**

Frequency: 900 Kc..... Power: 1000 Watts  
 Owner..... A. B. Letson  
 Address ..... 311 Robertson Bldg.  
 Phone: Marion 2-4118..... Air Time: Daytime  
 Representative ..... Dora-Clayton  
 Membership ..... NARTB  
 Pres., Gen. Mgr..... A. B. Letson  
 Station Mgr..... James E. Kirk  
 Comm. Sls. Mgr..... Vernon Arnett  
 Program Director..... A. E. Turner  
 Chief Engineer..... Lloyd Lutz

**WMBM—Miami Beach—1947**

Frequency: 800 Kc..... Power: 1000 Watts d.  
 Owned..... Rounsaville of Miami Beach, Inc.  
 Address ..... MacArthur Causeway  
 Phone: Jefferson 1-5586..... Air Time: Daytime  
 News Service ..... UP  
 Representatives.. Gill-Perna, Dora-Clayton, Inc.  
 President..... R. W. Rounsaville  
 Managing Dir..... John Fulton  
 Comm. Sls. Prom., Prog. Dir..... Milt Oshins  
 Station Manager..... Arnold Kaufman  
 Chief Engineer..... E. H. Wilbur

**WTMC—Ocala—1939**  
**NBC-KBS**

Frequency: 1290 Kc.. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By... Ocala Bcstng. Co. Inc  
 Address ..... 14 S. Magnolia  
 Phone: MA 2-4127..... Air Time: Full Time  
 Newspaper Affiliation... Perry Newspapers  
 President..... John H. Perry, Jr.  
 Gen. Mgr..... Thomas S. Gilchrist, Jr.

**WEBY—Milton—1954**  
**MBS**

Frequency: 1330 Kc..... Power: 1 Kw.  
 Owned..... C. W. Mapoles  
 Address..... Ward Basin Rd.  
 Air Time..... Daytime  
 News Service ..... UP  
 Trans. Service ..... World  
 Owner..... C. W. Mapole

**WDBO—Orlando—1924—CBS**

Frequency: 580 Kc..... Power: 5000 Watts  
 Owned-Operated By... Orlando Bcstg. Co., Inc.  
 Business-Studio Address..... P. O. Box 3707  
 Phone: 5-0541..... Air Time: Full Time  
 News Service ..... AP, U  
 Transcription Service..... World, Thesauru  
 Representative.... John Blair, Harry Cumming  
 Membership ..... NARTI  
 Pres., Gen., Sta. Mgr..... Harold P. Danfort  
 Comm. Mgr..... W. G. McBride  
 Program Director..... Rosalind Boggs  
 Chief Engineer..... J. E. Yarbrough

**WNOG—Naples—1954**

Frequency ..... 1270 Kc.  
 Owned Oper- By..... George D. Polley  
 Address ..... Naples  
 Phone: 3-1501..... Air Time: Daytime  
 News Service ..... UP  
 President..... G. Polley  
 Station Mgr..... A. C. Pottberg  
 Comm. Mgr..... Richard Goodlette  
 Program Dir..... Tad Pottberg  
 Chief Engineer..... Dave Traer

**WHOO—Orlando—1947—ABC**

Freq.: 980 Kc. Power: 10 Kw. d., 5 Kw. n.  
 Owned-Oper. By..... WHOO, Inc.  
 Address ..... Fort Gatlin Hotel  
 Phone: 5-3591..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service..... Standard, World  
 Representative ..... Forjoe  
 President ..... Edward Lamb  
 Gen., Sta., Comm. Mgr..... N. Stockmeier  
 Program Director..... Walter Mitchell  
 Chief Engineer..... Don Compton

**WSBB—New Smyrna Beach**  
**1951—KBS**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... Broadcaster's Inc.  
 Address..... P. O. Box 125  
 Phone: 1230-1..... Air Time: Full Time  
 News Service ..... UP  
 Owner..... A. V. Tidmore

**WLOF—Orlando—1940**

Frequency: 950 Kc..... Power: 5000 Watts  
 Owned-Operated By... Mid-Fla. Radio Corp.  
 Business-Studio Address..... Box 5275  
 Phone: 2-8163..... Air Time: Full Time  
 News Service ..... UP  
 Station Representative..... Gill-Perna  
 Membership ..... NARTB  
 President..... J. L. Brechner  
 General Manager..... Donn R. Collee  
 Program Director..... Ernest Legge  
 Chief Engineer..... W. Dodd Daniel



**WORZ—Orlando—1947**  
NBC-MBS

Frequency: 740 Kc.....Power: 5 Kw.  
Owned-Oper. By....Central Florida Bcstg. Co.  
Address.....P. O. Box 1353  
Phone: 2-2451.....Air Time: Full Time  
Representatives.....Pearson, Brown  
Pres., Gen., Sta. Mgr.....Naomi Murrell  
Comm., Sls. Prom. Mgr.....M. S. Wetzel  
Publicity Dir.....W. O. Murrell  
Program Director.....S. W. Ison  
Chief Engineer.....W. R. Miller

**WWPF—Palatka—1947**  
KBS-MBS

Frequency: 1260 Kc.....Power: 500 Watts  
Owned-Operated By.....Palatka Bcstg. Co.  
Address.....Box 86  
Phone: EA 54555.....Air Time: Full Time  
Gen. Mgr., Chief Engr.....L. C. McCall  
Publicity Dir.....Claude White  
Commercial Manager.....Herb Young

**WWPG—Palm Beach**  
1941—ABC

Frequency: 1340 Kc.....Power 250 Watts  
Owned.....Palm Beach Radio Corp.  
Address.....3000 Ocean Blvd.  
Phone: 2-1515.....Air Time: Full  
Transcription.....Thesaurus  
News Service.....UP  
Sta. Rep.....John H. Perry  
Pres., Gen. Mgr.....K. A. Meer  
Sta., Gen. Mgr.....Robert L. Davis  
Program Director.....Rosalind Calkins  
Publicity Dir.....Marion Tappe  
Chief Engineer.....Clyde Walkden

**WDLP—Panama City—1940**  
NBC

Frequency: 590 Kc.....Power: 1000 Watts  
Owned-Oper. By..Panama City Bcstg. Co., Inc.  
Business-Studio Address.....W. Beach Dr.  
Phone: Poplar 3-1777.....Air Time: Full Time  
Representative.....Perry Associates  
General Manager.....Don Brookins

**WPCF—Panama City—1949**  
ABC-MBS

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By...Bay County Bcstg. Co.  
Address.....300 E. 15th St.  
Phone: SU 5-6176.....Air Time: Full Time  
Representative.....Devney, Dora-Clayton  
Membership.....NARTB  
Pres., Gen., Sta. Mgr.....E. L. DuKate  
Program Director.....Martha Ann Heath  
Sls. Prom. Mgr.....G. T. Dukate  
Chief Engineer.....J. Frank Haynes

**WBSR—Pensacola—1946**  
CBS

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....WBSR, Inc.  
Business Address.....Box 1351  
News Service.....AP  
Representative...Vernard, Rintoul, McConnell  
Pres., Gen. Mgr.....Don J. Lynch

**WCOA—Pensacola—1925**  
NBC

Frequency: 1370 Kc.....Power: 5000 Watts  
Owned-Operated By.....WCOA, Inc.  
Address.....118 E. Intendencia St.  
Phone: HE 2-4111.....Air Time: Full  
Newspaper Affiliation.....News-Journal  
Transcription Service.....Lang-Worth  
Representative.....John H. Perry Associates  
President.....John H. Perry, Jr.  
General Manager.....J. Holliday Veal

**WEAR—Pensacola—1947**  
ABC

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper By.....Gulfport Bcstg. Co.  
Address.....P. O. Box 1188  
Sta. Rep.....Hollingbery  
Pres., Gen. Mgr.....Mel Wheeler  
Nat'l Sls. Mgr.....Milt de Reyna  
News Editor.....Dove Fulton  
Program Dir.....Bill Anderson  
Chief Engineer.....Jim Smith

**WPFA—Pensacola—1955**

Frequency: 790 Kc.....Power: 1,000 Watts d.  
Owned-Operated By.....WPFA Bcstg. Co.  
Address.....Box 27  
Phone: HE 3-1141.....Air Time: Days  
Representative.....McGillvra  
General Manager.....Kevin Reilly  
Station Manager.....John Hoag  
Program Director.....Taris Savell  
Chief Engineer.....Lee Caput

**WPRY—Perry—1954—KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....Taylor Co. Bcstg. Co.  
Address.....Perry  
Phone: 540.....Air Time: Full Time  
Representative.....W. E. Owens  
President.....E. P. Martin  
General Manager.....Alpha Martin  
Station Manager.....William Owens  
Comm. Manager.....Edward Lockwood  
Sales Prom. Manager.....James Underwood  
Program Director.....Norma Nabinger  
Publicity Dir.....Hyman Wolfe  
Chief Engineer.....Irie Brown

**WPLA—Plant City—1949**

Frequency: 1570 Kc.....Power: 1 Kw.  
 Owned-Operated By.....W. A. Smith  
 Address.....P. O. Box 1588  
 Phone: 2-1551.....Air Time: Day  
 Station Representative.....Best  
 News Service.....UP  
 Membership.....NARTB, RAB  
 President.....W. A. Smith  
 Gen., Sta., Comm. Mgr.....George Friend  
 Sls. Prom. Mgr., Pub. Dir.....Joseph J. Wilson  
 Program Director.....Mary Snapp  
 Chief Engineer.....James L. Derrick

**WCNH—Quincy—1948—MBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Quincy Bcstg. Corp.  
 Address.....Shelfer Hgts., Quincy  
 Phone: MA 7-6700.....Air Time: Full  
 News Service.....UP  
 Transcription.....Thesaurus  
 Membership.....NARTB  
 Pres., Gen. Mgr.....A. B. Letson  
 Comm., Sls. Prom. Mgr.....W. J. Taylor  
 Program Director.....Larry Draper  
 Chief Engineer.....A. B. Letson

**WFOY—St. Augustine—1936**  
CBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned.....Fountain of Youth Bcstg. Co.  
 Address.....Fountain of Youth Gardens  
 Phone: Valley 9-3416.....Air Time: Full  
 Transcription Service.....World  
 Station Rep.....W. S. Grant  
 Membership.....NARTB  
 General Manager.....John E. Bernhard, Jr.

**WSTN—St. Augustine—1954**

Frequency: 1420 Kc.....Power 1 Kw.  
 Owned.....St. Augustine Bcstg. Co.  
 Address.....66 Treasury St.  
 Phone: Valley 9-9094.....Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Station Rep.....Indie  
 Gen., Comm. Mgr.....James D. Sinyard

**WPIN—St. Petersburg—1947**

Frequency: 680 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Fla. W. Coast Bcstrs., Inc  
 Address.....Royal Palm Hotel  
 Phone: 7-0511.....Air Time: Daytime  
 News Service.....AP  
 Station Representative.....Walker  
 Membership.....RAB  
 President.....Dr. Charles Farrington  
 General Manager.....Arthur Mundorf  
 Sta., Comm. Mgr.....Richard Marsh  
 Publicity Dir.....Bob Clayton  
 Program Director.....James Carley  
 Sls. Prom. Mgr.....Larry Rhodes  
 Chief Engineer.....Manly St. Jean

**WSUN—St. Petersburg—1928**  
ABC

Frequency: 620 Kc.....Power: 5000 Watts  
 Owned-Operated By.....City of St. Petersburg  
 Business Address.....Municipal Pier  
 Phone: 5-4121.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Associated, World  
 Representative.....Vernard, Rintoul, McConnell  
 Membership.....NARTB  
 General Manager.....Charles L. Kelly  
 Commercial Manager.....Vera New  
 Program Director.....Dayton Saltman

**WTSP—St. Petersburg—1940**  
MBS

Frequency: 1380 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Pinellas Bcstg. Co.  
 Business-Studio Address.....1440 1st Ave. So.  
 Phone: 7-8108.....Air Time: Full Time  
 News Service.....UP  
 Newspaper Aff.....St. Petersburg Times  
 Transcription Service.....Standard  
 Representative.....Forjoe  
 Membership.....NARTB, RAB  
 President.....Nelson Poynter  
 General Manager.....Richard L. Crago  
 Vice-President.....John B. Olsen  
 News Dir.....Rob Allen  
 Prom., Prog. Dir.....Louis Brewer  
 Chief Engineer.....William D. Mangold

**WTRR—Sanford—1947—KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Myron A. Reck  
 Phone: 999.....Air Time: Full Time  
 Business Address.....Box 1541  
 News Service.....UP  
 Pres., Gen., Sta. Mgr.....Myron A. Reck  
 Commercial Manager.....Roy D. Green  
 Program Director.....Edna Reck  
 Chief Engineer.....James S. Williamson, Jr.

**WKXY—Sarasota—1949—KBS**

Frequency: 1540 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Sarasota Bcstg. Co.  
 Address.....P. O. Box 2431  
 Phone: Ringling 6-6651.....Air Time: Day  
 Representative.....Clark  
 Membership.....NARTB  
 News Service.....AP  
 Transcription Service.....Lang-Worth, World  
 General Manager.....A. G. Fernandez

**WSPB—Sarasota—1939—CBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....WSPB, Inc.  
 Business Address.....Box 1110, City Island  
 Phone: Ringling 8-1811. Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....John E. Pearson

**Membership** ..... NARTB, BAB  
**President**..... Robert C. Jones, Jr.  
**Gen., Sta. Mgr.**..... John B. Browning  
**Program Director**..... David Hale  
**Chief Engineer**..... James E. Grant

**Phone:** 2-1450..... **Air Time:** Full  
**Representative** ..... McGillvrc  
**Pres., Gen. Mgr.**..... Frank W. Hazelton  
**Vice-Pres.** ..... Emanuel Joanos

**WJCM—Sebring—1950**  
**MBS-KBS**

**Frequency:** 1340 Kc..... **Power:** 250 Watts  
**Owned-Operated By**.... Clearfield Bcstrs., Inc.  
**Business Address**..... Clearfield, Pa.  
**Air Time**..... Full Time  
**Transcription Service**..... Lang-Worth  
**Newspaper Aff.**..... The Progress C'Field, Pa.  
**News Service**..... UP  
**President**..... W. K. Ulerich  
**Gen. Mgr.**..... William J. Thomas  
**Sta., Comm. Mgr.**..... Al Frank  
**Program Director**..... Betty Frank  
**Chief Engineer**..... Robert Goshorn

**WSTU—Stuart—1954**  
**MBS-KBS**

**Frequency:** 1450 Kc..... **Power:** 100 Watts  
**Owned-Oper. By**..... Bluewater Bcstg. Co.  
**Address**..... Box 518  
**Phone:** 1080..... **Air Time:** Full Time  
**Pres., Gen. Mgr.**..... Lester M. Combs  
**Sls. Prom. Mgr., Prog. Dir.**..... Jim Mullins  
**Chief Engineer**..... Jack McElfresh

**WMEN—Tallahassee—1954**  
**KBS**

**Frequency:** 1330 Kc..... **Power:** 1,000 Watts d.  
**Owned-Oper. By**..... WMEN, Inc.  
**Address**..... Hotel Floridan  
**Phone:** 3-2550..... **Air Time:** Days  
**News Service**..... UP  
**Representative**..... Dora-Clayton  
**President**..... B. F. J. Timm  
**General Manager**..... Don C. Price

**WTAL—Tallahassee—1935**  
**CBS**

**Frequency:** 1270 Kc..... **Power:** 5000 Watts  
**Owned-Operated By**..... John H. Phipps  
**Business Address**..... Box 989  
**Phone:** 3-3666..... **Air Time:** Full Time  
**News Service**..... AP  
**Representative**..... Meeker, Cummings  
**Owner**..... John H. Phipps  
**General Manager**..... L. Herschel Graves  
**Station Manager**..... J. L. Brownell

**WTNT—Tallahassee—1946**  
**ABC-MBS**

**Frequency:** 1450 Kc..... **Power:** 250 Watts  
**Owned-Oper. By**.... Tallahassee Appli. Corp.  
**Business-Studio Address**..... Duval Hotel

**WALT—Tampa—1946**

**Frequency:** 1110 Kc..... **Power:** 1000 Watts d.  
**Owned-Operated By**..... Tampa Bcstg. Co.  
**Address**..... 401 W. Tyler St.  
**Phone:** 2-7921..... **Air Time:** Day  
**Station Representative**.... Stars National Inc.  
**President**..... Harold Kaye  
**Gen. Mgr.**..... C. G. Baskerville  
**Station Mgr.**..... Charles Geer

**WDAE—Tampa—1922—CBS**

**Frequency:** 1250 Kc..... **Power:** 5000 Watts  
**Owned-Operated By**..... Tampa Times Co.  
**Business Address**..... 114 N. Franklin St.  
**Representative**..... Katz  
**President**..... David E. Smilley  
**General Manager**..... L. Spencer Mitchell

**WEBK—Tampa—1950—KBS**

**Frequency:** 1300 Kc..... **Power:** 1000 Watts d.  
**Owned-Operated By**..... Hillsboro Bcstg. Co.  
**Address**..... 1521 E. Broadway  
**Phone:** 4-4177..... **Air Time:** Day  
**News Service**..... AP  
**Station Rep.**..... Interstate United Newspapers  
**President**..... E. P. Martin  
**Gen. Mgr.**..... Alpha Martin  
**Prog. Dir.**..... Gladys Easter  
**Chief Engineer**..... Elmo B. Kitts

**WFLA—Tampa—1925—NBC**

**Frequency:** 970 Kc..... **Power:** 5000 Watts  
**Owned-Operated By**..... Tribune Co.  
**Business Address**..... P. O. Box 1410  
**Phone:** 2-0131..... **Air Time:** Full Time  
**News Service**..... AP  
**Transcription Service**..... Thesaurus  
**Representative**..... John Blair  
**Membership**..... NARTB, RAB  
**Newspaper Aff.**..... Tribune  
**President**..... John C. Council  
**Gen. Mgr.**..... George W. Harvey  
**Sales Prom. Mgr., Pub. Dir.**..... Tom Matthews  
**Prog. Director**..... Edward C. Walker  
**Chief Engineer**..... Joseph Mitchell

**WHBO—Tampa—1948**

**Frequency:** 1050 Kc..... **Power:** 250 Watts d.  
**Owned By**..... Sulphur Springs Bcstrs., Inc.  
**Business Address**..... 11,011 Florida Ave.  
**Phone:** 9-11711..... **Air Time:** Daytime  
**Membership**..... RAB  
**News Service**..... AP  
**President**..... Harold A. Dunlap  
**Gen., Comm. Mgr., Eng.**..... G. Kimbrel  
**Program Director**..... Ellen Sauls  
**Sls. Prom. Mgr.**..... Bob Ross

**WIOK—Tampa—1954**

Frequency: 1150 Kw. Power: 1000 Watts d.  
 Owned By.....WIOK  
 Address.....Box 1101  
 Phone: 4-1109.....Air Time: Days  
 News Service.....AP  
 Membership.....NARTB  
 Representative.....McGillvra, Dora-Clayton  
 General Mgr.....H. C. Young, Jr.

**WDCL—Tarpon Springs—1955**

Frequency: 1470 Kc. Power: 5000 Watts  
 Owned-Oper. By.....Freede-Miller Bcstg. Co.  
 Address.....Box 1470  
 Phone: Clearwater 81-5411 Air Time: Daytime  
 Pres., Sta. Mgr.....Hal Freede  
 Gen. Mgr., Sls. Mgr.....J. McMiller, Jr.  
 Commercial Mgr.....Wm. Emard  
 Program Director.....Clair Linn  
 Publicity Director.....Robert Jones  
 Chief Engineer.....John H. Walker

**WNTM—Vero Beach—1954  
 MBS**

Frequency: 1370 Kc. Power: 1 Kw.  
 Owned.....Cen. Fla. Bcstg. Co.  
 Address.....P. O. Box 397  
 Phone: 5405.....Air Time: Day  
 Pres., Gen. Mgr.....(Mrs.) Naomi T. Murrell  
 Station Manager.....Gene Stuart  
 Comm. Mgr.....Joan Stuart  
 Sls. Prom. Mgr.....Fred Marshall  
 Prog. Dir.....Joan Smith  
 Publicity Dir.....Marshall Wolff  
 Chief Eng.....Jim Sowinski

**WTTB—Vero Beach—1954  
 ABC**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By.....Tropics, Inc.  
 Address.....15-36 20th Ave.  
 Phone: 5454.....Air Time: Full Time  
 Newspaper Affiliation.....Press-Journal  
 President.....Merrill P. Barber  
 Gen., Sta. Mgr.....Dale F. Knisely  
 Sls. Prom. Mgr., Prog. Dir.....John Schiavone  
 Chief Engineer.....Stanley Wood

**WEAT—West Palm Beach  
 1948—NBC**

Frequency: 850 Kc. Power: 1 Kw. d. n.  
 Owned.....RKO Teleradio Pictures  
 Address.....P. O. Box 70  
 Phone: 3-9668.....Air Time: Full Time  
 Station Rep.....H.R.  
 President.....Thomas F. O'Neil  
 Gen. Mgr.....Gordon R. Kerr  
 Sta., Comm. Mgr.....C. H. Glick

Sls. Prom. Mgr., Pub. Dir.....C. W. Curtin  
 National Sls. Mgr.....P. D. Porterfield  
 Prog. Dir.....Don James  
 Chief Engineer.....Ross McPherson

**WJNO—West Palm Beach  
 1936—CBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By.....WJNO, Inc.  
 Business-Studio Address..1500 N. Flagler Dr.  
 Phone: 2-3638.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....World, Lang-Worth  
 Representative.....Robert Meeker, Ayres  
 Membership.....NARTB, RAB  
 President.....S. K. Russell  
 Gen. Mgr.....H. V. McMillan  
 Sales Mgr.....Robert Monroe  
 Chief Eng.....Curtis Brinson

**WIRK—West Palm Beach  
 1947—MBS**

Freq.: 1290 Kc. Power: 1 Kw. d., 5 Kw. n.  
 Owned-Operated By.....Ken-Sell, Inc.  
 Business Address.....715 S. Flagler Drive  
 Phone: 3-1711.....Air Time: Full Time  
 Representative.....Cooke  
 Pres., Gen. Mgr.....Joseph S. Field, Jr.  
 Sales & Operations Mgr.....Rome Hartman  
 Chief Engineer.....William P. Heitzman

EST. 1936

**W J N O**

**CBS RADIO NETWORK**

"The Most Influential Voice of the Palm Beaches" FIRST by PULSE survey October, 1955

3rd LARGEST CITY  
 On the Famous Florida Gold Coast

TRADING AREA—246,000 PLUS  
 — a Big Bonus Tourist Population Year Around

WJNO EASILY LEADS  
 in Total Morning, Afternoon and Evening Radio

QUALITY OF MARKET INDEX  
**102\***

- EFFECTIVE BUYING INCOME \$199,131,000.00
- RETAIL SALES \$187,913,000.00
- BUILDING PERMITS SHOW INCREASE EACH YEAR

WJNO IS A HABIT IN  
 THE PALM BEACHES

**WEST PALM BEACH, FLORIDA**

National Representative:  
 Robert Meeker Associates, Inc.  
 Southeastern: James S. Ayres Co.

**WSIR—Winter Haven—1947**  
**MBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By...Hundred Lakes Bcstg.  
Bus. Address...665 W. Lake Howard Dr., S.W.  
Phone: 32-561 Air Time: Full Time  
News Service...UP  
Membership...RAB  
Representative...Devney & Co.  
President...Tom Moore  
Gen. Mgr...Larry Rollins  
Commercial Manager...Earl Sturgeon

Program Director...Richard Eyrich  
Chief Engineer...L. Orden

**WADR—Winter Park—1954**

Frequency: 1440 Kc. Power: 1 Kw.  
Owned...Orange County Bcstrs. Inc.  
Address...P. O. Box 7547  
Phone: 5-6631 Air Time: Daytime  
Sta. Rep...Rambeau, Dora-Clayton  
News Service...UP  
General Mgr...R. H. Gunckel, Jr.  
Sales Manager...Tom Sawyer  
Chief Engineer...Jim Macri

**GEORGIA**

Pop. Feb. 1, 1956 (Est.) 3,650,000—Families 972,000  
Radio Homes 936,000—TV Homes 650,636—Stations in State 101

**WAAG—Adel—1955—KBS**

Frequency: 1470 Kc. Power: 1,000 Watts  
Owned-Oper. By...Cook County Bcstg. Co.  
News Service...UP  
Membership...NARTB  
President...W. M. Forshee  
Gen. Sta. Mgr., Chief Eng...Robert A. Davis  
Prom. Mgr., Prog. Dir...Don H. Wingate  
Publicity Director...Calvin Key

**WALB—Albany—1941—ABC**

Frequency: 1590 Kc. Power: 1000 Watts  
Owned-Operated By...Herald Publishing Co.  
Address...Stuart Ave.  
Phone: Hemlock 5-8386 Air Time: Full Time  
News Service...AP  
Representative...Burn-Smith, Ayers  
Owner...James H. Gray  
General Manager...Tom Stillwagon  
Program Director...Jack Mayer

**WGPC—Albany—1933—CBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By...Albany Bdcstg. Co.  
Business-Studio Address...New Albany Hotel  
Phone: Hemlock 21277 Air Time: Full Time  
News Service...UP  
Representative...George P. Hollingbery  
Transcription Service...Thesaurus  
Membership...NARTB, RAB  
President...J. W. Woodruff  
Executive Manager...J. W. Woodruff, Jr.  
Sta., Comm., Sls., Prom., Pub. Dir...L. M. George  
Program Director...Walter H. Flint  
Chief Engineer...Redus Carlton

**WJAZ—Albany—1952**

Frequency: 1050 Kc. Power: 1,000 Watts d.  
Owned-Oper. By...James S. Rivers, Inc.  
Address...Box 611  
Phone: HEmlock 2-7447 Air Time: Daytime  
Representative...Forjoe  
News Service...UP  
President...James S. Rivers  
General Manager...Richard B. Smith  
Station Mgr...R. V. Rogers  
Comm. Mgr...J. K. Willis  
Sls. Prom. Mgr...Bill Shadburn  
Prog. Dir...Emery Evans  
Publicity Dir...Billy Berry  
Chief Eng...Bruce Smith

**WDEC—Americus—1947**  
**MBS-KBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By...The Americus Bdcstg. Co.  
Business-Studio Address...Rembert Bldg.  
Phone: 3681 Air Time: Full Time  
News Service...AP  
Membership...RAB  
Representative...Dora-Clayton, Indie Sales  
Vice-Pres., Gen. Sta. Mgr...Charles C. Smith  
Chief Engineer...Raymond C. LaPrade

**WGAU—Athens—1938**  
**CBS-KBS**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By...J. K. Patrick Bcstg. Co.  
Business-Studio Address...Bobbin Mill Rd.  
Phone: Liberty 6-6575 Air Time: Full Time  
Representative...Brown  
Gen., Sta. Mgr...Burl Womack  
Comm. Mgr...John McNeil

**WRFC—Athens—1948**

Freq.: 960 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Operated By...Radio Athens, Inc.  
Business-Studio Add...279½ N. Lumpkin St.  
Phone: Liberty 3-3411 Air Time: Full Time  
Sta. Rep...Forjoe  
Pres., Gen., Sta. Mgr...L. H. Christian  
Commercial Mgr...J. T. Lloyd  
Sls. Prom. Mgr...E. A. Thilenius  
Program Director...Ned Martin  
Publicity Director...Ed Thilenius  
Chief Engineer...Lucius D. Drewry

**WAGA—Atlanta—1937—CBS**

Frequency: 590 Kc. Power: 5000 Watts  
Owned-Operated By...Storer Bcstg. Co.  
Bus. Studio Address...1018 W. Peachtree St.  
Phone: Vernon 3553 Air Time: Full Time  
News Service...AP  
Transcription Service...Standard  
Representative...Katz  
Membership...NARTB, RAB  
President...George B. Storer, Sr.  
Southern District V.P...Geo. Storer, Jr.  
Managing Dir...Claude H. Frazier  
Comm. Mgr...Lewis Reynolds  
Pub. Dir., Prom. Mgr...R. David Mayo



Program Director.....J. Les Henrikson  
 Chief Engineer.....Hugo Bondy

**W A O K**—Atlanta—1954

Frequency: 1380 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....W A O K Bcstg. Co., Inc.  
 Business Address.....70 Houston St., N.E.  
 Phone: AL 1515.....Air Time: Full Time  
 Representative.....Forjoe  
 Pres., Gen. Mgr.....L. M. George

Station Mgr.....Dorothy Lester  
 Comm., Prom. Mgr.....Stan Raymond  
 Prog. Dir. ....Zenas Sears  
 Pub. Dir. ....Mary O'Shields  
 Chief Engineer.....Eathel Holley

**W A K E**—Atlanta—1946

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By....Bartell Broadcasters, Inc.  
 Bus.-Studio Address...Georgian Terrace Hotel

to reach **GEORGIA'S 63 GOLDEN COUNTIES**  
 you need  
**WAGA-RADIO**



POPULATION:  
1,806,932

RETAIL SALES:  
\$1,459,952,000

SPENDABLE INCOME:  
\$2,214,452,000

**ONLY RADIO**  
 OFFERS YOU  
 97% COVERAGE  
 OF THIS GREAT  
 GEORGIA  
 MARKET

★ **THESE 63 COUNTIES...**  
 (39.6% of the state's total of 159) account for 49.6% of Georgia's population, 53.6% of the state's total retail sales, and 53.9% of the total spendable income in Georgia.

To reach the 468,900 families in Georgia's 63 golden counties, you need WAGA-Radio.

Live, wide-awake programming to capture the largest possible audience, backed by aggressive merchandising and a staff of sales-minded people, will help you get maximum results for your advertising dollar.

Let our reps give you complete facts about the expanding Atlanta market and how WAGA-Radio can best be put to work for you.



**waga radio**  
 —CBS-radio in Atlanta

590  
 on the dial  
 5,000  
 watts

Represented Nationally by the  
 KATZ AGENCY, Inc.  
 STORER BROADCASTING COMPANY SALES OFFICES:  
 New York—118 E. 57th St.  
 Chicago—230 N. Michigan Ave.  
 San Francisco—111 Sutter St.

Tom Harker, National Sales Director; Bob Wood, National Sales Manager



Don't send a boy  
to do a **MAN'S** work

Apparently, it is recognized that a multiple number of smaller Georgia radio stations are indicated if one hopes to approach the effectiveness and economy of WSB Radio. This is a protective concept which has prevailed, ineffectively, for the past 20 years. No other Georgia radio station, or combination of Georgia stations, gives you as many listeners per dollar as you can get on WSB Radio. Ask your Petry man to show you the facts.

**WSB Radio**  
ATLANTA

NBC affiliate. Represented by Petry. Affiliated with The Atlanta Journal and Constitution

President.....G. A. Bartell  
 Managing Dir.....L. B. Bartell  
 Comm. Mgr.....Joseph Wolfman  
 Program Dir.....L. Gruenwald  
 Chief Engineer.....Charles Hoge

### WERD—Atlanta—1948

Frequency: 860 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Radio Atlanta, Inc.  
 Studio Address.....330 Auburn Ave., N.E.  
 Phone Number.....Lamar 0666  
 Representative.....Interstate, Dora-Clayton  
 Station Mgr.....J. B. Blayton, Jr.  
 Commercial Mgr.....Albert H. Saddler

### WGKA—Atlanta—1955

Frequency: 1600 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Glenkaren Associates, Inc.  
 Address.....1140 Peachtree St., N.E.  
 Chairman of Board.....Locke E. Glenn  
 Gen. Mgr., Chief Eng.....David L. Lyndon

### WGST—Atlanta—1923—ABC

Frequency: 920 Kc.....Power: 5 Kw. d.; 1 Kw. n.  
 Owned.....Bd. of Regents, Univ. Sys. of G.  
 Bus.-Studio Address.....900 Forsyth Bldg.  
 Phone: Walnut 8441.....Air Time: Full Time  
 News Service.....AP  
 Representative.....Avery-Knodel  
 Membership.....NARTB, RAB  
 Gen., Sta. Manager.....Ben Akerman  
 Commercial Mgr.....Don Mitchell  
 Prom., Pub. Dir.....Mrs. M. Lunt  
 Program Director.....Jack Kelly  
 Chief Engineer.....Ivan Miles

### WSB—Atlanta—1922—NBC

Frequency: 750 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Atlanta Newspapers, Inc.  
 Address.....Biltmore Hotel  
 Phone: ELgin 6711.....Air Time: Full Time  
 Newspaper Affiliation.....Journal, Constitution  
 News Service.....AP, UP  
 Representative.....Edward Petry  
 Membership.....NARTB, RAB  
 General Manager.....John M. Outler, Jr.  
 Station Manager.....Frank Gaither  
 Sales Promotion Mgr.....Walter Paschall  
 Program Director.....Elmo Ellis  
 Chief Eng.....R. A. Holbrook

### WQXI—Atlanta—1948—MBS

Frequency: 790 Kc.....Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Oper. By.....Rounsaville of Atlanta, Inc.  
 Bus.-Studio Address.....3165 Mathieson Dr., N.E.  
 Phone.....CHerokee 2196  
 News Service.....UP  
 Station Rep.....Gill-Perna, Inc.  
 Membership.....NARTB  
 President.....R. W. Rounsaville  
 Station Manager.....John Fulton  
 Prom., Comm. Mgr.....Frank Erwin  
 Program Dir.....Robert Watson  
 Chief Engineer.....Elton B. Chick  
 Technical Director.....Paul Cram

### WAUG—Augusta—1952

Frequency: 1050 Kc.....Power: 1,000 Watts  
 Owned.....Garden City Bcstg.

Phone: 3-4441.....Air Time: Daytime  
 Address.....Bon Air Hotel  
 Sta. Rep.....Interstate United Newspapers  
 Transcription Service.....Capitol  
 News Service.....AP  
 Gen., Sta. Mgr.....Geo. C. Nicholson  
 Comm., Sls., Prom. Mgr.....J. Louis Solomon  
 Program Dir.....Reese J. Vaughn  
 Chief Engineer.....J. C. Atkinson

### WBBQ—Augusta—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owner.....Savannah Valley Network  
 Address.....515 15th St.  
 Representative.....McKinney, Inc., Forjoe  
 President.....John W. Weiss  
 Gen., Sta., Comm. Mgr.....Edward H. Dunbar  
 Prom. Mgr.....Patrick R. Mulhern  
 Publicity Dir.....Thurston Bennett  
 Program Director.....George W. Fisher  
 Chief Engineer.....Marvin Tarpley

### WGAC—Augusta—1940—ABC

Frequency: 580 Kc.....Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Oper. By.....The Twin States Bcstg. Co.  
 Business-Studio Address.....664 Broad St.  
 Phone: 2-2692.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Avery-Knodel  
 Membership.....NARTB, BAB  
 Pres., Gen. Mgr.....A. D. Willard, Jr.  
 Station Mgr.....Donald MacDonald  
 Commercial Mgr.....Martin E. White  
 Program Dir.....Stanley Carey  
 Chief Engineer.....James Clegg

### WBIA—Augusta—1946—NBC

Frequency: 1230 Kc.....Power: 250 Kw.  
 Owned.....Media, Inc.  
 Address.....15 8th St.  
 Station Rep.....John Pearson Co.  
 Vice Pres., Gen. Mgr.....J. T. Snowden, Jr.  
 Sales Director.....Archie Grinalds, Jr.

### WRDW—Augusta—1930—CBS

Frequency: 1480 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Southeas'n Newspapers, Inc.  
 Address.....Masonic Bldg.  
 Phone: 2-8805.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Headley-Reed  
 Membership.....RAB, NARTB  
 President.....Grover C. Maxwell  
 General Manager.....W. R. Ringson  
 Station Manager.....J. R. Owens, Jr.  
 Program Director.....Richard Warner  
 Chief Engineer.....Rabun F. Bobo

### WMGR—Bainbridge—1946

Frequency: 930 Kc.....Power: 5 Kw.  
 Owned-Operated By.....Decatur Bcstg. Co.  
 Address.....Box 375  
 Representative.....Grant Webb  
 News Service.....AP  
 General Manager.....Charles W. Dowdy  
 Asst. Manager.....R. A. Vaughn

**WHAB—Baxley—1954**

Frequency: 1260 Kc. Power: 5000 Watts  
 Owned-Oper. By...Tri-City Bcstg. Sys.  
 Address .....Box 265  
 Phone: 3000. Air Time: Daytime  
 News Service .....UP  
 Gen., Sta. Mgr.....Farnell O'Quinn  
 Comm. Mgr.....Marvin Massey  
 Sls. Prom. Mgr.....Dane Bruce  
 Publicity Dir. ....Jo Moody  
 Chief Engineer.....Delmas Nichols

**WGIG—Brunswick—1949**  
**ABC**

Frequency: 1440 Kc. Power: 1,000 Watts  
 Owned-Operated By...Brunswick Bcstg. Corp.  
 Business-Studio Address.....1514 Union St.  
 Phone: 2714. Air Time: Full Time  
 News Service .....AP  
 Transcription .....Standard, Capitol  
 Representative .....McGillvra  
 President.....E. M. Champion  
 Sta., Gen. Mgr.....Hugh K. Tollison  
 Commercial Manager.....John Lane  
 Sls. Prom., Pub. Dir.....Sammy Middleton  
 Program Director.....Jack Lenz  
 Chief Engineer.....Herman Lange

**WMOG—Brunswick—1940**  
**MBS-KBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By...Radio Brunswick Inc.  
 Address .....Box 572  
 Phone: 1500. Air Time: Full Time  
 Representative .....Indie Sales  
 General Manager.....E. J. Turk  
 Comm. Mgr. ....Lew Carter

**WGRA—Cairo—1950**  
**ABC-KBS**

Frequency: 790 Kc. Power: 1000 Watts d.  
 Owned-Oper. By...Grady Mitchell Bcstg. Co.  
 Address .....Bainbridge Rd.  
 Phone: 2-4392. Air Time: Daytime  
 Station Rep. ....Indie  
 News Service .....UP  
 Gen. Mgr. ....Lowell E. Takles  
 Prom. Mgr. ....Bernice Porter

**WCGA—Calhoun—1953**

Frequency: 900 Kw. Power: 1000 Watts d.  
 Owned-Oper. By...Gordon Cty. Bcstg. Co.  
 Address .....112½ Court Street  
 Phone: 2111. Air Time: Day Time  
 General Manager.....R. R. Magill  
 Sales Manager.....Judy McGill  
 Program Director.....Richard Bowman

**WCLB—Camilla—1954—KBS**

Frequency: 1220 Kc. Power: 1000 Watts  
 Owned.....Capel Bcstg. Co.

Address.....P. O. Box 205  
 Phone: 2776. Air Time: Daytime  
 Transcription Service .....Standard  
 Sta. Mgr.....Russell A. Browne  
 Commercial Mgr.....Charlie Browne  
 Chief Engineer.....Wayne R. Foster

**WLBB—Carrollton—1947**  
**KBS**

Frequency: 1100 Kc. Power: 250 Watts d.  
 Owned-Oper. By...Carroll Bcstg. Co., Inc.  
 Business-Studio Address.....Box 569  
 Phone: Terrace 2-7041. Air Time: Daytime  
 Representative .....Indie Sales  
 Pres., Gen., Sta. Mgr.....Thomas K. Vassy  
 Comm. Mgr.....J. D. Norton, Jr.  
 Prom. Mgr., Prog., Pub. Dir.....Hiram Bray  
 Chief Engineer .....Bill Shell

**WBHF—Cartersville—1946**  
**MBS-KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By.....W. R. Frier  
 Phone: 1200. Air Time: Full Time  
 Station Manager.....W. Ryan Frier

**WGAA—Cedartown—1941**  
**KBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Business-Studio Address.....P. O. Box 807  
 Phone: 777. Air Time: Full Time  
 News Service .....AP  
 Representative .....Dora-Clayton  
 Sta. Mgr. ....Frank Proctor

**WCLS—Columbus—1955**

Frequency: 1580 Kc. Power: 1,000 Watts  
 Owned-Oper. By...Muscogee Bcsgt. Co.  
 Address .....1028½ Broadway  
 Phone: 7-3648. Air Time: Daytime  
 Representative .....Thomas F. Clark Co.  
 News Service .....UP  
 Pres., Gen. Mgr.....Charles H. Parish, Jr.  
 Commercial Manager.....Jack H. Robinson

**WDAK—Columbus—1943**  
**NBC**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By...Radio Columbus, Inc.  
 Business-Studio Address.....Martin Bldg.  
 Phone: 5447. Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....World  
 Station Representative.....Headley Reed  
 Membership .....NARTB, RAB  
 President.....Allen M. Woodall  
 Station Mgr.....Miles H. Ferguson  
 Commercial Manager.....William Massie  
 Program Director.....Mrs. Pat Lynn  
 Publicity Dir.....Lamar Lyn  
 Chief Engineer.....Max F. Harper

**WGBA—Columbus—1947**

Frequency: 1270 Kc. Power: 5000 Watts d.  
 Owned-Oper. By. WGBA, Inc.  
 Business-Studio Address. 1213½ Broadway  
 Phone: 3-3603. Air Time: Daytime  
 News Service AP  
 Transcription Service Thesaurus  
 Representative Forjoe  
 Membership NARTB, RAB  
 Pres., Gen. Mgr. C. A. McClure  
 Station Mgr. R. H. Ruppel  
 Comm., Sls. Prom. Mgr. F. Floyd Jr.  
 Prog., Pub. Dir. W. L. Bowick Jr.  
 Chief Engineer. F. Keith Brown

**WPNX—Columbus—1952**

(See listing in Phenix City, Ala.)

**WRBL—Columbus—1928**  
**CBS**

Frequency: 1420 Kc. Power: 5000 Watts  
 Owned-Operated By. Columbus Bdcstg. Co.  
 Business-Studio Address. 1350 - 13th Ave.  
 Phone: 2-0601. Air Time: Full Time  
 News Service UP  
 Sta. Rep. Hollingbery  
 Membership NARTB, RAB  
 Pres., Gen. Mgr. J. W. Woodruff Jr.  
 Sta., Comm. Mgr. Walter Graham  
 Prog. Dir. Eleanor Whitelaw  
 Pub. Dir. Boyd Hinton

**WMJM—Cordele—1940**  
**MBS-KBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By. Southeastern Bcstg. System  
 Business-Studio Address. 20th Ave. & B St.  
 Representative T. F. Clark  
 President James S. Rivers  
 General Mgr. William E. Blizzard, Jr.  
 Comm. Manager Willard Belote

**WCOR—Cornelia—1953**

Frequency: 1450 Kw. Power: 250 Watts  
 Owned-Oper. By. Habersham Bcstg. Co.  
 Address. 1 Burrell St.  
 Phone: 1450. Air Time: Full Time  
 Station Rep. Indie  
 Pres., Gen. Mgr. Jack Bradley  
 Sta. Mgr. Jim Marlow  
 Chief Engineer Bobby Wilkes

**WGFS—Covington—1953**  
**KBS**

Frequency: 1430 Kc. Power: 1 Kw.  
 Owned. Georgia Bcstg. Ser.  
 Address. 615 Monticello St.  
 Phone: 2337. Air Time: Daytime  
 Station Representative Sears & Ayers  
 General Manager Otis Parker

**WBLJ—Dalton—1940**  
**MBS-KBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By. Dalton Bdcstg. Corp.  
 Business-Studio Address. 111 South Pentz St.  
 Phone: 1180. Air Time: Full Time  
 News Service AP  
 Transcription Service Thesaurus  
 Membership NARTB, RAB  
 President H. C. Kenemer  
 General Manager William B. Davies  
 Program Dir. Marthel Acree  
 Chief Engineer John S. Andrews

**WRCD—Dalton—1954**

Frequency: 1430 Kc. Power: 1000 Watts  
 Owned-Oper. By. Whitefield Bcstg. Co.  
 Address. 104 Pentz Street  
 Phone: 1892. Air Time: Daytime  
 Representative Dora-Clayton Agency  
 News Service UP  
 General Manager Jim Honey  
 Comm. Manager Ed Jordan  
 Program Director Mike Dodd

**WDWD—Dawson—1948**  
**KBS-MBS**

Frequency: 990 Kc. Power: 1000 Watts D.  
 Owned-Operated By. Dawson Bdcstg. Co.  
 Trans.-Bus.-Studio Address. Box 390  
 Phone: 416. Air Time: Daytime  
 News Service UP  
 Representative Indie Sales  
 General Manager W. C. Woodall, Jr.  
 Program Director Barney Parnacott

**WEAS—Decatur—1947**

Frequency: 1010 Kc. Power: 50 Kw.  
 Owned WEAS, Inc.  
 Phone: DE 2521. Air Time: Daytime  
 News Service UP  
 Station Representative Stars National  
 President William H. Keller, Jr.  
 Station Manager Warren Roberts  
 Comm., Prom. Mgr. William Packham  
 Chief Engineer William Loudermilk

**WGLS—Decatur—1949—KBS**

Frequency: 970 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. DeKalb Bcstg. Co.  
 Business-Studio Address. 526 Church St.  
 Phone: Crescent 6471. Air Time: Day Time  
 Newspaper Affiliation New Era  
 News Service UP  
 Transcription Service Standard  
 President Guy W. Rutland, Sr.  
 Gen., Sta. Mgr. Sam W. Kane  
 Comm. Mgr., Prog., Pub. Dir. Al Ciraldo  
 Chief Engineer Lawson Leaks

**WDMG—Douglas—1946**

Frequency: 860 Kc. Power 1000 Watts D.  
 Owned-Operated By. WDMG, Inc.



Address ..... 620 E. Ward St.  
 Phone: 564 ..... Air Time: Daytime  
 Membership ..... NARTB  
 Representative ..... Dora Clayton  
 President ..... B. F. J. Timm  
 General Mgr. .... Mary Jarrard

**WMLT—Dublin—1945**  
**MBS-KBS**

Frequency: 1330 Kc. .... Power: 1 Kw.  
 Owned-Operated By ..... Dublin Bdcstg. Co.  
 Business Address ..... Franklin St.  
 Phone: 871 ..... Air Time: Day Time  
 News Service ..... UP  
 Transcription Service ..... World  
 Membership ..... NARTB, RAB  
 President ..... George T. Morris  
 General Manager ..... W. Newton Morris  
 Sta. Mgr. .... W. C. Courson

**WTJH—East Point—1949**

Frequency: 1260 Kc. .... Power: 5000 Watts d.  
 Owned-Oper. By ..... Southeastern Bcstg. Sys.  
 Address ..... Cordele, Ga.  
 Phone: 666 ..... Air Time: Daytime  
 News Service ..... UP  
 President ..... James S. Rivers  
 Gen., Sta., Comm. Mgr. .... J. D. Davenport  
 Sales Prom. Mgr. .... Edward L. Smith  
 Program Director ..... Claude V. Jones  
 Publicity Director ..... Frances Sheffield  
 Chief Engineer ..... William J. Hill

**WSGC—Elberton—1946**  
**KBS-MBS**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Elberton Bcstg. Co.  
 Address ..... Elberton  
 Representative ..... Continental  
 News Service ..... AP  
 Manager ..... Melvin C. Gorman

**WBHB—Fitzgerald—1946**  
**MBS-KBS**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Ben Hill Bdcstg. Corp.  
 Address ..... Box 472  
 Phone: 2077 ..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... World  
 President ..... H. C. Vaughn  
 Vice-P. esident ..... Paul E. Reid  
 Publicity Director ..... Tony Carter  
 Chief Engineer ..... Mike Pelton

**WFPM—Fort Valley—1951**  
**KBS**

Frequency: 1150 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Peach Belt Bcstg. Co.  
 Address ..... Roberts Rd.  
 News Service ..... UP  
 Representative ..... Indie Sales  
 Gen., Comm. Manager ..... Hugh Birdsong  
 Program Director ..... Lowell Register

**WDUN—Gainesville—1949**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... N.E. Ga. Bcstg. Co.  
 Address ..... 1140 Thompson Bridge Rd.  
 Phone: LEnox 4-7331 ..... Air Time: Full Time  
 News Service ..... AP  
 Representative ..... Indie Sales  
 Pres., Gen. Manager ..... John W. Jacobs, Jr.  
 Sta. Mgr., Prog. Dir. .... Gene Blaine  
 Comm. Mgr. .... Claire Palmour  
 Chief Engineer ..... J. D. Matthews

**WGGA—Gainesville—1941**  
**MBS-KBS**

Frequency: 550 Kc. .... Power: 5 Kw. d.; 500 W. n.  
 Owned-Operated By ..... Blue Ridge Bdcstg. Co.  
 Business Address ..... Press-Radio Center  
 Phone: LE 2-6211 ..... Air Time: Full Time  
 News Service ..... UP  
 Newspaper Affil. .... Daily Times  
 Membership ..... RAB  
 Representative ..... Dora Clayton Agency  
 President ..... Charles A. Smithgall  
 Exec. V.P., Gen., Sta. Mgr. .... Edmond F. Jared  
 Commercial Manager ..... Robert Schwab  
 Prod. Dir. .... James A. Hartley  
 Chief Engineer ..... Wilbert Darracott

**WKEU—Griffin—1934**  
**MBS-KBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Radio Station WKEU  
 Address ..... Macon Rd.  
 Phone: 5507 ..... Air Time: Full Time  
 General Manager ..... A. W. Marshcll, Jr.

**WHIE—Griffin—1952**

Frequency: 1320 Kw. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Griffin Bcstg. System  
 Address ..... Box 971  
 Phone: 9451 ..... Air Time: Daytime  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Dora-Clayton  
 Membership ..... NARTB  
 President ..... Virginia Price Bowen  
 General Manager ..... Bernice Merrill  
 Station Manager, Chief Eng. .... Jay H. Lamb  
 Commercial Manager ..... Johnny Williams  
 Program Director ..... Lew Banks

**WKLY—Hartwell—1947**

Frequency: 980 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Louie L. Morris Estate  
 Business Address ..... Box 189, Hartwell  
 Phone: 71 ..... Air Time: Daytime  
 News Service ..... UP  
 Newspaper Affil. .... Hartwell Sun  
 Transcription Service ..... World  
 Membership ..... NARTB  
 Pres., Gen. Mgr. .... Max G. Pfander  
 Comm., Sales Mgr. .... Burch Griffin  
 Program Director ..... Joseph Grammer  
 Chief Engineer ..... Broadus McLane

**WCEH—Hawkinsville—1952**  
**KBS**

Frequency: 610 Kc. Power: 500 Watts  
Owned. Tri-County Bcstg. Co., Inc.  
Address Box 184  
Phone: TWilght 3-3381 Air Time: Day Time  
News Service UP  
Trans. Service World  
President R. T. Ragan  
Vice President Henry Griffin  
Sec'y-Treas. D. R. Jackson, Sr.  
Gen., Sta., Prom. Mgr., Pub. Dir. J. D. Popwell  
Comm. Mgr., Chief Eng. Hugh Birdsong  
Program Director Bob Banks

**WBGR—Jessup—1949—KBS**

Frequency: 1370 Kc. Power: 1000 Watts d.  
Owned-Operated By Altamaha Bcstg. Co.  
Address P. O. Box 147  
Phone: 2444 Air Time: Daytime  
News Service AP  
Transcription Service Capitol  
Representative Dora-Clayton  
Pres., Gen. Mgr. W. G. Thomas, Sr.  
Sta., Comm. Mgr. Edward Lynch  
Prog. Dir. James Miller  
Chief Engineer Art Manning

**WLFA—Lafayette—1954**  
**KBS**

Frequency: 1590 Kc. Power: 5 Kc.  
Owned-Oper. By Radio Dixie, Inc.  
Address Box 393  
Phone: 4-7676 Air Time: Daytime  
News Service UP  
Transcription Service World  
Representative Hil F. Best Co.  
Membership NARTB, RAB  
President J. A. Gallimore  
Gen., Sta. Mgr. C. W. Gwyn  
Chief Engineer Leon Lloyd

**WLAG—La Grange—1941**  
**MBS-KBS**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By LaGrange Bcstg. Co.  
Business-Studio Address 305-307 Broome St.  
Phone: 2-3505 Air Time: Full Time  
News Service UP  
Transcription Service World  
Representative Indie Sales, Dora-Clayton  
President Roy C. Swank  
Gen., Comm. Mgr. Edwin Mullinax  
Program Director John Boggeas  
Publicity Director Patricia Smith  
Chief Engineer James McKay

**WTRP—LaGrange—1953**

Frequency: 620 Kw. Power: 1000 Watts  
Owned. Chattahoochee Bcstg. Co., Ltd.  
Address Hammett Bldg.  
Phone: 9877 Air Time: Daytime  
Transcription Service Thesaurus

News Service AP  
Representative McGillvra  
Membership NARTB  
Partner, Gen. Mgr. Byron H. Hurst, Jr.  
Pub. Dir. Weyman Brooks  
Program Director Jim Martin  
Comm. Mgr. George Pettett  
Sls. Prom. Mgr. Frank E. Hurst  
Chief Engineer Ray Relihan

**WBML—Macon—1940—NBC**

Frequency: 1240 Kc. Power: 250 Watts  
Owned. Middle Georgia Bdcstg. Co.  
Business-Studio Address 230 Second St.  
Phone: 3-5454 Air Time: Full Time  
News Service AP  
Transcription Service World  
Representative Forjoe, Dora-Clayton  
President C. R. Rader  
Comm., Gen. Mgr. George W. Patton  
Chief Engineer C. L. Wilder

**WIBB—Macon—1948**

Frequency: 1280 Kc. Power: 1000 Watts d.  
Owned-Oper. By Peach State Bcstg. Co., Inc.  
Business-Studio Address Professional Bldg.  
Phone: 2-2505 Air Time: Daytime  
News Service AP  
Representative Walker  
Membership NARTB  
Pres., Gen. Mgr. Thomas H. Maxwell  
Commercial Manager Donald C. Frost  
Program Director Gordon Price

**WMAZ—Macon—1922—CBS**

Frequency: 940 Kc. Power: 10,000 Watts  
Owned-Oper. By Southeastern Bcstg. Co.  
Address Bankers Insurance Bldg.  
Phone: 2-7373 Air Time: Full Time  
News Service UP  
Transcription Service Lang-Worth  
Representative Avery-Knodel  
Membership NARTB  
Pres., Chief Engineer George P. Rankin  
General Manager Wilton E. Cobb  
Commercial Mgr. Frank Crowther  
Publicity Director Ed Pendleton  
Chief Engineer George P. Rankin

**WNEX—Macon—1945**  
**MBS-ABC**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By Macon Bcstg. Co.  
Business-Studio Address Bibb Bldg.  
Phone: 5-3301 Air Time: Full Time  
News Service AP  
Newspaper Affil. Macon Telegraph Pub. Co.  
Transcription Service Thesaurus  
Representative Branham  
President Ed Lowe  
General Manager Alred Lowe  
Sta. Manager Emory G. Stroberg  
Commercial Manager Marion Bragg  
Program Director Agnes Burdett  
Chief Engineer Emanuel Farber

**WMGE—Madison—1955**

Frequency: 1250 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....David L. Hitchcock  
Address.....Beacon Heights

**WBIE—Marietta—1955**

Frequency: 1050 Kc.....Power: 500 Watts d.  
Owned-Oper. By.....Marietta Bcstg. Co.  
Address.....112½ Atlanta St.  
Co-Owner, Gen. Mgr.....James Wilder  
Co-Owner, Comm. Mgr.....Dudley D. McCaskill

**WFOM—Marietta—1946**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....F. Wilson & A. Jones  
Address.....S. Cobb Dr.  
Phone: 8-3396.....Air Time: Full Time  
News Service.....AP  
Transcription Service.....Thesaurus  
General Manager.....Albert L. Jones  
Sales Mgr.....Bill Cooper  
Program Dir.....Don Kordecki  
Chief Engineer.....Chuck Strauss

**WMVG—Milledgeville—1946  
MBS-KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Iere N. Moore  
Business-Studio Address.....Box 476  
Phone: 250.....Air Time: Full Time  
Newspaper Affiliation.....Union Recorder  
Representative.....Hazel Griffith  
Membership.....NARTB  
General Manager.....Michael T. Landy  
Program Director.....Josephine Ragsdale  
Chief Engineer.....Joseph S. Boone

**WMRE—Monroe—1954—KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned.....Walton Bcstg. Co.  
Address.....Box 191  
Phone: 8-1711.....Air Time: Full Time  
News Service.....AP  
Pres., Gen. Mgr.....Warren G. Gilpin  
Sta. Mgr.....Deral Morris  
Pub. Dir.....Dorothy B. Gilpin  
Chief Engineer.....Hamilton Masters

**WMGA—Moultrie—1939  
ABC-KBS-MBS**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....WMGA  
Business-Studio Address.....Moultrie  
Phone: 999.....Air Time: Full Time  
News Service.....UP  
Representative.....Everett-McKinney, Ayres  
Gen. Mgr.....John F. Pidcock  
Station Mgr.....Roy F. Zess  
Sls. Prom. Mgr.....Everett Griner  
Prog. Dir.....Jack Shiver  
Comm. Mgr.....Robert Lenihan  
Chief Engineer.....Homer Sloan

**WMTM—Moultrie—1953**

Frequency: 1300 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Colquitt Bcstg. Co.  
Address.....Moultrie  
Phone: 1300.....Air Time: Daytime  
News Service.....AF  
Transcription Service.....World  
Representative.....Clarke  
Membership.....NARTB  
Gen., Comm. Mgr.....N. B. Mills  
Sta., Mgr., Prog. Dir.....Hugh J. McDonald  
Chief Engineer.....Marion Everett

**WCOH—Newnan—1947—MBS**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Newnan Bcstg. Co.  
Address.....P. O. Box 581  
Phone: 1400.....Air Time: Full Time  
News Service.....AP  
Transcription Service.....Thesaurus  
Pres., Gen., Sta., Comm. Mgr., J. O. Hardin, Jr.  
Chief Engineer.....William E. Davis, Jr.

**WSFB—Quitman—1955**

Frequency: 1490 Kc.....Power: 250 Watts d.  
Owned-Oper. By.....Quitman Bcstg. Co.  
Address.....Citizens Natl. Bank Bldg.  
President, Chief Eng.....Emerson W. Browne  
Gen., Comm. Mgr.....Grady Cooper, Jr.

**WLAQ—Rome—1947—ABC**

Frequency: 1410 Kc.....Power: 1000 Watts  
Owned-Operated By.....News Publishing Co.  
Address.....209 Broad St.  
Phone Number.....7767  
Newspaper Affiliation.....News Tribune  
News Service.....AP, INS  
Transcription Service.....SESAC  
President.....Mrs. Jane F. Mooney  
General Manager.....J. F. Mann  
Station Manager.....Roy Underwood  
Commercial Manager.....Martha Daniel  
Program Director.....Jean Wadsworth  
Chief Engineer.....Dan Scott

**WRGA—Rome—1929  
MBS**

Frequency: 1470 Kc.....Power: 5000 Watts  
Owned-Operated By.....Rome Bcstg. Corp.  
Bus-Studio Address.....501 Broad St.  
Phone: 2-2411.....Air Time: Full Time  
News Service.....UP  
Transcription Service.....Standard  
Representative.....Walker, Dora-Clayton  
Membership.....NARTB  
Pres., Gen., Sta. Mgr.....Mather Payne  
Secretary-treasurer.....Charles Smithgall  
Commercial Manager.....Clarence Salmon  
Sales Prom. Mgr.....Lou Fockele  
Program Director.....Jim Roberts  
Publicity Dir.....Cap Hicks  
Chief Engineer.....R. A. Starr

**WROM—Rome—1946**

Frequency: 710 Kc.....Power: 1000 Watts d.

Owned-Oper. By.....Coosa Valley Radio Co.  
 Business-Studio Address.....121½ Broad St.  
 Phone: 9075.....Air Time: Daytime  
 Representative.....McGillivra  
 Comm. Mgr.....Dean Covington  
 Gen. Mgr.....Edward N. McKay  
 Program Director.....Charlie Doss

## WCCP—Savannah—1946

### MBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Carter C. Peterson  
 Bus.-Studio Address..Georgia State Bank Bldg.  
 Representative.....Walker  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Carter C. Peterson  
 Comm. Mgr.....Weldon Herrin

## WDAR—Savannah—1946

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....WDAR, Inc.  
 Business-Studio Address.....34 E. Bryan St.  
 Phone: 3-8807.....Air Time: Full Time  
 Transcription Service.....Lang-Worth  
 Membership.....NARTB  
 Pres., Gen., Sta. Mgr.....H. Blair Minick  
 Commercial Manager.....O. Huthson  
 Prog., Pub. Dir.....Stella G. Minick  
 Chief Engineer.....Joseph Testo

## WFRP—Savannah—1946

### ABC

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Georgia Bcstg. Co.  
 Business-Studio Address.....219 E. Charlton St.  
 Phone: 3-9642.....Air Time: Full Time  
 News Service.....AP  
 Representative.....Everett-McKinney, Ayers  
 President.....John F. Pidcock  
 V.P., Gen., Sta., Comm. Mgr.....John Williams  
 Publicity Dir.....Shirley Brogdon  
 Chief Engineer.....B. M. McKnight

## WJIV—Savannah—1950

Frequency: 900 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....WJIV, Inc.  
 Bus. Address.....Box 737  
 Phone: 4-7264.....Air Time: Daytime  
 News Service.....AP  
 Representative.....Stars' Natl.  
 Chrmn. of Bd.....E. D. Rivers, Jr.  
 President.....W. H. Keller, Jr.  
 General Manager.....J. L. Woods

## WSAV—Savannah—1939

### NBC

Frequency: 630 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WSAV, Inc.  
 Bus.-Studio Address..Liberty Natl. Bank Bldg.  
 Phone: 3-0234.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Thesaurus

Representative.....Blair  
 Pres., Gen. Mgr.....Harben Daniel  
 Comm. Sta. Mgr.....Don Jones  
 Program Director.....Duane A. Hatch  
 Sls. Prom. Mgr.....R. W. Ward  
 Publicity Director.....Susan Perry  
 Chief Engineer.....Byron Strong

## WTOC—Savannah—1929

### CBS

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Savannah Bcstg. Co.  
 Business-Studio Address.....516 Abercorn St.  
 Phone: 2-0127.....Air Time: Full Time  
 News Service.....UP  
 Representative.....Katz  
 Membership.....NARTB  
 Pres., Gen. Mgr.....William T. Knight, Jr.  
 Commercial Manager.....Ben Williams  
 Program Director.....Dwight J. Bruce  
 Sales Prom. Mgr.....Frank S. Bryson, Jr.  
 Publicity Director.....Joan Purcell  
 Chief Engineer.....Kyle E. Goodman

## WWNS—Statesboro—1946

### MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By..Statesboro Bcstg. System  
 News Service.....UP  
 Gen. Mgr.....R. H. Thompson, Sr.  
 Station Manager.....Jack V. LoPresti

## WGTA—Summerville—1950

Frequency: 950 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Tri-State Bcstg. Co.  
 Address.....Holland Rd.  
 Phone: 295.....Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....Capitol  
 Station Rep.....Stars Natl.  
 General Manager.....William B. Farrar  
 Prom. Mgr.....Hoyl Raimsey

## WJAT—Swainsboro—1950

Frequency: 800 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By..Jack & Nancy M. Thompson  
 Address.....Covena Rd., Box 371  
 Phone: 2011.....Air Time: Daytime  
 Trans. Service.....World  
 News Service.....UP  
 Membership.....NARTB  
 General Manager.....Jack A. Thompson  
 Sta. Mgr.....John H. (Jack) Wiseley

## WSYL—Sylvania—1955

### KBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Sylvania Bcstg. System  
 News Service.....UP  
 Transcription Service.....SESAC  
 General Manager.....R. H. Thompson, Sr.  
 Station Manager.....Edwin H. Bass

**WSFT—Thomasston—1947**  
**MBS-KBS**

Frequency: 1220 Kc. Power: 250 Watts d.  
Owned-Oper. By. Thomaston Bcstg. Co.  
Business-Studio Address. WSFT Bldg.  
Phone: 2187. Air Time: Daytime  
Transcription Service. World  
News Service. AP  
Membership. NARTB, RAB  
Gen. Mgr. S. J. Carswell

**WKTG—Thomasville—1946**

Frequency: 730 Kc. Power: 1000 Watts d.  
Owned-Oper. By. John H. Phipps Bcstg. Sta.  
Address. Bank of Thomas County Bldg.  
Phone: 1501. Air Time: Daytime  
News Service. AP  
Transcription Service. Thesaurus  
Representative. Clark, Dora-Clayton  
Gen. Mgr. Herschel L. Graves  
Sta. Manager. L. T. Porter  
Program Director. Ed Bray  
Pub. Dir. Nan P. Flowers  
Chief Engineer. Bruce E. Singleton

**WPAX—Thomasville—1934**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By. H. Wimpy  
Business-Studio Address. 117 Remington Ave.  
Phone: 909. Air Time: Full Time  
News Service. UP  
Trans. Service. Capitol Thesaurus  
Owner. H. Wimpy  
Commercial Manager. Al Feinberg

**WTWA—Thomson—1947**  
**MBS-KBS**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By. Hickory Hill Bcstg. Co., Inc.  
Business Address. 127 Journal St.  
Phone: 777. Air Time: Full Time  
News Service. UP  
Transcription Service. Thesaurus  
Membership. NARTB, RAB  
President. Edgar H. Kobak  
General Manager. Frank F. Hash

**WWGS—Tifton—1946—MBS**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By. Tifton Bcstg. Corp.  
Address. 800 So. Main  
Phone: 921. Air Time: Full  
News Service. UP  
Membership. NARTB  
Transcription Service. World  
Representative. Thomas F. Clark  
Pres., Gen. Mgr. Ralph N. Edwards  
Chief Engineer. J. A. Brimaer

**WLET—Toccoa—1941**  
**MBS-KBS**

Frequency: 1420 Kc. Power: 5000 Watts d.  
Owned-Oper. By. R. G. LeTourneau

Address. 423 Prather Bridge Rd.  
Phone: TUCKER 6-4567. Air Time: Daytime  
News Service. UP  
Representative. Thomas F. Clark  
President. R. G. LeTourneau  
Sta. Mgr. Virgle E. Craig  
Comm., Sls., Prom. Mgr. J. Marquardt  
Prog., Pub. Dir. Gene Bollinger  
Chief Engineer. C. H. Sutton

**WGAF—Valdosta—1951—ABC**

Frequency: 910 Kc. Power: 5000 Watts  
Owned-Operated By. Valdosta Bcstg. Co.  
Address. 116 W. Hill Ave.  
Phone: 910. Air Time: Full Time  
News Service. AP  
Representative. John E. Pearson  
Membership. NARTB  
President. George B. Cook

**WGOV—Valdosta—1940—MBS**

Frequency: 950 Kc. Power: 5 Kc. d., 1 Kc. n.  
Owned-Operated By. WGOV, Inc.  
Address. Daniel Ashley Hotel  
Phone: 1420. Air Time: Full Time  
News Service. UP  
Representative. Stars Nat'l.  
Chairman of Board. E. D. Rivers  
President. Wm. H. Keller, Jr.  
Sta. Mgr. A. B. Smith

**WJEM—Valdosta—1955**

Frequency: 1150 Kc. Power: 1000 Watts  
Owned-Oper. By. Lowndes County Br'dcasters  
Address. Hwy. 84, Box 368  
Phone: 3070. Air Time: Daytime  
News Service. UP  
Transcription Service. Lang-Worth  
General Manager. James E. Massey  
Sales Manager. Julian G. Tucker  
Promotion Manager. Vincent L. Randolph

**WVOP—Vidalia—1946—MBS**

Frequency: 970 Kc. Power: 5 Kw.  
Owned-Operated By. Vidalia Bcstg. Co.  
Address. Box 391  
Phone: 3029. Air Time: Daytime  
Newspaper Aff. Advance  
News Service. UP  
Transcription Service. Cole, Standard  
Membership. NARTB  
Pres., Gen., Sta. Mgr. Howard C. Gilreath  
Pub. Dir. R. E. Leoford  
Program Director. Joe Doggan  
Chief Engineer. Loren Dorough

**WRPB—Warner Robbins**  
**1954**

Frequency: 1350 Kc. Power: 1000 Watts d.  
Owned-Oper. Warner Robbins Bcstg. Co., Inc.  
Address. Box 727  
Phone: 1350. Air Time: Daytime  
News Service. AP  
Representative. Clarke



Membership ..... NARTB  
 President ..... D. L. Fountain  
 Bus., Comm. Mgr., Chief Eng. .... E. Nobles  
 Sta., Prog. Mgr. .... G. Weber

**WKLE—Washington—1955**

Frequency: 1370 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Max G. Plaender  
 Address ..... Berkshire Dr.  
 Phone: 4801 ..... Air Time: Daytime  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 Pres., Owner ..... Max G. Plaender  
 General Manager ..... Grady Berry, Jr.  
 Commercial Manager ..... Burch Griffin

**WACL—Waycross—1951**

Frequency: 570 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Teletronics Inc.  
 Address ..... 528 Carswell Dr.  
 News Service ..... AP  
 Representative ..... Thomas Clark  
 President ..... James S. Rivers  
 General Manager ..... William B. Hill

**WAYX—Waycross—1936**  
**MBS-KBS**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Jack Williams  
 Business-Studio Address ..... 1600 Carswell Ave.  
 Phone: 965 ..... Air Time: Full Time  
 News Service ..... UP  
 Newspaper Affil. .... Waycross Journal American  
 Transcription Service ..... World  
 Membership ..... NARTB  
 Representative ..... Hal Holman  
 President ..... Jack Williams  
 Sta., Comm. Mgr. .... John J. Tobola  
 Sales Prom. Mgr. .... Charles R. Witt  
 Program Director ..... Raymond Williamson  
 Publicity Director ..... Charles Witt  
 Chief Engineer ..... Curtis Frazier

**WBRO—Waynesboro—1954**  
**KBS**

Frequency: 1310 Kc. .... Power: 1000 Watts d.  
 Owned ..... Burke County Broadcasting Co.  
 Address ..... Box 151  
 Phone: 2139 ..... Air Time: Daytime  
 News Service ..... UP  
 Pres., Gen., Sta. Mgr., Eng. .... C. Pugh  
 Comm. Mgr. .... J. Kennon McNutt

**WRLD—West Point—1941**  
**ABC**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Valley Bcstg. Co., Inc.  
 Business Address ..... P. O. Box 312  
 Phone: 2-2771 ..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Representative ..... Clarke  
 Membership ..... RAB, NARTB  
 President ..... J. C. Henderson  
 Sales Promotion Mgr. .... Dorothy Forrester  
 Gen., Sta., Comm. Mgr. .... Jim Murphy  
 Prog. Pub. Director ..... Aileen Love  
 Chief Engineer ..... Al Stancel

**WIMO—Winder—1952—KBS**

Frequency: 1300 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Winder-Monroe Bcstg.  
 Business Address ..... P. O. Box 526  
 Phone: 4831 ..... Air Time: Daytime  
 News Service ..... UP  
 Representative ..... Indie  
 President ..... W. C. Woodall, Jr.  
 Gen., Comm., Sta., Sls. Mgr. .... C. H. Grider  
 Program Director ..... O. G. Swindle  
 Publicity Director ..... R. A. Jones  
 Chief Engineer ..... D. E. Stafford

**IDAHO**

Pop. Feb. 1, 1956 (Est.) 622,000—Families 182,000  
 Radio Homes 175,000—TV Homes 100,074—Stations in State 17

**KBLI—Blackfoot—1951**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Blackfoot Bcstg. Co.  
 Address ..... P. O. Box 192  
 Phone: 780 ..... Air Time: Full Time  
 Membership ..... NARTB  
 Gen., Sta. Mgr. .... T. L. Morrison  
 Prom. Mgr. .... Don Nilsson

**KBOI—Boise—1947—CBS**

Frequency: 950 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Boise Valley Bcstrs., Inc.  
 Business-Studio Address ..... 311 N. 10th St.  
 Phone: 3-2511 ..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Free & Peters  
 Membership ..... RAB

Pres., Gen. Mgr. .... H. Westerman Whillock  
 Sta., Comm. Mgr., Prog. Dir. .... Earl Glade, Jr.  
 Local Sales Mgr. .... George Ganz  
 Publicity Dir. .... Dave Johnson  
 Chief Engineer ..... James Jontz, Jr.

**KGEM—Boise—1946**  
**ABC-KBS**

Frequency: 1140 Kc. .... Power: 10,000 Watts  
 Owned-Oper. By ..... Idaho Bcstg. & Telev. Co.  
 Business-Studio Address ..... 5601 Cassia  
 Phone: 4-3511 ..... Air Time: Full Time  
 News Service ..... UP  
 Representative ..... Avery-Knodel  
 President ..... Frank C. Carman  
 Comm., Gen. Mgr., Prog. Dir. .... M. L. Skinner  
 Chief Engineer ..... Howard McDonald

**KIDO—Boise—1928—NBC**

Frequency: 630 Kc. Power: 5000 Watts  
 Owned-Operated By: KIDO, Inc.  
 Address: 709 Idaho St.  
 Phone: 2-4611 Air Time: Full Time  
 News Service: UP  
 Representative: Blair-TV, Inc.  
 Membership: NARTB, RAB  
 President: Georgia M. Davidson  
 General Mgr.: Walter E. Wagstaff  
 Commercial Mgr.: John Young  
 Program Director: George Walton  
 Chief Engineer: Harold W. Toedtmeir

**KYME—Boise—1955**

Frequency: 740 Kc. Power: 500 Watts d.  
 Owned-Oper. By: Radio Boise, Inc.  
 Address: Hotel Boise  
 Pres., Gen. Mgr.: Roger L. Hagadone

**KBAR—Burley—1946**  
**ABC-KBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: KBIO, Inc.  
 Business-Studio Address: P. O. Box 461  
 Phone: 10 Air Time: Full Time  
 News Service: UP  
 Transcription Service: World  
 Station Rep.: McKinney, O'Connell, Ayres  
 General Manager: K. Clark  
 Comm. Mgr.: G. D. Carter

**KCID—Caldwell—1947**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By: Caldwell Bcstg. Co.  
 Address: 520 S. Kimball Ave.  
 Air Time: Full Time  
 Transcription Service: Capitol  
 Station Rep.: Harlan G. Oakes  
 Commercial Mgr.: Clair B. Hull

**KVNI—Coeur D'Alene—1946**  
**MBS-DON LEE**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: Coeur d'Alene Bcstg. Co.  
 Business-Studio Address: Blackwell Island  
 Phone: 4-2522 Air Time: Full Time  
 Membership: NARTB  
 Transcription: Capitol  
 Pres., Gen. Mgr.: Burl C. Hagadone  
 Sta., Comm. Mgr.: Wayne E. Olsen  
 Ass't Mgr.: Bernard V. Merriman

**KORT—Grangeville—1954**

Frequency: 1230 Kc. Power: 250 Watts  
 Owner: Far West Radio Inc.  
 Address: Box 28  
 Phone: 51 Air Time: Full Time  
 News Service: AP  
 Transcription Service: Lang-Worth  
 President: Hub Warner  
 Comm. Mgr.: Helen Warner  
 Chief Engineer: Don Manning

**KID—Idaho Falls—1928—CBS**

Freq.: 590 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By: Idaho Radio Corp.  
 Address: Box 701  
 Phone: 4 Air Time: Full Time  
 News Service: UP  
 Transcription Service: World  
 Representative: Gill-Perna  
 Membership: NARTB  
 President: A. W. Schneider  
 General-Station Manager: C. N. Layne  
 Commercial Manager: Leonard Wasden  
 Prog., Pub. Dir.: Leo Higham  
 Chief Engineer: Carroll Sechrist

**KIFI—Idaho Falls—1946**  
**ABC-MBS-IMN**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: E. Idaho Bcstg. & TV Co.  
 Business-Studio Address: Box 581  
 Phone: 1054 Air Time: Full Time  
 Newspaper Affil.: Post-Register  
 News Service: AP  
 Transcription Service: Standard  
 Representative: Avery-Knode  
 Membership: NARTB  
 Pres., Gen. Sta. Mgr.: J. M. Brady  
 Comm., Sls. Prom. Mgr.: J. L. Thomas  
 Program Director: Keith Clark  
 Publicity Director: Loraine Brown  
 Chief Engineer: Cecil Criddle

**KLER—Lewiston—1953**

Frequency: 1300 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By: Cole E. Wylie  
 Address: 2829 Country Club Dr.  
 Phone: 3-5558 Air Time: Daytime  
 News Service: AP  
 Representative: McGillvra  
 Membership: RAB  
 Owner: Cole E. Wylie  
 Station Manager: William C. Rhodes

**KOZE—Lewiston—1955**

Frequency: 950 Kc. Power: 500 Watts d.  
 Owned-Oper. By: Lewis-Clark Bcstg. Co.  
 Address: 924 Main St., Portland, Oreg.  
 Owner: Harold C. Singleton  
 Manager: A. Thomas Decker

**KRLC—Lewiston—1935**  
**MBS-DON LEE**

Freq.: 1350 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By: H. E. Studebaker  
 Business-Studio Address: Lewis-Clark Hotel  
 Phone: 3-1551 Air Time: Full Time  
 News Service: UP  
 Transcription Service: Thesaurus  
 Representative: Forjoe, Moore-Lund  
 Membership: NARTB, RAB  
 Sta., Gen. Mgr.: Donald Thomas  
 Commercial Manager: Edward Agnew  
 Program Director: Alben Nelson  
 Publicity Dir.: Jack Clifford  
 Chief Engineer: William Neuman

**KRPL—Moscow—1947—KBC**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned By KRPL, Inc.  
 Address Box 396  
 Phone: 2283 Air Time: Full Time  
 News Service AP  
 Representative Moore & Lund  
 Owner Roy Anderson  
 Manager Gale L. Mix

**KFXD—Nampa—1930  
 MBS-ITM**

Frequency: 580 Kc. Power: 5000 Watts  
 Owned-Oper. By Frank E. Hurt & Son  
 Business Address Box 891  
 Phone: 6-4611 Air Time: Full Time  
 News Service UP  
 Transcription Service Lang-Worth  
 Representative Avery-Knodel  
 Membership RAB, NARTB  
 Pres., Gen. Mgr. Edward P. Hurt  
 Sta., Comm. Sls. Prom. Mgr. Doyle Cain  
 Prog., Pub. Dir. Shirl Black  
 Chief Engineer G. M. Rose

**KSEI—Pocatello—1926  
 NBC**

Frequency: 930 Kc. Power: 5000 Watts  
 Owned-Operated By Radio Service Corp.  
 Business-Studio Address Box 31  
 Phone: 4000 Air Time: Full Time  
 News Service UP  
 Transcription Service Standard, Lang-Worth  
 Representative Weed, Feltis  
 Membership NARTB, RAB  
 Pres., Gen., Comm. Mgr. Henry H. Fletcher  
 Publicity Dir. Olive L. Greene  
 Program Director Ruthe A. Fletcher  
 Chief Engineer Ellis W. Call

**KWIK—Pocatello—1946  
 ABC-MBS-KBS-IMN**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned Pocatello TV Corp.  
 Address 1140 Yellowstone Ave.  
 Phone: 3400 Air Time: Full Time  
 Newspaper Aff. Idaho State Jour.  
 Transcription Service World  
 Station Representative Avery-Knodel  
 Membership NARTB  
 President Robert S. Howard  
 General Manager John R. Taylor  
 Commercial Mgr. James H. Schoonover  
 Program Director Allan Helpner  
 Chief Engineer Dean McCurdy

**KPST—Preston—1948—KBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Voice of The Rockies, Inc.  
 Address Preston  
 Phone: 600 Air Time: Full  
 Representative Continental  
 News Service UP

Transcription Service Associated  
 President Leo Hawks  
 Gen., Sta. Mgr. Rulon Dunn  
 Commercial Mgr. M. S. Stocking  
 Chief Engineer D. A. Nash, Jr.

**KRXK—Rexburg—1950—KBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned Snake River Radio & TV Co., Inc.  
 Address 445 S. 2nd East  
 Phone: 700, 701 Air Time: Full Time  
 News Service AP  
 Reps. Bcst. Time Sls., West Coast Sales  
 Pres., Gen. Mgr. Gene Shumate  
 Sls. Mgr. Wes Lawrence

**KAYT—Rupert—1955**

Frequency: 970 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Inland Bcstg. Co.  
 Address Rupert  
 Phone: 149-R Air Time: Day  
 News Service UP  
 Pres., Gen. Mgr. Mervin V. Ling  
 Sta. Comm. Mgr. George McDonald

**KSPT—Sandpoint—1949  
 KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By Bauer Bcstg. Co.  
 Address P. O. 431  
 Phone: 555 Air Time: Full Time  
 News Service AP  
 Station Rep. Continental, Moore & Lund  
 Transcription Service Standard, Langworth  
 Membership NARTB, RAB  
 General Mgr. Norman Bauer

**KEEP—Twin Falls—1946  
 CBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned By Radio Sales Corp.  
 Address P. O. Box 511  
 Phone: 3002 Air Time: Full Time  
 News Service UP  
 Station Rep. Gill-Perna, McGavren  
 President Spencer D. Grow  
 Gen., Sta., Comm. Mgr. E. Sullivan  
 Program Director Dick Ryall  
 Pub. Sls. Prom. Mgr. Bill Taylor  
 Chief Engineer Walt Snow

**KLIX—Twin Falls—1946  
 MBS-ABC**

Frequency: 1310 Kc. Power: 1000 Watts  
 Owned Southern Idaho Bcstg. & TV Co.  
 Business-Studio Address Elizabeth Blvd.  
 Phone: 2820 Air Time: Full Time  
 News Service AP  
 Transcription Capitol, MacGregor, Associated  
 Rep. Avery-Knodel, Moore-Lund, N. W.  
 Membership NARTB  
 V.P., Gen. Mgr. Frank C. McIntyre

Commercial Mgr.....Junear H. Shinn  
 Station Mgr.....Joe Clements  
 Program Director.....Don Allen  
 Chief Engineer.....Don Cedarstrom

**KTFI—Twin Falls—1928**  
**NBC**

Frequency: 1270 Kc. Power: 5000 d., 1000 n.  
 Owned-Operated By.....Radio Bcstg. Corp.  
 Address.....241 Main Ave. W.  
 Phone: 2400.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service...Lang-Worth, Standard  
 Representative .....Weed  
 Membership .....NARTB, RAB  
 Pres., Gen., Sta. Mgr.....F. M. Gardner  
 Commercial Mgr.....D. Silvester  
 Pub., Prog. Dir., Sales Prom. Mgr....L. Parker  
 Chief Engineer.....Marvin Hartley

**KWAL—Wallace—1938**  
**MBS-DON LEE**

Frequency: 620 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Metals Bcstg. Co.  
 Business-Studio Address.....Wallace  
 Phone: 8-2111.....Air Time: Full Time  
 Transcription Service.....World  
 Representative.....Holman, Moore & Lund  
 Pres., Gen. Mgr.....R. Lee Black

**KWEI—Weiser—1947**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Inland Bcst. Co.  
 Business-Studio Address.....Box 791  
 Phone: 700.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....Capitol  
 Membership .....RAB, NARTB  
 Pres., Gen. Mgr.....M. V. Ling  
 Sta., Comm., Sls. Mgr., Prog. Dir....D. Quigley  
 Chief Engineer.....Edwin C. Miller

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**AP**

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**50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.**

**WOKZ—Alton—1948—KBS**

Frequency: 1570 Kc. ....Power 1000 Watts  
Owned-Oper. By.....Palen Bcstg. Corp.  
Address.....Hotel Stratford  
Phone: 5-5506.....Air Time: Daytime  
News Service.....UP  
Pres., Gen. Sta. Mgr.....Edward N. Palen  
Comm. Mgr.....W. Eccles Huff  
Sales Prom. Mgr.....Lloyd Smith  
Program Director.....Tom Allen  
Chief Engineer.....Nicholas Bono

**WMRO—Aurora—1938**

Frequency: 1280 Kc. ....Power: 250 Watts, d.  
Owned-Operated By.....Martin R. O'Brien  
Business-Studio Address.....184 S. River  
Phone: 7-4215.....Air Time: Day  
News Service.....UP  
Transcription Service.....SESAC  
Owner, Manager.....Martin R. O'Brien  
Comm., Sales Prom. Mgr.....Vincent G. Coley  
Program Dir.....Jeanne M. Doran  
Chief Engineer.....John Kitner

**WIBV—Belleville—1947**

Frequency: 1260 Kc. ....Power: 250 Watts, d.  
Owned-Operated By.....Belleville Bcstg. Co.  
Bus.-Studio-Transmitter Address.....2100 W. Main  
Phone: AD 3-5000.....Air Time: Daytime  
News Service.....AP  
Representative.....Indie Sales  
Membership.....NARTB  
President.....John W. Lewis  
Commercial Mgr.....Clarence Keller

**WJBC—Bloomington—1924  
ABC**

Frequency: 1230 Kc. ....Power: 250 Watts  
Owned-Oper. By.....Bloomington Bcstg. Corp.  
Address.....209 E. Washington  
Phone: 5-2078.....Air Time: Full Time  
Newspaper Affil.....Daily Pantagraph  
News Service.....UP  
Transcription Service.....Thesaurus, World  
Representative.....Sears & Ayers  
Membership.....NARTB, RAB  
President.....Loring C. Merwin  
General Manager.....Warner C. Tidemann  
Comm. Mgr.....John McDermott  
Program Dir.....Fred Muxfield  
Chief Engineer.....Fred L. Bailey

**WKRO—Cairo—1942—MBS**

Frequency: 1490 Kc. ....Power: 250 Watts  
Owned-Operated By.....Oscar C. Hirsch  
Business Address.....Box 311  
Phone: 1490.....Air Time: Full Time  
News Service.....UP  
Representative.....John E. Pearson  
Membership.....NARTB, RAB  
Owner-Chief Engr.....Oscar C. Hirsch  
Gen. Station-Comm. Mgr.....Merrill C. Currier  
Publicity Director.....E. S. Myers

**WBYS—Canton—1947—KBS**

Frequency: 1560 Kc. ....Power: 250 Watts, d.

Owned-Operated By...Fulton Co. Bcstg. Co.  
Business-Studio-Transmitter...East Linn Limits  
Phone: 1877.....Air Time: Day  
News Service.....AP  
Transcription Service.....SESAC, Thesaurus  
Membership.....RAB  
President.....H. B. Winsor  
Gen., Comm. Mgr.....Charles E. Wright  
Program Director.....Jerry Bidle  
Sls. Prom. Mgr., Pub. Dir.....E. Sawyer  
Chief Engineer.....Howard Elliott

**WCIL—Carbondale—1946**

Frequency: 1020 Kc. ....Power: 1000 Watts, d.  
Owned-Operated By...Southern Illinois Bcstg.  
Business-Studio Address.....218 W. Main St.  
Phone: 167.....Air Time: Daytime  
News Service.....AP  
Membership.....NARTB  
General, Comm. Mgr.....Paul F. McRoy

**WROY—Carmi—1948  
Keystone**

Frequency: 1460 Kc. ....Power: 1000 Watts d.  
Owned-Oper. By.....Carmi Bcstg Co.  
Address.....Box 31  
Phone: 4161.....Air Time: Day  
News Service.....UP  
Transcription Service.....Thesaurus  
Representative.....Sears & Ayer, Inc.  
President.....Roy Clippinger  
Gen. Sta. Mgr.....S. A. Hassan  
Commercial Manager.....Jack Dill  
Program Director.....Bill Baker  
Chief Engineer.....John Greenwood

**WCAZ—Carthage—1921**

Frequency: 990 Kc. ....Power: 1000 Watts d.  
Owned-Oper. By...Superior Bcstg. Service, Inc.  
Address.....502 Wabash Ave.  
Phone: 520.....Air Time: Daytime  
Station Rep.....Sears & Ayer  
Manager.....John Palmer

**WCNT—Centralia—1946**

Frequency: 1210 Kc. ....Power: 1000 Watts, d.  
Owned.....Southern Illinois Bcstg. Co.  
Address.....Hiway 51  
Phone: 5151.....Air Time: Daytime  
News Service.....UP  
Transcription Service...Standard, Lang-Worth  
President.....C. W. Rodgers  
Station Mgr.....Ben Shore  
Commercial Mgr.....D. Cummings

**WDWS—Champaign—1937  
CBS**

Frequency: 1400 Kc. ....Power: 250 Watts  
Owner...The Champaign News Gazette, Inc.  
Business Address.....48 Main St.  
Phone: 6-1855.....Air Time: Full Time  
News Service.....UP  
Transcription Service.....World  
Newspaper Aff. ....News-Gazette



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## WGN-TV

**Channel 9**

441 N. Michigan Avenue  
Chicago 11, Illinois

Eastern Advertising Solicitation Office—220 East 42nd St., New York 17  
Representatives — George P. Hollingbery Co.

Representative... Robert Meeker & Associates  
 Membership ..... NARTB  
 President..... Mrs. Helen M. Stevick  
 Gen. Sta. Mgr..... Larry Stewart  
 Chief Engineer..... Robert Brown

**WEIC—Charleston—1954**  
**KBS**

Frequency: 1270 Kc. .... Power: 1000 Watts  
 Owner..... The Friendly City Bcstrs.  
 Address ..... Box 107  
 Phone: 2990..... Air Time: Day  
 News Service..... INS  
 Transcription ..... Lang-Worth  
 Gen., Sta., Comm. Mgr..... Lloyd McFee  
 Chief Engineer..... William Setliffe

**WAAF—Chicago—1922**

Frequency: 950 Kc. .... Power: 1000 Watts, d.  
 Owned-Operated By..... Corn Belt Pub., Inc.  
 Business Address..... 221 N. LaSalle St.  
 Phone: Randolph 6-1932... Air Time: Daytime  
 Newspaper Affil..... Drovers Journal  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Representative ..... Young  
 President ..... Ward A. Neff  
 Gen., Sta. Mgr..... Thomas L. Davis  
 Sales Prom. Mgr..... Fred R. Randazzo  
 Commercial Mgr..... T. L. Davis  
 Publicity Dir..... Jack McGuire  
 Program Director..... Bill Bauer  
 Chief Engineer..... Carl W. Ulrich

**WAIT—Chicago—1936**

Frequency: 820 Kc. .... Power: 5000 Watts  
 Owned-Operated By..... Radio Station WAIT  
 Bus-Studio Address..... Daily News Plaza  
 Phone: Franklin 2-0660... Air Time: Daytime  
 News Service ..... UP  
 Transcription ..... Thesaurus, SES&C, Standard  
 Representative ..... Forjoe  
 Gen. Mgr., Prog. Dir..... Robert O. Miller  
 Sales Prom. Mgr..... L. Webb  
 Chief Engineer..... Harry Berg

**WGN—Chicago—1924—MBS**

Frequency: 720 Kc. .... Power: 50,000 Watts  
 Owned-Operated By..... WGN, Inc.  
 Bus-Studio Address..... 441 N. Michigan Ave.  
 Phone: Michigan 2-7600... Air Time: Full Time  
 Newspaper Affiliation... The Chicago Tribune  
 News Service ..... AP, INS, UP  
 Transcription Service ..... Standard  
 Representative ..... Hollingberry  
 Membership ..... NARTB, RAB  
 President..... J. Howard Wood  
 V. P., Gen., Sta. Mgr..... Frank P. Schreiber  
 Commercial Manager.. William A. McGuineas  
 Sales Promotion Manager.. Charles A. Wilson  
 Program Director..... Bruce Dennis  
 Publicity Director..... James Hanlon  
 Dir. of Engineering..... Carl J. Meyers

**WBBM—Chicago—1923—CBS**

Frequency: 780 Kc. .... Power: 50,000 Watts

Owned By..... CBS, Inc.  
 Operated By..... CBS Radio Division  
 Address ..... 410 N. Michigan Ave.  
 News Service..... AP, UP, INS  
 Sta. Rep..... CBS Spot Sls.  
 Membership ..... RAB  
 General Manager..... H. Leslie Atlas  
 Asst. Gen. Mgr..... E. H. Shomo  
 Executive Ass't..... C. W. Doebler  
 Sales Mgr..... James P. Hensley  
 Promotion Mgr..... Alfred N. Greenberg  
 Program Director..... Al Bland

**WCFL—Chicago—1926**

Frequency: 1000 Kc. .... Power: 50,000 Watts  
 Owned..... Chicago Federation of Labor  
 Business-Studio Address.. 666 Lake Shore Dr.  
 Phone: MOhawk 4-2400... Air Time: Full  
 Transcription Service..... Standard, World  
 Membership ..... RAB  
 Representative..... Burke Stuart  
 General Manager..... Martin F. Hogan  
 Commercial Mgr..... Thomas E. Haviland

**WCRW—Chicago—1926**

Frequency: 1240 Kc. .... Power: 100 Watts  
 Owned-Operated By..... C. R. J. A. White  
 Address..... 2756 Pine Grove Ave.  
 Phone: EAsgate 7-6860... Air Time: Full Time  
 General Manager..... J. A. White  
 Chief Engineer..... C. R. White

**WEDC—Chicago—1926**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By..... Emil Denmark, Inc.  
 Address..... 3860 W. Ogden Ave.  
 Phone: CRAWford 7-4100... Air Time: Full Time  
 News Service ..... UP  
 President ..... Emil Denmark  
 Gen.-Station-Comm. Mgr..... Frank J. Koutnor  
 Program, Publicity Director..... Bill Mack  
 Chief Engineer..... A. W. Smith

**WGES—Chicago—1924**

Frequency: 1390 Kc. .... Power: 5000 Watts  
 Owned-Operated By... Radio Station WGES  
 Address..... 2708 Wash. Blvd.  
 Phone: SA 2-1700..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... Associated  
 General, Station Manager..... John A. Dyer  
 Commercial Mgr..... Elizabeth M. Hinzman  
 Sales Promotion Maager..... K. P. Freda  
 Program Director..... Herbert Rudolph  
 Chief Engineer..... William Shunk

**WHFC—Chicago—1925**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... WHFC, Inc.  
 Address..... 3350 S. Kedzie Ave.  
 Phone: Townhall 3-6305... Air Time: Full Time  
 General Manager..... Richard W. Hoffman

**WIND—Chicago—1926**

Frequency: 560 Kc. .... Power: 5000 Watts

Owned-Oper. By..... WIND, Inc.  
 Bus.-Studio Address..... 400 N. Michigan Blvd.  
 Transcription Service..... Standard  
 Representative..... AM Radio Sales  
 Transcription..... Standard  
 Membership..... RAB  
 President, General Manager... Ralph L. Atlas  
 Commercial Manager..... John T. Carey  
 Program Director..... H. Leslie Atlas, Jr.  
 Sls. Prom. Mgr., Pub. Dir.... Robert D. Peel  
 Chief Engineer..... Kenneth C. Shirk

### WJJD—Chicago—1924

Frequency: 1160 Kc..... Power: 50,000 Watts  
 Owned-Oper. By..... Plough Bcstg. Co.  
 Bus.-Studio Address... 230 N. Michigan Ave.  
 Phone: SState 2-5466..... Air Time: Daytime  
 News Service..... UP  
 Trans... Standard, Capitol, World, Thesaurus  
 Representative... Radio-TV Representatives, Inc.  
 V. P., Gen. Mgr., Prog. Dir.. Frederick G. Harm  
 Commercial Mgr..... James A. Jordan

### WLS—Chicago—1924—ABC

Frequency: 890 Kc..... Power: 50,000 Watts  
 Owned-Oper. By..... WLS, Inc.  
 Business Address... 1230 Washington Blvd.  
 Phone: MO 6-9700..... Air Time: Full Time  
 News Service..... AP, UP  
 Transcription Service..... Standard  
 Representative..... John Blair  
 Membership..... NARTB  
 President..... James E. Edwards  
 Gen., Sta. Mgr..... Glenn Snyder  
 Commercial Manager... Charles M. Freeman  
 Sls. Prom. Mgr., Pub. Dir..... W. Nelson  
 Asst. To Gen. Mgr..... Harold Safford  
 Program Director..... Herb Howard  
 Chief Engineer..... Thomas Rowe

### WMAQ—Chicago—1922—NBC

Frequency: 670 Kc..... Power: 50,000 Watts  
 Owned-Operated By... National Bcstg. Co., Inc.  
 Business-Studio Address... Merchandise Mart  
 Phone: SUperior 7-8300.. Air Time: Full Time  
 News Service..... AP, INS, UP  
 Transcription Service..... Thesaurus  
 Representative..... National Spot Sales  
 Membership..... NARTB  
 President..... Robert Sarnoff  
 General Manager..... Jules Herbuveaux  
 Director of Sales..... John Keys  
 Comm. Manager..... Rudi Neubauer  
 Sales Promotion Manager... Howard Coleman  
 Program Director..... George Heineman  
 Publicity Director..... Chet Campbell  
 Chief Engineer..... Howard Lutgens

### WSBC—Chicago—1925

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Operated By... WSBC Bcstg. Co., Inc.  
 Business-Studio Address... 2400 W. Madison St.  
 Phone: Monroe 6-9060..... Air Time: Part  
 Transcription Service..... SESAC  
 Representative..... Stars Nat'l. Inc.  
 Manager..... Louis B. Lee

### WHOW—Clinton—1947

Frequency: 1520 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... Cornbelt Bcstg. Co.  
 Business Address..... 401½ S. Side Sq.  
 Phone: 305..... Air Time: Day  
 Representative..... Holman  
 Transcription Service..... SESAC  
 News Service..... AP  
 President..... J. R. Livesay  
 V.P., Gen., Sta. Mgr..... Rolland O. Looper  
 Comm. Manager..... James Williams  
 Program Director..... Frank C. Jennings

### WDAN—Danville—1938 CBS

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By... Northwestern Pub. Co.  
 Address..... 1500 N. Washington  
 Phone: 1700..... Air Time: Full Time  
 News Service..... AP  
 Transcription Service..... Thesaurus  
 Representative..... Everett-McKinney, Inc.  
 Membership..... NARTB, RAB  
 General Manager..... Robert J. Burow  
 Sta., Comm. Sls. Prom. Mgr.... Max Shaffer  
 Program Dir..... Honore Ronan  
 Chief Engineer..... Orville Neely

### WITY—Danville—1953

Frequency: 980 Kc..... Power: 1 Kw.  
 Owned..... Vermilion Bcstg. Corp.  
 Address..... P. O. Box 142  
 Phone: 1312..... Air Time: Full Time  
 News Service..... UP  
 Transcription Service..... World  
 Representative..... Burns Smith  
 Membership..... RAB  
 President..... Gilbert E. Metzger  
 General Mgr..... Francis A. Higgins  
 Sales Prom. Mgr..... F. W. Parsons  
 Program Dir..... Catherine Scheurich  
 Chief Engineer..... Taylor Clowson

### WDZ—Decatur—1921

Frequency: 1050 Kc..... Power: 1000 Watts d.  
 Owned-Operated By... WDZ Bcstg. Co.  
 Business-Studio Address... 265 S. Park St  
 Phone: 3-9744..... Air Time: Daytime  
 News Service..... UP  
 Transcription Service..... Thesaurus  
 Representative..... Free & Peters  
 Membership..... NARTB, RAB  
 President..... Charles C. Caley  
 Gen., Sta. Mgr..... Frank C. Schroeder, Jr.  
 Commercial Mgr..... Robert B. King  
 Program Director..... E. James Seaney  
 Chief Engineer..... L. E. Mayfield

### WSOY—Decatur—1925—CBS

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Operated By... Illinois Bcstg. Co.  
 Address..... 1100 N. Pershing Road  
 Phone: 5371..... Air Time: Full Time  
 News Service..... AP  
 Newspaper Aff. .... Herald

Transcription Service..World, Standard, Cole  
 Representative .....Weed  
 Membership .....NARTB, RAB  
 President.....Frederick W. Schaub  
 Gen., Comm. Mgr.....Merrill Lindsay  
 Sta. Mgr.....M. H. Stuckwish  
 Prog., Pub. Dir.....Eugene Dorsey  
 Chief Engineer.....Allan Doyle

### WLKB—De Kalb—1947

Frequency: 1360 Kc.....Power: 500 Watts d.  
 Owned-Oper. By...DeKalb Radio Studios, Inc.  
 Business-Studio Address.....711 N. First St.  
 Phone: 6-3485.....Air Time: Daytime  
 News Service .....AP  
 Representative .....Sears & Ayer  
 Membership.....NARTB, RAB  
 Pres., Gen. Sta. Mgr.....George C. Biggar  
 Commercial Manager.....Richard Meier  
 Program Director.....R. C. Brown  
 Publicity Dir.....Ron Losee  
 Chief Engineer.....W. Decca Clayton

### WDQN—Du Quion—1951

Frequency: 1580 Kc.....Power: 250 Watts  
 Owned-Oper. By.....M. R. Lankford  
 Address.....Main & Walnut  
 Phone: LI 2-3894.....Air Time: Daytime  
 News Service .....UP  
 Representative .....McGillvra  
 General Manager .....M. R. Lankford  
 Station Manager.....Phil Richardson  
 Commercial Manager.....Walt Schater  
 Program Director.....Ralph Stevens  
 Chief Engineer.....Tom Hart

### WTMV—East St. Louis—1935

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....On the Air, Inc.  
 Business-Studio Address.....Broadview Hotel  
 Phone: Upton 4-4390.....Air Time: Full Time  
 Transcription Service .....SESAC  
 Representative .....Bogner & Martin  
 General Manager.....Frank J. Prendergast  
 Traffic Manager.....Joe Prendergast  
 Program Director.....D. Dellamano

### WCRA—Effingham—1947 KBS

Frequency: 1090 Kc.....Power: 250 Watts, d.  
 Owned-Operated By.....Effingham Bcstg. Co.  
 Address.....110 N. Banker St.  
 News Service .....UP  
 Gen., Nat. Sls. Mgr.....J. E. Armel

### WRMN—Elgin—1949

Frequency: 1410 Kc.....Power: 500 Watts  
 Owned-Oper. By .....The Elgin Bdcstg Co.  
 Address.....156 Division St.  
 Phone: SH 7700-1.....Air Time: Daytime  
 Newspaper Affil. Effingham News, Pekin Times  
 News Service .....UP  
 Representative .....Joseph Hershey MvGillvra  
 Pres., Gen., Sta., Comm. Mgr. J. Richard Sutter  
 Prog. Dir., Chf. Engr.....George J. Merker

### WEAW—Evanston—1953

Frequency: 1330 Kc.....Power: 500 Watts  
 Owned.....No. Shore Bcstg. Co., Inc.  
 Address .....2425 Main  
 News Service .....UP  
 Transcription Service .....World  
 Representative .....Boyner & Martin  
 Membership .....NARTB, RAB  
 Pres., Gen. Sta. Mgr.....Edward A. Wheeler  
 Commercial Manager.....James Bacon  
 Sales Prom. Mgr.....Don Springgate  
 Program Director.....Jim Herrington  
 Publicity Director.....Virginia McGowan  
 Chief Engr.....Fred Dennison

### WNMP—Evanston—1948

Frequency: 1590 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Angus D. Pfaff  
 Business-Studio-Transmitter...2201 Oakton St.  
 Phone: GR 5-1590.....Air Time: Day  
 Transcription .....Capitol, SESAC  
 News Service .....INS  
 Membership .....NARTB, RAB  
 Pres., Comm., Sls. Prom. Mgr., Angus D. Pfaff  
 Gen., Sta. Mgr., Prog. Dir.....L. H. Lamar  
 Publicity Dir.....Larry Attebery  
 Chief Engineer.....Richard Moser

### WFIW—Fairfield—1953—KBS

Frequency: 1390 Kw.....Power: 500 Watts d.  
 Owned-Oper. By...Wayne County Bcstg. Co.  
 Address .....Box 72  
 Phone: Fairfield 2159.....Air Time: Daytime  
 News Service .....AP  
 Transcription Service .....SESAC  
 Representative .....Grant Webb  
 Membership .....NARTB  
 Co-Owner, Gen. Mgr.....Thomas S. Land  
 Co-Owner, Prog. Dir., C. Eng. Bryan Davidson  
 Commercial Mgr.....Garnet Williams

### WFRL—Freeport—1947

Frequency: 1570 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...Freeport Bcstg. Co., Inc.  
 Business-Studio Address.....9 N. Chicago Ave.  
 Phone: State 436.....Air Time: Daytime  
 Representative .....Sears & Ayer  
 Membership .....NARTB  
 General Manager.....Vincent S. Barker

### WGIL—Galesburg—1938

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By...Galesburg Bcstg. Co., Inc.  
 Business Address.....312 Hill Arcade  
 Phone: 4626.....Air Time: Full Time  
 Newspaper Affiliation..."Daily Register Mail"  
 News Service .....AP  
 Membership .....RAB  
 Representative .....Wm. G. Rambeau  
 President .....Mrs. O. N. Custer  
 Gen., Sta. Mgr.....P. A. Wilson  
 Prog. Dir.....Max D. Lindberg  
 Publicity Director.....David Loring  
 Chief Engineer.....R. L. Baughman

**WEBQ—Harrisburg—1923**  
KBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By Harrisburg Bcstg. Co.  
Business-Studio-Transmitter 100 E. Poplar St.  
Phone: 28 Air Time: Full Time  
Gen.-Station-Comm. Mgr. Ingls M. Taylor  
Sales Prom. Mgr. Ken Hamilton  
Program Director Dorice Turner  
Publicity Director Eddie Wise  
Chief Engineer Elmer L. Gladson

**WMCW—Harvard—1954**

Frequency: 1600 Kc. Power: 500 Watts  
Owner Esther Blodget  
Address 205 E. Brainard

**WBEE—S. Chicago—1955**

Frequency: 1570 Power: 250 Watts  
Owner Rollins Bcstg. Co., Inc.  
Address 6201 S. Cottage Rd. Ave.  
Phone: Normal 7-4124 Air Time: Days  
Representative Rollins Bcstg. Co.  
General Mgr. Richard Scheele

**WJPF—Herrin—1940**  
MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Egyptian Bcstg. Co.  
Business-Studio Address P. O. Box 179  
Phone: 382 Air Time: Full Time  
News Service UP  
Representative John E. Pearson  
Membership NARTB  
President Orville W. Lyerla  
Gen., Sta., Comm. Mgr. Charles R. Cook  
Sls. Prom. Mgr. Fred Simmons  
Prog. Dir. Louise Piantanida  
Chief Engineer Ben Orf

**WLDS—Jacksonville—1941**

Frequency: 1180 Kc. Power: 1000 Watts d.  
Owned Jacksonville Radio & TV Bcstg. Corp.  
Address Fox Theatre Building  
Phone: CH 5-7171 Air Time: Daytime  
News Service AP  
Transcription Service World  
Newspaper Affiliation "Journal-Courier"  
Representative Hal Holman  
Membership NARTB, RAB  
President Robert A. Fay  
Gen., Comm., Sta. Mgr. R. Karl Baker  
Program Director T. J. Fairburn  
Chief Engineer G. J. Cassens

**WJOL—Joliet—1924**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By WJOL, Inc.  
Business-Studio-Transmitter 601 Walnut St.  
Phone: 4761 Air Time: Full Time  
News Service UP  
Transcription Service Thesaurus, World  
Representative Rambeau

Membership RAB  
General Manager J. F. Novy  
Station Manager J. F. Cerny

**WKAN—Kankakee—1947**

Frequency: 1320 Kc. Power: 1000 Watts d.  
Owned-Oper. By Kankakee Daily Journal Co.  
Business-Studio Address 183 N. Schuyler Ave.  
Phone: 3-6633 Air Time: Daytime  
News Service AP  
Transcription Service Standard  
Representative Sears-Ayer  
Newspaper Affil. Journal  
Membership NARTB  
President Leslie C. Small  
General Manager Burrell Small  
Station Manager Bruce Brown  
Asst. Station Manager Robert Hawkins  
Sales Mgr. Donald Hoover  
Program Director Orren Allain  
Chief Engineer Richard Eckels

**WKEI—Kewanee—1952—KBS**

Frequency: 1450 Kc. Power: 100 Watts  
Owned-Operated By WKEI Bcstg. Co.  
Address 202½ N. Tremont  
Phone: 4471 Air Time: Daytime  
News Service AP  
Transcription Service Lang-Worth  
Representative H. F. Best  
Pres., Gen. Mgr., Chf. Engr. E. D. Scandrett  
Prog., Pub. Dir. Paul Messplay

**WTAQ—La Grange—1950**

Frequency: 1300 Kc. Power: 500 Watts d.  
Owned-Oper. By S & S Bcstg. Co.  
Address Box 408  
Phone: FL 2-1300 Air Time: Full  
Representative Gill Perna  
Membership NARTB  
President Charles Sebastian  
V. P., Sta. Mgr. Russ Salter  
Commercial Manager Ralph Faucher  
Sales Prom. Mgr. Stanley Noyes  
Program Dir. Ted Carlson  
Publicity Dir. Arthur Schlaman  
Chief Engineer Bill Wardle

**WLPO—La Salle—1947**

Frequency: 1220 Kc. Power: 250 Watts d.  
Owned-Oper. By La Salle County Bcstg. Co.  
Bus. Ad. P. O. Box 215  
Phone: 3100 Air Time: Daytime  
News Service AP  
Newspaper Affil. News Trib.  
Membership NARTB, RAB  
President Peter Miller  
Gen., Comm. Mgr. William Helm  
Program Director Dan Lawlor  
Publicity Director Alan Alford  
Chief Engineer Lawrence McCann

**WPRC—Lincoln—1947**

Frequency: 1370 Kc. Power: 500 Watts d.  
Owned-Oper. By Prairie Radio Corp.  
Address P. O. Box 37



Phone: 1370.....Air Time: Daytime  
 Transcription Service.....Lang-Worth  
 Membership.....RAB  
 Pres., Gen. Mgr.....Ray F. Knochel  
 Comm. Manager.....Paul E. Rankin  
 Sales Prom. Mgr.....John H. Deal  
 Program Director.....William H. Brady  
 Pblcity Director.....Earle W. Layman  
 Chief Engineer.....Donald Thompson

**WSMI—Litchfield—1950**

Frequency: 1540 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Mid-Illinois Bcstg. Co.  
 Address.....Box 241  
 Phone: 100.....Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Hil Best  
 Membership.....RAB  
 Pres., Gen. Mgr.....Hayward L. Talley

**WKAI—Macomb—1947—KBS**

Frequency: 1510 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....The Macomb Bcstg. Co.  
 Address.....113 E. Carroll St.  
 Phone: Macomb 1350.....Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....Lang-Worth, World  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Wm. E. Schons  
 Station Manager.....Allan Fobes  
 General Sls. Mgr.....Kenneth Petersen

**WGGH—Marion—1949**

Frequency: 1150 Kc.....Power: 500 Watts d.  
 Owned-Operated By.....Marion Bcstg. Co.  
 Business Address.....P. O. Box 311  
 Phone: 824.....Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Sears & Ayer  
 Membership.....RAB  
 Pres., Chief Eng.....George W. Dodds  
 Gen., Sta., Comm. Mgr.....Jim Duncan  
 Sls. Prom. Mgr.....Ina Trammel  
 Publicity Dir.....Ervin Coppi

**WLBH—Mattoon—1946**

Frequency: 1170 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Mattoon Bcstg. Co.  
 Bus.-Studio Address.....17th & Broadway A/e.  
 Phone: 6464.....Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....Holman  
 Membership.....NARTB, RAB  
 President, Gen.-Station Mgr.....J. R. Livesay  
 Commercial Manager.....Ken Wooddeil  
 Sales Prom. Mgr.....John Gefjord  
 Program Director.....Robert Guess  
 Chief Engineer.....Ray Livesay

**WMOK—Metropolis—1951**

Frequency: 920 Kc.....Power: 1,000 Watts d.  
 Owned-Oper. By.....Fort Massac Bcstg. Co.  
 Address.....409 Ferry St.

Phone: 2106.....Air Time: Daytime  
 Transcription Service.....SESAC  
 Representative.....Holman  
 Membership.....NARTB, RAB  
 General Manager.....James H. Firmin  
 Sales Manager.....P. Roewe

**WQUA—Moline—1946—ABC**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WQUA, Inc.  
 Address.....1319 Fifth Ave.  
 Phone: 4-6727.....Air Time: Full Time  
 Representative.....Geo. P. Hollingberry Co.  
 Pres., Gen. Mgr.....G. LaVerne Flambo  
 Program Director.....Wilbur L. Mason  
 Chief Engineer.....Harold Higby

**WVMC—Mount Carmel—1948**

Frequency: 1360 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....WVMC  
 Address.....No. Cherry St.  
 Phone: 1360.....Air Time: Daytime  
 News Service.....UP  
 Membership.....NARTB, RAB  
 General Manager.....Stephen P. Bellingier

**WMIX—Mt. Vernon—1947**

Frequency: 940 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Mt. Vernon Radio & Tel. Co.  
 Address.....121½ N. 9th Street  
 Phone: 3500.....Air Time: Daytime  
 Address.....No. 2 Radio Center  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....John E. Pearson Co.  
 President.....John Russell Mitchell  
 General Manager.....R. J. Cheney  
 Comm. Mgr.....C. Schoch  
 Publicity Dir.....Ted Strader  
 Chief Engineer.....Alva Hulbert

**WINI—Murphysboro—1954  
 KBS**

Frequency: 1420 Kc.....Power: 500 Watts  
 Owned-Oper. By.....Midwest Bcstg. Sys.  
 Address.....P. O. Box 647  
 Phone: 282.....Air Time: Daytime  
 News Service.....AP  
 Representative.....Hil F. Best  
 President.....Cecil W. Roberts  
 General Manager.....R. Wayne Cox  
 Commercial Manager.....Lewis Barwick  
 Chief Engineer.....Lester D. Bilderback

**WOPA—Oak Park—1950**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Village Bcstg. Co.  
 Address.....408 S. Oak Park Ave.  
 Transcription Service.....Standard  
 General Mgr.....E. Sanderling  
 Station Mgr.....Albert C. Michelotti

**WVLN—Olney—1947—KBS**

Frequency: 740 Kc.....Power: 250 Watts d.

Owned-Operated By.....Olney Bcstg. Co.  
 Address.....302½ E. Main  
 News Service.....AP, UP  
 Phone: 2156.....Air Time: Dcyytime  
 Transcription Service.....SESAC, World  
 Representative.....Hal Holman  
 Membership.....NARTB  
 Pres., Gen., Sta. Mgr.....Marshall H. Poole  
 Prog. Dir., Comm. Mgr.....Dick Griggs  
 Pub. Dir.....Harry Hillis

**WCMY—Ottawa—1952**

Frequency: 1430 Kc.....Power: 500 Watts d.  
 Owned-Operated By.....Carl H. Meyer  
 Address.....P. O. Box 687  
 Phone: 551.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....SESAC  
 Pres., Gen. Mgr.....Carl H. Meyer  
 Comm. Mgr.....D. M. Meyer

**WPRS—Paris—1951—KBS**

Frequency: 1440 Kc.....Power: 500 Watts d.  
 Owned-Operated By.....Paris Bcstg. Corp.  
 Address.....2 Mi. W. Paris on State Rd. 133  
 Phone: 3-1440.....Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....Thesaurus, Capitol  
 Membership.....NARTB  
 Pres., Gen., Sta., Comm. Mgr...A. Ferguson, Jr.  
 Chief Eng.....C. Thomas

**WSIV—Pekin—1946**

Frequency: 1140 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...Pekin Bcstg. Co., Inc.  
 Business-Studio Address.....Arcade Bldg.  
 News Service.....AP  
 Representative.....Sears & Ayer  
 Pres., Gen. Mgr.....W. Kenneth Patterson  
 Commercial Manager.....Peg Horner  
 Sls. Prom., Pub. Dir.....George Udry  
 Program Director.....Tom Dunn  
 Chief Engineer.....Lowell Lovely

**WEEK—Peoria—1948—NBC**

Frequency: 1350 Kc.....Power: 1000 Watts  
 Owned-Operated By...West Central Bcstg. Co.  
 Address.....2907 Springfield Rd.  
 News Service.....AP  
 Representative.....Headley-Reed  
 Membership.....NARTB, RAB  
 President.....Robert S. Kerr  
 Gen. Mgr.....Fred C. Mueller  
 Sta. Mgr.....Edward Kash  
 Sls. Prom. Mgr.....F. R. Oakley  
 Chief Engineer.....Wayne Lovely

**WIRL—Peoria—1948  
 ABC-MBS**

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Illinois Valley Bcstg. Co.  
 Business-Studio Address...125 N. Jefferson Ave.  
 Phone: 4-9239.....Air Time: Full Time  
 News Service.....UP  
 Representative.....H-R

President.....Timothy W. Swain  
 Gen. Mgr., V.P.....John H. Altortfer  
 Station Manager.....James T. Butler  
 Commercial Manager.....Effie Same  
 Sales Prom. Mgr.....Donald P. O'Neil  
 Program Director.....Robyn Weaver  
 Publicity Director.....Mort Cantor  
 Chief Engineer.....Rudy Luukinen

**WMBD—Peoria—1927—CBS**

Frequency: 1470 Kc.....Power 5000 Watts  
 Owned-Oper. By.....WMBD, Inc.  
 Address.....212 South Jefferson Street  
 Phone: 6-0711.....Air Time: Full Time  
 Transcription Service.....Thesaurus  
 Representatives.....Free & Peters  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....Charles C. Caley  
 Asst. Mgr.....Marvin H. Hult  
 Sls. Prom. Mgr., Pub. Dir.....Toby Carlson  
 Program Director.....Charles A. Miller  
 Chief Engineer.....George Pyle

**WPEO—Peoria—1951**

Frequency: 1020 Kc....Power: 1000 Watts d.  
 Owned-Oper. By.....WPEO, Inc.  
 Address.....926 Main St.  
 Phone: 4-9249.....Air Time: Daytime  
 News Service.....AP  
 Membership.....NARTB  
 Representative.....Burke-Stuart Co.  
 Pres., Gen., Sta. Mgr.....John R. Livingston  
 Program Director.....Harry Harrison  
 Chief Engineer.....Gerry De Vore

**WBBA—Pittsfield—1954**

Frequency: 1580 Kc.....Power: 250 Watts  
 Owner.....Pike Bcstg. Co.

**WGEM—Quincy—1948—ABC**

Frequency: 1440 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Quincy Bcstg. Co.  
 Business-Studio Address.....Hotel Quincy  
 Phone: 2-6840.....Air Time: Full Time  
 Newspaper Affiliation...Quincy Herald Whig  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Avery-Knodel  
 President.....T. C. Oakley  
 General Manager.....Joseph S. Bonansinga  
 Comm. Mgr.....J. E. Muse  
 Prog. Dir.....Ted Austin  
 Pub. Dir.....W. Vaughn  
 Chief Engineer.....Frank E. Laughlin

**WTAD—Quincy—1927—CBS**

Freq: 930 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....Lee Bcstg., Inc.  
 Address.....WCU Bldg.  
 Phone: Baldwin 2-6200.....Air Time: Full Time  
 News Service.....AP, UP  
 Trans. Service.....Standard, Associated  
 Representative.....Weed & Co.  
 Membership.....NARTB, RAB  
 National Sls. Mgr.....Walter Rothschild  
 Ass't Nat'l Sls.....Wayne W. Cribb

**WROK—Rockford—1929**  
ABC

Freq.: 1440 Kc...Power: 1 Kw. d.; 500 W. n.  
Owned.....Winnebago Newspapers, Inc.  
Bus.-Studio Address...Rockford News Tower  
Phone: 2-6621.....Air Time: Full Time  
News Service.....AP  
Transcription Service.....Thesaurus  
Representative.....H. R.  
President.....E. K. Todd  
Gen., Comm. Mgr.....John J. Dixon  
Sls. Prom. Mgr., Pub. Dir.....Betty L. Thro  
Program Director.....Maurice P. Owens  
Chief Engineer.....Maurice H. Nelson

**WRRR—Rockford—1953**

Frequency: 1330 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Rock River Bcstg.  
Address.....113 S. Court St.  
Phone: 8-2263.....Air Time: Daytime  
News Service.....UP  
Transcription Service.....World  
Representative.....Radio TV Reps.  
President.....William E. Walker  
Gen., Sta. Mgr.....L. O. Fitzgibbons  
Comm., Sales Prom Mgr.....Jack Harvey  
Prog. Dir.....H. I. Tingley  
Publicity Dir.....Virginia Colwell  
Chief Engineer.....George Reynolds

**WHBF—Rock Island—1925**  
CBS

Frequency: 1270 Kc.....Power: 5000 Watts  
Owned-Operated By...Rock Island Bcstg. Co.  
Business-Studio Address.....231 18th St.  
Phone: 6-5441.....Air Time: Full Time  
Newspaper Affiliation...Rock Island Argus  
News Service.....UP  
Transcription...Standard, World, Thesaurus  
Representative.....Avery-Knodel  
Membership.....NARTB, RAB  
President.....Ben H. Potter  
V.P., Gen., Sta. Mgr.....Leslie C. Johnson  
Asst. Mgr., Dir. Sales.....Maurice Corken  
Sales Manager.....Ted Arnold  
Program Dir.....Frank S. Hicks  
Publicity Dir.....Fern Hawks  
Chief Engineer.....Robert J. Sinnett

**WHCO—Sparta—1955**

Frequency: 1230 Kc.....Power 250 W.  
Owned.....Hirsch Communication Eng. Corp.  
Engineering Corp.  
Address...324 Broadway, Cape Girardeau, Mo.  
Phone: Sparta 333.....Air Time: Full  
News Service.....UP  
President.....Robert O. Hirsch  
General Manager.....Oscar C. Hirsch  
Station Sls. Prom. Manager...Buford L. Mabrey  
Commercial Manager.....James F. Collins  
Program Director.....Skip McKellip  
Chief Engineer.....James D. Collins

**WCVS—Springfield—1922**  
MBS-ABC

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....WCBS, Inc.  
Business-Studio Address...523 E. Capitol Ave.  
Phone: 9855.....Air Time: Full  
Transcription Service.....Standard  
Membership.....NARTB  
Representative.....Bogner & Martin  
General Manager.....C. W. Needl

**WMAY—Springfield—1950**  
NBC

Freq.: 970 Kc...Power: 1 Kw. d.; 500 W. n.  
Owned-Oper. By.....Lincoln Bcstg. Corp.  
Address.....711 Myers Bldg.  
News Service.....UP  
Phone: 4-1766.....Air Time: Full Time  
Transcription.....Thesaurus  
Representative.....John E. Pearson  
Membership.....NARTB  
Pres., Gen., Sta., Comm. Mgr..Gordon Sherman  
Program Director.....Syl Binklin  
Prom., Publ. Dir.....Mel Kempe  
Chief Engineer.....Melvin Feldman

**WTAX—Springfield—1930**  
CBS

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....WTAX, Inc.  
Address.....Route 66 & E. Cook St.  
Phone: 2-4441.....Air Time: Full Time  
News Service.....AP  
Transcription.....World  
Representative.....Weed  
Membership.....NARTB, RAB  
Pres., Gen., Sta. Mgr.....Oliver J. Keller  
Commercial Manager.....O. J. Keller, Jr.  
Sales Promotion Manager.....Bill Miller  
Program Director.....John W. Midgley  
Chief Engineer.....E. C. Swaringen

**WSDR—Sterling—1949**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Blackhawk Bdcstg. Co.  
Address.....218 1st Ave.  
Phone: 3400.....Air Time: Full Time  
News Service.....AP  
Transcription Service...Capitol, Lang-Worth  
Pres., Gen. Mgr.....Sam Bartlett  
Comm. Mgr.....Lillian Bartlett  
Sls. Prom. Mgr.....G. W. Gamel  
Pub. Dir.....Victor Korte  
Program Director.....John Rohwer  
Chief Engineer.....Ed Fisher

**WIZZ—Streator—1953**

Frequency: 1250 Kw.....Power: 500 Watts d.  
Owned-Oper. By.....Streator Bcstg. Co.  
Address.....Box 431  
Phone: 4147.....Air Time: Daytime  
Representative.....Best  
News Service.....UP  
Managing Partner.....S. P. Bellinger  
General Manager.....Vernon R. Nunn

**WTIM—Taylorville—1952**

Frequency: 1410 Kc. Power: 1000 Watts d  
 Owned-Operated By..... Moyer Bcstg. Co.  
 Phone: 1410..... Air Time: Daytime  
 Transcription Service..... Standard, Thesaurus  
 Representative..... Continental  
 President..... Roger Moyer  
 General Manager..... James C. Hilderbrand

**WKID—Urbana—1948—KBS**

Frequency: 1580 Kc. Power 250 Watts d  
 Owned-Operated By..... WKID Bcstg. Co.  
 Address..... P. O. Box 192  
 Phone: 75431..... Air Time: Daytime  
 News Service..... UP  
 Representative..... John Pearson  
 Manager..... Joseph S. Rider

**WKRS—Waukegan—1949**

Frequency: 1220 Kc. Power: 1000 Watts d.  
 Owned-Operated By... Waukegan News-Sun  
 Business Address..... P. O. Box 500  
 Phone: DEltα 6-7900..... Air Time: Daytime

News Service..... AP  
 Transcription Service..... Thesaurus, Standard  
 Membership..... RAB  
 Representative..... Sears & Ayer  
 President..... William F. Just  
 V. P., Gen. Mgr..... Joseph B. Kirby

**WFRX—West Frankfort—1955**

Frequency: 1300 Kc. Power: 1000 Watts d.  
 Owned..... Pyramid Radio Bcstg. & TV Co.  
 Address..... Box 359  
 Phone: 1300..... Air Time: Daytime  
 News Service..... UP  
 Representative..... Indie Sales  
 Gen. Mgr..... Robert O. Veach  
 Transcription Service..... Thesaurus

**WCBD—Zion—1947**

Frequency: 820 Kc. Power: 5000 Watts  
 Owned-Oper. By..... Michael J. Mintern  
 Business Address..... Administration Bldg.  
 Phone: 2-4521..... Air Time: Sunday only  
 Managing Director..... Michael J. Mintern  
 Commercial Manager..... Carl Q. Lee

**INDIANA**

Pop. Feb. 1, 1956 (Est.) 4,285,000—Families 1,325,000  
 Radio Homes 1,275,500—TV Homes 1,108,740—Stations in State 56

**WCBC—Anderson—1946**

Frequency: 1470 Kc. Power: 1000 Watts d.  
 Owned-Operated By..... Civic Bdcstg Corp.  
 Address..... Box 350  
 News Service..... UP  
 Transcription Service..... World  
 Membership..... RAB, NARTB  
 Station Rep..... Hil Best  
 President..... Paul E. Billheimer  
 General Manager..... Gordon Beck  
 Program Director..... Charles Bates  
 Sales Manager..... Asher Sizemore

Pres., Gen. Mgr..... William C. Smith, Jr.  
 Commercial Mgr..... W. R. Klumpp  
 Sales Prom. Mgr..... W. Klatte  
 Program Director..... Claude Parsons  
 Chief Engineer..... Carl J. Finger

**WTTS—Bloomington—1949**  
**ABC**

Freq.: 1370 Kc. Power 5 Kw. d., 500 W. n.  
 Owned-Oper. By..... Sarkes Tarzian, Inc.  
 Business-Studio Address... 535 S. Walnut St.  
 News Service..... AP  
 Phone: 2-3366..... Air Time: Full Time  
 Representative..... Robert Meeker Associates  
 Membership..... RAB  
 President..... Sarkes Tarzian  
 Gen. Mgr., Prog. Dir..... Glenn Van Horn  
 Commercial Mgr..... Ray Bartlett  
 Chief Engineer..... Dale Blackwell

**WHBU—Anderson—1923**  
**CBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By... Anderson Bcstg. Corp.  
 Business-Studio..... 640 Citizens Bank Bldg.  
 Phone: 7791..... Air Time: Full Time  
 Transcription Service..... Standard  
 News Service..... UP  
 Representative..... Bolling Co.  
 Membership..... RAB, NARTB  
 President..... C. Bruce McConnell  
 General Manager..... John R. Atkinson

**WBNL—Boonville—1950**  
**KBS**

Frequency: 1540 Kc. Power: 250 Watts d.  
 Owned-Oper. By..... Boonville Bcstg. Co.  
 Address..... Lynville Rd.  
 News Service..... UP  
 Co-O., Gen., Comm. Mgr..... H. C. Sanders  
 Co-O., Asst. Mgr., Pgm. Dir..... Norman Hall

**WBIW—Bedford—1948—MBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By..... Radio Bedford, Inc.  
 Address..... Radio Farm, P. O. Drawer 472  
 Phone: 4421-2..... Air Time: Full Time  
 News Service..... AP, INS  
 Transcription Service..... Thesaurus  
 Representative..... W. S. Grant

**WCSI—Columbus—1950**

Frequency: 1010 Kc. Power 500 Watts  
 Owned-Oper. By..... Syndicate Theatres, Inc.  
 Address..... Carr Hill Rd.  
 Phone: 3397..... Air Time: Daytime

Membership ..... RAB  
 Station Rep. .... Rambeau  
 General Manager..... Dick Jewell

**WCNB—Connersville—1948**

Frequency: 1580 Kc.....Power: 250 Watts d.  
 Owned-Operated By..... News Examiner Co.  
 Business-Studio Address..... 406 Central Ave.  
 Phone: 1950..... Air Time: Daytime  
 News Service ..... UP  
 Newspaper Affil..... News Examiner  
 Transcription Service..... Thesaurus  
 Representative ..... Gill-Perna  
 Membership ..... NARTB  
 Comm., Sta., Mgr..... E. M. JACKSON  
 Program Director..... Ralph T. Underwood

**WTRC—Elkhart—1931—NBC**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owner-Oper. By..... Truth Publishing Co.  
 Business-Studio Address..... Box 636  
 Phone: 3-1960..... Air Time: Full Time  
 News Service..... UP  
 Representative ..... H-R Reprs  
 President..... John F. Dille, Jr.  
 General Manager..... Donald McFall  
 Commercial Mgr..... Don Freed  
 Chief Engineer..... Lester Zellmer

**WEOA—Evansville—1936  
 CBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned..... Ohio Valley TV Co.  
 Business-Studio Address..... Box 395  
 Phone: 4-9215..... Air Time: Full Time  
 News Service ..... UP  
 Membership ..... NARTB, RAB  
 Representative ..... Meeker; Young  
 President..... Herbert R. Levy  
 General Manager..... Cecil M. Sansbury  
 Commercial Manager..... Bill Spillman  
 Sales Prom. Mgr..... Del Greenwood  
 Program Director..... Roger Garrett  
 Chief Engineer..... Bob Cleveland

**WGFB—Evansville—1923  
 NBC**

Frequency: 1280 Kc. Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Operated By..... On The Air, Inc.  
 Business-Studio Ad. .... 1001 Diamond Ave.  
 Phone: 21171..... Air Time: Full Time  
 Representative ..... Weed & Co.  
 News Service ..... UP  
 Transcription ..... SESAC  
 Membership ..... NARTB, RAB  
 President..... Alvin Q. Eades  
 Ex. V.P., Gen., Sta. Mgr..... Martin L. Leich  
 Sales Prom., Pub. Dir..... William G. Hill  
 Program Director..... Mrs. Pat Roper  
 Chief Engineer..... Erwin P. Schoeny

**WIKY—Evansville—1947**

Frequency: 820 Kc.....Power: 250 Watts d.  
 Owned-Oper. By... South Central Bcstg. Corp.  
 Address..... Box 148

Phone: Harrison 4-8284... Air Time: Daytime  
 News Service ..... AP  
 Transcription Service..... Thesaurus  
 Representative..... John E. Pearson Co.  
 Membership ..... RAB  
 Pres., Gen.-Sta. Mgr..... John A. Engelbrecht  
 Chief Engineer..... George F. Stoltz

**WJPS—Evansville—1948  
 ABC**

Frequency: 1330 Kc. Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Operated By..... WJPS, Inc.  
 Business-Studio Address..... 206 Main St.  
 Phone: 5-2221..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service..... Standard, World  
 Representative..... George P. Hollingsbery  
 Membership ..... NARTB  
 President..... Robert S. Davis  
 Gen., Sta., Comm. Mgr..... Jack McLean  
 Sls., Prom. Mgr..... Verne Paule  
 Pub. Dir..... Roger McMahon  
 Program Director..... Charles Caldwell  
 Chief Engineer..... James Jared

**WANE—Ft. Wayne—1948  
 CBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By... Radio Fort Wayne, Inc.  
 Address..... Fort Wayne Nat'l Bank Bldg.  
 Phone: Anthony 6212..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... Bolling  
 President..... C. Bruce McConnell  
 General Manager..... Robert McConnell  
 Station Manager..... Charles E. Kennedy  
 Promotion Mgr..... James Voors  
 Local Commercial Manager..... Merlin Smith  
 Program Director..... Doug Hadley  
 Chief Engineer..... Eugene Humphrey

**WGL—Ft. Wayne—1924—ABC**

Frequency: 1250 Kc.....Power: 1000 Watts  
 Owned-Oper. By... News-Sentinel Bcstg. Co., Inc.  
 Business-Studio Address. 201 W. Jefferson St.  
 Phone: Eastbrook 3366... Air Time: Full Time  
 Newspaper Affiliation..... News Publ. Co.  
 News Service ..... UP  
 Transcription Service..... Lang-Worth  
 Representative ..... Headley-Read  
 Membership ..... RAB, NARTB  
 President..... Helene R. Foellinger  
 Gen., Sta., Comm. Mgr..... Merrill C. Johnson  
 Sls. Prom. Mgr..... Robert Storey  
 Program Director..... Norman Widenhofer  
 Chief Engineer..... Damon Wilson

**WKJG—Ft. Wayne—1947  
 MBS**

Frequency: 1380 Kc.....Power: 5000 Watts  
 Owner... Northeastern Indiana Bcstg. Co., Inc.  
 Business-Studio Add. .... 220 E. Jefferson St.  
 Phone: Anthony 2295... Air Time: Full Time  
 News Service..... UP



**Transcription Service** ..... World  
**Representative** ..... **Raymer**  
**General Manager** ..... Edward G. Thoms  
**Ass't. Gen. Mgr.** ..... Hilliard Gates  
**Commercial Manager** ..... Carleton B. Evans  
**Program Dir.** ..... Calo Mahlock

**WOWO—Ft. Wayne—1926**  
**NBC**

**Frequency:** 1190 Kc. .... **Power:** 50 Kw.  
**Owner** ... Westinghouse Broadcasting Co., Inc.  
**Bus.-Studio Address** ... 124 W. Washington Blvd.  
**Phone:** Anthony 2136. .... **Air Time:** Full Time  
**News Service** ..... **UP**  
**Transcription Service** ..... Thesaurus  
**Representative** ..... **Free & Peters**  
**Membership** ..... **RAB, NARTB**  
**President** ..... Donald H. McGannon  
**Station Mgr.** ..... Carl W. Vandagriff  
**Commercial Manager** ..... Tom Longworth  
**Sales Prom. Mgr.** ..... Hilda C. Woehrmeyer  
**Program Director** ..... Guy Harris  
**Chief Engineer** ..... Hal Brokaw

**WILO—Frankfort—1953—KBS**

**Frequency:** 1570 Kc. .... **Power:** 250 Watts  
**Owned** ..... Lake Erie Radio & TV Corp.  
**Address** ..... 52½ E. Washington St.  
**Phone:** 3338. .... **Air Time:** Daytime  
**News Service** ..... **UP**  
**Station Rep.** ..... Hil Best  
**President** ..... Theodore M. Nelson  
**Gen., Sta. Mgr., Chief Engr.** Lewis M. Shroyer  
**Commercial Manager** ..... Phil Wise  
**Program Director** ..... James Cronkright

**WGRY—Gary—1950**

**Frequency:** 1370 Kc. .... **Power:** 500 Watts d.  
**Owned-Oper. By** ..... **WGRY, Inc.**  
**Address** ..... 734 Washington St.  
**Phone:** 5-7511. .... **Air Time:** Daytime  
**News Service** ..... **UP**  
**Membership** ..... **RAB, NARTB**  
**Station Rep.** ..... Indie  
**Pres., Gen. Mgr.** ..... George Whitney

**WWCA—Gary—1949**

**Frequency:** 1270 Kc. .... **Power:** 1000 Watts  
**Owned-Operated By** ... Lake Bdcastg Co., Inc.  
**Address** ..... Hotel Gary  
**Phone:** Turner 6-9171. .... **Air Time:** Full Time  
**News Service** ..... **AP**  
**Membership** ..... **RAB, NARTB**  
**Station Rep.** ..... John E. Pearson Co.  
**Pres., Gen., Mgr.** ..... Dee O. Coe  
**Sta., Comm. Mgr.** ..... Boyd Lawlor  
**Prom. Mgr. Pub. Dir.** ..... Charles Edwards  
**Prog. Dir.** ..... Tom Whitmore  
**Chief Engineer** ..... Victor Voss

**WKAM—Goshen—1949—KBS**

**Frequency:** 1460 Kc. .... **Power:** 500 Watts d.  
**Owned-Operated By** ... Kosciusko Bcastg. Corp.  
**Address** ..... 612 W. Pike St.  
**Phone:** 3-2219. .... **Air Time:** Daytime

**News Service** ..... **AP**  
**Representative** ..... Hal Holman Co.  
**President** ..... J. W. Autenrieth, Jr.  
**Commercial Mgr.** ..... William Holtzinger  
**Chief Engineer** ..... Lester R. Rash

**WJOB—Hammond—1928**

**Frequency:** 1230 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... South Shore Bcastg. Corp.  
**Address** ..... 6405 Olcott  
**Phone:** Tilden 4-1230. .... **Air Time:** Full Time  
**News Service** ..... **UP**  
**Representative** ..... Rambeau  
**Pres., Gen. Mgr.** ..... R. C. Adair  
**Program Director** ..... Gerald Mitchell  
**Commercial Manager** ..... Joe Fife  
**Sales Prom. Mgr.** ..... Len Ellis  
**Publicity Dir.** ..... W. Spellbring  
**Chief Engineer** ..... Jess Peters

**WFBM—Indianapolis—1926**  
**ABC-MBS**

**Frequency:** 1260 Kc. .... **Power:** 5000 Watts  
**Owned** ..... Cons. R & TV Brocstrs., Inc.  
**Business-Studio Address** ... 1330 N. Meridian St.  
**Phone:** MErose 4-8521. .... **Air Time:** Full Time  
**News Service** ..... **AP, INS**  
**Representative** ..... **Katz**  
**Transcription Service** ..... World  
**Membership** ..... **NARTB, RAB**  
**President** ..... Harry M. Bitner, Jr.  
**Gen., Sta. Mgr.** ..... William F. Kiley  
**Comm. Mgr.** ..... F. H. Small  
**Prom. Mgr., Pub. Dir.** ..... Bernard W. Carney  
**Program Dir.** ..... Michael Finn  
**Chief Engineer** ..... Harold Holland

**WIBC—Indianapolis—1938**  
**MBS**

**Freq.** 1070 Kc. .... **Power:** 50 Kw. d.; 10 Kw. n.  
**Owned-Operated By** ..... **WIBC, Inc.**  
**Business-Studio Address** ..... 2835 N. Illinois  
**Phone:** WA 4-2661. .... **Air Time:** Full Time  
**News Service** ..... **AP, UP**  
**Transcription Service** ..... **SESAC, Thesaurus**  
**Representative** ..... John Blair  
**Membership** ..... **NARTB, RAB**  
**President, Gen. Mgr.** ... Richard M. Fairbanks  
**Commercial Manager** ..... Gilbert I. Berry  
**Sales Prom., Pgm. Dir.** ..... William L. Dean  
**Chief Engineer** ..... Robert W. Minton

**WIRE—Indianapolis—1924**  
**NBC**

**Frequency:** 1430 Kc. .... **Power:** 5000 Watts  
**Owned-Oper. By** ..... Indianapolis Bcastg., Inc.  
**Business-Studio Add.** ... 307 N. Pennsylvania St.  
**Phone:** Melrose 5-1541. .... **Air Time:** Full Time  
**News Service** ..... **AP**  
**Representative** ..... **Free & Peters**  
**President** ..... Eugene C. Pulliam  
**V. P., Gen. Mgr.** ..... Willard C. Worcester  
**Gen. Sales Manager** ..... Daniel C. Park

**WISH—Indianapolis—1941**  
CBS

Frequency: 1310 Kc. Power: 5 Kw. d.; 1 Kw. n.  
Owned-Oper. By... Universal Bcstg. Co., Inc.  
Business-Studio Address... 1440 N. Meridian St.  
Phone: ME1rose 4-6411... Air Time: Full Time  
News Service... AP, UP  
Transcription Service... Thesaurus  
Representative... Bolling  
Membership... RAB, NARTB  
President... C. Bruce McConnell  
Gen., Sta. Mgr... Robert B. McConnell  
Sales Prom. Mgr., Pub. Dir... Jim Buck  
Comm. Manager... Robert Ohleyer  
Prom. Mgr., Pub. Dir... James A. Buck  
Program Director... William E. Frosch, Jr.  
Chief Engineer... Stokes Gresham, Jr.

**WXLW—Indianapolis—1948**

Frequency: 950 Kc. Power: 5 Kw. d.  
Owned-Oper. By... Radio Indianapolis, Inc.  
Address... 3003 Kessler Blvd.  
News Service... UP  
Phone: 5-6494... Air Time: Daytime  
Representative... John Pearson Co.  
Membership... NARTB, RAB  
President... Lyman S. Ayres  
V. P., General Manager... Robert D. Enoch  
Asst. Mgr... Eugene Strack  
Program Director... G. A. Smith, Jr.  
Chief Engineer... Bert Goetzinger

**WITZ—Jasper—1948**

Frequency: 990 Kc. Power: 1000 Watts d.  
Owned-Operated By... Jasper on the Air Inc.  
Address... P. O. Box 167  
Phone: 678... Air Time: Daytime  
News Service... UP  
Transcription Service... Thesaurus  
Membership... RAB  
President... Dr. Gilbert E. Metzger  
Gen., Sta. Mgr... Dennis Keller  
Commercial Manager... Al Farber  
Sales Prom. Mgr... Jim Young  
Program Director... Jim Williamson  
Chief Engineer... Peter Russo

**WKTL—Kendallville—1955**

Frequency: 1570 Kc. Power: 250 Watts d.  
Owned-Oper. By... Noble-DeKalb Bcstg. Co.  
Address... Box 47  
Owner, Gen. Mgr... Charles R. Palmquist, Jr.

**WIOU—Kokomo—1948—CBS**

Frequency: 1350 Kc. Power: 1000 Watts  
Owner... North Central Indiana Bcstg. Corp.  
Business Address... 212½ North Main St.  
Phone: 6194... Air Time: Full Time  
News Service... AP  
Transcription Service... World  
Representative... Weed  
Membership... NARTB, RAB  
President... Richard Blackledge  
Comm., Gen., Sta. Mgr... John Carl Jeffrey  
Chief Engineer... Elvin Cunningham

**WASK—Lafayette—1942**  
MBS

Frequency: 1450 Kc. Power: 250 watts  
Owned-Operated By... WFAM, Inc.  
Business-Studio Address... McCarty Lane  
Phone: 2-4300... Air Time: Full Time  
News Service... UP  
Representative... Wm. G. Rambeau  
Membership... RAB  
President... O. E. Richardson  
Sta., Comm. Mgr... Herbert Nelson  
Program Director... Bonnie Rising  
Chief Engineer... Richard Cochran

**WLOI—La Porte—1948**

Frequency: 1540 Kc. Power: 250 Watts d.  
Owned-Oper. By... La Porte County Bcstg. Co.  
Address... La Porte Savings Bank Bldg.  
Phone: 3734... Air Time: Daytime  
Sta. Rep... McGillvra  
News Service... AP  
President... Hoyt H. Scott  
Sta. Mgr... James H. Shoemaker  
Asst. Sta. Mgr... L. B. Weller  
Chief Engineer... Harold Phipps

**WBTO—Linton—1953**

Frequency: 1600 Kw. Power: 500 Watts d.  
Owned-Oper. By... The Linton Bcstg. Co.  
Address... Hwy. 54

**WSAL—Logansport—1949**  
MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By... Logansport Bdg. Corp.  
Address... P. O. Box 399  
Phone: 3111... Air Time: Full Time  
News Service... AP  
Transcription... Standard  
Membership... NARTB, RAB  
President... Glenn L. Miller  
General Manager... Richard E. Jackson  
Comm. Mgr... Joseph A. Wiler  
Program Director... Ira McCormack  
Publicity Dir... Donald C. Neal  
Chief Engineer... Raymond A. Olson

**WORX—Madison—1953—KBS**

Frequency: 1440 Kc. Power: 500 Watts  
Owned-Oper. By... WORX, Div. Electronic Labs  
Address... Telegraph Hill  
Phone: 962... Air Time: Daytime  
Representative... Hil F. Best Co.  
News Service... UP  
Transcriptions... MacGregor, Standard  
General Manager... Herbert L. Arms

**WBAT—Marion—1947—CBS**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By... Marlon Radio Corp.  
Business-Studio Address... 303½ S. Adams St.  
News Service... AP  
Transcription Service... Standard, World  
Representative... Best



Membership ..... NARTB, RAB  
 President ..... John Ramp  
 V. P., Gen. Mgr. .... William Fowler

### WMRI—Marion—1955

Frequency: 860 Kc. .... Power: 250 Watts  
 Owned ..... Chronicle Publishing Co., Inc.  
 Address ..... Pennsylvania St.  
 Phone: 5705 ..... Air Time: Daytime  
 News Service ..... UP  
 Transcription Service ..... Thesaurus, Capitol  
 General Manager ..... Ken Kilmer  
 Sales Manager ..... Robert Fincannon

### WIMS—Michigan City—1947

Freq.: 1420 Kc. .... Power: 1 Kw. d.; 500 Wis. n.  
 Owned ..... Northern Indiana Bcstg., Inc.  
 Business-Studio Address ..... Old Chicago Road  
 Phone: 5-5245 ..... Air Time: Full Time  
 News Service ..... UP  
 Station Representative ..... Wm. G. Rambeau  
 Pres., Gen. Mgr. .... William N. Udell  
 Commercial Managers ..... Al Halus, Jay Schoff  
 Program Director ..... Richard Olson  
 Chief Engineer ..... Robert J. Schilling

### WPCO—Mount Vernon—1955

Frequency: 1590 Kc. .... Power: 500 Watts  
 Owned-Oper. By ..... Mount Vernon Bcstg. Co.  
 Air Time ..... Daytime

### WLBC—Muncie—1926—CBS

Frequency: 1340 Kc ..... Power: 250 Watts  
 Owned-Operated By ..... Tri City Radio Corp.  
 Business Address ..... Box 271  
 Phone: 4403 ..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... Standard, World  
 Representative ..... Walker, Hal Holman  
 Pres., Gen. Sta. Mgr. .... D. A. Burton  
 Commercial, Prom. Mgr. .... Bill Craig  
 Program Director ..... Lee Allerton  
 Chief Engineer ..... M. M. Crain

### WLRP—New Albany—1949

Frequency: 1570 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Ohio Valley Bcstg., Inc.  
 Address ..... Box 285  
 Phone: 4-2235 ..... Air Time: Full Time  
 News Service ..... UP  
 Station Rep. .... Hil F. Best Co.  
 Pres., Gen., Sta. Mgr. .... Roy L. Hickox  
 Comm., Scales Prom. Mgr. .... Lynn Stephens  
 Program Director ..... Keith Reising  
 Publicity Dir. .... Joe Gillum  
 Chief Engineer ..... Tom Allebrandi

### WOCH—North Vernon—1955

Frequency: 1460 Kc. .... Power: 500 Watts  
 Owned-Operated By ..... Dorrell Ochs  
 Address ..... Box 46  
 Phone: FI 9-8421 ..... Air Time: Daytime  
 News Service ..... AP  
 Transcription Service ..... SESAC, Associated  
 Station Manager ..... Don Edwards

### WARU—Peru—1954 KBS

Frequency: 1600 Kc. .... Power: 500 Watts  
 Owner ..... Wabash-Peru Bcstg. Co.  
 News Service ..... AP  
 Transcription Service ..... Standard, Thesaurus  
 President ..... Dr. Wendell Hansen

### WPGW—Portland—1950—KBS

Frequency: 1440 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By ..... Glenn West  
 Address ..... Box 608  
 Phone: 1094 ..... Air Time: Daytime  
 Transcription Service ..... SESAC, World  
 Gen. Mgr. .... Glenn West

### WRAY—Princeton—1950

Frequency: 1250 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Princeton Bcstg. Co.  
 Address ..... Box 8  
 Phone: 1250 ..... Air Time: Daytime  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Station Representative ..... McGillvra  
 General Manager ..... M. R. Lankford  
 Program Director ..... Stuart Lankford  
 Commercial Mgr. .... D. T. Critchfield

### WKBV—Richmond—1926 ABC

Frequency: 1490 Kc ..... Power: 250 Watts  
 Owned-Operated By ..... Central Bcstg. Corp.  
 Address ..... W. Main St.  
 Phone: 3-1156 ..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... Thesaurus, World  
 Representative ..... Robert Meeker  
 Membership ..... NARTB  
 President ..... Clarence Brown  
 Gen., Sta. Mgr. .... Lester G. Spencer  
 Comm. Sls. .... Roland L. Nusbaum  
 Sales Prom. Mgr., Pub. Dir. .... C. L. Mitchell  
 Program Director ..... Marie Robbins  
 Chief Engineer ..... L. J. Duning

### WSLM—Salem—1953—KBS

Frequency: 1220 Kw. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Don H. Martin  
 Address ..... Radio Ridge  
 Phone: 700 ..... Air Time: Daytime  
 News Service ..... AP  
 Transcription Service ..... Thesaurus, World  
 Representative ..... Hil F. Best  
 Membership ..... RAB  
 Pres., Gen. Mgr. .... Don H. Martin  
 Commercial Mgr. .... Gene Becker  
 Sales Promotion Mgr. .... Boyd Smedley  
 Pub. Dir. .... Barney Schocke  
 Program Director ..... Margaret Martin  
 Chief Engineer ..... Darrell Dixon

### WJCD—Seymour—1949

Frequency: 1390 Kc. .... Power: 500 Watts d.  
 Owned-Operated By ..... Dr. Azra C. Baker

Address.....1534 Ewing St.  
General Manager.....Azra C. Baker

**WNDU—South Bend—1944**  
**ABC**

Frequency: 1490 Kc ..... Power: 250 Watts  
Owned-Operated By South Bend Bcstg. Corp.  
Address.....Box 989  
Phone: CE 3-7111..... Air Time: Full Time  
News Service.....AP  
Membership.....NARTB, RAB  
Vice-President.....Bernard Barth  
General Manager.....W. T. Hamilton  
Commercial Mgr.....C. J. Pajakowski  
Program Director.....Wm. Eiherton  
Sales Mgr.....W. T. Hamilton  
Sales Prom. Mgr.....R. E. Laffoon  
Chief Engineer.....George Smith

**WJVA—South Bend—1947**

Frequency: 1580 Kc. .... Power: 250 Watts d.  
Owned-Oper. By Booth Radio & TV Sta., Inc.  
Address.....Box 179  
Representative.....Pearson  
President.....John L. Booth  
General Manager.....M. G. Creel  
Program Director.....Jack Freeborn  
Commercial Mgr.....Clay Salyer  
Chief Engineer.....Stephen Grundtner, Jr.

**WSBT—South Bend—1921**  
**CBS**

Frequency: 960 Kc.....Power: 5000 Watts  
Owned-Operated By The South Bend Tribune  
Bus.-Studio Address.....223 W. Collax Ave.  
Phone: CE 3-3141..... Air Time: Full Time  
Newspaper Affiliation.....South Bend Tribune  
News Service.....UP, INS  
Representative.....Paul H. Raymer  
Membership.....NARTB, RAB  
Vice Pres.....Franklin D. Schurz  
General Manager.....Neal B. Welch  
Nat'l Sales Mgr.....Richard W. Holloway  
Publicity Director.....Judd Choler  
Program Director.....Robert J. Drain  
Chief Engineer.....Arthur R. O'Neil

**WTCJ—Tell City—1948**

Frequency: 1230 Kc ..... Power: 250 Watts  
Owned-Operated By.....James R. Brewer  
Phone Number.....740  
News Service.....AP  
Owner, Manager.....James R. Brewer

**WBOW—Terre Haute—1927**  
**NBC**

Frequency: 1230 Kc ..... Power: 250 Watts  
Owned-Operated By Banks of the Wabash, Inc.  
Business-Studio Address.....303 S. Sixth St.  
News Service.....UP

Representative.....Weed  
Phone: 5034..... Air Time: Full Time  
President.....Alvin Eades  
Comm., Gen. Sta. Mgr. ....William F. Rippetoe  
Sales Prom. Manager.....Harry E. Frey  
Program. Pub. Dir.....Ralph S. McHargue  
Chief Engineer.....Howard Stewart

**WTHI—Terre Haute—1947**  
**CBS**

Frequency: 1480 Kc. .... Power: 1000 Watts  
Owned-Oper. By Wabash Valley Bdg. Corp.  
Address.....918 Ohio St.  
Phone: Crawford 9481..... Air Time: Daytime  
News Service.....UP  
Transcription.....World  
Representation.....Bolling Co., Inc.  
Membership.....NARTB  
President.....Anton Hulman, Jr.  
Gen. Mgr.....Joseph M. Higgins  
Station Mgr.....George A. Foulkes  
Pub. Dir.....William Ewing  
Chief Engineer.....Don Petit

**WAOV—Vincennes—1940**  
**MBS**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Vincennes Sun Co.  
Phone: 787..... Air Time: Full Time  
Business Address.....Grand Hotel  
News Service.....UP  
Newspaper Affil.....Central Newspapers  
Transcription Service.....World  
Representative.....Free & Peters  
President.....Eugene C. Pulliam  
Gen. Mgr.....Howard N. Greenlee  
Sales Mgr.....G. A. Bright  
Program Director.....Lorraine Monnin  
Chief Engineer.....Ralph Baldwin

**WRSW—Warsaw—1952**

Frequency: 1480 Kc.....Power: 500 Watts  
Owned-Oper. By..Reub Williams & Sons, Inc.  
Address.....Times Building  
Trans. Service.....Thesaurus, Capitol, Lang-  
Worth, World  
Station Manager.....C. Reuben Williams  
Comm. Mgr.....William Mollenbeur

**WAMW—Washington—1955**

Frequency: 1580 Kc.....Power: 250 Watts  
Owned-Operated By..Washington Radio, Inc.  
Address.....615 S.E. 11th St.  
Phone: 1810..... Air Time: Daytime  
Representatives.....Hil F. Best Co.  
News Service.....AP  
Transcription Service.....Thesaurus, Capitol  
Membership.....NARTB  
General Manager.....Joe Edwards  
Commercial Manager.....Joe Floerke

**KASI—Ames—1948—KBS**

Frequency: 1430 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Ames Bcstg. Co.  
Business-Studio Address.....328½ Main St.  
Phone: 3460.....Air Time: Daytime  
News Service.....UP  
Transcription Service.....Thesaurus  
Gen., Sta. Mgr.....Arthur A. Skinner  
Commercial Mgr.....Louis Grattenger  
Program Director.....Ruby Tillerson  
News Director.....Joe Kennedy

**KJAN—Atlantic—1950—KBS**

Frequency: 1220 Kc. Power: 250 Watts d.  
Owned-Operated By.....Nishna Valley Bcstg. Co.  
Phone: 1717.....Air Time: Daytime  
Address.....No. Olive St.  
Transcription.....World, Thesaurus  
Membership.....NARTB  
News Service.....AP  
Pres. Gen., Sta. Mgr.....Franklin G. Miller  
Commercial Mgr.....E. G. Faust  
Sales Prom. Mgr., Prog. Dir.....R. Morrow  
Publicity Dir.....Robert Einhaus  
Chief Engineer.....Deane Johnson

**KWBG—Boone—1950**

Freq.: 1590 Kc. Power: 1 Kw. d.; 500 Wts. n.  
Owned-Operated By.....Boone Bcstg. Co.  
Address.....Boone, Ind.  
Phone: 149.....Air Time: Full Time  
News Service.....AP  
Representative.....John E. Pearson  
President.....Mary G. Garvey  
General Manager.....H. A. Garvey  
Sales Manager.....R. G. Cauier  
Program Dir.....Tom Quinlan  
Chief Engineer.....Dan Garretson

**KBUR—Burlington—1941  
ABC**

Frequency: 1490.....Power: 250 Watts  
Owned-Operated By.....Burlington Bcstg. Co.  
Business-Studio Address.....Roosevelt Ave.  
Phone: PL 2-2701.....Air Time: Full Time  
News Service.....AP  
Transcription Service.....Standard  
Representative.....Venard  
Membership.....RAB  
President.....Gerard B. McDermott  
General Mgr.....David H. Steinle  
Comm. Mgr.....Marc Howard  
Program Director.....Richard Mosena  
Chief Engineer.....John Gallino

**KCIM—Carroll—1950**

Frequency: 1380 Kc. Power: 1000 Watts  
Owned-Oper. By.....Carroll Broadcasting Co.  
Address.....520 N. Adams St.  
Phone: 3586.....Air Time: Full  
Transcription Service.....Thesaurus  
News Service.....AP  
Representative.....Pearson  
Membership.....NARTB  
Gen., Sta. Mgr.....M. W. McPherson

Comm. Sls. Prom. Mgr.....Leo R. Mayr  
Chief Eng., Prog. Dir.....Eugene Reiff

**KCRG—Cedar Rapids—1947  
MBS**

Frequency: 1600 Kc. Power 5000 Watts  
Owned-Oper. By.....Cedar Rapids TV Co.  
Address.....1st Ave., S.W.  
Phone: 4-4194.....Air Time: Full Time  
Newspaper Affil.....Gazette  
Transcription Service.....Standard  
Representative.....Everett McKinney  
Membership.....NARTB  
President.....Joseph F. Hladky, Jr.  
Sta., Comm. Mgr.....W. S. Patterson  
Program Director.....Ralph D. Willey  
Prom. & Pub. Mgr.....Edna Herbst  
Chief Engineer.....Carl Rollert

**KPIG—Cedar Rapids—1949**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By.....Cedar Rapids Bcstg.  
Business Address.....211 1st St., S.W.  
Phone: 3-8265.....Air Time: Full  
News Service.....UP  
Gen., Sta. Mgr.....James I. Mitchell  
Comm. Mgr.....K. C. Delp  
Program Director.....Ronald R. Barkley  
Chief Engineer.....Wayne C. Cornils

**WMT—Cedar Rapids—1922  
CBS**

Frequency: 600 Kc. Power: 5000 Watts  
Owned.....American Bcstg. Stations, Inc.  
Bus.-Studio Address.....Paramount Theater Bldg.  
Phone: 4-0171.....Air Time: Full Time  
News Service.....AP, INS, UP  
Transcription Serv. Thesaurus, World, Standard  
Representative.....Katz  
Membership.....NARTB, RAB  
President.....William B. Dolph  
General Manager.....William B. Quarton  
Sales Manager.....Lew Van Nostrand  
Promotion Mgr.....Jim Bowermaster  
Program Manager.....Bruce Anderson  
Chief Engineer.....George Hixenbaugh

**KCOG—Centerville—1949  
MBS**

Frequency: 1400 Kc. Power: 100 Watts  
Owned-Oper. By.....Hiawatha Bcstg. Corp.  
Address.....1910 South Main St.  
Phones 131, 407.....Air Time: Full Time  
News Service.....AP  
Transcription Service.....Thesaurus  
Representative.....McGillvra  
Membership.....RAB  
General Manager.....S. A. Chesley  
Program Director.....Meredith Griffing  
Chief Engineer.....Harry Hanson

**KCHA—Charles City—1951  
KBS**

Frequency: 1580 Kc. Power: 250 Watts d.



Owned-Oper. By.....Radio Incorporated  
 Address.....300½ N. Main St.  
 Phone: 787.....Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....World, Thesaurus  
 Pres., Gen. Mgr., Chief Eng. Ralph A. Petti, Jr.  
 Sta., Comm., Sls. Prom. Mgr. Vern Bromberg

**KCHE—Cherokee—1952**

Frequency: 1440 Kc.....Power: 500 Watts d.  
 Owned-Operated By...Cherokee Bcstg. Co.  
 Address.....219½ W. Main St.  
 Phone: 51.....Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....Thesaurus, Lang-Worth  
 Representative.....Best  
 Membership.....NARTB  
 Pres., Gen., Sta., Sales, Prog. Dir., C. Reznikov  
 Commercial Mgr.....Robert Lanxon  
 Chief Engineer.....Sterling H. Heil

**KROS—Clinton—1941  
 MBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By...Clinton Bdcstg Corp.  
 Address.....246 Fifth Avenue South  
 Phone: 448.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Pearson  
 Membership.....NARTB, RAB  
 General Manager.....B. M. Jacobson  
 Local Sls. Mgr.....Darline Gordon

**KSWI—Council Bluffs—1947**

Frequency: 1560 Kc.....Power: 500 Watts d.  
 Owned-Operated By...Nonpareil Bdcstg. Co.  
 Address.....120 S. Main  
 Phone: 4041.....Air Time: Daytime  
 News Service.....UP  
 Newspaper Affil.....New Nonpareil  
 Transcription Service.....Thesaurus  
 Representative.....Arthur Hagg & Assoc.  
 Membership.....NARTB  
 President.....Robert R. O'Brien  
 Gen., Sta. Mgr., Chief Eng. Robert H. O'Brien  
 Commercial Manager.....Richard B. Gurney  
 Sales Prom., Pub.....Marjorie W. Morris  
 Program Director.....R. M. Hallgren

**KSIB—Creston—1946—KBS**

Frequency: 1520 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By...Southwest Iowa Bcstg. Co.  
 Address.....Creston  
 Phone: 55.....Air Time: Full Time  
 News Service.....INS  
 Membership.....NARTB  
 Representative.....Pearson  
 President.....Arden D. McKee  
 Gen., Sta., Comm. Mgr.....E. M. Horning  
 Prog., Pub. Dir.....J. R. Mills  
 Chief Engineer.....Leo Ankeny

**KFMA—Davenport—1952**

Frequency: 1580 Kc.....Power: 250 Watts d.

Owned-Operated By.....L. L. & D. R. Gould  
 Address.....415 Perry St.  
 Phone: 6-4407.....Air Time: Daytime  
 Transcription Service.....Lang-Worth  
 Station Representative.....McGillvra  
 Membership.....NARTB  
 President.....Lester L. Gould  
 Sls. Prom. Mgr.....Doris Hanner  
 Prog., Pub. Dir.....Bill Greener  
 Chief Engineer.....Francis B. Shawver

**KSTT—Davenport—1946  
 MBS**

Frequency: 1170 Kc.....Power: 1000 Watts  
 Owned-Operated By...Quint Cities Bcstg. Co.  
 Address.....310 Harrison St.  
 Phone: 6-2541.....Air Time: Full Time  
 Representative.....Walker Co.  
 Pres., Gen. Mgr.....Frederick Epstein  
 Prog. Dir., Chief Eng.....Jim Wycher

**WOC—Davenport—1922—NBC**

Frequency: 1420 Kc.....Power: 5000 Watts  
 Owned-Operated By...Tri-City Bdcstg. Co.  
 Address.....805 Brady Street  
 Phone: 3-3661.....Air Time: Full Time  
 News Service.....UP  
 Representatives.....Free & Peters, Inc.  
 Membership.....NARTB, RAB  
 President.....Col. B. J. Palmer  
 V.P. & Treasurer.....D. D. Palmer  
 Vice-Pres.....Ralph Evans

**KFMA**  
 1580 KC

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 MUSIC AND NEWS STATION

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LESTER L. GOULD  
 Pres. & Gen. Mgr.

JOSEPH HERSHEY  
 National Representative  
 MCGILLVRA, INC.



Station Manager.....Ernest C. Sanders  
Sales Manager.....Mark Wodlinger

## KDEC—Decorah—1947

### MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Scenic Bcstg. Co.  
Business-Studio Address...308½ W. Water St.  
Phone: 1240.....Air Time: Full Time  
News Service.....AP  
Membership.....NARTB  
Representative.....Pearson  
Pres., Gen. Mgr., Prog. Dir.....Verne Koenig  
Commercial Mgr.....Kenneth Bjerke  
Chief Engineer.....Arnie Zaruba

## KCBC—Des Moines—1947

Frequency: 1390 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Majestic Bcstg. Co.  
Business-Studio Address.....3512 Ingersoll  
Phone: 7-4483.....Air Time: Full Time  
News Service.....INS  
General Manager.....Rollo H. Bergeson  
Commercial Manager.....Claire E. Grant  
Sales Prom. Mgr.....Don Purdy

## KIOA—Des Moines—1948

Freq.: 940 Kc.....Power: 10 Kw. d., 5 Kw. n.  
Owned.....Town & Farm Co. Inc.  
Address.....10th & Mulberry  
Phone: 2-9191.....Air Time: Full Time  
News Service.....INS, UP  
Transcription Service.....World  
Representative.....H-R Reps.  
Membership.....RAB, NARTB  
President.....Don Searle  
General Mgr.....Joe Rohrer  
Exec. V. P.....Rex Lathen  
Program Director.....Joe Phillipson  
Chief Engineer.....U. L. Lynch

## KRNT—Des Moines—1935

### CBS

Frequency: 1350 Kc.....Power: 5000 Watts  
Owned-Operated By.....Cowles Bcstg. Co.  
Business Address.....9th & Pleasant Sts.  
Phone: 3-2111.....Air Time: Full Time  
Newspaper Affiliation.....Register-Tribune  
Air Time.....Full Time  
News Service.....AP, UP  
Station Representative.....Katz  
Membership.....NARTB, RAB  
President.....Gardner Cowles  
General-Station Managr.....Bob Dillon  
Commercial Manager.....Paul Elliott  
Director of Promotions.....Joe Hudgens  
Program Director.....Dick Covey  
Sls. Prom. Mgr., Pub. Dir.....Graham Jeambey  
Chief Engineer.....Charles Quentin

## KSO—Des Moines—1921—ABC

Frequency: 1460 Kc.....Power: 5000 Watts  
Owned-Operated By.....KSO Inc.  
Address.....1910 Ingersoll Ave.  
Phone: 3-0571.....Air Time: Full Time

News Service.....INS  
Transcription Service.....Capitol  
Representative.....Avery-Knodel  
President.....Lyman S. Ayres  
General Manager.....Raymond W. Baker  
Commercial Mgr.....Gene Shumate  
Program Director.....Lee R. Lemon  
Chief Engineer.....F. E. Bartlett

## KWDM—Des Moines—1948

### MBS

Frequency: 1150 Kc.....Power: 1000 Watts  
Owned-Operated By.....Des Moines Bcstg. Corp.  
Business-Studio Address.....419½ Locust  
Phone: 2-8363.....Air Time: Full Time  
News Service.....INS  
Pres., Comm. Mgr.....George W. Webber  
General Manager.....Robert L. Webber  
Program Director.....Edith L. Webber  
Sales Prom. Mgr.....Les Gates  
Chief Engineer.....Werner Schwarz

## WHO—Des Moines—1924

### NBC

Frequency: 1040 Kc.....Power: 50,000 Watts  
Owned-Operated By.....Central Bcsta. Co.  
Address.....1100 Walnut St.  
Phone: Atlantic 8-6511.....Air Time: Full Time  
News Service.....AP, INS, UP  
Trans. Service.....Thesaurus, SESAC  
Station Representative.....Free & Peters  
Membership.....NARTB, RAB  
President.....Col. B. J. Palmer  
Vice-Pres. & Treas.....D. D. Palmer  
V. Pres. & Resident Mgr.....Paul A. Loyel  
Exec. V. Pres.....Ralph Evans  
Secretary & Controller.....William D. Wagner  
Sales Manager.....Harold Fulton  
Asst. Manager.....W. W. Woods  
Sales Promotion.....John Schweiker  
Program Director.....Jack Kerrigan  
Production Director.....Cecil C. Huntzinger  
News Bureau Manager.....Jack D. Shelley  
Chief Engineer.....Reed E. Snyder

## KDTH—Dubuque—1941—NBC

Frequency: 1370 Kc.....Power: 1000 Watts  
Owner.....Dubuque Telegraph-Herald  
Bus.-Studio Address...Eighth Ave. & Bluff St.  
Phone: 3-7351.....Air Time: Full Time  
Newspaper Affiliation.....Telegraph-Herald  
News Service.....AP  
Station Representative.....Pearson  
Membership.....NARTB, RAB  
President.....Fred Woodward  
General Manager.....K. S. Gordon  
Commercial Manager.....A. C. Newburgh  
Program Director.....George Freund  
Publicity Director.....Gordon Kilgore  
Chief Engineer.....Donald Abitz

## WDBQ—Dubuque—1933

### MBS-ABC

Frequency: 1490 Kc.....Power: 250 Watts

**Owned-Operated By**.....Dubuque Bcstg. Co.  
**Business-Studio Address**.....505 Main St.  
**Phone:** 3-8241.....**Air Time:** Full Time  
**News Service**.....UP  
**Representative**.....Robert Meeker  
**Membership**.....NARTB  
**General Manager**.....James R. King

**KLIL—Estherville—1952**  
**ABC-KBS**

**Frequency:** 1340 Kc.....**Power:** 100 Watts  
**Owned**.....Estherville Bcstg. Corp.  
**Address**.....1151 Plymouth Bldg.  
**Phone:** 1800.....**Air Time:** Full Time  
**News Service**.....AP  
**Trans. Service**.....SESAC, World, Lang-Worth  
**Membership**.....NARTB  
**Pres., Gen. Mgr.**.....William E. Schons  
**Commercial Mgr.**.....Jack Turnbull  
**Gen. Sls. Mgr.**.....Ken Peterson

**KFAD—Fairfield—1953—KBS**

**Frequency:** 1570 Kw.....**Power:** 250 Watts d.  
**Owned-Oper. By**.....Hiawatha Bcstg. Co.  
**Address**.....Hy. 34  
**Phone:** 345.....**Air Time:** Daytime  
**Trans. Service**.....Thesaurus, World, Keystone  
**Representative**.....McGillvra  
**News Service**.....AP  
**President**.....S. A. Chesely  
**Station Mgr.**.....Ray Hatley  
**Commercial Mgr.**.....Don Piekens

**KVFD—Ft. Dodge—1939—MBS**

**Frequency:** 1400 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....Northwest Bcstg. Co.  
**Business-Studio Address**.....Warden Bldg.  
**Phone:** 4-0351.....**Air Time:** Full Time  
**News Service**.....UP, INS  
**Transcription Service**.....Thesaurus  
**Representative**.....Pearson  
**Membership**.....NARTB  
**President, Gen., Sta., Mgr.**.....Edward Breen  
**Commercial Manager**.....Max E. Landes  
**Sales Prom. Mgr.**.....Gordon DeKoster  
**Publicity Dir.**.....Robert Brown  
**Program Director**.....Drexel Peterson  
**Chief Engineer**.....David G. Sinclair

**KXGI—Ft. Madison—1948**

**Frequency:** 1360 Kc.....**Power:** 500 Watts d.  
**Owned-Oper. By**.....KXGI, Inc.  
**Business-Studio Address**.....Marquette Bldg.  
**Phone:** 1360.....**Air Time:** Daytime  
**News Service**.....UP  
**Transcription Service**.....Standard  
**Representative**.....John E. Pearson  
**Pres., Gen., Sta. Mgr.**.....Greg Rouleau  
**Commercial Mgr.**.....Paul Oye  
**Prog. Dir.**.....Lloyd Mallette  
**Chief Engineer**.....Harold Hackbarth

**KXIC—Iowa City—1948—KBS**

**Frequency:** 800 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....Johnson County Bcstg. Corp.  
**Bus.-Studio Address**.....108½ E. Washington St.

**Phone:** 8-1181.....**Air Time:** Daytime  
**News Service**.....AP  
**Trans. Service**.....World  
**Representative**.....Pearson  
**Membership**.....NARTB, RAB  
**President**.....Scott Swisher  
**General Sta. Mgr.**.....Gene Claussen  
**Commercial Mgr.**.....F. M. Broders  
**Program Dir.**.....Robert Hutchison  
**Sales Prom. Mgr.**.....Gene Chussen  
**Chief Engineer**.....Elliott Full

**KOKX—Keokuk—1948**

**Freq:** 1310 Kc.....**Power:** 1 Kw. d., 500 w. n.  
**Owned-Operated By**.....Keokuk Bdcstg. Co.  
**Address**.....500 Main St.  
**Phone:** 235.....**Air Time:** Full Time  
**News Service**.....AP  
**Transcription**.....World, Capitol  
**Membership**.....NARTB  
**President**.....H. W. Stadler  
**General Manager**.....Gary E. Schroeder

**KLEM—Le Mars—1954**

**Frequency:** 1410 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.....B & B Bcstg. Co.  
**Address**.....Box 1410  
**Phone:** 1410.....**Air Time:** Daytime  
**Transcription**.....Thesaurus  
**Membership**.....NARTB  
**Manager**.....Robert McKune  
**Assistant Manager**.....Robert Coddington

**KFJB—Marshalltown—1923**

**Frequency:** 1230 Kc.....**Power:** 250 Watts  
**Operated By**.....Marshall Electric Co.  
**Address**.....133 E. Main St.  
**Phone:** 3361.....**Air Time:** Full Time  
**News Service**.....AP  
**Newspaper Affil.**.....Times-Republican  
**Transcription**.....Thesaurus  
**Membership**.....NARTB, RAB  
**Representative**.....Pearson  
**President**.....John W. Norris  
**General Mgr.**.....Paul G. Norris Jr.  
**Station Comm. Mgr.**.....William P. White  
**Sales Prom. Mgr.**.....William C. Doll  
**Program, Pub. Dir.**.....Dale Smith  
**Chief Engineer**.....Herbert Anderson

**KGLO—Mason City—1937**  
**CBS**

**Frequency:** 1300 Kc.....**Power:** 5000 Watts  
**Owned-Operated By**.....Lee Radio, Inc.  
**Bus.-Studio Address**.....2nd & Pennsylvania  
**Phone:** 2800.....**Air Time:** Full Time  
**News Service**.....AP, UP  
**Transcription Service**.....World  
**Representative**.....Weed  
**Membership**.....NARTB  
**President**.....Lee P. Loomis  
**Exec. V.P., Gen. Mgr.**.....Herbert R. Ohrt  
**Comm. Mgr.**.....Lloyd D. Loers  
**Sales Prom., Pub. Dir.**.....Donald Harrer  
**Program Director**.....Bob Clausen  
**Chief Engineer**.....Roger E. Sawyer

**KRIB—Mason City—1948**  
**MBS**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Mason City Bcstg. Co.  
Address.....402 - 19th S.W.  
Phone: 5400.....Air Time: Full Time  
Representative.....Pearson  
Transcription Service.....Thesaurus  
News Service.....AP  
Pres., General Manager.....Ed Lamson  
Commercial Mgr.....Donald Obie  
Sales Prom., Prog., Pub. Dir.....Nancy Kelly  
Chief Engineer.....James Lathrop

**KSMN—Mason City—1948**

Frequency: 1010 Kc.....Power: 1000 Watts d.  
Owned-Operated By....Mohawk Bcstg. Co.  
Business-Studio Address.....Weir Bldg.  
Phone: 5420.....Air Time: Day  
Transcription.....Associated  
Membership.....NARTB  
**News Service.....UP**  
Station Rep.....Lawson, Holman, Devney  
Pres., Gen. Mgr.....Robert M. Carson

**KWPC—Muscatine—1947**

Frequency: 860 Kc.....Power: 250 Watts d.  
Owned-Operated By....Muscatine Bcstg. Co.  
Address.....Mulberry & Houser  
News Service.....UP  
Transcription Service.....World  
Representative.....Pearson  
Membership.....NARTB, RAB  
Comm., Gen., Sta. Mgr.....George J. Volger  
Program Director.....Robert Doan  
Chief Engineer.....Lee McKee

**KCOB—Newton—1955**

Frequency: 1280 Kc.....Power: 500 W. d.  
Owned-Operated....Newton Broadcasting Co.  
Address.....Newton  
Phone: 2100.....Air Time: Day  
News Service.....AP  
Transcription.....World  
General Manager.....John J. Brandt

**KOEL—Oelwein—1950**

Frequency: 950 Kc.....Power: 500 Watts  
Owned-Oper. By..Northeast Iowa Radio Corp.  
Address.....109 S. Frederick  
Phone: 120.....Air Time: Full Time  
Representative.....Pearson  
Transcription Service.....Thesaurus, World  
News Service.....INS, UP  
Membership.....NARTB, RAB  
President.....C. W. Crahan  
Gen., Sta. Mgr.....W. J. Teich  
Comm., Prom. Mgr.....Donald McKee  
Prog. Dir.....Robert Zimmerman  
Publicity Director.....Len Bjella  
Chief Engineer.....Burt Murphy

**KBOE—Oskaloosa—1950**

Frequency: 740 Kc.....Power: 250 Watts d.  
Owned-Oper. By.....Oskaloosa Bcstg. Co.

Address.....Box 518  
Phone: ORchard 3-3493.....Air Time: Day  
Transcription Service.....Standard  
News Service.....AP  
Representative.....Pearson  
Membership.....NARTB  
President.....E. G. Wenrick  
Gen., Sta., Comm. Mgr.....Glen Stanley  
Program Director.....Lew Hudson  
Sls. Prom. Mgr.....Fred Chapman  
Chief Engineer.....Robert W. Moore

**KBIZ—Ottumwa—1941—MBS**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....KBIZ, Inc.  
Address.....209 E. Second St.  
Phone: MU 2-4535-36-37...Air Time: Full Time  
News Service.....AP  
Transcription Service.....World  
Membership.....NARTB, RAB  
President, General Mgr.....James J. Conroy  
Station, Comm. Mgr.....Alice E. Fisher  
Program Director.....Woody Hirsch  
Chief Engineer.....Lloyd Hanson

**KLEE—Ottumwa—1954**

Frequency: 1480 Kc.....Power: 500 Watts  
Owner.....Mid-America Bcstg. Co.  
Address.....425 West 2nd St.  
Phone: MUrray 4-5425.....Air Time: Full Time  
News Service.....UP  
Transcription.....Thesaurus  
Representative.....Devney

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Membership ..... NARTB  
 President, Gen. Mgr. .... David M. Segal  
 Station Manager ..... Monty Moncrieff  
 Commercial Mgr. .... Keith Johnson  
 Program Dir. .... Jim Price  
 Chief Engineer ..... Ted Porter

**KFNF—Shenandoah—1924**  
**MBS**

Freq.: 920 Kc. Power: 1 Kw. d., 500 Watts n.  
 Owned-Operated By ..... Capital Bcstg. Co.  
 Address ..... Shenandoah  
 Phone: 1302 ..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... World, SESAC  
 Representative ..... Pearson  
 Membership ..... NARTB  
 Sta., Gen., Comm. Mgr. .... C. Earl Williams  
 Publicity Director ..... Duane Modion  
 Program Director ..... Earl Blakesley  
 Chief Engineer ..... Franz Cherny

**KMA—Shenandoah—1925**  
**ABC**

Frequency: 960 Kc. Power: 5000 Watts  
 Owned-Operated By ..... May Bcstg. Co.  
 Phone: 192 ..... Air Time: Full Time  
 Transcription Service ..... SESAC  
 Representative ..... Edward Petry  
 Membership ..... NARTB  
 President ..... Edward W. May  
 Gen. Mgr., Exec. V.P. .... Owen Saddler  
 Station Manager ..... Anthony Koelker  
 Commercial Mgr. .... Harold Arkoff  
 Pub. Dir., Sales Prom. Mgr. .... Floyd Nelson  
 Program Director ..... Warren Nielson  
 Chief Engineer ..... R. J. Schroeder

**KMNS—Sioux City—1949**

Frequency: 620 Kc. Power: 1000 Watts  
 Owned-Oper. By ..... Siouxland Bcstg. Co.  
 Address ..... 620 Insurance Exchange Bldg.  
 Phone: 8-0628 ..... Air Time: Full Time  
 Representative ..... Pearson  
 President ..... Wm. F. Johns, Jr.  
 General Mgr. .... R. J. Flynn  
 Program Director ..... Donald Frost  
 Prog. Dir., Chief Eng. .... Philip Maher

**KSCJ—Sioux City—1927**  
**ABC**

Frequency: 1360 Kc. Power: 5000 Watts  
 Owned-Operated By ..... Perkins Bros. Co.  
 Business-Studio Address ..... 415 Douglas St.  
 Phone: 5-7993 ..... Air Time: Full  
 News Service ..... AP  
 Trans. Service ..... World, Cole, Lang-Worth  
 Representative ..... George P. Hollingbery  
 Membership ..... NARTB  
 President ..... W. R. Perkins  
 Manager ..... E. T. Flaherty

**KTRI—Sioux City—1938**

Frequency: 1470 Kc. Power: 5000 Watts  
 Owned-Operated By ..... Sioux City Bcstg. Co.

Address ..... 400 Commerce Bldg.  
 Phone: 8-0165 ..... Air Time: Full Time  
 News Service ..... UP  
 Representative ..... Venard, Rintoul & McConnell  
 Station Manager ..... H. W. Cassill

**KICD—Spencer—1941—MBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By ..... Iowa Great Lakes Bcstg. Co.  
 Address ..... Highway 71 North  
 Phone: 1240 ..... Air Time: Full  
 News Service ..... AP  
 Trans. Serv. .... Thesaurus, Standard, Associated  
 Representative ..... Pearson  
 Membership ..... RAB, NARTB  
 Pres., Gen. Mgr. .... Ben B. Sanders  
 V. P., Program Director ..... Mason Dixon

**KAYL—Storm Lake—1948**

Frequency: 990 Kc. Power: 250 Watts d.  
 Owned-Operated By ..... Cornbelt Bcstg. Co.  
 Address ..... Park Building  
 Phone: 1490-1 ..... Air Time: Daytime  
 Transcription ..... World, Standard  
 News Service ..... AP  
 Membership ..... NARTB, RAB  
 President, Bus. Mgr. .... O. J. Grau  
 General Manager ..... P. R. Benson

**KWWL—Waterloo—1947**  
**MBS**

Freq.: 1330 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By ..... Black Hawk Bcstg Co.  
 Address ..... Hotel Russell Lamson  
 Phone: Adams 4404 ..... Air Time: Full Time  
 News Service ..... AP  
 Representative ..... Avery-Knoedel, Inc.  
 Membership ..... NARTB, RAB  
 Pres., Gen., Sta. Mgr. .... Ralph J. McElroy  
 Commercial Manager ..... Donald E. Inman  
 Sls. Prom. Mgr., Pub. Dir. .... Julia Manz  
 Program Manager ..... Warren Mead  
 Chief Engineer ..... T. W. Kirksey

**KXEL—Waterloo—1942**  
**ABC**

Frequency: 1540 Kc. Power: 50,000 Watts  
 Owned-Oper. By ..... Josh Higgins Bcstg. Co.  
 Address ..... Highway 20 East  
 Phone: AD 3-3372 ..... Air Time: Full Time  
 Representative ..... Bolling  
 President ..... Egmond Sonderling  
 Station, Comm. Mgr. .... Alan Henry  
 Scales Prom., Pub. Dir. .... Al Laval  
 Chief Engineer ..... Don E. Kassner

**KJFJ—Webster City—1950**  
**KBS**

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Oper. By ..... Land O'Corn Bcstg. Co.  
 Address ..... East H'way 20  
 Phone: 1500 ..... Air Time: Daytime  
 News Service ..... AP  
 President ..... Charles V. Warren  
 General Manager ..... Ray Malmberg



**KSOK—Arkansas City—1947**  
KBS

Freq.: 1280 Kc. Power: 1 Kw. d., 100 W. n.  
Owned-Operated By The KSOK Bdcstg. Co.  
Address . . . . . Box 455  
Phone: 2666 . . . . . Air Time: Full Time  
News Service . . . . . AP  
Transcription Service . . . . . Thesaurus  
V. P., General Manager . . . . . S. C. Thompson

**KARE—Atchison-St. Joseph**  
1939—KBS

Frequency: 1470 Kc. Power: 1000 Watts  
Owned-Oper. By Griffith-Buening Bdstg. Co.  
Address . . . . . Fifth & Kansas Ave., Atchison  
Phone: 2447 . . . . . Air Time: Full Time  
News Service . . . . . AP  
Representative . . . . . Sears & Ayer  
Membership . . . . . NARTB  
Transcription Service . . . . . Standard  
Co-Owners . . . . . J. M. Griffith, Paul H. Buening  
Program Director . . . . . Ed Arthur  
Chief Engineer . . . . . L. H. Winegardner

**KCRB—Chanute—1952—KBS**

Frequency: 1460 Kc. Power: 1000 Watts d.  
Owned-Operated By Cecil W. Roberts  
Address . . . . . Beach & Blumber  
Phone: 107 . . . . . Air Time: Daytime  
News Service . . . . . AP  
Representative . . . . . Best  
President . . . . . Cecil W. Roberts  
Gen. Mgr., Chief Engr. . . . . D. W. Hoisington  
Comm. Sls., Prom. Mgr. . . . . Fay Clophine  
Program Director . . . . . Paula Hoisington

**KGGF—Coffeyville—1930**  
ABC

Frequency: 690 Kc. Power: 10 Kw. d.; 5 Kw. n.  
Owned-Oper. By The Midwest Bcstg. Co., Inc.  
Business-Studio Address . . . . . 8th & Elm  
Phone: 1843-4 . . . . . Air Time: Full Time  
News Service . . . . . AP  
Representative . . . . . Pearson  
Transcription Service . . . . . World  
Membership . . . . . NARTB  
President . . . . . Richard M. Seaton  
Gen., Sta., Sales Prom. Mgr., Pub. Dir. . . . . R. Pratt  
Commercial Manager . . . . . E. B. Spoonamore  
Program Dir. . . . . Richard S. Embody  
Chief Engineer . . . . . J. S. Jaminet

**KXXX—Colby—1947**

Frequency: 790 Kc. Power: 5000 Watts d.  
Owned . . . . . Town & Farm Co., Inc.  
Address . . . . . Grand Island, Neb.  
Phone: 703 . . . . . Air Time: Daytime  
News Service . . . . . UP  
Rep. . . . . H.R. Reps.  
Membership . . . . . NARTB, RAB  
President . . . . . Don Searle  
Exec. V.P. . . . . William A. Martin  
Sta., Comm. Mgr. . . . . Ed Mason

Promotion Manager . . . . . Fay Karlin  
Chief Engineer . . . . . V. L. Lynch

**KFRM—Concordia—1947**  
ABC

Frequency: 550 Kc. Power: 5000 Watts d.  
Owned-Oper. By . . . . . KMBC Bcstg. Co.  
Address . . . . . KMBC Bldg., Kans. City, Mo.  
Phone: Harrison 2650 . . . . . Air Time: Daytime  
Representative . . . . . Free & Peters  
Membership . . . . . NARTB, RAB  
1st V. P. & Prog. Chmn. . . . . Don Davis  
V. P., Gen. Mgr. . . . . J. T. Schilling  
V. P., Sls. Mgr. . . . . G. T. Higgins  
Director of Radio . . . . . Dick Smith

**KNCK—Concordia—1954**  
KBS

Frequency: 1390 Kc. Power: 500 Watts  
Owned . . . . . General Bcstg. Co., Inc.  
Phone: 1414 . . . . . Air Time: Daytime  
News Service . . . . . UP  
Pres., Gen. Mgr. . . . . W. F. Danenbarger  
Sales Mgr. . . . . Oscar W. Allen  
Chief Engineer . . . . . Gene Shrouf

**KGNO—Dodge City—1930**  
MBS

Frequency: 1370 Kc. Power: 5 Kw. d.; 1 Kw. n.  
Owned-Oper. By Dodge City Bcstg. Co.  
Business Address . . . . . 705 Second St.  
Phone: HU 3-3151 . . . . . Air Time: Full Time  
Newspaper Affiliation Dodge City Daily Globe  
News Service . . . . . AP  
Representative . . . . . Arthur H. Hagg Assoc.  
Membership . . . . . NARTB, RAB  
President . . . . . J. C. Denious, Jr.  
Station Mgr. . . . . W. Elliott  
Program Director . . . . . Herschel Holland

**KBTO—El Dorado—1953**

Frequency: 1360 Kw. Power: 500 Watts d.  
Owned-Oper. By El Dorado Bcstg. Co.  
Address . . . . . 205½ S. Main  
Phone: 3480 . . . . . Air Time: Daytime  
Station Rep. . . . . Indie  
News Service . . . . . AP  
Representative . . . . . Indie Sales  
Trans. Service . . . . . Standard  
Owner . . . . . O. A. Tedrick  
General Manager . . . . . Jim Platt  
Sales Prom. Mgr. . . . . Chuck Nicholas  
Chief Engineer . . . . . Jay H. Williams

**KVOE—Emporia—1939**  
MBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Lyon City Bcstg. Co., Inc.  
Address . . . . . Broadview Hotel  
Phone: 153 . . . . . Air Time: Full Time  
News Service . . . . . AP  
Transcription Service . . . . . Thesaurus  
Membership . . . . . NARTB

Representative ..... Gill-Perna  
 Pres., Gen. Mgr. .... Sherwood R. Parks  
 Sales Manager ..... Richard Fraley  
 Sls. Prom. Mgr. .... Walter Conway  
 Publicity Dir. .... James Umland  
 Program Director ..... Shirley Musgrave  
 Chief Engineer ..... Everett Thompkins

**KMDO—Fort Scott—1954**  
**KBS**

Frequency: 1600 Kc. .... Power: 500 Watts d.  
 Owned ..... Ft. Scott Bcstg. Co.  
 Address ..... Ft. Scott  
 Phone: 2545 ..... Air Time: Daytime  
 General Mgr. .... L. C. McKenney  
 Station Mgr. .... Jim McKenney

**KNCO—Garden City—1948**

Frequency: 1050 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Ark Valley Bcstg. Co., Inc.  
 Business-Studio Address ..... 247  
 Phone: 3041 ..... Air Time: Daytime  
 News Service ..... UP  
 Transcription Service ..... SESAC  
 Representative ..... Continental Radio Sales  
 Membership ..... NARTB, RAB  
 President ..... Ellsworth Sherman  
 General Sta. Mgr. .... Bob Emery  
 Commercial Mgr. .... Jim Austin  
 Program Director ..... Wilma Goulding  
 Publicity Director ..... John Lambert  
 Chief Engineer ..... Mike Sterling

**KIUL—Garden City—1935**  
**NBC-KBS**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... KIUL, Inc.  
 Address ..... 509½ N. Main  
 Phone: 3251 ..... Air Time: Full Time  
 News Service ..... AP  
 Representative ..... Hal Holman  
 Transcription Service ..... World, Thesaurus  
 Membership ..... NARTB, RAB  
 General Mgr. .... Robert Wells  
 Sales Mgr. .... Joe Weddle

**KWGB—Goodland—1947**  
**MBS-KBS**

Frequency: 730 Kc. .... Power: 1000 Watts d.  
 Owner-Oper. By. .... Goodland Bcstg. Co.  
 Address ..... Hotel Howard  
 Phone: 331 ..... Air Time: Daytime  
 News Service ..... UP  
 Transcription Service ..... Capitol, Cole  
 Owner, General Mgr. .... James E. Blair  
 Commercial Mgr. .... Bert Blair  
 Program Director ..... Ken Waddell  
 Chief Engineer ..... Lyle Fick

**KVGB—Great Bend—1937**  
**NBC**

Frequency: 1590 Kc. .... Power: 5000 Watts  
 Owned-Operated By. .... KVGB, Inc.

Address ..... 2007 17th St.  
 Phone: 4317 ..... Air Time: Full Time  
 Transcription Service ..... Thesaurus, World  
 Representative ..... John E. Pearson  
 Membership ..... NARTB, RAB  
 V.P., Gen., Sta. Mgr. .... Grover C. Cobb  
 Asst. Mgr. .... Robert O. Hilsendorf  
 Commercial Mgr. .... Dale W. McCoy Jr.

**KAYS—Hays—1948—KBS**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... KAYS, Inc.  
 Phone: 4-2578 ..... Air Time: Full Time  
 Address ..... 2450 Hall St.  
 Newspaper Affiliation ..... Hays Daily News  
 President ..... Frank Motz  
 Gen., Sta., Comm. Mgr. .... Bob Schmidt  
 Program Director ..... Kay Melia  
 Publicity Director ..... Don Treu  
 Promotion Manager ..... Bud Ryan  
 Chief Engineer ..... Glen Barnett

**KWBW—Hutchinson—1935**  
**NBC**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Nation's Center Bcstg. Co.  
 Business-Studio Address ..... 17th & Harding  
 Phone: 24486 ..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Venard, Rintoul & McConnell  
 Membership ..... NARTB  
 President ..... Bess Marsh Rickard  
 General Manager ..... J. W. Powell  
 Program Director ..... Bill Scott

**KWHK—Hutchinson—1946**

Frequency: 1260 Kc. .... Power: 1 Kw. d.; 500 n.  
 Owned-Operated By. .... KWHK Bcstg. Co., Inc.  
 Business-Studio Address ..... 18 W. 5th St.  
 Phone: 3100 ..... Air Time: Full Time  
 Representative ..... Everett-McKinney  
 General Manager ..... Vern Minor

**KIND—Independence—1947**  
**MBS-KBS**

Frequency: 1010 Kc. .... Power: 250 Watts d.  
 Owned-Operated By. .... Central Bcstg., Inc.  
 Bus.-Studio-Transmitter ..... Professional Bldg.  
 Phone: 1010 ..... Air Time: Daytime  
 News Service ..... AP  
 Pres., Gen. Mgr. .... J. Nelson Rupard

**KJCK—Junction City—1949**

Frequency: 1420 Kc. .... Power: 1000 Watts d.  
 Owner-Oper. By. .... Junction City Bcstg. Co.  
 Address ..... 724½ No. Washington St.  
 Phone: 8-3165 ..... Air Time: Daytime  
 Membership ..... NARTB  
 News Service ..... AP  
 Representative ..... Indie Sales  
 Transcription Service ..... World  
 Pres., Gen. Mgr. .... R. L. Weir, Jr.  
 Program Director ..... Bruce Karns

**KCKN—Kansas City—1925**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By.....KCKN Bcstg. Co.  
 Business Address.....300 Walthower Bldg.  
 Phone: Victor 2-3864. Air Time: Full Time  
 Transcription Service...Lang-Worth, Standard  
 Membership.....NARTB, RAB  
 Representative.....Capper Publications  
 General Manager.....Joe Story

**KLWN—Lawrence—1951**

Frequency: 1320 Kc. Power: 500 Watts d.  
 Owned-Operated By.....Lawrence Bcstrs. Inc.  
 Phone: 3-1320. Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....Thesaurus, World  
 Representative.....Indie Sales  
 Membership.....NARTB, RAB  
 Gen., Sta. Mgr.....Arden Booth  
 Comm. Mgr.....Tom Beal  
 Program Director.....Bill Drake  
 Chief Engineer.....Earl Sundbye

**KCLO—Leavenworth—1948**

Frequency: 1410 Kc. Power: 500 Watts d.  
 Owned-Oper. By.....Radio Station KCLO  
 Address.....Route 2  
 Phone: 3620. Air Time: Daytime  
 News Service.....UP  
 Representative.....Hil F. Best  
 Owner.....Cecil W. Roberts  
 General Mgr.....John F. Spahr  
 Sales Mgr.....A. F. Moretti, Sr.  
 Program Dir.....A. Moretti, Jr.  
 Chief Engineer.....Leo E. Phillips

**KSCB—Liberal—1948**

Frequency: 1270 Kc. Power: 1000 Watts d.  
 Owned-Oper. By...Seward County Bcstg. Co.  
 Business Address.....P. O. Box 311  
 Phone: Main 4-3891. Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Hil F. Best  
 Membership.....NARTB, RAB  
 President.....Alf M. Landon  
 Gen., Sta. Manager.....Leon S. Salathiel  
 Chief Engineer.....Wayne Pash

**KMAN—Manhattan—1950**

**KBS**

Frequency: 1350 Kc. Power: 500 Watts d.  
 Owned-Oper. By.....Manhattan Bcstg. Co.  
 Address.....114 No. 4th St.  
 Phone: PR 8-4451. Air Time: Daytime  
 Transcription Library.....Thesaurus, SESAC  
 Newspaper Affil.....Mercury  
 News Service.....AP  
 Transcription.....World  
 Membership.....NARTB  
 President.....Fred A. Seaton  
 Gen., Sta. Manager.....Lowell E. Jack  
 Commercial Mgr.....Paulson E. Leighton  
 Chief Engineer.....Herbert P. Lavin

**KNEX—McPherson—1949**

**KBS**

Frequency: 1540 Kc. Power: 250 Watts d.  
 Owned-Operated By.....K. R. Krehbiel  
 Address.....Box 186  
 Phone: 1540. Air Time: Daytime  
 News Service.....AP  
 Membership.....RAB  
 General Manager.....Henry Dais

**KJRG—Newton—1953—KBS**

Frequency: 950 Kc. Power: 500 Watts  
 Owned.....Geo. Basil Anderson  
 Address.....Box 77  
 Phone: 3240. Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Station Rep.....Continental, Biddick  
 Owner, Gen. Mgr.....Geo. Basil Anderson  
 Station Mgr.....Robert Kent

**KOFO—Ottawa—1949**

Frequency: 1220 Kc. Power: 250 Watts d.  
 Owned-Operated By.....Ottawa Bcstg. Co.  
 Address.....P. O. Box 46  
 Phone: 1045. Air Time: Daytime  
 News Service.....UP  
 Membership.....RAB  
 Transcription Service.....World  
 Co-Owners.....Roderick B. Cupp, E. W. Cupp  
 Commercial Mgr.....T. F. Ruble  
 Chief Eng.....G. Servatius

**KLKC—Parsons—1948—KBS**

Frequency: 1540 Kc. Power: 250 Watts d.  
 Owned-Oper. By.....Community Bcstg. Co.  
 Address.....109½ S. Central  
 Phone: 4050. Air Time: Daytime

**KOAM—Pittsburg—1937**

**NBC**

Freq.: 860 Kc. Power: 10 Kw. d., 5 Kw. n  
 Owned-Oper....The Pittsburg Bcstg. Co., Inc.  
 Address.....Professional Bldg.  
 Phone: 2165. Air Time: Full Time  
 Representative.....John E. Pearson  
 Pres., Gen., Sta. Mgr.....E. V. Baxter  
 Commercial Mgr.....W. Stout  
 Sales Prom. Mgr.....Paul Hudson  
 Program Director.....Frank Smith  
 Chief Engineer.....Leo Stafford

**KSEK—Pittsburg—1947**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By.....KSEK Bcstg. Co., Inc.  
 Business-Studio Address.....1340 E. Quincy  
 Phone: 742. Air Time: Full Time  
 News Service.....AP  
 Membership.....NARTB  
 Newspaper Affil.....Headlight & Son  
 Representative.....Cooke  
 President.....O. S. Stauffer  
 General Manager.....Thad M. Sandstrom

**KWSK—Pratt—1952—KBS**

Frequency: 1570 Kc. Power: 250 Watts  
 Owned Clem Morgan  
 Address: 207½-209½ S. Main  
 Phone: 1570-1 Air Time: Daytime  
 Station, Comm. Mgr. Clem Morgan  
 Sales Prom. Mgr. David L. Tucker  
 Program Director F. Morgon  
 Chief Engineer Lyle Fick

**KSAL—Salina—1937—MBS**

Frequency: 1150 Kc. Power: 5000 Watts  
 Owned-Operated By KSAL Inc.  
 Bus. Studio Address: 7th & Ikon Sts.  
 Phone: 3701 Air Time: Full  
 Representative John E. Pearson  
 Membership NARTB, RAB  
 President R. J. Laubengayer  
 Station Mgr. R. V. Jensen

**KJAY—Topeka—1949**

Frequency: 1440 Kc. Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Oper. By S. H. Patterson  
 Address: 908 Kansas Ave.  
 Phone: 3-1336 Air Time: Full Time  
 Representative McGillvra  
 President, Gen., Comm. Mgr. Robert Rohrs  
 Station Manager Wayne J. Hatchett  
 Sales Prom. Mgr. Joe Purcell  
 Program Director Roy Vernon  
 Publicity Director Grace Hatchett

**KTOP—Topeka—1947—MBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By Charles B. Axton  
 Address: R. R. #6  
 Phone: 4-3444 Air Time: Full Time  
 Pres., Gen., Sta. Mgr., Pub. Dir. C. B. Axton  
 Comm., Sls. Prom. Mgr. Charles G. Anderson  
 Program Director Charles Christian  
 Chief Engineer Lee Born

**WIBW—Topeka—1926—CBS**

Frequency: 580 Kc. Power: 5000 Watts  
 Owned By Capper Publications, Inc.  
 Business-Studio Address: 1035 Topeka Blvd.  
 Phone: 3-2377 Air Time: Full Time  
 Station Rep. Capper Pubs., Inc.  
 President H. S. Blake  
 General-Station Manager Ben Ludy  
 Asst. Mgr., Chief Engr. Lewis Dickensheets  
 Sales Mgr. Hilton Hodges  
 Studio Mgr. Art Holbrook  
 Publicity Director Vic Boutwell

**WREN—Topeka—1926—ABC**

Frequency: 1250 Kc. Power: 5000 Watts  
 Owned-Operated By WREN Bdcstg. Co., Inc.  
 Business-Studio Address: 411 W. 10th St.  
 Phone: 2-0505 Air Time: Full Time  
 News Service AP  
 Transcription Service Thesaurus, World  
 Representative Pearson  
 Membership NARTB, RAB  
 President Alf M. Landon  
 General Manager Max G. Falkenstien

Commercial Manager Gerald K. Barker  
 Program Manager Bob Richmond  
 Chief Engineer Rea Bowmon

**KAKE—Wichita—1947—MBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By KAKE Bcstg. Co., Inc.  
 Bus. Studio Address: 1500 North West Street  
 Phone: WH 3-4221 Air Time: Full Time  
 Representative McGillvra  
 President Mark H. Adams  
 Gen., Sta. Mgr., Pub. Dir. Graeme Fletcher  
 Commercial Mgr. Roger Pepperd  
 Chief Engineer Ira E. Courtney

**KANS—Wichita—1936—NBC**

Frequency: 1480 Kc. Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Operated By K. Brown, F. Lynch  
 Business-Studio Address: 1015 N. Broadway  
 Phone: HO 4-2387 Air Time: Full Time  
 Representative Pearson  
 President O. L. Ted Taylor  
 General Manager Archie J. Taylor  
 Sales Prom. Mgr. L. F. Heithecker  
 Program Director Dave Wilson  
 Chief Engineer Ted Heithecker

**KFBI—Wichita—1922—ABC**

Freq.: 1070 Kc. Power: 10 Kw. d., 1 Kw. n.  
 Owned-Operated By KFBI, Inc.  
 Business-Studio Address: Box 1402  
 Phone: Temple 8-3377 Air Time: Full Time  
 Representative Avery-Knodel  
 General Manager Hale Bondurant  
 Program Dir. George Wells  
 Chief Engineer K. W. Pyle

**KFH—Wichita—1922—CBS**

Frequency: 1330 Kc. Power: 5000 Watts  
 Owned-Operated By Radio Station KFH Co.  
 Business-Studio Address: KFH Bldg.  
 Phone: 2-4491 Air Time: Full Time  
 Newspaper Affiliation "Eagle"  
 News Service AP  
 Representative Blair  
 Membership NARTB  
 President John Rigby  
 Exec. V.P. M. M. Murdock  
 V.P., Gen. Mgr. T. P. Bashaw  
 Program Supv. Donald Anderson  
 Sales Prom. Mgr. Russell Lowe  
 Chief Engineer Virgil Hinshaw

**KWBB—Wichita—1951**

Frequency: 1410 Kc. Power: 1000 Watts  
 Owned-Oper. By Wichita Beacon Bcstg. Co.  
 Address: 2829 Salina Ave.  
 Phone: 8-3331 Air Time: Full Time  
 Transcription Service Thesaurus, RCA  
 News Service AP  
 Membership NARTB, RAB  
 President O. E. Bradley  
 General Manager J. Milton Hall  
 Commercial Mgr. John Merrell  
 Program Director Virginia Welch  
 Chief Engineer Gene Williams

# KENTUCKY

Pop. Feb. 1, 1956 (Est.) 3,025,000—Families 830,000  
Radio Homes 800,000—TV Homes 511,969—Stations in State 65

## WCMI—Ashland—1935—CBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Air Trails Network  
Address 120 20th Street  
Phone: EAst 4-6111 Air Time: Full Time  
News Service UP  
Trans. Service World  
Representative H-R Reps  
President Charles Sawyer  
Exec. Vice-President J. P. Williams  
Vice Pres. Alex Buchan  
Sta., Mgr. W. R. Martin  
Prog., Pub. Dir., Prom. Mgr. J. B. Sowards  
Chief Engineer Robert L. Gillmore

## WTCR—Ashland—1954

Frequency: 1420 Kc. Power: 5 Kw.  
Owned WTCR, Inc.  
Address Box 848  
Phone: CAAtlettsburg 661 Air Time: Daytime  
News Service AP  
Station Representative Thomas F. Clark Co.  
President Connie B. Gay  
Gen. Mgr., Prog. Dir. Donald J. Tucker  
Sta., Sls. Prom. Mgr. James E. Oakes  
Commercial Manager Richard J. Dunne  
Chief Engineer Stephen Hart

## WBVL—Barbourville—1955

Frequency: 950 Kc. Power: 1000 Watts d.  
Owned-Oper. By Brown Radio & TV Co.  
Address 109 Sycamore St.  
Pres., Gen. Mgr. Dwight L. Brown

## WBRT—Bardstown—1955 KBS

Frequency: 1320 Kc. Power: 1000 W. d.  
Owner Bardstown Bcstg.  
Address P. O. Box No. 1  
Phone: 3943 Air Time: Daytime  
News Service AP  
Transcription Thesaurus  
President Andy Anderson  
General Sta. Mgr. T. E. Skinner  
Commercial Mgr. Felice Perew  
Program Dir. Jack Emerson

## WCBL—Benton—1954—KBS

Frequency: 1290 Kc. Power: 1000 Watts  
Owned-Oper. By Purchase Bcstg. Co.  
Phone: 2581 Air Time: Daytime  
President J. Shelby McCallum  
Manager James M. Pasteur

## WKCT—Bowling Green—1947 ABC

Freq.: 930 Kc. Power: 1 Kw. d.; 500 Wts. n.  
Owned-Oper. By Daily News Bcstg. Co.  
Address Box 727  
Phone: Victor 3-4325 Air Time: Full Time  
Newspaper Affiliation Park City Daily News  
Transcription Service Thesaurus

Representative Pearson  
Membership NARTB  
President J. Ray Gaines  
Sales Mgr., Pub. Dir. Al Temple  
Comm. Mgr. Jeff Wright  
Program Director T. J. Eversole  
Chief Engineer Haro Durham

## WLBJ—Bowling Green—1939 MBS

Freq.: 1410 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By Bowling Green Bcstg. Co.  
Address 901 Fairview  
Phone: Victor 3-3212 Air Time: Full Time  
Representative Burn-Smith  
Membership NARTB  
Pres., Gen. Mgr. Ken D. Given

## WLCK—Campbellsville—1950

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By Taylor Bcstg. Co.  
Address Box 248  
Phone: 380 Air Time: Full Time  
News Service UP  
Transcription Service Cole  
Representative Best  
Pres., Gen. Mgr. Redman Turner  
Commercial Manager Lindsey Harden  
Program Director Tommie Kerr  
Chief Engineer James B. Crawley

## WTCO—Campbellsville—1948

Frequency: 1150 Kc. Power: 1000 Watts d.  
Owned-Oper. By S. Cen. Ky. Bcstg. Co.  
Business-Studio Address Lebanon Rd.  
Phone: 250 Air Time: Daytime  
Manager Clifford Spurlock

## WMTA—Central City—1954

Frequency: 1380 Kc. Power: 500 Watts  
Owner Central City, Greenville Bcstg. Co.  
Address 110 North First St.  
Phone: 818 Air Time: Daytime  
Newspaper Affil. Messenger, Times-Argus  
News Service UP  
Transcription SESAC  
Commercial Mgr. Bobby Anderson  
Program Dir. Johnny Tooley  
Chief Engineer Conway Smith

## WNES—Central City—1955

Frequency: 1600 Kc. Power: 500 Watts  
Owner Muhlenberg Bcstg. Corp.  
Address Box 325  
Phone: 1000 Air Time: Daytime  
Transcription World  
President Andy Anderson  
Gen., Mgr. Ronald L. Beane  
Promotion Mgr. Dean Harden

## WAIN—Columbia—1951 KBS

Frequency: 1270 Kc. Power: 1000 Watts d.



Owned-Oper. By.....Tri-County Bcstg. Corp.  
 Address .....Columbia  
 Phone: 4111.....Air Time: Daytime  
 News Service .....UP  
 Station Representative.....Hil Best  
 Trans. Ser.....MacGregor, World  
 Pres., Sta., Gen. Mgr.....S. C. Bybee  
 Program Director.....Oris Gowen  
 Comm., Prom. Mgr., Pub. Dir.....Lanier Burchett  
 Chief Engineer.....Lewis Owens

**WCTT—Corbin—1947**  
**MBS-KBS**

Frequency: 680 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Corbin Times-Tribune, Inc.  
 Phone: 1071.....Air Time: Full Time  
 News Service .....AP  
 Newspaper Affil.....Corbin Times-Tribune  
 Transcription Service .....World  
 President.....J. Springer Robinson  
 General Manager.....John L. Crawford  
 Station Manager, Prog. Dir.....Kenneth Turner  
 Commercial, Sls. Prom. Mgr.....S. G. Hembree  
 Chief Engineer.....C. R. Austin

**WZIP—Covington—1947**  
**KBS**

Frequency: 1050 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....WZIP, Inc.  
 Bus. Studio Address...Sixth & Madison Aves.  
 News Service .....UP  
 Membership .....NARTB, RAB  
 Pres., Gen. Mgr.....Arthur L. Eilerman  
 Sta. Mgr., Prog. Dir.....Walter Rehbaum

**WCPM—Cumberland—1951**  
**MBS-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Blainox Radio Co.  
 Address .....Harlan, Ky.  
 Phone: 625.....Air Time: Full Time  
 Trans. Service .....World  
 Station Rep.....Burn Smith  
 President, Gen. Mgr.....R. B. Helms  
 Sta., Comm. Mgr.....E. F. Shadburne  
 Program Director.....Art Grunewald  
 Chief Engineer.....J. Francke Fox

**WHIR—Danville—1947**  
**MBS-KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By...Commonwealth Bcstg. Corp.  
 Address .....P. O. Box 632  
 Phone: DANville 1230.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....Thesaurus  
 Representative.....Hal Holman Co.  
 Membership .....NARTB, RAB  
 Pres., Comm. Mgr.....W. T. Isaac  
 V., Pgm. Dir.....David B. Highbaugh  
 Chief Engineer.....Henry C. Lovell

**WIEL—Elizabethtown—1950**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Elizabethtown Bcstg. Co.  
 Phone: 5151.....Air Time: Full Time  
 Transcription Service .....Thesaurus  
 Station Representative.....Hil Best  
 News Service .....UP  
 Membership .....NARTB  
 President.....J. W. Hodges  
 General Manager.....Dee Huddleston  
 Commercial Mgr.....Calvin Skaggs  
 Program Director.....Thomas A. Maples  
 Chief Engineer.....Thomas Moore Baldwin

**WFKY—Frankfort—1946**  
**MBS-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Frankfort Bcstg. Co.  
 Address.....Kentucky Ave. Extended  
 Phone: 48281.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service.....Thesaurus  
 Representative .....Burn Smith  
 Pres., Gen. Mgr.....Ken Hart  
 Commercial Mgr.....Bud McClain  
 Chief Engineer.....Wally Roach

**WFKN—Franklin—1954**  
**KBS**

Frequency: 1220 Kc.....Power: 250 Watts  
 Owned.....Franklin Bcstg. Co.  
 Address.....103 N. High St.  
 Phone: 33, 170.....Air Time: Daytime  
 Representative.....Hil F. Best Co.  
 News Service .....AP  
 General Manager.....L. L. Valentine  
 Commercial Mgr.....A. W. Kockritz, Jr.

**WFUL—Fulton—1951**

Frequency: 1270 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...Ken-Tenn Bcstg. Corp.  
 Address .....Hwy. 166  
 Phone: 1270.....Air Time: Daytime  
 News Service .....UP  
 Station Representative.....Hil Best  
 Membership .....NARTB  
 Transcription Service .....Thesaurus  
 President.....Warren L. Moxley  
 Comm. Mgr.....J. O. Lewis  
 Sta. Mgr.....Louis C. Wrather  
 Prog. Dir.....Al West

**WKAY—Glasgow—1946—KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By...Glasgow Bcstg. Co., Inc.  
 Phone: Olive 1-2141.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service.....World, Standard  
 Membership .....NARTB  
 President.....Jack Pedigo  
 Gen., Sta., Comm. Mgr.....Clovis Sadler  
 Sales Prom. Mgr.....J. M. Barrick  
 Publicity Director.....Moena E. Sadler  
 Program Director.....Caroline Biggers

**WHLN—Harlan—1941**  
**MBS-KBS**

Frequency: 1280 Kc. Power: 1,000 Watts  
Owned-Operated By... Blanford Radio Co., Inc.  
Address ..... Harlan  
Phone: 625 ..... Air Time: Full Time  
News Service ..... UP  
Transcription Service ..... World  
Representative ..... Burn-Smith  
Membership ..... NARTB  
President, Gen. Sta. Mgr. .... R. B. Helms  
Program Director ..... Jack McCoy  
Comm., Sales Prom. Mgr. .... J. T. Morgan  
Chief Engineer ..... J. Francke Fox

**WHBN—Harrodsburg—1955**

Frequency: 1420 Kc. Power: 1000 Watts  
Owned-Operated By Pioneer Broadcasting Co.  
Address ..... Bcx 246  
Air Time ..... Daytime  
News Service ..... UP  
General Manager ..... Bernie Tracy  
Commercial Manager ..... W. J. "Bill" Yeakle  
Prod., Prom. Mgr. John Alexander, Bernie Tracy

**WKIC—Hazard—1947**  
**MBS-KBS**

Frequency: 1430 Kc. Power: 1000 Watts  
Owned-Operated By... BMG Bcstg. Corp.  
Address ..... Peoples Bank Building  
Phone: 720 ..... Air Time: Daytime  
News Service ..... UP  
Transcription Service ..... World  
Representative ..... Hil F. Best  
Newspaper Affil. .... Hazard Herald  
President ..... Fred B. Bullard  
Gen. Mgr., Pub. Dir. .... Charles W. Metcalf  
Chief Engineer ..... Harold Logan  
Prog. Dir. .... Norma Strong  
Comm. Manager ..... Bob Mansfield

**WSON—Henderson—1941**  
**MBS**

Frequency: 860 Kc. Power: 500 Watts d.  
Owned-Oper. By... Henderson Bcstg. Co., Inc.  
Bus. Studio Address ..... 121 No. Main St.  
Phone: 3923 ..... Air Time: Daytime  
News Service ..... UP  
Transcription Service ..... World  
Membership ..... NARTB  
Pres., Gen., Sta. Mgr. .... Hecht S. Lackey  
Sales Prom., Comm. Mgr. .... Ewing Graham  
Program, Pub. Dir. .... Martin E. Schaeffer  
Chief Engineer ..... Doris E. Gibson

**WHOP—Hopkinsville—1940**  
**CBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By... Hopkinsville Bcstg. Co., Inc.  
Phone: TU 5-5331 ..... Air Time: Full Time  
Address ..... 1102 So. Virginia St.  
News Service ..... UP  
Transcription Service ..... World  
Membership ..... NARTB, RAB

Pres., Gen., Sta. Mgr. .... F. E. Lackey  
Comm., Sales Prom. Mgr. .... Katherine Peden  
Program Director ..... Margaret Wyatt  
Publicity Director ..... Mary Ruth Long  
Chief Engineer ..... Leo Y. Wilson

**WKOA—Hopkinsville—1954**

Frequency: 1480 Kc. Power: 1000 Watts  
Owner ..... Pennyryle Bcstg. Co.  
Address ..... 808½ South Main St.  
Phone: Tuxedo 6-1204 ..... Air Time: Daytime  
Newspaper Affil. .... Kentucky New Era  
News Service ..... AP  
Transcription ..... Standard  
Membership ..... NARTB  
Pres., Gen. Sta. Mgr. .... Charles W. Stratton  
Commercial Mgr. .... Marie Harte  
Sales Prom., Prog. Dir. .... Don Ritter  
Chief Engineer ..... Walter Wilson

**WLBN—Lebanon—1954**

Frequency: 1590 Kc. Power: 1 Kw., d.  
Owned ..... Lebanon-Springfield Bcstg. Co.  
Address ..... P. O. Box 647  
Phone: 486 ..... Air Time: Daytime  
News Service ..... AP  
Comm. Mgr. .... Charles Suliffett  
Chief Engineer ..... C. H. Hulse, Jr.

**WLAP—Lexington—1922**  
**ABC**

Frequency: 630 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned By... American Bcstg. Corp. (Not ABC)  
Business-Studio Address ..... Radio Bldg.  
Phone: 3-2727 ..... Air Time: Full Time  
News Service ..... UP  
Transcription Service ..... World  
Representative ..... John E. Pearson  
Membership ..... NARTB, RAB  
Pres., Gen. Mgr. .... Gilmore N. Nunn  
Sales Prom. Mgr., Prog., Pub. Dir. .... Jack Brooks  
Commercial Mgr. .... Miller Welch  
Chief Engineer ..... Henry C. Locklar

**WLEX—Lexington—1946**

Frequency: 1300 Kc. Power: 1000 Watts  
Owned-Oper. By... Central Ky. Bcstg. Co.  
Address ..... 134 N. Limestone St.  
Phone: 3-0433 ..... Air Time: Full Time  
Membership ..... NARTB  
Representative ..... For Joe  
News Service ..... AP  
President ..... J. D. Gay, Jr.  
General, Sta. Mgr. .... Earl L. Boyles  
Commercial Mgr. .... Lee Tackett  
Program Director ..... Evelyn Bengé  
Chief Engineer ..... J. M. Robertson

**WVLK—Lexington—1947**  
**MBS**

Frequency: 590 Kc. Power: 1000 Watts  
Owned-Oper. By... Bluegrass Bcstg. Co., Inc.  
Address ..... Phoenix Hotel  
Phone: 4-6470 ..... Air Time: Full Time  
Transcription Service ..... Thesaurus

Representative ..... Burn-Smith  
 President..... Donald J. Horton  
 General Mgr..... Ted Grizzard

**WFTG—London—1955**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Operated By..... London Broadcasting Co.  
 Address..... Box 333  
 Phone: 598..... Air Time: Full Time  
 News Service..... UP  
 Transcription Service..... Standard  
 Representatives..... Hil F. Best Co.  
 General Manager..... Elmo Mills  
 Station Manager..... Russell Henson  
 Commercial Manager..... Charles Redmond

**WAVE—Louisville—1933**  
 NBC

Frequency: 970 Kc..... Power: 5000 Watts  
 Owned-Operated By..... WAVE, Inc.  
 Business Address..... 334 E. Broadway  
 Phone: Wabash 2201..... Air Time: Full Time  
 Transcription Service..... Thesaurus, Standard  
 News Service..... AP  
 Representative..... NBC Spot Sales  
 Membership..... NARTB  
 President..... George W. Norton, Jr.  
 General-Station Manager..... Nathan Lord  
 Commercial Manager..... Le Val Wallman  
 Sales Prom. Mgr..... Charles Hill  
 Program Director..... James Caldwell  
 Chief Engineer..... Wilbur Hudson

**WGRC—Louisville—1936**

Frequency: 790 Kc. Power: 5000 d. 1000 n.  
 Owned-Operated By..... Northside Bcstg. Corp.  
 Bus. Studio Address..... Ky. Home Life Bldg.  
 Phone: Wabash 8871..... Air Time: Full Time  
 News Service..... UP  
 Membership..... NARTB  
 Representative..... Walker  
 President..... J. Porter Smith  
 Gen., Sta., Mgr..... Charles L. Harris  
 Comm., Sales Prom. Mgr..... Tom Underwood  
 Pgm. Dir..... Ward Hatcher  
 Chief Engineer..... W. J. Morrison

**WHAS—Louisville—1922**  
 CBS

Frequency: 840 Kc. Power: 50,000 Watts  
 Owned-Oper. By..... WHAS, Inc.  
 Address..... 525 W. Broadway  
 Phone: WAbash 2211..... Air Time: Full Time  
 News Service..... AP  
 Representative..... Henry I. Christal Co.  
 Membership..... NARTB  
 V. Pres., Director..... Victor A. Sholis  
 Station Manager..... Neil D. Cline  
 Sales Director..... John M. Fouts  
 Promotion Director..... William Loader  
 Program Director..... Sam Gifford

**WINN—Louisville—1940**  
 KBS

Frequency: 1240 Kc..... Power: 250 Watts

Owned-Oper. By..... Kentucky Bcstg. Corp., Inc.  
 Bus. Studio Address..... Earle Hotel  
 Phone: WAbash 5148..... Air Time: Full Time  
 News Service..... UP  
 Transcription Service..... World  
 Representative..... Forjoe & Co.  
 President..... Harold Kaye  
 Sta. Mgr..... Harry McTigue  
 Commercial Manager..... Chas. A. Schacht, Jr.  
 V. P., Dir. Operations..... Glen Harmon  
 Sls. Mgr..... James Nathan  
 Traffic Dir..... Helen Roberts  
 Continuity Dir..... Chas. Montgomery  
 Chief Engineer..... Melvin Scarsdale

**WKLO—Louisville—1948**  
 ABC

Freq.: 1080 Kc..... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By..... Mid-America Bcstg. Corp.  
 Business-Studio Address..... Henry Clay Hotel  
 Phone: Clay 4441..... Air Time: Full Time  
 Representative..... John Blair & Co.  
 News Service..... UP  
 Exec. Vice-Pres..... J. P. Williams  
 Manager..... W. H. Spencer  
 Sales Prom., Pub. Dir..... M. G. Jennings  
 Commercial Mgr..... Charles Farmer  
 Chief Engineer..... Theodore E. Jones

**WKYW—Louisville—1947**

Frequency: 900 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Radio Kentucky, Inc.  
 Bus. Studio Address..... 431 W. Jefferson St.  
 Phone: Clay 4811..... Air Time: Daytime  
 News Service..... AP  
 Representative..... Burn-Smith  
 President..... F. Eugene Sandford  
 Sta. Manager..... Edwin E. S. Weldon  
 Commercial Manager..... H. Parker Smith  
 Program Manager..... Paul L. Ruhle  
 Chief Engineer..... Charles L. Troutman

**WLou—Louisville—1948**

Frequency: 1350 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Rounsaville of Louisville, Inc.  
 Business-Studio Address..... 2549 S. Third St.  
 Phone: MEloose 7-3689..... Air Time: Daytime  
 News Service..... UP  
 Representative..... Gill-Perna, Dorc-Clayton  
 President..... Robert W. Rounsaville  
 Gen., Sta. Mgr..... Lee R. Smith  
 Commercial Manager..... Joseph T. Starr  
 Prom. Mgr., Pub. Dir..... William Summers  
 Program Director..... James Carter  
 Chief Engineer..... Steve Dawson  
 Technical Director..... Paul Cram

**WFMW—Madisonville—1949**  
 KBS

Frequency: 730 Kc..... Power: 250 Watts d.  
 Owned-Oper. By..... Messenger Bdctsg. Co., Inc.  
 Address..... Box 387  
 News Service..... UP

Trans. Service..Capitol, Thesaurus, Standard  
Representative .....Continental  
Sta. Mgr. ....H. W. Wells  
Comm. Mgr.....Elmer L. Kelley, Jr.  
Program Director .....Richard T. Harris

**WKTM—Mayfield—1946**

Frequency: 1050 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Kentucky Bcstg. Co.  
Phone: 46.....Air Time: Daytime  
Studio Address.....Box 232  
News Service .....UP  
Transcription Service .....Thesaurus  
Representative .....Best  
Manager.....Michael R. Freeland  
Comm. Mgr.....John M. Latham  
Prob. Dir.....Jerry Watson

**WNGO—Mayfield—1947**

Frequency: 1320 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....West Ky. Bcstg., Inc.  
Phone: 1597.....Air Time: Daytime  
News Service .....AP  
Transcription Service.....Lang-Worth, World  
Membership.....NARTB, RAB  
Station Manager.....T. E. Brewer  
Program Director.....O. L. Davis  
Chief Engineer.....John E. Shelton

**WFTM—Maysville—1948**  
MBS

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By...Standard Tobacco Co., Inc.  
Bus. Address.....626 Forest Ave.  
Phone: Logan 4-3361.....Air Time: Full Time  
News Service .....UP  
Transcription Service .....World  
Membership.....NARTB  
President.....Charles P. Clarke  
General Sta. Mgr.....John W. Betts  
Commercial Mgr.....Herbert Williams  
Program Director.....Gene Waters  
Chief Engineer.....Billy C. Cooper

**WMIK—Middlesboro—1948**  
KBS

Frequency: 560 Kc.....Power: 500 Watts d.  
Owned-Oper. By.....Cumberland Gap Bcstg.  
Address.....Box 698  
Phone: 980.....Air Time: Daytime  
Representative .....Holman  
Transcription Service.....World  
News Service .....UP  
Membership.....RAB  
President.....Dr. U. G. Brummett  
Gen., Sta., Comm. Mgr.....Maurice K. Henry  
Sales Prom., Pub. Dir.....M. K. Henry  
Program Director.....Bill Baker  
Chief Engineer.....Tal England

**WFLW—Monticello—1955**

Frequency: 1570 Kc.....Power: 250 Watts d.  
Owned-Operated By.....Wolf Creek Bcstg. Co.  
Station Manager.....James Shacklette

**WMOR—Morehead—1954**

Frequency: 1330 Kc.....Power: 1000 Watts  
Owned & Operated By...Mo ehead Bcstg. Co.  
Phone: 880.....Air Time: Daytime  
News Service.....UP  
Transcription Service.....Thesaurus

**WNBS—Murray—1948**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Murray Bcstg. Co.  
Address.....P. O. Box 548  
Phone: 1340.....Air Time: Full Time  
News Service .....AP  
Transcription Service .....World  
Manager.....Edward Griffin

**WNOP—Newport—1948**

Frequency: 740 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Tri-City Bcstg. Co.  
Business-Studio Address...606 Monmouth St.  
Phone: Juniper 7100.....Air Time: Daytime  
News Service .....UP  
President.....James G. Lang  
General Manager.....Ann Rolles Lang  
Sta. Mgr., Prog. Dir.....R. D. Nunn  
Comm., Sales Prom., Prog. Dir...R. M. Gilmore  
Chief Engineer.....R. E. Sullivan

**WOMI—Owensboro—1938**  
MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By...Owensboro Bcstg. Co., Inc.  
Address.....Box 536  
Phone: MU 3-1558.....Air Time: Full Time  
News Service .....AP  
Newspaper Affiliations...Messenger, Inquirer  
Transcription Service.....Thesaurus  
Representative .....Burn-Smith  
President.....Lawrence W. Hager  
Gen., Sta., Comm. Mgr.....Hugh O. Potter  
Sales Prom. Mgr.....Jim Wilkinson  
Program Director.....Cliffordean Potter  
Chief Engineer.....Harold I. Peters

**WVJS—Owensboro—1947**  
ABC

Frequency: 1420 Kc.....Power: 1000 Watts  
Owned-Oper. By...Owensboro On The Air, Inc.  
Business-Studio Address.....324 Allen St.  
Phone: Murray 3-3521.....Air Time: Full Time  
News Service .....UP  
Representative.....William G. Rambeau  
Membership.....NARTB  
President.....V. J. Steele  
Gen., Sta. Mgr.....Malcolm Greep  
Commercial Manager.....John T. Rutledge  
Sales Prom. Mgr.....Leola C. Haydon  
Program Director.....Larry Adams  
Chief Engineer.....Robert Earl Jaqoe

**WKYB—Paducah—1946**  
NBC

Freq.: 570 Kc...Power: 1 Kw. d., 500 Wts., n.

Owned-Oper. By.....WKYB, Inc.  
 Address.....504 Kentucky Ave.  
 Phone: 2-1678.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Pearson  
 Membership.....NARTB, RAB  
 Gen. Mgr.....E. J. Paxton, Jr.  
 Business Manager.....S. Livingston

**WPAD—Paducah—1930—CBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Paducah Bdcstg. Co., Inc.  
 Address.....4th & Bway—Taylor Bldg.  
 Phone: 2-8231.....Air Time: Full Time  
 News Service.....UP  
 Trans. Serv.....Lang-Worth, Thesaurus  
 Representative.....Sears & Ayer  
 Membership.....NARTB, RAB  
 President.....Pierce E. Lackey  
 General Manager.....Prewitt Lackey  
 Sta. Mgr., Prog., Pub. Dir.....Ray Mofield  
 Comm. Manager.....Linn Wolff  
 Prom. Mgr.....Benny Smith  
 Prog., Pub. Dir.....Ray Mofield  
 Chief Engineer.....U. C. Morris

**WSIP—Paintsville—1949**  
 KBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Big Sandy Bcstg. Co.  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Station Rep.....Hil Best  
 General Manager.....Ted Arnold Silvert  
 Station Manager.....Jack Welch  
 Chief Engineer.....Eugene Baldrige

**WKLX—Paris—1955**

Frequency: 1440 Kc.....Power: 1000 Watts  
 Owned & Operated By.....Paris Bcstg. Co.  
 Air Time.....Daytime  
 News Service.....UP  
 General Manager.....Rex Osborne  
 Chief Engineer.....Vernon Hutchinson

**WLSI—Pikeville—1949**

Frequency: 900 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Cumberland Pub. Co.  
 Address.....Pikeville  
 Phone: 456.....Air Time: Daytime  
 Newspaper Affiliation.....Pike County News  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 President.....Mrs. W. J. Ward  
 Gen., Sta., Sales Comm. Mgr.....Roy E. Alexander  
 Prog., Pub. Dir.....John C. Adkins  
 Chief Engineer.....Guy N. Ferrell

**WPKE—Pikeville—1949**  
 MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....E. Ky. Bdcstg. Corp.  
 Phone: 1280.....Air Time: Full Time  
 News Service.....AP  
 Station Rep.....Continental

Transcription Service.....World  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Jack L. Hatcher  
 Chief Engineer.....James K. Hoskins

**WPRT—Prestonburg—1952**

Frequency: 960 Kc.....Power: 1 Kw., d.  
 Owned.....Kentucky Mt. Bcstg. Co.  
 Address.....So. Lake Drive  
 Phone: 5951.....Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....MacGregor  
 Comm. Mgr.....Rex Osborne

**WPKY—Princeton—1950**  
 KBS

Frequency: 1580 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Princeton Bcstg. Co.  
 Address.....Box 478  
 Phone: 2072.....Air Time: Daytime  
 Trans. Service.....Capitol  
 Station Rep.....Continental  
 News Service.....AP  
 Sta., Gen. Mgr.....Leslie Goodaker  
 Comm. Mgr.....Ellis Burnam  
 Program Dir.....Mrs. Leslie Goodaker  
 Sales Prom. Mgr.....Wilburn Wilson  
 Chief Engineer.....Marvin Mahoney

**WSAC—Radcliff—1955**

Frequency: 1470 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Fort Knox Bcstg. Corp.  
 Address.....Fort Knox, Ky.  
 Air Time.....Daytime  
 News Service.....UP  
 President.....B. E. Cowan  
 Gen., Sta. Mgr.....W. J. (Bill) Harris, Jr.  
 Commercial Manager.....Joseph R. Cowan  
 Sales Prom. Manager.....Walt Broadhurst  
 Program Director.....Clem Cockrel  
 Publicity Director.....Bill Gerson  
 Chief Engineer.....Eugene Hornback

**WEKY—Richmond—1953**  
 MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned.....WEKY, Inc.  
 Address.....McKee Bldg.  
 Phone: 1340.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 President.....Dages I. Boyle  
 General Sta. Manager.....O. C. Halyard Jr.  
 Comm. Mgr.....Fred Welch  
 Program Director.....Edith Abel  
 Promotion Mgr.....Jack Parrish  
 Pub. Dir.....Bob Hcmger  
 Chief Engineer.....Estil Anderson

**WRUS—Russellville—1953**

Frequency: 800 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....So. Kentucky Bcsters.  
 Address.....P. O. Box 110  
 Phone: 459.....Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....World



Station Representative.....Hil Best  
 President.....Roth E. Hook  
 General Manager.....Woodrow P. Sosh  
 Sta. Mgr., Eng.....Earl Johnson  
 Sales Mgr., Prog. Dir.....J. H. Johnson

**WSFC—Somerset—1947**  
**MBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Southeastern Bcstg. Co.  
 Address.....U. S. 27  
 Phone: 1240-41.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Theasurus  
 Membership.....NARTB, RAB  
 Representative.....Hill F. Best  
 Pres., Gen. Mgr.....Mike Layman  
 Commercial Manager.....Donald Orwin  
 Program Director.....John A. Hartnett  
 Technical Dir.....Ralph F. Denton  
 Chief Engineer.....John Agostine

**WMTC—Vancleve—1948**

Frequency: 730 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Kentucky Mt. Holiness Assn.  
 Bus. Studio Address.....Vancleve  
 Phone: Jackson 3.....Air Time: Daytime  
 News Service.....AP  
 Representative.....Continental  
 President.....Dr. Lela G. McConnell

General-Station-Comm. Mgr.....Wiltred Fisher  
 Program Dir.....Violet Person  
 Chief Engineer.....Kenneth Amspaugh

**WTCW—Whitesburg—1953**

Frequency: 920 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Ky.-Va. Bcstg. Corp.  
 Address.....Whitesburg  
 News Service.....UP  
 Trans. Service.....SESAC  
 Gen. Mgr.....Donald W. Crosthwait  
 Commercial Mgr.....Charles W. Read  
 Program Director.....Beryl Davis

**WKY—Winchester—1954**  
**MBS**

Frequency: 1380.....Power: 1000 Watts  
 Owner.....Winchester Bcstg. Co., Inc.  
 Address.....Box 492  
 Phone: 1380.....Air Time: Daytime  
 News Service.....AP  
 Transcription.....Theasurus  
 Representative.....Best  
 Membership.....RAB  
 President.....N. B. Ratliff  
 General Manager.....Charles Drew  
 Commercial Mgr.....Tom Wade  
 Program Director.....Herman Kelly  
 Chief Engineer.....Tommy Bratton

**LOUISIANA**

Pop. Feb. 1, 1956 (Est.) 2,961,000—Families 824,000  
 Radio Homes 792,000—TV Homes 551,390—Stations in State 63

**KROF—Abbeville—1948**

Frequency: 960 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Abbeville Bcstg. Serv. Inc.  
 Business Address.....P. O. Box 306  
 Phone: 90.....Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....World  
 Membership.....NARTB  
 General Manager.....George P. Martin

**KALB—Alexandria—1935**  
**ABC**

Frequency: 580 Kc. Power: 5 Kw. d.: 1 Kw. n.  
 Owned-Oper. By.....Alexandria Bcstg. Co., Inc.  
 Address.....601 Wash. St.  
 News Service.....AP, UP  
 Phone: 3-2543.....Air Time: Full Time  
 Transcription Service.....World, MacGregor  
 Representative.....Weed & Co.  
 Membership.....NARTB, RAB  
 President.....T. B. Lonford  
 Gen. Mgr.....Willard L. Cobb  
 Sta., Comm. Manager.....Walter D. Melson  
 Prom. Mgr. and Pub. Dir.....Mary Petrie  
 Prog. Dir.....Alex Marchand  
 Chief Engineer.....Jesse R. Sexton

**KDBS—Alexandria—1953**

Frequency: 1410 Kc.....Power: 1 Kw.  
 Owned.....Dixie Bcstg. Ser.  
 Address.....915 Fourth St.

Phone: 3-7454.....Air Time: Daytime  
 News Service.....UP  
 General Mgr.....Irving Ward-Steinman  
 Commercial Mgr.....D. Ed Pebbles  
 Station Director.....W. G. Lynch  
 Chief Engineer.....Byron Stokes

**KSYL—Alexandria—1947**  
**NBC**

Frequency: 970 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....KSYL, Inc.  
 Address.....Box 1489  
 Phone: 6611-12.....Air Time: Full Time  
 Representative.....Everett-McKinney  
 Pres., Comm. Mgr.....Milton Fox  
 Gen., Sta. Manager.....Virgil G. Evans  
 Program, Publicity Dir.....Bruce Rainey  
 Chief Engineer.....Leo Brians

**KTRY—Bastrop—1948**

Frequency: 730 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Morehouse Bcstg. Co.  
 Address.....Enterprise Bldg.  
 Phone: 1400.....Air Time: Daytime  
 General Manager.....Bill Davis  
 Program Director.....Carl Livingston

**WAFB—Baton Rouge—1948**  
**MBS**

Frequency: 1460 Kc. Power: 5 Kw. d.: 1 Kw. n.

Owned-Oper. By.....Modern Bcstg. Co.  
 Address.....929 Government St.  
 Phone: 4-8571.....Air Time: Full Time  
 Representative...Adam Young, Clarke Brown  
 Membership.....NARTB, RAB  
 V.P., Gen. Mgr.....T. E. Gibbons  
 Station Mgr.....Homer Griffith

**WIBR—Baton Rouge—1948**

Frequency: 1300 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Community Bcstg. Co.  
 Address.....P. O. Box 1226  
 Phone: 8-6716.....Air Time: Full Time  
 Representative.....Walker  
 President.....G. T. Owen  
 V.P., Gen. Mgr.....Robert Earle

**WJBO—Baton Rouge—1943**  
**NBC**

Frequency: 1150 Kc.....Power: 5000 Watts  
 Owned-Oper. By..Baton Rouge Bcstg. Co., Inc.  
 Business-Studio Address.....444 Florida St.  
 Phone: 2-5271.....Air Time: Full Time  
 News. Affil....State Times, Morning Advocate  
 Representative.....George P. Hollingsbery  
 Membership.....RAB, NARTB  
 President.....Douglas L. Manahip  
 General Mgr.....Kelly Maddox  
 Sales Manager.....John D. Wooldridge  
 Prom., Pub. Dir.....Catherine Pearson  
 Program Director.....George Bonnell  
 Chief Engineer.....Theodore Hubert

**WLCS—Baton Rouge—1946**  
**ABC**

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Air Waves, Inc.  
 Business Address.....204 North St.  
 Phone: 2-4411.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Wm. G. Rambeau  
 Membership.....NARTB, RAB  
 Gen. Manager.....Lamar Simmons  
 Sales Manager.....Olas Olsen

**WXOK—Baton Rouge—1953**

Frequency: 1260 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....WXOK, Inc.  
 Address.....243 Convention St.  
 Phone: 4-7604.....Air Time: Daytime  
 Representative.....Forjoe  
 President.....Jules Paglin  
 General Manager.....S. Ray, Jr.  
 Station Manager.....Gordon Lloyd  
 Comm. Mgr.....Tom McGuire  
 Program Director.....Lucille Pollack  
 Chief Engineer.....Noel Walter

**WHXY—Bogalusa—1954**

Frequency: 920 Kc.....Power: 1 Kw. d.  
 Owned.....Bogalusa Bcstg. Co.  
 Address.....P. O. Box 689

Phone: RE 2-4254.....Air Time: Daytime  
 News Service.....AP  
 Station Rep.....Clark  
 President.....C. W. Holt  
 Exec. V.P., Gen. Mgr.....Bob Robinson  
 Station Mgr.....W. A. Stewart  
 Comm. Mgr.....Hugh Well  
 Sls. Prom. Mgr., Pub. Dir.....Dan Franklin  
 Program Director.....Edward Cummins  
 Chief Engr.....Vernon Jones

**WIKC—Bogalusa—1947—KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Curt Siegelin, Admin.  
 Business Address.....607 N. Rio Grande St.  
 Phone: RE 5-1355.....Air Time: Full Time  
 News Service.....AP  
 Representative.....Keystone  
 General Manager.....Curt Siegelin  
 Cmm. Mgr.....J. H. Knight  
 Sls. Prom. Mgr., Prog. Dir.....D. Knight, Jr.  
 Chief Eng.....Vernon Jones

**WARB—Covington—1953**  
**KBS**

Frequency: 730 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....A. R. Blossman, Inc.  
 Address.....Box 568  
 Phone: 1600.....Air Time: Daytime  
 Manager.....D. C. Blossman  
 Gen. Mgr., Chief Engr.....William H. Bland Jr.  
 Program Director.....Rick Webb  
 Commercial Mgr.....Mark Rex

**KSIG—Crowley—1947**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....KSIG Bcstg Co., Inc.  
 Bus. Studio Address.....320 N. Parkerson Ave.  
 Phone: 1450-1.....Air Time: Full Time  
 News Service.....AP  
 Representative.....T. F. Clark  
 Membership.....NARTB  
 President.....Hirsch J. Scholl  
 General Manager.....Louis M. Basso  
 Commercial Manager.....Ninfa G. Guidry  
 Prog. Director.....Boyce Jim Trahan  
 Chief Engineer.....W. H. Bland

**KDLA—DeRidder—1951**  
**KBS**

Frequency: 1010 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Sabine Bcstg. Co.  
 Address.....Wash. & 1st St.  
 Phone: 7600.....Air Time: Daytime  
 News Service.....UP  
 Trans. Service.....MacGregor  
 Owners.....C. W. Reddoch, J. B. McCrary  
 Gen., Comm. Manager.....Ralph L. Hooks

**KEUN—Eunice—1952**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Tri-Parish Bcstg. Co.  
 Address.....Crowley Rd.  
 Phone: 3041.....Air Time: Full Time

News Service ..... AP  
 Transcription Service ..... World  
 Membership ..... NARTB  
 President ..... Vincent Riehl  
 General Manager ..... John A. Chauvin

**KLFT—Golden Meadow—1955**

Frequency: 1600 Kc. .... Power: 500 W. d.  
 Owned-Operated By ..... Leo J. Theriot  
 Address ..... Theriot Bldg.  
 Phone: 5-5165 ..... Air Time: Daytime  
 News Service ..... UP  
 Representative ..... Best  
 General Manager ..... Leo J. Theriot  
 Station Manager ..... H. Earl Herron  
 Commercial Manager ..... V. R. Vidrine

**WFPR—Hammond—1947**  
**KBS**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Louisiana Bcstrs.  
 Business-Studio Address ..... Box 432  
 Phone: 960 ..... Air Time: Full Time  
 Trans. Service ..... SESAC  
 Membership ..... NARTB  
 News Service ..... UP  
 Owners ..... C. W. Reddoch, R. L. Hooks  
 General Manager ..... Cyril W. Reddoch

**KCIL—Houma—1947**  
**NBC-KBS**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned ..... KCIL, Inc.  
 Address ..... P. O. Box 1031  
 Phone: 6828 ..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... World  
 Station Rep. .... Indie Sales  
 Membership ..... NARTB  
 President ..... Denver T. Brannen  
 Gen., Sta. Mgr. .... L. H. Thesmar  
 Commercial Mgr. .... Les Ryder  
 Sales Prom. Mgr. .... Ken Rogers  
 Prog., Pub. Director ..... Virginia Ryder  
 Chief Engr. .... Earl Herron

**KJEF—Jennings—1950**  
**MBS-KBS**

Frequency: 1290 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By ..... Jennings Bcstg. Co., Inc.  
 Address ..... 1521 Lake Arthur Ave.  
 Phone: 1155 ..... Air Time: Full Time  
 News Service ..... UP  
 Pres., Gen. Mgr., C. Eng. .... Clovis L. Bailey  
 Prog. Dir. .... Howard Hoag  
 Comm. Mgr. .... Gerald Dugas

**KLFY—Lafayette—1950—ABC**

Freq.: 1420 Kc. .... Power: 1 Kw. d., 500 Wts. n.  
 Owned-Oper. By ..... Camellia Bcstg. Co.  
 Address ..... P. O. Box 398  
 Phone: CE 5-9494 ..... Air Time: Full Time  
 Transcription Service ..... World  
 News Service ..... UP  
 Station Rep. .... Rambeau, Brown

Membership ..... NARTB  
 President ..... Paul H. De Clouet  
 General Manager ..... Jim Lukas  
 Program Director ..... John Sellick  
 Commercial Mgr. .... Jim Drocke

**KVOL—Lafayette—1935—NBC**

Frequency: 1330 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Evangeline Bcstg. Co., Inc.  
 Address ..... 519 S. Buchanan  
 Phone: Center 4-5151 ..... Air Time: Full Time  
 Newspaper Affiliation ..... "Daily Advertiser"  
 News Service ..... AP  
 Representative ..... Meeker  
 Membership ..... NARTB, RAB  
 General Manager ..... George H. Thomas  
 Comm., Sls. Prom. Mgr. .... Thomas G. Pears  
 Station Mgr. .... E. H. Hughes  
 Publicity Dir. .... Betty Arceneaux  
 Chief Engineer ..... Louis Pilcher

**KAOK—Lake Charles—1947**  
**MBS**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... KAOK, Inc.  
 Address ..... P. O. Box 1399  
 Phone: 6-7541 ..... Air Time: Full Time  
 News Service ..... UP  
 Representative ..... Forjoe  
 President ..... Jules J. Paglin  
 Co-Manager ..... Tom Gresham  
 Sta. Mgrs. .... T. Gresham, R. Rhodes  
 Managing Director ..... Stanley W. Ray, Jr.

*For World-Wide News . . .  
 For Clear, Comprehensive  
 Coverage . . .*

**AP**

**FOR  
 RADIO and TELEVISION**

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

**KLOU—Lake Charles—1947**  
**CBS**

Frequency: 1580 Kc. Power: 1000 Watts  
Owned-Oper. By.....Gulf Bcstg. Co., Inc.  
Bus.-Studio Address.....Box 975  
Phone: HEmlock 6-7277 Air Time: Full Time  
News Service .....AP  
Representative .....Pearson  
Membership .....NARTB  
President.....G. T. Owen  
Vice-Pres.....Bob Earle  
General Mgr.....R. S. Davison  
Program Dir.....Keith Ryan  
Commercial Mgr.....Harry Cook  
Chief Engineer.....Harry Adrian

**KPLC—Lake Charles—1935**  
**NBC**

Frequency: 1470 Kc. Power: 5000 Watts  
Owned-Oper. By.....Calcasieu Bcstg. Co.  
Address.....P. O. Box 1521  
Phone: 9-2713 Air Time: Full Time  
News Service .....AP  
Transcription Service .....World  
Representative .....Weed  
Membership .....NARTB  
President.....T. B. Lanford  
Gen., Sta. Mgr.....David Wilson  
Commercial Mgr.....R. M. White  
Sales Prom. Mgr.....J. Wilburn  
Publicity Director.....Merle Thomas  
Prog. Dir., C. Eng.....A. B. Craft

**KDBC—Mansfield—1954**

Frequency: 1360 Kc. Power: 1 Kw. d.  
Owned.....DeSoto Bcstg. Corp.  
Address.....P. O. Box 740  
News Service .....AP  
Trans. Ser.....Standard  
Gen., Comm. Mgr.....Arthur L. Greene

**KAPB—Marksville—1954**  
**MBS**

Frequency: 1370 Kc. Power: 1000 Watts  
Owner.....Avoyelles Bcstg. Corp.  
Address.....204 E. Mark  
Phone: 7206 Air Time: Daytime  
News Service .....AP  
Membership .....NARTB  
Vice President.....Chester J. Coc  
Gen., Sta. Mgr.....Dave Chapman  
Commercial Mgr.....Willie J. Bordelon  
Publicity Director.....Katherine Ducote  
Chief Engineer.....Donald Bordelon

**KAPK—Minden—1952**

Frequency: 1240 Kc. Power: 100 Watts  
Owned-Operated By.....Parish Bcstg. Co.  
Address.....Box 1026  
News Service .....UP  
Phone: 2940 Air Time: Full Time  
Pres., Gen., Sta. Mgr.....Martin Kirsch, Jr.  
Asst. Mgr.....M. E. (Pat) Brown  
Chief Engineer.....Billy Hyatt

**KLIC—Monroe—1950—MBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By.....Dr. Frank Cerniglia  
Address.....626 Bernhardt Bldg.  
Phone: 3-4617 Air Time: Full Time  
Station Rep.....Dora Clayton  
News Service .....UP  
President, Manager.....Dr. Frank Cerniglia

**KMLB—Monroe—1930—ABC**  
**NBC**

Frequency: 1440 Kc. Power: 5000 d.; 1000 n.  
Owned-Oper. By.....Liner's Bcstg. Station, Inc.  
Business Address.....Hotel Frances  
Phone: 7161 Air Time: Full Time  
News Service .....UP  
Representative .....Pearson  
President.....Mrs. Robert Gaston, Jr.  
V.P., Gen. Mgr.....Charles Price  
Program Dir.....James Plaisance

**KNOE—Monroe—1944—NBC**

Frequency: 1390 Kc. Power: 5000 Watts  
Owned-Operated By.....James A. Noe  
Business-Studio Address.....Knoe Bldg.  
Phone: 8155 Air Time: Full Time  
News Service .....AP  
Representative .....H.R. Reys  
Membership .....NARTB, RAB  
President.....James A. Noe  
V.P., General Manager.....Paul H. Goldman  
Station Mgr.....Allen Hundley  
Ass't. Gen. Mgr.....Harry Arthur

**KMRC—Morgan City—1954**

Frequency: 1430 Kc. Power: 500 Watts  
Owned.....Tri-City Bcstg. Inc.  
Address.....P. O. Box 889  
Phone: 2011 Air Time: Daytime  
News Service .....UP  
Membership .....NARTB  
President.....Warren J. Fortier  
V.P., Gen. Mgr.....Samuel F. Hosea  
Treasurer.....Mortimer Silverman, Jr.  
Secretary.....A. A. Bensabat, Jr.

**KNOC—Natchitoches—1947**  
**KBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By.....Natchitoches Bcstg. Co.  
Business-Studio Address.....Box 232  
Phone: 2353 Air Time: Full Time  
News Service .....AP  
Membership .....NARTB  
President.....Dr. William H. Pierson  
Gen. Mgr.....Charles L. Planchard

**KANE—New Iberia—1946**  
**ABC**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By.....New Iberia Bcstg. Co.  
Address.....Box 383  
Phone: EMerson 2-6726 Air Time: Full Time

News Service ..... AP  
 Transcription Service ..... World  
 President ..... George H. Thomas  
 General Manager ..... Dierrell Hamm  
 Commercial Mgr. .... Donald Bonin  
 Chief Engineer ..... Merle Case

### **KVIM—New Iberia—1951**

Frequency: 1360 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Queen City Bcstg. Co.  
 Address ..... P. O. Box 50  
 Phone: 2-5826 ..... Air Time: Daytime  
 General Manager ..... John H. Coco

### **WBOK—New Orleans—1951**

Frequency: 800 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... WBOK, Inc.  
 Address ..... 505 Baronne St.  
 Phone: Tulane 5363 ..... Air Time: Daytime  
 News Service ..... UP  
 Representative ..... Forjoe  
 President ..... Jules J. Paglin  
 V.P., Gen. Mgr. .... S. W. Ray, Jr.

### **WDSU—New Orleans—1923** NBC

Frequency: 1280 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... WDSU Bcstg. Corp.  
 Business-Studio Address ..... 520 Royal St.  
 Phone: Tulane 4371 ..... Air Time: Full Time  
 News Service ..... AP, UP  
 Representative ..... John Blair  
 Membership ..... NARTB, RAB  
 President ..... Edgar B. Stern, Jr.  
 Exec. V.P. & Gen. Mgr. .... Robert Swezey  
 V.P. & Comm. Mgr. .... Louis Read  
 V.P. Charge Prog'ng ..... Tom Hicks  
 Sec'y-Treas. .... Lester Kabacoff

### **WJBW—New Orleans—1926**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Louise C. Carlson  
 Business-Studio Address ..... Cigall Bldg.  
 Phone: Ma. 3488 ..... Air Time: Full Time  
 News Service ..... AP  
 Pres., Gen. Mgr. .... Louise C. Carlson  
 Asst. Mgr. .... Ed Carlson  
 Commercial Mgr. .... James E. Gordon  
 Publicity Director ..... Bill Leonard  
 Chief Engineer ..... Charles Norris

### **WJMR—New Orleans—1946**

Frequency: 990 Kc. .... Power: 250 Watts d.  
 Owned-Operated By ..... Supreme Bcstg Co., Inc.  
 Address ..... Jung Hotel, 1500 Canal Street  
 Phone: Canal 0356 ..... Air Time: Daytime  
 Representative ..... Bolling  
 President ..... Chester Owens  
 V.P., Gen. Mgr. .... George A. Mayoral

### **WMRY—New Orleans—1950**

Frequency: 600 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By ..... Southland Bcstg. Co.

Address ..... 2107 Dryades St.  
 Phone: Tulane 4841 ..... Air Time: Daytime  
 Representative ..... Gill-Perna  
 News Service ..... UP  
 Membership ..... NARTB  
 President ..... Lester Kamin  
 Gen., Comm. Mgr. .... Mort Silverman  
 Sales Prom., Pub. Dir. .... Marion Owen  
 Prog. Dir. .... Larry McKinley  
 Chief Engineer ..... Samuel Perkins

### **WNOE—New Orleans—1925** MBS

Frequency: 1060 Kc. .... Power: 50,000 d.; 5000 n.  
 Owned-Operated By ..... James A. Noe  
 Business-Studio Address ..... St. Charles Hotel  
 Phone: Express 2173 ..... Air Time: Full Time  
 Representative ..... H-R  
 President ..... James A. Noe  
 Gen., Sta. Mgr. .... S. A. French  
 Commercial Mgr. .... Dick Amundsen  
 Program Director ..... Bill Stewart  
 Chief Engineer ..... A. J. Bourgeois

### **WSMB—New Orleans—1925** ABC

Frequency: 1350 Kc. .... Power: 5 Kw. d.; 5 Kw. n.  
 Owned ..... WSMB, Inc.  
 Address ..... Maison Blanche Bldg.  
 Phone: Magnolia 5921 ..... Air Time: Full Time  
 Station Rep. .... Avery-Knodel  
 President ..... Gaston Pureau  
 General, Sta. Mgr. .... John R. O'Meallie  
 Commercial Mgr. .... D. V. Donegan  
 Program Director ..... Marshall Pearce  
 Publicity Director ..... Eldon Durand  
 Chief Engineer ..... Harold Nebe

### **WWEZ—New Orleans—1947**

Frequency: 690 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... WWEZ Radio Inc.  
 Bus-Studio Address ..... Hotel New Orleans  
 Phone: Canal 3521 ..... Air Time: Full Time  
 Representative ..... Radio-TV Reps.  
 President ..... A. L. Chilton  
 General Manager ..... Joe A. Oswald

### **WWL—New Orleans—1922** CBS

Frequency: 870 Kc. .... Power: 50,000 Watts  
 Owned-Operated By ..... Loyola U. of South  
 Address ..... Roosevelt Hotel  
 Phone: Raymond 2194 ..... Air Time: Full Time  
 News Service ..... UP, AP  
 Transcription Service ..... Standard, Thesaurus  
 Representative ..... Katz  
 Membership ..... NARTB  
 President ..... Rev. Patrick Donnelly  
 General Manager ..... W. H. Summerville  
 Comm. Manager ..... Larry Baird  
 Sales Prom., Pub. Mgr. .... Harry Hildebrand  
 Program Director ..... E. M. Hoerner  
 Chief Engineer ..... J. D. Bloom, Jr.



**WTIX—New Orleans—1951**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By... Mid-Continent Bcstg. Corp.  
 Address..... 624 Canal St.  
 Phone: MAgnolia 3562... Air Time: Full Time  
 News Service .....UP  
 Membership .....NARTB  
 Station Representative .....Young  
 President .....Todd Storz  
 V.P., General Mgr..... Fred Berthelson  
 Program Director..... Donald A. Loughnane  
 Production Mgr..... O. C. Rennie  
 Chief Engineer..... Morris E. Jones

Program Director..... Doris F. Nargassans  
 Chief Engineer..... Carl F. Goulden

**KCIJ—Shreveport—1950**

Frequency: 980 Kc. Power: 5000 Watts d.  
 Owned-Oper. By..... Southland Bcstg. Co.  
 Address..... 205 Milam St.  
 Phone: 4-6681..... Air Time: Daytime  
 Representative..... Young, Clark Brown  
 News Service.....UP, INS  
 General Mgr..... John H. Pace  
 Comm. Mgr..... Roy L. Cordell

**WTPS—New Orleans—1947**

Frequency: 940 Kc. Power: 1000 d.; 500 n.  
 Owned-Oper. By..... The Times Picayune  
 Business Address..... 615 North St.  
 Phone: Canal 5561..... Air Time: Full Time  
 Transcription Service .....Associated  
 News Service .....AP  
 Membership .....NARTB  
 Representative .....Branham  
 President..... John F. Tims  
 General Mgr..... H. F. Wehrmann  
 Prog. Dir..... Carl J. Junker  
 Prom. Mgr..... Martin Burke

**KENT—Shreveport—1947**  
**MBS**

Frequency: 1550 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By..... Frank H. Ford  
 Business-Studio Address..... 311 Milam Bldg.  
 Phone: 3-3681..... Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....Standard  
 Representative .....Pearson  
 Membership .....NARTB, RAB  
 Owner Manager..... Frank H. Ford  
 Gen., Comm. Mgr..... Frank H. Ford, Jr.  
 Prom., Pub. Dir..... Bill Monroe  
 Sales Manager..... William F. Ford  
 Prog. Dir..... Irv Zeldman  
 Chief Engineer..... L. J. Carlson

**KREH—Oakdale—1953—KBS**

Frequency: 900 Kc. Power: 250 Watts d.  
 Owned-Oper. By..... Louisiana Bcstg. Service  
 Address..... Ville Platt Hiway  
 Phone: 900..... Air Time: Daytime  
 News Service .....UP  
 Commercial Mgr..... Mel Bennett

**KSLO—Opelousas—1947**  
**MBS-KBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By..... KSLO Bcstg. Co.  
 Address..... Box 392  
 Phone: 2633..... Air Time: Full Time  
 Representative..... Sears & Ayer  
 Transcription..... World  
 General Mgr..... W. Eugene Jones

**WTIX**

**IS FIRST IN  
 NEW ORLEANS**

*Says Hooper,  
 Morning and Afternoon*

WTIX first per Hooper with 20.4% all-day average! Second station (50,000 watt network): 17.3%. Third: 10.1%. It's the Mid-Continent formula at work! How things have changed in New Orleans! Call Adam J. Young, Jr., or General Manager Fred Berthelson.

**MID-CONTINENT  
 BROADCASTING COMPANY**

President, Todd Storz  
 KOWH, Omaha, Reps: H-R Reps, Inc.  
 WHB, Kansas City, Reps: John Blair & Co.  
 WTIX, New Orleans, Reps: Adam J. Young, Jr.

**KRUS—Ruston—1947—KBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By..... Ruston Bcstg. Co.  
 Address..... 105 E. North Railroad  
 News Service .....UP  
 Representative .....Best  
 President..... C. E. Faulk, Jr.  
 Station Manager..... Kenneth L. Whitaker

**KANV—Shreveport—1954**

Frequency: 1050 Kc. Power: 250 Watts  
 Owned..... Northwest La. Bcstg. Corp.  
 Address..... 2730 Talbot St., P. O. Box 3611  
 Phone: 2-3122..... Air Time: Daytime  
 Station Representative .....Dora-Clayton  
 President..... T. T. Hailey  
 General Manager..... Glenn V. Wilson

# RATINGS

**HOOPER**

Jan. - Feb., 1955

**K-JOE LEADS**

**90** quarter hours  
per week, Monday  
through Sunday

**PULSE**

May - June, 1955

**K-JOE LEADS**

**80** quarter hours  
per week, Monday  
through Sunday

74.6% OF THE ENTIRE BUYING  
POWER IN THE SURROUNDING  
TEN COUNTY AREA IS WITHIN  
20 MILES OF OUR TRANSMITTER.

**BEYOND THIS AREA, OTHER  
MARKETS ARE DOMINATED  
BY STATIONS LOCATED THERE**



... tell the latest  
**SHREVEPORT, LA., story**

# KJOE

Popular Music, News and Personalities  
Cover this Rich 10 County Market

**OVER 480,000 POPULATION**  
**OVER 124,000 RADIO HOMES**  
**OVER \$375,000,000 RETAIL SALES**

## AT LOWEST COST

PER 1,000 RADIO HOMES

### RATES PER MINUTE

K-JOE	Station X	Station Y
<b>\$7.00</b>	\$22.00	\$13.25

# KJOE



**SHREVEPORT'S  
NUMBER ONE  
LOCAL STATION**

**1000 WATTS DAYTIME**  
**NON-DIRECTIONAL**

Joe Monroe, Pres. & Gen. Mgr.  
507 Spring St., Shreveport, La.

Rep:  
**FOR JOE**  
for K-JOE  
of "cuss"

**KJOE—Shreveport—1954**

Frequency: 1480 Kc. Power: 1 Kw. d.  
 Owned-Operated By.....Audiocasting, Inc.  
 Address.....507 Spring St.  
 Phone: 2-0732.....Air Time: Daytime  
 News Service.....AP  
 Transcription.....Associated, Lang-Worth  
 Station Representative.....Forjoe  
 Pres., Gen. Mgr.....Joe Monroe  
 Commercial Mgr.....Homer Odom  
 Program Director.....Dave Hagli  
 Publicity Director.....Bobby Ward  
 Chief Engineer.....James Gilmore

**KRMD—Shreveport—1928  
ABC**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By.....Radio Station KRMD  
 Bus. Studio Address.....Box 1712  
 Phone: 3-6171.....Air Time: Full Time  
 Representative.....Weed  
 Membership.....NARTB  
 Station Dir.....W. L. Switzer

**KTBS—Shreveport—1922  
NBC**

Frequency: 710 Kc. Power 10 Kw. d.; 5 Kw. n.  
 Owned-Oper. By.....KTBS, Inc.  
 Address.....312 East Kings Hwy  
 Phone: 7-3644.....Air Time: Full Time  
 News Service.....AP, UP  
 Representative.....Petry  
 Transcription Service.....Associated  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....E. Newton Wray  
 Commercial Mgr.....Joe B. Foster  
 Promotion Manager.....Mary Lou O'Brien  
 Station Manager.....Michael Roppolo  
 Publicity Director.....Gregg Featherstone  
 Chief Engineer.....C. H. Maddox

**KWKH—Shreveport—1925  
CBS**

Frequency: 1130 Kc. Power: 50,000 Watts  
 Owned-Operated By.....International Bcstg. Corp.  
 Business-Studio Address.....Box 1387  
 Phone: 2-8711.....Air Time: Full Time  
 Newspaper Affiliation.....Shreveport Times  
 News Service.....AP, UP  
 Membership.....NARTB, RAB  
 President.....William H. Bronson  
 Exec. V.P., Gen. Mgr.....Henry B. Clay  
 Commercial Manager.....Fred Watkins, Jr.  
 Chief Engineer.....O. S. Droke

**KBSF—Springhill—1954**

Frequency: 1460 Kc. Power: 1000 Watts  
 Owner.....Springfield Bcstg. Co.  
 Address.....Box 508

**KSUL—Sulphur—1955**

Frequency: 1310 Kc. Power: 500 W. d.  
 Owned-Operated By.....Southern Bcstg. Co.  
 Address.....Box 895  
 Phone: Jackson 7-5266.....Air Time: Daytime  
 Representative.....Best  
 Transcriptions.....Standard  
 Membership.....NARTB  
 News Service.....UP  
 General Manager.....Al Tremble

**KTLD—Tallulah—1954—KBS**

Frequency: 1360 Kc. Power: 500 Watts  
 Owned-Operated By.....Howard E. Griffin  
 Phone: 1360.....Air Time: Daytime  
 News Service.....UP  
 Transcription.....Thesaurus  
 Representative.....Hil Best  
 Membership.....NARTB  
 President, C. Eng.....Howard E. Griffith  
 General Manager.....SI Willing  
 Program Director.....George Mack

**KTIB—Thibodaux—1953**

Frequency: 630 Kc. Power: 500 Watts  
 Owner.....Delta Bcstrs., Inc.  
 Address.....Lafourche Comet Building  
 Phone: 5348.....Air Time: Daytime  
 President.....F. H. Block  
 Commercial Mgr.....Ray Saadi  
 Program Director.....Roy Hill  
 Gen. Mgr., Chief Eng.....Don Gatz

**KVPI—Ville Platte—1953**

Frequency: 1050 Kc. Power: 250 Watts d.  
 Owned-Oper. By.....Ville Platte Bcstg. Co.  
 Address.....Box 566  
 Phone: 5888.....Air Time: Daytime  
 Membership.....NARTB  
 President.....Lionel B. Deville  
 General Manager.....Chris Duplechain  
 Chief Engineer.....J. L. Sylvester

**KEVL—White Castle—1955**

Frequency: 1590 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Big League Bcstg. Co.  
 Address.....c/o Mrs. Elayn Hunt, Reywood  
 Bldg., Baton Rouge, La.  
 President.....William C. Lee, Jr.

**KVCL—Winnfield—1955**

Frequency: 1270 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Southern Bcstg. Co.  
 Address.....Box 548  
 Gen., Comm. Mgr.....William G. Darland, Jr.

**WFAU—Augusta—1946**  
**MBS-YANKEE**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By...Twin City Bcstg. Co., Inc.  
Address.....160 Bangor St.  
Phone: MA. 3-3878. Air Time: Full Time  
Membership.....NARTB  
Transcription Service.....Standard, World  
Representative.....O'Connell, Borgatti  
President.....Faust Couture  
General Manager.....Norman G. Gallant  
Comm. Mgr.....Harry Simons  
Program Director.....Mona Toothaker  
Supervisory Engineer.....Joseph Roy

**WRDO—Augusta—1932—NBC**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By.....WRDO, Inc.  
Address.....175 Water Street  
Phone: 3-4735. Air Time: Full Time  
Representative.....Weed  
Transcription.....Don Powers  
Membership.....NARTB, RAB  
Sta., Comm. Mgr.....Donald K. Powers

**WABI—Bangor—1924—ABC**

Frequency: 910 Kc. Power: 5000 Watts  
Owned-Oper. By...Community Bcstg. Service  
Business-Studio Address.....57 State St.  
Phone: 6446. Air Time: Full Time  
News Service.....AP  
Representative.....Hollingbery, Kettell-Carter  
Membership.....NARTB, RAB  
General Manager.....Leon Gorman, Jr.  
Sls. Prog. Co-ord.....Richard Bronson  
Operations Manager.....Walter Dickson

**WGUY—Bangor—1947—CBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned.....Bangor Bcstg. Corp.  
Address.....26 Central St.  
Phone: 7354. Air Time: Full Time  
Station Rep.....Everett-McKinney, Borgatti  
Pres., Gen. Mgr.....Sherwood J. Tarlow  
Station Mgr.....Arthur D. Stamler  
Commercial Mgr.....Nicholas A. Bell  
Sales Prom. Mgr.....Philip Wolley  
Program Director.....Kenneth Manley  
Publicity Dir.....George Fennell  
Chief Engineer.....Donald H. Sylvic

**WLBZ—Bangor—1926—NBC**

Frequency: 620 Kc. Power: 5000 Watts  
Owned-Operated By.....Maine Bcstg. Co.  
Business-Studio Address.....100 Main St.  
Phone: Bangor 2-4656. Air Time: Full Time  
Representative.....Weed  
Ass't Gen. Mgr.....Edward E. Guernsey

**WIDE—Biddeford—1948**  
**MBS-YANKEE**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By...Biddeford Bdcstg. Corp.

Address.....234 Main St.  
Phone: 4-4566. Air Time: Full Time  
News Service.....AP  
Transcription Service.....World  
Station Rep.....Raymer  
Membership.....NARTB, RAB  
Pres., Gen. Mgr.....Arthur Deters  
Comm. Mgr.....Carl Swanson  
Prog. Dir.....George D. Lummis  
Chief Eng.....Peter Paul

**WCME—Brunswick—1955**

Frequency: 900 Kc. Power: 250 Watts d.  
Owned-Oper. By.....Westminster Bcstg. Co.  
Address.....Box 179  
President.....Roger H. Strawbridge

**WABM—Houlton—1950—MBS**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By.....Aroostook Bdcstg. Corp.  
Address.....1340 North Rd.  
Phone: 2257. Air Time: Full Time  
News Service.....UP  
Representative.....Webb  
President.....Harry E. Umphrey  
General Manager.....Harold D. Glidden  
Station Manager.....Ted Coffin  
Chief Engineer.....Robert W. MacIntosh

**WCOU—Lewiston—1938**  
**MBS**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By...Twin City Bcstg. Co., Inc.  
Business-Studio Address.....223 Lisbon St.  
Phone: 4-6921. Air Time: Full Time  
News Service.....UP  
Transcription Serv.....Standard, World  
Representative...O'Connell, Borgatti, Holman  
President.....Faust Couture  
General Comm. Mgr.....John C. Libby  
Sls. Prom., Pub. Dir.....Faust Couture  
Program Dir.....Annette Howaniec  
Chief Engineer.....Carl P. Rounds

**WLAM—Lewiston—1947**  
**ABC**

Frequency: 1470 Kc. Power: 5000 Watts  
Owned-Oper. By...Lewiston-Auburn Bcstg. Corp.  
Business-Studio Address.....129 Lisbon St.  
Phone: 4-5401. Air Time: Full Time  
News Service.....AP  
Transcription Service.....Thesaurus  
Representative...Everett-McKinney, Kettel-Carter  
Pres., Sta. Mgr.....F. Parker Hoy  
General Manager.....Frank S. Hoy  
Comm., Sales Prom. Mgr.....Romeo E. Sansoucy  
Program Director.....Harold W. Dutch  
Chief Engineer.....Herbert Wiles

**WCSH—Portland—1925**  
**NBC**

Frequency: 970 Kc. Power: 5000 Watts  
Owned-Oper. By...Maine Radio & TV Co.

**Business-Studio Address**.....157 High St.  
**Phone:** SPruce 2 0181.....**Air Time:** Full Time  
**News Service**.....UP  
**Representative**.....Weed  
**Membership**.....NARTB, RAB  
**President**.....Adeline B. Rines  
**General Manager**.....William H. Rines  
**Station Manager**.....Arthur Owens  
**Commercial Manager**.....Albert W. Smith  
**Pub. Dir., Prom. Mgr.**.....L. T. Pitman  
**Prog. Dir.**.....Raymond Mercier  
**Chief Engineer**.....Charles R. Brown

**Owned-Operated By**.....Oliver Bcstg. Corp.  
**Business-Studio Address**.....477 Congress St.  
**Phone:** SP 3-8111.....**Air Time:** Full Time  
**News Service**.....AP  
**Rep.**.....Kettel-Carter, Hollingbery  
**Membership**.....NARTB  
**Pres., Sta., Gen. Mgr.**.....Harold H. Meyer  
**Commercial Manager**.....William J. Mullen  
**Sales Prom. Mgr.**.....Robert Maynard  
**Program Dir.**.....Robert O'Wrill  
**Publicity Director**.....Aileen B. Tuck  
**Chief Engineer**.....Thomas Conneen

**WGAN—Portland—1938—CBS**

**Frequency:** 560 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By**..Guy Gannett Bcstg. Services  
**Business-Studio Address**.....390 Congress St.,  
**Phone:** SPruce 4-4661.....**Air Time:** Full Time  
**News Service**.....AP  
**Newspaper Affil.**.....Gannett Publishing  
**Trans. Service**.....SESAC, B.M.I.  
**Representative**.....Avery-Knodel, Foster  
**Membership**.....NARTB  
**President**.....Jean Gannett Williams  
**Vice-Pres., Gen. Mgr.**...Creighton E. Gatchell  
**Sta. Mgr., Prog. Dir.**..Francis H. Farnum, Jr.  
**Commercial Mgr.**.....R. W. Jennings  
**Publicity Dir.**.....V. K. Stimson  
**Chief Engineer**.....Roger W. Hodgkins

**WAGM—Presque Isle—1931**  
**MBS-YANKEE**

**Frequency:** 1450 Kc.....**Power:** 250 Watts  
**Owned-Operated By**...Aroostook Bcstg. Corp.  
**Address**.....489 Main St.  
**Phone:** 8821.....**Air Time:** Full Time  
**News Service**.....UP  
**Membership**.....NARTB  
**Representative**.....Webb  
**Transcription Service**.....Thesaurus  
**President**.....Harry Umphrey  
**Gen., Sta. Mgr.**.....Harold D. Glidden  
**Sta., Pgm., Comm. Dir.**..Richard B. Marshall  
**Chief Engineer**.....Lester E. Hughes

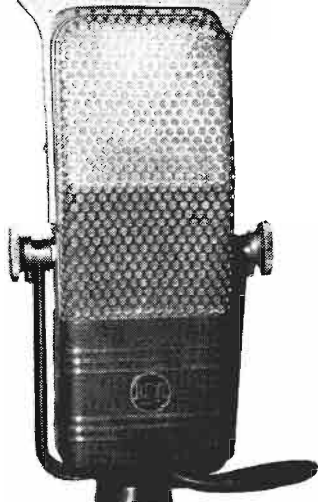
**WPOR—Portland—1946**  
**ABC-YANKEE-MBS**

**Frequency:** 1490 Kc.....**Power:** 250 Watts

**WRKD—Rockland—1952**  
**ABC**

**Frequency:** 1450 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Knox Bcstg. Co.

**WPOR**



**WPOR is not  
 Portland's only  
 station . . . but**

It's the *only* station in Portland where radio is not a secondary operation.

It's the *only* station in Portland that features Music News and Sports.

It's the *only* station in Portland that raked up 15 quarter hour firsts out of 24 tested in a recent Survey. It's the *only* station in Portland that doesn't claim or charge you for questionable coverage outside the greater Portland market —

And it's the *only* station in Portland that can truthfully say.

*"Portland's Favorite Station —  
 Ask Anyone!"*

Represented by

George P. Hollingbery Boston — Kettel-Carter

**PORTLAND, MAINE**

AMERICAN • MUTUAL • YANKEE • DOWNEAST



Address.....493 Main St.  
 Phone: 1600.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....Standard  
 Representative....O'Connell, Borgatti Holman  
 Rep. .... Webb  
 President.....Carleton D. Brown  
 Station Manager.....Paul R. Huber  
 Commercial Mgr.....Vere B. Crockett  
 Chief Engineer.....Alfred M. Thurlow, Jr.

Commercial Mgr.....G. B. Cunningham  
 Chief Engineer.....E. J. Tremblay

**WKIQ—South Paris—1955**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Oxford Bcstg. Co.  
 Address .....Alpine St.  
 Pres., Comm. Mgr.....Gerald T. Higgins

**WTVL—Waterville—1946**  
**ABC**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Kennebec Bcstg. Co.  
 Business-Studio Address.....36 Silver St.  
 Phone: TR 3-3311.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....Standard  
 Representative.....O'Connell, Borgatti  
 Membership .....NARTB, RAB  
 Pres., Gen.-Station Mgr....Carleton D. Brown  
 Comm. Sls., Prom. Mgr....Harold L. Vique  
 Program Director.....Fred Preble  
 Pub. Dir.....Ken Chase  
 Chief Engineer.....Don Sutherland

**WRUM—Rumford—1953**  
**KBS**

Frequency: 790 Kc.....Power: 1 Kw. d.  
 Owned-Oper. By.....Rumford Bcstg. Co.  
 Address.....89 Congress St.  
 Phone: 1057.....Air Time: Daytime  
 News Service .....AP  
 Trans. Service.....World, SESAC  
 Representative.....O'Connell  
 Membership .....NARTB  
 President.....Melvin L. Stone  
 Gen. Sta. Mgr., Prog. Dir.....Ken J. Ellis

**MARYLAND**

Pop. Feb. 1, 1956 (Est.) 2,643,000—Families 753,000  
 Radio Homes 725,000—TV Homes 685,470—Stations in State 30

**WANN—Annapolis—1947**

Frequency: 1190 Kc....Power: 1000 Watts d.  
 Owned-Operated By...Annapolis Bcstg. Corp.  
 Business-Studio Address.....Box 749  
 Phone: Colonial 3-2500...Air Time: Daytime  
 News Service .....UP  
 Membership .....NARTB  
 Representative.....Pearson, Dora-Clayton  
 Gen., Sta., Comm. Mgr.....Morris H. Blum

Owned.....Hearst Corp. (Radio & TV. Div.)  
 Address .....2610 North Charles St.  
 Phone: Hopkins 7-3000...Air Time: Unlimited  
 Transcription Service.....Thesaurus, SESAC  
 Membership .....RAB  
 Representative .....Christal  
 V.P., & Gen. Mgr.....D. L. Provost  
 V.P., (Engineering) .....John Wilner  
 V.P., & Sta. Mgr.....Leslie H. Peard, Jr.  
 Program Manager.....William N. Rock  
 Sales Manager.....Alfred Burk  
 Business Mgr.....F. W. Cardail

**WASL—Annapolis—1946**

Frequency: 810 Kc.....Power: 250 Watts d.  
 Owned-Oper. By....Chesapeake Radio Corp.  
 Business Address.....P. O. Box 1551  
 Phone: 9211.....Air Time: Daytime  
 Transcription Service .....World  
 President.....Robert L. Blalock  
 Gen., Comm. Mgr.....P. W. Larkin

**WBMD—Baltimore—1947**

Frequency: 750 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Key Bcstg. Corp.  
 Business-Studio Address.....879 Park Ave.  
 Phone: Mulberry 5-7095...Air Time: Daytime  
 News Service .....UP  
 President.....George E. Hull  
 Gen., Sta., Comm. Mgr....H. Shelton Earp, Jr.  
 Program Dir.....Thomas H. O'Connor  
 Chief Engineer.....Leo W. Karns

**WNAV—Annapolis—1949**

Frequency: 1430 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....The Capitol Bdcstg. Co.  
 Address .....Box 829  
 News Service .....AP  
 Transcription Service.....Thesaurus World  
 Representative .....Forjoe  
 President.....Albert H. MacCarthy  
 General Mgr.....R. C. Embry  
 Sta., Com., Sls. Prom. Mgr. M. A. Campbell, Jr.  
 Program Director.....Betty Straubel  
 Chief Engineer.....Alan B. Laffler

**WCAO—Baltimore—1922**  
**CBS**

Frequency: 600 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Monumental Radio Co.  
 Business-Studio Address...1102 N. Charles St.  
 Phone: Mulberry 5-0600...Air Time: Full Time  
 News Service .....AP  
 Representative.....Paul H. Raymer  
 Membership .....NARTB  
 Pres., Sta., Gen. Mgr.....L. W. Milbourne  
 Comm., Prom., Pub. Mgr...Robert M. Richmond  
 Program Dir.....George L. Filling  
 Chief Engineer.....Martin L. Jones

**WBAL—Baltimore—1925**  
**NBC**

Frequency: 1090 Kc.....Power: 50,000 Watts

**WCBM—Baltimore—1924**  
**MBS**

Frequency: 680 Kc. Power: 10,000 d.; 5000 n.  
Owned-Oper. By . . . . . Baltimore Bcstg. Corp.  
Bus. Studio Address . . . . . Harford & North Aves.  
Phone: Belmont 5-8400 . . . . . Air Time: Full Time  
Representative . . . . . Bolling  
Membership . . . . . NARTB  
President . . . . . John Elmer  
Exec. V.P., Gen. Mgr. . . . . G. H. Roeder  
Sales Director . . . . . John K. Healy  
Asst. Mgr., Prog. Dir. . . . . Charles A. Roeder  
Chief Engineer . . . . . G. Porter Houston

**WFBR—Baltimore—1922**  
**ABC**

Frequency: 1300 Kc. Power: 5000 Watts  
Owned-Oper. By . . . . . The Baltimore Radio Show  
Address . . . . . 10 E. No. Ave.  
Phone: Mulberry 5-1300 . . . . . Air Time: Full Time  
News Service . . . . . AP, UP  
Representative . . . . . John Blair & Co.  
Membership . . . . . RAB, NARTB  
President . . . . . Robert S. Maslin  
V.P. & Gen. Mgr. . . . . Robert B. Jones, Jr.  
Sta., Prom., Pub. Mgr. . . . . Mrs. Jean Mowbray  
Comm. Ass't. Gen. Mgr. . . . . Dudley Tichenor  
Program Dir. . . . . Bert Hanauer  
Chief Engineer . . . . . William Q. Ranit

**WITH—Baltimore—1941**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By . . . . . Maryland Bcstg. Corp.  
Business-Studio Address . . . . . 7 E. Lexington St.  
Phone: Lexington 9-7808 . . . . . Air Time: Full Time  
News Service . . . . . AP  
Transcription Service . . . . . Standard  
Representative . . . . . Forjoe  
Membership . . . . . RAB  
Pres., Gen. Mgr. . . . . Thomas G. Tinsley, Jr.  
V.P. . . . . Robert C. Embry  
Program Director . . . . . Anna Ray Suter  
Gen. Sls. Mgr. . . . . G. S. Shaffer

**WSID—Baltimore—1947**

Frequency: 1010 Kc. Power: 1000 Watts, d.  
Owned-Operated By . . . . . United Bcstg. Co.  
Business-Studio Address . . . . . 912 N. Charles St.  
Phone: Saratoga 7-8250 . . . . . Air Time: Daytime  
News Service . . . . . INS  
Representative . . . . . UBC, Oakes  
President . . . . . Richard Eaton  
General Manager . . . . . Marvin Mirvis

**WWIN—Baltimore—1951**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By . . . . . Belvedere Bcstg. Co.  
Address . . . . . 1119 N. Charles St.  
Phone: Saratoga 7-3555 . . . . . Air Time: Full Time  
News Service . . . . . UP  
Pres., Gen. Mgr. . . . . Thomas F. McNully  
Sls., Prom. Mgr. . . . . A. B. Hartman  
Comm. Mgr. . . . . Marjorie L. Mahr  
Ch. Eng., Prog. Dir. . . . . Clifford Inman

**WUST—Bethesda—1951**  
(SEE WASHINGTON, D. C.)

**WCEM—Cambridge—1947**  
**MBS**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By . . . . . The Shore Bcstg. Co.  
Address . . . . . The Pines  
Phone Number 1580 . . . . . Air Time: Full Time  
News Service . . . . . AP  
Membership . . . . . NARTB  
Pres., Gen. Mgr. . . . . G. P. Richards  
Sta., Commercial Mgr. . . . . Sam Cannon  
Prog. Dir. . . . . Bette B. Robbins  
Chief Engineer . . . . . Wilson D. Price

**WCUM—Cumberland—1948**  
**CBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By . . . . . The Tower Realty Co.  
Address . . . . . Box 360  
Phone: Parkview 4-5400 . . . . . Air Time: Full Time  
News Service . . . . . AP  
Representative . . . . . Forjoe  
Membership . . . . . RAB  
President . . . . . Karl F. Steinmann  
Gen. Mgr., Pub. Dir. . . . . Eldred Steinmann  
Comm. Sls., Prom. Mgr. . . . . Roy S. Knotts  
Prog. Dir. . . . . James Webster  
Chief Engineer . . . . . Paul E. Custer

**WDYK—Cumberland—1949**  
**ABC**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By . . . . . Western Md. Bcstg.  
Address . . . . . 450 Byrd Avenue  
Phone: Parkview 2-7000 . . . . . Air Time: Full Time  
News Service . . . . . UP  
Transcription Service . . . . . Standard  
Representative . . . . . Clark  
President . . . . . Richard A. Raese  
Gen., Sta. Manager . . . . . Michael Hurst  
Commercial Manager . . . . . Floyd V. Cozad  
Prog. Dir. . . . . Chad Riley  
Chief Engineer . . . . . George Sokol, Jr.

**WTBO—Cumberland—1928**  
**NBC**

Frequency: 1450 Kc. Power: 250 Watts  
Owned . . . . . Cumberland Valley Bcstg. Co.  
Address . . . . . Comm. Bank Bldg.  
Phone: 298 . . . . . Air Time: Full Time  
News Service . . . . . AP  
Representative . . . . . Branham  
Membership . . . . . NARTB, RAB  
Pres., Gen. Mgr. . . . . A. William German  
Ass't Gen. Mgr. . . . . Virginia Rosenbaum  
Commercial Mgr. . . . . R. J. Miller

**WAYE—Dundalk—1955—KBS**  
Frequency: 860 Kc. Power: 500 W. d.  
Owned-Operated By . . . . . Erway Bcstg. Co.

**Address** ..... Dunkirk Bldg., Balto.  
**Phone:** ATwater 4-3800 ..... **Air Time:** Days  
**Representative** ..... Best  
**News Service** ..... UP  
**President** ..... Guy S. Erway  
**General Manager** ..... Lee Case  
**Sales Manager** ..... Francis Roberts

**Phone:** 800 ..... **Air Time:** Daytime  
**News Service** ..... AP  
**Transcription Service** ..... Standard  
**President, General-Station Mgr.** ..... Jason T. Pate  
**Comm.-Sales Prom. Mgr.** ..... Charles W. Irwin  
**Pgm., Pub. Dir.** ..... Bob Gray  
**Chief Engineer** ..... Gerald D. Johnson

**WEBB—Dundalk—1955**

**Frequency:** 1360 Kc. .... **Power:** 1300 W. d.  
**Owned-Operated By** ..... 1360 Bdcstg Co., Inc.  
**Address** ..... Box 26, Baltimore  
**Phone:** Murdock 6-3180 ..... **Air Time:** Days  
**Representative** ..... Gill-Perna  
**Membership** ..... NARTB  
**General Manager** ..... Bentley Stecher

**WKIK—Leonardtown—1953**

**Frequency:** 1370 Kc. .... **Power:** 1000 Watts d.  
**Owned-Oper. By** ..... Southern Md. Bcstrs. Inc.  
**Address** ..... Leonardtown  
**Phone:** Greenwood 5-2211 ..... **Air Time:** Daytime  
**News Service** ..... UP  
**Pres., Prog. Dir.** ..... C. E. Springer  
**Gen. Mgr.** ..... J. L. Bittner  
**Comm., Sls. Prom. Mgr.** ..... W. C. Redd  
**Chief Engineer** ..... James L. Bittner

**WFMD—Frederick—1938**

CBS

**Frequency:** 930 Kc. .... **Power:** 1000 Watts  
**Owned-Operated By** ..... Monocacy Bcstg. Co.  
**Address** ..... 1 West Seventh St.  
**Phone:** Monument 3-4181 ..... **Air Time** Daytime  
**News Service** ..... AP  
**Station Representative** ..... Meeker  
**Membership** ..... NARTB  
**President** ..... Laurence Leonard  
**Commercial Manager** ..... Roger E. Beane  
**Program Director** ..... Eve Leonard  
**Chief Engineer** ..... Howard Fisher

**WPTX—Lexington Park  
1953—KBS**

**Frequency:** 920 Kc. .... **Power:** 500 Watts  
**Owned** ..... Patuxent Radio Inc.  
**Address** ..... 224 Great Mills Rd.  
**Phone:** 2-1031 ..... **Air Time:** Daytime  
**Newspaper Affil.** ..... Clearfield 'Progress'  
**News Service** ..... AP  
**Trans. Service** ..... Lang-Worth  
**Pres., Gen. Mgr.** ..... W. J. Thomas  
**Stc., Comm., Sls., Prom. Mgr.** ..... Sam Stonebraker  
**Prog., Pub. Dir.** ..... R. W. Hawkins  
**Chief Engr.** ..... Harold Huhn

**WARK—Hagerstown—1947**

CBS

**Frequency:** 1490 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... United Bcstg. Co., Inc.  
**Address** ..... 128 S. Prospect St.  
**Phone:** 4500 ..... **Air Time:** Full Time  
**News Service** ..... UP  
**Station Rep.** ..... United Bcstg.  
**President** ..... Richard Eaton  
**General Manager** ..... Samuel E. Phillips, Jr.  
**Chief Engineer** ..... G. Harold Brewer

**WPGC—Morningside—1954**

**Frequency:** 1580 Kc. .... **Power:** 1000 Watts d.  
**Owner** ..... WPGC Inc.  
**Address** ..... Morningside  
**Phone:** Redwood 6-3770 ..... **Air Time:** Day  
**News Service** ..... AP  
**Pres., Gen. Mgr.** ..... M. Richmond  
**Program Dir.** ..... Don Nork

**WJEJ—Hagerstown—1932**

MBS-ABC

**Frequency:** 1249 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... Hagerstown Bcstg. Co., Inc.  
**Business-Studio Address** ..... Franklin Court  
**Phone:** 2323 ..... **Air Time:** Full Time  
**News Service** ..... AP  
**Transcription** ..... Thesaurus  
**Representative** ..... Walker  
**Membership** ..... NARTB  
**Pres., Gen. Mgr.** ..... Grover C. Crilley  
**Stc., Comm., Sls., Prom. Mgr.** ..... W. H. Paulsgrove  
**Pub., Pgm., Dir.** ..... Robert Leshar  
**Chief Engineer** ..... George McIntire

**WDVM—Pocomoke City—1955**

**Frequency:** 540 Kc. .... **Power:** 500 W. d.  
**Owned-Operated By** ..... Eastern Shore Bcstg. Co.  
**Address** ..... Box 210  
**Phone:** 937 ..... **Air Time:** Dcys  
**Representative** ..... Rollins  
**News Service** ..... AP  
**Owner** ..... G. Russell Chambers  
**Manager** ..... David Welburne, Jr.

**WINX—Rockville—1951**

**Frequency:** 1600 Kc. .... **Power:** 1000 Watts d.  
**Owned-Oper. By** ..... Montgomery Cty. Bcstg. Co.  
**Address** ..... 2900 Tilden St.  
**Phone:** EM 3-2798 ..... **Air Time:** Full Time  
**News Service** ..... UP  
**Representative** ..... Wittig  
**President** ..... Richard Eaton  
**Gen., Stc., Comm., Sls. Mgr.** ..... Pierre Eaton  
**Program Dir.** ..... Richard Denham  
**Publicity Dir.** ..... John Robbins  
**Chief Engineer** ..... Arthur A. Snowberger

**WASA—Havre De Grace  
1948—KBS**

**Frequency:** 1330 Kc. .... **Power:** 1000 Watts d.  
**Owned-Oper. By** ..... Chesapeake Bcstg. Corp.  
**Address** ..... P. O. Box 97

**WBOC—Salisbury—1940**  
**MBS**

Frequency: 960 Kc. Power: 1000 Watts  
Owned-Oper. By...The Peninsula Bcstg. Co.  
Bus. Studio Address...Radio TV Park  
Phone: 6131 Air Time: Full Time  
News Service AP  
Representative Burn-Smith  
President John W. Downing  
Gen., Sta., Comm. Mgr. Charles J. Truitt  
Program Director John W. Downing, Jr.  
Chief Engineer Jack W. Ward

**WGAY—Silver Spring—1946**

Frequency: 1050 Kc. Power: 1000 Watts d.  
Owned-Oper. By...Tri-Suburban Bcstg. Corp.  
Business Address...11306 Kemp Mill Rd.  
Phone: Juniper 9-1050 Air Time: Daytime  
News Service AP  
Representative Indie Sales  
Membership NARTB, RAB  
President John W. Kluge  
Gen. Sta. Mgr. Joseph L. Brechner  
Comm. Sls., Prom. Mgr. Stuart J. Hepburn  
Program Dir. Chuck Dulane  
Publicity Dir. Val Thomas  
Chief Engineer Arthur McDougall

**WTOW—Towson—1954**

Frequency: 1570 Kc. Power: 1000 Watts

Owner WTOW, Inc.  
Address Chambersburg, Pa.  
Phone: Colony 4-7121 Air Time: Daytime  
President J. S. Booth  
Gen., Comm. Mgr. Sam Lawder  
Program Dir. Ed Baeky  
Chief Eng. Sam Hecker

**WTTR—Westminster—1953**

Frequency: 1470 Kc. Power: 1000 Watts d.  
Owned-Oper. By...Carroll County Bcstg. Corp.  
Address Box 28  
Phone: 1170 Air Time: Daytime  
President E. Miller Richardson  
Gen., Sta., Comm. Mgr. R. H. Morgan  
Prog. Dir. Severne MacLaughlin  
Ch. Eng., Sls. Prom. Mgr. Russell H. Morgan

**WDON—Wheaton—1953**

Frequency: 1540 Kc. Power: 250 Watts  
Owned Commercial Radio Equip. Co.  
Address 1319 F St. N.W., Washington, D. C.  
Phone: DI 7-1319 Air Time: Daytime  
Membership NARTB  
Gen. Mgr. Everett L. Dillard  
Commercial Mgr. James A. Gustafson  
Operations Mgr. Fred Drake  
Sls. Prom., Pub. Dir. Doug Bailey  
Program Director Robert E. Best  
Chief Engineer Eugene V. Jurasinski

**MASSACHUSETTS**

Pop. Feb. 1, 1956 (Est.) 4,950,000—Families 1,454,000  
Radio Homes 1,400,000—TV Homes 1,355,061—Stations in State 52

**WARA—Attleboro—1950**

Frequency: 1320 Kc. Power: 1000 Watts  
Owned-Oper. By...Attleboro Radio Assn.  
Address 8 N. Main St.  
Phone: 1-1320  
Representative Walker  
Station Manager Keith S. Field  
Advertising Mgr. William A. Dawson, Jr.  
Program Mgr. David P. Mohr

**WBMS—Boston—1946**

Frequency: 1090 Kc. Power: 1000 Watts d.  
Owned-Oper. By...WBMS, Inc.  
Business-Studio Add...Hotel Somerset  
Phone: Copley 7-3005 Air Time: Daytime  
News Service UP  
Representative Indie Sales  
President Jack Berkman  
Gen. Mgr. George Lasker  
Station Manager Norman Furnca  
Chief Engineer Donald Snider

**WBZ-WBZA**

(Synchronous Operation)  
Boston-Springfield—1921

NBC

Frequency: 1030 Kc. Power: WBZ, 50,000  
Watts; WBZA, 1000 Watts  
Owned...Westinghouse Bcstg. Co. Inc.

Business-Studio Add...1170 Soldiers Field Rd.  
Phone Number ALgonquin 4-5670  
News Service AP, UP  
Membership RAB  
Representative Free & Peters  
President D. H. McGannon  
Station Manager P. E. Mills  
Commercial Mgr. William J. Williamson  
Promotion Manager Charles L. Burrow  
Program Manager Grady Edney  
Chief Engineer W. H. Hauser  
Publicity Director Joseph Cullinane  
Chief Engineer W. H. Hauser

**WCOP—Boston—1935**

Frequency: 1150 Kc. Power: 5000 Watts  
Owned-Oper. By...Post Pub. Co.  
Business-Studio Address...489 Boylston St.  
Phone: Copley 7-0123 Air Time: Full Time  
News Service AP  
Newspaper Affil. Boston Post  
Representative Weed  
President John J. Fox  
Gen., Sta. Mgr. Roy V. Whisnand  
Commercial Mgr. P. T. McGovern  
Prog. Dir. Irvin Dierdorff  
Chief Engineer Roland C. Hale

**WEEL—Boston—1924**

CBS-RADIO

Frequency: 590 Kc. Power: 5000 Watts

Owned-Oper. By.....CBS Radio Division  
 Business-Studio Address.....182 Tremont St.  
 Phone. HUbbard 2-2323....Air Time: Full Time  
 News Service .....AP, UP  
 Representative.....CBS Radio Spot Saler  
 President.....Arthur Hull Hayes  
 Gen., Sta. Mgr.....Harvey J. Struthers  
 Commercial Mgr.....Emmett J. Heerd, Jr.  
 Sales Prom. Mgr.....John T. Curry, Jr.  
 Program Director.....K. R. Ovenden  
 Publicity Director.....Marie H. Houlahan

**WHDH—Boston—1926**

Frequency: 850 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....WHDH, Inc.  
 Bus-Studio Address.....6 St. James Ave.  
 Phone: HANcock 6-5500....Air Time: Full Time  
 Newspaper Affil.....Boston Herald  
 Representative.....John Blair  
 President.....Robert B. Choate  
 V.P., Managing Dir.....William B. McGrath  
 Commercial Manager....Alexander M. Tanger  
 Program Director.....George M. Perkins  
 Sales Prom. Mgr., Pub. Dir..William E. Shea  
 Chief Engineer.....Philip K. Baldwin

**WMEX—Boston—1934**

Frequency: 1510 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....The Northern Corp.  
 Business-Studio Address...70 Brookline Ave.  
 Phone: CO 6-3900.....Air Time: Full Time  
 Pres., Prog. Dir.....John E. Reilly  
 General Manager.....William S. Pote  
 Commercial Manager.....Lawrence Flynn  
 Sales Promotion Manager.....Marie Mason

Publicity Director.....George Kaplan  
 Chief Engineer.....William Ferruzzi

**WNAC—Boston—1922**  
**MBS-YANKEE**

Frequency: 680 Kc.....Power: 50 Kw.  
 Owned...Yankee Div., RKO Teleradio Pictures  
 Bus-Studio Address.....21 Brookline Ave.  
 Phone: CO 6-0800.....Air Time: Full Time  
 News Service.....INS, UP  
 Representative.....H-R Reps.  
 Membership.....NARTB, RAB  
 President.....Tom O'Neil  
 Exec. V.P., Gen. Mgr.....Norman Knight  
 Vice President.....George Steffy  
 Nat'l Sis. & Sis. Serv. Dir.....Tom Bateson  
 Sales Prom. Mgr.....George Hallberg  
 Program Director.....John D. Maloy  
 Publicity Director.....Phyllis Doherty  
 Chief Engineer.....I. B. Robinson

**WORL—Boston—1950**

Frequency: 950 Kc.....Power: 5000 Watts d.  
 Owned-Oper. By.....Pilgrim Bcstg. Co.  
 Address.....705 Beacon Street  
 Phone: COpley 7-3800....Air Time: Full Time  
 Representative.....Headley Reed Co.  
 President.....Joseph A. Dunn  
 Gen., Sta., Comm. Mgr.....Arthur E. Haley  
 Program Director.....Alan Dary  
 Pub. Dir.....Polly Haddad  
 Chief Engineer.....John Parker

**WVDA—Boston—1953—ABC**

Frequency: 1260 Kc.....Power: 5000 Watts

**IN BOSTON . . . and MAINE Vic RADIO PROFIT Diehm Says:**

**WVDA**

When Bostonians want the most in news,  
 the best in music and the quality shows  
 their dials are set at 1260 that's . . .

**BOSTON, MASS. ABC**

**WIDE**

The one choice to cover this great  
 recreational and industrial market in Maine.  
 "It's the Gateway to Good Listening" . . .

**BIDDEFORD-SACO, ME. MBS-YANKEE**



**WAZL WHOL WHLM WIDE WVDA**

Harleton, Pa. NBC-MBS Allentown, Pa. CBS Bloomsburg, Pa. Biddeford-Saco, Me. MBS-Yankee Boston, Mass. ABC

(All Stations Represented by Paul H. Raymer Company)



**Owned-Oper. By**.....Vic Diehm Assoc. Inc.  
**Address**.....275 Tremont St.  
**Phone**: HANcock 6-1122....**Air Time**: Full Time  
**News Service**.....AP, UP  
**Representative**.....Raymer  
**Transcription Service**.....Thesaurus  
**Membership**.....NARTB, RAB  
**President**.....Vic Diehm  
**Gen., Comm. Mgr.**.....Len Hornsby  
**Program Director**.....John Mounteer  
**Promotion Mgr.**.....John C. Gilmore  
**Continuity Dir.**.....Arthur Lypscon  
**Chief Engineer**.....Robert Hallenbeck

**WBOS—Boston—1948**

**Frequency**: 1600 Kc.....**Power**: 5000 Watts  
**Owned-Oper. By**...Champion Bcstg. Sys., Inc.  
**Address**.....790 Commonwealth Ave.  
**Phone**: BEacon 2-5650....**Air Time**: Full Time  
**Representative**.....Wm. G. Rambeau Co.  
**News Service**.....UP  
**President**.....Herbert Hoffman  
**Gen. Mgr.**.....Ralph Weinman  
**Prom. Mgr.**.....Murray Smith  
**Program Director**....James A. Fitzgerald, Jr.  
**Chief Engineer**.....Jerome Bartzoff

**WBET—Brockton—1946**

**Frequency**: 1460 Kc.....**Power**: 1000 Watts d.  
**Owned-Oper. By**...Enterprise Publishing Co.  
**Business-Studio Address**.....60 Main St.  
**Phone**: 7062.....**Air Time**: Full Time  
**Transcription Service**.....Thesaurus  
**Representative**.....Walker  
**General Manager**.....Charles A. Fuller  
**Commercial Mgr.**.....Earle G. Clement  
**Program Manager**.....Arthur B. Jones

**WTAO—Cambridge—1948**

**Frequency**: 740 Kc.....**Power**: 250 Watts d.  
**Owned-Oper. By**...Middlesex Bcstg. Corp.  
**Address**.....439 Concord Ave.  
**Phone**: Eliot 4-0500....**Air Time**: Daytime  
**Membership**.....NARTB, RAB  
**President**.....Frank J. Lyman, Jr.  
**General Manager**.....Wallace Dunlap  
**Commercial Mgr.**.....John H. Kimball, Jr.  
**Sls. Promotion Mgr.**.....Bob Allen  
**Publicity Dir.**.....Ken Wayne  
**Program Director**.....Edward Pennev, Jr.  
**Chief Engineer**.....Herbert

**WACE—Chicopee-Springfield  
1946**

**Frequency**: 730 Kc.....**Power**: 1000 Watts d.  
**Owned-Operated By**.....Regional Bcstg. Co.  
**Business Address**.....Hotel Bridgeway  
**Phone**: 4-6654....**Air Time**: Daytime  
**News Service**.....INS  
**Representative**.....Bolling  
**Membership**.....NARTB, RAB  
**President**.....David Hayes  
**Treasurer**.....John S. Begley  
**Gen. Sta., Comm. Mgr.**...Ralph J. Robinson  
**Prog. Dir.**.....Sy Levy  
**Chief Engineer**.....H. R. Glinka

**WALE—Fall River—1948  
MBS-YANKEE**

**Frequency**: 1400 Kc.....**Power**: 250 Watts  
**Owned-Oper. By**.....Narragansett Bcstg. Co.  
**Address**.....374 Central St.  
**Phone**: 4-1400....**Air Time**: Full Time  
**News Service**.....UP  
**Representative**.....Walker  
**Manager**.....George L. Sisson, Jr.  
**Comm. cial Mgr.**.....Markey Gosciminski  
**Business**.....Madeleine Hamell  
**Traffic**.....Ann Kenney

**WSAR—Fall River—1921  
ABC**

**Frequency**: 1480 Kc.....**Power**: 5000 Watts  
**Owned-Oper. By**....Fall River Bcstg. Co., Inc.  
**Business-Studio Address**.....Academy Bldg.  
**Phone**: 7-9477....**Air Time**: Full Time  
**Newspaper Affiliation**...Herald News, Inc.  
**News Service**.....UP  
**Representative**...Headley-Reed, Kettell-Carter  
**President**.....Frank W. Miller, Jr.  
**Gen. Mgr., Treas.**.....Lincoln W. N. Pratt  
**Commercial Manager**...Cornelius Sullivan  
**Program Director**.....Joseph Welch  
**Chief Engineer**.....Arnold Molloy

**WEIM—Fitchburg—1941  
MBS-YANKEE**

**Frequency**: 1280 Kc.....**Power**: 1000 Watts  
**Owned-Oper. By**.....WEIM, Fitchburg, Inc.  
**Business-Studio Address**.....717 Main St.  
**Phone**: Fitchburg 3-3766..**Air Time**: Full Time  
**News Service**.....UP  
**Membership**.....NARTB  
**Representative**.....Walker, Kettell-Carter  
**President**.....Henry G. Molina, Jr.  
**Station Mgr.**.....Al Maffie  
**Commercial Mgr.**.....James W. Chalmers  
**Program Dir.**.....David Rodman  
**Chief Engineer**.....Ted Kalln

**WFGM—Fitchburg—1950**

**Frequency**: 1580 Kc.....**Power**: 1000 Watts d.  
**Owned-Oper. By**.....Wachusett Bcstg. Corp.  
**Address**.....455 Main St.  
**Phone**: 3-4897....**Air Time**: Daytime  
**Representative**.....Walker  
**News Service**.....UP  
**Pres., Gen. Mgr.**.....David M. Myers  
**Program Director**.....Tal Hood  
**Chief Engineer**.....Donald L. Coleman

**WKOX—Framingham—1947**

**Frequency**: 1190 Kc.....**Power**: 1000 Watts d.  
**Owned-Operated By**.....WKOX, Inc.  
**Bus.-Studio Address**.....Mt. Wayte Ave.  
**Phone**: TRinity 3-7409....**Air Time**: Daytime  
**Comm. Mgr.**.....Ruane B. Hill  
**Representative**.....Kettell-Carter, Grant Webb  
**President**.....Albert A. Anderson  
**General Manager**.....Richard E. Adams  
**Commercial Manager**.....Lewis F. Sargent

Program Dir.....Roy Leonard  
 Pub. Dir.....John M. Grabbs  
 Chief Engineer.....Francis Bartol

**WGAW—Gardner—1946—ABC**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned.....Gardner Bcstg. Co.  
 Business Number.....3 Pleasant St.  
 Phone: 1490.....Air Time: Full Time  
 News Service.....UP  
 Representative.....Borgatti, Inc., Webb  
 Pres. & Treas.....Emilien R. Robillard  
 V.P., Gen. Mgr.....William C. Engel  
 Commercial Mgr.....Delbert A. Greenwood  
 Program Director.....Durham Caldwell  
 Chief Engineer.....Gordon Wiley

**WHA1—Greenfield—1938**

**MBS-YANKEE**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Haigis Bdcstg. Corp.  
 Business-Studio Address.....486 Main St.  
 Phone: PRescott 4-4301.....Air Time: Full Time  
 News Service.....AP  
 Transcription.....World  
 Representative.....Walker  
 Membership.....RAB, NARTB  
 Pres., Gen., Sta. Mgr.....John W. Haigis, Jr.  
 Commercial Manager.....Harry J. Frank  
 Sls. Prom. Mgr., Pub. Dir.....June Greene  
 Program Director.....Ira I. Hewey  
 Chief Engineer.....Leland F. Wheeler

**WHAV—Haverhill—1947**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WHAV, Inc.  
 Business-Studio Address.....30 How St.  
 Phone: DRcke 4-4733.....Air Time: Full Time  
 News Service.....UP  
 Representative.....Nona Kirby Co.  
 Treasurer.....E. I. Cetlin  
 General Manager.....Robert I. Kimel  
 Program Director.....Arthur Flynn  
 Chief Engineer.....David Cate

**WHYN—Holyoke-Springfield  
 1941—CBS**

Frequency: 560 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Hampden—Hamshire Corp.  
 Address.....1300 Liberty St., Springfield  
 Phone: 4-1126.....Air Time: Full Time  
 Representative.....Branham, Weed  
 Membership.....NARTB  
 Gen. Mgr.....Charles N. DeRose  
 Business Manager.....Patrick J. Montague

**WREB—Holyoke—1948**

Frequency: 930 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Valley Bcstg. Corp.  
 Address.....Holyoke Nat. Bank Bldg.  
 Phone: 2-3296.....Air Time: Daytime  
 Transcription Service.....SESAC  
 News Service.....AP  
 Membership.....NARTB  
 Representative.....Ki.by, WREB Radio Sales

**FOR WORLD-WIDE NEWS . . .  
 FOR CLEAR, COMPREHENSIVE  
 COVERAGE . . .**

**AP**

**FOR  
 RADIO and TELEVISION**

**50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.**

Sta. Mgr. .... John H. Vondell, Jr.  
 Sales Mgr. .... Robert H. Berger  
 News Director. .... Vernon K. Jones  
 Chief Engineer. .... Frank T. Cook

**WCCM—Lawrence—1947**

Frequency: 800 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By .... Lawrence Bdcstg. Co.  
 Address. .... 278 Essex Street  
 Phone Number. .... Lawrence 3-7171-2  
 News Service .....  
 AP Representative ..... Foster, Walker  
 Pres., Gen. Mgr. .... Geo. H. Jaspersl  
 Comm. Mgr. .... Daniel Ruggles, III

**WCAP—Lowell—1951**

Frequency: 980 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By .... Northeast Radio Inc.  
 Address. .... 243 Central St.  
 Phone: 4-0404. .... Air Time: Daytime  
 News Service .....  
 UP Representative ..... Kettell-Carter  
 President ..... Israel Cohen  
 Gen. Mgr. .... William J. Warren

**WLLH—Lowell-Lawrence  
 1934—MBS-YANKEE**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By .... Merimac Bdcstg. Co.  
 Address. .... 39 Kearney Sq., Lowell  
 Air Time. .... Full Time  
 News Service .....  
 UP Representative ..... Nona Kirby  
 President ..... Gerald Harrison  
 Gen. Mgr. .... A. N. Armstrong, Jr.  
 Program Director ..... Tom Clayton  
 Chief Engineer ..... Anthony G. Michaels

**WLYN—Lynn—1946**

Frequency: 1360 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By .... Puritan Bcst. Service, Inc.  
 Business-Studio Address. .... 7 Willow St.  
 Phone: LY 5-6200. .... Air Time: Daytime  
 News Service .....  
 UP Station Representative ..... Walker  
 President ..... Theodore Feinstein  
 General Manager. .... Melvin Lahr

**WHIL—Medford—1952**

Frequency: 1430 Kc. .... Power: 500 Watts d.  
 Owned-Operated By .... Conant Bcstg. Co.  
 Address. .... 99 Revere Beach Pkwy.  
 Phone: Mystic 6-1430. .... Air Time: Daytime  
 News Service .....  
 UP Representative ..... Nona Kirby  
 Pres., Gen., Sta. Mgr. .... Sherwood J. Tarlow  
 Commercial Mgr. .... Joseph Kruger  
 Prog. Director. .... Bob Walsh  
 Chief Engineer. .... Sal Fulchino

**WBSM—New Bedford—1949**

Frequency: 1230 Kc. .... Power: 100 Watts  
 Owned-Oper. By .... Bay State Bcstg. Co.  
 Address. .... Pope's Island  
 Phone: 3-1767. .... Air Time: Full Time  
 Representative ..... The Bolling Co.  
 News Service ..... UP

Membership ..... NARTB  
 President. .... Joseph P. Duchaine  
 General Manager. .... Otto F. A. Arnold

**WNBH—New Bedford—1921  
 MBS-YANKEE**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By .... E. Anthony & Sons, Inc.  
 Business-Studio Address. .... 555 Pleasant St.  
 Phone: 8-5228. .... Air Time: Full Time  
 News Service .....  
 AP Newspaper Affiliation ..... Standard-Times  
 Representative ..... Walker Co.  
 Sta., Comm. Mgr. .... Henry N. Solomon  
 Program Director. .... James Gleason  
 Publicity Director. .... Herve Leduc

**WMNB—North Adams—1947**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By .... Northern Berkshire Bcstg. Co.  
 Bus.-Studio-Transmitter Address. .... 466 Curran  
 Phone: MOhawk 3-6567. .... Air Time: Full Time  
 News Service .....  
 AP Transcription Service ..... Thesaurus  
 Representative ..... McGillvra, Kirby  
 Membership ..... NARTB  
 Pres., Gen. Mgr. .... J. Gordon Keyworth  
 Prog. Dir. .... Roy M. Anderson

**WNAW—North Adams—1949**

Frequency: 860 Kc. .... Power: 250 Watts d.  
 Owned-Operated By .... Cecil F. Clifton  
 Address. .... Curran Hwy.  
 Phone: MOhawk 3-5356. .... Air Time: Daytime  
 Transcription Service ..... Associated, Cole  
 President. .... Cecil H. Clifton  
 General Manager. .... Nathaniel N. Jones

**WHMP—Northampton—1950  
 KBS**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By .... Pioneer Valley Bcstg. Co.  
 Address. .... 78 Main St.  
 Phone: 4275. .... Air Time: Full Time  
 News Service .....  
 UP Representative ..... Louis Borgatti, Webb  
 President. .... John H. Williams  
 Gen., Sta., Comm. Mgr. .... Alexander W. Milne  
 Program Director. .... Joseph T. Fennessey  
 Chief Engineer. .... Peregrine White

**WBEC—Pittsfield—1947—ABC**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By .... Western Mass. Bcstg. Co.  
 Business-Studio Address. .... 33 Eagle St.  
 Phone: 8292. .... Ar Time: Full Time  
 Newspaper Affiliation ..... Evening Eagle  
 News Service .....  
 AP Transcription Service ..... World  
 Membership ..... NARTB  
 Rep. .... Everett-McKinney, Kettell-Carter  
 President ..... L. K. Miller  
 Gen., Sta. Mgr. .... W. Wendell Budrow  
 Comm., Sls. Prom. Mgr. .... Edward Johnson  
 Prog., Pub. Dir. .... Paul Edwards  
 Chief Engineer. .... Walton Ayer

**WBRK—Pittsfield—1938**  
**MBS-YANKEE**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Greylock Bcstg. Co.  
Business-Studio Address 8 Bank Row  
Phone: 2-1553 Air Time: Full Time  
News Service UP  
Representative Walker, Borgatti  
Membership NARTB  
President Leon Podolsky  
Gen., Sta., Comm. Mgr. Walter Kearsay  
Sales Promotion Manager Robert H. Burbank  
Program Dir. Edward Merritt  
Publicity Dir. Laughran Yaber  
Chief Engineer Leonard Lavendol

**WPLM—Plymouth—1955**

Frequency: 1390 Kc. Power: 500 Watts  
Owned-Oper. By Plymouth Rock Bcstg. Co.  
Address 294 Court St.  
Phone: 2600 Air Time: Daytime  
News Service UP  
General Manager Lambert B. Beeuwkes

**WJDA—Quincy—1947**

Frequency: 1300 Kc. Power: 1000 Watts d.  
Owned-Oper. By South Shore Bcstg. Co., Inc.  
Business-Studio Address Box 373  
Phone: Mayflower 9-1300 Air Time: Full Time  
News Service UP  
Transcription Service World  
Representative Kirby  
Pres., Gen., Sta. Mgr. James D. Asher  
Program Dir. Charles Glass  
Comm. Mgr. K. P. Fallon, Jr.  
Chief Engineer Arthur F. Lane

**WESX—Salem—1939**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By North Shore Bcstg. Corp.  
Phone: NE 2-1301 Air Time: Full Time  
Transcription Service World  
Station Rep. Grant Webb, Nona Kirby  
Gen. Mgr. James D. Asher  
Commercial Mgr. Charles Asher  
Sta. Mgr. William C. Asher  
Program Director Norman Durkee

**WESO—Southbridge—1955**

Frequency: 970 Kc. Power: 500 Watts  
Owned-Operated By WESO, Inc.  
Address 291 Main St.  
Phone: 4-4381 Air Time: Daytime  
Representative Walker Co.  
News Service UP  
Transcription Service World  
Station, Comm. Mgr. Robert F. Nims  
Program Director Robert S. Binet

**WBZA-WBZ**  
(Synchronous Operation)  
Springfield-Boston—1921  
**NBC**

(See Boston Listing)

**WJKO—Springfield—1949**

Frequency: 1600 Kc. Power: 5000 Watts d.  
Owned-Oper. By Springfield Bdcstg. Co.  
Address P. O. Box 898  
Phone: RPublic 2-7487 Air Time: Daytime  
News Service UP  
Representative Gill, Perna, Nona Kirby  
Sales Mgr. Earle G. Hewinson, Sr.  
Gen. Mgr., Chief Eng. Chris M. Manitsas

**WMAS—Springfield—1932**  
**MBS-YANKEE**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By WMAS, Inc.  
Business-Studio Address 101 West St.  
Phone: RE 7-1414 Air Time: Full Time  
News Service UP  
Representative H.R. Reps., R. C. Foster  
Membership NARTB  
President Gerald Harrison  
Vice Pres. Carl S. Wheeler  
Station Manager Robert Donahue

**WTXL—Springfield—1949**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By Telecolor Corp.  
Address 34 Sylvan St.  
Phone: RE 9-4768 Air Time: Full Time  
News Service UP  
Transcription Service World  
Representative Walker  
Membership NARTB, RAB  
Pres., Gen. Mgr. L. A. Reilly  
Commercial Manager Holland D. Cameron  
Program Director George Erwin  
Station Mgr., Chief Engineer J. L. Spates

**WSPR—Springfield—1936**  
**ABC**

Frequency: 1270 Kc. Power: 1000 Watts  
Owned-Operated By WSPR, Inc.  
Business Address 63 Chestnut St.  
Phone: 2-4182 Air Time: Full Time  
News Service AP  
Transcription Service Thesaurus  
Representative Hollingbery Kettell-Carter  
Membership NARTB  
Pres., Gen. Mgr. Alan C. Tindal  
Commercial Manager John J. Sullivan  
Program Dir. Paul Monson  
Chief Engineer Valentino Partyka

**WPEP—Taunton—1949**

Frequency: 1570 Kc. Power: 1000 Watts d.  
Owned-Oper. By Silver City Bcstg. Corp.  
Address 174 Broadway  
Phone: 4-7528 Air Time Daytime  
News Service UP  
Representative Walker Co.  
President J. Marshall McGregor  
Sta. Mgr. Joseph G. Quill  
Commercial Mgr. Edwin Stawnlak  
Production Dir. Charles S. Williams  
Chief Engineer Lawrence Prado

**WARE—Ware—1945—KBS  
MBS**

Frequency: 1250 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Central Bcstg. Corp.  
Business-Studio Address.....East St.  
Phone: Ware 1250.....Air Time: Daytime  
News Service.....AP  
Rep.....Grant Webb, Walker Co.  
President.....H. Scott Killgore  
Gen., Sta. Mgr.....William R. Sweeney  
Comm., Sls. Prom. Mgr.....Thomas Sullivan  
Prog., Pub. Dir.....L. L. Win'arski  
Chief Engineer.....David R. Pryce

**WCRB—Waltham—1948**

Frequency: 1330 Kc.....Power 1 Kw.  
Owned.....Charles River Bcstg. Co.  
Address.....Sheraton Plaza Hotel  
Phone: Waltham 5-7080.....Air Time: Full Time  
Station Rep.....Good Music Broadcasters  
Membership.....NARTB  
Pres., Gen. Mgr.....Theodore Jones  
Sta. Mgr.....Richard L. Kaye  
Sales Mgr.....Theodore Jones  
Prom. Mgr.....Fred L. Bosworth  
Prog. Dir.....David S. MacNeill  
Chief Eng.....Leonard Buckwalter

**WOCB—West Yarmouth—1940  
MBS-YANKEE**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....E. Anthony & Sons  
Address.....South Sea Avenue  
Phone: Hyannis 502.....Air Time: Full Time  
Representative.....Walker  
Newspaper Affil.....Standard Times  
President.....BasM Brewer  
Commercial Mgr.....Paul Stiles  
Program Director.....Marilyn Boesse  
Publicity Director.....E. Semprini  
Chief Engineer.....Frank L. Lynch

**WAAB—Worcester—1931  
MBS-YANKEE**

Frequency: 1440 Kc.....Power: 5000 Watts  
Owned by.....WAAB, Inc.  
Business-Studio Address.....34 Mechanic St.  
Phone: Pleasant 2-5611.....Air Time: Full Time  
News Service.....AP  
Representative.....Grant Webb, R. C. Foster  
Pres., Gen. Mgr.....George F. Wilson  
Pub. Dir., Sls. Prom. Mgr.....H. Allen Whittemore  
Chief Engineer.....George Capalbo

**WNEB—Worcester—1946**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....New England Bcstg. Co.  
Address.....405 Main St.  
Phone: 6-4672.....Air Time: Full Time  
News Service.....UP  
Representative.....Bolling  
President.....Paul C. Lytle  
Gen. Mgr.....John J. Hurley

Commercial Mgr.....Edward T. McCann, Jr.  
Chief Engineer.....Vernon P. Wilson

**WORC—Worcester—1925**

Frequency: 1310 Kc.....Power: 1000 Watts  
Owned-Oper. By.....WORC, Inc.  
Business-Studio Address.....4 Walnut St.  
Phone: Pleasant 5-3101.....Air Time: Full Time  
Representative.....Forjoe, Kettell-Carter  
President.....Robert F. Bryar  
Gen., Sta. Mgr.....Kenneth Leslie  
Commercial Mgr.....M. D. Morris  
Prog. Dir.....Richard Smith  
Chief Engineer.....Herman A. Gruzin

**WTAG—Worcester—1924  
CBS**

Frequency: 580 Kc.....Power: 5000 Watts  
Owned-Operated By.....WTAG, Inc.  
Business-Studio Address.....18 Franklin St.  
Phone: 5-4321.....Air Time: Full Time  
Newspaper Affil.....Telegram & Gazette  
News Service.....AP  
Transcription Service.....Associated  
Representative.....Henry L. Christal Co.  
Membership.....NARTB, RAB  
President.....Robert W. Booth  
Vice Pres., Gen. Mgr.....Herbert L. Krueger  
Commercial Manager.....Robert J. Brown  
Sales Promotion Manager.....Bernard J. La Plante  
Prod., Pgm. Dir.....A. J. Brissette  
Publicity Director.....John Hiser  
Chief Engineer.....E. A. Browning

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## WABJ—Adrian—1945—ABC

Frequency: 1490 Kc. Power: 250 Watts d.  
Owned-Oper. By Gerity Bcstg. Co.  
Address 2982 Treat Rd.  
Phone: Colfax 5-7123 Air Time: Full Time  
News Service UP  
Transcription Service Thesaurus  
Membership NARTB, RAB  
President James Gerity, Jr.  
General Sta. Manager R. W. Cessna  
Program Director J. O. Stone  
Chief Engineer Galen Stutzman

## WALM—Albion—1952—KBS

Frequency: 1260 Kc. Power: 500 Watts d.  
Owned-Oper. By Calhoun Bcstg. Co.  
Address Box 346  
Phone: 5065 Air Time: Daytime  
News Service UP  
General Manager M. H. Wirth  
Sta. Mgr. Robert Cessna

## WFYC—Alma—1948—KBS

Frequency: 1280 Kc. Power: 1000 Watts d.  
Owned-Oper. By WFYC, Inc.  
Address U. S. 27  
Phone: 95 Air Time: Daytime  
News Service UP  
Membership RAB  
Trans. Service Lang-Worth, World  
General Manager David W. Sommerville

## WATZ—Alpena—1946 MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Midwestern Bcstg. Co.  
Business Address M-32 West  
Phone: 1049 Air Time: Full Time  
News Service AP  
Representative Holman  
General Manager Les Biederman  
Station Manager Drew McClay  
Chief Engineer William Kiker

## WHRV—Ann Arbor—1946 ABC

Frequency: 1600 Kc. Power: 1000 Watts  
Owned-Oper. By Huron Valley Bcstrs., Inc.  
Address 4230 Packard Rd.  
Phone: NO 2-4573 Air Time: Full Time  
News Service AP  
Representative Walker  
Pres., Gen. Mgr. J. R. Chapman  
Commercial Mgr. James H. Hopkins  
Sls. Prom., Prog. Dir. Donald A. Hermon  
Publicity Dir. Susan E. Hammer  
Chief Engineer Richard W. Johnston

## WPAG—Ann Arbor—1945

Frequency: 1050 Kc. Power: 1,000 Watts d.  
Owned-Operated By Washtenaw Bcstg. Co.  
Bus. Studio Address 3rd Floor, Hutzel Bldg.  
Phone: NO 2-5517 Air Time: Daytime

News Service AP  
Representative Everett-McKinney, Inc.  
Membership NARTB  
Gen. Sta. Manager Edward F. Baughn  
Commercial Manager Kenneth MacDonald  
Program Dir. Albert Sanborn  
Chief Engineer D. N. Bowdish

## WLEW—Bad Axe—1950

Frequency: 1340 Kc. Power: 250 Watts d.  
Owned-Operated By Port Huron Bcstg. Co.  
Address 935 S. Van Dyke Rd.  
Phone: 1010 Air Time: Daytime  
Rep. Gill, Perna-Michigan Spot Sales  
Trcms. Ser. Standard, Lang-Worth, Thesaurus  
Gen. Mgr. John Wismer  
Business Manager Jim Muehlenbeck

## WBCK—Battle Creek—1948 MBS

Frequency: 930 Kc. Power: 1000 Watts  
Owned-Operated By Michigan Bcstg. Co.  
Address Security Natl. Bank Bldg.  
Phone: 3-5555 Air Time: Full Time  
News Service UP  
Transcription Service World  
Representative Burn Smith  
Membership RAB  
President Robert H. Holmes  
General Mgr. E. F. Cahill  
Chief Engineer Harley Hammond

## WELL—Battle Creek—1925 ABC

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Federated Publications, Inc.  
Address Michigan National Bank Bldg.  
Phone: WO 4-7173 Air Time: Full Time  
News Service AP  
Transcription Service Thesaurus, Standard  
Representative Meeker  
Membership NARTB, RAB  
President Robert Miller  
Gen. Sta., Comm. Mgr. P. J. Haller  
Program Director Jack Shoemaker  
Publicity Director Jack Newman  
Chief Engineer Earl J. Stone

## WBCM—Bay City—1928 ABC

Freq.: 1440 Kc. Power: 1 Kw. d., 500 W., n.  
Owned-Operated By Michigan Bcstg. Co.  
Business-Studio Address Wenonah Hotel  
Phone: 3-7551 Air Time: Full Time  
News Service AP  
Transcription Service World  
Representative George P. Hollingbery  
Membership RAB  
President Robert H. Holmes  
Gen., Sta. Mgr. Leo A. Jylha  
Comm., Sales Prom. Mgr. Charles E. Anthony  
Program Director Robert F. Benkleman  
Chief Engineer Ralph H. Carpenter

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Adam Young  
National Representative

J. E. Campeau, Pres.  
Guardian Bldg., Detroit

**WHFB—Benton Harbor—1947**

Frequency: 1060 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Palladium Publ. Co.  
 Address Fairplain Ave., Benton Harbor  
 Phone: Walnut 5-2113 Air Time: Daytime  
 News Service AP  
 Newspaper Affil. Palladium, Herald Press  
 Transcription Service World, Thesaurus  
 Representative Hal Holman  
 Membership NARTB, RAB  
 President Stanley R. Banyon  
 Station Mgr. J. P. Scherer  
 Program Director Ray M. Turner  
 Comm. Mgr. John Chase

**WBRN—Big Rapids—1953**

Frequency: 1460 Kc. Power: 1 Kw., d.  
 Owned-Oper. By WBRN, Inc.  
 Address P. O. Box 825  
 Phone: 648 Air Time: Daytime  
 News Service AP  
 Transcription Service Lang-Worth, SESAC  
 Membership RAB  
 Representative Best  
 Pres., Gen., Sta., Comm. Mgr. Spencer Denison  
 Chief Engineer R. F. Cook

**WATT—Cadillac—1945**  
**MBS-KBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By Midwestern Bcstg. Co.  
 Business-Studio Address U. S. 131, South  
 Phone: PR 5-7831 Air Time: Full Time  
 News Service AP  
 Transcription Service SESAC  
 Representative Hal Holman  
 President Les Biederman  
 General Manager Art Nyhus  
 Sales Manager M. L. Chandler  
 Chief Engineer Bill Kiker

**WCBY—Cheboygan—1954**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. Straits Bcstg. Co.  
 Address Mackinaw Ave.  
 Phone: 554 Air Time: Full Time  
 Representative Best  
 Pres., Gen., Sta. Mgr. Richard E. Hunt  
 Commercial Mgr. Ben Morrow  
 Program Director Dick Welsh  
 Chief Engineer Norbert C. Poepelman

**WTVB—Coldwater—1949**

Freq.: 1590 Kc. Power: 5 Kw. d., 500 Watts n.  
 Owned-Oper. By Twin Valley Bcstrs., Inc.  
 Address Box 32  
 Phone: 1230 Air Time: Full Time  
 News Service AP  
 Trans. Service World, Thesaurus, Cole  
 Representative Hil F. Best  
 Membership RAB  
 President George Hosek  
 Gen., Sta. Mgr. E. Harold Munn, Jr.

Commercial Mgr. Gilbert N. Ketcham  
 Chief Engineer Virgil Royer

**CKLW—Detroit-Windsor**  
**1932—MBS**

Frequency: 800 Kc. Power: 50,000 Watts  
 Owned-Oper. By Western Ontario Bcstg. Co.  
 Add. Essex Bcstrs., Guardian Bldg., Detroit 26  
 Phone: 4-1155 Air Time: Full Time  
 News Service INS, UP  
 Representative Adam Young  
 Transcription Service World, Thesaurus  
 Membership NARTB  
 President, General Mgr. J. E. Campeau  
 Dir., Oper. S. C. Ritchie  
 Commercial Manager E. Wilson Wardell  
 Program Director John Gordon  
 Publicity Director Art Gloster  
 Chief Engineer W. J. Carter  
 (See Page 471)

**WJBK—Detroit—1926**

Freq.: 1500 Kc. Power: 10 Kw. d., 1 Kw. n.  
 Owned-Operated By Storer Bcstg. Co.  
 Business-Studio Address Second & Bethune  
 Phone: TR 3-7400 Air Time: Full Time  
 News Service INS, AP  
 Representative Katz Agency  
 Membership NARTB, RAB  
 President George B. Storer, Sr.  
 Managing Director Harry Lipson  
 Ass't Managing Dir. Gar Meadowcroft  
 Chief Engineer Paul O. Frincke

**WJLB—Detroit—1926**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By Booth Radio & TV Stas.  
 Business Address 3100 Broderick Tower  
 Phone: Woodward 5-2000 Air Time: Full Time  
 News Service AP  
 Membership NARTB  
 Representative ForJoe  
 President John L. Booth  
 Gen., Sta. Mgr. Edwin E. Nyy  
 Commercial Mgr. Eric V. Hay  
 Sales Prom. Mgr. George Kendall  
 Chief Engineer Edward H. Clark

**WJR—Detroit—1926—CBS**

Frequency: 760 Kc. Power: 50,000 Watts  
 Owned-Oper. By WJR, The Goodwill Sta., Inc.  
 Address 2100 Fisher Bldg.  
 Phone: Trinity 5-4440 Air Time: Full Time  
 News Service AP, INS, UP  
 Trans. Ser. Thesaurus, Lang-Worth  
 Representative Christal, Radio Time Sales  
 Membership NARTB, RAB  
 President John F. Patt  
 V.P. & Gen. Mgr. Worth Kramer  
 Sec'y-Treas. William G. Siebert  
 Pub. Rel. Dir. James Quello  
 V.P., Operations Mgr. F. S. Moore  
 Sales Manager Elmer O. Wayne  
 Prog. Mgr. Ron Gamble  
 Chief Engineer A. Friedenthal



*Stars and Hosts of WXYZ-TV's daytime shows*

## Look what WXYZ-TV delivers in the Detroit market

Even against network competition, the well known WXYZ-TV personalities who are stars and hosts capture an extra large share of total daytime audience. Between noon and 6:00 P.M., WXYZ-TV's share runs as high as 40%. Represented nationally by Blair TV.

**34%**  
of daytime audience  
in 4 station market



*WXYZ disc jockeys Ed McKenzie, Fred Wolf, Paul Winter*

## Look what WXYZ RADIO delivers in the Detroit market

WXYZ captures the largest share of daytime radio audience in Detroit. What's more, WXYZ's exclusive mobile radio studio wins an extra large car radio bonus by broadcasting from heavy traffic intersections. Represented nationally by John Blair and Company.

**17%**  
of daytime audience  
in 9 station market

**WKMH—Detroit—1946**

Freq.: 1310 Kc. Power 5 Kw. d., 1 Kw. n.  
 Owned-Operated By WKMH, Inc.  
 Address WKMH Bldg., Dearborn  
 Phone: Tiffany 6-8500 Air Time: Full Time  
 News Service UP  
 Representative Headley-Reed  
 Membership NARTB  
 Pres., Gen. Mgr. F. A. Knorr  
 Managing Dir. John J. Carroll

**WWJ—Detroit—1920—NBC**

Frequency: 950 Kc. Power: 5000 Watts  
 Owned-Oper. By The Evening News Assn.  
 Address 622 W. Lafayette  
 Phone: Woodward 2-2000 Air Time: Full Time  
 Newspaper Affiliation "Detroit News"  
 News Service AP, UP  
 Transcription Service Thesaurus  
 Representative Free-Peters, McDermott  
 Membership NARTB, RAB  
 President Warren S. Booth  
 General Manager Edwin K. Wheeler  
 Asst. Gen. Mgr. Don DeGroot  
 Program Mgr. M. C. Wissman  
 National Sales Mgr. Robert J. McIntosh  
 Sales Prom. Mgr. Glen Kyker  
 Business Mgr. Henry C. Rogers  
 Chief Engineer E. J. Love

**WXYZ—Detroit—1925—ABC**

Frequency: 1270 Kc. Power: 5000 Watts  
 Owned-Oper. By WXYZ, Inc.  
 Business Address 1700 Mutual Bldg.  
 Phone: Woodward 3-8321 Air Time: Full Time  
 News Service AP, INS  
 Representative John Blair  
 Membership RAB  
 President James G. Riddell  
 Commercial Manager Harold L. Neal  
 Publicity Dir. M. Mogge  
 Sales Mgr. Robert W. Koch  
 Sales Prom. Mgr. Robert Baldrica  
 Chief Engineer Charles Kocher  
 (See Page 473)

**WDBC—Escanaba—1941  
 MBS**

Frequency: 680 Kc. Power: 1000 Watts  
 Owned-Operated By Delta Bcastg. Co.  
 Business-Studio Address 606 Lud St.  
 Phone: 3190-1 Air Time: Full Time  
 News Service AP  
 Membership RAB  
 Representative Walker  
 Pres., Gen. Mgr. George D. Lindenthal  
 Station Manager F. J. Lindenthal  
 Program Director Vince Casey  
 Publicity Director Wm. J. Duchaine  
 Chief Engineer Henry C. Olsen

**WESK—Escanaba—1953  
 NBC**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By Northern Bcastg. Corp.

Address Sault Ste. Marie  
 Phone: MEIrose 2-2231 Air Time: Full Time  
 News Service UP  
 Transcription Thesaurus  
 Membership NARTB  
 President Stanley R. Pratt  
 General Manager Russell J. Stafford  
 Sta., Comm. Mgr. Robert Wagner  
 Program Director Don Siste  
 Chief Engineer Richard Deitz

**WAMM—Flint—1955**

Frequency: 1420 Kc. Power: 500 W. d.  
 Owned-Oper. By Binder-Carter-Durham, Inc.  
 Address 3506 E. Kearsley St.  
 News Service UP  
 Pres., Gen. Mgr. Richard S. Carter  
 Vice-Pres., Prog. Mgr. Ernest L. Durham

**WBBC—Flint—1947—MBS**

Frequency: 1330 Kc. Power: 1000 Watts  
 Owned-Oper. By Booth Radio & TV Stations,  
 Bus.-Studio Address 3076 E. Bristol Rd.  
 Phone: CEdar 9-8686 Air Time: Full Time  
 Representative Weed  
 President John Lord Booth  
 Sta., Gen., Mgr. W. Gerald Schroeder  
 Comm. Mgr. Gene Ellerman  
 Program Director James Rush  
 Chief Engineer E. H. Clark

**WFDF—Flint—1922—NBC**

Frequency: 910 Kc. Power: 1000 Watts  
 Owned-Operated By The Trebit Corp.  
 Address Garland at First Ave.  
 Phone: CE 2-7158 Air Time: Full Time  
 Transcription Service Standard, Thesaurus  
 Representative Katz  
 Membership NARTB, RAB  
 President Harry M. Bitner, Jr.  
 Gen., Sta. Mgr. Lester W. Lindow  
 Comm., Sales Prom. Mgr. Marvin Levey  
 Program Director Elmer A. Knopf  
 Chief Engineer Gerald Wolpert

**WKMF—Flint—1952**

Frequency: 1470 Kc. Power: 1 Kw.  
 Owned Knorr Bcastg. Corp.  
 Address 112 W. Water St.  
 Phone: 9-7608 Air Time: Full Time  
 Station Rep. Mich. Spot Sls., Headley-Reed  
 Membership NARTB  
 Pres., Gen. Mgr. Fred A. Knorr  
 Managing Director W. Eldon Garner

**WMRP—Flint—1946—KBS**

Frequency: 1570 Kc. Power: 500 Watts d.  
 Owned-Oper. By Methodist Radio Parish, Inc.  
 Address 3217 Lapeer St.  
 Phone: GE 3-5112 Air Time: Daytime  
 Representative Best  
 News Service UP  
 President Herbert Hausser  
 Gen., Sta. Mgr. William H. Morford  
 Commercial Mgr. Virgil Lewis  
 Chief Engineer Duane Mrohs



**WTAC—Flint—1946—ABC**

Freq.: 600 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned Founders Corp.  
 Address 420 Lexington Ave., N. Y. C.  
 Phone: MU 6-4686. Air Time: Full Time  
 Transcription Service World  
 Station Representative Hollingbery  
 News Service UP  
 President John M. Shaheen  
 Station Mgr. David Mendelsohn  
 Program Director B. Burge  
 Nat. Sls. Mgr. T. J. Warner  
 Publicity Dir. E. Berryman  
 Chief Engineer Robert Wheaton

**WBFC—Fremont—1954**

Frequency: 1490 Kc. Power: 100 Watts  
 Owner Paul A. Brandt  
 Address Box 231  
 News Service AP  
 Station Mgr. Al LaGuire  
 Program Dir. Ward Mayrand  
 Chief Eng. I. L. Homan

**WATC—Gaylord—1950**  
**MBS**

Frequency: 900 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Midwestern Bcastg. Co.  
 Address Paul Bunyan Bldg., Traverse City  
 Phone: Traverse City 2700. Air Time: Daytime  
 Representative Holman  
 Gen. Mgr. Les Biederman

**WFUR—Grand Rapids—1947**

Frequency: 1570 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Furniture City Bcastg. Corp.  
 Address 399 Garfield Ave., S.W.  
 Phone: GL 6-9541. Air Time: Daytime  
 News Service UP  
 Transcription Service Associated  
 Representative McGillvra  
 Pres., Gen. Sta. Mgr. William Kuiper, Sr.  
 Commercial Manager Peter Vanden Bosch  
 Sls. Prom., Pub. Dir. William Kuiper, Jr.  
 Chief Engineer Gilbert Waite

**WGRD—Grand Rapids—1947**

Frequency: 1410 Kc. Power: 1000 Watts  
 Owned-Operated By Music Bcastg. Co.  
 Business-Studio Add. 35 Lafayette Ave., N.E.  
 Phone: 94-111. Air Time: Daytime  
 News Service AP  
 Transcription Service Standard  
 Representative Gill Perna  
 Membership NARTB  
 Pres., Gen. Mgr. Paul F. Eichhorn  
 Comm. Mgr., Prog. Dir. Glenn LePard  
 Publicity Director Dirk M. Nebbeling  
 Chief Engineer Richard Groenevelt

**WJEF—Grand Rapids—1945**  
**CBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By Fetzter Bcastg. Co.

Address Pantlind Hotel  
 Phone: Glendale 6-8512. Air Time: Full Time  
 News Service AP  
 Representative Avery-Knodel, Inc.  
 Membership NARTB, RAB  
 President John E. Fetzter  
 Station. Sales Manager Martin Giaimo

**WLAV—Grand Rapids—1940**  
**ABC**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned Versluis Radio & Television, Inc.  
 Address 6 Fountain St., N.E.  
 Phone: Glendale 6-5461. Air Time: Full Time  
 News Service AP  
 Transcription Service Standard  
 Representative John E. Pearson  
 Membership NARTB, RAB  
 President Leonard A. Versluis  
 V.P., Gen. Mgr. Lee G. Stevens

**WMAX—Grand Rapids—1954**

Frequency: 1480 Kc. Power: 500 Watts d.  
 Owner WMAX, Inc.  
 Address 113 Lyon, N.W.  
 Phone: GI 6-8621. Air Time: Daytime  
 News Service UP  
 President Joseph C. Hooker  
 General Manager Chas. A. Sprague  
 Commercial Mgr. Joe Hooker  
 Promotion Mgr. Ed Fitzgerald

**WOOD—Grand Rapids—1924**  
**NBC**

Frequency: 1300 Kc. Power: 5000 Watts  
 Owned-Oper. By Grandwood Bcastg. Co.  
 Address 120 College Ave., S.E.  
 Phone: GI 9-4125. Air Time: Full Time  
 News Service AP  
 Representative Katz Agency  
 Membership NARTB, RAB  
 President H. M. Bitner, Jr.  
 General Mgr. Willard Schroeder  
 Radio Sales Mgr. Michael Lareau  
 Program Director Clark Grant  
 Promotion Mgr. John Dragonier  
 Publicity Director Sharon Schneider  
 Chief Engineer Louis Bergenroth

**WBSE—Hillsdale—1955**

Frequency: 1340 Kc. Power: 100 W.  
 Owned-Operated By Baw Beese Bcstrs., Inc.  
 Address 92½ Broad St.  
 Air Time Full Time  
 Representative Best  
 News Service AP  
 Transcription Thesaurus  
 Membership NARTB  
 President Stanley White  
 Station Manager E. H. Munn, Jr.

**WHTC—Holland—1948**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By Holland Bcastg. Co.  
 Address Hotel Warm Friend Tavern

Phone: 9482..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service..... World  
 Representative ..... Best  
 President ..... W. A. Butler  
 Gen., Sta. Mgr..... Sandy Meek  
 Program Director..... William Gargano  
 Chief Engineer..... John Klungie

**WHDF—Houghton—1929**  
**NBC**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Oper. By... Upper Michigan Bcstg. Co.  
 Address ..... Houghton  
 Phone: Houghton 1..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service..... Thesaurus  
 Representative ..... Walker  
 Membership ..... NARTB  
 Chief Owner..... G. L. Burgan  
 General Manager..... Albert W. Payne  
 Program Director..... Earl Nortien  
 Publicity Director..... F. Grant Richards  
 Chief Engineer..... George L. Burgan

**WHGR—Houghton Lake**  
**1954**

Frequency: 1290 Kc..... Power: 1 Kw.  
 Owned..... Sparks Bcstg. Co.  
 Address..... 3431 Houghton Lake Dr.  
 Phone: Greenwood 8-3040.. Air Time: Daytime  
 News Service..... AP  
 Membership ..... NARTB  
 Pres., Gen. Mgr..... Jacob B. Sparks  
 Sta., Comm. Mgr..... Robert D. Ditmer  
 Secretary Treasurer..... Gordon A. Sparks  
 V.P., Chief Engr..... Garnet G. Sparks

**WION—Ionia—1953**

Frequency: 1430 Kc..... Power: 500 Watts d.  
 Owned-Oper. By..... Ionia Bcstg. Co.  
 Address ..... Box 143  
 Phone: 1537..... Air Time: Daytime  
 News Service ..... AP  
 Representative ..... Best  
 Transcription Service..... Thesaurus  
 Membership ..... NARTB  
 President..... Monroe MacPherson, Sr.  
 Publicity Dir..... Ben Thompson  
 Commercial Mgr..... Kenneth R. Chapin  
 Program Director..... W. M. MacPherson  
 Chief Engineer..... Erwin Fuller

**WMIQ—Iron Mountain—1947**  
**ABC**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned... Iron Mountain-Kingsford Bcstg. Co.  
 Business-Studio Address.. 211 E. Ludington St.  
 Phone: 2031..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service..... Thesaurus  
 General Manager..... William C. Johnson

**WIKB—Iron River—1949**  
**MBS**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned By..... WIKB, Inc.  
 Address..... Iron River Natl. Bank  
 Phone: 102..... Air Time: Full Time  
 Representative ..... Walker  
 News Service ..... AP  
 Membership ..... NARTB  
 General Manager..... Bud Shields  
 Program Dir..... Milo Jordan  
 Sls. Manager..... Bob Campbell

**WJMS—Ironwood—1931**  
**MBS-KBS**

Frequency: 630 Kc..... Power: 1000 Watts  
 Owned-Oper. By... Upper Mich.-Wis. Bcstg. Co.  
 Business-Studio Address..... Ironwood  
 Phone: 20..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service..... Thesaurus  
 Representative ..... Walker  
 President, Gen. Mgr..... William L. Johnson  
 Program Director..... Laura Johnson  
 Comm. Mgr..... Lincoln Mayo  
 Publicity Dir..... Len Johnson  
 Chief Engineer..... Arne Dahlbacka

**WJPD—Ishpeming—1947**  
**KBS**

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Operated By... Ishpeming Bcstg. Co.  
 Business-Studio Address..... Jenks Block  
 Phone: HU 6-9937..... Air Time: Full Time  
 News Service ..... AP  
 Membership ..... NARTB  
 President..... J. P. Deegan  
 General Manager..... Mrs. J. P. Deegan  
 Manager..... Bob Olson

**WIBM—Jackson—1927—ABC**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned..... Booth Radio & TV Stations, Inc.  
 Address ..... 2511 Kibby Rd.  
 Phone: 6121..... Air Time: Full Time  
 Station Representative..... Forjoe  
 Pres., Gen. Mgr..... John L. Booth  
 Managing Director..... George P. Lasley

**WKHM—Jackson—1951**  
**MBS**

Frequency: 970 Kc..... Power: 1000 Watts  
 Owned..... Jackson Bcstg. & Tele. Corp.  
 Address ..... 441 Wildwood  
 Phone: 4-7181..... Air Time: Daytime  
 Representative ..... Headley-Reed  
 Membership ..... NARTB  
 Pres., Gen. Mgr..... Fred A. Knorr  
 Managing Director..... Merritt W. Greene

**WKMI—Kalamazoo—1947**

Frequency: 1360 Kc.....Power: 5 Kw. d.  
 Owned-Oper. By.....Steere Bcstg. Co.  
 Business-Studio Address...State Theatre Bldg.  
 Phone: 4-0111.....Air Time: Full Time  
 News Service .....UP  
 Representative .....Forjoe  
 Membership .....NARTB  
 President.....Howard D. Steere  
 Station Manager.....Emil J. Popke, Jr.  
 Commercial Mgr.....Barney Doyle  
 Prog. Dir.....Dan Daniels  
 Chief Engineer.....Kenneth Farrance

**WILS—Lansing—1947**

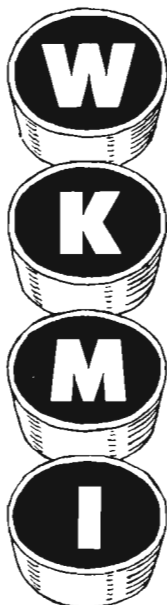
Freq.: 1320 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....Lansing Bcstg. Co.  
 Bus.-Studio Address.....407 N. Washington  
 Phone: IV 2-1655.....Air Time: Full Time  
 News Service .....AP  
 Representative .....Venard  
 Pres., Gen. Comm. Mgr.....John C. Pomeroy  
 Station Manager.....David Froh  
 Sales Prom. Mgr., Pub. Dir.....Stanley Kirby  
 Program Director.....Dick French  
 Chief Engineer.....John Whitacre

**WKZO—Kalamazoo—1923**  
 CBS

Frequency: 590 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Felzer Bcstg. Co.  
 Business Address.....124 W. Michigan Ave.  
 Phone: 5-2101.....Air Time: Full Time  
 News Service .....AP  
 Transcription Service .....Thesaurus  
 Representative .....Avery-Knodel  
 Membership .....NARTB, RAB  
 President.....John E. Fiezer  
 V. P. & Mgr. Dir.....Carl E. Lee  
 Sales Service Director.....John W. O'Harrow  
 Program Director.....Charles T. Lynch  
 Publicity Dir.....Robert Dye  
 Chief Engineer.....Arthur E. Covell

**WJIM—Lansing—1934—ABC**  
 NBC

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Gross Telecasting, Inc.  
 Address.....Saginaw & Howard Sts.  
 Phone: IVanhoe 2-1333....Air Time: Full Time  
 News Service .....UP  
 Transcription Service.....Standard  
 Representative .....Petry  
 Membership .....NARTB  
 President.....Harold F. Gross  
 Vice-President.....Howard K. Finch  
 Program Dir.....Ken Richards  
 Chief Engineer.....Chas. I. Brady



**WESTERN MICHIGAN'S MOST POWERFUL INDEPENDENT**

**KALAMAZOO AND BATTLE CREEK**

**MICHIGAN'S BEST REGIONAL BUY**

**INFLUENCES OVER TEN COUNTIES OF THE RICHEST FARMERS IN THE LAND (SEE MAP)**



• **NOW 5000 WATTS**

- Covering 1,719,000 Population in primary markets
- 270,000 in Metropolitan Kalamazoo • Battle Creek
- 84,000 Prosperous commercial farms

**WKMI • STEERE BROADCASTING CORPORATION • KALAMAZOO, MICHIGAN**

**WKLA—Ludington—1944**  
**ABC**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By Raymond A. Plank  
 Address East Ludington Ave.  
 Phone: 1450 Air Time: Full Time  
 News Service UP  
 Representative Best  
 Membership NARTB, RAB  
 Pres., Gen. Sta. Mgr., Ch. Eng. Ray. A. Plank  
 Comm., Sls. Prom. Mgr. C. J. Hagerman  
 Program Director Tom Roy  
 Publicity Dir. Gordon J. Anderson

**WMTE—Manistee—1951**  
**KBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Manistee Radio Corp.  
 Address Box 322  
 Phone: 1340 Air Time: Full Time  
 News Service AP  
 Trans. Ser. Thesaurus  
 Representative Best  
 General Manager Stephen Cole

**WDOG—Marine City—1950**

Frequency: 1590 Kc. Power: 1000 Watts d.  
 Owned-Operated By Radio St. Clair, Inc.  
 Address 5300 Marine City Hwy.  
 Phone: Rockwell 2-1111 Air Time: Daytime

President Jerry Coughlin  
 Vice President W. R. Drysdale  
 General Manager Harry C. Coughlin

**WDMJ—Marquette—1931**  
**MBS**

Frequency: 1320 Kc. Power: 1000 Watts  
 Owned-Oper. By Lake Superior Bcstg. Co., Inc.  
 Bus. Studio Address 294 W. Washington St.  
 Phone: CAnal 6-3524 Air Time: Full Time  
 Newspaper Affil. Mining Journal  
 News Service UP  
 Transcription Thescurus  
 Membership NARTB, RAB  
 General Manager Frank J. Russell, Jr.  
 Gen. Sta., Comm. Mgr. Robert Luke  
 Program Director Eldon Wallace  
 Chief Engineer Gordon Brozek

**WMAW—Menominee—1952**  
**KBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Men-Mar Bcstg. Co.  
 Phone: 8-4651 Air Time: Full Time  
 News Service UP  
 Transcription Service World  
 Pres., Gen. Sta. Mgr. Vernon Uecker  
 Commercial Mgr. Ed Swartzby  
 Sales Promotion Mgr. Tom Ferega  
 Program Dir., Chief Eng. Larry Koesling  
 Publicity Dir. Elaine Mottard

**FOR WORLD-WIDE NEWS . . .**  
**FOR CLEAR, COMPREHENSIVE**  
**COVERAGE . . .**

**AP**

**FOR**  
**RADIO and TELEVISION**

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

**WMDN—Midland—1948**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By Rich Publ. House, Inc.  
 Address 2500 Swede Rd.  
 Phone: Temple 9-9988 Air Time: Full Time  
 News Service AP  
 Transcription Service Lang-Worth, Thesaurus  
 Station Rep. Hil F. Best  
 Membership RAB  
 President Phillip T. Rich  
 General Mgr. Peter A. Wolf  
 Program Director Hal Shore

**WCEN—Mt. Pleasant—1949**

Freq.: 1150 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned Paul A. Brandt  
 Address Mt. Pleasant, Mich.  
 Phone: 33171 Air Time: Full Time  
 News Service AP  
 Trans. Ser. Thesaurus, SESAC, Lang-Worth  
 Membership NARTB  
 President Paul A. Brandt  
 Manager Russell Holcomb

**WKBZ—Muskegon—1926**  
 ABC

Frequency: 850 Kc. Power: 1000 Watts  
 Owned-Oper. By Ashbacker Radio Corp.  
 Business-Studio Address 432 Apple Ave.  
 Phone: 2-6051 Air Time: Full Time  
 News Service AP  
 Trans. Serv. Thesaurus  
 Representative Meeker  
 Pres., Gen. Sta., Comm. Mgr. Arch Shawd  
 Program Director W. L. Trap  
 Pub. Dir., Scales Prom. Mgr. B. L. Bennett  
 Chief Engineer George Krivitzky

**WKNK—Muskegon—1949**

Frequency: 1600 Kc. Power: 5000 Watts  
 Owned-Oper. By NK Bcstg. Co.  
 Address Federal Square  
 Phone: 32126 Air Time: Full Time  
 News Service UP  
 Transcription Service World  
 Representative Best  
 President Nicholas W. Kuris  
 Program Director Esther Rynberg  
 Chief Engineer Henry Spahr

**WMUS—Muskegon—1947**

Frequency: 1090 Kc. Power: 1000 Watts d.  
 Owned-Oper. Greater Muskegon Bcstrs., Inc.  
 Business-Studio Address 517 W. Giles Rd.  
 Phone: 4-1672 Air Time: Daytime  
 News Service AP  
 Station Rep. McGillvra  
 President R. Bunker Rogoski  
 Gen., Sta., Comm. Mgr. Dalton C. Hille  
 Prog., Pub. Dir. Emily Kadlec  
 Chief Engineer Sam Lombardi

**WOAP—Owosso—1947—KBS**

Frequency: 1080 Kc. Power: 250 Watts d.

Owned-Operated By Owosso Bcstg. Co.  
 Address Owosso  
 Phone: 980 Air Time: Daytime  
 Representative Joseph Hershey McGillvra  
 President J. E. Campbell  
 General Manager M. H. Wirth  
 Sta., Comm. Prog. Mgr. Merrill Walker  
 Chief Engineer Fran Bowles

**WMBN—Petoskey—1946**  
 MBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Midwestern Bcstg. Co.  
 Bus-Studio Address Traverse City  
 Station Representative Holman  
 General Manager Les Biederman

**WCAR—Pontiac—1955**

Frequency: 1130 Kc. Power: 1 Kw., d.  
 Owned-Operated By WCAR, Inc.  
 Address Box 55  
 Phone: FE 3-7141 Air Time: Days  
 Representative Pearson  
 News Service AP, UP, INS  
 General Manager H. Y. Levinson  
 Supervisor of Sales Danny Shaver  
 Commercial Manager Willicam G. Lenhard  
 Production Manager Lawrence W. Bova

**WPON—Pontiac—1954**

Frequency: 1460 Kc. Power: 500 Watts

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 STATION IN  
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*NOW . . . and for the*  
*Past 30 Years!*

**WKBZ**

850 kc. ABC-Radio  
 Greater Muskegon

*To Buy West Michigan's*  
*Largest Radio Audience*

contact

Robert Meeker Associates



Owned.....Gerity Bcstg. Co.  
 Address.....7 S. Perry  
 Phone: Federal 8-0444....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Station Representative.....Hil Best  
 Membership.....NARTB, RAB  
 President.....James Gerity, Jr.  
 General Manager.....O. W. Myers  
 Station Manager.....Larry Payne  
 Commercial Mgr.....W. L. Belaney  
 Chief Engineer.....Elwood Brown

**WHLS—Port Huron—1938**  
**MBS-KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Port Huron Bdcstg. Co.  
 Address.....932 Military St.  
 Phone: Yukon 28536....Air Time: Full Time  
 News Service.....AP  
 Trans. Ser.....World, Standard, Lang-Worth  
 Representative.....Gill-Perna  
 Membership.....NARTB  
 General Manager.....John F. Wismer  
 Station Mgr.....Thomas G. Sicklesteel  
 Comm. Mgr.....John Shepard  
 Program Director.....J. E. Shannon  
 Chief Engineer.....Harold Oliver

**WTTT—Port Huron—1947**  
**ABC**

Frequency: 1380 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....The Times Herald Co.  
 Address.....606 Water St.  
 Phone: Yukon 5-5171....Air Time: Full Time  
 Newspaper Afil.....Times-Herald  
 Membership.....NARTB, RAB  
 Pres., Exec. V.P.....F. Granger Weil  
 General Manager.....R. S. Sommerville  
 Chief Engineer.....Kenneth Kunze

**WHAK—Rogers City—1948**

Frequency: 960 Kc.....Power: 5000 Watts d.  
 Owned-Operated By...Rogers City Bcstg. Co.  
 Address.....Moltke Dr.  
 Phone: 7751.....Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Pres., Gen., Sta. Mgr.....Harvey A. Klann  
 Comm., Sales Prom., Pub. Mgr....Albert Klann  
 Program Director.....H. E. Bregg

**WEXL—Royal Oak—1923**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Sparks Bcstg. Co.  
 Business Address.....Box 190  
 Phone: Jordan 4-6524....Air Time: Full Time  
 News Service.....AP, INS  
 Transcription Service.....Thesaurus  
 Station Representative.....Gill-Perna  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Jacob B. Sparks  
 Manager.....Gordon A. Sparks  
 Sales Manager.....Ernest Holder  
 V.P., Chief Engineer.....Garnet G. Sparks

**WKNX—Saginaw—1947**

Frequency: 1210 Kc....Power: 1000 Watts d.  
 Owned-Oper. By...Lake Huron Bdcstg. Corp.  
 Address.....221 So. Wash. Ave.  
 Phone: 3-4471.....Air Time: Daytime  
 News Service.....UP  
 Representative.....Gill-Perna  
 Transcription Service.....World  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....William J. Edwards  
 Vice-President.....Hon. Alvin M. Bentley  
 Station Manager.....Howard H. Wolfe  
 Sales Prom. Mgr.....Henry Scott  
 Commercial Mgr.....R. M. Chandler  
 Business Manager.....L. L. Purvis  
 Program Director.....Paul Carey  
 Chief Engineer.....Max W. Thomas

**WSAM—Saginaw—1942**  
**NBC**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Knorr Bcstg. Corp.  
 Address.....2435 Holland Ave.  
 Phone: 2-8161.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....Headley-Reed Co.  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Fred A. Knorr  
 Managing Dir.....Vincent Picard

Pitch a Ringer  
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 Thumb of Michigan  
 with this  
 Combination  
 of  
**WHLS + WLEW**  
 for "plus" coverage of a prosperous  
 urban and outstanding agricultural area  
 in the center of Eastern Michigan's best  
 vacationland. "PLUS" coverage where  
 it counts.  
**WHLS — Port Huron**  
**Bad Axe — WLEW**  
 See the man from  
 Gill-Perna, Inc.

**WGSW—Saginaw—1950**  
**MBS**

Frequency: 790 Kc. Power: 1000 Watts  
Owned-Oper. By... Booth Radio & TV Stations  
Address... 400 Mascn Bldg.  
Representative... Pearson  
Transcription Service... Thesaurus  
News Service... AP  
Pres., Mngg. Dir... John L. Booth  
V.P., Gen., Sta., Comm. Mgr. Robert W. Phillips  
Program Director... Fred Krell  
Chief Engineer... Harold Volz, Jr.

**WSOO—Sault Ste. Marie**  
**1940—ABC**

Freq.: 1230 Kc. Power: 250 W. d., 100 W. n.  
Owned-Operated By... Hiawathaland Bcstg. Co.  
Business-Studio Address... 208 Ashmun St.  
Phone: Melrose 2-2231... Air Time: Full Time  
Membership... NARTB, RAB  
Transcription Service... Thesaurus, SESAC

**MINNESOTA**

Pop. Feb. 1, 1956 (Est.) 3,115,000—Families 905,000  
Radio Homes 869,000—TV Homes 642,356—Stations in State 50

**KASM—Albany—1950—KBS**

Frequency: 1150 Kc. Power: 500 Watts d.  
Owned-Oper. By... Stearns Co. Bcstg. Co.  
Phone: 53005... Air Time: Daytime  
Station Rep... Continental, UMBS Sales  
President... William Blattner  
General Manager... Urban J. Keppers  
Promotion Mgr... Dale Howard

**KATE—Albert Lea—1937**  
**ABC**

Frequency: 1450 Kc. Power: 250 Watts  
Owner... Albert Lea-Austin Bcstg. Co., Inc.  
Address... 332 South Broadway  
Phone: 2-733... Air Time: Full Time  
Representative... Meeker, Dulmer & Johnson  
Membership... RAB  
President... Bennett O. Knudson  
General Manager... Anson Van Alstyne  
Program Director... Dale Dickerson  
Chief Engineer... Robert Holt

**KXRA—Alexander—1949**  
**KBS-ABC**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By... Alexandria Bcstg. Co.  
Address... 1315 Broadway  
Phone: R0ckwell 3-3131... Air Time: Full Time  
News Service... UP  
Transcription Service... Keystone  
Representative... Upper Mid-West Bcstg.  
Membership... NARTB  
Pres., Comm., Sales Prom. Mgr... E. Q. Walters  
Station Manager... Kenneth A. Tessmer  
Publicity Director... Ercel Aga  
Program Director... K. C. Bechtel  
Chief Engineer... Kenneth Olson

President... Stanley R. Pratt  
General Mgr... Richard Y. Burnett

**WSTR—Sturgis—1951**

Frequency: 1230 Kc. Power: 250 Watts d.  
Owned-Operated By... WSTR, Inc.  
Address... So. Nottawa Rd.  
Phone: 1199... Air Time: Full Time  
Representative... Hil B. Best  
Membership... RAB  
General Manager... E. Harold Munn Jr.  
Station Manager... Bob Geerdes

**WTCM—Traverse City—1941**  
**MBS**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By... Midwestern Bcstg. Co.  
Address... Paul Bunyan Bldg.  
Phone: 2700-1... Air Time: Full Time  
Representative... Hal Holman Co.  
Membership... NARTB  
General Manager... Les Biederman

**KAUS—Austin—1948—MBS**

Frequency: 1480 Kc. Power: 1000 Watts  
Owned-Oper. By... Cedar Valley Bcstg. Co., Inc.  
Business-Studio Address... 405A N. Main St.  
Phone: HE 3-8836... Air Time: Full Time  
News Service... AP  
Transcription Service... World  
Representative... Avery-Knodel  
President... Chet Weseman  
Gen., Sta. Mgr., Prog. Dir... Gene P. Loffler  
Commercial Manager... Ken Soderberg  
Chief Engineer... Phil Melone

**KBUN—Bemidji—1946**  
**MBS-KBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By... Butler Bcstg. Co., Inc.  
Business-Studio Address... 511 Beltrami Ave.  
News Service... UP  
Transcription Service... World  
Representative... UMBS Sales  
Gen. Mgr... Edward W. Butler

**KLIZ—Brainerd—1946**

Frequency: 1380 Kc. Power: 1000 Watts  
Owned-Operated By... Brainerd Bcstg. Co.  
Business Address... 2700 E. Oak  
Phone: 2853... Air Time: Daytime  
News Service... AP  
Transcription Service... World  
Representative... Walker  
Membership... NARTB  
President, General Manager... E. T. O'Brien  
Sta. Comm., Sales Prom. Mgr... Earl R. Johnson  
Sls. Prom., Pub. Dir... Betty Smith  
Chief Engineer... James Peterson

**KBMW—Breckenridge—1948**  
KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Interstate Bdcstg. Corp.  
Address: 519 Dakota Ave., Wahpeton, N. D.  
Phone: 2-5667-8. Air Time: Full Time  
News Service UP  
Station Representative Continental  
Membership NARTB  
Transcription Service Standard  
General Manager H. M. Griffith

**WKLK—Cloquet—1949**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By Cloquet Bcstg. Co.  
Address Reliable Bldg.  
Phone: 4-6725. Air Time: Full Time  
News Service UP  
Transcription Service Keystone  
General Manager Richard A. Rall

**KROX—Crookston—1948**  
KBS

Freq.: 1260 Kc. Power: 1 Kw. d., 500 Watts n.  
Owned-Operated By Crookston Bcstg. Co.  
Business-Studio Address Eagles Bldg.  
Phone: 1050. Air Time: Full Time  
Transcription Service Thesaurus, World  
Rep. Donald Cook, Tracy Moore.  
Upper Midwest Bcstg.  
President Jerome A. Dahlberg  
General Manager William J. Kiewel  
Sales Prom. Mgr. E. R. Melbye  
Chief Engineer Earl Handyside

**KDLM—Detroit Lakes—1951**  
KBS

Frequency: 1360 Kc. Power: 1000 Watts d.  
Owned-Operated By Detroit Lakes Bcstg. Corp.  
Address 1360 Richmond Rd.  
Phone: 1100. Air Time: Daytime  
News Service UP  
Transcription Service World  
Representative Upper Mid-West Bcstg.  
Pres., Gen. Sta., Mgr. G. L. Fox  
Program Director Louis Wagner  
Commercial Mgr. Norman Engstrom  
Chief Engineer Dona Van Torbenson

**KDAL—Duluth—1936—CBS**

Frequency: 610 Kc. Power: 5000 Watts  
Owned-Oper. By Red River Bcstg. Co., Inc.  
Business-Studio Address 218 Bradley Bldg.  
Phone: 2-2628. Air Time: Full Time  
News Service AP  
Transcription Service Lang-Worth  
Representative Avery-Knodel  
Membership NARTB  
Pres., Gen. Mgr. Dalton Le Masurier  
Sta., Comm. Manager Odin S. Ramsland  
Sales Prom. Mgr. Dale Cowle  
Program Director Jack Gordon  
Chief Engineer Robert A. Dettman

**WEBC—Duluth—1924**  
NBC

Frequency: 560 Kc. Power: 5000 Watts  
Owned-Oper. By Head of the Lakes Bcstg. Co.  
Business-Studio Address WEBC Bldg.  
Phone: RA 2-2873. Air Time: Full Time  
News Service UP  
Rep. Hollingbery, Bulmer & Johnson  
Vice Pres. W. C. Bridges  
General Manager Robert J. Rich  
Program Director Dennis Murphy

**WELY—Ely—1954—KBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owner Charles B. Persons  
Phone: Ely 744. Air Time: Full Time  
News Service UP  
Transcription Service World  
Station Mgr., Chief Eng. Charles B. Persons  
Sls. Prom. Mgr. Mark Whitney  
Program Director Scott Dudley

**WEVE—Eveleth—1947**  
MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Carl Bloomquist  
Phone: 1340. Air Time: Full Time  
Transcription Service Standard  
Representative UMBS Sales  
Membership NARTB  
Owner Carl Bloomquist  
General Manager Arthur F. Nelson

**KSUM—Fairmont—1949**  
MBS

Frequency: 1370 Kc. Power: 1000 Watts d.  
Owned-Oper. By Fairmont Bdcstg. Co.  
Address 306 North Park St.  
Phone: 1370. Air Time: Full Time  
News Service AP  
Representative Rambeau, Upp, Midwest Bcstg.  
Trans. Serv. Thesaurus  
Membership NARTB, RAB  
President Leo J. Seifert  
General Manager Frank Endersbe  
Commercial Mgr. E. V. Ohrt  
Sales Prom. Mgr. V. H. Halligan  
Program Director James L. Barkley  
Chief Engineer Lawrence Lawson

**KDHL—Faribault—1948**

Frequency: 920 Kc. Power: 1000 Watts  
Owned-Oper. By KDHL Bdcstg. Co.  
Business-Studio Address 213 Central Ave.  
Phone: 4-4345. Air Time: Full Time  
News Service UP  
Transcription Capitol, World, Standard  
Representative UMBS  
Membership NARTB, RAB  
General Mgr. J. E. Hyde, Jr.  
Commercial Mgr. Palmer Dragsten  
Program Director Tom Bachrach

**KGDE—Fergus Falls—1926**  
MBS

Freq.: 1250 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Operated By.....Fergus Radio Corp.  
Business-Studio Address.....Fergus Falls  
Phone: 6996.....Air Time: Full Time  
News Service.....AP  
Representative.....Bulmer & Johnson  
Membership.....NARTB  
Secy.-Treas., Gen. Mgr.....Harold L. Dell  
Station Manager.....Frederic T. Dell  
Chief Engineer.....Harold E. Allen

**KOZY—Grand Rapids—1948**  
MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By.....Itasca Bcstg. Co.  
Phone: Fairview 6-3446..Air Time: Full Time  
Membership.....RAB, NARTB  
Pres., General Manager... Robert D. Kennedy  
Program Director.....Bud Germ  
Chief Engineer.....Ross A. Fessenmeyer

**WMFG—Hibbing—1935**  
NBC

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By..Head of the Lakes Bcstg. Co.  
Address.....WMFG Bldg., W. 37th St.  
Phone: AM 3-7531.....Air Time: Full Time  
News Service.....UP  
Transcription Service.....World  
Representative..Hollingbery, Bulmer & Johnson  
Membership.....NARTB  
President.....Morgan Murphy  
General Manager.....Harold Parise  
Sales Prom., Prog., Pub. Dir....W. Saunders  
Chief Engineer.....Norman Gill

**KDUZ—Hutchinson—1953**

Frequency: 1260 Kc. Power: 1000 Watts d.  
Owned-Operated By.....McLeod Co. Bcstg.  
Address.....Highway 15  
Phone: 1555.....Air Time: Daytime  
Representative.....Best  
General Manager.....Albert Tedesco  
Commercial Mgr.....Dean Nolt  
Program Director.....Pearl MacClod  
Station Manager.....Duke Fruck  
Sales Prom. Mgr.....C. R. Splittgerber  
Chief Engineer.....Darrel Gander

**KLTF—Little Falls—1950**  
KBS

Frequency: 960 Kc. Power: 500 Watts d.  
Owned-Oper. By.....Little Falls Bcstg. Co.  
Address.....105½ Broadway E.  
Phone: 367.....Air Time: Daytime  
News Service.....UP  
Transcription Service.....World, Capitol  
Pres., Gen. Sta. Mgr.....John H. Lemme  
Program Director.....S. H. Sabean  
Commercial Manager.....Richard J. Rudeck  
Program Director.....Gordon Lommen

**KTOE—Mankato—1950**  
ABC

Freq.: 1420 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By..Minnesota Valley Bcstg. Co.  
Address.....Box 550  
Phone: 4537.....Air Time: Full Time  
News Service.....UP  
Representative.....Pearson  
President.....H. W. Linder  
Gen., Sta., Comm. Mgr.....D. O. Linder  
Program Director.....John Talbott  
Publicity Director.....Wayne Hill  
Chief Engineer.....Steve Wolf

**KYSM—Mankato—1938**  
NBC

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By.....F. B. Clements & Co.  
Address.....101 N. Second St.  
Phone: 4673.....Air Time: Full Time  
News Service.....AP  
Transcription Service.....Thesaurus  
Representative.....Meeker  
Membership.....NARTB, RAB  
Gen., Station, Comm. Mgr...Robert E. Dehaven  
Sales Promotion Manager...Thomas Cornica  
Program Director.....Charles Pasek  
Chief Engineer.....James Houts

**KMHL—Marshall—1946**  
ABC

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By.....Harry W. Linder  
Business-Studio Address.....KMHL Bldg.  
Phone: 2282.....Air Time: Full Time  
News Service.....AP  
Representative.....John E. Pearson  
Owner.....Harry W. Linder  
General Manager.....Gilmore F. Frayseth

**KEYD—Minneapolis—1948**

Frequency: 1400 Kc. Power: 5000 Watts d.  
Owned-Operated By.....Family Bcstg. Corp.  
Address.....Foshay Tower  
Phone: Fillmore 8811.....Air Time: Daytime  
News Service.....AP, UP  
Representative.....H-R  
Membership.....NARTB, RAB  
President.....Leslie C. Park  
Managing Director.....R. M. Purcell  
Commercial Mgr.....Lee L. Whiting  
Sales Prom., Pub. Mgr.....Jim McGovern  
Program Dir.....J. Randolph Norris  
Chief Engineer.....Harvey V. Headen

**WCCO—Minneapolis—1924**  
CBS Radio

Frequency: 830 Kc. Power: 50,000 Watts  
Owned By.....Midwest Radio-Television, Inc.  
Business-Studio Address...625 Second Ave. S.  
Phone: Federal 2-1202.....Air Time: Full Time  
News Service.....AP, UP, INS  
Transcription Service.....Standard

**Representative**..... CBS Radio Spot Sales  
**Membership**..... NARTB, RAB  
**Exec. V. P.**..... F. Van Konynenburg  
**General Manager**..... Larry Hoeg  
**Sales Manager**..... Phil Lewis  
**Director Research**..... C. H. Smith  
**Program Director**..... Bob McKinsey  
**Prom., Pub. Dir.**..... C. Kaufman  
**Chief Engineer**..... Kermit Sueker

**WDGY—Minneapolis—1923**  
**MBS**

**Freq.**: 1130 Kc. .... **Power**: 50 Kw. d., 25 Kw. n.  
**Owned-Oper. By**..... Twin Cities Bcstg. Corp.  
**Address**..... 609 2nd Ave. So.  
**Phone**: Bridgeport 2271. .... **Air Time**: Full Time  
**News Service**..... UP  
**Representative**..... Avery-Knodel  
**Transcription**..... Thesaurus  
**General Mgr.**..... Stephen B. Labunski  
**Commercial Manager**..... Samuel N. Nemer  
**Program Director**..... Donald A. Loughname  
**Chief Engineer**..... Kenneth Olson

**WLOL—Minneapolis—1940**

**Frequency**: 1330 Kc. .... **Power**: 5000 Watts  
**Owned-Operated By**..... BFR Bcstg. Co.  
**Address**..... 554 Northwestern Bank Bldg.  
**Phone**: Atlantic 0406. .... **Air Time**: Full Time  
**News Service**..... UP, AP  
**President**..... Larry Bentson  
**Gen., Comm. Mgr.**..... Wayne Williams  
**Prom., Pgm. Dir.**..... Ray Christianson  
**Chief Engineer**..... Bryce Ekberg

**WPBC—Minneapolis—1949**

**Frequency**: 930 Kc. .... **Power**: 1000 Watts d.  
**Owned-Oper. By**..... People's Bdcstg. Co.  
**Address**..... 1133 Stinson Blvd.  
**Phone**: Sterling 9-4356. .... **Air Time**: Daytime  
**Representative**..... Indie Sales, Inc.  
**Pres., Gen., Sta. Mgr.**..... W. V. Stewart  
**Commercial Mgr.**..... Merle T. Forland  
**Sales Prom. Mgr.**..... Jack I. Moore  
**Prog., Pub. Dir.**..... Mrs. B. A. Stewart  
**Chief Engineer**..... Ken Hanson

**WTCN—Minneapolis-St. Paul**  
**1935—ABC**

**Freq.**: 1280 Kc. .... **Power**: 5 Kw. d.; 1 Kw. n.  
**Owned**..... Minnesota TV Public Service Corp.  
**Address**..... 2925 Dean Blvd.  
**Phone**: WA 7-8881. .... **Air Time**: Full Time  
**News Service**..... AP, UP  
**Transcription Service**..... Associated  
**Representative**..... Katz Agency  
**Membership**..... NARTB  
**President**..... Harry M. Bitner, Jr.  
**Gen., Sta. Mgr.**..... Miller C. Robertson  
**Commercial Mgr.**..... Bill Daley  
**Prom. Mgr., Pub. Dir.**..... M. J. "Clipper" Smith  
**Program Director**..... Sev Widman  
**Chief Engineer**..... Joseph Kahnke

**KDMA—Montevideo—1951**  
**ABC**

**Frequency**: 1450 Kc. .... **Power**: 100 Watts  
**Owned-Oper. By**..... Midwest Bcstg. Corp.  
**Phone**: 8891. .... **Air Time**: Full Time  
**News Service**..... AP  
**Representative**..... Pearson  
**Pres.**..... H. W. Linder  
**Gen. Mgr.**..... Willard Linder  
**Sta. Mgr., Chief Engineer**..... Richard Beekman

**KVOX—Moorhead—1937**  
**MBS**

**Frequency**: 1280 Kc. .... **Power**: 1 Kw.  
**Owned-Operated By**..... KVOX Bcstg. Co.  
**Address**..... Box 437  
**Phone**: 3-1522. .... **Air Time**: Full Time  
**News Service**..... UP  
**Representative**..... Walker  
**President**..... E. J. McKellar  
**Gen., Station Mgr.**..... M. M. Marget  
**Commercial Mgr.**..... R. L. Owens  
**Pub. Director**..... T. P. Hannacher  
**Chief Engineer**..... J. Teiken

**KNUJ—New Ulm—1949**  
**KBS**

**Frequency**: 860 Kc. .... **Power**: 1000 Watts d.  
**Owned-Oper. By**..... KNUJ, Inc.  
**Address**..... 304½ N. Minn. St.  
**Phone**: 904. .... **Air Time**: Daytime  
**News Service**..... AP  
**Transcription Service**..... Lang-Worth, World  
**Membership**..... RAB  
**General Manager**..... George E. Korenchen

**KOBK—Owatonna—1950**

**Frequency**: 1390 Kc. .... **Power**: 500 Watts d.  
**Owned-Oper. By**..... Owatonna Bcstg. Co.  
**Address**..... 307 Vesterby Bldg.  
**Phone**: 2359. .... **Air Time**: Daytime  
**News Service**..... UP  
**President**..... Harry Bulow  
**Gen. Mgr.**..... H. Bulow, Jr.

**KLOH—Pipestone—1955**

**Frequency**: 1050 Kc. .... **Power**: 1000 Watts  
**Owned-Operated By**..... Pipestone Bcstg. Corp.  
**Address**..... 118 W. Main St.  
**Phone**: 1480. .... **Air Time**: Daytime  
**News Service**..... UP  
**Transcription Service**..... Thesaurus  
**President**..... C. B. Thomas  
**General Manager**..... J. F. Kauper

**KCVE—Red Wing—1948**

**Frequency**: 1250 Kc. .... **Power**: 1000 Watts d.  
**Owned-Oper. By**..... Red Wing Bdcstg. Co.  
**Address**..... Highway 58, Red Wing  
**Phone**: 3511. .... **Air Time**: Daytime  
**News Service**..... AP  
**Sec'y-Treas.**..... Maxine Jacobs



**KLGR—Redwood Falls—1954**

Frequency: 1490 Kc. Power: 100 Watts  
 Owned-Oper. By. KLGR Bcstg. Co.  
 Address. 209 S. Washington St.  
 Phone: 2989. Air Time: Full Time  
 Representative Pearson  
 Owner H. W. Linder  
 General Manager Willard Linder  
 Comm. Mgr. Word Shaw

**KROC—Rochester—1935**

NBC

Frequency: 1340 Kc. Power: 250 Watts  
 Owned. Southern Minnesota Bcstg. Co.  
 Address. 100 1st Avenue Bldg.  
 Phone: 3924. Air Time: Full Time  
 News Service UP  
 Transcription Service Thesaurus  
 Representative Meeker  
 Membership RAB  
 President Mrs. Gregory P. Gentling  
 Gen., Comm. Mgr. G. David Gentling  
 Sta. Mgr., Prog. Dir. Cal Smith  
 Sales Prom. Mgr., Pub. Dir. Jerry Reiner  
 Chief Engineer Bill Witte

**KFAM—St. Cloud—1938**

NBC

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By Times Publ. Co.  
 Address Weber Bldg.  
 Phone: Blackburn 2-1551. Air Time: Full Time  
 News Service AP  
 Transcription Service Thesaurus  
 Representative Pearson  
 Membership NARTB  
 President Frederick C. Schilplin  
 Gen., S.a. Mgr. D. F. Rainsbenger  
 Sales Prom., Comm. Mgr. Jack W. Lund  
 Program Director C. J. Willms  
 Publicity Director L. Hemberger  
 Chief Engineer Robert Witschen

**WJON—St. Cloud—1950—ABC**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By Granite City Bcstg. Co.  
 Address St. Cloud  
 Phone: Bl 1-4422. Air Time: Daytime  
 Newspaper Affil. Portage Daily Reg.  
 Transcription Service World  
 News Service UP  
 Representative Rambeau  
 Membership NARTB  
 Pres., Gen., Sta. Mgr. John Hærle  
 Program Director Van Vander Ark  
 Chief Engineer Vincent Stephens

**KSTP—St. Paul-Minneapolis  
1928—NBC**

Frequency: 1500 Kc. Power: 50,000 Watts  
 Owned By KSTP, Inc.  
 Bus.-Studio Address 3415 University Ave.  
 Phone: Midway 5-2717. Air Time: Full Time

News Service AP  
 Transcription Service Thesaurus, SESAC  
 Representative Edward Petry  
 Membership NARTB  
 President, Gen. Mgr. Stanley E. Hubbard  
 Nat. Sales Mgr. Byron Anderson  
 Exec. V.P., Treas. K. M. Hance  
 Production Supervisor D. Brooks Henderson  
 Promotion-Publicity Director Wm. Davey  
 Chief Engineer William S. Sadler

**WMIN—St. Paul—1936**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By Franklin Bcstg. Co.  
 Address 611 Frontenac Place  
 Phone: MI 5-7757. Air Time: Full Time  
 News Service AP  
 Representative Headley Reed Co.  
 V.P., Gen. Mgr. Wm. F. Johns, Jr.  
 Scales Mgr. Jack Hazlett  
 Program Director Ralph R. Smith

**WCOW—South St. Paul—1951**

Frequency: 1590 Kc. Power: 5000 Watts d.  
 Owned-Oper. By WCOW Broadcasting Co.  
 Address 158 White Bear Ave.  
 Phone: VA 5588. Air Time: Daytime  
 News Service UP  
 Representative Wm. G. Rambeau Co.  
 Station, Sales Mgr. Charles Loulek  
 Program Director Gene Taylor

**WSHB—Stillwater—1949**

KBS

Frequency: 1220 Kc. Power: 250 Watts d.  
 Owned-Operated By St. Croix Bcstg. Co.  
 Address 126½ S. Main St.  
 Phone: 46, 47. Air Time: Daytime  
 News Service UP  
 General Manager Richard Power

**KTRF—Thief River Falls  
1947**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By KTRF Radio Corp.  
 Address Thief River Falls  
 Phone: 13. Air Time: Full Time  
 News Service UP  
 Transcription Service World  
 Representative Bulmer & Johnson, Inc.  
 Membership RAB  
 Pres., Gen. Mgr. Don Olsen

**WHLB—Virginia—1936—NBC**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By Head of the Lakes Bcstg.  
 Address WHLB Bldg.  
 Phone: Virginia 2000. Air Time: Full Time  
 News Service UP  
 Transcription Service Thesaurus  
 Representative Hollingbery, Bulmer & Johnson  
 Gen. Mgr. Harold J. Parise  
 Station Manager Baldino W. Rodorigo

**KWAD—Wadena—1948**  
**MBS**

Frequency: 920 Kc. Power: 1000 Watts  
Owned-Oper. By Associated Bcstrs., Inc.  
Bus. Studio Address First Natl. Bank Bldg.  
Phone: 920 Air Time: Full Time  
News Service UP  
Representatives Bulmer & Johnson  
General Manager Martin T. Obie  
Program Director Robert Hunt  
Chief Engineer Howard Helland

**KWLM—Willmar—1940—ABC**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Lakeland Bcstg. Co.  
Business-Studio Address 1340 N. 7th St.  
Phone: Belmont 5-1340 Air Time: Full Time  
News Service AP  
Transcription Service Cole  
Representative John E. Pearson  
Membership NARTB  
President H. W. Linder  
Sta. Mgr. Willard Linder  
Commercial Manager Jack Lynch  
Chief Engineer Francois Peterson

**KWNO—Winona—1938—ABC**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By Winona Radio Service  
Business-Studio Address 216 Center St.  
Phone: 3313 Air Time: Full Time  
News Service AP  
Newspaper Affiliation Daily News  
Transcription Service Standard, World  
Membership NARTB, RAB  
Representative John E. Pearson  
President M. H. White  
Gen., Sta. Mgr. E. M. Allen  
Prog. Dir. C. E. Williams  
Pub. Dir. J. Rizzardi  
Commercial Manager H. Rod Hurd  
Chief Engineer Gene Gappa

**KWOA—Worthington—1947**

Frequency: 730 Kc. Power: 1000 Watts d.  
Owned-Oper. By Worthington Bcstg. Co., Inc.  
Address Hotel Thompson  
Representative Bulmer & Johnson  
Membership NARTB  
President R. W. Olson  
General Manager R. E. Shepard

**MISSISSIPPI**

Pop. Feb. 1, 1956 (Est.) 2,210,000—Families 577,000  
Radio Homes 555,000—TV Homes 249,246—Stations in State 62

**WMPA—Aberdeen—1951**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By Prairie Bcstg. Co.  
Address Darracott Rd.  
Phone: 1050 Air Time: Full Time  
News Service UP  
General Manager E. O. Roden  
Station Manager Glenn Slayton  
Comm. Mgr., Prog. Dir. Helen McShane  
Sales Prom. Mgr. Jack Jarvis  
Chief Engineer A. D. Wygul

**WAMY—Amory—1955**

Frequency: 1580 Kc. Power: 250 Watts  
Owner Charles C. Boren, Jr.

**WBLE—Batesville—1953**  
**KBS**

Frequency: 1290 Kc. Power: 1000 Watts d.  
Owned-Oper. By Panola Bcstg. Co.  
Address Drawer No. 73  
Phone: 7266 Air Time: Daytime  
News Service AP  
Transcription Thesaurus  
Representative Hil F. Best  
Co-Owner, Gen. Mgr. Harold B. McCarley  
Co-Owners Travis A. Palmer,  
James E. Hartness  
Chief Engineer Norman R. Phillips

**WLOX—Biloxi—Gulfport**  
**1948—MBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By WLOX Bcstg. Co.

Address Buena Vista Hotel  
Phone: 5581-2 Air Time: Full Time  
Transcription Service Standard, World  
News Service UP  
Representative Holman  
Membership NARTB  
President James S. Love, Jr.  
General Manager Ray Butterfield  
Commercial Manager Thomas B. Majure  
Sales Prom. Mgr. Richard Kettering  
Program Director Cecil Curtis  
Chief Eng. Thomas B. Majure

**WVMI—Biloxi—1950**

Frequency: 570 Kc. Power: 1000 Watts d.  
Owned-Oper. By Radio Associates  
Address P. O. Box 152  
Phone: 7001 Air Time: Daytime  
Rep. John Hershey McGillvra  
Transcription Service Thesaurus  
Membership RAB, NARTB  
News Service UP  
Pres., Gen., Sta. Mgr. Odes E. Robinson  
Program Director Richard Crans  
Publicity Dir. Hczel P. Crans  
Chief Engineer Odes E. Robinson, Jr.

**WBIP—Booneville—1950**  
**KBS**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Booneville Bcstg. Co.  
Address Highway No. 45-S  
Phone: 678 Air Time: Full Time  
Gen. Mgr. E. O. Roden  
Comm. Mgr. Don Moore  
Program Director Jean Cochran

**WCHJ—Brookhaven—1955**

Frequency: 1470 Kc. Power: 1000 Watts d.  
Owned-Operated By...Rural Broadcasting Co.  
Address.....Entrican Bldg.  
Phone: 1076.....Air Time: Day Time  
News Service .....AP  
Membership .....NARTB  
General, Sales Mgr.....W. M. Jones  
Traffic Manager.....Rita Coker

**WJMB—Brookhaven—1948**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By...Brookhaven Bcstg. Co.  
Address.....W. Chickasaw St.  
Phone: 1298.....Air Time: Full Time  
Station Representative.....Continental  
News Service .....AP  
Transcription Service .....World  
Pres., Gen. Mgr.....Tullius Brady

**WDOB—Canton—1953—KBS**

Frequency: 1370 Kc. Power: 1 Kw. d.  
Owned-Oper. By...Madison County Bcstg. Co.  
Address.....Box 182  
News Service .....UP  
Transcription Service .....Thesaurus  
Representative.....Dora-Clayton, Indie  
Gen., Sta. Mgr.....Roy Harris  
Commercial Mgr.....Billy Harris  
Sales Prom. Mgr.....Martha Wren  
Program Director.....Ronnie Chrisco  
Chief Engineer.....Emil G. Wasilowski

**WGLC—Centreville—1951**

Frequency: 1580 Kc. Power: 250 Watts d.  
Owned-Oper. By...Southern Bdcstg. Co.  
Address.....Hiway 25  
Phone: 4001.....Air Time: Daytime  
News Service .....UP  
Transcription Service .....Capitol  
Representative.....Continental Radio Sales  
President.....Alvin Sansing  
Commercial Mgr.....C. W. Wright  
Chief Engineer.....Winston Hayes

**WKDL—Clarksdale—1955**

Frequency: 1600 Kc. Power: 1000 Watts d.  
Owned-Operated By...Coahama Bcstg. Co.  
Address.....I State St.  
Phone: MAin 4-4908.....Air Time: Daytime  
News Service .....UP  
Membership .....RAB  
General Manager.....John McLendon  
Station Manager.....Charles M. Quillian  
Asst. Mgr., Prog. Dir.....William A. Duke

**WROX—Clarksdale—1944**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By...Mrs. Eunice T. Ines  
Address.....Alcazar Hotel, Columbus, Miss.  
Phone: MAin 4-4313.....Air Time: Full Time  
News Service .....AP  
Station Rep. ....McGillvra  
General Manager.....Bob McRaney  
Station Manager.....P. B. Hinman

**WCLD—Cleveland—1949**

Frequency: 1490 Kc. Power: 250 Watts  
Owned.....Voice of the Delta, Inc.  
Address.....H'way 61 So.  
Phone: VI 3-4091.....Air Time: Full Time  
News Service .....AP  
Station Representative.....Best  
President.....Joseph W. Carson

**WCJU—Columbia—1946  
MBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By...Lester Williams, WCJU, Inc.  
Address.....P. O. Box 472  
Phone REpublic 6-2616.....Air Time: Full Time  
Newspaper Affiliation.....The Progress  
News Service .....AP  
Transcription Service .....World  
Pres., Gen. Manager.....Lester Williams  
Sta. Mgr., Chief Eng.....Ray Tolar  
Program Director.....Clifford Chance

**WACR—Columbus—1950  
KBS**

Frequency: 1050 Kc. Power: 1 Kw. d.  
Owned.....J. W. Furr  
Address.....WACR Bldg.  
Phone: 768.....Air Time: Daytime  
Representative .....Best  
Membership .....NARTB  
Gen. Mgr.....J. W. Furr  
Prog. Dir.....Richard Moore  
Promotion Mgr.....C. Landis Rogers  
Sales Mgr.....Sydney Thweatt

**WCBI—Columbus—1940  
MBS**

Frequency: 550 Kc. Power: 1 Kw. d., 500 W. n.  
Owned.....Columbus Bcstg. Co., Inc.  
Address.....Gilmer Hotel  
Phone: 1313, 1430.....Air Time: Full Time  
Newspaper Affil.....Commercial Dispatch  
Station Representative .....McGillvra  
Membership .....NARTB  
Gen. Mgr.....Bob McRaney  
Sta. Mgr.....J. W. Eatherton

**WCMA—Corinth—1945  
MBS-KBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By...Corinth Bcstg. Co., Inc.  
Business-Studio Address.....Ray Bldg.  
Phone: 5575.....Air Time: Full Time  
News Service .....UP  
Transcription Service .....World  
Representative.....Burn-Smith, Dora Clayton  
Vice-Pres., Gen. Mgr.....Aaron B. Robinson  
Sta., Sales Prom. Mgr.....John E. Bell  
Program Director.....Vincent Lawrence  
Commercial Manager.....Joe P. Van Dyke  
Chief Engineer.....James D. Anderson

**WMAG—Forrest—1955**

Frequency: 860 Kc. Power: 500 Watts d.  
Owned-Operated By: Scott County Bcstg. Co.

**WGVM—Greenville—1948**

Frequency: 1260 Kc. Power: 1000 Watts d.  
Owned-Operated By: Mid America Bcstg. Co.  
Bus. Studio Address: 118 So. B'way  
Phone: 4559. Air Time: Daytime  
News Service: UP  
Membership: NARTB  
Rep.: Devney, O'Connell, Ayres, Dora-Clayton  
Pres., General Manager: David M. Segal  
Comm. Sta. Mgr.: Jack Stull

**WJPR—Greenville—1939****MBS**

Freq.: 1330 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By: Radio Services Co. & WJPR  
Business-Studio Address: 120 So. Poplar St.  
Phone: 9040. Air Time: Full Time  
News Service: AP  
Representative: Bogner & Martin  
Transcription Service: World  
Gen. Sta. Mgr.: Emmett H. McMurry  
Commercial Manager: Frank W. Baldwin  
Program Director: Charles Adams  
Sls. Prom. Mgr.: Dorothy Russum  
Publicity Dir.: Bea Armistead  
Chief Engineer: Percy L. Kuhn

**WABG—Greenwood—1949****ABC**

Freq.: 960 Kw. Power: 1 Kw. d., 500 w. n.  
Owned-Oper. By: Greenwood Bcstg. Co.  
Address: 222 Howard St.  
Phone: 3010. Air Time: Full Time  
News Service: AP  
Rep.: John Hershey McGillvra  
Membership: NARTB  
President, Gen. Mgr.: Cy Bahakel  
Sta., Comm. Manager: Tom Rea don  
Chief Engineer: Clifford Greene

**WGRM—Greenwood—1937****NBC-KBS**

Frequency: 1240 Kc. Power: 250 Watts  
Operated By: P. K. Ewing  
Address: 600 Walnut St.  
Phone: 1900-1. Air Time: Full Time  
President: P. K. Ewing  
General Manager: F. C. Ewing

**WNAG—Grenada—1949****MBS-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Birney Imes, Jr.  
Address: Barwin Hotel  
Phone: 1400. Air Time: Full Time  
Representative: McGillvra  
Newspaper Affiliation: Dispatch  
President: Birney Imes, Jr.  
General Manager: Bob McRaney  
Sta., Comm. Mgr.: Monroe Looney  
Chief Engineer: Jimmie Pinnix

**WDEB—Gulfport—1955**

Frequency: 1390 Kc. Power: 1000 Watts d.  
Owned-Operated By: J. E. Breland  
Address: 1410 Broad Avenue  
Phone: 2832. Air Time: Daytime  
News Service: UP  
Representative: Hil F. Best  
Station Manager: J. E. Breland  
Commercial Mgr.: Bernard R. Behrendt  
Sales Prom. Mgr.: Earl B. Blessey  
Prog. Dir.: Chief Eng.: Charlie Pearson

**WGCM—Gulfport—1928****ABC-KBS**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: WGCM Bcstg. Co.  
Address: Hewes-Martin Bldg.  
Phone: 1110. Air Time: Full Time  
News Service: AP  
Transcription Service: World  
Station Representative: Bogner & Martin  
Membership: NARTB  
Owner & Gen. Mgr.: Hugh O. Jones  
Station Manager, P. D.: C. Edwin Vann  
Commercial Manager: M-s. O. L. Owens  
Sales Prom. Mgr.: Holton Turnbough  
Chief Engineer: Donovan Murphy

**WBKH—Hattiesburg—1954**

Frequency: 950 Kc. Power: 950 Watts  
Owned-Operated By: Hattiesburg Bcstg. Co.  
Address: 122½ E. Front St.  
Phone: JU 3-1625. Air Time: Daytime  
News Service: UP  
Transcription: Thesaurus  
Representative: Indie Sales  
Gen., Sta. Mgr.: William C. Veidt  
Commercial Mgr.: F. M. Smith  
Sales Prom. Mgr.: Gerald M. Howell  
Program Director: Dean Griffin  
Publicity Director: Charles Carter  
Chief Engineer: Robert M. Keith, Jr.

**WFOR—Hattiesburg—1925****NBC-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: Forrest Bcstg. Co.  
Address: 302 Hemphill St.  
Phone: Juniper 4-5432. Air Time: Full Time  
News Service: UP  
Representative: McGillvra  
Membership: NARTB  
President: C. J. Wright, Sr.  
General, Station Manager: C. J. Wright, Jr.  
Program Director: Clif'on Sessions  
Commercial Mgr.: E. M. Jenkins  
Chief Engineer: B. B. McLemore

**WHSY—Hattiesburg—1948****ABC-MBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Hub City Bcstg. Co. Inc.  
Address: Box 1008

Phone: Juniper 3-1741... Air Time: Full Time  
 News Service ..... AP  
 Station Representative ..... T. F. Clark  
 Membership ..... NARTB, RAB  
 President ..... Charles W. Holt  
 Gen. Mgr. .... Robert N. Robinson  
 Program Director ..... Bill Slaton  
 Publicity Director ..... Alice Bivin  
 Chief Engineer ..... Charles Sharpling

**WMDC—Hazlehurst—1953**  
**KBS**

Frequency: 1220 Kc. .... Power: 250 Watts d.  
 Owned ..... Southwestern Bcstg. Co. of Miss.  
 Address ..... P. O. Box 571  
 Phone Number ..... 869  
 News Service ..... UP  
 Representative ..... McGillvra  
 General Manager ..... Louis Allford  
 Sta. Mgr., Chief Engr. .... Mack Smith  
 Program Director ..... Malcolm Jones  
 Comm. Mgr., Prog. Dir. .... Malcolm Jones  
 Publicity Director ..... Bob Prather

**WCPC—Houston—1955**

Frequency: 1320 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... WCPC Bcstg. Co.  
 Address ..... Box 552  
 Partners ..... Robin Mathis, Ralph Mathis,  
 Rad Mathis, James Atkinson

**WNLA—Indianola—1953**

Frequency: 1380 Kc. .... Power: 500 watts d.  
 Owned ..... Central Delta Bcstg. Co.  
 Address ..... 134 Baker St.  
 Phone: 500 ..... Air Time: Daytime  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Station Representative ..... Thomas F. Clark  
 Membership ..... NARTB  
 Co-Owners ..... W. L. Kent; J. M. McLendon  
 Gen. Sta. Mgr. .... Howard M. Peters  
 Program Director ..... Paul Artman  
 Publicity Director ..... John McLendon  
 Chief Engineer ..... Bob Meador

**WJDX—Jackson—1929—NBC**

Frequency: 620 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By ..... Lamar Life Ins. Co.  
 Business Address ..... 715 S. Jefferson St.  
 Phone: 2-2691, 3 ..... Air Time: Full Time  
 Representative ..... George P. Hollingbery  
 Membership ..... NARTB  
 Station Manager ..... Fred L. Beard  
 Commercial Manager ..... Frank Gentry

**WJQS—Jackson—1947**  
**CBS**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Mississippi Bcstg. Co., Inc.  
 Business-Studio Address ..... Edwards Hotel  
 Phone: 3-9681 ..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... Standard  
 President, General Manager ..... Withers Gavin

**WJXN—Jackson—1945**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned ..... Jackson Bcstg. Co., Inc.  
 Address ..... 916 Foley St.  
 Phone: 2-6673 ..... Air Time: Full Time  
 Representative ..... Indie, Dora Clayton  
 General Manager ..... James T. Ownby  
 Station Manager ..... Robert Statham

**WOKJ—Jackson—1954**

Frequency: 1590 Kc. .... Power: 1 Kw. d.  
 Owned ..... Dixie and Bcstg. Co.  
 Address ..... 1017 Lynch St.  
 Phone: 3-7800 ..... Air Time: Daytime  
 News Service ..... UP  
 Station Rep. .... McGillvra  
 Co-owners ..... John M. McLendon, W. L. Kent  
 General Manager ..... John M. M Lendon  
 Station Manager ..... Ular J. Gilbert  
 Commercial Manager ..... Kersh Walters  
 Prom. Mgr., Prog. Pub. Dir. .... William Anderson  
 Chief Engineer ..... Jay Gilbert

**WRBC—Jackson—1947—MBS**

Freq.: 1300 Kc. .... Power: 5 Kw. d., 1 Kw., n.  
 Owned-Operated By ..... Rebel Bcstg. Co., Inc.  
 Business-Studio Address ..... 125 So. Lamar  
 Phone: 5-1562 ..... Air Time: Full Time  
 Representative ..... Branham  
 General Manager ..... W. V. Dubard

**WSLI—Jackson—1938—ABC**

Frequency: 930 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Capitol Broadcasting Co.  
 Business Address ..... P. O. Box 1847  
 Phone: 3-2788 ..... Air Time: Full Time  
 Representative ..... Weed  
 Membership ..... NARTB, RAB  
 General-Station Manager ..... L. M. Sepaugh  
 Commercial Manager ..... Ed Wilkerson

**WKOZ—Kosciusko—1947**

Frequency: 1350 Kc. .... Power: 5 Kc. d.  
 Owned-Oper. By ..... Cy N. Bahakel  
 Address ..... 109 W. Jefferson  
 Phone: 782 ..... Air Time: Daytime  
 Membership ..... NARTB  
 General Manager ..... Cy N. Bahakel  
 Station Manager ..... Mims Boswell, Jr.

**WAML—Laurel—1932**  
**NBC-KBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned Oper. By ..... New Laurel Radio Station  
 Bus.-Studio Address ..... 442 6th Ave.  
 Phone: 5601 ..... Air Time: Full Time  
 Transcription Service ..... World  
 Representative ..... George P. Hollingbery  
 Membership ..... NARTB, RAB  
 President ..... Harold Matson  
 Gen., Sta. Mgr. .... Granville Walters  
 Commercial Manager ..... M. M. Caver  
 Sales Prom. Mgr. .... Paul Carlisle  
 Program Director ..... Stanley Walters  
 Chief Engineer ..... Forrest Williams



**WLAU—Laurel—1946**  
**ABC-MBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By..... Southland Bcstg. Co.  
Address..... 437 N. Magnolia St.  
Phone: 8-7227..... Air Time: Full Time  
News Service..... UP  
Representative..... McGillvra  
Membership..... RAB, NARTB  
President..... C. T. McCallum  
Gen., Sta. Mgr..... Norma H. Leggett  
Comm., Sales Prom. Mgr..... Teck Jones  
Pgm., Pub. Dir..... David Kane  
Chief Engineer..... W. B. Carter

**WLSM—Louisville—1953**

Frequency: 1270 Kc. Power: 1000 Watts d.  
Owned-Oper. By..... Louisville Bcstg. Corp.  
Address..... Box 111  
Phone: 1000..... Air Time: Daytime  
News Service..... AP  
Station Representative..... Hil Best  
Station Manager..... William R. Parkes

**WMBC—Macon—1947**  
**KBS**

Frequency: 1400 Kc. Power: 250 Watts  
Owned..... J. W. (Billy) Furr  
Address..... WYBC Bldg.  
Phone: 310..... Air Time: Full Time  
News Service..... UP  
Station Rep..... Hil Best  
President..... J. W. (Billy) Furr  
General Manager..... Felix Adams, Jr.  
Comm. Mgr..... E. C. Farr

**WAPF—McComb—1948**  
**KBS**

Frequency: 1010 Kc. Power: 1000 Watts d.  
Owned-Operated By..... S. W. Bcstg. Co. of Miss.  
Address..... Pike Hotel  
Phone: 1884..... Air Time: Daytime  
Station Rep..... McGillvra  
Transcription Service..... Lang-Worth, World  
Co-Owners..... Phillip Brady, Louis Alford,  
Mack Smith

**WHNY—McComb—1939**  
**ABC-MBS**

Freq.: 1250 Kc. Power: 5 Kw. d., 500 W. n.  
Owned-Oper. By..... Bcstrs. Service, Inc.  
Address..... P. O. Box 111  
Phone: 2080..... Air Time: Full Time  
News Service..... AP  
Transcription Service..... Capitol  
Representative..... Thomas F. Clark Co.  
President..... Charles W. Holt  
General Manager..... W. R. Taylor

**WCOC—Meridian—1926—CBS**

Frequency: 910 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By..... Mississippi Bcstg. Co., Inc.  
Business-Studio Address..... Threefoot Bldg.

Phone: 2-7714..... Air Time: Full Time  
News Service..... UP  
Transcription Service..... Standard  
President, General Manager..... Withers Gavin

**WMOX—Meridian—1945**  
**MBS**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By..... Birney Innes, Jr.  
Address..... P. O. Box 1511  
Phone: 2-0171..... Air Time: Full Time  
News Service..... AP  
Representative..... McGillvra  
Transcription Service..... Thesaurus  
President..... Birney Innes, Jr.  
General Manager..... Bob McRaney  
Station Manager..... Joseph W. Carson  
Comm. Mgr..... Eddie Holladay

**WTOK—Meridian—1946**  
**ABC**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By..... Southern TV Corp.  
Address..... Southern Bldg.  
News Service..... AP  
Transcription Service..... SESAC  
General Manager..... Jerry J. Joiner  
Comm. Mgr..... Frank Holifield

**WMIS—Natchez—1941**  
**NBC-KBS**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By..... Natchez Bcstg. Co.  
Address..... 615 Main St.  
Phone: 8211..... Air Time: Full Time  
General Manager..... P. K. Ewing, Jr.

**WNAT—Natchez—1949**  
**MBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By..... Old South Bcstg. Co.  
Address..... Eola Hotel  
Phone: 4621..... Air Time: Full Time  
News Service..... UP  
President..... Mrs. Laurie G. Ratcliffe  
General Manager..... Paul Schilling  
Prog. Dir..... Fred Katool  
Commercial Mgr..... Eddie Phelan  
Pub. Dir..... Irene Griffey  
Chief Engineer..... Martin Tyrone

**WNAU—New Albany—1955**  
**KBS**

Frequency: 1470 Kc. Power: 500 Watts  
Owned-Oper. By..... New Albany Bcstg. Co.  
Address..... 202 Bankhead St.  
Phone: 4361..... Air Time: Daytime  
News Service..... AP  
Transcription Service..... World  
Gen., Sta. Mgr., Chief Eng..... V. Keith Wroten  
Comm., Sls. Prom. Mgr..... Daniel L. Skilton  
Program Director..... Wynez Wroten  
Publicity Director..... Lee Elman

**WSUH—Oxford—1955**

Frequency: 1420 Kc. Power: 1000 Watts  
 Owned-Oper. By... Ole Miss Bcstg. Co.  
 Address... University Ave., East; Box 266  
 Phone: 1133... Air Time: Daytime  
 Newspaper Affil... Walker Co. Times,  
 Jasper, Ala.  
 News Service... UP  
 Transcription Service... World  
 President... E. O. Roden  
 Gen., Sta., Comm. Mgr... C. H. (Clete) Quick  
 Sls. Prom. Mgr., Pub. Dir... Allan English  
 Program Director... Netta Quick  
 Chief Engineer... Mitchell Self

**WPMP—Pascagoula—1951**  
KBS-ABC

Frequency: 1580 Kc. Power: 250 Watts d.  
 Owned-Operated By... Crest Bcstg. Co., Inc.  
 Address... P. O. Box 391  
 Phone: 83 and 391... Air Time: Daytime  
 News Service... UP  
 Transcription Service... World  
 Membership... NARTB  
 Pres., Pub. Dir... William R. Guest, Jr.  
 Station Manager... Floyd W. Hess  
 Sales Prom. Mgr... Ollie Bales  
 Program Director... Sam Price  
 Chief Engineer... Bill Collins

**WHOC—Philadelphia—1948**  
KBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By... William Howard Cole  
 Phone: 740... Air Time: Full Time  
 News Service... UP  
 Transcription Service... Capitol  
 President, Manager... William Howard Cole  
 Program Director... Mrs. Wm. H. Cole  
 Chief Eng... Paul M. Miller

**WRJW—Picayune—1949**

Frequency: 1320 Kc. Power: 5000 d.  
 Owned-Oper. By... Tung Bcstg. Co.  
 Address... Picayune  
 Phone: SYmore 8-4835... Air Time: Daytime  
 News Service... AP  
 Representative... McGillvra  
 President... S. G. Thigpen, Sr.  
 Station Manager... Mildred Dossett  
 Gen. Comm. Mgr... Jimmie Willson  
 Chief Eng., Prog. Dir... Archie Rushing, Jr.

**WSSO—Starkville—1949**  
KBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By... Starkville Bcstg. Co.  
 Business-Studio Address... WSSO Bldg.  
 Phone: 1230... Air Time: Full Time  
 News Service... AP  
 Transcription Service... Capitol  
 Pres., Gen., Comm. Mgr... Joe Phillips  
 Program Director... Mrs. Hollis Pierce  
 Chief Engineer... Travis Palmer

**WELO—Tupelo—1944**  
MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By... Tupelo Bcstg. Co.  
 Business-Studio Address... S. Spring St.  
 Phone: 1400... Air Time: Full Time  
 News Service... AP  
 Transcription Service... Thesaurus  
 Representative... McGillvra  
 Membership... NARTB  
 Gen. Mgr... Bob McRaney  
 Station Manager... Bob Evans  
 Commercial Manager... E. L. Bowen, Jr.  
 Prog. Dir... Edward Cleary  
 Chief Engineer... LeRoy Green Sr.

**WTUP—Tupelo—1953**

Frequency: 1380 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... Lee Bcstg. Co.  
 Address... Box 612  
 Phone: 3111... Air Time: Daytime  
 Station Representative... Hil F. Best  
 President... E. O. Roden  
 Gen., Sta., Comm., Prom. Mgr... James E. Reese  
 Prog., Pub. Dir... Evelyn B. Morgan  
 Chief Engineer... Dabney Ramseur, Jr.

**WQBC—Vicksburg—1931**  
MBS-KBS

Freq.: 1420 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By... Delta Bcstg. Co., Inc.  
 Business-Studio Address... Post-Herald Bldg.  
 Phone: 312... Air Time: Full Time  
 Representative... Bogner & Martin  
 President... L. P. Cashman  
 General-Station Mgr... Mary-Van Cashman  
 Commercial Manager... L. L. Miller  
 Program Director... C. Kahn  
 Chief Engineer... Waverley Conway

**WVIM—Vicksburg—1948**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By... Radio Miss., Inc.  
 Business-Studio Address... Box 76  
 Phone: 3901... Air Time: Full Time  
 News Service... UP  
 Transcription Service... World  
 Representative... Indie Sales, Dora-Clayton  
 President... John F. Shea  
 General Manager... Cecil Goodreau  
 Chief Engineer... S. Ray Emerson

**WABO—Waynesboro—1954**  
KBS

Frequency: 990 Kc. Power: 250 Watts  
 Owner... New Laurel Radio Sta., Inc.  
 Phone: 5-4700... Air Time: Daytime  
 News Service... AP  
 Representative... Hil F. Best  
 President... Harold Matison  
 General Manager... Granville Waiters  
 Station Manager... Keith L. Andre  
 Chief Engineer... Forrest Williams

**WROB—West Point—1947**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Bob McRaney, Sr.  
 Address: WROB Bldg., Forest St.  
 Phone: 1450 Air Time: Full Time  
 Station Rep.: McGillvra  
 Pres., Gen. Mgr.: Bob McRaney Sr.  
 Station Manager: Jack King

**WAZF—Yazoo City—1947**  
**MBS-KBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned: WAZF, Inc.  
 Address: South Main St.  
 Phone: 1300 Air Time: Full Time  
 News Service: UP  
 Manager: Bruce Gresham  
 Prog. Dir.: Dennis Hancock, Jr.  
 Chief Engineer: Earl B. Neal, Jr.

**MISSOURI**

Pop. Feb. 1, 1956 (Est.) 4,160,000—Families 1,315,000  
 Radio Homes 1,260,000—TV Homes 1,021,571—Stations in State 71

**KWRT—Boonville—1953**

Frequency: 1370 Kc. Power: 1000 Watts  
 Owner: Wm. R. Tedrick  
 Address: Box 5  
 Phone: TUXedo 2-6505 Air Time: Daytime  
 Representative: Indie  
 News Service: AP  
 Transcription: Standard  
 Gen., Sta. Mgr.: W. R. Tedrick  
 Comm., Sales Prom. Mgr.: Bill Diekroeger  
 Prog., Pub. Dir.: A. M. Tedrick  
 Chief Engineer: Walter Atamanel

**KCRV—Caruthersville—1950**  
**KBS**

Frequency: 1370 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Pemiscot Bcstg. Co.  
 Address: 106 W. 3rd St.  
 Phone: 965 Air Time: Daytime  
 Transcription Service: Thesaurus  
 News Service: UP  
 Membership: NARTB  
 President: Eric Taylor  
 General Manager: Ed Pyer, Jr.  
 Program Director: Harry A. Moreland  
 Chief Engineer: Al Lawrence

**KGHM—Brookfield—1955**

Frequency: 1470 Kc. Power: 500 Watts d.  
 Owned-Operated By: Green Hills Bcstg. Co.  
 Address: 308 N. Main  
 Phone: 1830 Air Time: Daytime  
 Representative: Indie Sales, Inc.  
 General Manager: Herbert Noyes

**KCHR—Charleston—1953**  
**KBS**

Frequency: 1350 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: South Mo. Bcstg. Co.  
 Phone: 2-4451 Air Time: Daytime  
 Representative: Continental Radio Sales  
 Pres., Gen. Mgr., Chief Eng.: Kermit Barker  
 Program Director: James L. Byrd III

**KFVS—Cape Girardeau—1925**  
**MBS**

Freq.: 960 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By: Hirsch Bcstg. Co.  
 Business Studio Address: 324 Broadway  
 Phone: 5-5511 Air Time: Full Time  
 Representative: John E. Pearson  
 President: Oscar C. Hirsch

**KCHI—Chillicothe—1950**

Frequency: 1010 Kc. Power: 250 Watts d.  
 Owned-Operated By: Midwest Bcstg. Co.  
 Address: Farmington  
 Phone: 107 Air Time: Daytime  
 News Service: AP  
 Representative: Hil F. Best, Conwell  
 President: Cecil W. Roberts  
 Gen., Sta., Comm. Mgr.: Howard G. Rion  
 Program Dir.: J. F. Way  
 Publicity Dir.: E. T. Reynolds  
 Chief Engineer: Claude Kramer

**KGMO—Cape Girardeau—1952**  
**KBS**

Frequency: 1220 Kc. Power: 250 Watts d.  
 Owned-Oper. By: KGMO Radio-TV Inc.  
 Address: Hwys. 61 & 74  
 Phone: 5-8228 Air Time: Daytime

**KDMO—Carthage—1947**  
**KBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: Carthage Bcstg. Co.  
 Address: 1201 E. Chestnut  
 Phone: 2648 Air Time: Full Time  
 News Service: AP  
 Station Rep.: Continental  
 Membership: NARTB  
 Owner, Gen. Mgr.: J. J. Daly

**KDKD—Clinton—1951—KBS**

Frequency: 1280 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: KDKD, Inc.  
 Address: Box 113  
 Phone: 233 Air Time: Daytime  
 News Service: UP  
 Representative: Forjoe  
 Membership: NARTB  
 President: David M. Segal  
 Gen., Comm. Manager: B. E. Brown  
 Program Dir.: R. F. Morey  
 Chief Engineer: C. F. Cunningham

**KBIA—Columbia—1955**  
**KBS**

Frequency: 1580 Kc. Power: 250 Watts d.  
Owned-Operated by... Midwest Bdcstg. System  
Address..... Box 412  
Phone: 2-4401. Air Time: Day Time  
Representative..... Best  
President..... Cecil Roberts  
Gen., Sta. Mgr..... Robert D. Rapp  
Program Dir..... Martha M. Rapp  
Chief Engineer..... Joseph F. Mackey

**KFRU—Columbia—1925**  
**ABC**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By..... **KFRU, Inc.**  
Business Address..... Box 89  
Phone: 4141. Air Time: Full Time  
Station Rep..... Webb  
President..... H. J. Walters, Jr.  
Station Manager..... Mahlon R. Aldridge, Jr.  
Director of Sales..... F. J. LeGrand

**KDEX—Dexter—1955**

Frequency: 1590 Kc. Power: 1000 Watts d.  
Owned-Oper. By..... Dexter Bcstg. Co.  
General Manager..... Jerome B. Zimmer

**KREI—Farmington—1947**  
**KBS**

Frequency: 800 Kc. Power: 1000 Watts d.  
Owned-Oper. By..... Midwest Bcstg. System  
Address..... Ozarks Bldg.  
Phone: 107. Air Time: Daytime  
News Service..... AP  
Station Rep..... Hil F. Best  
President..... Cecil W. Roberts  
Station Manager..... Earl L. Whitener  
Chief Engineer..... Norman Nielson

**KJCF—Festus—1951—KBS**

Frequency: 1010 Kc. Power: 250 Watts d.  
Owned..... Jefferson County Radio & TV Co.  
Phone: YE 7-3810. Air Time: Daytime  
General Manager..... Donald M. Donze  
Chief Engineer..... Russell Seals, Jr.

**KFMO—Flat River—1947**  
**MBS**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By..... Lead Belt Bcstg. Corp.  
Business-Studio Address..... Flat River  
Phone: 1000. Air Time: Full Time  
News Service..... UP  
President..... Oscar C. Hirsch  
Station-Comm. Mgr..... James F. Collins  
Prom. Mgr..... James Strader  
Program Director..... Lynn Bohs  
Pub. Dir..... Virginia Collins  
Chief Engineer..... Gilbert Collins

**KFAL—Fulton—1950**

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Oper. By..... Mo. Central Bcstrs.  
Address..... 5th and Market  
Phone: 1400. Air Time: Daytime  
News Service..... JP  
Representative..... Paschall  
Transcription Service..... Standard  
Membership..... NARTB, RAB  
Gen. Man., Ch. Eng..... Robert W. Nickles  
Sta., Prog. Director..... Roger P. Fox  
Comm. Manager..... L. Reed Holt

**KHMO—Hannibal—1941**  
**MBS**

Freq.: 1070 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By..... Mt. Rainer Radio TV  
Broadcasting Corp.  
Business-Studio Address..... Box 711  
Phone: 3450. Air Time: Full Time  
News Service..... AP  
Representative..... John E. Pearson  
President..... Lester M. Smith  
Gen., Sta. Mgr..... V. L. Smith  
Commercial Manager..... William Stephenson  
Prog am Director..... P. Sosey  
Chief Engineer..... Ben Parrish

**KIMO—Independence—1947**

Frequency: 1510 Kc. Power: 1000 Watts d.  
Owned-Oper. By..... Craig Siegfried  
Business-Studio Address..... 310 N. Osage  
Newspaper Affil..... Daily News  
President..... Craig Siegfried  
General Manager..... Bill Hardt

**KLIK—Jefferson City—1954**

Frequency: 950 Kc. Power: 5 Kw., d.  
Owned..... Empire Bcstg. Co.  
Address..... 410 E. Capital  
Phone:..... 6-3191  
Station Representative..... Walker  
Membership..... NARTB  
President..... J. A. Shepherd  
Gen., Sta. Mgr..... Lynn Bickett  
Program Dir..... Robert Rector  
Chief Engineer..... Ed Scarr

**KWOS—Jefferson City—1937**  
**KBS-MBS**


Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By..... Capital Bcstg. Co.  
Business-Studio Address..... 210 Monroe St.  
Phone: 6-3137. Air Time: Full Time  
Newspaper Affiliation..... News Tribune Co.  
News Service..... AP  
Transcription Service..... Thesaurus  
Station Rep..... Bogner & Martin  
Membership..... RAB  
President..... Mrs. L. R. Goshorn  
General Manager..... R. L. Rose  
Station Manager..... E. A. Richter  
Chief Engineer..... Leroy S. Hackman

# Kansas City's Most Effective "ONE-TWO" ADVERTISING PUNCH!

## KMBC-TV

Coverage-conscious advertisers get more than their money's worth when they swing their schedules to KMBC-TV, Kansas City's most powerful television station. With a giant 1,079-foot tower (above average terrain) and a 316,000-watt color-equipped RCA transmitter, KMBC-TV is the giant among television facilities in the Heart of America.

The new KMBC-TV "Big-Time" Daytime format is unquestionably the No. 1 TV buy in the market. Comparison of ratings, cost per thousand and complete versatility of commercial handling show that this fresh, new programming — featuring the Heart of America's finest TV talent — is far and away the best place to put your television advertising dollars.



*the SWING is to...*

**KMBC-TV**  
CHANNEL 9

For the broadest broadcasting coverage in the Heart of America market, use the area's most effective one-two advertising punch — KMBC-TV Television plus KMBC-KFRM Radio! See the Colonel from Peters, Griffin, Woodward, Inc.

**DON DAVIS**, First Vice Pres. & Commercial Mgr.  
**JOHN SCHILLING**, Vice Pres. & Gen. Mgr.  
**GEORGE HIGGINS**, Vice Pres. & Sales Mgr.  
**DICK SMITH**, Director of Radio  
**MORI GREINER**, Director of Television

## KMBC-KFRM Radio

Listeners and advertisers alike are finding the New Sound of KMBC-KFRM more and more irresistible! Some of the biggest names in the Midwestern broadcasting world — plus top ABC personalities — produce a new brand of radio that's tailored to the tastes of today's radio audience. Music, News, Sports, Major League Baseball, Farm Service, Women's Programs — there's quality service and entertainment for *everyone* via the New Sound of KMBC-KFRM.

By skillfully integrating *personalized* air salesmanship with the radio services modern-day audiences demand, KMBC-KFRM has created a climate for selling that's unduplicated in the Heart of America. You'll see what we mean when you buy your next schedule on KMBC-KFRM.

**KMBC** of Kansas City  
**KFRM** for the State of Kansas

1st in the  of America





**KFSB—Joplin—1948**

Frequency: 1310 Kc. Power: 1000 Watts  
 Owned-Oper. By Four States Bcsters, Inc.  
 Address 1027 Main St.  
 Phone: MA 4-1310 Air Time: Full Time  
 News Service UP  
 Representative Meeker  
 Membership NARTB  
 President Harry Easley  
 Sta., Comm., Gen. Mgr. W. H. Clark  
 Program Director Ed Johnson  
 Chief Engineer Lloyd Frazier

**KSWM—Joplin—1946—CBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By Air Time, Inc.  
 Address 1928 W. 13 St.  
 Phone: MA 4-7260 Air Time: Full Time  
 News Service UP  
 Representative William G. Rambeau  
 Membership NARTB  
 Pres., Gen. Mgr. Austin A. Harrison  
 Prog. Dir. Ronald Robson  
 Commercial Mgr. D. T. Knight Jr.

**WMBH—Joplin—1926—MBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By Joplin Bcstg. Co.  
 Business-Studio Address Frisco Bldg.  
 Phone: May Fair 4-43-30 Air Time: Full Time  
 News Service AP  
 Transcription Service Thesaurus  
 Representative Sears & Ayer  
 Membership NARTB  
 Pres., Gen., Sta. Mgr. D. J. Poynor  
 Comm. Mgr. M. E. Dunn  
 Program Director Golda Shaunce  
 Chief Engineer E. L. Dodge

**KCKN—Kansas City—1925**

*(See Kansas City, Kansas, listing)*

**KCMO—Kansas City—1936  
ABC**

Freq.: 810 Kc. Power: 50 Kw. d., 10 Kw. n.  
 Owned-Operated By KCMO Bcstg. Co.  
 Address 125 E. 31st St.  
 Phone: Jefferson 1-6789 Air Time: Full Time  
 News Service AP  
 Representative Katz  
 Membership NARTB, RAB  
 President E. T. Meredith  
 General Manager E. K. Hartenbower  
 Commercial Manager R. W. Evans  
 Sales Prom., Pub. Dir. F. C. Strawn  
 Program Director George Stump  
 Chief Engineer Karl Troeglen

**KFRM—Kansas City—1947**

For KFRM Listing—See Concordia, Kansas

**KMBC—Kansas City—1921  
ABC**

Frequency: 980 Kc. Power: 5000 Watts  
 Owned-Oper. By KMBC Bcstg. Co.  
 Address 222 W. 11th St.  
 Phone: HARRISON 1-2650 Air Time: Full Time  
 News Service AP, UP  
 Transcription Service World  
 Representative Free & Peters  
 Membership NARTB, RAB  
 V. P., Comm. Mgr., Pub. Dir. Donald D. Davis  
 V. P., General Manager John T. Schilling  
 V. P., Sales Manager George J. Higgins  
 Station Manager Dick Smith  
 Chief Engineer Henry E. Goldenberg

**KPRS—Kansas City—1949**

Frequency: 1590 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Twin City Adv. Agency  
 Address 2814 E. 23rd St.  
 Phone: Humbolt 3-3100 Air Time: Daytime  
 Station Rep. McGillvra  
 News Service AP  
 General Manager Edward H. Pate  
 Commercial Mgr. Andrew Carter  
 Program Director Eugenia Pate

**KUDL—Kansas City—1953**

Frequency: 1380 Kc. Power: 1 Kw. d.  
 Owned Tele-Broadcasters, Inc.  
 Address 1012 Baltimore Bldg.  
 Phone: Baltimore 0077 Air Time: Daytime  
 News Service UP  
 Station Representative Forjoe & Co.  
 Membership NARTB  
 General Mgr. David M. Segal  
 Business Mgr. Harold Backun  
 Commercial Mgr. Irving Schwartz

**WDAF—Kansas City—1922  
NBC**

Frequency: 610 Kc. Power: 5000 Watts  
 Owned-Oper. By The Kansas City Star Co.  
 Business-Studio Address 3030 Sommit St.  
 Phone: Harrison 1200 Air Time: Full Time  
 News Service AP  
 Newspaper Affil. Kansas City Star  
 Transcription Service Standard, Thesaurus  
 Representative H. I. Christal  
 President Roy A. Roberts  
 Gen. Mgr. H. Dean Fitzner  
 Station Manager V. S. Batton  
 Comm., Sls., Prom. Mgr. E. Manne Russo  
 Pgm., Publ. Dir. Harry J. Kaufmann  
 Chief Engineer J. A. Flaherty

**WHB—Kansas City—1922**

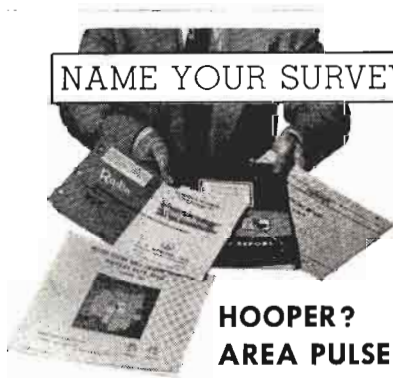
Freq.: 710 Kc. Power: 10 Kw. d. 5 Kw. n.  
 Owned. Mid-Continent Bcstg Co.  
 Address. 10th & McGee Sts.  
 Phone: Baltimore 8300 Air Time: Full Time  
 News Service. AP, UP, INS  
 Station Representative. John Blair Co.  
 Membership. NARTB  
 President. Todd Storz  
 V.P. Gen. Mgr. George W. Armstrong  
 Sales Promotion Mgr. Jack Sampson  
 Program Director. John Pearson  
 Publicity Director. Robert E. Sharon  
 Transmitter Supv. Lewis E. Baird  
 Studio Supv. Roy Nonemaker

**KBOA—Kennett—1947**

Frequency: 830 Kc. Power: 1000 Watts d.  
 Owned-Operated By. Kennett Bcstg. Corp.  
 Business-Studio Kennett  
 Phone: 8-4616 Air Time: Daytime  
 News Service. AP  
 Transcription Service. Lang-Worth  
 General Manager. Paul C. Jones  
 Station Manager. C. H. Harrison

**KIRX—Kirksville—1947**  
**KBS-ABC**

Frequency: 1450 Kc. Power: 250 Watts



NAME YOUR SURVEY!

**HOOPER?**  
**AREA PULSE?**  
**AREA NIELSEN?**  
**TRENDEX?**

All have **WHB** First!

10,000 watts, 710 kc.

70-County AREA PULSE—every daytime period—  
 FIRST PLACE! HOOPER all day average—47.7%—  
 FIRST PLACE! AREA NIELSEN—all day average—  
 42.9%—FIRST PLACE! TRENDEX—all day average  
 —42.8%—FIRST PLACE! Call the man from Blair or  
 General Manager George W. Armstrong.

**MID-CONTINENT**  
**BROADCASTING COMPANY**

President, Todd Storz  
 WTIX, New Orleans, Reps: Adam J. Young, Jr.  
 KOWH, Omaha, Reps: H-R Reps, Inc.  
 WHB, Kansas City, Reps: John Blair & Co.

Owned-Operated By. North Mo. Bcstg. Co.  
 Business-Studio Address. KIRX Bldg.  
 Phone: MOhawk 5-3781 Air Time: Full Time  
 News Service. AP  
 Transcription Service. Thesaurus  
 Membership. RAB, NARTB  
 Gen., Sta. Mgr. Samuel A. Burk  
 Comm., Sales Prom. Mgr. James J. Dougherty  
 Program Director. Robert Carlson  
 Chief Engineer. Charles P. Porter

**KLWT—Lebanon—1947**  
**MBS**

Frequency 1230 Kc. Power: 250 Watts  
 Owned-Operated By. Lebanon Bcstg. Co.  
 Bus-Studio Address. 221 E. Commercial St.  
 Phone: 1015 Air Time: Full Time  
 News Service. UP  
 Transcription Service. Langworth, SESAC  
 General Manager. O. R. Wright  
 Program Director. Jack A. Sellers

**KTCB—Malden—1954—KBS**

Frequency: 1470 Kc. Power: 1 Kw.  
 Owned. Tri-County Bcstg. Co.  
 Address. 100 W. Main St.  
 Phone: 851 Air Time: Daytime  
 News Service. UP  
 Transcription Service. Thesaurus  
 President. C. W. Craft  
 General Manager. Dick Wiethan  
 Commercial Mgr. Carleton Garner  
 Promotion Mgr. Mack Howerton

**KMMO—Marshall—1949**

Frequency: 1300 Kc. Power: 1000 Watts d.  
 Owned-Operated By. KMMO, Inc.  
 Address. Box 513  
 Transcription Service. World  
 Station Rep. Pearson  
 General Manager. Harold Douglas

**KNIM—Maryville—1953**  
**KBS**

Frequency: 1580 Kc. Power: 250 Watts d.  
 Owned-Oper. By. Maryville Radio-TV Corp.  
 Address. Box 278  
 Phone: 730 Air Time: Daytime  
 Manager. Jack Lloyd

**KXEO—Mexico—1948—MBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By. Audrain Bcstg. Corp.  
 Address. 1705 E. Liberty  
 Phone: 2340-1 Air Time: Full Time  
 News Service. AP  
 Transcription Service. Thesaurus  
 Membership. NARTB, RAB  
 Comm., Sls. Prom. Mgr. W. Earl Dougherty  
 Program Dir. Greg Swanson  
 Chief Engineer. Hyle Lemen

**KNCM—Moberly—1950—KBS**

Frequency: 1230 Kc. Power: 250 Watts



**Owned-Oper. By**..... Moberly Bcstg. Co.  
**Phone:** 1600..... **Air Time:** Full Time  
**Transcription Service**..... Lang-Worth  
**Membership**..... RAB  
**News Service**..... AP  
**Owner**..... Jerrill A. Shepherd  
**Sta. Mgr.**..... A. E. Dahl  
**Asst. Mgr.**..... James Lipsey  
**Chief Engineer**..... Ed Scarr

**Transcription**..... Lang-Worth  
**General Manager**..... Arden Booth  
**Station Manager**..... George Strickland  
**News Director**..... Harland Snow

**KRMO—Monett—1950—KBS**

**Frequency:** 990 Kc..... **Power:** 250 Watts d.  
**Owned-Oper. By**..... Monett Bcstg. Co.  
**Phone:** 858..... **Air Time:** Daytime  
**News Service**..... AP  
**Station Rep.**..... Continental  
**Membership**..... NARTB  
**General Manager**..... L. C. McKenney  
**Partner**..... J. J. Daly  
**Program Director**..... Floyd Stewart  
**Commercial Mgr.**..... Marion Pilant  
**Chief Engineer**..... George Province

**KWOC—Poplar Bluff—1938**

**Frequency:** 930 Kc..... **Power:** 1000 Watts  
**Owned-Oper. By**..... Poplar Bluff Bcstg. Corp.  
**Address**..... 428 Vine St.  
**Transcription Service**..... SESAC, World  
**Representative**..... John E. Peterson  
**General Manager**..... A. L. McCarthy  
**Sales Manager**..... L. G. Stovall

**KLRS—Mountain Grove—1955  
KBS**

**Frequency:** 1360 Kc..... **Power:** 1000 Watts d.  
**Owner**..... Kickapoo Prairie Bcstg. Co.  
**Address**..... Box 308  
**Phone:** 650..... **Air Time:** Day Time  
**News Service**..... UP  
**Transcription**..... Lang-Worth  
**President**..... Floyd W. Jones  
**General Manager**..... L. C. McKenney  
**Commercial Manager**..... Frank Edwards  
**Sales Promotion**..... Bob Mussman  
**Program Director**..... Dave Whittaker  
**Publicity Director**..... Orville Barton  
**Chief Engineer**..... George Province

**KTTR—Rolla—1947—KBS**

**Frequency:** 1490 Kc..... **Power:** 250 Watts  
**Owned-Oper. By**..... "Show-Me" Bcstg. Co.  
**Address**..... P. O. Box 567  
**Phone:** 380..... **Air Time:** Full Time  
**News Service**..... AP  
**Membership**..... NARTB  
**Pres., Gen. Sta. Mgr.**..... Luther W. Martin  
**Comm. Mgr.**..... Wad C. Rinehart  
**Prog. Dir.**..... Norma Fleming  
**Program Mgr.**..... Murl Nash  
**Chief Engineer**..... Martin M. Mitchum

**KBTN—Neosho—1954—KBS**

**Frequency:** 1420 Kc..... **Power:** 500 Watts  
**Owner**..... Ozarks Playground Bcstrs.  
**Address**..... 212½ E. Main St.  
**Phone**..... 1666  
**President**..... John V. Turner  
**Station Mgr.**..... Dud Stallings  
**Comm. Mgr.**..... Forrest Crockett

**KSGM—Ste. Genevieve—1947  
KBS**

**Frequency:** 980 Kc..... **Power:** 500 Watts  
**Owned-Oper. By**..... Donze Enterprises, nc.  
**Bus-Studio Address**..... 410 Merchant St.  
**Phone:** 980..... **Air Time:** Full Time  
**News Service**..... UP  
**President, General Manager**..... Elmer L. Donze  
**Chief Engineer**..... Murel L. Rose

**KNEM—Nevada—1949—KBS**

**Frequency:** 1240 Kc..... **Power:** 250 Watts  
**Owned-Oper. By**..... Radio KNEM, Inc.  
**Address**..... P. O. Box 15  
**Phone:** 13..... **Air Time:** Full Time  
**News Service**..... UP  
**Station Rep.**..... Hil Best  
**President**..... John Blake  
**Gen. Mgr., Chief Engr.**..... Kenneth E. White  
**Comm. Mgr.**..... Virgil Kachel  
**Prom. Mgr., Pub. Dir.**..... Joe Young  
**Prog. Dir.**..... John Beydler

**KFEQ—St. Joseph—1923  
MBS**

**Frequency:** 680 Kc..... **Power:** 5000 Watts  
**Owned-Operated By**..... KFEQ, Inc.  
**Business-Studio**..... Howitt Bdg.  
**Phone:** 3-2528..... **Air Time:** Full Time  
**News Service**..... AP  
**Transcription Service**..... Thesaurus  
**Representative**..... Headley Reed  
**Membership**..... NARTB  
**Pres., Gen. Sta. Mgr.**..... Barton Pitts  
**Commercial Mgr.**..... J. Ted Branson  
**Program Director**..... William R. Balch  
**Chief Engineer**..... J. Wesley Koch

**KRMS—Osage Beach—1952**

**Frequency:** 1150 Kc..... **Power:** 1 Kw, d.  
**Owned**..... Central Missouri Bcstg. Co.  
**News Service**..... AP

**KRES—St. Joseph—1946  
KBS**

**Frequency:** 1550 Kc..... **Power:** 5000 Watts  
**Owned-Oper. By**..... KRESS Radio Corp.  
**Address**..... 404 So. 8th  
**Membership**..... NARTB  
**News Service**..... AP  
**Representative**..... Clark  
**Pres., Gen. Sta. Mgr.**..... Tee Casper  
**Commercial Mgr.**..... Robert Mosiman  
**Prog., Pub., Sls. Prom. Dir.**..... Richard Irving  
**Chief Engineer**..... Don O'Brian

**KUSN—St. Joseph—1955**

Frequency: 1270 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Broadcast Group, Inc.  
 Address Robidoux Hotel  
 Phone: 3-2577 Air Time: Daytime  
 News Service UP  
 Representative Hil F. Best Co.  
 Station. Comm. Mgr. Hal Hamilton  
 Asst. Comm. Mgr. Joe Kilgore  
 Studio Director Don Blue  
 Program Director Eleanor Shepard

**KATZ—St. Louis—1955**

Frequency: 1600 Kc. Power: 1000 Watts  
 Owned-Oper. By St. Louis Bcstg. Co.  
 Address 812 Olive St.  
 Phone: CHestnut 1-0955 Air Time: Full Time  
 News Service AP  
 Representative Forjoe & Co., Inc.  
 Membership NARTB  
 Pres., Gen. Mgr. William F. Garrett  
 Commercial Manager R. M. Hetherington  
 Chief Engineer Charles O. Rick

**KMOX—St. Louis—1925—CBS**

Frequency: 1120 Kc. Power: 50,000 Watts  
 Owned By Columbia Bcstg. System, Inc.  
 Operated By CBS Radio Division  
 Business-Studio Address 401 So. 12th St.  
 Phone: Central 1-8240 Air Time: Full Time  
 News Service AP, UP  
 Transcription Service Associated  
 Representative CBS Radio Spot Sales  
 Membership RAB, NARTB  
 General Manager Robert Hyland, Jr.  
 Sales Prom. Mgr. Charles Burge  
 Publicity Dir. Paul Douglass  
 Program Director Mark Russell  
 Chief Engineer Harry Harvey

**KSD—St. Louis—1922—NBC**

Frequency: 550 Kc. Power: 5000 Watts  
 Owned-Oper. By The Pulitzer Publishing Co.  
 Business-Studio Address 1111 Olive St.  
 Phone Main 1-1111  
 News Service AP  
 Newspaper Affil. St. Louis Post Dispatch  
 Transcription Service World, Thesaurus  
 Representative NBC Spot Sales  
 Membership NARTB  
 President Joseph Pulitzer, Jr.  
 General Manager George M. Burbach  
 Sales Manager Arthur J. Casey  
 Program Director Harold Grams  
 Promotion Manager David Pasternak  
 Chief Engineer J. E. Risk

**KSTL—St. Louis—1948**

Frequency: 690 Kc. Power: 1000 Watts d.  
 Owned-Operated By Radio St. Louis, Inc.  
 Address Box 1440  
 Phone: BRidge 1-6090 Air Time: Daytime  
 News Service UP  
 Representative Everett McKinney  
 Pres., Gen., Sta. Mgr. Dick J. Kasten  
 Commercial Manager William A. Knight  
 Program Director Tony Glenn

Sales Prom. Mgr. Wm. L. Vietmeier  
 Publicity Director Norman Edwards  
 Chief Engineer Ira E. Pollock

**KWK—St. Louis—1927—MBS**

Frequency: 1380 Kc. Power: 5000 Watts  
 Owned-Operated By KWK, Inc.  
 Address 1215 Cole St.  
 Phone: Main 1-9100 Air Time: Full Time  
 Newspaper Affiliation St. Louis Globe-Democrat  
 News Service AP  
 Representative Katz  
 President, General Mgr. Robert T. Convey  
 V. P., Sta. Dir. Ray E. Dady  
 V. P., Comm. Dir. V. E. Carmichael  
 Exec. Prog. Dir., Asst. Sta. Dir. John W. Tinnea  
 Sales Mgr. Jack E. Henderson  
 Prog. Dir. Russell C. Kaiser  
 Prom., Publ. Director Fred J. Mueller  
 Chief Engineer N. J. Zehr

**KXLW—St. Louis—1947**

Frequency: 1320 Kc. Power: 1000 Watts d.  
 Owned-Oper. By St. Louis County Bcstg. Co.  
 Address 2735 Bonaparte Ave., Brentwood  
 Phone: WO 1-1320 Air Time: Daytime  
 News Service UP  
 Representative Pearson  
 Membership NARTB, RAB  
 President John W. Kluge  
 Gen. Sta. Manager William W. Jefferay  
 Commercial Manager W. D. Herman  
 Prog. Pub. Director Alvin D. Suter  
 Chief Engineer James F. Mitchell

**KXOK—St. Louis—1938—ABC**

Frequency: 630 Kc. Power: 5000 Watts  
 Owned-Oper. By KXOK, Inc.  
 Address Radio Park  
 Phone: Forest 7-6000 Air Time: Full Time  
 News Service UP  
 Representative John Blak  
 Membership NARTB  
 President E. M. Roberts  
 General Manager C. L. Thomas  
 Sls. Manager W. C. O'Donnell  
 Sales Prom. Mgr. Frank Doyle  
 Program Director Elmer Muschany  
 Publicity Director Frank Doyle  
 Chief Engineer Arthur F. Rekart

**WEW—St. Louis—1921**

Frequency: 770 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Barrington Co.  
 Address DeSoto Hotel  
 Phone: CHestnut 1-1921 Air Time: Daytime  
 News Service UP  
 Representative Bowling Co.  
 Pres., Gen. Mgr. Bruce Barrington  
 Sta. Manager Don Phillips  
 Comm., Sls. Prom. Mgr. Ed Wolfe  
 Prog., Publicity Dir. Don Phillips  
 Commercial Manager Ray Korpowicz  
 Program Director Lambert Kaiman  
 Chief Engineer Charles C. Casey

**WIL—St. Louis—1922**

Frequency: 1430 Kc. Power: 5000 Watts  
 Owned-Operated By... Missouri Bcstg. Corp.  
 Business-Studio Address... Hotel Sheraton  
 Phone Number... Olive 2-4500  
 Pres., Gen. Mgr. L. A. Benson  
 V. P., Asst. Gen. Mgr. Nick Pagliara  
 Sales Prom. Mgr. C. W. Beintker  
 Continuity Dir. Phil MacMurray

**KSMO—Salem—1953**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By... "Show-Me" Bcstg. Co.  
 Address... 4th & Hickory  
 Phone: 303 Air Time: Full Time  
 Partnership... Luther W. Martin, Martin M. Mitchum  
 General Manager... Luther W. Martin  
 Sta. Mgr., Chief Eng. Willicam B. Smith  
 Salesman... Joseph Parker  
 Program Director... Zola Irene Smith  
 Consulting Engineer... Martin M. Mitchum

**KDRO—Sedalia—1939—MBS  
KBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By... Milton J. Hinlein  
 Bus. Studio Address... 2100 W. Broadway  
 Phone: 4004 Air Time: Full Time  
 Representative... Pearson  
 President... Milton J. Hinlein  
 General Manager... Herbert W. Brandes  
 Sales Manager... Jimmy Glenn  
 Program Director... Bob Younger

**KSIS—Sedalia—1953**

Frequency: 1050 Power: 1000 Watts  
 Owner... Yates Bcstg. Co.  
 Address... KSIS Building  
 Phone: 590 Air Time: Daytime  
 News Service... UP  
 Transcription... Lang-Worth  
 Representative... Best  
 Pres., Sta., Comm. Mgr. Carl W. Yates, Jr.  
 Sta. Mgr., Prog. Dir. Bettie S. Yates  
 Chief Engineer... Donald D. Warnock

**KSIM—Sikeston—1948**

Frequency: 1400 Kc. Power: 250 Watts  
 Owner-Oper... Sikeston Community Bcstg. Co.  
 Bus. Studio-Transmitter Address... Hwy. 60 W.  
 Phone: 1 Air Time: Full Time  
 News Service... AP  
 President... Lyman R. Bowman, Jr.  
 Gen., Sta., Sls. Prom. Manager... Richard L. Watkins, Jr.  
 Program Director... James Palmer  
 Comm. Mgr. Nelson Wheeler  
 Chief Engineer... R. L. Hirsch

**KGBX—Springfield—1926  
NBC**

Frequency: 1260 Kc. Power: 5000 Watts  
 Owned-Operated By... Springfield Bcstg. Co.  
 Bus. Studio Address... 805 Boonville Ave.

Phone: 4-2822 Air Time: Full Time  
 News Service... AP  
 Newspaper Affil. Springfield Newspapers, Inc.  
 Transcription Service... Thesaurus  
 Rep... Venard, Rintoul & McConnell  
 Membership... NARTB  
 Pres., Gen., Sta. Mgr. K. G. Wells  
 Commercial Mgr. Don C. Dailey  
 Program Director... Francis Uhlis  
 Sls. Prom. Mgr. Dudley Morris  
 Publicity Dir. Wm. DeLange  
 Chief Engineer... Richard Bowman

**KICK—Springfield—1949  
MBS**

Frequency 1340 Kc. Power 250 Watts  
 Owned-Oper. By... Kickapoo Prairie Bcstg. Co.  
 Address... 610 College St.  
 Phone: 4-1561 Air Time: Full Time  
 News Service... UP  
 Representative... McGillvra  
 Membership... NARTB, RAB  
 President... Floyd W. Jones  
 General Manager... L. C. McKenney  
 Sls. Prom., Pub. Dir. Sol Mosher  
 Comm. Mgr. Al Patterson  
 Prog. Dir. James Allwood

**KTTS—Springfield—1941  
CBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By... Independent Bcstg. Co.  
 Address... P. O. Box 1716 S. S. S.  
 Phone: 2-7474 Air Time: Full Time  
 Representative... Sears & Ayer  
 Membership... NARTB  
 President... J. H. G. Cooper  
 General Manager... G. Pearson Ward  
 Commercial Manager... Bob Burke  
 Program Director... Wendel Smith  
 Chief Engineer... William F. Curry

**KWTO—Springfield—1933  
ABC**

Frequency: 560 Kc. Power: 5000 Watts  
 Owned-Operated By... Ozarks Bcstg. Co.  
 Business-Studio Address... 606 St. Louis St.  
 Phone: 2-4422 Air Time: Full Time  
 News Service... UP  
 Representative... John E. Pearson  
 Membership... NARTB  
 Pres., Gen. Mgr. Ralph D. Foster  
 V.P. & Asst. Gen. Mgr. Leslie L. Kennon  
 Commercial Manager... Raymond M. Keltner  
 Program Director... Joe Slattery  
 Prom., Pub. Dir. Bill Bailey  
 Chief Engineer... Wallis Fender

**KALM—Thayer—1953—KBS**

Frequency: 1290 Kc. Power: 1 Kw. d.  
 Owned... Robert F. Neathery  
 Address... Box 326  
 Phone: 165 Air Time: Daytime  
 News Service... AP  
 Transcription Service... Keystone



Pres., Gen. Sta. Comm. Mgr. . . . R. F. Neathery  
 Sls. Prom. Mgr. . . . . W. Gillespie  
 Prog. Dir. . . . . Tom Stone  
 Chief Engineer. . . . . Sam Beatty

**KTTN—Trenton—1955—KBS**

Frequency: 1600 Kc. . . . . Power: 500 Watts  
 Owned-Oper. By . . . . . Trenton Bcstg. Co.  
 Address . . . . . 112 E. Ninth St.  
 Phone: 1600 . . . . . Air Time: Daytime  
 News Service . . . . . AP  
 Transcription . . . . . World  
 Representative . . . . . Keystone  
 General Manager . . . . . Sam A. Burk  
 Station Manager . . . . . Ed Hundley  
 Commercial Manager . . . . . Bob Dennis  
 Chief Engineer . . . . . Stuart Underwood

**KLPW—Union—1954**

Frequency: 1220 Kc. . . . . Power: 250 Watts  
 Owned . . . . . Franklin County Bcstg. Co.  
 Address . . . . . P. O. Box 72  
 Phone: Wash. 1439 . . . . . Air Time: Daytime  
 News Service . . . . . AP  
 Representative . . . . . Indie  
 President . . . . . Leslie P. Ware  
 Gen., Sta., Comm. Sls. Prog.,

Pub. Manager . . . . . Norb Moore  
 Chief Engineer . . . . . Frank Lohmeyer

**KOKO—Warrensburg—1953**

KBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Warrensburg Bcstg. Co.

Phone: 1260 . . . . . Air Time: Full Time  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 Station Rep. . . . . Forjoe  
 President, Chief Eng. . . . . Lee E. Baker  
 Comm., Gen. Mgr. . . . . C. L. Parks  
 Program Director . . . . . Jim Gammon  
 Publicity Director . . . . . Gene Tipton

**KWRE—Warrenton—1949**  
 KBS

Frequency: 730 Kc. . . . . Power: 500 Watts  
 Owned . . . . . W. T. Zimmerman  
 Address . . . . . Warrenton  
 Phone: 398 . . . . . Air Time: Daytime  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Continental  
 Gen., Sta. Mgr. . . . . W. T. Zimmerman  
 Comm. Mgr. . . . . Russell Benton

**KWPM—West Plains—1947**  
 KBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned . . . . . Robert F. Neathery  
 Phone: 700 . . . . . Air Time: Full Time  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Membership . . . . . NARTB  
 Pres., Gen. Mgr., Eng. . . . . Robert F. Neathery  
 St., Comm. Mgr. . . . . Fritze A. Dixon  
 Program Director . . . . . A. Woodside  
 Publicity Director . . . . . Paul Best

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## **KANA**—Anaconda—1946

Frequency: 1230 Kc. Power: 250 Watts d.  
Owned-Oper. By: Anaconda Bcstg. Co.  
Address: P. O. Box 727  
Phone: 136 Air Time: Full Time  
News Service UP  
Station Rep. Gill-Perna  
President A. J. Mosby  
Station Mgr. A. H. Smith  
Program Director King Harmon  
Comm. Mgr. C. Moore

## **KBMY**—Billings—1946 **MBS-KBS-IMN**

Frequency: 1240 Kc. Power: 250 Watts  
Owned Billings Bcstg. Co.  
Address Box 2544  
Phone: 9-4586 Air Time: Full  
News Service AP  
Transcription Service Lang-Worth  
Station Representative Avery-Knodel, Inc.  
Membership NARTB, RAB  
President Rockwood Brown  
Gen., Sta., Comm. Mgr. Ken Nybo  
Prog., Pub. Dir. Charles G. du Bois  
Chief Engineer T. A. Hildebrand

## **KGHL**—Billings—1928—NBC

Frequency: 790 Kc. Power: 5 Kw.  
Owned Midland Empire Bcstg. Co.  
Address 5th Ave. & North B'way  
Phone: 2-2222 Air Time: Full  
News Service UP  
Station Representative Katz  
Membership RAB, NARTB  
President P. N. Fortin  
General Manager Jeff Kiichli  
Sta. Mgr., Prog. Dir. V. Braunberger  
Comm., Prom. Mgr. Warren Marshall  
Chief Engineer F. L. Bartlett

## **KOOK**—Billings—1950—CBS

Frequency: 970 Kc. Power: 5000 Watts  
Owned-Oper. By The Montana Network  
Address P. O. Box 2557  
Phone: 9-5970 Air Time: Full Time  
News Service UP  
Transcription Service World  
Representative Headley-Reed  
Membership NARTB, RAB  
President C. L. Crist  
Station Manager V. V. "Bud" Clark  
Commercial Manager Glen Beebe  
Program Director Cliff Ewing  
Publicity Dir. Conna G. May  
Chief Engineer Grant French

## **KOYN**—Billings—1955

Frequency: 910 Kc. Power: 1000 Watts d.  
Owned-Oper. By D. Gene Williams,  
Delbert Bertholf  
Address Riverside Dr.  
Gen., Comm. Mgr. Robert Eubanks

## **KBMB**—Bozeman—1950

Frequency: 1230 Kc. Power: 250 Watts  
Owned Penn Engineering Co.  
Address N. Seventh St.  
Phone: 2105 Air Time: Full Time  
News Service UP  
Transcription Service World  
Representative Gill-Perna  
Owner, Gen. Mgr. G. Norman Penwell

## **KXLQ**—Bozeman—1939 NBC

Frequency: 1450 Kc. Power: 250 Watts  
Owned KRBM Bcstrs. Inc.  
Address Bozeman, Mont.  
Phone: JU 6-5881 Air Time: Full Time  
News Service AP  
Representative Walker  
General Manager Ernest A. Neath  
General Mgr. Ernie Neath  
Commercial Mgr. Ernest Seccomb, Jr.  
Prog. Dir. Dick Smiley  
Publicity Dir. Marcellus Rapkoch  
Chief Engineer George Roe

## **KBOW**—Butte—1947—CBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By Copper City Radio Co.  
Address 720 Yale Ave.  
Phone: 7429 Air Time: Full Time  
Station Rep. Cooke  
President Frank Reardon  
Chief Engineer Al Morgan

## **KOPR**—Butte—1948 ABC-MBS-IMN

Frequency: 550 Kc. Power: 1000 Watts  
Owned-Operated By Copper Bcstg. Co.  
Business-Studio Address Hotel Finlen  
Phone: 6546 Air Time: Full Time  
Representative Avery-Knodell  
President Frank C. Carman  
Gen., Comm. Mgr. Ed Cooney  
Program Director Jim Harrold  
Chief Engineer William Emerson

## **KXLF**—Butte—1929—NBC

Frequency: 1370 Kc. Power: 5000 Watts  
Owned-Operated By KGJR, Inc.  
Address Box 1956  
Phone: 2-2344 Air Time: Full Time  
News Service UP  
Transcription Service Standard  
Representative Walker  
Pres., Gen. Mgr. E. B. Craney  
Sta., Comm. Mgr. Arne E. Anzjon  
Program Director Paul Hatton  
Promotion Mgr. George Oechsli  
Chief Engineer Vern Totten

## **KLTZ**—Glasgow—1954

Frequency: 1240 Kc. Power: 250 Watts

Owner.....Glasgow Bcstg. Co.  
 Address.....Box 909  
 News Service.....AP  
 Transcription.....Thesaurus  
 Membership.....NARTB  
 Phone: 1000.....Air Time: Full Time  
 General Manager.....William L. Beach  
 Program Director.....Tom Ash  
 Chief Engineer.....William Sebastian

Bus-Studio-Transmitter Add.....P. O. Box 2072  
 Phone: 2-2453.....Air Time: Full Time  
 Representative.....Walker, Pacific Northwest  
 President.....Barclay Craighead  
 Gen., Sta., Comm. Mgr.....T. L. Frayling  
 Program Director.....Juanita Loucks  
 Prom. Mgr., Chief Eng.....Eugene Kukkola

**KXGN—Glendive—1948**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Glendive Bcstg. Co.  
 Address.....Box 200  
 Phone: EM 5-3377.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Standard, World  
 Representative.....Lawson  
 General Manager.....Daniel C. Palen

**KOJM—Havre—1946**  
**MBS-KBS-IMN**

Frequency: 610 Kc.....Power: 1000 Watts  
 Owned-Operated By.....No. Montana Bcstg. Co.  
 Address.....Box 70  
 Phone: 1096.....Air Time: Full  
 News Service.....UP  
 Transcription Service.....Associated  
 Representative.....Cooke, Inc., Avery-Knodel  
 Membership.....NARTB  
 General Manager.....Charlotte H. Brader

**KBCF—Great Falls—1955**  
**KBS**

Frequency: 1405 Kc.....Power: 250 W.  
 Owned-Operated By.....Community Broadcasters  
 Address.....Box 1405  
 Phone: 2-9533.....Air Time: Full  
 News Service.....UP  
 Representative.....Webb, Feltis  
 Pres., Gen. Mgr.....Dan Snyder

**KCAP—Helena—1949**  
**MBS-KBS-IMN**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Lewis & Clark Bcstg. Corp.  
 Address.....1705 Jerome Place  
 Phone: Hickory 2-4490.....Air Time: Full  
 Representative.....Webb  
 Membership.....RAB  
 President.....Edward Maronick  
 Gen., Sta. Mgr.....K. O. MacPherson  
 Comm. Sales Prom. Mgr.....Walter H. Marshall  
 Gen., Pub. Director.....Pat Lee  
 Chief Engineer.....Dean Mack

**KFBB—Great Falls—1921**  
**CBS**

Frequency: 1310 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Wilkins Bcstg., Inc.  
 Business-Studio Address.....Box 1139  
 Phone: 4-4377.....Air Time: Full Time  
 Transcription Service.....Thesaurus  
 Station Rep.....Bolling  
 Membership.....NARTB, RAB  
 General Manager.....J. P. Wilkins  
 Station Manager.....LeRoy Stahl  
 Commercial Manager.....W. C. Blanchette

**KXLJ—Helena—1937—NBC**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Peoples Forum of the Air  
 Address.....1306 Eleventh Ave.  
 Representative.....Walker, Pac. N.W. Bcstrs.  
 Manager.....Barclay Craighead

**KMON—Great Falls—1947**  
**MBS-ABC-IMN**

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Montana Farmer Bcstg. Co.  
 Business Address.....Box 1935  
 Phone: 4-4382.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Avery-Knodel  
 Membership.....NARTB  
 President.....Lester Cole  
 General Manager.....Robert H. Warner  
 Commercial Manager.....Frank W. Kaulf  
 Program Director.....Mel Hallock  
 Chief Engineers.....Eugene B. Bunker, Ben Rush

**KGEZ—Kalispell—1927**  
**MBS-KBS-IMN**

Frequency: 600 Kc.....Power: 1000 Watts  
 Owned-Operated By.....KGEZ, Inc.  
 Business-Studio Address.....Box 439  
 Phone: 4331.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....SESAC, Standard  
 Station Rep.....Donald Cooke Inc.  
 Membership.....RAB  
 President.....Frank Reardon  
 Gen. Manager.....Richard V. Vick  
 Prog. Director.....Robert Rigler  
 Sls. Prom. Mgr.....R. S. Bennett  
 Chief Engineer.....Keith Snodgrass

**KXLK—Great Falls—1947**  
**NBC**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Great Falls Bcstg. Co.

**KOFI—Kalispell—1955**

Frequency: 980 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Flathead Valley Bcstrs.  
 Address.....Box 75  
 Representative.....Moore & Lund  
 General Manager.....William H. Patterson

**KXLO—Lewistown—1947**  
**MBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Montana Bcstg. Co.  
Address: E. Main St. Box 636  
Phone: 1210 Air Time: Full Time  
News Service UP  
President: William G. Kelly  
General Manager: Donald C. Williams

**KLCB—Libby—1950—KBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By: Lincoln County Bcstrs. Inc.  
Address: Box 636  
Phone: 410 Air Time: Full Time  
News Service UP  
Transcription Service: Lang-Worth, MacGregor  
Membership: NARTB, RAB  
President: Smith McNeill  
Station Manager: Joe Menehan  
Comm. Manager: James Maurer  
Prog. Director: Marlene Carr  
Chief Engineer: John Hart

**KPRK—Livingston—1947**  
**KBS-IMN**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By: Yellowstone Amuse. Co.  
Business Address: E. Park St.  
Phone: 1000 Air Time: Full Time  
News Service UP  
Station Rep.: Avery-Knodel  
Transcription Service: World  
General Manager: Paul B. McAdam  
Commercial Manager: Jack Hinman

**KATL—Miles City—1941**  
**KBS-MBS-IMN**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Star Printing Co.  
Address: Box 720  
Phone: 1340 Air Time: Full Time  
Newspaper Affiliation: "Daily Star"  
News Service UP  
Transcription Service: Thesaurus  
Representative: Avery-Knodel  
Membership: NARTB, RAB  
Gen., Sta. Mgr.: Ian A. Elliot  
Commercial Manager: Fred B. Hunnes  
Sales Prom. Mgr.: Norval B. Davis  
Program Director: Thomas Bieorzycki  
Publicity Director: Donald Kern  
Chief Engineer: William Abel

**KBTK—Missoula—1955**  
**MBS-KBS-IMN**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By: Montana Bcstg. Co.

Address: Box 1202  
Representative: Avery-Knodel  
General Manager: William J. Strothman

**KGVO—Missoula—1931—CBS**

Frequency: 1290 Kc. Power: 5000 Watts  
Owned-Operated By: Mosby's, Inc.  
Bus. Studio Address: Radio Central Bldg.  
Phone: 2-2155 Air Time: Full Time  
News Service UP  
Transcription Service: Lang-Worth  
Representative: Gill Perna  
Membership: NARTB, RAB  
Pres., Gen. Mgr.: A. J. Mosby  
S'a., Comm. Mgr.: Guy B. Farnsworth  
Prom. Mgr., Prog. Dir.: Don Bradley  
Pub. Director: Don Weston  
Chief Engineer: Leo Stewart

**KXLL—Missoula—1948—NBC**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By: Western Montana Assoc.  
Phone: 4-4114 Air Time: Full Time  
News Service UP  
Representative: Walker Moore  
Pres., Gen., Sta. Mgr.: Pat M. Goodover  
Comm., Prom. Mgr.: Bob Gillis  
Program Director: Tom Lee  
Publicity Director: John Campbell  
Chief Engineer: Pat Goodover

**KIYI—Shelby—1947**  
**KBS-MBS-IMN**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Tri County Radio Corp.  
Address: P. O. Box 185  
Phone: Hemlock 4-5541 Air Time: Full Time  
Representative: Cooke  
Membership: NARTB, RAB  
President: John Lyon  
Sec.-Treas.: Frank Krshka

**KGCX—Sidney—1926—MBS**

Frequency: 1480 Kc. Power: 5000 Watts  
Owned-Operated By: KGCX, Inc.  
Address: 109 S. Central  
Phone: 408 Air Time: Full Time  
News Service UP  
Representative: Gill Perna  
General Manager: E. E. Krebsbach  
Commercial Mgr.: E. Clair Krebsbach  
Program Director: Keith Krebsbach  
Publicity Director: Veryl Moser  
Chief Engineer: O. H. Halvorson

## K C O W—Alliance—1949—KBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By... Sandhills Bcstg. Corp.  
Trans. Address... 1100 West 10th St.  
Phone: 1400 Air Time: Full Time  
News Service... UP  
Transcription Service... World  
Representative... McGillvra  
Membership... NARTB  
President... J. W. Cover  
General Manager... Gene Acke:ley  
Ad Manager... Carl Langewisch  
Production Asst... Ted Ford  
Chief Engineer... Roland Reed

## KWBE—Beatrice—1949 MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By... Blue Valley Bcstg. Co.  
Address... Box 567  
Phone: 1245 Air Time: Full Time  
News Service... AP  
Transcription Service... Thesaurus  
Membership... NARTB  
President... Merle G. Jones  
General Manager... Bud Pentz  
Commercial Mgr... William Boyce  
Prod. Supervisor... R. Templeton  
Chief Engineer... Arlin Holle

## KCNI—Broken Bow—1949

Frequency: 1280 Kc. Power: 1000 Watts d.  
Owned-Oper. By... Custer County Bstg. Co.  
Address... Box 561  
Phone: 611 Air Time: Daytime  
News Service... UP  
Transcription Service... Capitol  
Manager... Georgia A. Crawford  
Commercial Mgr... Joe Grieser

## KCSR—Chadron—1954

Frequency: 1450 Kc. Power: 250 Watts  
Owned... Community Ser. Radio Corp.  
Address... 212 Bordeaux St., Box 949  
Phone: 5545 Air Time: Full Time  
News Service... AP  
Transcription Service... Thesaurus  
Co-Owners... Bill Finch, Bob Fouse

## KJSK—Columbus—1948 KBS

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Oper. By... George Basil Anderson  
Business Address... Box 460  
Phone: 5154 Air Time: Daytime  
News Service... AP  
Representative... Biddick, Continental  
Transcription Service... Thesaurus  
President... George Basil Anderson  
Commercial Manager... Milo Kincaid  
Chief Engineer... Max Reeves

## KFGT—Fremont—1939

Frequency: 1340 Kc. Power: 100 Watts

Owned-Oper. By... Walker Radio, Inc.  
Business-Studio Address... 118 E. 5 St.  
Newspaper Affiliation... Guide, Tribune  
Phone: Park 1-5012 Air Time: Full Time  
Membership... NARTB  
News Service... AP  
Transcription Service... Capitol  
Pres., Gen. Mgr... Lester A. Walker  
Station Manager... Robert L. Johnson  
Program Director... Harry Gehrett  
Publicity Director... E. Smizer  
Chief Engineer... Harry Snyder

## KMMJ—Grand Island—1925 ABC

Frequency: 750 Kc. Power: 1000 Watts d.  
Owned-Oper. By... Town & Farm Co., Inc.  
Business-Studio Address... Division at Cedar  
Phone: 703-4 Air Time: Daytime  
News Service... UP  
Representative... H-R  
Membership... RAB, NARTB  
President... Don Searle  
V. P. & General Manager... Ken Titus  
V. P. & Prog. & Sls. Service... Ed Mason  
Program Director... Ed. Meyer  
Business Mgr... Williard Morton  
Chief Engineer... U. L. Lynch

## KRGI—Grand Island—1953

Frequency: 1430 Kc. Power: 1000 Watts  
Owned-Oper. By... Grand Island Bcstg. Co.  
Address... 315 South Locust  
News Service... AP  
Trans. Service... Capitol, World  
Representative... Bogner & Martin  
Manager... Wick Heath  
Sales Manager... Ray Kozak

## KHAS—Hastings—1940 MBS-KBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By... Nebraska Bcstg. Co.  
Transmitter Address... 906 W. Second St.  
Phone: 2-5101 Air Time: Full Time  
News Service... INS  
Transcription Service... Thesaurus  
Representative... Gill-Perna  
Membership... NARTB  
President... Fred A. Seaton  
General Mgr... Duane L. Watts  
Station Mgr... J. W. Jackson Jr.  
Comm. Mgr... Pat Haase  
Sls. Prom. Mgr... Ken Willis  
Prog. Dir... Robert Wareham  
Chief Engineer... Vance Filken

## KGFW—Kearney—1930 MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By... Central Neb. Bcstg. Corp.  
Business-Studio Address... Platte Valley Bldg.  
Phone: 2131 Air Time: Full Time  
News Service... UP



**Representative** ..... Hal Holman  
**Membership** ..... NARTB  
**General Manager** ..... J. C. Mitchell  
**Sta. Comm. Mgr.** ..... Bob Riedy  
**Sls. Prom. Mgr.** ..... Wes Graham  
**Program Director** ..... Bob Jenkins  
**Publicity Director** ..... Mary Mitchell  
**Chief Engineer** ..... David Roberts

**Phone:** 1450 ..... **Air Time:** Daytime  
**News Service** ..... AP  
**Transcription** ..... Standard  
**Representative** ..... McGillvra, Inc.  
**Membership** ..... NARTB  
**Pres., Gen. Sta. Mgr.** ..... LeRoy W. Lenwell  
**Program Dir.** ..... Ronald D. Schaffer  
**Comm. Manager** ..... Don Hays

**KRVN—Lexington—1950**

**Frequency:** 1010 Kc. .... **Power:** 25,000 Watts d.  
**Owned-Oper. By** ..... Nebraska Rural Radio  
**Address** ..... 104 W. 8th St.  
**Phone:** 42371 ..... **Air Time:** Daytime  
**Transcription Service** ..... Standard  
**News Service** ..... AP  
**Representative** ..... Raymer  
**President** ..... Jay A. Person  
**General Manager** ..... Max Brown  
**Commercial Manager** ..... Harry H. Packard  
**Program Director** ..... G. W. Embree  
**Chief Engineer** ..... Robert Bitner

**WJAG—Norfolk—1922**

**Frequency:** 780 Kc. .... **Power:** 1000 Watts d.  
**Owned-Oper. By** ..... Huse Publ. Co.  
**Phone:** 20 ..... **Air Time:** Daytime  
**Representative** ..... Walker  
**President** ..... Gene Huse  
**Station Manager** ..... Bob Thomas  
**Operations Director** ..... Glenn Hixson  
**Publicity Director** ..... Earl Katz  
**Comm. Manager** ..... Evens Meier  
**Chief Engineer** ..... Frank Wiedenbach

**KFOR—Lincoln—1924—ABC**

**Frequency:** 1240 Kc. .... **Power:** 250 Watts  
**Owned-Operated By** ..... Cornbelt Bcstg. Corp.  
**Business-Studio Address** ..... 48th and Vine Sts.  
**Phone:** 6-2331 ..... **Air Time:** Full Time  
**News Service** ..... AP  
**Transcription Service** ..... Thesaurus, Standard  
**Representative** ..... Paul Raymer  
**Membership** ..... NARTB, RAB  
**President** ..... James Stuart  
**Gen., Sta. Mgr.** ..... Richard Chapin  
**Sales Manager** ..... Roger Larson  
**Program Director** ..... Robert Askey  
**Chief Engineer** ..... Al Pugsley

**KNBR—North Platte—1952**

**Frequency:** 970 Kc. .... **Power:** 1000 Watts d.  
**Owned-Oper. By** ..... John Townsend  
**Address** ..... P. O. Box 778  
**Phone:** 3528 ..... **Air Time:** Daytime  
**Representative** ..... Indie Sales  
**Manager** ..... Bill Lemke

**KLIN—Lincoln—1947—MBS**

**Frequency:** 1400 Kc. .... **Power:** 250 W.  
**Owned-Operated By** ..... Frudegar Bcstg. Co.  
**Address** ..... 417 Sharpe Building  
**Phone:** 5-4377 ..... **Air Time:** Full  
**Representatives** ..... Rambeau  
**News Service** ..... AP  
**Transcription** ..... World  
**Pres., Gen. Mgr.** ..... Robert W. Frudegar

**KODY—North Platte—1930  
NBC-KBS**

**Frequency:** 1240 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... Radio Station KODY  
**Bus.-Studio-Transmitter Address** ..... 1529 W. 12th  
**Phone:** 382 ..... **Air Time:** Full Time  
**Representative** ..... Meeker  
**Gen., Sta. Mgr.** ..... John Alexander  
**Program Director** ..... Bill Wood  
**Commercial Manager** ..... Joe di Natale  
**Publicity Director** ..... Jerry Wing  
**Chief Engineer** ..... Jay Blakesley

**KLMS—Lincoln—1949—KBS**

**Freq.:** 1480 Kc. .... **Power:** 1 Kw. d., 1 Kw. n.  
**Owned** ..... Lincoln Bcstg. Corp.  
**Address** ..... 130 N. 16th St.  
**Phone:** 2-7579 ..... **Air Time:** Full Time  
**President** ..... Howard A. Shuman  
**Gen., Sta., Comm. Mgr.** ..... Frank Stubbs  
**Chief Engineer** ..... Charles Winkler

**KOGA—Ogallala—1954**

**Frequency:** 930 Kc. .... **Power:** 500 Watts  
**Owner** ..... Ogallala Bcstg. Corp.  
**Address** ..... 216 N. Spruce  
**Phone:** 930 ..... **Air Time:** Daytime  
**News Service** ..... UP  
**Transcription** ..... Thesaurus, SESAC  
**Representative** ..... Indie Sales  
**Membership** ..... NARTB  
**Pres., General Manager** ..... Newell Eastman  
**Station Manager** ..... Helen Eastman  
**Commercial Manager** ..... James B. Creed  
**Sales Promotion Mgr.** ..... Henry Hagge  
**Program Director** ..... James B. Creed  
**Chief Engineer** ..... Howard Harrington

**KBRL—McCook—1947  
MBS-KBS**

**Frequency:** 1300 Kc. .... **Power:** 1 Kw. d.  
**Owned** ..... McCook Bcstg. Co.  
**Address** ..... 1300 West J St.

**KBON—Omaha—1942  
MBS-ABC**

**Frequency:** 1490 Kc. .... **Power:** 250 Watts

Owned-Operated By.....Inland Bcstg. Co.  
 Business-Studio Add.....World Ins. Bldg.  
 Phone: Jackson 8282.....Air Time: Full Time  
 Representative.....Pearson  
 Pres., Gen. Mgr.....Paul R. Fry  
 Scales Manager.....Ernest S. Priesman

### KFAB—Omaha—1924—NBC

Frequency: 1110 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....KFAB Bcstg. Co.  
 Business-Studio Address....620 Farnam Bldg.  
 Phone: Ja. 3420.....Air Time: 24 Hours  
 Representative.....Free & Peters  
 General Manager.....Harry Burke  
 General Sales Mgr.....Harold Soderlund  
 Promotion Mgr.....Don Shoemaker  
 Program Director.....Lyell Bremser

### KOIL—Omaha—1925—ABC

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Central States Bcstg. Co.  
 Business-Studio Address....511 So. 17th St.  
 Phone: JACKSON 7626...Air Time: Full Time  
 Transcription Service. Capitol, Standard, World  
 Representative.....Avery-Knodel  
 Membership.....NARTB, RAB  
 Co-Manager, Programs.....Chic Crabtree  
 Co-Manager, Sales.....Don W. Borden

### KOWH—Omaha—1922

Frequency: 660 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Mid-Continent Bcstg. Co.

Address.....Kilpatrick Bldg.  
 Phone: Atlantic 2228.....Air Time: Daytime  
 News Service.....AP, INS, UP  
 Representative.....H-R  
 Membership.....NARTB  
 President.....Todd Storz  
 V.P., Gen. Mgr.....Virgil Sharpe  
 Local Sales Mgr.....Jack Sandler  
 Sls. Prom. Manager.....Ed Morgan  
 Publicity Director.....George Dunlevy  
 Chief Engineer.....Bill Baldwin

### WOW—Omaha—1923—CBS

Frequency: 590 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Meredith WOW, Inc.  
 Business-Studio Address...280 Insurance Bldg.  
 Phone: Webster 3400.....Air Time: Full Time  
 Representative.....John Blair  
 Chairman of Board.....Fred Bohlen  
 President.....E. T. Meredith  
 Vice Pres., Gen. Mgr.....Frank P. Fogarty  
 Sales Manager.....Bill Wiseman  
 Program Director.....Ray Olson  
 Chief Engineer.....Glenn Flynn

### KNEB—Scottsbluff—1948 MBS-IMN

Freq.: 960 Kc.....Power: 1 Kw. d., 500 Wts. n.  
 Owned-Oper. By...Platte Valley Bcstg. Corp.  
 Business-Studio Address....Golden Rule Bldg.  
 Phone: 1620.....Air Time: Full Time  
 Representative.....Hal Holman  
 President.....John R. Jirton  
 General-Station Mgr.....Russ M. Stewart  
 Commercial Mgr.....Byron Joachim  
 Sales Prom. Mgr.....Kermit Kath  
 Program Director.....Wayne McIntosh  
 Chief Engineer.....Leslie A. Proctor

### KOLT—Scottsbluff—1930 CBS

Frequency: 1320 Kc...Power: 5000 d., 1000 n.  
 Owned-Operated By.....The Hilliard Co.  
 Address.....1517 Bway  
 Phone: 856.....Air Time: Full Time  
 Representative.....Gill-Perna  
 Manager.....L. L. Hilliard

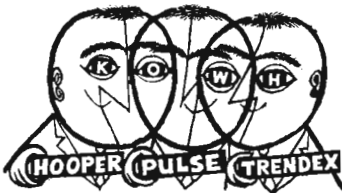
### KSID—Sidney—1952 ABC

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Wm. C. Grove, Inc.  
 Address.....Legion Park  
 Phone: 5503.....Air Time: Full Time  
 Representative.....McGillvra  
 Gen., Comm. Mgr.....David W. Young

### KAWL—York—1954—KBS

Frequency: 1370 Kc.....Power: 500 W. d.  
 Owned-Operated By...Prairie States Bcstg.  
 Address.....York  
 Phone: 33.....Air Time: Day  
 Pres., Mgr.....M. L. Gleason  
 Sec'y, Farm Director.....T. L. Gleason

all three see  
**EYE-TO-EYE-TO-EYE**



No matter who asks the question

**KOWH** Omaha  
 is the answer!

43.7% average share-of-audience per latest Hooper. Latest Omaha-Council Bluffs PULSE has KOWH on top in every time period. So does Trendex. KOWH is first in every time period of every Omaha survey. Good coverage, too on 660 kc. Call the H-R man, or General Manager Virgil Sharpe.

**MID-CONTINENT  
 BROADCASTING COMPANY**

President, Todd Storz  
 WHB, Kansas City, Reps: John Blair & Co.  
 WTIX, New Orleans, Reps: Adam J. Young, Jr.  
 KOWH, Omaha, Reps: H-R Reps, Inc.

# NEVADA

Pop. Feb. 1, 1956 (Est.) 215,000—Families 72,000  
Radio Homes 69,000—TV Homes 41,443—Stations in State 14

## KPTL—Carson City—1955

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By E. L. & A. Bullis  
Address Box 523  
Phone: 940 Air Time: Full Time  
News Service UP  
Representative O'Connell  
Membership NARTB  
General Manager Edwin L. Bullis  
Commercial Manager Ralph Nelson

## KELK—Elko—1948 MBS-IMN

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By Elko Bcstg. Co.  
Address P. O. Box 790  
Phone: 260 Air Time: Full Time  
News Service UP  
President Chris Sheerin  
General Manager John J. Gammick

## KELY—Ely—1950

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By White Pine Bcstg. Co.  
Address Hotel Nevada  
Phone: AMherst 4-2077 Air Time: Full Time  
Membership RAB  
News Service AP  
Co-Managers D. I. Hansen, D. V. Bradley

## KBMI—Henderson—1954

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated Moritz Zenoff  
Address New Frontier Hotel  
Phone: DUdley 2-7171 Air Time: Full Time  
Newspaper Affil. Henderson Home News  
News Service AP  
Representatives BTS, McGavren  
Pres., Gen. Manager Moritz Zenoff  
Sales Prom. Manager Brad Bennett  
Chief Engineer Jim Blaine

## KENO—Las Vegas—1940 ABC

Frequency: 1460 Kc. Power: 1000 Watts  
Owned-Operated By Nevada Bcstg. Co.  
Address 810 Keno Lane  
Phone: 1400 Air Time: Full Time  
Representative W. S. Grant  
General Manager Merl Sage

## KLAS—Las Vegas—1948 CBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By Las Vegas Bctrs., Inc.  
Address Desert Inn, P. O. Box 1510  
Phone: DU 4-4646 Air Time: Full Time  
Transcription Service Standard  
News Service AP  
Representative Weed & Co.  
Membership RAB  
President R. G. Jolley  
General Manager Tom Ivory

Commercial Manager Bill Pursel  
Program Director John C. Edington  
Publicity Director Betty Swain  
Chief Engineer Ralph Smith

## KORK—Las Vegas—1951 NBC

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Southwestern Bcstg. Co.  
Address Hotel Thunderbird  
Phone: 6500 Air Time: Full Time  
Representative Pearson  
Membership RAB  
President Donald W. Reynolds  
General Manager Merrill Inch

## KRAM—Las Vegas—1947 MBS-KBS-IMN

Freq. 920 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By Boulder City Bcstg. Co.  
Address P. O. Box 1712  
Phone: 920 Air Time: Full Time  
Station Representative Avery-Knodel  
President Edward J. Jansen  
General Manager Truman B. Hinkle

## KATO—Reno—1946 MBS-DON LEE

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Robert L. Stoddard  
Business-Studio Address Box 2231  
Phone: 2-4501 Air Time: Full Time  
Representative Walker, McGavren  
News Service UP  
Transcription Service McGreggor  
Pres., Gen. Mgr. R. L. Stoddard  
Chief Engineer Al Glass

## KOH—Reno—1928—NBC

Freq.: 630 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owner McClatchy Bcstg. Co. of Nevada  
Address P. O. Box 2271  
Phone: 3-5106 Air Time: Full Time  
News Service UP  
Transcription Service Capitol  
Representative Paul H. Raymer  
Membership NARTB, RAB  
Manager Hewitt Kees

## KOLO—Reno—1946—CBS

Frequency: 920 Kc. Power: 1000 Watts  
Owned-Operated By Western Bcstg. Co.  
Business-Studio Address 33 Sierra St.  
Phone: 2-4516 Air Time: Full Time  
News Service UP  
Representative Pearson  
Membership NARTB, RAB  
President Donald W. Reynolds  
General-Station Manager H. G. Wells  
Program Director Len Sherman  
Sls. Prom. Mgr., Pub. Dir. Pat Welty  
Chief Engineer George O'Brien

**KONE—Reno—1955**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By... Magown, Jones & Hartford  
 Address... 700 Forest St.  
 Phone: 3-4493 Air Time: Full Time  
 News Service... AP  
 General Manager... James W. Hartford

**KWRN—Reno—1947—ABC**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By... KWRN, Inc.  
 Address... Riverside Hotel  
 Phone: 3-6156 Air Time: Full Time

**NEW HAMPSHIRE**

Pop. Feb. 1, 1956 (Est.) 543,000—Families 160,000  
 Radio Homes 153,000—TV Homes 135,610—Stations in State 13

**WMOU—Berlin—1946—KBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. White Mtns., Bcstng. Co.  
 Address... 27 Green Square  
 News Service... AP  
 Transcription Service... World  
 Representative... Borgatti, Stars Natl.  
 Membership... NARTB, RAB  
 President... John W. Guider  
 General Manager... Jock MacKenzie  
 Program Dir... Charles Ross

**WTSV—Claremont—1948**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By... Grandview Inc.  
 Trans. Address... 221 Washington St.  
 Phone: 1800 Air Time: Full Time  
 News Service... UP  
 Representative... A. Youug, L. Borgatti  
 President... William J. Barkley  
 General Manager... Ralph Gottlieb  
 Sales Prom., Comm., Sta. Mgr... F. Richard Hill  
 Prog. Pub. Director... P. C. Smith  
 Chief Engineer... A. J. Davis

**WKXL—Concord—1946**

**KBS-CBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By... Capitol Bcstng. Co.  
 Business-Studio Address... 110 N. Main St.  
 Phone: 5-5521 Air Time: Full Time  
 News Service... UP  
 Representative... Walker  
 Membership... NARTB  
 President... H. Scott Kilgore  
 General Manager... W. Sweeney  
 Station Manager... Howard Chase  
 Program Director... Tom Ferris  
 Chief Engineer... Fred Sheehan

**WJWG—Conway—1955**

Frequency: 1050 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... WJWG, Inc.  
 Address... Box 679  
 President... John W. Guider

News Service... UP  
 Station Rep... W. S. Grant  
 General Manager... Franz J. Robischon

**KWNA—Winnemucca—1955**

**KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owner... N. W. Radio & TV Corp.  
 Address... Sonoma Inn  
 News Service... AP  
 Transcription... Lang-Worth, SESAC  
 Representative... Paschall  
 Pres., Gen. Manager... Lester W. Pearce

**WTSL—Hanover-Lebanon**

**1950—ABC**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By... WTSL Inc.  
 Address... 155 Front St., Manchester, N. H.  
 Phone: 4-4075 Air Time: Full Time  
 News Service... UP  
 Station Rep... Borgatti, Young  
 President... William J. Barkley  
 General Manager... Ralph Gottlieb  
 Station Manager... Harold Learned  
 Comm. Sls. Prom. Mgr... Alson Engelhardt  
 Program Director... Joe Shaw  
 Chief Engineer... Al Davis

**WKNE—Keene—1926**

**CBS-YANKEE**

Frequency: 1290 Kc. Power: 5000 Watts  
 Owned-Oper. By... WKNE Corp.  
 Address... 17 Dunbar St.  
 Phone: 2080 Air Time: Full Time  
 News Service... AP  
 Representative... Meeker, Kettell-Carter  
 Membership... NARTB, RAB  
 President... Joseph K. Close  
 Gen. Sta., Comm. Mgr... Frank B. Estes  
 Sls. Prom., Pub. Dir... Ted B. Sawyer  
 Chief Engineer... Ernest Roberge

**WLNH—Laconia—1922**

Frequency: 1350 Kc. Power: 5000 Watts  
 Owned-Oper. By... Northern Bcstg. Corp.  
 Bus.-Studio Address... Masonic Temple Bldg.  
 Phone: 2300 Air Time: Daytime  
 News Service... AP  
 Representative... Kettell-Carter, Grant  
 Membership... NARTB  
 Gen. Sta. Mgr... Arthur Rothafel  
 Commercial Manager... Sydney Clarke  
 Program Director... Irving W. Kaizer

**WFEA—Manchester—1932**

**CBS**

Frequency: 1370 Kc. Power 5 Kw.  
 Owned... Public Information, Inc.  
 Phone: 5-5491 Air Time: Full Time

**News Service** ..... AP  
**Transcription Service** ..... Thesaurus  
**Station Rep.**..... McKinney, Kettell-Carter  
**President**..... Farris E. Rahall  
**General Mgr.**..... O. R. Davis  
**Station Mgr.**..... Norton I. Virgien, Jr.  
**Commercial Mgr.**..... Albert L. Auclair  
**Program Dir.**..... Alan Rock  
**Chief Engineer**..... Jay Kosik

**WKBR—Manchester—1946**

**Frequency:** 1240 Kc. .... **Power:** 250 Watts  
**Owned**..... Granite State Bcstg. Co.  
**Address**..... 155 Front St.  
**Phone:** 4-4075, 6, 7 .... **Air Time:** Full Time  
**News Service** ..... UP  
**Station Rep.**..... Borgatti, Young  
**Membership** ..... NARTB  
**President**..... William J. Barkley  
**General Manager**..... Ralph Gottlieb  
**Sta. Mgr., Prog., Pub. Dir.** Warren H. Journey  
**Commercial Mgr.**..... Arthur Cooper  
**Sales Prom. Mgr.**..... Forrest Morgan  
**Chief Engineer**..... Royston Phillips

**WMUR—Manchester—1941**  
**ABC-MBS-Yankee**

**Freq.:** 610 Kc. .... **Power:** 5 Kw. d., 1 Kw. n.  
**Owned**..... The Radio Voice of N. H., Inc.  
**Business-Studio Address**..... 1819 Elm St.  
**Phone:** 3-8061 .... **Air Time:** Full Time  
**News Service** ..... UP  
**Transcription Service** ..... World  
**Representative** ..... Weed  
**Membership** ..... NARTB, RAB  
**Pres., Treas.**..... Francis P. Murphy  
**Vice-Pres., Gen. Mgr.**..... N. Gittleson  
**Program Director**..... Bernie Mack

**NEW JERSEY**

Ppp. Feb. 1, 1956 (Est.) 5,345,000—Families 1,614,000  
 Radio Homes 1,557,000—TV Homes 1,547,810—Stations in State 23

**WJLK—Asbury Park—1926**

**Frequency:** 1310 Kc. .... **Power:** 250 Watts  
**Owned-Operated By**..... Asbury Park Press, Inc.  
**Address**..... Press Plaza  
**Phone:** Prospect 4-3000 .... **Air Time:** Full Time  
**News Service** ..... AP  
**Transcription Service** ..... Lang-Worth  
**Newspaper Affiliate** ..... Press  
**Membership** ..... NARTB  
**President**..... Wayne D. McMurray  
**Station Manager**..... Everett Rudloff  
**Commercial Manager**..... Margaret Curtis  
**Prog. Mgr.**..... Charles F. Hill  
**Program Director**..... Frank Huber

**WLDB—Atlantic City—1955**  
**MBS**

**Frequency:** 1490 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By**..... Atlantic City Bcstg. Co.  
**Address**..... Senator Hotel

**WOTW—Nashua—1947**

**Frequency:** 900 Kc. .... **Power:** 1000 Watts d.  
**Owned-Operated By**..... Nashua Bcstg. Corp.  
**Bus-Studio-Transmitter Location**..... Lund Rd.  
**Phone:** TUxedo 2-2781 .... **Air Time:** Daytime  
**News Service** ..... UP  
**Representative** ..... Walker  
**Membership** ..... RAB, NARTB  
**Pres., Gen. Mgr.**..... Arthur A. Newcomb  
**Sta., Prom. Manager**..... R. E. Berry  
**Comm. Manager**..... Armand Bedard  
**Program Director**..... Roger Allan  
**Publicity Director**..... Richard Stuart  
**Chief Engineer**..... R. C. Bingham

**WHEB—Portsmouth—1932**

**Frequency:** 750 Kc. .... **Power:** 1000 Watts d.  
**Owned-Operated By**..... WHEB, Inc.  
**Phone:** 646 .... **Air Time:** Daytime  
**News Service** ..... AP  
**Transcription Service** ..... World  
**Representative** ..... Foster, Walker  
**Pres., Gen., Comm. Mgr.**..... Charles M. Dale  
**Station Manager**..... Thomas M. Dale  
**Program Dir.**..... George Pinkerton  
**Senior Engineer**..... Anthony Vaccaro

**WNNH—Rochester—1948**

**Frequency:** 930 Kc. .... **Power:** 5000 Watts  
**Owned-Operated By**..... Stratford Bcstg. Corp.  
**Address**..... Rochester Hill Rd.  
**Phone:** 1400-1 .... **Air Time:** Daytime  
**News Service** ..... UP  
**Representative**..... Kettell-Carter, Grant Webb  
**Membership** ..... RAB, NARTB  
**Pres., Gen. Mgr.**..... A. J. K. Malin  
**Commercial Mgr.**..... M. C. Ball  
**Sta. Mgr., Pub. Dir.**..... H. Martin  
**Prog. Dir.**..... J. Alan Jasper  
**Chief Engineer**..... Ralph Warren

**Phone:** 4-6573 .... **Air Time:** Full Time  
**News Service** ..... UP  
**Transcription** ..... Lang-Worth, SESAC  
**Membership** ..... NARTB  
**Pres., Gen. Mgr., Ch. Eng.**..... Leroy Bremmer  
**Station Manager**..... John F. Moore  
**Business, Comm. Mgr.**..... Dorothy Bremmer

**WMID—Atlantic City—1947**  
**ABC-MBS**

**Frequency:** 1340 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By**..... Mid-Atlantic Bcstg. Co., Inc.  
**Address**..... Brighton Hotel  
**Phone:** 4-7131 .... **Air Time:** Full Time  
**News Service** ..... AP  
**Transcription Service** ..... World  
**Representative** ..... Stars Natl.  
**President**..... Richard Endicott  
**General Manager**..... David H. Freedman  
**Program Director**..... Alan Owen



## WFPG—Atlantic City—1940

### CBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By... Neptune Bcstg. Corp.  
 Business Address... Steel Pier  
 Phone: 5-2188. Air Time: Full Time  
 News Service ..... UP  
 Representative... John E. Pearson  
 President... Jack Berkman  
 Gen., Comm. Mgr... Harry Foster  
 Director of Operations, C. E... Blair K. Thron  
 Office Manager... Pearl Kogen  
 Program Dir... Ed Davis  
 Publicity Director... Jessie Morris

## WSNJ—Bridgeton—1937

### KBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By... Eastern States Bcstg. Corp.  
 Phone: BR 2930. Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 Station Representative ..... Clark  
 Membership ..... NARTB  
 President... Russell S. Henderson  
 Vice-Pres., Gen. Mgr... Paul Alger  
 Prog. Director... Joseph McCulley  
 Sls. Prom. Manager... Jerry Alden  
 Publicity Director... Deane Eadie  
 Chief Engineer... Ed Bold

## FRIENDLY GROUP STATIONS

UNITED PRESS NEWS-AFFILIATE

JOHN E. PEARSON COMPANY—REPRESENTED

**WFPG-AM** CBS Network  
 Sports  
 Music-News  
 Atlantic City, N. J.

**WBMS-AM** Independent  
 Music-News  
 Boston, Mass.

**WPIT-AM** Independent  
 Features-  
 Music-News  
 Pittsburgh, Pa.

**WSTV-TV** CBS-TV Network  
 MBS Network

**WSTV-AM** Sports  
 Music-News  
 Steubenville, Ohio

## WCAM—Camden—1926

Frequency: 1310 Kc. Power: 250 Watts  
 Owned-Oper. By... City of Camden  
 Business Address... Camden 1  
 Phone: Emerson 5-5600. Air Time: Full Time  
 Transcription Service ..... Standard  
 News Service ..... UP  
 Membership ..... NARTB  
 Gen., Comm. Manager... John Cleary  
 Program Director... Jack La Mar  
 Sales Prom. Mgr... Jack Silin  
 Chief Engineer... John Zander

## WKDN—Camden—1948

Frequency: 800 Kc. Power: 1000 Watts d.  
 Owned-Oper. By... South Jersey Bcstg. Co.  
 Business-Studio Address. 2881 Mt. Ephraim Ave.  
 Phone: Emerson 5-7200. Air Time: Daytime  
 Representative ..... Rambeau  
 Membership ..... NARTB  
 News Service ..... AP  
 President... Ranulf Compton  
 General Manager... Gordon Giffen

## WMLV—Millville—1953

Frequency: 1440 Kc. Power: 1000 Watts  
 Owner... Union Lake Bcstrs., Inc.  
 Address... Radio Park  
 Phone: Taylor 5-2600. Air Time: Daytime  
 News Service ..... UP  
 Transcription ..... Lang-Worth  
 President... John H. Norris  
 General Manager... D. H. Freedman  
 Program Director... M. A. Culppeper

## WMTR—Morristown—1948

### ABC

Frequency: 1250 Kc. Power: 1000 Watts d.  
 Owned-Operated By... Morristown Bcstg. Co.  
 Address... 10 Park Place  
 Phone: JE. 4-6190. Air Time: Daytime  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Membership ..... NARTB  
 President... George S. Croy  
 General Manager... Kenneth A. Croy  
 Commercial Mgr... Henry Behre  
 Program Director... Bob Vesel  
 News Dir... Merrill Morris  
 Chief Engineer... Rudolph C. Prow

## WAAT—Newark—1921

Frequency: 970 Kc. Power: 5000 d., 1000 n.  
 Owned-Operated By... Bremer Bcstg. Corp.  
 Business-Studio Address... 1020 Broad St.  
 Phone: Mitchell 2-6400; Plaza 5-1331 (N. Y.)  
 News Service ..... AP  
 Air Time... Full Time  
 Transcription Service ..... Associated  
 Representative ..... Forjoe  
 President, Gen. Mgr... Irving R. Rosenhaus  
 Vice-Presidents... E. S. Lennon, F. V. Bremer  
 Director of Sales... E. L. Cossman  
 Radio Sales Manager... Harold Edison

**WHBI—Newark—1922**

Freq.: 1280 Kc. Power: 2½ Kw. d. 1 Kw. n.  
 Owned-Operated By... May Radio Bcst. Corp.  
 Business-Studio Address... 35 Warren St.  
 Phone: Mitchell 2-7353... Air Time: Sun. Only  
 President... James L. Shearer  
 Station Manager... William Masi  
 Program Dir... Marie Masi  
 Chief Engineer... Harold Michaels

**WNJR—Newark—1947**

Frequency: 1430 Kc. Power: 5000 Watts  
 Owned-Oper. By... Rollins Bcstg. Co.  
 Business-Studio Address... P. O. Box 1258  
 Phone: UN 2-3665... Air Time: Full Time  
 Representative... Rollins Bcstg. Co.  
 Transcription... Standard  
 News Service... UP  
 President... O. Wayne Rollins  
 General Manager... A. R. Lanphear

**WVNJ—Newark—1947**

Frequency: 620 Kc. Power: 5000 Watts  
 Owned-Operated By... Newark Bcstg. Corp.  
 Address... W. Mt. Pleasant Ave., Livingston  
 Phone Number... Mitchell 7600  
 News Service... UP  
 General Manager... Ivon B. Newman

**WCTC—New Brunswick—1946**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By... Chanticleer Bcstg. Co.  
 Business-Studio Address... 385 George St.

Phone: Charter 7-1450... Air Time: Full Time  
 News Service... AP  
 Transcription Service... Lang-Worth  
 Membership... NARTB  
 President, Sta. Mgr... James L. Howe  
 Commercial Manager... James M. Vogdes, Jr.  
 Prog. Dir... John Allen Potts  
 Sls. Prom., Pub. Dir... Jean Shuha  
 Chief Engineer... Victor Takach

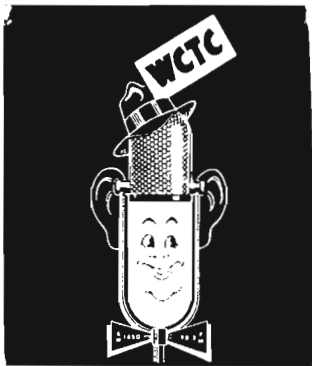
**WNNJ—Newton—1953—KBS**

Frequency: 1360 Kc. Power: 500 Watts  
 Owned... Sussex County Bcstrs.  
 Address... Box 243  
 Phone: 1616... Air Time: Daytime  
 News Service... AP  
 Partners... S. C. Wolfe, Jr.  
 W. Fairclough, R. A. Mensel  
 Gen., Sta. Mgr... Thurston Holmes  
 Program Director... Margaret Holmes  
 Chief Engineer... Arthur Crissey

**WOND—Pleasantville—1950**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By... S. Jersey Radio, Inc.  
 Address... Old Turnpike  
 Phone: 3971... Air Time: Full Time  
 Transcription Service... Standard, Thesaurus  
 News Service... AP  
 Membership... NARTB  
 President... Harlan G. Morrelle  
 General Manager... T. K. Cassel  
 Station Manager... John Struckell  
 Chief Engineer... Milton Thurlow, Jr.

"Business today  
 Consists in  
 Persuading Crowds"  
 ... Gerald Lee



"Mighty Mike"

**WCTC**

New Brunswick, N. J.

1450 AM

98.3 FM

**In ATLANTIC CITY**

it's the  
 South Jersey Key  
 the

**WOND**erful music station  
 for sensational

**RESULTS**

More People Listen to WOND  
 Than Any Other Station

**WOND**

It's listener loyalty to top personal-  
 ities on programs of music, news  
 and sports geared to local tastes.  
 That's why most Atlantic advertisers  
 and more national sponsors are  
 using

**WOND**

Studios—Pleasantville, N. J.

John G. Struckell, Gen. Mgr.

\* Advertest Research

**WPAT—Paterson—1941**

Frequency: 930 Kc. Power: 5000 Watts  
 Owned-Operated By..... WPAT, Inc.  
 Business Studio Address..... 66 Hamilton St.  
 Phones..... Armory 4-3400, PE. 6-2945 (N. Y.)  
 Air Time..... Full Time  
 News Service..... UP  
 President, General Manager..... D. J. Wright  
 Vice-President..... Charles W. Parker  
 Exec. G. M. Asst..... W. S. Calvert

**WBUD—Trenton—1947**

Frequency: 1260 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By..... Morrisville Bcstg. Co.  
 Address..... Ewingville Rd.  
 Phone: EX 4-7191..... Air Time: Full Time  
 Station Rep..... United Bcstg.  
 General Manager..... Richard M. Hardin  
 Station Manager..... Teresa Rose  
 Comm. Manager..... William Garry  
 Program Director..... Frank Brooks  
 Chief Engineer..... Terrance O'Rourke

**WTNJ—Trenton—1923**

Frequency: 1300 Kc. Power: 250 Watts  
 Owned..... WOAX, Inc.  
 Address..... 416 Bellevue Ave.  
 Phone: EX 3-4281..... Air Time: Daytime  
 Representative..... Grant Webb  
 President..... William DeFreitas  
 Gen., Sta., Comm. Mgr..... William G. Long  
 Sales Prom. Manager..... Ray McFadden  
 Program Director..... Albert Leibert  
 Chief Engineer..... Nicholas Dalessandro

**WTTM—Trenton—1941—NBC**

Frequency: 920 Kc. Power: 1000 Watts  
 Owned-Operated By..... Peoples Bcst. Corp.  
 Bus.-Stu. Add..... 246 N. High St., Columbus, O.  
 Phone: CApitol 8-4711..... Air Time: Full Time  
 Representative..... ForJoe  
 President..... M. D. Lincoln  
 General Manager..... Herbert E. Evans  
 Station Manager..... Fred E. Walker  
 Publicity Director..... Howard Tedder  
 Prog. Dir..... Wes Hopkins  
 Chief Engineer..... Chester Sunderland

**WWBZ—Vineland—1946**

Frequency: 1360 Kc. Power: 1000 Watts  
 Owned-Operated By..... Community Bcstg. Serv.  
 Address..... 633 Wood St.  
 Phone: Vineland 9-6500..... Air Time: Full Time  
 Representative..... Gill-Perna  
 President..... Joseph M. Bullock


**WCRV—Washington—1955**

Frequency: 1580 Kc. Power: 250 Watts d.  
 Owned-Operated By..... Simon Geller  
 Address..... 537 45th Street, Union City

**WCMC—Wildwood—1951**

**KBS**

Frequency: 1230 Kc. Power: 100 Watts  
 Owned-Operated By..... Francis J. Matrangola  
 Address..... 3010 N. J. Ave.  
 Phone: 2-7751..... Air Time: Full Time  
 Owner, Gen. Mgr..... Francis J. Matrangola



*Distinctive  
Music... for New York and New Jersey*

THE  
GASLIGHT  
STATION

WPAT  
930 KC.

# NEW MEXICO

Pop. Feb. 1, 1956 (Est.) 800,000—Families 217,000  
Radio Homes 209,000—TV Homes 103,051—Stations in State 32

## KALG—Alamogordo—1950 KBS-IMN

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By William Wayne Phelps  
Address Box 269  
Phone: 211 Air Time: Full Time  
News Service UP  
Transcription Service Thesaurus  
Membership NARTB, RAB  
President William Phelps  
Sta., Sls., Prom., Prog. Dir. Bob Hoffman  
Comm. Mgr., Prog. Dir. Terry Clark  
Chief Engineer Bobby Wells

## KABQ—Albuquerque—1947

Frequency: 1340 Kc. Power: 250 Watts  
Owned Oper. By KAEQ Bcstg. Co.  
Address 317 N. Broadway, Box 1388  
Phone: 3-1744 Air Time: Full Time  
Transcription Service Thesaurus  
News Service AP  
Representative Richard O'Connell, Oakes  
Membership NARTB  
President Helen A. Price  
V.P., Gen. Mgr. Bert Arnold

## KDEF—Albuquerque—1953

Frequency: 1280 Kc. Power: 1 Kw. d.  
Owned KDEF Bcstg. Co.  
Address 506 2nd St. N.W.  
Phone: 3-7813 Air Time: Daytime  
News Service AP  
Transcription Service Standard  
Station Representative McGillvra  
Membership NARTB  
President, Gen. Mgr. Frank Quinn  
Sta. Mgr., Prog. Dir. Wayne Griffin  
Comm. Manager Ben Caine  
Publicity Director Betty Colbert  
Chief Engineer Don White

## KGGM—Albuquerque—1927 CBS

Frequency: 610 Kc. Power: 5000 Watts  
Owned-Oper. By New Mexico Bcstg. Co.  
Business Address 1414 Coal St., S.W.  
Phone: 3-4543 Air Time: Full Time  
News Service AP  
Representative Weed & Co.  
Transcription Service World  
Pres., Gen., Sta. Manager A. R. Hebenstreit  
Comm., Sls. Prom. Mgr. Merwyn Akin  
Prog., Pub. Director Robert Van Driel  
Chief Engineer Leonard F. Dodds

## KQUE—Albuquerque—1946 ABC

Freq.: 860 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By Sunshine Bcstg. Co., Inc.  
Bus.-Studio Address 2000 Indian School Rd.  
News Service UP  
Transcription Service Associated  
Representative John E. Pearson Co.

President, Gen. Mgr. Wm. Wayne Phelps  
Secretary-Treasurer DeWitt Landis  
General Manager A. M. Caldwell  
Chief Engineer Donald Delaney

## KOB—Albuquerque—1921 NBC

Freq.: 770 Kc. Power: 50 Kw. d., 25 Kw. n.  
Owned-Oper. By Albuquerque Bcstg. Co.  
Address 1430 Coal Ave. S.W.  
Phone: 3-4411 Air Time: Full Time  
News Service UP  
Transcription Service Lang-Worth  
Representative Branham  
Membership RAB, NARTB  
Pres., Gen. Mgr. Wayne Coy  
Sales Prom. Manager Bill Mickel  
Program Director Michael Dillon  
Chief Engineer George S. Johnson

## KSVP—Artesia—1946 KBS-MBS-IMN

Freq.: 990 Kc. Power: 1 Kw. d., 250 Wts. n.  
Owned-Operated By Artesia Bcstg. Corp.  
Business-Studio Address Box 38  
Phone: SH 6-2751 Air Time: Full Time  
News Service UP  
Transcription Service Standard, Capitol  
Membership NARTB, RAB  
President Martin Yates III  
Gen., Sta., Comm., Sls. Mgr. David M. Button  
Chief Engineer L. O. Wilcox

## KAVE—Carlsbad—1937—CBS

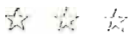
Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By Voice of the Caverns, Inc.  
Business-Studio Address 601 No. Canal St.  
Phone: TUXedo 5 4101 Air Time: Full Time  
News Service AP  
Representative Branham  
President N. H. Battison  
General Manager John H. Battison  
Commercial Manager Richard E. Doyle  
Program Director Bob Fuller  
Chief Engineer Harland Nilong

## KPBM—Carlsbad—1950

Frequency: 740 Kc. Power: 1000 Watts d.  
Owned-Operated By Coronado Bcstg. Co.  
Address 313 W. Mermod  
Phone: 5-5373 Air Time: Daytime  
News Service AP  
Transcription Service Thesaurus  
Representative McGillvra  
Membership RAB, NARTB  
Pres., Gen., Sta., Comm. Mgr. D. A. Swczyk  
Prog. Director Ed Lyons  
Chief Engineer Vic Daley

## KLMX—Clayton—1950—KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Ari-Ne-Mix Bcstg. Corp.  
Address Box 7, Fair Grounds



Phone: 616..... Air Time: Full Time  
 Transcription Service..... Thesaurus  
 News Service..... UP  
 Representative..... Best, Palmer  
 President..... Arthur Jernigan  
 Manager..... Frank Vale

### KCLV—Clovis—1952

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Oper. By..... New-Tex Bdcstg.  
 Address..... 2112 Thornton  
 Phone: 4401..... Air Time: Full Time  
 Transcription Service..... Lang-Worth  
 Membership..... NARTB  
 Representative..... Pearson  
 Manager..... Odis L. Echols, Jr.  
 Comm. Manager..... Albert Houpe

### KICA—Clovis—1932—MBS

Frequency: 980 Kc..... Power: 1000 Watts  
 Owned-Operated By..... KICA, Inc.  
 Address..... 520 Pile St.  
 Phone: 5511..... Air Time: Full Time  
 News Service..... AP  
 Station Representative..... Hal Holman  
 Membership..... RAB  
 Pres., Gen., Sta. Mgr..... G. C. Packard  
 Comm. Manager..... J. W. Richardson  
 Program Director..... James C. Sell  
 Chief Engineer..... M. S. O'Dell

### KOTS—Deming—1954

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned..... Luna County Bcstg. Co.  
 Address..... P. O. Box 470  
 Phone: 999..... Air Time: Daytime  
 News Service..... UP  
 Transcription Service..... World  
 Membership..... NARTB  
 President, Gen. Mgr..... Robert W. Tobey  
 Commercial Manager..... Benny R. Smith  
 Sales Promotion Manager..... Pete Acosta  
 Prog. Dir., Chief Eng..... Larry Chisholm  
 Publicity Director..... Lad Engholm

### KVBC—Farmington—1951 MBS

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Operated By..... Radio Station KVBC  
 Address..... 413½ West Main St.  
 Phone: Davis 5-3541..... Air Time: Full Time  
 News Service..... UP  
 Membership..... RAB  
 Transcription Service..... World  
 Pres., Gen., Sta. Mgr..... C. O. Kendrick  
 Commercial Mgr..... Bob Williams  
 Prog. Dir..... Gene Pearsall  
 Sls. Prom. Mgr..... John Dorman  
 Publicity Dir..... Fred Finlay  
 Chief Eng..... M. E. Bowles

### KGAK—Gallup—1946—KBS

Frequency: 1330 Kc..... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By..... Thunderbird Bcstg. Co.  
 Address..... P. O. Box 1231

Phone: 1300..... Air Time: Full Time  
 Newspaper Affiliation..... Times  
 News Service..... AP  
 Transcription Service..... World  
 Station Representative..... McGillvra  
 Membership..... NARTB, RAB  
 Pres., Gen. Mgr..... Merle H. Tucker  
 Sta., Comm. Mgr..... Harold Cook  
 Chief Engineer..... Robert Adamson

### KHOB—Hobbs—1954

Frequency: 1280 Kc..... Power: 1 Kw.  
 Owned..... Permian Basin Radio Corp.  
 Address..... P. O. Box 247  
 Phone: 3-5148..... Air Time: Daytime  
 Station Rep..... Melville  
 News Service..... AP  
 Membership..... NARTB  
 Co-Mgrs..... Charles Scott, Quentin Crandall  
 Sales Mgr..... Jack Crandall

### KWEW—Hobbs—1938 MBS

Frequency: 1480 Kc..... Power: 1000 Watts  
 Owned-Operated By..... KWEW, Inc.  
 Representative..... Branham  
 General Manager..... Harry McAdams

### KOBE—Las Cruces—1947 MBS-IMN-KBS

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Mesilla Valley Bcstg. Co.  
 Bus.-Studio Address..... 940 N. Main St.  
 Phone: Jackson 6-2496..... Air Time: Full Time  
 News Service..... UP  
 Transcription Service..... Lang-Worth  
 Membership..... NARTB, RAB  
 President..... M. B. Thompson  
 General Manager..... Donald W. Husted  
 Comm. Manager..... Benjamin O. Norgress  
 Sls. Prom. Manager..... Betty Wallace  
 Program Director..... Phil Mead  
 Publicity Director..... James Haight  
 Chief Engineer..... Jack Diehl

### KGRT—Las Cruces—1955

Frequency: 570 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Taylor Enterprises, Inc.  
 Address..... 512 W. 2nd St.  
 President..... W. G. Taylor  
 Gen. Mgr., Chief Eng..... Vernon Hughes

### KFUN—Las Vegas—1941 ABC

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... Southwest Bcsters, Inc.  
 Business Address..... Box 710  
 News Service..... UP  
 Transcription Service..... Standard, Lang-Worth  
 Membership..... NARTB, RAB  
 Representative..... Hil F. Best  
 President, Gen. Mgr..... Ernest N. Thwaites



**KRSN—Los Alamos—1949**  
ABC

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By Sunshine Bcstg. Co.  
 Address Community Center  
 Phone: 2-4422 Air Time: Full Time  
 Representative John E. Pearson  
 President W. W. Phelps  
 Gen., Sta., Comm. Mgr. Bob Porton  
 Prog., Pub. Dir. John L. Lockhart  
 Chief Engineer Jack Hardwick

**KLEA—Lovington—1952**

Frequency: 630 Kc. Power: 500 Watts  
 Owned-Oper. By Prosperity Land Bcstg. Co.  
 Address P. O. Drawer 865  
 Phone: 8911, 62211 Air Time: Daytime  
 President, Gen. Mgr. David R. Worley  
 Asst. Mgr., Prom. Mgr. Gil Haugen  
 Comm. Mgr., Pub. Dir. Hoyt Caldwell  
 Program Director Robert Burt  
 Chief Engineer Francis Clements

**KENM—Portales—1950**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By Plains Bcstg. Co.  
 Phone: 600 Air Time: Full Time  
 Manager L. Randolph

**KRTN—Raton—1948**  
ABC

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By W. Lloyd Hawkins  
 Business Address Box 815  
 Station Rep. Hil Best  
 Membership RAB  
 Owner W. Lloyd Hawkins

**KBIM—Roswell—1953**

Frequency: 910 Kc. Power: 5000 Watts  
 Owned Taylor Bcstg. Co.  
 Address 512 W. 2nd St.  
 Phone: MAin 2-2120 Air Time: Daytime  
 Station Rep. Clark  
 President William C. Taylor  
 District Manager Woodrow Groves  
 Station Manager G. F. "Jud" Roberts  
 Sales Prom. Manager Jean Groves  
 Program Director Almarie Oldfield  
 Chief Engineer Eugene Rader

**KGFL—Roswell—1927**  
MBS-IMN

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By KGFL, Inc.  
 Bus.-Studio Address 1621 N. Washington  
 Phone: MA 2-5110 Air Time: Full Time  
 Representative Branham  
 President Theresa P. Whitmore  
 Gen., Sta. Manager W. E. Whitmore, Jr.  
 Comm., Prom. Manager Harry J. Porter  
 Program Director Beverly Brigham

Publicity Director Stan Gallup  
 Chief Engineer Bob Henske

**KSWs—Roswell—1947—NBC**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By John A. Barnett  
 Business-Studio Address Box 670  
 Phone: MAin 2-6450 Air Time: Full Time  
 Representative Meeker, Melville  
 Owner & Gen. Mgr. John A. Barnett  
 Prog. Dir. John Anderson  
 Sta., Comm. Mgr. Larry Gordon  
 Asst. Gen. Mgr. W. L. Shackelford  
 Chief Engineer Ray R. Summersgill

**KTRC—Santa Fe—1946—ABC**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By J. Gibbs & Bayne A. Spring  
 Address 210 E. Marcy St.  
 Phone: 3-6685 Air Time: Full Time  
 Representative McGillvra  
 Pres., Gen., Sta., Comm. Mgr. J. Gibbs Spring  
 Prog., Pub. Director Bayne A. Spring  
 Chief Engineer Lloyd Storr

**KVSF—Santa Fe—1936—CBS**

Frequency: 1260 Kc. Power: 1000 Watts  
 Owned-Oper. By Sante Fe Bcstg. Co.  
 Business-Studio Address 759 Cerrillos Rd.  
 Phone: 3-7319 Air Time: Full Time  
 Representative Weed  
 Manager Ivan R. Head

**KSIL—Silver City—1946**  
CBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By James H. Duncan  
 Bus.-Studio-Transmitter Address 17th & Cactus  
 Representative Branham  
 Owner, Manager J. H. Duncan

**KCHS—Truth or Consequences**  
1946—KBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By Rex A. Tynes  
 Address P. O. Box 351  
 Phone: 266 Air Time: Daytime  
 Representative Continental Radio Sales  
 Transcription Thesaurus  
 President Rex Tynes  
 Sta., Sls., Pub. Dir. R. S. Fox  
 Program Director Beulah Weiss  
 Comm. Mgr., Chief Engineer Dell Sanders

**KTNM—Tucumcari—1941**  
MBS-IMN

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By Quay County Bcstg. Co.  
 Business Address Box 668  
 Phone: 100 Air Time: Full Time  
 Representative Melville  
 Co-Owner Lloyd Hawkins  
 Manager Howard Maudlin

# NEW YORK

Pop. Feb. 1, 1956 (Est.) 15,665,009—Families 4,832,000  
Radio Homes 4,650,000—TV Homes 4,556,515—Stations in State 105

## WABY—Albany—1933

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned By . . . . . Eastern N. Y. Bcstg.  
Business Studio . . . . . 80 Braintree St.  
Phone: 2-3353 . . . . . Air Time: Full Time  
Representative . . . . . Rambeau  
News Service . . . . . UP  
President . . . . . David Kyle  
General Manager . . . . . Arthur Kyle  
Station Manager . . . . . Edward L. Trudeau  
Program Director . . . . . Toni Brady  
Comm. Sls. Prom. Mgr., Pub. Dir. . . . . Alix Blake  
Chief Engineer . . . . . Tom McDermott

## WOKO—Albany—1924 MBS

Frequency: 1460 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . Gov. Dongan Bcstg. Corp.  
Business Studio Address . . . . . Hotel Wellington  
Phone: 9957 . . . . . Air Time: Full Time  
News Service . . . . . AP  
President, General Mgr. . . . . James T. Healey  
Station Manager . . . . . Frank Panny  
Comm. Manager . . . . . J. T. Sherwood  
Program Director . . . . . John Lawrence  
Chief Engineer . . . . . Stanley J. Pawlic

## WPTR—Albany—1948 MBS

Frequency: 1540 Kc. . . . . Power: 50,000 Watts  
Owned-Oper. By . . . . . Patroon Brcdstg. Co., Inc.  
Address . . . . . Hotel Sheraton  
Phone: 5-3345 . . . . . Air Time: Full Time  
News Service . . . . . AP, UP  
Transcription Service . . . . . World  
Station Representative . . . . . Weed and Co.  
President . . . . . J. Myer Schine  
General Manager . . . . . Leo Rosen  
Station Manager . . . . . Kay Feiley  
Comm. Manager . . . . . Reed Gordon  
Sls. Prom. Mgr. . . . . D. O'Connell  
Program Director . . . . . Dave Sauter  
Chief Engineer . . . . . W. Russell David, Sr.

## WROW—Albany—1947 CBS

Freq.: 590 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By . . . . . Hudson Valley Br. Co., Inc.  
Address . . . . . P. O. Box 4100  
Phone: 3-2225 . . . . . Air Time: Full Time  
News Service . . . . . UP  
Station Representative . . . . . Avery-Knodel  
Membership . . . . . NARTB, RAB  
President . . . . . Frank M. Smith  
General Manager . . . . . T. S. Murphy  
Station Manager . . . . . Harry L. Goldman  
Program Director . . . . . Roger Bower  
Sales Manager . . . . . Harry V. Barker  
Chief Engineer . . . . . Charles Heisler

## WCSS—Amsterdam—1948

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Community Service Bcst.  
Business Studio Address . . . . . Upper Locust Ave.  
Phone: Victor 3-2500 . . . . . Air Time: Full Time  
News Service . . . . . UP  
Membership . . . . . RAB  
General Manager . . . . . Walter T. Gaines

## WMBO—Auburn—1926 MBS

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . WMBO, Inc.  
Business Studio Address . . . . . 141 Genesee St.  
Phone: 2-3511 . . . . . Air Time: Full Time  
Newspaper Affiliation . . . . . "Advertiser"  
News Service . . . . . AP  
Representative . . . . . Thomas F. Clark  
Membership . . . . . NARTB, RAB  
President . . . . . William O. Dapping  
General Manager . . . . . Frederick L. Keesee  
Prog., Pub. Dir. . . . . Robert B. Morgan  
Chief Engineer . . . . . Herbert House

**PYRAMID SALES**  
WITH THE  
**WPTR PYRAMID PLAN**

**CONTACT YOUR WEED MAN**

Here's the plan to parlay profits . . . power-packed radio, 7-foot bus cards, displays in 90 A&P's, 60 drug stores, mailings to 5,000 dealers, scheduled promos, news ads, etc. Your only cost—production and postage, small schedule.

**WPTR 1540 KCS**  
**ALBANY, N. Y.**  
**50,000 WATTS OF POWER,**  
**PERSONALITY & PUNCH!**  
**LEO ROSEN, GENERAL MANAGER**

**W B T A**—Batavia—1941—MBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By.....Batavia Bcstg. Corp.  
 Business-Studio Address.....218 East Main St.  
 News Service.....AP  
 Phone: 715.....Air Time: Full Time  
 Pres., Gen. Mgr.....Edmund R. Gamble  
 Sales Prom. Mgr.....John Collins  
 Commercial Mgr.....Charles Snow  
 Program Director.....Winitred Legg  
 Publicity Director.....Jim Gerrety  
 Chief Engineer.....Fred Callendar

**WENE**—Binghamton  
Endicott—1947—ABC

Frequency: 1430 Kc. Power: 5 Kw.  
 Owned-Oper. By.....Ottaway Stations, Inc.  
 Business-Studio Address.....909 E. Main  
 Transcription Service.....Associated  
 Representative.....Radio Reps. Inc.  
 Membership.....NARTB, RAB  
 President.....James H. Ottaway  
 Managing Director.....F. H. Brinkley  
 Station Manager.....S. W. Ryder  
 Sales Manager.....Norman F. Flynn  
 Program Director.....Len Hathaway  
 Chief Engineer.....Sheldon W. Weyland

**WINR**—Binghamton—1946  
NBC

Freq.: 680 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By.....Southern Tier Radio Service  
 Business-Studio Address.....Robinson Bldg.  
 Phone: 4-4318.....Air Time: Full Time  
 Representative.....George P. Hollingbery  
 Membership.....NARTB, RAB  
 President.....Donald Kramer

**WKOP**—Binghamton—1947  
MBS

Freq.: 1360 Kc. Power: 5 Kw. d., 500 W. n.  
 Owned-Oper. By.....The Binghamton Bcstrs., Inc.  
 Business-Studio Address.....34 Chenango St.  
 Phone: 2-3437.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Bolling  
 Membership.....NARTB, RAB  
 Pres., Gen. Sta. Mgr.....Andrew Jarema  
 Commercial Mgr.....Wally Buman  
 Chief Engineer.....Charles Hallinan

**W N B F**—Binghamton—1927  
CBS

Frequency: 1290 Kc. Power: 5000 Watts  
 Owned-Operated By.....Triangle Pubs. Inc.  
 Business Address.....1 Henry St.  
 Phone: 3-7311.....Air Time: Full Time  
 News Service.....AP  
 Newspaper Affiliate.....Phila. Inquirer  
 Representative.....Blair & Co.  
 Membership.....NARTB  
 Gen. Mgr., Triangle Radio & TV.....R. W. Clipp  
 Gen., Sta. Manager.....George R. Dunham  
 Comm. Manager.....A. G. Hubbell  
 Program Director.....E. M. Scala  
 Chief Engineer.....Sherman Egan

**WBRV**—Boonville—1955  
KBS

Frequency: 900 Kc. Power: 500 Watts d.  
 Owned-Oper. By.....Black River Radio, Inc.  
 Address.....Boonville  
 Phone: 11.....Air Time: Daytime  
 News Service.....AP  
 Transcription.....SESAC  
 Membership.....NARTB, RAB  
 Pres., Gen. Manager.....Livingston Lonsing  
 Station Manager.....Alvin Cash  
 Comm. Manager.....Edgar Hillyer  
 Chief Engineer.....Gerald Prouty

**W B E N**—Buffalo—1930—CBS

Frequency: 930 Kc. Power: 5000 Watts  
 Owned-Operated By.....WBEN, Inc.  
 Phone: MOhawk 0930.....Air Time: Full Time  
 Newspaper Affiliation.....Buffalo Evening News  
 News Service.....AP, INS, UP  
 Transcription Service.....Lang-Worth  
 Representative.....Henry I. Christal  
 Membership.....NARTB, BAB  
 Vice-President.....A. H. Kirchofer  
 General Manager.....C. Robert Thompson  
 Station Manager.....Frank W. Kelly  
 Sales Manager.....C. E. Daly  
 Publicity Director.....Joseph A. Haeffner  
 Chief Engineer.....Ralph J. Kingsley

**W B N Y**—Buffalo—1935

Frequency: 1400 Kc. Power: 250 Watts  
 Owned.....Roy L. Albertson, Inc.  
 Address.....485 Main St.  
 Phone: MOhawk 1400.....Air Time: Full Time  
 News Service.....AP, UP  
 Transcription Service.....Capitol  
 Station Representative.....Burke Stuart  
 President.....Roy L. Albertson, Sr.  
 General Mgr.....Michael L. Merla  
 Sta., Comm. Manager.....R. L. Albertson, Jr.  
 Program Director.....Henry Brach  
 Publicity Director.....Helen Kietzel  
 Sales Promotion Mgr.....Eugene K. McWhite  
 Chief Engineer.....Thomas L. Vines



# WKBW

BUFFALO'S MOST POWERFUL STATION

50,000 WATTS

AVERY-KNODEL, INC.  
National Representatives

BASIC ABC

CLINTON H. CHURCHILL  
Founder, President  
and General Manager



## SATURATION SELLS GOODS

The most successful advertising technique is "telling your sales story to as many people, as many times as you can, within the limits of a sound budget." This is the WKBW SATURATION FORMULA which is bringing increased sales results for WKBW advertisers; and we have the renewals to prove it. A WKBW saturation campaign gives you more than twice as many listeners for your advertising dollar. That's why your sales results will be more than twice as good. For details call any office of AVERY-KNODEL or WKBW direct.

You'll be surprised what \$100 a week will buy!

RADIO CENTER

# WKBW

BUFFALO, N. Y.

**WKBW—Buffalo—1925—ABC**

Frequency: 1520 Kc. Power: 50,000 Watts  
Owned-Operated By: WKBW, Inc.  
Business Address: Radio Center, 1430 Main St.  
Phone: Grant 5101 Air Time: Full Time  
News Service UP  
Representative Avery-Knodel  
Membership NARTB  
Pres., Gen. Mgr. Clinton H. Churchill  
Public Service Dir. Dorothy L. Ireland  
V. P., Station Mgr. Alfred E. Anscombe  
Program Director William Meeks  
Sls., Prom. Mgr. Clinton D. Churchill  
Chief Engineer Leroy Fiedler

**WEBR—Buffalo—1924—MBS**

Frequency: 970 Kc. Power: 5000 Watts  
Owned-Operated By: WEBR, Inc.  
Business-Studio Address: 23 North St.  
Phone: Lincoln 7133 Air Time: Full Time  
Newspaper Affiliation: "Courier-Express"  
News Service AP, INS, UP  
Trans. Service: Thesaurus, Standard, SESAC  
Representative Katz  
Membership NARTB, RAB  
President William J. Connors, III  
General Manager William Doerr  
Commercial Manager Carl J. Kirchofer  
Pgm., Prom. Mgr. Wm. Schweitzer  
Chief Engineer Frank B. Ridgeway

**WGR—Buffalo—1922—NBC**

Frequency: 550 Kc. Power: 5 Kw.  
Owned WGR Corp.  
Address: 184 Barton St.  
Phone: Summer 7115 Air Time: Full Time  
News Service UP  
Station Rep. Peters, Griffin, Woodward, Inc.  
Membership NARTB  
President George F. Goodyear  
General Mgr. J. J. Bernard  
Sta., Comm. Mgr. Nat L. Cohen  
Sales Prom. Mgr. Ollie Howard  
Program Dir. Robert J. Strigl  
Local Sls. Mgr. A. Rocco  
Chief Engineer Karl B. Hoffman

**WWOL—Buffalo—1947**

Frequency: 1120 Kc. Power: 1000 Watts d.  
Owned-Operated By: Greater Erie Broad. Co.  
Address: 315 Main St.  
Phone: MO 1200 Air Time: Daytime  
News Service UP  
Owner Leon Wyszatycki  
Gen., Sta. Manager Ted Wyszatycki  
Commercial Manager Jack Greenfield  
Program Director Fred Klestins  
Chief Engineer Walter Williams Jr.

**WXRA—Buffalo—Kenmore  
1948**

Frequency: 1080 Kc. Power: 1000 Watts d.  
Owned-Operated By: W. New York Broad. Co.  
Address: Box 85  
Phone: AMherst 1160 Air Time: Daytime  
News Service UP  
Transcription Service World

Gen. Manager Thaddeus Podbielniak  
Comm. Manager B. W. Flanders  
Sales Prom., Pub. Dir. Bradley D. Steiger  
Program Director James J. Frieling  
Chief Engineer Roger W. Fleming

**WCBA—Corning—1949**

Frequency: 1350 Kc. Power: 1000Watts d.  
Owned: Wellsboro Corning Bcstg. Adv. Inc.  
Address: Box 133  
Phone: 6-7000 Air Time: Daytime  
News Service UP  
Transcription Service World  
Representative McGillvra, Inc.  
Pres., Gen. Mgr. Paul L. Carpenter  
Station Manager Paul E. Carpenter  
Program Director Richard Buzzard

**WCLI—Corning—1947—ABC**

Frequency: 1450 Kc. Power: 250 Watts  
Owned: Radio Corning, Inc.  
Address: 99 W. First St.  
Phone: 6-5421 Air Time: Full Time  
Transcription Service Thesaurus  
Station Representative Donald Cooke, Inc.  
News Service AP  
Pres., Gen. Mgr. Gordon M. Jenkins  
Sta. Mgr., Prog. Dir. George P. Droelle, Jr.  
Chief Engineer Frank Saia

**WKRT—Cortland—1947**

Freq.: 920 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Operated By: Radio Cortland, Inc.  
Business-Studio Address: 27 N. Main St.  
Phone: SKYline 6-2828 Air Time: Full Time  
News Service UP  
Transcription Service Lang-Worth  
Representative Gill, Perna  
Membership RAB, NARTB  
President Leighton A. Hope  
Gen., Sta., Comm. Mgr. W. L. Thompson  
Chief Engineer Francis Ciccoricco

**WFCB—Dunkirk—1949**

Frequency: 1410 Kc. Power: 500 Watts  
Owned-Operated By: Dunkirk Broad. Corp.  
Address: 316 Main St.  
Phone: 7756 Air Time: Full Time  
News Service AP  
Transcription Service Thesaurus  
Station Representative Walker  
Membership NARTB, RAB  
Pres., Gen. Mgr., Sta. Mgr. Alois A. Schmidt  
Commercial Manager B. F. Goodrich  
Sales Prom. Manager Larry H. Sands  
Prog., Pub. Director Anthony James  
Chief Engineer J. T. Grace

**WELM—Elmira—1947  
CBS-ABC**

Frequency: 1400 Kc. Power: 250 Watts  
Owner: Radio Elmira, Inc.  
Business-Studio Address: 222 E. Market St.  
Phone: 3-5626 Air Time: Full Time  
News Service AP  
Transcription Service Thesaurus  
Station Representative Burn-Smith  
Membership NARTB



# WHLI

"THE VOICE  
OF LONG ISLAND"

**W**here 1,200,000\* residents of NASSAU COUNTY

**H**ave continuously rated **WHLI** first\* because of

**L**ocal programming — L. I. NEWS and Local SERVICES

**I**n the big, booming MAJOR LONG ISLAND MARKET

DATA\*  
THE "PULSE" REPORT—OCT. '55  
LONG ISLAND LIGHTING CO.  
POPULATION ESTIMATE 1956

## WHLI

AM 1100  
FM 98.3

HEMPSTEAD  
LONG ISLAND, N. Y.  
PAUL GODOFSKY, Pres.

*the voice of  
long island*

Represented by GILL-PERNA

President.....John S. Riggs  
 Vice Pres., Gen. Mgr.....Keith W. Horton  
 Comm. Manager.....Frederick H. Elliott  
 Program Director.....Ruth E. Dibble  
 Chief Engineer.....Arthur French

**WENY—Elmira—1939**  
**NBC-MBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Elmira Star-Gazette, Inc.  
 Bus.-Studio Address.....Mark Twain Hotel  
 Phone: 5181.....Air Time: Full Time  
 News Service.....AP  
 Newspaper Affiliation.....Gazette, Advertiser  
 Transcription Service.....Lang-Worth  
 Representative.....Everett-McKinney  
 Membership.....NARTB, RAB  
 General Manager.....Dale L. Taylor  
 Commercial Mgr.....Bill Pope  
 Sales Manager.....Woody Erdman  
 Program Director.....Ted Hodge  
 Chief Engineer.....Thurlow A. Greene

**WGBB—Freeport—1924**

Frequency: 1240 Kc.....Power: 100 Watts  
 Business-Studio Address...44 So. Grove St.  
 Phone: Freeport 9-1400...Air Time: Full Time  
 Trans. Serv.....Lang-Worth, Thesaurus, World  
 News Service.....AP  
 Membership.....NARTB  
 General Manager.....John D. Whitmore  
 Commercial Manager.....Murray C. Evans  
 Program Director.....John Clayton  
 Sales Prom. Manager.....Herbert Clock  
 Publicity Director.....Jim Tucker  
 Chief Engineer.....Gus Tsavalas

**WOSC—Fulton—1949**

Frequency: 1300 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Cassill Radio Corp.  
 Address.....W. Bridge & Water, Oswego  
 Phone: 3088.....Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 President.....Richard C. Mitchell  
 General Manager.....Jack Burgess

**WGVA—Geneva—1947—ABC**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Star Bcstg. Co., Inc.  
 Phone: 6691.....Air Time: Full Time  
 News Service.....AP  
 Representative.....Cooke  
 Transcription Service.....World  
 President.....M. R. Forman  
 V.P., Gen. Manager.....Thomas L. Brown  
 Sta., Comm. Mgr.....Ernest F. Oliver  
 Pub., Prog. Director.....Alex Lamutis  
 Sales Prom. Mgr.....Archie Fabretti  
 Chief Engineer.....R. Carleton Greene

**WWSC—Glens Falls—1946**  
**ABC**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Gt. Northern Radio Co.

Address.....13 Warren St.  
 Phone: 2-6518.....Air Time: Full Time  
 News Service.....AP  
 Newspaper Affil.....Post  
 Transcription Service.....SESAC  
 Representative.....Devney  
 Membership.....RAB  
 Pres., Gen Mgr.....Martin Karig  
 Program Director.....R. E. Middleton  
 Publicity Director.....V. E. Wiley  
 Asst. Mgr., Ch. Engineer.....Wilson P. Foy

**WENT—Gloversville—1944**  
**CBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WENT Bcstg. Corp.  
 Business-Studio Address.....8 W. Fulton St.  
 Phone: 4-7175.....Air Time: Full Time  
 News Service.....UP  
 Representative.....Gill-Perna  
 Pres., Gen. Manager.....A. C. Lloyd, Jr.  
 Program Director.....Peter Dreyer  
 Sls. Prom. Mgr.....J. H. Tobin  
 Chief Engineer.....Richard Stewart

**WHLI—Hempstead—1947**

Frequency: 1100 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....FM Bcstg. Corp.  
 Business-Studio Address.....245 Baldwin Rd.  
 Phone: Ivanhoe 1-8000...Air Time: Daytime  
 News Service.....UP  
 Transcription.....Associated, World, Thesaurus  
 Representative.....Gill-Perna  
 Membership.....RAB  
 Pres., Gen. Mgr.....Paul Godofsky  
 Comm. Manager.....Joseph A. Lenn  
 Prog. Dir.....Jerry Carr  
 Publicity Director.....George Ball  
 V.P., Chief Engineer.....Frank E. Knaack

**WLEA—Hornell—1951**  
**MBS-KBS**

Frequency: 1480 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Hornell Bcstng. Corp.  
 Business-Studio Address.....97 Main St.  
 Phone: 1420.....Air Time: Daytime  
 News Service.....UP  
 Representative.....Gill-Perna  
 Transcription.....World  
 Membership.....RAB  
 Pres., Gen. Mgr.....Charles D. Henderson  
 Sta. Mgr.....G. W. Stidstone  
 Sls. Prom. Mgr.....E. Barnes  
 Prog. Dir.....Don Jones  
 Chief Engineer.....Frederick Witter

**WWHG—Hornell—1949**

Frequency: 1320 Kc.....Power: 1000 Watts, d.  
 Owned-Operated By.....W. H. Greenhow Co.  
 Address.....85 Canistota St.  
 Phone: 2000.....Air Time: Daytime  
 Newspaper Affil.....Tribune, Advocate  
 News Service.....UP  
 T anscription Service.....Thesaurus

Representative ..... McGillvra  
 General Manager..... Louis G. Buisch  
 Station Manager..... Donald J. Curran  
 Chief Engineer..... Howard Huff

**WHUC—Hudson—1947**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By..... Colgren Bcstg. Co.  
 Address..... Union Turnpike  
 Phone: 8-3341..... Air Time: Full Time  
 Representative ..... McGillvra, Kittell-Carter  
 Membership..... NARTB, RAB  
 General Manager..... John Kearney  
 Commercial Manager..... Robert Strakos

**WGSM—Huntington—1951**

Frequency: 740 Kc.....Power: 1000 Watts d.  
 Owned... Huntington-Montauk Bcstg. Co., Inc.  
 Address..... 379 New York Ave.  
 Phone: Huntington 4-6740. Air Time: Daytime  
 News Service..... UP  
 Station Representative..... Rambeau  
 Transcription Service..... World  
 President..... Byron T. Sammis  
 Gen., Sta. Mgr..... Edward J. Fitzgerald  
 Program Director..... Marjorie Anning  
 Sales Prom., Pub. Director..... Paul Barrish  
 Chief Engineer..... William Naramore

**WHCU—Ithaca—1940—CBS**

Frequency: 870 Kc.....Power: 1000 Watts d.  
 Owned-Operated By..... Cornell University  
 Business-Studio Address... Savings Bank Bldg.  
 Phone: 4-6301..... Air Time: Full Time  
 News Service..... UP  
 Transcription Service..... Associated  
 Membership..... NARTB, RAB  
 Gen., Sta. Mgr..... Michael R. Hanna  
 Commercial Mgr..... H. E. M. Brockway  
 Program Director..... Joseph A. Short  
 Publicity Director..... Sam Woodside  
 Chief Engineer..... Herbert P. Michels

**WJOC—Jamestown—1948**

**MBS**

Frequency: 1340 Kc.....Power: 250 Watts d.  
 Owned-Operated By..... Air Waves, Inc.  
 Trans.-Bus.-Studio Address... 415 W. Fourth St.  
 Phone: 5-108..... Air Time: Full Time  
 News Service..... AP  
 Representative..... Rambeau  
 Membership..... NARTB, RAB  
 President, Gen. Manager..... Harold P. Kane

**WJTN—Jamestown—1924**

**ABC**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By... James Bcstg. Co., Inc.  
 Bus.-Studio Address..... Hotel Jamestown  
 Phone: 7-151..... Air Time: Full Time  
 News Service..... UP  
 Transcription Service... Associated, McGregor  
 Representative... Venard, Rintoul & McConnell  
 Membership..... NARTB, RAB  
 Pres., Gen., Sta. Mgr..... Simon Goldman

Comm. Mgr..... J. Carl Willems  
 Program Director..... George Pflieger  
 Publicity Director..... Hap Hazzard  
 Chief Engineer..... Herbert Niklaus

**WKNY—Kingston—1939**

**MBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By..... Kingston Bcstg. Corp.  
 Business-Studio Address..... 601 Broadway  
 Phone: 4500..... Air Time: Full Time  
 News Service..... AP  
 Membership..... RAB, NARTB  
 President..... Joseph K. Close  
 V.P., Gen., Sta. Manager... Robert M. Peebles  
 Comm. Manager..... Howard Shultis  
 Sls. Prom., Prog., Pub. Dir..... Ernest Ward  
 Chief Engineer..... Allan J. Smith

**WVOS—Liberty—1947—KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By... Sullivan County Bcstg. Co.  
 Address..... Liberty  
 Phone: 1680-1..... Air Time: Full Time  
 News Service..... UP  
 General Manager..... S. D. Lubin  
 Commercial Mgr..... H. G. Borwick

**WLFH—Little Falls—1952**

**MBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By..... Rock City Bcstrs.  
 Address..... 339 S. 2nd St.  
 Phone: 654..... Air Time: Full Time  
 News Service..... AP  
 Representative..... McGillvra  
 President..... Arthur Feldman  
 Vice-President..... Robert Feldman  
 Commercial Mgr..... Frank Camarata  
 Chief Engineer..... Arthur Clark

**WUSJ—Lockport—1948**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By... Union-Sun & Journal, Inc.  
 Trans.-Address..... 320 Michigan St.  
 Phone: 3-5944..... Air Time: Full Time  
 News Service..... AP  
 Transcription Service..... World  
 Newspaper Affil..... "Union Sun & Journal"  
 Representative..... Gill-Perna  
 Membership..... NARTB  
 President..... Egbert D. Corson  
 General Manager..... William B. Kemble  
 Sta., Comm. Mgr..... Joseph A. Pinna  
 Sales Prom. Manager..... J. E. Patterson  
 Pub., Prog. Director..... Tony Allen  
 Chief Engineer..... Richard Weatherbee

**WICY—Malone—1946**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper By... North Country Bcstg. Co.  
 Address..... 65 Woodward St.  
 Phone: 187..... Air Time: Full Time  
 News Service..... UP  
 General Manager..... Mitchell C. Tackley

**WMSA—Massena—1945**  
**ABC**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: The Brockway Co.  
Business Address: Central Building  
Phone: RO. 9-3591 Air Time: Full Time  
News Service: UP  
Transcription Service: Thesaurus  
Newspaper Affil.: Watertown Times  
Representative: Weed  
Membership: NARTB, RAB  
President: John B. Johnson  
General Manager: Louis Saiff, Jr.  
Station Manager: Thomas R. McHugh  
Program Director: James H. Nash  
Publicity Director: R. E. Anderson  
Chief Engineer: A. Samuel Frazier

**WALL—Middletown—1942**  
**KBS**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By: The Community Bcstg. Corp.  
Business-Studio Address: 62 North St.  
Phone: Middletown 3119 Air Time: Full Time  
News Service: AP  
Membership: NARTB, RAB  
Pres., Gen., Comm. Mgr.: James M. Pait  
Program Director: Jerry Wax  
Chief Engineer: Fred Schoe'koph

**WKBS—Mineola—1948**

Frequency: 1520 Kc. Power: 250 Watts, d.  
Owned-Oper. By: Key Bcstg. System, Inc.  
Address: Box 750  
Phone: Pioneer 6-6700 Air Time: Daytime  
News Service: INS  
Pres. & Gen. Mgr.: Lee Hollingsworth

**WGNY—Newburgh—1933**

Frequency: 1220 Kc. Power: 1000 Watts d.  
Owned: Orange County Bcstg. Co., Inc.  
Business-Studio Address: 161 Broadway  
Phone: Newburgh 4600 Air Time: Daytime  
News Service: AP  
Membership: RAB  
Representative: Kettell-Carter  
Pres., Gen. Mgr.: George W. Bingham  
V.P., Sales Manager: Joseph Rake

**WNRC—New Rochelle—1950**

Frequency: 1460 Kc. Power: 500 Watts d.  
Owned-Oper. By: Radio New Rochelle, Inc.  
Address: 200 North Ave.  
Phone: 6-0800 Air Time: Daytime  
News Service: AP  
Comm., Gen. Manager: Jules Lobert  
Sales Prom. Mgr.: Ric Allen  
Publicity Director: Dick Defalco  
Program Director: Nick Andrews  
Chief Engineer: Edward Cahill

**WABC—New York—1921**  
**ABC**

Frequency: 770 Kc. Power: 50,000 Watts


Owned-Oper. By: American Bcstg. Co., Inc.  
Business Address: 7 West 66th St.  
Phone: SU 7-5000 Air Time: Full Time  
News Service: AP, INS  
Representative: Edward Petry & Co.  
Membership: NARTB, RAB  
President: Robert E. Kintner  
Gen., Sta. Mgr.: Michael Renault  
Program Manager: Myrtle Tower  
Dir. Prog. Prom. & Advt.: John Eckstine  
Comm. Mgr.: R. E. Noble, Jr.  
Publicity Director: S. Strasburg  
Chief Engineer: John Bourcier

**WEVD—New York—1927**

Frequency: 1330 Kc. Power: 5000 Watts  
Owned-Oper. By: Debs Memorial Radio Fund  
Business-Studio Address: 117 W. 46th St.  
Phone Number: Plaza 7-0880  
News Service: AP  
President: Adolph Held  
Gen.-Sta.-Comm. Mgr.: Henry Greenfield  
Program Director: George Field  
Chief Engineer: Charles Brown

**WBNX—New York—1927**

Frequency: 1380 Kc. Power: 5000 Watts  
Owned-Operated By: WBNX Bcstg. Co., Inc.  
Bus.-Studio Address: 260 E. 161st St., Bronx



**4 Reasons Why**  
The foremost national and local advertisers use WEVD year after year to reach the vast

**Jewish Market of Metropolitan New York**

1. Top adult-programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of  
**"WHO'S WHO ON WEVD"**

Henry Greenfield, Managing Director  
WEVD, 117-119 West 46th St.  
New York 36

reaching  
**53 COUNTIES**  
**IN 6 STATES**  
 ( 5,420,915  
 radio homes )  
 N. Y., N. J., CONN.,  
 R. I., PA., MASS.

**W**<sub>e</sub>  
**M**<sub>ake</sub>  
**G**<sub>oods</sub>  
**M**<sub>ove</sub>

wonderful **RESULTS**  
 based on 50,000 watt **COVERAGE**  
 of the nation's largest **MARKET!**

*"The excellent showing we have made for the 11 months of 1955 again confirms our judgment in 'putting all our radio eggs in the WMGM basket'."*

*Herbert M. Adler, Pres.*  
**ADLER SHOES FOR MEN**

*"Delighted with the response on our promotion of ski tours. Within two days our switchboard was swamped with calls about our tour package."*

*J. E. Reinke, Vice President*  
**COLONIAL AIRLINES, INC.**

*"We have used five of the leading stations intermittently during the past four years. The only station that justified continuous use is WMGM."*

*Joseph Rudnick, Pres.*  
**SUNSET APPLIANCE STORES, INC.**

*"Make sure we get those spots again this year as our dealer organization was very well pleased with last year's schedule."*

*E. S. Schulman*  
**SHELL OIL COMPANY**

*"Results over WMGM were the best in New York City, substantially ahead on a 'cost per proof of purchase', of TV and all New York newspapers used with the exception of the Daily News, who, too, stood out."*

*Martin L. Strauss, II*  
**BYMART-TINTAIR, INC.**

if you want **RESULTS** as well as ratings put your money on

**wmgm**  
*"the selling station"*

**1050** **ON YOUR RADIO DIAL**

**THE METRO-GOLDWYN-MAYER RADIO STATION • 711 FIFTH AVE., NEW YORK 22, N. Y.**



Phone: MEIrose 5-0333... Air Time: Full Time  
 News Service .....AP  
 Transcription Service ..... SESAC  
 Representative ..... King  
 President..... A. L. Haskell  
 V.P., Sta.-Gen. Manager.... William I. Moore  
 Asst. Comm. Mgr..... Edward Betchley  
 Prog. Directors..... Frank Johnson, E. Ervin

**WCBS—New York—1924**  
**CBS RADIO**

Frequency: 880 Kc..... Power: 50,000 Watts  
 Owned By..... Columbia Bcstg. System, Inc.  
 Operated By..... CBS Radio Division  
 General Studio Address..... 485 Madison Ave.  
 Phone: PLaza 1 2345... Air Time: Full Time  
 News Service..... AP, INS, UP  
 Transcription Service ..... Capitol  
 Representative..... CBS Radio Spot Sales  
 Membership ..... NARTB, RAB  
 President of CBS..... Frank Stanton  
 General Manager..... Carl Ward  
 Sales Manager..... Henry Untermeyer  
 Merchandising Dir..... Howard Lally  
 News & Public Affairs Dir..... Dave Drisco'l  
 Sales Prom. Mgr..... Murray Gross  
 Program Director..... Sam Slate  
 Publicity Director..... Milton Rich  
 Chief Engineer..... Davidson Vorhes

**WMCA—New York—1925**

Frequency: 570 Kc..... Power: 5000 Watts  
 Owned-Operated By..... WMCA, Inc.  
 Business-Studio Address... 415 Madison Ave.  
 Phone: CI 6-2200..... Air Time: Full Time  
 Transcription Service ..... World  
 Representative..... AM Radio Sales  
 Membership ..... RAB  
 President ..... Nathan Straus  
 General Manager..... M. M. Fleischl  
 Program Director..... Leon Goldstein  
 Sales Prom. Mgr..... Patricia Bolton  
 Sales Mgr..... John J. McSweeney  
 Chief Engineer..... James McCafferty

**WMGM—New York—1922**

Frequency: 1050 Kc..... Power: 50,000 Watts  
 Owned-Oper. By.. Marcus Loew Booking Agcy.  
 Business-Studio Address..... 711 Fifth Ave.  
 Phone: MU 8-1000..... Air Time: Full Time  
 News Service..... UP, AP  
 Representative ..... Hollingbery  
 Director..... Arthur M. Tolchin  
 General Manager..... Frank Roehrenbeck  
 Sales Manager..... Samuel Faust  
 Program Director..... Raymond Katz  
 Public Service, Pub. Director..... Jo Ranson  
 Chief Engineer..... Paul Fuelling

*For World-Wide News . . .*

*For Clear, Comprehensive*

*Coverage . . .*

**AP**

**FOR**

**RADIO and TELEVISION**

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

# IN NEW YORK...



Over half of the population of the New York City Metropolitan Area speaks a language other than English. Spanish, Italian, Polish, German, and Russian can be heard on the streets of New York at any time of day or night. Over a million families still use the language of their origin in the home. It is no wonder that WHOM, which for over a quarter of a century has been giving service to these foreign language groups, is *the foremost foreign language radio station in the East*. WHOM speaks the language they understand and therefore has become a great influence in the buying habits of millions. That influence can be put to work . . . SELLING FOR YOU.

. . . "Fiesta Mambo," a bi-lingual, Spanish and English program designed to satisfy the current rage for Latin Rhythm that is sweeping the country. Don Mambo draws his following from both the Spanish and English speaking after hours listeners.

PROGRESS BROADCASTING CORPORATION

136 West 52 St.

CI 6-3900

New York 19, N. Y.

**WHOM**

America's Foremost  
Foreign Language  
Radio Station.

1480 Kcs.

5000 W.

**WHOM—New York—1930**

Frequency: 1480 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. .... Progress Bcstg. Corp.  
 Business Address. .... 136 W. 52nd St.  
 Phone: Circle 6-3900. .... Air Time: Full Time  
 News Service ..... UP  
 President, Gen. Manager. .... Fortune Pope  
 V.P., Chge. Sales. .... Charles Balin  
 Sales Prom. Mgr. .... R. A. Fournier  
 Program Director. .... Ralph Contantino  
 Chief Engineer. .... George Steiger

**WNEW—New York—1934**

Frequency: 1130 Kc. .... Power: 50 Kw.  
 Owned-Operated By. .... WNEW Bcstg., Inc.  
 Business-Studio Address. .... 565 Fifth Ave.  
 Phone: PLaza 3-3300. .... Air Time: Full Time  
 Transcription Service ..... Lang-Worth  
 News Service ..... AP  
 Representative ..... Dave Simmons, Inc.  
 Pres. & Gen. Mgr. .... R. D. Buckley  
 Treasurer ..... Mel Stack  
 V.P., Ass't Gen. Mgr. .... John Jaeger  
 Promotion Manager. .... Kenneth Klein  
 Publicity Director. .... David Yarnell  
 Program Director. .... John Grogan  
 Chief Engineer. .... Max Welner

The Red Cross Needs



Your Unstinting Assistance

**GIVE!**

**BOB & RAY**

**WINS KASH BOX**

**YANKEE  
BASEBALL**

**LISTEN TO LACY**

**BATTLE ROYAL**

**WINS** *"The Smile on your Dial spot"*

**STAN SHAW**

**LES KEITER'S**



**SPORTS**



**MUSIC PARTY**  
with **TOM REDDY**

*the*  
**ALAN  
FREED**

*Rock 'n Roll  
Party*

**PETER ROBERTS** \* news \* special events



**BIRDLAND SHOW**

**WINS**

thinkthinkthinkthink

NEW YORK • 50 KW

**DREW  
PEARSON**

**the U. N. today**

**SATURDAY NIGHT HOP**

**24**  
HOURS A DAY

**WINS—New York—1926**

Frequency: 1010 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Gotham Bcstg. Corp.  
 Address.....28 W. 44th St.  
 Phone: BRyant 9-6000....Air Time: Full Time  
 News Service.....INS, UP  
 Membership.....NARTB, RAB  
 President.....J. Elroy McCaw  
 General Mgr.....Jock Fernhead  
 Gen. Sls. Mgr.....Hugh Ben LaRue  
 Program Director.....Robert Smith  
 Chief Engineer.....Paul von Kunitz

**WOR—New York—1922—MBS**

Frequency: 710 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....RKO Teleradio Pictures  
 Business-Studio Address.....1440 Broadway  
 Phone: LOnacre 4-8000...Air Time: Full Time  
 News Service.....INS, UP  
 Transcription Service.....Associated  
 Representative.....H-R Reps.  
 Membership.....NARTB, RAB  
 President.....Thomas F. O'Neil  
 Gen. Manager.....Robert Leder  
 Executive Ass't.....Seymour Handy  
 Sales Prom. Manager.....Robert Sullivan  
 Program Director.....Robert Monroe  
 Sales Manager.....William P. Dix, Jr.  
 Publicity Manager.....Richard Jackson  
 Chief Engineer.....Harry Tilley

SEE PAGES 100-101 FOR

**LISTING OF NEW YORK  
 PHONE NUMBERS**



NETWORKS

☆  
 PUBLICATIONS

☆  
 ORGANIZATIONS

☆  
 TALENT AGENCIES

☆  
 FM RADIO STATIONS

☆  
 AM RADIO STATIONS

☆  
 NEWS ASSOCIATIONS

☆  
 TELEVISION STATIONS

☆  
 PROGRAM PRODUCERS

☆  
 RECORDING COMPANIES

☆  
 ADVERTISING AGENCIES

☆  
 TRANSCRIPTION COMPANIES

☆  
 STATION REPRESENTATIVES



You can sell

1,100,000

people...

In the New York Negro market...representin,  
\$1-BILLION plus in annual sales



GEORGE W. GOODMAN



BETTY GRANGER

through

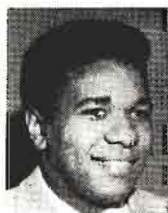


WLIB

1190 ON YOUR DIAL

because

- WLIB has more Negro listeners than any other New York station—network or independent (Pulse).
- WLIB is the only radio station in New York City with studios in Harlem.
- WLIB is first in 24 out of 25 quarter hours every morning.
- WLIB is the only New York station broadcasting Negro community news and special events on a regularly scheduled basis—every hour on the half hour.



VICTOR BOZEMAN



HAL JACKSON



WILLIAM MARSHALL

**HARLEM RADIO CENTER**

HOTEL THERESA • 125th ST. & 7th AVE., N.Y. 27



write for free copy of latest PULSE PROGRAM report

**WLIB—New York—1944**

Frequency: 1190 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....New Bcstg. Co., Inc.  
 Business-Studio Address.....2090 7th Ave.  
 Phone: MO 6-1800.....Air Time: Daytime

News Service .....AP  
 Representative .....Forjoe  
 Pres., Gen. Manager.....Harry Novik  
 Program Director.....Nat Rudich  
 Comm. Mgr.....George A. Bernstein  
 Publicity Director.....Mike Jablons  
 Chief Engineer.....Gordon A. Greenfield

FOR THE  
 WHLI Story  
 AND  
 PERSONNEL ROSTER  
 SEE  
 PAGES 520-521

# The Italian Influence



In every phase of American life, Italian creativeness plays a leading role in satisfying our demands for better living. From music to motor cars, from fashions and furniture to films and food, we eagerly accept the good things the Italian Influence brings us. Here in New York, with more than two million Americans of Italian origin, the Italian Influence makes its most penetrating impact.

Let WOV show you how to direct this influence to the profit

of the product  
you advertise.

*One of  
America's  
Important  
Stations*

**WOV**  
NEW YORK

5000 WATTS

Representatives:  
John E. Pearson Co

730 FIFTH AVE., NEW YORK 19 • ROME STUDIOS: VIA di PORTA PINCIANA 4

**WOV—New York—1926**

Frequency: 1280 Kc. Power: 5000 Watts  
 Owned-Operated By: WOV Bcstg. Corp.  
 Business-Studio Address: 730 Fifth Ave.  
 Phone: CI 5-7979 Air Time: 21 Hrs.  
 News Service: AP, ANSA  
 Transcription Service: MacGregor  
 Representative: Pearson, Radio-TV Reprs.  
 President: M. S. Novik  
 Exec. V. P., Gen. Manager: Ralph N. Weil  
 V. P., Prog. Director: Arnold Hartley  
 Publicity Director: R. E. Thompson  
 Chief Engineer: Emile Hill

**WRCA—New York—1922**  
**NBC**

Frequency: 660 Kc. Power: 50 Kw.

Owned: National Bcstg. Co.  
 Address: 30 Rockefeller Plaza  
 Phone: CI 7-8300 Air Time: Full Time  
 News Service: AP, INS, UP  
 Transcription Service: Thesaurus  
 Station Rep.: NBC Spot Sales  
 Membership: NARTB, RAB  
 President: Robert Sanoff  
 General Mgr.: Hamilton Shea  
 Asst. Gen. Manager: William N. Davidson  
 Sales Mgr.: Geo ge Stevens  
 Prom., Mchdgr., Advt. Mgr.: Max Buck  
 Program Dir.: Steve White  
 Publicity Mgr.: John O'Keefe  
 News & Sp. Events: Bill Berns  
 Prod. & Business Affairs: Arthur Hamilton  
 Chief Engineer: Alfred E. Jackson

**FOR WORLD-WIDE NEWS . . .**

**FOR CLEAR, COMPREHENSIVE**

**COVERAGE . . .**

**AP**

**FOR**

**RADIO and TELEVISION**

**50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.**

# 50 KW



# OF GOOD



# MUSIC

America's Number One Good Music Station, WQXR, becomes America's most powerful good music station with our new 50,000-watt transmitter.

This means that the demand for the best in music and The New York Times news puts our television-proof program policy in the "big time."

Twenty years of sticking to one idea — good music and news — has enabled WQXR to build an audience of 659,000 families of higher-than-average income in the world's richest market — New York. Our new top-powered

transmitter will extend that market further.

Now more people will hear WQXR's excellent programming, more people will hear our sponsors' messages, more people will buy WQXR's advertised products and services. That's what you want, isn't it?

# WQXR

*1560 on AM dial  
96.3 on FM dial*

**RADIO STATION OF THE NEW YORK TIMES**  
229 West 43rd St., New York 36, N.Y. LA 4-1100



**WQXR—New York—1936**

Frequency: 1560 Kc. Power: 50,000 Watts  
 Owned-Operated By.....Interstate Bcstg. Co.  
 Business-Studio Address.....229 W. 43rd St.  
 Phone: LA 4-1100.....Air Time: Full Time  
 News Service.....N. Y. Times (Owner)  
 Transcription Service.....Associated, SESAC  
 Representative.....Paul H. Raymer  
 President.....Arthur Hays Sulzberger  
 Exec. V.P., Gen. Mgr.....Elliott M. Sanger  
 V.P. Sales Mgr.....Norman S. McGee  
 Sales Prom. Dir.....Mary Rice Anderson  
 Program Director.....Eleanor N. Sanger  
 Pub. Dir.....E. "Pat" Hurley  
 Chief Engineer.....L. J. Kleinklaus

**WWRL—New York—1926**

(SEE WOODSIDE, N. Y.)

**WHLD—Niagara Falls—1940**

Frequency: 1270 Kc. Power: 5000 Watts d.  
 Owned-Oper. By.....Earl C. Hull  
 Business-Studio Address.....Hotel Niagara  
 Phone: 8421.....Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....Associated, Standard  
 Representative.....Headley-Reed  
 Membership.....NARTB  
 Owner, Gen. Manager.....Earl C. Hull  
 Business Manager.....R. J. Manning  
 Program Director.....Earle Hamrick

**WJLL—Niagara Falls—1947**

Frequency: 1440 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....John J. Laux  
 Address.....129 Main St.  
 Phone: 5796.....Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....SESAC  
 Representative.....Pearson  
 President.....J. T. Sandonato  
 Exec. V. P., Gen. Mgr.....Tom W. Talbot  
 Program Director.....Joel Chesney  
 Comm. Manager.....W. M. Allen  
 Chief Engineer.....Gustav Czaplak

**WCHN—Norwich—1953**

Frequency: 970 Kc. Power: 500 Watts d.  
 Owned-Oper. By.....Radio Norwich, Inc.  
 Address.....14 S. Broad St.  
 Phone: 4-2218.....Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Station Rep.....McGillyvra  
 Pres., Gen. Mgr.....William J. Hall  
 Comm. Manager.....P. G. Penfold

**WSLB—Ogdensburg—1940**

MBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By.....St. Lawrence Bcstg. Corp.  
 Address.....2315 Knox St.  
 Phone: 500.....Air Time: Full Time  
 News Service.....UP  
 President.....Joseph R. Brandy

General Manager.....Harold J. Frank  
 Program Director.....Dan Bethell  
 Chief Engineer.....Ellsworth Hall

**WHDL—Olean—1929—ABC**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By.....WHDL, Inc.  
 Address.....3219 State St.  
 Phone: 4149.....Air Time: Full Time  
 Newspaper Affiliation.....Times Herald  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Everett & McKinney  
 Membership.....NARIB, RAB  
 Pres., Gen., Sta. Mgr.....John R. Henzel  
 Commercial Manager.....James F. Hastings  
 Program Director.....Donald W. Merriman  
 Publicity Director.....J. S. Woodruff  
 Chief Engineer.....Wallace D. Taylor

**WDOS—Oneonta—1947**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By.....Ottoway Stations, Inc.  
 Bus. Studio Address.....104 Chestnut St.  
 Air Time.....Full Time  
 News Service.....UP  
 Newspaper Affiliation.....Oneonta Star  
 Transcription Service.....Associated  
 Representative.....Radio-TV Reps.  
 Membership.....RAB  
 President.....James H. Ottoway  
 Managing Director.....Francis H. Brinkley  
 Station Manager.....Harold E. Graves

**WALK—Patchogue—1952**

Frequency: 1370 Kc. Power: 500 Watts d.  
 Owned-Oper. By.....Suffolk Bcstg. Corp.  
 Address.....P. O. Box 230  
 Phone: Patchogue 3-0408. Air Time: Daytime  
 News Service.....AP  
 Newspaper Affiliation.....Suffolk Cons. Press  
 Transcription Service.....Associated, Columbia  
 Representative.....Grant Webb  
 Membership.....NARTB  
 Pres., Gen. Mgr.....W. K. Macy, Jr.  
 Comm. Mgr.....John Regan  
 Prog. Dir.....Jack Ellsworth  
 Chief Engineer.....George Chandler

**WPAC—Patchogue—1951**

Frequency: 1580 Kc. Power: 1 Kw. d.  
 Owned-Oper. By.....Patchogue Bcstg. Co.  
 Address.....2 East Main St.  
 Phone: Patchogue 3-4600. Air Time: Daytime  
 News Service.....UP  
 Representative.....Keller  
 Pres., Gen. Mgr.....Lee Morrison  
 Station Mgr.....Stan Allan  
 Comm. Mgr.....Herbert Morrison  
 Program Director.....Dick Hodkin  
 Publicity Director.....Ted Royce  
 Chief Engineer.....Morton Morrison

**WLNA—Peekskill—1948**

Frequency: 1420 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Highland Bcstg. Corp.

Address ..... Radio Terrace  
 Phone: Peekskill 7-1124... Air Time: Daytime  
 News Service ..... UP  
 Transcription Service ..... World  
 Station Representative ..... Rambeau  
 Membership ..... NARTB  
 Pres., Gen. Mgr., Ch. Eng. .... Irving E. Cottrell  
 Comm., Sales Prom. Mgr. .... Francis Lough

**WEAV—Plattsburg—1934**  
**ABC**

Frequency: 960 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Plattsburg Bcstg. Corp.  
 Studio Address ..... 153 Margaret St.  
 Phone: 1600 ..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Gill-Perna  
 Membership ..... NARTB, RAB  
 Pres., Gen. Mgr. .... George F. Bissell  
 Sales Prom. Mgr. .... Roger Dufort  
 Chief Engineer ..... Larry Lapanne

**WIRY—Plattsburg—1950**  
**MBS-KBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Clinton Cty. Bdcstg. Corp.  
 Trans. Loca. Address ..... 301-03 Cornelia St.  
 Phone: Plattsburg 2800... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... W. S. Grant Co., Inc.  
 Membership ..... NARTB, RAB  
 Pres., Gen., Comm. Mgr. .... Joel H. Scheier  
 Business Mgr. .... Donald Pelkey  
 Program Director ..... Betty Kraus  
 Chief Engineer ..... John M. Nazak

**WDLC—Port Jervis—1953**

Frequency: 1490 Kc. .... Power: 100 Watts  
 Owned-Oper. By ..... Port Jervis Bcstg. Co.  
 Address ..... Box 920  
 News Service ..... AP  
 Membership ..... NARTB  
 Phone: 3-2293 ..... Air Time: Full Time  
 Transcription Service ..... World  
 President ..... William H. Ware  
 General Manager ..... Ernest C. Winkler  
 Commercial Mgr. .... Oscar Wein  
 Program Director ..... Henry Schwartz  
 Chief Engineer ..... John George

**WPDM—Potsdam—1955**

Frequency: 1470 Kc. .... Power: 1 Kw., d.  
 Owned-Oper. By ..... St. Lawrence Radio, Inc.  
 Address ..... Potsdam  
 Air Time ..... Daytime  
 News Service ..... AP  
 President ..... F. R. Woodruff  
 Business Manager ..... David A. Kyle  
 Station Manager ..... Eric Fields

**WEOK—Poughkeepsie—1948**

Frequency: 1390 Kc. .... Power: 1000 Watts, d.  
 Owned-Operated By ..... Mid-Hudson Bcsts. Inc.

Business-Studio Address ..... 385 Main St.  
 Phone: 8300 ..... Air Time: Daytime  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Everett-McKinney  
 Membership ..... NARTB, RAB  
 Pres., Gen. Mgr. .... Arthur J. Barry, Jr.  
 General Manager ..... Frank Breslin  
 Prom. Dir. .... William Eames  
 Publicity Director ..... Louis Pells  
 Chief Engineer ..... John P. Burke

**WKIP—Poughkeepsie—1940**  
**ABC**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned ..... Dutchess County Bcstg. Corp.  
 Business-Studio Address ..... Box 889  
 Phone: 6800 ..... Air Time: Full Time  
 News Service ..... AP  
 Station Rep. .... Kettell-Carter  
 Membership ..... NARTB, RAB  
 Pres., Gen. Mgr. .... George W. Bingham  
 Commercial Manager ..... Richard A. Dwelley  
 Pub., Prog. Director ..... John Kuhn  
 Chief Engineer ..... Marvin S. Seimes

**WRIV—Riverhead—1955**

Frequency: 1390 Kc. .... Power: 500 Watts, d.  
 Owned-Oper. By ..... Suffolk Bcstg. Corp.  
 Address ..... Box 230, Patchogue  
 Phone: Park 7-1200 ..... Air Time: Daytime  
 Pres., Gen. Manager ..... W. K. Macy, Jr.  
 Program Director ..... Bob Houston  
 Comm. Manager ..... Larry Nicoll

**WBBF—Rochester—1947**  
**MBS**

Frequency: 950 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... WBBF, Inc.  
 Bus.-Studio Address ..... Sheraton Hotel  
 Phone: HA 8920 ..... Air Time: Full Time  
 News Service ..... AP  
 Representative ..... Vena d. Rintoul & McConnell  
 Transcription Service ..... RCA  
 President, Gen. Mgr. .... Thomas L. Brown  
 Commercial Manager ..... Nick Nickson  
 Sales Prom. Mgr. .... John Hargather  
 Program Director ..... Claude Johnstone  
 Chief Engineer ..... Vinent Lopopolo

**WHAM—Rochester—1922**  
**NBC**

Frequency: 1180 Kc. .... Power: 50,000 Watts  
 Owned-Operated By ..... Stromberg-Carlson Co.  
 Business Address ..... 201 Humboldt Rd.  
 Phone: Hubbard 1221... Air Time: Full Time  
 News Service ..... AP  
 Representative ..... George P. Hollingbery  
 Membership ..... NARTB, RAB  
 Pres., Gen., Sta. Mgr. .... William Fay  
 Commercial Manager ..... John W. Kennedy, Jr.  
 Program Director ..... Charles W. Siverson  
 Sls. Prom., Pub. Director ..... L. W. Smith  
 Sales Manager ..... Arthur W. Kelly  
 Chief Engineer ..... Kenneth Gardner

**WHEC—Rochester—1925**  
CBS

Frequency: 1460 Kc. Power: 5000 Watts  
Owned-Oper. By..... WHEC, Inc.  
Bus.-Studio Address..... 40 Franklin St.  
Phone: BA 6740. Air Time: Full Time  
Newspaper Affiliation..... Gannett Co.  
Representative..... Everett McKinney  
President..... Frank E. Gannett  
V.P., Gen. Manager..... Glover Delaney  
Commercial Manager..... Lowell H. MacMillan  
Publicity Director..... W. J. Adams  
Program Director..... Warren Doremus  
Technical Director..... R. K. Blackburn

**WRNY—Rochester—1947**

Frequency: 680 Kc. Power: 250 Watts d.  
Owned-Oper. By..... Rochester Bcstg. Co., Inc.  
Business-Studio Address..... 191 East Ave.  
Phone: Glenwood 7032. Air Time: Daytime  
Representative..... Rambeau  
President..... Arthur C. Kyle, Jr.  
Gen., Sta. Manager..... Thomas H. O'Neill  
Chief Engineer..... John Rathbun

**WSAY—Rochester—1936**

Frequency: 1370 Kc. Power: 1 Kw.  
Owned-Oper. By..... Federal Bcstg. System, Inc.  
Business-Studio Address..... 250 E. Ave.  
Phone: Baker 4870. Air Time: Full Time  
Representative..... Walker, Webb  
Pres., Gen. Mgr..... Gordon P. Brown  
Station Director..... John Hill

**WVET—Rochester—1947**  
ABC

Frequency: 1280 Kc. Power: 5000 Watts  
Owned-Oper. By..... Veterans Bcstg. Co., Inc.  
Address..... 17 Clinton Ave So.  
Phone: HAmilton 4820. Air Time: Full Time  
Representative..... Bolling Co., Inc.  
Pres., Gen. Mgr..... Ervin F. Lyke  
Comm. Manager..... Arthur Murrellwright  
Sales Prom. Manager..... Don Kallock  
Program Director..... Paul C. Louthier  
Chief Engineer..... Raymond Jobs

**WKAL—Rome—1946—MBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By..... Copper City Bcstg. Corp.  
Business-Studio Address..... Capitol Theatre Bldg.  
Phone: 723. Air Time: Full Time  
Representative..... Cooke  
President..... Myron J. Kallet  
General Manager..... Joseph Kallet  
Station Manager..... J. C. Trela  
Program Director..... Louis Barile  
Chief Engineer..... James Delaney

**WNBZ—Saranac Lake—1927**  
ABC

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By..... Upstate Bcstg. Corp.  
Business-Studio Address..... 88 Main St.  
Phone: 1320. Air Time: Full Time  
News Service..... AP

Transcription Service..... World  
Representative..... Wm. G. Rambeau  
Membership..... NARTB  
Pres., Gen., Sta. Mgr..... Jacques DeMatos  
Comm. Mgr., Prog. Dir..... Jeanne DeMattos  
Chief Engineer..... H. Berwind Williams

**WSPN—Saratoga Springs**  
1954

Frequency: 900 Kc. Power: 250 Watts  
Owner..... Spa Bcstrs., Inc.  
Address..... 71 West Ave.  
Phone: 2180. Air Time: Daytime  
President..... Kenneth Freebern  
Acting Manager..... J. O. Winch  
Chief Engineer..... Martin Karig

**WGY—Schenectady—1922**  
NBC

Frequency: 810 Kc. Power: 50,000 Watts  
Owned-Oper. By..... General Electric Co.  
Business-Studio Address..... 1 River Rd.  
Phone: 7-2261. Air Time: Full Time  
News Service..... AP, UP  
Transcription Service..... Thesaurus, World  
Representative..... Henry I. Christal  
Membership..... NARTB, RAB  
General Manager..... R. B. Hanna, Jr.  
Station Manager..... Merl L. Galusha  
Sales Manager..... J. Schmulbach  
Publicity Director..... James Cobb  
Station Service..... Caleb Paine  
Program Director..... Donn M. Chown  
Mgr. of Engineering..... W. J. Purcell

Covering the Adirondacks

Since 1927

**WNBZ**

SARANAC LAKE, N. Y.

Rep. by WM. G. RAMBEAU CO.

**WSNY—Schenectady—1942**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By... Western Gateway Bcstg.  
Business-Studio Address... 619 State St.  
Phone: EX 3-3622 Air Time: Full Time  
Pres., Gen., Sta. Mgr.... Winslow Leighton  
Sales Manager... Thomas Seeley  
Prog. Dir.... Stephen Fitz  
Chief Engineer... Irving P. Beck

**WHEN—Syracuse—1941**  
**ABC-CBS**

Frequency: 620 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned... Meredith Syracuse Radio Corp.  
Address... Loew Bldg.  
Phone: 2-0277 Air Time: Full Time  
Station Representative... Katz  
V.P. & Gen. Mgr.... Paul Adanti  
Promotion Mgr.... Robert Peel  
Program Director... John L. Scott

**WFBL—Syracuse—1922**  
**CBS**

Frequency: 1390 Kc. Power: 5000 Watts  
Owned-Oper. By... Founders Corp.  
Bus.-Studio Address... 433 S. Warren St.  
Phone: 2-1147 Air Time: Full Time  
Representative. Peters, Griffin, Woodward, Inc.  
President... Oscar F. Soule  
Chief Engr., Gen. Mgr.... Charles F. Phillips  
Commercial Mgr.... Richard F. Polgreen  
Sales Prom. Mgr.... Robert W. Weir  
Program Director... Edward Bryant  
Publicity Director... Robert W. Weir

**WSYR—Syracuse—1922**  
**NBC**

Frequency: 570 Kc. Power: 5000 Watts  
Owned-Operated By... Central N. Y. Bcstg.  
Bus.-Studio Address... 224 Harrison St.  
Phone: SY 3-7111 Air Time: Full Time  
News Service... UP  
Transcription Service... Lang-Worth  
Newspaper Affil. Herald-Journal, Post Standard  
Representative... Henry I. Christal  
Pres., Gen. Mgr.... E. R. Vadeboncoeur  
Commercial Mgr.... W. R. Alford, Jr.  
Sls. Prom. Mgr., Pub. Dir.... Lou Switzer  
V.P., Pgm. Dir.... Bill Rothrum  
Chief Engineer... Albert J. Eichelzer

**WNDR—Syracuse—1946**  
**MBS**

Frequency: 1260 Kc. Power: 5000 Watts  
Owned-Oper. By... Syracuse Bcstg. Corp.  
Address... Box 1212  
Phone: 72-3366 Air Time: Full Time  
Station Rep.... Rambeau  
General Manager... Arthur C. Kyle, Jr.  
Asst. Manager... James A. McKechnie  
Commercial Mgr.... M. Silvieus

**WOLF—Syracuse—1940**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By... Civic Bcstg. Corp.

Address... Kirkpatrick & Van Rensselaer Sts.  
Phone: 2-7211 Air Time: Full Time  
Representative... Walker  
President, General Mgr., T. Sherman Marshall  
Sta. Mgr., Prog. Dir.... Hamilton M. Woodle  
Chief Engineer... Don Muir

**WIPS—Ticonderoga—1954**  
**ABC-KBS**

Frequency: 1250 Kc. Power: 500 Watts  
Owner... Portage Bcstg. Co., Inc.  
Phone: 77 Air Time: Daytime  
Representative... Devney  
President... Martin Karig  
Gen. Mgr., Chief Eng.... Thomas Leighton  
Program Director... R. Robertson

**WTRY—Troy—1940—CBS**

Frequency: 980 Kc. Power: 5000 Watts  
Owned-Oper. By... Tri-City Radio, Inc.  
Business-Studio Address... 92 Fourth St.  
Phone: Ashley 4-1100 Air Time: Full Time  
Representative... John Blair  
Pres., Gen. Manager... Mowry Lowe  
Comm. Manager... Kenneth M. Cooper  
Sales Prom. Manager... Robert T. Engles  
Program Director... C. George Taylor  
Chief Engineer... Frank Belaska

**WGAT—Utica—1946**

Freq.: 1310 Kc. Power: 1 Kw. d., 500 W. n.  
Owned... Central Bcstg. Co.  
Phone: 5-5209 Air Time: Full Time  
Station Representative... Stars National  
General Manager... J. Eric Williams

**WIBX—Utica—1925—CBS**

Frequency: 950 Kc. Power: 5000 Watts  
Owned-Oper. By... WIBX, Inc.  
Address... First National Bank Bldg.  
Phone: 2-2101 Air Time: Full Time  
Reps... Biddick, Walker  
Pres., Gen. Mgr., Mrs. Margaret B. Stevens  
Exec. V.P., Sta. Mgr., Pgm. Dir... Elliott Stewart  
Sales Prom., Pub. Dir... F. C. Bowen  
Chief Engineer... John T. Dowdell

**WRUN—Utica—Rome—1947**  
**ABC**

Freq.: 1150 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By... The Rome Sentinel Co.  
Business-Studio Address... 258 Genesse St.  
Phone: 2-5111 Air Time: Full Time  
Representative... Avery-Knodel  
Newspaper Affil... Sentinel  
President... Bradley C. Barnard  
Program Director... Edward M. Stemmler  
Sta., Comm. Mgr.... Richard A. Clark  
Sls. Prom. Mgr.... Alan Cole  
Chief Engineer... George S. Woods

**WDLA—Walton—1951**

Frequency: 1270 Kc. Power: 1000 Watts d.  
Owned-Oper. By... Delaware County Bcstg.  
Address... Bear Spring Mt.  
Phone: UN 5-4321 Air Time: Full Time  
Representative... Rambeau

President.....Dr. E. Ogden Bush  
 V.P., Gen., Comm. Mg.....Michael J. Cuneen  
 Program Director.....Myra Youmans  
 Chief Engineer.....Charles Lissner

**WATN—Watertown—1941**  
**MBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Watertown Bcstg. Corp.  
 Bus.-Studio Location.....118 Washington St.  
 Phone Number.....2424  
 Representative.....Devney  
 Pres., Gen. Mgr.....G. Harry Righter  
 Chief Engs.....D. Schryver, J. F. Sprague

**WWNY—Watertown—1941**  
**CBS**

Frequency: 790 Kc.....Power: 1000 Watts  
 Owned-Operated By.....The Brockway Co.  
 Address.....Hotel Woodruff  
 Phone: 4120.....Air Time: Full Time  
 Representative.....Weed  
 President.....John B. Johnson  
 General Manager.....Louis Saiff, Jr.  
 Station Manager.....Earl R. Kelly  
 Sales Manager.....Patrick E. Rheame  
 Production Manager.....John V. Evans  
 Chief Engineer.....M. B. Davis

**WLSV—Wellsville—1955**

Frequency: 790 Kc.....Power: 500 Watts, d.

Owned-Oper. By..Radio Services of Wellsville  
 Address.....Main St.  
 Phone: 727.....Air Time: Daytime  
 Sta. Mgr., Prog. Director.....Lloyd Gordon  
 Commercial Manager.....Claude Stone

**WFAS—White Plains—1932**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Westchester Bcstg. Corp.  
 Bus.-Studio Address.....P. O. Box 711  
 Phone: WH 9-6400.....Air Time: Full Time  
 News Service.....AP  
 Trans. Service.....Thesaurus, SESAC  
 Representative.....Headley-Reed  
 Membership.....NARTB  
 President.....Valentine E. Macy, Jr.  
 Gen., Sta. Manager.....Frank A. Seitz  
 Program Director.....Randall Kaler  
 Sls. Prom. Manager.....John Hade  
 Chief Engineer.....Jack Pearson

**WRRL—Woodside—1926**

Frequency: 1600 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Long Island Bcstg. Corp.  
 Bus.-Studio-Transmitter Address...41-30 58th St.  
 Phone: DE 5-1600.....Air Time: Full Time  
 News Service.....AP  
 President.....W. H. Reuman  
 Gen., Sta. Mgr.....Edith Dick  
 Sales Prom. Mgr.....Selvin Donnson  
 Program Director.....Fred Barr  
 Publicity Director.....Walter Kaner  
 Chief Engineer.....Benton R. Bartlett

**WWRL**  
 New York  
 5,000 WATTS  
 Powerfully Selling America's Greatest  
 Market at the Lowest Cost  
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 TOPS in New York  
 for the  
**NEGRO MARKET**  
**SPANISH**  
**GERMAN**  
 • • •  
 1600 Kc DEFender 5-1600

**UP — UP — UP!**  
 AGAIN IN 1955  
**WFAS**  
 SCORED IMPRESSIVE  
 INCREASES IN BUSINESS.  
 NATIONAL — UP 62.2%!  
 LOCAL — UP 7.0%!  
 "This is the Premier Radio  
 Service for Westchester  
 and Rockland Counties."  
**WFAS and WFAS-FM**  
 White Plains, N. Y.  
 On the Air — 6:30 A.M. to Midnight



**WRCS—Ahoskie—1947**

Frequency: 970 Kc. Power: 1000 Watts d.  
Owned. Roanoke-Chowan Bcstg. Co., Inc.  
Business Address P. O. Box 89  
Phone: 3101 Air Time: Daytime  
News Service UP  
President Charles H. Jenkins  
Manager P. G. Sewell

**WABZ—Albemarle—1947****KBS**

Frequency: 1010 Kc. Power: 1000 Watts d.  
Owned-Oper. By Radio Station WABZ, Inc.  
Business-Studio Address Box 226  
Phone: 1100 Air Time: Daytime  
News Service UP  
Transcription Service World  
Membership NARTB  
President S. P. Williams  
General Manager W. J. Page  
Commercial Manager Marvin A. Coley  
Program Director Lee W. Kinard  
Chief Engineer J. D. Brooks

**WGWR—Asheboro—1947****KBS**

Frequency: 1260 Kc. Power: 1000 Watts d.  
Owned-Oper. By Asheboro Bcstg. Co., Inc.  
Bus.-Studio Address 303 E. Salisbury St.  
Phone: 2187 Air Time: Daytime  
News Service UP  
Newspaper Affil. Courier Tribune  
Transcription Service Thesaurus  
Membership RAB  
President Roy Cox  
Gen., Sta., Comm. Mgr. J. R. Marlowe  
Sales Prom. Manager Dick Sweeney  
Program Director A. B. Brown  
Chief Engineer W. H. Trogdon

**WISE—Asheville—1939—NBC**

Freq.: 1310 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By Radio Station WISE, Inc.  
Address Langren Hotel  
Phone: 3-5381-3 Air Time: Full Time  
Membership RAB, BMB  
Representative Bolling Co.  
Pres., Gen. Sta. Mgr. Harold H. Thoms  
Commercial Mgr. Loyd B. Leonard

**WLOS—Asheville—1946****ABC-MBS**

Freq.: 1380 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By Skyway Bcstg. Co.  
Business-Studio Address 288 Macon Ave.  
Phone: 2-2431 Air Time: Full Time  
News Service UP  
Transcription Service World  
Rep. Venard, Inc., Ayers Scott & Co.  
General Manager J. E. Edmunds  
Executive Vice President Charles B. Britt  
Comm. Manager George Roesler  
Program Director R. Fred Brown Jr.

**WSKY—Asheville—1946**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By Radio Asheville, Inc.  
Business-Studio Address 12 Church St.  
Phone: 3-4451 Air Time: Full Time  
News Service AP  
Representative Pearson  
Membership NARTB  
Pres., Gen., Sta. Mgr. Zeb Lee  
Prom., Pub., Comm. Mgr. James W. Young  
Chief Engineer Bill Clements

**WWNC—Asheville—1927****CBS**

Frequency: 570 Kc. Power: 5000 Watts  
Owned-Oper. By Asheville Citizen-Times Co.  
Business-Studio Address 14 O'Henry Ave.  
Phone: 5611 Air Time: Full Time  
Newspaper Affiliation Citizen-Times  
Transcription Service Thesaurus  
Representative H-R  
Membership NARTB, RAB  
President Charlie Peace  
Gen., Sta., Prom., Pub. Mgr. Cecil B. Hoskins  
Comm. Mgr. James A. Hagan  
Program Director William F. Melia  
Chief Engineer William H. Hamrick

**WBMA—Beaufort—1954**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By Richard Ray Cummins  
Address Box 156  
Phone: 2-9401 Air Time: Full Time  
News Service AP  
Transcription Service World  
Membership NARTB  
Owner, Gen. Mgr., Ch. Eng. R. R. Cummins  
Program Director Hilda Cummins  
Publicity Director James Willis

**WCCG—Belmont—1954**

Frequency: 1270 Kc. Power: 500 Watts  
Owner Central Bcstg. Co.  
Address Box 149  
Phone: TA. 5-2812 Air Time: Daytime  
Representative Best  
Pres., Gen., Sta., Eng. Robert Hilker  
Commercial Mgr. J. N. Young  
Sls. Prom. Manager G. O. Wilkerson, Jr.  
Program Director H. E. Feimster  
Publicity Director Richard Mauney

**WATA—Boone—1950**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Wilkes Bcstg. Co.  
Address Depot St.  
Phone: Amherst 4-8461 Air Time: Full Time  
News Service AP  
Transcription Service Thesaurus  
Manager Doris B. Brown  
Secretary-Treasurer Roland Potter  
Commercial Manager Ralph Tugman  
Program Director Dwight Larick

**WPNF—Brevard—1950**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By Pisgah Bcstg. Co., Inc.  
 Phone: 3-2611 Air Time: Full Time  
 News Service AP  
 News Affil. "Transylvania Times"  
 News Service AP  
 President, Gen. Mgr. Ed M. Anderson  
 Sta., Comm. Mgr. Bobby Hoyle  
 Program Director John Dellinger  
 Publicity Director John Anderson  
 Chief Engineer Baxter Morris

**WBBB—Burlington—1941**  
**MBS-KBS**

Frequency: 920 Kc. Power: 5000 Watts d.  
 Owned-Operated By Alamance Bcstg. Co., Inc.  
 Business-Studio Address 321 S. Main St.  
 Phone: 6-6376 Air Time: Daytime  
 News Service AP  
 Transcription Service Associated  
 Rep. Interstate, United Newsp. Assn.  
 General Manager E. Z. Jones  
 Commercial Manager C. Robert Ray  
 Program Director Ed Brooks  
 Sls. Prom. Mgr., Pub. Dir. Cletus Peacock  
 Chief Engineer Berry Tysor

**WFNS—Burlington—1946**

Frequency: 1150 Power: 1000 Watts d.  
 Owned-Oper. By Burlington-Graham Bcstg Co.  
 Address P. O. Box 1328  
 Phone: 4261 Air Time: Daytime  
 News Service UP  
 Transcription Service World  
 Representative Bogner & Martin  
 Membership NARTB, RAB  
 President L. E. Neese  
 Gen., Sta. Mgr. G. C. Starnes  
 Comm. Prom. Mgr. Harold Nall  
 Program Director Phil Peterson  
 Publicity Director Phil Eakin  
 Chief Engineer Earl Stewart

**WWIT—Canton—1954**

Frequency: 970 Kc. Power: 1 Kw.  
 Owned Western N. C. Bcstrs., Inc.  
 Address Box 391  
 Phone: 3588 Air Time: Daytime  
 Transcription MacGregor  
 President Beverly M. Middleton  
 Vice-President Kermit Edney  
 Station Manager R. Edward Storie  
 Comm. Manager V. E. Pressley  
 Program Director Wayne Harris  
 Chief Engineer J. H. Welch

**WCHL—Chapel Hill—1953**

Frequency: 1360 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Village Bcstg. Co.  
 Address Box 388  
 Phone: 8484 Air Time: Daytime  
 News Service AP  
 Transcription Service Lang-Worth, World

Representative Indie  
 Membership NARTB  
 Pres., Gen. Mgr. R. McClamroch, Jr.  
 Asst. to Gen. Mgr. W. M. Alexander  
 Chief Engineer Fritz Thurston

**WAYS—Charlotte—1941**  
**ABC**

Freq.: 610 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By Inter-City Advertising Co.  
 Business-Studio Address 3229 S. Blvd.  
 Phone: ED 3-7173 Air Time: Full Time  
 Representative Bolling Co., Ayers  
 Gen., Sta. Mgr. J. P. Poston

**WBT—Charlotte—1922—CBS**

Frequency: 1110 Kc. Power: 50,000 Watts  
 Owned-Oper. By Jefferson Standard Bcstg.  
 Address 1 Jefferson Pl.  
 Phone: ED 3-8833 Air Time: Full Time  
 News Service AP, UP  
 Transcription Service World  
 Representative CBS Radio Spot Sales  
 Membership NARTB, RAB  
 President J. M. Bryan  
 Gen., Sta. Mgr. Charles H. Crutchfield  
 Comm. Mgr. V. V. Evans  
 Program Director Bailey Hobgood  
 Prom. Super. John Dillon  
 Pub., Sls. Prom. Director Ned Burgess  
 Chief Engineer Thomas Howard

**WGIV—Charlotte—1947**

Frequency: 1600 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Charlotte Radio & TV Corp.  
 Business Address 2520 Toomey Ave.  
 Phone: EDison 3-2195  
 News Service AP  
 Representative For Joe  
 Transcription Capital  
 Pres., Gen., Sta. Mgr. Francis M. Fitzgerald  
 Sales Prom. Mgr. Everett Benout  
 Commercial Mgr. Ray Ervin  
 Program Director John McKeel  
 Pub. Dir. Nelda McManus  
 Chief Engineer S. K. Lineberger

**WIST—Charlotte—1951—MBS**

Frequency: 930 Kc. Power: 5000 d; 1000 n.  
 Owned-Oper. By Bcstg. Co. of South  
 Address 204 Liberty Life Bldg.  
 Phone: 6-3511 Air Time: Full Time  
 News Service AP  
 Representative Peters, Griffin, Woodward, Inc.  
 Membership NARTB, RAB  
 President B. C. Hipp  
 General Manager G. R. Shafto  
 Sta., Comm. Manager W. Frank Harden  
 Publicity Director Charles Friar  
 Program Director Fred Vinroot  
 Chief Engineer John N. Parker

**WSOC—Charlotte—1933—NBC**

Frequency: 1240 Kc. Power: 250 Watts



**Owned-Oper. By** . . . . . Radio Station WSOC, Inc.  
**Address** . . . . . 1925 N. Tryon St.  
**Phone: Edison 2-7138** . . . . . **Air Time: Full Time**  
**News Service** . . . . . AP  
**Representative** . . . . . H.R. Reps  
**Membership** . . . . . NARTB, RAB  
**Pres., Gen. Sta. Mgr.** . . . . . E. J. Gluck  
**Commercial Mgr.** . . . . . Larry Walker  
**Sls. Prom. Mgr., Pub. Dir.** . . . . . Charles M. Marshall  
**Program Director** . . . . . Armand F. Bodie  
**Chief Engineer** . . . . . L. L. Caudle, Jr.

**WWOK—Charlotte—1955**

**Frequency: 1480 Kc.** . . . . . **Power: 1 Kw.**  
**Owned-Oper. By** . . . . . Rounsaville of Charlotte, Inc.  
**Address** . . . . . 215 Greystone Rd.  
**Phone: Edison 3-0551** . . . . . **Air Time: Full Time**  
**News Service** . . . . . UP  
**Representative** . . . . . Gill-Perna, Dora-Clayton  
**President** . . . . . Robert W. Rounsaville  
**General Manager** . . . . . William Wagner  
**Station Manager** . . . . . William Selley, Jr.  
**Commercial Manager** . . . . . Carter S. Jones  
**Sales Manager** . . . . . R. M. Jones  
**Program Director** . . . . . Herb Berg  
**Publicity Director** . . . . . Mickey Bennett  
**Chief Engineer** . . . . . L. J. Hall

**WRRZ—Clinton—1946—ABC**

**Frequency: 880 Kc.** . . . . . **Power: 1000 Watts d.**  
**Owned** . . . . . WRRZ Radio Co.  
**Phone: 2165** . . . . . **Air Time: Daytime**  
**News Service** . . . . . AP  
**Transcription Service** . . . . . Thesaurus  
**Station Rep.** . . . . . Walker  
**Membership** . . . . . NARTB  
**Station Manager** . . . . . H. D. Stanley  
**Sales Prom. Manager** . . . . . E. D. Powell  
**Program Director** . . . . . D. W. Welsh  
**Publicity Director** . . . . . J. R. Tew  
**Chief Engineer** . . . . . J. L. Bowles

**WEGO—Concord—1943**

**Frequency: 1410 Kc.** . . . . . **Power: 1000 Watts d.**  
**Owned-Oper. By** . . . . . Cabarrus Bdcstg. Co.  
**Business-Studio Address** . . . . . P. O. 527  
**Phone: 2-6000** . . . . . **Air Time: Daytime**

**WCKB—Dunn—1946**

**Frequency: 780 Kc.** . . . . . **Power: 1000 Watts d.**  
**Owned-Oper. By** . . . . . No. Car. Cent. Bcstrs.  
**Business Address** . . . . . Box 431  
**Phone: 3133** . . . . . **Air Time: Daytime**  
**News Service** . . . . . UP  
**Transcription Service** . . . . . World  
**President** . . . . . Leifton A. Tart, Sr.  
**Sta., Gen. Mgr.** . . . . . A. Lincoln Faulk  
**Commercial Manager** . . . . . Carl Lamm  
**Sales Prom. Mgr.** . . . . . John Ciccone  
**Program Director** . . . . . Rudy Zurlo  
**Publicity Director** . . . . . Polly Faulk  
**Chief Engineer** . . . . . Joseph Kollas

**WDNC—Durham—1928—CBS**

**Freq.: 620 Kc.** . . . . . **Power: 5 Kw. d., 1 Kw. n.**  
**Owned-Oper. By** . . . . . The Durham Radio Corp.  
**Bus. Studio Address** . . . . . 138½ E. Chapel Hill St.

**Phone: 6155** . . . . . **Air Time: Full Time**  
**News Service** . . . . . UP  
**Transcription Service** . . . . . Associated  
**Representative** . . . . . Paul H. Raymer, Media Sls.  
**Membership** . . . . . NARTB, RAB  
**Manager** . . . . . J. Frank Jarman  
**Sales Manager** . . . . . Woody Woodhouse

**WSRC—Durham—1954**

**Frequency: 1410 Kc.** . . . . . **Power: 1 Kw.**  
**Owned** . . . . . Southern Bcstg. Co.  
**Address** . . . . . Box 28, East Club Blvd.  
**Phone: 2-4681** . . . . . **Air Time: Daytime**  
**Station Rep.** . . . . . Rambeau, Dora-Clayton  
**Pres., Gen., Sta. Mgr.** . . . . . John C. Greene, Jr.  
**Comm., Sls., Prom. Mgr.** . . . . . Jack Hammette  
**Program Director** . . . . . H. R. Greene  
**Publicity Director** . . . . . Robert Abernathy  
**Chief Engineer** . . . . . Paul Horton

**WSSB—Durham—1947—MBS**

**Frequency: 1490 Kc.** . . . . . **Power: 250 Watts**  
**Owned-Oper. By** . . . . . Public Information Corp.  
**Address** . . . . . 211 Rigsbee Ave.  
**Station Rep.** . . . . . McGillvra  
**President** . . . . . E. L. Clinton  
**Program Director** . . . . . Paul Mason

**WTIK—Durham—1946—ABC**

**Freq.: 1310 Kc.** . . . . . **Power: 1 Kw. d., 500 W. n.**  
**Owned-Oper. By** . . . . . WTIK, Inc.  
**Address** . . . . . 205½ W. Main St.  
**News Service** . . . . . AP  
**Representative** . . . . . Bolling Co.  
**Membership** . . . . . NARTB, RAB  
**Pres., Gen. Manager** . . . . . Hugh Holder  
**Sales Manager** . . . . . H. Tom Morris  
**Program Dir.** . . . . . William P. Weathers  
**Chief Engineer** . . . . . Robert L. Williams

**WCDJ—Edenton—1955**

**Frequency: 1260 Kc.** . . . . . **Power: 1 Kw. d.**  
**Owned-Oper. By** . . . . . Colonial Bcstg. Co.  
**Address** . . . . . P. O. Box 509  
**Phone: 871** . . . . . **Air Time: Daytime**  
**Representative** . . . . . Best  
**President, Comm. Mgr.** . . . . . Ray A. Childres  
**General Manager** . . . . . William E. Johnston

**WCNC—Elizabeth City—1939  
MBS-KBS**

**Frequency: 1240 Kc.** . . . . . **Power: 250 Watts**  
**Owned-Oper. By** . . . . . Albemarle Bcstg. Co., Inc.  
**Address** . . . . . Box 535  
**Phone: 4379** . . . . . **Air Time: Full Time**  
**Transcription Service** . . . . . Thesaurus  
**Station Rep.** . . . . . Continental  
**President** . . . . . J. L. Lamb, Sr.  
**Commercial Manager** . . . . . C. E. Ferrell  
**Program Director** . . . . . Jimmy Raper  
**Chief Engineer** . . . . . J. L. Lamb, Jr.

**WGAI—Elizabeth City—1947  
ABC**

**Freq.: 560 Kc.** . . . . . **Power: 1 Kw. d., 500 Watts n.**  
**Owned-Operated By** . . . . . WGAI Radio Co.



**Business-Studio Address**..... Kramer Bldg.  
**Phone:** 4371-2..... **Air Time:** Full Time  
**News Service**..... **AP**  
**Transcription Service**..... **World**  
**Pres., Gen., Sta. Mgr.**..... C. Alden Baker  
**Commercial Mgr.**..... Jim Woods  
**Prom., Prog. Director**..... Don Owens  
**Publicity Director**..... Imogene Eason  
**Chief Engineer**..... William F. Rogers

### WIFM—Elkin—1951

**Frequency:** 1540 Kc..... **Power:** 250 Watts  
**Owned**..... Tri-County Bcstg. Co. Inc.  
**Address**..... Elk Spur St.  
**Phone:** 860..... **Air Time:** Daytime  
**News Service**..... **UP**  
**General Mgr.**..... Will Erwin  
**Ass't. Mgr., Chief Eng.**..... Eugene Smith, Jr.  
**Program Director**..... Mrs. Ruth Smith

### WFMO—Fairmont—1953

**Frequency:** 860 Kc..... **Power:** 1000 Watts d.  
**Owned-Operated By**..... Carolinas Bcstg. Co.  
**Address**..... Box 492  
**Phone:** 4781..... **Air Time:** Daytime  
**News Service**..... **UP**  
**Transcription Service**..... Thesaurus  
**President**..... Cutlar Moore  
**General Manager**..... B. E. Peele

### WFAI—Fayetteville—1947 CBS-KBS

**Frequency:** 1230 Kc..... **Power:** 250 Watts  
**Owned-Operated By**..... Ralph E. Hess  
**Bus-Studio Address**..... Box 659  
**Phone:** 2-8131..... **Air Time:** Full Time  
**News Service**..... **AP**  
**Transcription Service**..... RCA Thesaurus  
**Representative**..... Thomas F. Clark  
**Pres., Gen., Sls., Prom. Mgr.**..... Ralph E. Hess  
**Comm. Mgr.**..... Bob Smith  
**Publicity Director**..... Ted Shaffer  
**Program Director**..... Dick Perry  
**Chief Engineer**..... Bob Money

### WFLB—Fayetteville—1948 ABC

**Frequency:** 1490 Kc..... **Power:** 250 Watts  
**Owned-Oper. By**..... Fayetteville Bcstrs., Inc.  
**Address**..... P. O. Box 512  
**Phone:** 2-7136..... **Air Time:** Full Time  
**News Service**..... **AP**  
**Representative**..... Burn-Smith  
**Membership**..... NARTB, RAB  
**General Manager**..... L. W. Allen  
**Commercial Manager**..... W. D. Bailey  
**Chief Engineer**..... John Buck

### WFNC—Fayetteville—1940 MBS

**Freq.:** 1390 Kc..... **Power:** 5 Kw. d., 1 Kw. n.  
**Owned-Oper. By**..... Cape Fear Bcstg. Co.

**Address**..... 1009 William Clark Rd.  
**Phone:** 2-4196, 2-4197..... **Air Time:** Full Time  
**News Service**..... **UP**  
**Representative**..... Walker  
**Membership**..... RAB, NARTB  
**Pres., Gen. Mgr.**..... Victor W. Dawson  
**Commercial Manager**..... Tom Harrell  
**Program Director**..... Mac Stamps  
**Chief Engineer**..... John Ikner

### WBBO—Forest City—1947 KBS

**Frequency:** 780 Kc..... **Power:** 1000 Watts d.  
**Owned-Oper. By**..... Rutherford Co. Radio Co., Inc.  
**Address**..... Forest City  
**Phone:** 3205..... **Air Time:** Daytime  
**News Service**..... **AP**  
**Newspaper Affil.**..... Courier  
**Transcription Service**..... World  
**Membership**..... NARTB  
**Pres., Gen. Sls. Mgr.**..... Ed M. Anderson  
**Comm. Manager**..... Fred Blanton  
**Program Director**..... Lee Kanipe  
**Chief Engineer**..... Merton Iwerks

### WFVG—Fuquay Springs—1949 KBS

**Frequency:** 1460 Kc..... **Power:** 1000 Watts a.  
**Owned-Oper. By**..... WFVG Bdstg. Co.  
**Business-Studio Address**..... Box 488  
**Phone:** 333..... **Air Time:** Daytime  
**News Service**..... **UP**  
**Transcription Service**..... World  
**Representative**..... Continental Radio Sales  
**President**..... J. M. Stephenson  
**Gen., Sta., Comm. Mgr.**..... Wm. A. Sellers, Jr.  
**Sls. Prom. Mgr., Ch Eng.**..... Robert E. Stephenson  
**Prog., Pub. Dir.**..... Walter M. Pearson

### WGNC—Gastonia—1939—ABC

**Frequency:** 1450 Kc..... **Power:** 250 Watts  
**Owned-Operated By**..... Catherine T. McSwain  
**Address**..... Dallas Highway  
**Phone:** UN 5-8501..... **Air Time:** Full Time  
**News Service**..... **UP**  
**Transcription Service**..... Lang-Worth  
**Representative**..... Continental Radio Sales  
**President**..... Catherine T. McSwain  
**Gen., Sta. Mgr.**..... Pat McSwain  
**Commercial Manager**..... Carl S. Rhyne  
**Program Director**..... Fred Gray  
**Chief Engineer**..... W. C. Groves, Jr.

### WLTC—Gastonia—1947—KBS

**Frequency:** 1370 Kc..... **Power:** 1000 Watts d.  
**Owned-Oper. By**..... Gastonia Bcstg. Serv., Inc.  
**Address**..... P. O. Box 1010  
**Phone:** UN 5-1079..... **Air Time:** Daytime  
**News Service**..... **AP**  
**Representative**..... Thomas F. Clark  
**Pres., Gen., Sta. Mgr.**..... James B. Petty  
**Commercial Manager**..... Boyce C. Morrow  
**Program Director**..... Betsy Scarboro  
**Chief Engineer**..... Don Voigt

**WFMC—Goldsboro—1951**

Frequency: 730 Kc. Power: 1 Kw. d.  
 Owned-Oper. Southern Radio & TV Corp.  
 Address 117 Truck Lane  
 Phone: 963 Air Time: Daytime  
 News Service UP  
 Trans. Service World, Lang-Worth, SESAC  
 Membership NARTB, RAB  
 Pres., Gen. Mgr. Kenneth T. Marshall  
 Program Director Henry M. Harrison, Jr.

**WGBR—Goldsboro—1939**  
ABC

Freq.: 1150 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By E. Carolina Bdcstg. Co., Inc.  
 Address P. O. Box 1024  
 Phone: 3730 Air Time: Full Time  
 News Service UP  
 Transcription Service Thesaurus  
 Membership NARTB  
 President A. T. Hawkins  
 Comm. Gen. Mgr. Pgm. Dir. V. G. Balkcum  
 Chief Engineer Daniel B. Trueblood

**WGOL—Goldsboro—1955**

Frequency: 1300 Kc. Power: 1 Kw. d.  
 Owned-Oper. By Wayne Bcstg. Co.  
 Address 116 West Mulberry Street  
 President John L. Henderson

**WBIG—Greensboro—1926**  
CBS

Frequency: 1470 Kc. Power: 5000 Watts  
 Owned-Oper. By North Carolina Bcstg. Co.  
 Studio Address Battleground Rd.  
 Phone: 2-6125 Air Time: Full Time  
 News Service UP  
 Representative George P. Hollingbery  
 Membership NARTB  
 President Michaux H. Crocker  
 Gen., Prom., Sta. Mgr. Allen Wannamaker  
 Commercial Mgr. William P. Mitchell  
 Publicity Director Virginia Neese  
 Program Director Dan Griffin  
 Chief Engineer Earl Ellison

**WCOG—Greensboro—1948**  
ABC

Frequency: 1320 Kc. Power: 1000 Watts  
 Owned-Oper. By Inter-City Adv. Co., Inc.  
 Business-Studio Address 314 S. Greene St.  
 Phone: 3-7262 Air Time: Full Time  
 News Service UP  
 Representative The Bolling Co.  
 Transcription Lang-Worth  
 Membership NARTB  
 President George W. Dowdy  
 General Manager Gilbert M. Hutchison  
 Commercial Manager Jack L. Rimmer  
 Sales Prom. Mgr. Mrs. Margaret Jones  
 Chief Engineer Marvin E. Johnson

**WGBG—Greensboro—1942**  
MBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By Greensboro Bcstg. Co., Inc.  
 Business-Studio Address P. O. Box 2280  
 Phone: 3-3631 Air Time: Full Time  
 News Service UP  
 Representative Burn-Smith  
 Pres., Gen., Sta. Mgr. Ralph M. Lambeth  
 Commercial Mgr. B. George Barber, Jr.  
 Program Director Curt Welborne  
 Chief Engineer Fred S. Smith

**WPET—Greensboro—1954**

Frequency: 950 Kc. Power: 500 Watts  
 Owned-Oper. Wayne M. Nelson  
 Address Box 3488  
 Phone: 5-4464 Air Time: Daytime  
 News Service UP  
 Transcription Service Cole, Capitol  
 Owner, Gen., Sta. Mgr. Wayne M. Nelson  
 Comm. Sls. Prom. Mgr. Leona Showmar  
 Chief Engineer E. M. Stanton

**WGTC—Greenville—1940**  
MBS

Frequency: 1590 Kc. Power: 5 Kw.  
 Owned-Oper. By Greenville Radio Co., Inc.  
 Address 103 E. 5th St.  
 Phone: 6740 Air Time: Full Time  
 News Service UP  
 Transcription World, Capitol, Associated  
 Membership NARTB  
 President H. W. Anderson  
 Gen., Comm. Mgr. H. W. Severance  
 Program Director Joel Lawhon  
 Chief Engineer Bill Covington

**WHNC—Henderson—1945**  
MBS-KBS

Frequency: 890 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Henderson Radio Corp.  
 Bus. Studio Address Norlina Road  
 Pres., Gen. Manager Nathan Frank

**WHVH—Henderson—1955**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By Vance Co. Bcstg. Co.  
 Address Box 131  
 Phone: 3019 Air Time: Full Time  
 News Service UP  
 Transcription SESAC  
 Representative Best  
 Membership NARTB  
 President Howard V. Harrell  
 Gen., Sta., Comm. Mgr. G. A. Corkum  
 Sls., Prom., Prog. Dir. Mozelle Phillips  
 Publicity Director Jim Daniel  
 Chief Engineer Howard V. Harrell

**WHKP—Hendersonville—1946**  
ABC

Frequency: 1450 Kc. Power: 250 Watts



Owned-Oper. By... Radio Hendersonville, Inc.  
 Address.....Chimney Rock Road  
 Phone: 9061.....Air Time: Daytime  
 News Service.....UP  
 Transcription..McGregor, Keystone, Standard  
 Representative.....Donald Cooke  
 President.....Beverly Middleton  
 Gen., Sta. Manager.....Kermit Edney  
 Comm., Sls., Prom. Mgr.....John Horton  
 Program Director.....Jimmy Northington  
 Chief Engineer.....Charles Renfrow

**WKY—Hickory—1939**  
**MBS-ABC**

Freq.: 1290 Kc....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By...Catawba Valley Bcstg. Co.  
 Address.....415 1st Ave., N.W.  
 Phone: 2294.....Air Time: Full Time  
 Representative.....Dora Clayton  
 Transcription Service.....World  
 News. Affil....."Daily Record"  
 Membership.....NARTB  
 News Service.....UP  
 President.....Carl V. Cline  
 Gen., Sta. Manager.....Edmund S. Long  
 Comm. Prom. Mgr.....James K. Willis  
 Prog., Pub. Dir.....Laura Hall  
 Chief Engineer.....Thomas E. Long

**WIRC—Hickory—1948**

Frequency: 630 Kc. ...Power: 1000 Watts d.  
 Owned-Oper. By.....Foothills Bdcstg., Inc.  
 Address.....Box 484 Annex  
 Phone: 2124.....Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....John E. Pearson  
 Membership.....NARTB  
 President.....Margaret A. Smith  
 Gen., Sta. Manager.....E. H. Smith, Jr.  
 Sta. Mgr., Chief Engr.....Elmer Troutman  
 Commercial Manager.....Lee Douglas  
 Program Director.....Mattie I. Padgett  
 Chief Engineer.....Elmer H. Troutman

**WHPE—High Point—1947**  
**KBS**

Frequency: 1070 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....High Point Bcstg. Co.  
 Business-Studio Address.....504 N. Main St.  
 News Service.....AP  
 Transcription Service.....World  
 Station Rep.....Media Sales  
 General Manager.....D. S. Hedgecock  
 Comm. Manager.....Harold Craven

**WMFR—High Point—1935**  
**ABC**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By... Radio Station WMFR, Inc.  
 Business Studio Address.....164 S. Main  
 Phone: 4593.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Lang-Worth

Representative.....Burn-Smith  
 Membership.....RAB  
 Pres., Gen. Station Mgr.....Frank S. Lambeth  
 Commercial Manager.....Frank Smith  
 Sls., Prom., Pub. Dir.....G. D. Sullivan  
 Program Director.....Max Meeks  
 Chief Engineer.....Robert P. Boyd

**WNOS—High Point—1953**

Frequency: 1590 Kc....Power: 1000 Watts d.  
 Address.....Box 1448  
 Phone: 8900.....Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....Associated  
 Station Rep.....Continental  
 Pres., Gen. Mgr.....W. H. Currie  
 Commercial Mgr.....Howell F. McElfresh

**WJNC—Jacksonville—1945**  
**MBS-KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned.....Onslow Bcstg. Corp.  
 Address.....Jacksonville  
 Phone: 7707.....Air Time: Full Time  
 Pres., Gen. Mgr.....Robert P. Mendelson  
 Sta. Manager.....Rodric L. Jones  
 Program Director.....Jean B. Mendelson  
 Chief Engineer.....Rod O. Dorsey

**WLAS—Jacksonville—1953**

Frequency: 910 Kc.....Power: 1000 Watts  
 Owner.....Seaboard Bcstg. Corp.  
 Address.....Box 56  
 Phone: 3901.....Air Time: Daytime  
 News Service.....UP  
 Transcription.....Thesaurus  
 Membership.....NARTB  
 President.....Jerry Popkin  
 Gen., Comm. Manager.....Paul Parker

**WGTL—Kannapolis—1946**

Frequency: 870 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Fred H. Whitley, Inc.  
 Address.....Box 997  
 Phone: 8700.....Air Time: Daytime  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Fred H. Whitley  
 Chief Engineer.....Foy Hinson

**WKMT—Kings Mountain**  
**1953**

Frequency: 1220 Kc.....Power: 1 Kw. d.  
 Owned-Oper. By.....R. H. Whitesides  
 Address.....Box 669  
 Phone: 999.....Air Time: Daytime  
 News Service.....UP  
 Representative.....Dora-Clayton  
 President.....R. H. Whitesides  
 Gen., Sta. Mgr.....Jonas R. Bridges  
 Comm. Mgr.....Ned McGill  
 Sales Prom. Mgr.....Julius Mahon  
 Program Dir.....Doris Bridges  
 Publicity Director.....Rob't Green  
 Chief Engineer.....George Patterson

**WELS—Kinston—1950—KBS**

Frequency: 1010 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By...Farmers Bstg. Service, Inc.  
 Address.....1312 W. Vernon Ave.  
 Phone: 5151..... Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Devney, Dora Clayton  
 Membership.....RAB, NARTB  
 President.....William S. Page  
 Gen., Comm. Mcnager.....Jack P. Hankins  
 Prog. Dir.....W. A. Kiker  
 Chief Engineer.....Harvey Mewborn

**WFTC—Kinston—1937—ABC**

Frequency: 960 Kc. .... Power: 5000 d.; 1000 n.  
 Owned-Operated By.....Kinston Bcstg. Co.  
 Address.....204 East King St.  
 Phone: 4111..... Air Time: Full Time  
 News Service.....AP  
 Representative.....Best  
 Gen., Sta., Comm. Mgr.....J. Harold Vester  
 Publicity Director.....H. R. Shriver  
 Chief Engineer.....Herman Civils

**WISP—Kinston—1953—MBS**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By...Citizen's Bcstg. Co., Inc.  
 Address.....Oasis Bldg.  
 Phone: 6161..... Air Time: Full Time  
 News Service.....AP  
 Transcription.....World  
 Pres., Gen. Mgr.....E. J. Schuffman  
 Commercial Mgr.....J. L. Moseley  
 Program Director.....Robert E. Mongold  
 Chief Engineer.....David Hardisor

**WEWO—Laurinburg—1947  
KBS**

Frequency: 1080 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By.....Scotland Bcstg. Co  
 Bus-Studio Address.....State Bank Bldg.  
 Phone: 770..... Air Time: Daytime  
 News Service.....AP, UP  
 Membership.....NARTB, RAB  
 Sta. Rep.....Dora Clayton  
 President.....Edwin Pate  
 General Manager.....J. R. Dalrymple, Jr.  
 Chief Engineer.....Truman N. Brock

**WLOE—Leaksville—1946  
MBS-KBS**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By.....WLOE, Inc.  
 Address.....Leaksville  
 Phone: MA 3-3118..... Air Time: Full Time  
 News Service.....AP  
 Transcription.....Thesaurus  
 Membership.....NARTB  
 Pres., Gen., Sta., Comm. Mgr.....D. L. Craddock  
 Sales Prom. Mgr.....Carl F. Webb  
 Program Director.....Barbara Earles  
 Chief Engineer.....Eldred Winn

**WJRI—Lenoir—1946  
MBS-KBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By.....John P. Rabb  
 Address.....Union Nat'l. Bank Bldg.  
 News Service.....UP  
 Transcription Service.....Lang-Worth

**WBUY—Lexington—1946  
KBS**

Frequency: 1440 Kc. .... Power: 250 Watts  
 Owned-Oper. By...Davidson County Bcstg. Co.  
 Business Address.....P. O. Box 359  
 Phone: 2716..... Air Time: Daytime  
 News Service.....AP  
 Transmitter Service.....Thesaurus, Lang-Worth  
 Station Rep.....Continental  
 Membership.....RAB  
 General Manager.....Omar G. Hilton  
 Station Manager.....Dewey M. Hutchins  
 Program Director.....Donald Matney  
 Chief Engineer.....Fred Honeycutt

**WLON—Lincolnton—1953**

Frequency: 1050 Kc. .... Power: 500 Watts  
 Owned.....Lincoln County Bcstg. Co., Inc.  
 Address.....Startown Rd.  
 Phone: RE 5-8071-2..... Air Time: Daytime  
 News Service.....AP  
 President.....J. A. Polhill  
 Gen., Sta., Comm. Mgr.....W. Jack Brown  
 Prog. Dir.....Charles W. Loveland  
 Chief Engineer.....Dennis C. Long

**WAGR—Lumberton—1954  
ABC**

Frequency: 1480 Kc. .... Power: 1000 Watts  
 Owner.....Southeastern Bcstg. Corp.  
 Address.....217 E. 3rd St.  
 Phone: 3394..... Air Time: Full Time  
 News Service.....UP  
 Transcription.....Lang-Worth  
 Representative.....Walker  
 Membership.....NARTB  
 President.....Hector McLean  
 General Manager.....L. F. Mattes  
 Sta. Mgr., Prog. Dir.....A. E. Pruitt  
 Sales Manager.....Alan Vause  
 Publicity Director.....Fred Potts  
 Chief Engineer.....Milton Newsome

**WTSB—Lumberton—1946  
MBS-KBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By.....Robeson Bcstg. Corp.  
 Phone: 6056..... Air Time: Full Time  
 News Service.....AP  
 Membership.....NARTB  
 Transcription Service.....World  
 Representative.....Continental Radio Sales  
 General Mgr.....James MacNeil

**WBRM—Marion—1949**

Frequency: 1250 Kc. .... Power: 1000 Watts d.

Owned-Operated By...Lake City Bcstg. Corp.  
 Address .....Box 229  
 Phone: 7221.....Air Time: Daytime  
 News Service .....UP  
 President.....W. P. Erwin  
 Sales Prom. Manager.....J. C. Plecsant  
 Sta. Mgr., Pub., Prog. Dir.....J. L. Reynolds, Jr.  
 Chief Engineer.....Hubert C. Martin

### WMAP—Monroe—1948—KBS

Frequency: 1060 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Union Bcstg. Corp.  
 Business Address.....Walkup Ave.  
 Phone: ATLantic 3-6621.....Air Time: Daytime  
 Station Rep.....Continental Media Sales  
 News Service .....UP  
 Station Manager.....J. A. Laney  
 Business Manager.....W. D. Benton  
 Program Director.....Frank Funderburk  
 Chief Engineer.....Robert I. Smith

### WHIP—Mooreville—1950 KBS

Frequency: 1350 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Wayne M. Nelson  
 Address.....Mooreville, N. C.  
 Phone: 3-4301.....Air Time: Daytime  
 News Service .....UP  
 Transcription Service .....Capitol  
 Pres., Gen., Sta. Mgr.....Wayne M. Nelson  
 Comm., Sls., Prom. Mgr.....Leona Showmcr  
 Chief Engineer.....E. M. Stanton, Jr.

### WMBL—Morehead City—1947 KBS

Frequency: 740 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Carteret Bcstg. Co., Inc.  
 Address.....Box 432  
 Phone: 6-3188.....Air Time: Daytime  
 News Service .....UP  
 Transcription Service .....Thesaurus  
 Membership .....NARTB  
 Representative .....McGillvra  
 Pres., Gen., Sta. Mgr.....Grover C. Munden  
 Comm. Manager.....Charles Markey  
 Chief Engineer.....Walder Niemi  
 Program Director.....Fay M. Merrell

### WMNC—Morganton—1947

Frequency: 1430 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Nathan J. Cooper  
 Address .....Box 698  
 News Service .....AP  
 Transcription .....Standard  
 President.....Nathan J. Cooper  
 Comm. Manager.....William Hauser  
 Chief Engineer.....Frank A. Ballew  
 Program Director.....Madelyn V. Patton

### WPAQ—Mt. Airy—1948—KBS

Frequency: 740 Kc.....Power: 10,000 Watts d.  
 Owned-Operated By.....Ralph D. Epperson  
 Address .....Mt. Airy  
 Phone: 1400-1.....Air Time: Daytime

News Service .....AP  
 Representative .....Thomas Clark  
 Membership .....NARTB  
 Pres., Gen. Sta. Mgr.....Ralph D. Epperson  
 Commercial Manager.....Lucy Bowman  
 Sales Prom. Mgr.....Bill Belton  
 Program Director.....Cos'in Lindsay  
 Publicity Director.....Chris Martin  
 Chief Engineer.....Harry A. Epperson, Jr.

### WSYD—Mount Airy—1951 MBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Mount Airy Bcstrs., Inc.  
 Address.....P. O. Box 209  
 Phone: 581.....Air Time: Full Time  
 Pres., Gen. Mgr.....Robert H. Epperson  
 Commercial Manager.....Erastus F. Poore  
 Prog. Dir., Prom. Manager.....Alma Hiatt  
 Ass't. Prom. Mgr., Prog. Dir., Elbert Williams

### WHIT—New Bern—1942 MBS

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Radio Station WHIT  
 Address.....Highway 17, So.  
 Phone: 4450-4024.....Air Time: Full Time  
 News Service .....UP  
 Representative .....John E. Pearson  
 Gen., Sta. Manager.....Ray D. Williams  
 Prog. Dir., Sls., Prom. Mgr.....Jim Putnam  
 Chief Engineer.....Ed Williams

### WOOW—New Bern—1953 KBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Craven Bcstg. Co.  
 Address.....Glenburnie Gardens  
 Phone: 3311.....Air Time: Full Time  
 Membership .....NARTB  
 Transcription Service .....Thesaurus  
 President.....Dr. F. Y. Sorrell  
 General Manager.....James A. Ballard  
 Commercial Mgr.....David Pursglove  
 Program Dir.....C. B. Stegall  
 Chief Engineer.....Roy Ingram

### WNNC—Newton—1948 KBC-MBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Newton-Conover Bcstg. Co.  
 Business Address.....West "A" St.  
 Phone: 930.....Air Time: Full Time  
 Pres., Gen., Sta. Mgr.....Earl Holder  
 Comm., Sls., Prom. Mgr.....Eugene Henry  
 Program Director.....Sylvia Cope  
 Chief Engineer.....Eddie Rose

### WKBC—North Wilkesboro 1947—KBS

Frequency: 810 Kc.....Power: 1000 Watts d.

**Owned-Oper. By**.....Wilkes Bcstg. Co.  
**Address**.....Radio Bldg.  
**Phone:** 633.....**Air Time:** Daytime  
**News Service**.....AP  
**Transcription Service**.....Thesaurus  
**Membership**.....RAB  
**Pres., Gen. Mgr.**.....Doris B. Brown  
**Comm.-Sales Prom. Mgr.**.....Roland B. Potter  
**Prog., Pub. Director**.....Doyle Satterthwaite  
**Chief Engineer**.....Walter Harrold

**WOXF—Oxford—1949**

**Frequency:** 1340 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....Oxford Bcstg. Corp.  
**Address**.....P. O. Box 1111  
**Phone:** 4167.....**Air Time:** Full Time  
**News Service**.....AP  
**General Manager**.....James F. Flanagan  
**Comm. Manager**.....Mike Hight

**WMSN—Raleigh—1954**

**Frequency:** 570 Kc.....**Power:** 500 Watts  
**Owned-Oper. By**.....Merchants & Farmers Sta.  
**Address**.....649 Maywood Ave.  
**News Service**.....AP  
**Transcription Service**.....SESAC  
**General Mgr.**.....B. H. Ingle, Jr.  
**Comm. Manager**.....Jack L. Wrenn

**WKIX—Raleigh—1948**  
**ABC-MBS**

**Freq.:** 850 Kc.....**Power:** 10 Kw. d., 5 Kw. n.  
**Owned-Oper. By**.....Sir Walter Television Co.  
**Address**.....2128 W. Boulevard  
**Phone:** 4-8282.....**Air Time:** Full Time  
**News Service**.....AP  
**Representative**.....Avery Knodel  
**Membership**.....NARTB, RAB  
**President**.....John W. English  
**General Mgr.**.....Richard J. Hallwood  
**Commercial Mgr.**.....James Simpson  
**Chief Engineer**.....Arthur Humphrey

**WPTF—Raleigh—1924—NBC**

**Frequency:** 680 Kc.....**Power:** 50,000 Watts  
**Owned-Oper. By**.....WPTF Radio Co.  
**Business-Studio Address**.....Insurance Bldg.  
**Phone:** 8311.....**Air Time:** Full Time  
**News Service**.....AP, UP  
**Transcription Service**.....Thesaurus  
**Representative**.....Peters, Griffin, Woodward, Inc.  
**Membership**.....NARTB, RAB  
**Pres., Gen., Sta. Mgr.**.....Richard H. Mason  
**Commercial Mgr.**.....R. W. Youngsteadt  
**Program Manager**.....Graham B. Poyner  
**Publicity Director**.....Worth White  
**Chief Engineer**.....Henry Hulick, Jr.

**WRAL—Raleigh—1939**

**Frequency:** 1240 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....Capitol Bcstg. Co., Inc.  
**Bus.-Studio Address**.....130 S. Salisbury St.  
**Phone:** 4-6401.....**Air Time:** Full Time  
**News Service**.....AP  
**Representative**.....Forjoe & Co.  
**Membership**.....NARTB, RAB  
**President**.....A. J. Fletcher  
**Gen., Sta. Manager**.....Fred Fletcher  
**Commercial Mgr.**.....N. Fletcher Turner, Jr.  
**Program Director**.....George Hall  
**Chief Engineer**.....Virgil D. Duncan

**WFRC—Reidsville—1947**  
**KBS-ABC**

**Frequency:** 1600 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.....Piedmont Carolina Bcstg.  
**Business-Studio Address**.....Box 990  
**Phone:** 4361-2.....**Air Time:** Full Time  
**News Service**.....AP  
**Representative**.....Bogne & Martin  
**Membership**.....NARTB  
**President**.....H. T. Williams  
**Gen., Sta., Comm. Mgr.**.....Stephen F. Woodson  
**Program Director**.....Alfred Nelson  
**Prog., Pub. Director**.....Page Smith  
**Chief Engineer**.....Sam Sexton

**WREV—Reidsville—1948**

**Frequency:** 1220 Kc.....**Power:** 250 Watts d.  
**Owned-Oper. By**.....Reidsville Bcstg. Co.  
**Address**.....Drawer 1349  
**Phone:** 7051.....**Air Time:** Daytime  
**News Service**.....UP

SUN!

**MORE**  
 NORTH CAROLINIANS  
 LISTEN TO  
**WPTF**  
 THAN TO ANY  
 OTHER STATION

(Source: Neilsen coverage service)

Rep. . . . Webb, Interstate United Newspapers  
 Pres., Gen. Mgr. . . . William M. Oliver, Sr.  
 Program Director . . . . Mrs. Katy P. Oliver  
 V.P., Ch. Engineer . . . . Willicm M. Oliver, Jr.

**WCBT—Roanoke Rapids**  
 1939—MBS

Frequency: 1230 Kc. . . . Power: 250 Watts  
 Owned-Oper. By . . . . WCBT, Inc.  
 Address . . . . 251 Roanoke Ave.  
 Phone: 7-2545 . . . . Air Time: Full Time  
 News Service . . . . AP  
 Station Rep. . . . . Continental  
 Transcription Service . . . . World  
 Pres., Mgr. . . . . J. Winfield Crew, Jr.  
 Station Manager . . . . . Jerry Elliott  
 Commercial Mgr. . . . . Donald O. Collins  
 Program Director . . . . . Dick Phillips  
 Chief Engineer . . . . . Marvin Floyd

**WAYN—Rockingham—1946**

Frequency: 900 Kc. . . . Power: 1000 Watts a.  
 Owned-Operated By . . . . WAYN, Inc.  
 Address . . . . Rockingham  
 Phone: 4041 . . . . Air Time: Daytime  
 News Service . . . . UP  
 Transcription Service . . . . World  
 Pres., Gen. Sta. Mgr. . . . Wayne M. Nelson  
 Comm. Sls., Prom. Mgr. . . . William Futterer  
 Program Director . . . . Mrs. Joyce Morris  
 Chief Engineer . . . . Carl M. Wilson

**WCEC—Rocky Mount—1947**  
 CBS

Frequency: 810 Kc. . . . Power: 1000 Watts d.  
 Owned By . . . . East Carolina Electronics  
 Bus-Studio Address . . . . 115 N. Church St.  
 Phone: 2-3108 . . . . Air Time: Daytime  
 News Service . . . . AP  
 Newspaper Affiliation . . . . Telegram  
 Representative . . . . Pearson  
 Membership . . . . NARTB  
 President . . . . Josh L. Horne  
 Gen., Sta. Manager . . . . Mel Warner  
 Commercial Manager . . . . Ray Thompson  
 Sls., Prom. Mgr. . . . . Bill Morgan  
 Prog., Pub. Director . . . . Ray Wilkinson  
 Chief Engineer . . . . Grover Taylor

**WEED—Rocky Mount—1933**  
 ABC

Freq.: 1390 Kc. . . . Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By . . . . W. A. Wynne  
 Address . . . . Box 752  
 Phone: 6-6736 . . . . Air Time: Full Time  
 News Service . . . . AP  
 Representative . . . . Burn-Smith  
 General Manager . . . . W. A. Wayne  
 Commercial Mgr. . . . . R. E. Horner  
 Chief Engineer . . . . . Joe R. Morris

**WRXO—Roxboro—1949**

Frequency: 1430 . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . Roxboro Bcstg. Co.

Address . . . . . Box 130  
 Phone: 6013 . . . . Air Time: Daytime  
 News Service . . . . UP  
 Transcription Service . . . . World  
 General Manager . . . . H. S. Taylor

**WSAT—Salisbury—1947**

Frequency: 1280 Kc. . . . Power: 1000 Watts  
 Owned-Oper. By . . . . Mid-Carolina Bcstg. Co.  
 Business-Address . . . . Drawer 99  
 News Service . . . . UP  
 Representative . . . . McGillvra  
 Membership . . . . NARTB, RAB  
 President . . . . Charles H. Wents  
 Secretary-Treasurer . . . . Harry L. Welch  
 Vice President . . . . E. L. Sherman

**WSTP—Salisbury—1939**  
 MBS-KBS

Frequency: 1490 Kc. . . . Power: 250 Watts  
 Owned-Oper. By . . . . Piedmont Bcstg. Corp.  
 Bus-Studio Address . . . . Center Theatre Bldg.  
 Phone: 2121 . . . . Air Time: Full Time  
 Manager . . . . Russ McIntire  
 Comm. Manager . . . . Russell Hunt

**WEYE—Sanford—1952**

Frequency: 1290 Kc. . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . Lee Bcstg. Corp.  
 Address . . . . 137 S. Steele St.  
 Phone: 4-5561 . . . . Air Time: Daytime  
 News Service . . . . AP  
 President . . . . W. L. Simmons  
 Vice President . . . . J. R. Ingram  
 Comm. Manager . . . . Mike Mcshburn  
 General Manager . . . . W. W. Primm

**WWGP—Sanford—1946—KBS**

Frequency: 1050 Kc. . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . Sandhills Bcstg. Corp.  
 Address . . . . P. O. Box 651  
 Phone: SPring 3-6611 . . . . Air Time: Daytime  
 News Service . . . . UP  
 Newspaper Affiliation . . . . Herald  
 Transcription Service . . . . World  
 President, Sec'y-Treas. . . . W. E. Homer  
 Gen., Sta. Mgr., Prog. Dir. . . . Del Carty  
 Comm. Manager . . . . L. B. Nelson  
 Chief Engineer . . . . Edward Becker

**WOHS—Shelby—1946**  
 MBS-KBS

Frequency: 730 Kc. . . . Power: 1000 Watts  
 Owned-Oper. By . . . . Western Carolina Radio  
 Business Address . . . . 1511 W. Dixon Blvd.  
 Phone: 6313 . . . . Air Time: Daytime  
 News Service . . . . UP  
 Membership . . . . NARTB  
 Pres., Gen. Manager . . . . Robert M. Wallace  
 Comm. Manager . . . . Don McLain  
 Program Director . . . . Charles Loveland  
 Chief Engineer . . . . Edwin Patterson

**WNCA—Siler City—1952**

Frequency: 1570 Kc. . . . Power: 1000 Watts d.



**Owned-Operated By**.....Chatham Bdcstg. Co.  
**Address**.....P. O. Box 352  
**Phone: 616**.....Air Time: Daytime  
**News Service**.....UP  
**Membership**.....RAB  
**Representative**.....Best; Media  
**Transcription Service**.....Lang-Worth, SESAC  
**President**.....William Wren  
**Gen., Sta., Comm. Mgr.**.....L. C. Bruce  
**Sales Promotion Mgr.**.....Homer L. Day  
**Program Director**.....Eugene Whitaker  
**Publicity Director**.....Alex McNeill  
**Chief Engineer**.....C. D. Chandler

**WMPM—Smithfield—1950**

**Frequency: 1270 Kc.**.....Power: 1000 Watts d.  
**Owned-Oper. By**...Selma-Smithfield Bcstg. Co.  
**Address**.....Buffalo Rd.  
**Phone: 2434**.....Air Time: Daytime  
**News Service**.....UP  
**Transcription Service**.....Capitol  
**General Manager**.....John S. Townsend  
**Commercial Mgr.**.....Bill Burwell

**WEEB—Southern Pines—1947**

**Frequency: 990 Kc.**.....Power: 1000 Watts d.  
**Owned**..The Sandhill Community Bcstrs., Inc.  
**Address**.....135 W. New Hampshire Ave.  
**Phone: 2-2942**.....Air Time: Daytime  
**News Service**.....AP  
**Transcription Service**.....Associated  
**Station Rep.**.....Holman  
**Membership**.....NARTB  
**Pres., Gen. Mgr.**.....Jack S. Younts  
**Comm., Prom. Mgr., Ch. Eng.**..Joe A. Warren  
**Program Director**.....Charles G. Clapp

**WTOE—Spruce Pine—1955**

**Frequency: 1470 Kc.**.....Power: 1 Kw. d.  
**Owned-Oper. By**..Toe River Valley Bcstg. Co.  
**Address**.....RFD 1, Box 20-B  
**President**.....T. N. Cooper

**WSIC—Statesville—1947**

**MBS**

**Frequency: 1400 Kc.**.....Power: 250 Watts  
**Owned-Oper. By**.....Statesville Bcstg. Co.  
**Address**.....Box 1189  
**Phone: 9078**.....Air Time: Full Time  
**News Service**.....AP  
**Membership**.....NARTB  
**Gen., Sta., Comm. Mgr.**.....Charles D. Mellon  
**Program Director**.....Tom Lawrence  
**Chief Engineer**.....T. K. Abernethy

**WTAB—Tabor City—1954**

**Frequency: 1370 Kc.**.....Power: 1000 Watts  
**Owned-Oper. By**.....Tabor City Bcstg. Co.  
**Address**.....P. O. Box 605  
**Phone: 3171**.....Air Time: Daytime  
**News Service**.....AP  
**Transcription Service**.....World  
**President**.....John B. Ward, Sr.  
**Station Manager**.....Troy McPherson  
**Promotion Manager**.....John Soles, Jr.

**WCPS—Tarboro—1946**

**Frequency: 760 Kc.**.....Power: 1000 Watts d.  
**Owned-Oper.**...Coastal Plains Bcstg. Co., Inc.  
**Bus-Studio Address**...Edgecombe Bank Bldg.  
**Phone: 2191-2**.....Air Time: Daytime  
**News Service**.....UP  
**Transcription Service**.....Thesaurus  
**Representative**.....Dora-Clayton  
**Membership**.....NARTB  
**President**.....V. E. Fountain  
**General Manager**.....G. Lee Hodges  
**Comm. Manager**.....Lewis Heilbronner  
**Program Director**.....Tom Shields

**WTNC—Thomasville—1947**

**Frequency: 790 Kc.**.....Power: 1000 Watts d.  
**Owned By**.....The Thomasville Bcstg. Co.  
**Address**.....P. O. Box 750  
**Phone: 2701**.....Air Time: Daytime  
**News Service**.....UP  
**President**.....George W. Lyles, Sr.  
**Gen., Sta., Comm. Mgr.**.....Harold Harrison  
**Chief Engineer**.....James McAden

**WTYN—Tryon—1954**

**Frequency: 1580 Kc.**.....Power: 250 Watts  
**Owned**.....Thermal Bcstg. Co.  
**Address**.....P. O. Box 1482  
**Phone: 361**.....Air Time: Daytime  
**News Service**.....UP  
**Station Manager**.....Mildred Allen  
**Commercial Mgr.**.....Edithe Mooneyham  
**Chief Engineer**.....Palmer Greer

**WADE—Wadesboro—1947**

**KBS**

**Frequency: 1210 Kc.**.....Power: 1000 Watts d.  
**Owned-Oper. By**.....R. P. Lyon & Son  
**Address**.....Wadesboro  
**Phone: 81**.....Air Time: Daytime  
**News Service**.....UP  
**Transcription**.....Thesaurus  
**Representative**.....Walker  
**President**.....R. A. Lyon  
**General. Sta. Mgr.**.....W. P. Billingsley  
**Comm., Sls. Prom. Mgr.**.....W. V. Mitchell  
**Program Director**.....Peggy L. Mitchell  
**Chief Engineer**.....W. S. Taylor

**WLSE—Wallace—1953**

**Frequency: 1400 Kc.**.....Power: 250 Watts  
**Owned-Oper. By**.....Duplin Bcstg. Co.  
**Address**.....Hwy. 117, N.  
**General Manager**.....Lester L. Gould  
**Sta., Comm. Manager**.....John T. Newman

**WHED—Washington—1948**

**KBS**

**Frequency 1340 Kc.**.....Power: 250 Watts  
**Owned-Oper. By**.....Pamlico Bcstg. Co.  
**Address**.....Box 439  
**Phone: 278**.....Air Time: Full Time  
**News Service**.....UP  
**Representative**.....Continental

Pres., Gen., Sta. Mgr. . . . . W. W. Moore  
 Comm., Sls. Prom. Mgr. . . . . Peter Moore  
 Program Director . . . . . Don Wilkerson  
 Publicity Director . . . . . William Boehn  
 Chief Engineer . . . . . Richard Tripp

**WRRF—Washington—1942**  
**ABC**

Frequency: 930 Kc. . . . . Power: 5 Kw., 1 Kw. n.  
 Owned-Oper. By . . . Tar Heel Bcstg. System, Inc.  
 Bus.-Studio Add. . . . . Bank of Washington Bldg.  
 Phone: 403 . . . . . Air Time: Full Time  
 News Service . . . . . AP  
 Transcription . . . . . Thesaurus  
 Representative . . . . . Walker  
 President . . . . . W. R. Roberson, Jr.  
 Station Manager . . . . . William Abeyounis  
 Program Director . . . . . Merrill Daniels  
 Chief Engineer . . . . . L. E. Hilland

**WHCC—Waynesville—1947**  
**KBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WHCC, Inc.  
 Business-Studio Address . . . . . Box 180  
 Phone: Glendale 6-8661 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Transcription . . . . . Thesaurus, SESAC  
 Pres., Gen. Mgr. . . . . K. D. Fry  
 Sls. Prom. Mgr., Prog. Dir. . . . . M. F. Fry  
 Chief Engineer . . . . . Joseph W. Herman

**WENC—Whiteville—1946**  
**MBS-KBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . Whiteville Bcstg. Co., Inc.  
 Business-Studio Address . . . . . P. O. Box 700  
 Representative . . . . . Clark  
 Membership . . . . . NARTB, RAB  
 Comm. Manager . . . . . C. D. Pickerrell  
 Station Manager . . . . . Jerry Honeycutt

**WIAM—Williamston—1951**

Frequency: 900 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . E. Carolina Bcstg. Co.  
 Address . . . . . 115 E. Main St.  
 Phone: 2478 . . . . . Air Time: Daytime  
 News Service . . . . . UP  
 Co-O., Sta. Manager . . . . . William H. Farrior  
 Co-O., Gen., Comm. Mgr. . . . . Charles M. Gaylord  
 Chief Engineer . . . . . Charles Neer

**WGNI—Wilmington—1947**  
**MBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . New Hanover Bcstg. Corp.  
 Business Address . . . . . Box 869  
 Phone: 2-2493 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Transcription . . . . . Thesaurus  
 Representative . . . . . Pearson  
 President . . . . . J. S. Brody  
 General Manager . . . . . Allen B. Jones  
 Commercial Mgr. . . . . A. V. Thompson  
 Sls. Prom. Director . . . . . Tancil Horne  
 Publicity Director . . . . . Arlene Collier  
 Chief Eng., Prog. Dir. . . . . Arthur L. Madeley

**WMFD—Wilmington—1935**  
**ABC**

Frequency: 630 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . R. A. Dunlea  
 Address . . . . . Box 696  
 Phone: 3-4666 . . . . . Air Time: Full Time  
 Representative . . . . . Burn-Smith  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Pres., Gen. Mgr. . . . . R. A. Dunlea, Sr.  
 Comm. Manager . . . . . Al Compton  
 Prog., Pub. Director . . . . . Clay McBride  
 Chief Engineer . . . . . E. I. Herring, Jr.

**WGTM—Wilson—1937—CBS**

Frequency: 590 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Watson Industries, Inc.  
 Bus.-Studio Address . . . . . Herring Ave. Ext.  
 Phone: 2188 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Walker  
 Membership . . . . . NARTB, RAB  
 Pres., Gen., Sta. Mgr. . . . . Penn T. Watson, Sr.  
 Commercial Manager . . . . . Desmond Barclay  
 Sls., Prom. Mgr. . . . . P. T. Watson, Jr.  
 Publicity Director . . . . . C. M. Farris  
 Program Director . . . . . Bill Bunn  
 Chief Engineer . . . . . W. H. Malone

**WVOT—Wilson—1948**  
**MBS**

Freq.: 1420 Kc. . . . . Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By . . . . . Wilson Radio Co., Inc.  
 Phone: 5157 . . . . . Air Time: Full Time  
 News Service . . . . . AP  
 President . . . . . H. W. Anderson  
 Gen., Sta. Mgr. . . . . Harry Severance  
 Commercial Mgr. . . . . P. O. Barnes  
 Sales Prom. Mgr. . . . . Lynda Thomas  
 Program Director . . . . . Joel Lawhon  
 Chief Engineer . . . . . Dan Williams

**WAAA—Winston-Salem—1950**

Frequency: 980 Kc. Power: 1000 Watts d.  
 Owned.....Camel City Bcstg. Corp.  
 Address.....Box 3119  
 Station Representative.....Forjoe & Co.  
 President.....R. B. Woodyard  
 General Manager.....Ranny Daly

**WAIR—Winston-Salem—1937**  
**ABC**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By...Radio Winston-Salem, Inc.  
 Business Address.....W. 1st St.  
 Phone: 21133. Air Time: Full Time  
 Representative.....Burn-Smith  
 Membership.....RAB  
 News Service.....AP  
 Transcription.....World  
 President.....John S. Riggs  
 General Manager.....Wallace Voight  
 Publicity Director.....Lee Baine  
 Program Director.....Lawrence Patrick  
 Chief Engineer.....Lee King

**WSJS—Winston-Salem—1930**  
**NBC**

Frequency: 600 Kc. Power: 5000 Watts

Owned-Oper. By.....Piedmont Publishing Co.  
 Bus.-Studio Address.....419-21 N. Spruce St.  
 Phone: 5-2311. Air Time: Full Time  
 Transcription Service.....Lang-Worth  
 News Service.....UP  
 Newspaper Affil...Journal, Twin City Sentinel  
 Representative.....Headley-Reed  
 Membership.....NARTB  
 President.....Gordon Gray  
 V.P., Gen. Mgr.....Harold Essex  
 Operations Manager.....Phil Hedrick  
 Sales Manager.....Harry B. Shaw  
 Program Manager.....John Comas  
 Publicity Director.....Jean Isenhower  
 Chief Engineer.....Leon Casley

**WTOB—Winston-Salem—1947**  
**CBS**

Freq.: 1380 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Op. By..Winston-Salem Bcstg. Co., Inc.  
 Address.....300 S. Stratford  
 Phone: 3-4353. Air Time: Full Time  
 Representative.....H-R Reps.  
 President, Pub. Dir.....James W. Coan  
 General, Sta. Manager.....John G. Johnson  
 Comm. Manager.....Charles Brunt  
 Chief Engineer.....James Hoke

**BIG VOICE**

IN NORTH CAROLINA'S

**GOLDEN  
 TRIANGLE**

**NBC**

AFFILIATE FOR  
**WINSTON-SALEM  
 GREENSBORO  
 HIGH POINT**



HEADLEY-REED, REP.

**WSJS RADIO  
 WINSTON-SALEM, N. C.**

## KFYR—Bismarck—1925 NBC

Frequency: 550 Kc. Power: 5000 Watts  
Owned-Operated By Meyer Bcstg. Co.  
Bus. Studio Address 202½ Fourth St.  
Phone: CA 3-0900 Air Time: Full Time  
News Service UP  
Transcription Service Thesaurus  
Membership NARTB, RAB  
Representative John Blair  
President Mrs. P. G. Meyer  
General Manager W. A. Ekberg  
Station Comm. Mgr. R. W. MacLeod  
Program Director Don McLean  
Promotion Dir. Jack Swenson  
Chief Engineer Ivar Nelson

## KDLR—Devils Lake—1925 MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By KDLR, Inc.  
Business-Studio Address 1025 3rd St.  
Phone: 1090 Air Time: Full Time  
News Service UP  
Transcription World, SESAC  
Pres., Gen. Manager Bert Wick  
Comm. Manager Paul R. Lange  
Program Director Wilbur Clemenson  
Publicity Director Norman Buckner  
Chief Engineer Richard Moritz

## KDIX—Dickinson—1947

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By Dickinson Radio Assn.  
Bus. Studio Address 119 2d Ave. W.  
Phone: 4113 Air Time: Daytime  
News Service AP, UP  
Trans. Service Standard, SESAC, World  
Representative Holman  
Membership NARTB, RAB  
President Dr. P. J. Weir  
Gen. Sta. Mgr. Orville F. Burda  
Commercial Manager E. A. Spear  
Prog., Pub. Dir. Lauren Haacke  
Chief Engineer Benjamin G. Lockerd

## KFGO—Fargo—1948—ABC

Frequency: 790 Kc. Power: 5000 Watts  
Owned-Oper. By Northern States Bcstg. Co.  
Business-Studio Address KFGO Bldg.  
Transcription Service Standard  
Representative Gill-Perna  
News Service AP  
General Manager Charles G. Burke

## WDAY—Fargo—1922—NBC

Frequency: 970 Kc. Power: 5000 Watts  
Owned-Operated By WDAY, Inc.  
Business-Studio Address Black Bldg.  
Phone: 2-3371 Air Time: Full Time  
News Service AP, UP  
Newspaper Affil. Forum  
Transcription Service Thesaurus  
Membership NARTB, RAB  
Representative Free & Peters

President, Gen. Mgr. E. C. Reineke  
Station Manager Jack Dunn  
General Manager Tom Barnes  
Sales Promotion Manager Roy Pedersen  
Sales Manager Bill Burn  
Program Director Ernie Brevik  
Technical Director Julius Heland  
Chief Engineer Jullne Savold

## KILO—Grand Forks—1941 CBS

Frequency 1440 Kc. Power: 1000 d.; 500n.  
Owned-Oper. By Grand Forks Herald, Inc.  
Bus. Studio Address First Natl. Bank Bldg.  
Phone: 4-5321 Air Time: Full Time  
News Service AP  
Newspaper Affiliation "Herald"  
Transcription Service Thesaurus  
Representative Everett-McKinney, O'Connell  
Membership NARTB  
Pres., Gen. Mgr. M. M. Oppegard  
Commercial Manager Herman Livingston  
Program Director John Doyle  
Chief Engineer A. F. Petrich

## KNOX—Grand Forks—1947 MBS

Frequency: 1310 Kc. Power: 5000 Watts  
Owned By Community Radio Corp.  
Address Grand Forks  
Phone: 4-4611 Air Time: Full Time  
News Service UP  
Membership NARTB, RAB  
Representative Rambeau, Bulmer & Johnson  
President Carroll E. Day  
General Manager John G. French  
Comm. Manager Robert Lukkason  
Program Director John Dark  
Chief Engineer David Chumley

## KNDC—Hettinger—1954

Frequency: 1490 Kc. Power: 250 Watts  
Owned Hettinger Bcstg. Co.  
Address Lambert Bldg.  
Phone: 549 Air Time: Full Time  
News Service UP  
Transcription Thesaurus  
Station Representative UMBS Sales  
Membership NARTB  
Manager Les Kleven

## KEYJ—Jamestown—1954 MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned James River Bcstg. Co.  
Address White Bldg.  
Phone: 1400 Air Time: Full Time  
News Service UP  
Transcription Standard  
President Robert E. Ingstad  
Station Manager A. G. Berry  
Comm. Manager R. L. Richardson  
Program Director N. C. Grant  
Chief Engineer R. Jensen

**KSJB—Jamestown—1937**  
**CBS**

Frequency: 600 Kc. Power: 5000 Watts  
Owned-Oper. By.....N. Dak. Bcstg. Co., Inc.  
Address.....429 S. W. Second St.  
Phone: 1600 Air Time: Full Time  
News Service.....AP  
Representative.....Weed & Co.  
President.....John W. Boler  
General Manager.....Robert E. Bausman  
Sales Prom. Manager.....S. S. Ingersoll  
Program Director.....Don Kingsley  
Chief Engineer.....Harvey Van Erum

**KGCU—Mandan—1925**  
**MBS-ABC**

Frequency: 1270 Kc. Power: 1000 d.; 250n.  
Owned-Operated By.....Mandan Radio Assn.  
Business-Studio Address.....209 Third Ave.  
Phone: 561 Air Time: Full Time  
News Service.....AP  
Representative.....Gill-Perna  
Membership.....RAB  
President.....W. S. Russell  
Manager.....Pcaul C. Gussner

**KCJB—Minot—1950—CBS**

Frequency: 910 Kc. Power: 1000 Watts  
Owned-Oper. By.....No. Dakota Bcstg. Co.  
Address.....Minot  
Phone: 51-161 Air Time: Full Time  
Representative.....Weed  
News Service.....UP  
Membership.....NARTB, RAB  
President.....John W. Boler  
Station Manager.....Chester Reiten  
Comm. Manager.....Hugo Furstaneau  
Chief Engineer.....Joseph Main

**KLPM—Minot—1929—MBS**

Frequency: 1390 Kc. Power: 5000 d.; 1000 n.  
Owned-Operated By.....Minot Bcstg. Co.  
Business-Studio Address.....Fairblock, So. Main  
Phone: 41-146 Air Time: Full Time  
News Service.....AP  
Transcription Service.....World  
Representative.....Walker  
President.....John B. Cooley  
Gen., Sta. Manager.....C. W. Baker  
Commercial Mgr.....Leslie E. Maupin  
Publicity Dir.....Dolpres Haugen  
Sta. Mgr., Chief Engineer.....C. W. Baker

**KOVC—Valley City—1936**  
**MBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By.....KOVC, Inc.  
Business-Studio Address.....135 Central Ave. S.  
Phone: 1490 Air Time: Full Time  
Transcription Service.....Standard  
Pres., Gen. Mgr.....Robert E. Ingstad  
Program Director.....Lyle Peterson  
Comm. Manager.....Russ Kaber  
Chief Engineer.....Charles Sjostrom

**KEYZ—Williston—1948**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By.....Charles L. Scofield  
Address.....Box 1249  
Phone: 35-371 Air Time: Full Time  
News Service.....UP  
Transcription Service.....Standard  
Membership.....RAB, NARTB  
General Manager.....C. L. Scofield  
Comm. Manager.....W. L. Holler  
Sales Prom. Manager.....Bob Miller  
Chief Engineer.....Robert A. Foster

**FOR WORLD-WIDE NEWS . . .**  
**FOR CLEAR, COMPREHENSIVE**  
**COVERAGE . . .**

**AP**

**FOR**  
**RADIO and TELEVISION**

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.



**WADC—Akron—1925—CBS**

Frequency: 1350 Kc. Power: 5000 Watts  
Owned-Operated By Allen T. Simmons  
Bus.-Studio Address WADC Bldg.  
Phone: Jefferson 5-6165 Air Time: Full Time  
News Service UP  
Transcription Service Standard  
Representative George P. Hollingbery  
Owner-Operator Allen T. Simmons  
Assistant Manager Robert B. Wilson  
Sales Prom. Mgr. Doc Williams  
Program Director Harold H. Hageman  
Publicity Director Mary Jo Stasell  
Chief Engineer Arnold Bock

**WAKR—Akron—1940—ABC**

Frequency: 1590 Kc. Power: 5000 Watts  
Owned By Summit Radio Corp.  
Address 853 Copley Rd.  
Phone: PO 2-8811 Air Time: Full Time  
Newspaper Affiliation Beacon Journal  
News Service UP, AP  
Representative Weed  
President, Gen. Mgr. S. Bernard Berk  
Station Manager Roger G. Berk  
V. P., Dir. Sales Kenneth M. Keegan  
Pgm., Pub. Dir. A. R. Cooper  
Chief Engineer Irwin L. Knopp

**WCUE—Akron—1949**

Frequency: 1150 Kc. Power: 1000 Watts d.  
Owned-Oper. By Akron Bcstg. Corp.  
Address 41 S. Main St.  
Phone: Fr. 6-7114 Air Time: Daytime  
Representative Pearson  
News Service UP  
Transcription Standard  
Membership NARTB  
President, Gen. Mgr. Tim Elliot  
Sta., Comm. Mgr. Jack Maurer  
Asst. Sales Mgr. Harley Lucas  
Program Director Jack Clifton  
Sls. Prom. Mgr. Jean Elliot  
Publicity Director Bob Lape  
Chief Engineer George V. Paul

**WHKK—Akron—1944—MBS**

Frequency: 640 Kc. Power: 1000 Watts  
Owned-Oper. By WHKK Bcstg. Co.  
Business-Studio Address 51 W. State St.  
Phone: BI 3-7101 Air Time: Daytime  
News Service UP  
Membership RAB  
Representative Bolling  
Co-Owners J. B. Maurer, P. R. Herbert  
Program Director Cliff Rodgers  
Chief Engineer Henry Neiderkoller

**WFAH—Alliance—1953**

Frequency: 1310 Kc. Power: 1000 Watts d.  
Owned-Oper. By The Review Pub. Co.  
Address 2720 S. Union  
Phone 1-5345  
Representative Rambeau  
News Service AP  
Newspaper Affiliation Alliance Review

Transcription Service World. Lang-Worth  
Membership NARTB  
General Manager D. A. Peterson  
Commercial Mgr. Robert A. Gates  
Prog. Director Edward D. Krahling  
Chief Engineer Gene Peterman

**WATG—Ashland—1950**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Ashland Bcstg. Corp.  
Address Ashland  
Phone: 2-1572 Air Time: Full Time  
Transcription Service Thesaurus  
Representative McGillvra  
News Service AP  
President Robert S. Burke  
Gen., Sta. Mgr., Ch. Eng. Don Holzapfel  
Comm. Manager Harlan Cook, Jr.  
Prog., Pub. Director Charles Kilkenny

**WICA—Ashtabula—1937**

Freq.: 970 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By WICA, Inc.  
Address Ashtabula  
Phone: 32-126 Air Time: Full Time  
News Service UP  
Transcription Service Thesaurus  
Representative Everett-McKinney  
President D. C. Rowley  
General Manager John Colin  
Station Manager D. W. Fassett  
Comm. Manager Vernon Webster  
Sales Prom. Manager Lawrence Gerrity  
Program Director John C. Strassen  
Chief Engineer F. N. Barnato

**WATH—Athens—1950**

Frequency: 1540 Kc. Power: 1000 Watts d.  
Owned By Andrew Kovlin & James Sinyard  
Address P. O. Box 527  
Phone 31587 Air Time: Daytime  
Station Rep. Continental  
Membership NARTB  
Gen. Mgr., Chief Engr. Andrew Kovlan  
Comm. Manager John Kerr  
Program Director George Charles

**WTRX—Bellaire—1947—MBS**

Frequency: 1290 Kc. Power: 1000 Watts d.  
Owned WTRX, Inc.  
Phone: BE 1515 Air Time: Daytime  
President, Gen. Mgr. Walter Patterson  
Program Director Paul Howard  
Pub. Dir., Sales Prom. Mgr. William Greaver  
Chief Engineer George T. Cowen

**WOHP—Bellefontaine—1952  
KBS**

Frequency: 1390 Kc. Power: 500 Watts  
Owned Lake Erie Radio & TV Corp.  
Address Box 338  
Phone: 2-5796 Air Time: Daytime  
President T. M. Nelson  
General Manager R. K. Wood  
Chief Engineer Ken Arnold

**WWBG—Bowling Green—1954**

Frequency: 730 Kc. Power: 250 Watts d.  
 Owned-Oper. Howard R. Ward  
 Address Dirlam Rd.  
 Phone: 3-8021 Air Time: Daytime  
 News Service AP  
 Manager Howard R. Ward  
 Program Director Eugene Robinson

**WILE—Cambridge—1948**  
**KBS**

Frequency: 1270 Kc. Power: 1000 Watts a.  
 Owned-Oper. Land o' The Lakes Bcstg. Corp.  
 Business-Studio Address 917 Beatty Ave.  
 Phone: 4-5605 Air Time: Daytime  
 News Service AP  
 Transcription Service Standard  
 President Howard A. Donahoe  
 Comm. Mgr. Bruce Meighen  
 Program Director David C. Lorimer  
 Chief Engineer Harold Black

**WHOT—Campbell—1955**

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Oper. By Greater Youngstown Bcstg.  
 Address 401 N. Blaine Ave., Youngstown  
 Representative Forjoe  
 News Service UP  
 Owner Myron Jones  
 General Manager William Fleckenstein  
 Commercial Manager Lou Skelly

**WAND—Canton—1947**

Frequency: 900 Kc. Power: 500 Watts d.  
 Owned-Oper. By Magic Wand Bcstg. Co.  
 Address Tuscarawas & High  
 Phone: 68396 Air Time: Daytime  
 News Service AP  
 Transcription Service Capitol  
 Representative Hil F. Best  
 President P. C. Wilson  
 Station Manager James Wilson

**WCMW—Canton—1946**

Frequency: 1060 Kc. Power: 1000 Watts d.  
 Owned-Operated By Stark Bcstg. Corp.  
 Bus.-Studio Address Hills & Dales Rd.  
 Phone: 5-9475 Air Time: Daytime  
 Representative Burke Stewart  
 Pres., Gen. Mgr. S. L. Huffman  
 Station Manager Clark L. Dozer  
 Commercial Mgr. Jack R. Hale  
 Sales Prom. Manager R. Bremkamp  
 Program Director D. I. Dever  
 Publicity Director Jane Thomas  
 Chief Engineer W. Waechter

**WHBC—Canton—1925—ABC**

Frequency: 1480 Kc. Power: 5000 Watts  
 Owned-Operated By Ohio Bcstg. Co.  
 Business-Studio Address 550 S. Market St.  
 Phone: 6-7166 Air Time: Full Time  
 News Service AP  
 Newspaper Affil. Brush-Moore

Representative Venard, Rintoul, McConnell  
 Membership NARTB, RAB  
 President Gordon G. Strong  
 Director of Radio Eugene Carr  
 Station Manager Robert C. Fehlman  
 Commercial Manager Paul E. Gilmer  
 Publicity Director Nancy Schneider  
 Program Director Lee Atwell  
 Chief Engineer Robert Breen

**WBEX—Chillicothe—1947**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By Shawnee Bcstg. Co.  
 Business-Studio Address Pohlman Road  
 Phone: 3-2244 Air Time: Full Time  
 News Service UP  
 Representative W. S. Grant  
 Transcription Service Standard  
 President Truman A. Morris  
 Station Manager Lewis F. Wagner  
 Chief Engineer George T. Evangelow

**WCIN—Cincinnati—1953**

Frequency: 1480 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Robert W. Rounsaville  
 Address Radio Station WQXI, Atlanta, Ga.  
 Phone: MU 1-7600 Air Time: Daytime  
 Representative Gill-Perna, Dorc-Clayton  
 President R. W. Rounsaville  
 Station Manager Ralph B. Johnson  
 Commercial Manager Bernard M. Dabney, Jr.  
 Sales Prom. Mgr. Bob Williams  
 Program Director Larry Dean Faulker  
 Publicity Director George White  
 Chief Engineer Joseph McCormick

**WCKY—Cincinnati—1929**

Frequency: 1530 Kc. Power: 50,000 Watts  
 Owned-Operated By L. B. Wilson, Inc.  
 Bus.-Studio Address Hotel Sheraton Gibson  
 Phone: Cherry 1-6565 Air Time: Full Time  
 Representative Thomas Welstead  
 Membership RAB  
 Pres., Gen. Manager Chas H. Topmiller  
 Sales Promotion Mgr. Robert M. Fleming  
 Program Director Jecnette Heinze

**WCPO—Cincinnati—1927**  
**MBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By Scripps-Howard Radio, Inc.  
 Phone: Capitol 1-0777 Air Time: Full Time  
 Studio Address 2345 Symmes St.  
 News Service UP  
 Newspaper Affil. Post  
 Representative John Blair  
 Membership NARTB  
 President Jack R. Howard  
 General Manager M. C. Watters  
 Station Manager Colin G. Male  
 Comm. Manager R. Rietman  
 Program Director Bill Dawes  
 Chief Engineer Paul Adams

**WKRC—Cincinnati—1921**  
**CBS**

Frequency: 550 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By.....Radio Cincinnati, Inc.  
Address-Trans. ....Hotel Alms  
Phone: Woodburn 1-0550. Air Time: Full Time  
News Service .....AP  
Newspaper Affiliation .....Times-Star  
Transcription Service .....SESAC  
Representative .....Katz  
Membership .....NARTB  
President.....Hulbert Taft, Jr.  
Exec. Vice Pres.....David G. Taft  
Sales Prom. Manager.....John Walsh  
Station Manager.....Hubbard Hood  
V. P., National Sls. Mgr....Kenneth W. Church  
Program Director.....Ed Kennedy, Jr.  
Local Sls. Manager.....H. M. Heilbrun  
Chief Engineer.....George Wilson

**WLW—Cincinnati—1922**  
**NBC**

Frequency: 700 Kc.....Power: 50 Kw.  
Owned.....Crosley Bcstg., Corp.  
Address.....140 W. Ninth St.  
Phone: CHerry 1-1822....Air Time: Full Time  
News Service.....INS, UP  
Representative....WLW Sls., NBC Spot Sls.  
Membership .....NARTB, RAB  
Chm. of Board.....James D. Shouse  
Pres., Gen. Mgr.....Robert E. Dunville

V.P., Asst. Gen. Mgr.....Ward Quaal  
V.P., Treas.....K. T. Murphy  
V.P., chg. of Sls.....Harry Mason Smith  
V.P., Public Relations.....Gilbert Kingsbury  
Dir. Client Ser. Dept.....Richard K. Jones  
Program Dir.....Chester Herman  
Chief Engineer.....R. J. Rockwell

**WSAI—Cincinnati—1923**  
**ABC**

Frequency: 1360 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Gordon Bcstg. Co.  
Address .....Sinton Hotel  
Phone: Main 1-1068....Air Time: Full Time  
News Service .....UP  
Transcription Service .....World  
Representative .....Weed  
Membership .....RAB  
Pres., Gen. Mgr.....Sherwood R. Gordon  
Nat'l Sales Manager.....Lu Bassett  
Local Sales Manager.....H. O. Parry  
Promotion Director.....Arthur Plaut  
Program Director.....Paul Jones  
Chief Engineer.....Jonas Heiser

**WDOK—Cleveland—1950**

Frequency: 1260 Kc.....Power: 5000 Watts  
Owned-Operated By.....Civic Bcstrs., Inc.  
Address.....1515 Euclid Ave.  
Phone: Main 1-2890....Air Time: Full Time  
News Service.....UP, INS  
Representative .....H-R  
Transcription Service.....SESAC

THE RADIO STATION THAT SELLS CINCINNATI!

**wsai**

**1ST FOR MUSIC!**  
**1ST FOR NEWS!**  
**1ST FOR SPORTS!**

WSAI-Radio's cost-per-thousand story will amaze you!  
WSAI-Radio's rating story will astound you!  
WSAI-Radio's acceptance story will convince you that WSAI is the station you must buy to sell Cincinnati.

IN CINCINNATI...  
EVERYBODY LOVES  
**wsai**

GORDON  
BROADCASTING CO.  
Sherwood R. Gordon,  
President and  
General Manager  
Nat'l. Representatives  
WEED



THE NEW SOUND IN CINCINNATI HAS A CASH REGISTER RING

**Membership** ..... NARTB  
**Pres.**..... R. Morris Pierce  
**Director Operations**..... Ralph Quay  
**Sales Prom. Manager**..... L. Auerbach  
**Ass't to Pres. & Treas.**..... Frederick Wolf  
**Chief Engineer**..... Clifford Ormston

**WERE—Cleveland—1948**

**Frequency:** 1300 Kc..... **Power:** 5000 Watts  
**Owned-Operated By**.... Cleveland Bcstg. Inc.  
**Address**..... 1501 Euclid Ave.  
**Phone:** SUperior 1-9600... **Air Time:** Full Time  
**News Service** ..... AP, INS  
**Station Rep.**..... Vencard, Rintoul & McConnell  
**President**..... Ray T. Miller  
**General Manager**..... Richard M. Klaus  
**Comm. Manager**..... C. A. Dunbar  
**Program Director**..... Ed Stevens  
**Chief Engineer**..... Harry Dennis

**WGAR—Cleveland—1930**  
**CBS**

**Frequency:** 1220 Kc..... **Power:** 50,000 Watts  
**Owned-Oper. By**..... Peoples Bcstg. Corp.  
**Address** ..... 246 No. High St.  
**News Service**..... INS, UP  
**Representative** ..... Christal  
**Membership** ..... NARTB, RAB  
**President**..... Murray D. Lincoln  
**V. Pres., Gen. Mgr.**..... Herbert Evans  
**Station Manager**..... Carl E. George  
**Commercial Mgr.**..... Robert E. Forker  
**Program Director**..... Robert Smiley

**WHK—Cleveland—1921—MBS**

**Frequency:** 1420 Kc..... **Power:** 5000 Watts  
**Owned-Operated By**..... United Bcstg. Co.  
**Business-Studio Address**... 5000 Euclid Avenue  
**Phone:** Express 1-5000... **Air Time:** Full Time  
**News Service**..... AP, INS  
**Transcription Service**..... BML, ASCAP  
**Representative** ..... Headley-Read  
**Membership**..... NARTB, RAB  
**Newspaper Affil.**..... Plain Dealer  
**President**..... Sterling E. Graham  
**General Manager**..... K. K. Hackathorn  
**Commercial Manager**..... W. K. Brusman  
**Sales Prom. Manager**..... John Wyman  
**Program Director**..... Leslie F. Biebl  
**Publicity Director**..... Merle Levin  
**Chief Engineer**..... R. H. DeLany

**WJMO—Cleveland—1947**

**Frequency:** 1540 Kc..... **Power:** 1000 Watts d.  
**Owned-Operated By**..... UBC of Ohio  
**Address**..... 2157 Euclid Ave.  
**Phone:** SUperior 1-4424... **Air Time:** Daytime  
**News Service** ..... UP  
**President**..... Richard Eaton  
**Station Manager**..... Paul Nickel  
**Sales Manager**..... L. B. Adams

**WJW—Cleveland—1943—ABC**

**Frequency:** 850 Kc..... **Power:** 5000 Watts  
**Owned-Operated By**..... Storer  
**Business-Studio Address**..... 1375 Euclid Ave.  
**Phone:** SUperior 1-0101... **Air Time:** Full Time

**WJW Radio**

CLEVELAND OHIO'S

**STANDOUT** Station for

- Music
- News
- Sports
- Community Service

A Storer Broadcasting  
 Company Station

Basic ABC . . . 5000 Watts  
 Represented nationally by  
 KATZ AGENCY



BEST LOCATION IN THE NATION



**GREATER CLEVELAND'S  
 NUMBER 1 STATION**

**RADIO WSRs**

News Service .....UP  
 Transcription Service .....Standard  
 Representative .....Katz  
 President.....G. B. Storer, Sr.  
 Gen., Sls. Mgr.....John D. Kelly  
 Program Director.....Bruce MacDonald  
 Promotion Director.....Peter Lee  
 Chief Engineer.....Harold Brinkman

Phone: ERievew 1-2005..Air Time: Full Time  
 News Service.....AP, INS  
 Transcription Service .....Associated  
 Representative .....Pearson  
 President.....S. R. Saque  
 Exec. Director.....Norman V. Bergholm  
 Chief Engineer.....Bob Leedham

**KYW—Cleveland—1923**

Frequency: 1100 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Westinghouse Bcstg. Co.  
 Bus.-Studio Address...815 Superior Ave. N.E.  
 Phone: CHerry 1-0942.....Air Time: Full Time  
 News Service.....AP, UP  
 Transcription Service .....Thesaurus  
 Rep.....Peters, Griffin, Woodward, Inc.  
 Membership .....NARTB, RAB  
 President.....Donald H. McGannon  
 Vice-President.....Rolland V. Tooke  
 General Manager.....Gordon Davis  
 Sls. Mgr.....John McIntosh, Jr.  
 Adv., Sls., Prom. Mgr.....Edward Wallis  
 Chief Eng.....Howard Spiller  
 Asst. Sales Mgr.....Theodore E. Sliwa  
 Adv. & Sls. Prom. Mgr. Radio...Janet K. Byers

**WBNS—Columbus—1924**  
**CBS**

Frequency: 1460 Kc..Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....RadiOhio, Inc.  
 Business-Studio Address.....33 N. High St.  
 Phone: CA. 4-9265.....Air Time: Full Time  
 News Service .....AP  
 Representative .....John Blair  
 Membership .....NARTB, RAB  
 General Manager.....Richard A. Borel  
 Commercial Manager.....W. L. Orr  
 Sales Prom. Director.....Jim Yenan  
 Program Director.....Geer Parkinson  
 Publicity Director.....M. Babington  
 Chief Engineer.....Lester H. Natzger

**WSRS—Cleveland—1947**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....WSRS, Inc.  
 Address .....2156 Lee Rd.

**WCOL—Columbus—1922**  
**ABC**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Air Trails, Inc.

**KYW—RADIO**

*first in Cleveland!*

KYW . . . Northern Ohio's only class 1A, 50,000 Watt, clear channel radio station! Covers 32 counties in one of the country's richest industrial areas.

To you this means audience action in the nation's seventh largest market.

KYW serves 4½ million people in the nation's highest per-capita income area.

Put KYW to work for you in Cleveland. Call John McIntosh, Jr., Sales Manager, at CHerry 1-0942, or Alexander W. "Bink" Dannenbaum, Jr., WBC National Sales Manager, Murray Hill 7-0808, N.Y.

**WESTINGHOUSE BROADCASTING COMPANY, INC.**



**RADIO**

BOSTON—WBZ+WBZA  
 PITTSBURGH—KDKA  
 CLEVELAND—KYW  
 FORT WAYNE—WOWO  
 PORTLAND—KEX

**TELEVISION**

BOSTON—WBZ-TV  
 PITTSBURGH—KDKA-TV  
 CLEVELAND—KYW-TV  
 SAN FRANCISCO—KPX

KPIX REPRESENTED BY THE KATZ AGENCY, INC.  
 ALL OTHER WBC STATIONS REPRESENTED BY  
 PETERS, GRIFFIN, WOODWARD, INC.



**Business-Studio Address.** E. Broad & Young St.  
**Phone:** CA 1-4581.....**Air Time:** Full Time  
**Representative** .....H-R Reprs., Inc.  
**News Service** .....AP  
**President** .....Charles Sawyer  
**Exec. V.P.**.....J. P. Williams  
**Sta., Comm. Manager.**.....C. E. Kennedy  
**Program Director.**.....Jerry McFarlane  
**Publicity Director.**.....Solly Bingham  
**Chief Engineer.**.....Harold E. Beard

## WTVN—Columbus—1921

### MBS

**Frequency:** 610 Kc.....**Power:** 5000 Watts  
**Owned-Operated By**.....Radio Columbus  
**Business-Studio Address**.....22 East Gay St.  
**Phone:** Capital 4-1271.....**Air Time:** Full Time  
**News Service**.....AP, INS, UP  
**Transcription Service**.....World  
**Representative** .....Katz  
**President**.....Hulbert Taft, Jr.  
**General Manager**.....Byron Taggart  
**Comm. Mgr.**.....Sam T. Johnston  
**Sls. Prom. Mgr., Pub. Dir.**.....Dan Ries  
**Program Director**.....Robert Adkins  
**Chief Engineer**.....W. T. Hansher

## WVKO—Columbus—1951

**Frequency:** 1580 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....Sky Way Bcstg. Corp.  
**Address**.....274 S. 3rd St.  
**Phone:** CA. 1-5247.....**Air Time:** Daytime  
**Representative** .....For Joe  
**President**.....Gustav Hirsch  
**Gen., Sta. Manager**.....Bert Charles  
**Comm. Manager**.....William Selander  
**Prog. Dir.**.....Bert Charles  
**Sls. Prom. Mgr., Pub. Dir.**.....Marjorie White  
**Chief Engineer**.....William Hammett

## WTNS—Coshocton—1947

**Frequency:** 1560 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....Coshocton Bcstg. Co.  
**Business-Studio Address**.....114 N. 6th St.  
**Phone:** 1560.....**Air Time:** Daytime  
**Trans. Service**.....World  
**News Service**.....UP  
**Membership**.....NARTB, RAB  
**Pres., Gen. Mgr.**.....Bruce Wallace  
**Sales Manager**.....James Sigman

## WAVI—Dayton—1947

(SEE SPRINGFIELD, OHIO)

## WHIO—Dayton—1935—CBS

**Frequency:** 1290 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By**.....Miami Valley Bcstg. Corp.  
**Business-Studio Address**.....1414 Wilmington Ave.  
**Phone:** Madison 6581.....**Air Time:** Full Time  
**News Service**.....AP, UP  
**Representative** .....Hollingbery  
**Membership**.....NARTB, RAB  
**President**.....James M. Cox, Jr.  
**General Manager**.....Robert H. Moody

**Merchandising Manager**.....W. E. Wolaver  
**National Sales Manager**.....Wcde H. Alley  
**Promotion Director**.....Chuck Gay

## WING—Dayton—1924—ABC

**Frequency:** 1410 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By**.....Great Trails Bcstg. Co.  
**Business-Studio Address**.....121 N. Main St.  
**Phone:** Hemlock 3773.....**Air Time:** Full Time  
**News Service**.....AP  
**Representative** .....H-R  
**President** .....Charles Sawyer  
**Exec. V.P. & Gen. Mgr.** John Pattison Williams  
**Vice-Presidents**.....G. Denning, A. Buchan  
**Station Manager**.....Jack Wymer  
**Publicity Director**.....Larry Marker  
**Chief Engineer**.....Howard Ryan

## WONE—Dayton—1949

**Frequency:** 980 Kc.....**Power:** 5000 Watts  
**Owned-Operated By**.....Skyland Bcstg. Corp.  
**Address**.....380 West First St.  
**Phone:** Michigan 6501.....**Air Time:** Full Time  
**Representative** .....Headley Reed  
**Pres., Gen. Manager**.....Ronald B. Woodyard  
**Nat'l Sales Manager**.....C. J. Thornquest  
**Commercial Manager**.....Louis G. Froelich  
**Chief Engineer**.....Stanley A. Beck

## WONW—Defiance—1949

**Frequency:** 1280 Kc.....**Power:** 500 Watts  
**Owned-Oper. By**.....Tri-State Bcstg. Co.  
**Address**.....P. O. Box 278  
**Phone:** 32226.....**Air Time:** Full Time  
**News Service**.....UP  
**Transcription Service**.....Associated  
**Representative** .....Devney  
**V.P., Gen. Manager**.....Glenn R. Thayer

## WJER—Dover—1950

**Frequency:** 1450 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Dover Bcstg. Co., Inc.  
**Address**.....210 Blvd.  
**Phone:** 4-2126.....**Air Time:** Full Time  
**Manager**.....W. B. Steis  
**Commercial Manager**.....John C. Needs

## WOHI—East Liverpool—1949

### ABC-KBS

**Frequency:** 1490 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....East Liverpool Bcstg. Co.  
**Address**.....516 Market St.  
**Phone:** FU. 5-1490.....**Air Time:** Full Time  
**News Service**.....AP  
**Transcription Service**.....World  
**President, Gen. Manager** Richard V. Beatty  
**Station Manager**.....R. E. Metcalfe  
**Comm., Prom. Mgr.**.....George T. Farrall  
**Prog. Director**.....James Lowery, Jr.  
**Chief Engineer**.....George Kelly

**WEOL—Elyria—1948**

Frequency: 930 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Elyria-Lorain Bcstg. Co.  
 Address.....Elyria Savings and Trust Bldg.  
 Phone: 2255.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....Thesaurus  
 Station Representative .....Walker  
 President .....Roy W. Ammel  
 General Manager.....Arthur Vogel  
 Comm., Sta. Mgr.....Richard E. Barrett

**WFIN—Findlay—1941**

Frequency: 1330 Kc.....Power: 1000 Watts d.  
 Owned-Operated By....The Findlay Publ. Co.  
 Address.....101½ W. Sandusky St.  
 Phone: 1330.....Air Time: Daytime  
 News Service .....AP, INS  
 Representative .....McGillvra  
 General Manager.....Harold H. Heminger  
 Prog. Dir.....Jack Douglas

**WFOB—Fostoria—1946—KBS**

Frequency: 1430 Kc.....Power: 1000 Watts  
 Owned-Operated By....Seneca Radio Corp.  
 Address.....U. S. 23  
 Phone: 5666.....Air Time: Full Time  
 News Service .....AP  
 Trans. Service.....Capitol, SESAC, World  
 Station Rep. ....Rambeau  
 President .....Andrew Emerine  
 Station Manager.....Mel Murray  
 Commercial Mgr.....Roger V. Wise  
 Prog. Director.....Jim Paulus

**WFRQ—Fremont—1949**

Frequency: 900 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Wolfe Bcstg. Corp.  
 Address.....905 W. State St.  
 Phone: FE. 2-3951.....Air Time: Daytime  
 Representative.....Hil F. Best  
 News Service .....UP  
 Membership .....NARTB  
 President .....Robert F. Wolfe  
 Managing Director.....R. C. Force

**WJEH—Gallipolis—1950  
 KBS**

Frequency: 990 Kc.....Power: 250 Watts d.  
 Owned-Oper. By...Ohio Valley on the Air, Inc.  
 Address.....Box 244  
 Phone: 1160-1.....Air Time: Daytime  
 News Service .....UP  
 Transcription Service.....World  
 Representative .....Grant  
 President .....John E. Halliday  
 General Manager.....Marianne Campbell  
 Commercial Manager.....W. C. Hurley  
 Program Director.....William Watterson, Jr.  
 Chief Engineer.....Edgar Atkins

**WMOH—Hamilton—1944**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By....Fort Hamilton Bcstg. Co.

Bus-Studio Address..Second Natl. Bank Bldg.  
 Phone: Hamilton 4-6543...Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....Lang-Worth  
 Representative.....W. S. Grant  
 President.....Robert J. Briede  
 General Manager.....Robert L. Odson  
 Sta. Mgr., Prog. Director.....Norm Keller  
 Ass't Gen. Mgr., Comm. Mgr.....Ray Motley

**WIRO—Ironton—1951  
 MBS-KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owner.....Iron City Bcstg. Co.  
 Address.....Radio Plaza  
 Phone: 360.....Air Time: Full Time  
 Representative .....McGillvra  
 Pres., Ch. Eng.....C. A. Baker  
 Gen., Sta. Mgr.....C. E. McElroy  
 Comm. Mgr.....Jack Martin  
 Prog. Dir.....H. L. Goldberg  
 Prog., Pub. Dir.....Jay Brushart

**WLMJ—Jackson—1953—KBS**

Frequency: 1280 Kc.....Power: 1 Kw., d.  
 Owned .....WLMJ Inc.  
 Address.....P.O. Box 72  
 Phone: 850; 950.....Air Time: Daytime  
 News Service.....AP  
 Transcription .....Standard  
 Station Representative.....W. S. Grant  
 President.....Frances D. Moore  
 General Mgr.....Don W. Hughes  
 Commercial Mgr.....Art Farrar  
 Program Director.....Jake Gohm  
 Chief Engineer.....Eddie Adkins

**WHOK—Lancaster—1947**

Frequency: 1320 Kc.....Power: 500 Watts d.  
 Owned-Oper. By..Hocking Valley Bcstg. Corp.  
 Address-Trans. Loc.....Memorial Dr.  
 News Service .....UP  
 Transcription Service .....Thesaurus  
 Membership .....NARTB  
 Pres., Gen. Mgr.....Dr. Nelson Embrey  
 Station Manager.....William L. Zimmerman  
 Program Director.....E. J. Blazer  
 Chief Engineer.....C. E. Huston

**WIMA—Lima—1948—ABC**

Frequency: 1150 Kc.....Power: 1000 Watts  
 Owned-Oper. By....N.W. Ohio Bcstg. Corp.  
 Business-Studio Address.....223 N. Main St.  
 Phone: 32660.....Air Time: Full Time  
 News Service .....AP  
 Representative .....H-R  
 Membership .....RAB  
 President.....G. E. Hamilton  
 General Sta. Mgr.....R. W. Mack  
 Commercial Mgr.....C. B. Heller  
 Sales Prom. Manager.....J. L. Spring  
 Program Dir.....Easter Straker  
 Chief Engineer.....A. J. F. Smith

**WMAN—Mansfield—1939**  
**ABC**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By...Richland, Inc.  
Business-Studio Address...144½ Park Ave. W.  
Phone: 4235-6 Air Time: Full Time  
News Service UP  
Transcription Service World  
Representative...Venard, Rintoul & McConnell  
Membership NARTB, RAB  
Pres., Gen., Sta., Sls., Mgr....J. M. O'Hara  
Comm. Mcnager...John Patrick  
Prog.-Pub. Dir....Robert James  
Chief Engineer...William Morrison

**WMOA—Marietta—1946**  
**MBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By...Marietta Bcstg. Co.  
Business Address...P. O. Box 201  
Phone: 1690 Air Time: Full Time  
Representative...McGillvra  
Membership NARTB  
General Manager...R. Sanford Guyer

**WMRN—Marion—1940—ABC**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By...The Marion Bcstg. Co.  
Business Address...P. O. 518  
Phone: 3-1131 Air Time: Full Time

AM **WMRN** FM

MARION — OHIO

15 Years of Service  
and Growth  
in  
Central Ohio

— o —

Studios in Marion  
and Bucyrus  
Operating

425-Acre Livestock  
and Grain Farm  
ABC Affiliate

News Service UP  
Transcription Service Thesaurus  
Membership NARTB, RAB  
Pres., Gen.-Sta. Mgr....Robert T. Mason  
Commercial Manager...Arthur L. Martin  
Prog. Dir....Madge Cooper  
Sls. Prom. Mgr., Pub. Dir....Majorie Williams  
Chief Engineer...Francis Joseph Peters

**WPFB—Middletown—1947**

Freq.: 910 Kc. Power: 1 Kw. d., 100 W. n.  
Owned-Operated By...Paul F. Braden  
Address Trans. Loc...Central Ave.  
Phone: 2-3625 Air Time: Full Time  
News Service AP  
Transcription Service Thesaurus  
Rep...Grant Webb  
Membership NARTB, RAB  
Manager...Paul F. Braden  
Sales Manager...J. H. LeMoyne  
Production Director...Charles Reeder  
Comm. Manager...Ray Iglehart, Jr.

**WMVO—Mt. Vernon—1953**  
**KBS**

Frequency: 1300 Kc. Power: 500 Watts d.  
Owned-Oper. By...Mt. Vernon Bcstg. Co.  
Address...Coshoccon Rd., Box 390  
Phone: 20946 Air Time: Daytime  
News Service UP  
Transcription Thesaurus  
President...Dr. Charles Tramont  
General Manager...Mrs. C. M. Zerkowitz  
Program Director...George Bennett  
Publicity Director...Rudy Maxwell  
Chief Engineer...Royce O. Woodward

**WCLT—Newark—1946**

Frequency: 1430 Kc. Power: 500 Watts d.  
Owned-Operated By...Advocate Printing Co.  
Address...25 West Main St.  
Phone: FAirtax 4-0071 Air Time: Daytime  
News Service AP  
Newspaper Affiliation...The Advocate  
Representative...Meeker Associates  
Membership NARTB, RAB  
President...Frank W. Spencer  
General Manager...Thomas A. Rogers  
Commercial Mgr....Robert Pricer  
Program Director...John Fisher  
Chief Engineer...Benjamin Windle

**WPTW—Piqua—1947—KBS**

Frequency: 1570 Kc. Power: 250 Watts d.  
Owned-Oper...Miami County Bcstg. Co., Inc.  
Address-Trans...1625 W. Covington Ave.  
Phone: 1420-1 Air Time: Daytime  
News Service AP  
Transcription Service World  
Representative...Best  
Membership RAB  
Pres., Gen. Mgr....Richard E. Hunt  
Sta., Comm. Mgr....Robert Bubb  
Prog., Pub. Dir....Ken Shroyer  
Chief Engineer...Dallas Davis

**WNXT—Portsmouth—1951**  
**ABC**

Frequency: 1260 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By... Portsmouth Bcstg. Co.  
Address... Masonic Temple Bldg.  
News Service ..... UP  
Phone: 2-1961. Air Time: Full Time  
Representative ..... Everett-McKinney  
Pres., Gen., Sta., Comm. Mgr.. Marshall Rosene  
Program Director..... Phil Phillips  
Publicity Director..... Thelma Henderson  
Chief Engineer..... Russell Newman

**WPAY—Portsmouth—1935**  
**CBS**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By..... The Scioto Bcstg. Co.  
Address..... 1009 Gallia St.  
News Service ..... AP  
Newspaper Affil..... Brush-Moore  
Representative... Venard, Rintoul & McConnell  
Membership ..... NARTB, RAB  
President ..... Eugene Carr  
Station Manager..... John T. Becker  
Chief Engineer..... Maurice L. Myers

**WLEC—Sandusky—1947**  
**MBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By... Lake Erie Bcstg. Co.  
Address... Cleveland Rd. & Huntington  
Phone: 5170. Air Time: Full Time  
News Service ..... UP  
Transcription Service ..... Thesaurus  
Membership ..... NARTB, RAB  
Pres., General-Station Mgr..... Jay Wagner  
Commercial Manager..... Louis Mahla  
Program Director..... Robert Hinners  
Chief Engineer..... Jay Leitbach

**WAVI—Springfield—1947**

Frequency: 1210 Kc. Power: 250 Watts d.  
Owned..... WAVI Bcstg. Corp.  
Address..... 1428 Cincinnati St.  
Phone: Hemlock 1291. Air Time: Daytime  
News Service ..... AP  
Station Rep. .... Gill-Perna  
Membership ..... NARTB, RAB  
Pres., Gen. Mgr..... Harry K. Crowl  
Station Manager..... Art Burnham

**WBLY—Springfield—1947**

Frequency: 1600 Kc. Power: 1000 Watts d.  
Owned-Oper. By... Champion City Bcstg. Co.  
Address... Chamber of Commerce Bldg.  
Phone: 3-4676. Air Time: Daytime

Representative ..... McGillvra  
Transcription Service ..... Associated  
General Manager..... Robert Yontz  
Program Director..... James Bissey

**WIZE—Springfield—1940**  
**ABC**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By... Radio Voice of Springfield  
Trans. Address..... 115 W. High St.  
Phone: 3-4955. Air Time: Full Time  
News Service ..... AP  
Transcription Service ..... World  
Representative..... H. R. Representative, Inc.  
Executive Vice-President..... J. P. Williams  
Admin. Assistant..... Alex Buchan  
Station Mgr..... Collis A. Young

**WSTV—Steubenville—1940**  
**MBS**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By..... WSTV, Inc.  
Bus. Studio Address... Exchange Realty Bldg.  
Phone: Atlantic 2-6265. Air Time: Full Time  
News Service ..... UP  
Representative ..... Avery-Knoedel  
Pres..... Jack N. Berkman  
V.P., Gen. Mgr..... John J. Laux  
Comm. Manager..... Joseph M. Troesch  
Publicity Director..... Bill McClinton  
Program Director..... Harry Birrell  
Chief Engineer..... Charles S. Shepherd

**WOHO—Toledo—1954**

Frequency: 1470 Kc. Power: 1470 Watts  
Owner..... Midwestern Bcstg. Co.  
Address..... 2965 Pickle Road  
Phone: Lennox 6576. Air Time: Full Time  
Representative ..... Pearson  
President ..... Ford R. Weber  
General Manager..... Russel Gohring  
Comm. Manager..... William Webster  
Program Director..... Paul King  
Chief Engineer..... Edwin J. Powell

**WTOD—Toledo—1946**

Frequency: 1560 Kc. Power: 1000 Watts d.  
Owned-Operated By..... Unity Corp.  
Business-Studio Address... 3225 Arlington Ave.  
Phone: Elgin 2507. Air Time: Daytime  
News Service ..... AP  
Newspaper Affil..... Erie Dispatch  
Transcription Service ..... Lang-Worth  
Representative ..... Forjoe  
President ..... Edward Lamb  
General Manager..... Sunne Miller  
Program Director..... Richard Rice  
Chief Engineer..... Robert Sowers





**WSPD—Toledo—1921—NBC**

Frequency: 1370 Kc. Power: 5000 Watts  
 Owned-Oper. By George B. Storer  
 Bus.-Studio Address 136 Huron St.  
 Phone: CHerry 8-6201 Air Time: Full Time  
 News Service INS, UP  
 Transcription Service Lang-Worth  
 Newspaper Affil. Miami Beach Sun  
 Membership NARTB, RAB  
 Representative Katz  
 President George B. Storer  
 V.P., Managing Director Allen L. Haid  
 Comm. Mgr. Westford F. Shannon  
 Sales Prom., Pub. Dir. Liz Wagner  
 Program Director E. C. Kutz  
 National Sales Mgr. Emerson Kimble  
 Chief Engineer William M. Stringfellow

**WTOL—Toledo—1938—ABC**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By Community Bcstg. Co.  
 Trans.-Address Bell Bldg.  
 Phone: CHerry 3-3231 Air Time: Full Time  
 Representative Paul H. Raymer  
 President Frazier Reams  
 Gen.-Station Mgr. Thomas S. Breitherton  
 Comm. Manager R. B. Stone  
 Program Director Robert Kriehoff  
 Chief Engineer Harold Holmes

**WHHH—Warren—1941—MBS**

Frequency: 1440 Kc. Power: 5000 Watts  
 Owned By Warren Tribune Radio Sta., Inc.  
 Business-Studio Address 108 Main St.  
 Phone: 2252-9 Air Time: Full Time  
 Representative Rambeau  
 President Helen Hart Hurlbert  
 General Manager Carl J. Raymond

**WCHO—Washington Court  
House—1952—KBS**

Frequency: 1250 Kc. Power: 500 Watts d.  
 Owned-Oper. By Court House Bdcstg. Co.  
 Address 113½ S. Main St.  
 Phone: 5-6211 Air Time: Daytime  
 Station Rep. Hil F. Best  
 President W. N. Nungesser  
 Sta., Sls., Prom. Mgr. Ray Anderson  
 Program Director Joe Klerke  
 Chief Engineer Ralph Hoffman

**WPKO—Waverly—1954**

Frequency: 1380 Power: 1000 Watts  
 Owner Hi Kinco Bcstrs.  
 Address Box 67  
 Phone: Piketon 2781 Air Time: Daytime  
 Gen. Mgr., Chief Eng. D. E. Kinker

**WKOV—Wellston—1952**

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Operated By Family Bdcstg. Co.  
 Address P. O. Box 190  
 Phone: 546 Air Time: Daytime  
 General Manager Parks Robinson

**WWST—Wooster—1947—KBS**

Frequency: 960 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Wooster Republican Ptg. Co.  
 Phone: 3-5075 Air Time: Daytime  
 General Manager E. B. Evans  
 Commercial Mgr. Quentin W. Welty  
 Program Director Robert Heeter

**WRFD—Worthington—1947**

Frequency: 880 Kc. Power: 5000 Watts d.  
 Owned-Oper. By Peoples Bcstg. Corp.  
 Address P. O. Box 26  
 Phone: 2-5342 Air Time: Daytime  
 Representative Meeker  
 President M. D. Lincoln  
 General Manager Herbert E. Evans

**WBBW—Youngstown—1949  
ABC**

Frequency: 1240 Kc. Power: 250 Watts  
 Owner Mahoning Valley Bcstg. Corp.  
 Address Warner Theatre Bldg.  
 Phone: Riverside 44421 Air Time: Full Time  
 Station Representative Weed  
 President, Ch. Eng. John Cherpack, Jr.

**WFMJ—Youngstown—1939  
NBC**

Frequency: 1390 Kc. Power: 5000 Watts  
 Owned-Operated By WFMJ Bcstg. Co.  
 Business-Studio Address 101 W. Boardman  
 Phone: Riverside 3-4121 Air Time: Full Time  
 Representative Headley-Reed  
 Pres., Gen. Mgr. William F. Maag, Jr.  
 Gen. Sta. Mgr. Mitchell F. Stanley  
 Program Director Robert Locke  
 Chief Engineer Frank A. Dieringer

**WKBN—Youngstown—1926  
CBS**

Frequency: 570 Kc. Power: 5000 Watts  
 Owned-Operated By WKBN Bcstg. Corp.  
 Phone: STerling 2-1145 Air Time: Full Time  
 Address 3930 Sunset Blvd.  
 Representative Paul H. Raymer  
 Pres., Gen. Mgr. Warren P. Williamson, Jr.  
 Station Manager J. Lothair Bowden  
 Program Director Paul Turner  
 Public Relations Director Jim Smith  
 Chief Engineer B. T. Wilkins

**WHIZ—Zanesville—1924  
NBC**

Frequency: 1240 Kc. Power: 250 Watts  
 Owner Southeastern Ohio Bcstg. System, Inc.  
 Business-Studio Address Lind Arcade Bldg.  
 Phone: 2-5431 Air Time: Full Time  
 Representative John E. Pearson  
 President Clay Littick  
 Gen., Station Manager Allan Land  
 Comm. Mgr. Nate Milder  
 S's. Prom. Mgr., Pub. Dir. Naomi Lorton  
 Prog. Dir. Bob Wagner  
 Chief Engineer William A. Hunt, Sr.

## KADA—Ada—1934 ABC-MBS-KBS

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . KADA Bcstg., Inc.  
Business Address . . . . . Box 642  
Phone: 12 & 13 . . . . . Air Time: Full Time  
News Service . . . . . AP  
Transcription Service . . . . . Standard  
Representative . . . . . Venard, Rintoul & McConnell  
Membership . . . . . NARTB, RAB  
President . . . . . Dr. C. C. Morris  
V.P. & General Manager . . . . . Bill T. Hoover  
Station Manager . . . . . Fred L. Thompson  
Program Director . . . . . Pat Jackson  
Chief Engineer . . . . . George Miller, Jr.

## KWHW—Altus—MBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Altus Bcstg. Co., Inc.  
Phone: 1405 . . . . . Air Time: Full Time  
Representative . . . . . Pearson  
Membership . . . . . NARTB  
General Manager . . . . . Frank E. Wimberly

## KVSO—Ardmore—1935 ABC

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Ardmoreite Publishing Co.  
Bus.-Studio Address . . . . . Ardmoreite Bldg.  
Phone: 3030 . . . . . Air Time: Full Time  
News Service . . . . . AP  
Newspaper Affiliation . . . . . Daily Ardmoreite  
Membership . . . . . NARTB, RAB  
Transcription . . . . . World, SESAC  
Representative . . . . . Venard, Rintoul & McConnell  
General Manager . . . . . Albert Riesen

## KWON—Bartlesville—1942 MBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Bartlesville Bcstg. Co.  
Address . . . . . Box 63  
Phone: 1400 . . . . . Air Time: Full Time  
News Service . . . . . AP, UP  
President, Gen., Sta. Mgr. . . . . J. Fred Case  
Program Director . . . . . R. M. Davis  
Comm., Sales Prom. Manager . . . . . John Collins  
Chief Engineer . . . . . C. R. Tanner

## KBWL—Blackwell—1952

Frequency: 1580 Kc. . . . . Power: 250 Watts d.  
Owned-Operated By . . . . . Star Bcstg. Co., Inc.  
Address . . . . . Masonic Bldg.  
Phone: 309 . . . . . Air Time: Daytime  
News Service . . . . . AP  
Transcription Service . . . . . Thesaurus  
Station Rep. . . . . Best  
General Manager . . . . . John W. Carrick

## KWCO—Chickasha—1946 KBS

Freq.: 1560 Kc. . . . . Power: 1 Kw. d., 250 W. n.

Owned-Oper. By . . . . . Washita Valley Bcstg. Corp.  
Address . . . . . 4th & Grand  
Phone: 2898 . . . . . Air Time: Full Time  
News Service . . . . . AP  
Representative . . . . . H. F. Best  
Owner, Gen. Mgr. . . . . Jack L. Pink  
Commercial Manager . . . . . Tom Miller  
Program Director . . . . . Marjorie Richards  
Chief Engineer . . . . . W. K. Berry

## KWOE—Clinton—1949

Frequency: 1320 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Western Okla. Bcstg. Co.  
Address . . . . . Neptune Park  
Phone: 618 . . . . . Air Time: Daytime  
News Service . . . . . UP  
Station Representative . . . . . Hil F. Best  
General Manager . . . . . V. M. Preston

## KUSH—Cushing—1952—KBS

Frequency: 1600 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . Cimarron Broadcasters, Inc.  
Address . . . . . Box 791  
Phone: 922 . . . . . Air Time: Daytime  
News Service . . . . . AP  
Newspaper Affil. . . . . Drumright Journal  
Representative . . . . . Hil F. Best  
Transcription Service . . . . . Thesaurus  
Membership . . . . . NARTB, RAB  
President . . . . . Lou Allard  
Vice President . . . . . G. R. Rockett  
Sec. Treasurer . . . . . J. B. Sellers  
General Manager . . . . . C. Forrest Brokaw, Jr.  
Station Mgr. . . . . George S. Lanham  
Program Director . . . . . Mary Lou Wright  
Publicity Director . . . . . Garbo Plodnick  
Chief Engineer . . . . . Harold Kincedd

## KRHD—Duncan—1947 MBS-KBS

Frequency: 1350 Kc. . . . . Power: 250 Watts d.  
Owned-Operated By . . . . . Duncan Bcstg. Co.  
Address . . . . . West Pine St.  
Phone: 1350 . . . . . Air Time: Full Time  
Transcription . . . . . World  
Representative . . . . . Venard, Rintoul & McConnell  
Membership . . . . . NARTB, RAB  
President . . . . . R. H. Drury  
Gen., Sta. Mgr. . . . . W. M. Erubaker  
Comm. Manager . . . . . Bill Merrill  
Program Director . . . . . John Moen  
Publicity Director . . . . . Tommy Richards  
Chief Engineer . . . . . Les Agee

## KSEO—Durant—1947—KBS

Frequency: 750 Kc. . . . . Power: 250 Watts d.  
Owned-Operated By . . . . . Democrat Printing Co.  
Address . . . . . Democrat Bldg.  
Air Time . . . . . Daytime  
News Service . . . . . AP  
Membership . . . . . NARTB  
Transcription Service . . . . . Standard  
General Manager . . . . . Leroy Moses

**KASA—Elk City—1932**

**MBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: Southwest Bcstg. Co.  
 Address: 204 N. Main  
 Phone: 730 Air Time: Full Time  
 Station Rep.: Best  
 Manager: Lonnie J. Preston

**KCRC—Enid—1929—ABC-KBS**

Frequency: 1390 Kc. Power: 1000 Watts  
 Owned-Oper. By: Enid Radiophone Co.  
 Bus. Studio Address: 318 E. Willow  
 Phone: AD 7-1390 Air Time: Full Time  
 News Service: AP  
 Transcription Service: World  
 News. Affil.: "Morning News," "Daily Eagle"  
 Representative: John E. Pearson Co.  
 Membership: NARTB  
 President: Milton B. Garber  
 General Manager: Pat Murphy  
 Commercial Mgr.: H. P. Hale  
 Sls. Prom. Mgr.: G. Williams  
 Program Director: B. Napier  
 Chief Engineer: Murray D. Coleman

**KGWA—Enid—1950—MBS**

Frequency: 960 Kc. Power: 1000 Watts  
 Owned-Oper. By: Public Bcstg. Service, Inc.  
 Address: 115½ E. Broadway  
 Phone: 4-4230 Air Time: Full Time  
 News Service: UP  
 Transcription Service: Standard  
 Representative: Venard, Rintoul & McConnell  
 Pres., Gen. Manager: Allan Page  
 Commercial Manager: Bob Nelson  
 Program Director: B. Henthorn  
 Publicity Director: Rex Walker  
 Chief Engineer: Ralph Druen

**KTAT—Frederick—1948**

**KBS**

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Operated By: Frederick Bcstg. Co.  
 Address: Main & Grand  
 Phone: 5-2131 Air Time: Daytime  
 News Service: UP  
 Transcription Service: Keystone  
 Representative: Hil F. Best  
 Partners: Ronald W. Wheeler,  
 J. D. Jones, W. A. Jones  
 General Manager: J. D. Jones, Jr.  
 Business Manager: E. Jones  
 Chief Engineer: D. Jones  
 Program Director: Mary Wheeler

**KWRW—Guthrie—1955**

Frequency: 1490 Kc. Power: 100 Watts  
 Owned-Oper. By: Southern Bcstg. Co.  
 Address: Ione Hotel  
 Phone: 2321 Air Time: Full Time  
 President: J. A. West  
 General Manager: Preston Bridges

**KGYN—Guymon—1948**

Frequency: 1220 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Plains Bcstg. Co.  
 Business Studio Address: P. O. Box 39  
 Phone: 888 Air Time: Daytime  
 News Service: UP  
 Trans. Service: World, Thesaurus, Standard  
 Membership: RAB  
 Representative: Hil F. Best  
 President, Gen. Mgr.: T. M. Raburn, Jr.  
 Commercial Mgr.: Edward J. Slater

**KTJS—Hobart—1947—KBS**

Frequency: 1420 Kc. Power: 250 Watts d.  
 Owned-Operated By: A. R. Fuchs  
 Address: Box 796  
 Phone: 1070 Air Time: Daytime  
 News Service: AP  
 Station Mgr., Ch. Eng.: A. Fuchs  
 Comm. Sls. Prom. Mgr.: Wayne Robison  
 Prog. Director: F. J. Fuchs

**KIHN—Hugo—1948—KBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By: Little Dixie Bcstg. Co.  
 Address: Box 248  
 Phone: 1140 Air Time: Full Time  
 News Service: AP  
 Transcription: Thesaurus  
 President: O. A. Brewer  
 Program Manager: J. L. Anderson  
 Chief Engineer: Dalton E. Jones

**KBEL—Idabel—1953**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: Idabel Bcstg. Co.  
 Address: Box 990  
 News Service: AP  
 Transcription: Thesaurus  
 General Manager: Winston O. Ward  
 Sta., Comm. Manager: J. P. Stanley  
 Program Director: Ralph Mills  
 Chief Engineer: Cliff Taylor

**KSWO—Lawton—1941**

**ABC**

Frequency: 1380 Kc. Power: 1000 Watts  
 Owned-Oper. By: Okla. Quality Bcstg. Co.  
 Bus. Studio Address: Box 699  
 Phone: 1380 Air Time: Full Time  
 News Service: UP  
 Transcrip. Service: World, Lang-Worth, Standard  
 Representative: John Pearson  
 Membership: NARTB, RAB  
 President: R. H. Drewry  
 Gen., Sta. Mgr.: Leo R. Morris  
 Sls. Prom. Manager: Mike Eisler  
 Publicity Director: Monte Moore  
 Program Director: Tom Gilmore  
 Chief Engineer: Willard Cochran

**KNED—McAlester—1950**

Frequency: 1150 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Pittsburg Bcstg. Co., Inc.

Address.....Box 56  
 Phone: 3-1460.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Pearson  
 Pres., Gen. Mgr.....Ray Van Hooser  
 Commercial Manager.....Phil Reed  
 Sls. Promotion Mgr.....Frank Hopkins  
 Prog. Director.....Joe H. Pate  
 Chief Engineer.....Dexter Ferry

**KTMC—McAlester—1946**  
**ABC-MBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....McAlester Bcastg. Co.  
 Business-Studio Address.....Earle Hotel  
 Phone: 2411.....Air Time: Full Time  
 News Service.....AP  
 Representative..Venard, Rintoul & McConnell  
 Membership.....NARTB  
 President.....William Young  
 General Mgr.....Bill Skeith  
 Sls. Prom. Mgr.....Larry Craft  
 Comm. Manager.....Joe Gravitt  
 Publicity Director.....Bob Bristow  
 Program Director.....Adch Johnson  
 Chief Engineer.....Harold Duncan

**KGLC—Miami—1948—KBS**  
 Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Miami Bcastg. Co.

Address.....Box 511  
 Membership.....NARTB, RAB  
 Representative.....Adam Young  
 Exec. Vice-President.....Kenyon Brown  
 Station Manager.....William A. Searle  
 Supv.....Frank J. Lynch

**KBIX—Muskogee—1936**  
**ABC**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Okla. Pub. Co.  
 Address.....Barnes Bldg.  
 Phone: MU 2-1331.....Air Time: Full Time  
 News Service.....UP  
 Representative..Venard, Rintoul & McConnell  
 President.....Tams Bixby, Jr.  
 General Manager.....Walter W. Weber

**KMUS—Muskogee—1948**

Frequency: 1380 Kc.....Power: 1000 d., 500 n.  
 Owned-Oper. By...Eastern Okla. Bcastg. Corp.  
 Address.....412½ Court St.  
 Phone: MU 2-2488.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Pearson  
 President.....R. M. Mountcastle  
 Gen. Station Mgr.....Jimmie Barry  
 Sls. Prom. Manager.....Hale Bicknell, Jr.  
 Program Director.....Don Gilbert  
 Chief Engineer.....James Kettel

**FOR WORLD-WIDE NEWS . . .**  
**FOR CLEAR, COMPREHENSIVE**  
**COVERAGE . . .**

**AP**

**FOR**  
**RADIO and TELEVISION**

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

**KNOR—Norman—1949—KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: Cleveland County Bcstg. Co.  
 Address: P. O. Box 542  
 Phone: 474. Air Time: Full Time  
 News Service: UP  
 Gen., Comm. Manager: William S. Morgan

**KBYE—Oklahoma City—1946**

Frequency: 890 Kc. Power: 1000 Watts d.  
 Owned-Operated By: State Bcstg. Co.  
 Bus.-Studio Address: 108 N.W. 9  
 Phone: FO 5-2323. Air Time: Daytime  
 News Service: UP  
 Reps.: Radio-TV Reps., Dora-Clayton, Brown  
 Membership: NARTB, RAB  
 Pres., General Manager: Frank J. Lynch  
 Station Manager: F. F. Lynch  
 Program Director: Glen Valentine  
 Publicity Director: Jim Stewart

**KLPR—Oklahoma City—1947**

Frequency: 1140 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: Okla. City Bcstg. Co.  
 Business Address: 128½ W. Commerce St.  
 Air Time: Daytime  
 Membership: NARTB, RAB  
 News Service: AP  
 Pres., Gen. Manager: Byrne Ross

**KOCY—Oklahoma City—1922**  
**MBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By: Plaza Court Bcstg. Co.  
 Business-Studio Address: Plaza Court Bldg.  
 Phone: Forest 5-4333. Air Time: Full Time  
 News Service: AP  
 Representative: Pearson  
 Membership: NARTB  
 Pres., Gen. Mgr.: M. H. Bcnebrake  
 Commercial Manager: L. C. Beck

**KOMA—Oklahoma City—1931**  
**CBS**

Frequency: 1520 Kc. Power: 50,000 Watts  
 Owned-Operated By: KOMA, Inc.  
 Business-Studio Address: 7401 Lincoln Blvd.  
 Phone: Victor 3-6641. Air Time: Full Time  
 News Service: UP  
 Transcription Service: World  
 Representative: Avery-Knodel  
 President: John Toole Griffing  
 General-Station Mgr.: Edgar T. Bell  
 Sales Manager: Gene Riesen  
 Program Director: Perry Dickey  
 Sls. Prom., Pub. Director: M. Tjaden  
 Chief Engineer: M. W. Thomas

**KTOK—Oklahoma City—1927**  
**ABC**

Frequency: 1000 Kc. Power: 5000 Watts  
 Owned-Operated By: KTOK, Inc.  
 Business-Studio Address: 1800 W. Main

Phone: FO. 5-8352. Air Time: Full Time  
 News Service: AP  
 Transcription Service: World  
 Representative: Paul H. Raymer  
 Membership: RAB  
 President: Wendell Mayes  
 Gen. Mgr.: Tom Johnson  
 Comm., Sls. Prom. Mgr.: R. Ruff  
 Pub. Dir.: Lelia Little  
 Prog. Dir.: Bill Bryan  
 Chief Engineer: Clifford Easum

**KTOW—Oklahoma City—1948**

Frequency: 800 Kc. Power: 250 Watts d.  
 Owned-Operated By: Citizens Bcstg. Co.  
 Business-Studio Address: Liberty Bank Bldg.  
 Phone: CE. 2-6367. Air Time: Daytime  
 News Service: AP  
 Representative: Rambeau  
 Membership: NARTB  
 General Manager: Eddie Peak  
 Sales Manager: Tommy Tatum  
 Program Director: Ozzie Johnson

**WKY—Oklahoma City—1920**  
**NBC**

Frequency: 930 Kc. Power: 5000 Watts  
 Owned-Oper. By: WKY Radiophone Co.  
 Business-Studio Address: 500 E. Britton  
 Phone: TRinity 8-2161. Air Time: Full Time  
 News Service: AP, UP  
 Newspaper Affiliation: Oklahoma Pub. Co.  
 Transcription Service: Standard  
 Representative: Katz  
 Membership: NARTB  
 Pres., Gen. Mgr.: E. K. Gaylord  
 Station Manager: P. A. Sugg  
 Comm. Manager: John Moler  
 Director Operations: Paul Brawner  
 Asst. Sta. Manager: E. B. Dodson  
 Public Relations Mgr.: Wally Kinnan  
 Chief Engineer: H. J. Lovell

**KHBG—Okmulgee—1937**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By: Okmulgee Bcstg. Corp.  
 Business Address: Times Bldg.  
 Phone: 3646. Air Time: Full Time  
 Newspaper Affil.: Times  
 News Service: AP  
 President: Don Reynolds  
 Station Manager: Randall McCarrell  
 Program Director: Eddie Webb  
 Comm. Manager: Marvin Hull  
 Sls. Prom. Manager: Bob Lewis  
 Publicity Director: Betty Lee  
 Chief Engineer: Hal Cochran

**KVLH—Pauls Valley—1947**  
**KBS**

Frequency: 1470 Kc. Power: 250 Watts d.  
 Owned-Operated By: KVLH Bcstg. Co.  
 Business Trans. Address: P. O. Box 610  
 News Service: UP  
 Phone: 1470. Air Time: Daytime



Transcription Service.....Thesaurus  
 Representative.....Hil F. Best  
 President.....James T. Jackson  
 General Manager.....Jim Gray  
 Comm. Manager.....Don Reynolds  
 Chief Engineer.....George Rountree

**WBBZ—Ponca City—1928**  
**MBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Ponca City Pub. Co.  
 Address.....Third & Cleveland  
 Phone: RO. 5-6607.....Air Time: Full Time  
 Newspaper Affiliation.....The News  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Pearson  
 Membership.....NARTB, RAB  
 President.....Clyde E. Muchmore  
 Sta., Gen. Mgr.....Cy Casper  
 Commercial Mgr.....L. A. Wilson  
 Prog. Dr.....William G. Maugans  
 Chief Engineer.....Chuck Chaney

**KLCO—Poteau—1953—KBS**

Frequency: 1280 Kc.....Power: 1 Kw. d.  
 Owner.....R. B. & Bernice Bell  
 Address.....Box 511  
 Phone: 660.....Air Time: Daytime  
 News Service.....AP  
 President, Gen. Mcnager.....R. B. Bell  
 Program Director.....Jim Gordon  
 Chief Engineer.....Calvin Colpton

**KOLS—Pryor—1950—KBS**

Frequency: 1570 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Lakes Area Bcstg. Co.  
 Address.....Fifth & S. Mill Sts.  
 Phone: 1263.....Air Time: Daytime  
 Transcription Service.....SESAC  
 News Service.....AP  
 Representative.....H. F. Best  
 Owner, Gen. Sta. Mgr.....L. L. Gaffaney  
 Commercial Manager.....Mrs. L. L. Gaffaney  
 Program Director.....Merle Caldwell

**KGFF—Shawnee—1930—MBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....KGFF Bcstg. Co., Inc.  
 Address.....P. O. Box 2059  
 Phone: 4390.....Air Time: Full Time  
 News Service.....AP  
 Newspaper Affiliation.....Stauffer Publ. Inc.  
 Transcription Service.....Lang-Worth  
 Representative.....Best  
 President.....Oscar S. Stauffer  
 Gen., Sta. Manager.....William A. Weaver  
 Comm. Manager.....Jeral C. Ziegler  
 Publicity Director.....D. F. Bays  
 Chief Engineer.....Earl R. Ward

**KSPI—Stillwater—1947—MBS**

Frequency: 780 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Stillwater Publishing Co.  
 Business Address.....P. O. Box 231

Phone: 1831.....Air Time: Daytime  
 Newspaper Affiliation.....News-Press  
 Transcription Service.....World  
 Sta. Rep.....Clark  
 Gen. Mq., Program Director.....J. R. Bellatti  
 Comm. Manager.....Earl Newson  
 Chief Engineer.....Paul McCollum

**KAKC—Tulsa—1946**

Freq.: 970 Kc...Power: 100 W. d., 500 W. n.  
 Owned-Oper. By.....Public Radio Corp.  
 Bus.-Studio Address.....910 S. Boston  
 Phone: LUther 7-2401.....Air Time: Full Time  
 Pres., Gen. Manager.....F. G. Conley  
 Station Manager.....L. V. Eck  
 Sales Executive.....K. L. King

**KFMJ—Tulsa—1946**

Frequency: 1050 Kc...Power: 1000 Watts d.  
 Owned-Operated By.....Fred Jones Bcstg. Co.  
 Business-Studio Address.....1242 S. Boston  
 Phone: 5-5555.....Air Time: Daytime  
 Representative.....Pearson  
 President.....Fred Jones  
 General Manager.....Lawson Taylor  
 Chief Engineer.....Nathan Wilcox

**KOME—Tulsa—1938—KBS**

Frequency: 1300 Kc...Power: 5000 d., 1000 n.  
 Owned-Oper. By.....Oil Capital Sales Corp.  
 Business-Studio Address.....8th & Main  
 Phone: 3-4121.....Air Time: Full Time  
 Representative.....Gill-Perna  
 Membership.....RAB, NARTB  
 President.....John E. Brown Jr.  
 General Manager.....E. William George  
 Comm. Manager.....C. W. Grim, Jr.

**KRMG—Tulsa—1949—ABC**

Freq.: 740 Kc...Power: 50 Kw. d., 25 Kw. n.  
 Owned-Operated By.....Western Bcstg. Co.  
 Business-Studio Address.....311 So. Denver Ave.  
 Phone: 4-4291.....Air Time: Full Time  
 Representative.....Pearson  
 Membership.....NARTB, RAB  
 President.....Harrington Wimberly  
 Gen., Comm. Manager.....Frank S. Lane  
 Prog., Pub. Director.....Keith Bretz  
 Chief Engineer.....William H. Bradley

**KTUL—Tulsa—1934—CBS**

Frequency: 1430 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Tulsa Bcstg. Co.  
 Business Address.....Boulder-on-the-Park  
 Phone: 2-3191.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Avery-Knodel  
 President.....John T. Griffin  
 V.P. & Gen. Mgr.....L. A. Blust, Jr.  
 Station Manager.....James R. Walker  
 Sls. Prom. Manager.....Robert C. Meade  
 Program Director.....Karl Janssen  
 Chief Engineer.....Robert Snider

**KVOO—Tulsa—1925—NBC**

Frequency: 1170 Kc. Power: 50,000 Watts  
 Owned-Oper. By...Southwestern Sales Corp.  
 Bus.-Studio Address...Philtower Bldg.  
 Phone: CHerry 2-3281 Air Time: Full Time  
 Transcription Service...Standard  
 News Service...INS  
 Membership...RAB  
 Representative...Edward Petry  
 Exec. Vice-Pres...H. C. Stuart  
 General Mgr...G. K. Brandborg

**KVIN—Vinita—1954—KBS**

Frequency: 1470 Kc. Power: 500 Watts  
 Owned-Oper. By...J. Adams & J. Mahoney  
 Business Address...601 South Foreman  
 Phone: 407 Air Time: Daytime  
 News Service...UP  
 Presidents...John Adams, John Mahoney  
 Gen. Mgr., Ch. Engineer...Jim Egbert  
 Comm. Manager...Gladys Purdy  
 Sls. Prom. Manager...Ted Shearer  
 Program Director...Jackie Johnson

**KWSH—Wewaka—1948  
 ABC-KBS-MBS**

Frequency: 1260 Kc. Power: 1,000 Watts  
 Owned-Operated By...Tri Cities Bcstg. Co., Inc.  
 Address...Box 1260  
 Phone: 1260-1261 Air Time: Full Time  
 News Service...AP  
 Transcription Service...Standard  
 Representative...Venard, Rintoul & McConnell  
 President...Dr. C. C. Morris  
 V.P., General Manager...Bill Hoover  
 Station Manager...Pat Murphy

**KSIW—Woodward—1947**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By...Woodward Bcstg. Co.  
 Address Trans. Loc...22nd & Cedar Sts.  
 Phone: 1450 Air Time: Full Time  
 News Service...AP  
 Trans. Service...Lang-Worth, Thesaurus  
 Membership...NARTB, RAB  
 Representative...Pearson  
 Pres., Gen. Mgr...Edward A. Ryan  
 Program Director...Lenora W. Ryan  
 Chief Engineer...Francis R. Berry

**OREGON**

Pop. Feb. 1, 1956 (Est.) 1,680,000—Families 555,000  
 Radio Homes 535,000—TV Homes 321,351—Stations in State 56

**KWIL—Albany—1941  
 MBS-DON LEE**

Frequency: 790 Kc. Power: 1000 Watts  
 Owned-Oper. By...Central Willamette Bcstg.  
 Bus.-Studio-Trans. Loc...Queen Ave. & Elm  
 Phone: WA 6-2233 Air Time: Full Time  
 News Service...AP  
 Transcription Service...World  
 Newspaper Affiliation...“Democrat Herald”  
 Representative...Moore-Lund, Ayres, Best  
 Membership...NARTB, RAB  
 President...R. R. Cronise  
 General Manager...Chet Wheeler  
 Corvallis Manager...Bob Cornell  
 Comm. Manager...Warren Stoffer  
 Sales Prom. Manager...Duane Coker  
 Prog., Pub. Director...Ken Burford  
 Chief Engineer...Herbert Davidson

Bus. Studio Address...1066 W. Marine Dr.  
 Phone: 95 Air Time: Full Time  
 News Service...UP  
 Transcription Service...Standard  
 Representative...Moore-Lund, Ayres  
 Membership...RAB  
 Manager...R. D. Holmes

**KVAS—Astoria—1952**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned...Lower Columbia Bcstg. Co., Inc.  
 Address...1418 Commercial St.  
 Phone: 3320 Air Time: Full Time  
 News Service...UP  
 Representative...Moore, Holman  
 Pres., Gen. Mgr...A. L. Capstaff  
 Station Mgr...T. R. Williams  
 Program Director...Neil W. Sargent  
 Chief Engineer...Jay Erisman

**KWIN—Ashland—1946  
 MBS-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By...Rogue Valley Bcstg. Co.  
 Address...1160 Helman Rd.  
 News Service...AP  
 President...Don Miller  
 Station Manager...Daren L. Flickinger  
 Program Dir...Bill Lively

**KBKR—Baker—1939—KBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By...Oregon Trail Bcstg. Co.  
 Bus.-Studio Address...2030 Auburn Ave.  
 Phone: JAckson 3-4431 Air Time: Full Time  
 Station Rep...Grant, Moore & Lund  
 Membership...BMB  
 General Manager...Kenneth B. Lockwood

**KAST—Astoria—1925  
 MBS-KBS**

Frequency: 1370 Kc. Power: 1000 Watts  
 Owned-Operated By...Astoria Bcstg. Co.

**KBND—Bend—1937  
 MBS-DON LEE**

Frequency: 1110 Kc. Power: 1000 Watts  
 Owned-Oper. By...Central Oregon Bcstg. Co.  
 Bus.-Studio Address...Coble Bldg.  
 Phone: 848 Air Time: Full Time

**News Service** ..... **UP**  
**Transcription Service** ..... **World**  
**Representative**..... **W. S. Grant, Moore-Lund**  
**Membership** ..... **NARTB**  
**Pres., Gen. Mgr., Pub. Dir.**... **Frank H. Loggan**  
**Comm. Mgr.**..... **Doug Gaines**  
**Pgm. Dir.**..... **Kessler Cannon**  
**Chief Engineer**..... **Robert Dickinson**

### **KOOS—Coos Bay—1928—MBS**

**Frequency:** 1230 Kc..... **Power:** 250 Watts  
**Owned-Operated By**..... **KOOS, Inc.**  
**Address** ..... **Box 777**  
**Phone:** Congress 7-2121... **Air Time:** Full Time  
**News Service** ..... **UP**  
**Representative** ..... **Moore-Lund**  
**Membership** ..... **RAB, NARTB**  
**President**..... **Sheldon F. Sackett**  
**General Manager**..... **Jack Irvine**  
**Station Manager**..... **William Cook**  
**Publicity Director**..... **Albert Zack, Jr.**  
**Chief Engineer**..... **Nate Olson**

### **KWRO—Coquille—1949—KBS**

**Frequency:** 1450 Kc..... **Power:** 250 Watts  
**Owned-Operated By**..... **KWRO, Inc.**  
**Address** ..... **P. O. Box 396**  
**Phone:** 3961..... **Air Time:** Full Time  
**News Service** ..... **UP**  
**Transcription Service** ..... **World**  
**Representative** ..... **Moore-Lund**  
**President**..... **W. E. Walsh**  
**General Manager**..... **Lynn C. Thomas**  
**Comm. Manager**..... **Don E. Robinett**  
**Program Director**..... **Don Anderson**  
**Chief Engr.**..... **Drew Walker**

### **KCOV—Corvallis—1954**

**Frequency:** 1240 Kc..... **Power:** 250 Watts  
**Owned**..... **Midland Bcstg. Co.**  
**Address**..... **Box 689**  
**Phone:** P1 3-6395..... **Air Time:** Full Time  
**News Service** ..... **UP**  
**Rep.**..... **Everett-McKinney, Moore & Lund**  
**President**..... **Lee Bishop**  
**Gen., Sta. Manager**..... **Frank Flynn**  
**Comm. Manager**..... **T. G. Carlson, Jr.**  
**Chief Engineer**..... **H. G. Short**

### **KRUL—Corvallis—1947**

**Frequency:** 1340 Kc..... **Power:** 250 Watts  
**Owned-Oper. By**..... **Pacific States Radio Co.**  
**Address**..... **1221 So. 15th St.**  
**Phone:** Plaza 3-3322... **Air Time:** Full Time  
**News Service** ..... **AP**  
**Representative** ..... **McGillvra**  
**Transcription Service**..... **Capitol, SESAC**  
**President**..... **Fred T. Haley**  
**Gen., Comm. Mgr.**..... **Douglas Setterberg**  
**Program Director**..... **Hal Wehmeier**  
**Chief Engineer**..... **Don Peltz**

### **KOMB—Cottage Grove—1953**

**Frequency:** 1400 Kc..... **Power:** 250 Watts  
**Owned**..... **Orlo M. Bagley**  
**Address**..... **P. O. Box 606**

**Phone:** 1400..... **Air Time:** Full Time  
**News Service** ..... **UP**  
**Membership** ..... **NARTB**  
**Gen., Sta. Manager**..... **Orlo Bagley**  
**Sls. Prom. Manager**..... **Jack Naff**  
**Program Director**..... **Robert McCreery**  
**Chief Engineer**..... **James Bradley**

### **KODL—The Dalles—1940** **ABC-KBS**

**Frequency:** 1440 Kc..... **Power:** 1 Kw.  
**Owned-Oper. By**..... **Western Radio Corp.**  
**Representative**..... **Feltis & Assocs., Ayres**  
**President**..... **V. B. Kenworthy**  
**Station Manager**..... **Paul E. Walden**

### **KRMW—The Dalles—1955**

**Frequency:** 1300 Kc..... **Power:** 1000 Watts  
**Owned-Oper. By**... **Radio Mid-Columbia, Inc.**  
**Address**..... **209 E. Second St.**  
**Phone:** Cypress 6-9661... **Air Time:** Daytime  
**News Service** ..... **UP**  
**Transcription Service** ..... **Lang-Worth**  
**Representative** ..... **Hil F. Best, Moore & Lund**  
**Pres., Gen., Sta. Manager**... **Chester J. Stuart**  
**Comm., Sls. Prom. Mgr.**... **Harold L. Newhouse**  
**Program Director**..... **Gerald K. Webb**  
**Publicity Director**..... **F. L. Phillips, Sr.**  
**Chief Engineer**..... **Roland V. Stuart**

### **KPLK—Dallas—1955**

**Frequency:** 1460 Kc..... **Power:** 500 Watts  
**Owned-Oper. By**... **Polk County Bcstgs., Inc.**  
**Address**..... **Rt. 1, Box 399 A**  
**Phone:** MAyfair 3-2342... **Air Time:** Daytime  
**News Service** ..... **AP**  
**President**..... **Leland Tucker**  
**Gen., Comm. Mgr.**..... **E. C. McElroy, Jr.**  
**Program Director**..... **George B. Smith**  
**Chief Engineer**..... **George W. Morrison**

### **KASH—Eugene—1947**

**Frequency:** 1600 Kc..... **Power:** 1000 Watts  
**Owned-Oper. By**..... **Radio Air Ways, Inc.**  
**Address**..... **P. O. Box 1600**  
**Phone:** 5-3357..... **Air Time:** Full Time  
**Representative**..... **Cooke, West Coast Sales**

### **KERG—Eugene—1949—CBS**

**Freq.:** 1280 Kc..... **Power:** 5 Kw. d., 1 Kw. n.  
**Owned-Operated By**..... **Guard Pub. Co.**  
**Address**..... **P. O. Box 506**  
**Phone:** Diamond 5-4304... **Air Time:** Full Time  
**News Service** ..... **AP**  
**Newspaper Affiliation** ..... **"Register-Guard"**  
**Trans. Service**... **Columbia Masterwks., World**  
**Representative** ..... **Weed & Co.**  
**Membership** ..... **NARTB, RAB**  
**President**..... **Alton F. Baker**  
**Gen., Sta. Mgr.**..... **L. W. Trommlitz**  
**Comm. Manager**..... **Robert Fulton**  
**Publicity Director**..... **Jack Craig**  
**Prom. Mgr., Prog. Dir.**..... **Clifton Cole**  
**Chief Engineer**..... **Calvert Applegate**

**KORE—Eugene—1927**  
**MBS-DON LEE**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By.....Lane Bcstg. Co.  
Business Address.....P. O. Box 1032  
Phone: 4-4214. Air Time: Full Time  
News Service.....UP  
Transcription Service.....Lang-Worth  
Rep.....Everett-McKinney, Moore & Lund  
Membership.....NARTB, RAB  
Pres., Gen. Mgr.....Lee Bishop  
Commercial Mgr.....Virgil Parker  
Sales Prom. Mgr.....Bob Davis  
Program Director.....Harry Kirk  
Chief Engineer.....Floyd Vikon

**KUGN—Eugene—1946—NBC**

Freq.: 590 Kc. Power: 1 Kw. d., 1 Kw. n.  
Owned-Operated By.....KUGN, Inc.  
Business Address.....P. O. Box 112  
Phone: 4-6216. Air Time: Full Time  
News Service.....AP  
Representative.....Meeker, Cox, Feltis  
Membership.....NARTB, RAB  
Station Manager.....Carl Fisher

**KRWC—Forest Grove—1950**

Frequency: 1570 Kc. Power: 1 Kw. d.  
Owned-Oper. By.....Irving G. Schmidtke  
Address.....Rt. 2, Box 59  
Phone: Forest Grove 6091. Air Time: Daytime  
Representative.....Wm. Ayres, Moore & Lund  
Transcription Service.....Standard  
Pres., Gen., Sta. Mgr., Eng.....I. V. Schmidtke  
Comm., Sls. Prom. Mgr.....Clarence S. Sherman  
Prog. Director.....Frederick I. Egger  
Pub. Director.....Eleanor L. Schmidtke

**KUIN—Grants Pass—1939**  
**MBS**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By.....Southern Oregon Bcstg. Co.  
Business Address.....P. O. Box 148  
Phone.....GR 6-4477  
Transcription Service.....World, McGregor  
Representative.....W. S. Grant  
Membership.....NARTB, RAB  
President.....A. E. Voorhies  
Secretary-Treasurer.....Wm. B. Smullin  
Station Manager.....E. A. Malone  
Commercial Mgr.....M. K. Ball  
Program Director.....Dave Allen  
Chief Engineer.....N. L. Williams

**KRTV—Hillsboro—1954—KBS**

Frequency: 1360 Kc. Power: 1000 Watts  
Owned-Oper. By.....Tuclatin Valley Bcstrs.  
Address.....155 S. Second  
Phone: 9300. Air Time: Daytime  
News Service.....AP  
Transcription Service.....Capitol, Lang-Worth  
Representative.....Moore & Lund  
President.....Harold C. Singleton  
General Manager.....John A. Luetjen

Comm. Manager.....Wally Cooper  
Sales Prom. Manager.....Dick McLaughlin  
Chief Engineer.....Paul Alexander

**KIHR—Hood River—1950**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By.....Ore-Wash. Bcstrs.  
Address.....P. O. Box 207  
Phone: 8561. Air Time: Full Time  
News Service.....AP  
Transcription.....World  
Representative.....Moore-Lund  
Membership.....RAB  
President.....C. H. Fisher  
Sta. Mgr., Prog. Dir.....Don McCutcheon  
Comm. Mgr.....R. C. Weisenburger  
Chief Engineer.....Don I. Morris

**KFJI—Klamath Falls—1923**  
**MBS-DON LEE**

Frequency: 1150 Kc. Power: 5000 d., 1000 n.  
Owned-Oper. By.....KFJI Bcstrs., Inc.  
Address.....P. O. Box 692  
Representative.....W. S. Grant, Moore-Lund  
Membership.....NARTB  
Station Mgr.....Alan K. Abner  
Comm. Mcnager.....Robert Bartlett

**KFLW—Klamath Falls—1946**  
**ABC-CBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By.....Herald Publ. Co.  
Address.....P. O. Box 941  
Air Time.....Full Time  
News Service.....AP  
Transcription Service.....Standard  
Representative.....Everett-McKinney, Cox, Feltis  
Membership.....NARTB, RAB  
General Manager.....Bud Chandler  
Commercial Manager.....Floyd Wynne

**KLAD—Klamath Falls—1955**

Frequency: 900 Kc. Power: 1000 Watts  
Owned-Operated By.....K-Lad Broadcasters  
Address.....Midland Rd.  
News Service.....AP, UP  
Gen., Comm. Manager.....Phil Jackson  
Chief Engineer.....Bill Hansen

**KLBM—La Grande—1938**  
**KBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By.....Inland Radto, Inc.  
Address.....Box 907  
Phone: 2201. Air Time: Full Time  
News Service.....UP  
Transcription Service.....Standard  
Representative.....Moore & Lund, Grant  
Membership.....NARTB  
President.....Gordon Capps  
Gen., Sta., Comm. Manager.....Ken Lillard  
Program Director.....Judy Holman  
Sls. Prom. Manager.....Dick Bain

**KGAL—Lebanon—1950—KBS**

Frequency: 920 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Linn County Bcstrs., Inc.  
 Address.....P. O. Box 387  
 Phone: Alpine 8-2134. Air Time: Full Time  
 News Service ..... AP  
 Station Rep.....Holman, Feltis  
 Pres., Gen. Manager.....W. Gordon Allen  
 Sls. Prom. Manager.....C. W. Peck  
 Commercial Manager.....Don Wellman  
 Sta. Mgr., Pub. Director.....Nate Bridges  
 Chief Engineer.....Danny Bridges

**KMCM—McMinnville—1949  
 KBS**

Frequency: 1260 Kc. Power: 1000 Watts  
 Owned-Oper. By.....Yamhill Bcstrs.  
 Address.....P. O. Box 207  
 Phone: 3811. Air Time: Full Time  
 Newspaper Affil.....Daily News-Register  
 Transcription Service ..... World  
 Station Rep.....Continental  
 News Service ..... UP  
 President.....Jack B. Bladlne  
 Gen., Sta., Comm., Prog. Dir.....G. Bronson  
 Chief Engineer.....Edwin Nuhring

**KBOY—Medford—1954**

Frequency: 730 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....K-BOY Bcstrs.  
 Address.....P. O. Box 1109  
 Phone: 3-5355. Air Time: Daytime  
 News Service ..... AP  
 Membership ..... NARTB  
 Partner, Gen. Manager.....C. E. Wilson  
 Prom. Mgr., Pub. Dir.....Frank Pinnock  
 Comm. Manager.....W. H. Hansen  
 Chief Engineer.....Charles Field

**KMED—Medford—1922—NBC**

Freq.: 1440 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....Radio Medford, Inc.  
 Address.....P. O. Box 1306  
 Phone: 2-4000. Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 Station Representative.....Meeker Assoc.  
 Membership ..... NARTB  
 President.....Vern Robinson  
 General Manager.....Ray Johnson  
 Comm. Manager.....Gene Barlow  
 Program Director.....Russ Jamison  
 Chief Engineer.....Don Smith

**KYJC—Medford—1947  
 ABC-CBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By.....Medford Printing Co.  
 Trans. Address.....Barnett Rd.  
 Phone: 2-5277. Air Time: Full Time  
 News Service ..... UP  
 Newspaper Affiliation.....Mall Tribune  
 Representative.....Grant, Cox

Transcription Service ..... Lang-Worth  
 Membership ..... NARTB  
 President.....Robert W. Ruhl  
 Gen., Sta., Prom. Mgr.....Jimmy Dunlevy  
 Comm., Mgr.....Tom MacLeod  
 Program Director.....John Nelson  
 Chief Engineer.....Vic Califf

**KNPT—Newport—1948**

Frequency: 1310 Kc. Power: 1000 Watts  
 Owned-Oper. By.....Yaquina Radio, Inc.  
 Business Address.....1940 N. Coast H'way  
 News Service ..... UP  
 Rep.....Ayres, Moore & Lund, Continental  
 President.....Tom R. Becker  
 Vice-President.....A. H. Becker  
 Secretary-Treasurer.....Hal Shade  
 Cmm. Manager.....Leonard Epling

**KFIR—North Bend—1951  
 CBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By.....Bay Bcstg. Co.  
 Address.....Box 905  
 Phone: SK 9-7351. Air Time: Full Time  
 News Service ..... AP  
 Representative.....W. S. Grant, Feltis  
 Membership ..... NARTB  
 Owner, President.....Josephine Edwards  
 Gen., Sta. Manager.....John Tasnady  
 Comm. Manager.....William Jones  
 Program Director.....Harley Youngblood  
 Publicity Director.....Marijane Carp  
 Chief Engineer.....Arthur Schuld

**KBCH—Oceanlake—1955**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By.....Lincoln Electronics, Inc.  
 Address.....Box 368  
 Phone: 3891. Air Time: Full Time  
 Representative.....Moore & Lund  
 News Service ..... UP  
 President.....Robert G. Beattle  
 Station Manager.....Pat Mason  
 Program Manager.....Willard L. Guthrie

**KSRV—Ontario—1946—KBS**

Frequency: 1380 Kc. Power: 1000 Watts  
 Owned-Oper. By.....Oregon Trail Network  
 Address.....Box 540  
 Representative.....Grant, Moore & Lund  
 General Manager.....Gordon L. Capps

**KGON—Oregon City—1947**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By.....Clackamas Bcstrs.  
 Business Address.....Box 5711  
 Phone: OLive 4-5475. Air Time: Full Time  
 News Service ..... UP  
 Trans. Ser.....World, Associated, Standard  
 Rep.....Robt. Meeker, Moore-Lund, Paschall  
 Membership ..... NARTB, RAB  
 Program Director.....Sonora B. Hoffman  
 Staff Consulting Eng.....Wm. R. Watson



**KUMA—Pendleton—1955**

Frequency: 1370 Kc. Power: 1000 Watts d.  
Owned-Oper. By..... Pendleton Broadcasters  
Address..... P. O. Box 606  
Representative..... Meeker, Moore & Lund  
Manager..... Ted A. Smith  
Sales Manager..... Herb Everitt

**KWRC—Pendleton—1941  
ABC**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By..... Western Radio Corp.  
Business Address..... P. O. Box 178  
Representative..... Feltis, Cox, Ayres  
President..... V. B. Kenworthy  
Station Manager..... John Webb

**KEX—Portland—1926—ABC**

Frequency: 1190 Kc. Power: 50,000 Watts  
Owned-Operated By..... Westinghouse Radio  
Address..... 1230 SW Main St.  
Phone: Capital 2-1881 Air Time: Full Time  
News Service..... UP, INS  
Membership..... RAB  
Station Rep..... Peters, Griffin, Woodward, Inc.  
President..... D. H. McGannon  
Station Manager..... J. B. Conley  
Commercial Manager..... R. E. Rudolph  
Sls. Prom. Manager..... A. H. Christenson  
Program Director..... Mel Bailey  
Chief Engineer..... Jack Erwin

**KGW—Portland—1922—NBC**

Frequency: 620 Kc. Power: 5000 Watts  
Owned-Oper..... Pioneer Bcstrs. Inc.  
Bus-Studio Address..... 409 S.W. 13th  
Phone: CA 3-6364 Air Time: Full Time  
News Service..... AP, UP  
Representative..... John Blair  
Membership..... NARTB, RAB  
President..... George Orput  
Gen., Sta. Mgr..... James A. Mount  
Asst. Mgr..... T. D. Rishworth  
Comm. Mgr..... R. H. Prigmore  
Prog., Pub. Dir..... Robert E. Franklin  
Chief Engineer..... Earl E. Petersen

**KOIN—Portland—1925—CBS**

Frequency: 970 Kc. Power: 5000 Watts  
Owned..... Mt. Hood Radio-TV Bcstg. Corp.  
Business Address..... 140 S.W. Columbia  
Phone: CA 8-3333 Air Time: Full Time  
News Service..... AP, UP  
Transcription Service..... World, Standard  
Representative..... CBS, Spot Sls.  
Membership..... NARTB, RAB  
President..... Ted Gamble  
Gen., Comm. Mgr..... Harry H. Buckendahl  
Promotion Director..... Robert McGill  
Program Manager..... Willard Mears  
Nat'l Adv. Mgr..... J. L. Palmer  
Dir. of Engineering..... Louis S. Bookwalter

**KPAM—Portland—1946**

Frequency: 1410 Kc. Power: 1000 Watts d.  
Owned-Operated By..... Bcstrs. Oregon Ltd.  
Address..... P. O. Box 1230  
Phone: Capitol 8-0106 Air Time: Daytime  
News Service..... AP  
Membership..... NARTB  
Trans. Service..... Associated, SESAC  
Pres., Sta., Gen. Comm. Mgr..... S. M. Goard  
Sales, Prom. Mgr..... James R. Hampton  
Program Director..... Jim McGuire  
Chief Engineer..... Gordon R. Larson

**KPDQ—Portland—1947**

Frequency: 800 Kc. Power: 1000 Watts d.  
Owned-Operated By..... John W. Davis  
Bus-Studio-Trans. Address. 1008 S.W. 6th Ave.  
Phone: CA 2-9209 Air Time: Daytime  
Representative..... Webb  
President..... Jack W. Davis  
Program Director..... Mark Fidler  
Chief Engineer..... Don Wilkinson

**KPOJ—Portland—1923  
MBS-DON LEE**

Frequency: 1330 Kc. Power: 5000 Watts  
Owned-Oper. By..... KPOJ, Inc.  
Phone: Broadway 3484 Air Time: Full Time  
Studio Address..... 1019 S.W. 10th  
News Service..... UP  
Newspaper Affiliation..... Oregon Journal  
Representative..... Avery-Knodel  
Membership..... NARTB, RAB  
President..... Wm. W. Knight  
General Manager..... R. M. Brown  
Commercial Manager..... Robert C. La Bonte  
Sls. Prom. Manager..... Alan Hicks  
Program Director..... Jack Moys  
Chief Engineer..... Richard R. Pooley

**KWJJ—Portland—1925**

Frequency: 1080 Kc. Power: 10,000 Watts  
Owned-Oper. By..... Rodney F. Johnson  
Bus-Studio Address..... 1011 S.W. 6th Ave.  
Phone: Capital 8-4393 Air Time: Full Time  
News Service..... INS  
Representative..... Burn-Smith, McGawen  
Membership..... NARTB  
Pres., Gen. Manager..... Rod F. Johnson  
Comm. Mgr..... Ben T. Crosby  
Sales Prom. Manager..... Robert Kingsley  
Prog. Dir..... Jerry Speerstra  
Chief Engineer..... Les Windes

**KXL—Portland—1926**

Frequency: 750 Kc. Power: 10,000 Watts  
Owned-Oper..... Mt. Ranier Radio & TV Bcstg. Co.  
Business-Studio Address..... Box 5886  
Phone: Olive 4-6558 Air Time: Daytime  
News Service..... AP  
Gen. Manager..... H. S. Jacobson  
Sls. Prom. Manager..... Wally Rossman  
Program Director..... Ric Thomas  
Chief Engineer..... Len Garrett

**KRCO—Prineville—1950**

Frequency: 690 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Radio Central Oregon  
 Address.....P. O. Box 188  
 Phone: 6-239.....Air Time: Daytime  
 Membership.....RAB  
 Trans. Serv.....Thesaurus  
 Representative.....Best, La Fontese  
 News Service.....UP  
 Pres., Co-Manager.....Norbert A. Miksche  
 Program Manager.....Bob Angel  
 Sec'y-Treas., Co-Mgr.....C. R. Matheny

**KJUN—Redmond—1952**  
ABC

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By.....Juniper Bcstrs., Inc.  
 Address.....P. O. Box 1240  
 Phone: 234.....Air Time: Full Time  
 Representative.....Gill-Perna, Inc.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Membership.....NARTB, RAB  
 Pres., Gen., Comm. Mgr.....F. G. Lieser  
 Business Manager.....Patricia Lieser  
 Prom. Manager.....Don Briggs  
 Prog. Dir., Chief Eng.....Carlton Currie

**KRRR—Roseburg—1935**  
CBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By.....News Review Co.  
 Address.....134 N. Jackson  
 Phone: 3-5551.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Standard  
 Newspaper Affiliation.....News Review Co.  
 Representatives.....Moore & Lund, Grant  
 Membership.....NARTB, RAB  
 President.....Frank Jenkins  
 Gen., Sta. Manager.....Bud Chandler  
 Commercial Manager.....Aaron Boe

**KRXL—Roseburg—1950**  
MBS-Don Lee

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By.....Umpqua Bcstrs., Inc.  
 Address.....P. O. Box 847  
 Phone: 3-4464.....Air Time: Full Time  
 News Service.....UP  
 Trans. Service.....World  
 Membership.....NARTB  
 Representative.....Cox, Feltis, Moore  
 Sta., Comm. Manager.....Iris Rice Helliwell  
 Program Director.....Del McKay

**KYES—Roseburg—1955**

Frequency: 950 Kc. Power: 1 Kw. d.  
 Owned-Oper. By.....Douglas Bcstrs., Inc.  
 Address.....P. O. Box 1138  
 Phone: Orchard 3-6678.....Air Time: Daytime  
 President.....Leroy Hiatt

**KGAE—Salem—1952**

Frequency: 1430 Kc. Power: 1000 Watts d.  
 Owned-Operated By.....KGAE, Inc.  
 Address.....Box 768  
 Phone: 3-7121.....Air Time: Daytime  
 News Service.....UP  
 Transcription.....Lang-Worth  
 Station Rep.....Holman  
 Membership.....NARTB  
 President, Pub. Dir.....W. Gordon Allen  
 Gen., Sta. Manager.....Earle Headrick  
 Program Director.....Jean McLean  
 Comm. Manager.....Robt. Morse  
 Chief Engineer.....Ken Vancil

**KOCO—Salem—1947**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By.....Loring Schmidt  
 Address Trans. Loca.....1426 Edgewater St.  
 Phone: 3-3108.....Air Time: Full Time  
 Representative.....William G. Rambeau  
 Gen. Mgr.....Loring Schmidt  
 Program Director.....Carl Ritchie  
 Chief Engineer.....Bruce Fountain

**KSLM—Salem—1934—MBS**

Frequency: 1390 Kc. Power: 1000 Watts  
 Owned-Operated By.....Oregon Radio, Inc.  
 Business Address.....P. O. Box 631  
 Phone: 3-4831.....Air Time: Full Time  
 Representative.....Everett, McKinney  
 News Service.....UP  
 Transcription Service.....World, Lang-Worth  
 Membership.....RAB, NARTB  
 President, Gen. Mgr.....Glenn McCormick  
 Station Manager.....Dave Hoss  
 Sales Prom. Mgr.....Bill Ross  
 Comm., Sls. Prom. Mgr.....Red Smith  
 Prog. & Publicity Director.....Herb Johnson  
 Chief Engineer.....Clyde Carlton

**KEED—Springfield—1954**

Frequency: 1050 Kc. Power: 1 Kw.  
 Owned.....KEED, Inc.  
 Address.....P. O. Box 696  
 Phone: 5-0163.....Air Time: Daytime  
 News Service.....UP  
 Station Rep.....Hal Holman  
 Pres., Gen. Mgr.....Glen M. Stadler  
 Station Manager.....Helene N. Stadler  
 Comm. Manager.....A. L. Anderson  
 Sls. Prom. Manager.....Walter A. Stadler  
 Program Director.....J. Robert Litten  
 Publicity Director.....Rodney V. Louden  
 Chief Engineer.....Robert Kennedy

**KTIL—Tillamook—1947**

Frequency: 1590 Kc. Power: 250 Watts  
 Owned-Oper. By.....Tillamook Bcstg. Co., Inc.  
 Business Address.....Box 1590  
 Phone: Victor 2-4422.....Air Time: Full Time  
 News Service.....UP  
 Rep.....Continental, Ayres, Moore & Lund  
 President.....F. H. Guyton  
 Manager.....Tom Hoover  
 Chief Engineer.....Larry Brunen

**WAEB—Allentown—1949**

Freq: 790 Kc. . . . . Power: 500 W. d., 1 Kw. n.  
Owned-Oper. By: . . . . . WAEB, Inc.  
Address: . . . . . 7th & Hamilton Sts.  
Phone: HE. 4-9364. . . . . Air Time: Full Time  
News Service . . . . . UP  
Representative . . . . . Radio-Rep.  
President . . . . . Howard Wasserman  
General Manager . . . . . S. Robert Ackley  
Comm. Manager . . . . . J. Riepensell  
Chief Engineer . . . . . William Gottshall

**WHOL—Allentown—1948**  
CBS

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned . . . . . Allentown Bcstg. Corp.  
Address . . . . . Colorado & Poplar Sts.  
Phone: HE. 4-4801. . . . . Air Time: Full Time  
News Service . . . . . UP  
Transcription Service . . . . . Thesaurus  
Representative . . . . . Raymer  
Membership . . . . . NARTB  
President . . . . . Charles G. Helwig  
Gen., Sta., Comm. Mgr. . . . . James F. Chambers  
Sales Prom. Mgr. . . . . Jay Bechtel  
Program Dir. . . . . Willard Camperson  
Publicity Dir. . . . . Howard Frank  
Chief Engineer . . . . . Gerald B. Werst

**WKAP—Allentown—1947**

Frequency: 1320 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . . . WKAP, Inc.  
Bus. Studio Address . . . . . P. O. Box 689  
Phone: Hemlock 3-3166. . . . . Air Time: Full Time  
News Service . . . . . AP  
Representative . . . . . Weed  
President . . . . . N. J. Rahall  
Sta., Gen. Mgr. . . . . O. R. Davies  
Prog. Dir. . . . . Marshall S. Cleaver  
Sales, Prom. Manager . . . . . D. L. Jones

**WSAN—Allentown—1923**  
NBC

Frequency: 1470 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . Lehigh Valley Bcstg. Co.  
Bus. Studio Address . . . . . 39-41 N. Tenth St.  
Air Time . . . . . Full Time  
News Service . . . . . AP  
Transcription Service . . . . . World  
Representative . . . . . Headley Reed  
Membership . . . . . NARTB, RAB  
Gen., Prom. Manager . . . . . B. Bryant Musselman

**WFBG—Altoona—1924—NBC**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Triangle Pubs.  
Address . . . . . 1320 11th Ave.  
Phone: 4-2031. . . . . Air Time: Full Time  
News Service . . . . . AP  
Transcription Service . . . . . World  
Representative . . . . . H-B Reprs., Inc.  
Membership . . . . . NARTB  
President . . . . . W. H. Annenberg  
General Manager . . . . . R. W. Clipp  
Managing Dir. . . . . John M. Snyder  
Publicity Dir. . . . . Ellen DeFiore  
Chief Engineer . . . . . George Burgoon

**WRTA—Altoona—1947**  
ABC-MBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Thompson Bcstg. Co.  
Address . . . . . 1421 12th Ave.  
Phone: 6646. . . . . Air Time: Full Time  
News Service . . . . . UP  
Transcription Service . . . . . Associated  
Representative . . . . . Robert Meeker  
Membership . . . . . NARTB  
Pres., Sls. Prom. Mgr. . . . . Roy F. Thompson  
Sta., Comm. Mgr. . . . . William Clear  
Program Director . . . . . Dorothy M. Thompson  
Publicity Director . . . . . Marge Griffith  
Chief Engineer . . . . . Al Merritts

**WVAM—Altoona—1948—CBS**

Frequency: 1430 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . . . General Bcstg. Corp.  
Address . . . . . 2727 W. Albert Dr.  
Phone: 8127. . . . . Air Time: Full Time  
News Service . . . . . UP  
Membership . . . . . NARTB  
Transcription Service . . . . . Standard  
Representative . . . . . Weed & Co.  
Gen. Mgr., Prog. Director . . . . . Will Ketter  
Comm. Manager . . . . . Will Union

**WAVL—Apollo—1947**

Frequency: 910 Kc. . . . . Power: 1000 Watts, d.  
Owned-Oper. By . . . . . Tri-Borough Bcstg. Co.  
Address . . . . . Press & Radio Bldg.

**wkap - - ALLENTOWN, PA.**

"Oggie" Davies  
General Manager

WFEA . . . in Manchester, N. H.  
WWNR . . . in Beckley, W. Va.  
WNAR . . . in Norristown, Pa.

Joe Rahall  
President  
RAHALL GROUP

Phone: GOver 2-3921..... Air Time: Daytime  
**News Service** .....UP  
 Transcription Service.....SESAC, World  
 Gen., Comm. Manager.....E. J. Kroen  
 Business Manager.....A. J. West  
 Program Director.....Silas West

**WNCC—Barnsboro—1950**  
**KBS**

Frequency: 950 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....No. Cambria Bcstrs.  
 Address.....Box 277  
 Phone: 1010.....Air Time: Daytime  
 Transcription Service.....World  
**News Service** .....UP  
 Membership.....RAB  
 Program Director.....William R. Raihall

**WBVP—Beaver Falls—1948**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....WBVP, Inc.  
 Business-Studio Address.....1216 Seventh Ave.  
 Phone: 4100.....Air Time: Full Time  
**News Service** .....UP, AP  
 Transcription Service.....Standard, Thesaurus  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Frank R. Smith, Jr.  
 Comm., Sta. Mgr.....Thomas B. Price  
 Program Director.....Charles H. Wilson  
 Sls. Prom., Pub. Dir.....Jean E. Biggard  
 Chief Engineer.....Andy Sivak

**WBFD—Bedford—1955—KBS**

Frequency: 1310 Kc.....Power: 1 Kw. d.  
 Owned-Oper. By.....The Inquirer Printing Co.  
 Address.....130 S. Juliana St.  
**News Service** .....UP  
 President.....John Biddle  
 General Manager.....Hugo K. Frear  
 Station Manager.....Robert S. Harrison, Jr.

**WGPA—Bethlehem—1946**

Frequency: 1100 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....The Bethlehem Globe  
 Bus.-Studio Address.....428 Brodhead Ave.  
 Phone: University 6-8074...Air Time: Daytime  
**News Service** .....UP  
 Newspaper Affil.....Bethlehem Globe Times  
 Transcription Service.....Capitol, Thesaurus  
 Membership.....NARTB  
 President.....Rolland L. Adams  
 General Manager.....Ellis Service  
 Station Manager.....Arthur C. McCracken  
 Comm., Sales Prom. Mgr.....Frank Collie  
 Prog. Dir.....Stefan George  
 Pub. Dir.....Frank Collie  
 Chief Engineer.....Edwin L. Rybak

**WCNR—Bloomsburg—1946**

Frequency: 930 Kc.....Power: 1000 Watts d.  
 Owned.....The Columbia-Montour Bcstg. Corp.  
 Bus.-Studio Address.....38 W. Main St.  
 Phone: STerling 4-1200...Air Time: Daytime  
**News Service** .....AP  
 Transcription Service.....Thesaurus

Membership .....NARTB  
 Gen., Comm. Manager.....Ed Darlington  
 Chief Engineer.....Robert Fulton

**WHLM—Bloomsburg—1948**

Frequency: 550 Kc.....Power: 500 Watts  
 Owned.....Bloom Radio  
 Address.....107 W. Main St.  
 Phone: STerling 4-5500...Air Time: Full Time  
**News Service** .....AP, UP  
 Transcription Service.....Lang-Worth, World  
 Representative.....Raymer  
 Membership.....NARTB, RAB  
 President.....Harry L. Magee  
 Gen., Sta. Mgr.....Robert R. Williams  
 Commercial Mgr.....Pat Campbell  
 Sales Prom. Mgr.....Ray Calabrese  
 Program Dir.....Dale Fulmer  
 Publicity Dir.....Patsy O'Brien  
 Chief Engineer.....Anthony Hogg

**WLOA—Braddock—1947**  
**KBS**

Frequency: 1550 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Matta Bcstg. Co.  
 Business-Studio Address.....1233 Braddock Ave.  
 Phone: Electric 1-1100...Air Time: Daytime  
**News Service** .....UP  
 Pres., Gen., Sta. Mgr.....William G. Matta  
 Commercial Manager.....George Matta  
 Sls. Prom. Manager.....Mario Bidese  
 Publicity Director.....Tom Powers  
 Chief Engineer.....Elmer L. Heess

**WESB—Bradford—1947**  
**MBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WESB  
 Business Address.....43 Main St.  
 Phone: 3173.....Air Time: Full Time  
**News Service** .....AP  
 Transcription Service.....Thesaurus  
 Representative.....Burn-Smith  
 Membership.....NARTB  
 Gen., Sls. Prom. Mgr.....J. M. Cleary  
 Comm. Mgr., Pub. Dir.....Frederick P. Tascone  
 Program Dir.....William Winn  
 Chief Engineer.....Dean Merry

**WBUT—Butler—1949**

Frequency: 1050 Kc.....Power: 250 Watts  
 Owned-Operated By.....WBUT, Inc.  
 Address.....Mcquisition Rd.  
 Phone: 75-778.....Air Time: Daytime  
**News Service** .....AP  
 Station Representative.....Gill-Perna, Inc.  
 President.....J. Patrick Beacom  
 Gen., Sta., Comm. Dir., Eng.....G. Coleman

**WISR—Butler—1941**

Frequency: 680 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....The Butler Bcstg. Co., Inc.  
 Business-Studio Address.....357 N. Main St.

Phone: Butler 7-4701..... Air Time: Daytime  
**News Service** .....UP  
 President.....Joel W. Rosenblum  
 General Manager.....Robert Kaufman  
 Comm. Manager.....J. Victor O'Brien  
 Program Director.....Warren Ihlenfeld  
 Chief Engineer.....Paul Rex

**WC DL—Carbondale—1950**  
**KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By Carbondale Bdcstg. Co., Inc.  
 Address.....127 Salem Rd.  
 Phone: Carbon 1230..... Air Time: Full Time  
**News Service** .....UP  
 Transcription Service .....World  
 Representative .....Donald Cooke, Inc.  
 President .....William H. Ware  
 Gen., Sta. Manager.....A. P. Perry  
 Comm., Sls. Prom Mgr.....P. J. Oles  
 Prog., Pub. Director.....T. A. McDonough  
 Chief Engineer.....Walter F. Rude

**WHYL—Carlisle—1952—KBS**

Frequency: 960 Kc.....Power: 1000 Watts d.  
 Owned-Oper...R. F. Lewis, Jr., of Carlisle, Inc.  
 Business Address.....Holly Pike  
 Phone: 1785..... Air Time: Daytime  
**News Service** .....UP  
 Membership .....NARTB  
 President.....Richard F. Lewis, Jr.  
 Gen., Sta., Comm. Mgr.....Winslow T. Porter  
 Prog. Dir.....C. H. Morse  
 Publicity Director.....Jack Stelling

**WCHA—Chambersburg—1946**

Frequency: 800 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By...Chambersburg Bcstg. Co.  
 Bus.-Studio Address.....Craft Press Bldg.  
**News Service** .....AP  
 Transcription Service.....Thesaurus, Standard  
 Representative .....ForJoe  
 General Manager.....John S. Booth  
 Station Manager.....Earl P. Strine

**WESA—Charleroi—1947**  
**KBS**

Frequency: 940 Kc.....Power: 250 Watts d.  
 Owned-Oper. By..Monongahela Valley Bcstg.  
 Address .....Box 584  
 Phone: Hudson 3-6551..... Air Time: Daytime  
**News Service** .....AP  
 Representative .....Clark  
 Transcription Service .....Thesaurus  
 President.....Dr. A. S. Sickman  
 Gen. Mgr.....C. R. Duvail  
 Program Dir.....George Galley

**WDRF—Chester—1947**

Frequency: 1590 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Eastern Bcstg. Co., Inc.  
 Business Address.....Middletown Rd.  
 Phone: CHester 4-4321..... Air Time: Full Time  
**News Service** .....UP  
 General Manager.....Cy Swingle

Program Director.....Del Parks  
 Publicity Director.....M. F. Griffith  
 Chief Engineer.....Harry Simington

**WVCH—Chester—1948**

Frequency: 740 Kc.....Power: 1 Kw. d.  
 Owned-Operated By.....James M. Tisdale  
 Bus.-Studio Address...Wolf Bldg., Market Sq.  
 Phone: Chester 2-8861..... Air Time: Daytime  
**News Service** .....UP  
 Station Rep. ....Webb  
 Membership .....NARTB, RAB  
 General Manager.....James M. Tisdale  
 Comm. Manager.....Martin Peltzman

**WCPA—Clearfield—1947**  
**KBS**

Frequency: 900 Kc. ...Power: 1000 Watts d.  
 Owned-Oper. By ...Clearfield Bdcsters, Inc.  
 Address .....215 Church St.  
 Phone .....5-5541  
 Newspaper Affiliation...Clearfield Progress  
**News Service** .....UP  
 Transcription Service.....Lang-Worth  
 Membership .....NARTB  
 President.....W. K. Ulerich  
 General Manager.....W. J. Thomas  
 Sta., Comm., Sls. Prom. Mgr....Joseph Milsop  
 Program Director.....Margaret Nemeth  
 Chief Engineer...Lewellyn Duck

**WCOJ—Coatesville—1949**

Frequency: 1420 Kc.....Power: 5 Kw.

REACH THE  
 INDUSTRIAL  
**SCRANTON**  
**WILKES-BARRE**  
 MARKET  
 FROM

**WC DL**

**CARBONDALE, PA.**

APRIL 1956

**5,000 WATTS!!**

ANTHONY P. PERRY, Gen. Mgr.  
 See: DONALD COOKE, INC., N. Y.



Owned-Oper. By.....Chester Co. Bcstg. Co.  
 Address.....809 E. Lincoln H'way  
 Phone: 2100.....Air Time: Full Time  
 Transcription Service.....Standard  
 News Service.....UP  
 Membership.....NARTB  
 President, Chief Eng.....Louis N. Seltzer  
 General Manager.....William S. Halpern  
 Comm., Prom. Mgr.....Donald Kimes

## WCVI—Connellsville—1947

### KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Connellsville Bcstrs., Inc.  
 Business-Studio Address.....Hetzal Bldg.  
 Air Time.....Full Time  
 General Manager.....W. W. Robinson  
 Program Director.....Mary F. Rich

## WOTR—Corry—1955—KBS

Frequency: 1370 Kc.....Power: 500 Watts  
 Air Time.....Daytime  
 Address.....Corry Savings & Loan Bldg.  
 Phone: 3-6611.....Air Time: Daytime  
 News Service.....AP  
 Transcription.....Standard  
 President.....Olivia T. Rennekamp  
 General Manager.....Kenneth E. Rennekamp  
 Station Manager.....John Wellenhoffer  
 Commercial Manager.....Paul Carlson  
 Sales Promotion.....Jack Carr  
 Program Director.....Howard Bycroft  
 Publicity Director.....Guy R. Davis  
 Chief Engineer.....David E. Hubertz

## WFRM—Coudersport—1953

Frequency: 600 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Farm & Home Bcstg. Co.  
 Address.....9 N. Main St.  
 Phone: 2113.....Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....World  
 President.....C. H. Simpson  
 General Manager.....John A. Fay  
 Sta. Mgr., Prog. Dir.....R. F. Bennett  
 Commercial Mgr.....James F. Ponder  
 Sales Prom. Manager.....Richard Palmere  
 Chief Engineer.....F. K. Reed

## WBUX—Doylestown—1948

### KBS

Frequency: 1570 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Charles M. Meredith  
 Business-Studio Address.....Hart Bldg.  
 Phone: 220.....Air Time: Daytime  
 Transcription Service.....World  
 Membership.....NARTB, RAB  
 Representative.....Indie Sales, Inc.  
 Gen., Comm. Mgr.....William A. Lynch

## WCED—Dubois—1941—CBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Tri-County Bcstg. Co.

Business-Studio Address.....30 N. Park Pl.  
 Representative.....McGillivra  
 General Mgr.....Jason S. Gray

## WEST—Easton—1936—NBC

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Associated Bcstrs., Inc.  
 Bus. Studio Address.....516 Northampton St.  
 Phone: 6131.....Air Time: Full Time  
 News Service.....AP, UP  
 Representative.....Robert Meeker  
 Membership.....NARTB  
 Station Exec.....Clair R. McCollough  
 Station Manager.....Theodore W. Pierce  
 Nat'l. Sales Manager.....J. Robert Gulick  
 Program Director.....Eugene Bethman  
 Technical Director.....J. E. Mathiot

## WEMR—Emporium—1954

Frequency: 1340 Kc.....Power: 100 Watts  
 Owned-Oper. By.....Kenneth E. Rennekamp  
 Address.....513-15 Berger Bldg., Pittsburgh  
 Phone: AT 1-1365.....Air Time: Full Time  
 News Service.....AP  
 Transcription.....Standard  
 President, Gen. Mgr.....K. E. Rennekamp  
 Station Manager.....James Agnello  
 Commercial Manager.....Richard Rosse  
 Prog., Pub. Director.....O. T. Rennekamp  
 Chief Engineer.....Richard Roeder

## WGSA—Ephrata—1955—KBS

Frequency: 1310 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Garden Sport Bcstrs.  
 Address.....Box 419  
 Co-Managers.....Samuel R. Youse, George Kienzle

## WERC—Erie—1941—ABC

Frequency: 1260 Kc.....Power: 5 Kw.  
 Owned by.....Presque Isle Bcstg. Co.  
 Address.....121 West 10th St.  
 Phone: 4-6367.....Air Time: Full Time  
 News Service.....UP  
 Station Representative.....Weed  
 Transcription.....Capitol, Lang-Worth  
 President.....Jacob A. Young  
 Gen. Mgr.....Arthur M. Ingram  
 Sales Manager.....Robert Yochim

## WIKK—Erie—1949—NBC

Frequency: 1330 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Community Service Bcstg.  
 Bus. Studio Address.....3514 State St.  
 Phone: 23-248.....Air Time: Full Time  
 Newspaper Affil.....Dispatch  
 News Service.....AP  
 Representative.....Petry  
 President.....Edward Lamb  
 Gen., Sta. Manager.....Ben McLaughlin  
 Sls. Prom., Pub. Director.....Jack Shumaker  
 Program Director.....Robert Lunquist  
 Commercial Manager.....K. R. Nelson  
 Chief Engineer.....Ken Husband

**WJET—Erie—1951**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: "Jet" Bcstg. Co.  
 Address: 18th & Ash St.  
 Phone: 2-6741 Air Time: Full Time  
 Transcription Service: Standard  
 Representative: Forjoe  
 Membership: NARTB  
 Pres., Gen. Mgr.: Myron Jones  
 Commercial Manager: Lou Skelly

**WLEU—Erie—1933  
 MBS-KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned: Commodore Perry Bcstg. Ser. Inc.  
 Address: 12th & State Sts.  
 Phone: 22-129, 23-327 Air Time: Full Time  
 News Service: AP  
 Transcription Service: Thesaurus  
 Station Rep.: Rambeau  
 Membership: NARTB  
 President: Own K. Murphy  
 General Manager: Philip B. Hirsch  
 Commercial Mgr.: James D. Brownyard

**WFAR—Farrell—1954—KBS**

Frequency: 1470 Kc. Power: 1000 Watts  
 Owned-Oper. By: Sanford A. Schafitz  
 Address: Hoelzle Rd.  
 Phone: 4171 Air Time: Daytime  
 News Service: AP  
 President, Gen. Mgr.: Sanford A. Schafitz  
 Sta. Mgr., Prog. Director: A. Zippay  
 Commercial Manager: Arthur Simmers  
 Sales Prom. Manager: Ginger Rock  
 Publicity Director: Fred Cole

**WGET—Gettysburg—1950  
 KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By: Times & News Pub. Co.  
 Address: P. O. Box 28  
 Phone: 850 Air Time: Full Time  
 News Service: AP  
 Transcription Service: World  
 Membership: NARTB, RAB  
 Gen., Comm. Mgr.: P. H. Cunningham

**WHJB—Greensburg—1934**

Frequency: 620 Kc. Power: 1 Kw. d., 500 n.  
 Owned: Pittsburgh Radio Supply House  
 Business-Studio Address: 128 N. Penn Ave.  
 Phone: 3740 Air Time: Full Time  
 News Service: UP  
 Membership: NARTB  
 President: H. Kenneth Brennen  
 Gen., Sta., Comm. Mgr.: H. J. Brennan  
 Prog. Mgr.: Glenn Grayson  
 Chief Engineer: L. L. Allen

**WHVR—Hanover—1949**

Freq.: 1280 Kc. Power: 1 Kw. d., 500 Watts n.  
 Owned-Operated By: Radio Hanover, Inc.  
 Address: Box 268  
 Phone: 3831 Air Time: Full Time

News Service: UP  
 Transcription Service: Standard  
 Membership: NARTB, RAB  
 Gen., Comm. Manager: John D. Bare  
 Program Director: Daniel E. Rutledge  
 Pub. Dir., Sales Prom. Mgr.: Ed John  
 Chief Engineer: Phillip Rohrbaugh

**WCMB—Harrisburg—1948  
 MBS**

Frequency: 1460 Kc. Power: 5000 Watts  
 Owned-Oper. By: Rossmoyne Corp.  
 Business-Studio Address: 228 Court St.  
 Phone: CE 4-3005 Air Time: Full Time  
 News Service: AP  
 Transcription Service: Thesaurus  
 Representative: Gill-Perna  
 President: Edgar T. Shepard, Jr.  
 General Manager: Ed K. Smith  
 Comm. Manager: Henry Traugh  
 Program Director: Ed. Gonzales  
 Chief Engineer: J. Howard Bair

**WHGB—Harrisburg—1945  
 ABC**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Kendrick Bcstg. Co., Inc.  
 Bus. Studio-Trans. Address: 112 Market St.  
 News Service: AP  
 Transcription Service: Capitol  
 Representative: Pearson  
 Membership: NARTB  
 Pres., Gen., Sta., Sls. Prom. Mgr.: H. Kendrick  
 Program Director: Jack Hooper  
 Comm. Mgr.: Ralph Hartman  
 Publicity Director: Red McCarthy  
 Chief Engineer: William Kuntz

**WHP—Harrisburg—1924  
 CBS**

Frequency: 580 Kc. Power: 5000 Watts  
 Owned-Operated By: WHP, Inc.  
 Business-Studio Address: Telegraph Bldg.  
 Phone: CE 4-3211 Air Time: Full Time  
 Representative: The Bolling Co.  
 Membership: NARTB  
 Gen.-Comm. Mgr.: A. K. Redmond  
 Sales Service Director: Beatrice Potteiger  
 Program Director: Dick Redmond

**WKBO—Harrisburg—1922  
 NBC**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By: Keystone Bcstg. Corp.  
 Bus. Studio Address: 31 N. Second St.  
 Phone: CEdar 4-0191 Air Time: Full Time  
 News Service: UP, AP  
 Transcription Service: World  
 Representative: Robert Meeker  
 Membership: NARTB  
 Station Executive: Clair R. McCollough  
 Station Manager: W. E. Garman  
 Natl. Sales Mgr.: J. Robert Gulick  
 Program Director: Thomas A. Weitzel  
 Technical Director: J. E. Mathiot

**WAZL—Hazleton—1932**  
**NBC-MBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By Hazleton Bcstg. Co.  
Address: 708 Hazleton Natl. Bank Bldg.  
Phone: GL. 4-3531-32. Air Time: Full Time  
News Service UP  
Transcription Service World  
Representative Raul H. Raymer, Co.  
Membership NARTB, RAB  
Pres., Gen., Sta. Mgr. Victor C. Diehm  
Program Director Bill Graham  
Publicity Director Pepsia Karvounis  
Chief Engineer Elwood Tito

**WHOD—Homestead—1948**

Frequency: 860 Kc. Power: 250 Watts d.  
Owned-Operated By Steel City Bcstg. Corp.  
Bus. Studio Address: 105 E. 7th Ave.  
Phone: HO 1-0172. Air Time: Daytime  
Newspaper Affil. Courier  
News Service UP  
Representative Forjoe  
President Anthony S. Ortlede  
Prom., Sta. Manager Leonard Walk  
Chief Engineer James Herbert

**WHUN—Huntingdon—1947**  
**KBS**

Frequency: 1150 Kc. Power: 1000 Watts  
Owned-Oper. By Joseph F. Biddle Publ. Co.  
Bus. Studio Address: 400 Washington St.

Phone: 1291. Air Time: Daytime  
News Service UP  
Trans. Ser. SESAC, Lang-Worth  
President John H. Biddle  
General Manager William E. Germann

**WDAD—Indiana—1945**  
**CBS-KBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By WDAD Inc.  
Address: 673 Philadelphia St.  
Phone: 5-5511. Air Time: Full Time  
News Service UP  
Trans. Ser. World  
General Manager W. J. Thomas  
Station Manager Jonas Termin  
Program Director C. C. Porter

**WARD—Johnstown—1946**  
**CBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By Central Bcstg. Co., Inc.  
Address: 235 Franklin St.  
Phone: 81-216. Air Time: Full Time  
News Service UP  
Transcription Service World  
Membership NARTB  
Representative Weed  
V.P., Gen. Manager G. D. Gartland  
Station Manager Steward W. Phillips

**WCRO—Johnstown—1947**  
**ABC-MBS**

Frequency: 1230 Kc. Power: 250 Watts

**IN PENNSYLVANIA Vic RADIO PROFIT Diehm Says:**

**WAZL**

To get 70% of the audience in lower Luzerne and adjacent counties of Carbon, Schuylkill and Columbia you need...

**HAZLETON, PA. NBC-MBS**

**WHLM**

With full time power, covering a retail buying area better than \$175,000,000 and farm dollars that exceed \$25,000,000 you can't afford to pass up...

**BLOOMSBURG, PA.**

**WHOL**

For radio coverage in the prosperous industrial market of Allentown-Bethlehem you need...

**ALLENTOWN, PA. CBS**



**WAZL WHOL WHLM WIDE WVDA**

Hazleton, Pa. NBC-MBS Allentown, Pa. CBS Bloomsburg, Pa. Biddelford-Saco, Me. MBS-Yankee Boston, Mass. ABC

(All Stations Represented by Paul H. Raymer Company)

Owned-Oper. By.....Century Bcstg. Corp.  
 Bus-Studio Address.....Fort Stanwix Hotel  
 Phone: 9-1187.....Air Time: Full Time  
 Representative.....Radio-TV Reps  
 General Manager.....John Pallottini

**WJAC—Johnstown—1925**  
**NBC**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....WJAC, Inc.  
 Bus-Studio Address.....329 Main St.  
 Phone: 51-262.....Air Time: Full Time  
 Newspaper Affiliation.....Tribune  
 News Service.....AP  
 Representative.....Young  
 Membership.....NARTB  
 President.....W. W. Krebs  
 Comm. Mgr.....Park Claycomb  
 Prog. Dir.....Ronald J. Stephenson  
 Chief Engineer.....Theodore E. Campbell

**WADP—Kane—1954—KBS**

Frequency: 960 Kc.....Power: 500 Watts  
 Owned.....Northern Allegheny Bcstg. Co.  
 Address.....Penn-Kane Hotel  
 Phone: 1520.....Air Time: Daytime  
 News Service.....AP  
 Transcription.....Thesaurus  
 President, Gen. Mgr.....David Potter  
 Station Manager.....Raymond Barlow  
 Comm. Sls. Prom. Manager.....Dick Feit  
 Prog. Director.....Jack Sandstrom  
 Chief Engineer.....John Nordine

**WACB—Kittanning—1948**

Frequency: 1380 Kc.....Power: 1000 Watts d.  
 Owned.....Armstrong County Bcstg. Corp  
 Bus-Studio Address.....325 Market St.  
 Phone: 43-1381.....Air Time: Daytime  
 News Service.....AP  
 Station Rep.....Rambeau  
 Membership.....NARTB, RAB  
 President.....S. W. Pruett  
 V. Pres., Gen Manager.....Charles M. Erhard  
 Sta. Mgr., Prog. Director.....H. H. Stoops  
 Commercial Mgr.....William C. Frederick  
 Chief Engineer.....Robert Chemelli

**WGAL—Lancaster—1922**  
**NBC**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....WGAL, Inc.  
 Business-Studio Address.....8 W. King St.  
 Phone: 7-5251.....Air Time: Full Time  
 News Service.....AP, UP  
 Membership.....NARTB  
 Representative.....Robert Meeker  
 President.....Clair R. McCollough  
 Nat. Sales Mgr.....J. Robert Gulick  
 Sta., Prog. Manager.....Kenneth Kreider  
 Technical Director.....J. E. Mathiot

**WLAN—Lancaster—1946**  
**ABC-MBS**

Frequency: 1390 Kc.....Power: 1000 Watts

Owned-Oper. By.....The Peoples Bcstg. Co.  
 Bus-Studio Address.....252 N. Queen St.  
 Phone: 4-7261.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Headley-Reed  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....Frank H. Altdorffer  
 Station Manager.....S. M. Altdorffer  
 Commercial Mgr.....Stanley Baker  
 Pub., Sls. Prom. Director.....R. O. Welsh  
 Prog. Director.....Karl Scheying  
 Chief Engineer.....Ramon Sherman

**WLSH—Lansford—1952**

Frequency: 1410 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Miners Bcstg. Service, Inc.  
 Address.....P. O. Box D  
 Phone: 1440.....Air Time: Daytime  
 Representative.....Everett-McKinney  
 President.....Joseph L. Maguire  
 Station Manager.....John W. Angst

**WAKU—Latrobe—1951**

Frequency: 1570 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Clearfield Bcstrs. Inc.  
 Address.....Clearfield, Pa.  
 Phone: Keystone 7-7744.....Air Time: Daytime  
 Newspaper Affil.....Clearfield Pub. Co.  
 President.....W. K. Ulerick  
 General Manager.....W. J. Thomas  
 Sta., Comm. Mgr.....W. A. Koerbel  
 Chief Engineer.....Manuel Alvarez

**WLBR—Lebanon—1946**

Frequency: 1270 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Lebanon Bcstg. Co.  
 Bus-Studio Address.....8th & Cumberland Sts.  
 Phone: 2-7651.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Burn-Smith  
 Membership.....NARTB  
 President.....H. Raymond Stadiem  
 Managing Director.....Lester P. Etter  
 Comm. Manager.....Philip J. Reilly  
 Program Director.....H. P. Van Voorhis  
 Chief Engineer.....M. Leonard Savage

**WKVA—Lewistown—1949**  
**ABC**

Frequency: 920 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Central Pa. Bcstg. Co.  
 Address.....19 S. Wayne St.  
 Phone: 6771.....Air Time: Day Time  
 News Service.....UP  
 Representative.....Gill-Perna  
 Pres., Sta., Gen. Mgr.....Robert L. Wilson  
 Comm. Manager.....G. T. Hepburn  
 Sales Prom. Manager.....Robert Hyle  
 Pgm. Dir.....Lynn Bloom  
 Publicity Dir.....Reed Gray  
 Chief Engineer.....Robert Steltzer

## WMTF—Lewistown—1941 NBC

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By.....Lewistown Bcstg. Co.  
Business-Studio Address.....5 W. Market St.  
Phone: 6757.....Air Time: Full Time  
News Service.....AP  
Representative.....Burn-Smith  
Membership.....NARTB  
President.....J. S. Woods  
Gen., Sta., Comm. Mgr.....T. W. Metzger  
Sls. Prom. Manager.....Frank Troiani  
Prom., Pub. Director.....James Keyes  
Chief Engineer.....Kenneth Callahan

## WBPZ—Lock Haven—1946 MBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By.....Lock Haven Bcstg. Corp.  
Bus.-Studio Address.....132½ E. Main St.  
Air Time.....Full Time  
News Service.....AP, UP  
Trans. Service.....World, Lang-Worth  
Representative.....McGillvra  
Membership.....NARTB, RAB  
Gen., Comm. Manager.....Harris Lipcz

## WEDO—McKeesport—1947

Frequency: 810 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Tri-City Bcstg. Co.  
Business-Studio Address.....547 5th Ave.  
Phone: NO 4-7167.....Air Time: Daytime  
News Service.....AP  
Transcription.....Thesaurus  
Newspaper Affil.....Hancock Cty. Courier  
Membership.....NARTB, RAB  
Trans. Service.....Thesaurus  
Station Rep.....Rambeau  
Pres., Gen. Mgr.....Edward J. Hirshberg  
Sta. Mgr.....Robert E. Badger  
Prog. Director.....Charles Moyer  
Publicity Director.....Sam Spatter  
Chief Engineer.....Wilkes E. Hurley

## WMCK—McKeesport—1947

Frequency: 1360 Kc. Power: 1000 Watts  
Owned-Oper. By.....Mon-Yough Bcstg. Co.  
Business-Studio Address.....516 Market St.  
Phone: OR 8-8888.....Air Time: Full Time  
News Service.....UP  
Transcription Service.....Lang-Worth  
Representative.....Cooke  
President, Gen. Mgr.....Robert M. Cox  
Comm. Manager.....Gene Kline  
Operations Manager.....Sam Vidnovic  
Program Director.....Pat Haley  
Chief Engineer.....Charles White

## WMGW—Meadville—1947 ABC

Frequency: 1490 Kc. Power: 250 Watts

Owned-Oper. By.....Meadville Bdcstg. Serv., Inc.  
Address.....1st National Bank Bldg.  
Phone: 46-723.....Air Time: Full Time  
News Service.....AP  
Transcriptoin Service.....World  
Membership.....NARTB  
President.....H. C. Winslow  
Gen., Sta., Comm., Sls. Prom. Mgr.....R. Trace  
Prog., Pub. Director.....James Strickler  
Chief Engineer.....Eugene Phillips

## WJUN—Mexico—1955

Frequency: 1220 Kc. Power: 250 Watts d.  
Owned-Oper. By.....Juanita Perry Bcstg. Co.  
Address.....Box 97  
Phone: Mifletown 64.....Air Time: Daytime  
Representative.....Burn-Smith  
News Service.....AP  
General Manager.....Thomas W. Metzger  
Station Manager.....Rclph S. Parker

## WMLP—Milton—1955

Frequency: 1570 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....WMLP, Inc.  
Address: 220 Norland Ave., Chambersburg, Pa.  
Owner.....John S. Booth

## WHWL—Nanticoke—1946

Frequency: 730 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Radio Anthracite, Inc.  
Business-Studio Address.....38 E. Main St.  
Phone.....Nanticoke 1332  
News Service.....UP  
Representative.....Forjoe  
President.....Henry W. Lark  
Station Manager.....Milton Laughlin  
Operations.....C. R. Petrie, Jr.

## WKST—New Castle—1938 MBS

Frequency: 1280 Kc. Power: 1000 Watts  
Owned-Operated By.....WKST, Inc.  
Address.....Cathedral Bldg.  
Phone: Oliver 4-5501.....Air Time: Full Time  
News Service.....UP  
Representative.....Everett-McKinney  
President, General Mgr.....S. W. Townsend  
Station Manager.....Harley West  
Comm. Manager.....G. E. McGary  
Prog., Pub. Dir.....Harry Reith  
Chief Engineer.....Donald Dout

## WKPA—New Kensington 1940

Frequency: 1150 Kc. Power: 250 Watts d.  
Owned-Oper. By.....Allegheny-Kiski Bcstg. Co.  
Business-Studio Address.....810 Fifth Ave.  
Phone: Edison 7-3588.....Air Time: Daytime  
News Service.....AP  
Transcription Service.....World



Representative.....Continental Radio Sales  
 President.....C. R. Cooper  
 General Manager.....Melvin Goldberg  
 Program Director.....Michel Felock  
 Sls. Prom. Manager.....J. Hannan, Jr.  
 Chief Engineer.....W. W. Neely

Commercial Mgr.....Vera Lupton  
 Promotion Mgr.....Edward Erickson  
 Program Director.....John Remus  
 Chief Engineer.....James Saltzman

**WNAR—Norristown—1946**

Frequency: 1110 Kc.....Power: 500 Watts d.  
 Owned-Operated By...Norristown Bcstg. Co.  
 Bus.-Studio Address.....115 W. Main St.  
 Phone: BRoadway 2-7600..Air Time: Full Time  
 News Service.....AP  
 Membership.....NARTB  
 President.....N. Joe Rahall  
 Gen. Mgr.....Ogden R. Davies  
 Sta., Nat. Sls. Manager.....John M. Banzhoff  
 Program Dir.....Bernard Brode  
 Chief Engineer.....Anthony De Sola

**WKRZ—Oil City—1946**  
**KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....WKRZ, Inc.  
 Business-Studio Address.....201 Fair Bldg.  
 Phone: 4-1260.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Standard  
 Pres., Gen., Sta. Mgr.. Kenneth E. Rennekamp

**WHAT—Philadelphia—1925**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By...Independence Bcstg. Co.  
 Address...Conshohocken & Windemere Aves.  
 Phone: TRinity 8-1500...Air Time: Full Time  
 News Service.....AP  
 Representative.....Indie Sales  
 Pres., Gen., Comm. Mgr. . William A. Banks  
 Station Manager.....Dolly Banks  
 Sales Prom. Manager.....Len Stevens  
 Prog. Director.....Charles O'Donnell  
 Publicity Director.....M. Mason  
 Chief Engineer.....Charles Lehmann

**WIBG—Philadelphia—1925**

Frequency: 990 Kc.....Power: 10,000 Watts  
 Owned.....Seaboard Radio Bcstg. Corp.  
 Business-Studio Address.....1425 Walnut St.  
 Phone: RIttenhouse 6-2300..Air Time: Full Time  
 News Service.....UP  
 Representative.....Radio-TV Reps.  
 President.....Paul F. Harron  
 General Manager.....Edward D. Clery  
 Sales Manager.....J. R. Mahoney  
 Program Director.....Douglas Arthur  
 Chief Eng.....George Hooper

**WIBG PHILADELPHIA**

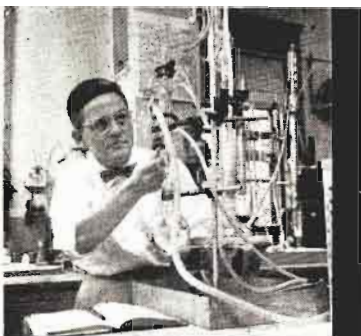


AT OUR ALL-TIME  
 HIGH — — AND  
 WE'VE BEEN IN  
 BUSINESS SINCE  
 1925

*Pennsylvania's Most Powerful Independent Station*

**10,000 WATTS of SPORTS, NEWS and MUSIC**

NATIONAL REPRESENTATIVE — RADIO-TV REPRESENTATIVES



Du Pont Company, Wilmington



RCA Tube Division, Lancaster



U. S. Steel, Morrisville



Lehigh Portland Cement, Allentown



Seabrook Farms, Seabrook, N. J.

*In Delaware Valley, U.S.A....*

## **NOTHING SUCCEEDS LIKE SUCCESS**

WFIL-TV, like the booming 30-county Delaware Valley, U.S.A. which it saturates, is a modern success story without equal.

- Advertisers in Delaware Valley use WFIL-TV more than other Philadelphia stations—50% more than Station A, 70% more than Station B.
- WFIL-TV's unparalleled point-of-sale merchandising support in 3 great supermarket chains has increased food billings 387% in 4 years.
- Delaware Valley's most popular local programming is created by WFIL-TV. "BANDSTAND", for instance, topped all competition since it began, October, 1952.
- Only the WFIL stations—in all of broadcasting—hold more than one du Pont Award—for community service.
- Respected advertisers like FORD... ALKA SELTZER... RCA... ATLANTIC REFINING... KELVINATOR use an annual average of 5¼ program hours per week on WFIL-TV—and have for the past 5 years.

The surest road to top sales in the teeming Delaware Valley, U.S.A. is WFIL-TV—proven competitively superior service to advertisers and community... NOTHING SUCCEEDS LIKE SUCCESS.



*Channel 6*

*ABC-TV Affiliate • Represented by Blair-TV*

RADIO & TELEVISION DIVISION / TRIANGLE PUBLICATIONS, INC.

**WRCV—Philadelphia—1921**  
**NBC**

Frequency: 1060 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . National Bcstg. Company  
 Business-Studio Address . . . . . 1619 Walnut St.  
 Phone: LOcust 4-3700 . . . Air Time: Full Time  
 News Service . . . . . INS, UP  
 Representative . . . . . NBC Spot Sales  
 Membership . . . . . RAB, NARTB  
 President . . . . . Robert W. Sarnoff  
 Vice-Pres., Gen. Mgr. . . . . Lloyd E. Yoder  
 Asst. Gen. Mgr. . . . . A. W. Dannenbaum  
 Program Director . . . . . Stan Lee Broza  
 Chief Engineer . . . . . Walter L. Nuss

**WCAU—Philadelphia—1922**  
**CBS**

Frequency: 1210 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . WCAU, Inc.  
 Address . . . . . City & Monument Ave.  
 Phone: Greenwood 7-8300. Air Time: Unlimited  
 News Service . . . . . AP, INS, UP  
 Newspaper Affil. . . . . Bulletin  
 Trans. Service. Lang-Worth, Capitol, Associated  
 Representative . . . . . CBS Radio Spot Sales  
 Membership . . . . . NARTB, RAB  
 Pres., Gen. Mgr. . . . . Donald W. Thornburgh  
 Exec. Vice-President . . . . . Jos. L. Tinney  
 Sales Manager . . . . . John S. DeRussy  
 V.P., Prog. Director . . . . . Jos. T. Connolly  
 V.P., Prom. Dir. . . . . Robert N. Pryor  
 V.P., Director of Engr. . . . . John G. Leitch

**WDAS—Philadelphia—1922**

Frequency: 1480 Kc. . . . . Power: 1 Kw.  
 Owned-Oper. By . . . . . Max M. Leon, Inc.  
 Address . . . . . Belmont Ave. & Edgely Rd.  
 Phone: TRinity 8-2000 . . . Air Time: Full Time  
 News Service . . . . . AP  
 Representative . . . . . Forjoe  
 Membership . . . . . RAB  
 President . . . . . Max M. Leon  
 General Manager . . . . . Robert A. Klein  
 Program Director . . . . . Jerry Grove  
 Merchandising Mgr. . . . . Leon Fisher  
 Local Sls. Manager . . . . . W. H. Vogt  
 Chief Engineer . . . . . Frank W. Unterberger

**WFIL—Philadelphia—1922**  
**ABC**

Frequency: 560 Kc. . . . . Power: 5000 Watts  
 Owned . . . . . Triangle Publications, Inc.  
 Business-Studio Address . . . . . 46th & Market  
 Phone: Evergreen 2-4700 . . Air Time: Full Time  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated, World  
 Representative . . . . . Blair  
 Membership . . . . . NARTB  
 General Manager . . . . . Roger W. Clipp  
 Station Manager . . . . . George A. Koehler  
 Gen. Sls. Manager . . . . . K. W. Stowman  
 Promotion Mgr. . . . . Joe Zimmermann  
 Program Dir. . . . . Felix Meyer  
 Publicity Dir. . . . . John J. Hyland  
 Chief Engineer . . . . . Henry Rhea

**WJMJ—Philadelphia—1948**

Frequency: 1540 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . WJMJ Bcstg. Corp.  
 Business-Studio Address . . . . . 2043 Locust St.  
 Phone: LOcust 4-2300 . . . . Air Time: Daytime  
 News Service . . . . . AP  
 Transcription Service . . . . . SESAC  
 Pres., Gen., Sta. Mgr. . . . . Patrick J. Stanton  
 Commercial Mgr. . . . . Charles Stahl  
 Sales Prom., Pub. Mgr. . . . . James Rubenstone  
 Prog. Dir. . . . . Michael Deegan  
 Chief Engineer . . . . . Alec Felton Iles

**WPEN—Philadelphia—1929**

Frequency: 950 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . William Penn Bcstg. Co.  
 Business-Studio Address . . . . . 2212 Walnut St.  
 Phone: LOcust 4-6000 . . . Air Time: Full Time  
 News Service . . . . . AP, UP  
 Representative . . . . . Gill-Perna  
 Membership . . . . . RAB  
 President . . . . . William Sylk  
 V.P., Gen. Mgr. . . . . William B. Caskey  
 Asst. Sta. Mgr., Prog. Dir. . . . . Murray Arnold  
 Local Sls. Manager . . . . . J. E. Surrick  
 Gen. Sls. Manager . . . . . Erwin Rosner  
 Prom. Mgr., Pub. Director . . . . . S. Elber  
 Chief Engineer . . . . . Charles W. Burtis

Nothing —  
but nothing  
outsells  
good old radio!

OUR ADVERTISERS HAVE KNOWN IT FOR YEARS

**WIP**

610 KC

PHILADELPHIA

**WIP—Philadelphia—1922**  
MBS

Frequency: 610 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Pennsylvania Bcstg. Co.  
 Business-Studio Address.....35 S. 9th St.  
 Phone: WALnut 2-6800....Air Time: Full Time  
 News Service.....AP, UP  
 Transcription Service.....World  
 Representative.....Edward Petry  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....Benedict Gimbel, Jr.  
 V.P., Director of Sales.....Ralph Brent  
 Program Director.....Varner Paulsen  
 Comm. Manager.....Clyde Spitzner  
 Chief Engineer.....Clifford C. Harris

**WTEL—Philadelphia—1924**

Frequency: 860 Kc.....Power: 250 Wat's d.  
 Owned.....Foulkrod Radio Engineering Co.

Business-Studio Address....4312 N. Broad St.  
 Phone.....Davenport 4-4310  
 Pres., Pgm. Dir.....E. Douglass Hibbs  
 General Manager.....Henry N. Cocker  
 Chief Engineer.....Edward Stenzel

**KDKA—Pittsburgh—1920**  
NBC

Frequency: 1020 Kc.....Power: 50.000 Watts  
 Owned-Oper. By.Westinghouse Bcstg. Co. Inc.  
 Business-Studio Address.....Grant Bldg.  
 Phone: Grant 1-4200....Air Time: Full Time  
 News Service.....AP, UP  
 Representative.Peters, Griffin, Woodward, Inc.  
 Membership.....NARTB, RAB  
 President.....Chris J. Witting  
 Gen., Station Mgr.....L. R. Rawlins  
 Comm. Manager.....John Stilli  
 Program Manager.....Thomas Bennett  
 Publicity Manager.....John Williams  
 Chief Engineer.....Theodore C. Kenney



**KDKA**

*Pittsburgh*  
*50 KW-Voice of*  
*the*  
*Tri-State Area*

*National Representatives*  
**PETERS, GRIFFIN, WOODWARD, INC.**



**KQV—Pittsburgh—1919—CBS**

Frequency: 1410 Kc. Power: 5000 Watts  
 Owned-Oper. By: Allegheny Bcstg. Co.  
 Address: 800 Chamber of Commerce Bldg.  
 Phone: ATLantic 1-9100 Air Time: Full Time  
 News Service UP  
 Transcription World  
 Membership NARTB  
 Representative Raymer  
 Exec. Vice President Gunnar O. Wiig  
 Gen. Sls. Manager J. F. Murray  
 Prom., Pub. Dir. Owen Simon  
 Program Dir. John Gibbs  
 Chief Engineer James J. Schultz

Commercial Manager: John Pieper  
 Traffic Manager: Phillis C. Hardy  
 Chief Engineer: Victor G. Klein

**WJAS—Pittsburgh—1921  
ABC**

Frequency: 1320 Kc. Power: 5000 Watts  
 Owned-Oper. By: Pitts. Radio Supp. House  
 Address: Chamber of Comm. Bldg.  
 Phone: Grant 1-4860 Air Time: Full Time  
 News Service UP  
 Representative H. R. Reps  
 Pres., Gen. Mgr. H. K. Bronnen  
 Comm. Mgr. John H. Buchheit  
 Pub. Rel., Prom. Mgr. Caley E. Augustine

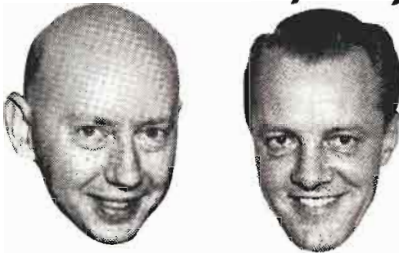
**WILY—Pittsburgh—1954**

Frequency: 1080 Kc. Power: 1 Kw.  
 Owned By: Pittsburgh Bcstg. Co.  
 Address: 220 N. Highland Ave.  
 Phone: EM. 1-5000 Air Time: Daytime  
 News Service AP  
 Station Representative Stars Nat.  
 Membership NARTB, RAB  
 President John Kluge  
 General Manager Ernie Tannen

**WPIT—Pittsburgh—1947**

Frequency: 730 Kc. Power: 1000 Watts d.  
 Owned-Operated By: WPIT, Inc.  
 Business-Studio Address: Pitt Bldg.  
 Phone: ATLantic 1-1900 Air Time: Daytime  
 Membership NARTB  
 President John J. Laux  
 V.P., Gen. Manager Don Ioset

*Two's Company*



JACK LOGAN starts the day "bright" with music, news, weather. 6 to 9:30 A.M.

AL NOBEL provides pleasant listening with melodic music, home service tips. 3:30 to 6 P.M.

*Three's Better Yet!... with Mrs. Pittsburgh!*

Mrs. Pittsburgh starts her day with Logan, and keeps tuned to KQV most of the day! Why? She likes the informal style of Logan and Nobel . . . hears her favorite CBS shows in-between. (Mr. Pittsburgh says KQV sports, weather and news shows are great, too!)

That's why you're in good company **ON**

National Rep.  
 Paul H. Raymer Co., Inc.



**1410 CBS RADIO**

**WCAE—Pittsburgh—1922**

**ABC**

Frequency: 1250 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WCAE, Inc.  
 Bus.-Studio Address.....Carlton House  
 Phone: Atlantic 1-6900....Air Time: Full Time  
 Newspaper Affil.....Sun-Telegraph  
 News Service.....INS  
 Representative.....Katz  
 Membership.....NARTB  
 Pres., General Manager.....Leonard Kapner  
 Sta. Mgr., Prog. Dir.....R. Clifton Daniel  
 Commercial Manager.....Alan Trench  
 Prom. Mgr., Pub. Dir.....William Thieman  
 Chief Engineer.....James Greenwood

**WWSW—Pittsburgh—1932**

Frequency: 970 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....WWSW, Inc.  
 Bus.-Studio Address.....Hotel Sherwyn  
 Phone: GRant 1-5200....Air Time: Full Time  
 News Service.....UP  
 Representative.....John Blair  
 Membership.....NARTB  
 President, Gen. Mgr.....Pete Schloss  
 Station Manager.....Ben W. Muros

**WPTS—Pittston—1954**

Frequency: 1540 Kc.....Power: 1 Kw. d.  
 Owned-Oper. By.....Midway Bcstg. Co., Inc.  
 Address.....Main & Spring St.  
 Phone: Olympic 4-3388....Air Time: Daytime  
 Representative.....Indie  
 Transcription.....World  
 Pres., Gen. Manager.....Angelo W. Fiorani  
 Commercial Mgr.....R. E. Florey  
 Program Director.....Joseph Tipton  
 Promotion Mgr.....Rosemary Gallagher  
 Chief Engineer.....John P. McGoldrick

**WPAZ—Pottstown—1951**

Frequency: 1370 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Pottstown Bcstg. Co.  
 Address.....247 High St.  
 Phone: 5000.....Air Time: Daytime  
 News Service.....UP  
 Representative.....Indie Sales  
 Pres., Gen. Mgr.....Herbert Scott

**WPAM—Pottsville—1947**

**MBS-KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Miners Bcstg. Serv., Inc.  
 Business-Studio Address.....Box 629  
 Air Time.....Full Time  
 News Service.....UP  
 Transcription Service.....World, Associated  
 Representative.....Everett-McKinney  
 Station Manager.....James K. Stock  
 Comm. Mgr.....Frank L. Tamulonis

**WPPA—Pottsville—1946**

Freq.: 1360 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By.....Pottsville Bcstg. Co.  
 Bus.-Studio Address.....212 S. Centre St.  
 News Service.....AP  
 Membership.....NARTB  
 Transcription Service.....World  
 Owner, Gen. Mgr.....A. V. Tidmore  
 Commercial Manager.....Ralph L. Price, Jr.  
 Chief Engineer.....William P. Tidmore

**WPME—Punxsutawney—1952**

Frequency: 1540 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Punxsutawney Bcstg Co.  
 Address.....103 N. Gilpin St.  
 Phone: 1221.....Air Time: Daytime  
 News Service.....AP  
 Representative.....Rambeau  
 Trans. Service.....Thesaurus  
 President.....Sheridan Pruett  
 General Manager.....C. M. Erhard, Jr.  
 Commercial Mgr.....C. M. Erhard, Sr.  
 Sales Prom. Mgr.....William Carlton  
 Chief Engineer.....Joseph Pelletier

**WEEU—Reading—1932—ABC**

Frequency: 850 Kc.....Power: 1000 Watts  
 Owned By.....Reading Eagle Co.  
 Business-Studio Address.....433 Penn St.  
 Phone: 6-7335.....Air Time: Full Time

**wcae**

**PITTSBURGH'S  
TOPS**

5000 WATTS  
•  
1250 KC

in  
Leading  
Personalities

Outstanding  
Merchandising

REPRESENTED BY  
**THE KATZ AGENCY**

Newspaper Affiliation.....Eagle Co.  
 News Service.....UP  
 Transcription Service.....Associated  
 Representative.....Headley-Reed  
 Membership.....NARTB, RAB  
 President.....Hawley Quier  
 Exec. V.P., Gen. Mgr.....Thomas Martin  
 Asst. Dir. Radio Sales.....K. Richard Creftz  
 Program Director.....George Carroll  
 Promotion Director.....Jane E. Winne  
 Dir., Tech. Oper.....Robert S. Guldin  
 Asst. Dir., Tech.....Harold E. Schearer

## WHUM—Reading—1946

### CBS

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Eastern Radio Corp.  
 Business-Studio Address.....Berkshire Hotel  
 Phone: 6-3987.....Air Time: Full Time  
 News Service.....AP  
 Representative.....H.R. Repp.  
 Pres., Gen. Manager.....Humboldt J. Greig  
 Comm. Manager.....Alan Lane  
 Program Director.....Earl Henry  
 Chief Engineer.....Joseph Risse

## WRaw—Reading—1922

### NBC

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Reading Bcstg. Co., Inc.  
 Business-Studio Address.....19 N. Fifth St.  
 Phone: 6-7173.....Air Time: Full Time  
 News Service.....UP, AP  
 Membership.....NARTB  
 Representative.....Robert Meeker  
 Station Executive.....Clair R. McCollough  
 Station Manager.....Frank J. Voss  
 Natl. Sales Mgr.....J. Robert Gullick  
 Program Director.....Saul Miller  
 Technical Director.....J. E. Mathlot

## WGCB—Red Lion—1950

Frequency: 1440 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Red Lion Bcstg. Co.  
 Address.....Red Lion  
 Air Time.....Daytime  
 News Service.....UP  
 Trans. Ser.....Capitol, SESAC  
 Station Rep.....Kennedy  
 President.....Rev. John M. Norris  
 Gen., Sta. Mgr.....John H. Norris  
 Commercial Mgr.....Vincent A. Freeman  
 Chief Engineer.....Geary Russell

## WKMC—Roaring Spring—1955

Frequency: 1370 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Cove Bcstg. Co., Inc.  
 Address.....Woodbury Pike  
 Phone: 390.....Air Time: Daytime  
 News Service.....AP  
 President.....Gerald J. Collins  
 Sales Manager.....Louis J. Maierhofer  
 Program Director.....Charlie Ritchey  
 Chief Engineer.....C. I. Metzger

## WKBI—St. Marys—1950

### MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Elk Cameron Bcstg. Co.  
 Address.....41 Erie Ave.  
 Phone: 4-2821.....Air Time: Full Time  
 Transcription Service.....Standard  
 News Service.....AP  
 Membership.....NARTB  
 General Manager.....C. H. Simpson  
 Commercial Manager.....R. H. Knouse  
 Program Director.....John A. Fay  
 Promotion Manager.....Herbie Martin  
 Chief Engineer.....Gilbert H. Wogan

## WATS—Sayre—1950

Frequency: 960 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Susquehanna Val. Bcstg. Co.  
 Address.....Sayre  
 Phone: Turner 2-2401.....Air Time: Daytime  
 Representative.....Indie Sales  
 Membership.....RAB  
 News Service.....UP  
 Owner.....Thompson K. Cassel  
 Gen., Sta., Comm. Mgr.....Walter D. Knowles  
 Program Director.....William J. Miller  
 Chief Engineer.....Benjamin A. Franklin

## WARM—Scranton—1939

### ABC

Frequency: 590 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Union Bdcst. Co.  
 Address.....33 Madison Ave.  
 Phone: DI 3-1245.....Air Time: Full Time  
 News Service.....UP  
 Representative.....Hollingbery Co.  
 Transcription Service.....Thesaurus  
 Membership.....RAB  
 President.....Martin F. Memolo  
 Gen., Sta. Manager.....William M. Dawson  
 Comm. Mgr.....S. Feigenbaum  
 Sls. Prom. Mgr., Pub. Dir.....Jane O'Hara  
 Program Director.....Art Bolin  
 Chief Engineer.....Roswell J. Parker

## WGBI—Scranton—1925—CBS

Frequency: 910 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By.....Scranton Bcstrs., Inc.  
 Business-Studio Address.....1000 Wyoming Ave.  
 Phone: DI 2-7634.....Air Time: Full Time  
 News Service.....AP  
 Representative.....H.R. Repp  
 Membership.....NARTB  
 Transcription.....World  
 President.....Mrs. M. E. Megargee  
 General Manager.....George D. Coleman  
 Station Manager.....Robert E. McDowell  
 Promotion Director.....Doug Holcomb  
 Chief Engineer.....Kenneth R. Cooke

## WICK—Scranton—1954

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned.....Scranton Radio Corp.

Address.....717 Linden St.  
 Phone: DI 6-1202.....Air Time: Full Time  
 News Service.....AP  
 Station Rep.....Walker  
 Pres., Gen. Mgr.....Joe Dobbs  
 Program Director.....Joe Silva  
 Chief Engineer.....James D. Pettinato

**WEJL—Scranton—1923**

Frequency: 630 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Scranton Times  
 Address.....Penn Ave. at Spruce  
 Phone: DL 2-9151.....Air Time: Day Time  
 News Service.....UP, AP  
 Newspaper Affil.....Times  
 Trans. Ser.....Standard, Lang-Worth  
 Membership.....RAB  
 Station Rep.....Meeker  
 Gen., Sta., Mgr.....Cecil Woodland  
 Program Director.....Hugh Connor

**WSCR—Scranton—1947**  
**NBC**

Freq.: 1320 Kc...Power: 1 Kw. d., 500 Watts n.  
 Owned By...Lackawanna Valley Bcstg. Co.  
 Business-Studio Address...116 Adams Ave.  
 Phone: DI 7-3388.....Air Time: Full Time  
 News Service.....AP  
 Representative.....Headley-Reed  
 Pres., Gen. Mgr.....David M. Baltimore  
 Station Mgr.....Barry Sherman  
 Comm. Mgr.....Bert Oliver  
 Program Dir.....Robt. McHale  
 Chief Engineer.....Willard Shimsky

**WISL—Shamokin—1948**  
**MBS**

Frequency: 1480 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Radio Anthracite, Inc.  
 Bus.-Studio Address...Rock & Sunbury Sts.  
 Phone: 8-6831.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....RCA-Thesaurus  
 Representative.....Forjoe  
 President.....Henry W. Lark  
 Gen., Sta. Manager.....Charles R. Petrie  
 Program Director.....Dick Owens  
 Chief Engineer.....Ray Willard

**WPIC—Sharon—1938**

Frequency: 790 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By...Sharon Herald Bcstg. Co.  
 Business Address.....P. O. Box 541  
 Phone: 4113.....Air Time: Daytime  
 News Service.....UP  
 Transcription...Associated, World, Thesaurus  
 Representative.....Adam J. Young, Jr.  
 Pres., Gen., St. Mgr.....John Fahline, Jr.  
 Program Director.....Harold R. Smith  
 Chief Engineer.....A. C. Heck

**WVSC—Somerset—1950**

Frequency: 990 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Somerset Bcstg. Co.  
 Address.....P. O. Box 231  
 Phone: 4186.....Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....Standard  
 Membership.....RAB  
 Representative.....Indie Sales  
 Gen., Comm. Mgr.....T. H. Oppegard  
 Chief Engr., Sta. Mgr.....Carl R. Lee

**WMAJ—State College—1945**  
**KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Centre Bcstrs., Inc.  
 Bus.-Studio Address.....Box 888  
 Air Time.....Full Time  
 News Service.....AP  
 Transcription Service.....World  
 General Manager.....Mrs. Alethea Ulerich  
 Comm. Manager.....Mary Beezer  
 Station Manager.....Milton Bergstein

**WVPO—Stroudsburg—1947**

Frequency: 840 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Pocono Bcstg., Inc.  
 Business-Studio Address.....578 Main St.  
 Phone: 1101.....Air Time: Daytime  
 News Service.....UP  
 Newspaper Affil.....Record  
 Representative.....Radio Reps.  
 President.....James H. Ottaway  
 General Manager.....Merle C. Ostrom  
 Station Mgr.....Chester S. Miller  
 Comm. Mgr.....Edwards Somers  
 Managing Director.....Francis H. Brinkley  
 Program Dir.....Joseph Webster  
 Chief Engineer.....Ernest Transue

**WKOK—Sunbury—1933—CBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By...Sunbury Bcstg. Corp.  
 Bus.-Studio-Transmitter...1150 N. Front St.  
 Phone: Atlantic 6-5838...Air Time: Full Time  
 News Service.....AP  
 Membership.....NARTB  
 President.....Harry H. Haddon  
 General Manager.....Homer R. Smith  
 Commercial Manager...C. Donald Walther  
 Program Director.....Michael J. Kane  
 Publicity Director.....Malcolm E. Arter  
 Chief Engineer.....John W. Keller, Jr.

**WTIV—Titusville—1955**

Frequency: 1290 Kc.....Power: 500 Watts d.  
 Owned-Oper. By...Crawford Cty. Bcstg. Corp.  
 Address.....Commerce Bank Bldg.  
 President.....Robert Z. Morrison, Jr.  
 Manager.....Robert H. Sauber

**WTRN—Tyrone—1954**

Frequency: 1290 Kc. Power: 500 Watts  
 Owned. Tyrone Bcstg. Co.  
 Address 1006 Logan Ave.  
 Phone: 1304. Air Time: Daytime  
 News Service UP  
 Trans. Ser. World  
 President. C. H. Simpson  
 Station Manager. Lee C. Ray  
 Sls. Prom. Manager. A. J. Kuhn  
 Program Director. J. W. Eschbach  
 Chief Engineer. Mike Boslet

**WMBS—Uniontown—1927**  
**CBS**

Frequency: 590 Kc. Power: 1000 Watts  
 Owned-Oper. By Fayette Bdcstg. Corp.  
 Address Fayette Nat. Bank Bldg.  
 Air Time Full Time  
 Representative Meeker Asso., Inc.  
 Station Manager. James Gismondi  
 Comm., Sls. Prom. Mgr. Frederick David  
 Program Director. C. H. Underwood

**WNAE—Warren—1946**

Frequency: 1310 Kc. Power: 1000 Watts d.  
 Owned-Oper. By N. Allegheny Bdcstg. Co.  
 Address First Nat. Bank Bldg.  
 Phone: 3033. Air Time: Daytime  
 News Service AP  
 Transcription Service Thesaurus  
 Membership NARTB, RAB  
 Pres., Gen. Mgr. David Potter, Jr.

**WJPA—Washington—1942**  
**MBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By Washington Bcstg. Co.  
 Bus. Address George Washington Hotel  
 Phone: 4870. Air Time: Full Time  
 News Service UP  
 Transcription Service World  
 Representative Joseph Hershey McGillvra  
 Managing Director. A. Boyd Siegel  
 Gen., Prom. Manager. John L. Merdian

**WAYZ—Waynesboro—1953**  
**KBS**

Frequency: 1380 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Richard Field Lewis Jr.  
 Address 21 W. Main St.  
 Phone: 1900. Air Time: Daytime  
 President. Richard Field Lewis Jr.  
 General Manager. Sam Hanshaw  
 Sales Prom. Mgr. Robert Harrison  
 Program Director. John Geiger  
 Chief Engineer. Fred Brabandt

**WNBT—Wellsboro—1955**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By Farm & Home Bcstg. Co.  
 Address 89 Main St.  
 Air Time Full Time  
 News Service UP

Transcription World  
 President. C. H. Simpson  
 V.P., Gen. Manager. John A. Fay  
 Station Manager. Robert Kahle  
 Sales Manager. Henry Washburn  
 Chief Engineer. Dave Castlebury

**WBAX—Wilkes-Barre—1922**  
**MBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By Anna Stenger  
 Business-Studio Address 85 W. Union St.  
 Phone: VA 3-0196. Air Time: Full Time  
 News Service UP  
 Representative Burn-Smith  
 Licensee Anna Stenger  
 Gen., Comm. Manager. John H. Stenger  
 Program Director. Ed Kuzma  
 Publicity Director. Dan Stenger  
 Chief Engineer. Milan Krupa

**WBRE—Wilkes-Barre—1924**  
**NBC**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By WBRE-Radio, Inc.  
 Bus. Studio Address 62 S. Franklin St.  
 Phone: Valley 3-3101. Air Time: Full Time  
 News Service AP  
 Transcription Service Lang-Worth  
 Representative Headley-Reed  
 Membership NARTB, RAB  
 Owner, Gen. Manager. David M. Baltimore  
 Comm. Mgr. Ernest Lewis  
 Operations Director. F. D. Coslett  
 Program Director. Robert Schumacher  
 Chief Engineer. Charles Sakoski, Sr.

**WILK—Wilkes-Barre—1947**  
**ABC**

Frequency: 980 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By Wyoming Valley Bcstg. Co.  
 Bus. Studio Address 88 No. Franklin St.  
 Phone: VA. 4-4666. Air Time: Full Time  
 News Service AP  
 Transcription Service Thesaurus  
 Representative Avery-Knodel  
 President Mitchell Jenkins  
 Exec. Vice President. Roy E. Morgan  
 Treasurer. Thomas P. Shelburne  
 Sls. Prom. Manager. Nancy Lynch  
 Commercial Manager. Luther Strittmatter  
 Program Director. Tom Bigler  
 Chief Engineer. Theodore French

**WLYC—Williamsport—1951**  
**KBC**

Frequency: 1050 Kc. Power: 1 Kw.  
 Owned By Lycoming Bcstg. Co.  
 Address 331 Pine St., Box 389  
 Phone: 2-4676. Air Time: Daytime  
 President. John T. Kellher  
 V. P., Gen., Sta. Mgr. W. Richard Carlson  
 Commercial Mgr. Vince Campana  
 Sls. Prom. Manager. Edward Kirchman



Program Dir..... Vern Hester  
 Chief Engineer..... Norman Briggs

**WRAK—Williamsport—1930**  
**NBC**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Oper. By ..... WRAK, Inc.  
 Address ..... 1559 West 4th St.  
 Phone: 2-6116..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... Associated  
 Representative ..... Everett-McKinney  
 Membership ..... NARTB  
 Pres., Gen. Mgr..... George E. Joy  
 Sta., Comm Mgr..... J. Wright Mackey  
 Program Manager..... Irving Berndt  
 Promotion Manager..... Everett W. Rubendall  
 Chief Engineer..... Glen L. Sherman

**WWPA—Williamsport—1949**  
**CBS**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned.. Williamsport Radio Bcstg. Assoc., Inc.  
 Address..... 330 Government Pl  
 Phone: 7119..... Air Time: Full Time  
 Representative ..... Burn-Smith  
 President..... Harry J. W. Klessling  
 Gen., Sta. Manager..... Woodrow W. Ott  
 Program Director..... Louis C. Cate  
 Sls. Prom. Manager..... J. B. Williams  
 Comm. Mgr..... Phil Lane  
 Publicity Director..... Albert Decker  
 Chief Engineer..... Carl Steinbacher

**WNOW—York—1948—KBS**

Frequency: 1250 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... Helm Coal Co.  
 Business-Studio Address..... 25 S. Duke St.  
 Phone: 8-2911..... Air Time: Daytime  
 General Manager..... Lowell W. Williams  
 Program Director..... H. E. Daugherty  
 Sales Manager..... J. S. Schmitt

**WORK—York—1932—NBC**

Frequency: 1350 Kc..... Power: 5000 d.; 1000 n.  
 Owned-Oper. By..... Associated Bcstgs., Inc.  
 Business-Studio Address..... 13 S. Beaver St.  
 Phone: 6629..... Air Time: Full Time  
 Representative ..... Robert Meeker  
 Station Executive..... Clair R. McCollough  
 Station Manager..... Clare I. Miller  
 Natl. Sales Mgr..... J. Robert Gulick  
 Program Director..... George M. Trout  
 Technical Director..... J. E. Mathlot

**WSBA—York—1941**  
**ABC-MBS**

Frequency: 910 Kc..... Power: 1000 Watts  
 Owned-Oper. By .. Susquehanna Bdctsg. Co.  
 Address ..... Box 910  
 Phone: 25521..... Air Time: Full Time  
 Representative ..... Young  
 President ..... Louis J. Appell  
 Comm., Sales Prom. Mgr. .... Philip K. Eberly  
 Prog. Dir..... Robert Shipley  
 Chief Engineer..... Llewellyn Jones

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Radio Homes 234,000—TV Homes 233,478—Stations in State 11

## WADK—Newport—1948 KBS

Frequency: 1540 Kc. Power: 1000 Watts d.  
Owned-Oper. By The Aquidneck Bcstg. Corp.  
Address Box 367  
Phone: 1540 Air Time: Daytime  
Transcription Service World  
Representative Walker  
Pres., Gen. Mgr. Milton E. Miller  
Cmm. Mgr. Frank Booth  
Sales Prom. Mgr. George McNamara  
Prog. Mgr. Bill Sheridan  
Chief Engineer Luigi Bianco

## WPAW—Pawtucket—1950 KBS

Frequency: 550 Kc. Power: 1000 Watts d.  
Owned-Oper. By Roger Williams Bcstg. Co.  
Address 34 N. Union St.  
Phone: DE 1-7444 Air Time: Daytime  
President Dominick Hysko  
Exec. V.P. E. James McEnaney, Jr.  
General Manager Allen Jones  
Program Director Robert Batchelder  
Comm. Manager Noel C. Breault  
Sls. Prom. Manager A. M. Breault  
Chief Engineer James Bonney

## WEAN—Providence—1922 ABC-MBS-YANKEE

Frequency: 790 Kc. Power: 5 Kw. d.  
Owned Providence Journal Co.  
Address 75 Fountain St.  
Newspaper Affil. Providence Journal  
Phone: DEXter 1-0600 Air Time: Full Time  
Station Rep. Venard, Borgatti  
President George P. Metcalf  
General Manager H. William Koster  
Comm. Manager Hervey C. Carter  
Sales Prom. Mgr. Arthur E. Lathrop, Jr.  
Program Director Don Morton  
Chief Engineer George W. Sharpe

## WPRO—Providence—1924 CBS

Frequency: 630 Kc. Power: 5000 Watts  
Owned-Oper. By Cherry & Webb Bcstg. Co.  
Bus-Stud. Add. 24 Mason St. WPRO Bldg.  
Phone: Plantations 1-9776 Air Time: Full Time  
News Service AP, UP  
Representative Blair  
Membership NARTB  
President William S. Cherry, Jr.  
General Manager Arno'd F. Schoen, Jr.  
Commercial Mgr. Kenneth Curto  
Program Director John A. Owen, Jr.  
Chief Engineer John V. Ferrit

## WRIB—Providence—1947

Frequency: 1220 Kc. Power: 1000 Watts d.  
Owned-Oper. By R. I. Bcstg. Co.  
Address Water St.  
Phone: EA 1-1899 Air Time: Daytime  
Representative Indie

President Frank Rao  
Gen., Sta. Manager Antonio Pace  
Prog., Pub. Director Don Rogers  
Comm., Sales Prom. Mgr. Edward McBride  
Chief Engineer Fred Weiss

## WICE—Providence—1947

Frequency: 1290 Kc. Power: 500 Watts d.  
Owned-Oper. By Narragansett Bay B. Co.  
Address 1111 N. Main St.  
Phone: Jackson 1-6565 Air Time: Daytime  
Station Manager John F. Crohan  
Sales Manager Frederick P. Grady

## WHIM—Providence—1947

Frequency: 1110 Kc. Power: 1000 Watts d.  
Owned-Oper. By Intercity Bcstg. Co.  
Business-Studio Address 144 Westminster St.  
Phone: UNion 1-4211 Air Time: Full Time  
Representative Headley-Reed, Kettel-Carter  
Pres., Gen. Manager Robert T. Engles  
Program Manager C. George Taylor

## WJAR—Providence—1922 NBC

Frequency: 920 Kc. Power: 5000 Watts  
Owned-Operated By The Outlet Co.  
Business-Studio Address 176 Weybosset St.  
Phone: Gaspee 1-8521 Air Time: Full Time  
Representative Weed  
Vice Pres., Treas. George O. Griffith  
General Manager David Shurtleff  
Sls. Prom. Manager James Canavan  
Comm. Manager Arthur Gordon  
Chief Engineer Thomas C. J. Prior

## WERI—Westerly—1949 ABC-KBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned Oper. By Radio Westerly, Inc.  
Address 34 Main St.  
Phone: WE. 2263 Air Time: Full Time  
Representative Walker  
President William F. Malo, Jr.  
Sls. Prom. Manager Phil Costello  
Prog., Pub. Director Armand Bernard  
Chief Engineer Charles Austin

## WNRI—Woonsocket—1954

Frequency: 1380 Kc. Power: 1000 Watts  
Owner Friendly Bcstg. Co., Inc.  
Address 814 Diamond Hill Road  
Phone: 600 Air Time: Daytime  
President Gen. Manager Joseph Britt  
Comm. Manager John Thomas  
Sales Prom. Manager Gerard Nault

## WWON—Woonsocket—1946

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By Woonsocket Bcstg. Co.  
Business-Studio Address 99 Main St.  
Phone: Woonsocket 1240 Air Time: Full Time  
Station Rep. Webb, Borgatti  
President Millicent S. Palmer  
Station Manager Eugene C. Rousseau  
Sales Director Eugene McAlloux

## WAKN—Aiken—1952—KBS

Frequency: 990 Kc. Power: 1000 Watts d.  
Owned-Oper. By Aiken Electronics Adv. Corp.  
Address Box 811  
Phone: 774242. Air Time: Daytime  
News Service AP  
Transcription Service World  
Membership RAB  
President John Mare  
General Manager W. Randall Davidson  
Prog. Dir. Wayne Mashburn  
Sls. Prom. Manager Ronald Martin  
Chief Engineer Allen Askins, Jr.

## WAIM—Anderson—1935

CBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By Wilton E. Hall  
Address Trans. Loca. 321 Kingsley Road  
Phone: CA. 6-1511-2-3. Air Time: Full Time  
News Service INS  
Newspaper Affil. Independent, Daily Mail  
Transcription Service Lang-Worth  
Representative Headley-Reed  
President Wilton E. Hall  
General Manager Glenn P. Warnock  
Commercial Mgr. G. P. Browne  
Sales Prom. Mgr. V. Barath  
Program Director Marshall Gailliard  
Chief Engineer John Willis

## WANS—Anderson—1949

MBS

Frequency: 1280 Kc. Power: 1000 Watts  
Owned-Operated By Carolina Bcstrs.  
Address Box 211  
Phone: CA 4-3424. Air Time: Full Time  
Transcription Service Standard  
Membership NARTB  
Representative Devney  
News Service UP  
President C. R. Johnson, Sr.  
Program Director C. W. Martin  
Comm. Manager Joseph McLeskey  
Chief Engineer Alfred W. Pratt

## WBAW—Barnwell—1953

KBS

Frequency: 740 Kc. Power: 250 Watts d.  
Owned-Oper. By Blue Ridge Bcstg. Co. Inc.  
Phone: 3507. Air Time: Daytime  
News Service UP  
Transcription Service Thesaurus, World  
Newspaper Affil. Seneca Journal  
President J. A. Gallimore  
Comm. Sta. Mgr. Joe Wilder  
Program Director Frank Harmon  
Pub. Director Bill Hollingsworth  
Chief Engineer Bill Polk

## WBEU—Beaufort—1954

KBS

Frequency: 960 Kc. Power: 1 Kw.

Owned Beaufort Bcstg. Co.  
Address Beaufort  
Phone: 812. Air Time: Daytime  
News Service UP  
Trans. Service World  
President John M. Trask  
Gen., Comm. Manager W. C. Bochman  
Program Director Hugh Ward  
Chief Engineer Don Shannon

## WHPB—Belton—1955

Frequency: 1390 Kc. Power: 500 Watts d.  
Owned-Oper. By Community Bcstg. Co.  
Co-Owners Cleatus Brazzell, Otto McDonald  
General Mgr. James B. Childress

## WBSC—Bennettsville—1947

MBS

Freq.: 1550 Kc. Power: 10 Kw. d.; 5 Kw. n.  
Owned-Oper. By Atl. Coast Ins. Co.  
Business-Studio Address Box 639  
Phone: 1080. Air Time: Full Time  
News Service AP  
Representative Indie Sales  
Exec. Vice President Y. W. Scarborough, Jr.  
General Manager Neil Terrell  
Chief Engineer John Gronert

## WAGS—Bishopville—1954

KBS

Frequency: 1380 Kc. Power: 1 Kw.  
Owned Lee County Bcstg. Co.  
Address P. O. Box 168  
Phone: 1380. Air Time: Daytime  
News Service AP  
Trans. Ser. World  
Station Rep. Interstate  
Partners J. F. Coggins, E. L. B. Osborne  
Comm. Manager D. L. Mackey  
General Manager Joe Morris  
Chief Engineer J. Parker

## WACA—Camden—1948—KBS

Frequency: 1590 Kc. Power: 1000 Watts d.  
Owned-Oper. By Station WACA  
Address Camden  
Phone: 80. Air Time: Daytime  
News Service UP  
Station Rep. Dora-Clayton  
Transcription Service World  
President Haygood S. Bowden  
General Manager Tom Richards  
Commercial Manager C. Ballard  
Program Director Arthur Sheleen

## WCSC—Charleston—1930

CBS

Frequency: 1390 Kc. Power: 5000 Watts  
Owned-Oper. By WCSC, Inc.  
Address 485 East Bay St.  
Phone: 2-7611. Air Time: Full Time  
News Service UP  
Transcription Service World  
Representative Free & Peters

**Membership** ..... NARTB, RAB  
**Pres., Gen. Manager**..... John M. Rivers  
**Comm. Mgr.**..... John B. Hearne  
**Program Director**..... Robert Tamblin  
**Pub. Dir.**..... Annie Lee Small  
**Chief Engineer**..... Wilbur Albee

## WHAN—Charleston—1946

### ABC-KBS

**Frequency:** 1340 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By**..... Charleston Bcstg. Co.  
**Business Address**..... 152 Market St.  
**Phone:** 3-1643 ..... **Air Time:** Full Time  
**Transcription Service** ..... Capitol  
**News Service** ..... UP  
**Pres., Gen. Manager**..... H. C. Weaver  
**Sales Prom., Pub. Director**..... Joann Daley  
**Comm. Mgr., Ch. Eng.**..... William P. Birchfield

## WPAL—Charleston—1947

**Frequency:** 730 Kc. .... **Power:** 1000 Watts d.  
**Owned-Oper. By**..... Palmetto Bcstrs., Inc.  
**Business-Studio Address**..... 149 Wentworth St.  
**Phone:** 3-6428 ..... **Air Time:** Daytime  
**Representative** ..... Fo: Joe, Dora-Clayton  
**Membership** ..... NARTB  
**President** ..... George G. Weiss  
**General Manager**..... Laurens Moore  
**Commercial Mgr.**..... Bob Chrystie  
**Program Director**..... Louise Withrock  
**Chief Engineer**..... Gunnar Sundeen, Jr.

## WTMA—Charleston—1939

### NBC

**Frequency:** 1250 Kc. .... **Power:** 5000 d.; 1000 n.  
**Owned-Oper. By**..... Atlantic Coast Bcstg. Co.  
**Business Address** ..... 133 Church St.  
**Air Time** ..... Full Time  
**News Service** ..... AP  
**Representative** ..... Hollingbery  
**Pres., Gen. Mgr.**..... Charles E. Smith  
**Assistant Mgr.**..... Ralph J. Shade  
**Commercial Mgr.**..... H. J. Guzik  
**Program Dir.**..... Jack Gale

## WQSN—Charleston—1948

### MBS

**Frequency:** 1450 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By**..... Low Country Bcstg. Co.  
**Address** ..... 42 10th Ave.  
**Phone:** 2-2652 ..... **Air Time:** Full Time  
**News Service** ..... UP  
**Station Representative**..... Pearson  
**Transcription Service**..... Standard  
**Membership** ..... RAB  
**President** ..... Sol Pavitz  
**Gen., Sta. Manager**..... E. H. Keown  
**Comm. Manager**..... Barry Winton  
**Sales Prom., Pub. Director**..... Paul Stevens

## WCRE—Cheraw—1953

**Frequency:** 1420 Kc. .... **Power:** 500 Watts d.  
**Owned-Oper. By**..... Chesterfield Bcstg. Co.  
**Address** ..... Box 631  
**Phone:** 7500 ..... **Air Time:** Daytime

**Membership** ..... RAB  
**Transcription** ..... Standard, SESAC  
**News Service** ..... UP  
**President**..... Marvin J. Peterson  
**Prog. Dir., Gen. Mgr.**..... Fred A. Staples  
**Chief Engineer**..... Ralph Hcneman

## WGCD—Chester—1948—KBS

**Frequency:** 1490 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... Craig Bcstg. Co.  
**Address** ..... 128 Main St.  
**Phone:** 2171 ..... **Air Time:** Full Time  
**Newspaper Affil.**..... Dispatch Publ. Co.  
**Trans. Ser.** ..... World  
**Station Rep.** ..... McGillvra  
**President** ..... C. V. Sink  
**Gen., Sta., Comm. Mgr.**..... John T. Cashion  
**Prog. Director**..... Bill Taylor  
**Publicity Director**..... James Kennedy

## WCOS—Columbia—1939

### ABC

**Frequency:** 1400 Kc. .... **Power:** 250 Watts  
**Owned-Operated By**..... Radio Columbia  
**Address** ..... Cornel Arms Bldg.  
**Phone:** 2-2177 ..... **Air Time:** Full Time  
**News Service** ..... AP  
**Transcription Service** ..... World  
**Representative** ..... Headley-Reed  
**Membership** ..... NARTB, RAB  
**Pres., Gen. Mgr.**..... Charles W. Pittman  
**Station Manager**..... Wayne Poucher  
**Asst. Manager**..... John Ropp  
**Chief Engineer** ..... Robert D. Lambert, Jr.

## WIS—Columbia—1930—NBC

**Frequency:** 560 Kc. .... **Power:** 5000 Watts  
**Owned-Oper. By** ..... Bcstg. Co. of the South  
**Business-Studio Address** ..... 1111 Bull St.  
**Phone:** 3-6431 ..... **Air Time:** Full Time  
**News Service** ..... AP, UP  
**Transcription Service**..... Thesaurus  
**Representative**..... Peters, Griffin, Woodward, Inc.  
**Membership** ..... NARTB, RAB  
**President** ..... B. Calhoun Hipp  
**General Manager**..... G. Richard Shafto  
**Managing Director**..... J. Dudley Saumenig  
**Sales Manager**..... Daniel H. Burns  
**Promotion Director**..... Maria Brethes  
**Program Director**..... Ray M. Stanfield  
**Chief Engineer**..... Joe Davenport

## WMSC—Columbia—1945

### CBS

**Frequency:** 1320 Kc. .... **Power:** 1000 Watts  
**Owned-Oper. By**..... WMSC Radio, Inc.  
**Business-Studio Address**..... 1127 Lady St.  
**Phone:** 2-8659 ..... **Air Time:** Full Time  
**News Service** ..... UP  
**Transcription Service**..... Standard, SESAC  
**Representative** ..... H.R. Ayers  
**Membership** ..... NARTB, RAB  
**Pres., Gen., Sta., Mgr.**..... C. Wallace Martin  
**News Director**..... Ned Threet  
**Prog. Dir.**..... Gray Olive  
**Chief Engineer**..... C. E. Stone

**WNOK—Columbia—1947**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By Palmetto Radio Corp.  
 Address 1811 Main St., Box 5307  
 Phone: 3-9401 Air Time: Full Time  
 News Service AP  
 Representative Raymer  
 V.P., Gen. Manager H. Moody McElveen, Jr.  
 Commercial Manager G. Quick  
 Program Director Bill Routh  
 Chief Engineer Charlton Bowers

**WOIC—Columbia—1954**

Frequency: 1470 Kc. Power: 1 Kw., d.  
 Owned Speidel Fisher Bcstg. Co.  
 Address 3300 Main St.  
 Phone: 6-1551 Air Time: Daytime  
 Representative Forjoe Clayton  
 President Albert T. Fisher, Jr.  
 Sta., Comm. Manager Russell George  
 Chief Engineer William Bridges

**WLAT—Conway—1945**  
**MBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By Coastal Bcstg. Co.  
 Business-Studio Address P. O. Box 497  
 Air Time Full Time  
 News Service AP  
 Representative Joseph Hershey McGillvra

**WPFD—Darlington—1955**

Frequency: 1350 Kc. Power: 500 Watts  
 Owned-Oper. By Blue Ridge Bcstg. Co.  
 Address 14½ Public Square  
 Phone: 1398 Air Time: Daytime  
 Representative Best  
 President J. A. Gallimore  
 General Manager A. G. Stanley

**WDSC—Dillon—1946—ABC**

Frequency: 800 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Border Bcstg. Co., Inc.  
 Address U. S. Highway 301  
 Phone: 470 Air Time: Daytime  
 Representative Gill-Perna-Clayton  
 Membership NARTB  
 Pres., Gen. Mgr. Joseph Martin  
 Station Mgr. Jim Murff  
 Comm., Prog. Mgr. Lee Lumpkin  
 Sales Prom. Mgr. David Loyd Rush  
 Publicity Director Johnny Quick  
 Chief Engineer H. C. Sanford

**WELP—Easley—1951—KBS**

Frequency: 1360 Kc. Power: 1000 Watts d.  
 Owned-Operated By Pickens County Bcstg. Co.  
 Address Box 522  
 Phone: 9388 Air Time: Daytime  
 Representative Indie Sales  
 Membership RAB  
 Pres., Gen. Mgr. Cleatus Brazzell  
 Vice-President H. O. McDonald, Jr.

**WJMX—Florence—1947**  
**ABC**

Frequency: 970 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By Atlantic Bcstg. Co., Inc.  
 Business Address P. O. Box 1211  
 Phone: 6351 Air Time: Full Time  
 News Service UP  
 Transcription Service Thesaurus  
 Membership NARTB  
 Representative Walker, Dora Clayton  
 Pres., Gen., Sta. Mgr. Paul H. Benson, Jr.  
 Chief Engineer Frank Jenne

**WOLS—Florence—1937—KBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By Florence Bcstg. Co., Inc.  
 Business-Studio Address 151 S. Dargan St.  
 Phone: 3271-2 Air Time: Full Time  
 News Service UP  
 Pres., Gen. Mgr. Melvin Purvis  
 Sta., Comm. Mgr. A. P. Skinner  
 Chief Engineer John Cooper

**WFGN—Gaffney—1948**

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Oper. By Cherokee Radio Co., Inc.  
 Address P. O. Box 759  
 Phone: 4795-6 Air Time: Daytime  
 News Service UP  
 Representative Radio-TV Promotion Synd.  
 President A. Ray Godshall  
 Gen., Sta. Mgr. Morton E. Green

**WGTN—Georgetown—1949**  
**MBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By Georgetown Bcstg. Co.  
 Address, Trans. Loc. 216 Fraser St.  
 Phone: 621 Air Time: Full Time  
 Station Rep. Donald Cook  
 News Service UP  
 Transcription Lang-Worth  
 Pres., Gen. Manager J. B. Delzell

**WQOK—Greenville—1950**  
**CBS**

Frequency: 1440 Kc. Power: 5 Kw., d.  
 Owned-Oper. By Piedmont Bcstg. Co., Inc.  
 Address 3 College St.  
 Phone: 5-7406 Air Time: Full Time  
 News Service UP  
 Transcription Service Associated  
 Representative Gill-Perna, Dora-Clayton  
 President V. D. Ramsour  
 General Manager Wilkins Norwood  
 Station Manager W. R. Wagner  
 Comm. Manager Bill Freeman  
 Prog. Dir. Jerry Mosteller  
 Chief Engineer Palmer Greer

**WESC—Greenville—1947**

Frequency: 660 Kc. Power: 5000 Watts d.  
 Owned-Operated By Greenville Bcstg. Co.  
 Business-Studio Address 1 College St.



Phone: 2-8241..... Air Time: Daytime  
**News Service** ..... **AP**  
 Transcription ..... Lang-Worth  
 Representative ..... Rambeau, Brown  
 President ..... (Mrs.) James Meade  
 General Manager ..... James G. Meade  
 Station Mgr. .... J. Davenport  
 Commercial Manager ..... William Ingram  
 Program Dir. .... I. Wayne Davis  
 Chief Engineer ..... Harold White

**WFBC—Greenville—1933**  
**NBC**

Frequency: 1330 Kc..... Power: 5000 Watts  
 Owned-Oper. By ..... **WMRC, Inc.**  
 Bus.-Studio Address ..... 505 Rutherford St.  
 Phone: 9-1321..... Air Time: Full Time  
 News Service ..... **UP, AP**  
 Newspaper Affil. .... News-Piedmont  
 Transcription ..... **SESAC**  
 Representative ..... Avery-Knodel  
 President ..... R. A. Jolley, Sr.  
 Gen., Sta. Mgr. .... Kenneth Beachboard  
 Comm., Sales Prom. Mgr. .... Keener Garrett  
 Publicity Director ..... Lidie Walters  
 Program Director ..... Bruce Buchanan  
 Chief Engineer ..... Bill Garrison

**WMRB—Greenville—1954**  
**ABC-MBS**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned ..... Paramount Bcstg. Co. Inc.  
 Address ..... 400 Mayberry St., Box 989  
 Phone: 3-2751..... Air Time: Full Time  
 News Service ..... **AP**  
 Trans. Ser. .... Lang-Worth  
 Station Representative ..... Cooke  
 Pres., Gen. Mgr. .... C. F. Cope  
 Comm. Manager ..... Jack Charlotte  
 Sls. Prom. Manager ..... Max Mace  
 Publicity Director ..... Betty Davidson  
 Sta. Mgr., Prog. Dir. .... William T. Arrington

**WMUU—Greenville—1949**

Frequency: 1260 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By ..... Bob Jones Univ.  
 Address ..... Greenville  
 Phone: GR. 2-6711..... Air Time: Daytime  
 News Service ..... **AP**  
 Trans. Service ..... **SESAC, Lang-Worth**  
 Station Rep. .... Continental  
 Membership ..... **RAB**  
 President ..... Dr. Bob Jones, Jr.  
 General Manager ..... R. K. Johnson  
 Station Manager ..... Jim Ryerson  
 Commercial Manager ..... Glen Schunk  
 Sales, Prom. Manager ..... David Yearick  
 Program Director ..... Jack Buttram  
 Chief Engineer ..... Robert Devine

**WCRS—Greenwood—1941**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned ..... Grenco, Inc.  
 Address ..... P. O. Box 868  
 Phone: 9-1300, 6646..... Air Time: Full Time

**News Service** ..... **AP**  
**Transcription Service** ..... **Thesaurus, World**  
**Representative** ..... **Clark, Ayers**  
 President ..... **Douglas Featherstone**  
 Gen., Sta. Mgr. .... **Dan Crosland**  
 Commercial Mgr. .... **Ralph Norman**  
 Program Dir. .... **Dan Crosland**  
 Chief Engineer ..... **Charles M. Sparks**

**WGSW—Greenwood—1953**  
**MBS-KBS**

Frequency: 1450 Kc..... Power: 1000 Watts d.  
 Owned ..... **Radio Greenwood, Inc.**  
 Address ..... **Edward Arms Bldg.**  
 Air Time ..... Daytime  
 News Service ..... **UP**  
 Representative ..... **Indie Sales; Dora-Clayton**  
 President ..... **W. C. Woodall, Jr.**  
 Manager ..... **George B. Cook, Jr.**  
 General Manager ..... **C. H. Grider**

**WCKI—Greer—1955**

Frequency: 1300 Kc..... Power: 1 Kw.  
 Owned-Oper. By ..... **Greer Radiocasting Co.**  
 Address ..... **N. Main St.**  
 Phone: 1800..... Air Time: Daytime  
 Representative ..... **Best**  
 News Service ..... **AP**  
 General Manager ..... **Vernon T. Fox**  
 Business Manager ..... **Al Robinson**  
 Promotion Manager ..... **James Roper**

**WEAB—Greer—1949—KBS**

Frequency: 800 Kc..... Power: 250 Watts d.  
 Owned-Oper. By ..... **Greer Bcstg. Co.**  
 Address ..... **Jones Rd.**  
 Phone: 1057..... Air Time: Daytime  
 Transcription Service ..... **World**  
 General Manager ..... **E. A. Burch**  
 Sta., Comm. Manager ..... **J. K. Williams**  
 Program Director ..... **Gene Sills**  
 Chief Engineer ..... **Cecil Sills**

**WHSC—Hartsville—1946**  
**MBS-KBS**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned ..... **Hartsville Bcstg. Co., Inc.**  
 Address ..... **1306 College Ave.**  
 Phone: 1450..... Air Time: Full Time  
 V.P., Gen. Mgr. .... **Raymond Caddell**  
 Commercial Mgr. .... **Oby B. Lyles**  
 Publicity Dir. .... **Eleanor Flowers**  
 Chief Engineer ..... **Donald Brienen**

**WDKD—Kingstree—1949**

Frequency: 1300 Kc..... Power: 1000 Watts d.  
 Owned-Operated By ..... **Palmetto Bcstg. Co.**  
 Address ..... **Kingstree**  
 Phone: 6761..... Air Time: Daytime  
 General Manager ..... **E. G. Robinson, Jr.**  
 Comm. Manager ..... **Arnold Graham**  
 Program Director ..... **Carroll Godwin**  
 Chief Engineer ..... **Dan Owen**

**WJOT—Lake City—1953**

Frequency: 1260 Kc.....Power: 1 Kw. d.  
 Owned.....Lake Bcstg. Corp.  
 Address.....10 S. Acline Ave.  
 Phone: 7631.....Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Donald Cooke, Inc.  
 President.....J. Olin Tice, Jr.  
 Gen., Sta. Mgr.....J. Olin Tice, Sr.

**WLCM—Lancaster—1951  
 KBS**

Frequency: 1360 Kc.....Power: 1000 Wtts d.  
 Owned-Operated By.....Royal Bcstg. Co.  
 Address.....103 S. Catawba St.  
 Phone: 2051.....Air Time: Daytime  
 News Service.....AP  
 Station Rep.....Media Sales  
 Transcription Service.....Thesaurus, World  
 President.....Charles Connelly  
 General Manager.....William Coble

**WLBG—Laurens—1948—KBS**

Frequency: 860 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Scotland Bcstg. Co.  
 Business Address.....Box 642, Laurens  
 Phone: 2-2331.....Air Time: Daytime  
 News Service.....UP

Membership.....RAB  
 Transcription Service.....World  
 President.....James C. Todd  
 General Manager.....C. W. Hogan  
 Program Director.....Paul Wynn  
 Chief Engineer.....Jack Taylor

**WJAY—Mullins—1949—KBS**

Frequency: 1280 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Mullins & Marlon Bcstg. Co.  
 Address.....Highway 76  
 Phone: 390.....Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....Lang-Worth, SESAC  
 President.....W. G. Smith  
 Gen., Comm. Mgr.....James F. Ramsey  
 Prog. Dr.....Kenneth Gasque  
 Chief Engineer.....George Magera

**WMYB—Myrtle Beach—1954  
 KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Coastal Carolina Bcstg. Corp.  
 Address.....Oak St. at 28th Ave.  
 Phone: 7123.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Cooke  
 President.....James Olin Tice, Jr.  
 Gen., Sta. Manager.....John G. Kenworthy

**FOR WORLD-WIDE NEWS . . .  
 FOR CLEAR, COMPREHENSIVE  
 COVERAGE . . .**

**AP**

**FOR  
 RADIO and TELEVISION**

**50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.**

Comm. Manager.....Phil Rice  
 Program Director.....Hamp Smith  
 Chief Engineer.....Dennis O'Malley

**WKDK—Newberry—1946**  
**MBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By....Newberry Bcstg. Co., Inc.  
 Address, Trans.....11 Radio Dr.  
 Phone: 143.....Air Time: Full Time  
 Representative.....Interstate United Newspapers  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 President.....James F. Coggins

**WDIX—Orangeburg—1946**  
**ABC-MBS-KBS**

Frequency: 1150 Kc.....Power: 5 Kw. d.  
 Owned-Oper. By.....WDIX, Inc.  
 Address.....Box 662  
 Phone: 1420.....Air Time: Full Time  
 News Service.....AP  
 Station Rep.....Devney, Holman  
 President.....Charles S. Henery  
 General Manager.....Frank B. Best  
 Asst. Manager.....Frank Best, Jr.  
 Commercial Mgr.....Norman M. Matthews  
 Chief Engineer.....Gus Browning

**WTND—Orangeburg—1948**

Frequency: 920 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Sims Pub. Co.  
 Address.....1 Memorial Plaza  
 Transcription Service.....World  
 News Service.....UP  
 Membership.....RAB  
 Representative.....Thos. F. Clark  
 Pres., Gen. Manager.....J. L. Sims

**WRHI—Rock Hill—1944**  
**MBS-KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....York Co. Brcdg. Co.  
 Address.....Rock Hill Nat. Bk. Bldg.  
 Phone: 2085.....Air Time: Full Time  
 News Service.....AP  
 Representative.....McGillvra  
 Gen. Mgr., Chf. Eng.....James S. Beaty, Jr.  
 Sta. Mgr., Prog. Dir.....Wm. C. Beaty  
 Comm. Mgr., Prog. Dir.....Harper S. Gault

**WTYC—Rock Hill—1949**

Frequency: 1150 Kc.....Power: 1 Kw. d.  
 Owned.....Tri-County Bcstg. Corp.  
 Address.....P. O. Box 1091  
 Phone: 3175.....Air Time: Daytime  
 News Service.....UP  
 Station Representative.....Indie Sales  
 President.....T. Lamar Simmons  
 Gen., Sta. Mgr.....E. L. Burwell  
 Comm. Mgr.....Arnold Baynard  
 Prog. Dir.....H. G. Bcxbour  
 Sls. Prom. Mgr.....R. F. Adams  
 Chief Engineer.....Ed Roberts

**WSNW—Seneca—1949**

Frequency: 1150 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By...Blue Ridge Bcstg. Co., Inc.  
 Address.....P. O. Box 443  
 Air Time.....Daytime  
 Station Representative.....Best  
 Pres., Gen. Mgr.....J. A. Gallimore  
 Treasurer.....Virginia Gallimore

**WJAN—Spartanburg—1953**  
**ABC-MBS-KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Spartanburg Bcstg. Co.  
 Address.....101 Schuyler Bldg.  
 Phone: 3-1400.....Air Time: Full Time  
 News Service.....AP  
 Trans. Ser.....World  
 Owner, Gen. Mgr.....W. Ennis Bray  
 Commercial Mgr.....Charles Goodyear  
 Prom. Manager.....W. Reid Bray  
 Publicity Director.....Jean Campbell  
 Program Director.....Ray Starr  
 Chief Engineer.....Clyde J. McClure

**WORD—Spartanburg—1940**  
**NBC**

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Word, Inc.  
 Business-Studio Address.....291 E. Main St.  
 Phone: 3-2711.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 President.....Irwin Kahn  
 Gen. Manager.....Edward G. Gardner  
 Comm. Manager.....Charles B. Parham  
 Program Director.....Buddy Womick  
 Chief Engineer.....James L. Tate

**WSPA—Spartanburg—1929**  
**CBS**

Frequency: 950 Kc.....Power: 5000 Watts  
 Owned.....Spartan Radiocasting Co.  
 Business-Studio Address.....224 E. Main St.  
 Phone: 33621.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Standard  
 Membership.....NARTB  
 Representative.....Hollingbery  
 President.....Walter J. Brown  
 Station Manager.....Roger A. Shaffer  
 Commercial Manager.....Ross M. Holmes  
 Sls. Prom. Manager.....Jane Dalton  
 Program Director.....Jim Hobbs  
 Chief Engineer.....H. R. Beckholt

**WFIG—Sumter—1940**  
**MBS**

Frequency: 1290 Kc.....Power: 1000 Watts  
 Owned-Oper. By....Radio Station WFIG, Inc.  
 Business-Studio Address.....Box 30  
 Phone: SPruce 3-7305.....Air Time: Full Time  
 News Service.....AP

Transcription Service ..... SESAC  
 Membership ..... NARTB  
 Representative.... Joseph Hershey McGillvra  
 President..... F. B. Creech, Sr.  
 General Manager..... T. Doug Youngblood  
 V.P., Comm. Manager... Fulton B. Creech, Jr.  
 Sales Prom. Director..... Jeanine Adkins  
 Program Director..... Paul Reidy  
 Chief Engineer..... Richard Elam

**WSSC—Sumter—1953—ABC**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By..... Radio Sumter Inc.  
 Address ..... Box 1342  
 News Service ..... UP  
 Trans. Service ..... World, Thesaurus  
 Representative ..... Best  
 President..... J. A. Gallimore  
 General Manager..... Ed Damron  
 Comm. Manager..... H. W. Fowler  
 Prog., Pub. Director..... Lillian Davis  
 Promotion Manager..... Sam Combs  
 Chief Engineer..... Wallace Clark

**WBCU—Union—1946  
 MBS-KBS**

Frequency: 1460 Kc.....Power: 1000 Watts  
 Owned-Oper. By..... Bcstg. Co. of Union, Inc.  
 Address ..... 210 East Main St.  
 Phone: 1200..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... World  
 Station Rep..... Interstate United Newspapers  
 Pres., Gen. Mgr..... Edward L. B. Osborne  
 Program Director..... Noel Belue  
 Chief Engineer..... Walker Carver

**WALD—Walterboro—1947  
 MBS**

Frequency: 1220 Kc.....Power: 1000 Watts  
 Owned-Oper. By..... Walterboro Bcstg. Co.  
 Studio Address..... Ft. Benson St.  
 Phone: 3861..... Air Time: Full Time  
 News Service ..... AP  
 General Manager..... Louis M. Neale, Jr.

**SOUTH DAKOTA**

Pop. Feb. 1, 1956 (Est.) 665,000—Families 195,000  
 Radio Homes 187,000—TV Homes 60,295—Stations in State 16

**KABR—Aberdeen—1952**

Frequency: 1220 Kc.....Power: 250 Watts d.  
 Owned-Operated By.... Aberdeen Bcstg. Svc.  
 Address ..... Rt. 2, Box 173  
 News Service ..... UP  
 Membership ..... NARTB  
 General Manager..... D. T. Hunt

**KSDN—Aberdeen—1948  
 ABC**

Frequency: 930 Kc.....Power: 1000 Watts  
 Owned-Oper. By..... Aberdeen News Co.  
 Phone: 4573..... Air Time: Full Time  
 Newspaper Affil. .... American-News  
 Representative ..... Weed  
 Membership ..... NARTB  
 President..... Henry J. Schmitt  
 Gen. Mgr., Pub. Director... Byron McElligott  
 Commercial Manager..... Russa Osborne  
 Program Director..... E. C. Pieplow  
 Chief Engineer..... George Crocker

**KBRK—Brookings—1955**

Frequency: 1430 Kc.....Power: 500 Watts  
 Owned-Oper By..... Bookings Bcstg. Co.  
 Address ..... 320 Fourth St.  
 Phone: 477..... Air Time: Daytime  
 Transcription Service ..... World  
 Station Manager..... Robert Reimers  
 Comm. Manager..... L. Jack Dublon

**KDSJ—Deadwood—1946  
 MBS**

Frequency: 980 Kc.....Power: 1000 Watts  
 Owned-Oper. By... John, Eli & Harry Daniels  
 Address ..... 745 Main

Phone: 186..... Air Time: Full Time  
 Transcription Service ..... World  
 Station Rep..... Holman  
 Membership ..... NARTB  
 News Service ..... UP  
 Gen., Bus. Manager..... Harry Daniels

**KIJV—Huron—1947  
 NBC**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By... James Valley Bcstg. Co., Inc.  
 Bus-Studio Address..... 1726 Dakota St.  
 Phone: 765..... Air Time: Full Time  
 Transcription Service ..... Thesaurus  
 Manager ..... Max F. Staley  
 Comm. Manager..... Dwight Coursey

**KORN—Mitchell—1947—MBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By..... Mitchell Bcstg. Assn.  
 Bus-Studio Address..... 217-219 N. Main  
 Phone: 621..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Membership ..... NARTB  
 Gen., Sta. Mgr., Prog. Dir.. Raymond V. Eppel  
 Comm., Sales Prom. Mgr..... M. Johnson  
 Chief Engineer..... J. R. Doherty

**KGFX—Pierre—1916—KBS**

Frequency: 630 Kc.....Power: 200 Watts d.  
 Owned-Oper. By..... Estate of Dana McNeil  
 Bus-Studio Address..... 203 W. Summit Ave.  
 Phone: 2351..... Air Time: Daytime  
 News Service ..... UP  
 Pres., Gen. Manager..... Ida A. McNeil  
 Chief Engineer..... Hugo Conrath, Jr.

**KOTA—Rapid City—1936**  
**CBS**

Frequency: 1380 Kc. Power: 5000 Watts  
Owned-Oper. By Black Hills Bctsg. Co. of Rapid City  
Business Address 1819 W. St. Joe St.  
Phone: Fillmore 2000 Air Time: Full Time  
News Service UP, AP  
Rep. Headley-Reed, Bulmer & Johnson  
Transcription Service World, Capitol  
Membership NARTB, RAB  
President Helen S. Duhamel  
General Manager Leo D. Borin  
Sales Prom. Mgr. Jack A. Crowley  
Program Director J. Norman Heffron  
Business Manager William F. Turner  
Farm, Ranch Dir. Gene Taylor  
Chief Eng. Robert Musfeldt

**KRSD—Rapid City—1953**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Heart of the Black Hills  
Phone: Fillmore 2-6050 Air Time: Full Time  
News Service UP  
Trans. Ser. Thesaurus  
Station Rep. Holman  
General Manager Eli Daniels  
Sales Manager Stan Lieberman

**KELO—Sioux Falls—1937**  
**NBC**

Frequency: 1320 Kc. Power: 5000 Watts  
Owned-Oper. By Midcontinent Bctsg. Co.  
Bus.-Studio Address Phillips Ave.—8th St.  
Phone: 4-5841 Air Time: Full Time  
News Service UP, AP  
Transcription Service Capitol  
Representative H-R Reps., Bulmer & Johnson  
Membership NARTB, RAB  
President Joe Floyd  
Gen. Comm. Manager Evans Nord  
Program Director Will Carlson  
Publicity Director William Kruse  
Chief Engineer Lester Froke

**KIHO—Sioux Falls—1946**  
**MBS**

Frequency: 1270 Kc. Power: 1000 Watts  
Owned-Oper. By Big Sioux Bctsg. Co., Inc.  
Address 218 South Main Ave.  
Phone: 4-7736 Air Time: Full Time  
News Service UP  
Representative Pearson  
Trans. Ser. World  
General Manager David J. Kempkes  
Comm. Manager Fred Schweikher

**KISD—Sioux Falls—1948**  
**KBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By KISD, Inc.

Bus.-Studio Address KISD Bldg., W. 12th  
Phone: 4-5571 Air Time: Full Time  
News Service AP  
Station Representative Cooke  
Membership NARTB  
President H. R. Alton  
Pres., Gen. Mgr., Prog. Dir. Verl Thompson  
Comm. Manager Ernie Thomas  
Sls. Prom. Manager David Herman  
Publicity Director Larry Dick  
Chief Engineer Roy Thorson

**KSOO—Sioux Falls—1927**  
**ABC**

Freq.: 1140 Kc. Power: 10 Kw. d., 5 Kw. n.  
Owned-Oper. By Sioux Falls Bctsg. Asso., Inc.  
Address 317 S. Phillips Ave.  
Phone: 4-5601 Air Time: Full Time  
News Service AP  
Transcription Service Thesaurus  
Membership NARTB  
Station Representative Avery-Knodel, Inc.  
President Morton Henkin  
Vice Pres., Gen. Mgr. George R. Hahn  
Gen. Sales Manager Charles J. Vais

**KWAT—Watertown—1926**  
**MBS**

Frequency: 950 Kc. Power: 1000 Watts  
Owned-Oper. By Midland Natl. Life Ins. Co.  
Address 5 W. Kemp St.  
Phone: 777 Air Time: Full Time  
News Service AP  
Transcr. Service Standard  
Representative Gill-Perna  
Membership NARTB, RAB  
General Manager Ross E. Case  
Program Director Gene Branter

**KYNT—Yankton—1955—KBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Yankton Bctsg. Co.  
Address 214 W. 3rd St.  
President William M. Smith  
Comm. Mgr. William E. Johnson

**WNAX—Yankton—1922—CBS**

Frequency: 570 Kc. Power: 5000 Watts  
Owned-Operated By Cowles Bctsg. Co.  
Bus.-Studio Address 3rd & Mulberry Sts.  
Phone: YA. 442 Air Time: Full Time  
News Service AP, UP  
Transcription Service Lang-Worth  
Representative Katz  
Membership NARTB, RAB  
President Luther L. Hill  
General Manager Robert R. Tincher  
Asst. Manager Chris Mack  
Advertising Mgr. Donald D. Sullivan  
Promotion Mgr. George Greenwood  
Program Director Roland Peterson  
Chief Engineer Clifton M. Todd

## WLAR—Athens—1946

### KBS-MBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Athens Bcstg. Co.  
Business-Studio Address: N. Jackson St.  
Phone: 1450. Air Time: Full Time  
News Service: UP  
Newspaper Affil.: Daily Post-Athehian  
Transcription Service: Thesaurus, Keystone  
President: Lowell F. Arterburn  
Gen., Sta. Mgr., Pub. Dir.: Buell J. Charles  
Comm., Prom. Manager: E. Mcx Robinette  
Program Director: William P. Atkins  
Chief Engineer: J. W. Turner

## WOPI—Bristol—1929—NBC

(See Also Bristol, Va.)

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Radiophone Bcstg. Station, WOPI Inc.  
Address: Easley-Wright Bldg., 310 State St.  
Phone: South 3730. Air Time: Full Time  
News Service: AP  
Transcription Service: Lang-Worth  
Representative: Burn-Smith  
Membership: NARTB, RAB  
Pres., Gen. Manager: W. A. Wilson  
Commercial Mgr.: James C. Wilson

## WHL P—Centerville—1955

Frequency: 1570 Kc. Power: 1000 Watts d.  
Owned-Oper. By: Tri-County Bcstg. Co.  
President: J. Gil Thompson

## WAGC—Chattanooga—1946

### MBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: WAGC Bcstg. Co.  
Address: Hotel Patten  
Phone: 7-1128. Air Time: Full Time  
News Service: AP  
Transcription Service: Lang-Worth  
Representative: Walker  
General Manager: Dick Crane  
Comm. Manager: Cliff Bowers  
Program Director: Bill Corrigan  
Promotion Manager: Harry Thornton  
Publicity Director: Charles Quinton  
Chief Engineer: George McMurtrie

## WAPQ—Chattanooga—1936

### ABC

Frequency: 1150 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By: WAPQ Bcstg. Service  
Business-Studio Address: Read House  
Phone: 6-6141. Air Time: Full Time  
News Service: UP  
Transcription Service: Thesaurus  
Representative: Avery-Knode  
Membership: NARTB  
President: R. G. Patterson  
Program Director: Frances Harley  
Comm., Sls. Prom., Pub. Dir.: Helen Patterson  
Chief Engineer: B. B. Barnes

## WDEF—Chattanooga—1941

### NBC

Frequency: 1370 Kc. Power: 5000 Watts  
Owned-Oper. By: WDEF Bcstg. Co.  
Bus.-Studio Address: 425 Volunteer Bldg.  
Phone: 7-3393. Air Time: Full Time  
News Service: UP  
Transcription Service: Capitol  
Representative: Branham  
Membership: NARTB, RAB  
President: Carter M. Parham  
Gen. Sta. Comm. Mgr.: Ken Flenniken  
Pub., Prog. Director: Kenn Early  
Chief Engineer: B. C. Baker

## WDDO—Chattanooga—1925

### CBS

Frequency: 1310 Kc. Power: 5000 Watts  
Owned-Oper. By: WDDO Bcstg. Corp.  
Address: Hamilton Natl. Bank Bldg.  
Phone: 6-5117. Air Time: Full Time  
News Service: AP  
Transcription Service: Standard, World  
Representative: Paul H. Raymer  
Membership: NARTB  
President, Gen. Mgr.: Earl W. Winger  
General Manager: Norman A. Thomas  
Comm. Manager: Jack Bush  
Sls., Prom. Mgr., Pub. Dir.: Jessica Thomas  
Program Director: Ernest Fegans  
Chief Engineer: James E. Walker

## WDXB—Chattanooga—1947

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By: WDXB, Inc.  
Address: 100 Dome Bldg.  
Phone: 6-1114. Air Time: Full Time  
Representative: ForJoe  
Membership: NARTB  
News Service: UP  
General Manager: David T. Pritchard  
Chief Engineer: E. E. East

## WMFS—Chattanooga—1951

Frequency: 1260 Kc. Power: 1000 Watts d.  
Owned-Operated By: WMFS, Inc.  
Address: 835 McCallie Ave.  
Phone: 6-4145. Air Time: Daytime  
Representative: Pearson  
Pres., Gen. Mgr.: Brody Timm  
Sls. Prom. Manager: Alan Burke  
Sta., Comm. Mgr., Prog. Dir.: Fred Webb

## WMCH—Church Hill—1954

Frequency: 1260. Power: 1000 Watts  
Owned-Oper. By: Wallace Bcstg. Co.  
Address: P. O. Box 4  
Phone: ELgin 7-2601. Air Time: Daytime  
News Service: AP  
President: Thales E. Wallace  
Comm. Manager: F. R. Gentry  
Program Director: Bettye Jo Creasy  
Chief Engineer: Harold Dougherty



**WDXN—Clarksville—1954**

Frequency: 540 Kc. Power: 250 Watts  
 Owned. Clarksville Bcstg. Co., Inc.  
 Address. Bailey Bros.  
 Phone: 2411. Air Time: Daytime  
 News Service. UP  
 Trcnscription. World  
 Representative. Burns-Smith  
 President. Aaron B. Robinson  
 Gen., Comm. Manager. J. M. Cecil  
 Sta. Mgr., Prog. Dir., Ch. Eng. J. McDonough

News Service. UP  
 Representative. Continental Radio Sales  
 Membership. NARTB, RAB  
 Pres., General Manager. M. L. Medley  
 Sta. Mgr., Prog. Director. Stacey Mott  
 Sls. Prom., Pub. Director. E. Zegarske  
 Chief Engineer. Claude Haston

**WKBL—Covington—1954**  
**KBS**

Frequency: 1250 Kc. Power: 1000 Watts  
 Owned-Oper. By. Tipton County Bcstg. Co.  
 Address. P. O. Box 289  
 Phone: 9635. Air Time: Daytime  
 News Service. AP  
 Transcription. SESAC  
 Gen., Sta. Manager. Charles K. Sparks  
 Prog., Pub. Director. Charles C. Watts, Jr.  
 Sls. Prom. Manager. Ray McGinnis  
 Ccmm. Mgr., Chief Eng. R. William Hoffman

**WJZM—Clarksville—1941**  
**MBS-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By. Radio Station WJZM  
 Business-Studio Address. 411 Maddson St.  
 Phone: 6414. Air Time: Full Time  
 News Service. AP  
 Transcription Service. Thesaurus  
 Membership. NARTB, RAB  
 Representative. Rambeau  
 Pres., Gen. Manager. J. Parry Sheftall  
 Sta. Mgr., Chief Eng. John Bailey  
 Program Director. Bill Bumpus  
 Publicity Director. Tom Breene  
 Commercial Manager. Charles Malone  
 Sls. Prom. Mgr. Bill Vogel

**WAEW—Crossville—1952**  
**KBS**

Frequency: 1340 Kc. Power: 1000 Watts  
 Owned-Oper. By. WAEW, Inc.  
 Address. 406 E. B'way  
 Phone: 333. Air Time: Daytime  
 President, Gen. Mgr. Arthur Wilkerson  
 V.P., Secretary. Evelyn Wynn  
 Comm., Sta. Manager. Clarence Stinnett

**WBAC—Cleveland—1945**  
**MBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Own-Oper. By. Rounsaville of Cleveland, Inc.  
 Business-Studio Address. 180 Central Ave.  
 Phone: 62. Air Time: Full Time  
 News Service. UP  
 Rep. Dora Clayton, Gill-Perna  
 President. J. W. Rounsaville  
 Comm., Sls. Prom. Mgr. Bland Sells  
 Gen., Sta. Manager. Thad F. Fitch  
 Prog., Pub. Director. Paul Kirksey  
 Chief Engineer. William D. Stuart

**WDKN—Dickson—1955—KBS**

Frequency: 1260 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. Dickson Co. Bcstg. Inc.  
 Address. Box 71  
 Phone: 2852. Air Time: Daytime  
 Membership. RAB  
 Pres. Gen., Sta. Comm. Mgr. W. Potts  
 Comm., Sls. Prom. Mgr. Warren Medley  
 Program Director. J. Howell  
 Chief Engineer. Richard D. Essner

**WCRM—Columbia—1946**  
**MBS-KBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned. Middle Tenn. Bcstg. Co., Inc.  
 Bus.-Studio-Transmitter Address. P. O. Box 71  
 Phone: 1340. Air Time: Full Time  
 News Service. AP  
 Transcription Service. World  
 Representative. Walker  
 Membership. NARTB, RAB  
 Pres., Gen.-Sta.-Comm. Mgr. R. M. McKay, Jr.  
 Sales Prom. Mgr. Mel Dugger  
 Prog., Pub. Director. Jim Keiran  
 Chief Engineer. Cameron McKay

**WDSG—Dyersburg—1946**  
**MBS-KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Own-d-Oper. By. State Gazette Bcstg. Co.  
 Address. Box 58  
 Phone: 2903. Air Time: Full Time  
 Transcription Service. World  
 News Service. AP  
 Gen. Mgr., V.P. Robert W. Ward

**WHUB—Cookeville—1940**  
**CBS-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By. WHUB, Inc.  
 Bus.-Studio Address. 315 E. Spring St.  
 Phone: 789. Air Time: Full Time

**WBEJ—Elizabethton—1946**  
**MBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned. WBEJ, Inc.  
 Business-Studio Address. Elk Ave.  
 Phone: 2-1241. Air Time: Full Time  
 Representative. Dora Clayton, Gill-Perna  
 News Service. UP  
 Managing Director. Bill Wagner  
 General Manager. Frazier Cochran  
 Comm. Manager. Glenn Hathaway  
 Program Director. Bill Hale  
 Chief Engineer. M. C. Bowers, Jr.

**WCPH—Etowah—1955**

Frequency: 1220 Kc. Power: 1 Kw., d.  
 Owned-Oper. By Morgan Bcstg. Co.  
 Address 109 9th St.  
 Phone: 1240 Air Time: Daytime  
 President, Gen. Mgr. H. J. Morgan  
 Program Director Ray C. Hobbs  
 Chief Engineer John S. Bailey

**WEKR—Fayetteville—1948**  
**MBS-KBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By Fayetteville Bcstg. Co.  
 Business-Studio Address Box 625  
 Phone: 1240 Air Time: Full Time  
 News Service AP  
 Trans. Ser. Thesaurus  
 Membership NARTB, RAB  
 President John R. Crowder  
 General Manager James Porter Clark  
 Station Manager Jim Tate  
 Program Director Teddy Barnes  
 Chief Engineer Ernest Tucker

**WAGG—Franklin—1953**

Frequency: 950 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Williamson County Bcstg.  
 Address Mallory Rd.  
 Phone: 982 Air Time: Daytime  
 News Service AP  
 President William Ormes  
 Gen. Mgr., Ch. Engineer Ellis F. Jones, Jr.

**WHIN—Gallatin—1948—KBS**

Frequency: 1010 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Sumner County Bcstg. Co.  
 Phone: 1010 Air Time: Daytime  
 News Service UP  
 Membership NARTB  
 President A. B. Perkins  
 Gen. Mgr., Prog. Dir. J. B. Thomas  
 Commercial Manager Charles Brewer  
 Chief Engineer Lee Raines

**WGRV—Greeneville—1947**  
**MBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Radio Greeneville, Inc.  
 Address Radio Bldg.  
 Air Time Full Time  
 News Service UP  
 Manager Paul Metcalfe  
 Commercial Manager Hugh Pickel

**WHBT—Harriman—1946**  
**MBS-KBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned The Harriman Bcstg. Co., Inc.  
 Address Devonia & Crescent  
 Phone: 661 Air Time: Full Time  
 News Service UP  
 Trans. Ser. World, SESAC  
 Representative Continental  
 General Manager F. L. Crowder

**WIRJ—Humboldt—1949**  
**KBS**

Frequency: 740 Kc. Power: 250 Watts d.  
 Owned-Oper. By Gibson Co. Bcstg. Co., Inc.  
 Address 210 N. 22nd Ave.  
 Phone: 740 Air Time: Daytime  
 News Service AP  
 Newspaper Affil. Courier-Chronicle  
 Transcription Service Thesaurus  
 President J. F. Warmath  
 Gen., Sta. Mr. Howard E. Byrum  
 Comm., Sls. Prom. Mgr. Carroll Wilson  
 Prog. Director Bill Carter  
 Chief Engineer Claude Bolton

**WDXI—Jackson—1948**  
**MBS**

Freq.: 1310 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By Dixie Bcstg. Co.  
 Business-Studio Address Box 391  
 Air Time Full Time  
 News Service UP  
 Transcription Service World  
 Representative Burn-Smith, Dora-Clayton  
 Pres., Gen. Mgr. Aaron B. Robinson  
 Station Manager Bill Winsett

**WJAK—Jackson—1955**

Frequency: 1460 Kc. Power: 1000 Watts  
 Owned-Oper. By Jackson Broadcasting Co.  
 Address 416 Poplar St.  
 Phone: 7-7436 Air Time: Daytime  
 Station Director Robert Blow  
 Sales Supervisor Mike Freeman  
 Program Director Winston C. Martindale

**WTJS—Jackson—1931—ABC**

Frequency: 1390 Kc. Power: 1000 Watts  
 Owned-Oper. By The Sun Publishing Co.  
 Bus.-Studio Address 104 Baltimore St.  
 Phone: 7-3316 Air Time: Full Time  
 News Service AP  
 Newspaper Affil. Jackson Sun  
 Transcription Service Thesaurus  
 Representative Branham  
 Membership NARTB, RAB  
 V.P., Gen. Mgr. A. A. Stone  
 Manager Frank S. Proctor  
 Asst. Mgr. L. R. Brooks  
 Program Director Vince Tapler  
 Chief Engineer James Ellzey

**WETB—Johnson City—1947**

Frequency: 790 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Press, Inc.  
 Business Address Press Bldg.  
 Representative McGillvra  
 Transcription Service World  
 President Carl A. Jones  
 Manager Arthur Kelsey

**WJHL—Johnson City—1938**  
**ABC-CBS**

Freq.: 910 Kc. Power: 5 Kw. d., 1 Kw. n.

Owned-Operated By.....WJHL, Inc.  
 Business-Studio Address.....145 W. Main St.  
 Phone: 2780 .....Air Time: Full Time  
**News Service** .....AP, UP  
 Representative.....John E. Pearson  
 Membership .....NARTB  
 President.....W. H. Lancaster, Sr.  
 General Manager.....W. H. Lancaster, Jr.  
 Program Director.....Herbert Howard  
 Comm. Mgr.....K. Marsh  
 Sls. Prom. Mgr., Pub. Dir.....W. A. McDonald  
 Spvr. Engineer.....Rowland Medlar

**WKIN—Kingsport—1951**  
**KBS**

Frequency: 1320 Kc.....Power: 5000 Watts  
 Owned & Operated.....WKIN, Inc.  
 Address.....Market & Wexler Sts.  
 Phone: Cl. 6-8131 .....Air Time: Daytime  
**News Service**.....AP  
**Transcription Service**.....World, Keystone  
 Membership .....NARTB  
 Pres., Gen. Mgr.....Cy N. Bahakel  
 Sta., Prom. Manager.....Phil Bahakel  
 Comm. Manager.....Chuck Foster  
 Program Director.....Bill Austin Trailer  
 Publicity Director.....Dia Bahakel  
 Chief Engineer.....Robert Heath

**WKPT—Kingsport—1940**  
**NBC**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Kingsport Bcstg. Co., Inc.  
 Business-Studio Address.....222 Commerce St.  
 Phone: Cl. 5-4161 .....Air Time: Full Time  
**News Service**.....AP  
**Transcription Service**.....Thesaurus  
 Representative .....Burn-Smith  
 Membership .....NARTB, RAB  
 President.....C. P. Edwards, Jr.  
 Gen., Sta. Manager.....Paul L. Overby  
 Commercial Mgr.....Phil Weaver  
 Program Dir.....Martin Karant  
 Publicity Dir.....Jim Davis  
 Chief Engineer.....Thomas Phillips

**WBIR—Knoxville—1941**  
**ABC**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Radio Station WBIR, Inc.  
 Business-Studio Address.....618 S. Gay St.  
 Phone: 4-3321 .....Air Time: Full Time  
**News Service**.....UP  
 Representative .....Gill Perna  
 Membership .....NARTB, RAB  
 President, Manager.....John P. Hart

**WIVK—Knoxville—1953**

Frequency: 860 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Dick Bcstg. Co.  
 Address.....319 N. Gay Street  
 Phone: 4-3693 .....Air Time: Daytime  
 Representative .....Forjoe  
 Membership .....NARTB, RAB  
 Pres., Gen., Sta., Sls. Prom. Mgr.....J. A. Dick  
 Comm. Mgr.....T. C. Hooper  
 Prog. Dir.....J. P. Hess, Jr.  
 Chief Eng.....Milton Jones

**WKGN—Knoxville—1947**  
**MBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....WKGN Inc.  
 Bus-Studio Address.....Box 1750  
 Phone: 4-0766 .....Air Time: Full Time  
**News Service**.....AP  
 Station Representative .....Rambeau  
 Membership .....NARTB, RAB  
 President.....George P. Mooney  
 Gen., Sta., Prog. Dir.....Guy L. Smith, III  
 Comm. Manager.....Glynn Theg  
 Sls. Prom., Pub. Director.....Stan Vcinrib  
 Chief Engineer.....Robert Goodman

**WKXV—Knoxville—1953**  
**KBS**

Frequency: 900 Kc.....Power: 1000 Watts  
 Owner.....Knoxville Ra-Tel., Inc.  
 Address.....Box 66  
 General Manager.....Tom Carr  
 Comm. Manager.....Marvin Thompson  
 Office Manager.....Mrs. Willie Day

**WNOX—Knoxville—1921**  
**CBS**

Frequency: 990 Kc.....Power: 10,000 Watts  
 Owned-Oper. By.....Scripps-Howard Radio, Inc.  
 Address.....4400 Whittle Springs Rd. N. E.  
 Phone: 3-3171 .....Air Time: Full Time  
 Newspaper Affiliation....."News Sentinel"  
**News Service**.....UP  
**Transcription Service**.....Standard  
 Representative .....John Blair  
 Membership .....NARTB  
 President.....Jack R. Howard  
 Gen., Sta. Manager.....R. B. Westergaard  
 Publicity Director.....Gene Miller  
 Comm., Sts. Prom. Mgr.....O. L. Smith  
 Prog. Director.....C. A. McMahon  
 Chief Engineer.....Ray Evans

**WROL—Knoxville—1927**  
**NBC**

Frequency: 620 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Mountcastle Bcstg. Co.  
 Business-Studio Address.....612 Gay St.  
 Phone: 2-7111 .....Air Time: Full Time  
**News Service**.....UP  
**Transcription Service**.....World  
 Representative .....Avery-Knodel  
 Membership .....NARTB, RAB  
 President.....Paul Mountcastle  
 Gen., Sta. Mar.....W. H. Linebaugh  
 Commercial Manager.....J. T. McCloud  
 Program Dir.....J. H. Reese  
 Prom., Pub. Dir.....H. W. Hudson  
 Chief Engineer.....Fred Andrews

**WLAF—Lafollette—1953**  
**MBS**

Frequency: 1450 Kc.....Power: 100 Watts  
 Owner.....LaFollette Bcstg. Co.

Address ..... Piedmont Hotel  
 Phone: 1060..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service..... World, Keystone  
 President..... Ed F. Wheeler  
 Gen. Mgr., Chief Eng..... Marvin L. Paul  
 Prom. Mgr., Prog. Pub. Dir..... Smith Rea. Jr.

**WDXE—Lawrenceburg—1951**  
**KBS**

Frequency: 1370 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Lawrenceburg Bcstg. Co.  
 Address ..... Locke Bldg.  
 News Service ..... UP  
 Trans. Ser. .... World  
 Representative ..... Burn-Smith  
 President..... Aaron B. Robinson  
 Station Manager..... Ken Mcarston

**W C O R—Lebanon—1949—KBS**

Frequency: 900 Kc..... Power: 250 Watts d.  
 Owned-Operated By... Lebanon Bcstg. Co., Inc.  
 Address..... Trousdale Ferry Pike  
 Phone: 1540..... Air Time: Daytime  
 News Service ..... AP  
 Transcription Service..... Thesaurus  
 Pres., Sta. Manager..... Theo. F. Ezell, Jr.  
 Comm. Manager..... Jack Hendrickson  
 Prog. Director..... Walter Dillard  
 Chief Engineer..... Willtam Johnston

**WLIL—Lenoir City—1950**  
**KBS**

Frequency: 730 Kc..... Power: 1000 Watts d.  
 Owner ..... WLIL, Inc.  
 Address..... 406 E. Broadway  
 Phone: 1095..... Air Time: Daytime  
 News Service ..... UP  
 Membership ..... NARTB, RAB  
 Pres., Gen., Sta. Mgr..... Arthur Wilkerson

**W J J M—Lewisburg—1947**  
**MBS-KBS**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Louis D. Lingner  
 Address ..... East Hill  
 Phone: 780..... Air Time: Full Time  
 Trans. Ser. .... World  
 News Service ..... AP  
 Membership ..... NARTB, RAB  
 General Manager..... Louis D. Lingner

**WDXL—Lexington—1954**  
**MBS-KBS**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned..... Lexington Bcstg. Co.  
 Address ..... WDXL Bldg.  
 Phone: 3500..... Air Time: Full Time  
 News Service ..... UP

**FOR WORLD-WIDE NEWS . . .**  
**FOR CLEAR, COMPREHENSIVE**  
**COVERAGE . . .**

**AP**

**FOR**  
**RADIO and TELEVISION**

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

Station Representative.....Burn-Smith  
 President.....Guy B. Amis  
 General Manager.....Neal B. Bunn  
 Ccmm. Mgr., Chief Eng.....B. L. Enochs  
 Program Director.....Everett Flagg

**WGAP—Maryville—1947**  
**KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned By.....Aluminum Cities Bcstg. Co.  
 Address.....316 Court St.  
 Phone: 5500.....Air Time: Full Time  
 Membership.....NARTB, RAB  
 News Service.....AP  
 Transcription Service.....Thesaurus, Keystone  
 General Manager.....F. H. Corbett  
 Cmm. Manager.....Horace McGill  
 Prog. Dir.....Ken D. Kribbs  
 Chief Engineer.....Henry McDonald, Jr.

**WHDM—McKenzie—1954**

Frequency: 1440 Kc.....Power: 500 Watts  
 Owned.....Tri-County Bcstg. Co., Inc.  
 Address.....P. O. Box 188  
 Phone: 3371, 3372.....Air Time: Daytime  
 News Service.....AP  
 Trans. Ser.....Thesaurus  
 Station Rep.....Clark  
 Pres., Gen. Mgr.....Earl S. Nolting  
 Sec'y-Treas.....Gladys Nolting  
 Sta. Mgr., Prog. Dir.....Lance Beard  
 Comm. Manager.....Irene Morgan  
 Chief Engineer.....Martin Dill

**WBMC—McMinnville—1955**

Frequency: 960 Kc.....Power: 500 Watts  
 Owned-Oper.....Cumberland Valley Bcstg. Co.  
 Address.....Box 270  
 Phone: 2104.....Air Time: Daytime  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 President.....Dr. W. W. Davis  
 General Manager.....Franklin H. Brown  
 Program Director.....Joyce Knowles

**WMMT—McMinnville—1947**  
**MBS-KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....McMinnville Brdg. Co., Inc.  
 Address.....N. Chancery St.  
 Air Time.....Full Time  
 News Service.....UP  
 General Manager.....Royce E. Richards

**KWEM—Memphis—1946**

Frequency: 930 Kc.....Power: 1000 Watts  
 Owned-Operated By.....KWEM, Inc.  
 Address.....Box 142  
 Phone: 48-3311.....Air Time: Daytime  
 Representatives.....Stems National  
 President.....W. H. Keller, Jr.  
 Manager.....Jack Holden

**WOKB—Memphis—1951**

Frequency: 1480 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Chickasaw Bcstg. Co.

Address.....378 Beale St.  
 Air Time.....Daytime  
 Representative.....Dora-Clayton  
 Sales Manager.....R. F. Bartusch  
 Program Director.....J. E. Stewart  
 Promotion Director.....J. S. Jacobs  
 General Manager.....W. M. H. Smith

**WDIA—Memphis—1947**

Freq.: 1070 Kc.....Power: 50 Kw. d., 5 Kw. n.  
 Owned By.....Bluff City Bcstg. Co.  
 Business-Studio Address.....2074 Union Ave.  
 Phone: 35-2703.....Air Time: Full Time  
 News Service.....UP  
 Representative.....Pearson  
 Membership.....RAB  
 Pres.....John R. Pepper  
 General Manager.....Bert Ferguson  
 Commercial Manager.....Harold F. Walker

**WHBQ—Memphis—1925**  
**MBS**

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....RKO Teleradio Pictures  
 Bus-Studio Address.....Hotel Chisca  
 Phone: Jackson 5-6306.....Air Time: Full Time  
 News Service.....UP  
 Representative.....H-R  
 Membership.....RAB  
 President.....Thomas F. O'Neil  
 Gen., Sta. Mgr.....John Cleghorn  
 Commercial Mgr.....Max Michel  
 Program Director.....Dick Covington  
 Sales. Service Mgr.....Stan Torgerson  
 Publicity Director.....Jack Starr  
 Chief Engineer.....Welton Roy

**WHER—Memphis—1955**

Frequency: 1430 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Tri-State Bcstg. Service  
 Address.....972 S. Third St.  
 Phone: 5-6831.....Air Time: Daytime  
 News Service.....UP  
 President.....Sam C. Phillips  
 Comm. Manager.....Bob R. Way

**WHHM—Memphis—1946**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Mid-South Bcstg. Corp.  
 Business-Studio Address.....433 Sterick Bldg.  
 Air Time.....Full Time  
 News Service.....UP  
 Representative.....A. Young; C. Melville  
 Membership.....RAB  
 General Manager.....C. K. Beaver  
 Program Director.....Jay Black

**WMC—Memphis—1923—NBC**

Frequency: 790 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Memphis Publishing Co.  
 Business-Studio Address.....Box 311  
 Phone: 8-7464.....Air Time: Full Time  
 News Service.....UP, AP  
 Trans.....Thesaurus, Standard, Lang-Worth  
 Representative.....Branham  
 Membership.....NARTB  
 General Manager.....H. W. Slavick

Station Manager.....Richard Voorhis  
 Program Director.....Harlan Judkins

**WMPS—Memphis—1925**  
**ABC**

Freq.: 680 Kc.....Power: 10 Kw. d.; 5 Kw. n.  
 Owned-Operated By.....WMPS, Inc.  
 Business-Studio Address.....112 Union Ave.  
 Phone: 5-2663.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Standard World  
 Representative.....Radio-TV Representatives  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Harold R. Krelstein  
 Sta., Sls. Prom. Mgr.....Charles De Vois  
 Program Dir.....Gene Plumstead  
 Chief Engineer.....J. G. Deaderick

**WREC—Memphis—1922—CBS**

Frequency: 600 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....WREC Bcstg. Service  
 Business-Studio Address.....Hotel Peabody  
 Phone: 5-1313.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Membership.....NARTB  
 Representative.....Katz  
 Owner, General Manager...Hoyt B. Wooten  
 Commercial Manager.....Hollis R. Wooten  
 Program Director.....Jack Michael  
 Chief Engineer.....Wilson Ramey

**WKBJ—Milan—1955**

Frequency: 1600 Kc.....Power: 1000 Watts  
 Owned-Oper. By...West Tennessee Bcstg. Co.  
 Address.....Hotel Milan  
 Phone: 550.....Air Time: Daytime  
 News Service.....AP  
 Gen., Comm. Mcnager.....Jack Merrill  
 Traffic.....Betty Evans

**WCRK—Morristown—1947**  
**MBS-KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Cherokee Bcstg. Corp.  
 Bus.-Studio-Transmitter: Address. Radio Center  
 Phone: 1450.....Air Time: Full Time  
 News Service.....AP  
 Trans. Ser.....World  
 Representative.....Hal Holman  
 General Manager.....Howell Ashford

**WGNS—Murfreesboro—1946**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Murfreesboro Bcstg. Serv.  
 Address.....Elrod Bldg.  
 Air Time.....Full Time  
 News Service.....AP  
 Representative.....Holman  
 Trans. Ser.....World, Lang-Worth, Thesaurus  
 General Manager.....Cecil Elrod, Jr.  
 Station Manager.....William O. Barry

**WMTS—Murfreesboro—1953**

Frequency: 860 Kc.....Power: 250 Watts  
 Owned.....Arthur D. Smith, Jr.  
 Address.....112 N. W. Broad St.  
 Phone: 1202.....Air Time: Daytime  
 Trans. Service.....Standard, World  
 News Service.....UP  
 President, Gen. Mgr.....A. D. Smith, Jr.  
 Sls. Prom., Sta. Mgr.....Virgil Trimm  
 Commercial Mgr.....Charles Snoddy  
 Program Director.....B. A. Blenkinship  
 Publicity Director.....Lee Blaine  
 Chief Engineer.....Roy Clark

**WKDA—Nashville—1946**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Capitol Bcstg. Co.  
 Address.....American Natl. Bank Bldg.  
 Representative.....Pearson  
 Membership.....NARTB, RAB  
 President.....John W. Kluge  
 Vice Pres., Gen. Mgr.....Harvey L. Glascock  
 Comm. Manager.....Blackstone Dozier, Jr.  
 Prog. Director.....Charles F. Walker  
 Chief Engineer.....Oscar C. Griffin, Jr.

**WLAC—Nashville—1926**  
**CBS**

Frequency: 1510 Kc.....Power: 50,000 Watts  
 Owned.. Life & Casualty Insurance Co., Tenn.  
 Bus.-Studio Address...Third Natl. Bank Bldg.  
 Phone: 6-0161.....Air Time: Full Time  
 Transcription Service.....Thesaurus  
 Representative.....Katz  
 Membership.....NARTB, RAB  
 Gen. Mgr.....F. C. Sowell  
 Commercial Manager.....E. G. Blackman  
 Promotion Manager.....Jerry Glaser  
 Program Director.....Paul Ollphant  
 Chief Engineer.....F. D. Binns

**WMAK—Nashville—1948**

Frequency: 1300 Kc.....Power: 5000 Watts  
 Owned-Oper. By...Volunteer State Bcstg. Co.  
 Address.....Maxwell House Hotel  
 Phone: 4-3411.....Air Time: Full Time  
 Station Rep.....Weed  
 News Service.....UP  
 President.....Howard D. Steere  
 V.P., Gen. Manager.....Emil Popke, Jr.  
 Station Manager.....Robert Lyons

**WNAH—Nashville—1949**  
**KBS**

Frequency: 1360 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Hermitage Bcstg. Corp.  
 Address.....James Robertson Hotel  
 Phone: Alpine 4-7611.....Air Time: Daytime  
 News Service.....UP  
 Representative.....Continental  
 Pres., Gen., Comm. Mgr.....Van T. Irwin, Jr.  
 Comm. Manager.....Herman Rippey  
 Program Director.....Dave Lyman  
 Chief Engineer.....Harold Woodard



**WSIX—Nashville—1927**  
**ABC**

Frequency: 980 Kc.....Power: 5000 Watts  
Owned-Oper. By.....WSIX, Inc.  
Address.....Nashville Trust Building  
Phone: Alpine 5-5431....Air Time: Full Time  
News Service.....AP  
Transcription Service.....World  
Station Representative..George P. Hollingbery  
Membership.....NARTB  
Pres. Gen. Mgr.....R. D. Stanford  
Comm. Manager.....John M. Savage  
Program Director.....Bob Larimer  
Chief Engineer.....Charles R. Duke

**WSM—Nashville—1925—NBC**

Frequency: 650 Kc.....Power: 50,000 Watts  
Owned-Operated By..Nat'l Life & Acc. Ins. Co.  
Bus-Studio Address.....301 7th Ave. N.  
Phone: Alpine 4-5656....Air Time: Full Time  
News Service.....AP, INS, UP  
Trans. Ser.....Associated  
Representative.....John Blair  
Membership.....RAB, NARTB  
Chairman of Board.....E. W. Craig  
President, Gen. Mgr.....John H. DeWitt, Jr.  
Commercial Manager.....Irving C. Waugh  
Sales Manager.....Bob Cooper  
Dir. of Publicity.....Wm. R. McDaniel  
Program Director.....Jack Stapp  
Chief Engineer.....George A. Reynolds

**WSOK—Nashville—1951**

Frequency: 1470 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Nashville Bcstg. Co.  
Address.....400 Davidson St.  
Phone: 42-0489.....Air Time: Daytime  
News Service.....AP  
Representative.....McGillvra, Dora-Clayton  
Membership.....RAB  
Pres., Gen. Mgr.....H. C. Young, Jr.  
Com., Prom. Mgr.....Norman Stewart  
Pub. Dir.....R. Goldman  
Chief Engineer.....I. D. Byars

**WLIK—Newport—1954**

Frequency: 1270 Kc.....Power: 5 Kw.  
Owned.....WLIK, Inc.  
Address.....406 E. B'way, Lenoir City  
Phone: 3095.....Air Time: Daytime  
News Service.....UP  
President, Gen. Mgr.....Arthur Wilkerson  
V.P., Sta., Comm. Mgr.....Ira B. Crisp

**WATO—Oak Ridge—1948**  
**MBS**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....WATO, Inc.  
Address.....253 Main St., E.  
Air Time.....Full Time  
News Service.....AP  
Transcription Service.....World  
President, Gen. Mgr.....Ross Charles  
Comm. Manager.....Samuel P. Thrower, Jr.  
Program Director.....William F. Hoopes

**WOKE—Oak Ridge—1951**  
**KBS**

Freq.: 1290 Kc...Power: 1000 W. d., 500 W. n.  
Owned-Oper. By.....Air Mart Corp.  
Phone: 5-1333.....Air Time: Full Time  
Address.....Box 391  
President.....Owen J. McReynolds  
General Manager.....J. E. Bouldin  
Program Director.....John H. Carr

**WTPR—Paris—1947**  
**KBS-MBS**

Frequency: 710 Kc.....Power: 250 Watts d.  
Owner.....Paris Bcstg. Co.  
Address.....Davis Bldg.  
Phone: 1700.....Air Time: Day Time  
News Service.....UP  
Trans. Service.....World, Keystone  
Sta. Rep.....Burn-Smith  
Membership.....NARTB  
President, Gen. Mgr.....A. B. Robinson  
Sta. Mgr., Pub. Director.....Will Coker  
Commercial Manager.....B. C. Kilgore  
Prom. Mgr., Prog. Director.....Sue Jackson  
Chief Engineer.....Don Somerville

**WKSR—Pulaski—1947—ABC**

Frequency: 1420 Kc.....Power: 1000 Watts  
Owned-Oper. By.....The Richland Bcstg. Co.  
Address.....Radio Center  
Phone: 1066-67.....Air Time: Full Time  
News Service.....AP  
Transcription Service.....Thesaurus  
Representative.....Clark  
Owner, Gen. Manager.....J. R. Stephens

**WTRB—Ripley—1954—KBS**

Frequency: 1570 Kc.....Power: 250 Watts  
Owned.....West Tenn. Radio Bcstrs.  
Address.....P. O. Box 302  
Phone: 1060.....Air Time: Daytime  
News Service.....UP  
Trans. Ser.....SESAC  
Gen., Comm. Mgr., Pub. Dir.....Hobson H. Daws  
Sta. Mgr.....Harold L. Baker  
Program Director.....Shirley Pickard  
Chief Engr.....James E. Weston

**WRGS—Rogersville—1955**

Frequency: 1370 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Rogersville Bcstg. Co.  
Address.....Burem Pike  
Phone: 6491.....Air Time: Daytime  
News Service.....UP  
Transcription Service.....Thesaurus  
General Manager.....John E. Beal  
Commercial Manager.....Charles W. Beal  
Promotion Mgr.....George Beal  
Prog. Dir., Chief Eng.....F. A. Berry

**WSEV—Sevierville—1955**

Frequency: 930 Kc.....Power: 1 Kw. d.  
Owned-Oper. By..Smoky Mountain Bcstg. Co.  
Address.....Box 152

Phone: 2844..... Air Time: Daytime  
 News Service .....UP  
 Representative.....Wm. Rambeau Co.  
 Membership.....RAB, NARTB  
 President.....A. J. King  
 Gen., Sta., Comm. Mgr.....Clay Cline  
 Sales Promotion Mgr.....Peggy Shanton  
 Traffic Manager.....John Kerr  
 Publicity Director.....Gene Bardo  
 Chief Engineer.....Robert Carr

**WHAL—Shelbyville—1946**  
**MBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By...Shelbyville Bcstg. Co., Inc.  
 Address.....P. O. Box 241  
 Phone: 1400..... Air Time: Full Time  
 News Service .....UP  
 V.P., Gen. Mgr.....Charles Christian

**WEPG—South Pittsburgh**  
**1954**

Frequency: 910 Kc.....Power: 500 Watts  
 Owned-Oper. By...Marion County Bcstg. Serv.  
 Address.....Railroad St.  
 Air Time.....Daytime

**WSMT—Sparta—1953**

Frequency: 1050 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Sparta Bcstg. Co. Inc.  
 Address.....Box 390  
 Phone: 3751..... Air Time: Daytime  
 News Service .....UP  
 Transcription .....World  
 Membership.....RAB  
 President.....Sam J. Albritton  
 Gen., Sta. Comm., Sls. Prom....B. L. UpChurch  
 Publicity Dir.....Virginia UpChurch  
 Program Director.....Bill Passons  
 Chief Engineer.....Hubert A. Beasley

**WDBL—Springfield—1950**  
**KBS**

Frequency: 1430 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By...Springfield Bcstg. Co., Inc.  
 Address.....P. O. Box 464  
 Phone: 1287..... Air Time: Daytime  
 News Service .....AP  
 Transcription Service .....World  
 Membership.....RAB, NARTB  
 News Service .....AP  
 Gen., Sta. Mgr.....Walter A. Duke  
 Comm., Sls. Prom. Mgr.....J. J. Webb  
 Program Director.....C. W. Powers  
 Chief Engineer.....Anna Duke

**WDEH—Sweetwater—1955**  
**KBS**

Frequency: 800 Kcs.....Power: 500 Watts  
 Owned-Oper. By.....Marzo Bcstg. Co.  
 Address.....Highway 11  
 Phone: 5025..... Air Time: Daytime  
 News Service .....UP  
 Transcription .....Thesaurus

Membership .....NARTB  
 Gen., Sta. Mgr.....Richard R. Foster  
 Program Director.....Jane E. Ford  
 Chief Engineer.....Ernie McDaniel

**WJIG—Tullahoma—1947**

Frequency: 740 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Col. R L. Prescott, Jr.  
 Business Address.....West End Drive  
 Phone: 2607-8..... Air Time: Daytime  
 News Service .....UP  
 Transcription Service .....World  
 Owner, Gen. Mgr....Col. R. L. Prescott, Jr.  
 General Manager.....Wallace Beecham

**WENK—Union City—1946**  
**MBS-KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By...Union City Bcstg. Co.  
 Address.....Clymer Furn. Bldg.  
 Phone: 1240..... Air Time: Full Time  
 News Service .....UP  
 Transcription Service .....World  
 Representative .....Burn-Smith  
 President, Gen. Mgr.....Aaron B. Robinson  
 Station Manager.....Edwin F. Kallenberg, Jr.  
 Program Director.....James R. Wells  
 Chief Engineer.....Charles Holland

**WCDT—Winchester—1948**  
**MBS-KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By...Franklin County Bcstg. Co.  
 Address.....U. S. Hwy. 64  
 Phone: 2201..... Air Time: Full Time  
 News Service .....UP  
 Mgranger.....Ernest Richards, Jr.  
 Comm. Manager.....James F. Spencer

*For World-Wide News . . .*  
*For Clear, Comprehensive*  
*Coverage . . .*

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## KRBC—Abilene—1936—ABC

Freq.: 1470.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By.....Abilene Radio & TV  
Business Address.....4510 S. 14th St.  
Phone: 2-8491.....Air Time: Full Time  
News Service.....AP  
Transcription Service.....Associated  
Representative.....John E. Pearson  
Membership.....NARTB  
President.....Dale Ackers  
Sta. Mgr., Prog. Director.....Bro Mingus  
Comm., Sales Prom. Mgr.....Forest Lane  
Prod. Mgr.....Ken Knox  
Chief Engineer.....Troy Mallon

## KWKC—Abilene—1948—MBS

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Citizens Bcstg. Co.  
Bus.-Studio Address.....25th & Butternut  
Phone: 4-7286.....Air Time: Full Time  
News Service.....AP, UP  
Transcription Service.....World  
Representative.....Venard, Rintoul & McConnell  
General Manager.....A. C. Etter

## KBKI—Alice—1947—MBS

Frequency: 1070 Kc.....Power: 1000 Watts  
Owned-Operated By.....Alice Bcstg. Co.  
Business Address.....Box 731  
Phone: 4-4324.....Air Time: Full Time  
News Service.....AP  
Transcription Service.....World  
Representative.....Pearson  
President.....Givens A. Parr  
General Manager.....Robert I. Grimes  
Sales Prom. Mgr.....Irma Salas  
Comm. Mgr.....Jack Collins  
Program Dir.....J. Allen Frye  
Publicity Director.....Ruth Norris  
Chief Engineer.....S. L. Spencer

## KVLF—Alpine—1947

KBS-MBS

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Big Bend Bcstrs.  
Business Address.....Alpine  
Phone: 2144.....Air Time: Full Time  
News Service.....UP  
Transcription.....Thesaurus  
Representative.....Hil F. Best, Clark Brown  
President.....Jack Hawkins  
V.P., Gen., Sta., Comm. Mgr.....Gene Hendryx  
Program Director.....John Nelson  
Chief Engineer.....Sherman Newsom

## KAMQ—Amarillo—1947

MBS

Freq.: 1010 Kc.....Power: 5 Kw. d., 500 Watts  
Owned-Oper. By.....Top of Texas Bcstg. Co.  
Address.....1301 Polk St.  
Phone: DRake 2-6543.....Air Time: Full Time  
Representative.....Forjoe  
Transcription Service.....Thesaurus  
News Service.....AP  
President.....Walter G. Russell  
Manager.....R. D. Houck

## KFDA—Amarillo—1939

ABC

Fre.: 1440 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By.....Amarillo Bcstg. Co., Inc.  
Business-Studio Address.....Box 1400  
Phone: 4-5343.....Air Time: Full Time  
News Service.....UP, AP  
Representative.....H.R. Brown  
Transcription.....BML ASCAP, SESAC, AMP  
Membership.....NARTB, RAB  
President.....Gene L. Cagle  
Gen. Mgr.....Ed Moore  
Station Mgr.....George Oliver  
Comm. Mgr.....Dan Hayslett  
Chief Engineer.....W. B. Spiller

## KLYN—Amarillo—1949

CBS

Frequency: 940 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Plains Empire Bdcstg. Co.  
Address.....1014 West Seventh  
Phone: 2-6773.....Air Time: Full Time  
Representative.....John Blair & Co.  
Membership.....NARTB, RAB  
President.....R. G. Hughes  
Director.....Kenyon Brown  
General Manager.....Willard L. Kline  
Comm. Manager.....John Heetland  
Program Director.....Joe S. Ramay  
Publicity Director.....Mrs. V. Nelson  
Chief Engineer.....Gene Fennimore



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KRBC is the TOP ranking station in its market and ranks among the TOP 5 of all radio stations in North Texas.

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JOHN E. PEARSON COMPANY

National Sales Manager  
FOREST LANE

**KGNC—Amarillo—1922—NBC**

Frequency: 710 Kc. Power: 10,000 Watts  
 Owned-Oper. By Plains Radio Bdcstg. Co.  
 Address 2000 N. Polk St.  
 Phone: DR 4-4601 Air Time: Full Time  
 News Service UP, AP  
 Newspaper Afil. Globe-News  
 Transcription Service World  
 Representative Katz  
 Membership NARTB, RAB  
 President B. E. Walker  
 General Manager Wes Izzard  
 Business Manager Calvin Handy  
 Station Mgr. Ken Duke  
 Asst. Gen. Mgr. A. Jackson  
 Prog. Dir. Larry Filkins  
 Prom. Mgr., Pub. Dir. Leon Bert  
 Chief Engineer W. H. Torrey

**KRAY—Amarillo—1955**

Frequency: 1360 Kc. Power: 500 W., d.  
 Owned-Operated By R. D. Hollingsworth  
 Address Paramount Bldg.  
 Phone: DRake 4-3235 Air Time: Day  
 Representative Melville  
 Pres., Gen. Mgr. R. D. Hollingsworth  
 Sta., Sls. Mgr., Chief Eng. R. B. Henry

**KZIP—Amarillo—1955**

Frequency: 1310 Kc. Power: 1 Kw. d.  
 Owned-Oper. By Panhandle Bcstg. Co.  
 Address 808 Charlotte St.  
 Representative Broadcast Time Sales  
 News Service AP  
 General Manager Ray Winkler  
 Comm. Manager Jess Richardson

**KACT—Andrews—1954**

Frequency: 1360 Kc. Power: 500 Watts  
 Owned-Oper. By Andrews Broadcasters  
 Address Seminole Hy.  
 Phone: 1360 Air Time: Daytime  
 News Service AP  
 Transcriptions World  
 Co-Owner, Gen. Mgr. Joseph E. Young  
 Promotion Manager J. Young

**KBUD—Athens—1948—KBS**

Frequency: 1410 Kc. Power: 250 Watts  
 Cwned Henderson C'y. Bcstg. Co.  
 Address Box 309  
 Phone: 2277 Air Time: Daytime  
 News Service UP  
 Trans. Service Lang Worth  
 Membership RAB  
 General Manager J. B. McNutt, Jr.

**KALT—Atlanta—1950**

Frequency: 900 Kc. Power: 1300 Watts d.  
 Owned-Oper. By Ark-La-Tex Bcstg. Co.  
 Phone: 900 Air Time: Daytime  
 Transcription Service World  
 News Service AP  
 Transcription World  
 Membership NARTB  
 Representative Hill F. Best  
 President Herman H. Wommack, Jr.  
 Gen., Sta. Mgr. David A. Wommack

Commercial Manager A. N. Dowd  
 Program Director George D. Womack  
 Publicity Director Jean Wommack  
 Chief Engr. James L. Waites

**KNOW—Austin—1927—ABC**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned Pioneer Bcstg. Co., Inc.  
 Address 520 Capital Nat. Bank Bldg.  
 Phone: 2-6213 Air Time: Full Time  
 News Service AP  
 Trans. Service Standard  
 Station Rep. Pearson  
 Membership NARTB  
 President Wendell Mayes  
 Gen., Sta. Mgr. Louis R. Cook  
 Commercial Mgr. M. H. Coleman  
 Program Dir. Harvey R. Boyd  
 Chief Engineer J. E. Lewis

**KTBC—Austin—1939—CBS**

Freq.: 590 Kc. Power: 5000 W. d., 1000 W. n.  
 Owned-Oper. By Texas Bcstg. Corp.  
 Bus. Studio Address P. O. Box 717  
 Phone: 2-2424 Air Time: Full Time  
 News Service UP  
 Representative Raymer  
 President Claudia T. Johnson  
 Gen., Sta. Mgr. J. C. Kellam  
 Sales Manager O. P. (Bob) Bobbitt  
 Sales Prom. Mgr. Charles Brooks  
 Program Director Cactus Pryor  
 Pub. Dir. Elmo Brown  
 Chief Engineer A. B. Hearn

**KTXN—Austin—1947**

Frequency 1370 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Radio Station KTXN  
 Address 1211 E. 6th St.  
 Phone Number 74476  
 Rep. Oakes, Clayton, O'Connell  
 Membership NARTB  
 President Robert Pinkerton  
 General Manager Ed Pool  
 Comm. Manager Calvin Adams  
 Program Director Lillia Guzman  
 Chief Engineer Paul Lindhorn

**KVET—Austin—1946—MBS**

Frequency: 1300 Kc. Power: 1 Kw., d.  
 Owned Austin Bcstg. Corp.  
 Address Box 1116  
 Phone: 8-8521 Air Time: Full Time  
 News Service UP  
 Representative Forjoe  
 Membership NARTB  
 Pres., Gen., Sta. Mgr. Willard Deason  
 Commercial Mgr. H. W. Dunlop  
 Program Dir. Dave Smith  
 Chief Engineer Willis Morter

**KRUN—Ballinger—1947  
KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By Runnels County Bcstg. Co.  
 Address Box 351

Phone: 3151..... Air Time: Full Time  
 News Service ..... AP  
 Membership ..... RAB  
 Trans. Ser. .... World  
 Representative ..... Best, Melville  
 General Manager..... R. F. McGarvey

**KIOX—Bay City—1947**  
**MBS-KBS**

Frequency: 1270 Kc..... Power: 1000 Watts  
 Owned-Oper. By ..... Bay City Bcstg. Co.  
 Business Address ..... Box 1391  
 Phone: 4642-3..... Air Time: Full Time  
 News Service ..... UP  
 Representative ..... Hil F. Best  
 President ..... J. G. Long  
 General Manager ..... Bryan Powell  
 Station, Comm. Manager..... Harry L. Becker  
 Sls. Prom. Mgr..... Charles Arthur

**KRCT—Baytown—1947**  
**KBS**

Frequency: 650 Kc..... Power: 250 Watts d.  
 Owned-Operated By ..... Bay Bcstg. Co.  
 Address ..... Box 629  
 Phone: 8251..... Air Time: Daytime  
 News Service ..... AP  
 Station Rep. .... Best  
 President ..... W. D. Christmas  
 V. P., General Manager..... J. H. Touchstone  
 Prog. Dir..... Herderth Taylor  
 Chief Eng..... R. E. Rohden

**KREL—Baytown—1947**

Frequency: 1360 Kc..... Power: 1000 Watts  
 Owned-Oper. By ..... Tri-Cities Bcstg. Co.  
 Business Address ..... Box 419  
 Phone: 8211-2..... Air Time: Full Time  
 News Service ..... UP  
 Representative..... Interstate United Newspapers  
 President ..... J. B. Blayton, Sr.  
 Vice President..... J. B. Blayton, Jr.  
 Station Manager..... Robert H. Brisendine  
 Gen. Sales Mgr..... Albert H. Saddler

**KFDM—Beaumont—1924**  
**ABC**

Frequency: 560 Kc..... Power: 5000 Watts  
 Owned-Oper. By ..... Beaumont Bdcstg. Corp.  
 Address ..... P. O. Box 2950  
 Phone: 2-7758..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative..... Peters, Griffin, Woodward, Inc.  
 Membership ..... NARTB  
 President ..... D. A. Cannon  
 Gen., Sta., Comm. Mgr..... C. B. Locke  
 Program Director..... Dave Russell  
 Publicity Director..... H. F. Caldwell

**KJET—Beaumont—1948**

Frequency: 1380 Kc..... Power: 1 Kw.  
 Owned..... KPXB Bcstg. Corp.  
 Address ..... P. O. Box 2673  
 Phone: 2-0201..... Air Time: Daytime

News Service ..... UP  
 Station Rep. .... Forjee  
 Membership ..... NARTB  
 President..... Ben J. Rogers  
 V. P., Gen., Comm. Mgr..... Walter L. Rubens  
 Chief Eng..... Carl L. Davis

**KRIC—Beaumont—1938**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Operated By ..... The Enterprise Co.  
 Bus.-Studio-Trans. Address..... 3130 Blanchette  
 Phone: 4-9421..... Air Time: Full Time  
 Newspaper Affiliation..... "Enterprise", "Journal"  
 Representative ..... Branham  
 President ..... O. Eugene Davis  
 V.P., General Mgr..... E. C. Davis  
 Station Mgr..... R. M. Frost  
 Prog. Dir..... Gordon Clark  
 Commercial Mgr..... Jim Saxon  
 Chief Engineer..... Marvin J. Easterwood

**KTRM—Beaumont—1947**

Frequency: 990 Kc..... Power: 1000 Watts  
 Owned-Operated By ..... KTRM, Inc.  
 Business-Studio Address..... 230 Orleans St.  
 Phone: 2-8478..... Air Time: Full Time  
 Rep..... Adam Young, Clarke Brown  
 Pres., Gen. Mgr..... Jack Neil  
 Station Manager..... Roy D. Shotts  
 Commercial Mgr..... Bill McRae  
 Chief Engineer..... Ben F. Hughes

**KIBL—Beeville—1949**

Frequency: 1490 Kc..... Power: 250 Wts..d. n.  
 Owned-Oper. By ..... Bee Bdcstg. Co.  
 Address ..... P. O. Box 650  
 Phone: 1490..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... World  
 Partners..... J. D., & V. L. Rossi  
 General Manager..... John D. Rossi  
 Station Manager..... James V. Rossi  
 Comm. Manager..... James M. Goodman  
 Prog. Dir..... William S. Bennett  
 Chief Engineer..... H. E. Bertram

**KBST—Big Springs—1936**  
**ABC**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By ..... Big Spring Bcstg. Co.  
 Bus.-Studio Address ..... 702 Johnson St.  
 Phone: 4-6391..... Air Time: Full Time  
 News Service ..... AP  
 Newspaper Affil..... Herald  
 Representative ..... Pearson  
 Pres., Gen., Sta. Mgr..... William J. Wallace  
 Commercial Manager ..... William L. Cox  
 Sls. Prom., Pgr. Dir..... J. N. Young, Jr.  
 Pub. Dir..... Dorothy Henderson  
 Chief Engineer ..... Andrew M. Jones

**KTXC—Big Springs—1949**  
**MBS**

Frequency: 1400 Kc..... Power: 100 Watts  
 Owned-Oper. By ..... Big State Bdcstg. Co.

Address.....Big Spring City Park  
 Phone: 4-4201.....Air Time: Full Time  
 Transcription Service.....World  
 News Service.....AP  
 Rep.....Hil F. Best, Clyde Melville  
 President, Gen. Mgr.....V. T. Anderson

### **KFYN—Bonham—1948**

Frequency: 1420 Kc.....Power: 250 Watts d.  
 Owned-Oper.....Charles L. & Jessie Mae Cain  
 Bus.Studio Address.....903 E. Fourth St.  
 Phone: 915.....Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Hal Fatter & Co.  
 Membership.....RAB, NARTB  
 President, Gen. Mgr.....Charles Cain

### **KHUZ—Borger—1947—MBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....KHUZ, Inc.  
 Business Address.....1431 Clayton St.  
 Phone: BR 3-3744.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....SESAC  
 Membership.....NARTB, RAB  
 President.....R. G. Hughes  
 Sta. Mgr., Prog., Pub. Dir.....Jack Roberts  
 Comm., Sls. Prom. Mgr.....A. R. Robertson  
 Chief Engineer.....Herman Kreiger

### **KNEL—Brady—1933—KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Ruth Burns  
 Business-Studio Address.....Gibbons Bldg.  
 Phone: 77.....Air Time: Full Time  
 Representative.....Hil F. Best  
 President.....Gene M. Burns  
 Commercial Manager.....J. S. Sloane

### **KSTB—Breckenridge—1947 KBS**

Frequency: 1430 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Stephens County Bcstg. Co.  
 Business-Studio Address.....Miller Bldg.  
 Phone: 1430.....Air Time: Daytime  
 News Service.....AP  
 Station Rep.....Best, Melville  
 Transcription Service.....Lang-Worth  
 Representative.....Best, Melville  
 General Manager.....R. W. Chapman

### **KWHI—Brenham—1947**

Frequency: 1280 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Tom S. Whitehead  
 Business Address.....108½ Main St.  
 Phone: 3655.....Air Time: Daytime  
 Transcription Service.....World  
 Mcnager.....Tom S. Whitehead  
 Chief Engineer.....Lonnie R. Schlotmann

### **KTFY—Brownfield—1949 KBS**

Frequency: 1300 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Terry Cty. Bdcstg. Co.  
 Address.....Drawer 1032

Phone: 2111.....Air Time: Daytime  
 News Service.....AP  
 Trans. Service.....Standard, Thesaurus  
 Membership.....NARTB, RAB  
 Pres., Sta., Gen., Comm. Mgr., Mike A. Barrett  
 Sales Prom. Mgr.....E. Grawford Taylor  
 Program Director.....Dick Aker  
 Chief Engineer.....Joe H. Morgan

### **KBOR—Brownsville—1949 ABC-KBS**

Frequency: 1600 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Brownsville Bcstg. Co.  
 Address.....Box 472  
 Phone: 2-5677.....Air Time: Full Time  
 News Service.....UP  
 Trans. Service.....World, Thesaurus  
 Representative.....Best  
 Membership.....NARTB, RAB  
 Pres., Gen., Sta. Mgr.....M. J. Wilson  
 Commercial Manager.....Vance C. Wilson  
 Program Dir.....Sally Hays  
 Chief Engineer.....Willis A. Wilson

### **KBWD—Brownwood—1941 MBS**

Freq.: 1380 Kc...Power: 1 Kw. d., 500 Watts n.  
 Owned-Oper. By.....Brown County Bcstg. Co.  
 Business-Studio Address.....800 Hawkins St.  
 Phone: 2401.....Air Time: Full Time  
 News Service.....AP  
 Representative.....Pearson  
 Pres., Gen. Manager.....Wendell Mayes  
 Commercial Manager.....Bill Jamar  
 Publicity Director.....Barbara Taylor  
 Program Director.....Wendell Mayes, Jr.  
 Chief Engineer.....W. O. Stewart

### **KEAN—Brownwood—1953**

Frequency: 1240 Kc.....Power: 100 Watts  
 Owned-Oper. By.....Lyman Brown Enterprises  
 Address.....2220 Fisk Ave.  
 News Service.....AP  
 Transcription.....Lang-Worth  
 Representative.....Best  
 Station Manager.....L. C. Brown

### **KORA—Bryan—1947—MBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Bryan Bcstg. Co.  
 Bus.Studio Address.....310 E. 25th St.  
 Phone: 3-1240.....Air Time: Full Time  
 Station Rep.....Best  
 Owner, Gen. Mgr.....David C. Jones, Jr.  
 Comm. Manager.....Ed Teer  
 Station Manager.....Mike Mistovich

### **KMIL—Cameron—1955**

Frequency: 1330 Kc.....Power: 500 W., d.  
 Owned-Oper. By.....Milam Cty. Bcstg. Serv.  
 Address.....Box 432  
 Phone: 457.....Air Time: Day  
 Representative.....Best  
 Gen. Mgr., Chi. Eng.....E. G. Abercrombie  
 Commercial Mgr.....Joe Liber  
 Program Director.....Mrs. E. G. Abercrombie



**KBEN—Carrizo Springs—1955**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By: Ben L. Parker  
 Address: 104 S. 5th St.  
 Phone: 434 Air Time: Full Time  
 News Service: AP  
 Pres., Gen. Manager: Ben L. Parker  
 Station Manager: W. H. Herbert  
 Comm. Manager: Tom Everitt

**KGAS—Carthage—1955**

Frequency: 1590 Kc. Power: 1 Kw. d.  
 Owned-Operated By: Carthage Bcstg. Co.  
 Address: 107½ N. St. Mary St.  
 Phone: 876 Air Time: Day  
 Co-owner, Gen. Mgr.: T. Alford  
 Co-owner, Comm. Mgr.: F. E. Barr  
 Prog. Dir., Prom. Mgr.: Jack Bell  
 Chief Engineer: Dalton Sanders

**KDET—Center—1949**

Frequency: 930 Kc. Power: 1000 Watts d.  
 Owned-Operated By: Center Bcstg. Co., Inc.  
 Address: 205 Austin St.  
 Phone: 1199 Air Time: Daytime  
 News Service: UP  
 Transcription Service: World  
 Representative: Gill-Perna, Clarke Brown  
 Gen., Comm. Mgr.: Tom E. Foster  
 Program Director: Tolbert E. Foster  
 Chief Engineer: Harlan Riley

**KCTX—Childress—1947  
 MBS-KBS**

Frequency: 1510 Kc. Power: 250 Watts d.  
 Owned-Oper. By: Golden West Bcstg. Co., Inc.  
 Bus-Studio, Address: 200 Main St.  
 Phone: Webster 7-2041 Air Time: Daytime  
 News Service: AP  
 Transcription Service: World  
 Representative: Hil F. Best  
 President, Gen. Mgr.: R. Malone Hagan  
 Chief Engineer: Clyde Austin

**KCAR—Clarksville—1955**

Frequency: 1350 Kc. Power: 500 Watts d.  
 Owned-Operated By: Texo Bcstg. Co.  
 Address: Box 609  
 Phone: 58 Air Time: Daytime  
 Representative: Best  
 News Service: AP  
 Transcription: World  
 Manager: Robert Wagner  
 Comm. Manager: Marion Wagner  
 Program Manager: Bill Davis

**KCLE—Cleburne—1947**

Frequency: 1120 Kc. Power: 250 Watts d.  
 Owned-Oper. By: Marti, Inc.  
 Address: 919 N. Main  
 News Service: AP  
 Representative: Hil F. Best  
 Membership: NARTB, RAB  
 Pres., Gen., Sta. Mgr.: George W. Marti  
 Commercial Mgr.: John Marti

Sales Prom. Mgr.: Frank H. Hardgrove  
 Program Director: D'Voe Lee  
 Chief Engineer: Walter C. Lacy

**KVLB—Cleveland—1954**

Frequency: 1410 Kc. Power: 500 Watts  
 Owned-Oper. By: Cleveland Bcstg. Co.  
 Address: Box 487  
 Phone: 692 Air Time: Full Time  
 Transcription: Capitol  
 News Service: AP  
 General Manager: Harvard C. Bailes  
 Program Director: Cal McAdams  
 Chief Engineer: Al Strong

**KSTA—Coleman—1947—KBS**

Frequency: 1000 Kc. Power: 250 Watts d.  
 Owned-Oper. By: Coleman County Bcstg. Co.  
 Business Address: Box 432  
 Phone: 8406 Air Time: Daytime  
 News Service: UP  
 Transcription Service: World  
 Membership: RAB  
 Manager: Floyd Shelton  
 Comm. Manager: Paul Johnson

**WTAW—College Station—1922  
 KBS**

Frequency: 1150 Kc. Power: 1000 Watts d.  
 Owned-Oper. By: A. & M. College of Tex.  
 Bus-Studio Address: College Station  
 Phone: 66724 Air Time: Daytime  
 News Service: AP  
 Manager: R. H. Shoffler  
 Sta. Mgr.: Richard L. Webb  
 Commercial Manager: Elsie Patranella  
 Sales Prom. Mgr.: Iris Bullard  
 Prog. Dir.: John Scoglin  
 Chief Engineer: Herbert Mount

**KVMC—Colorado City—1950  
 KBS**

Frequency: 1320 Kc. Power: 500 Watts d.  
 Owned: Colo. City Bcstg. Co.  
 Phone: RA 8-3320 Air Time: Daytime  
 News Service: AP  
 Trans. Ser.: Thesaurus, World  
 Representative: Best  
 General Manager: Eldon Mahon  
 Program Manager: Walter B. Grubbs  
 Comm. Mgr.: O. F. Wilkes  
 Chief Engineer: Porter Richardson

**KMCO—Conroe—1951**

Frequency: 900 Kc. Power: 500 Watts d.  
 Owned: Montgomery County Bcstg. Co.  
 Address: 324½ N. Main  
 Phone: 6-4466 Air Time: Daytime  
 News Service: AP  
 Transcription: Standard, Thesaurus  
 Pres., Gen. Mgr.: Reagan Smith  
 Prog. Dir.: James C. Dorrell  
 Sta., Comm. Mgr.: David L. Oglesby  
 Sls. Prom. Mgr.: Lee Meredith  
 Pub. Dir.: Hal Coley  
 Chief Engineer: John W. Neathery, Jr.

**KCCT—Corpus Christi—1954**

Frequency: 1150 Kc. Power: 1,000 Watts d.  
Owned & Oper. By: International Radio Co.  
Address: 401 South Staples  
Phone Number: 4-2426. Air Time: Daytime  
Representative: O'Connell  
President: Hector DePena  
Gen. Mgr., Chief Eng.: Mike Ferdin  
Program Director: Francisco Grajales

**KEYS—Corpus Christi—1941**  
CBS-MBS

Freq.: 1440 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Operated By: Nueces Bcstg. Co.  
Address: Centre Theatre Bldg.  
Phone: 2-7411. Air Time: Full Time  
Transcription Service: World  
Representative: Raymer  
News Service: UP  
Membership: NARTB  
General Manager: E. C. Hughes  
Sta., Mgr.: Allan Dale  
Comm. Mgr.: Bill Keck  
Sls. Prom. Mgr.: Jo Ann Childress  
Prog., Pub. Dir.: Alan Heacock  
Chief Engineer: Harold Griffith

**KRIS—Corpus Christi—1937**  
NBC

Frequency: 1360 Kc. Power: 1000 Watts  
Owned-Oper. By: Gulf Coast Bcstg. Co.  
Address: P. O. Box 840  
Phone: 4-6354. Air Time: Full Time  
News Service: AP  
Representative: Peters, Griffin, Woodward, Inc.  
Pres., Gen., Sta. Mgr.: T. Frank Smith  
Commercial Manager: William Eikner  
Program Director: Charles Nethery  
Publicity Director: Jayne Harris  
Chief Engineer: Don Morris

**KSIX—Corpus Christi—1947**  
ABC

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By: Corpus Christi Bdstg. Co., Inc.  
Address: Show Room Bldg.  
Phone: 2-9242. Air Time: Full Time  
Representative: Forjoe  
President: Vann M. Kennedy  
Commercial Mgr.: Charles R. Manning  
Program Director: Eugene M. Loofer  
Sls. Prom. Mgr.: Claude Allen  
Pub. Dir.: J. K. Wright  
Chief Engineer: Charles Cummins

**KUNO—Corpus Christi—1950**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By: KUNO, Inc.  
Address-Trans. Loca.: P. O. Box 4286  
Phone: 4-5203. Air Time: Full Time  
News Service: UP  
Representative: Everett-McKinney, Inc.  
Pres., Gen. Mgr.: Leslie C. Smith  
Commercial Mgr.: Herb Garrett

**KWBU—Corpus Christi—1944**

Frequency: 1030 Kc. Power: 50 Kw. d.  
Owned: Baptist Gen. Convention of Texas  
Address: 402 South Chaparral  
Phone: 4-5258. Air Time: Daytime  
Representative: Branham  
General Mgr.: Carr D. Collins  
Station Mgr.: Harry H. Hayes  
Program Dir.: Bob Allen  
Publicity Dir.: Harry Hayes  
Chief Engineer: Paul Waller

**KAND—Corsicana—1937**  
KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Alto, Inc.  
Bus.-Studio Address: State Natl. Bank Bldg.  
Phone: 2486. Air Time: Full Time  
News Service: UP  
Representative: Branham  
Membership: NARTB  
Pres., Gen. Mgr.: Luther A. Johnson, Jr.  
Vice President: Perry Taylor

**KIVY—Crockett—1949**  
KBS

Frequency: 1570 Kc. Power: 250 Watts d.  
Owned-Oper. By: Pioneer Bcstg. Co.  
Address: Box 670  
Phone: 222  
News Service: AP  
Membership: NARTB  
Comm., Prom. Mgr., Chief Eng.: Bill Carter  
Pres. Gen., Sta. Mgr., Prog. Dir.: J. H. Gibbs

**KCFH—Cuero—1949**

Frequency: 1600 Kc. Power: 500 Watts d  
Owned-Oper. By: DeWitt Ciy. Bcstg. Co.  
Phone: 5-3430. Air Time: Daytime  
Representative: Best, Biddick  
General Manager: A. M. Respondek

**KXIT—Dalhart—1948—KBS**

Frequency: 1410 Kc. Power: 500 Watts a.  
Owned-Oper. By: Dalhart Associates  
Address: Box 1350  
Phone: 740. Air Time: Daytime  
Representative: Best  
Transcription Service: World  
Manager: R. J. Beller

**KGKO—Dallas—1953**

Freq.: 1480 Kc. Power: 1 Kw. d., 500 Watts n.  
Owned-Oper. By: Lakewood Bcstg. Co.  
Address: P. O. Box 11747  
Phone: FA-6441. Air Time: Full Time  
Representative: Forjoe  
News Service: UP  
President: H. H. Coffield  
General Manager: T. A. (Buddy) Harris  
Comm. Mgr.: Jack Howard  
Sls. Prom. Mgr.: Bill Edwards  
Prog. Dir.: Hal Backke  
Pub. Dir.: Lu Doucet  
Chief Engineer: Gordon L. Vaughan

**KIXL—Dallas—1947**

Frequency: 1040 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Variety Bcstg. Co., Inc.  
 Business-Studio Address . . . . . 1401 S. Akard St.  
 Phone: RI. 4521 . . . . . Air Time: Daytime  
 Transcription Service . . . . . Standard, Capitol,  
 Associated, McGregor, Thesaurus  
 Representative . . . . . Pearson, Webb  
 President . . . . . Lee Segall  
 Gen., Sta. Mgr. . . . . Charles F. Payne  
 Comm. Mgr. . . . . Cliff Hahne  
 Prog. Dir. . . . . Don Robinson  
 Chief Engineer . . . . . Bob E. Tripp

**KLIF—Dallas—1947**

Freq.: 1190 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By . . . . . Trinity Bdcstg. Corp.  
 Business-Studio Address . . . . . 2104 Jackson St.  
 Phone: RA. 7121 . . . . . Air Time: Full Time  
 Representative . . . . . H.R. Reprs.  
 President . . . . . B. R. McLendon  
 General Manager . . . . . Gordon McLendon  
 Sta., Mgr. . . . . Cecil Hobbs  
 Program Director . . . . . Bruce Hayes  
 Sls. Prom. Mgr. . . . . Bill Morgan  
 Chief Engineer . . . . . Glenn Callison

**KRLD—Dallas—1926—CBS**

Frequency: 1080 Kc. . . . . Power: 50,000 Watts  
 Owned-Operated By . . . . . KRLD Radio Corp.  
 Address . . . . . Heraid Square  
 Phone: RA. 6811 . . . . . Air Time: Full Time

News Service . . . . . UP  
 Trans. Service . . . . . Standard, Thesaurus, SESAC  
 Newspaper Affiliation . . . . . "Times Herald"  
 Representative . . . . . Branham  
 Membership . . . . . NARTB, RAB  
 Ch. of the Bd. . . . . John W. Runyon  
 President . . . . . Clyde W. Rembert  
 Station Mgr. . . . . W. A. Roberts  
 Sales Prom. Mgr. . . . . A. J. Putnam  
 Program Director . . . . . Ted Parrino

**KSKY—Dallas—1941**

Frequency: 660 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . SKY Bcstg. Service  
 Address . . . . . Hotel Stoneleigh  
 Phone: RA. 6193 . . . . . Air Time: Daytime  
 Representative . . . . . Radio-TV Reprs.  
 President . . . . . A. L. Chilton  
 Gen., Prom. Manager . . . . . R. G. Terrill  
 Commercial Manager . . . . . R. L. Kanatzar  
 Prog. Dir. . . . . Leonard Holland  
 Chief Engineer . . . . . Morris M. Ming

**WFAA—Dallas—1922  
 NBC-ABC**

Frequency: 820 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . A. H. Belo Corp.  
 Business-Studio Address . . . . . 1122 Jackson St.  
 Phone: Riverside 9631 . . . . . Air Time: Full Time  
 News Service . . . . . AP, UP  
 Newspaper Affil. . . . . Morning News  
 Representative . . . . . Edward M. Petry

**Only BIG radio  
 is BIG enough to  
 reach BIG Texas . . .**

Texans are where you find 'em!  
 In selling Texas you don't look down your nose at folks with rural addresses. Bless them, they make up 35% of Texas' 8½-million population.

Any plan of advertising that touches only Texas' widely separated big cities does some powerful hop-skip-and-jumping, but omits a heap of good people who are able to get their entertainment and information *only* by Radio!

In selling Texans you've got to go BIG with radio — to reach them wherever they are . . . in the cities, the towns, the villages, or the wide open spaces.

Any mass selling of Texas begins with big WFAA's 98% coverage of the largest, richest market area in the Southwest—the tail is wagging the cow.

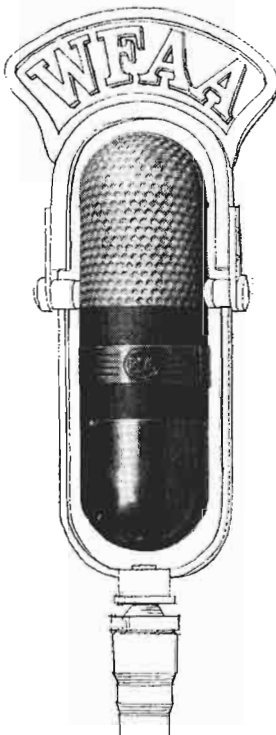
**WFAA-820 MARKET**

25% - 100% NCS Area—SAMS, 1952	
Population . . . . .	4,259,500
Households . . . . .	1,302,550
Radio homes . . . . .	1,276,400
Cens. spendable income . . . . .	\$5,420,526,000
Retail sales . . . . .	\$4,489,567,000
Food sales . . . . .	\$ 996,882,000
Drug sales . . . . .	\$ 137,145,000
Genl. mdse. sales . . . . .	\$ 609,665,000
Apparel sales . . . . .	\$ 200,181,000
Home furnishings . . . . .	\$ 227,102,000
Automotive sales . . . . .	\$1,144,215,000

**WFAA-570 MARKET**

25% - 100% NCS Area—A. C. Nielsen, 1952	
Population . . . . .	2,603,100
Households . . . . .	804,520
Radio homes . . . . .	792,110
Cens. spendable income . . . . .	\$3,395,811,000
Retail sales . . . . .	\$2,888,483,000
Food sales . . . . .	\$ 612,416,000
Drug sales . . . . .	\$ 87,891,000
Gen. mdse. sales . . . . .	\$ 440,714,000
Apparel sales . . . . .	\$ 129,616,000
Home furnishings . . . . .	\$ 149,780,000
Automotive sales . . . . .	\$ 687,399,000

(Source: SRDS; 1954 CM)



ALEX KEESE, Station Manager  
 GEORGE K. UTLEY, Commercial Manager  
**EDWARD PETRY & COMPANY—**  
 National Representative  
 RADIO SERVICE OF THE  
 DALLAS MORNING NEWS



**Membership** ..... NARTB, RAB  
**President** ..... E. M. Dealey  
**General Manager** ..... Alex Keese  
**Natl. Regional Sls. Mgr.** ..... George K. Utley  
**Sales Prom. Mgr.** ..... Stanley Radominski  
**Local Sales Mgr.** ..... Karl Lambertz  
**Publicity Director** ..... Barbara Elam  
**Prog. Dir., Prod. Mgr.** ..... Dan Valentine  
**Chief Engineer** ..... Jim Webb Cooper

**President** ..... Lucian Spencer  
**General Manager** ..... Tom Shaw  
**Comm. Manager** ..... Ken Bishop

**WRR—Dallas—1920—MBS**

**Frequency:** 1310 Kc. .... **Power:** 5000 Watts  
**Owned-Oper. By** ..... City of Dallas  
**Business Address** ..... Fair Park  
**Phone: TE. 6101** ..... **Air Time:** Full Time  
**News Service** ..... AP  
**Representative** ..... John Blair  
**Membership** ..... NARTB, RAB  
**Gen., Mgr., Chief Engr.** ..... Durward Tucker  
**Sales Prom. Mgr.** ..... Dixie Gibeau  
**Comm. Mgr.** ..... Charles Frauman  
**Publicity Dir.** ..... Louise Vollmer  
**Program Director** ..... Richard Weeks

**KERC—Eastland—1953—KBS**  
**Frequency:** 1590 Kc. .... **Power:** 500 Watts d.  
**Owned-Oper. By** ..... Tri-Cities Bcstg. Co.  
 of Eastland Cty.  
**Address** ..... 109½ S. Seaman St.  
**Phone:** 7 ..... **Air Time:** Daytime  
**News Service** ..... AP  
**Trans. Ser.** ..... Capitol, Thesaurus  
**Pres., Gen. Mgr.** ..... F. James Dabney  
**Program Director** ..... Grover Lee  
**Chief Engineer** ..... Dale Chick

**KURV—Edinburg—1947**

**Frequency:** 710 Kc. .... **Power:** 250 Watts d.  
**Owned-Oper. By** ..... KURV, Inc.  
**Address** ..... P. O. Box 480  
**Phone:** 3-2777 ..... **Air Time:** Full Time  
**News Service** ..... UP  
**President** ..... Rogers Kelley  
**General Manager** ..... J. M. McDonald  
**Comm. Manager** ..... C. B. Conley  
**Program Director** ..... Robert F. Dodson  
**Chief Engineer** ..... I. D. Williams

**KDLK—Del Rio—1946—KBS**

**Frequency:** 1230 Kc. .... **Power:** 250 Watts  
**Owned-Operated By** ..... Del Rio Bcstg. Co.  
**Business Address** ..... P. O. Box 1162  
**Phone:** 5-2431 ..... **Air Time:** Full Time  
**News Service** ..... UP  
**General Manager** ..... Don R. Howard, Jr.

**KULP—El Campo—1948**

**Frequency:** 1390 Kc. .... **Power:** 500 Watts d.  
**Owned-Oper. By** ..... Wharton County Bcstg. Co.  
**Business Address** ..... Box 1390  
**Phone:** 1390 ..... **Air Time:** Daytime  
**News Service** ..... UP  
**Transcription Service** ..... Lang-WORTH  
**Membership** ..... NARTB  
**President** ..... Culp Krueger  
**Station, Comm. Manager** ..... V. Frank Jones  
**Sales Prom. Mgr.** ..... Chuck Schwartzkopf  
**Publicity Director** ..... Vernon Schwarz  
**Program Director** ..... Jerry H. Werilla  
**Chief Engineer** ..... Joe H. Miller

**KDSX—Denison—1948**

**Frequency:** 950 Kc. .... **Power:** 500 Watts  
**Owned-Oper. By** ..... KDSX, Inc.  
**Address** ..... Denison Hotel  
**Phone:** 3400 ..... **Air Time:** Full Time  
**News Service** ..... AP  
**Sta. Rep.** ..... Melville  
**President, Gen. Mgr.** ..... B. V. Hammond, Jr.  
**Station Mgr.** ..... L. L. Hendrick  
**Comm. Mgr.** ..... Bill Jaco  
**Program Director** ..... William A. Duke  
**Chief Engineer** ..... J. P. Knight

**KELP—El Paso—1947**

**Freq:** 920 Kc. .... **Power:** 1 Kw. d., 500 W. n.  
**Owned-Oper. By** ..... Trinity Bdcstg. Corp.  
**Address** ..... 4530 Delta St.  
**Phone:** 3-3658 ..... **Air Time:** Full Time  
**News Service** ..... UP  
**Representative** ..... H-R  
**President** ..... G. B. McLendon  
**Gen., Sta., Mgr.** ..... Joe Roddy, Jr.  
**Comm. Manager** ..... J. Gordon Lloyd  
**Program Director** ..... Ed Winton  
**Chief Eng.** ..... Dave Mott

**KDNT—Denton—1938**

**Freq.:** 1440 Kc. .... **Power:** 1 Kw. d., 500 W. n.  
**Owned-Operated By** ..... Harwell V. Shepard  
**Address** ..... Radio Center Bldg.  
**Phone:** 4144 ..... **Air Time:** Full Time  
**News Service** ..... UP  
**Transcription Service** ..... Thesaurus  
**Membership** ..... NARTB, BAB  
**Owner & Manager** ..... Harwell V. Shepard

**KEPO—El Paso—1948—ABC**

**Frequency:** 690 Kc. .... **Power:** 10,000 Watts  
**Owned-Oper. By** ..... KEPO, Inc.  
**Address** ..... 2419 N. Piedras St.  
**Phone:** 5-2731 ..... **Air Time:** Full Time  
**News Service** ..... UP  
**Representative** ..... Pearson  
**General Manager** ..... John Thomas

**KDDD—Dumas—1947—KBS**

**Frequency:** 800 Kc. .... **Power:** 250 Watts d.  
**Owned-Oper. By** ..... North Plains Bcstg. Corp.  
**Address** ..... Box 337  
**Phone:** 2-5000 ..... **Air Time:** Daytime  
**News Service** ..... AP  
**Membership** ..... NARTB  
**Representative** ..... Hil F. Best

**KROD—El Paso—1940—CBS**

Frequency: 600 Kc. Power: 5000 Watts  
 Owned-Oper. By. Roderick Bcstg. Co.  
 Address. Wyoming at Walnut  
 Air Time. Full Time  
 Membership. NARTB, RAB  
 Representative. Branham  
 General Manager. Val Lawrence  
 Station Mgr. Bruce Barnard  
 Comm. Manager. Tom Wisehart  
 Promotion Manager. Ken McClure

**KSET—El Paso—1949—MBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By. Rio Grande Bcstg. Co.  
 Address. 904 Magoffin  
 Phone: 3-2693. Air Time: Full Time  
 Representative. McGillvra  
 Transcription Service. Capitol, World  
 News Service. AP  
 Membership. NARTB  
 President. Fred Hervey  
 General Manager. Tom R. McKenna  
 Station Manager, C. E. Ed Sullivan  
 Commercial Manager. Warren Pullen

**KTSM—El Paso—1929—NBC**

Frequency: 1380 Kc. Power: 1000 d., 500 n.  
 Owned-Oper. By. Tri-State Bcstg. Co., Inc.  
 Bus.-Studio Address. 801 N. Oregon St.  
 Phone: 2-5423. Air Time: Full Time  
 News Service. UP  
 Transcription Service. Thesaurus  
 Representative. George P. Hollingbery  
 Membership. NARTB  
 Pres., Gen. Mgr. Karl O. Wyler  
 Sta., Comm. Mgr., Prog. Dir. J. B. Chapman  
 Publicity Director. John Phelan  
 Chief Engineer. Kenneth J. Walton

**KBLP—Falfurrias—1953  
KBS**

Frequency: 1260 Kc. Power: 500 Watts d.  
 Owned & Oper. By. Ben L. Parker  
 Address. 104 North St. Mary's St.  
 Phone: 555. Air Time: Daytime  
 General Manager. Ben L. Parker  
 Sta., Comm. Manager. Albert C. Ryan

**KFLD—Floydada—1951  
KBS**

Frequency: 900 Kc. Power: 250 Watts d.  
 Owned-Operated By. West Texas Bcstrs. Inc.  
 Address. P. O. Box 955  
 Phone: 900. Air Time: Daytime  
 News Service. UP  
 Transcription Service. Standard  
 Representative. Continental  
 President. B. A. Robertson  
 Gen., Sta., Comm. Mgr. Carl Minor, Jr.  
 Program Director. Glen Amburn  
 Traffic Manager. Ann Whitfill  
 Chief Engineer. W. M. Highfill

**KFST—Fort Stockton—1954  
KBS**

Frequency: 860 Kc. Power: 250 Watts  
 Owned. Fort Stockton Bcstg. Co.  
 Address. Springherst Hotel Bldg.  
 Phone: 690. Air Time: Daytime  
 News Service. AP  
 Representative. Hil F. Best  
 Membership. NARTB  
 General Manager. Ernest A. Stodghill  
 Comm. Manager. B. D. Dotson  
 Program Director. Joan Whitman  
 Chief Engineer. Don Anderson

**KCNC—Fort Worth—1947**

Frequency: 870 Kc. Power: 250 Watts d.  
 Owned-Oper. By. Blue Bonnet Bcstg. Corp.  
 Bus.-Studio Address. 2212 East 4th St.  
 Phone: FO. 7175. Air Time: Daytime  
 News Service. UP  
 Membership. NARTB  
 Pres., Gen., Sta. Mgr. J. H. Speck  
 Commercial Manager. J. Bradley  
 Prog. Dir. Walt Jones  
 Asst. Mgr., Chf. Engr. Chester Grubbs

**KCUL—Fort Worth—1946**

Freq.: 1540 Kc. Power: 10 Kw. d., 1 Kw. n.  
 Owned-Oper. By. East-West Bdcstg. Co.  
 Address. 3607 Camp Bowie Blvd.  
 Phone: SUNset 6555. Air Time: Full Time  
 Representative. Best  
 News Service. AP  
 Transcription Service. Thesaurus  
 Pres., Gen. Manager. Jas. G. Ulmer

**KFJZ—Fort Worth—MBS**

Frequency: 1270 Kc. Power: 5000 Watts  
 Owned-Oper. By. Tarrant Bcstg. Co.  
 Business-Studio Address. 4801 W. Freeway  
 Phone: Ed 3474. Air Time: Full Time  
 News Service. AP  
 Representative. H. R., Rep.  
 Membership. RAB  
 Pres., Gen. Mgr. Gene L. Cagle  
 Comm. Mgr. Clyde D. Pemberton  
 Program Director. Hazel Riley  
 Chief Engineer. James T. Peterson

**KNOK—Fort Worth 1946**

Frequency: 970 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. Assoc. Bcstrs. Inc.  
 Business-Studio Address. P. O. Box 7116  
 Phone: VA. 1278. Air Time: Daytime  
 News Service. UP  
 Representative. Gill-Perna  
 President. John Flood Jr.  
 Sta., Comm. Mgr. J. R. Pipes  
 Sales Prom. Mgr. M. A. Cardona  
 Program Director. Jerry Thomas  
 Chief Engineer. Robert Christian

**KXOL—Fort Worth—1947**

Freq.: 1360 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By. Fort Worth Bcstg. Co., Inc.

Bus.-Studio Address.....3004 W. Lancaster St.  
 Phone: Edison 1448.....Air Time: Full Time  
 News Service .....AP  
 Representative .....Forjoe & Co.  
 President .....F. M. Skinner  
 V. P., Gen. Comm. Mgr.....E. Fletcher  
 Local Sales Mgr.....Hewell Jones  
 Prog. Director.....Jerry Hahn  
 Chief Engineer.....John R. Crouse

**WBAP—Fort Worth—1922**  
**NBC-ABC**

Frequency: 820 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Carter Publications, Inc.  
 Business Address.....3900 Barnett St.  
 Phone: LO-1981.....Air Time: Full Time  
 News Service .....AP  
 Newspaper Affiliation.....Star Telegram  
 Transcription Service.....Associated, World  
 Representative.....Peters, Griffin, Woodward, Inc.  
 Membership .....NARTB  
 President.....Amon Carter, Jr.  
 Director.....Harold Hough  
 Gen., Sta. Manager.....George Cranston  
 Commercial Manager.....Roy Bacus  
 Program Director.....A. M. Woodford  
 Prom., Pub. Director.....Margaret McDonald  
 Chief Engineer.....R. C. Stinson

**KNAF—Fredericksburg—1947**  
**MBS-KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Gillespie Bcstg. Co., Inc.  
 Business-Studio Address.....P. O. Box 311  
 Phone: 311.....Air Time: Full Time  
 Representative.....Hil F. Best  
 President.....Arthur Stehling  
 Gen. Mgr., Chief Engr.....Norbert A. Fritz  
 Program Director.....Mrs. Alene Fritz

**KBRZ—Freeport—1952—KBS**

Frequency: 1460 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Sta. KBRZ, Inc.  
 Address .....Box 1077  
 Phone: 3-2655.....Air Time: Daytime  
 News Service .....AP  
 Trans. Ser. ....Thesaurus  
 Representative .....Best  
 President.....Kelly Bell  
 Sta., Gen. Manager.....Kenneth Ferguson  
 Sls. Prom., Comm. Mgr.....Clifford Holloway  
 Program Director.....Robert Dickson  
 Chief Engineer.....Paul Wagonschein

**KGAF—Gainesville—1947**  
**KBS**

Frequency: 1580 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Gainesville Bcstg. Co.  
 Address .....204 E. Calif. St.  
 Phone .....HO 5-5546  
 Representative .....Clyde Melville  
 Membership .....NARTB, RAB  
 President.....Joe M. Leonard, Sr.  
 General Manager.....Joe M. Leonard, Jr.

**KGBC—Galveston—1947**

Frequency: 1540 Kc.....Power: 1 Kw. d., 250 n.  
 Owned-Oper. By.....The Galveston Bcstg. Co.  
 Business-Studio Address.....Box 1138  
 Phone: 3-4329.....Air Time: Full Time  
 News Service .....AP  
 Station Representative.....John E. Pearson  
 Membership .....NARTB, RAB  
 Owner, Manager.....James W. Bradner, Jr.  
 Comm. Mgr.....Roger Beane  
 Prog. Dir.....John Speciale  
 Chief Engineer.....Luke Stripling

**KLUF—Galveston—1922**  
**KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....The KLUF Bcstg. Co.  
 Business-Studio Address.....Box 562  
 Phone: 5-6676.....Air Time: Full Time  
 Representative.....William G. Rambeau  
 President.....Geo. Roy Clough  
 Chief Engineer.....Lee Clough

**KSIJ—Gladewater—1949**

Frequency: 1430 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Gladwater Bcstg. Co.  
 Address .....T. W. Lee Bldg.  
 Phone: 2181.....Air Time: Daytime  
 News Service .....AP  
 Trans. Ser. ....Capitol  
 Representative .....Hil F. Best  
 President.....T. W. Lee  
 Gen., Comm. Manager.....Tom Perryman  
 Program Director.....Dowell Bushnell  
 Chief Engineer.....Lloyd Johnson

**KCTI—Gonzales—1947—KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Gonzales Bcstg. Co.  
 Business Address.....425 S. George St.  
 Phone: 770.....Air Time: Full Time  
 News Service .....AP  
 Representative .....Cooke  
 Gen., Comm. Mgr.....Lawrence M. Walshak

**KSWA—Graham—1948**

Frequency: 1330 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Southwestair, Inc.  
 Address .....Box 1050  
 Phone: 1200.....Air Time: Daytime  
 News Service .....UP  
 Station Rep.....Clyde Melville  
 General Manager.....H. V. Newsom

**KGVL—Greenville—1946**  
**MBS-KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Truett Kimzey  
 Address .....Box 1015  
 Phone: GL 5-1400.....Air Time: Full Time  
 News Service .....AP  
 Representative .....Pearson  
 Pres., Gen. Manager.....Leo Hackney  
 Program Director.....James D. Jones  
 Chief Engineer.....Paul Daniels



**KCLW—Hamilton—1948**  
KBS

Frequency: 900 Kc.....Power: 250 Watts d.  
Owned-Oper. By.....Hamilton Bcstg. Co.  
Address.....P. O. Box 592  
Phone: 500.....Air Time: Daytime  
Station Rep.....Melville  
Owners.....C. M. Hatch, Coy Perry  
General Mgr.....C. M. Hatch  
Commercial Mgr.....C. L. Boykin

**KGBT—Harlingen—1941**  
CBS

Freq.: 1530 Kc....Power: 50 Kw d., 10 Kw. n.  
Owned-Oper. By...Harbenito Bcstg. Co., Inc.  
Address.....Highwcy 83  
Phone: 2200.....Air Time: Full Time  
Representative.....H.R. Clarke Browne  
President.....McHenry Tichenor  
Gen. Mgr.....Bob McDonald  
Comm. Manager.....Ingham Roberts

**KGRI—Henderson—1947**

Frequency: 1000 Kc.....Power: 250 Watts a.  
Owned-Oper. By.....Henderson Bcstg. Co.  
Business-Studio Address.....Henderson  
Representative.....Best  
Transcription Service.....World, SESAC  
President.....Roy B. Cannon  
General Manager.....Cliff Crawford

**KPAN—Hereford—1948**

Frequency: 860 Kc.....Power: 250 Watts d.  
Owned-Oper. By.....Hereford Bcstg. Co.  
Address.....Hereford  
Representative.....Best  
President.....Marshall Formby  
Gen. Sta. Mgr.....Clint Formby

**KHBR—Hillsboro—1948**  
KBS

Frequency: 1560 Kc.....Power: 250 Watts d.  
Owned-Operated By.....Hill County Bcstg. Co.  
Phone: 2-3431.....Air Time: Daytime  
Station Rep.....Best, Melville  
General Manager.....Nelson W. Galle

**KCOH—Houston—1948**

Frequency: 1430 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Call of Houston Inc.  
Business-Studio Address.....1 Main St.  
Phone: Charter 1888.....Air Time: Daytime  
News Service.....UP  
Owner, Gen. Manager.....Robert C. Meeker  
Comm. Manager.....R. E. Mulvey

**KLBS—Houston—1948—KBS**

Frequency: 610 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Howard Bcstg. Corp.  
Address.....Milby Hotel, Texas Ave.  
Phone: CA 7-1161.....Air Time: Full Time  
News Service.....UP  
Representative.....Walker

**2 Great Stations  
in  
2 Great Markets**



**HOUSTON'S BIG  
INDEPENDENT**  
Howard W. Davis,  
President



**SAN ANTONIO'S  
BIG INDEPENDENT**  
Howard W. Davis,  
Owner

**ASK THE WALKER  
REPRESENTATION CO., INC**

THE **BEST** BUY . . . . .

THE **BIGGEST** AUDIENCE

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FIELD WORK!

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**50,000 WATTS on 740 KC**

**REALLY GO PLACES**

**JOHN BLAIR**

—

*National Representative*

President ..... Howard W. Davis  
 General Manager..... Glenn Douglas  
 Asst. Gen. Manager..... Bill Pelham

**KNUZ—Houston—1948**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Veterans Bcstg. Co.  
 Address ..... 4701 Caroline St., Box 2135  
 Phone: JA 3-2581..... Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....SESAC  
 Representative.....Forjoe  
 Membership.....NARTB, RAB  
 President.....Max H. Jacobs  
 Gen., Sta. Mgr.....David Morris  
 Commercial Manager.....Bruno Leonardt  
 Sls. Prom. Mgr., Prog. Dir.....Ken Grant  
 Publicity Director.....Doris D. McCall  
 Chief Engineer.....J. E. Martin

**KPRC—Houston—1926—NBC**

Frequency: 950 Kc..... Power: 5000 Watts  
 Owned-Oper. By.....The Houston Post Co.  
 Address.....P. O. Box 1234  
 Phone: MA 3-9271..... Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Standard  
 Newspaper Affil.....Post  
 Membership.....NARTB, RAB  
 Representative.....Edw. Petry & Co.  
 President.....W. P. Hobby  
 Gen., Sta. Mgr.....Jack W. Harris  
 Commercial Manager.....Jack McGrew  
 Promotion Manager.....Kirt Harriss  
 Program Director.....Lee Norton  
 Publicity Director.....Ednah Forester  
 Chief Engineer.....Harvey Wheeler

**KTHT—Houston—1944—MBS**

Frequency: 790 Kc..... Power: 5000 Watts  
 Owned-Oper. By.....Texas Radio Corp.  
 Business Address.....4005 Travis St., Box 3011  
 Phone: KE 3-5535..... Air Time: Full Time  
 News Service.....UP  
 Representative.....Raymer  
 President.....Robert Straus  
 Gen., Comm., Sta. Mgr.....Sam H. Bennett  
 Prog. Dir.....Johnny Goodman  
 Chief Engineer.....O. B. Johnson

**KTRH—Houston—1930—CBS**

Frequency: 740 Kc..... Power: 50,000 Watts  
 Owned-Operated By.....KTRH Bdcstg. Co.  
 Address.....Rice Hotel  
 Phone: CApiTal 7-4361..... Air Time: Full Time  
 News Service.....AP, INS  
 News, Affil.....The Chronicle  
 Transcription Service.....SESAC  
 Representative.....John Blair  
 Membership.....NARTB  
 President.....B. F. Orr  
 General Manager.....W. C. Bryan  
 Commercial Manager.....Ray Bright  
 Promotion Mgr.....Helen Bender  
 Program Director.....Tom Jacobs  
 Engineers.....Tom Hiner

**K-NUZ**  
**RADIO RANCH**

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NO MATTER HOW YOU LOOK AT IT...  
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LOWEST COST PER 1,000 IN EVERY TIME-RATED PERIOD

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 IN HOUSTON: DAVE MORRIS, KE-2381

HOUSTON'S NO. 1 INDEPENDENT STATION FOR OVER 7 YEARS

**KXYZ—Houston—1930—ABC**

Frequency: 1320 Kc. Power: 5000 Watts  
 Owned-Oper. By Shamrock Bdcstg.  
 Address Gulf Bldg.  
 Phone: Capitol 2-6151 Air Time: Full Time  
 News Service UP  
 Transcription Service World, Capitol  
 Representative Avery-Knodel  
 Membership NARTB, RAB  
 President Glenn H. McCarthy  
 General Manager Fred Nahas  
 Station Manager Ted Hills  
 Program Director Ken Duran  
 Prom., Pub. Director Phil Snyder  
 Chief Engineer Gerald R. Chinski

**KYOK—Houston—1954**

Frequency: 1590 Kc. Power: 5 Kw.  
 Owned KYOK, Inc.  
 Address 412 Main St.  
 Phone: CApitol 7-3108 Air Time: Full Time  
 News Service UP  
 Station Rep. Pearson-Dora-Clayton  
 President Jules J. Paglin  
 General Manager Stanley W. Ray, Jr.  
 Station Manager John W. Watkins  
 Sls. Prom., Pub. Director Dave Shaffer  
 Comm. Manager Robert Mabry  
 Chief Engineer Frank J. Holik

**KSAM—Huntsville—1938  
MBS-KBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By Huntsville Bcstg. Co.  
 Address Box 312  
 Phone: 30 Air Time: Full Time  
 News Service AP  
 Membership NARTB  
 Transcription Service Capitol  
 President M. B. Cauthen  
 Gen., Sta. Mgr. Roy Greer  
 Prog. Dir., Chief Engineer Jack Nichols

**KEBE—Jacksonville—1946  
KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By Bill A. Laurie  
 Address Box 1071  
 Phone: 2211 Air Time: Full Time  
 Transcription World  
 News Service UP  
 President, Gen. Mgr. Bill A. Laurie  
 Commercial Manager Jerry D. Spencer  
 Station Manager Mrs. Emo Laurie  
 Program Director Emo Laurie  
 Chief Engineer Dave Schmidt, Jr.

**KTXJ—Jasper—1948—KBS**

Frequency: 1350 Kc. Power: 1000 Watts  
 Owned-Oper. By Jasper Bcstg. Co.  
 Address P. O. Box 6090  
 Phone: 580 Air Time: Daytime  
 President Joe J. Fisher  
 Gen., Station Mgr. H. G. Pendergast

Commercial Manager L. G. Robinson  
 Publicity Director W. K. Poston  
 Program Dir. James Brasher  
 Chief Engineer Fred B. Smith

**KMBL—Junction—1950—KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By Kimble County Bcstg. Co.  
 Address Ft. Rock Lane  
 Phone: 70 Air Time: Full Time  
 Station Rep. Best  
 General Mgr. Farrell M. Brooks

**KENN—Kenedy—1954**

Frequency: 990 Kc. Power: 250 Watts d.  
 Owned-Oper. By Charles W. Balthrope  
 Address Box 990  
 Phone: 990 Air Time: Daytime  
 Representative Melville  
 News Service AP  
 Manager Ed C. Balthrope  
 Program Director Chuck Martin

**KERB—Kermit—1950**

Frequency: 600 Kc. Power: 1000 Watts d.  
 Owned-Oper. By KERB, Inc.  
 Address Hwy. 302  
 Phone: 3481 Air Time: Daytime  
 Transcription Service Thesaurus, SESAC  
 President George H. Cook  
 General Manager Myrl Stein  
 Comm. Manager Bert Webb

**KERV—Kerrville—1948**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By Kerr Bcstg. Co.  
 Address P. O. Box 791  
 Phone: 900 and 999 Air Time: Full Time  
 News Service AP  
 Transcription Service Thesaurus, Capitol  
 Station Rep. Best  
 Manager A. G. Rodgers

**KOCA—Kilgore—1936—KBS**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By Radio Sta. KOCA, Inc.  
 Address Box 989  
 Phone: 2001 Air Time: Full Time  
 News Service AP  
 Transcription Service World  
 President Roy G. Terry  
 Gen., Manager H. A. Degner  
 Commercial Manager Wayne Douglas  
 Sls. Prom. Mgr. John Cook  
 Chief Engineer Karem Soule

**KLEN—Killeen—1955**

Frequency: 1050 Kc. Power: 250 W., d.  
 Owned-Operated By Highlite Bcstg Co.  
 Address Box 24  
 Phone: 1-6361 Air Time: Day  
 Pres., Gen., Comm. Mgr. A. W. Stewart  
 Program Director Herb Jepko  
 Promotion Manager Sue Evans

**KINE—Kingsville—1948**

Frequency: 1330 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By..... KINE, Inc.  
 Address..... 205 E. King Ave.  
 Phone: 2-2822..... Air Time: Daytime  
 News Service .....UP  
 Representative..... Hil F. Best  
 Membership ..... NARTB  
 General Manager..... Ben A. Glusing  
 Comm., Sta. Mgr..... Eston R. Pace

**KPET—Lamesa—1946—KBS**

Frequency: 690 Kc..... Power: 250 Watts  
 Operated By..... Lamesa Bcstg. Co.  
 Business Address..... 502 South 1st St.  
 Phone: 690..... Air Time: Full Time  
 Membership ..... NARTB  
 Gen., Comm. Manager..... Bob Bradbury

**KCYL—Lampasas—1948**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Lampasas Bcstg. Co.  
 Address..... H'way 281  
 Phone: 1000..... Air Time: Full Time  
 News Service .....UP  
 Trans. Ser..... Lang-Worth  
 Representative ..... Best

**KVOZ—Laredo—1952  
 MBS-KBS**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Operated By..... Border Bcstrs., Inc.  
 Address..... P. O. Box 1498  
 Phone: 3-4396..... Air Time: Full Time  
 News Service .....AP  
 Representative ..... Pearson  
 President..... W. J. Harpole

**KLVT—Levelland—1949**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Herald Bcstg. Co.  
 Address..... P. O. Box 866  
 Phone: 1031..... Air Time: Full Time  
 News Service .....AP  
 Transcription..... World, Thesaurus, SESAC  
 Membership ..... NARTB  
 General Manager..... Joe Garrison  
 Program Dir., Chief Eng..... Gil Patschke  
 Commercial Mgr..... Bobby Garrison

**KVOW—Littlefield—1947  
 KBS**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Southwestern Bcstrs.  
 Business Address..... Littlefield  
 Air Time..... Full Time  
 Membership ..... NARTB  
 Owners..... J. B. McShan, J. C. Rothwell  
 General Manager..... J. B. McShan

**KFRO—Longview—1934  
 ABC-KBS**

Frequency: 1370 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... Voice of Longview  
 Address..... Curtis Bldg., P. O. Box 792  
 Phone: Plaza 3-4461..... Air Time: Full Time  
 News Service .....AP  
 Transcription Service..... Lang-Worth  
 Representative ..... Donald Cooke  
 Membership ..... NARTB, RAB  
 President..... James R. Curtis  
 Commercial Mgr..... John Allen  
 Program Director..... Howard Kuhn  
 Chief Engineer..... Leslie Hellum

**KLTI—Longview—1948**

Frequency: 1280 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... LeTourneau Radio Corp.  
 Address..... P. O. Box 1866  
 Phone: PLaza 8-4496..... Air Time: Daytime  
 News Service .....UP  
 Transcription Service..... Thesaurus, Standard  
 Representative ..... Pearson  
 President..... R. G. LeTourneau  
 Sta., Gen. Manager..... James W. McClain  
 Program Director..... J. Spence  
 Publicity Director..... D. Saylor  
 Chief Engineer..... Ken Maxwell

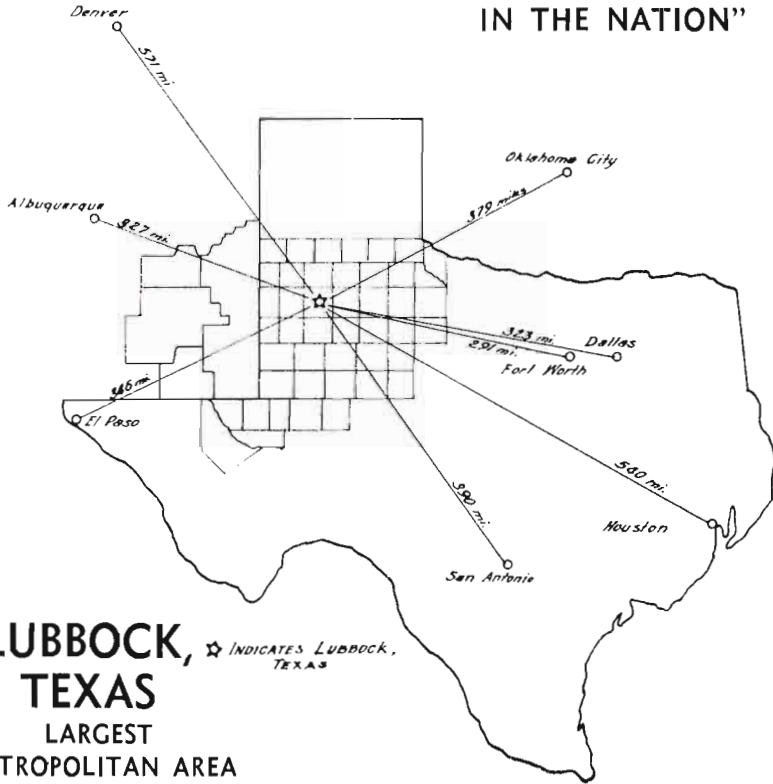
**KDAV—Lubbock—1953**

Frequency: 580 Kc..... Power: 500 Watts  
 Owned ..... KDAV, Ltd.  
 Address..... Box 1319  
 Phone: SH. 4-4567..... Air Time: Daytime  
 News Service .....UP  
 Station Representative..... Pearson  
 Membership ..... NARTB  
 Gen., Sta. Manager..... D. P. Pinkston  
 Commercial Manager..... Ralph Cery  
 Sls. Prom. Mgr..... Gerald Sanders  
 Publicity Director..... Al Everest  
 Prog. Dir., Chief Engineer..... Walt Lawson

**KDUB—Lubbock—1954**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned & Oper. By..... Texas Telecasting Inc.  
 Address..... 7400 College Avenue  
 Phone: SHerwood 4-2345..... Air Time: Full Time  
 Representative ..... Avery-Knodel  
 Transcription ..... Standard  
 Pres., Gen. Manager..... W. D. Rogers  
 Station Mcnager..... John Kreiger  
 Sls. Prom. Mgr..... W. H. Shipley  
 Program Director..... John O'Brien  
 Publicity Director..... Jack McElrath  
 Chief Engineer..... Ruby Starnes

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LARGEST METROPOLITAN AREA BETWEEN

DALLAS, FT. WORTH AND ALBUQUERQUE — 650 MI.  
SAN ANTONIO AND DENVER — 961 MI.  
OKLAHOMA CITY AND EL PASO — 556 MI.

# KCBD RADIO

1000 WATTS

NBC

OWNED AND OPERATED BY

**CAPROCK BROADCASTING**

National Representative — PAUL H. RAYMER

GEO. L. TARTER  
VICE PRES. — SALES

PHONE  
• Sherwood 4-1414 •

RAY POINDEXTER  
NATL. SALES MGR.

"YOUR BEST RADIO BUY IN LUBBOCK"



**KCBD—Lubbock—1946—NBC**

Frequency: 1590 Kc. Power: 1000 Watts  
 Owned-Operated By: Caprock Bcstg. Co.  
 Address: P. O. Box 1507  
 Phone: 4-1414 Air Time: Full Time  
 News Service: AP  
 Transcription Service: Standard  
 Representative: Raymer  
 Membership: NARTB, RAB  
 President: Joe H. Bryant  
 Asst. Gen. Manager: Robert L. Snyder  
 Sta., Comm. Manager: Charles Diegel  
 Program Director: Al Goodnight  
 Nat'l Sls. Mgr.: Ray Poindexter  
 Chief Engineer: Frank Lee

**KFYO—Lubbock—1927—CBS**

Frequency: 790 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By: Plains Radio Bcstg. Co., Inc.  
 Business-Studio Address: 914 Ave. J  
 Phone: 5-5567 Air Time: Full Time  
 News Service: AP, UP  
 Newspaper Affil.: Avalanche Journal  
 Trans. Service: Standard, Thesaurus  
 Representative: Katz  
 Membership: NARTB  
 President: W. B. Walker  
 Gen., Sta. Mgr.: Gordon Thompson  
 Sales Prom. Mgr.: Jerry Henderson  
 Program Director: Robert A. Nash  
 Publicity Director: Dan Tarpley  
 Chief Engineer: W. S. Bledsoe

**KSEL—Lubbock—1946—ABC**

Freq. 950 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By: Lubbock Bcstg. Co.  
 Business Address: Box 1524  
 Phone: PO 3-0484 Air Time: Full Time  
 News Service: AP  
 Transcription Service: World  
 Representative: Rambeau, Melville  
 Membership: RAB  
 General Manager: M. M. Rochester  
 Business Manager: W. N. McDowell  
 Sales Manager: R. C. Hughes  
 Prog. Director: D. G. Opheim

**KLLL—Lubbock—1953—KBS**

Frequency: 1460 Kc. Power: 500 Watts d.  
 Owned-Oper. By: KLLL, Inc.  
 Address: Great Plains Life Bldg.  
 Phone: PO 3-1911 Air Time: Daytime  
 Representative: Indie  
 News Service: UP  
 Membership: NARTB  
 Pres., Gen. Manager: R. B. McAlister  
 Station Manager: E. E. Mark  
 Chief Engineer: Glenn Smith

**KRBA—Lufkin—1938**

ABC-KBS

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By: Darrell E. Yates  
 Address: Lufkin  
 Representative: Continental Radio Sales  
 Owner, Prom. Mgr.: Darrel E. Yates

**KTRE—Lufkin—1947—MBS**

Frequency: 1420 Kc. Power: 1000 Watts  
 Owned-Oper. By: Forest Capitol Bcstg. Co.  
 Address: P. O. Box 701  
 Phone: 3-7771 Air Time: Full Time  
 News Service: AP  
 Transcription Service: World  
 Rep.: Venard, Rintoul & McConnel, Melville  
 Membership: NARTB  
 President: R. W. Wortham, Jr.  
 Gen., Sta. Mgr.: Richman G. Lewin  
 Commercial Manager: Royce Christenson  
 Sales Prom. Mgr., Pub. Dir.: Jean Garrett  
 Program Director: Boyd Porter, Jr.  
 Chief Engineer: Fred C. Hill

**KMLW—Marlin—1953**

Frequency: 1010 Kc. Power: 250 Watts d.  
 Owned-Oper. By: KMLW, Inc.  
 Address: Box 335  
 Phone: 6-2551 Air Time: Daytime  
 General Manager: Hugh McBeath  
 Commercial Mgr.: Duane W. Ramsey  
 Program Director: Jerry S. Hughes

**KMHT—Marshall—1947**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By: Marshall Bcstg. Co.  
 Bus.-Studio Address: Marshall Nat. Bank Bldg.  
 Phone: 5-7826 Air Time: Full Time  
 General Manager: Virgil Stone  
 Commercial Manager: H. A. Bridge  
 Chief Engineer: Don Shepard

**KRIO—McAllen—1947**

ABC-MBS

Frequency: 910 Kc. Power: 1000 Watts  
 Owned-Oper. By: Valley Bcstg Co.  
 Business Address: 1201 W. Lancaster Ave.  
 Phone: 6-5454 Air Time: Full Time  
 Representative: Everett-McKinney  
 Membership: RAB  
 President: Gene L. Cagle  
 VP: Charles B. Jordan  
 General Manager: George Breeding, Jr.  
 Sls. Prom.: Chuck McKasson  
 Program Director: Norman Mann  
 Chief Engineer: Wm. Meiners

**KCMR—McCamey—1954**

MBS

Frequency: 1450 Kc. Power: 250 Watts  
 Owned: Sprayberry Bcstg. Co., Inc.  
 Address: 101 East 5th St.  
 Phone: 412 Air Time: Full Time  
 News Service: UP  
 President: Jack W. Hawkins  
 General Manager: Gene Hendryx

**KMAE—McKinney—1947**

Frequency: 1600 Kc. Power: 1000 Watts d.  
 Owned: McKinney Air Enterprises, Inc.  
 Bus.-Studio Address: 218 E. Virginia St.



Air Time ..... Daytime  
 Owner ..... George W. Smith, Jr.  
 Comm. Manager ..... Melvin Belew  
 General Manager ..... Mrs. Denise Smith  
 Program Director ..... C. W. Rampy

**KCRS—Midland—1935**  
**ABC-TSN**

Freq.: 550 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned ..... Clarence & Ruth Scharbauer, Jr.  
 Business-Studio Address ..... Box 1072  
 Phone: 2-4393 ..... Air Time: Full Time  
 Representative ..... John E. Pearson  
 President ..... Clarence Scharbauer, Jr.  
 Gen., Sta. Mgr. .... Wallace R. Jackson  
 Comm. Mgr. .... Eleanor McDonald  
 Sls. Prom. Mgr. .... Joe Talley  
 Program Director ..... Dean Orton  
 Publicity Director ..... Jonn Drummond  
 Chief Engineer ..... Tom Yates

**KJBC—Midland—1950—KBS**

Frequency: 1150 Kc. Power: 1000 Watts d.  
 Owned-Oper. By ..... Jack Cecil  
 Address ..... S. Lamesa Rd.  
 Air Time ..... Daytime  
 News Service ..... UP  
 Transcription Service ..... World, Standard  
 Representative ..... Best  
 Membership ..... NARTB  
 Pres., Gen. Mgr., Chief Engr. .... Jack Cecil  
 Commercial Mgr. .... Naomi Boswell  
 Program Director ..... Keith Ward

**KORC—Mineral Wells—1946**  
**KBS**

Frequency: 1140 Kc. Power: 250 Watts d.  
 Owned-Operated By ..... J. Elroy McCaw  
 Address ..... Crazy Hotel  
 Phone: 319 ..... Air Time: Daytime  
 Transcription Service ..... World  
 Representative ..... Continental, Melville  
 General Manager ..... Harry A. Riley

**KVKM—Monahans—1946**  
**MBS-KBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By ..... Monahans Bcstrs., Inc.  
 Address ..... 1118  
 Phone: 438 ..... Air Time: Full Time  
 News Service ..... UP  
 Membership ..... NARTB  
 Representative ..... Hil F. Best  
 Pres., Gen., Sta. Manager ..... J. R. Rucker  
 Comm. Sls. Prom. Manager ..... G. C. Greenlee  
 Prog., Pub. Director ..... P. A. Smith  
 Chief Engineer ..... W. R. Mettler

**KIMP—Mount Pleasant—1948**  
**KBS**

Frequency: 960 Kc. Power: 1000 Watts d.  
 Owned-Oper. By ..... Mt. Pleasant Bcstg. Co.

Business Address ..... Box 990  
 Phone: 4-4726 ..... Air Time: Daytime  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Membership ..... NARTB, RAB  
 Owner, Gen., Sta. Mgr. .... Winston O. Ward  
 Commercial Manager ..... Derral Tucker  
 Program Director ..... Ruby Stanley

**KOSF—Nacogdoches—1947**  
**ABC-KBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By ..... Kelly Bell  
 Address ..... 300 E. Main St.  
 Phone: 4-4633 ..... Air Time: Full Time  
 News Service ..... UP  
 General Manager ..... J. C. Stallings

**KSFA—Nacogdoches—1947**

Frequency: 860 Kc. Power: 1000 Watts d.  
 Owned-Oper. By ..... Nacogdoches Br. Co., Inc.  
 Address ..... 2107 North St.  
 Phone: 4-3723 ..... Air Time: Daytime  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Pres., Gen. Manager ..... Wilbur C. Fouts

**KGNB—New Braunfels—1950**  
**KBS**

Frequency: 1420 Kc. Power: 1000 Watts d.  
 Owned-Oper. By ..... Comal Bcstg. Co.  
 Address ..... 184 Castell  
 Phone: 1612 ..... Air Time: Daytime  
 Transcription Service ..... Thesaurus  
 News Service ..... AP  
 Vice Pres., Gen. Mgr. .... F. T. Wilson

**KECK—Odessa—1947**

Freq.: 920 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By ..... Ector County Bcstg. Co.  
 Business Address ..... 120 W. 3d  
 Phone: 6-5791-2 ..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... ForJoe  
 Membership ..... NARTB, RAB  
 General Manager ..... Ben Nedow  
 Program Director ..... Jim Scott  
 Comm. Sls. Prom. Manager ..... Roy Elsner  
 Publicity Director ..... Wynn Alby  
 Chief Engineer ..... Dave Williams

**KOSA—Odessa—1947**  
**CBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By ..... Odessa Bcstg. Corp.  
 Business-Studio Address ..... 115 W. 6th  
 Phone: 6-4301 ..... Air Time: Full Time  
 News Service ..... AP  
 Transcription Service ..... World, Capitol  
 Representative ..... Branham  
 Membership ..... NARTB  
 President ..... Cecil L. Trigg

Gen., Sta. Manager.....Doyce Elliott  
 Program Manager.....John McGowan  
 Comm. Mgr., Pub. Director.....Lou Lindsay  
 Chief Engineer.....James Simpson

**KRIG—Odessa—1946—MBS**

Frequency: 1410 Kc.....Power: 1000 Watts  
 Owned-Oper. By....Oil Center Bcstg. Co., Inc.  
 Address.....Box 231  
 Phone: 6-6871-2.....Air Time: Full Time  
 News Service.....UP  
 Representative.....Hil F. Best  
 President.....R. O. Canon  
 General Manager.....Jack W. Hawkins  
 Station Manager.....Marguerite LaRue  
 Sls. Prom. Mgr.....Paul Singer  
 Program Director.....Jim Simons  
 Publicity Director.....Marion McNair  
 Chief Engineer.....Harold Whitley

**KOGT—Orange—1948—KBS**

Frequency: 1600 Kc.....Power: 1000 Watts  
 Owned-Oper. By....Sabine Area Brcstg. Corp.  
 Address.....Orange  
 Phone: 8-4381.....Air Time: Full Time  
 Station Rep.....Best  
 Membership.....NARTB, RAB  
 President.....M. L. Jacobs  
 Exec. V.P., Gen. Manager.....Ed Lovelace  
 Commercial Manager.....John Derrick  
 Chief Engineer.....Dean Durham

**KNET—Palestine—1936  
 KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By....Palestine Bcstg. Corp.  
 Business-Studio Address.....P. O. Box 649  
 Phone: 8686.....Air Time: Full Time  
 Representative.....Hal Falter  
 Pres., Gen., Sta. Mgr.....Allen E. Vinson  
 Comm., Prom. Mgr.....Milton M. Evans  
 Program Directors...Don Norton, Marvin Grain  
 Publicity Director.....Errol Coker, Jr.  
 Chief Engineer.....James K. Richardson

**KPAT—Pampa—1951—KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By....J. C. Daniels  
 Phone: 4-2551.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Capitol, Standard  
 President.....J. C. Daniels  
 General Manager.....Larry Gordon  
 Program Director.....Elbert Goodnight

**KPDN—Pampa—1936—MBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By....Top O' Texas Bcstg. Co.  
 Address.....Hughes Bldg.  
 Phone: 4-7461.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....World  
 Station Rep.....Best  
 Membership.....NARTB, RAB  
 General Manager.....Coy Palmer

Sta. Mgr., Prog. Dir.....Warren Hasse  
 Commercial Manager.....Kay Fancher  
 Publicity Director.....Henry Gordon  
 Chief Engineer.....Bill Spiller

**KFTV—Paris—1950**

Frequency: 1250 Kc.....Power: 500 Watts d.  
 Owned-Operated By....Lamar Bcstg. Co., Inc.  
 Address.....210 First Nat'l Bank Bldg.  
 Phone: 4-6676.....Air Time: Daytime  
 Station Rep.....Best  
 News Service.....UP  
 General Manager.....James F. Hendrix  
 Assistant Manager.....E. B. Parker

**KPLT—Paris—1936  
 ABC**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By....No. Star Bcstg. Co., Inc.  
 Address.....Hwy. 24  
 Phone: 3-3311.....Air Time: Full Time  
 Representative.....John E. Pearson  
 General Manager.....Fred Kincaid  
 Assistant Manager.....Richard Eben

**KLVL—Pasadena—1950**

Freq.: 1480 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By.....Felix H. Morales  
 Address.....1811 Pasadena Blvd.  
 Representative...Oakes, National Time Sales  
 General Manager.....Felix H. Morales  
 Program Director.....Joe Martinez

**KIUN—Pecos—1935  
 MBS-KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By...Jack Hawkins, Barney Hubbs  
 Business-Studio Address.....Kiun Bldg.  
 Phone: Hickory 5-2497-8...Air Time: Full Time  
 News Service.....UP  
 Representative.....Hil F. Best  
 Membership.....NARTB  
 General Manager.....Jack Hawkins  
 Station Manager.....David Martin  
 Program Director.....Frank Cummings  
 Commercial Manager.....Don Boston  
 Chief Engineer.....Harry W. Boehnemann

**KEYE—Perryton—1948—MBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned.....Great Plains Bcstg. Co.  
 Phone: 5771.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Membership.....NARTB  
 President.....Carl Ellis  
 Gen., Sta., Comm. Mgr.....Irving R. Buchanan  
 Sales Prom., Pub.....G. K. Rupprecht  
 Program Director.....Max McLarty  
 Chief Engineer.....Coy Thompson

**KVOP—Plainview—1944  
 MBS-KBS**

Frequency: 1400 Kc.....Power: 250 Watts

**Owned-Oper. By**.....KVOP, Inc.  
**Address**.....1100 W. 24th St.  
**Phone: 4-2771**.....**Air Time: Full Time**  
**News Service**.....**AP**  
**Membership**.....**NARTB**  
**President**.....W. J. Harpole  
**Gen., Sta. Manager**.....Kermit Ashby  
**Comm. Manager**.....Tut Tawwater  
**Program Director**.....Harry W. Carpenter  
**Slg. Prom. Mgr.**.....Bill Harrell  
**Chief Engineer**.....Hugh Smith

**KBOP—Pleasanton—1950**  
**KBS**

**Frequency: 1380 Kc.**.....**Power: 1000 Watts d.**  
**Owned-Oper. By**.....Ben L. Parker  
**Address**.....P. O. Box 247  
**Air Time**.....Daytime  
**Transcription Service**.....World, SESAC  
**Representative**.....Best  
**News Service**.....INS  
**General Manager**.....Ben L. Parker

**KOLE—Port Arthur—1947**

**Frequency: 1340 Kc.**.....**Power: 250 Watts**  
**Owned-Oper. By**.....Port Arthur Bcstg. Co.  
**Address**.....400 4th St.  
**Phone: 2-9436**.....**Air Time: Full Time**  
**News Service**.....UP, AP  
**Trans. Ser.**.....Lang-Worth  
**General Manager**.....Socs Vratiss  
**Station Manager**.....Mary A. Petru  
**Sales Manager**.....Bob Tucker

**KPAC—Port Arthur—1934**  
**MBS**

**Freq.** 1250 Kc.....**Power: 5 Kw. d. 1 Kw. n.**  
**Owned-Oper. By**.....Port Arthur College  
**Bus. Studio Address**.....1500 Procter St.  
**Phone: 5-7458**.....**Air Time: Full Time**  
**News Service**.....AP  
**Transcription Service**.....Standard  
**Representative**.....Pearson  
**Membership**.....NARTB  
**Pres.**.....J. W. Williams  
**Sta. Gen. Manager**.....Marjorie R. Vickers  
**Commercial Manager**.....George Crouchet  
**Prom. Mgr.**.....Mack Newberry  
**Pub., Program Director**.....Corinne Enos  
**Chief Engineer**.....Glenn Boatright

**KRWS—Post—1955—KBS**

**Frequency: 1370 Kc.**.....**Power: 500 Watts d.**  
**Owned-Oper. By**.....Wallace Simpson  
**Address**.....206 E. Main St.  
**News Service**.....AP  
**Membership**.....NARTB  
**General Manager**.....Bob Garrison  
**Program Director**.....Lou Garrison  
**Chief Engineer**.....Jerry White

**KOLJ—Quanoh—1952—KBS**

**Frequency: 1150 Kc.**.....**Power: 500 Watts d.**  
**Owned-Operated By**.....Orville L. Jenkins  
**Address**.....Quanoh

**Phone: MO 3-2572**.....**Air Time: Daytime**  
**News Service**.....AP  
**Station Rep.**.....Best  
**Transcription Service**.....World

**KFRD—Rosenberg—1948**

**Frequency: 980 Kc.**.....**Power: 1000 Watts d.**  
**Owned-Oper. By**.....Ford Bend Bcstg. Co.  
**Business Address**.....P. O. Box 832  
**Phone: NOrthfield 2-3776**.....**Air Time: Daytime**  
**Membership**.....RAB  
**President**.....Mart Cole  
**V.P., General Manager**.....Jim Hairgrove  
**Local Sales Manager**.....Bill Sloan  
**Program Director**.....Paul Collins  
**Chief Engineer**.....Frank Wood

**KTLU—Rusk—1955**

**Frequency: 1580 Kc.**.....**Power: 500 W. d.**  
**Owned-Operated By**.....E. H. Whitehead  
**Address**.....Box 11  
**Phone: 533**.....**Air Time: Day**  
**Representative**.....Best  
**President**.....E. H. Whitehead  
**Gen. Mgr.**.....Bob Stabler  
**Program Director**.....Art Holt

**KGKL—San Angelo—1928**  
**ABC**

**Freq.:** 960 Kc.....**Power: 5 Kw. d., 1 Kw. n.**  
**Owned-Oper. By**.....KGKL, Inc.  
**Business-Studio Address**.....Box 850  
**Phone: 6715**.....**Air Time: Full Time**  
**News Service**.....AP  
**Representative**.....John E. Pearson  
**Membership**.....NARTB  
**Pres., General Manager**.....Lewis O. Seibert  
**Commercial Manager**.....Ernie Allen  
**Program Director**.....Franklin Rainey  
**Chief Engineer**.....William Poteet

**KTXL—San Angelo—1947**  
**MBS**

**Frequency: 1340 Kc.**.....**Power: 250 Watts**  
**Owned-Oper. By**.....Wes-Tex Bcstg. Co., Inc.  
**Address**.....1015 E. 28th St.  
**Trans. Service**.....World  
**Rep.**.....Melville; Venard, Rintoul & McConnell  
**Membership**.....NARTB  
**General Manager**.....J. Harley Hubbard  
**Radio Director**.....Sealy Smith

**KWFR—San Angelo—1954**

**Frequency: 1260 Kc.**.....**Power: 1000 Watts**  
**Owned-Oper. By**.....Solar Broadcasting Co., Inc.  
**Address**.....421 W. 26th St.  
**Phone: 2-3388**.....**Air Time: Daytime**  
**News Service**.....AP  
**Representative**.....Clarke-Brown  
**President**.....Arthur Foster  
**General Manager**.....Walton Foster  
**Sales Manager**.....Max Hinds  
**Program Director**.....Josh Hardin

**KPEP—San Angelo—1954**

Frequency: 1420 Kc. Power: 1 Kw. d.  
 Owned By... C. H. Treadway, David Pinkerton  
 Address... Box 1350  
 Phone: 2-4524 Air Time: Daytime  
 Representative... Best  
 Membership... NARTB  
 General Manager... C. H. Treadway  
 Commercial Manager... John Line

**KCOR—San Antonio—1945**

Freq.: 1350 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned... KCOR, Inc.  
 Address... 111 Martinez St.  
 Phone: CA 5-2751 Air Time: Full Time  
 News Service... UP  
 Station Rep... O'Connell; Dora-Clayton  
 Membership... NARTB, RAB  
 President... Raoul A. Cortez, Sr.  
 General Mgr... Nathan Safir  
 Station Mgr... Raoul A. Cortez, Jr.  
 Comm. Mgr., Pub. Dir... Bill Lamar  
 Program Dir... Oscar Arguendo  
 Chief Engineer... Marvin E. Fiedler

**KENS—San Antonio—1926**  
**CBS**

Freq.: 680 Kc. Power: 50 Kw. d., 10 Kw. n.  
 Owned-Oper. By... Express Publishing Co.  
 Business-Studio Address... Ave. E & 3rd St.  
 Phone: CA 7-8151 Air Time: Full Time  
 News Service... AP  
 Newspaper Affil... Express, News  
 Representative Peters, Griffin, Woodward, Inc.  
 Membership... NARTB, RAB  
 President... Frank Huntress, Jr.  
 General Mgr... Albert D. Johnson  
 Commercial Manager... Bill Joekel  
 Program Director... Harold Carr  
 Prom., Pub. Director... Robert Miller  
 Chief Engineer... Bill Jackson

**KEXX—San Antonio—1953**

Frequency: 1250 Kc. Power: 500 Watts d.  
 Owned-Oper. By... Leal Bcstg. Co., Inc.  
 Address... 403 N. Flores St.  
 Phone: Garfield 6373 Air Time: Daytime  
 Representative... McGillvra  
 Pres., Gen. Mgr... Manuel D. Leal  
 Commercial Mgr... M. Davila  
 Asst. Gen. Manager... Louis M. Muro

**KITE—San Antonio—1947**

Frequency: 930 Kc. Power: 1000 Watts d.  
 Owned-Operated By... Radio Statlon KITE  
 Business-Studio Address... 310 Transit Tower  
 Phone: Capitol 6-0335 Air Time: Daytime  
 Representative... Pearson  
 Pres., Gen. Mgr... Charles W. Balthrope  
 Station Manager... Alex A. Coe  
 Commercial Mgr... Kelly Wofford  
 Prog. Mgr... Stanley F. Nelson  
 Sls. Prom. Mgr., Pub. Dir... Glenn Krueger  
 Chief Engineer... John Siercovich

**KIWW—San Antonio—1948**

Frequency: 1540 Kc. Power: 250 Watts d.  
 Owned-Oper. By... Good Neighbor Bcstg. Co.  
 Address... 518 W. Houston St.  
 News Service... UP  
 Representative... Nat'l Time Sales, Oakes  
 President... Joe Olivares  
 General Manager... James F. Anderson  
 Station Mgr., Chief Eng... L. E. Richards  
 Program Director... Jose Arratia

**KMAC—San Antonio—1926**

Frequency: 630 Kc. Power: 5,000 Watts  
 Owned-Oper. By... Howard W. Davis  
 Address... KMAC Bldg.  
 Phone: CA 3-6211 Air Time: Full Time  
 Representative... Walker  
 Membership... NARTB  
 General Manager... Howard W. Davis  
 Program Director... A. S. (Tony) Bessan

**KONO—San Antonio—1927**

Frequency: 860 Kc. Power: 5000 d., 1000 n.  
 Owned-Operated By... Mission Bdcstg. Co.  
 Address... 317 Arden Grove, P.O. Box 2338  
 Phone: CA 6-5171 Air Time: Full Time  
 News Service... AP  
 Representative... H-R. Clarke-Brown  
 Membership... NARTB, RAB  
 Pres., Owner... Eugene J. Roth  
 General Manager... James M. Brown  
 Commercial Manager... Bob Roth  
 Sales Prom. Mgr... Jack Roth  
 Program Director... A. J. Lewis  
 Chief Engineer... George Ing

**KTSA—San Antonio—1928**  
**ABC**

Frequency: 550 Kc. Power: 5000 Watts  
 Owned-Oper. By... O. R. Mitchell Motors  
 Business-Studio Address... Ave. E. & 3rd St.  
 Phone: Garfield 7-1251 Air Time: Full Time  
 News Service... AP, UP  
 Transcription Service... MacGregor, Lang-Worth  
 Representative... Raymer  
 President... O. R. Mitchell  
 Sta., Prom., Comm. Mgr... Charles D. Lutz  
 Chief Engineer... W. G. Egerton

**WOAI—San Antonio—1922**  
**NBC**

Frequency: 1200 Kc.; Power: 50,000 Watts d.n.  
 Owned-Oper. By... Southland Industries, Inc.  
 Address... 1031 Navarro St.  
 Phone: CA 7-4221 Air Time: Full Time  
 News Service... AP, INS, UP  
 Representative... Edward Petry & Co., Inc.  
 Membership... RAB  
 President... Hugh A. L. Hallf  
 General Manager... James M. Gaines  
 Commercial Manager... Rex Prels  
 Program Director... Robert Reed  
 Publicity Director... Imogene Stanley  
 Chief Engineer... Charles L. Jeffers

**KCNY—San Marcos—1948**

Frequency: 1470 Kc. Power: 250 Watts d.  
 Owned-Oper. By Central Brcstg. Co.  
 Address Traffic Circle  
 Phone: 2-3545 Air Time: Daytime  
 Transcription Service Lang-Worth  
 Station Representative Hil F. Best  
 President Lawrence Walshak  
 Vice President Frank T. Wilson, Jr.  
 General Manager Thadis W. Box  
 Program Director Elward Ruffin  
 Publicity Director Cathy Walls

**KWED—Seguin—1948**

Frequency: 1580 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Seguin Bdcstg. Co.  
 Business-Studio Address 204 S. Camp St.  
 Phone: 1580 Air Time: Daytime  
 News Service UP  
 Representative Hil F. Best  
 President Garfield Kiel  
 Comm., Sta. Mgr. Stan McKenzie  
 Chief Engineer Louis Sowder

**KSML—Seminole—1954**

Frequency: 1250 Kc. Power: 1000 Watts d  
 Owned-Oper. By Seminole Bcstrs.  
 Address 402 South Main St.  
 Air Time Full Time  
 News Service UP  
 Co-Owner Clint. Marshall Formby  
 General Manager Hal Blymiller

**KSEY—Seymour—1950—KBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By W. C. Moss, Jr.  
 Address Lubbock Hy.  
 News Service AP  
 Transcription Service Keystone  
 Station Manager W. C. Moss, Jr.

**KEVA—Shamrock—1949  
KBS**

Frequency: 1580 Kc. Power: 250 Watts d.  
 Owned-Oper. By Shamrock Tex. Bcstg. Co.  
 Address Box 21  
 Phone: 620 Air Time: Daytime  
 Newspaper Affil. Texan  
 News Service UP  
 Representative Best  
 Gen., Station Manager Lester H. Campbell  
 Program Director Bill B. Day  
 Chief Engineer Wayne Johnson

**KRRV—Sherman-Denison  
1936—MBS**

Frequency: 910 Kc. Power: 1000 Watts  
 Owned-Oper. By Red River Valley Bcstg. Corp.  
 Address Box 94 (Denison), Box 665 (Sherman)  
 Phone Number 423 (Denison); 201 (Sherman)  
 Air Time Full Time  
 Representative Pearson  
 Transcription Service World

News Service UP  
 General Manager Tom E. Spellman (Sherman)  
 Commercial Manager F. Cook (Sherman)  
 D. Traphagen (Denison)  
 Program Director Earl Ellington  
 Chief Engineer Tom John

**KTAN—Sherman—1947  
KBS**

Frequency: 1500 Kc. Power: 250 Watts d.  
 Owned-Oper. By Stephenville Bcstg. Co.  
 Address P. O. Box 661  
 Phone: 3366 Air Time: Full Time  
 News Service AP  
 Membership RAB  
 Representative Hil F. Best  
 General Manager Jack Reeves

**KANN—Sinton—1954**

Frequency: 1590 Kc. Power: 1 Kw. d.  
 Owned San Patricio Bcstg. Co.  
 Address Box 84  
 Air Time Daytime  
 Pres., Gen. Mgr. Tom C. Fleet  
 Commercial Mgr. Princess J. Fleet  
 Ch. Eng., Prog. Dir. Ernie Wood

**KSNY—Snyder—1949  
MBS-KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By Snyder Bdcstg. Co.  
 Address Box 1468  
 Station Rep. Continental  
 Pres., Gen. Mgr. J. T. Hughes

**KDWT—Stamford—1946  
MBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By David W. Ratliff  
 Phone: 1400 Air Time: Full Time  
 Representative Melville  
 Pres., Gen., Sta. Mgr. David W. Ratliff  
 Comm., Prom. Mgr. George Morey  
 Program Director Tom Hughes  
 Chief Engineer George Morey

**KSTV—Stephenville—1947**

Frequency: 1510 Kc. Power: 250 Watts d.  
 Owned Galen O. Gilbert & J. R. Kincaid  
 Address P. O. Box 102  
 Phone: Ll. 3141 Air Time: Daytime  
 News Service UP  
 Trans. Service Standard  
 General Manager Galen O. Gilbert  
 Commercial Mgr. Jim Farr  
 Sales Prom. Manager John Dyer  
 Program Director Bill Bentley  
 Chief Engineer Floyd Jeter

**KSST—Sulphur Springs—1947  
MBS-KBS**

Frequency: 1230 Kc. Power: 250 Watts



Owned-Oper. By... Hopkins County Bcstg. Co.  
 Business-Studio Address... Radio Road  
 Phone: TU 5-3111... Air Time: Full Time  
 Pres., Gen., Sta. Mgr.... William E. Bradford  
 Comm., Mgr.... Clovis Pinion  
 Program Director.... Janice Maddox  
 Publicity Director.... M. Thomas  
 Chief Engineer.... Bill Bradford

**KXOX—Sweetwater—1939**  
**MBS**

Frequency: 1240 Kc.... Power: 250 Watts  
 Owned-Oper. By... Radio & News, Inc.  
 Bus. Studio-Transmitter Address... Box 570  
 Phone: 4655-6... Air Time: Full Time  
 News Service... AP  
 Representative... Hil F. Best  
 Membership... NARTB  
 President... J. S. McBeath  
 Gen., Sta. Manager... Charles W. Stewart  
 Comm. Manager... H. A. Dupree  
 Program Director... B. D. Billingsley  
 Chief Engineer... Walter D. Tobler

**KTAE—Taylor—1948—KBS**

Frequency: 1260 Kc.... Power: 1000 Watts d.  
 Owned-Oper. By... KTAE, Inc.  
 Business Address... 2nd & Porter  
 Phone: EL 2-3631... Air Time: Daytime  
 News Service... UP  
 Transcription Service... World  
 General Manager... Graham Gillis Conoley

**KTEM—Temple—1936**

Frequency: 1400 Kc.... Power: 250 Watts  
 Owned-Operated By... Bell Bcstg. Co., Inc.  
 Business-Studio Address... 17 S. Third St.  
 Phone: PProspect 3-5252... Air Time: Full Time  
 General Manager... Dale S. Phares

**KTER—Terrell—1950**

Frequency: 1570 Kc.... Power: 250 Watts d.  
 Owned-Oper. By... Terrell Bcstg. Corp.  
 Address... Walnut & State Sts.  
 Transcription Service... SESAC, Thesaurus  
 News Service... UP  
 Membership... RAB  
 Pres., Gen. Mgr.... Paul A. Wnorowski  
 Program Director... Dean Tiller  
 Comm. Manager... Joe MacLemons

**KCMC—Texarkana—1932**  
**ABC**

Frequency: 1230 Kc.... Power: 250 Watts  
 Owned-Oper. By... KCMC, Inc.  
 Business-Studio Address... 317 Pine St.  
 Air Time... Full Time  
 Representative... Venard, Melville  
 Membership... NARTB  
 General Manager... Frank O. Myers

**KTFS—Texarkana—1946**  
**KBS**

Frequency: 1400 Kc.... Power: 250 Watts

Owned-Oper. By... KTFS, Inc.  
 Business-Studio Address... 4375 Stateline Ave.  
 Phone: 3-5123... Air Time: Full Time  
 News Service... UP  
 Transcription Service... World  
 Representative... Indie, Dora-Clayton  
 Membership... NARTB  
 Pres., Gen. Manager... R. S. Bieloh  
 Sta. Mgr., Prog., Pub. Dir.... Les Eugene  
 Chief Engineer... J. H. Crawford

**KTLW—Texas City—1947**  
**KBS**

Frequency: 920 Kc.... Power: 1000 Watts d.  
 Owned-Oper. By... Texas City Bcstg. Ser.  
 Business-Studio Address... Show Boat Bldg.  
 Air Time... Daytime  
 News Service... UP  
 Sta. Rep... Best  
 Station Manager... Roy E. Hanson  
 Program Director... Joanne Gilliam

**KTUE—Tulia—1954**

Frequency: 1260 Kc.... Power: 1 Kw. d.  
 Owned-Operated By... Tulia Bcstg. Co.  
 Address... 110 N. Armstrong  
 Representative... Best  
 News Service... UP  
 Owners... Clint and Marshall Formby  
 Manager... Tom Hulsey

**KGKB—Tyler—1930—MBS**

Frequency: 1490 Kc.... Power: 250 Watts  
 Owned-Oper. By... Lucille Lansing  
 Address... Box 957  
 Phone: 2-3874... Air Time: Full Time  
 Transcription Service... World  
 Representative... Pearson  
 Membership... NARTB  
 President... Lucille Lansing  
 General Manager... Gerry Lansing  
 Commercial Manager... Sam Matthews  
 Program Director... Edwin Smith  
 Chief Engineer... Hudson C. Collins

**KTBB—Tyler—1947—ABC**

Freq.: 600 Kc.... Power: 500 Watts d., 1 Kw. n.  
 Owned-Operated By... Blackstone Bcstg. Co.  
 Business-Studio Address... Blackstone Hotel  
 Phone: 4-7278... Air Time: Full Time  
 News, Afil.... "Courier Times Telegraph"  
 News Service... UP  
 Representative... Venard, Melville  
 Membership... NARTB, RAB  
 President... Mrs. C. N. Clyde  
 Gen., Sta. Mgr.... M. Danbom  
 Commercial Mgr.... Bill Whitworth  
 Sls. Prom. Mgr.... David Bothwell  
 Prog., Pub. Dir.... Arthur Skupsky  
 Chief Engineer... R. A. Wileman

**KVOU—Uvalde—1947**

Frequency: 1400 Kc.... Power: 250 Watts  
 Owned-Oper. By... E. J. & W. J. Harpole  
 Address... 1400 Batesville Rd.  
 Phone: 717... Air Time: Full Time

News Service ..... UP  
 Gen. Mgr. .... Edward J. Harpole  
 Commercial Manager..... Jack Senter  
 Program Director..... Bill Woods  
 Chief Engineer..... Al Mason

**KVWC—Vernon—1939**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Northwestern Bcstg. Co.  
 Address ..... 1813 Wilbarger  
 Air Time..... Full Time  
 Station Rep..... Clark, Melville  
 Gen., Comm. Manager..... James Doyle

**KNAL—Victoria—1949**

Frequency: 1410 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Victoria Bcstg. Co.  
 Address ..... Box 642  
 Phone: HI 3-9176..... Air Time: Full Time  
 Transcription Service..... Thesaurus  
 Representative..... Hil F. Best  
 President..... A. B. Alkek  
 Gen., Sta. Manager..... James A. Traber  
 Commercial Mgr..... Warren Dentler  
 Sls. Prom. Mgr..... V. B. Weigand  
 Publicity Director..... R. F. Nance  
 Program Director..... Robert J. Smith  
 Chief Engineer..... Douglas Smith

**KVIC—Victoria—1939—MBS**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By..... KVIC Bcstg. Co.  
 Business Address..... Box 725  
 Phone: 3-9171..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... World  
 Membership ..... RAB  
 President..... J. G. Long  
 Gen., Sta., Comm. Mgr..... William C. Burks  
 Sales Prom. Mgr..... Pat Reed  
 Program Dir..... Wilburn H. Jackson  
 Chief Engineer..... Vic Boldt

**KWTX—Waco—1946—MBS**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By..... KWTX Bcstg. Co.  
 Business-Studio Address..... P. O. Box 3128  
 Phone: 3-7331..... Air Time: Full Time  
 News Service ..... AP  
 Representative ..... Pearson  
 Membership ..... NARTB  
 President..... W. W. Naman  
 Gen., Sta. Manager..... M. N. Bostick  
 Commercial Manager..... J. M. Brinegar  
 Program Director..... Chuck Hinkle  
 Chief Engineer..... William Moore

**WACO—Waco—1922—ABC**

Frequency: 1460 Kc..... Power: 1000 Watts  
 Owned-Operated By..... Waco Bcstg. Co.  
 Business Address..... 3620 Franklin Ave.  
 Phone: 2-6571..... Air Time: Full Time  
 News Service ..... AP  
 Representative..... Weed, Brown  
 Membership ..... RAB  
 President..... Gene L. Cagle

Gen., Sta. Manager..... R. Lee Glasgow  
 Chief Engineer..... Jack Vinson

**KBEC—Waxahachie—1955**

Frequency: 1390 Kc..... Power: 500 W., d.  
 Owned-Operated By..... Ellis Cty. Bcstg. Serv.  
 Address ..... Hwy. 287 E.  
 Phone: 1197..... Air Time: Day  
 Representative ..... Melville  
 Pres., Gen. Mgr..... W. R. Tuck Jr.  
 Commercial Mgr..... Gene Stanley  
 Chief Engineer..... Fred Weaver

**KRGV—Weslaco—1927  
 NBC**

Frequency: 1290 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... Taylor Radio & TV Corp.  
 Bus. Studio-Transmitter Address..... 201 Border St.  
 Phone: 375..... Air Time: Full Time  
 News Service..... AP, UP  
 Transcription Service..... World, SESAC  
 Representative ..... Pearson  
 Membership ..... RAB  
 Exec. Gen. Manager..... O. L. (Ted) Taylor  
 Executive Director..... Byron W. Ogle  
 General Manager..... Brad H. Smith  
 Comm. Manager..... Kenneth Markel  
 Promotion Director..... Ted Cressner

**KSVD—Wichita Falls—1947  
 ABC**

Freq.: 990 Kc..... Power: 10 Kw. d., 1 Kw. n.  
 Owned-Oper. By..... Grayson Enterprises  
 Address..... City Natl. Bldg.  
 Phone: 2-6959..... Air Time: Full Time  
 News Service ..... UP  
 Trans. Ser..... World, SESAC  
 Station Rep..... Venard, Rintoul & McConnell  
 Membership ..... NARTB  
 President..... Sydney A. Grayson  
 V.P., Sales Manager..... Bob Cain  
 Chief Engineer..... Mark Webb

**KTRN—Wichita Falls—1949  
 MBS**

Freq. 1290 Kc..... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By..... Texoma Bcstg. Co.  
 Address..... 917½ Scott St.  
 Phone: 2-5214..... Air Time: Full Time  
 News Service ..... AP  
 Representative ..... Pearson  
 General Manager..... Boyd Kelley  
 Program Director..... Bill Edgar

**KWFT—Wichita Falls—1939  
 CBS**

Frequency: 620 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Rowley-Brown Bcstg. Co.  
 Business-Studio Address..... P. O. Box 420  
 Phone: 3-4181..... Air Time: Daytime  
 News Service ..... UP, AP  
 Trans. Service..... Lang-Worth, Cole, Standard  
 Station Rep..... Blair  
 President..... Kenyon Brown

**KBUN—Brigham City—1948**  
KBS

Frequency: 800 Kc. Power: 250 Watts d.  
Owned-Oper. By Revella M. Bone  
Address 948 W. Forest Rd.  
Phone: 948 Air Time: Daytime  
Owner Ravella M. Bone  
General Manager Wade M. Ebeling  
Prog. Director Mel Richardson  
Chief Engineer Samuel Stevens

**KSUB—Cedar City—1937**  
CBS

Frequency: 590 Kc. Power: 1000 Watts  
Owned-Oper. By So. Utah Bcstg. Co.  
Address 189 N. Main St.  
Phone: 590 Air Time: Full Time  
President Ivor Sharp  
Gen. Sta. Manager Arthur Higbee  
Sales Manager W. V. Lowe  
Program Director Mauray Payne  
Chief Engineer Richard Gunn

**KLGN—Logan—1954**

Frequency: 1390 Kc. Power: 1,000 Watts d.  
Owned-Oper. By Atlas Engineering, Inc.  
Address 1870 Atkin Ave.  
Phone: Ingersol 6-4808 Air Time: Daytime  
News Service AP  
Representative Weed, Inc.  
President, Gen. Mgr. Prof. O. C. Haycock  
Station Manager Melvin M. Richardson  
Commercial Manager Dee F. Jensen  
Program Director Merlin Bowen

**KVNU—Logan—1938**  
MBS-KBS-IMN

Frequency: 610 Kc. Power: 1000 Watts  
Owned-Oper. By Cache Valley Bcstg. Co.  
Address 1393 N. Main St.  
Phone: 1400 Air Time: Full Time  
News Service UP  
Representative Avery Knodel  
Transcription Service World  
Membership NARTB, RAB  
President Herschel Bullen  
Gen. Sta. Mgr., Sls. Prom. Mgr. Reed Bullen  
Commercial Manager W. W. Kirkland  
Program Director Morgan White  
Chief Engineer DelMont Olesen

**KMUR—Murray—1948**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By O. J. Wilkinson  
Address 4646 So. State St.  
Phone: AMherst 6-4419 Air Time: Full Time  
News Service UP  
Transcription Service Lang-Worth  
Membership NARTB  
Gen. Mgr. H. W. Pingree  
Comm. Mgr. Ted Rogers  
Asst. Mgr., Prog. Dir. Mitzi Bailey

**KLO—Ogden—1924**  
MBS-INTERMOUNTAIN

Frequency: 1430 Kc. Power: 5000 Watts  
Owned-Oper. By Interstate Bcstg. Corp.  
Address Hotel Ben Lomond  
Phone: 5721 Air Time: Full Time  
News Service UP  
Representative Avery Knodel  
Membership NARTB, RAB  
President Edris Glasmann  
Station Manager Cecil Heftel  
Natl. Sales Manager Lynn L. Meyer

**KOPP—Ogden—1947—KBS**

Frequency: 730 Kc. Power: 1000 Watts d.  
Owned-Oper. By KOPP, Inc.  
Address W. 12th St.  
Phone: 4-3476 Air Time: Daytime  
News Service UP  
Transcription Service Lang-Worth  
General Manager L. B. Suttlemyre

**KVOG—Ogden—1948**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By United Bcstg. Co.  
Business Address 1538 Gibson Ave.  
Phone: 2-7535 Air Time: Full Time  
Representative Webb  
News Service AP  
Pres., Gen. Mgr. Arch G. Webb  
Commercial Mgr. David B. Aifleck  
Program Director Joseph Critchlow  
Chief Engineer Warren Angovin

**KOAL—Price—1936**  
MBS-KBS-IMN

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By Eastern Utah Bcstg. Co.  
Address Box 591  
Phone: Price 200 Air Time: Full Time  
Representative Avery Knodel  
Pres., Gen. Mgr. Jack Richards  
Sls. Prom. Mgr., Pgm. Dir. Carl P. Wolfrom

**KEYY—Provo—1949—KBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Mid Utah Bcstg. Co.  
Address Box 205  
Phone: FR 3-2174 Air Time: Full Time  
President D. Spencer Grow  
Gen. Mgr. E. A. Niehay  
Commercial Mgr. Dave Weiser  
Program Director Hal Parkes  
Chief Engineer Ron Bailie

**KIXX—Provo—1947—ABC**

Frequency: 1400 Kc. Power: 250 Watts  
Owned Central & Utah Bcstg. Co.  
Address P. O. Box 550  
Phone: 2802 Air Time: Full Time  
Station Rep. Hellingbery, Webb  
Gen. Manager Harold E. Van Wagenen

**KOVO—Provo—1939—MBS**

Frequency: 960 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . KOVO Bcstg. Co.  
 Business-Studio Address . . . . . 16 E. 3rd N.  
 Phone: FRanklin 3-8550 . . . Air Time: Full Time  
 News Service . . . . . **UP**  
 Transcription Service . . . . . World  
 Representative . . . . . **Avery-Knodel**  
 Membership . . . . . **NARTB, RAB**  
 President . . . . . **Clifton A. Tolboe**  
 General-Station Comm. Mgr. . . . . L. H. Curtis  
 Pgm. Dir. . . . . **James H. Lawrence**  
 Publicity Dir. . . . . **Wayne Carle**  
 Chief Engineer . . . . . **Kenneth O. Hansen**

**KALL—Salt Lake City—1945  
 MBS-IMN**

Frequency: 910 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Salt Lake City Bcstg. Co.  
 Business-Studio Address . . . . . 146 S. Main St.  
 Phone: EM 4-3561 . . . . . Air Time: Full Time  
 Newspaper Affil. . . . . Ogden Standard-Examiner  
 Representative . . . . . **Avery-Knodel, Inc.**  
 Membership . . . . . **NARTB, RAB**  
 Pres., Gen. Sta. Mgr. . . . . **George C. Hatch**  
 Comm. Mgr. . . . . **Thomas H. Anderson**  
 Sls. Prom. Mgr. . . . . **E. S. Smith**  
 Publicity Manager . . . . . **Ronnie J. McCoy**  
 Program Director . . . . . **Clark Lobb**  
 Chief Engineer . . . . . **W. D'Orr Cozzens**

**KSVC—Richfield—1947  
 INTERMOUNTAIN**

Frequency: 980 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Sevier Valley Bcstg. Co.  
 Phone: 620 . . . . . Air Time: Full Time  
 News Service . . . . . **UP**  
 Transcription Service . . . . . World  
 Representative . . . . . **Avery Knodel**  
 Membership . . . . . **NARTB, RAB**  
 President . . . . . **Homer Bandlely**  
 General Manager . . . . . **Arthur Tucker**  
 Sales Manager . . . . . **Ralph Ross**  
 Nat'l. Scles Manager . . . . . **Lynn Meyer**

**KDYL—Salt Lake City—1922  
 NBC**

Frequency: 1320 Kc. . . . . Power: 5000 Watts  
 Owned . . . . . Intermountain Bcstg & Telev. Corp.  
 Bus.-Studio Address . . . . . 130 Social Hall Ave.  
 Phone: Davis 2-5681 . . . . . Air Time: Full Time  
 Representative . . . . . **Katz**  
 Membership . . . . . **NARTB, RAB**  
 President . . . . . **G. Bennett Larson**  
 General Manager . . . . . **Glen Shaw**  
 Program Director . . . . . **Des Barker**  
 Publicity Dir. . . . . **Del Leeson**  
 Chief Engineer . . . . . **Allan Gunderson**

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 FOR CLEAR, COMPREHENSIVE  
 COVERAGE . . .**

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**KNAK—Salt Lake City—1945**

Freq.: 1280 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned. Granite District Radio Bcstg. Co.  
 Business-Studio Address. 1042 So. 6th W.  
 Phone: 4-3685. Air Time: Full Time  
 News Service UP  
 Representative For Joe  
 President. Howard D. Johnson  
 Gen., Comm. Mgr. William Wright  
 Program Director Mildred Baker

**KSOP—Salt Lake City—1955**

Frequency: 1370 Kc. Power: 1000 Watts  
 Owned-Oper. By. Seagull Broadcasting Co.  
 Address. Box 2557  
 Phone. HU 4-4435  
 Air Time. Full Time  
 Representative Gill-Perna  
 Membership NARTB  
 President. R. E. Winn  
 Gen., Station Manager. M. H. Hilton  
 Commercial Manager. Henry Hilton  
 Sales Promotion Manager. Sam Moll  
 Program Director. King Harmon  
 Publicity Director. Jim Carroll  
 Chief Engineer. Larry Steppe

**KSL—Salt Lake City—1922**  
 CBS

Frequency: 1160 Kc. Power: 50,000 Watts  
 Owned-Oper. By. Radio Service Corp. of Utah  
 Bus.-Studio Address. 10 S. Main St.  
 Phone: ELgin 5-4641. Air Time: Full Time  
 News Service AP, UP  
 Trans. Ser. Associated  
 Representative CBS Radio Spot Sales  
 Membership NARTB, RAB  
 President. J. Reuben Clark

Vice Pres. Jay W. Wright  
 Exec. Vice Pres. Ivor Sharp  
 Adm. V.P. Jay W. Wright  
 Vice Pres., Sta. Mgr. Eugene M. Halliday  
 Sales Dev. Manager. Frank McLatchy  
 Sales Manager. Joseph A. Kjar  
 Merchandising Dir. Harry G. Fletcher  
 Program Director. J. Allen Jensen  
 Prom. Manager. Robert G. Murdock  
 Chief Engineer. Vincent Clayton

**KLUB—Salt Lake City—1938**

Frequency: 570 Kc. Power: 5000 Watts  
 Owned-Oper. By. KLUB Radio Co.  
 Business-Studio Address. 179 Social Hall Ave.  
 Phone: Davis 2-2505. Air Time: Full Time  
 News Service UP  
 Transcription Service Standard  
 Representative Hollingbery  
 Membership NARTB  
 President, General Mgr. Frank C. Carman  
 Commercial Mgr. Allan Thomas

**KWHO—Salt Lake City—1955**

Frequency: 860 Kc. Power: 1 Kw., d.  
 Owned-Operated By. W. W. Phillips  
 Address. 343 S. State St.  
 Phone: Elgin 9-0191. Air Time: Day  
 President. W. W. Phillips  
 Prog. Dir., Prom. Mgr. Ray Servatius  
 Chief Engineer. Carl Spencer

**KVEL—Vernal—1946—KBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By. Uintah Bcstg. Co.  
 Address. 120 E. Main St.  
 Phone: 494. Air Time: Full Time  
 Trans. Standard, Capitol, MacGregor, Cole  
 Manager. Lee Walker

**VERMONT**

Pop. Feb. 1, 1956 (Est.) 385,000—Families 108,000  
 Radio Homes 103,000—TV Homes 73,267—Stations in State 13

**WBTN—Bennington—1953**

Frequency: 1370 Kc. Power: 500 Watts d.  
 Owned-Oper. By. Catamount Bcstrs. Inc.  
 Address. Harwood Hill  
 Phone: 6321. Air Time: Daytime  
 News Service UP  
 Representative McGillvra, Kirby  
 Station Manager. Ben A. Hubley

**WTSA—Brattleboro—1950**  
 ABC

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By. Tri-State Area-Bcstg. Corp.  
 Address. Box 819  
 Phone: ALpine 4-4567. Air Time: Full Time  
 News Service UP  
 Representative Walker  
 President. Theodore Feinstein  
 Gen., Sta., Comm. Mgr. Phillips Terhune  
 Publicity Director. Robert Farson  
 Prog. Dir., Chief Engineer. Edward D. Somes

**WCAX—Burlington—1931**  
 CBS

Frequency: 620 Kc. Power: 5000 Watts  
 Owned-Oper. By. WCAX Radio, Inc.  
 Business-Studio Address. 135 Main St.  
 Phone: BU 2-5761. Air Time: Full Time  
 News Service UP  
 Transcription Service SESAC  
 Representative Weed  
 Membership NARTB, RAB  
 President. C. P. Hasbrook  
 Station Manager. C. W. Grinnell  
 Chief Engineer. James W. Tierney

**WDOT—Burlington—1954**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned. WDOT, Corp.  
 Address. 109 S. Winooski Ave.  
 Phone: 2-5776. Air Time: Full Time  
 Transcription SESAC  
 News Service UP  
 Membership NARTB

Station Representative.....McGillvra, Walker  
 President, Gen., Sta.....Vcl Carter  
 Commercial Manager.....V. J. D'Acuti  
 Sls. Prom., Prog. Dir.....Don Bartlett  
 Chief Engineer.....Roger Laroche

**WJOY—Burlington—1946**  
**ABC**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Vermont Bcstg. Corp.  
 Bus. Studio-Transmitter Location..633 Main St.  
 Phone: 4-5774.....Air Time: Full Time  
 News Service.....AP  
 Representative. Everett-McKinney, Kettel Carter  
 Membership.....RAB, NARTB  
 Station Manager.....Alfred E. Spokes

**WSKI—Montpelier-Barre**  
**1947—ABC**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned By.....Montpelier-Barre Bcstg. Co.  
 Bus. Address..Union Mutual Bldg., Montpelier  
 Phone: CA 3-5275.....Air Time: Full Time  
 News Service.....AP  
 Representatives...Nona Kirby, W. S. Grant  
 President.....C. W. Grinnell  
 General Manager.....Harry C. Perrigo

**WIKE—Newport—1952**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By..Memphremagog Bcstg. Co.  
 Address.....Box 586  
 Phone: 832-3.....Air Time: Full Time  
 Transcription Service.....World  
 News Service.....UP  
 Membership.....RAB  
 Reps.....McGillvra, Walker, Alexander  
 President.....E. Dean Finney  
 Gen. Mgr., Chief Eng.....Donald Thurston  
 Program Director.....William Graham

**WHWB—Rutland—1949**

Frequency: 1000 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Central Vt. Bcstg. Corp.  
 Address.....24½ Center St.  
 Phone: PR 3-3200.....Air Time: Daytime  
 Representatives.....Nona Kirby, Gill-Perna  
 General Manager.....John H. Bennett

**WSYB—Rutland—1930**  
**KBS-MBS-YANKEE**

Frequency: 1380 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Philip Weiss Music Co.  
 Bus. Studio Address.....35 Washington St.  
 Phone: PR 3-8140.....Air Time: Full Time  
 Representative.....McGillvra, Walker  
 Gen., Comm. Manager.....Philip Weiss  
 Business Manager.....J. H. Weiss

**WWSR—St. Albans—1941**

Frequency: 1420 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Vermont Radio Corp.  
 Business-Studio Address.....75 N. Main St.  
 Phone: 1390.....Air Time: Daytime  
 Representative.....Walker  
 General Manager.....Lloyd Squier  
 Comm. Manager.....Richard W. Hill

**WTWN—St. Johnsbury—1949**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By....Twin State Bcstrs. Inc.  
 Address.....Concord Ave.  
 Phone: 2344.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Thesaurus, World  
 Membership.....NARTB, RAB  
 Representative.....McGillvra, Walker  
 Pres., Gen. Mgr.....E. Dean Finney

**WNIX—Springfield—1954**

Frequency: 1480 Kc.....Power: 1 Kw.  
 Owned.....Conn. Valley Bcstg. Co., Inc.  
 Address.....106 Park St.  
 Phone: TU 5-4514.....Air Time: Daytime  
 News Service.....UP  
 Trans. Ser.....Thesaurus  
 Station Rep.....McGillvra, Walker  
 President.....E. Dean Finney  
 Manager.....Ken Greene  
 Program Director.....Allen Davis

**WDEV—Waterbury—1931**  
**MBS-YANKEE**

Frequency: 550 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Lloyd E. Squier  
 Address.....9 Stowe St.  
 Phone: CHerry 4-7321.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Everett-McKinney  
 Membership.....RAB  
 General Manager.....Lloyd E. Squier  
 Comm. Mgr., Pgm. Dir.....Craig S. Parker  
 Chief Engineer.....Warren Chase

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## WPIK—Alexandria—1945

Frequency: 730 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Potomac Bcstg. Corp.  
Address.....Virginia Theatre Bldg.  
Phone: OV. 3-3000 Air Time: Daytime  
Representative.....Grant Webb  
News Service.....AP  
Pres., Gen. Mgr.....Carl L. Lindberg  
Commercial Mgr.....John C. Moran

## WARL—Arlington—1946

Frequency: 780 Kc. Power: 1000 Watts d.  
Owned-Oper. By....No. Virginia Bcstrs., Inc.  
Bus. Studio Address.....5232 Lee Hwy.  
Phone: KE. 6-9000 Air Time: Daytime  
General Manager.....Cy Blumenthal  
Assistant Mgr.....Ray Armand  
Comm. Mgr.....G. A. Crump

## WEAM—Arlington—1947

Frequency: 1390 Kc. Power: 5000 Watts  
Owned-Oper. By..Arlington Fairfax Bcstg. Co.  
Address.....1300 G. St. N.W.  
Phone: Republic 7-7161 Air Time: Full Time  
News Service.....AP  
President.....Harold H. Thoms  
Gen., Sta., Comm. Mgr.....Sidney Mageloff

## WBLT—Bedford—1950

Frequency: 1350 Kc. Power: 1 Kw. d.  
Owned-Oper. By.....Bedford Bcstg. Corp.  
Address.....P. O. Box 406  
Phone: 8245 Air Time: Daytime  
News Service.....AP  
Transcription Service.....Thesaurus  
Membership.....NARTB  
Pres., Gen., Sta. Mgr.....J. E. Synan  
Commercial Manager.....Douglas B. Catlin  
Program Director.....Robert A. Scott, Jr.  
Chief Engineer.....J. P. Loughlin

## WLSB—Big Stone Gap—1953

Frequency: 1220 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Gap Bcstg. Co.  
Address.....Intermont Heights  
Phone: 960 Air Time: Daytime  
News Ser.....AP  
Trans. Ser.....World  
Membership.....NARTB, RAB  
Gen., Comm. Manager.....W. H. Wren, Jr.  
Prom. Director.....Ruth Jensen

## WKLW—Blackstone—1947 MBS

Frequency: 1490 Kc. Power: 250 watts  
Owned-Oper. By....Blackstone Bdcstg. Corp.  
Address.....Community Bldg.  
Phone: 478 Air Time: Full Time  
Transcription Service.....Thesaurus  
Representative.....Interstate United Newspapers  
News Service.....AP  
President, Gen. Mgr.....H. L. Umstead  
Chief Engineer.....Cosby A. Draper, Jr.

## WCYB—Bristol—1946—ABC

Frequency: 690 Kc. Power: 10,000 Watts d.  
Owned-Oper. By....Appalachian Bcstg. Corp.  
Address.....Box 1009  
Phone: North 3560 Air Time: Daytime  
News Service.....AP, UP  
Transcription Service.....World, Cole, Associated  
Station Rep.....Gill Perna  
Membership.....NARTB, RAB  
President, Gen. Mgr.....Robert H. Smith  
Comm. Mgr.....J. Fey Rogers  
Program Director.....James D. Thomas  
Chief Engineer.....R. V. Robinson

## WFHG—Bristol—1946—MBS

Frequency: 980 Kc. Power: 1000 Watts  
Owned-Oper. By.....Bristol Bcstg. Co.  
Address.....P. O. Box 799  
Phone: 3620 Air Time: Full Time  
News Service.....UP  
Membership.....NARTB  
Trans. Ser.....Thesaurus, Standard  
Station Rep.....Walker, Dora-Clayton  
General Manager.....W. C. Nininger  
Commercial Manager.....Jack Martin

## WCHV—Charlottesville—1933 ABC

Frequency: 1260 Kc. Power: 1 Kw.  
Owned-Operated By.....Barham & Barham  
Bus. Studio-Transmitter Address..Rose Hill Dr.  
Phone: 2-5121 Air Time: Full Time  
News Service.....AP  
Representative.....Clark  
Membership.....RAB  
Owner.....Charles Barham, Jr.  
Gen., Sta., Comm. Mgr.....Robert C. Walker  
Prog., Pub. Dir.....R. G. Sketchley, Jr.  
Promotion Manager.....Charles Smith  
Chief Engineer.....Ken Colby

## WINA—Charlottesville—1949 MBS-KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By..Charlottesville Bcstg. Corp.  
Address.....4th & Main  
Phone: 2-6177 Air Time: Full Time  
News Service.....UP  
Transcription Service.....Standard, Lang-Worth  
Station Representative.....Walker  
Membership.....RAB  
Pres., Gen. Mgr.....Donald G. Heyne  
Comm. Mgr.....Thomas M. Behrendt

## WBCR—Christianburg—1954

Frequency: 1260 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Montgomery Bcstg. Co.  
Phone: EV 2-4063 Air Time: Daytime  
Representative.....Indie Sales  
News Service.....AP  
Transcription Service.....Lang-Worth  
President.....Dr. Vernon H. Baker  
Gen., Comm. Manager.....Durwood Powell

**WCFV—Clifton Forge—1950**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By...Clifton Forge Bcstg. Corp.  
 Address .....Fairview Hts  
 Phone: 2147.....Air Time: Full Time  
 Trans. Ser.....Standard, SESAC  
 News Service .....AP  
 General Manager.....John I. Hanly

**WKEY—Covington—1941  
 ABC**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Earl M. Key  
 Business Address.....Main St.  
 Phone: 8351.....Air Time: Full Time  
 Representative .....Devney  
 Transcription Service .....Thesaurus  
 Membership .....NARTB  
 Gen. Bus. Manager.....Earl M. Key

**WSVS—Crewe—1946**

Frequency: 800 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By....So. Virginia Bcstg. Corp.  
 Business Address.....800 Melody Lane  
 Phone: 7811.....Air Time: Daytime  
 News Service .....AP  
 Transcription Service.....World  
 President .....Calvin S. Willis  
 VP & Gen. Mgr.....John E. Sadler  
 Sales Manager.....Freeman H. Stewart  
 Station Manager.....F. H. Watkins  
 Prog. Director.....Robert B. Richards

**WCVA—Culpeper—1949  
 KBS-MBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Culpeper Bcstg. Co.  
 Address .....Radio Bldg.  
 Phone: 8338.....Air Time: Full Time  
 News Service .....UP  
 Trans. Ser.....Standard, Lang-Worth  
 Station Rep. ....Indie  
 President.....Leonard T. Preston  
 Gen., Sta., Comm. Mgr.....John T. Rogers  
 Sls. Prom. Mgr., Prog. Dir.....Mark Anders  
 Publicity Director.....Ann Rogers  
 Chief Engineer.....Walter Wilkerson

**WBTM—Danville—1930  
 ABC**

Freq.: 1330 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By....Piedmont Bcstg. Corp.  
 Bus.-Studio Address.....Hotel Danville Bldg.  
 Phone: 2350.....Air Time: Full Time  
 Representative .....Gill-Perna  
 President.....L. N. Dibrell  
 Vice President.....Landon R. Wyatt  
 General Manager.....Milton Adams  
 Comm. Manager.....George Lund  
 Program Director.....Anthony Naylor

**WDVA—Danville—1947  
 MBS**

Freq.: 1250 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By....Va.-Carolina Bcstg. Corp.  
 Address.....American Natl. Bank Bldg.  
 Phone: 5300.....Air Time: Full Time  
 News Service .....UP  
 Transcription Service.....Thesaurus  
 Representative .....Robert S. Keller  
 Membership .....NARTB, RAB  
 President.....J. D. Pruitt  
 VP & Gen. Mgr.....Emerson J. Pryor  
 Commercial Mgr.....Stover Morris, Jr.  
 Sls. Prom. Mgr., Pub. Dir.....Jeff Waugh  
 Program Director.....Richard Campbell  
 Chief Engineer.....Howard Clendenon

**WEVA—Emporia—1952**

Frequency: 860 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Stone Bcstg. Corp.  
 Address .....Washington St. & Florida St.  
 Phone: 2133.....Air Time: Daytime  
 Trans. Ser. ....Thesaurus  
 News Service .....AP  
 Pres., Gen. Mgr.....M. E. Stone  
 Station Manager.....A. L. Drew

**WFCR—Fairfax—1955**

Frequency: 1310 Kc.....Power 500 W., d.  
 Owned-Operated By.....OK Bcstg. Co.  
 Address.....984 Radcliffe Dr., Alexandria  
 Partners.....A. Kellar, G. Olsson

**WFAJ—Falls Church—1948  
 KBS**

Frequency: 1220 Kc.....Power: 500 Watts d.  
 Owned-Operated By.....Lamar A. Newcomb  
 Address .....Tower Square  
 Phone Number .....Jefferson 2-0900  
 General Manager.....Lamar A. Newcomb  
 Comm. Mcnagr.....Jack James

**WFLO—Farmville—1947**

Frequency: 870 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Colonial Bcstg. Co.  
 Business Address.....118 W. Third St.  
 Representative .....Clark  
 General Manager.....Carla B. Keys  
 Station Manager.....John D. Wilson

**WFVA—Fredericksburg  
 1939—ABC**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By...Fredericksburg Bcstg. Corp.  
 Business Address.....707 Princess Anne St.  
 Phone: ESsex 3-7721.....Air Time: Full Time  
 News Service .....UP  
 Membership .....NARTB  
 Exec. Vice-Pres.....Richard Lewis  
 Gen., Sta., Comm. Mgr., Ch. Eng., J. C. Morgan  
 Sls. Prom. Mgr.....Jack Turner  
 Program Director.....Arch Harrison

**WFTR—Front Royal—1948**  
**KBS-MBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By. Sky Park Bcstg. Corp.  
Address. P. O. Box 192  
Phone: 750. Air Time: Full Time  
News Service AP  
Transcription World  
Membership NARTB  
General Manager. Kenneth Gordon  
Program Director. Tom Gibson

**WBOB—Galax—1946**  
**MBS-KBS**

Frequency: 1360 Kc. Power: 1000 Watts  
Owned-Oper. By. Carroll-Grayson Bcstg. Corp.  
Address. Poplar Knob Rd.  
Phone: 2921. Air Time: Daytime  
Manager. Joseph P. Crockett  
Sales Manager. Brice J. Parks

**WNRG—Grundy—1955**

Frequency: 1250 Kc. Power: 1 Kw., d.  
Owned-Oper. By. Va.-Ky. Bcstg. Co., Inc.  
Address. Box 1072  
Phone: Webster 5-7581. Air Time: Day  
President. H. G. Dotson  
Gen. Mgr., Chief Eng. D. B. Jordan

**WVEC—Hampton—1948**  
**NBC**

Frequency: 1490 Kc. Power: 250 Watts d.  
Owned-Operated By. Peninsula Bcstg. Co.  
Studio-Trans. Address. 1490 Pembroke  
Phone: HA. 6332. Air Time: Full Time  
News Service AP  
Transcription Service. World, Standard  
Representative Avery-Knodel  
Membership NARTB, RAB  
Pres., Gen. Mgr. Thomas P. Chisman  
V.P. & Dir. Sls. Harrol A. Brauer, Jr.

**WSVA—Harrisonburg—1935**  
**NBC**

Freq.: 550 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owner-Oper. Shenandoah Valley Bcstg. Corp.  
Business-Studio Address. Box 789  
Phone: 4-4431. Air Time: Full Time  
News Service UP  
Transcription Service World  
Representative (Eastern). Pearson  
Membership NARTB, RAB  
President. Frederick L. Allman  
Sales Manager. Howard C. Evans

**WHAP—Hopewell—1949**  
**KBS**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By. The Hopewell Bcstg. Co.  
Business Address. Box 621  
Phone: 801. Air Time: Full Time

News Service UP  
Transcription Service Thesaurus  
Representative Indie Sales  
Pres. C. S. Willis  
V.P. & Gen. Sta. Mgr. J. E. Sadler  
Comm. Manager. Sally Lowry  
Sales Prom. Manager. Lloyd Browning  
Prog., Pub. Director. Wm. R. Craig  
Chief Engineer. Everett Wilson

**WRLE—Lexington—1948**  
**NBC-KBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By. Rockbridge Bcstg. Co.  
News Service AP  
Representative Indie Sales  
Membership NARTB  
Gen., Comm. Manager. Milton B. Henson  
Program Director. Joseph E. Lynn, Jr.

**WLVA—Lynchburg—1930**  
**ABC**

Frequency: 590 Kc. Power: 1000 Watts  
Owned-Oper. By. Lynchburg Bcstg. Corp.  
Address. 925 Church St.  
Phone: 2-1242. Air Time: Full Time  
News Service AP  
Transcription Service. Lang-Worth  
Representative. George P. Hollingbery  
Membership NARTB  
President. Edward A. Allen  
Gen., Comm. Manager. Philip P. Allen  
Sls. Prom., Prog. Dir. Warren Uital  
Chief Engineer. John T. Orth

**WWOD—Lynchburg—1947**  
**NBC**

Freq.: 1390 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By. Cy Bahakel Stations  
Address. P. O. Box 1300  
Phone: 2-3441. Air Time: Full Time  
News Service AP  
Transcription Service Thesaurus World  
Representative Walker  
Membership NARTB  
Asst. Gen. Manager. Frank Tirico  
General Manager. Cy N. Bahakel  
Comm. Manager. Henry Hughes

**WMEV—Marion—1948**  
**ABC-KBS**

Frequency: 1010 Kc. Power: 1000 Watts d.  
Owned-Oper. By. Mountain Empire Bcstg. Corp.  
Address. Park Boulevard & Rt. 737  
Phone: 3-9001. Air Time: Daytime  
News Service AP  
Transcription Service World  
Representative Indie Sales  
Membership NARTB, RAB  
Pres., Gen., Comm. Mgr. Robert C. Wolfenden  
Sta., Sls. Prom., Pub. Dir. R. C. Wolfenden  
Pgm. Dir. Stella D. Wolfenden  
Chief Engineer. Edward Surface

**WHEE—Martinsville—1954**

Frequency: 1370 Kc. Power: 500 Watts  
 Owned. Mecklenburg Bcstg. Corp.  
 Address. Box 1284  
 Phone: 9811. Air Time: Daytime  
 News Service UP  
 Trans. Ser. Lang-Worth  
 Representative Stars National  
 Membership NARTB  
 Pres., Sta., Gen. Mgr. John W. Shultz  
 Pub. Dir., Comm. Mgr. Charles F. Adams  
 Promotion Manager Thomas W. Patterson  
 Program Director Mrs. Grace P. Vram  
 Chief Engineer T. E. Tatum

**WMVA—Martinsville—1941  
 NBC-KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By Martinsville Bcstg. Co., Inc.  
 Address Chatham Heights  
 Phone: 2152. Air Time: Full Time  
 News Service AP  
 Representative W. S. Grant  
 Membership NARTB  
 President H. Grady Moore  
 Gen., Sta. Manager Maynard E. Dillaber  
 Commercial Mgr. Lester Williams  
 Sls. Prom. Mgr. J. W. Bouldin, Jr.  
 Program Director Barbara Zimmerman  
 Chief Engineer B. E. Boyer

**WSIG—Mount Jackson—1954**

Frequency: 790 Kc. Power: 1 Kw.  
 Owned Richard F. Lewis, Jr.  
 Address WSIG, Bldg.  
 Phone: 790. Air Time: Daytime  
 News Service UP  
 Gen., Comm. Mgr. H. T. Van Derwerker  
 Program Director "Shorty" King

**WNRV—Narrows—1953**

Frequency: 990 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Giles Bcstg. Co.  
 Phone: 2211. Air Time: Daytime  
 News Service AP  
 Transcription World  
 President H. J. Romanus  
 General Manager Tom Hicks  
 Commercial Mgr. John Holland

**WACH—Newport News—1947**

Frequency: 1270 Kc. Power: 1000 Watts d.  
 Owned-Operated By Eastern Bcstg. Corp.  
 Business-Studio Address 114 W. 24th St.  
 News Service UP  
 Station Rep. Walker  
 Trans. Ser. Capitol, Lang-Worth  
 President John Dcley  
 General Manager H. A. Seville

**WGH—Newport News—1928  
 ABC**

Frequency: 1310 Kc. Power: 5000 Watts  
 Owned-Oper. By Hampton Roads Bcstg. Corp.  
 Bus.-Studio Address 739 Boush St., Norfolk

Phone: MA 2-3353. Air Time: Full Time  
 News Service AP  
 News, Affil. Daily Press, Times-Herald  
 Transcription Service AMP  
 Representative Gill-Perna  
 Membership NARTB, RAB  
 President William R. Van Buren, Sr.  
 Gen. Manager Edward E. Bishop  
 Station Manager Dan E. Hydrick  
 Commercial Manager Jack Whitehead  
 Sls. Prom., Program Director Ambert Dail  
 Publicity Director William A. Rhyne  
 Chief Engineer Alois Braun

**WCMS—Norfolk—1954**

Frequency: 1050 Kc. Power: 1000 W. d.  
 Owned-Oper. By Cy Blumenthal  
 Address WARL, Arlington, Va.  
 Phone: KE 6-9000. Air Time: Daytime  
 News Service UP  
 President Cy Blumenthal  
 General Manager George Crump  
 Station Manager Bill Davis  
 Commercial Manager Roy LaMere  
 Program Director Art Barrett  
 Chief Engineer Ted Spivey

**WLOW—Norfolk—1947—MBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By Winston-Salem Bstg. Co., Inc.  
 Bus.-Studio Addr. 21st & Manteo Sts., Norfolk  
 Phone: Madison 7-5677. Air Time: Full Time  
 News Service UP  
 Representative Venard, Rintoul & McConnell  
 President James Coan  
 General Manager W. M. Carpenter  
 Prog. Dir. Robert G. Drepperd  
 Pub. Dir. Nancy Fentress  
 Chief Eng. Howard Hatcher

**WNOR—Norfolk—1949**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By Norfolk Bcstg. Co.  
 Address 1019 Boissevain Ave.  
 Air Time Full Time  
 Transcription Service Lang-Worth  
 Representative Weed  
 President Louis H. Peterson  
 Gen. Manager Earl Harper

**WRAP—Norfolk—1952**

Frequency: 850 Kc. Power: 1000 Watts  
 Owned-Operated By Rollins Bcstg., Inc.  
 Address 300 Portlock Bldg.  
 Phone: MADison 7-8307. Air Time: Full Time  
 Representative Pearson, Rollins  
 President O. Wayne Rollins  
 Manager James H. Mayes, Jr.

**WTAR—Norfolk—1923—CBS**

Frequency: 790 Kc. Power: 5000 Watts  
 Owned-Oper. By WTAR Radio Corp.  
 Bus.-Studio Address 720 Boush St.  
 Phone: 56711. Air Time: Full Time  
 News Affil. Norfolk Newspapers, Inc.

**Membership** .....NARTB, RAB  
**Representative** .....Edward Petry  
**Pres., Gen. Mgr.**.....Campbell Arnoux  
**Gen. Sales Mgr.**.....Robert M. Lambe  
**Radio Sls. Mgr.**.....Jack Black

**WNVA—Norton—1945**  
**MBS-KBS**

**Frequency:** 1050 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.....Blamfox Radio Co., Inc.  
**Business-Studio Address**.....Norton, Ky.  
**Air Time**.....Daytime  
**Pres., Gen. Mgr.**.....Richard B. Helms  
**Station Mgr.**.....Jack T. Helms

**WJMA—Orange—1949—MBS**

**Frequency:** 1340 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....James Madison Bcstg. Corp.  
**Phone:** 7263.....**Air Time:** Full Time  
**Transcription Service**.....World  
**President**.....W. A. Sherman, Jr.  
**Gen., Comm. Mgr.**.....Joe E. Cole

**WCLA—Petersburg—1955**

**Frequency:** 1290 Kc.....**Power:** 1000 Watts  
**Owned-Operated By**.....Harry A. Epperson, Jr.  
**Address**.....Archer Ave., Colonial Hts., Va.  
**Phone:** RE 2-3478.....**Air Time:** Daytime  
**News Service**.....UP  
**Transcription Service**.....Lang-Worth  
**Mgr., Owner**.....Harry A. Epperson, Jr.  
**Program Director**.....Olive P. Epperson  
**Promotion Manager**.....Ray Frazier

**WSSV—Petersburg—1945**  
**MBS-KBS**

**Frequency:** 1240 Kc.....**Power:** 250 Watts  
**Owned**.....Southside Virginia Bcstg. Corp.  
**Business-Studio Address**.....112 W. Tabb St.  
**Phone:** 3881.....**Air Time:** Full Time  
**President**.....Louis H. Peterson  
**General Manager**.....Ray L. Moss

**WAVY—Portsmouth—1943**  
**NBC**

**Frequency:** 1350 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By**.....Portsmouth Radio Corp.  
**Address**.....709 Boush St., Norfolk  
**Phone:** EX 7-3488.....**Air Time:** Daytime  
**Representative**.....Burn-Smith  
**President**.....Hunter C. Phelan  
**Gen., Sta. Mgr.**.....Carl J. Burkland  
**Comm. Sls. Prom. Mgr.**.....H. Stanley  
**Prog., Pub. Dir.**.....E. G. Sheridan  
**Chief Engineer**.....William Manrov

**WPUV—Pulaski—1946**  
**KBS**

**Frequency:** 1580 Kc.....**Power:** 5000 Watts

**Owned-Oper. By**.....Southwest Bcstg. Corp.  
**Phone:** 3-3931.....**Air Time:** Daytime  
**News Service**.....AP  
**Transcription Service**.....World  
**Representative**.....Dora-Clayton  
**Pres., Gen. Mgr.**.....Mason C. Deaver  
**Asst. Mgr.**.....John A. Columbus  
**Commercial Manager**.....Larry Schoenfeld

**WRAD—Radford—1950**

**Frequency:** 1460 Kc.....**Power:** 5 Kw. d.  
**Owned-Oper. By**.....Highlands Bcstg., Inc.  
**Phone:** 2461.....**Air Time:** Full Time  
**Membership**.....NARTB, RAB  
**Transcription Service**.....Thesaurus  
**Representative**.....Zimmer  
**President**.....Perry E. Gresham  
**Gen., Sta., Comm. Mgr.**.....Wendell H. Siler  
**Pub. Dir., Sales Prom. Mgr.**.....Ben Johnson  
**Prog. Dir., Chief Engr.**.....L. Mills

**WRIC—Richlands—1951**  
**KBS**

**Frequency:** 540 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....Clinch Valley Bcstg. Corp.  
**Address**.....Richlands  
**Phone:** 450.....**Air Time:** Daytime  
**News Service**.....AP  
**Transcription Service**.....Thesaurus, World  
**Membership**.....NARTB, RAB  
**Gen. Mgr., Prog. Dir.**.....Lindy Seamon  
**Commercial Manager**.....Robert Haynes  
**Prog., Pub. Dir.**.....David Taylor

**WANT—Richmond—1951**

**Frequency:** 990 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.....United Bcstg. Co.  
**Address**.....513 E. Main St.  
**Rep.**.....United Bcstg., Harlan Oakes  
**President**.....Richard Eaton  
**Gen. Mgr.**.....Richard Scheele

**WLEE—Richmond—1945**  
**NBC**

**Frequency:** 1480 Kc.....**Power:** 5000 Watts  
**Owned-Operated By**.....Lee Bcstg. Corp.  
**Business-Studio Address**.....6200 Broad St. Road  
**Phone:** 88-2837.....**Air Time:** Full Time  
**News Service**.....AP  
**Representative**.....ForJoe  
**Membership**.....RAB  
**President**.....Thomas G. Tinsley, Jr.  
**Gen. Mgr.**.....Irvin G. Abeloff  
**Station, Commercial Mgr.**.....H. L. Hudson  
**Program Director**.....S. A. Ludgate  
**Chief Engineer**.....Thomas J. Kita

**WLLY—Richmond—1955**

**Frequency:** 1320 Kc.....**Power:** 1000 Watts  
**Address**.....Hotel Richmond  
**Air Time**.....Daytime

**WMBC—Richmond—1926**

Frequency: 1380 Kc. Power: 5000 Watts  
 Owned-Oper. By.....Havens & Martin, Inc.  
 Bus.-Studio Address.....3301 W. Broad St.,  
 Phone: 5-8611.....Air Time: Full Time  
 Representative.....Bolling Co.  
 Pres., Gen., Sta. Mgr.....Wilbur M. Havens  
 Commerial Mgr.....Walter A. Bowry, Jr.  
 Program Director.....Frank Wilson  
 Sls. Prom. Mgr., Pub. Dir.....John V. Shand  
 Chief Engineer.....James Kyle

**WRNL—Richmond—1937**  
**ABC**

Frequency: 910 Kc. Power: 5000 Watts  
 Owned-Oper. By.....Richmond Newspapers, Inc.  
 Business-Studio Address.....111 N. Fourth St.  
 Phone: 3-3436.....Air Time: Full Time  
 News Service.....AP  
 Newspaper Affil. News Leader; Times Dispatch  
 Trans. Serv.....Standard, Thesaurus, SESAC  
 Representative.....Edward Petry  
 Membership.....NARTB  
 President.....D. Tennant Bryan  
 Station Manager.....E. S. Whitlock  
 Sales Manager.....Frank Soden  
 Prod. Mgr.....Charles R. Maillet  
 Program Director.....Howard Hamrick  
 Publicity Director.....Miss Fan Cox  
 Chief Engineer.....W. M. Hunter

**WRVA—Richmond—1925**  
**CBS**

Frequency: 1140 Kc. Power: 50,000 Watts  
 Owned-Oper. By.....Larus & Brother Co.  
 Business Address.....Hotel Richmond  
 Phone: 3-8633.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....World, Lang-Worth  
 Representative.....CBS Radio Spot Sales  
 Membership.....NARTB, RAB  
 General Manager.....John B. Tansey  
 Asst. Gen. Mgr.....W. R. Preston  
 Sales Manager.....Harold Barre  
 Promotion Manager.....Jack Stone, Jr.  
 Program Manager.....Raymond L. Kennedy  
 Production Manager.....Harold Phillips  
 Business Manager.....Barron Howard  
 Pub. Rel. Mgr.....W. R. Bishop  
 Chief Engineer.....David C. Woods

**WXGI—Richmond—1947**

Frequency: 950 Kc. Power: 1000 Watts d.  
 Owned-Operated By.....Radio Virginia, Inc.  
 Bus.-Studio Address.....100 W. Franklin St.  
 Phone: 7-4684.....Air Time: Daytime  
 Representative.....Burn-Smith  
 News Service.....AP  
 President.....Douglas H. Robertson  
 General Mgr.....David M. Wilburn

**WDBJ—Roanoke—1924—CBS**

Frequency: 960 Kc. Power: 5000 Watts

Owned-Oper. By.....Times-World Corp.  
 Address.....124 W. Kirk Ave.  
 Phone: 8131.....Air Time: Full Time  
 News Service.....AP  
 News. Affil.....Times, World News  
 Transcription Service.....World  
 Representative. Peters, Griffin, Woodward, Inc.  
 Membership.....NARTB, RAB  
 President.....M. W. Armistead, III  
 General Manager.....Ray P. Jordan  
 Commercial Manager.....John W. Harkrader  
 Program Director.....Paul E. Reynolds  
 Sales Director.....Frank E. Koehler  
 Publicity Director.....Katherine Griffey  
 Chief Engineer.....J. Edward Newman

**WRIS—Roanoke—1953**

Frequency: 1410 Kc. Power: 5000 Watts d.  
 Owned.....Roanoke Independent Bcstrs. Inc.  
 Address.....Box 702  
 Phone: 2-3131.....Air Time: Daytime  
 News Service.....AP  
 General Mgr.....Cy Bahakel  
 Asst. Gen. Mgr.....Frank Tirico

**WROV—Roanoke—1946**  
**ABC**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By.....WROV Bcstrs., Inc.  
 Bus.-Studio Address.....15th & Cleveland Ave.  
 Phone: 3-4444.....Air Time: Full Time  
 News Service.....UP  
 Representative.....Burn-Smith  
 Gen., Comm. Mgr.....Burton Levine  
 Sales Manager.....Raymond Bentley  
 Chief Engineer.....Steve Hart

**WLSL—Roanoke—1940**  
**NBC-MBS**

Frequency: 610 Kc. Power: 1000 Watts  
 Owned.....Shenandoah Life Stations, Inc.  
 Business-Studio Address.....Radio-TV Center  
 Phone: 4-9227.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Avery-Knodel  
 Membership.....NARTB, RAB  
 President.....Paul C. Buford  
 Exec. Vice President.....James H. Moore  
 Prom. Mgr.....F. L. Corstaphney  
 Commercial Manager.....Horace Fitzpatrick  
 Sls. Prom. Dir.....C. R. Garrison  
 Program Manager.....G. W. Chernault, Jr.  
 Chief Engineer.....J. P. Briggs

**WHLF—South Boston—1947**  
**ABC-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By.....Halifax Bcstg. Co.  
 Air Time.....Full Time  
 News Service.....AP  
 Membership.....RAB, NARTB  
 Transcription Service.....World  
 Gen., Comm. Mgr.....John L. Cole, Jr.



**WJWS—South Hill—1953**

Frequency: 1370 Kc. Power: 1000 Watts d.  
Owned-Operated By... Old Belt Bcstg. Corp.  
Address... South Hill  
Phone: 230... Air Time: Daytime  
News Service... AP  
Transcription Service... Lang-Worth  
Membership... NARTB  
President... C. D. Pennington, Jr.  
Gen., Sta., Comm. Sls. Prom. Mgr... W. Hoffer  
Publicity, Program Director... A. W. Walthall  
Chief Engineer... Charles E. Brown

**WAFB—Staunton—1954**

Frequency: 900 Kc. Power: 1 Kw. d.  
Owned... Am. Home Bcstg. Corp.  
Address... P. O. Box 396  
Phone: 6-0100... Air Time: Daytime  
News Service... UP  
Trans. Ser... SESAC  
Station Rep... Clark  
Membership... NARTB  
General Manager... J. L. McFarland

**WTON—Staunton—1946**  
ABC

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By... Charles P. Blackley  
Business-Studio Address... Morrison Bldg.  
Phone: 5-5555... Air Time: Full Time  
News Service... AP  
Transcription Service... Lang-Worth  
Membership... NARTB  
General-Station Mgr... Charles P. Blackley  
Comm.-Sales Prom. Mgr... Charles F. Seebeck  
Program Director... James H. Wooddell  
Chief Engineer... Rex C. Houser

**WLPM—Suffolk—1940**  
ABC-KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By... Suffolk Bcstg. Corp.  
Business-Studio Address... Radio Bldg.  
Air Time... Full Time  
Representative... Sears & Ayer  
General Mgr... Fred L. Hart

**WBOF—Virginia Beach—1954**

Frequency: 1600 Kc. Power: 1 Kw.  
Owned... Va. Beach Bcstg. Corp.  
Address... Box 36  
Phone: 1217... Air Time: Daytime  
News Service... AP  
Membership... NARTB  
Pres., Gen., Sta. Mgr... Leo Hoarty

Prog. Dir... Bruce Miller  
Comm., Prom. Mgr... Wade Williams  
Pub. Dir... John Keyes  
Chief Engineer... Jack Garrison

**WNNT—Warsaw—1949**

Frequency: 690 Kc. Power: 250 Watts d.  
Owned... No. Neck & Tidewater Bcstg. Co.  
Address... Warsaw  
Phone: ED. 3-6900... Air Time: Daytime  
News Service... UP  
Transcription Service... Standard  
Pres., Gen., Sta. Mgr... Grayson Headley  
Commercial Mgr... Ruth R. Rouzie  
Sls. Prom. Mgr., Pub. Dir... Pat Parker  
Chief Engineer... W. Dean Loudy

**WAYB—Waynesboro—1947**  
MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By... Waynesboro Bcstg. Corp.  
Address... 526 Main St.  
Phone: 6066... Air Time: Full Time  
Rep... Donald Cooke  
Membership... NARTB  
Pres., Gen., Sta., Comm. Mgr... N. Wilbur Kidd  
Program Director... Al Charles  
Chief Engineer... Donald D. Curtis

**WINC—Winchester—1941**  
ABC-KBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By... Richard Field Lewis, Jr., Inc.  
Business Address... Box 605  
Phone: Mohawk 2-4855... Air Time: Full Time  
News Service... UP  
Membership... NARTB  
President... Richard Field Lewis, Jr.  
Gen., Sta., Comm. Mgr... James Holder  
Sls. Prom. Mgr... Wally Hankin  
Program Director... Phil Potter  
Chief Engineer... Phil Whitney

**WYVE—Wytheville—1949**  
KBS

Frequency: 1280 Kc. Power: 1000 Watts d.  
Owned-Oper. By... Wythe County Bcstg. Co.  
Address... P. O. Box 534  
Phone: Capitol 8-3185... Air Time: Daytime  
News Service... UP  
Membership... NARTB  
Transcription Service... Lang-Worth  
President, Gen. Mgr... A. M. Gates, Jr.  
Commercial Manager... Frank Foy Lindamood  
Chief Engineer... Jack Fleming

## KBKW—Aberdeen—1949 ABC

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By.....KBKW, Inc.  
Address.....701 E. Heron St.  
News Service.....AP  
Transcription.....World  
Representative.....Feltis Paschall  
Membership.....NARTB  
President.....Archie Taft, Jr.  
Manager.....Mahlon R. Taft

## KXRO—Aberdeen—1927 MBS-KBS

Frequency: 1320 Kc. Power: 1000 Watts  
Owned-Oper. By.....KXRO, Inc.  
Address.....207½ E. Market St.  
Phone: AB. 4098. Air Time: Full Time  
News Service.....UP  
Rep.....Moore-Lund, Walker, O'Connell  
Transcription Service.....Lang-Worth  
Membership.....NARTB, RAB  
President.....Harry R. Spence  
General Manager.....Fred G. Goddard  
Station Mgr.....John B. Waitkus  
Program Director.....Phillip M. Wacker  
Comm. Mgr.....Roy Johnson  
Sales Prom. Manager.....Monte Cook  
Publicity Director.....Fred Hepner, Jr.  
Chief Engineer.....Philip True

## KPUG—Bellingham—1948 MBS-KBS

Frequency: 1170 Kc. Power: 1000 Watts  
Owned-Operated By.....KPUG, Inc.  
Business Address.....P. O. Box 655  
Phone: 1170. Air Time: Full Time  
News Service.....UP  
Newspaper Affil.....Burley (Id.) Herald,  
St. Helena (Ore.) Mist  
Rep.....Headley Reed; Hunt; Moore-Lund  
President.....Jessica L. Longston  
Gen., Station Mgr.....James Hamstreet  
Commercial Manager.....John DiMeo  
Publicity Dir.....Dorothy Jacobson  
Sls. Prom. Mgr.....B. Lundgren  
Program Director.....Ed Triplett  
Chief Engineer.....Donald R. Pinney

## KVOS—Bellingham—1927 ABC

Frequency: 790 Kc. Power: 1000 Watts  
Owned-Operated By.....KVOS, Inc.  
Bus. Studio Address.....1151 Ellis St.  
Phone: 790. Air Time: Full Time  
News Service.....UP  
Representative.....Forjoe, Moore & Lund  
President.....Rogan Jones  
Gen., Sta., Comm., Mgr.....Alex de Schweinitz  
Prog., Pub. Dir.....Haines Fay  
Chief Engineer.....John Price

## KBRO—Bremerton—1947

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By.....Bruce Bartley  
Address.....205 Wash. Ave.  
Phone: Essex 7-3995. Air Time: Full Time  
News Service.....UP  
Station Rep.....Feltis  
Membership.....RAB  
Owner.....Bruce Bartley  
Manager.....Link Perry  
Sales Mgr.....Randy Archer

## KELA—Centralia-Chehalis 1937—MBS-DON LEE

Frequency: 1470 Kc. Power: 1000 Watts  
Owned-Oper. By.....Central Bcstg. Corp.  
Business Address.....P.O. Box 720, Centralia  
Phone: Centralia PE 6-3321. Air Time: Full Time  
News Service.....UP  
Rep.....Moore-Lund, Walker, Western Radio Sls.  
Membership.....RAB  
President.....J. Elroy McCaw  
Sec.-Treas.....Mabel A. Gwinn  
Gen., Sta., Comm. Mgr.....Joe Chytil  
Sales Prom. Mgr.....William Tilton  
Pub., Prog. Director.....Donald Youngmans  
Publicity Director.....Don Berry  
Chief Engineer.....Lloyd Hannah

## KITI—Chehalis-Centralia 1954

Frequency: 1420 Kc. Power: 1 Kw. d.  
Owned-Operated By.....KITI Corp.  
Address.....804 Market St.  
Phone:.....Sherwood 8-3379  
Newspaper Affil.....Daily Chronicle  
News Service.....UP  
Transcription.....World  
Representative.....Best; Moore; Feltis; Cox  
Membership.....RAB  
Pres., Gen., Sls. Prom. Mgr.....D. Whitman  
Commercial Manager.....Donald M. Heinen  
Chief Engineer.....Harold C. Singleton

## KCLX—Colfax—1949—KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By.....Adrian De Vries  
Address.....Box 710  
Phone: 780. Air Time: Full Time  
News Service.....AP  
Representative.....Best; Moore-Lund  
Owner, Gen., Sta. Mgr.....Adrian De Vries  
Publicity Dir.....Ross Pellerin  
Chief Engineer.....E. V. McVay

## KCVL—Colville—1955—KBS

Frequency: 1480 Kc. Power: 1 Kw. d.  
Owned-Operated By.....Colville Bcstg. Co.  
Address.....Mantz & Rickey Rd.  
Phone: 990. Air Time: Daytime  
Representative.....Best  
News Service.....UP  
General Manager.....Merle B. Petersen  
Commercial Manager.....J. P. Esvelt

**KGDN—Edmonds—1954**

Frequency: 630 Kc. Power: 1000 Watts  
 Owned-Oper. Garden of the King Enterprises, Inc.  
 Phone: Lincoln 3133 Air Time: Daytime  
 News Service AP  
 Transcription SESAC  
 President Mike Martin  
 Manager A. Orville Helgeson  
 Program Director Gerald Swanson

**KXLE—Ellensburg—1946**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. Central Washington Bcstrs.  
 Bus. Add. Trans. Loc. Box 600  
 Phone: 2-1488 Air Time: Full Time  
 Transcription Service Associated, World  
 Representative McGillvra  
 Membership NARTB  
 President Goodwin Chase, Jr.  
 Gen. Sta. Manager Joe Kendall  
 Commercial Manager Bill Hanning  
 Sls. Prom. Mgr. Bill Allen  
 Publicity Director Ron Forsell  
 Chief Engineer Robert I. Sampson

**KULE—Ephrata—1949**

Frequency: 730 Kc. Power: 1,000 Watts d.  
 Owned-Oper. Columbia Basin Bcstg. Co.  
 Phone: 4-4686 Air Time: Daytime  
 News Service UP  
 Transcription Standard  
 Membership NARTB, RAB  
 General Manager Bob Moore  
 Sales Manager Bob Osland

**KRKO—Everett—1920**

Frequency: 1380 Kc. Power: 1000 Watts  
 Owned-Oper. The Everett Bcstg. Co., Inc.  
 Address P. O. Box 916  
 Phone: Cedar 1144 Air Time: Full Time  
 News Service AP  
 Representative McGillvera, Moore & Lund  
 Membership RAB  
 General Manager William R. Taft  
 Sales Manager Warren Johnson  
 Chief Engineer Dave Foley

**KFDR—Grand Coulee—1950**  
 KBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. Ralph A. Nachtmann  
 Address Box 395  
 Phone: 322 Air Time: Full Time  
 News Service UP  
 Representative Moore-Lund; Best  
 General Manager R. A. Nachtmann  
 Program Director Alvin Theisen  
 Chief Engineer Raymond Groff

**KLOG—Kelso—1949**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. N.W. Public Services, Inc.  
 Address P. O. Box 90  
 Phone: GArden 3-4900 Air Time: Full Time  
 News Service UP

Representative Feltis, Ayres, Best  
 President Roscoe A. Day, Jr.  
 General Manager John Carlson  
 Program Director Lowell Gibson  
 Chief Engineer Paul Johnson

**KWIE—Kennewick—1949**

Frequency: 610 Power: 5000 Watts  
 Owned-Oper. By KWIE, Inc.  
 Address 11 S. Cascade St.  
 Phone: Justice 2-5115 Air Time: Full Time  
 Representative Moore-Lund, Robert Meeker  
 Membership NARTB  
 President, Gen. Mgr. Harold A. Clark  
 Comm. Mgr., Chief Eng. C. J. McCredie  
 Program Director Mar. Jean Matthews

**KNBX—Kirkland—1949**  
 KBS

Frequency: 1050 Kc. Power: 1 Kw. d.  
 Owned-Oper. Eastside Bdcstg. Co.  
 Address Trans. Loca. Civic Center  
 Phone: VA. 1201 Air Time: Daytime  
 News Service UP  
 Representative Best  
 Presidents L. N. Ostrander, W. A. Chamness  
 General Manager G. A. Wilson  
 Comm. Mgr. John G. Joachims  
 Sls. Prom. Mgr. W. D. Love  
 Program Director William S. McMillan  
 Publicity Director R. Anita Busek  
 Chief Engineer Don Bevilacqua

**KBAM—Longview—1955**

Frequency: 1220 Kc. Power: 1000 Watts d.  
 Owned-Oper. Altru Bcstg. Co.  
 Address Box 31  
 Phone: HA 3-1210 Air Time: Daytime  
 News Service INS  
 Partners W. Gorden Allen & John Truhan  
 General Manager Arne G. Peterson  
 Commercial Manager Lowell Bryan  
 Program Director Jim Jones  
 Chief Engineer Kenneth Vancel

**KWLK—Longview—1938**  
 DON LEE-KBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. Twin City Bcstg. Corp.  
 Bus-Studio Add. Natl. Bank of Commerce Bldg.  
 Phone: 1500 Air Time: Full Time  
 Transcription Service World  
 Representative W. S. Grant; Moore-Lund  
 Membership RAB  
 General Manager Bob L. Moran

**KSEM—Moses Lake—1947**

Frequency: 1470 Kc. Power: 1 Kw.  
 Owned-Operated By KSEM, Inc.  
 Address Box 276  
 Phone: Ro 5-3441 Air Time: Full Time  
 News Service UP  
 Transcription Service Thesaurus  
 Membership NARTB  
 President Jessica Longsten

General Manager.....James Hanstreet  
 Station Manager.....James Schroeder  
 Program Director.....Fran King  
 Commercial Manager.....Roy Robinson  
 Sls. Prom. Mgr.....Bill Utsunomiya  
 Publicity Director.....Al Morris  
 Chief Engineer.....Earl Bayne

Sls. Prom. Mgr.....Dick Wood  
 Chief Engineer.....Robert Rockne

**KBRC—Mount Vernon—1946**

Freq: 1430 Kc...Power: 1 Kw. d., 500 Watts n.  
 Owned-Operated By.....Beckley Radio Co.  
 Bus. Studio Address.....P.O. Box 240  
 Phone: GA 4-2430.....Air Time: Full Time  
 Representative.....Moore-Lund, McGillvra  
 Pres., Gen., Sta. Mgr.....Leo H. Beckley  
 Commercial Mgr.....Frank Snyder  
 Pub., Dir., Prog. Dir.....Joe Armey  
 Chief Engineer.....Walt Bierke

**KONP—Port Angeles—1945  
 KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Radio Pacific, Inc.  
 Bus. Studio-Transmitter Address. 313 W. First  
 Representative.....Moore & Lund  
 Membership.....RAB  
 Pres., General Mgr.....C. N. Webster  
 Station Manager.....Keith Patterson

**KGY—Olympia—1922  
 MBS-DON LEE**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Tom Olsen  
 Address Trans. Loca. . . . .Rockway Leland Bldg.  
 Phone: Fleetwood 6-6636. . . . .Air Time: Full Time  
 News Service.....AP  
 Newspaper Affil.....News  
 Representative.....George Clark, Art Moore  
 Membership.....RAB, NARTB  
 General Manager.....Tom Olsen  
 Sta., Comm. Mgr.....Elmer J. Holmberg  
 Sls. Prom., Prog Dir.....Don Jones  
 Publicity Director.....Robert Cummings  
 Chief Engineer.....Charles A. Roark

**KOFE—Pullman—1950**

Frequency: 1150 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Bayton & Hicks  
 Address.....Pullman-Coltcy Hy.  
 Membership.....RAB  
 Station Rep.....Ayres, Best  
 Station Mgr.....J. Ronald Bayton  
 Commercial Mgr.....John R. Puckett  
 Promotion Mgr.....B. J. Bayton

**KOMW—Omak—1947**

Frequency: 680 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....KOMW, Inc.  
 Business-Studio Address.....Omak  
 Phone: 00.....Air Time: Daytime  
 News Service.....UP  
 Representative.....Feltis; Ayres  
 Membership.....NARTB  
 President.....R. L. McNett  
 General Manager.....Dean Nichols

**KAYE—Puyallup—1952  
 KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Henry Perozzo  
 Address.....P. O. Box 271  
 Phone: 5-7711.....Air Time: Full Time  
 Manager.....Henry Perozzo

**KZUN—Opportunity—1955**

Frequency: 1270 Kc.....Power: 1 Kw. d.  
 Owned-Oper. By.....Voice of Spokane Valley  
 Address.....E. 3811 9th, Spokane  
 Partners.....R. L. Swartz, A. MacKelvie,  
 H. G. Olsen

**KAPA—Raymond—1950**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Pacific Bcstg. Corp.  
 Address.....P. O. Box 626  
 Phone: 1010.....Air Time: Full Time  
 Representative.....Walker, Moore-Lund  
 President.....Joe Chytil  
 Gen., Sta. Comm. Mgr.....Lee Stottlemyre  
 Sls. Pro. Mgr., Pub. Dir., Clayton Stewart  
 Chief Engineer.....Robert Sheetz

**KPKW—Pasco—1945—ABC**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Western Radio Corp.  
 Address.....Chase & "A" Sts.  
 Phone: Liberty 7-3337.....Air Time: Full Time  
 News Service.....UP  
 Representative.....Feltis  
 Transcription Service.....Capitol  
 Pres., Gen. Mgr.....V. B. Kenworthy  
 Sta. Mgr., Prog. Dir.....Walter Mott  
 Commercial Manager.....Jerry Hawkins

**KLAN—Renton—1952**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Interlake Bdcstg. Corp.  
 Address Trans. Loca.....Box 449  
 Phone: OL 8245.....Air Time: Part  
 President.....Ralph Sander  
 General Mgr.....Clifford H. Hensen  
 Commercial Mgr.....Ray Pounder  
 Program Director.....Jack L. Tregellas  
 Chief Engineer.....James McGavick

**KALE—Richland—1950**

Frequency: 960 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....KALE, Inc.  
 Address.....P. O. Box 367  
 Phone: RI 4-3180.....Air Time: Full Time  
 Representatives.....O'Connell, Kinkaid  
 President.....R. S. McCaw  
 Gen., Comm. Mgr.....L. G. Dix

**KAYO—Seattle—1926**

Freq.: 1150 Kc. Power: 5 Kw. d., 1 Kw. d.  
 Owned-Operated By... Wash. Telecasters, Inc.  
 Add., Trans. Loca... 2939 Fourth Ave. So.  
 Phone: ELiot 2480. Air Time: Full Time  
 News Service UP  
 President... Jessica L. Longston  
 Exec. Vice-Pres... R. E. Pollock  
 Gen., Sta. Mgr... Rod McCandle  
 Sales Prom. Mgr., Pgm. Dir... Ben H. Harkins  
 Chief Engineer... Verle Jones

**KING—Seattle—1947—ABC**

Frequency: 1090 Kc. Power: 50,000 Watts  
 Owned-Oper. By... KING Bcstg. Co.  
 Address... 320 Aurora Ave.  
 Phone: Mutual 3555. Air Time: Full Time  
 Representative... Blair  
 News Service... UP, INS  
 Membership... NARTB, RAB  
 President... Mrs. A. Scott Bullitt  
 V.P., Gen. Mgr... Otto P. Brandt  
 Sta. Sles Mgr... Frederick Von Hofen  
 Merchandise Manager... G. W. Parker  
 Pub. & Prom. Mgr... M. A. Anderson  
 Operations Manager... J. R. French  
 Chief Engineer... James D. Middlebrooks

**KIRO—Seattle—1927—CBS**

Frequency: 710 Kc. Power: 50,000 Watts  
 Owned-Oper. By... Queen City Bcstg. Co.  
 Bus.-Studio Address... 1530 Queen Anne Ave.  
 Phone Number... Alder 9800  
 News Service UP  
 Transcription... Columbia  
 Representative. Peters, Griffin, Woodward, Inc.  
 Membership... NARTB  
 President, Gen. Mgr... Saul Haas  
 Comm. Manager... William F. Tucker  
 Station Manager... Lincoln W. Miller  
 Publicity Director... John Shield  
 Program Director... Warren McCloy  
 Chief Engineer... James Upthegrove

**KJR—Seattle—1923**

Frequency: 950 Kc. Power: 5000 Watts  
 Owned-Oper... Mt. Rainier Radio & TV Bcstg.  
 Business-Studio Address... 2690 26 Ave. S.W.  
 Phone: Hclly 5100. Air Time: Full Time  
 News Service UP  
 Transcription Service... Standard  
 Representative... Avery-Knodel  
 Membership... RAB  
 Pres., Gen Mgr... Lester M. Smith  
 Commercial Manager... Gaylen S. Blackford  
 Pgm. Director... Homer Pope  
 Chief Engineer... Don M. Anderson

**KOL—Seattle—1922**

Frequency: 1300 Kc. Power: 5000 Watts  
 Owned-Oper. By... Seattle Bcstg. Co.  
 Bus.-Studio Address... 1100 W. Florida St.  
 Phone: MA. 2312. Air Time: Full Time  
 News Service UP, INS  
 Representative... Bolling  
 Membership... RAB

President... Marie S. Taft  
 General Manager... Archie Taft, Jr.  
 Commercial Manager... Gil Bond  
 Program Director... Phyllis O. Miller  
 Chief Engineer... Perry Lind

**KOMO—Seattle—1926—NBC**

Frequency: 1000 Kc. Power: 50,000 Watts  
 Owned-Oper. By... Fisher's Blend Station, Inc.  
 Bus.-Studio Address... 100 4th Ave. No.  
 Phone: SE. 6000. Air Time: Full Time  
 News Service UP  
 Transcription Service... Associated  
 Representative... NBC Spot Sales  
 Membership... NARTB, RAB  
 President... O. W. Fisher  
 General Manager... W. W. Warren  
 Sales Manager... King Mitchell  
 Sls. Prom. Mgr... Bill Cathey  
 Program Manager... F. J. Patterson  
 Chief Engineer... C. E. Miller

**KTW—Seattle—1920**

Frequency: 1250 Kc. Power: 1000 Watts  
 Owned... The First Presbyterian Church  
 Address... 7th Ave. & Spring St.  
 Phone Number... Mutual 1250  
 Air Time... Shared  
 Gen. Mgr., Ch. Eng... James S. Ross  
 Comm. Mgr., Prog. Dir., Mgr... Don Bevilacqua  
 Sls. Prom. Mgr... Bill Lehnoff  
 Publicity Dir... Neil Burmester

**KVI—Seattle—1929—MBS**

Frequency: 570 Kc. Power: 5000 Watts  
 Owned-Oper. By... Puget Sound Bcstg. Co., Inc.  
 Business Address... Camlin Hotel  
 Phone: SEneca 4848. Air Time: Full Time  
 News Service AP  
 Transcription Service... Thesaurus  
 Representative... H.R. Reprs.  
 Membership... NARTB  
 President, Gen. Mgr... Mrs. Vernice Irwin  
 Commercial Mgr... Earl T. Irwin  
 Program Dir... Harry Long  
 Chief Engineer... D. M. McDonough

**KXA—Seattle—1926**

Frequency: 770 Kc. Power: 1000 Watts d.  
 Owned-Operated By... KXA, Inc.  
 Bus.-Studio Address... 320 Second Ave., W.  
 Phone: AL. 8600. Air Time: Daytime  
 News Service AP  
 Representative... Meeker  
 Membership... NARTB, RAB  
 President... Wesley I. Dumm  
 Vice-Pres., General Manager... Hugh A. Smith  
 Prog. Dir., Chief Engineer... John Dubuque

**KGA—Spokane—1926—ABC**

Frequency: 1510 Kc. Power: 50,000 Watts  
 Owned-Oper. By... Bankers Life and Casualty  
 Bus.-Studio Address... 4444 Lawrence Ave.  
 Phone: KE 0631. Air Time: Daytime  
 News Service UP  
 Membership... NARTB, RAB  
 Representative... Venard

President.....John MacArthur  
 General Manager.....Dick Godon  
 Sales, Prom. Mgr.....Irv Prell  
 Program Director.....Bob Liddle  
 Chief Engineer.....Val Strange

**KHQ—Spokane—1922—NBC**

Frequency: 590 Kc.....Power: 5000 Watts  
 Owned-Operated By.....KHQ, Inc.  
 Bus-Studio Address.....Radio Central Bldg.  
 Phone: MA. 5131.....Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Muzak  
 Representative.....Katz  
 Membership.....NARTB, RAB  
 Pres., Gen. Sta. Mgr.....Richard O. Dunning  
 Comm. Mgr., Prog. Dir.....J. Birney Blair  
 Sls. Prom., Pub. Dir.....Rex Gerlach  
 Chief Engineer.....A. G. Sparling

**KNEW—Spokane—1947**  
**MBS-DON LEE**

Frequency: 790 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Inland Empire Bcstg. Co.  
 Address.....57th & Helena  
 Phone: Keystone 9363.....Air Time: Full  
 Representative.....Weed  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Burl C. Hagadone  
 Station Manager.....C. E. Rodell

**KREM—Spokane—1947**

Freq.: 970 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....Louis Wasmer  
 Address.....4103 South Regal  
 Phone: Keystone 0466.....Air Time: Full Time  
 News Service.....AP  
 Membership.....RAB  
 Representative.....Forjoe  
 Owner.....Louis Wasmer  
 Gen., Sta., Comm. Mgr.....Robert H. Temple  
 Program Director.....E. A. Moseley  
 Chief Engineer.....Homer W. Mead

**KSPO—Spokane—1922**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Williams and Cody  
 Address, Trans. Loca.....Realty Bldg.  
 Phone: Riverside 8033.....Air Time: Full Time  
 Membership.....NARTB  
 Station Rep.....Paschall  
 General Mcnager.....Gene Williams

**KXLY—Spokane—1922**  
**CBS**

Frequency: 920 Kc.....Power: 5,000 Watts  
 Owned-Oper. By.....No. Pacific Radio Corp.  
 Address.....Television Center  
 Phone: Madison 1218.....Air Time: Full Time  
 Rep.....Avery-Knodel; Moore & Lund  
 General Manager.....Richard E. Jones  
 Sales Mgr.....James Agostino  
 Program Director.....George Anthony  
 Pcom. Mgr.....Robert Moore

**KREW—Sunnyside—1950**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Cole E. Wylie  
 Address.....7th & Decatur  
 Phone: 7-2277.....Air Time: Full Time  
 News Service.....AP  
 Representative.....McGillvra  
 Membership.....NARTB, RAB  
 President.....Cole E. Wylie  
 General Manager.....Don G. Bennett  
 Program Director.....Jean Runyan  
 Chief Engineer.....John Berg

**KMO—Tacoma—1926**

Frequency: 1360 Kc.....Power: 5 Kw.  
 Owned.....Tacoma Radio Corp.  
 Address.....914½ Broadway  
 Phone: FU. 1581.....Air Time: Full Time  
 Representative.....Avery Knodel  
 Pres., Gen. Sta. Mgr.....J. Archie Morton  
 Commercial Manager.....R. T. McKenzie  
 Prom., Pub. Dir.....Gene Dryden  
 Program Director.....Clair Weidenaar  
 Chief Engineer.....John Rybo

**KTAC—Tacoma—1942**

Frequency: 850 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Tacoma Bcstrs., Inc.  
 Address.....Winthrop Hotel  
 Phone: BR. 2241.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Gill-Perna, Moore  
 Membership.....NARTB  
 President, Gen. Mgr.....Jerry Geehan  
 Station, Sales Prom. Mgr.....John Condon  
 Prog. Dir.....Dick Weeks  
 Chief Engineer.....R. C. Velo

**KTNT—Tacoma—1952**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Tribune Publ. Co.  
 Address.....So. 11th & Grant Sts.  
 Phone: FU. 2561.....Air Time: Full Time  
 Transcription Service.....Lang-Worth  
 Newspaper Affil.....News Tribune  
 News Service.....AP, UP  
 Membership.....NARTB, RAB  
 Representative.....Weed  
 General Manager.....Len Higgins  
 Commercial Mgr.....John Upham  
 Program Director.....Don St. Thomas  
 Chief Engineer.....Max H. Bice

**KENE—Toppenish—1954**  
**KBS**

Frequency: 1490 Kc.....Power: 150 Watts  
 Owned.....Radio Bcstrs., Inc.  
 Address.....P. O. Box 350  
 Phone: 5-7272.....Air Time: Full Time  
 News Service.....UP  
 Representative.....Ayres  
 Gen., Comm. Mgr.....V. E. Sawyer



**KHFS—Vancouver—1954**

Frequency: 1150 Kc. Power: 1,000 Watts d.  
 Owned-Oper. By Western Bcstg. Co.  
 Address 5500 Fourth Plain Road  
 Phone: OXford 3-2565 Air Time: Daytime  
 General Manager Ralph C. Weagant  
 Commercial Manager Ernest Crater  
 Sls. Prom. Mgr. Jack Nino  
 Chief Engineer Howard Bryce

**KVAN—Vancouver—1939**

Frequency: 910 Kc. Power: 1000 Watts  
 Owned-Oper. By KVAN, Inc.  
 Studio Address 707 Main St.  
 Phone: OX. 4-3325 Air Time: Full Time  
 Newspaper Afil. Coos Bay Times  
 News Service UP  
 Representative Bolling  
 Membership RAB, NARTB  
 President Sheldon F. Sackett  
 General-Station Mgr. Jack Irvine  
 Comm. Mgr. Bob Davis  
 Chief Engineer Leo Erickson

**KTEL—Walla Walla—1946**  
 ABC

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By Walla Walla Bdcstg. Co.  
 Address Book Nook Bldg.  
 Air Time Full  
 News Service AP  
 Membership RAB  
 Transcription Service World  
 Representatives Grant, West Coast Sales  
 Pres., Gen. Mgr. Jack Keating  
 Sales Manager Don Harris

**KUJ—Walla Walla—1928**  
 MBS-DON LEE

Frequency: 1420 Kc. Power: 5000 Watts  
 Owned-Operated By KUJ, Inc.  
 Business-Studio Address 55 E. Main St.  
 Phone: 1230 Air Time: Full Time  
 News Service UP  
 Transcription Service Thesaurus  
 Representative Forjoe, Moore-Lund  
 Membership NARTB  
 President H. E. Studebaker  
 Manager Tom Haveman

**KPQ—Wenatchee—1929**  
 ABC-NBC

Frequency: 560 Kc. Power: 5000 Watts  
 Owned-Oper. By Wescoast Bcstg. Co., Inc.  
 Bus-Studio Address 2nd & Columbia Sts.  
 Phone: NO 3-5121 Air Time: Full Time  
 Representative Forjoe  
 Pres., Sta., Gen. Mgr. James W. Wallace  
 Prom., Comm. Mgr. Pat O'Halloran  
 Program Director Dorothy Lee  
 Publicity Director Janis Owings  
 Chief Engineer George Fresse

**KWNW—Wenatchee—1948**  
 MBS-DON LEE

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Wenatchee Broadcasters  
 Address P. O. Box 1510  
 Phone: Normandy 2-7135 Air Time: Full Time  
 Rep. McGillvra, Feltis  
 General Mgr. Stuart S. Maus  
 Station Manager Mark A. Sorley  
 Chief Engineer Warren Brown

**KIMA—Yakima—1944—CBS**

Frequency: 1460 Kc. Power: 5000 Watts  
 Owned-Oper. By Cascade Bdcstg. Co.  
 Address P. O. Box 702  
 Phone: 6104 Air Time: Full Time  
 Rep. Weed & Co., Moore & Lund  
 President A. W. Talbot  
 Radio Manager Thomas C. Bostic  
 Commercial Mgr. W. B. Hansen  
 Sales Manager C. C. Cartony  
 Sls. Prom. Mgr. Ed Neltner  
 Program Director Don White  
 Publicity Director Ed Morrissey  
 Chief Engineer Harry Helm

**KIT—Yakima—1929**  
 ABC-NBC-KBS

Freq.: 1280 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By KIT, Inc.  
 Business-Studio Address 414 E. Yakima Ave.  
 Phone: 8115 Air Time: Full Time  
 Representative Branham  
 President Carl E. Haymond  
 Gen., Sta. Mgr. James A. Murphy  
 Com., Prom. Mgr. Jack H. Goetz  
 Chief Engineer H. B. Murphy

**KUTI—Yakima—1955**

Frequency: 900 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Independent Broadcasters  
 Address Box 261  
 Phone: 2-6900 Air Time: Daytime  
 Representative Forjoe  
 President W. N. Nelskog  
 Gen., Sta. Mgr. P. M. Crain  
 Comm. Mgr. R. R. Fleming  
 Sls. Prom., Pub. Dir. J. McAdams  
 Chief Eng. D. M. Gay

**KYAK—Yakima—1947—MBS**

Freq.: 1390 Kc. Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By Yakima Bcstg. Co.  
 Address P. O. Box 172  
 Phone: 2-7142 Air Time: Full Time  
 Representative Headley-Reed  
 President Robert S. McCaw  
 General Manager Richard J. Passage  
 Sls. Prom. Mgr. Stan Kramlien  
 Commercial Manager Anthony Maucione  
 Program Director Larry Campen  
 Chief Engineer Donald E. Gardner

# WEST VIRGINIA

Pop. Feb. 1, 1956 (Est.) 1,970,000—Families 508,000  
Radio Homes 488,000—TV Homes 346,106—Stations in State 44

## WJLS—Beckley—1939—CBS

Freq.: 560 Kc. Power: 5 Kw. d., 500 W. n.  
Owned-Oper. By. Joe L. Smith, Jr., Inc.  
Bus.-Studio Address. WJLS Building  
Phone: 7311 Air Time: Full Time  
News Service UP  
Representative Weed  
Membership NARTB  
President Joe L. Smith, Jr.  
Gen. Sta. Manager. Virginia N. Cooper  
Comm. Manager. R. R. Brown  
Program Director. Dallas Boyd  
Chief Engineer. Al J. Ginkel

## WVNR—Beckley—1946

Freq.: 620 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Operated By. Rahall Bcstg. Co.  
Business-Studio Address. 1565 Harper Rd.  
Phone: 9309 Air Time: Full Time  
News Service AP  
Rep. Everett-McKinney, Dora-Clayton  
President. N. Joe Rahall  
Gen. Sta. Mgr. R. H. Booth  
Comm. Mgr. Margaret A. Jenkins  
Sls. Prom. Mgr. Eugene Morehouse  
Prog. Dir. C. P. Vogel, Jr.  
Pub. Dir. Nan Tucker

## WHIS—Bluefield—1928—NBC

Frequency: 1440 Kc. Power: 5000 Watts  
Owned-Oper. By. Daily Telegraph Prtg. Co.  
Business-Studio Address. 412 Bland St.  
Phone: 7-6171 Air Time: Full Time  
Newspaper Affil. Daily Telegraph, Sunset News  
Transcription Service. World, Cole  
Membership NARTB  
Representative Katz  
President Jim H. Short  
Gen. Mgr. Hugh I. Shott, Jr.  
Sta., Comm. Mgr. Melvin Barnett  
Program Director. Janie Marie Lambert  
Chief Engineer J. F. Byers

## WKOY—Bluefield—1948 MBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By. WKOY, Inc.  
Address. West Virginian Hotel  
Phone: DA 5-7185 Air Time: Full Time  
Trans. Ser. Thesaurus  
Rep. Devney & Co., Holman, Dora-Clayton  
Pres., Gen., Mgr. J. Lindsley Alley  
Comm. Mgr. J. Robert Alston  
Program Director. Carolyn Wolfe  
Chief Engineer. Roy Hill

## WCAW—Charleston—1946

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By. Capitol Bcstg. Corp.  
Address. Kanawha Hotel  
Phone: 3-7503 Air Time: Full Time  
Trans. Service Lang-Worth, Standard

News Service AP  
Representative Thomas F. Clark  
President W. D. Stone  
Gen. Mgr. Selma D. Pierson  
Sta., Comm. Mgr. O. O. Pierson  
Program Director. Al Walker  
Chief Engineer Frank Allender

## WCHS—Charleston—1927 CBS

Frequency: 580 Kc. Power: 5000 Watts  
Owned-Oper. By. The Tierney Co.  
Address. 1111 Virginia St. E.  
Phone: 28-131 Air Time: Full Time  
Representative Branham  
Membership NARTB, RAB  
President. Lewis C. Tierney  
Gen. Mgr. John T. Gelder, Jr.  
Comm. Mgr. John L. Sinclair, Jr.  
Sales Mgr. Robert M. Sinclair  
Program Director. Joe Farris  
Promotion Director. Phil Sheridan  
Chief Engineer. William E. Dixon

## WGKV—Charleston—1939 NBC

Frequency: 1490 Kc. Power: 250 Watts  
Owned. Kanawha Valley Bcstg Co.  
Address. 20 Dickinson St.  
Phone: 3-7541 Air Time: Full Time  
Transcription Service. SESAC  
Newspaper Affil. Huntington Publ. Co.  
Representative Katz  
Pres. Lawrence H. Rogers  
Gen., Sta. Mgr. William R. Murray  
Comm. Manager. Gilbert D. Brooks  
Program Director. Robert Entley  
Chief Engineer. Howard A. Martin

## WKNA—Charleston—1946

Frequency: 950 Kc. Power: 5000 d., 1000 n.  
Owned-Oper. By. Joe L. Smith, Jr., Inc.  
Bus.-Studio Address. Box 3106  
Phone: 3-5575 Air Time: Full Time  
News Service UP  
Representative Weed  
Membership NARTB  
President. Joe L. Smith, Jr.  
Gen., Sta. Manager. Willard S. Jackson  
Comm. Director. J. Kent Hackleman  
Prog. Director. Don O. Hays  
Pub. Director. Myrtle MacPherson  
Chief Engineer. A. J. Ginkel

## WTIP—Charleston—1946 MBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By. Chemical City Bcstg. Co.  
Bus.-Studio Address. Capitol & Fife  
Phone: 23-136 Air Time: Full Time  
Representative Forjoe  
President Gus Zaharis

Gen., Sta. Mgr. . . . . Berton Sonis  
 Comm. Mgr. . . . . Mel S. Burka  
 Sls. Prom., Prog. Director . . . . . Bob Bower  
 Chief Engineer . . . . . Paul Sullivan

**WBLK—Clarksburg—1937**  
**NBC**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Ohio Valley Bcstg. Corp.  
 Address . . . . . Robinson-Grand Theatre Bldg.  
 Phone: 5-5475 . . . . . Air Time: Full Time  
 Representative . . . . . Branham  
 Membership . . . . . RAB, NARTB  
 Vice President . . . . . George H. Clinton  
 Comm. Manager . . . . . Charles A. Gaylord  
 Publicity Director . . . . . Wilda McCarty  
 General Manager . . . . . Carl Loose  
 Program Manager . . . . . Don McWhorter  
 Chief Engineer . . . . . V. G. Brooks

**WHAR—Clarksburg—1946**  
**MBS-ABC**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . WHAR, Inc.  
 Address Trans. Locca . . . . . 1200 E. Pike St.  
 Phone: 4-5525-6 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Transcription . . . . . World  
 Membership . . . . . NARTB  
 Pres., Gen. Mgr. . . . . Walter Patterson  
 Commercial Manager . . . . . F. T. Gregg  
 Program Director . . . . . James Harper  
 Chief Engineer . . . . . Beryl Snyder

**WPDX—Clarksburg—1946**

Frequency: 750 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Clarksburg Bcstg. Corp.  
 Business-Studio Address . . . . . 339 W. Main St.  
 Phone: 4-6425 . . . . . Air Time: Daytime  
 News Service . . . . . AP  
 V.P., Treas. . . . . R. C. Warden  
 Gen. Mgr. . . . . Joe M. Larosa

**WDNE—Elkins—1948**  
**MBS-KBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . W. Va. Radio Corp.  
 Address . . . . . Davis & Wash. Sts.  
 Phone: 1300 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Membership . . . . . NARTB  
 President . . . . . Mrs. A. J. R. Greer  
 Gen., Sta. Manager . . . . . Richard E. Nason  
 Program Director . . . . . Ed Doyle  
 Comm. Manager . . . . . Grady F. Guye  
 Chief Engineer . . . . . James K. Phares

**WMMN—Fairmont—1928**  
**CBS**

Frequency: 920 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Peoples Bcstg. Co.  
 Address . . . . . 208 Adams Street  
 Phone: 3100 . . . . . Air Time: Full Time  
 News Service . . . . . AP

Transcription Service . . . . . Standard  
 Representative . . . . . H.R. Reps  
 Membership . . . . . NARTB, RAB  
 Vice President, Gen. Mgr. . . . . Herbert Evans  
 Station Manager . . . . . A. G. Ferrise  
 Asst. Manager . . . . . Frank J. Lee  
 Program Director . . . . . Francis Lauzac  
 Sls. Prom., Pub. Dir. . . . . Howard Haid  
 Chief Engineer . . . . . Harry W. Jackson

**WTCS—Fairmont—1946**  
**ABC-KBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Fairmont Bcstg. Co., Inc.  
 Bus.-Stu. Address . . . . . Radio Pk., Gaston Ave.  
 Bus.-Studio Address . . . . . 108 Gaston Ave.  
 Phone: 5000 . . . . . Air Time: Full Time  
 Representative . . . . . Gill Perna  
 President . . . . . Connie B. Gay  
 General Manager . . . . . Donald J. Tucker  
 Station Manager . . . . . Robert E. Cobbins  
 Sls. Prom. Manager . . . . . H. Denney  
 Program Director . . . . . Guy Willy  
 Publicity Director . . . . . Joel D. Lehman  
 Chief Engineer . . . . . Edward Lenaway

**WHTN—Huntington—1947**  
**MBS**

Frequency: 800 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. . . . . Greater Huntington Radio Corp.  
 Business-Studio Address . . . . . 1112½ Fourth Ave.  
 Phone: 3-3453 . . . . . Air Time: Daytime  
 Transcription Service . . . . . Thesaurus  
 Rep. . . . . Indie Sales  
 General Manager . . . . . John S. Phillips

**WPLH—Huntington—1946**

Frequency: 1470 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Huntington Bcstg. Corp.  
 Business-Studio Address . . . . . 1105 Fourth Ave.  
 Phone: 3-3421 . . . . . Air Time: Daytime  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Walker  
 Membership . . . . . NARTB  
 President . . . . . Cy N. Bahakel  
 Manager . . . . . N. S. Tweel

**WSAZ—Huntington—1923**  
**ABC**

Freq.: 930 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By . . . . . WSAZ, Inc.  
 Business-Studio Address . . . . . 201 Ninth St.  
 Phone: 38-401 . . . . . Air Time: Full Time  
 Newspaper Affil. . . . . Huntington Publ. Co.  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Katz  
 Membership . . . . . NARTB, RAB  
 President . . . . . Col. J. H. Long  
 General Manager . . . . . Lawrence H. Rogers  
 Station Manager . . . . . C. T. Garten  
 Prom., Pub., Merchandising . . . . . Jack Williams  
 Comm. Manager . . . . . George Andrick  
 Program Director . . . . . C. Bosworth Johnson  
 Chief Engineer . . . . . Leroy Kilpatrick

**WKYR—Keyser—1954—KBS**

Freq.: 1270 Kc. Power: 1 Kw. d.  
 Owned Walter Patterson  
 Address Sta. WHAR, Clarksburg, W. Va.  
 Phone: 3011 Air Time: Daytime  
 Station Rep. Butscher  
 Transcription World  
 Membership NARTB  
 President Robert K. Richards  
 Sta. Manager Tom Butscher  
 Comm. Manager Joe Barker  
 Program Director Gene Bowen  
 Chief Engineer F. Arnett Swisher

**WLOG—Logan—1940—MBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By C. H. Frey, R. O. Greever  
 Address 445 Stratton St.  
 Phone: 761 Air Time: Full Time  
 Membership NARTB  
 Partner Clarence H. Frey  
 Partner Robert O. Greever

**WVOW—Logan—1952**

Freq.: 1290 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By Logcom Bcstg. Co.  
 Address Cons. Bus. Ter. Bldg.  
 Phone: 2356, 7 Air Time: Full Time  
 News Service UP  
 Gen., Comm. Mgr. William P. Becker

**WEPM—Martinsburg—1946  
MBS-KBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Martinsburg Bcstg. Co.  
 Business Address Peoples Trust Co. Bldg.  
 Phone: 5252 Air Time: Full Time  
 News Service AP  
 Transcription Service Thesaurus  
 Representative McGillivra  
 Membership NARTB  
 Co-Owner C. M. Zinn  
 Co-Owner, Gen. Mgr. C. Leslie Golliday  
 Program Director Eunice J. Schneider  
 Comm. Manager George N. O'Brien  
 Sales Prom. Mgr. C. Rodig  
 Chief Engineer Fred Siffrin

**WHJC—Matewan—1951  
KBS**

Frequency: 1360 Kc. Power: 1000 Watts d.  
 Owned-Operated By Three States Bcstg. Co.  
 Phone: 4771 Air Time: Daytime  
 Transcription Service SESAC, Standard  
 News Service UP  
 Representative Thomas Clark  
 President, Gen. Mgr. Fred Morningstar

**WMON—Montgomery—1946  
MBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Address 1028 1st Ave.  
 Phone: HI 2-2191 Air Time: Full Time  
 News Service AP  
 Transcription Service World  
 Gen. Manager Andrew W. Vickers

**WAJR—Morgantown—1940  
MBS-KBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By West Virginia Radio Corp.  
 Business-Studio Address 446 Spruce St.  
 Phone: 9488 Air Time: Full Time  
 News Service UP  
 Newspaper Affil. Post, News  
 Transcription Service World, Thesaurus  
 Membership NARTB  
 President Agnes J. Reeves Greer  
 General Manager Richard E. Nason  
 Station Manager Jack Fleming  
 Comm. Manager James Redmond  
 Sls. Prom. Manager Ann Walker  
 Prog. Director Robert Connelly  
 Publicity Director Ann Walker  
 Chief Engineer Al Novak

**WCLG—Morgantown—1954**

Frequency: 1300 Kc. Power: 500 Watts d.  
 Owned-Oper. By Morgantown Bcstg. Co.  
 Address 343 High St.  
 Phone: 2-3456 Air Time: Daytime  
 News Service AP  
 Transcription Serv. Lang-Worth  
 Owner, Gen. Mgr. C. Leslie Golliday

**WMOD—Moundsville—1950  
KBS**

Frequency: 1370 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Robert W. Munn  
 Address P.O. Box 372  
 Phone: 990 Air Time: Daytime  
 News Service UP  
 Representative Thomas Clark  
 President Robert W. Munn  
 Gen., Prom. Manager John T. Taylor  
 Prog., Pub. Dir. Helen Flowers  
 Chief Engineer J. W. Jones

**WETZ—New Martinsville  
1952**

Frequency: 1330 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Magnolia Broadcasting Co.  
 Address P. O. Box 391  
 Phone: 1000 Air Time: Daytime  
 Representative Gill-Perna  
 Trans. Service Standard  
 President, Gen. Mgr. Harry G. Bright  
 Comm. Manager George K. Eubanks  
 Prog. Director Harold Showman  
 Pub. Director Nell Shurtleff  
 Chief Engineer Richard McBride

**WOAY—Oak Hill—1947**

Frequency: 860 Kc. Power: 10 Kw. d.  
 Owned-Oper. By Robert R. Thomas, Jr.  
 Business Address Box 251  
 Phone: 651 Air Time: Daytime  
 News Service AP  
 Transcription Service Capital, Thesaurus  
 Representative Pearson  
 Membership NARTB  
 Pres., Gen. Mgr. Robert R. Thomas, Jr.  
 Chief Engineer Curtis Horton

**WCEF—Parkersburg—1954**

Freq.: 1050 Kc. Power: 1000 Watts  
 Owned-Oper. By.....C. E. Franklin  
 Address.....P. O. Box 228  
 Phone: GARfield 2-1844 Air Time: Daytime  
 Representative.....Thomas Clark  
 News Service.....AP  
 Transcription Serv. ....Standard  
 General Mgr. ....C. E. Franklin  
 Station Mgr. ....Paula Carr

**WCOM—Parkersburg—1947**  
**ABC**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By.....Parkersburg Bdcstg. Co.  
 Address.....317 Ninth St.  
 Phone: HUDson 5-4491 Air Time: Full Time  
 News Service.....AP  
 Membership.....NARTB, RAB  
 Transcription Service.....World  
 Representative.....McGillvra  
 President.....Joseph M. Handlan  
 Gen., Sta., Comm. Mgr.....A. N. Archer  
 Chief Eng., Prog. Dir.....William Collins

**WPAR—Parkersburg—1935**  
**CBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By.....Ohio Valley Bcstg. Corp.  
 Business-Studio Address.....211 5th St.  
 Air Time.....Full Time  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Branham  
 Membership.....NARTB, RAB  
 President.....Austin V. Wood  
 V.P., Gen. Mgr.....George H. Clinton

**WWYO—Pineville—1949**

Frequency: 970 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Wyoming Bdcstg. Co., Inc.  
 Address.....Box 184  
 Phone: 2711 Air Time: Daytime  
 News Service.....UP  
 Trans. Ser.....World  
 President, Gen. Mgr.....R. D. Bailey  
 Sta., Com. Mgr.....Edward Hawley  
 Sls. Prom. Manager.....Hank Frye  
 Program Director.....Elaine Taylor  
 Publicity Director.....Jack Mullens  
 Chief Engineer.....William D. Stone

**WLOH—Princeton—1947**  
**ABC-KBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By.....Mountain Bcstg. Co.  
 Phone: GA 5-2151 Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Membership.....NARTB  
 Pres., Sta., Prom. Mgr.....Robert Harrison  
 Prog., Pub. Dir.....Al Rich  
 Chief Engineer.....Rod Arkell

**WRON—Ronceverte—1947**  
**NBC**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By.....Blake Bcstg. Co.  
 Address.....Shanklin Bldg.  
 Phone: 300 Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Joseph Hershey McGillvra  
 General Mgr.....William E. Blake  
 Comm. Mgr.....Gladys Livesay

**WKLC—St. Albans—1955**

Frequency: 1300 Power: 1 Kw., d.  
 Owned-Operated By.....Raymond Kandel  
 Address.....109 Sixth Ave.  
 Owner, Gen. Mgr.....R. I. Kandel  
 Commercial Manager.....H. Diefenbach  
 Chief Engineer.....Harry Bowen

**WEIR—Weirton—1950**

Frequency: 1430 Kc. Power: 1000 Watts  
 Owned-Oper. By.....Tri-State Bcstg. Co.  
 Address.....3992 Main St.  
 Phone: WE 2815 Air Time: Full Time  
 Transcription Service.....Thesaurus  
 News Service.....AP  
 Membership.....NARTB  
 Representative.....Rambeau  
 President.....Harold A. Bengert  
 General Manager.....Edward J. Hirschberg  
 Station Manager.....Robert E. Badger  
 Chief Engineer.....James Mark

**WELC—Welch—1950**

Frequency: 1150 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Pocahontas Bcstg. Co.  
 Address.....Box 1032  
 Phone: 1150 Air Time: Daytime  
 News Service.....UP  
 Representative.....McGillvra  
 Transcription Service.....World  
 Membership.....NARTB  
 President.....Sam Sidote  
 Program Director.....J. Cullop  
 Chief Engineer.....Howard R. King

**WMCD—Welch—1955**

Frequency: 1340 Kc. Power: 100 W.  
 Owned-Operated By.....Williamson Bcstg. Co.  
 Address.....Second Ave. at Court St.  
 President.....Alice Shein

**WHAW—Weston—1948**  
**KBS-MBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By.....Central W. Va. Serv. Corp.  
 Address.....P. O. Box 431  
 Phone: 1555 Air Time: Full Time  
 News Service.....UP  
 Trans. Service.....Associated, Keystone  
 President.....R. H. Ralston  
 Vice Pres.....Francis Andrew

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**WHLL—Wheeling—1949**

Frequency: 1600 Kc. Power: 5000 Watts d.  
Owned-Operated By..... Wheeling Bcstg. Co.  
Address ..... Box 989  
Phone: Wheeling 6700 Air Time: Daytime  
Station Rep. .... Gill-Perna  
Transcription Service ..... Standard  
Station Manager..... K. H. Forney

**WKWK—Wheeling—1941**  
**ABC**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By..... Community Bcstg., Inc.  
Trans. Add. . . Pythian Bldg. 16th & Market Sts.  
Phone: WH 5320 Air Time: Full Time  
News Service ..... UP  
Station Representative ..... Weed  
Pres., Gen. Manager..... John B. Reynolds  
Commercial Mgr..... Elsie M. Cook  
Program Director..... Dale M. Schussler  
Pub. Dir. .... John B. Reynolds, Jr.  
Chief Engineer..... James Jones

**WWVA—Wheeling—1926**  
**CBS**

Frequency: 1170 Kc. Power: 50,000 Watts

Owned-Oper. By..... Storer Broadcasting Co.  
Address..... Hawley Bldg.  
Phone: WH. 5383 Air Time: Full Time  
News Service ..... AP  
Transcription Service ..... Lang-Worth  
Representative ..... John Blair  
Membership ..... NARTB, RAB  
President..... George B. Storer  
Station Manager..... Paul J. Miller  
Comm. Manager..... A. F. Hofman  
Sales Prom., Pub. Dir..... Howard W. Meagle  
Program Director..... Paul A. Myers  
Chief Engineer..... Edwin L. Keim

**WBTH—Williamson—1939**  
**MBS**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By..... Williamson Bcstg. Corp.  
Business Address..... P. O. Box 261  
Phone: 1241 Air Time: Full Time  
Representative..... Gene Grant & Co.  
Membership ..... NARTB  
Manager ..... Alice Shein

**WISCONSIN**

Pop. Feb. 1, 1956 (Est.) 3,595,000—Families 1,050,000  
Radio Homes 990,000—TV Homes 818,426—Stations in State 69

**WATK—Antigo—1947**

Frequency: 900 Kc. Power: 250 Watts d.  
Owned-Oper. By..... Antigo Bcstg. Co.  
Address ..... Antigo  
Phone: 3-4124 Air Time: Daytime  
Transcription Service ..... Thesaurus  
Newspaper Affil..... Daily Journal  
News Service ..... UP  
President, Gen. Mgr..... A. F. Berner  
Comm. Manager..... William Chilton  
Chief Engineer..... Robert Fowler

**WAPL—Appleton—1952**

Frequency: 1570 Kw. Power: 1000 Watts d.  
Owned-Oper. By... Bartell Broadcasters, Inc.  
Address..... Balliet Hotel, 124 W. Wash. St.  
Phone: 4-2609 Air Time: Daytime  
Station Rep..... Gill-Perna  
President..... Gerald A. Bartell  
Program Director..... Rex Munger  
General Manager..... Connie Forster  
Comm. Manager..... Bob Culp  
Chief Engineer..... Ev Fliegel

**WHBY—Appleton—1924**  
**MBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By..... WHBY, Inc.  
Bus. Studio Address..... 600 So. Law St.  
Phone: 3-6639 Air Time: Full Time  
News Service ..... AP  
Representative ..... Meeker  
Gen., Sta., Comm. Mgr..... Lewis J. Process  
Sales Prom. Mgr..... Chris Schneider

Program Director..... Orion Samuelson  
Publicity Director..... John Flynn  
Chief Engineer..... George Merkl

**WATW—Ashland—1940**  
**MBS-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By..... Upp. Mich.-Wisc. Bcstg.  
Address..... No. State Bank Bldg.  
Phone: 1680 Air Time: Full Time  
Representative ..... Walker  
President, Gen. Mgr..... Willam L. Johnson  
Sta., Comm. Manager..... Arncld J. Peterson  
Program Director..... Nancy Anno  
Chief Engineer..... Lester Patten

**WBEV—Beaver Dam—1951**

Frequency: 1430 Kc. Power: 1000 Watts d.  
Owned-Operated By... Beaver Dam Bcstg. Co.  
Address ..... Box 430  
Phone: TU, 5-4439 Air Time: Daytime  
Exec. V.P., Gen. Mgr..... Charles R. Dickoff  
Comm. Mgr..... George Reese

**WBEL—Beloit—1948**

Frequency: 1380 Kc. Power: 5000 Watts d.  
Owned-Oper. By..... Beloit Bcstrs., Inc.  
Business-Studio Address..... 323 Chestnut St.  
Phone: 8-1380 Air Time: Daytime  
News Service ..... UP  
Representative ..... Gill-Perna  
President ..... Russ Salter  
General Mgr..... Robert O. Moran  
Sta., Comm. Mgr..... Joe Moen  
Chief Engineer..... Leo Wilson

**WGEZ—Beloit—1948—MBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By.....Beloit Bcstg. Co.  
 Business-Studio Address.....Hotel Hilton  
 Phone: Emerson 5-8865. Air Time: Full Time  
 Rep. .... Everett-McKinney  
 President..... Sidney H. Bliss  
 General Manager..... Vern Williams  
 Commercial Manager..... Bill Bessaire  
 Prog. Director..... Tom Anderson  
 Chief Engineer..... Bob Fried

**WCHF—Chippewa Falls—1954**

Frequency: 1150 Kc. Power: 1 Kw. d.  
 Owned ..... Chipewa Bcstg. Co.  
 Address..... 108 Bridge St., Ladysmith  
 Station Rep. .... Clark  
 President..... Russell G. Salter  
 General Mgr..... Kerm Stevens

**WBIZ—Eau Claire—1947**  
**MBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By..... WBIZ, Inc.  
 Address..... 609 Cameron St.  
 Phone: TEmple 5-5111. Air Time: Full Time  
 Representative ..... Pearson

Membership ..... RAB  
 President, General Mgr..... Howard G. Bill  
 Chief Eng., Prog. Dir..... Harold Jahnke

**WEAU—Eau Claire—1937**  
**NBC**

Frequency: 790 Kc. Power: 5000 Watts  
 Owned-Operated By..... Central Bcstg. Co.  
 Business-Studio Address. 2415 Hastings Way  
 Phone: 2-3474 Air Time: Full Time  
 News Service ..... UP  
 Trans. Serv. Associated, SESAC, Lang-Worth  
 Reps..... Hollingberry, Bulmer & Johnson  
 General Mgr..... W. C. Bridges  
 Station Mgr..... Leo Howard

**WRFW—Eau Claire—1948**

Frequency: 1050 Kc. Power: 1000 Watts d.  
 Owned... Chippewa Valley Radio & TV Corp.  
 Bus. Studio-Transmitter Address... Eau Claire  
 Phone: 2-1629. Air Time: Daytime  
 News Service ..... AP  
 Transcription Service..... Capitol, Standard  
 President..... Thomas K. Werner  
 Gen., Sta. Mgr., Prog. Dir..... Jack Kelly  
 Comm., Sls. Prom. Mgr..... Richard Werner  
 Publicity Director..... Katherine B. Wahl  
 Chief Engineer..... Ralph Main

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**KFIZ—Fond Du Lac—1922**  
MBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: KFIZ Bcastg. Co.  
Bus. Studio-Transmitter Address: 18 W. First St.  
Phone: 356 Air Time: Full Time  
Newspaper: Commonwealth Reporter  
News Service: UP  
Representative: Holman  
Exec. Vice Pres.: Emery W. Martin  
General Manager: Lynn N. Fairbanks  
Program Director: Lucille Fairbanks  
Chief Engineer: Wendell S. Meyers

**WBAY—Green Bay—1922**  
CBS

Frequency: 1360 Kc. Power: 5000 Watts  
Owned-Operated By: Norbertine Fathers  
Address: 115 South Jefferson  
Phone: HE 2-3331 Air Time: Full Time  
News Service: UP  
Representative: Weed  
Managing Director: Rev. M. J. Beemster  
General Manager: Haydn R. Evans  
Comm. Mgr.: Joseph De Young  
Prom. Manager: Robert Meister  
Sta. Mgr., Prog. Dir.: Rodger Mueller  
Publicity Dir.: Marcie Hayden  
Chief Engineer: Wallace Stangel

**WDUZ—Green Bay—1947**  
ABC

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By: Green Bay Bcastg. Co.  
Business-Studio Address: 225 N. Adams St.  
Phone: HE 5-5331 Air Time: Full Time  
News Service: UP  
Pres., Gen. Mgr.: Ben A. Laird  
Program Dir.: Allen H. Embury  
Commercial Manager: Robert A. Vandersteen  
Chief Engineer: Leo Westerman

**WJPG—Green Bay—1947**  
MBS

Freq.: 1440 Kc. Power: 5 Kw. d., 500 W. n.  
Owned-Oper. By: Green Bay Newspaper Co.  
Business Address: 428 Cherry St.  
Phone: Hemlock 5-7575 Air Time: Full Time  
News Service: AP  
Trans. Ser.: Standard  
Representative: Burn-Smith  
Membership: NARTB  
General Manager: Joseph Horner, Jr.  
Station Manager: John M. Walter  
Commercial Manager: Glen R. Holznecht  
Program Director: Charles Gourlie  
Chief Engineer: Elmo Reed

**WTKM—Hariford—1954**  
KBS

Frequency: 1540 Kc. Power: 500 Watts d.  
Owned-Operated By: Kettle Moraine Bcastg. Co.

Address: Town of Erin, Hartford  
Phone: 600 Air Time: Daytime  
Transcription Service: World  
News Service: UP  
General Mgr.: Walter Zastrow  
Station Mgr.: Don Zastrow  
Program Dir.: Bill Roberts  
Regional Sls. Mgr.: T. Schmitz  
Chief Engineer: George Dodge

**WCLO—Janesville—1930**  
MBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned: Southern Wisconsin Radio, Inc.  
Business-Studio Address: 200 E. Milwaukee St.  
Phone PLeasant 4-3311 Air Time: Full Time  
News Service: AP  
Newspaper Affiliation: "Daily Gazette"  
Representative: Everett-McKinney  
Membership: NARTB  
President: Sidney H. Bliss  
Gen. Sta. Mgr.: V. W. Williams  
Commercial Manager: Charles W. Bessire  
Prom., Pgm., Pub. Dir.: Ralph Schroeder  
Chief Engineer: Wayne Clay

**WLIP—Kenosha—1947**

Frequency: 1050 Kc. Power: 250 Watts  
Owned-Oper. By: W. L. Lipman  
Address: 625 57th St.  
Phone: Olympic 7-8162 Air Time: Daytime  
Transcription Service: Thesaurus  
Representative: Everett-McKinney  
Membership: RAB, NARTB  
General Manager: William L. Lipman  
Sta., Comm. Manager: Hugh Gately  
Program Director: Jerome Golden  
Publicity Director: Steve Kelley  
Chief Engineer: Casimir Lubinski

**WKBH—La Crosse—1923**  
NBC

Frequency: 1410 Kc. Power: 5000 Watts  
Owned-Operated By: WKBH, Inc.  
Business-Studio Address: 141 So. 6th St.  
Phone: 2-4678 Air Time: Full Time  
News Service: AP  
Transcription Service: World  
Representative: H-R  
Membership: RAB, NARTB  
President, Station Mgr.: Howard Dahl  
Program Director: Berneice Callaway  
Sales Manager: Robert Z. Morrison, Jr.  
Chief Engineer: Al Leeman

**WKTY—La Crosse—1948**  
ABC

Frequency: 580 Kc. Power: 1000 Watts  
Owned-Oper. By: Lee & Associates, Inc.  
Business-Studio Address: 112 N. 4th St.  
Phone: 2-6042 Air Time: Full Time  
News Service: UP  
Rep.: Everett-McKinney, Bulmer-Johnson  
President: Herbert H. Lee

Gen. Mgr. .... Don O'Brien  
Comm. Mgr. .... Milo Knutson  
Prom. Dir. .... Charles R. Kearns

**WLCX—La Crosse—1947**  
**MBS-KBS**

Frequency: 1490 Kc. .... Power: 250 Watts  
Owned. .... Phillippe Bcstg. Corp.  
Address .... Rivolt Theatre Bldg.  
Phone: 4-4521. .... Air Time: Full Time  
News Service ..... UP  
Station Rep. .... Sears & Ayer  
President ..... R. L. Phillippe  
General Mgr. .... Gene W. Phillippe  
Commercial Mgr. .... R. A. Gaumer  
Promotion Mgr. .... Ken Nyman  
Promotion Mgr. .... Carol Phillippe  
Program Mgr. .... Catherine Goillaume  
Chief Engineer .... Bill Bruring

**WL DY—Ladysmith—1947**

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Operated By .... Flambeau Bcstg. Co.  
Phone: 584. .... Air Time: Full Time  
Representative .... Thomas Clark  
President ..... Ruth B. Nelson  
Sec'y Treas., Gen. Mgr. .... Chas. H. Nelson  
V.P., Sta. Mgr. .... W. J. Blake

**WIBA—Madison—1925—NBC**

Frequency: 1310 Kc. .... Power: 5000 Watts  
Owned-Operated By .... Badger Bcstg. Co.  
Business-Studio Address. .... 3800 Regent St.  
Phone: Cedar 3-5311. .... Air Time: Full Time  
News, Affil. .... "Capital Times," "Wisc. State  
Journal"  
Representative .... Avery-Knodel  
Membership ..... NARTB  
President ..... William T. Evjue  
General Manager. .... Kenneth F. Schmitt  
Commercial Manager. .... Howard A. Johnson  
Chief Engineer. .... Norman Hahn

**WISC—Madison—1948**  
**MBS-ABC**

Frequency: 1480 Kc. .... Power: 1000 Watts  
Owned-Oper. By .... Radio Wisconsin, Inc.  
Address .... Comm. State Bank Bldg.  
Phone: Alpine 7-2588. .... Air Time: Full Time  
News Service ..... UP  
Representative .... George P. Hollingbery  
President ..... Ralph M. Immell  
General Manager .... Ralph O'Connor  
Comm., Sls. Prom. Mgr. .... Richard S. Nickeson  
Program Director. .... Beverly White  
Publicity Director. .... Phebe Rogers  
Chief Engineer .... W. M. Greely

**WKOW—Madison—1948**  
**CBS**

Freq.: 1070 Kc. .... Power: 10 Kw. d., 5 Kw. n.  
Owned-Oper. By. .... Monona Bcstg. Co.  
Address. .... 215 W. Washington Ave.  
Phone: Alpine 7-2261. .... Air Time: Full Time

News Service ..... UP  
Transcription Service .... Lang-Worth  
Representative .... Headley Reed  
Membership ..... NARTB  
President ..... Stewart Watson  
General Manager. .... Ben Hovel  
Station Manager. .... P. M. Enright  
Program Director. .... Peter Thomas  
Chief Engineer. .... Bob Wickhem

**WOMT—Manitowoc—1926**  
**MBS**

Frequency: 1240 Kc. .... Power: 250 Watts  
Owned-Operated By. .... Francis M. Kadow  
Business-Studio Address. .... Radio Bldg.  
Phone: 6015. .... Air Time: Full Time  
News Service ..... UP  
Transcription Service .... World  
Representative .... Holman  
Membership ..... NARTB  
General Mgr. .... Francis M. Kadow  
Program Director. .... George H. Erdman

**WWOC—Manitowoc—1952**

Frequency: 980 Kc. .... Power: 1000 Watts d.  
Owned-Operated By. .... Manitowoc Bcstg. Co.  
Address. .... 2500 N. 10th Ave.  
Phone: 7763. .... Air Time: Daytime  
News Service ..... AP  
Transcription Service .... Thesaurus  
Representative .... McGillvra  
Ptnr., Gen. Mgr. .... Edward Allen, Jr.  
Ptnr., Chief Engineer. .... Edward Jacker

**WMAM—Marinette—1939**  
**NBC**

Freq.: 570 Kc. .... Power: 250 W. d., 100 W. n.  
Owned-Oper. By. .... M. & M. Bcstg. Co., Inc.  
Bus.-Studio Address. .... 400 Wells St.  
Phone: 2-6631. .... Air Time: Unlimited  
News Service ..... UP  
Representatives. .... Venard, Rintoul & McConnell  
President. .... William E. Walker  
General Manager. .... Joseph D. Mackin  
Station, Comm. Mgr. .... Howard L. Emich  
Sls. Prom. Mgr. .... Marjorie E. Simms  
Program Director. .... Wallace M. MacBriar, Jr.  
Publicity Director. .... Lois Wilkowski  
Chief Engineer. .... Al Alexander

**WDLB—Marshfield—1946**

Frequency: 1450 Kc. .... Power: 250 Watts  
Own.-Oper. By Dairyland's Bdcstg. Serv., Inc.  
Add. Trans. Loca. .... 1710 N. Central Ave.  
Phone: 1450 .... Air Time: Full Time  
News Service ..... UP  
Transcription Service. .... Thesaurus  
Membership ..... RAB  
Representative .... Schmitz  
President ..... Lloyd L. Felker  
Gen., Sta. Manager. .... Robert W. Behling  
Comm. Mgr. .... Roger Thomsen  
Sales Prom. Mgr. .... Jack Thornton  
Program Director. .... Du Wayne Allen  
Chief Engineer ..... Jerry Boos

**WIGM—Medford—1941**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned. . . . . Murphy-Nelson Bcstg. Co., Inc.  
 Address . . . . . Hy. 13  
 Phone: 5147. . . . . Air Time: Full Time  
 Representative . . . . . Clark  
 Pres., Gen. Mgr. . . . . Paul Allman  
 V.P., Sls. Mgr. . . . . Joe Dalvig

**WMNE—Menomonie—1951**  
**KBS**

Frequency: 1360 Kc. Power: 1 Kw. d.  
 Owned-Oper. By. . . . . Menomonie Bcstg. Co.  
 Address . . . . . 603½ Broadway  
 Phone: 1156. . . . . Air Time: Daytime  
 Representative . . . . . Lawson  
 General Manager. . . . . Dr. Wendell Hansen  
 Sta., Mgr. . . . . Douglas Weikley

**WEMP—Milwaukee—1935**

Frequency: 1250 Kc. Power: 5 Kw.  
 Owned-Oper. By. . . . . Milwaukee Bcstg. Co.  
 Bus. Address. . . . . 1701 W. Wisconsin Ave.  
 Phone: BR. 1-7722. . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Representative . . . . . Headley Reed  
 Membership . . . . . NARTB, RAB  
 President. . . . . A. M. Spheeris  
 Gen., Sta. Mgr. . . . . Hugh K. Boice, Jr.  
 Sales Manager. . . . . John C. Gagliano  
 Publicity Director. . . . . Marylou Lenken  
 Program Director. . . . . Tom Shanahan  
 Chief Engineer. . . . . Rolland Paske

**WFOX—Milwaukee—1946**

Frequency: 860 Kc. Power: 250 Watts d.  
 Owned-Oper. By. . . . . Business Mgt. Inc.  
 Address. . . . . 208 E. Wisconsin Ave.  
 Phone: Broadway 2-1272. . . . . Air Time: Daytime  
 News Service . . . . . AP  
 Pres., Gen. Mgr. . . . . Joseph A. Clark  
 Program Director. . . . . Charles La Force  
 Chief Engineer. . . . . George Dodge

**WISN—Milwaukee—1922**  
**ABC**

Frequency: 1150 Kc. Power: 5,000 Watts  
 Owned-Oper. By. . . . . Hearst Corporation  
 Address . . . . . 540 N. Plankinton Ave.  
 Phone: B'way 1-4644. . . . . Air Time: Full Time  
 Newspaper Affil. . . . . Sentinel  
 Representative . . . . . Petry  
 News Service . . . . . AP, INS  
 Membership . . . . . RAB  
 Vice-Pres. . . . . I. E. Showerman  
 Asst. Mgr. . . . . L. A. Larson  
 Sales Mgr. . . . . J. G. Sandison  
 Program Mgr. . . . . Patt Barnes  
 Business Mgr. . . . . Joseph Sergio

**WMIL—Milwaukee—1947**

Frequency: 1290 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. . . . . Cream City Bcstg. Co., Inc.

Bus. Studio Address. 2625 W. Wisconsin Ave.  
 Phone: WE. 3-1290. . . . . Air Time: Day Time  
 News Service . . . . . UP  
 Membership . . . . . NARTB  
 Representative . . . . . McKinney  
 President . . . . . Gene Posner  
 General Manager. . . . . Neil Searles  
 Program Director. . . . . Gene Emerald  
 Chief Engineer. . . . . Gino Monaco

**WOKY—Milwaukee—1950**

Frequency: 920 Kc. Power: 1 Kw. d.  
 Owned. . . . . Bartell Broadcasters, Inc.  
 Address . . . . . 522 W. Wisc. Ave.  
 Phone: BR. 1-8480. . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Representative . . . . . Bolling  
 Membership . . . . . RAB  
 President . . . . . Gerald A. Bartell  
 General Mgr. . . . . Melvin Bartell  
 Exec. V.P., Sta. Mgr. . . . . John Box, Jr.  
 Program Dir. . . . . J. A. Reddy  
 Publicity Dir. . . . . Mitzi Shio  
 Chief Engineer . . . . . Ralph Evans

**WRIT—Milwaukee—1955**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By. . . . . Foster & Assoc., Inc.  
 Address . . . . . 5407 W. Martin Dr.  
 Phone: Bluemound 8-9321. . . . . Air Time: Full Time  
 News Service . . . . . AP, INS  
 Representatives . . . . . H.R. Clarke-Brown  
 President. . . . . Gordon B. McLendon  
 General Manager. . . . . Bill Weaver  
 Commercial Manager. . . . . Elmer Francke  
 Sales Prom. Manager. . . . . Bebe Sue Toth  
 Program Director. . . . . Gene Edwards  
 Publicity Director. . . . . Anita May Poutin  
 Chief Engineer. . . . . Ralph Ingraham

**WTMJ—Milwaukee—1927**  
**NBC**

Frequency: 620 Kc. Power: 5000 Watts  
 Owned-Oper. By. . . . . The Journal Co.  
 Business Address. . . . . 720 E. Capitol Dr.  
 Phone: B'way 1-6000. . . . . Air Time: Full Time  
 News Service . . . . . AP  
 Newspaper Affil. . . . . Journal  
 Representative . . . . . Christal  
 V.P., General Mgr. . . . . Walter J. Damm  
 Asst. Gen. Mgr. . . . . R. G. Winnie  
 Station Manager. . . . . George Comte  
 Sales Manager. . . . . Neale V. Bakke  
 Mgr., Engineering . . . . . Philip B. Laeser  
 Mgr., Pub. Serv. & Prom. . . . . Bruce Wallace

**WEKZ—Monroe—1951**

Frequency: 1260 Kc. Power: 1 Kw. d.  
 Owned-Operated By. . . . . Green County Bcstg. Co.  
 Address . . . . . Monroe  
 Phone: 1260. . . . . Air Time: Daytime  
 Gen., Sta., Comm. Mgr. . . . . Grant A. Ritter  
 Program Director. . . . . Stan Neuberger  
 Sales Prom. Manager. . . . . Joseph Urban  
 Publicity Director. . . . . Charles Booth  
 Chief Engineer. . . . . Rex Eyler

**WNAM—Neenah—Menasha  
1947—KBS**

Frequency: 1280 Kc. Power: 1 Kw.  
Owned-Oper. By Neenah-Menasha Bcstg. Co.  
Phone: 2-6471 Air Time: Full Time  
News Service UP  
Station Rep. Walker  
V.P. & General Mgr. Don C. Wirth  
Station Mgr. W. C. Porsow

**WOSH—Oshkosh—1941  
ABC**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By Oshkosh Bcstg. Co.  
Transmitter Location 1235 Bowen St.  
Transcription Service World  
Representative Pearson  
News Service UP  
General Manager Wm. L. McDonald

**WFPF—Park Falls—1953**

Frequency: 1450 Kc. Power: 250 Watts  
Owned Northland Bcstg. Co., Inc.  
Address Park Falls  
Phone: 389, 262 Air Time: Full Time  
Transcription Lang-Worth  
News Service UP  
Representative Clark  
President Gene Halker  
Station Manager Gordon Schluter  
Program Director Gordon Locke  
Chief Engineer Robert Senne

**WSWW—Platteville—1955**

Frequency: 1590 Kc. Power: 1 Kw. d.  
Owned-Operated By Southwest Wisc. Co.  
Address Radio Park  
Phone: 2775 Air Time: Daytime  
News Service AP  
Representative Schmitz  
Membership NARTB  
President John F. Monroe  
General, Comm. Mgr. R. J. Bodden  
Chief Engineer Raymond Skinner

**WPLY—Plymouth—1954  
KBS**

Frequencies: 1420 Kc. Power: 500 Watts d.  
Owned-Oper. By Eastern Wisc. Bcstg. Co.  
Address Box 222  
Phone: 3-3661 Air Time: Daytime  
News Service AP  
Transcription Thesaurus  
Membership RAB  
President Art Gerber  
Gen., Sta. Mgr., Prog. Dir. John R. Saxe  
Comm., Sls. Prom. Mgr., Pub. Dir. D. Harrington  
Chief Eng. Eugene Capelle

**WPDR—Portage—1952**

Frequency: 1350 Kc. Power: 1000 Watts d.  
Owned-Operated By Portage Bcstg. Co.

Address Box 142  
Phone: 1350 Air Time: Daytime  
Newspaper Affil. Daily Register  
Transcription Service Thesaurus  
News Service UP  
President W. T. Comstock  
Gen. Mgr., Pub. Dir. William Felton  
Commercial Manager Les Peterson  
Sales, Prom. Mgr. Frank Haas  
Program Director Berwyn Ableman  
Chief Engineer Oliver Jones

**WIBU—Poynette—1925  
KBS**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By William C. Forrest  
Bus-Transmitter Address Poynette  
Phone: 98 Air Time: Full Time  
News Service UP  
Pres., Gen., Sta. Mgr. William C. Forrest  
Program Dir. Sarah A. Forrest  
Chief Engineer Leonard Doese

**WPRE—Prairie Du Chien—1952**

Frequency: 1280 Kc. Power: 500 Watts d.  
Owned Prairie Bcstg. Co., Inc.  
Address P. O. Box 36  
Phone: 637, 638 Air Time: Daytime  
News Service UP  
Transcription Capitol, World  
Representative Holman Regional Radio  
Gen., Sta. Mgr. W. C. Schlaugat, Jr.  
Comm., Sales Prom. Mgr. Thomas Multerer  
Program Director Jerry Key  
Publicity Dir. Mickey Fanello  
Chief Engineer Ervin Pvgth

**WRAC—Racine—1949**

Frequency: 1460 Kc. Power: 500 Watts d.  
Owned-Oper. By WRAC, Inc.  
Address Arcade Bldg.  
Phone: 2-1627 Air Time: Daytime  
News Service UP  
Trans. Service World  
Representative Sears & Ayer  
Membership NARTB  
Vice-Pres. William J. Priaulx

**WRJN—Racine—1926—ABC**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Racine Bcstg. Corp.  
Business Address 441 Main St.  
Phone: MELrose 4-3311 Air Time: Full Time  
News Service AP  
Representative Walker  
Newspaper Affiliation "Journal-Times"  
Membership NARTB, RAB  
President J. D. McMurray  
General Manager Harry R. LePoidevin  
Station Manager Harold J. Newcomb  
Commercial Manager Gerald D. Nelson  
Sls. Prom. Mgr., Pub. Dir. Amelia French  
Program Director Lyman Merens  
Chief Engineer Stanley D. Fischer



**WRDB—Reedsburg—1953**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....William C. Forrest  
 Address.....Poynette  
 Phone: 98.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Standard  
 President.....William C. Forrest  
 General Manager.....Mike Flaherty  
 Program Director.....Larry Durand  
 Chief Engineer.....Richard Ingwell

**WOBT—Rhineland—1947**  
**MBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Onelda Bcstg. Co.  
 Business Address.....RR #2  
 Phone: 1240.....Air Time: Full Time  
 News Service.....UP  
 Representative.....McGillvra  
 President.....James Cleary  
 General Manager.....George F. Thoma  
 Comm. Manager.....Howard Koenitzer  
 Program Director.....Wendell Porter  
 Chief Engineer.....William Anderscn

**WJMC—Rice Lake—1939**  
**MBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WJMC, Inc.  
 Address Trans. Loca.....Hy. 48  
 Phone: 550.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....World, SESAC  
 Representative.....Hollingbery, Bulmer-Johnson  
 President.....W. C. Bridges  
 Station Manager.....Russell J. Brown

**WRCO—Richland Center—1949**  
**KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Richland Bcstg. Co.  
 Address.....P. O. Box 192  
 Phone: 1000.....Air Time: Full Time  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Membership.....NARTB, RAB  
 Gen., Sta. Mgr.....Hala D. Peebles  
 Comm. Manager.....Gerald W. Cook  
 Chief Engineer.....Pete Athanas

**WTCH—Shawano—1948**  
**ABC**

Frequency: 960 Kc.....Power: 1,000 Watts d.  
 Owner.....Shawano County Leader Pub. Co.  
 Business-Studio Address..107 E. Green Bay St.  
 Phone: 666.....Air Time: Full Time  
 Representative.....Lawson  
 News Service.....UP  
 Transcription Service.....Capitol, World  
 General Manager.....Mrs. Jeanne Donald  
 Station Manager.....Ray Gruetzmacher

**WHBL—Sheboygan—1926**  
**ABC**

Freq.: 1330 Kc.....Power: 1 Kw. d., 250 W. n.  
 Owned-Operated By.....WHBL, Inc.  
 Bus.-Studio Address.....Hotel Foeste  
 Phone: GLEncourt 8-2107..Air Time: Full Time  
 News Service.....AP  
 Membership.....NARTB  
 Transcription Service.....World  
 Sta. Rep.....Venard, Rintoul & McConnell, Inc.  
 President.....C. E. Broughton  
 General Manager.....Paul F. Skinner  
 Comm. Manager.....Ed Hagen  
 Chief Engineer.....Christ Bauer

**WSHE—Sheboygan—1955**

Frequency: 950 Kc.....Power 500 Watts. d.  
 Owned-Oper. By.....Lake Shore Bcstg. Co.  
 Address.....1210 North 8th St.  
 Phone: 2-4671.....Air Time: Daytime  
 News Service.....UP  
 Pres., Gen. Manager.....David A. Bensman  
 Comm. Manager.....John H. Gardiner  
 Program Director.....Clifford C. Derby  
 Publicity Director.....Sue Rust  
 Chief Engineer.....Jack Brookbank

**WKLJ—Sparta—1951**

Frequency: 1290 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Sparta-Tomah Bcstg. Co.  
 Address.....124½ S. Water St.  
 Phone: 3307.....Air Time: Daytime  
 News Service.....UP  
 Representative.....Rambecu  
 Pres., Gen. Mgr.....John D. Rice  
 Sales Prom. Mgr.....Richard M. Hubbell  
 Vice-Pres.....Victor Tedesco

**WSPT—Stevens Point—1948**

Frequency: 1010 Kc.....Power: 250 Watts d.;  
 Owned-Oper. By.....Stevens Pt. Bcstg. Co.  
 Business-Studio Address.....414 Main St.  
 Phone: 2754.....Air Time: Daytime  
 News Service.....UP  
 Transcription Service.....World  
 Membership.....NARTB, RAB  
 Representative.....Hal Holman  
 President.....W. F. Johns, Jr.  
 General Manager.....P. A. Barnard  
 Program Director.....Thomas Lund  
 Sales Prom. Mgr.....Dave Silverman  
 Chief Engineer.....Garth Bowker

**WDOR—Sturgeon Bay—1947**

Frequency: 910 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Door County Bcstg. Co. Inc.  
 Address.....P. O. Box 88  
 Phone: ST 593.....Air Time: Daytime  
 Transcription Service.....Thesaurus  
 Station Rep.....McGillvra  
 News Service.....AP  
 Pres., Gen., Sta. Mgr.....Edward Allen, Jr.  
 Commercial Manager.....William O. Warnkey  
 Sls. Prom., Prog., Pub. Dir.....Dolores Allen  
 Chief Engineer.....Joseph Genovese

**WOKW—Sturgeon Bay—1951**

Frequency: 1260 Kc. Power: 1 Kw. d.  
Owned-Operated By...Door County Radio Co.  
Address...154 No. Third Ave.  
Station Rep. Best  
President...Chandler F. Harris  
General Mgr. H. R. Peters  
Sales Prom. Mgr. Frank K. Ullsperger  
Prog. Director Jack Schaefer

Air Time Full  
News Service AP  
Representative Indie  
Trans. Service World, Standard  
President Hilding V. Forseen  
General Mgr. R. Topinka

**WDSM—Superior—1937**  
**ABC-MBS**

Frequency: 710 Kc. Power: 5000 Watts  
Owned-Oper. By...WDSM, Inc.  
Business Address...921 Tower Ave.  
Phone: EXport 4-4451. Air Time: Full Time  
News. Affil. "Herald & News Tribune"  
Representative. Peters, Griffin, Woodward, Inc.  
President Robert Ridder  
General Manager Rodney A. Quick  
Commercial Manager Ccrol Anneke  
Program Director Tony Marta  
Chief Engineer Gerry Baumann

**WOSA—Wausau—1948**  
**MBS-ABC**

Frequency: 550 Kc. Power: 5000 Watts  
Owned-Operated By...Alvin E. O'Konski  
Address...4th & Scott Sts.  
Phone: 2-2111. Air Time: Full Time  
Representative Rambeau  
Trans. Ser. Capitol, Standard, Cole, SESAC  
Lang-Worth, Associated  
News Service UP  
General Manager Alvin O'Konski  
Station Manager Art Linn  
Comm. Manager Dan Turner  
Sls. Prom. Manager Leon Gabriel  
Program Director Carol Green  
Publicity Director Miriam Mullen  
Chief Engineer Werner Weiss

**WTRW—Two Rivers—1951**

Frequency: 1590 Kc. Power: 1000 W. d.  
Owned-Operated By...Two Rivers Bcstg. Co.  
Address...1817 Washington  
Transcription Service Standard  
News Service UP  
Membership RAB  
General Manager Howard Luebke  
Commercial Mgr. Stanley Greene

**WSAU—Wausau—1937—NBC**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By...Wisc. Valley TV Corp.  
Business-Studio Address...714 Fifth St.  
Phone: 21021. Air Time: Full Time  
Newspaper Affil. Record Herald  
Representative Meeker  
President J. C. Sturtervant  
General Manager George T. Frichette  
Station Manager George Bunder  
Comm. Mgr. James W. Frey  
Prog., Pub. Director Donald W. De Byle  
Chief Engineer Roland W. Richardt

**WTTN—Watertown—1950**  
**KBS**

Frequency: 1580 Kc. Power: 250 Watts d.  
Owned-Oper. By...Watertown Radio, Inc.  
Address...104 W. Main St.  
Phone: 2215. Air Time: Daytime  
News Service AP  
Transcription Service Thesaurus  
Pres., Gen., Sta. Mgr. Carl V. Kolata  
Chief Engineer Douglas Beaudoin

**WBKV—West Bend—1950**

Frequency: 1470 Kc. Power: 500 Watts d.  
Owned-Oper. By...West Bend Bcstg. Co.  
Address...Box 59, Decorah Rd.  
Representative Clark  
Pres., Gen. Mgr. August C. Berkholtz  
Station Mgr. Roy Ambrose  
Commercial Mgr. Paul J. Mueller  
Program Director Ray Kessnich  
Chief Engineer Paul J. Ripple

**WAUX—Waukesha—1947**

Frequency: 1510 Kc. Power: 250 Watts d.  
Owned-Operated By...Waukesha Bcstg. Co.  
Business-Studio Address...319 W. Main St.  
Phone: 6636. Air Time: Daytime  
News Service AP  
Transcription Service Lang-Worth  
Representative Holman  
Membership NARTB, RAB  
V.P., Gen. Mgr. Mig Figi  
V.P., Sls. Mgr. Charles E. Williams

**WFHR—Wisconsin Rapids**  
**1940—MBS**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By...William F. Huffman Radio  
Business Address...141 W. Grand Ave.  
Phone: 1340. Air Time: Full Time  
Newspaper Affil. Daily Tribune  
Representative Devney & Son  
President Louise F. Huffman  
Gen., Sta., Sls. Prom. Mgr. Geo. T. Frichette  
Commercial Manager L. J. Zurawski  
Prog., Pub. Dir. James Tighe  
Chief Engineer Gordon Miller

**WHVF—Wausau—1953**

Freq.: 1230 Kc. Power: 250 Watts  
Owned Lakeland Bcstg. Corp.  
Address 1110 Wausau Ave.

# WYOMING

Pop. Feb. 1, 1956 (Est.) 315,000—Families 96,000  
Radio Homes 91,000—TV Homes 16,953—Stations in State 18

## KSPR—Casper—1930—CBS

Frequency: 1470 Kc. Power: 1000 Watts  
Owned-Operated By..... Donald L. Hathaway  
Business Address..... Box 930  
Phone: 3-5777 Air Time: Full Time  
News Service..... UP  
Transcription Service..... Thesaurus, Associated  
Representative..... Walker, Moore  
Membership..... NARTB, RAB  
Owner, Pres., Mgr..... Donald L. Hathaway  
Asst. Station Manager..... Marcus R. Nichols

## KVOC—Casper—1946 ABC-MBS-IMN

Frequency: 1470 Kc. Power: 250 Watts  
Owned-Operated By..... KVOC Bcstg. Co.  
Bus.-Studio-Transmitter Address..... Box 2090  
Phone: 2-4512 Air Time: Full Time  
News Service..... AP  
Representative..... McGillvra  
Membership..... NARTB, RAB  
News. Affil..... Casper Trib.-Herald, Morn. Star  
Pres. Co-Owner..... Duane Simons  
Sic. Mgr., Co-Owner..... William F. Shutts  
Comm. Mgr., Co-Owner..... I. E. Shahan  
Program Director..... Jim Baker  
Chief Eng. .... Duane Simons

## KFBC—Cheyenne—1940 ABC-CBS-IMN

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By..... Frontier Bcstg. Co.  
Bus.-Studio Address..... 2923 East Lincoln Way  
Phone: 4-4461 Air Time: Full Time  
News Service..... UP  
Representative..... Avery Knodel  
News, Affil..... Wyoming Eagle, State Tribune  
President..... Robert S. McCracken  
Gen., Sta. Mgr., Chief Eng. William C. Grove  
Commercial Manager..... Charles Cahill  
Sales Prom. Mgr..... Eddie Cohen  
Program Director..... Betty Keyes  
Publicity Director..... Margaret O'Brien

## KVWO—Cheyenne—1952 MBS-KBS

Frequency: 1370 Kc. Power: 1000 Watts d.  
Owned-Operated By..... Great West Co.  
Address..... Box 926  
Phone: 2-6433 Air Time: Daytime  
News Service..... AP  
Membership..... RAB  
President..... Wm. T. Kemp  
Gen. Mgr..... Bill Anderson  
Commercial Mgr..... Ruth Dorr Aubuchon  
Sales Prom. Mgr..... Jack Duane  
Program Director..... Millie Barnett  
Pub. Dir..... Miles Greenfield  
Chief Engineer..... Harold M. Roberts

## KODI—Cody—1947—IMN

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By..... Park Broadcasters

Address..... P. O. Box 762  
Phone: 444 Air Time: Full Time  
News Service..... AP  
Transcription Service..... World  
Representative..... McGillvra  
Membership..... NARTB  
President..... R. B. Croft  
General Manager..... R. B. Beal  
Station Manager..... W. E. Killmer  
Program Director..... C. Owen Allen  
Chief Engineer..... Hal Bowen

## KLUK—Evanston—1953 MBS-KBS-IMN

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By..... BHB Enterprises  
Address..... P. O. Box 198  
Phone: 700 Air Time: Full Time  
News Service..... UP  
Transcription Service..... Thesaurus  
Membership..... NARTB  
General Manager..... Al Pyatt  
Chief Engineer..... Harry Albers

## KOVE—Lander—1948 KBS-MBS-IMN

Frequency: 1330 Kc. Power: 250 Watts  
Owned-Operated By..... Edward J. Breece  
Business Address..... P. O. Box 436  
Phone: 488 Air Time: Full Time  
News Service..... AP  
News. Affil..... Wyoming State Journal  
Representative..... Continental  
Membership..... NARTB  
Owner..... Edward J. Breece  
Sta., Gen. Mgr..... Jack L. Breece  
Comm. Manager..... Dorothy L. Reed  
Publicity Director..... Louise York  
Sls. Prom. Mgr..... James V. M. Fitzgerald  
Prog. Dir..... R. W. Allen  
Chief Engineer..... Gary Fehlauer

## KOWB—Laramie—1948 MBS-KBS-IMN

Frequency: 1340 Kc. Power: 250 Watts d.  
Own. Oper. By Snowy Range Bdcstg. Co., Inc.  
Address..... Box 972  
Phone: 4888 Air Time: Full Time  
News Service..... UP  
Representative..... Avery-Knodel  
Transcription..... World  
Membership..... NARTB  
President..... John Alexander  
General Manager..... Harry D. Peck  
Comm. Manager..... Britt Davis  
Chief Engr., Pgm. Dir..... L. O. Smith

## KASL—Newcastle—1953 ABC

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By..... Newcastle Bcstg. Co.  
Address..... Masonic Bldg.  
Phone: SH 6-2721 Air Time: Full Time

News Service ..... AP  
 Trans. Ser. .... World  
 Representative ..... McGillvra  
 Membership ..... NARTB  
 General Manager ..... Floyd L. Sparks  
 Chief Engineer ..... Roy D. Schmidt

**KPOW—Powell—1941**  
**MBS-KBS-IMN**

Freq. 1260 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By ..... A. J. Meyer  
 Phone: 222-100 ..... Air Time: Full Time  
 News Service ..... UP  
 Transcription ..... Thesaurus  
 Representative ..... Avery-Knodel  
 President, Sta. Manager ..... Al Meyer  
 Comm. Manager ..... K. Meyer  
 Program Director ..... Agnes Fields  
 Chief Engineer ..... J. S. Kilness

**KRAL—Rawlins—1947**  
**ABC-MBS-IMN**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Rawlins Bcstg. Co.  
 Address ..... Box 385  
 Phone: 1003 ..... Air Time: Full Time  
 News Service ..... AP  
 Representative ..... Joseph Hershey McGillvra  
 Membership ..... NARTB  
 President ..... Tracy S. McCracken  
 Gen. Comm. Mgr. .... Jack C. Vagner  
 Program Director ..... Newton Fenney  
 Chief Engineer ..... Robert S. Williams

**KWRL—Riverton—1943—KBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Joseph P. Ernst  
 Air Time ..... Full Time

**KVRS—Rock Springs—1938**  
**MBS-IMN**

Freq.: 1360 Kc. .... Power: 1 Kw. d., 500 Wts. n.  
 Owned-Oper. By ..... Wyoming Bcstg. Co.  
 Address ..... Box 1067

Phone: 93 ..... Air Time: Full Time  
 Representative ..... Avery-Knodel  
 General Manager ..... Dwight Fisher

**KWYO—Sheridan—1934**  
**MBS-KBS-IMN**

Frequency: 1410 Kc. .... Power: 1000 d., 500 n.  
 Owned-Operated By ..... Bighorn Bcstg. Co.  
 Business-Studio Address ..... 21 N. Main  
 Phone: 601 ..... Air Time: Full Time  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Avery-Knodel  
 Membership ..... NARTB  
 Pres., Sta. Mgr. .... Jim Carroll  
 Commercial Mgr. .... Don Tannehill  
 Program Director ..... Bob Wilson  
 Chief Engineer ..... Bob Crosthwaite

**KRTR—Thermopolis—1955**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Mildred V. Ernst  
 Address ..... 500 Broadway  
 Phone: 800 ..... Air Time: Full Time  
 News Service ..... AP  
 Gen. Mgr., Prog. Dir. .... Mildred V. Ernst  
 Chief Engineer ..... Philip Ernst

**KTHE—Thermopolis—1955**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Thermopolis Bcstg. Co.  
 Address ..... H. Scott Taylor, 228 Klink Bldg.

**KGOS—Torrington—1950**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Joseph P. Ernst  
 Address ..... Box 271  
 Phone: 567 ..... Air Time: Full Time

**KWOR—Worland—1946**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Joseph P. Ernst  
 Phone: 303 ..... Air Time: Full Time  
 Comm. Manager ..... Mildred V. Ernst

*For World-Wide News . . .*  
*For Clear, Comprehensive*  
*Coverage . . .*

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# TERRITORIES and POSSESSIONS



## ALASKA

### **KBYR—Anchorage—1948**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By.....Radio Anchorage, Inc.  
Business-Studio Address.....P. O. Box 1960  
Phone: 5-8201.....Air Time: Full Time  
News Service.....AP, UP  
Transcription Serv.....Lang-Worth  
General Manager.....E. Pournelle  
Commercial Mgr.....Wesley Burton  
Chief Engineer.....David L. Dodd

### **KENI—Anchorage—1948** **MBS-ABC-NBC**

Frequency: 550 Kc. Power: 5000 Watts  
Owned-Oper. By.....Midnight Sun Bcstg. Co.  
Phone: 20301.....Air Time: Full Time  
Representative.....James Fletcher, Del Day  
President.....Austin Cooley  
Station Manager.....Claire O. Banks  
General Manager.....Alvin Bramstedt

### **KFQD—Anchorage—1924** **CBS**

Frequency: 730 Kc. Power: 10,000 Watts  
Owned-Oper. By.....W. J. Wagner  
Address.....830 Securities Bldg., Seattle  
Phone: Seneca 6333.....Air Time: Full Time  
News Service.....AP  
Transcription Service.....Lang-Worth, Thesaurus  
Representative.....Alaska Radio-TV Sales  
Pres., Gen. Mgr.....Wm. J. Wagner  
Sta. Mgr.....Ernest Spink  
Prom. Mgr.....Edward L. Carter  
Program Director.....Elmer Emery  
Chief Engineer.....William E. Duck

### **KLAM—Cordova—1954**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By.....Northern Light Bcstg. Corp.

### **KFAR—Fairbanks—1939** **MBS-NBC-ABC-DON LEE**

Frequency: 660 Kc. Power: 10,000 Watts  
Owned-Operated By.....Midnight Sun Bcstg. Co.  
Business-Studio Address.....Lathrop Bldg.  
Air Time.....Full Time  
Representative.....Fletcher, Del Day  
President.....Austin G. Cooley  
Manager.....Alvin O. Bramstedt

### **KFRB—Fairbanks—1948** **CBS**

Frequency: 900 Kc. Power: 10,000 Watts  
Owned-Oper. By.....W. J. Wagner  
Address.....830 Securities Bldg., Seattle  
Phone: Seneca 6333.....Air Time: Full Time  
News Service.....AP

Transcription Service.....Lang-Worth, Thesaurus  
Representative.....Alaska Radio-TV Sales  
Pres., Chief Eng., Gen. Mgr.....Wm. J. Wagner  
Station Manager.....Jack Hauser  
Prog. Dir.....Ruth Bagwell  
Prom. Dir.....Lawrence M. Laby

### **KINY—Juneau—1935—CBS**

Frequency: 800 Kc. Power: 5000 Watts  
Owned-Oper. By.....W. J. Wagner  
Address.....830 Securities Bldg., Seattle  
Phone: Seneca 6333.....Air Time: Full Time  
News Service.....AP  
Trans. Ser.....Lang-Worth, Thesaurus  
Representative.....Alaska Radio-TV Sales  
Pres., Gen. Mgr.....Wm. J. Wagner  
Program Director.....Richard Peter  
Prom. Dir.....Joseph B. Mangan  
Station Manager.....James B. Lawson  
Chief Engineer.....Gordon Burnett

### **KJNO—Juneau—1952** **ABC-MBS-NBC**

Freq: 630 Kc. Power: 1000 Watts d.; 500 Watts n.  
Owned-Oper. By.....Midnight Sun Bcstg. Co.  
Address.....Box 140  
Phone: 508.....Air Time: Full Time  
Representative.....Day, Fletcher  
President.....Austin Cooley  
Station Manager.....Robert A. Wells  
Gen. Manager.....Alvin O. Bramstedt  
Comm. Manager.....Wyn Lundberg  
Program Director.....Jim Douglas  
Promotion Manager.....Dorothy Wheeler  
Chief Engineer.....Royal O'Reilly

### **KABI—Ketchikan—1952** **ABC-MBS-NBC-DON LEE**

Freq.: 580 Kc. Power: 1 Kw. d., 500 Watts n.  
Owned-Oper. By.....Midnight Sun Bcstg. Co.  
News Service.....AP  
Representative.....Day, Fletcher  
President.....Austin G. Cooley  
Manager.....Donald G. Andon

### **KTKN—Ketchikan—1942** **CBS**

Frequency: 930 Kc. Power: 1000 Watts  
Owned-Oper. By.....William J. Wagner  
Address.....830 Securities Bldg., Seattle  
Phone: Seneca 6333.....Air Time: Full Time  
News Service.....AP  
Transcription Service.....Lang-Worth, Thesaurus  
Representative.....Alaska Radio-TV Sales  
Pres., Gen. Mgr.....Wm. J. Wagner  
Station Manager.....Robert Mehan  
Program Director.....Michael P. Quinn  
Prom. Dir.....Roderick Falconer  
Chief Engineer.....Alvin Lavanaway

**KIBH—Seward—1949—CBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By.....William J. Wagner  
 Address.....830 Securities Bldg., Seattle  
 Phone: Seneca 6333. Air Time: Full Time  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Alaska Radio-TV Sales  
 Pres., Gen. Mgr.....Wm. J. Wagner  
 Station Manager.....Donald R. Hanlin  
 Chief Engineer.....William E. Duck

Owned-Operated By.....William J. Wagner  
 Address.....830 Securities Bldg., Seattle  
 Phone: Seneca 6333. Air Time: Full Time  
 News Service.....AP  
 Trans. Ser.....Lang-Worth, Thesaurus  
 Representative.....Alaska Radio-TV Sales  
 Pres., Gen. Mgr.....Wm. J. Wagner  
 Station Manager.....Harry Lanz  
 Chief Engineer.....DeWayne Sharp

**KIFW—Sitka—1949—CBS**

Frequency: 1230 Kc. Power: 250 Watts

**KSEW—Sitka—1954**

Frequency: 1400 Kc. Power: 260 Watts  
 Owned-Oper...Voice of Sheldon Jackson, Inc.

**GUAM**

**KUAM—Agana—1954**

**NBC-CBS-ABC-MBS**

Frequency: 610 Kc. Power: 1000 Watts

Owned-Oper. By.....Radio Guam  
 Address....Post Office Box 68, Agana, Guam  
 Phone: 7-2365. Air Time: Full Time  
 Representative.....Young  
 President.....Harry M. Engel, Jr.

**HAWAII**

**KHBC—Hilo—1936—CBS**

Frequency: 970 Kc. Power: 1000 Watts  
 Owned-Oper. By.....Hawaiian Bcstg. System, Ltd.  
 Address.....Pihonua, Hilo  
 Air Time.....Full  
 Newspaper Affiliation.....Honolulu Star Bulletin  
 Representative.....Peters, Griffin, Woodward, Inc.  
 President.....J. Howard Worrall  
 Vice-Pres., Gen. Mgr.....C. R. Evans  
 Gen. Sls. Mgr.....Ralph Davison  
 Promotion Dir.....J. T. Quinlan

News Service.....UP  
 Transcription Service.....Capitol  
 Newspaper Affiliation....."Star-Bulletin"  
 Representative.....Peters, Griffin, Woodward, Inc.  
 Membership.....NARTB  
 President.....J. Howard Worrall  
 V.P., Gen. Mgr.....C. R. Evans  
 Sls. Mgr.....Ralph Davison, Jr.  
 Program Director.....Robert Costa  
 Promotion Mgr.....John Quinlan  
 Chief Engineer.....Daniel Hunter

**KILA—Hilo—1951**

**MBS-DON LEE**

Frequency: 850 Kc. Power: 1000 Watts  
 Owned-Oper. By.....James E. Jaeger  
 Address.....Nanihoa Hotel  
 Air Time.....Full  
 Representative.....Hollingbery  
 Network, Sls. Mgr.....Fin Hollinger  
 Station Mgr.....James E. Jaeger

**KGU—Honolulu—1922—NBC**

Frequency: 760 Kc. Power: 2500 Watts  
 Owned-Operated By.....Advertiser Pub. Co., Ltd.  
 Address.....P. O. Box 3110  
 Phone: 5-2977. Air Time: Full Time  
 Representative.....NBC Spot Sales  
 Newspaper Affil.....Advertiser  
 President.....Lorrin P. Thurston  
 General Mgr.....William O. Paine  
 Comm. Mgr.....George C. Mansfield  
 Program Director.....Vincent Priore  
 Chief Engineer.....Sakae Kimata

**KIPA—Hilo—1947**

Frequency: 1110 Kc. Power: 1,000 Watts  
 Owned Operated By.....Aloha Bcstg. Co., Ltd.  
 Business-Studio Address.....P. O. Box 1602  
 Phone Number: 2177. Air Time: Full  
 News Service.....UP  
 Transcription.....BML SESAC  
 Membership.....NARTB  
 President.....Ira Mercer  
 Gen., Sta., Comm. Mgr.....J. L. Brandt  
 Program Dir.....K. M. Brandt  
 Chief Engineer.....R. W. Jaderstrom

**KHON—Honolulu—1946**

Frequency: 1380 Kc. Power: 5,000 Watts  
 Owned-Operated By.....Aloha Bcstg. Co., Ltd.  
 Business Address.....P. O. Box 1380  
 Representative.....Bolling  
 Pres., Gen. Mgr.....Ira G. Mercer  
 Sales Mgr.....Drew Kay

**KGMB—Honolulu—1929—CBS**

Frequency: 590 Kc. Power: 5000 Watts  
 Owned.....Hawaiian Bcstg. System, Ltd.  
 Address.....1534 Kapiolani Blvd.  
 Phone: 9-2011. Air Time: Full Time

**KIKI—Honolulu—1951**

Frequency: 860 Kc. Power: 250 Watts  
 Owned-Oper. By.....KIKI, Ltd.  
 Address.....320 Ward Ave.  
 Phone: 6-3456. Air Time: Full  
 Representative.....Grant  
 President.....Royal V. Howard  
 Exec. V.P.....Angelo J. Rossi



**KPOA—Honolulu—1946****MBS**

Frequency: 630 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By. . . . . Radio Hawaii, Inc.  
 Address . . . . . 420 Lexington Ave.  
 News Service . . . . . UP  
 Representative . . . . . George P. Hollingbery  
 President . . . . . John M. Shaheen  
 Exec. V.P., Gen. Comm. Mgr. . . . . Fin Hollinger  
 Program Director . . . . . Carlos Rivas  
 Chief Engineer . . . . . Bob Lang

**KULA—Honolulu—1947****ABC**

Frequency: 690 Kc. . . . . Power: 10,000 Watts  
 Owned-Oper. By. . . . . TV Corp. of America, Ltd.  
 Address . . . . . 1290 Ala Moana Blvd.  
 Phone: 63666 . . . . . Air Time: 18 hrs.  
 News Service . . . . . UP  
 Representative . . . . . Adam Young  
 Transcription . . . . . World, Associated, Standard  
 General Manager . . . . . Jack A. Burnett  
 Comm. Manager . . . . . M. F. Warren  
 Prom. Manager . . . . . Paul Yamamoto  
 Chief Engineer . . . . . Ronald Miyahira

**KANI—Kaneohe, Oahu—1953**

Frequency: 1150 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By. . . . . Windward Bcstg. Co., Ltd.  
 Address . . . . . P.O. Box 697, Oahu  
 Phone Number . . . . . 242576  
 News Service . . . . . INS  
 President . . . . . Merril K. Riley  
 Manager . . . . . Don Carter

**KTOH—Lihue, Kauai—1940**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Garden Island Publ., Ltd.  
 Address . . . . . Lihue  
 News Service . . . . . UP  
 General Mgr. . . . . Charles J. Fern  
 Station Mgr. . . . . Martin H. Sebastian, Jr.

**KMVI—Wailuku-Maui—1947****NBC**

Frequency: 550 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By. . . . . Maui Publ. Co., Ltd.  
 Address Trans. Loca. . . . . Wailuku-Maui, Box 374  
 Phone: 33-981 . . . . . Air Time: Full Time  
 News Service . . . . . UP  
 Newspaper Affil. . . . . Madi News  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . NBC Spot Sales  
 Membership . . . . . NARTB  
 President . . . . . J. Walter Camera  
 General Manager . . . . . Ezra J. Crane  
 Sta., Asst. Gen. Mgr. . . . . Richard E. Mawson  
 Commercial Manager . . . . . Frank Kovacic  
 Promotion Manager . . . . . Alan J. Delpech  
 Chief Engineer . . . . . George Tam

**KAHU—Waipahu—1950**

Frequency: 920 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By. . . . . Rural Bcstg. Co., Ltd.  
 Address . . . . . P. O. Box 1007  
 Phone Number . . . . . Honolulu 27-3136  
 News Service . . . . . AP  
 President . . . . . Dr. Timothy I. Wee  
 Gen. Comm. Mgr. . . . . Harry En Chu  
 Prog. Director . . . . . Robert Miller  
 Prom. Manager . . . . . Jackson McBride  
 Chief Engineer . . . . . Robert Pearson

**PUERTO RICO****WABA—Aguadilla—1951**

Frequency: 850 Kc. . . . . Power: 500 Watts  
 Owned-Operated By. . . . . L. Hector Reichard  
 Address . . . . . Box 188  
 Phone: 242 . . . . . Air Time: Full Time  
 President . . . . . L. Hector Reichard  
 General Manager . . . . . F. Bonnet Velez

**WCMN—Arecibo—1947**

Frequency: 1280 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Caribbean Bdcstg Corp.  
 Address . . . . . Box 755  
 Air Time . . . . . Full Time  
 Membership . . . . . NARTB  
 President . . . . . Artsides Santoni Ledesma  
 General Manager . . . . . Nabal Barreto

**WENA—Bayamon—1947**

Frequency: 1560 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Bayamon Bcstg. Corp.  
 Address . . . . . Box 157  
 Air Time . . . . . Full Time

**WNEL—Caguas—1947**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owner . . . . . Inter-American Radio Corp.  
 Address . . . . . Box 487  
 Phone: 678-579 . . . . . Air Time: Full Time  
 Pres., Gen. Mgr. . . . . C. E. Eduardo Biascochea  
 Station Manager . . . . . Agustina Valez  
 Comm. Manager . . . . . Charles Miner  
 Sales Promotion Mgr. . . . . J. Balseiro  
 Program Director . . . . . John W. Rodriguez

**WVJP—Caguas—1947**

Frequency: 1110 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Borinquen Bdcstg. Co.  
 Address . . . . . P. O. Box 207  
 Phone: 789 . . . . . Air Time: Full Time  
 General Manager . . . . . Hector Pereira  
 Station Manager . . . . . Federico E. Virella  
 Commercial Manager . . . . . Jorge L. Arzuaga  
 Program Director . . . . . J. Colon Santiago  
 Chief Engineer . . . . . Pedro L. Jimenez

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**WMDD—Fajardo—1947**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WMDD, Inc.  
 Address .....Box 387  
 Air Time .....Full Time  
 General Manager .....Agustin B. Camunas

**WXRf—Guayama—1948**

Frequency: 1590 Kc.....Power: 1,000 Watts  
 Owned-Operated By.....Rafael Fuster  
 Business-Studio Address.....42 Hostos St.  
 Phone: 243.....Air Time: Full Time  
 President .....Rafael Fuster  
 General Mgr.....Charles L. Cordero

**WAEL—Mayaguez—1948**

Frequency: 600 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Mario Acosta  
 Business Address.....12 Iglesia St.  
 Air Time .....Full Time  
 Owner, Manager.....Mario Acosta

**WKJB—Mayaguez—1946**

Frequency: 710 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Jose A. Bechara, Jr.  
 Address .....54 Minerva St., Box 1293  
 Phone: 893.....Air Time: Full Time  
 Representative .....Inter-Amer. Pub., Inc.  
 Newspaper Affil. ....El Mundo  
 Pres., Gen. Mgr.....Jose A. Bechara, Jr.  
 Manager .....Arturo Cortes

**WORA—Mayaguez—1947**

Frequency: 1150 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Radio Americas Corp.  
 Studio Address.....P. O. Box 43  
 Phone: 1150.....Air Time: Full Time  
 Representative .....Adam Young, Int'l. Ltd.  
 Pres., Gen. Mgr.....Alfredo R. De Arellano, Jr.  
 Sta., Comm. Mgr.....Reinaldo M. Dupont  
 Sales Prom. Mgr.....Mario Quintero, Jr.  
 Prog. Dir.....Rodolfo Hernandez Lopez  
 Publicity Dir.....German Velez  
 Chief Engineer.....Jesus Aviles Brunet

**WPRa—Mayaguez—1937**

Frequency: 990 Kc.....Power: 10,000 Watts  
 Owned-Oper. By.....WPRa, Inc.  
 Address .....Box 869  
 Air Time .....Full Time

**WTIL—Mayaguez—1950**

Frequency: 1300 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Mayaguez Radio Corp.  
 Address .....Post & Palmer Sts.  
 Phone: 1290.....Air Time: Full Time  
 President .....William G. Mamary  
 Comm., Nat'l. Sales Mgr.....Gilbert Mamary  
 Station Mgr.....Patricio Fremaint

**WISO—Ponce—1953**

Frequency: 1260 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....South P. R. Bcstg. Corp.  
 Address .....Box 2023

Phone: 137.....Air Time: Full Time  
 President .....Andres Jrillasca  
 Gen. Comm. Mgr., Chief Eng.....Luis E. Freyre  
 Program Dir.....Luis Felipe Rodriguez  
 Sta. Manager.....Nilda P. de Freyre  
 Sls. Prom. Mgr.....Manuel Pirallo

**WPAB—Ponce—1940**

Frequency: 550 Kc.....Power: 5 kwd.; 1 Kw n.  
 Owned By.....Portorican Am. Bcstg. Co., Inc.  
 Bus. Studio Address.....164 Villa St.  
 Phone: 783.....Air Time: Full Time  
 Representative.....Inter-American Pub'l., Inc.  
 Pres., Gen. Mgr.....A. Gimenez-Aguayo  
 Program Director.....Eliseo Borrero  
 Chief Engineer.....Alfonso Santos

**WPRP—Ponce—1936**

Frequency: 910 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Voice of Puerto Rico, Inc.  
 Bus. Address.....Salud St. Corner to Guadalupe  
 Phone: 1015.....Air Time: Full Time  
 Representative .....Adam Young  
 Gen. Mgr.....Alfredo Ramirez de Arellano  
 Asst., Sales Mgr.....Antonio Miro

**WRIO—Rio Piedras—1949**

Frequency: 1320 Kc.....Power: 5 Kw. d. 1 Kw. n.  
 Owned-Oper. By.....The Master Bdcstg. Corp.  
 President.....Isidoro Quinones Vidal  
 Sta. Mgr., V.P.....Julio Morales Ortiz  
 Address.....Box 335, Hato Rey, Rio Piedras  
 Phone: 1096.....Air Time: Full Time

**WWW—Rio Piedras—1949**

Frequency: 1520 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Frank A. Gandia  
 Address.....P. O. Box 935  
 Air Time .....Full Time  
 Gen. Mgr.....Frank A. Gandia

**WAPA—San Juan—1947**

Frequency: 680 Kc.....Power: 10,000 Watts  
 Owned-Oper. By.....José Ramón Quiñones  
 Bus. Address.....Box 4563  
 Phone: 3-3000.....Air Time: Full Time  
 Membership .....NARTB  
 Representative.....Caribbean Network, Inc.  
 Owner, Gen. Mgr.....Jose Ramon Quinones  
 Sta., Comm. Mgr.....Segismundo Quinones  
 Prom. Mgr., Prog. Dir.....Harold Zayes Torres  
 Pub. Dir.....Francisco Aranzamendi, Jr.  
 Chief Engineer.....Jose Arzuaga

**WHOA—San Juan—1954**

Frequency: 1400 Kc.....Power: 250 W.  
 Owned-Oper. By.....Continental Bcstg. Corp.  
 Address .....Box 4938  
 Phone: 2-3187.....Air Time: Full  
 News Service.....AP  
 Transcription .....Lang-Worth  
 Membership .....NARTB  
 Pres., Gen. Mgr.....W. R. Anthony  
 Program Director.....W. S. Priest



**WJAC—San Juan—1947**

Frequency: 740 Kc. Power: 10 Kw.  
Owned-Oper. By...Radio Station WJBS, Inc.  
Address...Box 4504  
Air Time...Full  
General Manager...Tomas Muniz  
Asst. Mgr...B. P. Rios

**WITA—San Juan—1948**

Frequency: 1140 Kc. Power: 500 Watts  
Owned-Oper. By...Electronic Enterprises, Inc.  
Address...Comercio St. 450  
Phone: 3-4719. Air Time: Full Time  
Newspaper Affiliation...El Imparcial  
News Service...INS  
Rep...International Newspapers Rep., Inc.  
President...Antonio Ayuso Valdivieso  
General Manager...Grimaldi Graw  
Chief Engineer...Luis Prado Martorell

**WKAQ—San Juan—1922**  
CBS

Frequency: 580 Kc. Power: 5000 Watts

Owned-Oper. By...El Mundo Bcstg. Corp.  
Business Address...Box 9007, Santurce, P. R.  
Phone: 2-2023. Full Time  
Newspaper Affiliation...“El Mundo”  
Transcription Service...Associated  
News Service...UP  
Representatives...Inter-American Pub’l. Inc.  
Membership...NARTB  
President...Angel Ramos  
General Mgr...V. Lamas, Jr.  
Comm. Mgr...Carlos Vizcarrondo  
Program Director...Esther Pales

**WKVM—San Juan—1952**

Frequency: 810 Kc. Power: 5000 Watts  
Owned-Oper...American Colonial Bcstg. Corp.  
Address...1000 Ponce de Leon Ave.  
Phone: 3-0840. Air Time: Full Time  
Representative...Pan American Bcstg. Co.  
Pres., Gen. Mgr...R. P. Perry

**VIRGIN ISLANDS**

**WSTA—St. Thomas—1950**

Frequency: 1340 Kc. Power: 250 Kc.  
Owned-Oper. By...William N. Greer  
Addr...Box 538, Charlotte Amalie, St. Thomas  
Phone: 489. Air Time: Full Time  
Representative...Young  
News Service...AP  
Owner, Manager...William N. Greer  
Commercial Mgr...Nellie Greer  
Program Director...Ron de Lugo

**WIVI—Christiansted—1952**  
ABC

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper...Radio American West Indies, Inc.  
Address...Box 931  
Phone: 28. Air Time: Full Time  
News Service...AP  
Transcription...Associated  
Representative...Pan American Bcstg. Co.  
Pres., Gen. Sta., Comm. Mgr...Hazel M. Vickers  
Prom. Manager...Raymond E. Higdon  
Prog. Director...James O’Neill  
Pub. Director...Ron de Lugo  
Chief Engineer...Raymond E. Higdon

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## CANADIAN BROADCASTING CORPORATION

### COMMERCIAL DIVISION

354 JARVIS STREET  
TORONTO 5, ONTARIO

1425 DORCHESTER ST. W.  
MONTREAL 25, P. Q.



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# CANADIAN BROADCASTING CORP.

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## OFFICES

Head Office—140 Wellington St., Ottawa, Ont.

Phone: 6-7331

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## EXECUTIVES and STAFF

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Dr. J. A. Corry, Kingston  
Gordon A. Winter, St. John's  
Roy J. Fry, Winnipeg  
Kenneth C. Montgomery, Edmonton  
R. K. Gervin, Vancouver  
Gerard Gingras, Montreal

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E. L. Bushnell, Ass't Gen. Mgr. and Cont. Bcstg.  
Col. R. P. Landry, Controller of Administration  
Charles Jennings, Ass't Cont. of Bcstg.  
Marcel Carter, Ass't Cont. of Admin.  
A. K. Morrow, Co-ord. of Radio  
J. P. Gilmore, Co-ord. of TV  
G. W. Richardson, Executive Ass't

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Charles Jennings, Director of Programs  
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W. E. Powell, Commercial Manager  
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Regional Program Dir., D. E. Cameron

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Director, Ira Dilworth  
Dir. of Network Co-ord., H. G. Walker

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# The grassroots grow dollars in Canada ... get in on the pickings now!

Looking for a spending customer? Then let your sales message be heard in the market where money *does* grow on trees! We're talking about Canada. Did you know that John Canuck pocketed over \$2 billion from his tall timber alone in 1954? But wood, pulp and paper isn't all! He's cashing in on the black gold of his Alberta oil fields . . . his rich uranium developments . . . swelling grain elevators . . . and his iron ore deposits south of Ungava Bay. Even in Ontario and Quebec the dollars double as heavy industry gets heavier. Look to the north and you'll see 4,000 miles of bulging pocket book. This is *your* market!

Yes, here is a dollar market with cash customers . . . Canadians! Canadians that are approachable . . . they like the same things you like. Their wives follow the same fashion fads as your wives . . . their kids read the same comics as your kids. They *want* to buy more and they can afford it. All you have to do is tell them about your product and tell them through the

voice they know and trust . . . their local radio station.

Local radio will carry your sales message into 95% of all the homes in Canada in a language familiar to each home, English and French. You'll be heard and welcomed as a friend in the company of big network shows *plus* the close-to-home intimacy of news, farm reports and mining broadcasts that only local radio can provide for a community.

What's more, in Canada local radio has a limitless advantage . . . "everywhereness"! This "everywhereness" will set your sales message down in the cities, towns and villages . . . and in the flourishing backwoods. Yes, the backwoods is important. Take Kitimat, for example. Here, locked in the forest, is the world's largest aluminum plant employing thousands of workers and their families . . . all dreaming of things to buy. Local radio is the answer when it comes to penetration, hard-sell and economy. Come into Canada over local radio.

## *and what about TV?*

North of the border the impact of TV is still fresh, new and increasing in intensity. In 1954 the sale of TV sets almost doubled the 1953 sales record. In 1954 a total of 18 new independent

TV stations brought a new, curious and enthusiastic audience to Canada's already eager TV viewers. We urge you to cash in on this unique sales opportunity NOW!

## CANADIAN ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS

108 Sparks St., Ottawa

200 St. Clair West, Toronto, Ontario

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# CANADIAN ASSOCIATION OF RADIO-TELEVISION BROADCASTERS

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## OFFICES

Head Office—108 Sparks St., Ottawa, Ont.  
Phone: 3-4036

Sales Office—200 St. Clair Ave. West, Toronto 7, Ont.  
Phone: Walnut 2-3334



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Executive Vice-President..... T. J. Allard  
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Director of Sales and Research..... C. W. Fenton



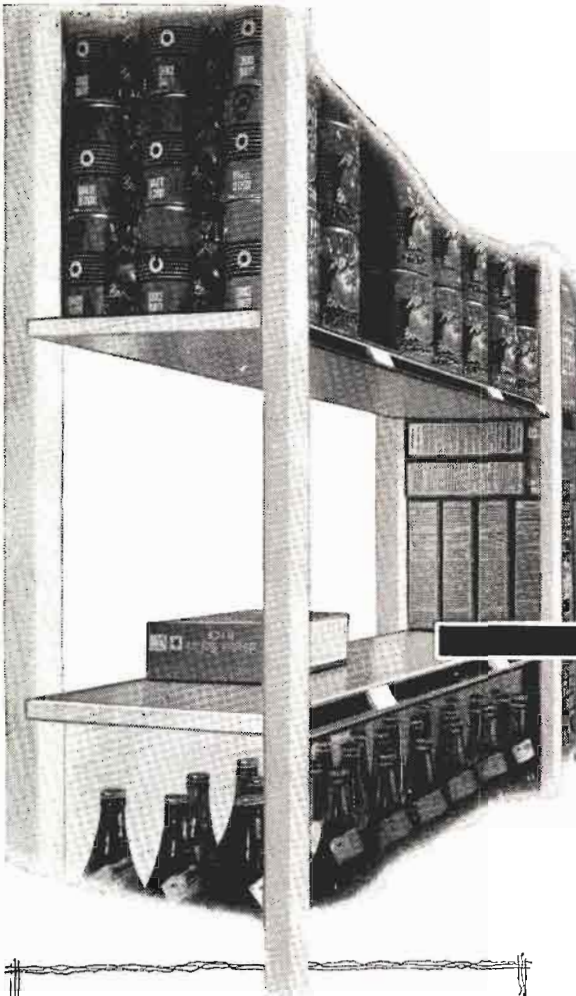
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## Functions

The Canadian Association of Radio and Television Broadcasters is a voluntary trade organization of 137 privately owned (independent) radio broadcasting stations, and 25 television stations in Canada.



# IN CANADA RADIO EMPTIED THIS SHELF!

In Ontario, Canada's richest market, \$728,630,500\* per year is spent on groceries. On CFRB in one month, 91 hours 20 minutes and 30 seconds\*\* were sponsored by people selling grocery items.

Why do the grocery people in Canada buy so much time on CFRB? Because they get results on CFRB.

Other media bring results too. But radio selling messages have a unique persistence, an unescapable quality. Today you find radio selling messages emanating from everywhere, indoors and out, cars, homes, offices.

In Canada to have this "everywhere-ness" in Ontario—the market where 1/3 of the Canadian population lives, and where 40% of all retail sales are made, is everything!

Why not give the CFRB representatives a call and let them show you what CFRB can do for you in Canada?

Canada's most powerful independent radio station, gives you:

- 1 complete coverage of over 1/2 million radio homes every week
- 2 your key to Canada's richest dollar market where five million people live—where 40% of Canada's total retail sales are made
- 3 complete coverage of 44 counties spending \$66,283,699.00 every week
- 4 over twenty-seven years of skill, experience and success in radio showmanship and salesmanship

Call in a CFRB representative today. Let him show you without obligation, how you can augment your sales through the result-getting medium of radio.

50,000  
watts

# CFRB

TORONTO CANADA

1010  
on your dial

REPRESENTATIVES

United States: Canadian Station Representatives Ltd.

Canada: All-Canada Radio Facilities Limited

\*Based on Dominion Bureau of Statistics report for period from 1951 to 1952

\*\*Based on CFRB program schedule for January, 1955

# STATIONS OF CANADA

The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.



Call Letters	City	See Page	Call Letters	City	See Page
CBA	Sackville, N. B.	690	CHGB	Ste. Anne de La Poc. Que.	701
CBAF	Moncton, N. B.	690	CHLN	Three Rivers, Que.	702
CBE	Windsor, Ont.	698	CHLO	St. Thomas, Ont.	696
CBF	Montreal, Que.	699	CHLP	Montreal, Que.	700
CBG	Gander, Nfld.	691	CHLT	Sherbrooke, Que.	701
CBH	Halifax, N. S.	691	CHML	Hamilton, Ont.	694
CBI	Sydney, N. S.	692	CHNC	New Carlisle, Que.	700
CBJ	Chicoutimi, Que.	699	CHNO	Sudbury, Ont.	697
CBK	Watrous, Sask.	704	CHNS	Halifax, N. S.	692
CBL	Toronto, Ont.	697	CHRC	Quebec City, Que.	700
CBM	Montreal, Que.	700	CHRD	Drummondville, Que.	699
CBN	St. John's Nfld.	691	CHRL	Roberval, Que.	701
CBO	Ottawa, Ont.	695	CHOK	Sarnia, Ont.	696
CBT	Grand Falls, Nfld.	691	CHOV	Pembroke, Ont.	696
CBV	Quebec City, Que.	700	CHSJ	Saint John, N. B.	690
CBY	Corner Brook, Nfld.	691	CHUB	Nanaimo, B. C.	687
CBU	Vancouver, B. C.	688	CHUM	Toronto, Ont.	697
CBW	Winnipeg, Man.	689	CHVC	Niagara Falls, Ont.	695
CBX	Edmonton, Alta.	685	CHWK	Chilliwack, B. C.	686
CBXA	Edmonton, Alta.	685	CJAD	Montreal, Que.	700
CFAB	Windsor, N. S.	692	CJAT	Trail, B. C.	687
CFAC	Calgary, Alta.	685	CJAV	Port Alberni, B. C.	687
CFAR	Flin Flon, Man.	689	CJBC	Toronto, Ont.	697
CFBC	Saint John, N. B.	690	CJBR	Rimouski, Que.	701
CFCF	Montreal, Que.	700	CJBQ	Belleville, Ont.	693
CFCH	North Bay, Ont.	695	CJCA	Edmonton, Alta.	685
CFCL	Timmins, Ont.	697	CJCB	Sydney, N. S.	692
CFCN	Calgary, Alta.	685	CJCH	Halifax, N. S.	692
CFCO	Chatham, Ont.	693	CJCS	Stratford, Ont.	697
CFCW	Camrose, Alta.	685	CJDC	Dawson Creek, B. C.	686
CFCY	Charlottetown, P.E.I.	698	CJEM	Edmundston, N. B.	690
CFDA	Victoriaville, Que.	702	CJET	Smith Falls, Ont.	696
CFGP	Grande Prairie, Alta.	686	CJFP	Riviere-Du-Loup, Que.	701
CFGT	Alma, Que.	699	CJFX	Antigonish, N. S.	691
CFJB	Brampton, Ont.	693	CJGX	Yorkton, Sask.	704
CFJC	Kamloops, B. C.	686	CJIB	Vernon, B. C.	688
CFJR	Brockville, Ont.	693	CJIC	Sault Ste. Marie, Ont.	696
CFNB	Fredericton, N. B.	690	CJKL	Kirkland Lake, Ont.	694
CFNS	Saskatoon, Sask.	703	CJLS	Yarmouth, N. S.	692
CFOB	Fort Frances, Ont.	693	CJMS	Montreal, Que.	700
CFOR	Orillia, Ont.	695	CJMT	Chicoutimi, Que.	699
CFOS	Owen Sound, Ont.	695	CJNB	North Battleford, Sask.	703
CFPA	Port Arthur, Ont.	696	CJOB	Winnipeg, Man.	689
CFPL	London, Ont.	695	CJOC	Lethbridge, Alta.	686
CFPR	Prince Rupert, B. C.	687	CJON	St. John's, Nfld.	691
CFQC	Saskatoon, Sask.	704	CJOR	Vancouver, B. C.	688
CFRA	Ottawa, Ont.	695	CJOY	Guelph, Ont.	694
CFRB	Toronto, Ont.	697	CJQC	Quebec City, Que.	701
CFRG	Gravelbourg, Sask.	703	CJRL	Kenora, Ont.	694
CFRN	Edmonton, Alta.	685	CJRW	Summerside, P.E.I.	698
CFUN	Vancouver, B. C.	688	CJSO	Sorel, Que.	702
CHAB	Moose Jaw, Sask.	703	CJSP	Leamington, Ont.	695
CHAD	Amos, Que.	699	CJVI	Victoria, B. C.	688
CHAT	Medicine Hat, Alta.	686	CKAC	Montreal, Que.	700
CHED	Edmonton, Alta.	685	CKBC	Barrie, Ont.	693
CHEF	Granby, Que.	699	CKBB	Pathurst, N. B.	690
CHEX	Peterborough, Ont.	696	CKBI	Prince Albert, Sask.	703
CHFA	Edmonton, Alta.	685	CKBL	Matane, Que.	699

Call Letters	City	See Page
CKBM	Montmagny, Que.	699
CKBW	Bridgewater, N. S.	691
CKCH	Hull, Que.	699
CKCK	Regina, Sask.	703
CKCL	Truro, N. S.	692
CKCR	Kitchener, Ont.	694
CKCV	Quebec City, Que.	701
CKCW	Moncton, N. B.	690
CKDA	Victoria, B. C.	688
CKDM	Dauphin, Man.	689
CKEC	New Glasgow, N. S.	692
CKEN	Kentville, N. S.	692
CKEY	Toronto, Ont.	697
CKFH	Toronto, Ont.	698
CKGB	Timmins, Ont.	697
CKGR	Galt, Ont.	694
CKLB	Oshawa, Ont.	695
CKLC	Kingston, Ont.	694
CKLD	Thetford Mines, Que.	702
CKLG	Vancouver, B. C.	688
CKLN	Nelson, B. C.	687
CKLS	LaSarre, Que.	699
CKLW	Windsor, Ont. (See Listing, Detroit, Mich.)	472
CKLY	Lindsay, Ont.	695
CKMR	New Castle, N. B.	690
CKNB	Campbellton, N. B.	690
CKNW	New Westminster, B. C.	687
CKNX	Wingham, Ont.	698
CKOC	Hamilton, Ont.	694
CKOK	Penticton, B. C.	687
CKOM	Saskatoon, Sask.	704
CKOT	Tillsonburg, Ont.	697

Call Letters	City	See Page
CKOV	Kelowna, B. C.	687
CKOX	Woodstock, Ont.	698
CKOY	Ottawa, Ont.	695
CKPC	Brantford, Ont.	693
CKPG	Prince George, B. C.	687
CKPR	Fort William, Ont.	693
CKRB	St. George De Beauce, Que.	701
CKRC	Winnipeg, Man.	689
CKRD	Red Deer, Alta.	686
CKRM	Regina, Sask.	703
CKRN	Rouyn, Que.	701
CKRS	Jonquiere, Que.	699
CKSB	St. Boniface, Man.	689
CKSF	Cornwall, Ont.	693
CKSM	Shawinigan Falls, Que.	701
CKSO	Sudbury, Ont.	697
CKTB	Ste. Catharines, Ont.	696
CKTR	Trois-Rivieres, Que.	702
CKTS	Sherbrooke, Que.	702
CKVD	Val D'Or	702
CKVL	Montreal, Que.	700
CKVM	Ville-Marie, Que.	702
CKWS	Kingston, Ont.	694
CKWX	Vancouver, B. C.	688
CKX	Brandon, Man.	689
CKXL	Calgary, Alta.	685
CKY	Winnipeg, Man.	689
CKYL	Peace River, Alta.	686
VOAR	St. John's, Nfld.	691
VOCM	St. John's, Nfld.	691

# YOUR ALL-CANADA MAN SELLS ALL OF CANADA



29 radio and 17 All-Canada television stations from coast-to-coast, pinpoint your advertising message in all the key markets of Canada. All-Canada is also the largest Canadian distributor of packaged radio and television shows. Consult the All-Canada Man for complete Canadian radio and TV service.

**ALL-CANADA TELEVISION**

**ALL-CANADA RADIO  
FACILITIES LIMITED**

**VANCOUVER • CALGARY • WINNIPEG • MONTREAL • TORONTO**



# ALBERTA

## CFAC—Calgary—1922—CBC

Frequency: 960 Kc. Power: 5000 Watts  
Owned-Oper. By.... Calgary Bcstg. Co., Ltd.  
Bus.-Studio Address.... 1000 Greyhound Bldg.  
Phone: 6-1036 Air Time: Full Time  
News Service ..... BN, PUB, CP  
Newspaper Affil. .... Herald  
Transcription.... Thesaurus, World Associated  
Representative ..... All-Canada, Weed  
Membership ..... CARTB  
President ..... Basil Deane  
Sta. Manager..... A. M. Cairns  
Commercial Manager..... D. H. Hartford  
Program Director..... G. A. Brown  
Prom. Mgr., Pub. Dir..... R. J. Tregillus  
Chief Engineer..... E. C. Connor

## CFCN—Calgary—1922—CBC

Frequency: 1060 Kc. Power: 10,000 Watts  
Owned-Oper. By. The Voice of the Prairies, Ltd.  
Bus.-Studio Address.... 712 Twelfth Ave., E.  
Phone: 2-1161 Air Time: Full Time  
News Service..... BUP, BN  
Transcription ..... SESAC, Lang-Worth  
Representative..... Can. Sta. Rep., Oakes  
Membership ..... CARTB  
President, Sta. Manager..... H. G. Love  
V. P., Sls. Prom. Mgr..... James A. Love  
Operations Mgr..... Gordon L. Carter  
Prod. Manager..... Ned B. Corrigan  
Dir., Special Events..... Don Thomas  
Chief Engineer..... Robert W. Lamb

## CKXL—Calgary—1950

Frequency: 1140 Kc. Power: 1000 Watts  
Owned-Oper. By ..... CKXL Ltd.  
Address..... 210 9th Ave. W.  
Phone: 63026 Air Time: Full Time  
Representative..... H. C. Stovin, Forjoe  
President, Mng. Dir..... F. R. Shaw  
V.P., Gen. Mgr..... A. R. Mackenzie  
Gen. Sales Mgr..... Allan J. Barker  
B'cast. Mgr..... Peter J. Edwards  
Special Serv. Mgr..... Mrs. Pearl V. Borgal  
Tech. Director..... Gordon Morrison

## CFCW—Camrose—1954

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By ..... Camrose Bcstg. Co.  
Address..... Smith Bldg.  
Phone: 3044 Air Time: Full Time  
News Service ..... Press News  
Representative ..... James Alexander  
Gen. Prom. Mgr., Pub..... Tom Shandro  
Commercial Manager..... Hal Yerxa  
Program Director..... Allan Brooks  
Chief Engineer..... Kenneth Anholt

## CBX—Edmonton—1948—CBC

Frequency: 1010 Kc. Power: 50,000 Watts  
Owned-Oper. By..... Canadian Bcstg. Corp.  
Bus.-Studio Address.... 713 MacDonalld Hotel  
General Manager..... J. Alphonse Ouimet  
Commercial Manager..... W. E. Powell  
Chief Engineer..... W. G. Richardson

## CBXA—Edmonton—1953

CBC

Frequency: 740 Kc. Power: 250 Watts  
Owned-Oper. By..... Canadian Bcstg. Corp.  
Bus.-Studio Address.... Macdonald Hotel  
General Manager..... Alphonse Ouimet  
Commercial Mgr..... W. E. Powell  
Program Director..... D. Claringbull  
Engineer..... W. G. Richardson

## CFRN—Edmonton—1934

CBC

Frequency: 1260 Kc. Power: 5000 Watts  
Owned-Oper. By.... Sunwapta Bcstg. Co., Ltd.  
Business-Studio Address.... 109 CPR Bldg.  
Phone: 22101 Air Time: Full Time  
News Service ..... BUP, BN  
Transcription Service ..... Lang-Worth  
Representative.... R-R., Can. Sta. Reps., Oakes  
Membership ..... CARTB, WAB  
Pres., Gen., Sta. Mgr..... G. R. A. Rice  
Commercial Mgr..... A. J. Hopps  
Program Director..... George A. Duffield  
Publicity Director..... Isobel McDonald  
Chief Engineer..... Frank G. Makepeace

## CHED—Edmonton—1954

CBC

Frequency: 1080 Kc. Power: 1,000 Watts.  
Owned-Oper. By..... CHED, Ltd.  
Address..... 107th St. & 100th Ave.  
Phone ..... 4-2111  
Representative..... Stovin, Forjoe, Canada  
Manager ..... Don McKay  
Commercial Mgr..... Don MacLean  
Production Manager..... Jerry Forbes  
Chief Engineer..... Clint Nichols

## CHFA—Edmonton—1949

CBC

Frequency: 680 Kc. Power: 5000 Watts  
Owned-Operated By..... Radio Edmonton, Ltd.  
Business Address..... 10012 109th St.  
Phone: 42157 Air Time: Full Time  
Trans. Ser. .... SESAC  
News Service ..... UP  
Rep. .... Omer Renaud Co., Hunt, McGillvra  
President ..... Dr. L. O. Beauchemin  
Gen., Sta. Mgr..... Leo Remillard  
Comm., Sls. Prom. Mgr..... Jean Gautron  
Prog., Pub. Dir..... Gerald Lachance  
Chief Engineer..... Charles Ferland

## CJCA—Edmonton—1922

CBC

Frequency: 930 Kc. Power: 5000 Watts  
Owned-Oper. By..... Edmonton Bcstg. Co., Ltd.  
Bus.-Studio Address.... Birks Bldg.  
Phone: 4-4131 Air Time: Full Time  
News Service ..... PN, BUP, CP  
Newspaper Affil. .... Journal  
Trans. Serv. .... Standard, World  
Representative ..... All-Canada, Weed  
Membership ..... CARTB

General Manager ..... Gerry Gaetz  
 Asst. Sta. Mgr. .... Rolfe Barnes  
 Commercial Manager..... Cameron Perry  
 Program Director ..... Dalt Elton  
 Promotion Manager..... Miss Win Sutton  
 Chief Engineer..... Frank Hollingworth

**CFGP—Grande Prairie—1937**  
**CBC**

Frequency: 1050 Kc. .... Power: 5000 Watts  
 Owned By ..... Northern Bcstg. Corp., Ltd.  
 Address ..... 9901-99th St.  
 Phone: 2311 ..... Air Time: Full Time  
 News Service ..... BN  
 Transcription Service ..... World  
 Representative ..... All-Canada, Weed  
 Membership ..... CARTB  
 President..... H. E. Pecrson  
 Gen., Sta. Manager..... Arthur J. Balfour  
 Commercial Manager..... Jack E. Soars  
 Sls., Prom. Manager..... Gene Ross  
 Pub. Director..... June Morrison  
 Prog. Director..... Norman Hickey  
 Chief Engineer..... Jim de Roaldes

**CJOC—Lethbridge—1926**  
**CBC**

Freq.: 1220 Kc. Power: 10 Kw. d., 5 Kw. n.  
 Owned-Oper. By..... Lethbridge Bcstg., Ltd.  
 Address ..... 1015 3rd Ave. S.  
 Phone: 3161 ..... Air Time: Full Time  
 News Service..... Canadian Press  
 Trans. Service..... Assoc., Thesaurus, World  
 Representative ..... Weed, All-Canada  
 Membership ..... CAB, BBM, WAB  
 President..... H. R. Carson  
 Station Manager..... N. Botterill  
 Commercial Manager..... J. Budd  
 Program Director..... Ed Conville  
 Chief Engineer..... Bob Reagh

**CHAT—Medicine Hat—1946**  
**CBC**

Frequency: 1270 Kc. .... Power: 1000 Watts  
 Owned-Oper. By..... Monarch Bcstg. Co., Ltd.  
 Address ..... 520 First St., S.E.  
 Phone: 2821 ..... Air Time: Full  
 Representative ..... Weed, All-Canada  
 News Service ..... BN, BUP  
 Membership ..... NARTB, CARTB  
 Transcription Library..... World, SESAC  
 President..... J. H. Yull  
 Gen., Sta. Mgr..... R. J. Buss  
 Commercial Mgr..... Orv Kope  
 Sls. Prom. Mgr..... Bill Bagshaw  
 Prog. Dir..... Ian Carson  
 Chief Engineer..... Sid Gaffney

**CKYL—Peace River—1954**

Frequency: 630 Kc. .... Power: 1000 Watts  
 Owned-Oper. By..... Peace River Bcstg. Co.  
 Address ..... Peace River  
 Phone: 2535 ..... Air Time: Full  
 News Service ..... Broadcast News  
 Transcription ..... SESAC  
 President ..... Henry Jerry  
 Sta. Mgr. .... W. C. Gliege  
 Sls. Prom. Mgr..... Dave Lilwall

**CKRD—Red Deer—1949—CBC**

Freq.: 850 Kc. .... Power: 1 Kd. d., 1 Kw. n.  
 Owned-Oper. By..... Central Alberta Bcstg. Co.  
 Business Address..... Foster Block  
 Phone: 2083 ..... Air Time: Full Time  
 News Service ..... Canadian Press  
 Representative..... Radio Reps., Young  
 President ..... Gordon S. Henry  
 Gen., Sta. Mgr..... G. A. Bartley  
 Comm. Mgr..... Cam Harju  
 Program Director..... Stan Sterling  
 Chief Engineer..... Ken L. Martin

**BRITISH COLUMBIA**

**CHWK—Chilliwack—1927**  
**CBC**

Frequency: 1270 Kc. .... Power: 1000 Watts  
 Owned-Oper. By..... Fraser Valley Bcstrs., Ltd.  
 Address ..... Box 50  
 Phone: 7511-21 ..... Air Time: Full Time  
 News Service..... Broadcast News  
 Representative ..... All-Canada, Weed  
 Gen. Mgr., Pres..... Jack Pilling  
 Commercial Manager..... W. G. Teetzal  
 Production Mgr..... J. M. MacLachlan  
 Pub. Director..... Betty Neads

**CJDC—Dawson Creek—1947**

Frequency: 1350 Kc. .... Power: 1000 Watts  
 Owned-Operated By..... Radio Station CJDC, Ltd.  
 Business Address..... 2nd Ave. & 9th St.  
 Phone: 216 ..... Air Time: Full Time  
 News Service ..... Broadcast News  
 Transcription Service..... World, Associated  
 Representative..... Radio Representative

Membership ..... CARTB, WAB, BCAB  
 President..... W. B. Michaud  
 Manager..... W. Mike Lavern Michaud  
 Asst. Manager..... Trevor C. Schofield  
 Comm. Manager..... Ethel Emes  
 Sls. Prom. Manager..... Leroy Tansem  
 Prog. Director..... Don Mann  
 Publicity Director..... Idella Large  
 Chief Engineer..... Murray Stevens

**CFJC—Kamloops—1927**  
**CBC**

Frequency: 910 Kc. .... Power: 1 Kw. d.  
 Owned ..... Kamloops Sentinel, Ltd.  
 Address ..... 310 St. Paul St.  
 Phone: 1021 ..... Air Time: Full Time  
 Newspaper Affil..... Sentinel  
 News Service ..... CP  
 Trans. Service ..... World  
 Sta. Rep..... All-Canada, Weed  
 Membership ..... CARTB  
 Gen. Mgr. .... Ian G. Clark

Pub. Dir., Comm. Mgr. . . . . R. J. Innes  
 Sls. Prom. Mgr. . . . . W. Harwood  
 Program Dir. . . . . Tom Koch  
 Chief Engineer . . . . . Fred Webber

**CKOV—Kelowna—1931**  
**CBC**

Frequency: 630 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Okanagan Bcstrs., Ltd.  
 Address . . . . . Box 1431  
 Phone: 3331 . . . . . Air Time: Full Time  
 News Service . . . . . BN  
 Transcription Service . . . . . World  
 Representative . . . . . All-Canada, Weed  
 Membership . . . . . CARTB  
 President . . . . . Mrs. J. W. B. Browne  
 Gen. Mgr. . . . . J. H. Browne  
 Station, Comm. Manager . . . . . Dennis Reid  
 Promotion Manager . . . . . Ed Boyd  
 Program Director . . . . . Frank Bond  
 Chief Engineer . . . . . J. Fred Weber

**CHUB—Nanaimo—1949**

Frequency: 1570 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Standard Bcstg. Co.  
 Business Address . . . . . Malaspina Hotel  
 Phone: 2630 . . . . . Air Time: Full Time  
 Newspaper Affil. . . . . Vancouver Sun  
 News Service . . . . . UP  
 Transcription Service . . . . . World, Standard  
 Rep. . . . . Stephens & Towndrow, Hunt, Stovin  
 Sta. Mgr., Prog. Dir. . . . . C. J. Rudd  
 Comm., Prom. Mgr. . . . . Sheila Hassell  
 Publicity Director . . . . . Reid McLeod  
 Chief Engineer . . . . . Ross MacIntyre

**CKLN—Nelson—1939—CBC**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . News Publishing Co., Ltd.  
 Address . . . . . 266 Baker St.  
 Phone: 19 . . . . . Air Time: Full Time  
 Newspaper Affiliation . . . . . Nelson Daily News  
 News Service . . . . . BN  
 Representative . . . . . Stovin, Can. Sta. Reps.  
 Membership . . . . . CARTB, WARTB, BCARTB, BBM  
 President . . . . . Maj. R. H. Green  
 Station Mgr., Chief Engineer . . . . . A. R. Ramsden

**CKNW—New Westminster**  
**1944**

Frequency: 1320 Kc. . . . . Power: 5000 Watts  
 Owned By . . . . . Intl. Bcstg. Co., Ltd.  
 Business-Studio Address . . . . . 227 Columbia St.  
 Phone: N.W. 3000 . . . . . Air Time: Full Time  
 News Service . . . . . BNP, BUP  
 Transcription . . . . . Associated, Standard, Cole  
 Representative . . . . . Forjoe, R-Reps., B'cast. Reps.  
 Membership . . . . . CARTB  
 President . . . . . William Rea, Jr.  
 Assistant Manager . . . . . Hugh Wallace  
 Prog. Dir. . . . . Hal Davis  
 Gen., Station Mgr. . . . . W. J. Hughes  
 Merchandising Dir. . . . . Mel Cooper  
 Sls. Prom. Mgr. . . . . Stan Buchanan  
 Chief Engineer . . . . . Leo Haydamack

**CKOK—Penticton—1948**

Freq.: 800 Kc. . . . . Power: 1 Kw. d., 500 Wis. n.  
 Owned-Operated By . . . . . CKOK, Ltd.  
 Business-Studio Address . . . . . 125 Nanaimo Ave.  
 Phone Number . . . . . 2800, 2850  
 Transcription Service . . . . . Standard  
 Representative . . . . . Mulvihill, Cooke  
 Membership . . . . . BCARTB, WAB, CARTB  
 Managing Director . . . . . Maurice P. Finnerty  
 Station Manager . . . . . Roy G. Chapman  
 Comm. Mgr. . . . . Warren Johnstone  
 Program Director . . . . . Russ Richardson  
 Chief Engr. . . . . George Cameron

**CJAV—Port Alberni—1946**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . CJAV, Ltd.  
 Address . . . . . 735 Third Ave., N.  
 Phone: 604 . . . . . Air Time: Full Time  
 News Service . . . . . PN, Reuters  
 Transcription . . . . . Lang-Worth, Cole, Capitol,  
 Standard, World  
 Membership . . . . . CARTB  
 President . . . . . Harold E. Warren  
 Managing Dir. . . . . Kenneth Hutcheson  
 Comm. Mgr. . . . . J. Geoffrey Holmes  
 Program Dir. . . . . Thomas A. Rannie  
 Publicity Dir. . . . . James A. Hallderson  
 Chief Engineer . . . . . Ross McIntyre

**CKPG—Prince George—1945**  
**CBC**

Frequency: 550 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Radio Station CKPG, Ltd.  
 Address . . . . . 1220 Sixth Ave.  
 Phone: 140 . . . . . Air Time: Full Time  
 News Service . . . . . Can. Press  
 Representative . . . . . All-Canada, Weed  
 Membership . . . . . CARTB, BBM  
 President . . . . . Frank H. Elphicke  
 General Manager . . . . . Cecil G. Elphicke  
 Station Manager . . . . . Charles Cawdell  
 Comm. Manager . . . . . R. T. Harkins  
 Sls. Prom. Manager . . . . . R. A. East  
 Prog. Director . . . . . J. D. Bridges  
 Pub. Director . . . . . Lois Wilson  
 Chief Engineer . . . . . G. K. Rolston

**CFPR—Prince Rupert—1938**  
**CBC**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned By . . . . . Canadian Broadcasting Corp.  
 Address . . . . . 336 Second Ave., W.  
 Representative . . . . . Stovin  
 General Manager (CBC) . . . . . J. A. Ouimet

**CJAT—Trail—1931—CBC**

Frequency: 610 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Kootenay Bcstg. Co., Ltd.  
 Business-Studio Address . . . . . 815 Victoria St.  
 Phone Number . . . . . 1840  
 News Service . . . . . AP  
 Rep. . . . . Weed, All-Canada Radio Facilities  
 President . . . . . A. S. Mawdsley

General Manager.....John W. Loader  
 Commercial Manager.....Lorne V. McLeod  
 Program Director.....J. P. Kobluk  
 Chief Engineer.....John D. Hepburn

**CBU—Vancouver—1936—CBC**

Frequency: 690 Kc.....Power: 10,000 Watts  
 Owned-Oper. By.....Canadian Bcstg. Corp.  
 Address.....701 Hornby St.  
 Phone Number.....Marine 6121  
 News Service.....BUP  
 General Manager (CBC).....J. Alphonse Ouilmet  
 Commercial Mgr. (CBC).....Walter E. Powell  
 Regional Representative.....Kenneth Caple  
 Regional Prog. Dir.....Doug Nixon  
 Press Info.....Ron C. Fraser  
 C. Engineer.....W. G. Richardson

**CJOR—Vancouver—1926  
 CBC**

Frequency: 600 Kc.....Power: 5000 Watts  
 Owned-Operated By.....CJOR, Ltd.  
 Business-Studio Address.....848 Howe St.  
 Phone: MArine 6464.....Air Time: Full Time  
 News Service.....BUP, Press News  
 Transcription Service.....Thesaurus  
 Representative.....Stovin, Adam J. Young, Jr.  
 Membership.....CARTB  
 Pres., Sta. Mgr.....George C. Chandler  
 Sales Manager.....Bus Ryan  
 Prom. Mgr., Pub. Dir.....Dorwin Baird  
 Prog. Director.....Vic Waters  
 Chief Engineer.....Art Chandler  
 Commercial Mgr.....Don Laws

**CKLG—Vancouver—1955**

Frequency: 1070 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Lions Gate B'casting., Ltd.  
 Address.....143 E. 11th, North Vancouver  
 Phone: York 1101.....Air Time: Full Time  
 News Service.....C.P.  
 Transcription Service.....SESAC  
 Sta. Reps.....Don Cooke, James Alexander  
 Membership.....CARTB  
 Gen., Sta. Manager.....Robert T. Bowman  
 Comm. Manager.....John N. Hunt  
 Sls. Prom. Manager.....James Thom  
 Prog. Director.....Rudy Hartman  
 Pub. Director.....C. Baxter  
 Chief Engineer.....T. Payne

**CFUN—Vancouver**

Frequency: 1410 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Broadcast Operations, Ltd.  
 Address.....812 Robson St.  
 Phone: MArine 1271.....Air Time: Full Time  
 News Service.....BUP  
 Representative.....Nat. Broadcast Sales  
 Membership.....CARTB  
 President.....R. R. Keay  
 Mng. Dir., Gen., Sta. Mgr.....Patt McDonald  
 Comm. Manager.....Fin Anthony  
 Sls. Prom. Mgr.....Warren Johnstone  
 Prog. Director.....Stan Lettner  
 Pub. Director.....Norm Williams  
 Chief Engineer.....Dave Rogers

**CKWX—Vancouver—1923  
 MBS**

Frequency: 980 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....CKWX Radio, Ltd.  
 Business-Studio Address.....543 Seymour St.  
 Phone: TA. 5131.....Air Time: Full Time  
 News Service.....CP, BUP  
 Transcription Service.....World  
 Representative.....All-Canada, Weed  
 President.....Arthur Holstead  
 General Manager.....Frank H. Elphicke  
 Gen. Sls. Manager.....John L. Sayers  
 Program Manager.....John Ansell  
 Png., Res. Director.....Macintosh MacDonald  
 Assistant Manager.....Sam G. Ross  
 Prom. Manager.....Phil J. Baldwin  
 Prod. Manager.....Laurie Irving  
 Chief Engineer.....Charles Smith

**CJIB—Vernon—1947  
 CBC-DOMINION**

Frequency: 940 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Interior Bcstrs., Ltd.  
 Business Address.....3330 Barnard Ave. W.  
 Phone: 3900.....Air Time: Full Time  
 News Service.....PN  
 Rep.....Radio Representatives, Cooke  
 General Manager.....A. G. Seabrook  
 Commercial Mgr.....Larry Scott  
 Program Director.....Don Warner  
 Publicity Dir.....Dave Lilwall  
 Chief Engineer.....Loren Merriman

**CJVI—Victoria—1941—CBC**

Frequency: 900 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Island Bcstg. Co., Ltd.  
 Business-Studio Address.....817 Fort Street  
 Phone: 2-8221.....Air Time: Full Time  
 News Service.....BN  
 Transcription Service.....Associated, World  
 Representative.....Weed, All-Canada  
 Membership.....CARTB  
 President.....J. M. Taylor  
 Sta., Comm. Mgr.....W. M. Guild  
 Sls. Prom., Pub. Mgr.....Hugh Curtis  
 Program Director.....Fred G. Usher  
 Chief Engineer.....Joe Sommers

**CKDA—Victoria—1950—CBC**

Frequency: 1280 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Capital Bcstg. System  
 Address.....1450 Douglas St.  
 Phone: 4-9311.....Air Time: Full Time  
 News Service.....BUP, CP  
 Transcription Service.....Standard, SESAC  
 Representative.....Farjoe Nat. B'acst. Sls., Hunt  
 Pres., Gen. Mgr.....David M. Armstrong  
 Sta., Comm. Manager.....Gordon M. Reid  
 Prog. Director.....David G. Hill  
 Publicity Director.....Philip J. Baldwin  
 Chief Eng.....Norman E. Bergquist

# MANITOBA

## CKX—Brandon—1928—CBC

Frequency: 1150 Kc. Power: 1000 Watts  
Owned-Oper. By... Western Manitoba Bcstrs.  
Address... 2940 Victoria Ave.  
Phone: 5393. Air Time: Full Time  
Transcription Service... Thesaurus, SESAC  
Representative... Radio Representatives, Young  
News Service... BUP, BN  
Pres., Gen. Manager... J. B. Craig  
Commercial Manager... E. D. Holland  
Asst. Sta. Manager... Eric Davies  
Sls. Prom. Manager... Betty Murphy  
Chief Engineer... E. Humphrey Davies

## CKDM—Dauphin—1950

Frequency: 1050 Kc. Power: 1000 d.; 250 n.  
Owned... Dauphin Bcstg. Co., Ltd.  
Address... 3rd Ave., N. E.  
Phone: 3230, 3270. Air Time: Full Time  
News Service... CP  
Trans. Service... SESAC  
Representative... Radio-Rep., Young  
Membership... CARTB  
President... A. T. Warnock  
Mng. Director... Mrs. G. Peebles  
Asst. Manager... J. M. Henderson  
Comm. Manager... Jack Henderson  
Sls. Prom. Mgr., Prog. Dir... Bob Wood  
Pub. Director... Ted Meseyton  
Chief Engineer... R. D. Hughes

## CFAR—Flin Flon—1937—CBC

Frequency: 590 Kc. Power: 1000 Watts  
Owned-Oper. By... Arctic Radio Corp., Ltd.  
Address... 436 Main St.  
Phone: 4422. Air Time: Daytime  
News Service... BN  
Trans. Service... SESAC, Lang-Worth, ASCAP  
Representative... Stovin, Young  
Membership... CARTB  
President... J. Mundie  
Station Manager... C. H. Witney  
Commercial Manager... T. Ashmore  
Program Director... E. Smallwood

## CKSB—St. Boniface—1946 CBC

Frequency: 1250 Kc. Power: 1000 Watts  
Owned... Radio-St. Boniface Ltd.  
Address... 607 Langevin St.  
Phone: 20-4865. Air Time: Daytime  
News Service... BUP  
Trans. Service... SESAC  
Representative... Renaud, McGillvra, Hunt  
President... Dr. P. E. LaFleche  
Gen. Mgr., Pub. Dir... Roland Couture  
Commercial Mgr... Raoul Normandeau  
Program Dir... Denis Belair  
Chief Engineer... Yves Savignac

## CBW—Winnipeg—1948—CBC

Frequency: 990 Kc. Power: 50,000 Watts  
Owned-Operated By... Canadian Bcstg. Corp.  
Business Address... 541 Portage Ave.  
Phone: 742541. Air Time: Full Time  
News Service... Canadian Press; BUP  
Reg. Director... J. R. Finlay  
Reg. Prog. Director... D. E. Cameron  
Reg. Engineer... R. D. Cahoon  
Comm. Sls. Rep... R. L. Horley  
Publicity... C. E. L'Ami

## CJOB—Winnipeg—1946

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By... Blick Bcstg., Ltd.  
Business-Studio Address... Lindsay Bldg.  
Phone: 926, 374. Air Time: Full Time  
Transcription Service... World, Thesaurus,  
Associated, Standard, Lang-Worth  
Membership... CARTB  
News Service... CP; BUP  
Representative... R-Reps., Adam Young  
President... J. O. Blick  
Commercial Manager... A. J. Messner  
Office Manager... Frances Sprague  
Sales Prom. Mgr... Jim Gibson  
Prog. Director... George C. Davies  
Chief Engineer... R. V. Durle

## CKRC—Winnipeg—1934 CBC

Frequency: 630 Kc. Power: 5000 Watts  
Owned... Transcanada Communications, Ltd.  
Bus. Studio Address... 300 Carlton St.  
Phone: 922-266. Air Time: Full Time  
News Service... BUP, Press News, CP  
Transcription Service... Lang-Worth, Standard  
Membership... CARTB, BBM  
Representative... Weed, All-Canada  
President... Clifford Sifton  
Gen., Sta. Mgr... William A. Speers  
Commercial Manager... B. M. Pirie  
Prom. Manager... Wm. H. Edge  
Program Director... J. M. Hill  
Publicity Dir... F. M. Desourdy  
Chief Engineer... A. W. Hooper

## CKY—Winnipeg—1950

Frequency: 580 Kc. Power: 5000 Watts  
Owned-Oper. By... Station CKY, Ltd.  
Business Address... 432 Main St., N.  
Phone: 93-1531. Air Time: Full Time  
Transcription... Capital, SESAC, Associated  
Representative... Stovin, Forjoe  
Membership... RAB, CARTB, WAB  
President... Lloyd E. Moffatt  
Sta. Manager... W. E. Collier  
Comm. Manager... C. F. Hawkins  
Sales Prom. Mgr... Harry O. Watts  
Program Director... Jack R. Stewart  
Chief Engineer... Andy Malowanchak

# NEW BRUNSWICK

## CKBC—Bathurst—1955

Frequency: 1400 Kc. Power: 250 W.  
Owned-Operated By: Bathurst Bcstg. Co., Ltd.  
Address: Goff St.  
Representative: Alexander  
President: J. Leo Hachey  
Gen. Mgr.: W. J. Davis  
Commercial Manager: G. Royal

## CKNB—Campbellton—1939 CBC

Frequency: 950 Kc. Power: 1000 Watts  
Owned-Oper. By: Restigouche Bcstg. Co., Ltd.  
Business Address: 110 Water St.  
Phone: Plaza 3-2009. Air Time: Full Time  
Representative: Hardy, Weed  
Transcription: All-Canada; Caldwell  
Membership: CARTB, BBM  
President: J. Wesley MacDonald  
Mgn. Director: Dr. Charles H. Houde  
Sls. Prom. Mgr.: Connie Richardson  
Station Manager: Stan Chapman  
Program Director: Bob Richards  
Chief Engineer: L. P. Paquet

## CJEM—Edmundston—1944 CBC

Frequency: 570 Kc. Power: 1000 Watts  
Owned-Oper. By: Edmundston Radio, Ltd.  
Address: 91 Canada Rd.  
Phone: 880. Air Time: Full Time  
Transcription Service: SESAC  
News Service: BN  
Representative: Stovin, Young  
President: Georges Michaud  
Gen. Mgr.: Jack Brilliant  
Station, Comm. Mgr.: Georges Guerrette  
National Prog. Dir.: Harry Wilsie  
Program Director: Hermel Dumont  
Pub. Dir., Asst. Mgr.: Bob Beaulieu  
Chief Engineer: Adrien Garceau

## CFNB—Fredericton—1923 CBC

Frequency: 550 Kc. Power: 5000 Watts  
Owned-Oper. By: James S. Neill & Sons, Ltd.  
Phone: 5501. Air Time: Full Time  
News Service: UP, R.P.  
Transcription Service: Thescurus  
Representative: All-Canada, Weed  
Membership: CARTB  
President: J. Stewart Neill  
General Manager: D. Malcolm Neill  
Prog. Director: H. L. McFee  
Retail Sls. Manager: George W. Brown  
Sta., Comm. Manager: J. T. H. Fenety  
Chief Engineer: Glenn D. Love

## CBAF—Moncton—1954—CBC

Frequency: 1300 Kc. Power: 5000 Watts  
Address: Georges & Archibald Sts.  
Phone: 4-3366. Air Time: Daytime  
Owned-Oper. By: Canadian Bcstg. Corp.  
Address: 232 St. Georges St.  
General Manager: Alphonse Ouimet  
Commercial Mgr.: M. Valiquette  
Acting Sta. Mgr.: Reynald Teasdale

Publicity Director: Loyal D. Brown  
Engineer: H. M. Smith

## CKCW—Moncton—1934—CBC

Frequency: 1220 Kc. Power: 10,000 Watts  
Owned-Oper. By: Moncton Bcstg., Ltd.  
Address: K of P Bldg.  
Phone: 4-9111, 2, 3, 4. Air Time: Full Time  
News Service: BUP, CP, Radio Press  
Transcription Service: Lang-Worth  
Representative: Young, Stovin  
Pres., Gen. Mgr.: F. A. Lynds  
Sta., Comm. Prcm. Manager: T. Tonner  
Program Director: Robert Reid  
Publicity Director: Thomas H. Tonner  
Chief Engineer: Arnold Brewster

## CKMR—New Castle—1949 BC

Frequency: 790 Kc. Power: 1000 Watts  
Owned: Miramichi Bcstg. Co., Ltd.  
Phone: 690. Air Time: Full Time  
Representative: Renaud  
President: L. W. Flett  
Sta. Mgr., Chief Engr.: R. J. Wallace  
Publicity Director: Fred Haining

## CBA—Sackville—1939—CBC

Frequency: 1070 Kc. Power: 50,000 Watts  
Owned-Oper. By: Canadian Bcstg. Corp.  
Address: 100 Sackville St., Halifax, N. S.  
Phone: 28311. Air Time: Full Time  
Regional Director: W. E. S. Briggs  
Regional Prog. Dir.: S. R. Kennedy  
Comm. Rep.: Don LeBlanc  
Press & Info. Rep.: A. W. Wilson  
Reg. Engineer: H. M. Smith

## CFBC—Saint John—1946 CBC

Frequency: 930 Kc. Power: 5000 Watts  
Owned-Operated By: Fundy Bcstg. Co., Ltd.  
Address: 68 Carleton St.  
Phone: 2-3301. Air Time: Full Time  
Representative: Young, Hunt, Nat'l Bcst. Sales  
President: A. M. A. McLean  
General Manager: Hugh T. Trueman  
Sales Manager: C. F. Bedford  
Program Supervisor: D. H. Armstrong  
Prom. Mgr., Publ. Dir.: R. J. Gallagher  
Chief Engineer: H. M. Stout

## CHSJ—Saint John—1934 CBC

Frequency: 1150 Kc. Power: 5000 Watts  
Owned-Oper. By: New Brunswick Bcstg. Co.  
Business-Studio Address: 14 Church St.  
Phone: 3-3304. Air Time: Full Time  
Newspaper Affil.: Journal, Globe  
Representative: All Canada, Weed & Co.  
President: T. F. Drummie  
General Manager: George A. Cromwell  
Program Director: Cleve G. Stillwell  
Station Manager: Earl McCarron  
Sls. Prom. Mgr.: Frank Doody  
Pub. Director: Alfred E. Murphy  
Chief Engineer: J. G. Bishop



# NEWFOUNDLAND

## CBY—Corner Brook—1942 CBC

Frequency: 790 Kc. Power: 1000 Watts  
Owned-Operated By... Canadian Bcstg. Corp.  
Air Time..... Full Time  
Representative..... C. V. Hierlihy  
Gen. Mgr. (CBC)..... J. Alphonse Ouimet

## CBG—Gander—1949—CBC

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By... Canadian Bcstg. Corp.  
Address..... P. O. Drawer 32  
Phone Number..... 349  
News Service..... CP, BUP, Reuters, PN  
General Manager..... J. A. Ouimet

## CBT—Grand Falls—1949 CBC

Frequency: 1350 Kc. Power: 1000 Watts  
Owned-Operated By... Canadian Bcstg. Corp.  
Address..... High Street  
Phone: 2102..... Air Time: Full Time  
News Service..... AP, INS, UP  
Gen. Mgr..... J. Alphonse Ouimet  
Station Manager..... John J. Grace  
Press & Info. Dept., Prom. Mgr., Ron C. Fraser  
Comm. Manager..... G. D. Halley  
Prog. Director..... R. G. O'Brien  
Area Engineer..... E. D. Witherstone

## CBN—St. John's—1949—CBC

Frequency: 640 Kc. Power: 10,000 Watts  
Owned-Operated By... Canadian Bcstg. Corp.  
Address..... St. John's  
News Service..... CP, Reuters  
Representative..... CBC  
General Manager (CBC)..... J. Alphonse Ouimet  
Commercial Mgr. (CBC)..... W. E. Powell

Prog. Director..... Charles Jennings  
Publ. Director (CBC)..... Ron C. Fraser  
Dir. of Engrg..... W. G. Richardson

## CJON—St. John's—1951

Frequency: 930 Kc. Power: 5000 Watts  
Owned-Oper. By..... Nfld. Bcstg. Co., Ltd.  
Address..... Radio-TV Bldg.  
Phone: 7105..... Air Time: Full Time  
News Service..... AP, CP, Press News  
Transcription Service..... Lang-Worth, SESAC  
Reps..... All-Canada Radio, Weed  
Membership..... CARTB  
Pres., Gen. Mgr..... Geoffrey W. Stirling  
Station Manager..... Don Jamieson  
Commercial Manager..... Mrs. J. LeClair  
Sales Prom. Mgr..... Jack Baird  
Program Director..... Art Harnett  
Publicity Director..... C. Yuill  
Chief Engineer..... Oscar Hierlihy

## VOAR—St. John's—1929

Frequency: 1230 Kc. Power: 100 Watts d.  
Owned-Oper. By..... Nfld. Mission Conf.  
Address..... P. O. Box 574  
Phone..... 6760  
Pres., Gen. Mgr..... Philip Moores

## VOCM—St. John's—1936

Frequency: 590 Kc. Power: 1000 Watts  
Owned-Operated By... Colonial Bcstg. System  
Business Address... Water at McBride's Hill  
Phone..... 3148-9  
News Service..... CP, PN, BUP  
Transcription Service..... Thesaurus, World  
Membership..... CARTB, AAB  
Representative..... Stovin, Canada, Young  
Managing Director..... H. N. Butler  
Commercial Manager..... M. Shulman  
Program Director..... J. Regan  
Chief Engineer..... W. B. Williams

# NOVA SCOTIA

## CJFX—Antigonish—1943 CBC

Frequency: 580 Kc. Power: 5000 Watts  
Owned-Operated By... Atlantic Bcstrs., Ltd.  
Address..... St. Ninian St.  
Phone: 580..... Air Time: Full Time  
News Service..... BUP  
Transcription Service..... SESAC  
Representative..... Mulvihill, Young  
President..... Rev. D. MacCormick  
Sta. Mgr., Chief Eng..... Gordon MacDougall  
Comm. Manager..... Omar Blondahl  
Program Dir..... Bruce Rafuse  
Traffic..... Ann Forbes

## CKBW—Bridgewater—1947

Frequency: 1000 Kc. Power: 1000 Watts  
Owned-Oper. By... Acadia Bcstg. Co., Ltd.  
Address..... 399 King St.  
Phone: Liberty 3-2401..... Air Time: Full Time  
Representative..... Radio Reps., Don Cooke

News Service..... Con. Press  
Membership..... CARTB  
President..... C. J. Morrow  
General Manager..... John F. Hirtle  
Station Manager..... James A. MacLeod  
Comm. Mgr..... J. C. Newell  
Sales Prom. Mgr..... Lester L. Rogers  
Program Director..... A. Maxwell Ramey  
Publicity Director..... R. A. MacLaren  
Chief Engineer..... Douglas B. Hirtle

## CBH—Halifax—1947—CBC

Frequency: 1330 Kc. Power: 250 Watts  
Owned-Operated By... Canadian Bcstg. Corp.  
Business-Studio Address... 100 Sackville St.  
Phone: 2-8311..... Air Time: Full Time  
News Service..... CP, BUP  
Regional Director..... W. E. S. Briggs  
Reg. Prog. Dir..... S. R. Kennedy  
Comm. Rep..... Don LeBlanc  
Press & Infor. Rep..... A. W. Wilson  
Regional Engineer..... H. M. Smith

**CHNS—Halifax—1926—CBC**

Frequency: 960 Kc. Power: 5000 Watts  
 Owned-Oper. By... Maritime Bcstg. Corp., Ltd.  
 Bus.-Studio Address..... 10 Tobin St.  
 Phone: 3-8318..... Air Time: Full Time  
 News Service..... CP. BUP  
 Newspaper Affil... Chronicle-Herald, Mail-Star  
 Transcription Service.. Thesaurus, Lang-Worth  
 Representative..... All-Canada, Weed  
 Membership..... CARTB  
 President..... Graham W. Dennis  
 Gen., Station Manager..... Gerald Redmond  
 Commercial Manager..... Douglas Grant  
 Sales Prom. Mgr..... John Holden  
 Program Manager..... John A. Funston  
 Chief Engineer..... Arthur H. Greig

**CJCH—Halifax—1944**

Frequency: 920 Kc. Power: 5000 Watts  
 Owned-Operated By..... Chronicle Co., Ltd.  
 Bus.-Studio Address..... 741 Robie St.  
 Phone: 5-5443..... Air Time: Full Time  
 News Service..... AP, Can. Press  
 Transcription Service..... World, SESAC  
 Representative..... Mulvihill, Adam Young  
 President..... B. Pearson McCurdy  
 Station Manager..... E. Finlay MacDonald  
 Comm. Manager..... Howard E. Gerard  
 Sls. Prom. Manager..... Clcir Chambers  
 Program Director..... Al Foster  
 Chief Engineer..... A. Reginald MacWilliams

**CKEN—Kentville—1947**

Frequency: 1350 Kc. Power: 1000 Watts  
 Owned-Oper. By... Evangeline Bcstg. Co., Ltd.  
 Business-Studio Address..... Radio Center  
 Phone: Kentville 2111..... Air Time: Full Time  
 News Service..... CP  
 Transcription Service..... World  
 Representative..... Alexander  
 Membership..... CARTB, BBM  
 President..... George Wilson  
 General Manager..... J. A. C. Lewis  
 Commercial Mgr..... Mrs. E. J. Macmillan  
 Sales Prom. Mgr..... B. M. Butler-Gray  
 Program Director..... W. A. Bishop  
 Publicity Director..... Graham Galloway  
 Chief Engineer..... A. M. Bishop

**CKEC—New Glasgow**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By..... Hector Bcstg. Co.  
 General Manager..... James M. Cameron  
 Asst. Gen., Comm. Mgr..... Howard MacLean  
 Promotion Manager..... Ross Ingram  
 Chief Engineer..... Charles Gogen

**CBI—Sydney—1948—CBC**

Freq.: 1140 Kc. Power: 5000 Watts  
 Owned-Operated By... Canadian Bcstg. Corp.

Business-Studio Address..... 247 Charlotte St.  
 Station Manager..... F. G. Cooke  
 Chief Eng..... G. R. Oulton

**CJCB—Sydney—1929—CBC**

Freq.: 1270 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By... Cape Breton Bcstrs., Ltd.  
 Business-Studio Address..... Radio Bldg.  
 Phone Number..... 5598-7  
 Air Time..... Full Time  
 News Service..... PN  
 Transcription Service.. Thesaurus, Lang-Worth  
 Representative..... All-Canada, Weed  
 General Manager..... J. Marven Nathanson  
 Commercial Manager..... R. M. Burchell  
 Sales Prom. Mgr..... M. C. MacQuarrie  
 Program Director..... T. C. Robertson  
 Chief Engineer..... A. E. Vernon

**CKCL—Truro—1947**

Frequency: 600 Kc. Power: 1,000 Watts  
 Owned-Operated By... Colchester Bcstg. Co. Ltd.  
 Business Address..... 7 Pleasant St.  
 Phone: 4491..... Air Time: Full Time  
 News Service..... BUP  
 Transcription Service..... World  
 Representative..... Radio Time Sales  
 Membership..... CARTB  
 President, General Mgr.... J. Arthur Manning  
 Comm. Mgr..... George B. Moore  
 Program Director..... Lloyd Cavanagh  
 Chief Engineer..... Sidney Bernasconi

**CFAB—Windsor—1944**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By... Evangeline Bcstg. Co., Ltd.  
 Address..... Radio Centre  
 Phone: 2111..... Air Time: Full Time  
 News Service..... CP  
 Transcription Service..... World  
 Representative..... Alexander  
 Membership..... CARTB, BBM  
 President..... George Wilson  
 General Manager..... J. A. C. Lewis  
 Comm. Mgr..... Mrs. E. J. MacMillan  
 Promotion Mgr..... Bernard Butler-Gray  
 Program Director..... Willard A. Bishop  
 Publicity Director..... Graham Galloway  
 Chief Engineer..... A. M. Bishop

**CJLS—Yarmouth—1934  
 CBC**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By... Gateway Bcstg. Co., Ltd.  
 Address..... 222 Main St.  
 Phone: 500..... Air Time: Full Time  
 News Service..... CP  
 Transcription Service..... All-Canada  
 Representative..... All-Canada, Weed  
 Pres., Gen., Comm. Mgr.. Chf. Eng.. D. L. Smith  
 Publicity Dir..... William Singer

# ONTARIO

## CKBB—Barrie—1949

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By Barrie Bcstg. Co. Ltd.  
Address Box 69  
Phone: 5585. Air Time: Full Time  
News Service BN  
Transcription Service SESAC  
Membership CARTB, BMM  
Representative Young, Mulvihill  
Pres., Gen. Mgr. Ralph T. Snelgrove  
Sta. Mgr., Comm. Mgr. Robert Hunter  
Program Director Robert McLean  
Chief Engr. Jack Mattenley

## CJBQ—Belleville—1946—CBC

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By Quinte Bcstg. Co., Ltd.  
Address P. O. Box 399  
Phone: WOODLAND 8-5555. Air Time: Full Time  
News Service Broadcast News  
Transcription Service World  
Representative Can. Sta. Rep.  
Membership CARTB  
President A. MacLean Haig  
Station Manager W. H. Stovin  
Commercial Manager J. H. MacDonald  
Program Director P. F. Flagler  
Sls. Prom. Manager F. C. Murray  
Chief Engineer J. B. Buchanan

## CFJB—Brampton—1953

Frequency: 1090 Kc. Power: 250 W. d.  
Owned-Oper. By CFJB, Ltd.  
Address 2 Ellen St.  
Phone: 2321. Air Time: Daytime  
News Service BN, BUP  
Trans. Service World, Lang-Worth, SESAC  
Membership CARTB  
Rep. Radio & TV Sales, Cooke  
President William Martin  
Gen., Sta. Mgr., Prog. Dir., Eng. Fenwick Job  
Commercial Manager Russell Waters  
Sls. Prom. Manager Stan Larke  
Publicity Director John Fox

## CKPC—Brantford—1923—CBC

Frequency: 1380 Kc. Power: 1000 Watts  
Owned-Oper. By Telephone City Bcst., Ltd.  
Address 525 Colborne St.  
Phone: 3-2664. Air Time: Full Time  
Transcription Service World  
News Service BUP  
Transcription Service World, Capitol  
Representative J. L. Alexander  
Pres., Gen. Mgr. Mrs. F. M. Buchanan  
Station Manager R. Buchanan  
Comm. Manager Wally Shubat  
Sales Prom., Pub. Director A. J. Kelly  
Chief Engineer J. Featherston

## CFJR—Brockville—1943 CBC

Frequency: 1450 Kc. Power: 250 Watts  
Owned By Eastern Ontario Bcstg. Co., Ltd.  
Business-Studio Address 17 King St. West  
Phone: 4628. Air Time: Full Time

News Service BUP  
Representative Stovin, Young  
Pres., Gen. Sta., Comm. Mgr. Jack R. Radford  
Asst. Sta. Mgr. Thomas Statham  
Program Director Jim Chapman  
Chief Engineer Sid Penstone

## CFCO—Chatham—1926 CBC—DOMINION

Frequency: 630 Kc. Power: 1000 Watts  
Owned-Operated By John Beardall  
Business Address P. O. Box 277  
Phone: 2626. Air Time: Full Time  
News Service BUP  
Membership CARTB  
Transcription Service Lang-Worth  
Pres., Gen., Sta. Mgr., Pub. Dir. John Beardall  
Comm. Director Arch Ferrie  
Program Director Ed Nachaj  
Chief Engineer Gordon Brooks

## CKSF—Cornwall—1945—CBC

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By Standard-Freeholder, Ltd.  
Business-Studio Address 36 Pitt St.  
Phone Number 4800-01  
Air Time 6:45 a.m.-11:45 p.m.  
News Service CBN  
Transcription Service Thesaurus  
Representative Stovin, McGillvra  
Membership CARTB  
Station Manager Fred H. Pemberton  
Publicity Director Alma Larocque  
Program Director Carl Fisher  
Chief Engineer Mahlon Clark

## CFOB—Fort Frances—1944 CBC-KBS

Frequency: 800 Kc. Power: 1 Kw. d., 1 Kw. n.  
Owned By N. Border Bcstg., Ltd.  
Business-Studio Address 242 Scott St.  
Phone: 200. Air Time: Full Time  
News Service BN  
Transcription Service Keystone, Lang-Worth  
Representative Cooke  
Vice-pres., Comm. Mgr. Frank Hall  
Station Manager Gordon McBride  
Commercial Mgr. Ted Ashton  
Chief Engineer Dick Endseth

## CKPR—Fort William—1931 CBC

Frequency: 580 Kc. Power: 1000 Watts  
Owned-Oper. By H. F. Dougall Co., Ltd.  
Bus.-Studio Address Radio Hall, Victoria Ave.  
Phone: 33477. Air Time: Full Time  
News Service CP, Press News  
Trans. Ser. Thesaurus,  
Rep. Radio Representative, Young, Stovin  
Membership CARTB  
Pres., Gen. Mgr. H. F. Dougall  
Sta., Comm., Sls. Prom. Mgr. George Jeffrey  
Program Director J. P. Friesen  
Publicity Director Jack Masters  
Chief Engineer W. T. Ross

**CKGR—Galt—1954**

Frequency: 1110 Kc. Power: 250 Watts  
 Owned-Oper. By Galt B'casting Co., Ltd.  
 Address 3 Amslie St.  
 Phone: 4318 Air Time: Daytime  
 News Service Broadcast News  
 Transcription Service Lang-Worth  
 Representative Radio Time Sales  
 President Mrs. Margaret Spohn  
 Gen., Sta. Manager Gerald Lee  
 Comm., Prom. Mgr. Donald Carter  
 Program Director John Meadows  
 Pub. Dir., Chief Eng. Gerald W. Lee

**CJOY—Guelph—1948**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By CJOY, Ltd.  
 Business Address Bond Bldg.  
 Phone: 5500 Air Time: Full Time  
 Representative Radio Reps., Cooke  
 Membership CARTB  
 Pres., Sta. Mgr. Wallace Slatter  
 General Mgr. Frederick T. Metcalf  
 Program Director J. D. LeBlanc  
 Commercial Mgr. J. Jackson  
 Publicity Dir. Norman Jary  
 Chief Engineer J. Milligan

**CHML—Hamilton—1926**

Frequency: 900 Kc. Power: 5000 Watts  
 Owned-Oper. By Maple Leaf Bcstg. Co., Ltd.  
 Business-Studio Address 848 Main St., E.  
 Phone: Liberty 9-2411 Air Time: Full Time  
 News Service Press News, Ltd.  
 Rep. Stephens & Towndrow, Young,  
 Nat. B'cast Sales  
 Membership CARTE, RAB  
 President Kenneth D. Soble  
 General Manager Tom Darling  
 Commercial Manager W. D. Whitaker  
 Sales Prom. Mgr. W. R. Beecroft  
 Program Director Agnes M. Anderson  
 Pub. Director Bill Hill  
 Chief Engineer Hugh Potter

**CKOC—Hamilton—1922—CBC**

Frequency: 1150 Kc. Power: 5000 Watts  
 Owned Wentworth Radio Bcstg. Co., Ltd.  
 Business-Studio Address 32 John St., N.  
 Phone: JACKSON 7-4483 Air Time: Full Time  
 News Service BUP, BN, Can. Press  
 Transcription Service Thesaurus, World  
 Representative All-Canada, Weed  
 Membership CARTB, BBM  
 President H. R. Carson  
 V. P., General Manager W. T. Cranston  
 Asst. Manager J. Lyman Potts  
 Comm. Manager J. N. Inkster  
 Promotion Mgr. Frank Fogwell  
 Program Director T. J. Garner  
 Chief Engineer Leslie Horton

**CJRL—Kenora—1938—CBC**

Frequency: 1220 Kc. Power: 1000 Watts  
 Owned-Oper. By Lake of Woods B'cast, Ltd.

Address Johnson Block  
 Phone: 6212 Air Time: Full Time  
 News Service CP  
 Representative Stovin, Cooke  
 Membership BBM, RAB, CARTB  
 President L. E. Moffat  
 Station Manager Bill Whittingham  
 Prog. Dir., Chief Eng. Don MacTavish

**CKLC—Kingston—1953—CBC**

Frequency: 1380 Kc. Power: 1000 Watts  
 Owned-Oper. By St. Lawrence Bcstg. Co., Ltd.  
 Address 99 Brock St.  
 Phone: 24927 Air Time: Full Time  
 News Service BN, BUP  
 Transcription Service World  
 Representative Stovin, Forjos  
 President R. S. Grant  
 Sta., Gen. Manager T. D. French  
 Comm. Manager J. F. French  
 Prog. Director C. J. Bermingham  
 Chief Engineer Barry M. Ogden

**CKWS—Kingston—1942—CBC**

Frequency: 960 Kc. Power: 5000 Watts  
 Owned-Oper. By Frontenac Bcstg. Co., Ltd.  
 Address Radio-Television Centre  
 Phone: 2-4977 Air Time: Full Time  
 News Service BN  
 Newspaper Affil. Kingston Whig Standard  
 Rep. Natl. Bcst. Sales, Weed  
 Membership CARTB  
 President Senator W. R. Davies  
 Vice-President Roy H. Thomson  
 Gen. Manager J. M. Davidson  
 Station Manager P. D. Scanlon  
 Comm. Manager Weldon Wilson  
 Prog. Director W. Williamson  
 Pub. Director Bette Colger  
 Chief Engineer A. E. Cobb

**CJKL—Kirkland Lake—1934  
CBC**

Frequency: 560 Kc. Power: 5000 Watts  
 Owned Kirkland Lake Bestg., Ltd.  
 Address 22 Govt. Rd. West  
 Phone: 27 Air Time: Full Time  
 News Service BN  
 Representative Natl. Bcst. Sales, Weed  
 Membership CARTB  
 President Roy H. Thomson  
 General Manager J. M. Davidson  
 Station Manager Gord Burnett  
 Commercial Manager Ken Billings  
 Sales Prom. Manager Barbara Johnston  
 Program Director Jesse French  
 Publicity Director B. Johnston  
 Chief Engineer C. L. Spence

**CKCR—Kitchener—1929  
CBC**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By K-W. Bcstg. Co., Ltd.  
 Business-Studio Address 135 King St. W.  
 Phone: SHERWOOD 3-3628 Air Time: Full Time

News Service ..... AP  
 Transcription Service..... SESAC, Associated  
 Rep..... Renaul, Hunt, Young, McGillvra  
 Membership ..... CARTB  
 Pres., Gen. Mgr..... James C. Mitchell  
 Sls. Prom., Comm. Mgr..... Jack G. Liddle  
 Sta. Mgr., Prog. Dir..... Ken W. Mackinnon  
 Publicity Dir..... Bob Tschantz  
 Chief Engineer ..... Ion Hartman

**CJSP—Leamington—1954**

Frequency: 710 Kc..... Power: 250 W. d.  
 Owned-Operated By... Sun Parlor Bcstg., Ltd.  
 Address..... 23 Erie St., N.  
 Phone: 2780..... Air Time: Day  
 Representative ..... Best  
 Pres., Comm. Mgr..... A. A. Brunder  
 Sales Manager..... J. L. Moore

**CKLY—Lindsay—1955**

Frequency: 910 Kc..... Power: 1 Kw.  
 Owned-Operated By... Greg-May Bcstg. Ltd.  
 General Manager..... Herb May  
 Commercial Manager..... E. Neill Gregory

**CFPL—London—1933—CBC**

Frequency: 980 Kc..... Power: 5000 Watts  
 Owned-Oper..... London Free Press Printing Co.  
 Address..... 442 Richmond St.  
 Phone: 2-5201..... Air Time: Full Time  
 Newspaper Affil..... London Free Press  
 Transcription ..... Lang-Worth, World  
 Representative ..... Weed, All-Canada  
 Membership ..... CARTB, RAB  
 President..... Walter J. Blackburn  
 Gen. Mgr..... Murray T. Brown  
 Comm., Station Mgr..... Douglas C. Trowell  
 Prog. Dir..... J. N. Illman  
 Sls. Prom. Mgr., Pub. Dir..... Harvey M. Clarke  
 Chief Engineer..... Glen A. Robtaille

**CHVC—Niagara Falls-Welland  
 1947**

Frequency: 1600 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... Radio Station CHVC, Ltd.  
 Business Address... Rainbow Bridge, Niagara  
 Falls—76 Division St., Welland  
 Phone: EL 8-7151, RE 4-7269. Air Time: Full Time  
 Representative ..... Cooke, Alexander  
 President..... B. Howard Bedford  
 Prog. Director..... A. W. Blakely  
 Commercial Manager..... Sam Carpenter  
 Chief Engineer..... L. H. Rook

**CFCH—North Bay—1932  
 CBC**

Frequency: 600 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... Thompson Enterprises  
 Address... Bank of Nova Scotia Bldg., Toronto  
 Phone: 2400..... Air Time: Full Time  
 Transcription Service... Lang-Worth, Thesaurus  
 Representative ..... Natl. Bcst. Sales Weed  
 President ..... Ken Thompson  
 General Manager..... H. Freeman  
 Station Manager..... Keith Packer  
 Commercial Manager..... Bill King

Program Director ..... Clarence Houston  
 Chief Engineer..... Jack Barnaby

**CFOR—Orillia—1945—CBC**

Frequency: 1570 Kc... Power: 5 Kw. d; 1 Kw. n.  
 Owned-Oper. By..... Gordon E. Smith  
 Bus.-Studio Address..... 241 West St., N.  
 Phone: 3511..... Air Time: Full Time  
 News Service ..... Can. Press  
 Transcription Service ..... World  
 Representative ..... Stephens & Towndrow  
 Membership ..... CARTB  
 Pres., Gen., Sta. Mgr..... Gordon E. Smith  
 Comm. Manager..... William Pratt  
 Prom. Mgr., Pub. Dir..... Stuart C. Brandy  
 Program Director..... Pete McGarvey  
 Chief Engineer..... George Slinn

**CKLB—Oshawa—1949**

Frequency: 1350 Kc..... Power: 5000 Watts  
 Owned-Oper. By... Lakeland Bcstg. Co., Ltd.  
 Business-Studio Address..... 16 Centre St.  
 Phone: 3-3415..... Air Time: Full Time  
 Transcription Service ..... World  
 News Service ..... BN  
 Representative ..... Alexander, McGillvra  
 Membership ..... CARTB  
 Pres., Gen. Mgr..... Alfred H. Collins  
 Comm., Sta. Mgr..... Gordon G. Garrison  
 Program Director ..... Ken Phillips  
 Chief Engineer..... W. C. Marchand

**CBO—Ottawa—1924—CBC**

Frequency: 910 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... Canadian Bcstg. Corp.  
 Bus.-Studio Address... Chateau Laurier Hotel  
 Phone Number ..... 2-1151  
 Station Manager..... Charles P. Wright

**CFRA—Ottawa—1947**

Frequency: 560 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Radio Station CFRA  
 Business Address..... Ryan Auditorium  
 Transcription Service... Standard, Lang-Worth,  
 Capitol  
 Representative... Stephens-Towndrow, Weed  
 President, General Mgr..... Frank Ryan

**CKOY—Ottawa—1949—CBC**

Freq.: 1310 Kc..... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By..... CKOY, Ltd.  
 Address ..... 635 Richmond Rd.  
 Phone: PA. 2-6501..... Air Time: Full Time  
 News Service ..... AP, UP  
 Transcription Service... Capitol, Thesaurus,  
 World, Lang-Worth  
 Representative..... Cooke, Natl. Bcst. Sales  
 President..... Duncan K. MacTavish  
 Station Mgr..... Jack Daly  
 Commercial Manager..... Keith Kearney  
 Program Director..... Keith Sterling  
 Pub. Dir., Sales Prom. Mgr..... Lew Hill  
 Chief Engineer..... Ken Pultock

**CFOS—Owen Sound—1940  
 CBC**

Frequency: 1470 Kc..... Power: 1000 Watts  
 Owned..... Grey & Bruce Bcstg. Co., Ltd.

Address.....270 9th St. E.  
 Phone: 1940.....Air Time: Full Time  
 News Service.....BN  
 Transcription Service.....World  
 Newspaper Afil.....Sun-Times  
 Membership.....CARTB  
 President.....Howard Fleming  
 General Manager.....William N. Hawkins  
 Commercial Manager.....R. Tomlinson  
 Program Director.....Stew Blancher  
 Publicity Director.....L. Phillips  
 Chief Engineer.....Garritt Stoffer

**CHOV—Pembroke—1942**  
**CBC**

Frequency: 1350 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Ottawa Valley Bcstg. Co.  
 Address.....319 Pembroke St.  
 Phone: RE. 2-3657.....Air Time: Full Time  
 News Service.....BUP  
 Transcription Service.....Thesaurus, SESAC  
 Representative.....Stovin, Young  
 Pres., Gen. Mgr.....E. G. Archibald  
 Program Director.....Gregory Poupore  
 Comm., Prom. Manager.....Ramsay F. Garrow  
 Chief Engineer.....W. E. Schmidt

**CHEX—Peterborough—1942**  
**CBC**

Frequency: 1430 Kc.....Power: 1000 Watts  
 Owned.....Kawartha Bcstg. Co., Ltd.  
 Business-Studio Address.....Box 657  
 Phone: 2-0451.....Air Time: Full Time  
 News Service.....BN  
 News, Afil.....The Examiner  
 Representative.....Natl. Bcst. Sales, Weed  
 Membership.....CARTB, RAB  
 President.....W. R. Davies  
 General Manager.....J. Davidson  
 Station Manager.....N. J. Weatherwax  
 Commercial Manager.....R. Redmond  
 Sales Prom. Manager.....G. F. Grady  
 Program Director.....Dave Clark  
 Publicity Director.....Hartley Hubbs  
 Chief Engineer.....Bert Crump

**CFPA—Port Arthur—1944**  
**CBC**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Ralph H. Parker  
 Address.....87 N. Hill St.  
 Phone: 4-2404.....Air Time: Full Time  
 News Service.....BN  
 Trans. Service.....Standard, SESAC, Lang-Worth  
 Representative.....Broadcast Reps.  
 Alexander, Weed, Hunt  
 Membership.....CARTB  
 President, Gen. Mgr.....Ralph H. Parker  
 Station Manager.....R. P. MacGowan  
 Program Director.....Jim Haldorsen

**KCTB—Ste. Catharines—1930**  
**CBC**

Frequency: 620 Kc.....Power: 1000 Watts

Owned.....Niagara District Bcstg. Co., Ltd.  
 Business-Studio Address.....12 Yates St.  
 Phone: MU. 4-1174.....Air Time: Full Time  
 News Service.....Broadcast News  
 Transcription Service.....Standard, World  
 Representative.....McGillvra, P. Mulvihill  
 Membership.....CARTB, BBM  
 President.....W. B. C. Burgoyne  
 Managing Director.....Mary C. Burgoyne  
 Comm., Prom. Manager.....V. A. Lococo  
 Prog., Pub. Director.....Jack Dawson  
 Chief Engineer.....W. H. Allen

**CHLO—St. Thomas-London**  
**1948—CBC**

Frequency: 680 Kc.....Power: 1000 Watts  
 Owner.....Station CHLO, Ltd.  
 Address.....133 Curtis St., St. Thomas;  
 171 Dundas St., London  
 Phone: St. Thomas 3696; London 2-2284.....  
 Air Time: Full Time  
 News Service.....BUP  
 Trans. Service.....Lang-Worth  
 Reps., Stephens & Towndrow, Can. Sta. Reps.  
 Membership.....CARTB, CCBA  
 President.....G. C. Nichols  
 General Manager.....E. M. Smith  
 Ass't Mgr., Prom. Mgr.....P. K. Dickens  
 Program Director.....W. G. Moyer  
 Chief Engineer.....W. R. Onn

**CHOK—Sarnia—1946—CBC**

Freq.: 1070 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Sarnia Bcstg., Ltd.  
 Address.....148½ Front St. N.  
 Phone: Digby 4-1121.....Air Time: Full Time  
 News Service.....BN  
 Transcription Service.....Lang-Worth  
 Representative.....Cooke, Mulvihill  
 Membership.....CARTB, CCBA  
 Pres., Gen. Mgr.....Claude R. Irvine  
 Station Manager.....Karl E. Monk  
 Commercial Manager.....Arthur H. J. O'Hagan  
 Program Director.....Phil Clayton  
 Chief Engineer.....Robert F. Cooke

**CJIC—Sault Ste. Marie—1934**  
**CBC**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Hyland Radio-TV Ltd.  
 Address.....119 East St.  
 Phone: 31121.....Air Time: Full Time  
 News Service.....BN  
 Representative.....J. L. Alexander, McGillvra  
 Membership.....CARTB  
 Pres., Gen. Mgr.....J. G. Hyland  
 Commercial Manager.....E. Vance  
 Program Director.....Babs Corbett  
 Chief Engineer.....D. N. Irwin

**CJET—Smith Falls—1955**

Frequency: 1070 Kc.....Power: 250 W.  
 Owner.....J. W. Pollie



**CJCS—Stratford—1927**  
**CBC-DOMINION**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: CJCS, Ltd.  
Address: 125 Ontario St.  
Phone: 1675 Air Time: Full Time  
News Service: BUP  
Representative: All Canada, Weed  
Pres., Gen. Manager: Frank M. Squires  
Sta., Comm. Mgr.: S. E. Tapley  
Prog., Pub. Director: William Inkol  
Chief Engineer: John Grigg

**CHNO—Sudbury—1947—CBC**

Frequency: 900 Kc. Power: 1000 Watts  
Owned-Oper. By: Sudbury Bcstg. Co., Ltd.  
Business Address: 166 Elm St., W.  
Phone: OS. 5-6416 Air Time: Full Time  
News Service: BN  
Trans. Service: SESAC  
Rep.: Renaud, Hunt, Ccn. Sta. Reps.  
President, General Mgr.: F. B. Ricard  
Station Commercial Manager: R. Riel  
Prog., Pub. Director: Will Davidson  
Chief Engineer: Len Stone

**CKSO—Sudbury**  
**CBC**

Frequency: 790 Kc. Power: 5000 Watts  
Owned-Operated By: CKSO, Radio, Ltd.  
Bus.-Studio Address: Regent at Ash Sts.  
Phone: OS 4-0711 Air Time: Full Time  
News Service: AP  
Representative: All-Canada, Weed  
President: G. M. Miller, Q.C.  
General Manager: W. J. Woodill  
Comm. Manager: K. Dobson  
Program Director: R. D. Alexander  
Chief Engineer: J. McRae

**CKOT—Tillsonburg—1955**

Frequency: 1510 Kc. Power: 250 W.  
Owned-Oper. By: Tillsonburg Bcstg. Co., Ltd.  
Address: 20 Baldwin St.  
Phone: 1500  
Representative: Radio Reps.  
General Manager: John Lamers  
Publicity Director: L. Evans  
Chief Engineer: A. Ken Orton

**CFCL—Timmins—1951—CBC**

Frequency: 580 Kc. Power: 1 Kw. d n.  
Owned: J. Conrad Lavigne  
Address: 175 Third Ave.  
Phone: 576, 7 Air Time: Daytime  
News Service: BUP  
Trans. Service: SESAC  
Representative: Renaud  
Membership: NARTB  
President: J. Conrad Lavigne  
Sta., Sales Prom. Mgr.: Rene Barrette  
Commercial Mgr.: Laurent Smith  
Program Dir.: Jean De Villiers  
Chief Engineer: Roch Demers

**CKGB—Timmins—1933—CBC**

Frequency: 680 Kc. Power: 5000 Watts

Owned-Oper. By: Timmins Bcstg. Ltd.  
Bus.-Studio Address: P. O. Box 560  
Phone: 1-500 Air Time: Full Time  
News Service: BN  
News. Affil.: Daily Press  
Transcription Service: Lang-Worth  
Representative: Natl. Bcst. Sales, Weed  
Membership: CARTB  
President: R. H. Thomson  
General Manager: J. M. Davidson  
Station Manager: J. W. Pollie  
Commercial Manager: Wally Rewegan  
Sales Prom. Mgr.: Gerry Hall  
Program Director: Bill Nadeau  
Publicity Director: Gino Cicci  
Chief Engineer: Ernie Mott

**CBL—Toronto—1927—CBC**

Frequency: 740 Kc. Power: 50,000 Watts  
Owned-Oper. By: Canadian Bcstg. Corp.  
Business-Studio Address: 354 Jarvis St.  
News Service: BUP, Reuters, CP  
Transcription Service: Lang-Worth  
Representative: CBC  
General Manager (CBC): J. Alphonse Oulmet  
Commercial Manager (CBC): W. E. Powell  
Program Director (CBC): Charles Jennings

**CFRB—Toronto—1927—CBS**

Frequency: 1010 Kc. Power: 50,000 Watts  
Owned-Oper. By: Rogers Radio Bcstg. Co., Ltd.  
Address: 37 Bloor St. W.  
Phone: WA. 4-5711 Air Time: Full Time  
News Service: CP, BUP  
Transcription Service: Thesaurus, World  
Representative: Can. Sta. Reps., All-Canada  
President: Harry Sedgwick  
Station Manager: Lloyd Moore  
Commercial Manager: Waldo Holden  
Program Director: Wes McKnight  
Sls. Prom. Mgr., Pub. Dir.: Ken Marsden  
Chief Engineer: Clive Eastwood

**CHUM—Toronto—1945**

Frequency: 1050 Kc. Power: 1000 Watts d.  
Owned-Oper. By: York Bcstrs., Ltd.  
Address: 250 Adelaide St. W.  
Phone: EMpire 4-4271 Air Time: Daytime  
News Service: Ccnadian Press  
Representative: McGillvra, R. & TV Sales  
Membership: RAB  
President: Allan F. Waters  
Program, Publicity Director: Phil Stone  
Chief Engineer: George Jones

**CJBC—Toronto—1936—CBC**

Frequency: 860 Kc. Power: 50,000 Watts  
Owned-Oper. By: Canadian Bcstg. Corp.  
Business-Studio Address: 354 Jarvis St.  
Phone Number: Walnut 3-5481  
Air Time: 17 hrs.  
News Service: BUP, Reuters, CP  
Director of Radio: J. M. Kannawin

**CKEY—Toronto—1944**

Frequency: 580 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned By: Toronto Bcstg. Co., Ltd.

**Bus-Studio Address**.....444 University Ave.  
**Phone:** EM 8-3881.....**Air Time:** Full Time  
**News Service**.....CP, BUP, AP  
**Transcription Service**.....World, Lang-Worth,  
 Standard, Associated, Capitol, Thesaurus  
**Representative**.....Natl. Bcst. Sales, Cooke  
**President, Gen. Mgr.**.....Jack K. Cooke  
**Station Manager**.....Hal Cooke  
**Commercial Manager**.....Jack Turrall  
**Program Director**.....Don Insley  
**Publicity Director**.....Eddie Guest  
**Chief Engineer**.....Allan Taylor

**CKFH—Toronto—1951**

**Frequency:** 1400 Kc.....**Power:** 250 Watts  
**Owned**.....Foster Hewitt Bcstg., Ltd.  
**Address**.....1 Grenville St.  
**Phone:** Walnut 3-0921.....**Air Time:** Full Time  
**News Service**.....BUP, BN  
**Transcription Service**.....Associated, SESAC  
**Representative**.....Stephens & Towndrow, Weed  
**Membership**.....CARTB  
**President**.....Foster Hewitt  
**Station Manager**.....Howard C. Caine  
**Sales Manager**.....Keith Davey  
**Program Director**.....Bill Hewitt  
**Publicity Director**.....Frank Somerville  
**Chief Engineer**.....Gerald Wilson

**CHVC—Welland—1947**

(See Listing Niagara Falls, Ont.)

**CBE—Windsor—1950—CBC**

**Frequency:** 1550 Kc.....**Power:** 10,000 Watts d.  
**Owned-Oper. By**.....Canadian Bcstg. Corp.  
**Address**.....Security Bldg.  
**News Service**.....CP, BUP, R.  
**General Mgr. (CBC)**.....J. Alphonse Ouimet

**Station Manager**.....M. L. Poole  
**Promotion Manager**.....Ron C. Fraser  
**Commercial Manager (CBC)**.....W. E. Powell  
**Chief Engineer (CBC)**.....G. W. Olive

**CKLW—Windsor—CBC**  
 (See U. S. Listing, Detroit, Mich.)

**CKNX—Wingham—1926**  
**CBC**

**Frequency:** 920 Kc.....**Power:** 1000 Watts  
**Owned**.....CKNX, Ltd.  
**Address**.....Josephine St.  
**Phone:** 158.....**Air Time:** Full Time  
**News Service**.....BUP, BN  
**Transcription Service**.....Thesaurus  
**Representative**.....Alexander, Young  
**Membership**.....CARTB  
**President, General Mgr.**.....W. T. Cruickshank  
**Sta., Comm. Manager**.....J. J. Cruickshank  
**Promotion Manager**.....John Langridge  
**Program Dir.**.....John Brent  
**Publicity Director**.....Clint Godwin  
**Chief Engineer**.....S. C. Reld

**CKOX—Woodstock—1947**

**Frequency:** 1340 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....Oxford Bcstg. Co.  
**Business Address**.....P. O. Box 100  
**Phone:** Lennox 7-3414.....**Air Time:** Full Time  
**News Service**.....BUP  
**Transcription Service**.....Lang-Worth  
**Representative**.....Hunt, Renaud  
**Membership**.....CAB  
**President, Gen.-Station Mgr.**.....Monty J. Werry  
**Comm. Manager**.....Rex Brooks  
**Program Director**.....William Tonner  
**Chief Engineer**.....Robert Watmough

**PRINCE EDWARD ISLAND**

**CFCY—Charlottetown—1924**  
**CBC**

**Frequency:** 630 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By**.....Island Radio Bcstg. Co.  
**Business-Studio Address**.....85 Kent St.  
**Phone:** 7347.....**Air Time:** Full Time  
**News Service**.....Broadcast News  
**Transcription Service**.....Thesaurus  
**Representative**.....All-Canada, Weed  
**Membership**.....CARTB  
**President**.....Mrs. K. S. Rogers  
**Station Manager**.....R. F. Large  
**Promotion Manager**.....M. E. Large  
**Prog. Traffic Mgr.**.....W. A. McMillan  
**Technical Supervisor**.....A. L. Finley

**CJRW—Summerside—1948**

**Frequency:** 1240 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....Gulf Bcstg. Co., Ltd.  
**Business-Studio Address**.....218 Water St.  
**Phone:** 2201-2.....**Air Time:** Full Time  
**Representative**.....Radio Reps.  
**Transcription Service**.....World  
**Membership**.....CARTB  
**President**.....J. K. Curran  
**General Manager**.....R. C. Schurman  
**Comm. Manager**.....H. D. Mitchell  
**Program Director**.....L. E. Huestis  
**Chief Engineer**.....J. Huestis

# QUEBEC

## CFGT—Alma—1953—CBC

Frequency: 1270 Kc. Power: 1000 Watts  
Owned-Oper. By Radio Lac. St. Jean, Ltee.  
Address 112 St. Joseph St.  
Phone NO 2-3461  
Representative Renaud  
News Service CP  
Transcription SESAC  
General Manager Jean Jacques Fortin  
Commercial Mgr. Eric Gagnon  
Program Dir. France Fortin  
Chief Engineer Marius Girard

## CHAD—Amos—1942—CBC

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By Northern Radio Inc.  
Business Address 70 Gamble St. W., Rouyn  
Phone: 1400 Air Time: Daytime  
News Service BUP  
Pres., Gen. Mgr. David A. Gourd  
Chief Eng., Asst. Mgr. Jean Senecal

## CBJ—Chicoutimi—1933—CBC

Frequency: 1580 Kc. Power: 10,000 Watts  
Owned-Oper. By Canadian Bcstg. Corp.  
Address 315 Racine St. E.  
Phone: 4-7747 Air Time: Full Time  
President A. D. Dunton  
General Manager J. A. Ouimet  
Station Manager V. Fortin  
Commercial Mgr. M. Valiquette  
Program Director R. Rolland  
Chief Engineer J. Roberts

## CJMT—Chicoutimi—1953 CBC

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Radio Chicoutimi Enrg.  
Address Tremblay Bldg., 365 Racine St.  
Representatives Renaud, Davis  
Station Manager Jean Bender

## CHR D—Drummondville—1955

Owned-Operated By Radio Drummond Ltee.  
Representative Renaud  
President Maurice Sigouin  
General Manager Benoit Vanier  
Publicity Director Claude Bedard  
Chief Engineer Gerard Paul

## CHEF—Granby—1945

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Granby Bcstg. Co., Ltd.  
Address Hains Bldg., 13 Centre  
Phone: FR 2-6611 Air Time: Daytime  
News Service BUP  
Newspaper Affil. La Revue  
Representative Omer Renaud  
Membership CARTB  
President R. Chaput  
Gen., Sta. Mgr. J. Oliva Hains  
Sales Manager F. Normandin  
Program Director R. M. Dube  
Chief Engineer Bruce McDonald

## CKCH—Hull—1933—CBC

Frequency: 970 Kc. Power: 1000 Watts  
Owned CKCH De Hull Limitee  
Business Studio Address 121 Notre-Dame St.  
Phone Number Pr 7-2771  
Air Time Unlimited  
News Service BUP  
News. Affil. Le Droit  
Transcription SESAC  
Membership CARTB  
Representative Renaud, McGillvra  
President L. J. Billy  
General Manager J. P. Lemire  
Comm. Manager Henry Allard  
Program Director Rheel Gaudet  
Publicity Dir. S. Lanctot  
Chief Engineer J. L. Guerette

## CKRS—Jonquiere—1947

Frequency: 590 Kc. Power: 1000 Watts  
Owned-Oper. By Radio Saguenay, Ltd.  
Address 735 St. Hubert St.  
News Service BUP  
Representative Trans-Quebec, Hardy, Young  
Station Manager Tom Burham  
Chief Engineer Gerard Lemieux

## CKLS—La Sarre—1950

Frequency: 1240 Kc. Power: 250 Watts  
Owner Radio La Sarre, Inc.  
Operated By Northern Radio-Radio Nord, Inc.  
Representative Renaud, Weed  
Pres., Gen. Mgr. David Armand Gourd

## CKBL—Matane—1948

Frequency: 1250 Kc. Power: 1000 Watts  
Owned-Oper. By Le Cie De Radio Diffusion  
Address 144 Ave. St. Jerome  
Phone: 355 Air Time: Full Time  
Newspaper Affil. La Voix  
Representative Hardy, Young  
Pres., Gen., Sta. Mgr. Rene Lapointe  
Vice President Octave Lapointe  
Pub. Dir., Prom. Mgr. Jean Daigle  
Pgm., Prod. Dir. Marcelle Carrier  
Pub. Director Jean Berger  
Chief Engineer Yvan Fortier

## CKBM—Montmagny—1954

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By Radio Alleghanys, Inc.  
Address 8, Rue St. Thomas  
News Service BN  
Membership CARTB  
Representative Radio & TV Sales  
President Henri Deschenes  
Gen., Comm., Sls. Prom. Mgr. Andre Mercier  
Chief Engineer Marcel Coulombe

## CBF—Montreal—1937 CBC-ABC-MBS-NBC

Frequency: 690 Kc. Power: 50,000 Watts  
Owned-Oper. By Canadian Bcstg. Corp.  
Address P. O. Box 6000

Phone: UN 6-2571..... Air Time: Full Time  
 News Service..... BUP, CP, AP, AFP  
 President..... A. D. Dunton  
 General Mgr..... J. A. Ouimet  
 Station Mgr..... Benoit Lafleur  
 Commercial Mgr..... Maurice Valiquette  
 Program Dir..... Marc Thibault  
 Publicity Dir..... Robert Elie  
 Operations Mgr..... Jos. Marcotte

**CBM—Montreal—1933—CBC**

Frequency: 940 Kc..... Power: 50,000 Watts  
 Owned-Oper. By..... Canadian Bcstg. Corp.  
 Bus.-Studio Address..... 1425 Dorchester St.  
 Phone Number..... University 62571  
 News Service..... CP, BUP, Reuters  
 Program Dir..... D. E. McGill

**CFCF—Montreal—1919  
 ABC-CBC**

Frequency: 600 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... Canadian Marconi Co.  
 Bus.-Studio Address. 4824 Cote des Neiges Rd.  
 Phone: RE 1-1101..... Air Time: Full Time  
 News Service..... BUP, CP  
 Transcription Service..... Standard  
 Representative..... Weed, All-Canada  
 Membership..... CARTB  
 General Manager..... J. Allan Hammond  
 Station Manager..... R. E. Misener  
 Program Director..... Michael Wood  
 Chief Engineer..... J. Creighton Douglas

**CHLP—Montreal—1933**

Frequency: 1410 Kc..... Power: 1000 Watts  
 Owned-Oper..... "La Patrie" Publishing Co. Ltd.  
 Address..... Sun Life Bldg.  
 Phone: University 6-6611..... Air Time: Full Time  
 News Service..... BUP, CP  
 Transcription Service..... Associated  
 Rep..... Renaud, McGillvra  
 Pres., Gen. Mgr..... Sen. P. R. DuTremblay  
 Sales. Sta., Comm. Mar..... Flavius M. Daniel  
 Prog. Director..... Fernard E. Bergevin  
 Chief Engr..... Alphonse Cloutier

**CJAD—Montreal—1945—CBS**

Frequency: 800 Kc..... Power: 10,000 Watts  
 Owned-Operated By..... CJAD, Ltd.  
 Business-Studio Address..... 1191 Mountain St.  
 Phone: University 6-6821..... Air Time: Full Time  
 News Service..... BUP, CP  
 Transcription Service..... Lang-Worth,  
 World, Associated, Thesaurus, Captol  
 Rep..... Can. Sta. Reps., Radio Time Sales  
 Membership..... CARTB, RAB  
 Pres., Gen. Mgr..... J. Art Dupont  
 Sales Prom. Manager..... R. L. Laurion  
 Program Director..... H. T. McCurdy  
 Chief Engineer..... Aurele Boisvert

**CJMS—Montreal—1954**

Frequency: 1280 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... La Bonne Chanson, Inc.  
 Address..... Windsor Hotel  
 Phone..... University 1-3456  
 Rep..... Radio Time Sales, Forjoe

**CKAC—Montreal—1921—CBC**

Freq: 730 Kc..... Power: 10 Kw. n., 5 Kw. d.  
 Owned-Oper. By..... La Cie De Publication  
 Phone Number..... UNiversity 6-7301  
 Studio Address..... 980 St. Catherine St., W.  
 Transcription Service..... Associated, Lang-Worth  
 Representative..... Young, Renaud  
 Pres., Gen. Mgr., Hon. Sen. P. R. Du Tremblay  
 General Manager..... Phil Lalonde  
 Program Director..... Ferdinand Bionde  
 Chief Engineer..... Leonard Spencer

**CKVL—Montreal—1946**

Frequency: 850 Kc..... Power: 10,000 Watts  
 Owned-Oper. By..... CKVL, Ltd.  
 Address..... 211 Gordon Ave.  
 Phone: PONTIAC 6-2311..... Air Time: Full Time  
 Newspaper Affil..... Radiomonde Ltd.  
 Rep..... Canada Radio & TV Sls., Inc., Cooke  
 President..... Jack Tietolman  
 Station Manager..... Corey Thomson  
 Commercial Manager..... Judah Tietolman  
 Program Director..... Marcel Provost  
 Publicity Director..... G. Desmarais  
 Chief Engineer..... Maurice Rousseau

**CHNC—New Carlisle—1933  
 CBC**

Frequency: 610 Kc..... Power: 5000 Watts  
 Owned-Oper. By..... Gaspesia Radio Bcstg. Co.  
 Phone: 63..... Air Time: Full Time  
 Representative..... Hardy, Young  
 President..... Dr. Charles A. Dumont  
 General Mgr..... Dr. Charles Houde  
 Sta., Comm. Manager..... Viateur Bernard  
 Program Director..... Guy Tremblay  
 Chief Engineer..... Gordon S. Coleman

**CBV—Quebec City—1934  
 ABC-CBS-CBC**

Frequency: 980 Kc..... Power: 5,000 Watts  
 Owned..... Canadian Bcstg. Corp.  
 Address..... Palais Montcalm, St. John St.  
 Phone: 5-8155..... Air Time: Full Time  
 President..... A. D. Dunton  
 General Manager..... J. Alphonse Ouimet  
 Station Mgr..... Roger Daveluy  
 Commercial Mgr..... Maurice Valiquette  
 Publicity Dir..... Robert Elie  
 Chief Engineer..... Rene Frenette

**CHRC—Quebec City—1926**

Frequency: 800 Kc..... Power: 5000 Watts  
 Owned-Operated By..... CHRC, Limitée  
 Business-Studio Address..... 39 St. John St.  
 Phone: 2-8177..... Air Time: Full Time  
 News Service..... UP, BN  
 Transcription Service..... Standard  
 Representative..... Young, Hardy  
 Membership..... CARTB  
 President..... Herve Baribeau  
 General Manager..... Henri Lepage  
 Commercial Manager..... Aurele Pelletier  
 Program Director..... Mr. Magella Alain  
 Chief Engineer..... Arsene Nadeau

## CJQC—Quebec City—1949 CBC

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By: The Goodwill Bcstrs. of  
Quebec, Inc.

Address: 405 Hamel Blvd.  
Phone Number: MU 3-4931  
Transcription Service: SESAC, Lang-Worth  
Representative: Radio Time Sales, Young  
President: G. Howard Wert  
Vice President: Peter Nesbitt Thomson

## CKCV—Quebec City—1926 CBC

Frequency: 1280 Kc. Power: 1000 Watts  
Owned-Operated By: CKCV, Ltd.  
Business-Studio Address: 142 St. John St.  
Phone: 2-1585. Air Time: Full Time  
Representative: Renaud, Weed  
President: Gaston Pratte  
Gen., Sta., Comm. Mgr.: Paul Lepage  
Sales Prom. Mgr.: J. G. Bernier  
Prog. Dir.: Marcel Leboeuf  
Chief Engineer: Lucien Gobeil

## CJBR—Rimouski—1937 CBC

Frequency: 900 Kc. Power: 10,000 Watts  
Owned: Cen. Pub. Service Corp., Ltd.  
Address: 6 St. John St.  
Phone: 2217. Air Time: Full Time  
News Service: BN  
Transcription Service: SESAC  
Membership: CARTB  
Newspaper Affil.: Le Progrès Du Golfe  
President: Hon. Jacques Brillant  
Station Manager: André Lecomte  
Commercial Manager: Rosario Levesque  
Program Director: Francois Raymond  
Sls. Prom., Pub. Dir.: S. Burgess  
Chief Engineer: Real Therrien

## CJFP—Riviere-Du-Loup 1947—CBC

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By: Radio-Temisouata Ltee  
Address: 322 rue Lafontaine  
Phone: 2727. Air Time: Full Time  
Transmitter Location: La Pointe  
News Service: BUP  
Newspaper Affiliation: Le St. Laurent  
Representative: Renaud  
Pres., Gen. Mgr.: Armand Belle  
Sta. Mgr., Pub. Dir.: Henri Bourdeau  
Commercial Manager: Yves Marchand  
Sales Prom. Mgr.: Luc Simard  
Program Director: Raoul Savard  
Chief Engineer: Raymond Lavoie

## CHRL—Roberval—1949

Frequency: 910 Kc. Power: 1000 Watts

Owned-Operated By: Radio Roberval Inc.  
Address: Hotel Maison Blanche  
News Service: UP  
Representative: Renaud  
Membership: CAB  
President: Georges Gagnon  
Station Mgr.: J. Wilfrid Mondoux

## CKRN—Rouyn—1937—CBC

Frequency: 1400 Kc. Power: 250 Watts  
Owned: Northern Radio Nord, Inc.  
Address: P. O. Box 70  
Phone: 1400. Air Time: Daytime  
Representative: Renaud, Weed  
Pres., Gen. Mgr.: David A. Gourd  
Station Mgr.: Yvon Martel  
Comm. Mgr.: G. Chartrand  
Prog. Dir.: C. Rousseau  
Chief Engineer: Guy Langevin

## CHGB—Ste. Anne de La Poc 1938—CBC

Frequency: 1350 Kc. Power: 1 Kw. d.  
Owned: G. Thomas Desjardins  
Phone: 101, 20. Air Time: Full Time  
News Service: UP  
Transcription Service: SESAC  
Representative: Renaud, McGillvra  
Membership: CAB, BBM  
General Mgr.: G. Thomas Desjardins  
Station Mgr.: P. E. Hudon  
Commercial Mgr.: L. G. Chamard  
Sales Prom. Mgr.: A. Freve  
Program Dir.: R. Gagne  
Publicity Dir.: R. Plante  
Chief Engineer: G. T. Desjardins

## CKRB—St. George De Beauce 1953—CBC

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By: Radio-Beauce, Inc.  
Representative: Renaud  
General Manager: George Roberge

## CKSM—Shawinigan Falls 1950—CBC

Frequency: 1220 Kc. Power: 1000 Watts  
Owned-Operated By: Shawinigan Falls  
Broadcasting Co.  
Address: City Hall Bldg.  
Phone Number: 4494  
Transcription Service: Thesaurus  
News Service: BUP  
Representative: Hardy  
Membership: CARTB  
General Manager: Allen Rogerson  
Program Director: Gaston Tessier  
Chief Engineer: Ernest Brunelle

## CHLT—Sherbrooke—1937 CBC

Frequency: 900 Kc. Power: 1000 Watts

Owned-Oper. By.....La Tribune Ltee.  
 Business-Studio Address.....221 Dufferin St.  
 Phone: 9-2525.....Air Time: Full Time  
 Trans. Ser....Thesaurus, SESAC, Lang-Worth  
 News Service .....PN  
 Representative .....Hardy, Young  
 President.....Sen. Jacob Nicol  
 General Manager.....A. Gauthier  
 Station Manager.....Jean Louis Gauthier  
 Program Director.....Rene Caron  
 Chief Engineer.....Romeo Paquette

Phone Number .....4-3556  
 Air Time.....6:50 a.m.-M.  
 News Service .....PN  
 Transcription Service .....SESAC  
 Representative .....Renaud, Young  
 Owner .....Honoré Dansereau  
 Station Manager.....Léon Trépanier  
 Commercial Manager.....Maurice Dansereau  
 Program Director.....Antoine Desroches  
 Chief Engineer.....Oric Lefebvre

**CKTS—Sherbrooke—1946**  
**CBC**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper.....Telegram Printing & Pub. Co.  
 Business-Studio Address.....221 Dufferin St.  
 Phone: 9-2525.....Air Time: Full Time  
 Trans. Ser....Thesaurus, SESAC, Lang-Worth  
 Membership .....BAB, NRB  
 Representative .....Hardy, Young  
 President.....Hon. C. B. Howard  
 General Manager.....A. Gauthier  
 Commercial Mgr.....J. L. Gauthier  
 Sales Prom. Mgr.....Ward Buzzell  
 Program Dir.....G. Breen  
 Chief Engineer.....R. Paquette

**CKTR—Trois-Rivieres—1954**

Frequency: 1350 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....CKTR, Ltd.  
 Address.....543 Gervais St.  
 Phone: FR 5-4855.....Air Time: Full  
 News Service .....CP  
 Representatives .....Cooke  
 Pres., Gen., Sta. Mgr....J. Fernand Rufiange  
 Program Dir. ....Louis DoFresne  
 Commercial Manager.....Charles Couture  
 Chief Engineer.....Herve Lapointe

**CJSO—Sorel—1945—FRA**

Frequency: 1320 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Radio Richelieu, Ltee  
 Business Studio Address.....70 du Roi St.  
 Phone: 3318.....Air Time: Full Time  
 News Service .....BUP  
 Representative .....J. A. Hardy Co. Ltd.  
 President.....J. Arthur Villeneuve  
 General Manager.....Maurice Boulianne  
 Comm. Manager.....Maurice Berube  
 Program Director.....Claude Rochon  
 Sls. Prom. Manager.....L. Brouillard  
 Chief Engineer.....Joseph Cardin

**CKVD—Val D'Or—1937—CBC**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned.....Northern Radio-Radio Nord, Inc.  
 Address.....P. O. Box 70  
 Phone: 4-3643-44.....Air Time: Daytime  
 News Service .....BUP  
 Representative .....Renaud, Weed  
 President.....David A. Gourd  
 Station Manager.....A. St. Arnaud  
 Sls. Prom. Manager.....G. Chartrand  
 Program Director.....C. Rousseau  
 Chief Engineer.....Jean Guy Langevin

**CKLD—Thetford Mines—1950**  
**CBC**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Radio Thetford Ltee.  
 Address.....327 Boulevard Labbe  
 Representative .....Hardy  
 Pres., Sta. Manager.....Henri Lagueux  
 Comm. Manager.....Will Dugre  
 Sls. Prom. Manager.....J. Landry  
 Prog. Director.....R. Buri  
 Pub. Director.....R. Perrault  
 Prog. Dir., Chief Eng.....Gaston Bilocq

**CFDA—Victoriaville—1951**

Frequency: 1380 Kc.....Power: 1000 Watts  
 Owned-Oper. By...Radio Victoriaville Limitee  
 Address .....150-A Notre-Dame East  
 Phone: 3545.....Air Time: Daytime  
 Representative.....Radio & TV Sales  
 News Service .....BN  
 Membership .....CARTB  
 President .....Dr. C. A. Gilbert  
 General Manager.....Roger Gilbert  
 Chief Engineer.....Roger Paul

**CKVM—Ville-Marie—1950**  
**CBC**

Frequency: 710 Kc.....Power: 1000 Watts  
 Owned-Oper. By...Radio-Temiscaminque, Inc.  
 Address .....Ste. Anne St.  
 Representative .....Canadian Station, Hardy  
 Transcription .....SESAC  
 President.....Herve LeBlanc  
 Comm. Manager.....Guy Burelle  
 Chief Engineer.....G. Tasset  
 Station Mgr.....Louis Bilodeau

**CHLN—Three Rivers—1937**

Frequency: 550 Kc.....Power: 1000 Watts  
 Owned-Oper. By...Radio Trois-Rivieres, Inc.  
 Bus.-Studio Address.....522 Bonaventure St.



# SASKATCHEWAN

## CFRG—Gravelbourg—1952 CBC

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....Radio Gravelbourg, Ltd.  
Phone .....155  
News Service .....BUP  
Representative .....Renaud  
President.....Dr. R. Morin  
Gen., Sta., Comm. Mgr.....Dumont LePage  
Sales Prom. Mgr.....Joseph E. DeGagne  
Chief Engineer.....Marc Riou

## CHAB—Moose Jaw—1922 CBC

Frequency: 800 Kc.....Power: 5000 Watts  
Owned-Operated By.....CHAB, Ltd.  
Bus-Studio Address.....127 Main N.  
Phone: 6464.....Air Time: Full Time  
News Service .....BUP  
Representative.....Stovin, Weed, Radio Time  
Sales, Stephens & Towndrow  
Membership .....CARTB  
President.....Mrs. L. A. Davis  
General Manager.....Sid Boyling  
Comm. Manager.....Jack Johnson  
Prom. Dir.....Martha Fidlep  
Asst. Mgr., Sls. Mgr.....Nev Skingle  
Chief Engineer.....M. Pickford

## CJNB—North Battleford 1946

Frequency: 1460 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Northwestern Bcstg. Co., Ltd.  
Address .....Box 484  
Phone: 2477-8.....Air Time: Full Time  
News Service .....BN  
Transcription Service.....Standard  
Representative .....Stovin  
Membership .....CARTB  
President .....Harry S. Hay  
Gen., Sta. Mgr.....Harry Dekker  
Comm., Sales Prom. Mgr.....Bob Barr  
Program Dir. ....John McKittrick  
Publicity Dir. ....Eileen Risling  
Chief Engineer.....Al Ruddell

## CKBI—Prince Albert—1932 CBC

Frequency: 900 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Central Bcstg. Co., Ltd.  
Address .....10th St. West

Phone: 7421.....Air Time: Full Time  
News Service .....BN  
Transcription Service .....TheSaurus  
Representative .....All-Canada, Weed  
General Manager.....E. A. Rawlinson  
Commercial Manager.....Gerald Prest  
Sales Prom. Mgr.....J. J. Cennon  
Chief Engineer.....Tom Van Nes

## CKCK—Regina—1922—CBC

Frequency: 620 Kc.....Power: 5000 Watts  
Owned. . . . .Trans Canada Communications Ltd.  
Phone: LA 2-8525.....Air Time: Full Time  
News Service .....BUP, BN  
Transcription Service .....World  
Representative .....Weed, All-Canadian  
Membership .....CARTB, RAB  
Representative .....All-Canada, Weed  
President .....Clifford Sifton  
General Manager.....Harold A. Crittenden  
Station Mgr.....Don Dawson  
Commercial Manager.....Roy Malone  
Sls. Prom. Mgr.....Allan Edwardson  
Program Dir.....Jim Grisenthwaite  
Chief Engineer.....E. A. Strong

## CKRM—Regina—1926—CBC

Frequency: 980 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Western Communications Ltd.  
Business-Studio Address.....2060 Halifax St.  
Phone: 3-5661.....Air Time: Unlimited  
Membership .....CARTB  
News Service .....BUP, CP  
Representative.....Radio Reps. Ltd.  
Membership .....CARTB  
President.....Dr. E. A. McCusker  
Business Manager.....A. Smith  
Station Manager.....D. J. Oaks  
Commercial Manager.....H. C. Dane  
Sales Prom. Mgr.....Mrs. E. W. Thompson  
Program Director.....B. R. Hill  
Chief Engrs.....L. Cozine, K. Baker, E. Brown

## CFNS—Saskatoon—1952 CBC

Frequency: 1170 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Radio-Prairies-Nord, Ltd.  
Address .....1902 Broadway  
Phone .....93015  
President.....Father J. A. Beaulac  
Gen., Comm. Mgr.....Theodore Prefontaine  
Program Director.....F. Ippersiel  
Chief Engineer .....J. Lacroix

**CFQC—Saskatoon—1923**  
**CBC**

Frequency: 600 Kc.....Power: 5000 Watts  
 Owned-Oper. By...A. A. Murphy & Sons, Ltd.  
 Bus.-Studio Address.....216 1st Ave., N.  
 Phone: 26611.....Air Time: Full Time  
 Trans. Service...Standard, Lang-Worth, World  
 News Service.....BN, BUP  
 Membership.....CARTB  
 President, Gen. Mgr.....A. A. Murphy  
 Station Manager.....Vernon Dallin  
 Program Director.....Roy Currie  
 Chief Engineer.....Lyn Hoskins

**CKOM—Saskatoon—1951**

Frequency 1420 Kc.....Power: 5000 Watts  
 Owned..Saskatoon Community Bcstg. Co., Ltd.  
 Address.....Empre Hotel  
 Phone: 2-1271.....Air Time: Full Time  
 Transcription Service.....Thesaurus, Capitol  
 Representative.....Stovin, Weed  
 Membership.....CARTB  
 News Service.....Broadcast News, CP  
 Pres., Gen. Mgr.....R. A. Hosle  
 Commercial Mgr.....G. D. Tunncliffe  
 Sls. Prom. Manager.....Joan Flynn

Program Director.....G. E. Walburn  
 Publicity Director.....Dan Worden  
 Chief Engineer.....William Forst

**CBK—Watrous—1939—CBC**

Frequency: 540 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Canadian Bcstg. Corp.  
 Address.....1840 McIntyre St.  
 Phone.....36641  
 General Manager.....A. Ouimet  
 Commercial Mgr.....W. E. Powell

**CJGX—Yorkton—1927—CBC**

Frequency: 940 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Yorkton Bcstg. Co., Ltd.  
 Address.....Smith-MacKay Bldg.  
 Phone: 2258-9.....Air Time: Full Time  
 News Service.....CP  
 Transcription Service.....Lang-Worth  
 Representative.....Stovin, Can.-Sta. Rep.  
 Membership.....CARTB  
 President.....Dawson Richardson  
 Gen., Sta. Mgr.....J. M. Shortreed  
 Program Dir.....J. C. Goodman  
 Commercial Mgr.....Geo. Gallagher  
 Chief Engineer.....M. McRae

**FOR WORLD-WIDE NEWS . . .**  
**FOR CLEAR, COMPREHENSIVE**  
**COVERAGE . . .**

**AP**

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# **International**

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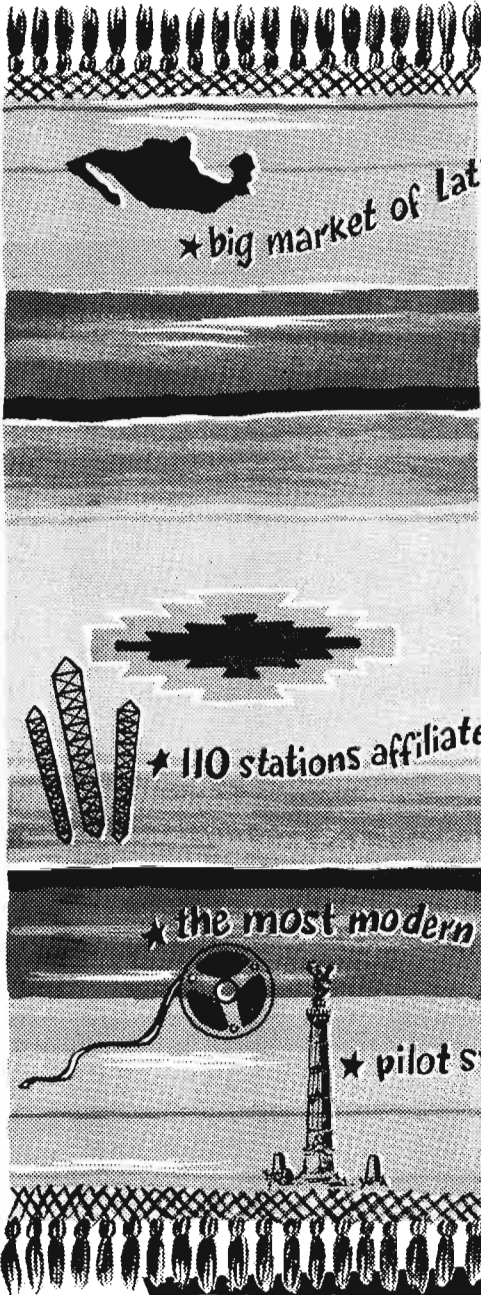
**AM STATIONS OF MEXICO,  
CUBA, HAITI, DOMINICAN  
REPUBLIC, BAHAMAS AND  
JAMAICA**

**INTERNATIONAL  
BROADCAST STATIONS  
OF U. S. AND CANADA**

**RADIO PROGRAMAS  
de MEXICO, S.A.**

**RADIO CADENA  
NACIONAL, S.A.  
MEMBER STATIONS**

*in* **MEXICO**



★ big market of Latin American...



★ 110 stations affiliated covering whole country...

★ the most modern sistem with simultaneous transmission...

★ pilot station in capital powerd by more than 50.000 watts - 1110 kilocycles

**RADIO CADENA NACIONAL, S. A.**

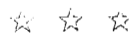
VALLARTA 1 - 6o. PISO - MEXICO, D. F. - TEL. 10-39-09

# STATIONS OF MEXICO



<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Acambaro, Gto.	XEGW	1270	
Acapulco, Gro.	XEBB	600	
Acapulco, Gro.	XECI	1340	
Acapulco, Gro.	XEDO	1600	Heriberto Guizar Castro
Acapulco, Gro.	XEKJ	1400	Ramon Ortega Escobedo
Agua Prieta, Son.	XEAQ	1490	Manuel Rodriguez
Agua Prieta, Son.	XEFH	1310	Jesus Rodriguez Verdugo
Aguascalientes, Ags.	XEBI	790	Pedro C. Rivas
Aguascalientes, Ags.	XEDC	1560	
Aguascalientes, Ags.	XEII	1170	
Aguascalientes, Ags.	XERO	1490	Radio Hidrotermopolitana
Aguascalientes, Ags.	XEYZ	1450	Luis Chavez Calvillo
Apatzingan, Mich.	XECJ	1340	
Apatzingan, Mich.	XEGV	1240	
Boca del Rio, Ver	XEOD	1090	
Campeche, Camp.	XEA	1370	Casanoba Brito
Cananea, Son.	XEFQ	980	Pedro L. Diaz
Celaya, Gto.	XENC	1540	El Heraldo del Bajio
Celaya, Gto.	XEY	1360	
Chetumal, Q.R.	XEOS	960	
Chihuahua, Chih.	XEBU	620	Roberto O. Stevenson
Chihuahua, Chih.	XEBW	1280	Radioemisora del Norte
Chihuahua, Chih.	XEFI	1440	Pregon, Del Est. de Chih.
Chihuahua, Chih.	XEM	1390	Pedro Meneses, Jr.
Chihuahua, Chih.	XERA	1490	Red Nacional Radiomisora, S.A.
Ciudad Acuna, Coah	XEKD	1010	
Ciudad Camargo, Chih.	XEHA	570	Hugo Pinera Limas
Ciudad Camargo, Chih.	XEOH	1270	
Ciudad Cuauhtemoc, Chih.	XEQZ	1560	
Ciudad Cuauhtemoc, Chih.	XEPL	560	
Ciudad Cuauhtemoc, Chih.	XEER	990	
Ciudad del Carmen, Cam	XEUJ	1460	
Ciudad Delicia, Chih.	XEAY	660	
Ciudad Delicias, Chih.	XEBN	1240	
Ciudad Delicias	XEJK	1340	Amador Ronquillo Reza
Ciudad Guzman	XEBC	1430	Roberto Chavez Gonzalez
Ciudad Jimenez, Chih.	XEJZ	1320	
Ciudad Juarez, Chih.	XEFV	1240	Dario Cordo Rocha
Ciudad Juarez, Chih.	XEF	1420	Jose Carlos Amaya
Ciudad Juarez, Chih.	XEJ	970	Pedro Meneses, Jr.
Ciudad Juarez, Chih.	XELO	800	Cia Radio de Piedras Negras
Ciudad Juarez, Chih.	XEWG	1490	Carlos Mendez
Ciudad Juarez, Chih.	XEYC	1460	Ysela Fern. Caball. de Yanez
Ciudad Juarez, Chih.	XEP	1300	
Ciudad Ixtepec, Oax	XECA	1480	
Ciudad Lerdo	XENQ	960	
Ciudad Lerdo, Dur.	XEGZ	670	
Ciudad Mante, Tam.	XECM	1450	
Ciudad Miguel Aleman, Tam.	XEHD	1430	
Ciudad Miguel Aleman, Tam.	XEHI	1470	
Ciudad Obregon, Son	XESO	1150	
Ciudad Obregon, Son.	XEAP	1290	Emillo Manzanilla
Ciudad Obregon, Son.	XEHX	1460	
Ciudad Obregon, Son.	XEOX	1430	Felipe G. de Leon
Ciudad Reynosa, Tam	XERU	810	
Ciudad Valles, S.L.P.	XETR	1120	Tomas Oliva Banuelos

## STATIONS OF MEXICO



<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Ciudad Victoria, Tam.	XECP	1450	
Ciudad Victoria, Tam.	XEBJ	1340	Fernando Elizalde
Coatzacoalcos, Ver.	XEGB	840	
Coatzacoalcos, Ver.	XEOM	1340	Daniel Schact Perez
Colima, Col.	XERL	1280	J. Roberto Levy
Cordoba, Ver.	XEAG	1280	Luz Maria Zuniga de Miguel
Cordoba, Ver.	XEDZ	570	
Cordoba, Ver.	XEJD	820	J. Jac. Vda. de Zuniga
Cosumaloapan, Ver.	XEFU	630	
Guassave, Sin.	XEGS	1490	Radio Guassave S.A.
Cuatla, Mor.	XEWF	1400	Fernando Diaz Enriquez
Cuernavaca, Mor.	XEFS	1420	
Cuernavaca, Mor.	XEJC	980	Ed. Jimenez de la Cuesta
Culiacan, Sin.	XEBL	1260	Enrique Maxim Gomez Blanco
Culiacan, Sin.	XECQ	1300	Radio Culiacan, S.A.
Culiacan, Sin.	XEGF	1450	
Culiacan, Sin.	XESA	1360	Pablos y Elizalde
Durango, Dgo.	XECK	1340	
Durango, Dgo.	XEDU	1400	Carlos C. Armas
Durango, Dgo.	XEE	1280	Jose Valenzuela
El Sauzal, B.C.	XEDX	1010	
Ensenada, B.C.	XEFY	1450	
Ensenada, B.C.	XEPF	1400	Luis Enrique Encisco
Empalme, Son.	XEBQ	1240	Roberto Gonzalex Mata.
Fresnillo, Zac.	XEMA	1340	Jose Miguel Acevedo Moya
Gomez Palacio, Dur.	XEMD	920	
Gomez Palacio, Dur.	XERS	1400	
Gomez Palacio, Dur.	XEPA	790	
Guadalajara, Jal.	XEAD	1150	Alejandro Diaz
Guadalajara, Jal.	XEAV	570	Manuel Lopez Diaz
Guadalajara, Jal.	XEBA	840	Jesus D. Gonzales
Guadalajara, Jal.	XEDG	1370	
Guadalajara, Jal.	XEDK	1250	Manuel Lopez Diaz
Guadalajara, Jal.	XEGJ	1280	Quirino Francisco Gonzalez
Guadalajara, Jal.	XEHK	960	Franciso E. Fregoso
Guadalajara, Jal.	XEHL	1010	Radiodif de Occidente, S.A.
Guadalajara, Jal.	XEJB	630	State Government
Guadalajara, Jal.	XEJE	1310	Difusoras de Occidente, S.A
Guadalajara, Jal.	XELT	970	Eduardo Reynoso Gonzalez
Guadalajara, Jal.	XELW	1340	Salvador Galindo de la Torre
Guadalajara, Jal.	XERP	1190	
Guanajuato, Gto.	XEWZ	610	Gonzalo Sanchez Gomez
Guasave, Sin.	XECV	1490	
Guasave, Sin.	XEGS	610	
Guaymas, Son.	XEDR	1490	Sucrs. de Modesto Ortega
Hermosillo, Son.	XEBH	920	Carlos Balderrama
Hermosillo, Son.	XEDL	1250	Eufemia Esquer de Vidal
Hermosillo, Son.	XEDM	1580	Radio Pacifico
Hermosillo, Son.	XEHQ	590	Radio Hermosillo
Hermosillo, Son.	XEOP	960	
Hermosillo, Son.	XEQN	1540	
Hidalgo del Parral, Chih.	XEAT	1250	Sucrs. de Jorge Perez
Hidalgo del Parral, Chih.	XEGD	1520	
Hidalgo, del Parral, Chih.	XEJR	1490	
Hidalgo del Parral, Chih.	XEJS	1150	Olfonso Perez Porras
Huamantla, Tlax.	XEHT	1520	Alf. Macias y Mario Pardo S
Huauchinango, Puebla	XEGU	1490	



<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Iguala, Gro.	XEKF	1360	Rafael Campos Marquina
Irapuato, Gto.	XEBO	1330	Alfonso Martinez
Irapuato, Gto.	XEHE	970	
Irapuato, Gto.	XEWE	1420	Felipe Gallardo
Jalapa, Ver.	XEFA	1340	Adolfo Alvarez
Jalapa, Ver.	XEJA	1400	Adolfo Alvarez
Jalapa, Ver.	XEJW	1130	Mariano Caraza
Jalapa, Ver.	XEXB	1400	
Jalapa, Ver.	XEKL	550	Carlos Ferraez Matos
Jiquilpan, Mich.	XEIX	1290	
La Barca, Jal.	XELB	1090	Ramon Alvarez Lopez
La Paz, B.C.	XEAL	1310	
La Paz, B.C.	XENT	790	
La Paz, B.C.	XEPX	550	
Leon, Gto.	XEFM	1270	
Leon, Gto.	XELG	680	Radio Impuls. del Centro S.A.
Leon, Gto.	XERW	1390	Augustin Obregon Padilla
Leon, Gto.	XERZ	1240	Carlos Obregon Padilla
Linares, N.L.	XER	1260	Radio Linares, S.A.
Los Mochis, Sin.	XECF	1410	Francisco Perez H.
Los Mochis, Sin.	XECU	1470	Luis Perez Gomez
Magdalena, Son.	XEDJ	1450	Jesus L. Rochin
Magdalena, Son.	XESY	1320	
Manzanillo, Col.	XECS	1400	
Matamoros, Tam.	XEAM	1450	Manuel L. Salinas
Matamoros, Tam.	XEMS	1420	
Matamoros, Tam.	XEMT	1340	Severo Garza Saenz
Matamoros, Tam.	XEO	970	Can. Maria Gonzalez
Matehuala, S.L.P.	XEFF	1490	
Mazatlan, Sin.	XEDS	1420	Alexjandro A. Schober
Mazatlan, Sin.	XERJ	1320	Oscar Perez E.
Mazatlan, Sin.	XETK	1390	Radio Emisora de Occidente
Mazatlan, Sin.	XEEC	1270	
Merida, Yuc.	XERY	1150	
Merida, Yuc.	XEDY	1450	
Merida, Yuc.	XEFC	1330	Rafael Rivas Franco
Merida, Yuc.	XEME	1270	
Merida, Yuc.	XEMH	1490	Alvaro Barquet Y
Merida, Yuc.	XEMQ	1240	Lazaro Achurra Suarez
Merida, Yuc.	XEQW	550	
Merida, Yuc.	XEZ	600	Jorge L. Palomeque
Mexicali, B.C.	XECL	990	Alfonso A. Lacarra
Mexicali, B.C.	XEAA	1340	Consuelo Tonnela King
Mexicali, B.C.	XEAO	910	Juan C. Chavez
Mexicali, B.C.	XEBF	940	
Mexicali, B.C.	XED	1050	Carlos Blando
Mexicali, B.C.	XEGE	1570	
Mexicali, B.C.	XESU	790	
Mexico, D.F.	XENP	760	
Mexico, D.F.	XEB	1220	El Buen Tono S.A.
Mexico, D.F.	XEA1	1320	G.N. Medina y Loc. Ag. Ramos
Mexico, D.F.	XEBS	1410	Hispano Mexicano S.A.
Mexico, D.F.	XEBZ	660	Vocero Mexicano S.A.
Mexico, D.F.	XEDA	1290	Publ. Com. de Mexico, S.A.
Mexico, D.F.	XEDP	1060	Radio Gobernacion
Mexico, D.F.	XEFR	1180	
Mexico, D.F.	XEJP	1150	Radio America, S.A.
Mexico, D.F.	XEK	970	Arturo Martinez
Mexico, D.F.	XEL	1260	Herdez S.A.
Mexico, D.F.	XELA	830	Radio Metropolitan S.A.

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Mexico, D.F.	XELZ	1440	Maria Cardena de Zetina
Mexico, D.F.	XEMC	1590	Dol. G. Estrada de Ferreiro
Mexico, D.F.	XEML	1550	Roberto Valeggi Esparza
Mexico, D.F.	XEMX	1380	Publ. Com. de Mexico S.A.
Mexico, D.F.	XEN	690	Guillermina P. de Del Conde
Mexico, D.F.	XENK	620	Gral. Brig. P.A.F. Proal Pardo
Mexico, D.F.	XEOF	560	
Mexico, D.F.	XEOY	1000	Fomento de Radio, S.A.
Mexico, D.F.	XEPH	590	Cia. Mexico de Radiodif. S.A.
Mexico, D.F.	XEQK	1350	Guillermo Morales B.
Mexico, D.F.	XEQR	1030	Corp. Mexicana de Radio, S.A.
Mexico, D.F.	XESM	1470	Salvador San Martin
Mexico, D.F.	XEQ	940	Radio Panamericana, S.A.
Mexico, D.F.	XEQB	1110	Radio Central de Mexico
Mexico, D.F.	XERC	790	Radio Popular de Mexico
Mexico, D.F.	XERH	1500	"A.R.S.E." S.A.
Mexico, D.F.	XESM	1490	Salvador San Martin
Mexico, D.F.	XEUN	860	Universidad Nacional de Mexico
Mexico, D.F.	XEW	900	Cadena Radiodifusora, S.A.
Mexico, D.F.	XEX	730	Radio de Mexico, S.A. de C.V.
Minatitlan, Ver.	XEDW	1260	Oucrs de Hector Silva Canto
Monclova, Coah.	XEKN	1390	
Monclova, Coah.	XEMF	1260	Alfonso L. Bres.
Monclova, Coah.	XEMW	910	
Monterrey, N.L.	XEAR	1480	Alfonso Flores Lopez
Monterrey, N.L.	XEAW	1280	Jesus D. Gonzalez
Monterrey, N.L.	XEDD	1560	
Monterrey, N.L.	XEFB	630	Emis. Inc. de Monterrey, S.A.
Monterrey, N.L.	XEFZ	1140	
Monterrey, N.L.	XEG	1050	La Voz de Norte-America, S.A.
Monterrey, N.L.	XEGQ	1590	
Monterrey, N.L.	XEH	1420	Radio Taranava, S. de R.L.
Monterrey, N.L.	XERR	570	
Monterrey, N.L.	XEJM	1450	
Monterrey, N.L.	XEMR	1370	Enrique Serna Martinez
Monterrey, N.L.	XENL	860	
Monterrey, N.L.	XEOK	920	Carlos Roa Montes De Oca
Monterrey, N.L.	XET	990	El Pregonere del Norte
Morelia, Mich.	XECR	1340	
Morelia, Mich.	XELQ	570	Francisco Laris Iturbide
Morelia, Mich.	XEGP	1580	
Morelia, Mich.	XESF	1300	Jose Martinez Ramirez
Morelia, Mich.	XEI	1400	Tiburcio Ponce
N. Casas Grandes, Chih.	XETX	1400	Laureano Molinar Contreras
Naco, Son.	XETM	1350	Jesus Manuel Franco
Navajoa, Son.	XEAJ	1400	
Navajoa, Son.	XEGL	1270	Fausto M. Gomez
Navajoa, Son.	XEHG	980	
Nogales, Son.	XECG	1240	
Nogales, Son.	XEHF	1370	Gaston Mascarenas
Nogales, Son.	XENS	1590	
Nuevo Laredo, Tam.	XEAS	1410	Jose Maria Villarreal
Nuevo Laredo, Tam.	XEFE	790	Ruberto Villarreal
Nuevo Laredo, Tam.	XERG	1090	Reynoldo Garza Alvarez
Nuevo Laredo, Tam.	XEBK	1340	Juan Manuel Cortes
Neuvo Laredo, Tam.	XEDF	960	Rafael Tijerina Carranza
Nuevo Laredo, Tam.	XEXO	1140	Julio Santo Coy
Nuevo Laredo, Tam.	XENU	1370	
Nuevo Rosita, Coah.	XEJF	1400	
Nueva Rosita, Coah.	XELF	1380	
Nueva Rosita, Coah.	XERN	1430	

<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Oaxaca, Oax. ....	XEAX	1270	Delia Rodriguez de Marquez
Oaxaca, Oax. ....	XECE	1240	
Ocotlan, Jal. ....	XEAN	800	Radio Ocotlan S. de R.L.
Ojinaga, Chih. ....	XECT	1450	
Orizaba, Ver. ....	XEPP	1450	Radio Impulsora de Orizaba
Orizaba, Ver. ....	XETQ	1370	Sucrs de Francisco Campos H.
Pachuca, Hgo. ....	XETK	1420	
Pachuca, Hgo. ....	XEPK	1180	Radio Publ. de Pachuca
Papantla, Ver. ....	XEGK	920	
Piedras Negras, Coah. ....	XEMJ	920	Jesus L. Elizondo
Piedras Negras, Coah. ....	XEMU	570	Alfonso L. Bres.
Poza Rica, Ver. ....	XEFO	1480	
Progreso, Yuc. ....	XEGO	620	
Progreso, Yuc. ....	XECN	1400	
Puebla, Pue. ....	XECD	1170	Roberto Canedo
Pueblo, Pue. ....	XEHR	1090	Manuel R. Canale
Queretaro, Qro. ....	XEJX	1450	Radio Emisora Queretaro
Queretaro, Qro. ....	XENA	1520	Ramon Rodriguez Familiar
Quertaro, Que. ....	XEDI	1570	
Reynosa, Tam. ....	XEFP	1240	
Reynosa, Tam. ....	XEGH	620	
Reynosa, Tam. ....	XEOR	1390	Cond. S. Vda. de Gonzalez
Reynosa, Tam. ....	XERT	590	Ignacio Magallon
Rio Bravo, Tam. ....	XEFD	1170	
Rio Bravo, Tam. ....	XEFL	1110	
Rosario, B.C. ....	XERB	1090	Interamericana de Radio, S.A.
Sabinas, Coah. ....	XEBX	610	Radiodif. Coahuila, S.A.
Sabinas, Coah. ....	XESH	1460	
Saguayo, Mich. ....	XEGC	1450	Alberto Barragan Degollado
Salamanca, Gto. ....	XENP	1430	
Salamanca, Gto. ....	XERX	1560	Ernesto Bravo Vargas
Salina Cruz, Oax. ....	XEEA	1330	
Saltillo, Coah. ....	XEDE	1400	Enrique Martinez y Martinez
Saltillo, Coah. ....	XESJ	1250	Froylan Mier Narro
Saltillo, Coah. ....	XEXU	1490	
San Andres Tuxtla, Ver. ....	XEPA	980	
San Andres Tuxtla, Ver. ....	XERM	1370	
San Andres Tuxtla, Ver. ....	XELN	1510	
San Andres Tuxtla, Ver. ....	XEDQ	1400	
San Andres Tuxtla, Ver. ....	XEGA	1300	
San Miguel Allende, Gto. ....	XESQ	1280	
San Luis Potosi, S.L.P. ....	XEBM	920	Benjamin Briones
San Luis Potosi, S.L.P. ....	XECZ	1430	Radiodif. Mexicano
San Luis Potosi, S.L.P. ....	XEPO	1260	Alejandro Espinosa Pitman
San Luis Potosi, S.L.P. ....	XEWA	540	Cadena Radiodif. Mex. S.A.
San Luis Potosi, S.L.P. ....	XEXQ	1460	
San Luis Potosi, S.L.P. ....	XESL	1340	Guadalupe Delgado Ramirez
San Luis Rio Colorado, Son. ....	XECB	1450	Carlos Flando
San Pedro Tlaquepaque, Jal. ....	XESP	1400	Herminio Macias Alonso
Santa Ana, Son. ....	XEAB	1400	Alfredo Marin Castro
San Francisco del Oro, Chih. ....	XEHB	770	
Santa Barbara, Chih. ....	XESB	1400	Domingo Salayandia Najera
Santa Rosalia, B.C. ....	XEAH	560	
Santa Rosalia, B.C. ....	XESR	1320	
Santiago Ixcuintla, Hay. ....	XEEF	620	
Tala, Jal. ....	XEAF	550	
Tampico, Tam. ....	XECA	1460	Difusora Portena S. de R.L.
Tampico, Tam. ....	XEFW	810	Flores y Martinez



STATIONS OF MEXICO



<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Tampico, Tam.	XES	1240	Radio Televisora de Tampico
Tampico, Tam.	XETO	1400	Radio Tiempo S. de R.L. de C.V.
Tampico, Tam.	XETU	980	Impuls. Moderna Del Radio, S.A.
Tampico, Tam.	XELE	1300	
Teapa, Tab.	XEUI	1320	
Tapachula, Chis.	XETS	630	Napolean Correa
Tecate, B.C.	XEAK	560	
Tecate, B.C.	XEKT	1590	
Tecuala, Nay.	XEFG	1450	
Tehuacan, Pue.	XEDB	1520	
Tehuacan, Pue.	XEWJ	1420	Jaime Retif Del Morel
Tehuacan, Pue.	XEGY	1080	
Tepic, Nay.	XERK	1450	Dario Mondragon
Tepic, Nay.	XEXT	980	State Government
Teziutlan, Pue.	XEFJ	680	
Tijuana, B.C.	XEAC	690	Jorge I. Rivera
Tijuana, B.C.	XEAU	1470	Manuel Acuna Varela
Tijuana, B.C.	XEAZ	1270	Fernando Sanchez Mayans
Tijuana, B.C.	XEBE	800	
Tijuana, B.C.	XEBG	1550	Octavio B. Lelevier
Tijuana, B.C.	XEC	1310	Luis Enrique Encisco
Tijuana, B.C.	XEGM	950	Gustavo Faist Fernandez
Tijuana, B.C.	XEMO	860	Fernando Frederico Ferreira
Tijuana, B.C.	XEXX	1420	Jose J. Clark, Fern. Fed. Ferrei
Toluca, Mex.	XECH	1490	Rodolfo Llamas
Torreón, Coah.	XEBP	1310	La Voz de la Laguna, S.A.
Torreón, Coah.	XEDN	600	Difusora del Norte, S.A.
Torreón, Coah.	XETB	1350	Radio Laguna, S.A.
Torreón, Leon.	XEOB	1490	
Torreón, Coah.	XETC	1240	
Tuxpan, Nay.	XEUX	1340	Salvador Hrena Benitez
Tuxpan, Ver.	XETL	1390	Calixte Almazan
Tuxtla Gutierrez	XEON	710	Enrique Balero Arambula
Tuxtla Gutierrez, Chi.	XEUE	1360	
Uruapan, Mich.	XEFN	1130	
Uruapan, Mich.	XEUF	550	Ignacio Navarro
Valle Hermosa, Tam.	XEVH	1310	
Veracruz, Ver.	XECW	1490	
Veracruz, Ver.	XEHV	1310	Sucrs. de Juan A. Palavicini
Veracruz, Ver.	XELL	1430	Carlos Ferraez Matos
Veracruz, Ver.	XELR	610	
Veracruz, Ver.	XETF	1250	Sucr. de Jose Rodr. Lopez
Veracruz, Ver.	XEU	960	Fernado Pazos SOSA
Villa Acuna, Coah.	XEAE	1600	
Villa Acuna, Coah.	XEDH	1340	Oscar Gonzalez Galindo
Villa Acuna, Coah.	XERF	1570	Cia Radio-Dif. de Coahuila, S.A
Villahermosa, Tab.	XEUS	1080	
Villahermosa, Tab.	XETZ	1380	
Villahermosa, Tab.	XEUH	1500	
Villahermosa, Tab.	XEVV	970	
Zacapu, Mich.	XEZU	1270	Guillermo Calzada Cervantes
Zacatecas, Zac.	XELK	1280	Macia y Acevedo
Zacatecas, Zac.	XEXZ	1450	Manuel Llamas Felix
Zamora, Mich.	XEGT	1490	Radio Zamora S. de R.L.
Zamora, Mich.	XEZM	650	La Voz del Comercio de Zamora
Zapopan, Jal.	XECO	760	
Zapopan, Jal.	XEDV	700	
Zihuatanejo, Gro.	XESZ	1450	
Zitacuaro, Mich.	XELX	1460	
Zitacuaro, Mich.	XETA	810	Gabriel Saenz Gutierrez

# STATIONS OF CUBA



<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Artemisa	CMAD	1240	Manuel Domingues Motolongo
Artemisa	CMAR	1170	Manuel Diaz Autran
Bayamo	CMKX	1390	Aistides Gervet Villafane
Cabaiguan	CMHP	1250	Borgos Enriquez
Camaguey	CMJE	680	Satellite CMBC Havana
Camaguey	CMJF	1340	Radio Camaguey
Camaguey	CMJC	1270	Cadena Camagueyana de Radio
Camaguey	CMJL	920	Circuito CMQ S.A.
Camaguey	CMJW	1440	Andres Moran Cisneros
Camaguey	CMJA	1060	Rafael Valdes Jiminez
Camaguey	CMJR	1030	Org. Insular de Radio, S.A.
Camajuani	CMHF	1020	Jose Fernandez Aleman
Camaguey	CMJG	1000	Cadena Oriental de Radio, S.A.
Camaguey	CMJB	880	Union Radio S.A.
Camaguey	CMJK	1160	Jones, Castrillon y Cia
Cardenas	CMGE	1470	Genaro Sabater Fox
Ciego de Avila	CMJH	1370	Luis Marauri Mendoza
Ciego de Avila	CMJD	1190	Union Radio S.A.
Ciego de Avila	CMJY	760	Cadena Oriental de Radio S.A.
Ciego de Avila	CMJP	580	
Ciego de Avila	CMJS	1580	
Ciego de Avila	CMJO	1470	Bonifacio Idelfonso Morales
Cienfuegos	CMHU	720	Modesto Vasquez Gonzales
Cienfuegos	CMHJ	1350	Union Radio S.A.
Cienfuegos	CMHX	1480	Eugenio Perez Mena
Colon	CMGM	1440	
Cruces	CMHK	1220	Virgilio Villanueva Bravo
Encrucijada	CMHE	1090	Virgilio R. Diaz Quintanilla
Florida	CMJI	1400	Dr. Osvaldo Moran Artega
Guantanamo	CMKA	1250	Cadena Oriental de Radio S.A.
Guantanamo	CMKH	1140	Cadena Oriental de Radio S.A.
Guantanamo	CMKH	1130	Luis Coronado Estrada
Guantanamo	CMKI	1110	Union Radio S.A.
Guantanamo	CMKS	900	Candido S. von Suarez
Guanabacoa	CMBC	690	Radiodif Progreso S.A.
Havana	CMOA	1590	Juan Fernandez Duran
Havana	CMZ	1560	Ministry of Education
Havana	CMOX	1360	
Havana	CMCM	1460	Cia. Transradio Columbia S.A.
Havana	CMCQ	1420	Andres Martinez
Havana	CMBX	1390	Alberto Alvarez Ferrera
Havana	CMBG	1490	
Havana	CMCB	1330	Radio Reloj S.A.
Havana	CMCO	1230	Edelberto Perez Rubio
Havana	CMK	1190	Faust Montiel
Havana	CMCA	1150	Radio Publicidad Tropico S.A.
Havana	CMBY	1120	Pages y Cia.
Havana	CMBS	1090	Enrique Artalejo Fernandez
Havana	CMCI	1260	Cadena Oriental de Radio S.A.
Havana	CMCX	1060	Circuito Occidental de Radio S.A.
Havana	CMBQ	1010	Radio Continental CMBQ S.A.
Havana	CMCK	980	Cia. Radiodif. COCO y CMCK S.A.
Havana	CMBF	950	Radio Universal S.A.
Havana	CMCF	910	J. Ulloa y Cia.
Havana	CMHD	890	Union Radio S.A.

Location	Call Letters	Frequency	Owner
Havana	CMBL	860	Radio Cadena Suaritos
Havana	CMBZ	830	Manuel y Guillermo Salas
Havana	CMCH	790	Radio Cadena Habana S.A.
Havana	CMHB	780	Union Radio S.A.
Havana	CMCD	740	La Voz del Aire
Havana	CMCA	730	Radio Publicidad Tropico S.A.
Havana	CMW	550	A. Gil y M. Troncoso
Havana	CMQ	630	Cirquito CMQ S.A.
Havana	CMCW	1290	Gilb. y Mario Lavin Dominguez
Havana	CMCU	660	Radio Garcia Serra S.A.
Havana	CMJM	840	
Holguin	CMDL	1150	
Holguin	CMKT	1400	
Holguin	CMDC	1290	Cadena Oriental de Radio S.A.
Holguin	CMKO	1220	Manuel Angulo Ferran
Holguin	CMKF	1050	Manuel J. de Gongova
Holguin	CMKD	970	Cadena Oriental de Radio
Holguin	CMKJ	730	Cirquito CMQ S.A.
Holguin	CMKP	670	Satellite CMBC Havana
Holguin	CMKM	560	Union Radio S.A.
Mantanzas	CMGF	930	Manuel Domingues Motolongo
Manzanillo	CMDF	1590	
Marianao	CMBD	1520	Luis Perez Garcia
Matanzas	CMGW	1100	Ramon A. de Zayas Lopez
Matanzas	CMGU	1340	Cadena Oriental de Radio S.A.
Matanzas	CMGL	1400	Cadena Oriental de Radio S.A.
Moron	CMJX	1230	Dr. Pable Castellanos Caballero
Nuevitas	CMJQ	1300	Juan Filiguieras Cabaleiro
Palma Soriano	CMKZ	1430	Maria Dominguez Dousseu
Pinar del Rio	CMAB	1070	Simeon Ferro Martinez
Pinar del Rio	CMAL	1340	Radioccidentia S.A.
Pinar Del Rio	CMAQ	920	Cirquito CMQ S.A.
Pinar del Rio	CMAW	990	Pedro Redondo Fernandez
Puerto Padre	CMKY	1350	Pedro Zacca Cheda
Sagua La Grande	CMHR	1560	
Sancti Spiritus	CMHT	990	Juan B. Santana Padron
Sancti Spiritus	CMHB	1050	Union Radio S.A.
San Luis	CMKQ	1400	Raul de Arms Trompeta
Santiago de Cuba	CMDB	680	Synchronized with CMBC Camaguey
Santiago de Cuba	CMKC	770	Radio Orientale S.A.
Santiago de Cuba	CMKL	800	Cadena Oriental de Radio S.A.
Santiago de Cuba	CMKU	900	Cirquito CMQ S.A.
Santiago de Cuba	CMKW	1000	Reloj Del Aire S.A.
Santiago de Cuba	CMKR	1090	Jaime Nadal
Santiago de Cuba	CMKB	1170	Union Radio S.A.
Santiago de Cuba	CMKC	1290	Radio Oriente S.A.
Sagua la Grande	CMHA	1280	Justiniano Valdes Aguado
Santiago de Cuba	CMDA	1320	
Santiago de Cuba	CMDC	1360	Cadena Oriental de Radio S.A.
Santa Clara	CMHO	1310	Org. Insular de Radio
Santa Clara	CMHQ	640	Cirquito CMQ S. A.
Santa Clara	CMHG	680	Synchronized with Camaguey
Santa Clara	CMHD	780	Union Radio S.A.
Santa Clara	CMHF	1040	Jose Fernandez Aleman
Santa Clara	CMHC	1480	
San Cristobal	CMAC	1030	Guillermo Garcia Ovies
Sancti Spiritus	CMHL	1450	
Victoria de las Tunas	CMKG	1490	Ramon Espinosa Perez
Victoria de las Tunas	CMDQ	540	
Victoria de las Tunas	CMGW	1240	Humberto Anteres Pena
Victoria de Las Tunas	CMKT	1520	Alfr. O. Sanchez Moregon



# STATIONS OF HAITI



<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Port-au-Prince	4VW	1300	Ricardo Widmaier
Port-au-Prince	4VGM	1470	Frank C. Magloire

# STATIONS OF DOMINICAN REPUBLIC



<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
Bani	H13V	1310	Manuel Bello Hijo
Barahona	H15K	1360	
Ciudad Trujillo	H1T	1400	Francisco A. Sanabia
Ciudad Trujillo	H1Z	1350	Frank Hatton
Ciudad Trujillo	H12H	1490	Raf. E. Tavaréz L.
Ciudad Trujillo	H1N	1220	Partido Dominicano
Ciudad Trujillo	H1G	950	Andrés Cordero Puello
Ciudad Trujillo	H1L	790	Joaquín C. Pellicer
Ciudad Trujillo	H13T	620	J. Arismendi Trujillo
Puerto Plata	H19U	1240	Luis A. Pelegrin
San Cristóbal	H12R	1440	Luis Alberti
San Francisco de Macorís	H14F	1440	
San Francisco de Macorís	H14C	1250	Manuel R. Peralta
San Pedro de Macorís	H13J	610	
Santiago	H14B	1330	Abraham Vanderhorst
Santiago	H13A	1400	Expedito Pou
Santiago	H16T	1380	
Santiago	H18B	1050	
Santiago	H19Z	820	Luis F. Moscoso C.
Santiago	H11L	1230	Joaquín C. Pellicer

# STATIONS OF BAHAMAS & JAMAICA



<i>Location</i>	<i>Call Letters</i>	<i>Frequency</i>	<i>Owner</i>
<b>BAHAMAS</b>			
Nassau	ZNS	1540	Bahamas Government
<b>JAMAICA</b>			
Kingston	ZQI	880	Jamaica Bestg. Co.
Montego Bay		1180	

# RADIO CADENA NACIONAL, S. A.

Head Office: Vallarta #1  
General Offices: Vallarta #1  
Agency in Monterrey, N. L.: Edif. Alanis-Tamez-502  
Padre Mier y Cap. E. Carranza  
Phones:  
Head Office: 21-01-78—36-84-68  
General Offices: 10-39-09—21-38-62  
P. O. Box 7892  
Mexico City, Mexico



— PERSONNEL —

President and General Manager.....	Rafael Cutberto Navarro
Commercial Manager.....	José Horacio Septién
General Controller.....	Eduardo Martínez Celis
Control Manager.....	Enrique Bernal Servín
Sales Promotion Manager.....	Manuel Guillemot Soler
Accounting.....	Raquel Burgos Romero
Public Relations.....	Hector Manuel Romero

# RADIO PROGRAMAS DE MEXICO, S. A.

Institucion Mexicana de Radio  
General Offices: Bucareli 109  
Phones:  
General Offices: 36-29-01—12-65-44—13-91-14  
P. O. Box 1324  
Mexico City, Mexico



— PERSONNEL —

President & General Manager.....	Clemente Serna Martínez
Vice President.....	Antonio Eufrazio Ontiveros
Vice President.....	Horacio Niño Medina
Vice President.....	Dr. Luis de la Rosa
Sales Manager.....	Javier Salcido
Sales Executive.....	Lic. José Sánchez Navarro
Audio and Recording Supervisor.....	Ing. Enrique Dorsh García
Chief Engineer.....	Ing. Fernando de las Penas
Advertising Department.....	Homero Ríos D.

# RADIO CADENA NACIONAL, S. A.

## MEMBER STATIONS



<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>	<i>Location</i>	<i>Call Letters</i>	<i>Frequency Kcs.</i>
Acapulco, Gro. ....	XEBB	600	Merida, Yuc. ....	XEZ	600
Agascalientes, Ags. ....	XERO	1490	Merida, Yuc. ....	XEMQ	1240
Agua Prieta, Son. ....	XEFH	1310	Mexicali, B.C. ....	XECL	990
Agua Prieta, Son. ....	XEAQ	1490	Mexicali, B. C. ....	XED	1050
Apatzingan, Mich. ....	XECJ	770	Mexico, D. F. ....	XERCN	1110
Boca del Rio, Ver. ....	XEOD	1090	Monterrey, N. L. ....	XET	990
Cd. Acuna, Coah. ....	XERF	1570	Monterrey, N. L. ....	XEH	1420
Cd. Acuna, Coah. ....	XEKD	1010	Monterrey, N. L. ....	XEAR	1480
Cd. Camargo, Chih. ....	XEHA	1440	Monterrey, N. L. ....	XEG	1050
Cd. Cuauhtemoc, Chih. ....	XEER	990	Morelia, Mich. ....	XESF	1300
Cd. Delicias, Chih. ....	XEBN	1240	Morelia, Mich. ....	XECR	1340
Cd. Juarez, Chih. ....	XEJ	970	Navojoa, Son. ....	XEKE	980
Cd. Juarez, Chih. ....	XEWG	1490	Nogales, Son. ....	XECG	1240
Cd. Juarez, Chih. ....	XEF	1420	Nogales, Ariz. ....	KNOG	1340
Cd. Juarez, Chih. ....	XEFV	1240	Nvo. Laredo, Tamps. ....	XEDF	960
Cd. Mante, Tamps. ....	XECM	1450	Nvo. Laredo, Tamps. ....	XERG	1090
Cd. Miguel Aleman, Tamps. ....	XEHI	1470	Nva. Rosita, Coah. ....	XENR	980
Cd. Obregon, Son. ....	XEDB	1340	Oaxaca, Oax. ....	KEOA	570
Cd. Obregon, Son. ....	XEAP	1290	Pachuca, Hgo. ....	XEPK	760
Cd. Valles, S.L.P. ....	XECV	1290	Parral, Chih. ....	XEJS	1150
Cd. Victoria, Tamps. ....	XEHP	580	Parral, Chih. ....	XEGD	1520
Coatepec, Ver. ....	XERE	1160	Piedras Negras, Coah. ....	XEMU	580
Coatzacoalcos, Ver. ....	XEGB	840	Puebla, Pue. ....	XECD	1170
Cordoba, Ver. ....	XEDZ	580	Queretaro, Gro. ....	XEJX	1250
Culiacan, Sin. ....	XECQ	1300	Reynosa, Tamps. ....	XEOR	1390
Chihuahua, Chih. ....	XEBU	620	Sahuayo, Mich. ....	XEGC	1450
Chihuahua, Chih. ....	XEBW	1280	Salamanca, Gto. ....	XERX	1560
Chihuahua, Chih. ....	XEM	1390	Saltillo, Coah. ....	XEDE	1400
Durango, Dgo. ....	XEDU	860	Saltillo, Coah. ....	XEKS	1330
Durango, Dgo. ....	XEND	1470	San Luis Potosi, S.L.P. ....	XEPO	1310
Durango, Dgo. ....	XECK	1340	San Luis Rio Colorado, Son. ....	XECB	1450
El Sauzal, BC. ....	XEDX	1010	Sta. Ana, Son. ....	XEAB	1400
Empalme, Son. ....	XEBQ	1240	Tampico, Tamps. ....	XEFW	810
Ensenada, B. C. ....	XESS	1450	Tampico, Tamps. ....	XETO	1370
Guadalajara, Jal. ....	XEHL	1010	Tecate, B. C. ....	XEKT	1380
Guadalajara, Jal. ....	XESP	1400	Tecuala, Nay. ....	XETD	1450
Guadalajara, Jal. ....	XEBA	840	Tepic, Nay. ....	XEXT	980
Guadalajara, Jal. ....	XEJE	1310	Tijuana, B. C. ....	XEBG	1550
Guadalajara, Jal. ....	XEAD	1150	Tijuana, B. C. ....	XEXX	1420
Guaymas, Son. ....	XEFX	880	Toluca, Mex. ....	XECH	1490
Hermosillo, Son. ....	XEDL	1250	Tonala, Jal. ....	XEHJ	760
Hermosillo, Son. ....	XEDM	1580	Torreon, Coah. ....	XETB	1350
Iguala, Gro. ....	XEKF	1360	Torreon, Coah. ....	XEBP	1310
Irapuato, Gto. ....	XEBO	1330	Torreon, Coah. ....	XETJ	760
Jalapa, Ver. ....	XEJW	1270	Tuxpan, Nay. ....	XEUX	1340
Jimenez, Chih. ....	XEJZ	1320	Uruapan, Mich. ....	XEUF	610
Leon, Gto. ....	XELG	680	Veracruz, Ver. ....	XETF	1250
Leon, Gto. ....	XERZ	1240	Veracruz, Ver. ....	XEHV	1310
Los Mochis, Sin. ....	XECU	1470	Villahermosa, Tab. ....	XEVT	970
Magdalena, Son. ....	XEDJ	1450	Zacatecas, Zac. ....	XEXZ	1150
Manzanillo, Col. ....	XECS	1400	Zacapu, Mich. ....	XEZU	1270
Matamoros, Tamps. ....	XEO	970	Zamora, Mich. ....	XEZM	650
Matamoros, Tamps. ....	XEMT	1340	Zamora, Mich. ....	XEGT	1490
Matehuala, S.L.P. ....	XEFF	1490	Zapopan, Jal. ....	XEDV	700
Mazatlan, Sin. ....	XERJ	1320	Zihuatanejo, Gro. ....	XESZ	1450
Merida, Yuc. ....	XEMH	1490	Ciudad Juarez, Chih. ....	XEJ-TV	

# INTERNATIONAL STATIONS

## In The United States and Canada



<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Power</i>	
Columbia Broadcasting System, Inc., Brentwood, L. I., N. Y.....	WDSI-1	50 kw.	
	-2	50 kw.	
	-3	50 kw.	
	-4	10 kw.	
Columbia Broadcasting System, Inc., Wayne, N. J.....	WDSI-5	50 kw.	
	-6	50 kw.	
Columbia Broadcasting System, Inc., Delano, Calif.....	KCBR-1	200 kw.	
	-2	50 kw.	
	-3	50 kw.	
	-4	100 kw.	
	-5	100 kw.	
The Crosley Corporation, Bethany, Ohio.....	WLWO-3	200 kw.	
	-4	200 kw.	
	-5	200 kw.	
	-6	200 kw.	
	-7	200 kw.	
	-8	200 kw.	
	General Electric Company, Schenectady, N. Y.....	WGEO-1	100 kw.
		-2	50 kw.
-3		25 kw.	
General Electric Company, Belmont, Calif.....	KGEI-1	50 kw.	
	-2	100 kw.	
National Broadcasting Co., Inc., Bound Brook, N. J.....	WBOU-1	50 kw.	
	-2	50 kw.	
	-3	50 kw.	
	-4	50 kw.	
	-5	50 kw.	
	-6	50 kw.	
National Broadcasting Co., Inc., Dixon, Calif.....	KNBH-1	200 kw.	
	-2	50 kw.	
	-3	50 kw.	
	-4	100 kw.	
	-5	100 kw.	
World Wide Broadcasting Corp., Scituate, Mass.....	WRUL-1	50 kw.	
	-2	50 kw.	
	-3	50 kw.	
	-4	20 kw.	
	-5	7 kw.	

### CANADIAN INTERNATIONAL STATIONS

<i>Licensee and Location</i>	<i>Call Letters</i>	<i>Power in Watts</i>
Canadian Marconi Co., Montreal, Que.....	CFCX	75
Rogers Radio Broadcasting Co. Ltd., Toronto.....	CFRX	1,000
Voice of the Prairies Ltd., Calgary, Alta.....	CFVP	100
Maritime Broadcasting Co. Ltd., Halifax, N. S.....	CHNX	500
Eastern Broadcasters Ltd., Sydney, N. S.....	CJCX	1,000
Transcanada Communications Ltd., Winnipeg, Man.....	CKRO	2,000
Transcanada Communications Ltd., Winnipeg, Man.....	CKRX	2,000
Western Broadcasting Co. Ltd., Vancouver, B. C.....	CKFX	10
Edmonton Journal Ltd., Edmonton, Alta.....	VE9AI	200

# Famous First Facts In American Radio



By  
**JOSEPH N. KANE**

## THE FIRST:

**A**DVERTISING or commercial radio broadcast was sponsored by the Queensboro Realty Corporation, Jackson Heights, New York City, on August 28, 1922 over station WEAF, the experimental station of the American Telephone and Telegraph Company, New York City. The commercial rate was ten minutes for one hundred dollars.

**Baseball (world series) broadcast** was effected by WJZ of the Westinghouse Electric and Manufacturing Company, Newark, N. J., which broadcast the National League New York Giants-American League New York Yankees series October 5, 1921 to October 13, 1921. The pennant was won by the Giants who won five of the scheduled nine games. The Yankees won three games.



**Chain broadcast** was accomplished October 7, 1922 by WJZ and WGY of the 1922 World Series baseball game from the field. Ordinary telegraph lines from Newark, N. J., and Schenectady, N. Y., were connected with the Polo Grounds, New York City, where a single microphone connected to these lines completed the requirements. It was not possible to transmit highest and lowest frequencies. Graham McNamee was the announcer. On January 4, 1923, WEAF of New York City and WNAC of Boston, Mass., had repeater points, and amplifiers were provided for faithful reproduction and transmission of both music and speech.



**Debate over the radio** was held May 23, 1922, over station WJH of the White and Boyer Company, Washington, D. C. The affirmative "Resolved That daylight saving is an advantage" was taken by Calvin Ira Kephart representing the Miller Debating Society and the negative by Thomas E. Rhodes representing the Alvey Debating Society, both of the National University Law

School, Washington, D. C. The audience was requested to act as the judge.

**Election returns broadcast** was on August 31, 1920, when WWJ of Detroit, Mich., broadcast the results on congressional and county primaries. On November 2, 1920, Leo H. Rosenberg of KDKA of Pittsburgh, Pa., broadcast the results of the Harding-Cox presidential election.

**Football (collegiate) game broadcast** was presented November 25, 1920 by radio station WTAW of College Station, Texas. The game was played on Thanksgiving Day between Texas University and the Agricultural and Mechanical College of Texas at College Station, Texas. At that time, the station was operating under an experimental license and had the call letters 5XB. A spark transmitter was used and the transmission was in code. This was the first play by play broadcast of a football game.



**Foreign language course broadcast** was March 21, 1924, when WJZ, New York City, operating on a 455 wave length, offered French lessons in cooperation with the Beritz School of Languages.

**Musical comedy broadcast** with especially composed music, was "The Gibson Family," sponsored by Proctor and Gamble Company of Cincinnati, Ohio, and introduced over the National Broadcasting Company network, September 15, 1934. The comedy was composed by Arthur Schwartz and the lyrics were written by Howard Dietz. The musical comedy was booked for a thirty-nine week period and was broadcast from WEAF, New York City.

**Police broadcast** was made by Station WIL, St. Louis, Mo., September 4, 1921.



**Political convention broadcast** was June 10, 1924 when the Republican convention assembled at Cleveland, Ohio, nominated Calvin Coolidge of Massachusetts and Charles Gates Dawes of Illinois for President and Vice President respectively. Graham McNamee was the announcer for the program which was carried by fifteen stations of the National Broadcasting Company from Boston, Mass., to Kansas City, Mo.

**Presidential message broadcast** was on December 6, 1923, when President Calvin Coolidge delivered his message to a joint session of Congress held in the House of Representatives, Washington, D. C. It was broadcast by KSD, St. Louis, Mo., WCAP, Washington, D. C., WDAF, Kansas City, Mo.,

Continued on Following Page

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# Famous First Facts In American Radio

Continued from Preceding Page

WEAF, New York City, WFAA, Dallas, Texas and WJAR, Providence, R. I., which received his voice over telephone wires. On March 4, 1925, he broadcast his inaugural address.

**Radio coast to coast broadcast** was made May 6, 1937 by Herbert Morrison about the dirigible Hindenburg explosion at Lakehurst, N. J. It was broadcast over both the Red and Blue networks of the National Broadcasting Company, from New York City.

**Radio program simultaneously broadcast over AM and FM (24) stations, and telecast (5),** was on March 20, 1948, when the sustaining feature, the NBC Symphony, was presented. The first commercial program similarly aired was "The Voice of Firestone" on March 22, 1948. The New York City outlet was WNBC.

**Religious service broadcast** was made January 2, 1921 when the Calvary Episcopal Church of Pittsburgh, Pa., broadcast its services through KDKA. The preacher was the Reverend Edwin Ian Van Ethen.



**Round the world broadcast** was accomplished in one-eighth of a second on June 30, 1930 by a series of radio relays. Clyde Decker Waqoner spoke into the shortwave microphone from W2XAD, Schenectady, N. Y. His voice was relayed from Holland, to Java, to Australia, across the Pacific Ocean to North America, and back to Schenectady.

**Transatlantic broadcast (not experimental),** was sent in code January 19, 1903, between Cape Cod, Mass., and Cornwall, England, when greetings were exchanged between King Edward VII and President Theodore Roosevelt.

**Transatlantic radio signal** was sent from Poldhu, Cornwall, by Guglielmo Marconi and was received at St. Johns, Newfoundland. The letter "S" was repeatedly sent by Morse code at stated time intervals and was faintly received by Percy Wright Paget, and by G. S. Kempton, December 11, 1901, and again on December 12, 1901.



**Two-way radio in an automobile** was installed by the Chalmers-Detroit Company in an automobile of their manufacture in March 1910 at New York City. The sending set contained two storage cells, a ten inch spark coil, two Leyden jars and a high and low voltage battery, a seven foot aerial, etc. Successful demonstrations were made from the moving automobile in Central Park, N. Y., to the Terminal Building, 42nd Street and Park Avenue, New York City, at distances varying from one to three miles. (*Scientific American* May 14, 1910)

**Radio set advertised for sale** was the Telimco, (a contraction of The Electro Importing Company) a \$7.50 outfit announced in a one inch advertisement in the January 13, 1906 issue of the *Scientific American* inserted by Hugo Gernsback of the Electro Importing Company of New York. It offered a "complete outfit comprising one inch spark coil, balls, key, coherer with auto coherer and scunder, 50 ohm relay, 4 cell dry battery, send and catch wires and connections with instructions and drawings. Will work up to one mile. Unprecedented introduction prices. Agents wanted. Illustrated pamphlet."



**Radio Society** was the Wireless Association of America formed at New York City, November 1908 with Dr. Lee de Forest as president, Dr. John Stone Stone, vice president, William Mauver, Jr., secretary, and Hugo Gernsback, chairman and business manager. There were no dues and no obligations. Within a few months, more than three thousand members were enrolled.

**Radio station. Commercial radio station** was 8MK (now WWJ), Detroit, Mich.) which instituted a daily service on August 20, 1920, with the program "Tonight's Dinner." Local election returns were broadcast August 31, 1920. KDKA offered a semi-weekly broadcast from November 2, 1920 to December 1, 1920. KDKA was licensed October 27, 1920.



**Radio tube** made of metal was announced April 1, 1935, by the General Electric Company, Schenectady, N. Y. The tubes were smaller than the conventional less sturdy glass tubes and provided their own shielding. They are particularly advantageous in the field of shortwave reception as the metal shell is a better heat conductor and radiator than glass.

**Three-element vacuum tube** was announced to the public by Dr. Lee de Forest at the October 20, 1906, meeting of the American Institute of Electrical Engineers held at New York City. The first three-element tube (filament and two plate electrodes), described as an amplifier of feeble electrical currents, was patented by Dr. de Forest, January 15, 1907, No. 841,387. The first public description of the grid electrode tube was contained in his patent, No. 879,532, February 18, 1908. The name "audion" was given to the tube by Clifford D. Babcock. (*Georgette Carneal—A Conqueror of Space. An Authorized Biography of the Life and Work of Lee de Forest*)



# HOW TO APPLY FOR FCC LICENSE

## Official FCC Procedure for AM, FM and TV Licenses



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



Licensing of these facilities is prescribed by the Communications Act of 1934, as amended, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would serve the public convenience, interest or necessity. The Communications Act also recognizes broadcasting as a competitive industry and invests the Commission with the responsibility of allocating facilities so as to provide a fair, efficient, and equitable distribution of radio service.



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

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

### Selecting a Frequency

Standard (AM) broadcast stations operate on "local," "regional," or "clear" chan-

nels. Local stations are of 100 to 250 watts power and serve smaller communities; stations of 500 watts to 5 kilowatts power cover larger centers of population and surrounding areas; stations of 10 to 50 kilowatt maximum power are for large area coverage, particularly at night.

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



An applicant for a commercial FM station must specify a frequency available to the area to be served. The Commission has tentatively allocated geographic blocks of frequencies to accommodate Class A stations (community) and Class B stations (metropolitan and rural) throughout the United States. The demand for FM stations has not yet exceeded the supply of available frequencies. (The Noncommercial Educational FM Broadcast Service is a separate category with its own rules.)



An applicant for a new television station must request a channel assigned in the Table of Assignments to the community involved. However, a channel assigned to any community listed in the table can be requested for operation in any unlisted community within 15 miles of the listed community. Commercial TV stations are authorized for unlimited hours of operation and are of a single class with minimum power determined by the size of the

principal city and maximum power dependent on antenna height and allocation zone. Channels are reserved for noncommercial educational TV operation.

### Applying for a Construction Permit

Once a prospective licensee has decided upon the type of station he wishes to apply for, the next step is to make application for a construction permit. This application must be in writing on a form supplied by the Commission (Form 301, "Application for Authority to Construct a New Broadcast Station or Make Changes in an Existing Broadcast Station," which covers AM, FM, and TV broadcast). This form requires information about the citizenship and character of the applicant, as well as his financial, technical, and other qualifications to construct and operate a station, plus details about the transmitting apparatus to be used, and the proposed new service. Triplicate copies are required, one of which must be executed under oath or affirmation.

### Application Processing

Applications are reviewed in their engineering, legal, and financial aspects by the Broadcast Bureau, which makes recommendations to the Commission.



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

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



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

The law requires that, in general, final decision on noncontested applications be rendered within three months from the

date of the original filing, and within six months from the conclusion of a hearing in those cases which go through a hearing.

### Hearings

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



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

In designating an application for hearing, the Commission gives public notice of the issues for the information of the applicant and other parties who may be concerned. The hearing notice generally allows the applicant a period of 30 days or more in which to prepare. Even after being designated for hearing, an applicant may sometimes find it possible to satisfy the issues by amending his application, especially if the apparent deficiencies are of an engineering nature.



All competing applications for the same facility are required to be on file at least 60 days before the start of the scheduled hearing. Hearings start with a conference for the purpose of working out stipulations of fact so as to reduce the hearing to bare essentials.

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

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



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



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

### Construction Permit

When and if an application meets statutory and other requirements, it is granted and a construction permit is issued. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of 6 months thereafter as the time for completion (or 8 months in all). Application to modify a broadcast construction authorization, or to make changes in an existing station, or to modify a license, is made on the same form (301) used in seeking initial construction authorization. If the permittee is unable to build his station within the time specified, he can apply for extension of time on Form 701 ("Application for Ad-

ditional Time to Construct a Radio Station"), giving the reasons. Upon completion of construction the permittee can engage in equipment tests.

### License

The final step is to apply for the actual license. All applicants for broadcast license are required to fill out Form 302 ("Application for New Broadcast Station License"). Applicants must show compliance with all terms, conditions, and obligations set forth in the original application and the construction permit. After applying for a license and receiving authority from the Commission, the holder of a construction permit can conduct program tests. A station license is then issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to public interest.



AM, FM and TV broadcast stations are licensed for the statutory limit of three years. Applications for renewal of license are made on Form 303, which is "Application for Renewal of Broadcast Station License."

If the holder of a construction permit or license desires to assign the same to someone else, he makes application on form 314 ("Application for Consent to Assignment of Radio Broadcast Station Construction Permit or License").



Should the permittee or the licensee wish to transfer corporate control, he applies on Form 315 ("Application for Consent to Transfer Control of Corporation Holding Radio Broadcast Station Construction Permit or License").

In certain cases a permittee or licensee can apply for a transfer of corporate control or an assignment of license by using form 316 ("Application for Assignment or Transfer—Short Form"). This form may only be used when the transfer or assignment is *pro forma* or technical in nature; i.e., where no substantial changes in interest occur.

# STATE BROADCASTER ASSOCIATIONS



## **Alabama Broadcasters Association**

P. O. Box 477, University, Alabama

Meetings: March and October  
Elections: March meeting  
Members: 71  
President.....Richard B. Biddle, WOWO,  
Florence  
Vice-President.....Julian C. Smith, WAGE,  
Dothan  
Secy.-Treas.....William H. Miller, Jr.,  
WGYV, Greenville

## **Arizona Broadcasters Association**

Meetings: January  
Elections: January  
Members: 20  
Pres.....Lee Little, KRC, Tucson  
Vice-Pres.....Carlos Montano, KNOG,  
Nogales  
Secy.-Treas....Howard Loeb, KRIZ, Phoenix

## **Arkansas Broadcasters Association**

Meetings: March and Sept.  
Elections: March  
Members: 45  
President..Melvin Spann, KWAK, Stuttgart  
Vice-Pres.....Ted Rand, KDRS, Paragould  
Secy.-Treas.....C. J. Dickson, KWFC,  
Hot Springs

## **California State Radio and Television Broadcasters Association**

1420 Truxton Ave., Bakersfield

Meetings: November (and on special call)  
Elections: November  
Members: 97  
President.....Philip G. Lasky, KPIX, San  
Francisco  
Vice-Pres.....Franke Burke, KFVD, Los  
Angeles  
Secy.-Treas.....Gene DeYoung, KERO,  
Bakersfield

## **Colorado Broadcasters Association**

c/o President or Secretary

Meetings: Semi-annual  
Elections: March  
Members: 43  
President.....Elwood H. Meyer, KYOU,  
Greeley  
Vice-Pres.....Mel Cooper, KCRT, Trinidad  
Secy.-Treas....Phil Hoffman, KLZ, KLZ-TV,  
Denver  
Leg. Chairman.....George Cory, KUBC,  
Montrose

## **Connecticut Broadcasters Association**

President.....Daniel Kops, WAVV, New  
Haven  
Vice-Pres.....Charles Bell, WHAY, New  
Britain  
Secretary.....Eric Hatch, WBIS, Bristol

## **Florida Association of Broadcasters**

c/o President or Secretary

Meetings: June and November  
Election: June  
Members: 76  
President.....Harold P. Danforth, WDBO,  
Orlando  
1st Vice-Pres....H. Dennison Parker, WTAN,  
Clearwater  
2nd Vice-Pres.....John H. Phipps, WCTV,  
Tallahassee  
Secy.-Treas..Guy Hamilton, WTYS, Marianna

## **Georgia Association of Broadcasters**

c/o President or Secretary

Meetings: August and January  
Elections: August  
Members: 56  
President..Glenn C. Jackson, WAGA, Atlanta  
Vice-Pres....L. H. Christian, WRFG, Athens  
Secy.-Treas....W. N. Morris, WMLT, Dublin

## **Hawaiian Association of Radio and TV Broadcasters**

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

Meetings: On call  
Elections: May  
Members: 18  
President...William Paine, KGU, Honolulu  
Vice-Pres....Harry CHU, KAHU, Waipahu  
Secy.-Treas.....Fin Hollinger, KPOA,  
Honolulu

### **Idaho Broadcasters Association**

Meetings: Fall  
Elections: Fall  
Members: 23  
President.....Clair Hull, KCID, Caldwell  
Vice-Pres.....C. N. Layne, KID, Idaho Falls  
Secy-Treas.....K. Clark, KBAR, Burley

### **Illinois Broadcasters Association**

c/o President or Secy-Treas.

Meetings: February and October  
Elections: October  
Members: 65  
President.....Joe Bonansinga, WGEM, Springfield  
Vice-Pres....George Biggar, WLBK, DeKalb  
Secy-Treas....Charles Cook, WJPF, Herrin  
Leg. Chairman....Gordon Sherman, WMAY, Springfield

### **Indiana Broadcasters Association, Inc.**

Meetings: 4 times a year  
Elections: March  
Members: 53  
President....Dan Park, WIRE, Indianapolis  
Vice-Pres. (AM).....Norman Widenhofer, WGL, Fort Wayne  
Vice-Pres. (TV).....Bob Lemon, WTTV, Bloomington  
Vice-Pres. (FM).....Joe Edwards, WFML, Washington  
Secy-Treas.....Joe Higgins, WTHI, Terre Haute  
Asst. Secy.....Howard A. White, WCTW-FM, New Castle  
Asst. Treas....Dennis Keller, WITZ, Jasper

### **Iowa Broadcasters Association**

c/o President

Meetings: Annual  
Elections: Annual  
Members: 42  
President.....W. J. Teich, KOEL, Oelwein  
Vice-Pres.....Anthony Koelker, KMA, Shenandoah  
Secy-Treas.....Art Skinner, KASI, Ames

### **Kansas Association of Radio Broadcasters**

KIUL, Garden City

Meetings: April or May  
Elections: April or May  
Members: 40  
President.....Robert Wells, KIUL, Garden City  
Vice-Pres.....Robert Schmidt, KAYS, Hays

Secy-Treas.....Arden Booth, KLWN, Lawrence  
Leg. Chairman.....Wendell Elliot, KGNO, Dodge City

### **Kentucky Broadcasters Association**

c/o Hugh O. Potter, Secy-Treas., P. O. 536, Owensboro

Meetings: October and March  
Elections: October  
Members: 53  
President.....Gilmore Nunn, WLAP, Lexington  
Vice-Pres.....Arthur Eilerman, WZIP, Covington  
2nd Vice-Pres...R. B. Helms, WHLN, Harlan  
Secy-Treas...Hugh O. Potter, WOMI, Owensboro  
Executive Committee...Neil Cline, WHAS, Louisville; Dee Huddleston, WIEL, Elizabethtown; Sam Livingston, WKYB, Paducah

### **Louisiana Association of Broadcasters**

Box 379, Baton Rouge, La.

Meetings: June and November  
Elections: November  
Members: 45  
President...Edgar B. Stern, Jr., WDSU, New Orleans  
Vice-Pres..Robert Earle, WIBR, Baton Rouge  
Secy-Treas.....Clarence E. Faulk, KRUS, Ruston

### **Maine TV and Radio Broadcasters Association**

c/o WPOR, Portland, Maine

Meetings: Spring and Fall  
Elections: November  
Members: 22  
President.....Melvin Stone, WRUM, Rumford, Me.  
Vice-Pres.....Parker Hoy, WLAM, Lewiston, Me.  
Secy-Treas....Norman G. Gallant, WFAU, Augusta

### **Maryland-D.C. Radio and TV Broadcasters Association**

c/o President or Secy-Treas.

Meetings: June and November  
Elections: November  
Members: 46  
President.....Ben Strouse, WWDC, Washington  
Vice-Pres.....William H. Paulsgrove, WJEJ, Hagerstown  
Secy-Treas.....Robert Cochran

### **Massachusetts Broadcasters Association**

President.....H. J. Struther, WEEL, Boston  
 Vice-Pres.....Herbert L. Krueger, WTAG,  
 Worcester  
 Treasurer.....George H. Jaspert, WCCM,  
 Lawrence  
 Secretary.....Sherwood J. Tarlow, WHIL,  
 Medford

### **Michigan Association of Broadcasters**

c/o WKZO, Kalamazoo, Mich.

Meetings: May-September  
 Elections: November  
 Members: 85  
 President...Carl E. Lee, WKZO, Kalamazoo  
 Vice-Pres....F. Sibley Moore, WJR, Detroit  
 Secy.-Treas..Howard Wolfe, WKNX, Saginaw  
 New Directors.....Russell Staffeld, WMIQ,  
 Iron Mountain; Les Biederman, WTCM,  
 Traverse City; Jake Scherer, WHFB, Ben-  
 ton Harbor; Harold Neal, WXYZ-TV, De-  
 troit

### **Minnesota Association of Broadcasters**

WDGY, Builders Exchange Bldg.,  
 Minneapolis

Meetings: September  
 Elections: September  
 Members: 30  
 President.....C. T. Hagman, WDGY,  
 Minneapolis  
 Vice-Pres.....Lee. L. Whitting, KEYD,  
 Minneapolis  
 Secy.-Treas.....Manny Marget, KVOX,  
 Moorehead  
 Leg. Chairman.....C. T. Hagman, WDGY,  
 Minneapolis

### **Mississippi Broadcasters Association**

c/o President or Secy.-Treas.

Meetings: March or April  
 Elections: March or April  
 Members: 48  
 President....Ed Wilkerson, WSLI, Jackson  
 Vice-President....Ray Butterfield, WLOX,  
 Biloxi

### **Missouri Broadcasters Association**

Meetings: April and August  
 Elections: August  
 Members: 53  
 President.....C. Thomas, KXOK, St. Louis  
 Vice-Pres...Earl Dougherty, KXEO, Mexico  
 Secy.-Treas.....Bruce Barrington, WEW,  
 St. Louis

### **Montana Radio Stations, Inc.**

c/o President, KFBB, Great Falls

Meetings: August  
 Members: 26  
 President...Joe Wilkins, KFBB, Great Falls  
 Vice-Pres.....Art Mosby, KGVO, Missoula  
 Secy.-Treas..Charlotte Brader, KOJM, Havre  
 Leg. Chairman.....Paul MacAdam, KPRK,  
 Livingston

### **Nebraska Broadcasting Association**

c/o WJAG, Norfolk, Nebraska

Meetings: May 1st  
 Elections: May 1st  
 Members: 32  
 President...Gene Ackerly, KCOW, Alliance  
 Vice-Pres....Virgil Sharpe, KOWH, Omaha  
 Secy.-Treas.....Bud Pentz, KWBE, Beatrice

### **Nevada State Broadcasters Association**

KOLO, P. O. Box 821, Reno, Nevada

Meetings: As Called  
 Elections: Yearly  
 Members: 12  
 President.....H. G. Wells, KOLO, Reno  
 Vice-Pres.....Tom Ivory, KLAS, Las Vegas  
 Secy.-Treas.....Bob Stoddard, KATO, Reno  
 Leg. Chairman...H. G. Wells, KOLO, Reno

### **New Hampshire Association of Broadcasting**

President...Frank B. Estes, WKNE, Keene  
 Vice-Pres.....Al Malin, WWNH, Rochester  
 Secy.-Treas.....Warren Journay, WKBR,  
 Manchester

### **New Jersey Broadcasters Association**

WJLK, Asbury Park

Meetings: May and October  
 Elections: October  
 Members: 20  
 President...Gordon Giffin, WKDN, Camden  
 Vice-Pres...Jerry McCarthy, WTOA, Trenton  
 Secy.-Treas.....John G. Struckell, WOND,  
 Pleasantville  
 Leg. Chairman.....Fred Bernstein, WTTM,  
 Trenton

### **New Mexico Broadcasters Association**

P. O. Box 247, Hobbs, N. Mex.

Meetings: September and April  
 Elections: April  
 Members: 28  
 Pres....Lloyd Hawkins, KTNM, Tucumcari  
 Vice-Pres.....Wayne Phelps, KQUE,  
 Albuquerque  
 Treas....Bert Arnold, KABQ, Albuquerque  
 Leg. Chairman.....Ivan R. Head, KVSF,  
 Santa Fe



### **New York State Association of Radio and Television Broadcasters**

Address: c/o President  
 Meetings: Annual  
 Elections: Annual  
 Members: 72  
 President.....Michael Hanna, WHCU, Ithaca  
 1st Vice-Pres.....William Doerr, WEBR,  
 Buffalo  
 2nd Vice-Pres.....Gordon Gray, WOR,  
 WOR-TV, New York  
 Secretary.....W. S. Elliott, WIBX, Utica  
 Treasurer.....George Dunham, WBNF,  
 Binghamton

### **North Carolina Association of Broadcasters Inc.**

Meetings: June and October  
 Elections: October  
 Members: 100  
 President.....Allen Wannamaker, WBIG,  
 Greensboro  
 Vice-Pres.....E. H. Smith, WIRC, Hickory  
 Secretary.....Cecil B. Hoskins, WWNC,  
 Asheville

### **North Dakota Broadcasters Association**

KNOX, Grand Forks, N. D.

Meetings: 2nd week in October  
 Elections: 2nd week in October  
 Members: 15  
 President.....Jack Dunn, WDAY, Fargo  
 Vice-Pres...Leslie Kleven, KNOC, Hettinger  
 Secy.-Treas....Les Mauplin, KLPM, Minot

### **Ohio Association of Radio and Television Broadcasters**

33 N. High St., Columbus

Meetings: March and October  
 Elections: March  
 Members: 76  
 President.....Herbert E. Evans, Peoples  
 Broadcasting Co., Columbus  
 Vice-Pres. (Radio)..Paul F. Braden, WPFB,  
 Middletown  
 Vice-Pres. (Television).....J. L. Bowden,  
 WKBN-TV, Youngstown  
 Secy.-Treas.....Carlton S. Dargusch, Jr.

### **Oklahoma Association of Broadcasters**

Meetings: January  
 Members: 42  
 President.....Leo Morris, KSWO, Lawton  
 Board of Directors..Bill Brubaker, KRHD,  
 Duncan; Ed Ryan, KSIW, Woodward;  
 Winston Ward, WBEL, Idabel; Pat Mur-  
 phy, KCRC, Enid.

### **Oregon State Broadcasters Association**

R. E. Summers, Box 5025, Eugene

Meetings: Semi-annual  
 Elections: February  
 President.....Paul E. Walden, KODL, The  
 Dalles  
 Vice-Pres.....R. D. Holmes, KAST, Astoria  
 Secy.-Treas.....Iris Helliwell, KRXL,  
 Roseburg  
 Leg. Chairman.....R. M. Brown, KPOJ,  
 Portland

### **Pennsylvania Association of Broadcasters**

Box 64, Harrisburg

Meetings: April  
 Elections: April  
 Members: 125  
 President.....Joseph Connolly, WCAU,  
 Philadelphia  
 1st Vice-Pres....Tom Price, WBVP, Beaver  
 Falls  
 2nd Vice-Pres.....Roy Morgan, WILK,  
 Wilkes-Barre  
 Treasurer.....Tom Metzger, WMRP,  
 Lewistown  
 Secretary.....Wright Mackey, WRAK,  
 Williamsport

### **Puerto Rican Association of Broadcasters**

Box 1072, San Juan, Puerto Rico

Meetings: 2nd Monday of each month  
 Elections: 2nd Wednesday of July  
 Members: 19  
 President....A. Ramos, WKAQ, WKAQ-TV,  
 San Juan  
 Vice-Pres...Tomas Muniz, WIAC, San Juan  
 Secretary.....Federico E. Virella, WVJP,  
 Caguas  
 Treasurer....Gustavo Diaz, Atilas, WENA,  
 Bayamon

### **Rhode Island Radio & Television Broadcasters Association**

c/o WEAN, 75 Fountain St., Providence

Meetings: June  
 Elections: June  
 Members: 12  
 President.....H. William Koster, WEAN,  
 Providence  
 Vice-Pres..Milton Mitler, WADK, Newport  
 Secy.-Treas....E. J. McEnaney, WNET-TV,  
 Providence

### **South Carolina Radio & Television Broadcasters Association**

Sec.'s Office, Box 30, Sumter, S. C.

Meetings: January  
 Elections: January  
 Members: 43



President.....Frank B. Best, WDIX,  
Orangeburg  
Vice-Pres.....W. Ennis Bray, WJAN,  
Spartanburg  
Secy.-Treas.....T. Doug Youngblood,  
WFIG, Sumter  
Leg. Chairman....Charles Batson, WIS-TV,  
Columbia

### **South Dakota Broadcasters Association**

President...Ray V. Eppel, KORN, Mitchell  
Vice-Pres.....Byron McElligot, KSDN,  
Aberdeen  
Secy.-Treas....Jim Slack, KUSD, Vermillion  
Leg. Chairman...Evans Nord, KELO, Sioux  
Falls  
Sports Chairman...Robert Tincher, WNAX,  
Yankton

### **Southern California Broadcasters Association**

6047 Hollywood Blvd., Hollywood 28

Chair. Bd.....Norman J. Ostby, KHJ,  
Hollywood  
President.....F. W. Crane, SCBA  
Vice-Chairman.....Lloyd Sigmon, KMPC,  
Los Angeles  
Secretary.....Howard Gray, KGIL  
Treas...Thelma Kirchner, KGFJ, Hollywood

### **Tennessee Association of Broadcasters**

P. O. Box 311, Memphis

Meetings: November or December and May  
or June  
Elections: November or December  
Members: 52  
Pres...Frank H. Corbett, WGAR, Maryville  
Vice-Pres...Carter Parham, WDEF, AM-TV,  
Chattanooga  
Secy.-Treas.....Jim Dick, WIVK, Knoxville

### **Texas Association of Broadcasters**

KTRE, Lufkin, Texas

Meetings: Spring and Fall  
Elections: September  
Members: 112  
President.....R. G. Lewin, KTRE, Lufkin  
Vice-Pres.....Barney Ogle, KRGV, Weslaco  
Sec.-Treas....Dave Morris, KNUZ, Houston

### **Utah Broadcasters Association**

751 Union Pacific Building, Salt Lake City

Meetings: January and June  
Elections: January  
Members: 20  
President....Eugene M. Halliday, KSL, Salt  
Lake City  
Vice-Pres.....George H. Hatch, KALL,  
Salt Lake City  
Secy.-Treas....Arch G. Webb, KVOG, Ogden

### **Vermont Association of Radio & Television Broadcasters**

c/o WSKI, Montpelier, Vt.

President....Al Spokes, WJOY, Burlington  
Vice-Pres.....J. G. Keyworth, WBTN,  
Bennington  
Clerk, Secy...Frank Balch, WJOY, Burlington

### **Virginia Association of Broadcasters**

c/o WHLF, South Boston, Va.

Meetings: May or June  
Elections: May or June  
Members: 55 radio stations & 7 associate  
members  
President.....John L. Cole, Jr., WHLF,  
South Boston  
Vice-Pres.....Emerson J. Pryor, WDVA,  
Danville  
Secy.-Treas.....Kenneth Gordon, WFTR,  
Front Royal  
Leg. Chairman.....C. T. Lucy, WVRA,  
Richmond

### **Washington State Association of Broadcasters**

Tom Olsen, Acting Manager  
Legislative Building, Olympia

Meetings: March and September  
Elections: March  
Members: 45  
President...J. Elroy McCaw, KTVW, Seattle  
Vice-Pres.....James Murphy, KIT, Yakima  
Secy.-Treas...Allen Miller, KWSC, Pullman

### **West Virginia Broadcasters Association**

c/o Secretary

Meetings: Spring and fall  
Elections: Spring  
Members: 34  
President.....A. Garen Ferrise, WMMN,  
Fairmount  
Vice-Pres.....Robert Ferguson, WTRE-TV,  
Wheeling  
Sec.-Treasurer.....Tom Garten, WSAZ,  
Huntington

### **Wisconsin Broadcasters Association**

540 N. Plankinton Ave., Milwaukee

Meetings: 1st Tuesday in October  
Elections: 1st Tuesday in October  
Members: 46  
President.....Ben Hovel, WKOW, Madison  
Secretary.....Donald Wirth  
Treasurer....Mig Figi, WAUX, Waukesha

### **Wyoming Assn. of Radio & TV Broadcasters**

c/o Secretary

Meetings: Spring  
Elections: Spring  
Members: 16  
President...D. L. Hathaway, KSPR, Casper  
Secretary....W. C. Grove, KFBC, Cheyenne

# Color's Place In Local Television



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By  
**A. B. SAMBROOK**

Manager  
RCA Recorded Program  
Services

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**L**OCAL color TV is here. Trade paper headlines recently proclaimed that WNBQ, in Chicago, is getting into full swing on local color programming. This station will have color on the air from sign in to sign off. In other localities color has been a fact for some time.

In Philadelphia, WFIL-TV has "Rainbow Theater," a regularly scheduled local color show. One of the features of this program is "Foy Willing and the Riders of the Purple Sage," a series our RCA Recorded Program Services has made available in both black and white and color for some time.



"Foy Willing" is not the only color filmed programming we've been offering to local stations. There's "Town and Country Time," fifty-two quarter-hours in color and black and white; "The Sam Snead Show," thirty-nine five minute shows in color and black and white; "The World Around Us," a new quarter-hour series of exciting looks into the realm of nature. The first twenty-six of this series was recently announced to stations and agencies.



RCA Recorded Program Services is in color and intends to get into it even further. We're out to make ourselves known as "Headquarters for Color Film Programming." Every property we consider for distribution stands a better chance of getting the nod if it's available in color as well as black and white.

Why do we feel so strongly about color? Because it's the future of local as well as network television. After all, the same reasons for network color also apply to local color:

more variety in programming; more entertainment for viewers; better opportunities for advertisers to show off their products.

In local color, TV means more than ever. After all, in how many local stations are there facilities for truly spectacular color? This is where top color filmed programming comes in.



Besides the colors in the spectrum, there's another kind of color in which we're very much interested. This is the color of variety, of change-of-pace. Let's take another look at our list of programs: "Foy Willing," that's pure country and western music, mixed with beautiful scenic shots; "The Sam Snead Show," golf lessons by the top, all-time great of golf; "The World Around Us," a series that takes the world of nature and shows how the battle for existence is continually going on; "Town and Country Time," a real country-western variety program, complete with singing, three different dance groups, comedy and guest stars. We also offer packages of feature length movies.

For still a further splash of color, we'll be adding at least two new, high budget series to our list in 1956 - one will be an adventure series with a new twist; another will be a children's program with emphasis on sports.



We'll be announcing this new show, "Junior Sports League," at about the time this gets into print. Phil Rizzuto is the Sports-master (emcee). Each half-hour program salutes a different boys' or girls' club like the Boy and Girl Scouts, the PAL, the Madison Square Boys Club. Viewers who want to accept Rizzuto's invitation to join "Junior Sports League," must first belong to a recognized club. Features of the show include sports lessons and interviews with guests like Tom Gola, Frankie Frisch, Kyle Rote, Tom Landry, Wes Westrum; a quiz with big prizes going to the club being saluted; local tie-in participation and merchandising.

"Junior Sports League" is colorful in more ways than one. So is every other show from RCA Recorded Program Services, "Headquarters for Color Film Programming."

BIG STORY  
TREASURY MEN IN ACTION  
MAN BEHIND THE BADGE  
SEVEN AGAINST CRIME  
IN OUR TIME  
DECOY



PYRAMID PRODUCTIONS, INC.

1 EAST 57<sup>TH</sup> STREET

NEW YORK 22, N. Y.

EVERETT ROSENTHAL, *President*

LEONARD LOEWINTHAN, *Executive Vice Pres.*

# **Production**

## **Radio and Television**

---

**PROGRAM PRODUCERS**

**SERVICES OFFERED**

**PERSONNEL**

*Creative Programming!*



GOODSON-  
TODMAN  
PRODUCTIONS

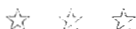
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41 EAST 57 STREET • NEW YORK 22, NEW YORK • PLAZA 1-0600  
449 SOUTH BEVERLY DRIVE • BEVERLY HILLS, CALIF. • CRESTVIEW 4-7357

732



# RADIO-TELEVISION PROGRAM PRODUCERS



## ADVANCE TELEVISION PICTURE SERVICE, INC.

729 Seventh Ave., New York 19, N. Y.  
Phone: CIRCLE 5-6873

President.....Charles A. Alicoate  
Secy. & Treas.....F. E. Miles  
*Services Offered:* Producers and distributors of films, features, shorts and package films for TV. Stock Shots Film, Private Projection Theaters, Cutting and Editing.

## AFFILIATED PROGRAM SERVICE INC.

535 Fifth Ave., New York 17, N. Y.  
Phone: MURRAY Hill 7-1881

President.....Paul F. Adler  
*Services Offered:* Semi-animated film utilizing cellomantic projection. Spot and institutional films.

## AGNETA AGENCY

1270 6th Ave., New York 20, N. Y.  
Phone: COLUMBUS 5-0232

President.....Nicholas T. Agnetta  
*Services Offered:* Recording, Production, Scripts, Talent.  
*Productions:* Broadway Musical Comedy, TV film.

## AIR FEATURES, INC.

720 Fifth Avenue, New York 19, N. Y.  
Phone: JUDSON 6-8500

President.....I. S. Becker  
Comptroller.....Andy Subbiondo  
*Services Offered:* Radio-TV packaged programs, live, film and transcribed.  
*Current Productions:* Helen Trent, Our Gal Sunday, Backstage Wife, Young Widder Brown, Stella Dallas.

## ALTON ALEXANDER PRODUCTIONS, INC.

595 Madison Ave., New York 22, N. Y.  
Phone: LO 8-3100

President.....Alton Alexander  
*Services Offered:* Television program production, live and film.  
*Productions:* Your Better Home Show, Lie Detector, Your Lucky Number, Chief Medical Examiner, A Model Young Woman, The Big Break, Danger Is My Business, Sing For Your Supper With Tommy Tucker.

## AMERICAN INSTITUTE OF FOOD PRODUCTS, INC.

608 Fifth Ave., New York 20, N. Y.  
Phone: JU 6-7600

General Manager.....Robert A. Bories  
*Services Offered:* Production, scripts, talent for food merchandising.

## AMERICAN SALES & SERVICING AGENCY (RADIO LUXEMBOURG)

370 Lexington Ave., New York 17, N. Y.  
Phone: MURRAY Hill 5-1300

President.....Guy Bolam  
*Services Offered:* Sales agency for Radio Luxembourg and Teleluxembourg.

## PETER ARNELL PRODUCTIONS, INC.

750 Park Ave., New York 21, N. Y.  
Phone: TRAFALGAR 9-5097

Producer.....Peter Arnell  
Asso. Prod., Prod. Mgr.....Jean Heaton  
*Services Offered:* TV & Radio Programs: Production, Package, Consultation.

## ASSOCIATED BROADCAST ADVERTISING CO.

1001 No. Western Ave., Los Angeles 29, Calif.  
Phone: HO 5-0580

Partner, Advg. Mgr. & Publicity  
Dir.....Irwin T. Porter  
Partner, Program Mgr. & Dir. Research  
Dept.....Gertrude T. Porter  
Script Dept.....Jean Norab  
*Services Offered:* Scripts created, for any business, ranging from miniature 5-minute programs to half hour or more shows—also spot announcements, and jingles. Promotion, programming, production, and merchandising. Several participation (quiz) and other shows available.

## ASSOCIATED PRESS

50 Rockefeller Plaza, New York 20, N. Y.  
Phone: PLAZA 7-1111

General Manager.....Frank J. Starzel  
Asst. General Manager....Oliver Gramling  
Exec. Editor.....Alan J. Gould  
Radio News Editor.....John A. Aspinwall  
*Services Offered:* 24-hour news coverage, hourly news summaries, daily & weekly feature coverage for TV & radio.

## A-V TAPE LIBRARIES, INC.

730 Fifth Ave., New York 19, N. Y.  
Phone: PLAZA 7-3091

President.....Charles E. Rynd  
Vice Pres.....Richard S. Rynd  
Vice Pres., Sales.....Ray Rynd  
Treasurer.....Edward J. Mearsheimer  
Production Manager.....John Beaumont  
*Services Offered:* Music and readings on tape for consumer use. Available through dealers and distributors. Music programs on tape for radio available—also custom produced.

**NOW  
AVAILABLE  
SMASH HIT!!!**

**The  
GREEN  
HORNET**

*for radio and television  
sponsorship*



Pilot Film, Black and White or Color  
— AVAILABLE FOR SCREENING —  
Radio Program Broadcast Since 1936

For Complete Details  
*Write or Wire*  
H. Allen Campbell

**TRENDLE - CAMPBELL - MEURER, INC.**

28 W. Adams Avenue . . . Detroit 26, Michigan . . . Woodward 2-9184

**ANN BARBINEL**

54 Riverside Dr., New York 24, N. Y.  
Phone: ENdicott 2-4351

President .....Ann Barbinel  
*Services Offered:* Creating -producing -di-  
recting custom built package shows for radio  
and TV.

**BARRY & ENRIGHT  
PRODUCTIONS, INC.**

667 Madison Avenue, New York, N. Y.  
Phone: TEmpleton 2-8600

President .....Jack Barry  
Vice-President .....Dan Enright  
*Services Offered:* Package producers of  
live and transcribed radio shows and live and  
film TV shows.  
*Productions:* Juvenile Jury, Winky Dink  
and You, Life Begins at 80, Oh, Baby, Con-  
flict, The Gillmen.

**BASCH RADIO & TELEVISION  
PRODUCTIONS**

17 E. 45 St., New York 17, N. Y.  
Phone: MURray Hill 2-8877

Sales Manager.....Charles J. Basch, Jr.  
*Services Offered:* Complete program  
building service; ideas, scripts, talent and  
production on live and transcribed pro-  
grams; custom and syndicated recordings;  
TV programs and commercial spots, live  
and film.

**ZACH BAYM FILMS**

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

Sales Manager.....Zach Baym  
*Services Offered:* Television film sales rep-  
resentative: feature length motion pictures;  
full-length wseterns; animated cartoons.

**IRENE BEASLEY RADIO  
PRODUCTION SERVICE**

Heatherdell Rd., Ardsley, N. Y.  
Phone: DOBbs Ferry 3-3578

Owner.....Irene Beasley  
*Services Offered:* Program production;  
live package programs.

**V. S. BECKER PRODUCTIONS**

551 Fifth Ave., New York 17, N. Y.  
Phone: MURray Hill 2-0777

Partner .....Viola S. Becker  
Partner .....Thomas W. Bieder  
*Services Offered:* Production of package  
shows and commercials for Radio, Television  
programs, live and film. Distributors of film;  
representatives of talent & ideas for Radio,  
TV, film, sales promotion.

**WALTER BIDDICK CO.  
(Programs Div.)**

1151 S. Bway., Los Angeles 15, Calif.  
Phone: RI 8-6184

Manager .....Guy Biddick  
Office Manager.....Josephine Corbet  
Traveling Rep.....Burton Zoul

*Services Offered:* Preparing and recording  
commercial announcements for your own  
individual requirements. Packaged 1/2-min.  
transcribed announcements already prepared  
for various type businesses. Packaged  
quarter-hour transcribed radio programs.  
Transcribed sacred music libraries sold.

**ALBERT BLACK TELEVISION  
PRODUCTS**

9 Rockefeller Plaza, Room 1526  
New York 20, N. Y.  
Phone: CI 5-7466

President .....Albert Black  
Prod. Ass't. & Sec.....Marcy Seibrit  
*Services Offered:* Live and film package  
shows; commercials for television and radio  
shows.

**GEORGE BLAKE ENTERPRISES, INC.**

1600 Broadway, N. Y., N. Y.  
Phone: CIRCLE 7-2264

President .....Jean Blake  
Vice-Pres., Sls.....Phillip Frank  
Vice-Pres., Exec. Prod....Richard Donner  
*Services Offered:* Producers of TV com-  
mercials, industrial films, animated and live  
action.

**ROBERT A. BORIES CO.**

608 Fifth Ave., New York, N. Y.  
Phone: JU 6-7600

President .....Bob Bories  
*Services Offered:* Radio and TV package  
producer.

**BOX OFFICE TELEVISION, INC.**

6 W. 57th St., New York 19, N. Y.  
Phone: PLaza 7-0532

Board Chairman.....Milton M. Mound  
President .....Sid Caesar  
Vice-Pres. ....Wallace A. Ross  
*Services Offered:* Specialists in Closed-  
circuit Television: business meetings and en-  
tertainment events on large screens in hotels  
and theatres.

**BROADCASTING PROGRAM  
SERVICE**

17 E. 45th St., New York 17, N. Y.  
Phone: OXFord 7-0725

President .....Herbert Rosen  
*Services Offered:* Transcription service,  
musical programs on tape, sound effects  
records, mood and bridge music library, TV  
programs on films.

**WILLIAM F. BROIDY  
PRODUCTIONS, INC.**

5545 Sunset Blvd., Hollywood 28, Cal.  
Phone: HOLLYwood 2-7421

President .....William F. Broidy  
V.P. & Secry.....Edward J. Kay  
Exec. Ass't. to President.....Ace Herman  
Production Mgr.....A. R. Milton  
Adv. Dir.....J. L. Kaufman  
*Services Offered:* Studios for rental. Pack-  
age shows. Physical and creative productions

# ROCKHILL PRODUCTIONS, INC.

STANLEY J. WOLF — EXECUTIVE PRODUCER

COMPLETE ★ RADIO,

★ TELEVISION AND

★ FILM PACKAGES

**RECORDING DEPARTMENT**  
COMPLETE RECORDING FACILITIES  
☆☆☆  
TRANSCRIPTIONS  
☆☆☆  
"ON LOCATION" - REMOTE RECORDINGS

*In the Heart of Radio Center*

**Rockhill Productions, Inc.**

**18 East 50th  
PLaza 9-7979**

of industrial films, short subjects, TV series and announcements.

**BYRON PRODUCTIONS**

8 E. 52nd St., New York 22, N. Y.  
Phone: PLaza 3-6930

President.....Edward A. Byron  
*Services Offered:* Package programs.

**BRUCE CHAPMAN COMPANY**

55 West 42nd St., New York 36, N. Y.  
Phone: Wlconsin 7-9244

President.....Bruce Chapman  
V.P.-Treas.....Edna Chapman

Branch Offices:

30 rue Chalgrin, Paris, France  
Phone: Passy 70-44

Director.....Michael Alexander  
*Services Offered:* Production of radio & TV programs in U. S. and Europe.

*Productions:* The Answer Man.

**CHESHIRE & ASSOCIATES**

6606 Selma Ave., Hollywood 28, Calif.  
Phone: HOLlywood 9-4580

General Manager.....Bob Reichenbach  
Production Director.....Harry V. Cheshire  
Traffic Dir.....Gloria Slack  
*Services Offered:* Television and Radio program producers and distributors; West Coast distributor for Speedy-Q and E. M. I. sound effects, background and mood music recordings.

*Productions:* The Myron J. Bennett Show; Marvin Miller, Storyteller and Stand By... For Crime.

**CINEFFECTS, INC.**

(For complete listing see TV Film Producers)

**TED COLLINS CORP.**

500 Fifth Ave., New York, N. Y.  
Phone: CH 4-5036

Manager.....Ted Collins  
*Services Offered:* Talent, Production.

**COMMODORE PRODUCTIONS & ARTISTS, INC.**

971 N. LaCienega Blvd., Hollywood 46, Calif.  
Phone: OLYmpia 2-2995

Pres. & Exec. Prod.....Walter White, Jr.  
Vice Presidents..Kent Allen, John H. Legan  
Sec'y-Treas., Coordinator....Eleanor Payne  
*Services Offered:* Program production, syndicated transcriptions, scripts, package programs, talent.

*Productions:* Open-end radio transcriptions: Hopalong Cassidy, The Clyde Beatty Show, Tarzan, Clyde Beatty Show for TV, plus 1 hour Beatty feature feature, "Perils of the Jungle. Silent Witness, pilot available.

**COOLIDGE-DuBOIS AGENCY**

5555 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HO 9-2111

Director.....Carl Coolidge  
Sec.-Treas.....Dr. C. DuBois

*Services Offered:* Television scripts of all types.

**FRANK COOPER ASSOCIATES AGENCY**

233 S. Beverly Dr., Beverly Hills, Calif.  
Phone: CR 5-4128

N. Y. Phone: VAnderbilt 6-5661

President.....Frank Cooper  
V.P. Chge. of N. Y. Office.....Sy Fischer  
Head of Sales—Calif. Off...Martin Sperber  
*Services Offered:* Packagers and sales representatives of radio and television programs. Representatives of writers and talent.

**LOUIS G. COWAN, INC.**

575 Madison Ave., New York 22, N. Y.  
Phone: PLaza 9-3700

President.....Harry Fleischman  
Exec. Vice Pres.....Steven R. Carlin  
Vice-President.....Polly Cowan  
Treasurer.....J. Kyle Faber

*Services Offered:* AM-TV-Productions-Net-work Programs (Package); Production-Transcription Programs; Program Consultants.

*Productions:* The Big Surprise, The \$64,000 Question, Down You Go, Stop the Music, and Conversation.

**FREDERIC DAMRAU, M. D.**

247 Park Ave., New York 17, N. Y.  
Phone: PLaza 5-3638

Director.....Frederic Damrau, M. D.  
AFTRA Associate.....Adeleine Mancery  
Business Manager.....Mary L. Davis  
*Services Offered:* Educational and dramatized programs relating to health, for both radio and TV.

**MAC DAVIS FEATURES**

1 Montgomery Place, Brooklyn (15), N. Y.  
Phone: Nevins 8-4374

Director.....Mac Davis  
*Services Offered:* Sport shows created, written and produced for television and radio presentation. Also special scripts and ideas furnished for all types of sport programs for local, regional or network presentation.

*Productions:* Heartheats in Sport Headlines, They Made Sports History, Diamond Dust, Ask Me Another.

**GORDON M. DAY PRODUCTIONS**

108 E. 30th St., New York 16, N. Y.  
Phone: OREGon 9-3595

Writer, Composer.....Gordon M. Day  
Director.....Carol Bulkley  
Production Mgr.....Edith Adelson  
Treasurer.....Leo L. Reich  
*Services Offered:* Package programs, radio-TV consultants to advertising agencies. Jingles and TV film spots.

**DANNY DEE ENTERPRISES, INC.**

400 Madison Ave., New York, N. Y.  
Phone: PLaza 3-4153

President.....Irwin N. Rossec

Sec., Sales Manager.....Eric Blau  
 Treasurer .....Roy Doty  
*Services Offered:* Produce live and filmed shows, Radio Shows, Commercials.  
*Productions:* "The Adventures of Danny Dec."

**DEMBY PRODUCTIONS INC.**

Hotel Plaza, 1 West 58th St., N. Y. 19, N. Y.  
 Phone: PLaza 9-2495

President .....Emanuel Demby  
 Vice Pres.....Harvey Meltzer  
 Secy..Treas. ....Mildred Demby  
 Dramatic Scripts.....Betty Jeffries  
 Research.....Dr. S. Levine  
 Story Editor.....Al Marshack  
*Services Offered:* Live and film production for TV, theatrical release, public relations. Affiliated with Motivation Research Associates for psychological study of audience preferences.

*Productions:* Hollywood to Broadway, Half the World's a Bride, Alfred E. Smith Story, Carnival, and Witch On Wheels.

**DEREL PRODUCING ASSOCIATES, INC.**

68 William St., New York, N. Y.  
 Phone: BO 9-1550

President.....Jerome I. Feldman  
 Exec. Producer.....Gene Feldman  
*Services Offered:* Packagers of live and film TV shows.  
*Productions:* Overseas Press Club's, For-

eign Correspondent, I'll Never Forget, Cap' Voyage.

**ALFRED DIXON PRODUCTIONS**

138 E. 36th St., New York, N. Y.

Phone: MUrray Hill 5-6415

President-Owner.....Alfred Dixon  
 Casting and production.....Lynn Masters  
 Asst. Dir. and Coaching.....Norma Burton  
*Services Offered:* Radio, stage, film, TV productions.

**HARRY S. DUBE**

10 Rockefeller Plaza, New York 20, N. Y.  
 Phone: COlumbus 5-7035

Manager .....J. Knight  
*Services Offered:* Live Talent, package shows and transcriptions.

**DYNAMIC FILMS INC.**

112 W. 89th St., New York 24, N. Y.

Phone: TRafalgar 3-6221

President, Treasurer.....Nathan Zucker  
 Exec. Prod.....Lester Becker  
 V.P. ....Lee R. Bobker  
 Editorial Chief.....Irving Oshman  
 Sound Engineer.....James Townsend  
 Film Dist.....Helen Cristt

*Services Offered:* Film producer—open end films and commercials made specifically for TV; amusement and dramatic shorts; educational and industrial shorts; marionette shorts; spot news and special event coverage; video transcriptions; complete sound recording and sound stage facilities; film consultants.

**H A P P Y — T W O - S O M E**

**BREAK THE BANK**

STARRING  
**BERT PARKS**  
 AMERICA'S FAVORITE  
 QUIZMASTER  
 ON  
 AMERICA'S FAVORITE  
 QUIZ SHOW  
 FOR  
 DODGE DIVISION  
 OF  
 CHRYSLER CORP.  
 WEDNESDAY — ABC-TV  
 9:30 P.M. EST.

**MASQUERADE PARTY**

STARRING  
**PETER DONALD**  
 PANEL  
 BOBBY SHERWOOD, MARY HEALY  
 OGDEN NASH and ILKA CHASE  
 THE NATION'S GREATS  
 MAKE UP AND MAKE MERRY  
 ON THIS UNIQUE SUCCESS  
 FOR  
 ESQUIRE BOOT POLISH  
 AND  
 GERITOL  
 WEDNESDAY—ABC-TV  
 9:00 P.M. EST.

COMING SOON — THE NEW "PENNY TO A MILLION" PANEL QUIZ

**WOLF**

ASSOCIATES  
 PRODUCTIONS  
 ENTERPRISES

420 MADISON AVE.  
 NEW YORK, N. Y.



**W. M. ELLSWORTH**

203 N. Wabash, Chicago

Phone: STate 2-9679

Owner.....W. M. Ellsworth

Services Offered: Folk artists, entertainers for radio-TV-records and transcriptions.

**EMPIRE BROADCASTING CORP.**

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

Phone: PLaza 9-4500

President.....Helen D. Kelleher

Services Offered: All types of recording namely: tape-disc, studios, air-line checks, AM-FM-TV portable jobs, film synchronization.

**ROBERT J. ENDERS, INC.**

(National Productions)

1001 Connecticut Ave., N. W.

Washington 6, D. C.

Phone: STerling 3-2222

President.....Robert J. Enders

Exec. Vice-Pres.....Howard A. Enders

Vice Pres., Sales.....Ray Hill

General Mgr.....Gus Eisenmann

Script Editor.....Grace Waldman

Coordinator.....Mimi Griffin

V.P., Exec. Prod.....Robert L. Friend

Prod. Mgr.....Stanley Bass

Services Offered: Radio and television complete production.

Productions: Let's Play Bridge with Charles Goren, Rogers Hornsby Baseball School, Bombproof, Tomorrow-Today, The Eternal Song.

**ENDORSEMENTS, INC.**

500 Fifth Ave., New York 36, N. Y.

Phone: CHickering 4-7257

President .....Jules Alberti

Vice-Pres.....Dr. Harold S. Wadro

Ser.-Treas. ....Carol Batchelder

Services Offered: Endorsements and testimonials live and film for TV.

**ESTES NEWSFEATURES**

6 Peter Cooper Rd., New York 10, N. Y.

Phone: SPring 7-5766

President .....Bernard Estes

Secretary-Treasurer.....Hazel Estes

Associate Producer.....Jack Sheldon

Services Offered: Live, transcribed and filmed package shows produced. Specializing in news and feature programs designed for public relations impact, AM, Video. News and camera correspondents throughout U. S., Latin America, Europe, Far East.

**FADIMAN ASSOCIATES, LTD.**

1501 Broadway, New York 36, N. Y.

Phone: LAckawanna 4-3544

Manager .....Edwin Fadiman

Services Offered: Production, Package Shows.

**WALT FRAMER PRODUCTIONS**

1150 Avenue of the Americas

New York 36, New York

OXford 7-3322

Producer.....Walt Framer

Associate Producers.....Joe Gottlieb,

Sid Tamber, Paul Kaczander

Production Supervisors....Mervyn Framer,

Estelle Citron, Vivian Roberts

Business Manager.....Henry Schmerzler

Services Offered: Specializing audience participation and quiz shows; packages, production, question research, contestant screening.

**Jack Barry**  
and  
**Dan Enright**  
**Productions**

*Current Productions:* Strike It Rich, The Big Payoff, Ringabuk.

**FREMANTLE OVERSEAS RADIO, & TELEVISION, INC.**

366 Madison Ave., New York 17, N. Y.  
Phone: MUrray Hill 7-4344

President.....Paul Talbot  
Secretary-Treasurer.....Lee Volker  
Mgr. (Mexico City).....Rene Anselmo  
Mgr. (London).....Lane Blackwell  
*Services Offered:* Producers of transcribed radio programs for Spanish audiences. Producers of live radio and TV programs in Mexico. Exclusive TV rights to the Davis Cup tennis matches.

**ALLEN A. FUNT PRODUCTIONS**

100 Central Park South, Room 11-C,  
New York 19, N. Y.  
Phone: JUdson 6-5227

President.....Allen A. Funt  
Production.....Al Slep  
*Services Offered:* Network, live, transcribed and syndicated programs and candid commercials.

**GAINSBOROUGH ASSOCIATES, INC.**

2090 Seventh Ave., New York 27, N. Y.  
Phone: MOument 6-1800

President.....Mitchell Jablons  
Exec. Vice Pres.....Josephine Savoca  
VP in chg. Sales.....Martin Seligson  
Casting Director.....Arlene Shelley Gaines

Director TV Dept.....Pamela Jablons  
Radio Director.....William Savoca  
Treasurer.....Herbert M. Davis  
Prod. Supervisor.....Jack D. Gaines  
Production Assistants.....Kathy Burke,  
Susan Gaines, Puddie Burke, Scott Kuney  
*Branch Office*

7200 Santa Monica Blvd., Hollywood 26, Calif.  
Dir., Hollywood Office....Charles B. Rogers  
*Services Offered:* Radio & TV package producers. Program consultants to new and existing radio and TV stations. Consultants to fund raising campaigns on radio and TV.  
*Current Productions:* The Editor Speaks, Fanfare, Buddy Rogers Show, Talent Parade, Pick A Date.

**GBA-GALLUCCI BROS. & ASSOCIATES**

727 Meriden Rd., Waterbury 3-5272  
Phone: Waterbury 3-5272

President.....Joe Gallucci  
*Branch Offices*  
3129 Newitt Ave., Louisville, Ky.  
Phone: Cherokee 6031  
Vice-Pres.....N. T. Gallucci  
P. O. Box 1224 Denver, Colo.  
Sls. Mgr.....L. W. Gallucci  
*Services Offered:* Live and film package programs.

**HAROLD R. GINGRICH, PRODUCTIONS**

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

**WILBUR STARK — JERRY LAYTON**

**RADIO & TELEVISION PRODUCTIONS**

**270 PARK AVENUE**

**PL. 3-1742**

Phone: FRanklin 2-1022  
 Owner-Manager.....Harold R. Gingrich  
*Services Offered:* Transcriptions and films.  
 Allied with baking industry international  
 and other lines.

**GAC-TV**

**Affiliates of General Artists Corp.**

1270 Ave. of the Americas, New York, N. Y.  
 Phone: CIrele 7-7543  
*Branch Offices*  
 8 S. Michigan Ave., Chicago, Ill.  
 Phone: SFate 2-6288  
 9650 Santa Monica Blvd., Beverly Hills, Calif.  
 Phone: CRestview 1-8101  
 Fidelity Union Life Bldg., Dallas, Texas  
 Phone: RIVerside 3665  
 Carew Towers, Cincinnati, Ohio  
 Phone: MAIn 1-1197

*Services Offered:* Production and sales of  
 live and filmed TV programs.  
*Productions:* Perry Como Show, Julius  
 La Rosa Show, Jo Stafford Show, Frankie  
 Laine Show, Capt. Kangaroo (Film sales);  
 Father Knows Best, Runyon Theatre, Cele-  
 brity Theatre for Falstaff, My Friend Flicka,  
 Patti Page Show.

**JOHN E. GIBBS & CO., INC.**

1270 Ave. of Americas, New York 20, N. Y.  
 Phone: PLaza 7-5959  
 President .....John Gibbs  
 Writers Department.....Francis Head  
 Talent Department.....Keith Brown

*Services Offered:* Radio and TV produc-  
 tion. Talent representation.

**GRACE GIBSON RADIO  
 PRODUCTIONS**

3129 Caluenga Blvd., Hollywood 28, Calif.  
 Phone: HOllollywood 3-3498  
 General Manager.....Bob Reichenbach  
 Executive Producer.....Grace Gibson  
*Services Offered:* Production and distribu-  
 tion of transcribed dramatic programs for  
 general or specific sponsorship.  
*Productions:* Drama Of Medicine, Adven-  
 tures of Gregory Keane, and Famous Court  
 Dramas.

**GOMALCO ENTERPRISES**

404 N. Roxbury, Beverly Hills, Calif.  
 Phone: CR 5-6131  
 Partner .....George Gobel  
 Partner .....David P. O'Malley  
*Services Offered:* Television production.  
*Current Productions:* The George Gobel  
 Show.

**HARRY S. GOODMAN  
 PRODUCTIONS**

19 E. 53rd St., New York 22, N. Y.  
 PLaza 5-6131  
 General Manager.....Harry S. Goodman  
 Sales Manager.....Everett F. Goodman  
 Office Manager.....William Baron  
 Secretary .....H. D. Knuth

**WALT FRAMER PRODUCTIONS**

*specialists in high-rated, low cost  
 audience participation and dramatic shows*

*on the air:*

"STRIKE IT RICH"

"THE BIG PAYOFF"

"RINGABUK"

*Ready to go:*

"Make a Million"

"Holiday for Two"

"Billion Dollar Bankroll"

"You'll Be Surprised"

"Jack in the Jukebox"

"Moment of Crisis"

"Race Thru Space"

"Just Married"

"Private Enterprise"

"The Magic Lamp"

*and others!*

**WALT FRAMER PRODUCTIONS**

1150 Avenue of the Americas

New York 36, N. Y.

Tel.: OXford 7-3322

TV Director.....Stuart M. Wilson  
*Services Offered:* Network show, One Minute Pleas; local show, TV Telephone Game, others upon request.

**GOODSON-TODMAN PRODUCTIONS**

41 East 57th St., New York 22, N. Y.  
 Phone: PLaza 1-0600

Partner.....William S. Todman  
 Partner.....Mark Goodson  
 General Business Mgr....Howard F. Todman  
 Exec. Dir. of Programs.....Gil Fateh  
 Dir. of West Coast Prog....Harris Katleman  
 Production Manager.....Mitchell Leiser

*Branch Office*

Goodson-Todman Enterprises, Ltd.  
 449 S. Beverly Dr., Beverly Hills, Calif.  
 Phone: CRestview 4-7357

*Services Offered:* Producing and packaging live and transcribed radio, and live and filmed TV programs for national, regional and spot sales.

*Productions:* Beat the Clock, The Name's The Same, Two For The Money, I've Got A Secret, What's My Line.

**GOTHAM RECORDING CORP.**

2 W. 46th St., New York 36, N. Y.  
 Phone: JUDson 6-5577

President.....Herbert M. Moss  
 Vice Pres.....Stephen F. Temmer  
 Dir. of Sls. & Service.....Robert Volkell  
 Sales Manager.....John Thayer

*Services Offered:* Radio transcription and film production and recording. Six large, medium and small studios; 12 Ampex Tape machines, five Disc Lathes. Writing and production staff available, also makes paper records.

**LEWIS G. GREEN**

520 N. Michigan Ave., Chicago 11, Ill.  
 Phone: WHitehall 4-7440

General Manager.....Lewis G. Green  
*Services Offered:* Write, produce, direct radio and TV programs, spots, jingles, and films.

**GROSS-BAER PRODUCTIONS**

Savoy-Plaza Hotel, Suite 1338  
 New York, N. Y.

Phone: MU 8-8882

1680 North Vine St., Hollywood 28, Calif.  
 Phone: HOLLYwood 2-6343

Partners.....Gerry Gross, Norman Baer  
 Executive Producer.....Arnold Peyser  
*Services Offered:* Radio and Television Packaged programs.

*Productions:* The Maggi McNellis Show; Morey Amsterdam Show; Junior Champion; Claire Mann; Maggi's Magazine; Let's Take Sides; Finders Keepers.

**LAURENCE HAMMOND PRODUCTIONS, INC.**

455 E. 51st St., New York 22, N. Y.  
 Phone: PLaza 9-2210

**1500 HALF-HOUR MYSTERIES**

TOP RATED

TIME KILLERS



**WORLD'S LARGEST SELECTION OF TRANSCRIBED RADIO PROGRAMS**

EVERY TYPE OF PROGRAM TO FIT YOUR NEEDS

**WARNING**

THESE programs DANGEROUS in the hands of competition

*Harry S. Goodman*  
 19 EAST 53rd STREET at Madison Avenue...NEW YORK CITY

President ..... Laurence Hammond  
 Vice-Pres..... Merikay Howard  
 Casting Dir..... Michael Carr  
*Services Offered:* Packaging radio and TV programs, live, transcribed and filmed. Also consultant work in directing, writing, producing and complete public relations facilities.

*Productions:* Keeping Up With the Wigglesworths.

**SUE HASTINGS MARIONETTES, INC.**

3706 McKinney Ave., Dallas 4, Texas  
 Phone: Lakeside 4022

President ..... Linnea Roberts  
 Art Director..... W. Higgins  
 Film & Program Director..... R. A. Green  
*Services Offered:* Marionette productions for children and adults especially adapted for TV (live or film). Custom-built shows with original scripts and music. Special puppets made for commercials.

**ARTHUR HENLEY PRODUCTIONS**

Shelton Hotel, 49th St. & Lexington Ave.  
 New York, N. Y.  
 Phone: Plaza 5-7145

Producer ..... Arthur Henley  
 Prod. Co-ordinator..... Lee Wallace  
 Production Asst..... Ruth Salmon  
*Services Offered:* Creative programming for radio and television. Complete packages and production, writing and consultation services.

*Current Production:* Make Up Your Mind.

**SANDY HOWARD PRODUCTIONS**

853 Seventh Ave., New York 19, N. Y.  
 Phone: JUDson 6-6610

President ..... Sand Howard  
 Directors..... Lee Polk, Marvin Paige  
 Associate Producers..... Claire Heller,  
 Bob Cahn, Peter Yatovich

Writer-Producer ..... Mort Goode  
 Merchandising Dir..... Mark Reynolds

*Services Offered:* Live and film program producing. Consultant work to advertising agencies and advertisers on radio and television commercials. Contract work with agencies and production companies for co-producing assignments.

*Productions:* The Merry Mailman, Luncheon at Sardi's, Supper at Sardi's, Special Edition, Celebrity Club.

**HOWARD RADIO-TV PRODUCTIONS**

123 W. Chestnut St., Chicago 10, Ill.  
 Phone: MICHigan 2-0128

Owner ..... Bernard Howard  
*Services Offered:* All creative phases of Radio-TV—ideas, writing, production—including commercials; Consultant for agencies without their own Radio-TV departments; package producer; free-lance writing and production.

**RICHARD W. HUBBELL & ASSOCIATES**

120 Broadway, New York, N. Y.

**TALENT ASSOCIATES**

**TELEVISION PRODUCTION  
 AND MANAGEMENT**

**ALFRED LEVY**

**DAVID SUSSKIND**

**ROBERT COSTELLO**



*Phone:* BArcley 7-7760  
 Exec-in-Charge .....Gilbert Parker  
 Chairman.....R. W. Hubbell  
*Services Offered:* Program producers.

**INTER-CALIFORNIA  
 BROADCASTING SYSTEM**

354 S. Spring St., Los Angeles 13, Calif.  
*Phone:* MUtual 2759

General Manager.....Gustavo Faist Moran  
 Station Mgr.....R. A. Ochoa  
 Promotion Mgr.....M. L. Moran  
*Services Offered:* Specialists in Spanish  
 language advertising. Production of Spanish  
 language programs.

**INTERNATIONAL 16mm CORP.**

165 W. 46th St., New York 36, N. Y.  
*Phone:* PLaza 7-2265

President-Treasurer....Patrick E. Shanahan  
 Secretary .....George Blake  
*Services Offered:* Producers and distribu-  
 tors of motion pictures; prints in both  
 16mm. and 35mm. subjects. Classical music  
 by Symphonic Orchestras.

**THE JAFFE AGENCY**

8553 Sunset Blvd., Hollywood 46, Calif.  
*Phone:* CRestview 6-6121

N. Y. *Phone:* MUrray Hill 8-0840

President .....Sam Jaffe  
 Secretary .....Philip Gersh  
 V.P., Chg. Lit. Dept.....Mary Baker  
 TV. Radio Dept. Head....David Freedman

TV Dept.....Fred Hamilton, Hal Ross  
 Literary Dept.....Everts Ziegler, Robert  
 Goldfarb, Clancy Sigal, Michael Ludmer,  
 Jerry Siegel

*Services Offered:* Representation of artists,  
 actors, actresses, directors and writers and  
 material in live and film television and radio.  
 Packagers of live and film television shows.

**ROBERT G. JENNINGS**

53 West 53rd St., New York, N. Y.

*Phone:* JU 6-0711

*Services Offered:* Radio & TV packages.

**JEWELL RADIO AND TELEVISION  
 PRODUCTIONS**

185 N. Wabash Ave., Chicago 1, Illinois  
*Phone:* FIancial 6-4474

President .....James E. Jewell  
 Vice President .....W. Ralph Jewell  
 Manager .....Charles P. Flynn  
 Treas. ....Lincoln Douglass  
 Secretary.....M. P. Casey  
 Editor .....James Lawrence

*Services Offered:* A complete radio and  
 television production service. Scripts, Copy,  
 Music, Direction, Transcribed Package  
 Shows, Spots.

*Productions:* The Silver Eagle, The King's  
 Jesters Show.

**KAGRAN CORPORATION**

(A subsidiary of NBC)

**ARTHUR HENLEY  
 PRODUCTIONS**

Creators of



PLaza 5-7145

© M.U.Y.M. Inc.

Shelton Hotel  
 523 Lexington Ave.  
 New York 17, N. Y.



4 W. 58th St., New York 19, N. Y.  
Murray Hill 8-0585

President.....Alan W. Livingston  
V.P., Merch. Dir.....Ed Justin  
General Mgr.....F. X. O'Shea  
Merch. Acct. Exem.....Robert Max  
Art Director.....Mario Trombetta

*Services Offered:* Merchandising of TV and Radio personalities.

*Current Productions:* Howdy Doody, Johnny Jupiter, Gabby Hayes, Author Meets Critics, Jackie Robinson.

**MAXINE KEITH AGENCY**

234 W. 44th St., New York, N. Y.  
Phone: LA 4-4228

Director .....Maxine Keith  
*Services Offered:* Creative and producing for radio and TV.

**SONNY KENDIS, INC.**

509 Fifth Ave., New York 17, N. Y.  
Phone: VAnderson 6-0890

Pres., Exec. Prod.....James Sonny Kendis  
*Services Offered:* Live & filmed radio-TV programs. Complete program packaging service—ideas, scripts, production, talent, sales. Personal management of top talent.

**JACK KURTZE AGENCY**

214 North Canon Drive, Beverly Hills, Calif.  
Phone: CRestview 45403

President .....Jack M. Kurtze  
Vice Pres.....Lula Mae Kurtze

Exec. Producer.....Fred Kimball  
*Services Offered:* Specialized services to advertisers and advertising agencies, production, direction and casting facilities for TV, Radio and motion pictures.

**ELY LANDAU, INC.**

60 W. 55th St., New York 19, N. Y.  
Phone: PLaza 7-2100

President.....Ely A. Landau  
Exec. Vice Pres.....Oliver A. Unger  
Vice Pres., Secy.....Edythe Rein  
Vice Pres., Sales.....Harold Goldman

*Services Offered:* Producers of television programs on film.

*Productions:* The Passerby, The Bill Corum Sports Show, Man's Heritage.

**LANG-WORTH DISTRIBUTING CORP.**

Steinway Hall, 113 W. 57 St., New York 19, N. Y.

Phone: JUdson 6-5700

President.....C. O. Langlois  
Secretary.....John D. Langlois  
Vice-President .....W. O'Keefe

*Services Offered:* Open end and commercial transcriptions, dramatic and musical for radio broadcasting.

**LANG-WORTH FEATURE PROGRAMS, INC.**

Steinway Hall, 113 W. 57th St., New York 19, N. Y.

**FORTV**

**FREMANTLE OVERSEAS RADIO & TELEVISION, INC.**

366 MADISON AVENUE, NEW YORK 17, N. Y.

MURRAY HILL 7-4344

Distributors of Radio and Television Programs  
in International Markets

MEXICO CITY — LONDON — ROME — TORONTO — SYDNEY — JOHANNESBURG

TOKYO — SAO PAULO — CARACAS — BOGOTA — BUENOS AIRES



Phone: JUDson 6-5700

President.....C. O. Langlois  
 Secretary.....John D. Langlois  
 Vice President.....W. O'Keefe  
 West Coast Mgr.....Hugh S. Allen

*Services Offered:* Transcribed music library service for radio stations, advertising agencies and advertisers. Custom-built radio programs, both live and transcribed. Transcribed library of recorded music especially for television stations.

**HERBERT S. LAUFMAN & COMPANY**

221 N. La Salle St., Chicago 1, Ill.

Phone: RAndolph 6-4086

Pres. ....Herbert S. Laufman  
 Vice Pres.....Jas. A. Jennings, Jr.

*Services Offered:* Producer and packager of live and filmed TV programs, live commercials, advertising counsellors.

*Productions:* The Doctor Answers, It's Baby Time.

**LES LEAR PRODUCTIONS CORP.**

Hotel Sherman, Chicago 1, Ill.

Phone: FRanklin 2-2100

President .....Les Lear

*Services Offered:* Radio, TV and film production. Personal management.

**LESTER LEWIS ASSOCIATES**

11 East 48th St., New York 17, N. Y.

Phone: PLaza 3-5083

Partner.....Lester & Juliet Lewis

*Services Offered:* TV package shows, personal management.

*Current Productions:* Count Sheep.

**PHILLIPS H. LORD, INC.**

1440 Broadway, New York 18, N. Y.

Phone: LO 4-8000

Pres., Mgr., Prog. Super.....C. R. Manby  
*Services Offered:* Radio and TV package shows.

**C. P. MacGREGOR**

729 S. Western Ave., Hollywood 5, Calif.

Phone: DUnkirk 4-4191

President.....C. P. MacGregor  
 Manager.....George R. Jones

*Services Offered:* Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording electroplating of masters and production on vinylite pressings.

*Productions:* Hollywood Sound Stage.

**MARK VII, LTD.**

(For full listing see TV Film  
 Producer-Distributors)

**ARNOLD MARQUIS PRODUCTIONS, INC.**

717 N. La Cienega, Hollywood 46, Cal.

Phone: CRestview 6-8796

President .....Arnold Marquis

*Services Offered:* Write, direct, produce and package radio and television programs.

**ROBERT QUIKLEY**

*Executive Producer*

OF

**"ON YOUR ACCOUNT" — CBS-TV**

**"LOVE STORY" — CBS-TV**

**MARSHALL—HESTER  
PRODUCTIONS, INC.**

521 Fifth Ave., New York 17, N. Y.  
Phone: MUrray Hill 7-2722-3-4

President.....A. W. Marshall  
Vice-President.....Harriet Hester  
Legal Representative.....Gerald Dickler  
*Services Offered:* Producing and Packag-  
ing Live and Transcribed Radio and TV  
Programs. Directorial and Supervising Ser-  
vice. Complete Radio and TV Public Rela-  
tion services for Social, Professional and  
Trade Organizations.

**McGRAW ASSOCIATES**

33 West 42nd St., New York 36, N. Y.  
Phone: PE 6-7110

Partners. Peg M. McGraw, Walter J. McGraw  
Prod. Mgr.....Peter Henning  
Producer-Dir. ....Peggie Springstead  
*Services Offered:* Production of quiz and  
dramatic programs. Film and live TV pro-  
grams and spots, specializing in crime docu-  
mentaries.

*Productions:* Wanted. Phrase That Pays.  
Monitor.

**ALEXANDER McQUEEN &  
ASSOCIATES**

5222 N. Lakewood Ave., Chicago 40, Ill.  
Phone: RAvenswood 8-9010

Owner .....Alexander McQueen  
*Services Offered:* "Nothing But The Truth"

feature (Reg. U. S. Pat. Office), in person,  
transcribed, or TV. Research for human-  
interest stories on sponsor's product.

**CHARLES MICHELSON, INC.**

45 West 45th St., New York 36, N. Y.  
Phone: PLaza 7-0695

President .....Charles Michelson  
Treasurer .....Aaron Michelson  
Traffic Manager.....R. Mantell  
Export Manager.....Martin Diamond  
*Services Offered:* Distributing of tran-  
scribed radio program series; syndicated TV  
film series; Sound effect record libraries;  
American representatives for foreign broad-  
casting interests.

*Productions:* Capsule mysteries, The Plain-  
clothes Man, Famous Jury Trials, The Clock,  
Half-hour Mystery Bloc, Daytime Soap  
Operas.

**WILLIAM MORRIS AGENCY, INC.**

1740 Broadway, New York 19, N. Y.  
Phone: JUdson 6-5100

Exec-in-Chg. of Radio..Wallace S. Jordan  
*Services Offered:* Production of packaged  
shows for radio and TV, also talent reps.

**CARLTON E. MORSE  
ENTERPRISES, INC.**

Room 511, 1680 North Vine St.  
Hollywood 28, Calif.  
Phone: Hollywood 9-6161

**CREATIVE  
PRODUCTION**

**Mel Gold**

Productions, Inc.

1639 Broadway  
New York 19, New York  
JUdson 6-5444

**TV-FILM COMMERCIALS**  
**TV PROGRAMS (Film and Live)**  
**INDUSTRIAL FILMS**  
**TRAINING FILMS**



**MARSHALL—HESTER  
PRODUCTIONS, Inc.**

521 FIFTH AVENUE  
NEW YORK 17, N. Y.



MURRAY HILL 7-2722-3-4

Owner.....Carlton E. Morse  
*Services Offered:* Recording, program production, scripts, package programs.  
*Productions:* One Man's Family, The Woman In My House.

**MORTON PRODUCTIONS**

64 East Lake St., Chicago 1, Ill.  
 Phone: CEntral 6-4144

President .....Morton Jacobson  
*Services Offered:* Dramatic-adventure stories and gimmick show with prizes.  
*Productions:* This Is The Story, What's Wrong With This Picture.

**HERBERT M. MOSS PRODUCTIONS**

2 W. 46th St., New York 36, N. Y.  
 Phone: JU 6-5577

Producer.....Herbert M. Moss  
*Services Offered:* Live and transcribed shows for Radio and TV.

**MUSIC CORPORATION OF AMERICA**

**MCA Artists, Ltd.**

598 Madison Ave., New York 22, N. Y.  
 Phone: PLaza 9-7500

139 Piccadilly, W1, London, England  
 49 bis Ave., Hoche, Paris, France  
 111 Richmond St., West, Suite 1209, Toronto, Ontario, Canada, EMpire 3-5025  
 9370 Santa Monica Blvd., Beverly Hills, Calif., CRestview 6-2001 or BRadshaw 2-3211

515 Glenn Building, Atlanta, Ga., Lamar 6750  
 45 Newbury St., Boston, Mass., COpley 7-5830  
 430 N. Michigan Ave., Chicago, Ill., DELaware 7-1100

4172 Union Commerce Bldg., Cleveland, O., CHerry 1-6010

116A West Kirk Ave., Roanoke, Va., ROAnoke 3-4344

42 Allard Blvd., New Orleans, La., GALvez 4410

3790 Gardner Ave., Cincinnati, O., SYcamore 9149

2102 No. Akard St., Dallas, Tex., PROspect 7536

837 Book Tower, Detroit, Mich., WOODward 2-2604

105 Montgomery St., San Francisco, Calif., EXbrook 2-8922

203 White Building, Seattle, Wash., Mutual 4567

212 Beason St., Salt Lake City, Utah, 3-4657

1048 Northwestern Bank Building, Minneapolis, Minn., LINcoln 7863

550 Grant St., Suite 146, Pittsburgh, Pa., GRant 1-9995

Bellevue-Stratford Hotel, Broad and Walnut Streets, Phila., Pa., PENnypacker 5-9462

1700 Liggett Drive, St. Louis, Mo., WOODland 2-3683

*Services Offered:* Production and sales service for live, recorded and filmed TV and radio programs.

**COORDINATED ADVERTISING CORP.**

**PRODUCERS**

of

"Between The Lines" — WABD  
 "Wendy Barrie Show" — WABD  
 "Wendy Barrie Radio Show" — WMCA

Producer

**LESTER L. WOLF**

Associate Producers

**CHARLOTTE ARMSTRONG**  
**MARY BELLE LANTSBERY**

16 West 46th Street, N. Y. C.

JU 2-2100

**TESTIMONIAL TIPS**

(No. 4 of a series)

**ALWAYS BE SURE THERE IS A LOGICAL BELIEVABLE CONNECTION BETWEEN THE PRODUCT AND THE PERSONALITY!**

Over 400 advertising agencies that have used our services have found that this advice pays — and sells.

*Endorsements, inc.*

The only organization devoted exclusively to all phases of endorsements and testimonials.

Send for FREE COPY OF THE REVISED PRIMER OF TESTIMONIAL ADVERTISING.

**500 FIFTH AVENUE  
 NEW YORK 36, NEW YORK**

Hollywood • Washington • Chicago  
 London • Paris

**MUZAK CORPORATION**

(For detailed listing see Associated Program Service, Div. of Muszak Corp. under Transcription Companies.)

**THE NATIONAL RESEARCH BUREAU, INC.**

415 N. Dearborn St., Chicago 10, Ill.  
Phone: SUperior 7-5080

Editorial Dir.....Milton Paule  
Copy Dir.....Genevieve Smith  
*Services Offered:* Copy and programming services for radio stations, three monthly sections for the Station Manager, Program Director and Continuity Director.

**NEPTUNE PRODUCTIONS, INC.**

1270 Ave. of Americas, New York 20, N. Y.  
Phone: PLaza 7-5959

President .....Robert Montgomery  
Executive Vice Pres.....John E. Gibbs  
Vice Pres.....Joseph W. Bailey  
*Services Offered:* Packaging and producing live and filmed TV programs.  
*Productions:* Robert Montgomery Presents.

**OLIVER W. NICOLL PRODUCTIONS**

37 W. 46th St., New York 36, N. Y.  
Phone: JUdson 2-5130

Cable Address: ARREFFAY Newyork  
Executive Director.....Oliver W. Nicoll  
Associate Director.....Sandra Munsell  
*Services Offered:* Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent, phonograph records and albums; Television—Program production and consultation, package live and film shows, scripts, talent. Members of NSTP—National Society of Television Producers.

**OLIO VIDEO TELEVISION PRODUCTIONS, INC.**

(See Television Film Producers)

**PALLADIUM RADIO PRODUCTIONS, INC.**

445 Park Ave., New York 22, N. Y.  
Phone: PLaza 9-8644

Pres.....Monroe W. Greenthal  
Producer .....S. George Gallu  
Writer .....Roger Lewis  
*Services Offered:* Package producers.  
*Productions:* The Planet Man.

**PAN AMERICAN BROADCASTING CO.**

370 Lexington Ave., New York 17, N. Y.  
Phone: MUrray Hill 5-1300

Exec. V.P.....Eugene Bernald  
Program Director.....Leo Shore  
*Services Offered:* Scripting, producing and recording programs in over 54 foreign languages for use in United States and in foreign countries.

**PETERSON RADIO PRODUCTIONS**

1457 Broadway, New York 36, N. Y.  
Phone: WIconsin 7-0609

Owner .....Donald Peterson  
*Services Offered:* Recording, program production (religious, economic).

**JULES POWER PRODUCTIONS, INC.**

1020 N. Rush St., Chicago, Ill.  
Phone: DElaware 7-7422

**GEORGE LOGAN PRICE, INC.**

20828 Pacific Coast Hwy., Malibu, Calif.  
Phone: Glove 6-2315

President.....George Logan Price  
Secy.-Treas. ....Stella Lauch Price  
*Services Offered:* Scripts, casting, production of commercial programs of various types. Distribution and servicing of syndicated programs for commercial use.  
*Productions:* Living Pages.

**PYRAMID PRODUCTIONS, INC.**

1 East 57th St., New York 11, N. Y.  
Phone: PLaza 1-0430

President .....Everett Rosenthal  
Exec. Vice Pres.....Leonard Loewinthan  
*Services Offered:* Producers of live and film programs.  
*Productions:* Big Story, Treasury Men in Action, Man Behind the Badge, Playhouse 15, Police Call, Readers Digest, Seven Against Crime.

**RCA VICTOR CUSTOM RECORD SALES DIVISION**

(See Transcription Companies.)

**RADIO CITY ASSOCIATES**

32 E. 68th St., New York, N. Y.  
Phone: LE 5- 9850

Pres. & Sales Mgr.....Morton D. Catok  
V.P. & Prog. Dir....Raymond R. Chambers  
General Mgrs...Norman Alt, Eugene Aretsky  
*Services Offered:* Program production, both transcribed and live; specialize in packaging transcribed sports shows and filming of TV sports serials. Scripts created. Radio, TV celebrity endorsements packaged.

*Productions:* Radio: "Phil Rizzuto's Sports Caravan"; "Junior Jamboree"; "Sports Forum of the Air." TV: "Tommy Henrich Show," "What's New."

**RADIO FEATURES OF AMERICA**

37 West 46th St., New York 36, N. Y.  
Phone: JUdson 2-5130

Cable Address: ARREFFAY, New York  
Executive Director.....Oliver W. Nicoll  
Associate Director.....Sandra Munsell  
Production Unit  
Hotel New Weston, Madison Ave. at 49th St.  
New York 22, N. Y.  
Phone: PLaza 3-4800  
Managing Director..John Henry Macdonell  
Program Coordinator.....Eileen Ellis



*Services Offered:* Program production and consultation, package live and film shows, script, talent.

**REEMACK ENTERPRISES, INC.**

1270 6th Ave., Rm. 902, New York 17, N. Y.  
Phone: CI 6-7300

President .....Lou Goldberg  
Vice-President .....Ted Mack  
Secretary .....Lloyd Marx  
*Services Offered:* Producers of "The Original Amateur Hour," starring Ted Mack.

**STU REYNOLDS PRODUCTIONS**

9120 Sunset Blvd., Los Angeles 46, Calif.  
Phone: CR 4-7863

President .....Stuart Reynolds  
*Productions:* Mr. President, and Pony Express Scout.

*Services Offered:* Specializing in the production and sale of filmed TV programs; also in the filming of television programs for others and TV commercials; also production and sale of radio programs.

**RICHARD S. ROBBINS CO.**

163 Bleecker St., New York 12, N. Y.  
Phone: SP 7-2568

President .....R. S. Robbins  
Mgr. of Prize Promotion...Edward E. Finch  
*Services Offered:* Radio and Television package producers and merchandise prizes.

**RICHARD H. ROFFMAN ASSOCIATES**

675 West End Ave., New York 25, N. Y.  
Phone: RIVerside 9-3647

Bd. Chairman.....Maurice Roffman  
President .....Richard H. Roffman  
Vice Pres.....Sophie S. Roffman  
*Services Offered:* Radio and TV production, public relations, publicity, promotion, procurement of prizes, legal counsel for producers and performers, contest ideas, talent representation.

**ROCKHILL PRODUCTIONS, INC.**

18 E. 50th St., New York 22, N. Y.  
Phone: PLaza 9-7979

President .....Janet Taylor  
*Services Offered:* Complete packages, radio, TV and film.

**JACK ROURKE PRODUCTIONS**

6331 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HE 7178

President .....Jack Rourke  
Treasurer.....Joan Lane Rourke  
Production Manager.....Dick Wendelken  
Office Mgr.....Marjorie Lawson  
Musical Dir.....Robert Garretson  
*Services Offered:* Live and transcribed radio and TV programs; spot announcement campaigns and jingles.

*Productions:* "Ladies Matinee," "Jack Rourke Varieties," "Beauty Parade," "Rourke in Hollywood."

**LESLIE ROUSH PRODUCTIONS, INC.**

35 W. 53rd St., New York 19, N. Y.  
Phone: COlumbus 5-6430

President.....Leslie M. Roush  
Vice-Pres.....Jules Sindie  
Gen. Mgr.....John Fox

*Services Offered:* Producers of commercial motion pictures, sound slide films, slide motion films, TV programs and TV commercials.

**BARNARD L. SACKETT TELEVISION-RADIO PRODUCTIONS**

Suite 210, 138 S. Ninth St., Philadelphia 7, Pa.  
Phone: WALnut 3-0300

Production Manager.....Barnard L. Sackett  
Film & Transcription Tech...R. K. Newmayer  
Continuity Director.....Charles E. Magic  
Public Relations .....Morris Yuter

*Services Offered:* Complete radio and TV series for video and AM station, commercials, custom-built live and film productions, scripts, personal radio-TV representation, concert management.

**ABE SAPERSTEIN TV ENTERPRISES**

350 5th Ave., Suite 7614, New York, N. Y.  
Phone: LO 3-4677

Producer .....Walter Kennedy  
*Branch Offices*

127 N. Dearborn St., Chicago, Ill.  
8506 Sunset Blvd., Hollywood, Calif.  
*Services Offered:* Children films.

**JAMES L. SAPHIER AGENCY, INC.**

9538 Brighton Way, Beverly Hills, Calif.  
Phone: CRestview 1-7231

6 East 45th St., New York, N. Y.  
Phone: MUrray Hill 7-8370

President.....James L. Saphier  
Mgr. of New York Office.....James Schulke

*Services Offered:* Radio and TV productions, sale of package programs and talent.

*Productions:* The Bob Hope Show, It Pays To Be Married, The Tony Martin Show, and Meet Corliss Archer.

**ALLEN SAVAGE NETWORK PRODUCTIONS**

1 E. 57th St., New York 22, N. Y.  
Phone: EL 5-1434

Owner .....Allen Savage  
*Services Offered:* Producers, packagers and distributors.

*Productions:* Career Kids.

**SCHOOLHOUSE PRODUCTIONS**

1610 N. Argyle, Hollywood 28, Calif.  
Phone: HO 1-9959

Producer, Owner.....Walter Hempel  
Co-owner Educator.....Eleanor Hempel

*Services Offered:* Full production services, specializing in Children's Shows.

*Productions:* Little Schoolhouse.



**BERNARD L. SCHUBERT, INC.**

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

Phone: MUrray Hill 8-0944

President.....Bernard L. Schubert

*Services Offered:* Talent, production radio and TV package management.

*Current Productions:* Crossroads, Topper, Adventures of The Falcon, Mr. and Mrs. North.

**SCREEN GEMS, INC.**

(For complete listing see TV Film Producers).

**WALTER SCHWIMMER PRODUCTIONS, INC.**

75 E. Wacker Drive, Chicago 1, Ill.

Chicago Phone: FR 2-4392

Mgr. ....Bernie Crost

16 E. 41 St., New York 17, N. Y.

New York Phone: LExington 2-1791

Manager .....Jack Arden

1606 Vista Del Mar Ave., Hollywood 28, Cal.

Phone: HO 9-1171

President .....Walter Schwimmer

Sales Manager.....Bernie Crost

TV Program Dir.....Arthur Pickens

Program Director.....Arthur Pickens

*Services Offered:* TV and Radio package programs.

*Productions:* Championship Bowling, Eddie Arnold Time, Tello-Test, Tune-Test.

**SESAC, INC.**

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

Phone: MUrray Hill 5-5365

President .....Paul Heinecke

Secretary-Treasurer.....R. C. Heinecke

Asst. to Pres.....E. S. Prager

Production Manager.....R. S. Stone

Pub. & Prom.....Alice J. Heinecke

Traffic.....I. K. Weiss

*Services Offered:* Licensing the use of copyrighted music; transcribed library service including catalog of over 8500 bridges, moods and themes; syndicated transcribed tailor-made programs for advertisers.

**CHARLES E. SKINNER PRODUCTIONS**

1600 Broadway, New York, N. Y.

Phone: CI 6-6915

6226 Yocca St., Hollywood, Cal.

Phone: HOLlywood 2-6555

Pres., Exec. Prod-Dir...Charles E. Skinner

Gen. Mgr., Sec'y-Treas.....Ray Rand

Music Editor.....Alfonso Corelli

Script Editor.....Nelson Gidding

Film Editor.....Alan Crosland Jr.

Production Exec.....T. R. Curtis

Musical Directors.....Skitch Henderson & Ted Royal

Production Supervisor.....William Toth

Camera Directors...G. Warrenton, D. Drury

Assoc. Prod., West Coast Rep...Albert Kelley

*Services Offered:* Creators and producers of television, theatrical and sales influence films plus live shows; producing contractors; adapters; consultants to package producers, advertising agencies, sponsors. Distribution facilities for television and theatres, U. S. and foreign. Production facilities New York, Florida, Hollywood.

**FLETCHER SMITH STUDIOS, INC.**

321 E. 44th St., New York 17, N. Y.

Phone: MUrray Hill 5-9010

President .....Fletcher Smith

Vice-President .....Charles Schettler

Secretary-Treasurer .....Peter Caldera

*Services Offered:* Complete motion picture production; TV shows, spots, industrial films; large sound stage for live photography; animation staff.

**SNADER PRODUCTIONS, INC.**

1710 LaBrea Blvd., Hollywood 46, Calif.

Phone: CRestview 4-6651

President .....Louis D. Snader

Director .....LeRoy Prinz

Musical Director.....Sid Lippman

*Services Offered:* TV program production, package TV programs, TV film production, syndicate film, TV talent.

**SONG AD FILM-RADIO PRODUCTIONS**

6000 Sunset Blvd., Hollywood 28, Calif.

Phone: HOLlywood 5-6181

President .....Robert Sande

Exec. V.P. Chg. of Sales.....Donald Estey

V.P.-Creative Dir.....Del Porter

V.P.-Music Dir.....Larry Greene

Vocal Director.....Ray Linn

*Services Offered:* Packagers of radio, television, and theatre custom and syndicated musical and dramatic commercials. Composers and producers of film background music. Transcribed and filmed short subjects for entertainment, industry, government and service organizations.

**THE SOUVAINE ASSOCIATES**

135 Central Park West, New York 23, N. Y.

Phone: TR 3-1158

Director .....Geraldine Souvaine

*Services Offered:* Producers of radio and TV programs.

**STAR ENTERTAINMENT CORP.**

214 W. 42nd St., New York 18, N. Y.

Phone: LA 4-3450

President .....Max Wolf

Talent .....Al Roth

*Services Offered:* Production and packaging of radio and TV shows and all product services for agencies and stations. Scripts, talent, directors and casting consultants.

**RICHARD STARK & COMPANY**

125 E. 72nd St., New York 21, N. Y.

Phone: REgent 7-9608

Partners.....Richard Stark, Jane Troxell

Fashion Photog., Consultant...J. T. Stark

*Services Offered:* Consultation and/or production of Radio-TV commercials; radio-TV programs prepared and produced by request only; fashion and costume design for TV.

**WILBUR STARK-JERRY LAYTON, INC.**

270 Park Avenue, New York 17, N. Y.  
Phone: PL 3-1742

President.....Wilbur Stark  
V.P.-Treas. ....Jerry Layton  
*Services Offered:* Programs and personalities for television and radio.

*Productions:* Modern Romances—for radio and TV; Rocky King.

**TALENT ASSOCIATES LTD.**

41 East 50th St., New York, N. Y.  
Phone: PLaza 3-1030

President .....Alfred Levy  
Exec. Vice Pres.....David Susskind  
Vice President.....Robert Costello

*Services Offered:* Produce live dramatic television programs.

*Productions:* Justice, Appointment with Adventure, Armstrong Circle Theatre.

**TELECREATIONS BY NOVAK**

344 W. 72nd Street, New York 23, N. Y.  
Phone: PE 6-8861

Phone: TRafalgar 4-1999

Owner-Musical Consult. ....Frank J. Novak, Jr.  
Manager, Charge of Radio/TV Formats

G. Kane Campbell  
Radio/TV Producer.....John Gunn  
Writers.....Paul Davis, Laura McGhee

*Services Offered:* Creators, producers of Radio/TV musical variety formats for local, regional or national sponsor. Musical consultants to advertising agencies.

**TELEMOUNT PICTURES, INC.**

(See TV Film Producers)

**TELEVISION SCREEN PRODUCTIONS, INC.**

(See TV Film Producers)

**TELEVISION AND RADIO FEATURES OF AMERICA**

37 W. 46th St., New York 36, N. Y.  
Phone: JUdson 2-5130

Cable Address: ARREFFAY, Newyork  
Executive Director.....Oliver W. Nicoll  
Associate Director.....Sandra Munsell  
Production Unit, Hotel New Weston,  
Madison Ave. at 49th St., New York 22, N. Y.  
Phone: PLaza 3-4800

Managing Dir.....J. H. Macdonnell  
Program Coordinator.....Eileen Ellis

*Services Offered:* Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent. Television—Program production and consultation, package live and film shows, script, talent.

**TOWER PRODUCTIONS**

11541 Landale, North Hollywood, Cal.  
Phone: ST 7-6414

Owner-Producer.....Helen L. Moser  
Directors.....Dik Darley, Larry Robertson  
Prod. Assistant.....Bela Kovacs

*Services Offered:* Production and sale of television and radio package shows.  
*Productions:* Space Patrol.

**TRANSCRIBED RADIO SHOWS**

2 W. 47th St., New York 36, N. Y.  
Phone: GI 2-3201

President.....M. E. Moore  
*Services Offered:* Program productions, syndicated transcriptions, scripts, package programs.

**TRANSCRIPTION SALES, INC.**

117 W. High St., Springfield 35, O.  
Phone: 2-4974

President.....J. P. Williams  
Office Manager.....Bess Deck

*Services Offered:* Open end transcriptions; quarter hour and five minute programs, featuring "Singin' Sam," Mullen Sisters, Charlie Magnante, Curley Bradley.

**TRANSFILM, INC.**

(For complete listing see TV Film Producers)

**TRANSAMERICAN BROADCASTING & TELEVISION CORP.**

118 E. 40th St., New York 22, N. Y.  
Phone: MU 3-8684

President.....John L. Clark  
*Services Offered:* Television and radio writing, direction, production and packaging.

**TRENDE-CAMPBELL-MEURER INC.**

1800 Mutual Bldg., Detroit 26, Mich.  
Phone: WOODward 2-9184

President .....George Trendle  
V. Pres. & Gen. Mgr. ....H. Allen Campbell  
Secy. & Gen. Counsel....Raymond J. Meurer

*Services Offered:* Radio-TV production, Sergeant Preston merchandise licenses, Green Hornet licenses.

*Productions:* Sergeant Preston of the Yukon.

**RICHARD H. ULLMAN, INC.**

295 Delaware Avenue, Buffalo 2, N. Y.  
Phone: CL 2066

President.....Richard H. Ullman  
Exec. Vice Pres.....Marvin A. Kempner  
Treasurer.....Mimma C. Thorn  
Secy.....Edward H. Kavinsky

*Branch Office*

2133 N. W. 11th Ave., Miami, Fla.  
*Productions:* Ad-i-mation, syndicated animal film clips, Dollar Derby, participating auction program, Watch the Birdie, children's animated film quiz show, Select-O-Spots, animated films.

**UNITED FILM & RECORDING STUDIOS, INC.**

301 E. Erie St., Chicago 11, Ill.  
Phone: Superior 7-9144

President.....William L. Klein  
*Services Offered:* Films, Recording Program and Spot production, Package Programs, Syndicated Transcriptions, Talent.

**UNITED PRESS ASSOCIATIONS**

220 E. 42nd St., New York 17, N. Y.  
Phone: Murray Hill 2-0400

President.....Frank H. Bartholomew  
Gen. Sales Manager.....Leroy Keller  
Television Mgr.....Wm. C. Payette  
Radio Manager.....John Madigan  
*Services Offered:* World-wide coverage of news and sports for Radio and TV; special programming for radio news, sports, women's and farm shows.

**THOMAS J. VALENTINO, INC.**

150 W. 46th St., New York 19, N. Y.  
Phone: Circle 6-4675-6

President.....Thomas J. Valentino  
Vice-President.....Michael T. Valentino  
Vice-President.....Elsie F. Valentino  
Gen. Mgr., Secy.....Peter J. Riolo  
*Services Offered:* Sound effects records, transcriptions, chime and organ recordings, pressings, recording service.

**V. I. P.**

720 5th Ave., New York 19, N. Y.  
Phone: Plaza 7-0130

President.....Bill Murphy  
Vice-President.....Charlotte Morgan  
Radio-TV Dir.....Helen McCausland  
*Services Offered:* Procuring prizes for quiz shows, producing quiz shows, endorsements by Very Important People, furnish guests for Radio-TV shows.  
*Current Productions:* Cinderella Weekend, Gulliver's Travels, Bermuda Holiday.

**CHICK VINCENT CO.**

509 Madison Ave., New York 22, N. Y.  
Phone: EL 5-0734

Director Producer.....Chick Vincent  
*Services Offered:* Package producers, program production, TV programs, live and film.

**WOLF ASSOCIATES, INC.**

420 Madison Ave., New York 17, N. Y.  
Phone: Plaza 5-2050

President, Gen. Mgr.....Edward Wolf  
Vice-President.....Herbert Wolf  
Associate Producers.....Jack Rubin, Keith Taylor, Alan Gilbert  
Dir. of Sales.....Paul Ross  
*Services Offered:* Radio-TV package production.

*Productions:* Break The Bank, for radio and TV; Hilltop House, Masquerade Party and Penny to a Million.

**FRANK WRIGHT NATIONAL CORPORATION**

995 Market St., San Francisco 3, Calif.  
Phone: DOuglas 2-5470

President.....Frank Parke Wright  
Treasurer.....Sylvia C. Wright  
Acct. Executive.....Ted Slade  
Southern Calif. Mgr.....John Sparling  
Office Mgr.....Helen Rosemont  
Traffic & Media Mgr.....Carolyn Stull  
Art Director.....Norma Teilmann  
Copy Director.....Kay Lynch  
Comptroller.....Alma McGarrigle  
*Services Offered:* Merchandised advertising in the food and drugs products fields.  
*Productions:* Calo Pet Exchanges.

**WYNN WRIGHT ASSOCIATES**

17 West 57th Street, New York 19, N. Y.  
Phone: Plaza 3-4417-8

Producer, Partner.....Wynn Wright  
Prod., Partner.....Charles Granzow  
*Services Offered:* Creation and production of radio and television programs.  
*Current Productions:* Official Detective. I Ask You.

**SANFORD YAEGER PRODUCTIONS**

550 Fifth Ave., N. Y. 36, N. Y.  
Phone: JUDson 6-8856

Producer, Director.....Sanford Yaeger  
Production Coordinator..Robert O'Connell  
Production Manager.....John Oliver  
*Services Offered:* Film producers for TV, animations, 16 and 35 mm., electrical transcriptions for radio.  
*Productions:* The Shadow, O. Henry Stories, Nick Carter.

**FREDERIC W. ZIV CO.**

1529 Madison Rd., Cincinnati 6, O.  
Phone: Plaza 1-1323

President.....Frederic W. Ziv  
Exec. Vice Pres.....John L. Sinn  
V.P., Charge of Sls.....Alvin E. Unger  
V.P., Charge of Productions..Herb Gordon  
Treasurer.....Joseph L. Moore  
New York Office  
488 Madison Ave., New York 22, N. Y.  
Phone: Murray Hill 8-4700

*Services Offered:* Transcribed radio programs for local and regional sponsorship.

**ZIV TELEVISION PROGRAMS, INC.**

488 Madison Ave., New York 22, N. Y.  
Phone: Murray Hill 8-4700

Chairman of the Board.....Frederic W. Ziv  
President.....John L. Sinn  
V.P., Chg. of Sales.....Maurice J. Rifkin  
V.P., Chg. West Coast.....Maurice Unger  
Mgr., Midwestern Div.....Ed Bromann  
Mgr., West Coast Div.....Jack Gregory  
Manager, Natl. Sls.....Walt Kingsley  
Mgr., West Coast Div.....Jack Gregory  
*Services Offered:* Custom built and syndicated shows.

*Productions:* Man Called X, Highway Patrol, Science Fiction Theatre, Meet Corliss Archer, Mr. District Attorney, The Eddie Cantor Comedy Theatre, I Led Three Lives, Cisco Kid, Favorite Story, Boston Blackie, Unexpected, Your TV Theatre, Times Square Playhouse, Yesterday's Newsreel, Living Book, Story Theatre, Sports Album, Walter Lantz Cartoons.

# GOT ANY BRIGHT IDEAS?



Columbia Transcriptions will take your bright ideas and put them in permanent form on custom-made, high fidelity records. At your service are all the facilities of the greatest name in sound. We'll even supply the bright ideas! Our latest is AURAVISION, a unique process which gives a living voice to the printed page. An actual phonograph record can be removed from the page and played on any phonograph.

*For more details write Columbia Auravision, Dept. B, 799 Seventh Avenue, New York 19, N. Y.*

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*A Division of Columbia Records, Inc.*

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**Chicago**—410 North Michigan Avenue—Whitehall 4-6000

**Hollywood**—8723 Alden Drive—CRestview 6-1034

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# **Transcription & Recording Companies**

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**TRANSCRIPTION PRODUCERS**

**SERVICES OFFERED**

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**ADDRESSES**



WELCOME . . .

to our new Hollywood studios which, combined with our Eastern facilities, assure you of the finest production available anywhere for all your recording needs. The most modern engineering equipment, plus pressing plants on both coasts, guarantee the ability of Capitol Custom Services to meet the most rigid requirements of quality and service.

CUSTOM SERVICES  
DEPARTMENT

Capitol Records, Inc.  
Tom H. Mack, *Gen. Mgr.*  
Hollywood & Vine — HOLLYWOOD 2-6252  
Herbert I. Sachs, *Eastern Sales Mgr.*  
151 W. 46th St., N. Y.  
Columbus 5-4758



**CUSTOM**



# TRANSCRIPTION AND RECORDING COMPANIES



## JOHN ADASKIN PRODUCTIONS

67 Yonge St., Toronto, Ont., Can.

Phone: EM 4-9296

Owner .....John Adaskin  
*Services Offered:* Production, live programs, series transcriptions, feature length TV film, custom productions, musical arrangements, script preparations.

## AFFILIATED PROGRAM SERVICE, INC.

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

Phone: MURray Hill 7-1881

President.....Paul F. Adler  
*Services Offered:* Production and sales of transcribed series. Specialize in syndicated disc jockeys. Radio script library.

## ALL-CANADA RADIO & TELEVISION

80 Richmond St. W., Toronto 1, Ont., Can.

Phone: EMpire 6-7691

President.....H. R. Carson  
 Vice President.....G. F. Herbert  
 General Manager.....J. S. MacKay  
 Mgr., Radio Sta. Time Div.....John Tregale  
 Mgr., Prog. Div.....C. Dana S. Murray  
 Manager, TV Dept.....Reo Thompson  
 Mgr., TV Sta. Time Div.....Ross McCreath  
 Sales, TV Film.....Bruce Masters  
*Services Offered:* Canadian representatives and distributors for transcription companies.

## ALLIED RECORD MFG. CO.

1041 N. Las Palmas, Hollywood 38, Calif.

Phone: HOLLywood 9-5107

President.....D. K. Broadhead  
 Vice Pres. of Mgr.....Sam Salzman  
 Comptroller.....Irving M. Huncilman  
 Sales Manager.....Hal G. Neely  
 Wash., D. C. Mgr. & Contr. Dir.....W. S. Adams  
*Services Offered:* Processing and pressing transcriptions, phonograph, slide film and promotion recording. Hi-speed magnetic tape duplicating records. All types, sizes, and speeds. Complete recording facilities available.

## AM-PAR RECORD CORP.

1501 Broadway, New York 36, N. Y.

Phone: LONgacre 3-5515

President.....Samuel H. Clark  
 Vice President.....Harry Levine  
 Treasurer.....Simon B. Siegel  
 Assistant Treasurer.....Harry J. Wright  
 Secretary.....Edith Schaffer  
*Services Offered:* Recording and distributing of phonograph records.

## ARTISTS RECORDING STUDIOS

818 Grand Ave., Kansas City 6, Mo.

Phone: HA 1-6109

Owner.....Bill L. Godden

*Services Offered:* TV and radio air checks, TV sound production, tape recorder rentals, phonograph masters and pressings, tape and disc copies, sync cutting tables, complete effects libraries, studio facilities.

## ASSOCIATED PROGRAM SERVICE (Div. of Muzak Corp.)

229 Fourth Ave., New York 3, N. Y.

Phone: ORchard 4-7400

Vice-Pres. & Gen. Mgr.

Edward Hochhauser, Jr.

*Services Offered:* A transcription library comprised exclusively of radio music not available on phonograph records; including jingles for advertisers, time, weather, dollar-day spots and shopping-days-till-Christmas jingles. Also TV production music library and special transcription library for industrial slide film producers.

## AUDIO-MASTER CORP.

17 East 45th St., New York 17, N. Y.

Phone: OXFord 7-0725

President.....Herbert Rosen

*Service Offered:* Transcriptions; mood and bridge music library; three speed record and transcription players.

## AUDIO-VIDEO RECORDING CO., INC.

730 5th Ave., New York 19, N. Y.

Phone: JUDson 6-5095

President, Secy.....Julius Impellazzeri  
 V.P., Treas.....Charles T. Lynch  
 Sales Manager.....Robert Foster

*Services Offered:* Facilities for recording for radio and TV, disc mastering and dubbing, mfr. facilities for transcription and phonograph records, mass tape duplications for radio, educational, religious and industrial programs; complete program production service.

## A-V TAPE LIBRARIES, INC.

730 Fifth Avenue, New York 19, N. Y.

Phone: JU 6-5095

President, Secretary.....Julius Impellazzeri  
 Treasurer.....Edward J. Mearsheimer  
 Sales Manager.....Ray Rand  
 Production Manager.....John Beaumont

*Services Offered:* Full library of recordings on magnetic tape, including popular, dance, jazz, Latin American, square dance, polka, folk songs and ballads, classical, educational, religious and seasonal selections for retail to consumer; available on 7, 5 and 4 inch in program size reels in two speeds, 7½ and 3¾ ips—dual and binaural tracks—playing time half to one hour.

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**Only RCA Thesaurus offers so many exclusive time-selling and programming features**

Selling radio time to sponsors requires the *right* sales tools. Making radio pay off for sponsors also requires the *right* programming for attracting and holding *many* listeners. On both counts, more and more of today's most successful radio stations are building up their profits with *RCA Thesaurus*. Because *RCA Thesaurus* offers proven audience-getting shows and sales tools like jingles, commercial sales aids, echo attention-getters, sponsor-selling gimmicks, sales-clinching attention-getters . . . because this library service is so broad in scope and so complete in its follow-through . . . because it is kept constantly up to date with 50 sales-making and audience-building releases monthly . . . because it's right in step with current radio listening trends, *RCA Thesaurus* actually *pays for itself many times over!* For full information and dollar-and-cents proof of how *RCA Thesaurus* can help you, write, wire or call your nearest RCA Recorded Program Services office.

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**Frank Luther Fun Show** — with unlimited programming versatility.



**Jimmy Powers in The Great Rice Story** based on the national best-seller, "The Tumult and The Shout"

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**Nelson Eddy's Penthouse Party**, 5 half-hours weekly.

**RCA Thesaurus offers 27 Headline Features with Big-Name Stars**



**Phil Spitalny in The Hour Of Charm**, 1 half-hour weekly.



**Wayne King Serenade**, 1 half-hour weekly.



**George Melachrino in The Melachrino Musicale**, 3 quarter hours weekly.

**Only RCA Thesaurus offers Sell-Effects like these . . .**



Weather, Time, and Shipping jingles.



Echo attention-getters. Feature program signatures.



Audition discs.

**Only RCA Thesaurus offers**



Advance Marketing Bulletins.



Time-Selling Brochures.

**Only RCA Thesaurus offers**



"The Christmas Miracle of Jasper Crow"

**these Famous Holiday Shows . . .**



"The Story of the Nativity"



"A Christmas Visit with Ted Malone"



"A Christmas Carol"



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"SHOP AT THE STORE WITH THE MIKE ON THE DOOR"



The most powerful, complete and successful plan ever for selling more local time.

. . . and 2,000 singing commercials



2,000 singing commercial jingles for over 70 sponsor categories; and commercial sound effects for 35 types of sponsors.

se Fully-Recorded Shows . . .



"at Days We Honor" for 40 important religious holy days and patriotic holidays. Fully-recorded quarter hours.

. . . and these Special Shows



Ralph Flanagan in "Quicks-Guiz". 5 five-minute shows weekly.

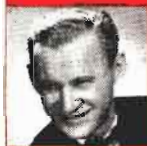


"Do-It-Yourself" Show. 3 quarter-hours weekly.



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se these . . .



Sammy Kaye Show; 5 quarter-hours weekly.



Hank Snow and his Rainbow Ranch Boys; 5 quarter-hours weekly.



Jess Melis



Johnny Desmond



June Valli

se Sales Aids . . .



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Only RCA Thesaurus offers Weekend Shoppers Special . . .



Weekly half-hour program designed for sponsors who want to reach big weekend shoppers' market.

and 89 quarter-hours of . . .



Planned Programming Weekly . . . complete with continuity service.

a basic library of approximately 5,000 musical selections, jingles and sell-effects . . . cataloging . . . disc storage cabinets . . . monthly releases.



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program  
services

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RCA VICTOR RECORD DIVISION

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Murray Hill 9-7200

445 N. Lake Shore Drive, Chicago 11, Ill.  
Whitehall 4-3530

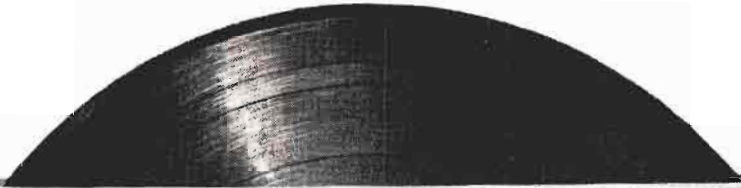
522 Forsyth Bldg., Atlanta 3, Ga.  
LAmar 7702

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1016 N. Sycamore Ave., Hollywood 38, Cal.  
OLdfield 4-1660

# your **ONE SOURCE** for a complete record service

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**SHIPPING** — fully staffed department charged with the responsibility for meeting your deadline.

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IN THE WEST **ALLIED RECORD MANUFACTURING COMPANY**  
1041 NORTH LAS PALMAS, HOLLYWOOD, CALIFORNIA    HOLLYWOOD 9-5107

**AUDIVOX RECORDS, INC.**

140 West 57th St., New York 19, N. Y.  
Phone: PLaza 7-5685

Owners... Raymond Scott, Dorothy Collins,  
Leonard Wolf  
Treasurer ..... Bob Briody  
General Manager..... Leonard Wolf

*Services Offered:* Manufacturers of phonograph records for commercial use in all speeds, 78, 45 and 33 1/3 r.p.m.

**BELL SOUND STUDIOS, INC.**

247 W. 46th St., New York 36, N. Y.  
Phone: JU 2-4812

President ..... Allen Weintraub  
Secy.-Treas. .... Daniel Cronin

*Services Offered:* Complete services for tape, disc and film recording with studio production facilities. Masters (standard and microgroove), N.A.B. Standard transcriptions for broadcast or audition. Remote and location recording for broadcast and film.

**CADENCE RECORDS**

10 E. 49th St., New York 17, N. Y.  
Phone: MUrray Hill 8-6151

President ..... Archie Bleyer  
Vice President..... J. P. Delaney

*Services:* Recording, production, manufacturer, distribution.

**S. W. CALDWELL, LTD.**

447 Jarvis St., Toronto 5, Ontario, Canada  
Phone: WALnut 2-2103

President ..... Spence Caldwell  
Vice Pres., Prod..... Gordon F. Keeble  
Comptroller..... S. H. Coxford  
Creative Director..... John N. Heaton  
Sales Executives..... George Proctor,  
G. B. Quinney, Sid Banks

*Services Offered:* Radio and television syndicated shows produced in United States and abroad, packaged on transcription, tape, film; also distribute tape recorders, transcription players. Tele-Prompter, Rear-screen projection units, music and sound effects libraries; produce commercials (live, tape, film).

**CAPITOL RECORDS, INC.**

Custom Services Department

5515 Melrose Ave., Hollywood 38, Calif.  
Phone: HOLlywood 3-7114

151 West 46th St., New York 36, N. Y.  
N. Y. Phone: COlumbus 5-4758

President ..... Glenn Wallichs  
Vice-President ..... James Bayless  
Manager ..... Thomas H. Mack  
Eastern Sales Manager..... Herbert I. Sachs

*Services Offered:* Custom recording for records, radio and television; mastering, processing and pressing; full library of production music.

*Mood Music*

for

**TV FILMS**

**INDUSTRIAL**

**DOCUMENTARY FILMS**

and **FEATURE**

**Motion Pictures**

Five complete recordings of  
the following libraries:

**VIDEO MOODS — MAJOR**

**— BRULL — ODEON —**

AND

**FRANCIS, DAY & HUNTER**

Also the largest selection of sound effects records in existence. Anything from a "cat's meow to a lion's roar" all on

**MAJOR RECORDS**

SEND FOR FREE CATALOGUE

**THOMAS J. VALENTINO, INC.**

*Established 1932*

150 West 46th Street

Dept. RD

New York 36, N. Y.

*Music Clearance on Above Catalogues  
Arranged by Our Firm*

**CENTURY RECORD MFG. CO.**

160 West Olive Ave., Burbank, Calif.

Phone: VICTORIA 9-1593

Sr. Partner.....James B. Keysor  
 Plant Manager.....James B. Keysor, Jr.  
 Sales Manager.....Richard B. Keysor

*Services Offered:* Complete services for recording, processing and pressing electrical transcriptions and phonograph records. Licensed by Western Electric for lateral or vertical recording.

**COASTAL RECORDING CO., INC.**

136 W. 52 St., New York 19, N. Y.

Phone: Circle 6-3900

Managing Director.....Arthur Shaer

*Services Offered:* Complete recording and transcription service—sound effects library, Hammond organs, celeste, Steinway grands. Echo chamber, DuKane 30/50 cycle slide projector, Ampex tape recording.

**COLUMBIA RECORDS, INC.**

Division of CBS, Inc.

799 Seventh Ave., New York 19, N. Y.

Phone: Circle 5-7300

President.....James B. Conkling

Executive Vice-Pres.....Goddard Lieberson

V.P., Gen. Mgr. Cryton Precision

Prods.....James H. Hunter

Vice-Pres. Chg. of

West Coast Op.....A. J. Schrade

V.P., Dir. Ops. Electronic

Prods.....Paul J. Wexler

Vice Pres., Chge. Mfg...Herbert Greenspon

Vice Pres., Gen. Mgr., Columbia

LP Record Club.....Norman A. Adler

Controller.....W. G. Wilkin

General Auditor.....Arthur S. Padgett

*Services Offered:* Records, phonographs needles, electrical transcriptions, plastic products.

**COLUMBIA TRANSCRIPTIONS**

(A Service of Columbia Records)

799 Seventh Ave., New York 19, N. Y.

Phone: CI 5-7300

Director.....Albert Shulman

National Sales Mgr.....Calvin Roberts

Chicago Mgr.....Girard Ellis

*Services Offered:* All facilities pertaining to record production from script, casting, direction and engineering to processing, pressing, handling, mailing and shipping of all sizes and speeds of records and transcriptions.

**COMMODORE PRODUCTIONS AND ARTISTS, INC.**

971 N. La Cienega, Hollywood 46, Calif.

Phone: OLYMPIA 2-2995

Pres. and Exec. Prod....Walter White, Jr.

Associate Prod.....Bill Heath

Production Mgr.....Vernon Keays

Coordinator.....Eleanor Payne

*Services Offered:* Creators and producer-of tape and open-end recordings such as our "Hopalong Cassidy," "Tarzan," "The Clyde

**\* PROVEN QUALITY!**

**COASTAL RECORDING COMPANY, Inc.**

COASTAL "40"

80 West 40th Street

COASTAL "52"

136 West 52nd Street

New York, N. Y. --- Circle 6-3900

- Complete recording facilities
- Dukane 30/50 cycle Automatic Slide Film Tone Generator.
- Fine quality
- 16MM film synchronization
- Dependable rapid service
- Experienced personnel . . . have resulted in a representative clientele.

\* Proven by repeated patronage of New York's finest advertising agencies.

**ARTHUR SHAER**

*Executive Vice-President*



Beatty Show," AM & TV, "Down Our Way," "Strollin' Tom," etc. All are 30 min. vehicles excepting "Strollin' Tom," which is a quarter hour open end.

**GORDON M. DAY PRODUCTIONS**

108 E. 30th St., New York 16, N. Y.

Phone: ORegon 9-3595

Writer-Composer.....Gordon M. Day  
 Producer-Director .....Carol Bulkley  
 Production Manager.....Edith Adelson  
 Treasurer.....Leo L. Reich

Services Offered: Specialists in writing, producing and recording singing commercials and spots of all types, and serving a-radio-TV consultants to advertising agencies.

**DECCA RECORDS, INC.**

50 W. 57 St., New York 19, N. Y.

Phone: Columbus 5-2300

Mgr., Special Service.....Claude Brennan  
 Services Offered: Custom pressing, premium records.

**DERYCK WARING RECORDINGS**

37 E. 49 St., New York 17, N. Y.

Phone: PLaza 8-2910

Owner, Chief Engineer.....Deryck Waring  
 Sales & Promotion.....Marion I. Waring

Services Offered: Steinway piano, Ampex tape machines, Scully lathe, 16 mm projector with synchronous motor, Fairchild pic-sync generator. Heated stylus masters, 78, 45 and 35 rpm. Off-the-air, line and studio recordings. Tape editing.

**EMPIRE BROADCASTING CORPORATION**

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

**memo from** *Ed Hochhauser Jr.*

THERE'S ONLY ONE REAL  
 TV PRODUCTION MUSIC TRANSCRIPTION LIBRARY  
 AND  
 ONLY APS HAS IT !

CONTENTS:.....321 different specially arranged selections laterally recorded on 16 inch cherry red virgin vinylite.

ARTISTS:.....The very finest.

PRICE:.....\$19.50 per month, minimum one year contract.

Auditions, catalog:.....Yours on request.

**APS**  
 Associated Program Service  
 ("the library that pays for itself")  
 (A division of Muzak Corp.)  
 221 Fourth Ave., New York 3, N. Y. • ORchard 4-7400

**Phone: PLaza 9-4500**  
**President & Treasurer...**Helen D. Kelleher  
**Vice-President .....**Arthur Lubo  
**Vice-President.....**Fred de Jaeger  
**Treasurer.....**Helen D. Kelleher  
**Secretary.....**John Hughes Dwyer  
*Services Offered:* Tape—Disc recording  
 Studios—Remote work. Production—Talent.

**FINE SOUND, INC.**

711 Fifth Ave., New York 22, N. Y.  
**Phone: PLaza 3-5400**

**President.....**C. Robert Fine  
**Exec. V.P.....**Elmer O. Wilschke  
**Recording Super.....**George Piros  
**Sales Director.....**Betty Jane Keilus  
*Services Offered:* Complete recording facilities for disc, tape and film, including mobile equipment for location work. Western Electric Film Recorders, Ampex and Fairchild tape machines, Fairchild and Scully lathes, 35 mm and 16 mm facilities. Perspecta Sound mixing and scoring.

**MITCHELL GERTZ AGENCY, INC.**

338 N. Rodeo Dr., Beverly Hills, Calif.  
**Phone: CR 4-5491**

**Owner .....**Mitchell Gertz  
*Services Offered:* TV program production, scripts, package TV programs, talent TV film production.

**HARRY S. GOODMAN PRODUCTIONS**

19 E. 53 St., New York 22, N. Y.

**Phone: PLaza 5-6131**  
**Branch Offices:** London, Eng.; Sydney. Aust.; Toronto, Can.  
**General Manager.....**Harry S. Goodman  
**Sales Mgr., Radio Dir....**Everett F. Goodman  
**Office Manager.....**William Baron  
**Musical Director.....**Dick Manning  
**Secretary.....**H. D. Knuth

*Services Offered:* Producer of syndicated transcribed radio shows, live radio shows, syndicated TV films and live TV shows. Also Custom Built AM and TV spots.

**GOTHAM RECORDING CORP.**

2 West 46th St., New York 36, N. Y.  
**Phone: JU 6-5577**

**President.....**Herbert M. Moss  
**Vice-President.....**Stephen F. Temmer  
**Dir. of Sls. & Service.....**Robert M. Volkell  
**Sales Manager.....**John A. Thayer Jr.

*Services Offered:* Tape, disc, and film recording. Five specially engineered recorded studios, 12 ampex tape machines and six disc lathes, direct mail, sales training, and premium records; writing and production staff available.

**GEORGE HEID PRODUCTIONS**

William Penn Hotel, Pittsburgh 30, Pa.  
**Phone: GRant 1-3696**

**President .....**George Heid  
*Services Offered:* Recordings, transcriptions, package programs for radio and TV, film productions, air check for radio and TV, scripts, talent.

**HOLLYWOOD SOUND STAGE**  
 26 HALF HOURS  
 RUNS THE GAMUT  
 ROMANCE—COMEDY  
 ADVENTURE  
 IN PRODUCTION

**HOLLYWOOD THEATER OF STARS**  
 156 FABULOUS ● HALF HOURS  
 FEATURING  
 THE GREATEST NAMES  
 IN HOLLYWOOD  
 NOW PLAYING

**OBSESSION MYSTERY WHODUNNITS**  
 78 HALF HOURS  
 THRILLS!  
 CHILLS!  
 SUSPENSE!  
 NOW PLAYING

MANY OTHER TOP QUALITY  
 TRANSCRIBED SHOWS AVAILABLE  
 Quality Programs At Reasonable Rates

EST. 1929  
**C. P. MacGregor**

729 S. WESTERN

HOLLYWOOD

DUNKIRK 4-4191

**ESTELLA H. KARN**

49 West 45th St., New York 19, N. Y.  
 Phone: JUDson 2-2170

Owner.....Estella H. Karn  
 Services Offered: Recording, program production and packages.

**KEYSTONE BROADCASTING SYSTEM, INC.**

111 W. Washington St., Chicago, Ill.  
 Phone: State 2-6303

President (Dir.).....Sidney J. Wolf  
 Vice-President (Dir.).....Joseph Bayer  
 Vice-President.....Noel A. Rhys  
 Vice-President.....Edwin R. Peterson  
 Vice-President.....William Bayer  
 Secretary-Treasurer (Dir.).....Arthur Wolf  
 580 Fifth Ave., New York, N. Y.

Phone: PLaza 7-1460

V.-P., East. Sales Dir.....Noel A. Rhys  
 Acct. Executive....Charles A. Hammarstrom  
 Office Manager.....Eve Waldo  
 Director of Research.....John Scanlan  
 111 W. Washington St., Chicago, Ill.  
 Phone: State 2-6303

President.....Sidney J. Wolf  
 Vice-President.....Edwin R. Peterson  
 Secretary-Treasurer.....Arthur Wolf  
 Dir. of Station Relations.....Blanche Stein  
 Traffic Manager.....Kay Coustan  
 Program Director.....Jaue McFadgen

3142 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUNKirk 3-2910

Vice-President.....William Bayer  
 Account Executive.....Henry G. Eschen  
 75 Post St., San Francisco  
 Phone: SUTter 1-7440

Account Executive.....Don Kerwin  
 Services Offered: The Keystone Broadcasting System is a transcription network which services local radio stations in their programming with transcriptions, with KBS making their time available to national advertisers and their agencies at an attractive network package rate.

At the present, there are more than 800 Keystone affiliates, located in towns with 10,000 to 250,000 population where they reach both the small town and rural markets. For the most part, these Keystone stations serve those areas which are beyond clear reception areas of the large metropolitan radio stations or other high power stations. The number of radio homes in the Keystone Primary Coverage Area total more than 25,000,000 based on Nielson Reports, or one-half millivolt where the Nielson Report is not available.

**LANG-WORTH FEATURE PROGRAMS, INC.**

113 W. 57 St., New York 19, N. Y.  
 Phone: JUDson 6-5700

President.....C. O. Langlois

**HERE'S TRANSCRIPTION SERVICE THAT CAN'T BE BEAT**



**Speed:** Faster service means Transcriptions when you want them . . . when you need them . . . without delay!

**Savings:** Most modern equipment . . . most experienced engineers . . . add-up to money-saving efficiency . . . maximum quality at minimum cost.

**Quality:** The outstanding feature of every RCA VICTOR Transcription is the quality of the sound . . . the true, faithful reproduction that makes the most of your attention-getting message.

Write, wire, or phone for details.

155 E. 24th St., New York 10, N. Y.—MU 9-7200  
 445 N. Lake Shore Dr., Chicago 11, Ill.—Whitehall 4-3215  
 1016 N. Sycamore Ave., Hollywood 38, Calif.—HO 4-5171  
 1525 McGavock St., Nashville 3, Tenn.—Nashville 5-6691



custom record sales

RADIO CORPORATION OF AMERICA • RCA Victor Record Division

**FINE SOUND INC.**

Offering the FINEst facilities in the East

Disc and Motion Picture Recording

**FINE SOUND INC.**

711 — 5th Ave., New York

PLaza 3-5400

Secretary ..... John D. Langlois  
 Vice-President ..... W. O'Keefe  
 Mgr. of West Coast Oper. .... Hugh S. Allen, Jr.  
*Services Offered:* Transcribed music library service for radio stations, advertising agencies and advertisers. Custom-built radio programs, both live and transcribed. Transcribed library of recorded music especially for television stations.

**C. P. MacGREGOR**

729 S. Western Ave., Hollywood 5, Calif.  
 N. Y. Phone: Dunkirk 4-4191

President ..... C. P. MacGregor  
 Manager ..... George R. Jones  
*Services Offered:* Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging including recording electro-plating of masters and production on vinylite pressings.

**MAGNE-TRONICS, INC.**

122 East 42nd St., New York 17, N. Y.  
 Phone: MU 7-3935

President ..... Percy L. Deutsch  
 Vice-Pres. .... Thomas L. Clarke, Jr.  
 V.P., Prog. Dir. .... Joseph F. Hards  
 Sales Marketing Mgr. .... Roger L. Thaxter  
*Services Offered:* Magne-Tronics motivational music: tape-recorded background music programs for multi-plex transmission on a subscription basis by exclusive, authorized franchises. Special program material on

tape for religious, educational, commercial and home use.

**MASTERPIECE RECORDING CO.**

28 West 44th St., New York 36, N. Y.  
 Phone: LO 4-3808

President ..... Bernard Zisser  
 Vice President ..... Paul C. Baldwin  
 Sec'y & Treas. .... Nathan Levy  
*Services Offered:* Disc, tape and film recording. Studios and remote facilities. Micro groove and standard masters and pressing. Auditions, line checks and tape editing. Transcriptions and disc duplication. Script and production service.

**M G M RECORDS**


701 Seventh Avenue, New York 36, N. Y.  
 Phone: CIRCLE 5-4820

General Manager ..... Frank B. Walker  
 Sales Manager ..... W. W. Early  
 Advertising Manager ..... Sol Handwerker  
 Director of Artists ..... Harry Meyerson  
*Services Offered:* Popular and classical records, original movie-cast albums—78, 45, 33 1/3 r.p.m.'s.

**CHARLES MICHELSON, INC.**

45 W. 45th St., N. Y. 36, N. Y.  
 Phone: PLaza 7-0695

Treasurer ..... Aaron Michaelson  
 Traffic Manager ..... R. Mantell  
 Export Manager ..... Martin Diamond  
*Services Offered:* Distributors of tran-



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**CADENCE RECORDS, INC.**  
 40 EAST 49 STREET  
 NEW YORK CITY MU 8-6151  
 Archie Bleyer, Pres.



The Greatest Name  
 In Entertainment

78 RPM

Extended Play Albums

45 RPM

33-1/3 Long Playing Records

Leader In The Field Of  
 Sound Track Albums

scribed radio program series; syndicated TV film series; EMI, Gennet-Speedy-Q; Standard Sound effect record libraries.

**MODERN RECORDING STUDIO**

55 W. Wacker Drive, Chicago 1, Ill.  
Phone: FI 6-4183

Owner.....Edwin M. Webb  
*Services Offered:* Transcription, commercial records, slide film, television sound track, microgroove and aircheck recording on tape or disc. Tape and disc copying. Tape remotes. Tape editing. Master processing and pressing.

**MUZAK CORPORATION**

229 Fourth Ave., New York 3, N. Y.  
Phone: ORchard 4-7400

President.....Harry E. Houghton  
Exec. Vice Pres.....Charles C. Cowley  
Vice Pres., Treas.....John R. Andrus  
Vice Pres., Sp. Ser...Alexander B. Motenko  
V.P., Eng. & Research...Emil F. Hembrooke  
V.P., Adv., Pro., Pub.,  
Pub. Relations....Edward Hochhauser, Jr.  
New York Operations

V.P. in Chg.....Ethel W. Maclean  
Associated Program Service Division  
V.P. & Gen. Mgr.....Edward Hochhauser, Jr.  
*Services Offered:* Background music service for industry, offices, banks, stores, supermarkets, hotels, restaurants, waiting rooms and other places where people congregate. (A.P.S. Division supplies radio & TV stations with transcription library service and is also exclusive TV distributor for all Encyclopaedia Britannica Films).

**NATIONAL MUSITIME, CORP.**

730 Fifth Ave., New York 19, N. Y.  
Phone: PLaza 7-1838

President.....Charles E. Rynd  
Vice-Pres. & Gen. Mgr.....Jerome K. Levy  
Vice-Pres. in chg. Sales....Robert Winston  
Program Director.....Gordon Myers  
Technical Director.....Howard Lawrence  
*Services Offered:* Franchised background music service pre-programmed on automatic magnetic tape. Available to FM stations and wired background music operators. Also background music location tape for factories, restaurants, etc.

**NBC RADIO RECORDING DIVISION**

30 Rockefeller Plaza, New York 20, N. Y.  
Phone: CIrcle 7-8300

Manager.....Henry P. Hayes  
Merchandise Mart, Chicago 54, Ill.  
Phone: SUperior 7-8300

Manager.....M. P. Eisenmenger  
Sheraton Park Hotel, Washington, D. C.  
Phone: Adams 4-5400

Sunset & Vine Sts., Hollywood 28, Calif.  
Phone: HOllwood 9-6161

Manager.....A. M. Wooley  
*Services Offered:* Recording, program production, scripts, package programs, and talent.

**OLMSTEAD SOUND STUDIOS, INC.**

1 East 54th Street, New York, N. Y.  
Phone: PLaza 5-1646

President.....Henry C. Olmstead  
Exec. V.P.....Richard B. Olmstead  
Vice Pres.....H. F. Landon  
*Services Offered:* Three floating studios, 24 Ampex. 3 disc lathes, film sound—all recording services.

**THE PENTHOUSE SOUND STUDIOS OF V. J. NOLA**

Steinway Hall, 113 West 57th St.  
New York 19, N. Y.

Phone: JUdson 6-0040  
WMCA Bldg. 1657 B'way, New York 19, N. Y.  
Phone: PLaza 7-4870

President.....Vincent J. Nola  
Vice President.....V. Thomas Nola  
Chief Engineer.....Stanley Bumbly  
Film Division Mgr.....V. T. Nola  
*Services Offered:* Film-Tape-Disc transcriptions for TV, radio, industry and education—studio and location. Shooting facilities—masters—processing and pressings—tape duplication. Air and line checks.

**PRESS ASSOCIATION, INC.**

50 Rockefeller Plaza, New York 20, N. Y.  
Phone: PLaza 7-1111

President.....Frank J. Starzel  
Vice-Pres., Mgr.....Oliver Gramling  
*Services Offered:* Sports Star Special—a 15-minute interview and dramatization of





personalities who are the "who's who" of the sports world; Special Assignment—a 15-minute dramatization of the exciting or unusual experiences of reporters in covering news; Personality Time—a 15-minute interview and dramatization presenting prominent personalities in the news, and from stage, screen, radio, art, science and literature.

**GEORGE LOGAN PRICE, INC.**

20828 Pacific Coast Highway, Malibu, Calif.  
Phone: Globe 6-2135

President.....George Logan Price, Sr.  
Sales Manager.....S. M. Lauch Price

*Services Offered:* Ideas, scripts, production for any type recorded program. 52 one-half hour Biblical dramas Old and New Testament.

**RCA VICTOR CUSTOM RECORD SALES DIV.**

155 East 24th St., New York 10, N. Y.  
Phone: MUrray Hill 9-7200

Vice-Pres., Gen. Mgr.....Lawrence Kanaga  
Manager.....James P. Davis  
Mgr., Custom Record

Adm. ....Emmett B. Dunn  
Artist & Repertoire Mgr.....Ben Selvin  
Advtg. & Prom. Mgr.....Frank J. O'Donnell

Custom Record Sales Sections  
Mgr. Sls. & Prod.

Planning.....Ralph C. Williams  
Chicago Manager.....A. E. Hindle  
Hollywood Manager.....R. C. Bucholz  
Nashville Manager.....Geoffrey B. Bennett  
N. Y. Mgr. Orders & Service

Richard E. Bylandt  
N. Y. Sales Rep. (Phonograph

Records).....Ralph C. Williams  
N. Y. Slide Film Rep...Marjorie B. Tahancy  
N. Y. Sales Rep.....James R. Cunnison  
Chicago Sales Rep....William C. Leonard

*Services Offered:* Recording, processing, pressing of all types of phonograph records, transcriptions, slide film and promotion records; shipping and handling.

**RCA Recorded Program Services**

Manager.....A. B. Sambrook  
Central Northeast

Sales Manager.....William F. Reilly  
Western Sales Manager.William C. Gartland  
Northeastern Sales Rep.....George Field  
Southeastern Sales Rep...Wallace D. Cochran  
Central Sales Rep.....Hugh Gravel  
Southwestern Sales Rep.....Robert Fender  
Central Northeast Sales

Rep. (Chicago).....Gus Hagenth  
Mgr. Sales Service.....Chas. Broderick  
Mgr., Sls. Prom. Services...Donald D. Axt

*Services Offered:* THESAURUS (musical program service); RCA SYNDICATED

PROGRAMS (recorded dramatic, variety, musical shows). TV film library. TV film distributor.

**Studios and Regional Offices**

155 E. 24th St., New York 10, N. Y.  
Phone: MUrray Hill 9-7200

145 North Lake Shore Drive, Chicago 11, Ill.  
Phone: Whitehall 4-3215

1016 No. Sycamore Ave., Hollywood 38, Calif.  
Phone: OLdfield 4-1660

522 Forsythe Bldg., Atlanta 3, Ga.  
Phone: LAMar 7703

1907-11 McKinney Ave., Dallas, Texas  
Phone: RiVerside 1371

1525 McGovock St., Nashville, Tenn.  
Phone: ALpine 5-6691

**RADIO FEATURES OF AMERICA**

37 W. 46 St., New York 36, N. Y.  
Phone: JUdson 2-5130

Cable Address: ARREFFAY, New York  
Executive Director.....Oliver W. Nicoll  
Assoc. Dir. of Svcs.....Sandra Munsell  
Mng. Dir. of Prod.....J. H. Macdonell  
Program Coordinator.....Eileen Ellis

*Services Offered:* Program production and consultation, syndicated transcribed programs, scripts, talent, package, live shows, phonograph records, international radio service.

**RADIO RECORDERS**

7000 Santa Monica Blvd., Hollywood 38, Cal.  
Phone: HOLlywood 3-3282

Chair. of Bd., Secy. & Treas...H. DeVoe Rea  
President.....G. Howard Hutchins  
Vice-President.....J. Joseph Sameth  
Vice-President.....H. L. Bryant  
Vice-President.....E. F. Dummel

*Service Offered:* Complete recording facilities.

**RADIOZARK ENTERPRISES, INC.**

1121 S. Glenstone St., Springfield, Mo.  
Phone: 2-4422

Vice-President, Mgr.....E. E. Siman, Jr.  
Vice-President, Mgr.....John B. Mahaffey

*Services Offered:* Transcribed and network country music features. Current programs: Tennessee Ernie Show, Red Foley Show, Smiley Burnette Show, Saddle Rockin' Rhythm, Carter Sisters.

**REEVES SOUND STUDIOS, INC.**

304 East 44th St., New York 17, N. Y.  
Phone: OREGon 9-3550

President.....Hazard E. Reeves  
Vice-President.....Chester L. Stewart  
Mgr.—Film Div.....Richard Vorisek  
Mgr.—Disc Div.....John Vorisek  
Chief Engineer.....Lyman J. Wiggan

*Services Offered:* Sound recording for motion pictures and television, transcriptions.



**ROCKHILL RECORDINGS**

18 E. 50 St., New York 22, N. Y.

Phone: PL 9-7979

President .....Janet Taylor  
 Manager.....Leo J. Launer  
 Chief Engineer.....Herbert Kaplan  
 Sales Manager (Recording)..Fred Freeman

*Services Offered:* Studio recordings; Off-the-air and off-the-line recordings; Masters; Shellac and vinylite pressings; Electrical transcriptions; Television-audio recordings; Tape recordings. Location recording.

**SESAC INC.**

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

Phone: MUrray Hill 5-5365

President .....Paul Heinecke  
 Secretary-Treasurer.....R. C. Heinecke  
 Asst. to President.....E. S. Prager  
 Prod. Manager.....Robert S. Stone  
 Publicity & Prom.....Alice J. Heinecke  
 Traffic.....I. K. Weiss

*Services Offered:* Transcribed library including many categories: jazz, American folk, barbershop, hill billy, concert, Spanish, novelties, band, religious. Script service including special continuities for holidays. 8500 Bridges, moods and themes. Saleable shows built from the library, production and sales aids.

**THE CHARLES E. SKINNER PRODUCTIONS**

1600 Broadway, New York 19, N. Y.

Phone: CIrcle 6-6915

Exec. Producer-Pres....Charles E. Skinner  
 Sec'y-Treas., Gen. Mgr.....Ray Rand  
 Script Editor.....Nelson Gidding  
 Film Editor.....Alan Crosland Jr.  
 Production Executive.....Tom C. Curtis  
 Music Editor.....Alphonse Corelli  
 Musical Directors.....Skitch Henderson,  
 Ted Royal

*Services Offered:* Creators & producers of TV, theatrical, and sls. influence films. Producing Contractors, Adapters and consultants to package show producers, advertising agencies or sponsors. Production facilities in New York, Florida and Hollywood.

**HARRY SMITH RECORDING STUDIOS, INC.**

48 West 48th St., New York 36, N. Y.

Phone: CI 6-5171

President .....William Lackenbauer

Treas. ....Milton Lackenbauer  
 Sec'y .....Larry DeMars

*Services Offered:* Recording studios, transcription service, air checks, etc.

**CUSTOM RECORDS, INC.**

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

Phone: MUrray Hill 7-6290

Factory: Milton Rd., Rye, N. Y.

Phone: RYe 7-1322

President .....R. I. Mendels  
 Vice President .....K. R. Smith

*Services Offered:* Manufacturer of phonograph records. Recording studio available.

**TELAVIX STUDIOS, INC.**

216 Tremont St., Boston 16, Mass.

Phone: LIberty 2-9161

Pres. & Treas.....M. Pesanelli  
 Exec. Sec'y.....Mrs. M. Jones

*Services Offered:* TV films, air checks, tape master, full transcription services, full filming services, film and tape editing rooms.

**L. S. TOOGOOD RECORDING CO.**

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

Phone: CEntal 6-5275

Owner.....L. S. Toogood

*Services Offered:* Transcription service and magnetic tape duplicating.

**TRANSCRIBED RADIO SHOWS**

2 W. 47th St., New York 36, N. Y.

Phone: GIbralter 2-3201

President.....M. E. Moore  
 General Manager.....B. Crane

*Services Offered:* A series of Christmas Spot Jingles for 15-, 20-, 30-second spot announcements, spots made to order.

**TRANSCRIPTION SALES, INC.**

117 W. High St., Springfield 35, O.

Phone: 2-4974

President.....J. P. Williams

*Services Offered:* Open end transcriptions—quarter hour and five minute programs, featuring "Singin' Sam," Mullen Sisters, Charlie Magnante.

**RICHARD H. ULLMAN, INC.**

295 Delaware Ave., Buffalo 2, N. Y.  
Phone: CLeveland 2066

*Production Dept.*

2133 N. W. 11th Ave.  
Miami 37, Fla.

- President.....Richard H. Ullman
- Exec. V.P.....Marvin A. Kempner
- Treasurer.....M. C. Thorn
- Secretary.....Edward H. Kavinoky
- Production Manager.....R. D. Buchanan

*Services Offered:* Spot-Lite Spots, ten second copy aids packaged for radio stations; Tune-O, musical give-away show; \$Dollar Derby\$, a participation auction program; Beatrice Kay Show; Barbership Harmonies; Joe McCarthy Speaks—100 five minute programs featuring one of baseball's greats.

**UNITED FILM & RECORDING STUDIOS**

301 East Erie St., Chicago 11, Ill.

Phone: SUPERior 7-9114

- Pres. & Exec. Producer.....Wm. L. Klein
- Vice-President.....Wm. C. Hutchings
- General Mgr.....John Brunn

*Services Offered:* Completely equipped shooting-sound stages and recording studios; creative and production services; everything for tape, disc and film; music and sound effects libraries.

**UNITED RECORDING LABS.**

1650 Broadway, New York 19, N. Y.

Phone: CI 7-3718, 2089

- Partners.....George Adams, Anita Smith

*Services Offered:* Commercial spots, electrical transcriptions, complete sound recording service, on records and tape, air checks.

**UNIVERSAL RECORDERS, INC.**

6757 Hollywood Blvd., Hollywood 28, Calif.

Phone: HOLLYWOOD 9-8282

- Owner, Pres.....Arthur B. Hogan
- General Manager.....Roger LeFont

*Services Offered:* All types of recording on acetate, magnetic tape and magnetic film for transcription, phonograph records and film use.

**UNIVERSAL RECORDING CORP.**

111 E. Ontario St., Chicago 11, Ill.

Phone: MI 2-6465

- President.....Milton T. Putnam
- Vice-President.....A. B. Clapper
- Secretary-Treasurer.....Robert A. Weber
- Comptroller.....Tony Parri

*Services Offered:* Recording, transcriptions, package programs, masters, pressings, and sound track for slide

**THOMAS J. VALENTINO, INC.**

150 W. 46th St., New York 36, N. Y.

Phone: CIRCLE 6-4675

- President.....Thomas J. Valentino
- Vice-Presidents.....Michael T. Valentino, Elsie F. Valentino

*Services Offered:* Mood music for TV, sound effects of all types, miscellaneous recordings.

**WESTERN RECORDERS**

6000 Sunset Blvd., Hollywood 28, Calif.

Phone: HO 3-6811

- Owner.....H. Dixon McCoy
- Managers.....T. Robinson, D. Blatis

*Services Offered:* Tape and Disc. Recording-Assembly and Editing. Radio Broadcasting from our Studios.

**WORLD BROADCASTING SYSTEM**

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

Phone: MURRAY Hill 8-4700

5255 Clinton St., Los Angeles, Calif.

- President.....John L. Sinn
- Chairman of Board.....Frederic W. Ziv
- Vice-President.....Robert W. Friedheim
- General Manager.....Pierre Weis
- Sales Manager.....Dick Lawrence
- Southern Div. Sls. Mgr.....James Weathers
- Eastern Div. Sls. Mgr.....Ken Joseph

*Services Offered:* Sales and program transcription service for radio and TV.

**ZAHLER MUSIC LIBRARY**

8420 Fournain Ave., Los Angeles 48, Cal.

Phone: OLDFIELD 4-3799

- President.....Gordon Zahler

*Services Offered:* Background music for TV filmed series.

**FREDERIC W. ZIV CO.**

1529 Madison Rd., Cincinnati 6, O.

Phone: PLaza 1-1323

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

Phone: MURRAY Hill 8-4700

- President.....Frederic W. Ziv
- Vice-President (Executive)...John L. Sinn
- V.P., Chg. of Prod.....Herb Gordon
- Sales Mgr.....Ben Philley
- Treasurer.....Joseph L. Moore

*Services Offered:* Transcribed radio programs for local and regional sponsorship.

# ORGANIZATIONS

Personnel — Addresses — Unions  
 Guilds — Associations — Radio-TV Groups



## ACADEMY OF TELEVISION ARTS AND SCIENCES

9126 Sunset Boulevard, Los Angeles 46, Calif.  
 CRestview 4-5209

### OFFICERS

President ..... Don DeFore  
 1st Vice-President ..... Johnny Mercer  
 2nd Vice-President ..... Robert Longenecker  
 Secretary ..... Hal Hudson  
 Treasurer ..... Hal Roach, Jr.  
 Executive Secretary ..... Thomas Freebairn-Smith

### FUNCTIONS

A non-profit organization dedicated to the advancement of television. Its most important function is the Annual Awards Banquet when the coveted "Emmy" is awarded for outstanding achievements in the industry.

## ACTORS EQUITY ASSOCIATION

45 W. 47 St., New York 36, N. Y.  
 Plaza 7-7660

### OFFICERS

President ..... Ralph Bellamy  
 1st Vice-President ..... Raymond Massey  
 2nd Vice-President ..... Frank Maxwell  
 3rd Vice-President ..... Frederick O'Neal  
 4th Vice-President ..... Margalo Gillmore  
 5th Vice-President ..... Donald LaMon  
 Treasurer ..... Paul Dullzell  
 Recording Secretary ..... John Effrat  
 Exec. Sec. .... Angus Duncan  
 Counsel ..... Herman E. Cooper

### BRANCH OFFICES

612 N. Michigan Ave., Chicago 11, Ill.  
 6636 Hollywood Blvd., Hollywood 28, Calif.  
 230 Jones St., San Francisco 2, Calif.  
 519 Jarvis St., Toronto, Ont.

### COUNCIL

Joseph Anthony, Donald Cook, Robin Craven, John Drew Devereaux, Mildred Dunnock, John Emery, John Forsythe, Florida Friebus, Larry Gates, Marjorie Gate-son, Wynne Gibson, Richard Gordon, Margaret Hamilton, Helen Hayes, Del Hughes, Kim Hunter, George Ives, Dennis King, Ruth Matteson, Ruth McDevitt, Scott McKay, Katherine Meskill, Thomas Mitchell, Claudia Morgan, Lloyd Nolan, Elliott Nugent, Leonard Patrick, Robert Preston, William Redfield, William G. Roerick, Polly Rowles, Edmon Ryan, Jane Seymour, Kent Smith, Chester Stratton, William Talman, Frederic Tozere, Lee Tracy, Jane White, Eleanor Wilson, Lois Wilson, Jeanna Belkin, Paul B. Brown, Miriam Burton, Joseph J. Caruso, Jack Dabdoub, Robert Flavelle, Betty Jane Keating, Judson Laire, Edith Meiser, Dick Moore, Joan Morton, May Muth, David Orrick, Neve Patterson, F. Douglas Rideout, James Schlader, Hiram Sherman, Stanley Simmonds, Cornelia Otis Skinner, Ralph Strane, Ann Thomas, Ted Thurston, Eddie Weston, Blanche Yurka.

## THE ADVERTISING COUNCIL, INC.

25 West 45th Street, New York 36, N. Y.  
 Judson 2-1520

### OFFICERS

Chairman ..... Louis N. Brockway  
 Vice-Chairman ..... Lee H. Bristol  
 Vice-Chairman ..... Leo Burnett  
 Vice-Chairman ..... John C. Sterling  
 President ..... Theodore S. Repllier  
 Vice-President ..... Allan M. Wilson  
 Vice-President ..... George P. Ludlam  
 Secretary ..... Frederick R. Gamble  
 Treasurer ..... Paul B. West  
 Radio-TV Director ..... Gordon C. Kinney  
 Pub. Rel. Director ..... Maxwell Fox

### BRANCH OFFICES

1200 18th Street, NW, Washington 6, D. C. STerling 3-9153. T. S. Repllier, Chicago.  
 203 N. Wabash Ave., Chicago 1, Ill. RAndolph 6-1753. L. S. Schwartz, midwest representative.

1680 N. Vine Street, Hollywood 28, Cal. HO 7-7166.  
 R. C. Coleson, West Coast Representative.

425 Bush Street, San Francisco 8, Cal. GA 1-6868.  
 Charles W. Collier, (AAW).

### FUNCTIONS

A non-profit organization representing all phases of advertising and dedicated to the uses of advertising in the public service.

## ADVERTISING FEDERATION OF AMERICA

250 W. 57th St., New York 19, N. Y.  
 Circle 6-2431

### OFFICERS

Chairman of the Board ..... B. R. Donaldson  
 Vice-Chairman of the Board ..... R. M. Feemster  
 President ..... Elan G. Borton  
 Secretary ..... Viola Erickson  
 Treasurer ..... William G. Werner

### FUNCTIONS

An organization of advertising clubs, national advertising groups and companies interested in advertising to:

To help make advertising increasingly more effective.  
 To raise continually higher standards of advertising practice.

To promote better public understanding of advertising.

To promote cooperative effort in advertising.

To encourage improvement in advertising education.

## ADVERTISING RESEARCH FOUNDATION, INC.

11 W. 42 St., New York 36, N. Y.  
 LOngacre 3-5100

### OFFICERS

Chairman ..... Fred B. Manchee  
 Vice-Chairman ..... J. Ward Maurer  
 President ..... William A. Hart  
 Treasurer ..... E. P. Seymour  
 Managing Director ..... A. W. Lehman  
 Technical Director ..... D. B. Lucas  
 Secretary ..... Edward F. Herrick

### FUNCTIONS

To further scientific practices in advertising and to promote greater effectiveness in advertising and marketing through impartial and objective research.

## AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

420 Lexington Ave., New York 17, N. Y.  
 LEXington 2-7980

### OFFICERS

Chairman of the Board ..... Henry G. Little  
 Vice-Chairman ..... Robert D. Holbrook  
 President ..... Frederic R. Gamble  
 Secretary-Treasurer ..... George H. Weber  
 Vice-Presidents ..... Richard L. Scheidker, Kenneth Godfrey, A. A. Nelson, Richard Turnbull  
 Exec. Sec'y-Treas. .... W. H. Haase

### FUNCTIONS

The national organization of the advertising agency business. Aims: To foster, strengthen and improve the advertising agency business; to advance the cause of advertising as a whole; to give service to members.

## AMERICAN COMMUNICATIONS ASSOCIATION

5 Beekman St., New York 38, N. Y.  
 COrtlandt 7-1374

### OFFICERS

President ..... Joseph P. Selly  
 Secty.-Treas. .... Joseph F. Kehoe  
 Vice-Pres. .... William Bender

### BRANCH OFFICES

Eastern Branch, 1737 Chestnut Street, Phila. 3, Pa.  
 Phone: LO 4-1251. Mort Borrow, Chairman.



Atlantic Branch, 5 Beekman St., N. Y. C. 38, N. Y. Phone: CO 7-1734. W. Bender, Chairman.

FUNCTIONS

Independent Union, Broadcast Department devoted to organization of all employees in the Radio Broadcasting Industry, excepting Musicians and Actors.

AMERICAN FEDERATION OF MUSICIANS

570 Lexington Ave., New York 22, N. Y. Plaza 8-0600

OFFICERS

Pres. James C. Petrillo
Vice-Pres. C. L. Bagley
Secretary Leo Cluesmann
Treasurer Harry J. Steeper

EXECUTIVE COMMITTEE

Wm. J. Harris, Stanley Ballard, Herman D. Kenin, George V. Clancy, Walter M. Murdoch.

BRANCH OFFICES

175 W. Washington St., Chicago 2, Ill. Phone: STate 2-0063.
220 Mt. Pleasant Ave., Newark 4, N. J. Phone Humboldt 2-8010. Harry J. Steeper, Treas.

AMERICAN FEDERATION OF TELEVISION & RADIO ARTISTS (AFTRA)

15 W. 44th St., New York 36, N. Y. V. A. 6-1810

NATIONAL OFFICERS

President Frank Nelson
1st Vice-President Clayton Collier
2nd Vice-President John Gannon
3rd Vice-President Conrad Nagel
4th Vice-President Olan Soole
5th Vice-President Tyler McVey
6th Vice-President Ernie Winstanley
7th Vice-President Ray Michael
Recording Secretary Janet Baumhoyer
Treasurer Elizabeth Morgan
National Executive Secretary George Heller

BRANCH OFFICES

6331 Hollywood Blvd., Hollywood 28, Cal. Hollywood 4-5125. Claude L. McCue, Western Regional Director.
102 E. Hubbard St., Chicago 11, Ill. Whitehall 3-1344. Raymond A. Jones, Central Regional Director.

FUNCTIONS

Union affiliated with A. F. of L., representing radio and TV performers (actors, singers, announcers), for collective bargaining purposes.

AMERICAN GUILD OF MUSICAL ARTISTS

247 West 64th St., New York 36, N. Y. COtumbus 5-3687-8-9

NATIONAL OFFICERS

Honorary President Lawrence Tibbett
President John Brownlee
1st Vice-President Jascha Heifetz
2nd Vice-President Leopold Sachse
3rd Vice-President Betty Stone
4th Vice-President Astrid Varnay
5th Vice-President Tilda Morse
Treasurer Jerome Hines
Recording Secretary Elizabeth Hoepfel
National Executive Secretary Hyman R. Faine
Acting Nat'l. Exec. Sec. Mortimer Becker

BRANCH OFFICES

6636 Hollywood Blvd., Hollywood, Cal. Phone: HO 2-2334. Lee Harris, Rep.
421 Phelan Bldg., 760 Market St., San Francisco, Calif. Phone: EX 2-6990. Charlotte Cohelan, Rep.
215 S. Broad St., Philadelphia, Pa. Phone: KI 5-4310. Edward Davis, Rep.
100 W. Monroe St., Chicago, Ill. Phone: CE 6-9050. Sanford Wolff, Rep.

FUNCTIONS

A labor organization having jurisdiction in the fields of opera, concert, ballet and dance; a branch of the Associated Actors and Artists of America. Its scope is nationwide, covering the United States and Canada, and its activities consist of protecting the interests and working conditions of its members in the above

fields as well as the furthering and expansion of opera, concert and ballet institutions and performances throughout the United States and Canada.

AMERICAN GUILD OF VARIETY ARTISTS (AGVA)

1697 Broadway, New York 19, N. Y. Circle 6-7130

OFFICERS

National Administrative Secretary Jackie Bright
President Joe E. Lewis
1st Vice-President Allan Walker
2nd Vice-President Joe Campo
3rd Vice-President Joe Evans
Treasurer Frank Ross
Recording Secretary Joe Smith

BRANCH OFFICES

1697 Broadway, N. Y. 19, N. Y.; Phone: CI 6-7130
Eastern Regional Director Lou Smoley
64 W. Randolph St., Chicago, Ill.; Phone: CEntal 6-5561
Mid-West Regional Director Ernie Fast
6513 Hollywood Blvd., Hollywood 28, Calif.; Phone: HOLlywood 4-8281
Western Regional Director Irvin Mazzei

AMERICAN MARKETING ASSOCIATION

1525 East 53rd St., Chicago 15, Illinois MU. 4-5267

OFFICERS

President Ira D. Anderson
Vice-Presidents Charles W. Smith, David E. Faville, Howard L. Stier
Secretary Hugh G. Wales
Treasurer LeRoy F. Church
Executive Director Wm. C. Gordon, Jr.

BRANCH OFFICES

35 Chapters in 35 American Cities.

FUNCTIONS

A non-profit organization dedicated to the advancement of science in marketing. Membership open to all persons actively engaged in the field of marketing.

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION

370 Lexington Ave., New York 17, N. Y. MUrray Hill 5-2000

OFFICERS

President Richard W. Slocum
Vice-President William Dwight
Secretary W. J. Blackburn
Treasurer D. Tennant Byran
General Manager Cranston Williams

BRANCH OFFICE

360 N. Michigan Ave., Chicago 1, Ill. Phone: Franklin 2-3746; George N. Dale, Chairman.
ANPA Research Laboratory, Box 598, Easton, Pa., Phone: 8159. Roy W. Prince, Technical Research Director.

FUNCTIONS

To foster and protect the business and business interests of daily newspapers.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS (ASCAP)

575 Madison Ave., New York 22, N. Y. MUrray Hill 8-8800

President Stanley Adams
Vice-President Louis Bernstein
Vice-President Otto A. Harbach
Secretary John Tasker Howard
Asst. Secretary Geo. W. Meyer
Treasurer Saul H. Bourne
Asst. Treasurer Frank H. Connor

BOARD OF DIRECTORS

Stanley Adams, Louis Bernstein, Saul H. Bourne, Gene Buck, Irving Caesar, Frank H. Connor, Paul Cunningham, Max Dreyfus, Bernard Goodwin, Donald Gray, Oscar Hammerstein II, Otto A. Harbach, John Tasker Howard, A. Walter Kramer, Alex C. Kramer, George W. Meyer, Jack Mills, Abe Olman, J. J. Robbins, Gustave Schirmer, Herman Starr, Deems Taylor, Jack Yellen, L. Wolfe Gilbert.



**BRANCH OFFICES**

In all principal cities throughout the United States.

**FUNCTIONS**

ASCAP is a performing right society through which commercial users of music obtain clearance of the right to perform publicly for profit the copyrighted works of its members.

**AMERICAN WOMEN IN RADIO AND TELEVISION, INC.**

56-34 Grand Central Term. Bldg. New York 17, N. Y. Murray Hill 9-7876

**OFFICERS**

- President ..... Jane Dalton
- WSPA, Spartanburg, S. C.
- Vice-President, Eastern Area ..... Bette Doolittle
- P. Ballentine & Sons, Newark, N. J.
- Vice-President, Southwestern Area ..... Lauri Schott
- Boore & Cummings, Houston, Texas
- Vice-President, Central Area ..... Myrtle Labbitt
- CKLW, Detroit, Michigan
- Vice-President ..... Lillian Lee
- WABE, Atlanta, Georgia
- Vice-President, West. Area ..... Jeanne Bacher
- KGST, Fresno, Calif.
- Secretary-Treasurer ..... Madge Cooper
- WMRN, Marion, Ohio
- Executive Secretary ..... Margo Anderson
- 70 E. 45th St., New York 17, N. Y.

**DIRECTORS-AT-LARGE**

- Hilda Ballestro, Evaporated Milk Assn., Chicago 1, Ill.
- Heloise Broeg, WEEI, 182 Tremont St., Boston, Mass.
- Lorane Cooley, Calif. Foods Research Inst., 1 Drumm St., San Francisco, Calif.
- Lillian Lang, BBC, N. Y. C.
- Montez Tjaden, KWTW, Oklahoma City, Okla.

**CHAPTERS**

New York City, Western New York, Philadelphia, Atlanta, Illinois, Michigan, District of Columbia, New England, Texas and "Heart of America" (including Iowa, Kansas, Missouri, Nebraska, North and South Dakota). Sooner Chapter, (Okla.); Ohio, Florida, Kentucky, New Orleans, Maryland, Minnesota, North New Jersey, Albany, N. Y., Ohio Western Reserve, Gateway (Pa.), Piedmont (S. C.).

**FUNCTIONS**

American Women in Radio and Television, Inc., is a self-supporting, non-profit organization open to all women professionally engaged in creative and administrative work in the radio and television industry or in industries directly related to radio and television broadcasting. Its purpose is to make each member a greater asset to her station and network, her clients, her community and her country.

**ARTISTS' REPRESENTATIVES ASSOCIATION, INC.**

1270 Ave. of the Americas, New York 20, N. Y. Circle 6-1379

**OFFICERS**

- President ..... Eddie Elkort
- Vice-Presidents ..... Larry Barnett, Art Weems
- Jack Russell, James Lanagan, H. C. Moore, Wm. J. O'Halloran
- Secretary ..... Milton Berger
- Treasurer ..... Joseph Singer
- Assistant Secretary ..... Ruth L. Simonson
- Counsel ..... Abraham Males

**BRANCH OFFICES**

203 N. Wabash Ave., Chicago, Ill.  
754 Century Bldg., Pittsburgh, Pa.  
116 New Montgomery, San Francisco, Calif.  
301 Fox Bldg., Detroit, Mich.

**FUNCTIONS**

Trade Association of Theatrical Agents.

**ASSOCIATED MUSIC PUBLISHERS, INC.**

589 Fifth Ave., New York 17, N. Y.  
1 West 47th St., New York 36, N. Y.  
PL 9-8470

- Chrm. of Board ..... Sydney M. Kaye
- President ..... Charles A. Wall
- Vice Presidents ..... Richard F. French,
- Benjamin V. Grasso, Karl F. Bauer
- Secretary ..... Robert J. Burton

**FUNCTIONS**

Publisher and distributor of serious music in the United States and representative of many principal serious music catalogs of Europe.

**ASSN. FOR PROFESSIONAL BROADCASTING EDUCATION**

1771 N St., N. W., Washington 6, D. C.  
Hudson 3-6620

Coordinator ..... Frederick H Garrigus NARTB

**ASSOC. OF CANADIAN ADVERTISERS, INC.**

701 Federal Building, 85 Richmond St., West, Toronto 1, Ontario  
Empire 3-8046

**OFFICERS AND DIRECTORS**

- President ..... M. M. Schneckenburger, Seagram & Sons
- Executive Vice-Pres. .... R. R. McIntosh, General Foods
- Vice-Presidents ..... T. M. Atkinson, J. J. McGill,
- R. E. Sewell
- Vice-President and Treasurer ..... G. C. Clarke
- General Manager ..... Athol McQuarrie

**FUNCTIONS**

This association was incorporated in March 1917. For 40 years the Association of Canadian Advertisers has functioned as an organization of Canadian companies promoting long-range scientific development of advertising and marketing.

**THE ASSOCIATION OF CINEMA LABORATORIES, INC.**

c/o Secretary, 1226 Wisconsin Ave., Washington 7, D. C.

- President ..... Neal Keehn
- Vice-President ..... Russell Holslag
- Secretary ..... Byron Roudabush
- Treasurer ..... George W. Colburn

**DIRECTORS**

Don M. Alexander, Robert F. Burns, George W. Colburn, Louis Feldman, Saul Jeffee, Neal Keehn, Charles E. Lager, Kern Moyse, Byron Roudabush.

**FUNCTIONS**

Organized in 1953 to deal with technical and administrative problems of motion picture laboratories in the United States, Canada and other North American countries.

**ASSN. OF NATIONAL ADVERTISERS, INC.**

285 Madison Ave., New York 17, N. Y. ORegon 9-4940

**OFFICERS**

- President ..... Paul B. West
- Vice-Presidents ..... Cy Norton, J. M. Allen
- Secretary ..... Peter W. Allport
- Chairman of the Board ..... E. W. Ebel
- Vice-Chairman ..... General Foods
- Seagram Distillers

**FUNCTIONS**

Promotes the most effective and profitable use of advertising as a tool of selling, promotes a better understanding and more effective use of advertising as a tool of management and protects the interests of national advertisers and serves their collective needs.

**ASSN. OF RADIO NEWS ANALYSTS**

24 East 39th St., New York 16, N. Y. Murray Hill 5-7400

- President ..... John MavVane
- Vice-Presidents ..... William Costello, Ned Calmer
- Executive Committee ..... George Fielding Eliot,
- Leon Pearson
- Secretary ..... Walter Cronkite
- Treasurer ..... Cesar Saerchinger
- Asst. Secy.-Treas. .... John W. Vandercook

**FUNCTIONS**

To maintain the independence and prestige of the profession and to improve the standards of analytical broadcasting and to protect the best interests of the public and the industry.



**THE AUTHORS GUILD OF THE  
AUTHORS LEAGUE OF AMERICA,  
INC.**

6 E. 39 St., New York 16, N. Y.  
Murray Hill 9-4950

President ..... Merle Miller  
Vice-Pres. .... William Schirer  
Secretary ..... Elizabeth Janeway  
Membership Secretary ..... Edith Macklin

**COUNCIL**

Martha Albrand, Cleveland Amory, Betsey Barton,  
Howard Breslin, John Brick, Samuel Grafton, John  
Hersey, Helen Hull, Leonard Kaufman, Christopher  
LaFarge, Robert J. Landry, John Lardner, Frances  
Lockridge, Richard Lockridge, Ralph Moody, Ann  
Petty, Marjorie Hillis Roulston, Rex Stout, Theodore  
H. White, Margaret Cousins, Alan Green, Norman  
Katkov, Irmengarde Eberle Koehler, Richard Bissell,  
E. G. Carey, Jonathan Daniels, Bentz Plagemann,  
Alvin Tresselt.

**FUNCTIONS**

National business organization of authors in the  
publication field.

**THE AUTHORS LEAGUE OF  
AMERICA, INC.**

6 E. 39 St., New York 16, N. Y.  
Murray Hill 9-4950

President ..... Rex Stout  
Vice-Pres. .... John Hersey  
Secretary ..... Erik Barnouw  
Exec. Sec. .... Lulse M. Sillcox  
Treasurer ..... Richard Levine

**FUNCTIONS**

The national business organization of authors and  
dramatists.

**BRAND NAMES FOUNDATION, INC.**

437 Fifth Ave., New York 16, N. Y.  
Murray Hill 5-0888

**OFFICERS**

Chairman of the Board ..... Edward R. Taylor  
(Vice-Pres., Motorola, Inc.)  
Vice-Chairman ..... Robert E. McNeal  
(President, Curtis Publishing Co.)  
Vice-Chairman ..... John H. Breck, Jr.  
(Exec. V.P., John H. Breck Inc.)  
Treasurer ..... Louis Hausman  
(Vice-President, CBS-Columbia, Inc.)

President ..... Henry E. Abt  
Vice-President ..... Nathan Keats  
Conducts a continuous year 'round educational program  
in all informational media, purpose of which is  
to emphasize to the public the benefits and services  
of manufacturers' brand names, brand competition and  
brand advertising.

**THE BRITISH BROADCASTING  
CORPORATION**

630 Fifth Ave., New York 20, N. Y.  
Circle 7-0656

**OFFICERS**

North American Rep. .... Basil Thornton  
Program Director ..... Alec Sutherland  
Program Assistant ..... Lillian Lang  
TV Officer ..... A. Singer  
Transcription Assistant ..... Marian Rouse  
Chief Engineer ..... Arthur S. Toby

**BRANCH OFFICES**

United Nations Office Room C-309, United Nations,  
N. Y. Plaza 4-1234, Ext. 3121. F. O. Walker, U. N.  
Correspondent.  
907 Natl. Press Bldg., Washington, D. C. Phone:  
Executive 3-1465. Christopher Serpel, Douglas Willis,  
Washington correspondent.

**FUNCTIONS**

Activities of the North American offices of the  
British Broadcasting Corporation cover two interre-  
lated but separate operations. The first, Eastbound  
operations, are concerned with the interpretation of  
the American scene to British audiences. The other,  
Westbound operations, are concerned with making  
available to independent radio stations and networks  
regular and specially requested programs broadcast  
from England in BBC's North American Service.

**BROADCASTING AND FILM  
COMMISSION, NAT'L COUNCIL  
OF CHURCHES**

220 Fifth Ave., New York 1, N. Y.  
ORegon 9-2968

**OFFICERS**

Exec.-Director ..... S. Franklin Mack  
Asst. Exec. Dir. .... W. B. Goodman  
Director of Television ..... Albert Crews  
Business Manager ..... Arthur W. Rhinow  
Director of Films ..... Alexander B. Ferguson  
Director of Radio ..... Ben E. Wilbur  
Assoc. Dir. of Television ..... Frank B. Nichols  
Director of Special Events ..... Arthur Austin

**BRANCH OFFICE**

5746 Sunset Blvd., Hollywood 28, Calif.  
Phone: HOLLYwood 4-7464. George Heimrich, Director.  
**FUNCTIONS**

The Broadcasting and Film Commission produces  
network radio and television programs, radio transcrip-  
tions, and television films representative of Protestant  
and Orthodox Churches.

**BROADCAST INFORMATION  
BUREAU**

535 Fifth Ave., New York 17, N. Y.  
Murray Hill 7-1668

Manager ..... J. M. Kochler  
Editor ..... Julienné (Judy) Dupuy

**FUNCTIONS**

Publishers of TV Film program directories.

**BROADCAST MUSIC, INC. (BMI)**

589 Fifth Ave., New York 17, N. Y.  
PLaza 9-1500

**OFFICERS**

President ..... Carl Haverlin  
Vice-President—General Counsel ..... Sydney M. Kaye  
Vice-Pres. in charge of Finance & Treasurer  
Charles A. Wall  
Vice-Pres. in charge of Publisher  
and Writer Relations, Sect. .... Robert J. Burton  
Vice-Pres. in Charge of Non-Radio License  
Harry P. Somerville  
Vice-Pres. in charge Station Relations. Glenn Dolberg  
Vice-Pres. in charge Foreign Relations. Jean Geiringer  
Vice-Pres. in charge Station Service. Ralph L. Harlow  
Asst. V.P. in charge of Publisher Relations  
Robert B. Sour

Assistant Treasurer ..... Robert J. Higgins

**BOARD OF DIRECTORS**

Chairman, Sydney M. Kaye, Broadcast Music,  
Inc., N. Y.; Herbert V. Akerberg, Columbia Broad-  
more; John Elmer; E. L. Jahncke, Jr.; Joseph Baudino,  
Westinghouse Radio Stations Inc., Wash., D. C.; Carl  
Haverlin, BMI, N. Y. William S. Hedges, National  
Broadcasting Co., N. Y.; Herbert Hollister, KCOL, Ft.  
Collins, Colo.; Leonard Kapner, WCAE, Pittsburgh;  
Paul W. Morency, WTIC, Hartford, Conn.; J. Leonard  
Reinsh, WSB, Atlanta; J. Harold Ryan, Storer Broad-  
casting Co., Toledo, Ohio; James E. Wollen, Mutual  
Broadcasting System, N. Y.; G. Richard Shafto, WIS,  
Columbia, S. C.

**BMI CANADA, LTD.**

229 Yonge St., Toronto 1, Ont., Elgin 0040, Wm.  
Harold Moon, Asst. Gen. Mgr.

**STATION RELATIONS**

Al Marlin, Turner Cooke, Justin Bradshaw, John  
Murphey, Robert Fuller, James L. Cox, Linn Pattee,  
Ken Sparnon, Burt Squire, Darsey Owings.

**NON-RADIO LICENSING DEPT.**

Vice-President ..... Harry P. Somerville  
Chicago Office, 360 N. Michigan Ave.; Andover  
3-5394. Stan Myers, Mid-West Representative.  
Los Angeles, 1549 N. Vine St., Hillside 7-7447;  
Lawrence Conti, Far-Western Representative.

**PROFESSIONAL DEPT.**

Julian Stearns, General Professional Mgr.; Profes-  
sional Staff, Mac Kooper, George Furness.  
Chicago Office, 360 N. Michigan Ave. Andover  
3-5349. Jimmie Cairns, Professional Representative.  
Hollywood, Calif. Office: Wm. Walters, 1549 N.  
Vine St., Hillside 7-7447. Gen. Mgr., Eddie Janis.

**FUNCTIONS**

The functions of BMI are (1) To coordinate and  
license the performing rights to music of a group of



affiliated publishers and performing rights societies; (2) to provide equal opportunity of recognition for all writers, composers and publishers.

**THE BUREAU OF BROADCAST MEASUREMENT**

85 Richmond Street West, Toronto 1, Ontario, Canada  
 EMpire 3-8046  
 President: Charles R. Vint, Colgate-Palmolive-Peet Co. Ltd., Toronto.  
 Vice-President: Horace N. Stovin, Horace N. Stovin & Company, Toronto.  
 Executive-Secretary & Treasurer: Charles J. Follett, Assoc. of Canadian Advertisers, Toronto.  
 Research & Development Director: Clyde H. McDonald, The Bureau of Broadcast Measurement, Toronto.

**DIRECTORS**

William N. Hawkins, Radio Station CFOS, Owen Sound, Ont.; G. Frank Mills, Spitzer & Mills Limited, Toronto; Neil Morrison, Canadian Broadcasting Corp., Ottawa; A. M. Sanderson, Whitehall Pharmacal (Canada) Ltd., Toronto; William E. Trimble, Baker Advertising Agency Ltd., Toronto; George S. Bertram, Swift Canadian Co. Ltd., Toronto; Robert M. Campbell, J. Walter Thompson Co. Ltd., Toronto; J. Arthur Dupont, Radio Station CJAD, Montreal; J. J. McGill, Tuckett Ltd., Hamilton, Ont.; C. W. McQuillan, Cookfield, Brown & Co., Toronto.

**FUNCTIONS**

To conduct surveys and to assemble statistical and other data relating to radio broadcasting and particularly relating to the number, distribution and listening habits of persons who are or may be listening to the various broadcasting stations at different times and from time to time.

To adopt standard methods of appraising broadcasting station coverage, and/or the listening habits of the public.

To prepare reports, charts and other forms of publicity based on surveys and statistical and other data assembled as aforesaid.

To print, publish and distribute to members the reports, charts and other forms of publicity prepared as aforesaid.

**CANADIAN ASSOCIATION OF RADIO & TELEVISION BROADCASTERS**

108 Sparks St., Ottawa 4, Ont.  
 3-4036  
 President of the Board..... F. A. Lynds  
 Exec. Vice-President..... T. J. Allard  
 Vice-President..... J. A. Dupont  
 Secretary-Treasurer..... Flora Love  
 Copyright Counsel..... Samuel Rogers  
 French Language Counsel..... Guy Roberge

**DIRECTORS**

F. A. Lynds, Moncton, N. B.; John Hirtle, Bridge-water, N. S.; George Cromwell, St. John, N. B.; F. B. Ricard, Sudbury, Ont.; Henri Lepage, Quebec, P. Q.; D. A. Gour, Rouyn, P. Q.; Rene Lapointe, Matane, P. Q.; W. Slatter, Guelph, Ont.; J. E. Campeau, Windsor, Ont.; W. T. Cruickshank, Wingham, Ont.; J. S. Boyling, Moose Jaw, Sask.; G. Gatz, Edmonton, Alta.; J. B. Craig, Brandon, Man.; H. A. Crittenden, Regina, Sask.; F. H. Elphicke, Vancouver, B. C.; M. P. Finnerly, Penticton, B. C.

**SALES OFFICE**

200 St. Clair Avenue, West, Toronto 7, Ont. Phone: WALnut 2-3334. C. W. Fenton, Sales Director.

**FUNCTIONS**

The Canadian Association of Broadcasters is a voluntary trade organization of 137 privately owned (independent) radio broadcasting stations and 25 telecasting stations in Canada.

**CATHOLIC ACTORS GUILD OF AMERICA, INC.**

Sheraton-Astor, New York 36, N. Y.  
 Circle 6-5566

**OFFICERS**

President..... Gene Buck  
 1st Vice-Pres..... Pat O'Brien  
 2nd Vice-Pres..... Jay Jostyn

Recording Secretary..... Ed Begley  
 Historian..... Jane Taylor  
 Executive Secretary..... George Buck  
 Chairman of Executive Board..... Frank McNellis  
 Chaplain..... Rt. Rev. Msgr. Vincent J. Brosnan  
 Treasurer..... Rev. Francis M. Costello

**FUNCTIONS**

Social and benevolent organization which strives to care for the spiritual and physical needs of members of the profession, regardless of creed. In particular, every effort is made to assure members of the organization of care and attention in the case of illness, hospitalization, burial whenever the need arises.

**CATHOLIC WRITERS GUILD OF AMERICA, INC.**

128 W. 71 St., New York 23, N. Y.  
 ENdicott 2-0412

**OFFICERS**

Spiritual Director..... Rev. John B. Kelly  
 President..... William Fay  
 Vice-Pres..... Richard Reid  
 Vice-Pres..... Joseph A. Duffey  
 Executive Secretary..... Eleanor M. Tucker

**FUNCTIONS AND ACTIVITIES**

A national organization of writers and persons interested in literary work. To promote the interest of writers, and to take cognizance of and make appropriate record of notable achievements in the literary world. To give to the press, screen, stage and radio the Catholic mind on Church issues.

**REGIONAL ORGANIZATION IAAB'S CENTRAL AMERICAN ASSOCIATIONS**

P. O. Box 1795  
 Panama, City, Panama  
 President..... Fernando Eleta

**FUNCTIONS**

Regional association of radio and TV broadcasters representing stations in the Caribbean and Central American countries to improve the standards of broadcasting techniques and business.

**COMPOSERS GUILD OF AMERICA**

101 Park Ave., New York, N. Y.  
 JUdson 2-4500  
 12924 Sarah Street, North Hollywood, Calif.  
 HO 2-1353; SU 2-8377

President..... Leith Stevens  
 1st Vice-President..... Winston Sharples  
 2nd Vice-President..... Walter Schumann  
 3rd Vice-President..... David Terry  
 Secretary-Treasurer..... Mack David  
 Asst. Sec. Treasurer..... Ben Ludlow  
 Executive Secretary..... Elsa Clay

**FUNCTIONS**

CGA was organized to represent composers (music and/or words) in screen, radio, TV, stage recording and transcription in establishing minimum terms and improved conditions in their employment relationships.

**COMPOSERS, AUTHORS AND PUBLISHERS ASSN. OF CAN. LTD.**

182 St. George St., Toronto 5, Ont., Canada  
 WALnut 3-8457

**OFFICERS**

President..... Sir Ernest MacMillan Mus. D. (Oxon.)  
 General Manager..... William S. Low

**FUNCTIONS**

The administration in Canada of the right of performance of authors and composers of music throughout the world.

**THE DRAMATISTS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.**

6 E. 39 St., New York 16, N. Y.  
 MUrray Hill 9-4950

President..... Moss Hart  
 Vice-Pres..... Howard Lindsay  
 Secretary..... Dorothy Fields  
 Exec. Sec..... Mills Ten Eyck, Jr.



**FUNCTIONS**

The national business organization of dramatists.

**EPISCOPAL ACTORS GUILD OF AMERICA, INC.**

1 East 29th St., New York, N. Y.  
Murray Hill 5-2927

**OFFICERS**

Hon. Presidents.....	Rt. Rev. Henry Knox Sherrill,
Rt. Rev. Horace W. B. Donegan	
President.....	Vinton Freedley
Vice-Presidents.....	Rev. Randolph Ray,
Charles Coburn, Bobby Clark, Peggy Wood	
Rec. Secy.....	Rev. Chas. Breck Ackley
Treasurer.....	John Knight
Exec. Secy.....	Helen Morrison

**COUNCIL**

Very Rev. James A. Pike, Rev. John Ellis Large, Rev. G. P. T. Sargent, Walter Abel, Dorothy Blackburn, Sidney Blackmer, Leo G. Carroll, Margaret Dale, Mrs. Owen Davis, Carl M. Eckstrom, Boris Karlo<sup>3/4</sup>, Tessa Kosta, Thais Lawton, Raymond Massey, Carmen Mathews, Margery Maude, John Morley, Helen Orms-bro, Basil Rathbone, Mrs. Chas. M. Richter, Cornelia Otis Skinner, George Somnes, Frances Starr, Mason Curry, Majorie Gateson, James Jolley, J. P. Wilson, Mrs. Leonard C. Feathers, Jean Dixon.

**FUNCTION**

The Guild ministers to actors of all religious faiths.

**FEDERAL COMMUNICATIONS BAR ASSOCIATION**

Perpetual Bldg., Washington 4, D. C.  
Republic 7-1450

President.....	Percy H. Russell, Jr.
1st Vice-Pres.....	George O. Sutton
2nd Vice-Pres.....	George S. Smith
Secretary.....	Ben C. Fisher
Treasurer.....	Dwight D. Doty
Ass't. Sec'y.....	Theodore Baron
Delegate to Amer. Bar Ass.....	P. H. Russell, Jr.

**EXECUTIVE COMMITTEE**

Robert M. Booth, Jr., Jeremiah Courtney, Frank U. Fletcher, Stephen H. Fletcher, William C. Kopolovitz, Thomas W. Wilson.

**FUNCTIONS**

To promote the proper administration of the Communications Act of 1934 and related acts, to uphold the honor of practice before the Federal Communications Commission, and to encourage cordial intercourse among the practitioners. It issues a quarterly publication, the Federal Communications Bar Journal, which is devoted to matters of interest pertaining to communications law.

**FEDERAL TRADE COMMISSION**

Pennsylvania Ave., at 6th St., N.W., Washington 25, D. C.  
EXecutive 3-6800

**PERSONNEL**

Chairman.....	John W. Gwynne
Commissioner.....	Lowell B. Mason
Commissioner.....	Sigord Anderson
Commissioner.....	William C. Kern
Commissioner.....	Robert T. Secrest
Sec. to the Commission.....	Robert M. Parrish
Executive Director.....	Alex. Akerman, Jr.
General Counsel.....	Earl W. Kintner
Director of Information.....	S. F. Stowe
Dir., Bur. of Consultation.....	Charles E. Grandey
Acting Dir., Bur. of Economics.....	Quincy Adams
Dir. of Hearing Examiners.....	Everett F. Haycraft
Dir., Bur. of Investigation.....	Harry A. Babcock
Dir., Bureau of Litigation.....	Joseph E. Sheehy

**BRANCH OFFICES**

U. S. Court House, Foley Square, New York 7, N. Y.  
Joseph L. Klein, Attorney in Charge. COrtland 7-7100.  
Room 1310, 226 W. Jackson Blvd., Chicago 6, Ill.  
William F. Lemke, Jr., Mgr., Financial 6-0790.  
Room 133, Federal Office Bldg., San Francisco 2, Calif. Earl Van Wagoner, Mgr. KLondike 2-2350.  
Room 811, U. S. Court House, Seattle 4, Wash.  
Walter W. Harris, Manager. MUtual 3300.  
Room 413, Masonic Temple Bldg., 333 St. Charles St., New Orleans, La. William B. Lott. EXpress 2411.

Standard Bldg., Cleveland, Ohio; V. E. Taylor, Mgr., Pr. 1-6575

Washington Branch Acting Mgr., J. J. Gercke

**FUNCTIONS**

Under several laws designed to promote free and fair competition in interstate trade, the Commission takes action against monopolistic and deceptive practices and publishes economic studies of factors affecting the competitive economy.

**THE FRENCH BROADCASTING SYSTEM (RADIODIFFUSION FRANCAISE) IN NORTH AMERICA**

972 Fifth Ave., New York 21, N. Y.  
REgent 4-1501

Director.....	Pierre Crenesse
Ass't. Dir.....	Alice Lewitin
Administrator.....	Suzanne Waltman
Program Director.....	Marins Kobtzeff
Public Relations.....	Denise Falk

**FUNCTIONS**

The activities of the French Broadcasting System in North America are twofold: on the one hand, for the purpose of strengthening the good will and understanding between France and the U. S., it distributes to independent stations all over the country English-language programs prepared in Paris for North American listeners, covering all aspects of life in France today; on the other hand, it keeps French listeners informed of all events taking place in America today.

**INSTITUTE FOR EDUCATION BY RADIO-TELEVISION**

Ohio State Univ., Columbus 10, O.  
AXminster. 3148 Ext. 280

Director.....	I. Keith Tyler
Asst. to Dir.....	Frank W. Norwood
Secretary.....	Bette Wallach

**FUNCTIONS**

International meeting for broadcasters, educators and civic leaders devoted to discussion of policy and techniques of educational broadcasting.

**THE INSTITUTE OF RADIO ENGINEERS, INC.**

1 East 79th St., New York 21, N. Y.  
LEhigh 5-5100

**OFFICERS**

President.....	A. V. Loughren
Vice-President.....	Herre Rinia
Treasurer.....	W. R. G. Baker
Secretary.....	Haraden Pratt
Editor.....	D. G. Fink
Executive Secretary.....	G. W. Bailey

**DIRECTORS**

E. M. Boone, J. G. Brainerd, C. R. Burrows, J. F. Byrne, J. N. Dyer, J. J. Gershan, A. N. Goldsmith, J. T. Henderson, E. W. Herald, W. R. Hewlett, T. A. Hunter, A. G. Jensen, J. W. McRae, George Rappaport, J. D. Ryder, D. J. Tucker, Ernst Weber, J. R. Whinnery, C. F. Wolcott

**FUNCTIONS**

An incorporated non-profit organization having as its object the advancement of the theory and practice of radio and electronics, including allied branches of engineering and all related arts and sciences.

**INTERCOLLEGIATE BROADCASTING SYSTEM**

333 North Michigan Ave., Chicago 1, Ill.  
3107 Westover Drive S. E., Washington 20, D. C.  
LUdlow 2-7210

**OFFICERS**

President.....	George Abraham
Vice-Pres.....	David W. Borst
Treasurer.....	T. M. Blaisdell
Secretary, Business Mgr.....	James R. Wylin
Engineering Dir.....	Allan I. Perlin
Public Relations, Sls. Prom. Mgr.....	T. Blaisdell
Prog. Mgr.....	W. M. Rempton

**BRANCH OFFICES**

D. W. Borst, 580 Lowell Street, Lynnfield Center, Mass. Phone: 4-4244; 333 N. Mich. Ave., Chicago Ill.

**FUNCTIONS**

The Intercollegiate Broadcasting System is a non-profit association of college and university campus stations established to pool the resources of these stations and further the development of this form of educational radio in this country.

**JEWISH THEATRICAL GUILD**

1564 Broadway, New York 36, N. Y.  
PLaza 7-5237

- Chairman, Bd. of Trustees... Wm. Degen Weinberger  
 President ..... Eddie Cantor  
 Exec. Vice-Pres. .... Harry E. Gould  
 1st Vice-Pres. .... George Jessel  
 Vice-Presidents ..... Jack Benny, Jack Bregman,  
 Emil Friedlander, Marcus Heiman, A. A. Jaller, Ted  
 Lewis, Wm. Morris, Jr., Jack Pearl, James Sauter,  
 Milton Weintraub, Emanuel Sacks  
 Treasurer ..... Abe Lastfogel  
 Asst. Treasurer ..... Nat Lefkowitz  
 Chairman of Relief ..... Dr. Leo Michel  
 Legal Committee ..... Henry M. Katz  
 Chaplain ..... Rabbi Abraham Furstein  
 Executive Secretary ..... Dave Ferguson

**FUNCTION**

Non-sectarian theatrical assistance agency.

**JOINT COMMITTEE ON EDUCATIONAL TELEVISION**

1785 Massachusetts Ave., N. W.,  
Washington 6, D. C.  
Hudson 3-6620

- Chairman... Dr. Albert N. Jorgensen, Nat'l. Assn. of  
 State Universities.  
 Vice-Chairman... Dr. Edgar Fuller, Council of  
 Chief State School Officers.  
 Executive Director... Ralph Steetle

**JCET MEMBERS**

Dr. Franklin Dunham, Association for Education by  
 Radio-Television; James H. Denison, Association of  
 Land-Grant Colleges and Universities; Frank E.  
 Schooley, National Association of Educational Broad-  
 casters; Dr. Albert N. Jorgensen, National Association  
 of State Universities; Dr. Belmont Farley, National  
 Education Association; Dr. Edger Fuller, Council of  
 Chief State School Officers; Dr. John C. Adams,  
 American Council on Education; Dr. Worth McClure,  
 American Assn. of School Administrators.

**FUNCTIONS**

The JCET seeks to represent the special needs of  
 education in the newest and most powerful of the  
 mass media, and encourages educators to meet their  
 responsibilities in regard to it.

**THE LAMBS**

130 W. 44th St., New York 36, N. Y.  
LUXemburg 2-1515

**OFFICERS**

- Shepherd... Walter N. Greaza  
 Boy ..... Harry Hershfield  
 Corresponding Secretary ..... Bobby Clark  
 Recording Secretary ..... Michael Abbott  
 Treasurer ..... Michael Lep  
 Librarian ..... Tex O'Rourke

**DIRECTORS**

King Calder, Frank McHugh, Loring Smith, Jack  
 Whiting, Martin Begley, Joseph S. Buhler, Conrad  
 Nagel, Henry Gladstone, Ralph Bellamy, Happy Felton,  
 Emil Friedlander, Marcus Heiman, John W. Hundey, H.  
 Pierson Mapes, Saul E. Rogers.

LIFE DIRECTORS EX-SHEPHERDS: William Gaxton,  
 Fred Waring.

**FUNCTIONS**

The object of this club shall be the promotion of  
 social intercourse among persons, engaged profession-  
 ally in the drama, music, authorship, and the fine arts,  
 as well as friends of those professions, and the col-  
 lection and preservation of objects of interest thereto,  
 and the creation and maintenance of funds for the  
 benefit of persons engaged professionally in the drama,  
 music, authorship, and the fine arts who shall be in  
 need of financial aid or assistance, to be disbursed  
 in the discretion of the Council of the Club.

**MOTION PICTURE INDUSTRY CREDIT GROUP, NATIONAL ASSOCIATION OF CREDIT MEN**

229 Fourth Ave., New York 3, N. Y.  
ORegon 4-5100

- Chairman ..... Samuel L. Silverman  
 Vice-Chairman ..... Joseph A. Tanney  
 Secretary ..... William McAdam

**EXECUTIVE COMMITTEE**

Kern Moyses, S. C. Robbins, Sam Silverman, Joseph  
 Tanney, Anthony Termini.

**MUSIC PUBLISHERS' CONTACT EMPLOYEES UNION OF GREATER NEW YORK, LOCAL 22102, A.F.L.**

1270 Sixth Avenue, New York 20, N. Y.  
CO. 5-7362

- President ..... Robert Miller  
 Vice-President ..... Joe Santly  
 Treasurer ..... Chas. Lang  
 Executive Secretary ..... Bob Miller

**MEMBERS OF EXECUTIVE COUNCIL**

Bob Baumgart, Bert Haber, Leo Diston, Mickey  
 Garlock, Mac Kooper, Jack Perry, Bernie Pollack,  
 Sammy Smith, Murray Luth, Ed Burton.

**BRANCH OFFICES**

54 W. Randolph St., Chicago, Ill., Morton Schaeffer,  
 Regional Dir.; 1491 N. Vine St., Hollywood, Cal.,  
 Lucky Wilber, Regional Dir.; 225 - 26th St., Santa  
 Monica, Cal., Al Compante, Reg. Secy.; 36 E. 5th St.,  
 Cincinnati, Ohio, Danny Engel, Reg. Director.

**FUNCTIONS**

Labor Union.

**MUSIC PUBLISHERS' PROTECTIVE ASSOCIATION, INC.**

45 Rockefeller Plaza, New York 20, N. Y.  
Circle 6-3084

**OFFICERS**

- Chairman of the Board ..... Walter G. Douglas  
 President ..... Louis Bernstein  
 Vice-President ..... Jack Mills  
 Secretary ..... J. J. Bregman  
 Treasurer ..... Abe Olman  
 Agent and Trustee ..... Harry Fox

**NATIONAL AFFILIATED TELEVISION STATIONS, INC.**

West 55th St., New York, N.Y.  
Plaza 7-2100

- Chairman of the Board ..... Joseph Justman  
 Executive Vice Pres. .... Ely Landau  
 Vice-President ..... Oliver Unger  
 Secretary-Treasurer ..... Berman Swartz

**FUNCTION**

To assist UHF and VHF stations in their operations  
 on a national basis.

**NATIONAL ASSN. FOR BETTER RADIO AND TELEVISION**

882 Victoria Ave., Los Angeles, Cal.  
Whitney 4245

**OFFICERS**

- President ..... Mrs. Clara S. Logan  
 1st Vice Pres. .... Dr. Richard Atkinson  
 2nd Vice Pres. .... Dr. Lee DeForest  
 Secretary ..... Mrs. Victor Roberts  
 Treasurer ..... Mrs. Gertrude Blackstock

**FUNCTIONS**

To co-ordinate the interest of civic, religious, edu-  
 cational, business and labor organizations and in-  
 dividuals for the purpose of encouraging the presenta-  
 tion of radio and television programs of high stand-  
 ards.

**NATIONAL ASSOCIATION OF RADIO & TELEVISION BROADCASTERS**

(For Complete Listing See NARTB Section)



### NATIONAL ASSOCIATION OF BROADCAST UNIONS AND GUILDS (NABUG)

37 W. 46th St., New York 36, N. Y.  
Judson 2-5130

#### OFFICERS

National Chairman.....Oliver W. Nicoll

#### COUNCILS

27 W. 46th St., New York 36, N. Y. Phone: Judson 2-5130. Oliver W. Nicoll, Chairman, New York Council: 341 Menomonee St., Chicago 14, Ill. Phone: MOhawk 4-3592, H. Walter Thompson, Chairman, Chicago Council: 6331 Hollywood Blvd., Hollywood 28, Calif. Phone: Hillside 5125. Claude McCue, Chairman, Hollywood Council.

#### CORRESPONDING OFFICES

Washington, D. C.; Albuquerque, N. M.; Atlanta, Ga.; Boston, Mass.; Charlotte, N. C.; Cincinnati, Ohio; Cleveland, O.; Dallas, Texas; Denver, Colo.; Detroit, Mich.; Durham, N. C.; Erie, Pa.; Fort Wayne, Ind.; Fort Worth, Tex.; Independence, Mo.; Indianapolis, Ind.; Kansas City, Mo.; Kenosha, Wis.; La Crosse, Wis.; Louisville, Ky.; Madison, Wis.; Miami, Fla.; Milwaukee, Wis.; Minneapolis-St. Paul, Minn.; New Orleans, La.; Norfolk, Va.; Omaha, Neb.; Peoria, Ill.; Philadelphia, Pa.; Pittsburgh, Pa.; Portland, Ore.; Pueblo, Colo.; Racine, Wis.; Raleigh, N. C.; Rochester, N. Y.; Salt Lake City, Utah; San Francisco, Cal.; Schenectady, N. Y.; Seattle, Wash.; Sioux City, Iowa; St. Louis, Mo.; Syracuse, N. Y.; Utica, N. Y.

#### FUNCTIONS

"NABUG" is the National Association of Broadcast Unions and Guilds in the radio and television industry, organized on behalf of their respective memberships for the solution of parallel problems and the working together of the unions and guilds in those directions—cultural, legislative, economic—where their mutual interests coincide.

### NATIONAL ASSOCIATION OF BROADCAST EMPLOYEES & TECHNICIANS (NABET)

35 Court St., Chicago 4, Ill.  
WA 2-2462

International President.....Clifford E. Rothery  
International Vice-President.....Gene Klump  
Canadian Sec'y-Treasurer.....Arthur Hjorth  
Canadian Sec'y-Treasurer.....Jiacomo Papa

#### BRANCH OFFICES

48 W. 48th St., New York 36, N. Y.; 6223 Selma Ave., Hollywood 28, Calif.; 335 Hayes St., San Francisco, 86 W. Chippewa, Buffalo; 519 Jarvis, Toronto; 1231 St. Catherine, W. Montreal.

#### FUNCTIONS

NABET has contracts for its 5,500 members with ABC, NBC, and 92 independent radio and TV stations and film studios in the United States and with CBC and more than 20 independent stations in Canada.

### NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

14 Gregory Hall, Urbana, Ill.  
Urbana 7-6611, Ext. 3394

#### OFFICERS

President.....Frank E. Schooley  
Vice-President.....John Dunn  
Treasurer.....Robert J. Coleman  
Secretary.....William Harley  
Executive Director.....Harry J. Skornia

#### DIRECTORS

Region I: Arthur Weld, Jr., Syracuse University; Region II: Earl Wynn, WUNC, University of North Carolina, Chapel Hill, N. C.; Region III: Ola Miller, WFBE, Flint, Mich. Public Schools; Region IV: Dr. Burton Paulu, KUOM, Minnesota U., Minneapolis, Minn.; Region V: John Schwarzwald, KUHT, University of Houston; Region VI: E. Adams, KUOW, Washington U., Seattle, Wash.

#### BRANCH OFFICE

2500 Municipal Bldg., New York 7, N. Y.  
WH 3-3600, Seymour N. Siegel, Past President

#### FUNCTIONS

Representing non-commercial, educational AM, FM and TV stations, workshops and production centers owned and operated by colleges, universities, school systems, State systems, community organizations, and public-service agencies.

### NATIONAL ASSN. OF PERFORMING ARTISTS

630 Fifth Ave., New York 20, N. Y.  
Circle 7-8194

#### OFFICERS

President.....Fred Waring  
Treasurer.....Don Voorhees  
General Counsel.....Alfred Rice

#### FUNCTIONS

To obtain moral and pecuniary rights of performing artists in the commercial uses of such performances.

### NATIONAL ASSOCIATION OF TV FILM DIRECTORS

c/o WHAM-TV, Rochester, N. Y.

National Chairman.....Dave Manning, WHAM-TV, Rochester, N.Y.  
Public Relations Director.....Art Cook, WVET-TV, Rochester, N. Y.

#### Western Division

Chairman.....Dick Norman, KPTV, Portland, Oreg.  
Secretary.....Les Chipman, KOMO, Seattle, Wash.  
Public Relations Director.....Dick Woolen, KTTV, Los Angeles

#### FUNCTIONS

To provide for station responsibility to the public through support of the NARTB Code, to reduce station operating costs, to improve film programming and quality through the free interchange of ideas and standardization of operations.

### NATIONAL ASSN. OF TELEVISION & RADIO FARM DIRECTORS

WSM, 301 Seventh Ave., N., Nashville, Tenn.

Phone: 6-7181  
President.....John McDonald, WSM, 301 Seventh Ave., N., Nashville, Tenn. Phone: 6-7181  
Vice-President.....Jack Timmons, KWKH, Shreveport, La. Phone: 2-8711  
Sec'y-Treas.....Dix Harper, WLS, 1230 Washington Blvd., Chicago 7, Ill. Phone: MOntroe 6-9700  
Historian.....Herb Plambeck, WHO, 914 Walnut St., Des Moines, Iowa. Phone: 3-7147  
CHATS Editor.....Wes Seyler, WIBW, Topeka, Kans. Phone: 3-2377

#### FUNCTION

NATFRD is an organization dedicated to the service of agriculture, station management and the advertiser.

### NATIONAL AUDIENCE BOARD, INC.

12-D, 30 East 60th St., New York 22, N. Y.  
Murray Hill 8-2360

#### Officers

President.....Peter Goelet  
Exec. Vice Pres.....Bernard Kamins  
Treasurer.....David J. Colton  
Secretary.....Harriet Williams

#### Branch Offices

2391 1/2 S. Beverly Dr., Beverly Hills, Calif., CRestview 1-8141, Bernard Kamins, V. P.; 625 Chenery St., San Francisco 12, Calif., JUniper 5-7575, Hal Light, Coordinator

#### Functions

To represent the public to the broadcasting industry; to crystallize public opinion in radio and television programming; to act as a liaison group between the public and the broadcasting industry.

### NATIONAL BETTER BUSINESS BUREAU, INC.

Chrysler Bldg., New York 17, N. Y.  
Murray Hill 6-3535

#### OFFICERS

Chairman of Board.....Warren C. Agry  
President.....Kenneth B. Willson  
1st Vice-Chairman.....William G. Werner  
2nd Vice-Chairman.....Lorimer B. Slocum

Secretary ..... Lowell Shumway  
 Treasurer ..... Frank F. Soule

**Directors**

Warren C. Agry, Kenneth B. Willson, William G. Werner, Lorimer B. Slocum, Lowell Shumway, Frank F. Soule, Willcox B. Absit, Claude Alexander, Edward J. Breck, J. R. Buckley, Wallace E. Campbell, William A. Dyer, Jr., Ralph T. Friedmann, John N. Garver, Robert E. Healy, R. H. MacEachen, Winston L. May, Jr., Edward J. McCabe, Jr., Frank P. McGowan, Virgil W. Milton, John A. Spooner, William E. Steers.

**FUNCTIONS**

This organization assists the public, advertisers and publishers to avoid false and deceptive advertising. It cooperates with law enforcement agencies in this work.

**NATIONAL COMMUNITY TELEVISION ASSOCIATION, INC.**

710 14th St., Northwest, Washington 5, D. C.  
 METropolitan 8-1415

President ..... M. F. Malarkey, Jr.  
 Vice-President ..... Bill Daniels  
 Treasurer ..... W. J. Calsam  
 Secretary ..... Joseph Saricks  
 Executive Secretary ..... E. Stratford Smith

**DIRECTORS**

George H. Bright Jr., Frank Brophy, J. H. Rannels, George J. Barco, Ned W. Cogswell, Glenn H. Flinn, Girard B. Henderson, Paul B. McAdam, Sanford Randolph, Charles H. G. Rees, Harley E. Steiner, John M. Spotswood, Fred J. Stevenson, W. Randolph Tucker.

**FUNCTIONS**

Promote the development of community antenna television systems throughout the United States through techniques normally employed by national trade associations.

**NATIONAL TELEFILM ASSOCIATES, INC.**

60 West 55th St., New York 19, N.Y.  
 PLaza 7-2100  
 (See Film Producer Section)

**NAT. TELEVISION FILM COUNCIL**

1639 Broadway, New York 19, N.Y.  
 JUdson 6-5444

**Officers**

President ..... John J. Schneider  
 Exec. Vice Pres. .... William J. Reddick  
 Exec. Secretary ..... Sydney A. Mayers  
 Treasurer ..... Charles Carpenter  
 General Secretary ..... Beulah Jarvis  
 Vice-Pres., Prod. .... Albert D. Hecht  
 Vice-Pres., Distr. .... Arche A. Mayers  
 Vice-Pres., Agencies ..... Howard Olds  
 Vice Pres., Stations ..... David O'Shea  
 Vice Pres., Laboratories ..... Lou Feldman  
 Vice Pres., Membership ..... Kenneth Cowan

**Directors**

Dr. Alfred N. Goldsmith, Chairman; Sally Perle, Kern Moysé, Harold Dumont, David Savage, Stan M. Cole, Samuel Spring, Marshall Rothen, Waldo Mayo, Herbert Golden and Robert E. Gips.

**FUNCTIONS**

NATFC provides a hub for the interchange of ideas among all segments of the television film industry, with a view to mutual cooperation and help, and the general promotion and betterment of films on television.

**NATIONAL VARIETY ARTISTS, INC.**

218 W. 47th St., New York 36, N. Y.  
 COlumbus 5-0956

**OFFICERS**

President ..... Louis Handin  
 Vice-President ..... Dorothe A. Masters  
 Treasurer ..... Lester Rose  
 Secretary ..... Bettie North

**BOARD OF GOVERNORS**

Hon. Leonard Conner, James Clark, Lillian Lindeman, Ruth Lyons, Edna Osborne, Nan McDonald, Grace Harvey, Phoebe Whiteside, Joe Woods.

**NEGRO ACTORS GUILD OF AMERICA, INC.**

1674 Broadway, New York 19, N. Y.  
 Circle 5-4343

**OFFICERS**

President ..... Noble Sissle  
 Vice-President ..... Leigh Whippter  
 Executive Secretary ..... Lillyn Brown Evans  
 Treasurer ..... W. C. Handy  
 Assistant Treasurer ..... A. Edward Walters  
 Recording Secretary ..... Evelyn Davis  
 Assistant Secretary ..... Lillian Roberts  
 Chaplain ..... Dr. John H. Johnson  
 Counsel ..... Harry T. Bragg, Simon Finestein

**PHILA. RADIO & TV BROADCASTERS ASSOC.**

215 S. Broad St., Philadelphia, Pa.  
 PE 5-3168

President ..... Raymond S. Green  
 Vice-President ..... Joseph L. Tinney  
 Secretary ..... Robert L. Klein  
 Treasurer ..... John Mahoney

**FUNCTIONS**

To initiate and promote studies of all phases of radio and TV broadcasting for the purpose of improving service to the public and advertisers.

**PROFESSIONAL MUSIC MEN, INC.**

1270 Sixth Ave., New York 20, N. Y.  
 COlumbia 5-7362

**OFFICERS**

Honorary President ..... Rocco Vocco  
 President ..... Robert Miller  
 Vice-President ..... Joseph Santly  
 Treasurer ..... Charles Lang  
 Executive Director ..... Bob Miller  
 Board of Governors ..... Bob Baumgart,  
 Bert Haber, Leo Diston, Mickey Garlock, Mac  
 Kooper, Jack Perry, Bernie Pollock, Sammy Smith,  
 Murray Luth, Bob Baumgart, Ed Burton.

**BRANCH OFFICES**

54 W. Randolph St., Chicago, Ill.  
 Regional Director ..... Morton Schaefer  
 1491 N. Vine St., Los Angeles, Calif.  
 Regional Director ..... Lucky Wilber  
 36 E. 5th St., Cincinnati, O.  
 Regional Director ..... Danny Engel  
 225 - 26th St., Santa Monica, Calif.  
 Regional Secretary ..... Al Comparte

**FUNCTIONS**

Charitable and Benevolent Organization.

**RADIO FREE EUROPE**

110 West 57th St., New York 19, N. Y.  
 PLaza 7-7600

Director ..... W. J. Convery Egan  
 Asst. Director ..... Thomas H. Brown, Jr.  
 Program Manager ..... William Rafael  
 Public Relations Director ..... Alton Kastner  
 Technical Director ..... Claude Harris  
 European Director (Munich Office) ..... Richard Condon  
 Managing Director (Lisbon office) ..... Henry Lollilo

**FUNCTIONS**

Radio Free Europe, a private organization supported by contributions of the American people to Crusade for Freedom, transmits to Czechoslovakia, Hungary, Poland, Rumania and Bulgaria over 29 short and medium wave transmitters. Its programs, of all types, written and broadcast by exiles from behind the Iron Curtain, bring the captive people truth and news of their own countries, as well as of the free world, helping them keep alive a strong spirit, until such time as they may free themselves.

**RADIO ADVERTISING BUREAU, INC. (RAB)**

460 Park Ave., New York 22, N. Y.  
 MUrray Hill 8-4020

**OPERATING GROUP**

President ..... Kevin B. Sweeney  
 Vice-Presidents ..... John F. Hardesty, Sherrill Taylor  
 Asst. Sec.-Treas. .... William L. Morison

**GOVERNING GROUP**

Chr. of the Board ..... Joseph E. Baudino  
 Westinghouse Broadcasting Co.





Secretary..... William B. McGrath  
 WHDH, Boston, Mass.  
 Treasurer..... Donald W. Thornburgh  
 WCAU, Philadelphia, Pa.  
 Chr. of Executive Committee..... Kenyon Brown  
 KWFT, Wichita Falls, Tex.  
 Chr. of Finance Committee..... John S. Hayes  
 WTOP, Washington, D. C.  
 Board of Directors

Charles T. Avres, NBC, New York, N.Y.; Joseph E. Baudino, WBC, Washington, D. C.; Edward Breen, KVFD, Ft. Dodge, Iowa; Kenyon Brown, KWFT, Wichita Falls, Tex.; Charles C. Caley, WMBD, Peoria, Ill.; John C. Cohan, KSBW, Salinas, Calif.; Robert E. Dunville, WLW, Cincinnati, Ohio; Donald Durgin, ABC, New York, N.Y.; Frank P. Fogarty, WOW, Omaha, Nebr.; Simon Goldman, WJTN, Jamestown, N.Y.; Jack W. Harris, KPRC, Houston, Tex.; Arthur Hull Hayes, CBS Radio, New York, N.Y.; John S. Hayes, WTOP, Washington, D. C.; George J. Higgins, KMBC, Kansas City, Mo.; Ward D. Ingram, KHJ, Los Angeles, Calif.; C. Howard Lane, KOIN, Portland, Oreg.; Elroy McCaw, WINS, New York, N.Y.; William B. McGrath, WHDH, Boston, Mass.; Robert T. Mason, WMRN, Marion, Ohio; James H. Moore, WSL, Roanoke, Va.; Gilmore N. Nunn, WLAP, Lexington, Ky.; John F. Patt (Alt: Worth Kramer), WJR, Detroit, Mich.; Edward Petry, Edward Petry & Co., Inc., New York, N.Y.; Robert A. Schmid, MBS, New York, N.Y.; Al Spokes, WOJY, Burlington, Vt.; Kevin B. Sweeney, RAB, New York, N.Y.; Donald W. Thornburgh, WCAU, Philadelphia, Pa.; Lee Wailes, Storer Broadcasting Co., Miami Beach, Fla.; Joseph J. Weed, Weed & Co., New York, N.Y.; Allen M. Woodall, WDAK, Columbus, Ga.

**FUNCTION**

The organization is supported by all networks, leading station representatives and 800 stations to promote and sell radio at the national level to advertisers and agencies, and provide members with research and sales tools to sell at both the national and local levels.

**RADIO-NEWSREEL-TELEVISION  
 WORKING PRESS ASSOCIATION  
 OF NEW YORK, INC.**

270 Park Ave., New York 22, N. Y.  
 PLaza 1-2720

**OFFICERS**

President..... Roy Edwards  
 1st Vice-President..... George Jordan  
 2nd Vice-Pres..... Jack Fern  
 Sgt. at Arms..... Lou Hatt  
 Secretary..... Ruth N. Knopf  
 Asst. Secretary..... Charles Campbell  
 Treasurer..... Richard Milbauer  
 Board of Governors..... A. A. Brown,  
 David Klein, Larry Racies, Nick Archer, Carl Larsen,  
 Sr., Chester Burger, Bernard Buck, Arnold Lerner.

**FUNCTIONS**

A membership corporation whose object is to promote and protect the interest and welfare of radio, newsreel, and television newsmen and cameramen. Membership is limited to radio, newsreel, television, and newsmen who are engaged in outside assignments for the coverage of spot news. Those eligible include working reporters, cameramen, contact men, soundmen, tape recording men, etc. Annually sponsors Mike & Screen Press Awards, publishes annual Mike & Screen Press Directory.

**THE RADIO PIONEERS CLUB**

589 Fifth Ave., New York 17, N. Y.  
 PLaza 9-1500

**OFFICERS**

President..... Raymond F. Guy  
 1st Vice-President..... John Patt  
 Vice-Presidents..... Victor Diehm, Merle Jones,  
 Lewis H. Avery  
 Secretary..... Clair McCollough  
 Treasurer..... Charles A. Wall

**FUNCTIONS**

"To establish a membership organization of persons who by their long years of service in the field of Radio desire to become associated for the purposes of friendship and education. The Club shall be a central clearing house for the exchange of information and historical data about the Radio industry and shall record in form to be determined facts and data about the history of the Radio industry and its traditions for use by this and future generations. It is felt that

this organization with the resultant exchange of information would make a valuable contribution to the public interest."

**RADIO AND TELEVISION  
 DIRECTORS GUILD (A.F. OF L.)**

114 East 52nd St., New York 22, N. Y.  
 PLaza 9-0949

**OFFICERS**

International President..... Ernest Ricca  
 1st Vice-President..... Robert L. Robb  
 2nd Vice-President..... Joseph Byrne  
 3rd Vice President..... Richard Schneider  
 Secretary..... Stuart Phelps  
 Treasurer..... Robert Prialux

**NATIONAL BOARD**

Walter Gorman, New York; David Lowe, New York; Ernest Ricca, New York; Richard Schneider, New York; George Fagle, Hollywood; Jack Lyman, Hollywood; Robert L. Robb, Hollywood; Harfield Weedin, Hollywood; Grover Allen, Chicago; Joseph Byrne, Chicago; Raymond Shane, Cleveland; Lamar Caselli, N.Y.; Tom Donovan, N.Y.; Robert Prialux; Stuart Phelps, Hollywood; Robert Ritter, Detroit; Carl G. Degan.  
 National Executive Director..... Newman H. Burnett  
 General Counsel..... Charles Ballou  
 (Phillips, Nizer, Benjamin & Krim)

**BRANCH OFFICES**

New York Local—114 East 52nd St., New York 22, PLaza 9-0875. Newman H. Burnett, Executive Secretary; Robert Prialux, President.  
 Hollywood Local—6331 Hollywood Blvd., Hollywood 28, Calif., HOLLYWOOD 2-3324. Elizabeth Gould, Executive Secretary; Stuart Phelps, President.  
 Chicago Local—100 W. Monroe St., Chicago, Ill. Joseph Byrne, President.  
 Detroit Local—1257 Penobscot Bldg., Detroit 26, Mich., WOODWARD 5-0061. Boaz Siegel, Executive Secretary; Robert Ritter, President.  
 Washington Local—Sheraton Park Hotel, Washington, D. C. Adams 4-5400. Carl Degan, President.  
 Cleveland Local—17502 Holly Hill Dr. Cleveland 5, Ohio, Longacre 1-8594. Raymond Shane, President.

**FUNCTIONS**

A national organization to advance, foster, promote and benefit the interests of directors, associate directors and floor managers of television, live and film, and radio programs and to protect and secure their rights in their professional activities.

**RADIO AND TELEVISION  
 EXECUTIVES SOCIETY, INC.**

420 Lexington Ave., New York 17, N. Y.  
 LEXington 2-3988

**OFFICERS**

President..... Robert Jay Burton  
 1st Vice-President..... Eliot M. Sanger  
 2nd Vice-President..... Merle S. Jones  
 Secretary..... Claude Barrere  
 Treasurer..... Joseph A. McDonald  
 Executive Secretary..... Elizabeth Clarkson

**BOARD OF GOVERNORS**

G. W. Johnstone, Robert W. Sarnoff, Robert A. Schmid, Maggi Eaton, Don McClure, Frank E. Pellegrini; Sam J. Slate; Florence Small, Joseph Stampler

**FUNCTIONS**

1. To create a lasting fraternity of persons professionally engaged or interested in radio and television broadcasting and its allied fields and to provide a common meeting place for all members. 2. To provide a forum for the exchange of ideas and discussions of problems affecting or concerning radio and television broadcasting or relating to its improvement or usefulness and to promote higher standards for the radio and television industry as a scientific, literary, informational, entertainment, and cultural medium. 3. To provide and sponsor the dissemination of information pertaining to radio and television broadcasting which may be of mutual interest and value to members, the public and the industry. 4. To do all and everything necessary, suitable and proper for the complete accomplishment of these purposes and the attainment of the objects herein set forth within such limitations as are provided by law.

**RADIO-ELECTRONICS-TELEVISION  
 MANUFACTURERS ASSOCIATION**

See Equipment Section





RADIO-TV CORRESPONDENTS

ASSN.

Radio-Television Galleries, The Capitol Washington, D. C. NAional 8-3120

EXECUTIVE COMMITTEE

- Chairman... William Costello, CBS
Vice-Chairman... Joseph F. McCaffrey
Secretary... Gunnar Back, ABC
Treasurer... Robert Hurlleigh, MBS
Members-at-Large... Julian Goodman, NBC; Ann M. Carrick, Crosley; William T. Corrigan, CBS
Member Ex Officio... Richard Harkness

RADIO-ELECTRONICS-TV MANUFACTURERS ASSOCIATION OF CANADA

Rm. 410, 200 St. Clair Ave. West, Toronto 7, Ontario, Canada WALnut 1-2898

OFFICERS

- Pres., Chrm. of Board... C. A. Pollock
V.P., Chrm., receiver Div... J. D. Campbell
V.P., Chrm., parts and Accessory Div... L. Harris
V.P., Chrm., Electronics Div... J. C. R. Punched
Dir. of Engineering... R. A. Hackbusch
General Mgr... S. D. Brownlee

FUNCTIONS

This Association is a non-profit and co-operative organization to promote the interests of the radio-TV manufacturing industry in Canada.

THE RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION

Executive Secretary, Rob Downey, c/o WKAR, East Lansing, Mich.

OFFICERS

- President... Harold Baker
Vice-President, Program... Ted Koop
Vice-President, Radio... Charles Day
Vice-President, Television... Jack Knell

DIRECTORS

- Nick Basso, WSAZ, Huntington, W. Va.; Bill Small, WLS, Chicago, Ill.; John Maters, WILS, Lansing, Mich.; Lee White, KROS, Clinton, Iowa; Ron Laidlow, CFPL, London, Ont.
Treasurer... Sheldon Peterson
K LZ, Denver, Colorado

- Exec. Secretary... Rob Downey
WKAR, East Lansing, Mich.
Editor of Bulletin... Prof. Art Barnes
State Univ. of Iowa, Iowa, City

BRANCH OFFICES

- Station KTUL, Tulsa, Oklahoma. Reg. Vice President, Jack Morris.
Station WCSH, 157 High St., Portland Me. Reg. Vice-President, Phillip Johnson.
Station WILS, 407 1/2 N. Washington, Lansing, Mich. Reg. Vice-President, John Maters.
Station CFPL-TV Commissioners Rd., London, Ont. Reg. Vice-President, Roland Laidlow.
KVOD, Denver, Colo. Reg. Vice-President, Robert A. Mott.

FUNCTIONS & ACTIVITIES

Publishes monthly bulletin and booklets on radio-TV news. Basic purpose to advance standards of radio and television as news media.

SCREEN ACTORS GUILD

7046 Hollywood Blvd., Hollywood 28, Calif. HOLLYwood 9-7311

- President... Walter Pidgeon
1st Vice-President... Leon Ames
2nd Vice-President... Dana Andrews
3rd Vice-President... William Lundigan
Recording Secretary... Paul Harvey
Treasurer... George Chandler

BRANCH OFFICES

- 551 5th Ave., New York 17, N. Y.
Murray Hill 7-4623, Harold Hoffman, East. Rep.
102 E. Hubbard St., Chicago 11, Ill.
Whitehall 3-1344, Raymond Jones, Exec. Secy.
1257 Penobscot Bldg., Detroit 26, Mich.
WO 1-8214

- Executive Secretary... Boaz Siegel
760 Market St., San Francisco 2, Cal.
Exbrook 2-6990, Charlotte Cohelan, S. F. Exec. Secy.
513 Bulkley Bldg., Cleveland 15, Ohio
Superior 1-1930, Ted Smoot, Cleve. Exec. Secy.
1505 Fountain Square Bldg., Cincinnati 2, Ohio
DUNbar 1-2121, Ben Gettler, Cin. Exec. Secy.
11 Beacon St., Boston 8, Mass.
Richmond 2-0208, Robt. Segal, Boston Exec. Secy.
535 5th Ave., Pittsburgh 19, Pa.
AT 1-6767, Donald Hirsch, Pitt. Exec. Secy.

FUNCTIONS

Union affiliated with A.F. of L., representing actors, singers and announcers in theatrical, television, industrial and all other forms of motion pictures.

SCREEN COMPOSERS ASSOCIATION

9538 Brighton Way, Beverly Hills, Calif. CREStview 6-3123

- President... M. Klos Rozsa
Vice-President... Robert E. Dolan
Secretary... David Buttolph
Treasurer... George Dunning

FUNCTIONS

An organization of screen, radio and TV composers, assists its members in the administration and exploitation of their performance and other rights, and advances composers' interests generally.

SESAC INC.

475 Fifth Ave., New York 17, N. Y. MURray Hill 5-5365

OFFICERS

- President... Paul Heinecke
Treasurer... R. C. Heinecke
Asst. to President... E. S. Prager
Director Station Relations... W. F. Myers
Director Program Services... R. S. Stone
Publicity, Promotion... Alice Heinecke
Office Administration... S. B. Candilora

FUNCTIONS

Licensing the use of copyrighted music transcribed library service, syndicated transcribed programs, including extensive catalog of over 8500 bridges, moods and themes, and scripts.

SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS

55 West 42nd St., New York 36, N. Y. LONGacre 5-0172

- President... John G. Frayne
Past President... Herbert Barnett
Executive Vice-President... Barton Kreuzer
Engineering Vice-President... Axel G. Jensen
Editorial Vice-President... Norwood L. Simmons
Financial Vice-President... John W. Servies
Convention Vice-President... Bryon Roudabush
Sections Vice-President... E. M. Stiffs
Secretary... Wilton R. Holm
Treasurer... George W. Colburn
Chrm., Central Section... Kenneth M. Mason
Chairman, Atlantic Sec... George H. Gordon
Chairman, Pacific Section... Edwin W. Templin
Executive Secretary... Boyce Nemece

FUNCTIONS

Advancement in theory and practice of engineering in motion pictures, television, and the allied arts and sciences; standardization of equipment and practices; guidance of students; dissemination of scientific knowledge.

SONG WRITERS' PROTECTIVE ASSOCIATION (SPA)

158 W. 55th St., New York 19, N. Y. Circle 7-1059

OFFICERS

- President... Abel Baer
Vice-President... Louis Alter
2nd Vice-President... Walter Bishop
Secretary... Joseph Meyer
Treasurer... Leonard Whitcup
Counsel... John Schulman
Executive Director... Miriam Stern
Chmn., West Coast Comm... Ben Oakland

MEMBERS OF THE COUNCIL

Stanley Adams, Milton Ager, Louis Alter, Abel Baer, Paul Cunningham, Dorothy Ina Gershwyn, Oscar Hammerstein 2nd, Otto Harbach, Edgar Leslie, John Jacob



Loeb, George W. Meyer, Joseph Meyer, Geoffrey O'Hara, Richard Rodgers, Arthur Schwartz, Sam H. Stept, Charles Tobias, Jack Yellin, Walter Bishop, Milton Drake, Alex Kramer.

FUNCTIONS

The objects of this Association are and shall be: To cultivate and establish harmony and unity of action and understanding among the members of the Association, and between them and corporations, firms or individuals with whom they have or may have business dealings, and to promote the equitable adjustment of all matters relating to the professional work of the members.

SOUTHERN CALIFORNIA BROADCASTERS ASSOCIATION

6047 Hollywood Blvd., Los Angeles 28, Calif. President... Frank W. Crane, SCBA Chairman of the Board... Norman J. Ostby, KHJ, Los Angeles Vice Chairman... Loyd Sigmon, KMPC, Los Angeles Secretary... Howard Gray, KGIL, San Francisco, Calif. Treasurer... Thelma Kirchner, KGFJ, Hollywood

FUNCTIONS

Represents 64 member stations and networks, located in Southern California from San Luis Obispo to San Diego in all matters concerning broadcast industry as a whole in that area. Acts as central source of research, information, public service, promotion of use of media, etc. Regular meetings, second Thursday of every month, (noon), Hollywood-Roosevelt Hotel.

SPORTS BROADCASTERS ASSOCIATION

Box 223, Radio City Station, New York 19, N. Y. President... Len Dillon 1st Vice-President... Mel Allen 2nd Vice-President... Chris Schenkel Secretary... Frank Litsky Treasurer... Guy Le Bow

FUNCTIONS

To promote fellowship and higher professional standards among members of the radio and television sportscasting industry. Annual dinner and semi-monthly luncheon meetings.

STATION REPRESENTATIVES ASSOCIATION, INC.

101 Park Avenue, New York 17, N. Y. Murray Hill 5-4141

OFFICERS

President... Adam J. Young, Jr. Vice-President... Russell Woodward Secretary... Joseph Timlin Treasurer... John E. Pearson

DIRECTORS

Joseph J. Weed, John P. Blair, Edward Codel, Arthur Sherin. Managing Director... T. F. Flanagan

FUNCTIONS

To develop the use and increase the sale of National Spot Radio and Television Advertising.

TELEVISION BUREAU OF ADVERTISING (TVB)

444 Madison Ave., New York 22, N. Y. Murray Hill 8-0215

Chairman of Board... W. D. Rogers, Jr. President... Oliver Treyz Vice-President... Norman E. Cash Secretary... Roger Clipp Treasurer... Lawrence H. Rogers National Sales Director... Halsey Barrett Director Sales Development... G. C. Huntington Director Operations... Gene Accas Dir. Sis. Promotion... Gordon Hellman Dir. Research... Dr. Leon Arons Dir. Retail Sales... Howard Abrams

FUNCTIONS

All-industry sales and promotion organization. Its purpose is to secure larger advertising appropriations for television and to promote more effective use of the medium.

TELEVISION DIRECTORS GUILD

114 East 52nd St., New York 22, N. Y. Plaza 9-9949

OFFICERS

International President... Ernest Ricca National Exec. Director... Newman H. Burnett

TRANS-COMMUNITY TV NETWORK, INC.

141 El Camino, Beverly Hills, Calif. Chairman of Board... Jack Gross President... Jerome L. Duff

FUNCTIONS

To bring, in cooperation with networks, the finest shows to cities of 5,000 to 10,000 population.

UNITED NATIONS-RADIO DIVISION OF PUBLIC INFORMATION

United Nations, New York 17, N. Y. Plaza 4-1234

OFFICERS

Under Secy., Pub. Info... A. S. Bokhari Dir, Radio Div... Peter Ayley Dep. Dir... W. Gibson Parker Chief, Central Services... E. Soler-Alonso Chief, Eng. Lang. Serv... Michael Hayward

BRANCH OFFICES

Moscow, Prague, London, Paris, Geneva, Copenhagen, Belgrade, Cairo, Teheran, Karachi, New Delhi, Sydney, Monrovia, Washington, Rio de Janeiro, Buenos Aires, Mexico City, Bangkok, Djakarta, Shanghai, Manila, Santiago, Athens, Bogota, Karachi.

FUNCTIONS

Provides radio, TV programs and program material; assists networks and stations in planning and preparation of UN coverage.

U. S. INFORMATION AGENCY BCSTG. SERVICE-VOICE OF AMERICA

1778 Penn. Ave. N.W., Wash. 25, D. C. Phone: REpublic 7-8340 Bcstg. Service Health, Education, Welfare Bldg., 330 Independence Ave., S.W., Washington 25, D. C. Ext. 8108, 8109

OFFICERS

Director... Theodore C. Streibert Chief Bcstg. Service... J. Poppele

FUNCTIONS

To submit evidence to the people of other nations of the objectives and policies of the United States. More than 75 separate programs, ranging up to one hour and amounting to about 28 program hours, are broadcast daily in 34 language services.

WRITERS GUILD OF AMERICA, EAST, INC.

22 W. 48th St., New York 36, N. Y. Plaza 7-3317

President... Erik Barnouw Vice-President... Stanley Niss Secretary-Treasurer... William Kendall Clarke Executive Director... Evelyn F. Burkey

FUNCTIONS

A labor organization representing writers in the fields of motion pictures, radio and television.

WRITERS GUILD OF AMERICA, WEST, INC.

8782 Sunset Blvd., Los Angeles 46, Calif. CRestview 5-1162

OFFICERS

President... Edmund Hartmann Vice-President... Gomer Cool Secretary-Treas... Curtis Kenyon Exec. Dir... Frances Inglis President, Radio... David Friedkin Vice-President, Radio... Les Farber Secy.-Treas., Radio... Kathleen Hite President, TV... David Dortort Vice-President, TV... Richard Collins Secy.-Treas... Al Martin

FUNCTIONS

An organization of writers in the motion picture, radio, and television industries.

# FM STATIONS IN OPERATION

As of Jan. 1, 1956



Call Letters	City	Licensee	Call Letters	City	Licensee
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## ALABAMA

WAVU-FM, Albertville; Sand Mountain Bcstg. Service  
 WRFS-FM, Alexander City; Piedmont Service Corp.  
 WCTA-FM, near Andalusia; Andalusia Bcstg. Co., Inc.  
 WHMA-FM, Anniston; Anniston Bcstg. Co.  
 WAFM, Birmingham; The TV Corp.  
 WSGN-FM, Birmingham; The Jemison Bcstg. Co.  
 WKLF-FM, Clanton; Southeastern Bcstg. Co.  
 WFMH-FM, Cullman; The Voice of Cullman  
 WHOS-FM, Decatur; North Alabama Bcstg. Co.  
 WJOI-FM, Florence; Florence Bcstg. Co.  
 WJBY-FM, Gadsden; Gadsden Bcstg. Co., Inc.  
 WJLN, Homewood; Johnston Bcstg. Co.  
 WHBS-FM, Huntsville; The Huntsville Times Co., Inc.  
 WWWB-FM, Jasper; Bankhead Bcstg. Co., Inc.  
 WRDL-FM, Lanett; Valley Bcstg. Co., Inc.  
 WABB-FM, Mobile; The Mobile Press Register, Inc.  
 WKRG-FM, Mobile; Giddens & Rester Radio  
 WHTB-FM, Talladega; Voice of Talladega, Inc.  
 WTBC-FM, Tuscaloosa; Tuscaloosa Bcstg. Co.

## ARIZONA

KTYL-FM, near Mesa; Sun Valley Bcstg. Inc.  
 KTKT-FM, Tucson; Thomas J. Wallace

## ARKANSAS

KLCN-FM, Blytheville; Harold L. Sudbury  
 KFPW-FM, Ft. Smith; Tulsa Bcstg. Co.  
 KFSA-FM, Ft. Smith; Southwestern Publishing Co.  
 KBTM-FM, Jonesboro; Regional Bcstg. Co.  
 KPOC-FM, Pocahontas; Pocahontas Radio, Inc.  
 KUOA-FM, Siloam Springs; KUOA, Inc.  
 KCMC, Texarkana, KCMC, Inc.

## CALIFORNIA

KERN-FM, Bakersfield; McClatchy Bcstg. Co.  
 KQXR, Bakersfield; KLEF Bcstrs.  
 KRE-FM, Berkeley; Central California Bcstrs., Inc.  
 KPFA, Berkeley; Pacifica Foundation  
 KPLA, Beverly Hills; School of Radio Arts  
 KRED, Eureka; Redwood Bcstg. Co., Inc.  
 KARM-FM, Fresno; KARM, The George Harm Station  
 KMJ-FM, Fresno; McClatchy Bcstg. Co.  
 KRFM, Fresno; California Inland Bcstg. Co.  
 KUTE, Glendale; Robert P. Adams  
 KFMU, Glendale; Nicholas M. Brazy

KNX-FM, Hollywood; C.B.S., Inc.  
 KFOX-FM, Long Beach; Nicholas & Warinner, Inc.  
 KNOB, Long Beach; The Cerritos Bcstg. Co.  
 KCBH, Los Angeles; A. A. Crawford  
 KFAC-FM, Los Angeles; Los Angeles Bcstg. Co.  
 KRKD-FM, Los Angeles; Radio Broadcasters, Inc.  
 KFVB-FM, Los Angeles; KRWB, Inc.  
 KHJ-FM, Los Angeles; General Teleradio, Inc.  
 KABC-FM, Los Angeles, A.B.C., Inc.  
 KUSC-FM, Los Angeles, USC  
 KMYC-FM, Marysville; Marysville-Yuba City Bcstrs.  
 KBEE, Modesto; McClatchy Broadcasting Co.  
 KTRB-FM, nr. Modesto; KTRB Bcstg. Co., Inc.  
 KLX-FM, Oakland; Tribune Building Company  
 KEDO, Ontario; The Daily Report Co.  
 KWKW-FM, Pasadena; Southern California Bcstg. Corp.  
 KURE, Redding, Golden Valley Bcst. Co.  
 KCRA-FM, Sacramento; KCRA, Inc.  
 KFBK-FM, Sacramento; McClatchy Bcstg. Co.  
 KXOA, Sacramento  
 KSBR, San Bruno; Radio Diablo, Inc.  
 KFSD-FM, San Diego; Airfan Radio Corp., Ltd.  
 KALW, San Francisco  
 KSON-FM, San Francisco; KSON Broadcasters  
 KCBS-FM, San Francisco; Columbia Bcstg. System, Inc.  
 KGO-FM, San Francisco; American Bcstg. Co., Inc.  
 KNBC-FM, San Francisco; National Bcstg. Co., Inc.  
 KXXK, San Francisco; Electronic Service Corp.  
 KSJO-FM, San Jose; Santa Clara Bcstg. Company  
 KWIZ-FM, Santa Ana; The Voice of the Orange Empire  
 KDFC, Sausalito, Sundial Bcstg. Corp.

## COLORADO

KLZ-FM, Denver; Alladin Bcstg. Corp.  
 KOA-FM, Denver; Metropolitan TV Co.  
 KFML, Golden; Evert A. Bancker, Jr.  
 KCMS, Manitou Springs; Garden of Gods Bcstg. Co.

## CONNECTICUT

WLAD-FM, Danbury; Berkshire Bcstg. Co.  
 WDRC-FM, Hartford; The Connecticut Bcstg. Co.  
 WFMQ, Hartford  
 WTIC-FM, Hartford; Travelers Bcstg. Serv. Corp.  
 WMMW-FM, Meriden; Silver City Crystal Co.  
 WNHC-FM, New Haven; The Elm City Bcstg. Corp.  
 WSTC-FM, Stamford; The Western Conn. Bcstg. Co.

## DELAWARE

WDEL-FM, Wilmington; WDEL, Inc.



Call Letters	City	Licensee
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## DISTRICT OF COLUMBIA

WASH, Washington; Commercial Radio Equipment Co.  
 WCFM, Washington; Cooperative Bcstg. Assoc.  
 WFAN, Washington; United Bcstg. Co., Inc.  
 WGMS-FM, Washington; Good Music Station, Inc.  
 WMAL-FM, Washington; Evening Star Bcstg. Co.  
 WOL-FM, Washington; Washington Bcstg. Co.  
 WRC-FM, Washington; National Bcstg. Co.  
 WTOP-FM, Washington; WTOP, Inc.  
 WWDC-FM, Washington; Capitol Bcstg. Co.

## FLORIDA

WNDB-FM, Daytona Beach; News-Journal Corp.  
 WRUF-FM, Gainesville; University of Florida  
 WJAX-FM, Jacksonville; City of Jacksonville  
 WJHP-FM, Jacksonville; Jacksonville Journal Co.  
 WMBR-FM, Jacksonville; Washington Post Co.  
 WGBS-FM, Miami; Storer Bcstg. Co.  
 WIOD-FM, Miami; Isle of Dreams Bcstg. Corp.  
 WQAM-FM, Miami; Miami Bcstg. Co.  
 WWPB-FM, Miami; Paul Brake  
 WKAT-FM, Miami Beach; WKAT, Inc.  
 WLRD, Miami Beach; Mercantile Bcstg. Co.  
 WDBO-FM, Orlando; Orlando Bcstg. Co., Inc.  
 WHOO-FM, Orlando; WHOO, Inc.  
 WORZ-FM, Orlando; Central Florida Bcstg. Co.  
 WWPG-FM, Palm Beach; Palm Beach Bcstg. Corp.  
 WDLP-FM, Panama City; Panama City Bcstg. Co., Inc.  
 WTSP-FM, St. Petersburg; Pinellas Bcstg. Co.  
 WTAL-FM, Tallahassee; John H. Phipps  
 WDAE-FM, Tampa; Tampa Times Co.  
 WFLA-FM, Tampa; The Tribune Company  
 WPKM, Tampa; FM Broadcasters

## GEORGIA

WGAU-FM, Athens; J. K. Patrick & Co.  
 WAKE, Atlanta  
 WGKA, Atlanta  
 WAGA-FM, Atlanta; Storer Bcstg. Co.  
 WBGE-FM, Atlanta; General Bcstg. Co.  
 WGST-FM, Atlanta; Georgia Institute of Tech.  
 WSB-FM, Atlanta; Atlanta Newspapers, Inc.  
 WAQM, Atlanta; Glenkaren Associates, Inc.  
 WAUG-FM, Augusta; Garden City Bcstg. Co.  
 WBBQ-FM, Augusta; Savannah Valley Bcstg. Co.  
 WRBL-FM, Columbus; Columbus Bcstg. Co.  
 WRDWD-FM, Dawson; Dawson Bcstg. Co.  
 WEAS, Decatur, E. D. Rivers  
 WDUN-FM, Gainesville; Northeast Georgia Bcstg. Co.  
 WKEU-FM, Griffin; Radio Station WKEU  
 WLAG-FM, LaGrange; LaGrange Bcstg. Co.  
 WMAZ-FM, Macon; Southeastern Bcstg. Co.  
 WCOH-FM, Newnan; Newnan Bcstg. Co.  
 WRGA-FM, Rome; Rome Broadcasting Corp.  
 WSAV-FM, Savannah; WSAV, Incorporated  
 WTOC-FM, Savannah; Savannah Bcstg. Co.

Call Letters	City	Licensee
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WJAT-FM, Swainsboro; Jack A. & Nancy M. Thompson  
 WLET-FM, Toccoa; R. G. LeTourneau  
 WRDL, West Point, Valley Bcstg. Co.

## HAWAII

KAIM, Honolulu; Christian Bcstg. Assn.

## ILLINOIS

WJBC-FM, Bloomington; Bloomington Bcstg. Corp.  
 WBYS-FM, Canton; Fulton County Bcstg. Co.  
 WROY-FM, Carmi; Carmi Bcstg. Co.  
 WCNT-FM, nr. Centralia; Southern Illinois Bcstg. Corp.  
 WDWS-FM, Champaign; The Champaign News-Gazette  
 WBBM-FM, Chicago; Columbia Bcstg. & System, Inc.  
 WBEZ, Chicago; Bd. of Ed., City of Chicago  
 WBIK, Chicago; Balaban & Katz Corporation  
 WEFM, Chicago; WHFC, Inc.  
 WEHS, Chicago  
 WENR-FM, Chicago; American Bcstg. Co., Inc.  
 WFJL, Chicago; Lewis College of Science & Tech.  
 WFMF, Chicago; Functional Music, Inc.  
 WFTM-FM, Chicago; Fale Bcstg. Co., Inc.  
 WSEL, Chicago; Chicago Skyway Bcstg. Co.  
 WMAQ-FM, Chicago; National Bcstg. Co., Inc.  
 WNIB, Chicago  
 WSOY-FM, Decatur; Illinois Broadcasting Co.  
 WLEY, Elmwood Park; Elmwood Park Bcstg. Corp.  
 WSEI, Effingham; Illinois Bcstg. Co.  
 WEAW-FM, Evanston; North Shore Bcstg. Co., Inc.  
 WFJS, Freeport; Stephenson Corp.  
 WEBQ-FM, Harrisburg; Harrisburg Bcstg. Co.  
 WLDS-FM, Jacksonville; Jacksonville Radio & TV Bcstg. Corp.  
 WLBH-FM, Mattoon; Mattoon Bcstg. Co.  
 WMIX-FM, Mt. Vernon; Mt. Vernon Radio & TV Co.  
 WOPA-FM, Oak Park; Village Bcstg. Co.  
 WVLN-FM, Olney; Olney Bcstg. Co., Inc.  
 WPRS-FM, Paris; Paris Bcstg. Corp.  
 WMBD-FM, Peoria; WMBD, Inc.  
 WGEM-FM, Quincy; Quincy Bcstg. Co.  
 WTAD-FM, Quincy; Lee Broadcasting, Inc.  
 WROK-FM, Rockford; Rockford Broadcasters, Inc.  
 WHBF-FM, Rock Island; Rock Island Bcstg. Co.  
 WTAX-FM, Springfield; WTAX, Inc.  
 WKID-FM, Urbana; WKID Bcstg. Co.  
 WILL, Urbana  
 WIUC-FM, Urbana, Ill. U.

## INDIANA

WFIU, Bloomington, Trustees of Ind. University  
 WCNB-FM, Connersville; News-Examiner Company  
 WBBS, Crawfordsville, First Baptist Church  
 WTRC-FM, Elkhart; Truth Publishing Co., Inc.  
 WCMR, Elkhart; Clarence C. Moore  
 WIKY-FM, Evansville; South Central Bcstg. Corp.  
 WMLL, Evansville; On the Air, Inc.  
 WKJG-FM, Ft. Wayne; Northeastern Ind. Bcstg. Co.  
 WJOB-FM, Hammond; South Shore Bcstg. Corp.  
 WITZ-FM, Jasper; Jasper On the Air, Inc.



Call Letters	City	Licensee
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WFAM, near Lafayette; WFAM, Inc.  
 WINL, Lebanon; Lebanon Bcstg. Co.  
 WORX, Madison; Electronics Lab., Inc.  
 WMRI-FM, near Marion; Chronicle Publishing Co., Inc.  
 WIMS-FM, Michigan City; Northern Ind. Bcstrs., Inc.  
 WMUN, near Muncie; Tri-City Radio Corp.  
 WCTW, New Castle; The Courier-Times, Inc.  
 WBOW-FM, Terre Haute; Banks of the Wabash, Inc.  
 WTHI-FM, Terre Haute; Wabash Valley Bcstg. Corp.  
 WRSW-FM, Warsaw; Reub Williams & Sons, Inc.  
 WFML, Washington; Washington Radio, Inc.

## IOWA

WOI-FM, Ames, Iowa St. Coll.  
 KFGQ-FM, Boone; Boone Biblical College  
 KR0S-FM, Clinton; Clinton Bcstg. Corp.  
 WOC-FM, Davenport; Tri-City Bcstg. Company  
 KRNT-FM, Des Moines; Cowles Bcstg. Co.  
 KSO-FM, Des Moines; Murphy Bcstg. Company  
 WHO-FM, Des Moines; Central Bcstg. Co.  
 WDBQ-FM, Dubuque; Dubuque Bcstg. Co.  
 KOKX-FM, Keokuk; Keokuk Bcstg. Co.  
 KGLO-FM, Mason City; Lee-Radio, Incorporated  
 KWPC-FM, Muscatine; Muscatine Bcstg. Co., Ltd.  
 KSCJ-FM, Sioux City; Perkins Brothers Co.  
 KAYL-FM, Storm Lake; Cornbelt Bcstg. Company

## KANSAS

KIND-FM, Independence; Central Bcstg. Inc.  
 KFH-FM, Wichita; Radio Station KFH Company

## KENTUCKY

WCMI-FM, Ashland; Ashland Bcstg. Company  
 WLBj-FM, Bowling Green Bcstg. Co.  
 WFUL-FM, Fulton; Ken-Tenn Bcstg. Corp.  
 WHOP, Hopkinsville  
 WSON-FM, Henderson; Henderson Bcstg. Co., Inc.  
 WBKY-FM, Lexington, Ky. U.  
 WLAP-FM, Lexington; American Bcstg. Co.  
 WFMW-FM, Madisonville; Messenger Bcstg. Co., Inc.  
 WKTM, Mayfield  
 WNGO, Mayfield  
 WOMI-FM, Owensboro; Owensboro Bcstg. Company  
 WVJS-FM, Owensboro; Owensboro on the Air, Inc.  
 WKYB-FM, Paducah; WKYB, Inc.  
 WPAD-FM, Paducah; Paducah Bcstg. Co., Inc.

## LOUISIANA

KALB-FM, Alexandria; Alexandria Bcstg. Co., Inc.  
 WAFB-FM, Baton Rouge; Modern Bcstg. Co.  
 WBRL, Baton Rouge; Baton Rouge Bcstg. Co., Inc.  
 WLCS-FM, Baton Rouge; Air Waves, Inc.  
 KVOL-FM, Lafayette Evangeline Bcstg. Co., Inc.  
 KMLB-FM, Monroe; Liner's Bcstg. Station, Inc.  
 WDSU-FM, New Orleans; WDSU Bcstg. Corp.  
 WRCM, New Orleans; Supreme Bcstg. Co., Inc.

Call Letters	City	Licensee
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WWMT, New Orleans; Fidelity Bcstg. Co., Inc.  
 KTBS-FM, Shreveport; KTBS, Inc.  
 KRMD-FM, Shreveport; Radio Station KRMD  
 KWKH-FM, Shreveport; International Bcstg. Corp.

## MAINE

WCOU-FM, Lewiston; Twin City Bcstg. Co., Inc.

## MARYLAND

WNAV-FM, Annapolis; The Capital Bcstg. Co.  
 WCAO-FM, Baltimore; The Monumental Radio Co.  
 WITH-FM, Baltimore; Maryland Bcstg. Company  
 WUST-FM, Bethesda; Bcstg. Management, Inc.  
 WCUM-FM, Cumberland; The Tower Realty Co.  
 WJEU-FM, Hagerstown; Hagerstown Bcstg. Co.  
 WBUZ, Oakland; Chesapeake Bcstg. Co., Inc.

## MASSACHUSETTS

WCOP-FM, Boston; Post Publishing Co.  
 WEEL-FM, Boston; Columbia Bcstg. System, Inc.  
 WHDH-FM, Boston; WHDH, Inc.  
 WNAC-FM, Boston; General Teleradio, Inc.  
 WBET-FM, Brockton; Enterprise Publishing Co.  
 WXHR, Cambridge; Middlesex Bcstg. Corp.  
 WHAI-FM, Greenfield; John W. Haigis  
 WLLH-FM, Lowell; Merrimac Bcstg. Co., Inc.  
 WLYN-FM, Lynn; Puritan Broadcast Service  
 WBSM-FM, New Bedford; Bay State Bcstg. Co.  
 WINBH-FM, New Bedford; E. Anthony & Sons, Inc.  
 WBEC-FM, Pittsfield; Western Mass. Bcstg. Co.  
 WHYN-FM, Springfield; Hampden-Hampshire Corp.  
 WMAS-FM, Springfield; WMAS, Inc.  
 WCRB-FM, Waltham; Charles River Bcstg. Co.  
 WOGB-FM, West Yarmouth; E. Anthony & Sons, Inc.  
 WTAG-FM, Worcester; WTAG, Inc.

## MICHIGAN

WUOM-FM, Ann Arbor, Michigan U.  
 WBCM-FM, Bay City; Bay Broadcasting Co., Inc.  
 WHFB-FM, Benton Harbor; Palladium Publishing Co.  
 WTVB-FM, Coldwater; Twin Valley Bcstrs., Inc.  
 WKMH-FM, Dearborn; WKMH, Inc.  
 CKLW, Detroit  
 WBRI, Detroit; Booth Radia & TV Stations, Inc.  
 WDET-FM, Detroit; Wayne University  
 WDTR-FM, Detroit, Sch. of Ed.  
 WJBK-FM, Detroit; Storer Bcstg. Co.  
 WJR-FM, Detroit; WJR, The Goodwill Station, Inc.  
 WMUZ, Detroit; Michigan Music Co.  
 WWJ-FM, Detroit; The Evening News Association  
 WXYZ-FM, Detroit; WXYZ, Inc.  
 WKAR, E. Lansing, Mich. St. U.  
 WFUM, Flint; Regents of University of Michigan  
 WFBE, Flint; Flint Bd. of Ed.  
 WFWN, Flint  
 WJEF-FM, Grand Rapids; Fetzer Bcstg. Co.  
 WLAV-FM, Grand Rapids; Versluis Radio & TV, Inc.



Call Letters	City	Licensee
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WBSE, Hillsdale; Baw Besse Bcstrs.  
 WKBZ-FM, Muskegon; Ashbacker Radio Corp.  
 WLDM, Oak Park; Lincoln Bcstg. Company  
 WCAR-FM, Pontiac; WCAR, Inc.  
 WOMC, Royal Oak; Sparks Bcstg. Co.  
 WSAM-FM, Saginaw; Saginaw Bcstg. Co.  
 WSTR-FM, Sturgis; WSTR, Inc.

## MINNESOTA

KYSM-FM, Mankato; Southern Minn. Supply Co.  
 KTIS-FM, Minneapolis; Northwestern Sch.-Bible College  
 WTCN-FM, Minneapolis; Minn. TV Pub. Serv. Corp.  
 WCAL, Northfield, St. Olaf Coll.  
 KFAM-FM, St. Cloud; The Times Publishing Co.  
 WMIN-FM, St. Paul; Franklin Bldg. Co.  
 KWNO-FM, Winona; Winona Radio Service

## MISSISSIPPI

WGCM-FM, Gulfport; WGCM Bcstg. Company  
 WRFM-FM, Hattiesburg; Forest Bcstg. Co., Inc.  
 WJDX-FM, Jackson; Lamar Life Insurance Co.

## MISSOURI

KFUO-FM, Clayton; Lutheran Church-Missouri Synod  
 KWOS-FM, Jefferson City; Capital Bcstg. Company  
 WMBH-FM, Joplin; Joplin Bcstg. Company  
 KCMO-FM, Kansas City; Meredith Engrg. Co.  
 KBOA-FM, near Kennett; Kennett Bcstg. Corp.  
 KMFM, Mountain Park  
 KWOC-FM, Poplar Bluff; Poplar Bluff Bcstg. Co.  
 KTTS-FM, Springfield; Independent Bcstg. Co.  
 KCFM, St. Louis; Commercial Bcstg. Co.  
 KWPM-FM, West Plains; Robert F. Neathery

## NEVADA

KENO-FM, Las Vegas; Nevada Bcstg. Company  
 KNEV, Reno; Everett B. Cobb

## NEW HAMPSHIRE

WMOU-FM, Berlin; White Mts. Bcstg. Co., Inc.  
 WTSV-FM, Claremont; Grandview, Inc.  
 WKBR-FM, Manchester; Granite State Bcstg. Co., Inc.  
 WOTW-FM, Nashua; Nashua Bcstg. Corp.

## NEW JERSEY

WJLK-FM, Asbury Park; Asbury Park Press, Inc.  
 WFPG, Atlantic City, Neptune Bcstg.  
 WSNJ-FM, near Bridgeton; Eastern States Bcstg. Corp.  
 WAAT-FM, Newark; Bremer Bcstg. Corp.  
 WCTC-FM, New Brunswick; Chanticleer Bcstg. Co.  
 WSOU, So. Orange, Seton Hall U.  
 WTOA, Trenton; Mercer Broadcasting Co.  
 WAWZ-FM, Zare Phath; Pillar of Fire Inc.

Call Letters	City	Licensee
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## NEW MEXICO

KHFM, Albuquerque; CHE Bcstg. Co., Inc.

## NEW YORK

WMBO-FM, Auburn; WMBO, Inc.  
 WRBS, Bay Shore; Great South Bay Bcstg. Co.  
 WKOP-FM, Binghamton; Binghamton Bcstrs., Inc.  
 WRRE, Bristol Center; Northeast Radio Corp.  
 WBEN-FM, Buffalo; WBEN, Inc.  
 WBNY-FM, Buffalo; Roy L. Albertson  
 WWOL-FM, Buffalo; Greater Erie Bcstg. Co.  
 WXRC, Buffalo; Western New York Bcstg. Co.  
 WRRC, Cherry Valley; Northeast Radio Corp.  
 WCLI-FM, Corning; Radio Corning Inc.  
 WKRT-FM, Cortland; Radio Cortland, Inc.  
 WRRD, DeRuyter; Northeast Radio Corp.  
 WSHS-FM, Floral Pk., Sewauka H. S.  
 WHLI-FM, Hempstead; FM Broadcasting Corp.  
 WWHG-FM, Hornell; The W. H. Greenhow Co.  
 WHCU-FM, Ithaca; Cornell University  
 WRRR, Ithaca; Northeast Radio Corp.  
 WJTN-FM, Jamestown; James Bcstg. Co., Inc.  
 WMSA-FM, Massena; The Brockway Company  
 WNRG-FM, New Rochelle; Radio New Rochelle Inc.  
 WABC-FM, New York; American Bcstg. Co., Inc.  
 WABF, New York; Metropolitan Bcstg. & TV, Inc.  
 WBAI-FM, New York; Broadcast Assoc., Inc.  
 WBFM, New York  
 WCB5-FM, New York; Columbia Bcstg. System, Inc.  
 WEVD-FM, New York; Debs Memorial Fund, Inc.  
 WFUV-FM, N. Y., Fordham U.  
 WGHF, New York; WGHF, Inc.  
 WHOM-FM, New York; Atlantic Bcstg. Co., Inc.  
 WMGM-FM, New York; Loew's, Inc.  
 WRCA-FM, New York; National Bcstg. Co., Inc.  
 WNYC-FM, New York; City of N. Y. Municipal Bcstg. System  
 WOR-FM, New York; General Teleradio, Inc.  
 WQXR-FM, New York; Interstate Bcstg. Co., Inc.  
 WWRL-FM, New York; Long Island Bcstg. Corp.  
 WHLD-FM, Niagara Falls; Earl C. Hull  
 WSLB-FM, Ogdensburg; St. Lawrence Bcstg. Corp.  
 WHDL-FM, Olean; WHDL, Inc.  
 WALK-FM, Patchogue; Suffolk Bcstg. Corp.  
 WKIP, Poughkeepsie  
 WHFM, Rochester; Stromberg-Carlson Company  
 WRNY-FM, Rochester; Rochester Bcstg. Co., Inc.  
 WGFM, Schenectady; General Electric Company  
 WSYR-FM, Syracuse; Central New York Bcstg. Corp.  
 WFLY, Troy; The Troy Record Company  
 WRUN-FM, Utica; Rome Sentinel Company  
 WWNY-FM, Watertown; The Brockway Company  
 WWRL, Weathersfield; Northeast Radio Corp.  
 WFAS-FM, White Plains; Westchester Bcstg. Corp.

## NORTH CAROLINA

WGWR-FM, Asheboro; Asheboro Broadcasting Co.  
 WLOS-FM, Asheville; Skyway Bcstg. Co.  
 WBBB-FM, Burlington; Alamance Bcstg. Co., Inc.  
 WPNS-FM, Burlington; Burlington-Graham Bcstg. Co.





Call Letters	City	Licensee
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WSOC-FM, Charlotte; Radio Station WSOS, Inc.  
 WDNC-FM, Durham; Durham Radio Corp.  
 W1FM-FM, Elkin; James B. Childress  
 WFNC-FM, Fayetteville; Cape Fear Bcstg. Co.  
 WBBO-FM, nr. Forest City; Rutherford County Radio Co., Inc.  
 WGNC-FM, Gastonia; Catherine T. McSwain  
 WEQR, Goldsboro; Eastern Carolina Bcstg. Co., Inc.  
 WHNC-FM, Henderson; Henderson Radio Corp.  
 WNOS, High Point; The North State Bcstg. Co.  
 WHPE-FM, High Point; High Point Bcstg. Co.  
 WMFR-FM, High Point; Radio Station WMFR, Inc.  
 WEWO-FM, Laurinburg; Scotland Bcstg. Co.  
 WLOE-FM, Leaksville; WLOE, Inc.  
 WBUY-FM, nr. Lexington; Davidson County Bcstg. Co.  
 WMIT, Marion; Mt. Mitchell Bcstg. Co.  
 WFMB, nr. Mayodan; Mayo Bcstg. Co.  
 WKIX, Raleigh  
 WNAO-FM, Raleigh; WPTF Radio Company  
 WPTF, Raleigh  
 WRAL-FM, Raleigh; Capitol Bcstg. Co., Inc.  
 WREV-FM, Raleigh; Capitol Bcstg. Co., Inc.  
 WREX-FM, Reidsville; the Reidsville Bcstg. Co., Inc.  
 WKFM, Roanoke Rapids; WCBT, Inc.  
 WFMA, Rocky Mount; Eastern Carolina Electronics, Inc.  
 WEED-FM, Rocky Mount; William Avera Wynne  
 WSTP-FM, Salisbury; Piedmont Bcstg. Co.  
 WWGP-FM, Sanford; Sandhills Bcstg. Corp.  
 WOHS-FM, Shelby; Western Carolina Radio Corp.  
 WSIC-FM, Statesville; Statesville Bcstg. Co., Inc.  
 WCPS-FM, Tarboro; Coastal Plains Bcstg. Co., Inc.  
 WTNC-FM, nr. Thomasville; Thomasville Bcstg. Co.  
 WMFD-FM, Wilmington; Richard Austin Dunlea  
 WAIR-FM, Winston-Salem; Radio-Winston-Salem, Inc.  
 WSJS-FM, Winston-Salem; Piedmont Publishing Co.  
 WMIT, Yancey County; Mt. Mitchell Bcstrs., Inc.

## OHIO

WAKR-FM, Akron; Summit Radio Corporation  
 WFAH-FM, Alliance; Review Publishing Company  
 WATG-FM, Ashland; Ashland Bcstg. Co.  
 WICA-FM, Ashtabula; WICA, Inc.  
 WTRX-FM, Belaire; Ohio-W. Virginia Broadcasting Co.  
 WHBC-FM, Canton; The Ohio Bcstg. Co.  
 WCPO-FM, Cincinnati; Scripps-Howard Radio, Inc.  
 WKRC-FM, Cincinnati; Radio Cincinnati, Inc.  
 WSAI-FM, Cincinnati  
 WDOK-FM, Cleveland; Civic Bcstrs., Inc.  
 WERE-FM, Cleveland; Cleveland Bcstg. Co.  
 WGAR-FM, Cleveland; Peoples Bcstg. Corp.  
 WHK-FM, Cleveland; United Bcstg. Co.  
 WJW-FM, Cleveland; WJW, Inc.  
 KYW-FM, Cleveland; Westinghouse Bcstg. Co., Inc.  
 WRSR-FM, Cleveland Hts.; WRSR, Inc.  
 WCOL-FM, Columbus; Air Trails, Inc.  
 WOSV, Columbus  
 WVKO-FM, Columbus; Sky Way Bcstg. Corp.  
 WHIO-FM, Dayton; Miami Valley Bcstg. Corp.  
 WEOL-FM, Elyria; Elyria-Lorain Bcstg. Co.  
 WF1N-FM, Findlay; The Findlay Publishing Co.  
 WFOB-FM, Fostoria; Seneca Radio Corp.

Call Letters	City	Licensee
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WFRO-FM, Fremont; Wolfe Bcstg. Corp.  
 WMOH-FM, Hamilton; The Fort Hamilton Bcstg. Co.  
 W1MA-FM, Lima; Northwestern Ohio Bcstg. Corp.  
 WMRN-FM, Marion; Marion Bcstg. Co.  
 WMVO, Mt. Vernon; The Mt. Vernon Bcstg. Co.  
 WCLT-FM, Newark; The Advocate Printing Co.  
 WPAY-FM, Portsmouth; The Scioto Bcstg. Co.  
 WSTV-FM, Steubenville; WSTV, Inc.  
 WSPD-FM, Toledo; Storer Bcstg. Co.  
 WTOL-FM, Toledo; Community Bcstg. Co.  
 WTRT, Toledo; Unity Corp., Inc.  
 WWST-FM, Wooster; Wooster Republican Bcstg. Co.  
 WKBN-FM, Youngstown; WKBN Bcstg. Corp.

## OKLAHOMA

KMUS-FM, Muskogee; Eastern Okla. Bcstg. Co.  
 WNAO, Norman  
 KSPI-FM, Stillwater; Stillwater Publishing Co.

## OREGON

KWIL-FM, Albany; Central Williamette Bcstg. Co.  
 KUGN-FM, Eugene; KUSH, Inc.  
 KGPO, Grants Pass; Southern Oregon Bcstg. Co.  
 KEX-FM, Portland; Westinghouse Bcstg. Co.  
 KQFM, Portland; H. Quentin Cox  
 KOIN-FM, Portland; Mount Hood Radio & TV Bcstg. Corp.  
 KPFFM, Portland; Oregon Bcstrs., Ltd.  
 KPOJ-FM, Portland; KPOJ, Inc.

## PENNSYLVANIA

WFMZ, Allentown; Penn-Allen Bcstg. Co.  
 WSAN-FM, Allentown; Lehigh Valley Bcstg. Co.  
 WVAM-FM, Altoona; The General Bcstg. Corp.  
 WGPA-FM, Bethlehem; Bethlehem's Globe Publ. Co.  
 WBUT-FM, Butler; J. Patrick Beacom  
 WCHA-FM, Chambersburg; Chambersburg Bcstg. Co.  
 WFRM-FM, Coudersport, F & H Bcstg. Co.  
 WCED-FM, Dubois; Tri-County Bcstg. Co., Inc.  
 WEEX, near Easton; Easton Publishing Co.  
 WEST-FM, Easton; Associated Bcstrs., Inc.  
 WERC-FM, Erie; Presque Isle Bcstg. Co.  
 WLEU-FM, Erie; Commodore Perry Bcstg. Service Inc.  
 WHP-FM, Harrisburg; WHP, Inc.  
 WAZL-FM, Hazleton; Hazleton Bcstg. Co., Inc.  
 WARD-FM, Johnstown; Central Bcstg. Co., Inc.  
 WJAC-FM, Johnstown; WJAC, Incorporated  
 WGAL-FM, Lancaster; WGAL, Inc.  
 WLAN-FM, Lancaster; The Peoples Bcstg. Co.  
 WLBR-FM, Lebanon; Lebanon Bcstg. Service Co.  
 WLTN, Lewistown; Lewistown Bcstg. Co.  
 WMGW-FM, Meadville; Meadville Bcstg. Service, Inc.  
 WCAU-FM, Philadelphia; WCAU, Inc.  
 WF1L-FM, Philadelphia; Triangle Publications, Inc.  
 WFLN, Philadelphia; Franklin Bcstg. Corp.  
 WHAT-FM, Philadelphia; Independence Bcstg. Co.  
 WIBG-FM, Philadelphia; Seaboard Bcstg. Corp.  
 WIP-FM, Philadelphia; Pennsylvania Bcstg. Co.  
 WPEN-FM, Philadelphia; Wm. Penn Bcstg. Co.  
 KDKA-FM, Pittsburgh; Westinghouse Bcstg. Co., Inc.  
 WJAS-FM, Pittsburgh; Pittsburgh Radio Supply House



Call Letters	City	Licensee
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WKJF, Pittsburgh; Mrs. A. J. R. Greer  
 WWSW-FM, Pittsburgh; WWSW, Inc.  
 WPPA-FM, Pottsville; Pottsville Bcstg.  
 WGBI-FM, Scranton; Scranton Broadcasters, Inc.  
 WEJL, Scranton; Scranton Times  
 WPIC-FM, Sharon; Sharon Herald Bcstg. Co.  
 WKOK-FM, Sunbury; Sunbury Bcstg. Corp.  
 WRRN, Warren; Northern Allegheny Bcstg. Co.  
 WJPA-FM, Washington; Washington Bcstg. Co.  
 WBRE-FM, Wilkes-Barre; Louis G. Baltimore  
 WLYC-FM, Williamsport; Lycoming Bcstg. Co.  
 WRAX-FM, Williamsport; WRAX, Inc.  
 WNOW-FM, York; The Helm Coal Co. (Bcstg. Div.)  
 WRZE, York; White Rose Broadcasting Co.

## RHODE ISLAND

WPFM, Providence; Nobscot Bcstg. Corp.  
 WPJB-FM, Providence; Providence Journal Co.  
 WPRO-FM, Providence; Cherry & Webb Bcstg. Co.  
 WWON-FM, Woonsocket; Woonsocket Bcstg. Co.

## SOUTH CAROLINA

WCAC, Anderson; Wilton E. Hall  
 WCSC-FM, Charleston; WCSC, Inc.  
 WTMA-FM, Charleston; Atlantic Coast Bcstg. Co.  
 WCOS-FM, Columbia; Radio Columbia  
 WIS-FM, Columbia; The Bcstg. Co. of the South  
 WDSC-FM, Dillon; Border Bcstg. Co.  
 WAKE-FM, Greenville; Piedmont Bcstg. Co.  
 WESC-FM, Greenville; Greenville Broadcasting Co.  
 WFBC-FM, Greenville; WMRC Inc.  
 WCRS-FM, Greenwood; Grenco, Inc.  
 WORG, Orangeburg; WTND, Inc.  
 WRHI-FM, Rock Hill; York County Bcstg. Co.  
 WSNW-FM, Seneca; Blue Ridge Bcstg. Co., Inc.  
 WDXV, Spartanburg; Word, Inc.  
 WSPA-FM, Spartanburg; The Spartan Radiocasting Co.  
 WALD-FM, Waltherboro; Waltherboro Bcstg. Co.

## TENNESSEE

WOPI-FM, Bristol; Radiophone Bcstg. Sta. WOPI, Inc.  
 WAPO-FM, Chattanooga; WAPO Bcstg. Serv. Inc.  
 WDDO-FM, Chattanooga; WDDO Bcstg. Co.  
 WAEW-FM, Grossville; WAEW, Inc.  
 WHBT-FM, Harriman; Harriman Bcstg. Co.  
 WTJS-FM, Jackson; The Sun Publishing Co., Inc.  
 WJHL-FM, Johnson City; WJHL, Inc.  
 WKPT-FM, Kingsport; Kingsport Bcstg. Co., Inc.  
 WBIR, Knoxville  
 WLIL, Lenoir City; WLIL, Inc.  
 WMCF, Memphis; Memphis Publishing Company  
 WHCY, Nashville; Nashville Bcstg. Co.

## TEXAS

KREL-FM, Baytown; Tri-Cities Bcstg. Co.  
 KRIC-FM, Beaumont; The Enterprise Co.  
 KCLE-FM, Cleburne; Marti, Inc.  
 KCCT-FM, Corpus Christi; International Radio Co.  
 KIXL-FM, Dallas; Variety Bcstg. Co., Inc.  
 KRLD-FM, Dallas; KRLD Radio Corporation  
 WRR-FM, Dallas; City of Dallas  
 KDNT-FM, Denton; Harwell V. Shepard  
 WBAP-FM, Fort Worth; Carter Publications, Inc.  
 KLUF-FM, Galveston; The KLUF Bcstg. Co., Inc.  
 KPRC-FM, Houston; The Houston Post Company  
 KTRH-FM, Houston; KTRH Bcstg. Co.  
 KLTJ-FM, near Longview; Le Tourneau Radio Corp.  
 WTPR, Paris  
 KISS, San Antonio; The Walmac Co.  
 KITE-FM, San Antonio; Radio KITE, Inc.  
 KONO-FM, San Antonio; Mission Bcstg. Co.  
 K TSA-FM, San Antonio; Sunshine Bcstg. Co.  
 KCMC-FM, Texarkana; KCMC, Inc.

Call Letters	City	Licensee
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## UTAH

KDYL-FM, Salt Lake City; Intermountain Bcstg. & TV Corp.  
 KSL-FM, Salt Lake City; Radio Serv. Corp. of Utah  
 KUTF, Salt Lake City; Utah Bcstg. & TV Co.

## VIRGINIA

WARL-FM, Arlington; Northern Virginia Bcstrs., Inc.  
 WINA-FM, Charlottesville; Charlottesville Bcstg. Co.  
 WSVS-FM, Crewe; Southern Virginia Bcstg. Corp.  
 WBTM-FM, Danville; Piedmont Bcstg. Corp.  
 WEVA-FM, Emporia; Stone Bcstg. Corp.  
 WSYA-FM, Harrisonburg; Shenandoah Valley Bcstg. Corp.  
 WLVA-FM, Lynchburg; Lynchburg Bcstg. Corp.  
 WWOOD-FM, Lynchburg; Old Dominion Bcstg. Corp.  
 WMVA-FM, Near Martinsville; Martinsville Bcstg. Co.  
 WGH-FM, Newport News; Hampton Roads Bcstg. Corp.  
 WRVC, Norfolk; Larus & Brother Co., Inc.  
 WTAR-FM, Norfolk; WTAR Radio Corporation  
 WNYA, Norton  
 WCOD, Richmond; Havens & Martin, Inc.  
 WLEE-FM, Richmond; Lee Bcstg. Corp.  
 WRNL-FM, Richmond; Richmond Newspapers, Inc.  
 WRVD, Richmond; Larus & Brother Co., Inc.  
 WDBJ-FM, Roanoke; Times-World Corporation  
 WROV-FM, Roanoke; Radio Roanoke, Inc.  
 WSL5-FM, Roanoke; Shenandoah Life Stations, Inc.  
 WRFL, Winchester; Richard Field Lewis, Jr.

## WASHINGTON

KALE-FM, Richland; KALE, Inc.  
 KING-FM, Seattle; KING Bcstg. Company  
 KIRO-FM, Seattle; Queen City Bcstg. Co., Inc.  
 KISW, Seattle; Ellwood W. Lippincott  
 KREM-FM, Spokane; Louis Wasmer  
 KTNT-FM, Tacoma; Tribune Publishing Co.

## WEST VIRGINIA

WJLS-FM, Beckley; Joe L. Smith, Jr., Inc.  
 WKNA-FM, Charleston; Joe L. Smith, Jr., Inc.  
 WJPB-FM, Fairmont; Fairmount Bcstg. Co.  
 WHTN-FM, Huntington; Greater Huntington Radio Corp.  
 WLOG-FM, Logan; Clarence H. Frey & Robert O. Greever  
 WEPM-FM, Martinsburg; Martinsburg Bcstg. Co.  
 WAJR-FM, Morgantown; West Virginia Radio Corp.  
 WOAY-FM, Oak Hill; Robert R. Thomas, Jr.  
 WPAR-FM, Parkersburg; Ohio Valley Bcstg. Corp.  
 WKWK-FM, Wheeling; Community Bcstg., Inc.  
 WWVA-FM, Wheeling; Storer Bcstg. Co.

## WISCONSIN

WEAU-FM, Eau Claire; Central Bcstg. Company  
 WWCF, Greenfield; Wm. C. Forrest  
 WCLO-FM, Janesville; Gazette Printing Co.  
 WHA-FM, Madison; State of Wisc., State Radio Council  
 WIBA-FM, Madison; Badger Bcstg. Co.  
 WISC-FM, nr. Madison; Radio Wisconsin, Inc.  
 WMFM, Madison; Earl W. Fessler  
 WDLB-FM, Marshfield; Dairyland's Bcstg. Serv., Inc.  
 WLIN, Merrill; Alvin E. O'Konski  
 WEMP-FM, Milwaukee; Milwaukee Bcstg. Co.  
 WRJN-FM, Racine; Racine Bcstg. Corp.  
 WJMC-FM, Rice Lake; WJMC, Inc.  
 WHBL-FM, Sheboygan; WHBL, Inc.  
 WFHR-FM, Wisconsin Rapids; William F. Huffman Radio, Inc.

# Radio-Television Daily's Almanac of Holidays and Special Events 1956



## January

- 1: New Year's Day (In all States, Territories, District of Columbia and Possessions). Paul Revere born (1735). Emancipation Proclamation (1863). Blue Network organized (1927).
- 2: Georgia admitted (1778).
- 3: Battle of Princeton (1777). William S. Paley is elected president of CBS (1929).
- 4: Utah admitted (1896).
- 5: Stephen Decatur born (1779). George Washington Carver died (1943). Week of Prayer, first week in January.
- 6: Carl Sandburg born (1878). New Mexico admitted (1912).
- 7: Millard Fillmore, 13th President born (1800). Electronic system for television, including a dissector tube to scan the image for transmission patented by Philo Taylor Farnsworth (1927).
- 8: Anniversary of the Battle of New Orleans (Louisiana).
- 9: Connecticut ratified the U. S. Constitution (1778). Connecticut admitted (1788).
- 10: Ethan Allen born (1737).
- 11: Alexander Hamilton born (1757).
- 12: John Singer Sargent born (1856).
- 13: Salmon Portland Chase born (1808).
- 14: First Written Constitution adopted at Hartford, Conn. (1639).
- 15: Mathew B. Brady died (1896).
- 17: Benjamin Franklin born (1706). Feast of St. Anthony.
- 18: Daniel Webster born (1782).
- 19: Robert E. Lee's birthday (1807) (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia). Edgar Allen Poe born (1809).
- 20: Inauguration Day. Begun in 1937. To be observed every fourth year from that date by the 20th Amendment to the Constitution. Return of POW's from Korea began (1954).
- 21: Foundation Day. In the Canal Zone. Thomas Jonathan (Stonewall) Jackson born (1824).
- 23: S. S. Republic collides with S. S. Florida off N. Y. harbor and flashes CQD signal, summoning rescuers, proving value of Marconi apparatus in time of disaster at sea (1909).
- 24: Gold discovered in Calif. (1848).

- 25: Weather Signs. It is an old belief that the weather of the whole year depends upon this day. "Sun on St. Paul's Day means a good year, rain or snow foretells indifferent weather, a mist means want, while thunder predicts 12 months of wind and death." (Shepherd's Almanack, 1676). Scottish poet Robert Burns born (1759).
- 26: Michigan admitted (1837). General Douglas MacArthur born (1880). A.E.F. landed in Ireland (1942). FM Broadcasters, Inc., holds first annual meeting in N. Y. with attendance of 750 (1944).
- 27: Wolfgang Amadeus Mozart born (1756). Lewis Carroll, pen name of Charles Lutwidge Dodgson, born (1832).
- 28: Thomas Edison granted patent on his incandescent light (1880).
- 29: William McKinley born (1843). Kansas admitted (1861).
- 30: Franklin D. Roosevelt born (1882).
- 31: Franz Schubert born (1797). Child Labor Day. Last Sunday in January, also the Saturday preceding and the Monday following.

## February

- 1: Victor Herbert born (1859). Supreme Court of the U. S., Chief Justice John Jay presiding, held its first meeting (1790). CQD is adopted as wireless distress call by Marconi Co. (1904).
- 2: Fritz Kreisler born (1875). Ground Hog Day. Candlemas. Treaty of Guadalupe Hidalgo signed by U. S. and Mexico (1848).
- 3: Horace Greeley born (1811).
- 6: Massachusetts admitted (1788). Aaron Burr born (1756). American Forces recapture Manila from Japan (1945). George Herman ("Babe") Ruth born (1895).
- 7: Charles Dickens born (1812).
- 8: Boy Scout Day.
- 9: William Henry Harrison, 9th President, born (1773). Nebraska Admitted (1867).
- 10: Peace Treaty signed with Spain, ending Spanish-American War (1899).
- 11: Thomas A. Edison born (1847). Daniel Boone born (1734).

- 12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming).  
Georgia Day.
- 14: Valentine's Day.  
Arizona admitted (1912).  
Oregon admitted (1859).
- 15: Destruction of the Maine (1898).  
Constitution Day. In the Canal Zone.  
Susan B. Anthony Day. Observed in honor of the birthday of the pioneer crusader for equal rights for women. Governors of 33 states and 3 territories have honored the day by special proclamations.
- 16: Katharine Cornell born (1898).
- 18: Inauguration of Jefferson Davis as President of the Provisional Government of the Confederacy (1861).  
Ash Wednesday.
- 19: Ohio admitted (1803).  
Shrove Tuesday (1947). Tuesday preceding Ash Wednesday. Observed as Mardi Gras in Florida (in cities and towns where carnival is celebrated), Louisiana (parishes of Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist, East Baton Rouge), Canal Zone.  
Phonograph patented by Edison (1878).
- 20: U. S. purchased the Danish West Indies (1917).
- 21: Beginning of the Battle of Verdun (1916) which ended Dec. 15.  
Brotherhood Week. Always includes Washington's Birthday; the Sunday nearest Feb. 22 is Brotherhood Day.
- 22: Florida ceded to the U. S. by purchase and treaty with Spain (1819).  
Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).  
Edgar Wilson ("Bill") Nye died (1896).  
James Russell Lowell born (1819).
- 23: Johannes Gutenberg died (1468).  
President Calvin Coolidge signs Dill-White Radio Bill, creating Federal Radio Commission and ending chaos caused by industry's wild growth (1926).
- 25: Enrico Caruso born (1873).  
John Adams appointed first Minister of U. S. to England (1785).
- 26: William F. Cody (Buffalo Bill) born (1846).
- 27: Henry Wadsworth Longfellow born (1820).
- 29: Leap Year. The name given to every year of 366 days.
- 2: Texas Independence Day.
- 3: Florida admitted (1845).  
First Postage Stamp used in U. S. (1847).  
Alexander Graham Bell born (1842).
- 4: Pennsylvania Day.  
Vermont admitted (1791).
- 5: Boston Massacre (1770).
- 6: Fall of the Alamo (1836).
- 7: Luther Burbank born (1849).  
Maurice Ravel born (1875).  
Patent granted to Alexander Graham Bell for first telephone (1876).
- 8: Oliver Wendell Holmes, Jr. born (1841).
- 9: Battle of the "Monitor" and "Merrimac" off Hampton Roads, Va. (1862).  
Edwin Forrest born (1806).
- 10: Lillian D. Wald born (1867).
- 11: Johnny Appleseed, properly John Chapman, died (1847).  
The great blizzard in New York City and New England states (1888).
- 12: U. S. Post Office established by act of Congress (1789).  
Girl Scout's birthday.
- 13: Standard Time established in U. S. (1884).
- 14: Albert Einstein born (1879).  
First Trans-Atlantic radio broadcast (1925).
- 15: Maine admitted (1820).  
Andrew Jackson born (1767).
- 16: James Madison born (1751).  
U. S. Military Academy established at West Point by act of Congress (1802).
- 17: Saint Patrick's Day.  
Evacuation Day. In Boston, Chelsea, Revere. Winthrop and Suffolk County.
- 18: Feast of Esther.  
Grover Cleveland born (1837).
- 19: William Jennings Bryan born (1860).
- 21: First Day of Spring.
- 22: Emancipation Day (Puerto Rico).
- 23: Patrick Henry delivered his famous speech (1775).
- 25: The Annunciation Day.  
Arturo Toscanini born (1867).  
Greek Independence Day. Greece celebrates its freedom won from Turkey (1827).  
Maryland Day.
- 27: President Washington signed the act creating the U. S. Navy (1794).  
Marconi flashes first wireless signals across English Channel (1889).
- 29: John Tyler born (1790).
- 30: Seward Day. Alaska (Not observed by federal employees).  
Good Friday.
- 31: Transfer Day. In the Virgin Islands.

## April

- 1: Nebraska admitted (1867).  
Five Congressmen shot in House of Representatives by Puerto Rican Nationalists (1954).
- 1: Easter Sunday.
- 2: Sergei Rachmaninoff born (1873).  
U. S. Mint established (1792).
- 3: First Pony Express riders left Sacramento to ride east and St. Joseph, Mo. to ride west.  
Washington Irving born (1783).

- 4: Adoption of the present American flag's design (1818).
- 5: Elihu Yale Born (1648).
- 7: Peary discovered North Pole (1909). Louisiana admitted (1812). Bell Telephone Laboratories demonstrates wire television between Washington and New York, and radiovision between Whippany, N. J., and New York (1927). Henry Ford died (1947).
- 8: Ponce de Leon (1460-1521) Spanish soldier, landed in Fla. near the present site of St. Augustine, Easter Sunday (1513), claiming the land for Spain. The anniversary of the event is observed by the city.
- 9: Surrender of General Lee (1865). Bell Telephone Laboratories demonstrate two-way television in which speakers at the ends of a 3-mile circuit see each other as they converse (1930).
- 10: Salvation Army Founder's Day. William Booth born (1829). Joseph Pulitzer born (1847). U. S. Patent System established by Congress (1790). National Be Kind to Animals Week falls about this date.
- 11: Charles Evans Hughes born (1862).
- 12: Franklin Delano Roosevelt died (1945). Halifax Independence Resolution (N. C.).
- 13: Thomas Jefferson born (1743). National Sunday School Week.
- 14: Pan-American Day. S. S. Titanic disaster at sea proves value of wireless (1912).
- 15: Abraham Lincoln assassinated (1865).
- 16: Charles Spencer Chaplin born (1889).
- 17: Charter granted American Academy of Arts and Letters (1916).
- 18: San Francisco Fire (1906).
- 19: Patriots' Day. (Maine, Massachusetts).
- 20: Adolf Hitler born (1889).
- 21: Anniversary of Battle of San Jacinto (Texas).
- 22: First nationwide telecast of atomic explosion from Yucca Field, Nev. (1953). Widest use of television ever made by the public from Apr. 22-June 17, during hearings of the Senate subcommittee investigations of the Army's charges against Sen. Jos. R. McCarthy (1954).
- 23: James Buchanan born (1791). William Shakespeare born (1564). St. George Day (English). Marconi transatlantic American-Europe service opened (1910).
- 24: First newspaper issued in America (1704). U. S.-Mexican War (1846). U.N. Charter Conference opens in San Francisco (1945).
- 25: War declared with Spain (1898). St. Mark's Day. Guglielmo Marconi born (1874).
- 26: Confederate Memorial Day (Florida, Georgia, Mississippi). Slavery abolished in U. S. (1865). First shot of war with Germany (1917). John James Audubon born (1785).
- 27: General U. S. Grant born (1822). CBS takes leadership in urging plans for post-war television in the higher frequencies (1944).
- 28: James Monroe born (1758). Maryland admitted (1788).
- 29: Sir Thomas Beecham born (1879).
- 30: Boys and Girls Week always includes May 1. Louisiana purchased (1803). Washington became First President (1789). Rhode Island settled (1636). Benito Mussolini executed (1945).

## May

- 1: May Day. Child Health Day. Labor Day (Canal Zone). Dewey's victory in Manila Bay (1898).
- 2: Stonewall Jackson fatally wounded (1863). National Music Week. FCC authorized full commercial television (1941).
- 3: Shenandoah Valley Apple Blossom Festival.
- 4: Rhode Island Independence Day.
- 5: Napoleon's death (1821). Arbor Day.
- 6: Corregidor surrender (1942). Admiral Robert E. Peary born (1856). Roger Bannister runs mile in 3:59.4. (1954).
- 7: Germany surrendered to United States, England and Russia (1945). Lusitania torpedoed (1915). Johannes Brahms born (1833). Robert Browning born (1812). Plans to spend \$1,000,000 for field television tests are announced by R.C.A. president David Sarnoff; tests to start from Empire State Building, N. Y. early in 1936 (1935).
- 8: V.E. Day (1945).
- 9: John Brown born (1833).
- 10: Confederate Memorial Day (Kentucky, North Carolina, South Carolina). Mothers Day, second Sunday in May. Completion of First Transcontinental Railroad (1869).
- 11: Minnesota admitted (1858).
- 12: Florence Nightingale Born (1820).
- 13: WDRC-FM goes on air under call letters of WIXPW, utilizing Armstrong FM system (1939).
- 14: Rockefeller Foundation granted Charter (1913). Free State of Israel proclaimed (1948).
- 15: First regular Air Mail service in the world inaugurated by the U. S. Government.
- 17: "I am An American Day," often referred to as Citizenship Recognition Day. Norwegian Independence Day (1814). Supreme Court rules against segregation in the public schools (1954).
- 18: World Good-Will Day, formerly Peace Day.

- 19: First American Confederation of United Colonies of New England (1643).
- 20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina) (1775).  
FCC gives FM green light authorizing full commercial operation as of Jan. 1, 1941 (1940).  
Armed Forces Day.
- 21: Lindbergh's Flight to Paris (1927).
- 22: National Maritime Day.
- 23: South Carolina admitted (1788).
- 24: First telegraph message sent (1844).
- 25: Ralph Waldo Emerson born (1803).
- 27: Golden Gate Bridge, San Francisco opened (1937).
- 29: Wisconsin admitted (1848).  
Rhode Island admitted (1790).  
Patrick Henry born (1736).
- 30: Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).  
President Eisenhower is first chief executive ever to address NARTB convention in person. (1955).
- 31: Walt Whitman born (1819).  
The Johnstown (Pa.) flood (1889).  
Battle of Jutland (1916).

## June

- 1: Kentucky admitted (1792).  
Tennessee admitted (1796).
- 3: Confederate Memorial Day (Louisiana, Tennessee).  
King's Birthday (Canada).  
Birthday of Jefferson Davis (1808) (Florida, Mississippi, South Carolina, Texas, Virginia).
- 6: American Marines victorious at Belleau Wood, June 6-10 (1918).  
Nathan Hale born (1756).  
D-Day (1944).  
Television network Eurovision, linking 8 European nations (Britain, France, West Germany, Italy, Belgium, the Netherlands, Denmark and Switzerland) went into operation (1954).
- 7: Daniel Boone Day (Kentucky)
- 8: Battle of New Orleans (1815).  
Children's Day, second Sunday in June.  
Regular TV schedule, three times weekly, inaugurated by WGY, Schenectady (1928).
- 9: Feast of St. Columba.  
Confederate Memorial Day (Petersburg, Virginia).
- 11: Feast of St. Barnabas.  
The Continental Congress appointed John Adams, Thomas Jefferson, Benjamin Franklin, Roger Sherman and Robert R. Livingston to draft a declaration of independence (1776).  
Kamehameha, first King of Hawaii, observed in Hawaii.  
TransAtlantic radiophoto of Pope Pius XI by Korn appearing in the New York World declared "a miracle of modern science." (1922).
- 12: John Augustus Roebling born (1806).  
Baseball Centennial Celebration of the invention of the game at Cooperstown, N. Y. (1939).
- 13: Proponents and opponents of pay-as-you-see TV present views to FCC. (1955).
- 14: Hawaii organized as U. S. territory (1900).  
Harriet Beecher Stowe born (1811).  
Flag Day.
- 15: Pioneer Day (Idaho).  
Franklin demonstrated the identity of electricity and lightning by use of a kite (1752).  
Arkansas, 25th state admitted to the Union (1836).  
Oregon boundary treaty signed at Washington by Great Britain and the U. S.
- 16: Commencement, the climax of the academic year when degrees are conferred with impressive ceremony.
- 17: Bunker Hill Day. (In Massachusetts, Suffolk County).
- 18: Battle of Waterloo (1815).
- 19: Beginning of War of 1812.  
King John of England signed Magna Carta (1215).
- 20: West Virginia Day.
- 21: Longest Day in Year.  
Father's Day; 3rd Sunday in June.  
New Hampshire joined the Union (1788).  
Constitution Ratified (1788).
- 22: Bolivarian Day (Canal Zone).
- 24: San Juan Day (Puerto Rico).  
U. S. approves act requiring certain passenger ships to carry wireless equipment and operators (1910).
- 25: Virginia Admitted (1788).  
North Korean Communists attack So. Korea (1950).  
Battle of Little Big Horn, Montana (1876)  
"Custer's last stand," his defeat by the Sioux Indians.  
CBS presents first commercial color program (1951).
- 26: Virginia ratified the U. S. Constitution (1788).  
President Truman orders U. S. troops into Korea battle (1950).  
First American Troops land in France (1917).
- 27: Helen Keller born (1880).
- 28: Archduke Franz Ferdinand assassinated in Sarajevo (1914).  
U. S. purchased rights and franchises of France in the Panama Canal (1902).  
Treaty of Versailles ending World War I signed (1919).
- 29: George Washington Goethals born (1858).  
St. Peter's Day.
- 30: St. Paul's Day.  
Congress granted Yosemite Valley and Mariposa Big Tree Grove to Calif. for a public



park (1864). The valley was discovered in 1851.

Fourth Atomic Bomb dropped (experimental over water) Bikini (1946).

First telecast of an eclipse of the sun over NBC and CBS (1954).

## July

- 1: Battle of San Juan Hill (1898).  
Dominion Day (Canada).  
Battle of Gettysburg (1863).  
Federal fiscal year designated by the law of Aug. 26 (1842), as beginning July 1.  
Dept. of Commerce organizes a radio division to enforce Wireless Act of June 24, 1910 (1911).
- 2: Richard Henry Lee's resolution declaring the U. S. independent passed by the Continental Congress (1776).  
Garfield assassinated (1881).
- 3: Idaho admitted (1890).  
John Singleton Copley born (1737).
- 4: Independence Day.  
U. S. Military Academy at West Point opened (1802).  
Calvin Coolidge born (1872).  
Slavery abolished in New York (1825).  
Providence, R. I. founded by Roger Williams (1636).  
Work on Erie Canal commenced (1817).  
Thomas Jefferson died (1826).  
James Monroe died (1831).  
John Adams died (1826).  
Cornerstone of Washington Monument laid (1848).  
Surrender of Vicksburg (1863).  
Bartholdi's Statue of Liberty presented to U. S. in Paris (1833).  
American pilots first participated in air raids over Germany (1942).
- 5: Admiral David G. Farragut born (1801).
- 6: Republican Party founded (1854).  
John Paul Jones born (1747).  
Columbia University opened (1754).
- 7: U. S. annexed Hawaii (1898).
- 8: John D. Rockefeller born (1839).  
Liberty Bell cracked tolling death of John Marshall (1835).
- 9: Elias Howe born (1819).
- 10: Wyoming admitted (1890).  
James McNeill Whistler born (1834).
- 11: John Quincy Adams born (1767).  
Federal Communications Commission is organized to succeed Federal Radio Comm. and also to regulate wire telephony and telegraphy (1934).
- 12: Orangeman's Day.
- 13: Forrest's Day (Tennessee).
- 14: Stars and Stripes adopted (1777).  
Bastille Day—First Celebrated in U. S. (1914).  
Admiral Perry opened first negotiations for trade with Japan (1853).

- First sports event in color, races at Monmouth Park, N. J. (1951).
- 15: St. Swithin's Day.
  - 16: Mary Baker Eddy born (1881).  
First Atomic Bomb exploded (experimental) New Mexico (1945).
  - 17: Munoz Rivera's birthday (Puerto Rico).
  - 18: William Makepeace Thackeray born (1811).  
Thomas F. O'Neil, v.p. of General Tire and Rubber Co., and pres. of General Teleradio, Inc., (parent company of MBS), buys RKO Radio Pictures, Inc. from Howard Hughes for \$25,000,000. (1955).
  - 19: Franco-Prussian War began (1870).
  - 20: Guglielmo Marconi died (1937).
  - 21: Spanish Armada defeated by England (1588).  
Society of Jesuits abolished by Pope Clement XIV (1773).  
First battle of Bull Run (1861).  
CBS begins TV broadcasting from station W2XAB (1931).
  - 24: Simon Bolivar born (1783).  
Pioneer Day (Utah).  
Mormon Pioneer Day (Idaho).
  - 25: Occupation Day (Puerto Rico).  
Fifth Atomic Bomb exploded (experimental under water) Bikini (1946).
  - 26: George Bernard Shaw born (1856).  
Serge Koussevitzky born (1874).  
New York ratified the U. S. Constitution (1788).
  - 27: First successful Atlantic Cable (1866).  
Barbosa's birthday, in the Canal Zone.
  - 28: Austria declared war on Serbia (1914).  
Volunteers of America Founder's Day.  
National Vegetable Week begins.
  - 29: Booth Tarkington born (1869).  
Benito Mussolini born (1883).
  - 30: Henry Ford born (1863).  
First Representative Assembly in America convened (1607).  
First patent for wireless telegraphy granted in U. S. (1872).  
Experimental television transmitter W2XBS opened by NBC in N. Y. (1930).
  - 31: Feast of St. Ignatius Loyola.

## August

- 1: Colorado Day.  
Beginning of World War I (1914).
- 2: Government of India transferred to British Crown (1858).  
U. S. War Dept. purchased its first military plane from the Wright Brothers (1909) thus founding the Army Air Corps.
- 3: Civic Holiday (Canada).  
Germany declared war on England and France (1914).  
Columbus sailed from Spain (1492).
- 4: Feast of St. Dominic.
- 5: Battle of Mobile Bay (1864) with Admiral Farragut in command.  
Second Atomic Bomb dropped (1945) Hiroshima.

## September

- 6: Feast of the Transfiguration.  
Westinghouse discloses Stratovision plan (1945).  
Emilie Dionne, of the Dionne quintuplets, died (1954).
- 7: International Peace Bridge, dedicated (1927), commemorating more than 100 years of peace between the U. S. and Canada.  
Creation of War Department (1789).  
Society of Jesuits restored by Pope Pius VII (1814).
- 8: Charles A. Dana born (1819).  
Third Atomic Bomb dropped (1945) Nagasaki.
- 9: First Train Drawn in U. S. by Steam Locomotive (1831).  
Izaak Walton born (1593).
- 10: Herbert Clark Hoover born (1874).  
Russia declared war against Japan (1945).
- 11: The "Clermont" Fulton's steamboat made a successful run up the Hudson River (1807).  
First baseball game in color, Brooklyn Dodgers vs. Boston Braves at Ebbets Field (1951).  
U.S. Army used portable television transmitters to direct infantry operations remotely. Demonstration was seen by coast-to-coast audience (1954).
- 14: V-J Day (1945).  
Atlantic Charter agreement between President F. D. Roosevelt and Prime Minister Winston Churchill (1941).
- 15: Panama Canal opened (1914).
- 16: Bennington Battle Day (Vermont).  
First transatlantic cable opened (1858).  
George Herman ("Babe") Ruth died (1948).
- 18: Virginia Dare born (1587).
- 19: National Aviation Day.  
Orville Wright born (1871).
- 20: Benjamin Harrison born (1833).
- 21: Lincoln-Douglas debate began (1858).
- 22: Claude Debussy born (1862).
- 23: Oliver Hazard Perry born (1785).
- 24: British burn White House (1814).  
St. Bartholomew's Day Massacres, France (1572).  
Festival of St. Bartholomew.
- 25: Edgar Wilson ("Bill") Nye born (1850).
- 26: Suffrage for Women—19th Amendment (1920).
- 27: Drilling of first oil well completed in Western Pennsylvania by Col. Edwin Lourentine Drake (1859).
- 28: Spanish landed at the site of St. Augustine, Fla. (1565).  
Johann Wolfgang von Goethe born (1749).
- 29: Oliver Wendell Holmes born (1809).
- 30: Germany declared war on Poland (1939).  
Beginning of World War II.  
French fleet arrived in Chesapeake Bay to further the interest of American independence (1781).
- 1: Germany invaded Poland (1939).  
Official V-J Day (1945). (Surrender terms signed aboard U.S.S. Missouri.)  
Labor Day.  
Eugene Field born (1850).
- 3: First American Peace Treaty with England (1783).  
Allies invaded Italy (1943).
- 4: Henry Hudson discovered Manhattan Island (1609).  
First Electrical power station in world in New York (1882).  
First telecast coast-to-coast via coaxial cable and microwave relays. Occasion of Pres. Harry S. Truman opening Japanese Peace Treaty Conference (1951).
- 5: First Continental Congress (1774).
- 6: Lafayette Day.  
First Battle of the Marne (1914):
- 7: James Fenimore Cooper born (1789).  
Japanese Peace Treaty (WW II) signed (1951).
- 8: Dutch surrendered New Amsterdam (New York) to British (1664).  
Italy surrendered (1943).  
Crimean War ended (1855).
- 9: Admission Day (California—1850).
- 10: Arthur Holly Compton born (1892).  
Rosh Hashonah.
- 11: Harvest Festival.  
O. Henry (pen name William Sydney Porter) born (1862).  
Defender's Day (Maryland).
- 12: Battle of Lake Erie (1813).
- 13: Walter Reed born (1851).  
John Joseph Pershing born (1860).  
Battle of Quebec (1759).  
Battle of St. Mihiel (1918) First battle planned and carried out by American forces in World War I.
- 14: Great Britain and its colonies in America adopted the Georgian calendar (1752).  
"The Star Spangled Banner" written by Francis Scott Key (1814).
- 15: Independence Day of the Central American Republics (1821).  
William Howard Taft born (1857).
- 16: Russians burned Moscow (1812).
- 17: Constitution Day.
- 18: Cornerstone of U. S. Capitol laid in Washington, D. C. (1793).  
N. Y. Times established (1851) when its first issue appeared.  
Columbia Broadcasting System goes on air with basic network of 16 stations, Major J. Andrew White is president (1927).
- 19: Washington issued his farewell address to people of U. S. (1796).  
Yom Kippur.
- 21: Great hurricane swept Atlantic Coast of N. Y. and New England thence going inland and causing great loss of life and property (1938).

- 22: Lincoln issued the preliminary proclamation freeing the slaves (1862).  
Nathan Hale executed (1776).  
First day of Autumn.
- 23: Naval battle between "Bonhomme Richard" commanded by John Paul Jones and British frigate "Serapis" in North Sea (1779).
- 24: John Marshall born (1775).
- 25: Balboa discovered the Pacific (1513).  
Bill of Rights (1789).
- 26: George Gershwin born (1898).  
Battle of the Meuse-Argonne (Sept. 26-Nov. 11, 1918).
- 27: American Indian Day (4th Friday).
- 28: Georges Eugene Benjamin Clemenceau born (1841).
- 29: Michaelmas Day.
- 30: Mutual Broadcasting System starts as co-operative four-station hookup (WOR, WGN, WLW, and WXYZ), carrying first commercial program (1934).

## October

- 7: Francisco Franco proclaimed head of Spanish Nationalist Government (1935).  
Germany crossed border into Czechoslovakia (1938).
- 2: Ferdinand Foch born (1851).  
Mohandas Gandhi born (1869).
- 3: Religious Education Week. First full week in October.
- 4: Rutherford B. Hayes born (1822).  
Wright Brothers took first long distance flight in an airplane (1905).  
Chester A. Arthur born (1830).
- 5: Missouri Day.  
National Business Women's Week, generally the second week of Oct.
- 7: Stamp Act Congress held and Declaration of Rights issued by Colonies (1765).  
James Whitcomb Riley born (1853).
- 8: Edward Vernon Rickenbacker born (1890).
- 9: Fire Prevention Week.  
Fraternal Day (Alabama).  
Chicago Fire (1871).
- 10: U. S. Naval Academy in Annapolis opened. (1845).
- 11: Eleanor Roosevelt born (1884).  
Farmer's Day (2nd Friday) (Florida).  
YMCA Founder's Day—Sir George Williams born (1821).  
FCC approves CBS color TV tests (1950).  
National Bible Week.
- 12: Columbus Day.
- 14: William Penn born (1644).
- 15: First public demonstration of ether as an anesthetic, Massachusetts General Hospital (1846).
- 16: Noah Webster born (1758).
- 17: Surrender of General Burgoyne at Saratoga (1777).

- 18: General Tojo appointed Premier of Japan (1941).  
Alaska Day.  
FCC sets aside bands in ultra-high frequencies for television aural or apex broadcasting and relay broadcasting, above 30,000 kc. (1937).  
Hurricane "Hazel" hits U.S. Eastern coast (1954).
- 19: Surrender of Cornwallis (1781).  
Volstead Act (Prohibition) passed (1919).  
John Adams born (1735).
- 20: FCC decided it would be undemocratic for TV shows to be censored by the government, after protests that crime shows increased juvenile delinquency.
- 22: The Metropolitan Opera House opened with presentation of Gounod's Faust (1883).
- 23: Sarah Bernhardt born (1845).  
Al Jolson died (1950).
- 24: Transcontinental telegraph line completed (1861).  
Pennsylvania Day.  
United Nations Day.  
William Penn born (1644).  
Light's Diamond Jubilee, largest commercial television hook-up (1954).
- 25: First cabinet meeting televised (1954).
- 26: Erie Canal opened to traffic (1825).  
Better Parenthood Week, observed last week in Oct.
- 27: Theodore Roosevelt born (1858).
- 28: Dedication of Statue of Liberty (1866).
- 31: Hallowe'en.  
Admission Day, Nevada (1864).

## November

- 1: All Saints' Day (Louisiana).  
Liberty Day (St. Croix, Virgin Islands only).  
National Broadcasting Co. is organized with WEA and WJZ in N. Y. as key stations, and Merlin Hall Aylesworth as president (1926).
- 2: General Election Day.  
North Dakota admitted (1889).  
South Dakota admitted (1889).  
James K. Polk born (1795).  
Warren G. Harding born (1865).  
George Bernard Shaw died (1950).
- 3: Panama declared its independence of Colombia (1903).
- 4: John Philip Sousa born (1854).
- 5: Guy Fawkes Day (English).  
U. S. General Election Day.
- 6: Static-less radio system based on FM instead of AM is demonstrated on 2½ meter wave by Maj. E. H. Armstrong at the Institute of Radio Engineers, N. Y. (1935).  
American Art Week.
- 7: Marie Sklodowska Curie born (1867).
- 8: N. Y. Symphony Orchestra gave its first concert under Leopold Damrosch (1858).  
Montana admitted (1889).



- Opening performance of Metropolitan Opera in New York was televised by closed circuit to 32 theaters in more than 25 cities, and seen by some 70,000 persons.
- 9: Great Fire in Boston (1872). American Education Week.
  - 10: Martin Luther born (1483). U. S. Marine Corps was created by the Continental Congress (1775).
  - 11: Armistice Day, World War I. Washington admitted (1889).
  - 13: Robert Louis Stevenson born (1850). Edwin Booth born (1833).
  - 14: Robert Fulton born (1765). Book Week.
  - 15: Pike's Peak discovered (1806).
  - 16: Oklahoma admitted (1907).
  - 17: Sixth Congress Met for First Time in Washington (1801). Suez Canal opened (1869).
  - 18: Standard Time went into effect in the U. S. (1883). Dr. V. K. Zworykin demonstrates his kinescope or cathode ray television receiver before a meeting of the IRE at Rochester, N. Y. (1929).
  - 19: Lincoln's address at dedication of National Cemetery on the battlefield at Gettysburg (1863). James A. Garfield born (1831).
  - 21: North Carolina admitted (1789). Edison Announced invention of Phonograph (1877).
  - 23: Franklin Pierce born (1804).
  - 24: Zachary Taylor born (1784).
  - 28: Thanksgiving Day (4th Thursday).
  - 29: Admiral Byrd Discovered South Pole (1929).
  - 30: Samuel L. Clemens (Mark Twain) born (1835). Russia invaded Finland (1939). Winston Churchill born (1874).

## December

- 2: Promulgation of the Monroe Doctrine (1823).
- 3: Illinois admitted (1818). Gilbert Stuart born (1755).
- 5: Martin Van Buren born (1782). Walt Disney born (1901).
- 7: Pearl Harbor attacked (1941). Roosevelt, Churchill, Stalin confer at Teheran (1943). Delaware Day. Daily facsimile broadcasting inaugurated by KSD, St. Louis (1938). First coast-to-coast medical telecast in color, surgery in Los Angeles, via closed circuit (1951).
- 8: Eli Whitney born (1765). U. S. declared war on Japan (1941).
- 9: Germany-Italy declare war on U. S. (1941).
- 10: U.S. Declared War on Germany-Italy (1941). Peace Treaty signed with Spain (1899). Mississippi admitted (1817). Human Rights Day.
- 11: Alfred Nobel born (1833). Indiana admitted (1816).
- 12: First Marconi Wireless across Atlantic (1901). Pennsylvania admitted (1787). Washington, D. C. became the permanent home of the U. S. Govt. (1800).
- 13: Council of Trent (1545).
- 14: Alabama admitted (1819). George Washington died at Mt. Vernon (1799).
- 15: Bill of Rights Day. Dr. E. F. W. Alexanderson demonstrates his multiple lightbrush television system and projector at St. Louis (1926).
- 16: Boston Tea Party. Ludwig von Beethoven born (1770).
- 17: John Greenleaf Whittier born (1807). Aviation Day. First mechanical airplane flight by Wright Brothers (1903). FCC approved color TV (1953).
- 18: New Jersey admitted (1787). First Sunday paper published (1796).
- 19: Tyrus (Ty) Cobb born (1886). Washington went into winter quarters at Valley Forge (1776).
- 20: First electrical lights on Broadway (1880).
- 21: Pilgrims landed at Plymouth Rock (1620). First day of winter.
- 23: George Washington resigned Army commission (1783). NBC establishes a permanent coast-to-coast network (1928).
- 24: "Aida" first performed in Cairo, Egypt (1871) composed for celebration of opening of Suez Canal. Reginald Fessenden transmits human voice by wireless (1906).
- 25: Washington crossed the Delaware to attack Trenton (1776). Christmas Day.
- 26: Battle of Trenton (1776). Record snow fall in New York, exceeding in depth the blizzard of 1888 (1947).
- 27: Louis Pasteur born (1822).
- 28: Iowa admitted (1848). Woodrow Wilson born (1856). Irish Free State became State of Eire (Ireland).
- 29: Texas admitted (1845). Andrew Johnson born (1808). First American YMCA established in Boston (1851). MBS, after operation as limited network for two years, expands transcontinentally by adding Don Lee Broadcasting System of California and other stations (1936).
- 30: Rudyard Kipling born (1865). The Gadsden purchase and new boundary treaty ratified by Mexico and the U. S. (1853).
- 31: New Year's Eve.

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# Television

## « 1956 »

**T**ELEVISION forges ahead in this year of 1956 and **Television Year Book** keeps stride with another comprehensive volume of facts, figures and forecasts on the progress of this most important new industry.

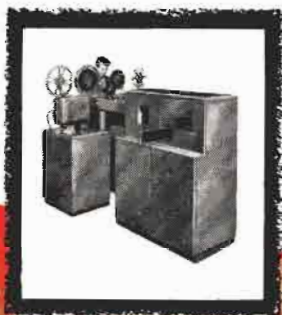
**T**HE progress report on television since the post-war years is one of dramatic achievements. The number of stations have grown tremendously and the quality of programs and transmissions have exceeded all expectations.

**T**HIS year's volume is replete with information on the advancements of the sight and sound medium. The impact of color, progress of closed circuit TV, and prospects of some form of pay-as-you-see TV are only a few of the subjects covered. In addition there is data on networks, advertising, agencies, VHF and UHF channels and many mighty informative articles.

**W**E are proud of this volume for it mirrors the work of individuals and organizations in the advancement of this electronic miracle. To all our contributors we are deeply grateful.

**JACK ALICOATE**  
Editor-in-Chief

# Speaking of chain reactions...



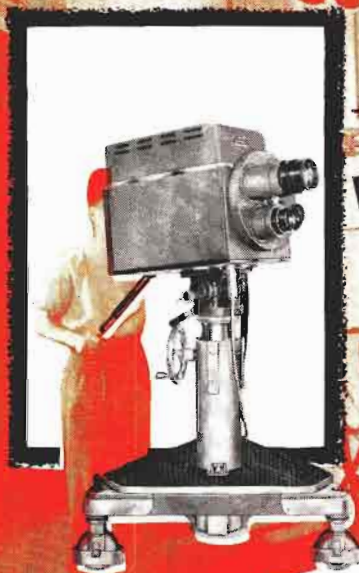
**1** Excellent monochrome slides, opaques, and 16 mm film.



**2** Superior color slides, opaques and 16 mm film, as well as monochrome.



**3** Limited live color in addition to slides, opaques, and 16 mm film. Unlimited Live Color.



**4** UNLIMITED LIVE COLOR

And now, the biggest news of all... the Vitascan camera, a portable light source for live color TV broadcasting. The light source is a simple, portable camera assembly that provides unlimited live programming at a cost far below other color systems. Again, Du Mont shows the way for simple, practical television broadcasting.

Here's one you can control!

# the vitascan

Start your scanner operations at any point you need! If you need a source for only monochrome film, opaques, and slides choose the Monochrome Multi-Scanner. If you plan color for later on, you can always convert at minimum expense. At any time, you can add live color with either the fixed or portable light sources. Here is television broadcasting equipment tailored to your exact needs!

## DU MONT®

Television Transmitter Department  
Allen B. Du Mont Laboratories, Inc.  
Clifton, New Jersey



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## Use of TV by President Heralds New Era

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"I'm going directly to the American people and tell them the full facts." With these words President Dwight D. Eisenhower announced his plan to use commercial television to inform the whole nation of the reasons for his decision to run for renomination. And with these words commercial television was accorded its rightful place as the only true medium for vital news in the twentieth century.

The right—and the duty—of every American citizen to hear immediately his elected officials speak their minds on important issues was performed more than ever before in the President's dramatic telecast of February 29, 1956. Sixty-five million people—more than voted in the last election—saw and heard the President on both radio and television. By watching his face for twenty minutes they were able to form their own decision on the essential problem—the President's health.



The impact of the President's preference for television as the medium to reach all the people at once will be felt strongly on the coming presidential election—and most likely on all future elections. He has announced that observation car barnstorming—at least for him—is as outmoded as the era of the big city "bosses." Television and radio will be the primary weapons of the campaign. The hitherto traditional and old-fashioned methods will be used only to supplement his appearances on television.

The President has long been an advocate of television. He was the first President to address the annual convention of the National Association of Radio and Television Broadcasters, and at that time expressed his high regard for the medium.

Shown here is a view of President Eisenhower at his news conference as he made public his "affirmative" decision to seek re-election.

*the best in Sunday evening  
entertainment*

**NBC-TV 9-10 P.M., E.S.T.**

*Aluminum Company  
of America*

*presenting*

**THE  
ALCOA  
HOUR**



*Fuller & Smith  
& Ross, Inc.*

**ADVERTISING**

*Goodyear Tire  
& Rubber Company, Inc.*

*presenting*

**THE  
GOODYEAR  
PLAYHOUSE**



*Young & Rubicam,  
inc.*

**ADVERTISING**



# Pay TV Starts Greatest Controversy of '55



By  
**EDWARD J. LOWE**  
Equipment Editor  
Radio-Television Daily

**A** CLOUD no bigger than the palm of a man's hand appeared on the horizon of American television in 1955, a cloud that can conceivably transform our time-honored concept of broadcasting, and will certainly cause the most violent controversy in the industry's third of a century. That cloud is subscription television, or toll TV, the future of which the Federal Communications Commission has been considering since September 9. The advocates of this new system claim that it will make possible hitherto unreachable fields of culture and entertainment, side by side with the sponsored programs of today. Those opposed say that toll TV will destroy free television, and drive the medium out of range of those that rely on it most.



Three major forms have been advanced, but the underlying principle of all is to make a program available only to those willing and able to pay for it. The broadcaster would transmit his program in a coded, or scrambled, form. The ability to unscramble the signal would be available, for a fee, to those with the required electronic attachment on their set.

Phonevision, the product of the Zenith Radio Corporation, generally held to be the pioneer in the field, would attach to the set a device with five dials, each with seven numbers. Turning the dials to a previously assigned code number for a particular program would unscramble the signal. The viewer would get the numbers by punching out an insert on a card beside the listing for a specific show. The card would be a record of programs seen, which he would return to the company, and would then be billed.



The method of Skiatron, Inc., provides for the insertion of an IBM card with a printed electronic circuit. Pressing a button would simultaneously unscramble the picture and punch the card, making it also a record of shows seen.

The third system, Telemeter, proposed by a

subsidiary of Paramount Pictures, differs from the others in two important respects. First, two signals would be transmitted on one channel. An advertisement for the show would be received on existing sets, the show itself for those who wished to pay for it. Secondly, coins inserted before the show into an attached device would directly activate the unscrambler.



September 9 was the closing date for the submission of rebuttals to arguments already submitted to the FCC. The crux of the legal aspect of their problem is contained in Section 3 of the Federal Communications Act of 1934, which defines broadcasting as "the dissemination of radio communications intended to be received by the public." If the Commission finds that the recipients of toll TV are not "the public," but the paying public, then it is debatable if the Commission has the power to decide the issue. In that case the problem would be referred to Congress, and perhaps eventually to the Supreme Court. In addition, the Commission must decide which system is most desirable. In view of all these problems, and the fact that 1956 is an election year, no speedy action is expected. It may in fact take several years.

The controversy made many strange bedfellows. The motion picture exhibitors, organized as the Joint Committee on Toll TV, aligned themselves with their rivals for public favor, the broadcasting networks and the National Association of Radio and Television Broadcasters, who were in turn aligned with the American Federation of Radio and Television Artists. All came out unequivocally against toll TV, the NARTB stating that it is "completely repugnant to the historical concept of public ownership of the air waves." Those in favor are composed mainly of motion picture producers and sporting interests, in addition to the developers of the system.



The most effective action taken by either side during 1955 was in answer to the contention that toll TV will provide to the public many programs that sponsors are unable to afford, among which were cited recent Hollywood features. General Teleradio's purchase of \$25,000,000 worth of feature pictures, which the public will see without charge, effectively answered this argument, and showed the vitality of the sponsored medium.

Of one thing we can be sure—the controversy is not over, probably has not really started. Through its purchase of Hollywood features the young, free, medium has struck a strong blow for itself. We can be sure that 1956 will see much more of the same.

You have to see it to believe it!

## FLASH-MATIC TUNING by **ZENITH**

*Shoot off annoying commercials  
with a flash of magic light...  
picture remains on screen while  
commercial is silent so you can  
tell when to turn on sound again.*

*The flash of light also turns  
set on, off, changes channels—  
you remain in your easy chair.*

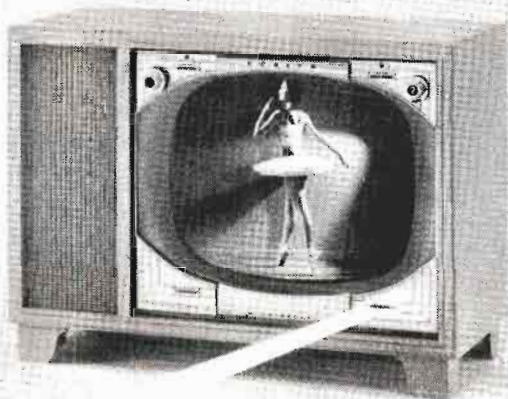
Just imagine! You can tune your Flash-Matic television set from across the room with a "magic" flash of light (no wires, no cords). Flash-Matic Tuning is a built-in part of several new 1956 Zenith television sets. See it at your Zenith dealer's. Only Zenith has it!

**The Touraine.** 24-inch screen, Flash-Matic Tuning, new Royal "X" Chassis, Cinébeam<sup>®</sup>, Ciné-Lens, high fidelity sound system, removable protective glass. Also push-button tuning. In grained blond oak color (X2674EQ), \$325.\* In mahogany color (X2674RQ), \$499.95\*.

Zenith Quality... the best of everything  
in everything Zenith makes.

Backed by 36 years of experience  
in radionics exclusively

ALSO MAKERS OF FINE HEARING AIDS  
Zenith Radio Corporation, Chicago 39, Illinois



COPR. 1955

\*Manufacturer's suggested retail price.  
Prices and specifications subject to change without notice.

# 1955 NETWORK NEWS SELECTIONS

The networks' evaluations of the top ten news stories follow:

## — ABC —

- 1—President Eisenhower has a heart attack.
- 2—Salk Vaccine pronounced effective.
- 3—Big Four chiefs meet at Geneva for the first time in ten years.
- 4—Malenkov ousted as Russian Premier by Kruschchev; Bulganin succeeds.
- 5—Northeastern states hit twice by floods.
- 6—Reds free eleven Americans as Formosa crisis eases.
- 7—Princess Margaret declines marriage to Peter Townsend.
- 8—Churchill resigns as Prime Minister.
- 9—Juan Peron ousted as dictator of Argentina.
- 10—Ann Woodward kills her husband, owner of race horse Nashua.

## — CBS RADIO —

- 1—President Eisenhower suffers heart attack.
- 2—Geneva Summit meeting.
- 3—Success of the Salk anti-polio vaccine.
- 4—The eastern floods.
- 5—Russia sells arms to Egypt.
- 6—Peron deposed in Argentina.
- 7—Princess Margaret rejects Peter Townsend.
- 8—Banner year for U. S. business.
- 9—AFL-CIO merger.
- 10—The Dodgers, at long last!

## — CBS TV —

- 1—Eisenhower illness.
- 2—Salk vaccine.
- 3—Northeast-Northwest floods.
- 4—Meeting at the Summit.
- 5—Move towards implementation of de-segregation in south.
- 6—Margaret Rose-Peter Townsend story.

- 7—Ouster of Peron.
- 8—Earth Satellite launching plans announced.
- 9—Woodward shooting.
- 10—Brooklyn Dodgers finally win world series.

## — NBC —

- 1—President Eisenhower's heart attack.
- 2—Geneva meeting of the Big Four.
- 3—The Salk polio immunization vaccine and test.
- 4—The Malenkov resignation and Kremlin shake-up.
- 5—The romance of Princess Margaret and Captain Townsend.
- 6—The hurricanes and floods in New England.
- 7—The Supreme Court's order ending segregation in the nation's schools.
- 8—Merger of the AFL and CIO.
- 9—Crash of a United Airlines plane near Denver in which 44 died.
- 10—Overthrow of Argentine dictator Juan Peron.

## — MBS —

- 1—The illness of President Eisenhower.
- 2—The Big Four Conference and subsequent breakdown of Russian and American relations.
- 3—The Eastern hurricanes and floods.
- 4—The conflict and rise of nationalism in the Middle East and Africa.
- 5—The fall of Dictator Juan Peron.
- 6—The distribution of polio vaccine.
- 7—The AFL-CIO merger and the guaranteed annual wage.
- 8—The Woodward tragedy.
- 9—The plans for an Earth satellite.
- 10—The broken romance of Princess Margaret.





Consistently reliable service  
to the motion picture  
industry since 1920

### HOLLYWOOD'S ONLY COMPLETE LABORATORY SERVICE

35mm BLACK & WHITE  
35mm EASTMAN COLOR  
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16mm KODACHROME  
16mm EASTMAN COLOR  
16mm REEVES MAGNA-STRIPING  
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### CONSOLIDATED FILM INDUSTRIES

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New York: 521 W. 57th St., JUDson 6-1700

# CETI



sy edelstein

# GRADE A COVERAGE

(Prepared by CBS-TV Engineering)



## VHF CHANNELS 2-6—GRADE A SERVICE CONTOURS (68db 2.5 MV/M)

Antenna Height	Distance (Miles) for Effective Radiated Power			
	1 KW	10 KW	50 KW	100 KW
300 FT. ....	7	12	18	21
500 FT. ....	9	16	23	27
700 FT. ....	11	19	27	31
1000 FT. ....	13	23	32	37
2000 FT. ....	19	34	46	50
5000 FT. ....	32	55	70	77

## VHF CHANNELS 7-13—GRADE A SERVICE CONTOURS (71db 3.55 MV/M)

Antenna Height	Distance (Miles) for Effective Radiated Power					
	1 KW	10 KW	50 KW	100 KW	200 KW	316 KW
300 FT. ....	7	12.5	18.5	21	25	28
500 FT. ....	9	16.5	24	28	32	35
700 FT. ....	11	20	29	34	37	40
1000 FT. ....	13.5	25	36	40	43	46
2000 FT. ....	21	40	50	54	59	61
5000 FT. ....	32	62	76	82	88	91

## UHF CHANNELS 14-83—GRADE A SERVICE CONTOURS (74db 5 MV/M)

Antenna Height	Distance (Miles) for Effective Radiated Power							
	1KW	10KW	50KW	100KW	200KW	316KW	1000KW	
300 FT. ....	5	9	13	15	18	20	26	
500 FT. ....	6.5	11.5	17	20	23	25	32	
700 FT. ....	8	13.5	20	23	27	30	37	
1000 FT. ....	9	16.5	24	28	32	35	43	
2000 FT. ....	13	24	35	41	46	49	57	
5000 FT. ....	21	41	57	64	70	75	85	

**The standard of quality  
wherever films are used**

**EASTMAN PROFESSIONAL MOTION PICTURE FILMS**

**THE EASTMAN 16mm PROJECTOR, MODEL 250**

**THE EASTMAN 16mm CONTINUOUS PROJECTOR,  
MODEL 300**

**THE EASTMAN TELEVISION RECORDING CAMERA**

Whether you use film to bridge  
the coast-to-coast gap of time  
and space . . . to overcome the  
confinements of studio walls . . .  
or to pre-test your investment  
in time and talent, Eastman is  
always the first choice both  
for production and projection.

**Motion Picture Film Department**

**EASTMAN KODAK COMPANY**

**Rochester 4, N. Y.**

Agents for the Sale and Distribution of Eastman Professional Motion Picture Films

**W. J. GERMAN, INC.**

Fort Lee, N. J., Chicago, Ill.; Hollywood, Calif.



# GRADE B COVERAGE

(Prepared by CBS-TV Engineering)



## VHF CHANNELS 2-6—GRADE B SERVICE CONTOURS (47db 0.22 MV/M)

Antenna Height	Distance (Miles) for Effective Radiated Power			
	1 KW	10 KW	50 KW	100 KW
300 FT.	22	35	46	50
500 FT.	28	43	52	57
700 FT.	33	47	58	63
1000 FT.	39	54	65	70
2000 FT.	52	69	81	86
5000 FT.	79	100	113	118

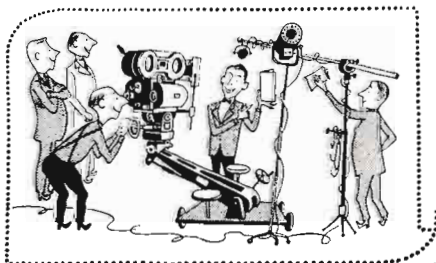
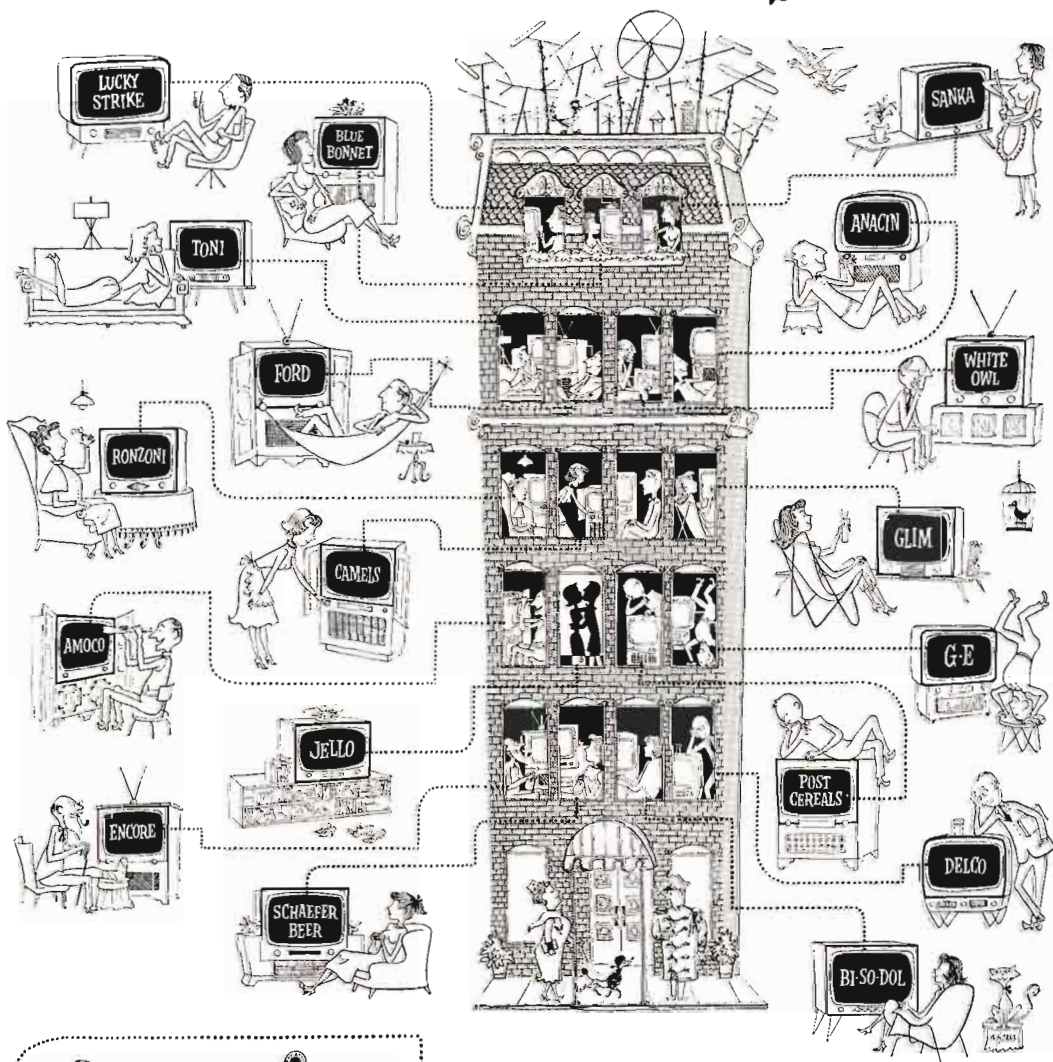
## VHF CHANNELS 7-13—GRADE B SERVICE CONTOURS (56db 0.63 MV/M)

Antenna Height	Distance (Miles) for Effective Radiated Power					
	1 KW	10 KW	50 KW	100 KW	200 KW	316 KW
300 FT.	17	28	37	40	43	45
500 FT.	22	35	43	46	49	52
700 FT.	27	40	48	50	54	57
1000 FT.	33	46	54	57	61	63
2000 FT.	47	61	70	74	77	80
5000 FT.	73	91	102	106	107	113

## UHF CHANNELS 14-83—GRADE B SERVICE CONTOURS (64db 1.58 MV/M)

Antenna Height	Distance (Miles) for Effective Radiated Power						
	1KW	10KW	50KW	100KW	200KW	316KW	1000KW
300 FT.	9	15	22	26	29	31	40
500 FT.	11.5	20	28	32	37	40	47
700 FT.	13.5	23	33	37	41	45	52
1000 FT.	16.5	28	39	43	47	50	59
2000 FT.	24	41	52	57	62	65	74
5000 FT.	41	64	79	85	90	95	105

# Everyone's Eye is on TV Commercials filmed by **BLAKE!**



## George Blake Enterprises Inc.

Producing films for Television and Industry  
 in our own air-conditioned studio  
 at 1600 Broadway in the heart of New York City.

# TELEVISION OWNERSHIP

## As a Percentage of All Families in the U. S. and in Each of 28 Geographic and Family Type Groups

• *Figures released by the Market Research Corporation of America, based on a nationwide study of 28 geographic and family-type groups of viewers, indicate a continued steady purchase increase of TV sets. The following table released during 1956 revealed these percentage increases:*



Per Cent of Families in Each Group With Television Sets				
	April '55	July '55	Oct. '55	Jan. '56
<b>UNITED STATES TOTAL</b> .....	67%	68%	85%	86%
<b>Regions:</b>				
Northeast .....	84%	85%	85%	86%
South .....	50	54	56	61
North Central .....	70	70	72	77
Mountain & Southwest.....	46	52	51	60
Pacific .....	65	66	70	74
<b>City Size:</b>				
Farm .....	38%	43%	47%	51%
Under 2,500 .....	53	56	57	63
2,500 to 50,000.....	50	53	56	62
50,000 to 500,000.....	74	75	77	80
500,000 and Over.....	87	87	88	89
<b>Total Family Income:</b>				
Upper Fourth .....	77%	81%	83%	86%
Next Fourth .....	72	76	77	81
Next Fourth .....	69	69	71	75
Lowest Fourth .....	48	48	50	54
<b>Education of Family Head:</b>				
Grade School .....	60%	62%	64%	67%
High School .....	74	75	78	82
College .....	71	73	74	79
<b>Size of Families:</b>				
1 & 2 Members.....	57%	58%	62%	66%
3 Members .....	73	73	74	77
4 & 5 Members.....	77	78	80	84
6 Members & Over.....	62	65	68	74
<b>Age of Housewife:</b>				
Under 35 Years.....	73%	75%	77%	81%
35 thru 44 Years.....	74	74	75	79
45 Years & Over.....	59	61	63	67
<b>Presence of Children:</b>				
5 Years & Under.....	73%	75%	77%	80%
6-12 Years .....	75	76	78	82
13-20 Years .....	69	71	72	76
No Children .....	60	61	63	68

# HOW THEY WATCH AND LISTEN



Here in table form is how people in Videotown (actually New Brunswick, New Jersey) have watched television and listened to radio. This is the eighth Videotown report by Cunningham & Walsh, New York advertising agency, which since 1948 has been conducting the study of trends in TV sales and set usage and the impact of television on family life in Videotown. Statistics pertain to television homes.

	WATCH TV					LISTEN TO RADIO				
	1951	1952	1953	1954	1955	1951	1952	1953	1954	1955
<b>Wives</b>										
Morning	2%	10%	12%	22%	17%	25%	33%	42%	45%	43%
Afternoon	10	18	19	25	27	15	19	16	17	13
Evening	71	73	78	79	89	7	13	12	15	14
All Day	72	76	80	83	92	34	42	50	52	52
<b>All People—Average</b>										
Morning	1	5	8	14	11	10	15	12	23	25
Afternoon	7	15	14	16	20	6	9	8	8	8
Evening	68	70	73	74	85	5	8	9	10	10
All Day	70	72	76	77	87	16	22	28	30	33

## REPORT ALSO REVEALED:

- Reading and movie attendance are up.
- People backward about color at present prices.
- Radio listening remains high.

Represented Nationally  
by Peters, Griffin,  
Woodward, Inc.



## WTVJ Miami . . .

### NOW 7 YEARS "ON-THE-AIR" EXPERIENCE.

Channel 4 with 100,000 watts full power telecast from a 1,000 ft. tower is the only TV station giving complete coverage of the entire South Florida market.

Merchandising and promotion are our "by-words" . . . the tools that add an extra plus to your sales curve.

FLORIDA'S FIRST TV STATION

# WTVJ Channel 4



BASIC AFFILIATE

MIAMI



# Reports Over 22,000 Women In Radio-TV



By  
**JEAN GIBSON**  
Editorial Researcher,  
Radio Annual,  
Television Yearbook

**W**OMEN are as essential to the broadcasting industry today as the television camera or the studio clock.

The feminine set may have first entered broadcasting as secretaries at radio stations. Then they progressed to become traffic managers and continuity writers. Later, women became commentators on their own programs. Gradually, women in radio were joined by colleagues in television. Women in TV worked up, as in radio, often remaining behind the scenes to help produce or direct. Many women have made the grade in the management end of radio and television.



According to a July, 1955, Survey of Current Business, published by the Office of Business Economics, U. S. Dept. of Commerce, there were 76,000 people employed in radio and television in 1954. An FCC financial statement reports that in this same year, of this total, 29,412 people were employed in television. In other words, although television was barely seven years old, (say it actually got underway in 1947), a little over a third of the employees in the broadcasting industry were in this new media of communication.



Figures aren't available for the number of women employed in radio and television in 1954. But in 1950, the Census revealed that a total of 15,690 women were working in the broadcasting field. Of these 7,980 were clerical; 4,590 were professional, and 1,770 held jobs as salaried managers or officers. Since in 1950, there were 104 television stations and 2,144 radio stations on the air, each station averaged about 7 women employees. Assuming the fairer sex was sprinkled evenly among individual TV and radio stations, women in radio outnumbered their TV sisters by about 21 to 1. In round numbers, there may have been about 15,000 women in radio, and 725 or so in TV.

The story is different today. Television has grown steadily, leap-frogging into big business. The 104 stations in 1950 have jumped to approximately 450 on the air with many others pending FCC approval. If the figure of 7 women per TV station is used here, which is undoubtedly conservative, we find that there are now 3,150 women employed in TV. Women in radio currently lead by only 6 to 1.



This is not to say that opportunities in radio have lessened, however. Even though television has become a competitor to radio for the listening ear, radio is still enjoying growth. Many more stations are going on the air, and other stations are expanding. Radio Advertising Bureau has estimated that the total number of radio sets in the U. S. was 121 million as of July, 1955. Eighty million of these sets are in homes where women can and do listen to some 2,800 radio stations, where about 19,600 women have a part in the operations.

Taking radio and TV together, there are currently about 22,750 women employed in the broadcasting industry. They serve their industry as traffic managers, researchers, continuity writers, commentators, record librarians, secretaries, receptionists and managers, to name a few.



It was mentioned before that television was becoming big business. This holds true for the whole broadcasting industry. In 1954, the U. S. Department of Commerce reported that national income originating in TV and radio amounted to \$551,000,000. In contrast to this, automobiles and equipment, a subdivision of manufacturing, showed a total of \$6,472,000,000 that year. Utilities, both electric and gas, contributed \$5,709,000,000. (National Income Number of the Survey of Current Business, July, 1955.) But women in the broadcasting industry, as well as the men, can take satisfaction in having helped to keep our country prosperous. The huge income of other businesses would not be so impressive without the selling job that broadcasting does.

With the addition of television to broadcasting, and the expansion of radio, more jobs have opened for women, either "behind the mike" or "before the camera." Every indication points toward more women in broadcasting. Wherever women are, it is certain that the broadcasting industry is better for having the help of a feminine hand.

# **BMI** *For Service in TV*

Service continues to be one of the basic theme songs at BMI. Not only are its facilities offered to its TV licensees, but to producers, advertising agencies and their clients, TV film distributors, music conductors, directors, and everyone in TV concerned with music and programming.

This service is apparent in the day to day activities of BMI and is provided in many forms, such as:

- Assistance in the selection or creation of music for theme, background, bridge, cue or incidental mood music
- Aid in music clearance
- Help in protecting music ownership rights
- Answers to questions concerning copyrights, music rights for future residual usage and help in solving all other problems concerning the use of music in TV

**Let BMI give you the  
TV Music Story today**

Call or Write BMI TV SERVICE Department

## **BROADCAST MUSIC, INC.**

**589 Fifth Avenue, New York 17, N. Y.**

**NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL**

816



# Television Networks

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**EXECUTIVE  
PERSONNEL**

**ARTICLES**

**MAPS**

# 1956 TV's Greatest Political Role



By JOHN DALY

ABC Vice President  
in Charge of News,  
Special Events, Sports  
& Public Affairs

**T**HROUGHOUT the length and breadth of our land, on the farm and in the city, the attention of the country this Summer and Fall will focus on two separate weeks and one day that will make history.

Like Topsy, Television has "grewed and grewed," and our citizenry almost as a whole will witness the exciting, significant and dramatic political conventions and elections of 1956.

As a prelude to these events will come the various tests of strength by opposing candidates in state primary balloting. In August, with battle lines drawn, will follow the conventions of Democratic and Republican parties to select their standard bearers.



Thereafter in rapid succession will take place the campaigns by the nominees and the climactic Election Day on November 6.

Television, serving with older and more familiar media, will find itself cast in its greatest role to date. It can and will bring the public the facts, issues and candidates of the conventions and campaigns with the new dimension and greater impact inherent in its visual factor.

Radio with its swiftness and mobility will spread the news to every corner of the country. But television personal and penetrating will make it possible for everyone to be on the scene, to interpret and decide on the basis of first hand information. Honored and acknowledged for its influence and impact in 1952, television will be unrivaled in 1956.



The audience this year will probably include four out of every five TV-equipped homes, or a total of more than 28 million living rooms, almost double that of the 1952

TV audience. Wherever TV goes, it will profoundly influence those who watch. It will have vast influence on their votes and the outcome of the election.

There is little doubt that radio, newspapers, magazines and other means of reaching the people have been able to exert an influence over segments of the population. But never has one media, in the control of comparatively few, been able to affect so many throughout the breadth of the land in such proportions.

This challenge, I am sure, will be met with the highest of standards by television's trained personnel. In planning and execution, the men and women, who have added to the talents with which they served so effectively in the great tradition of radio convention and election coverage, are dedicated to objectivity, depth and breadth of reporting.



Unfettered by government controls as exist in many totalitarian countries, the television industry will be able to present all shades of opinion—an unbiased report of political developments when they happen, exactly as they take place.

ABC's team, of which I can speak personally, provides a typical example of the balance provided. Such veteran and capable newsmen as Erwin D. Canham, George Sokolsky, John W. Vandercock, Edward P. Morgan, Martin Agronsky, Paul Harvey, Quincy Howe, Bryson Rash, John MacVane, Gunnar Back, Don Goddard and Ted Malone will report for both ABC Radio and television at these conventions and on election night.



Each in his own way will contribute new chapters to the glowing history of journalism in the United States. The long line of traditions which have established the freedoms of press and speech in our country have prepared them well.

In future years, their achievements will likewise aid those faced with even greater responsibility in the continuance of democratic processes.

As our economy and size have expanded, so too have our skills in the field of reporting. Television is the beneficiary of this heritage, and we are determined that the newest medium shall be worthy of its great heritage.

---

# A. B. C. TELEVISION NETWORK

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☆☆☆  
**JOHN H. MITCHELL**

**Vice President in Charge of ABC Television Network**



John H. Mitchell, vice president in charge of the American Broadcasting Company Television Network, was elected to the position on November 1, 1954. He joined ABC in February 1953 as vice president in charge of WBKB, ABC's owned television station in Chicago. In July 1953 he became vice president and general manager of WABC-TV, New York. Before joining the network, Mitchell was with Balaban & Katz Corporation which he joined in 1931. In 1939 he moved to South Bend, Indiana, in charge of Indiana theatres owned by Great States Theatres, Inc., a subsidiary of Balaban & Katz. In 1946, Mitchell was placed in charge of the Central Division of Great States Theatres, Inc., making his headquarters in Peoria, Illinois. Two years later he was transferred to Chicago in charge of the Balaban & Katz television station there, as general manager, which he left to join ABC. A native of Indianapolis, Mitchell now lives in Manhattan.

---

**SLOCUM CHAPIN**

**Vice President in Charge of Sales for ABC-TV**

Slocum Chapin, vice president in charge of sales for the ABC-TV network, joined WJZ (now WABC) in 1942 as Sales Manager. He had served in sales promotion for the World Broadcasting System, Inc., in sales with WOC, Davenport, Iowa, as Sales Manager of WKBN, Youngstown, Ohio, and as General Manager of WSTC, Stamford, Conn. In 1944 Mr. Chapin moved to the radio network sales department, and in 1948 was appointed Eastern Sales Manager for ABC-TV when that department was created in June, 1948. In May, 1951, he was named vice president in charge of owned and operated stations for ABC, which he held until named to his present post in 1954. Mr. Chapin is a native of Quincy, Mass., but was brought up in Vermont. He is married, and a graduate of Dartmouth College.



---

**ROBERT F. LEWINE**

**Vice President in Charge of Programming and Talent for ABC-TV**



Robert F. Lewine, vice president in charge of programming and talent for ABC television, was elected to the post in January, 1956. Mr. Lewine joined the American Broadcasting Company in February, 1953, as Eastern Program Director. He was named director of the ABC-TV Network's Program Department in Sept., 1954. Prior to joining ABC, he was the director of radio and TV for Hirshon-Garfield, Inc. Previously he had organized Rockhill Productions, was an independent motion picture producer and TV consultant, and the eastern representative for Dudley Pictures Corporation. From 1945 to 1947 he was associated with Cine-Television Studios, Inc., as production manager, and later as vice president in charge of operations. Mr. Lewine is a graduate of Swarthmore College, and served in the Navy during World War II.







# AMERICAN BROADCASTING COMPANY, INC.

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

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

Telephone Number: SUsquehanna 7-5000

## OFFICERS

Robert E. Kintner ..... President  
 Earl E. Anderson ..... Vice-President  
 Charles T. Ayres ..... Vice-President  
 Slocum Chapin ..... Vice-President  
 James H. Connolly ..... Vice-President  
 John Daly ..... Vice-President  
 Don Durgin ..... Vice-President  
 Robert H. Hinckley ..... Vice-President  
 Earl Hudson ..... Vice-President  
 Ernest Lee Jahncke, Jr. .... Vice-President  
 & Ass't to President  
 Frank Marx ..... Vice-President  
 John H. Mitchell ..... Vice-President  
 Michael J. Foster ..... Vice-President  
 Robert Lewine ..... Vice-President  
 Harold L. Morgan, Jr. .... Vice-President &  
 Contoller  
 Sterling C. Quinlan ..... Vice-President  
 in charge of WBKB  
 Thomas Velotta ..... Vice-President  
 Geraldine B. Zorbaugh ..... Secretary &  
 General Counsel  
 Omar Elder ..... Ass't. Secretary &  
 Ass't. General Counsel

## TELEVISION

John H. Mitchell ..... Vice-President in Charge  
 of Television Network

### Engineering & General Services

Frank Marx ..... Vice-President in Charge  
 Clure Owen ..... Administrative Assistant  
 John Preston ..... Director of Engineering Facilities  
 & General Services  
 Richard Bailey ..... Traffic Coordinator  
 Thomas F. Foy ..... Purchasing Agent  
 Joseph J. Spagnola ..... Director of Office &  
 Studio Services  
 William Trevarthen ..... Director of Eng. Ops.  
 Richard Hamilton ..... Supervisor of Communications  
 Lawrence A. Ruddell ..... Recording Director  
 Reginald Willcocks ..... Traffic Manager  
 Merle Worster ..... Eastern Engineering  
 Operations Manager

### Finance, Personnel

Harold L. Morgan, Jr. .... V.P. and Contoller  
 Marie McWilliams ..... Director of Personnel  
 Jason Rabinovitz ..... Assistant Contoller  
 J. Russell Gavin ..... Chief Accountant

### Labor Relations

Mortimer Weinbach ..... Vice-President &  
 Director of Labor Relations

### Legal & Business Affairs

Geraldine B. Zorbaugh ..... Sec. and General Counsel

Omar Elder ..... Asst. Sec. and Asst. Gen. Counsel  
 James Stabile ..... Vice-President &  
 Director of Business Affairs Department

## Program

Robert Lewine ..... Vice-President in Charge of  
 Programming and Talent  
 Richard Depew ..... Manager of TV Program  
 Arthur Dopenen ..... Administrative Manager  
 Freelon Fowler ..... Film Program Manager  
 Charles Mortimer ..... Mgr. Prog. Prod.  
 A. Willard Mellor ..... Mgr. TV Prog. Service

## Services

Bernard Pallsin ..... Director of Television Services  
 Department  
 Ruth K. Blainey ..... Operations Manager  
 Leonard Maskin ..... Television Services Manager  
 James McNaughton ..... Executive Art Director  
 Harold Sobolov ..... Studio Supervisor  
 Frederick J. Schuhman ..... Studio Services  
 Coordinator

## News, Special Events, Sports & Public Affairs

John Daly ..... Vice-President in Charge of News,  
 Special Events, Sports & Public Affairs  
 Thomas Velotta ..... Vice-President &  
 Administrative Officer of News, Special  
 Events, Sports & Public Affairs  
 Francis N. Littlejohn ..... News and Public Affairs Dir.  
 Donald G. Coe ..... Dir. of Special Events and Ops.  
 William A. Whitehouse ..... Director of Radio  
 & TV Sports

## Advertising, Publicity, Promotion & Continuity Acceptance

Michael J. Foster ..... V.P. in charge  
 of Press Information, Advertising  
 Hank Warner ..... Dir. Press Information  
 John Eckstein ..... Director of Advertising, Promotion  
 Adolph Seton ..... Asst. Dir Press Info. in  
 Charge Exploitation  
 Robert Grebe ..... Trade News Editor  
 Ruth Crawford ..... Librarian  
 Ellen Heagerty ..... Supervisor of Audience Info.  
 Willis B. Parsons ..... Manager of Advertising

## Station Clearance

Donald S. Shaw Jr. .... Director of Station Clearance  
 Joseph Giaquinto ..... Manager Station Clearance

## Sales

Slocum Chapin ..... Vice-President in Charge  
 of Television Network Sales  
 Charles R. Abry ..... TV National Sales Manager  
 William Gillogly ..... Eastern TV Network Sales Mgr.  
 Henry T. Hede ..... Business Mgr.-TV Network  
 Alice Stamatis ..... Manager of Order Processing



## Station Relations

Alfred R. Beckman..... Director of Station  
Relations for TV Network  
Robert Curran..... Manager of Co-Operative  
Sales-TV

## Research and Sales Development

Donald Coyle..... Director of Research  
& Sales Development  
Bert Briller..... Mgr. of Sls. Development  
Julius Barnathan..... Mgr. of Research

## ABC Film Syndication, Inc.

10 E 44 Street, New York, N.Y.

George T. Shupert..... President  
Richard P. Morgan..... Vice-President  
in Charge Business Affairs  
Donald L. Kearney..... Vice-President in Charge  
of Sales  
John B. Burns..... Vice-President &  
Director of National Sales  
William L. Clark..... Vice-President &  
Director of Western Sales Division  
Lee Francis..... Advertising & Promotion Manager  
Joseph F. Greene..... Client Service Manager  
Patric Rastall..... Midwest Manager

## CHICAGO

20 N. Wacker Drive, Chicago 6, Ill.

Sterling C. Quinlan..... Vice-President in Charge  
of WBKB  
James W. Beach..... Director of Network TV  
Elliott W. Henry, Jr..... Pub. and Prom. Dir.  
William P. Kusack..... Manager of Engineering  
Department  
Con O'Der..... Manager WBKB News &  
Special Events  
Rex Harpin..... Director of Music for WBKB  
Daniel Schuffman..... Program Manager WBKB  
Clar Heider..... National Spot Sales Manager WBKB  
Matthew Vieracker..... Treasurer—Central  
Division  
Ralph Andrews..... Manager WBKB Film Dept.  
Harold Wettersten..... Sales Manager TV Network  
Central Division

## DETROIT

1700 Stroh Bldg., Detroit 26, Mich.

Elizabeth Ashton..... Traffic Manager  
Robert Baldrice..... Adv. and Prom. Mgr.  
Joseph C. Cassel..... Contoller  
Ralph Dawson..... Television Sales Manager  
Charles Kocher..... Chief Engineer  
John Lee..... Television Program Manager  
Marty Mogoe..... Publicity Director  
John Pival..... Vice-President for Television  
James Riddell..... President & General Manager  
Peter Strand..... Executive Producer

## HOLLYWOOD

ABC Television Center

Hollywood 27, Calif.

Karl Hudson..... Vice-President, Western Division  
J. Clifford Anderson..... Director of Labor Relations  
Jack Brembeck..... Promotion Manager  
Dorothy L. Brown..... Continuity Acceptance  
Editor, Western Division  
Edwin C. Conklin..... News Editor, Western Div.  
Vernon England..... Film Director, KABC TV  
Kenneth B. Craig..... National & Regional TV  
Network Program Coordinator, Western Division

Sanford Cummings..... ABC Coordinator, Disney TV  
Ralph G. Denechaud..... Adm. Ass't to  
Engineering Coordinator, Western Division  
Operations  
Ernest Stern..... Director of Promotion-Publicity,  
Western Division  
Richard Drummy..... Regional TV Network  
Sales Manager  
Elton Rule..... Sales Manager, KABC-TV  
Florence T. Schiro..... Personnel Director  
Allen Elrod..... Sales Promotion Art Director  
Selig Seligman..... General Manager of KABC-TV  
Business Coordinator  
John C. Wagner..... Contoller, Western Division

## HOLLYWOOD

Thomas Lufkin..... ABC-MGM-TV Coordinator  
Courtney McLeod..... Traffic & Scheduling Spv.  
National & Regional TV & Radio Network  
James Mandulay..... Production Manager  
KABC-TV  
Allan E. Maynard..... Purchasing Agent &  
Building Maintenance Supervisor  
Norma T. Olson..... Director TV Program Operations  
Cameron Pierce..... Engineering Coordinator  
Western Division  
J. English Smith..... ABC-Warner Bros.  
TV Coordinator  
Hunt Stromberg, Jr..... Executive Producer  
KABC-TV  
Robert P. Myers..... Pacific Coast Counsel ABC

## SAN FRANCISCO

420 Taylor St., San Francisco 2, Calif.

Frank R. Baker..... Program Manager  
Jon Barkhurst..... Prom. and Pub. Mgr.  
James H. Connolly..... Vice-President in Charge  
of San Francisco Office  
Lorraine Duchene..... Continuity Acceptance  
Editor  
Vincent Francis..... Western Division Sales Manager  
TV Network  
Harry Jacobs..... Chief Engineer & Building  
Maintenance Manager  
Edith Kirby..... Traffic Manager  
Robert Mitchell..... Film Editor  
Victor Reed..... Manager of News & Special Events  
Jeanne Riemann..... Sales Service Manager  
David Sacks..... Sales Manager KGO & KGO-TV  
Henry Saroyan..... Contoller & Purchasing Agent  
Edward Smith..... Production Manager

## WASHINGTON

1735 DeSales St., N.W.

Washington, D. C.

Robert H. Hinckley..... Vice-President in Charge  
of Washington Office

## WABC-TV, NEW YORK

7 West 66th St., New York 22, N. Y.

Robert L. Stone..... General Manager of WABC-TV  
Gordon Kunz..... Production Manager of WABC-TV  
Grady Jensen..... Treasurer of WABC-TV  
George Rice..... Program Manager  
**ABC-TV Stations Advisory Committee**  
Roger Clipp..... WFIL-TV—Philadelphia, Pa.  
Otto Brandt..... KING-TV—Seattle, Wash.  
E. K. Hartenbower..... KCMO-TV—Kansas City, Mo.  
Harold Hough..... WBAP-TV—Fort Worth, Texas  
William P. Robinson..... WLW-A—Atlanta, Ga.  
Franklin Snyder..... WXEL—Cleveland, O.

FOR ADDITIONAL PERSONNEL LISTING SEE PAGE 259

This  
will be  
our  
second  
leap year  
in  
a row



*Last year was leap year at ABC Television. Business leapt with the Disneyland and Mickey Mouse Club sell-outs. Bounded up when Hollywood came to TV on the MGM Parade and Warner Bros. shows. Shot higher with the new *adult* Western concept of*



“Wyatt Earp.” And wound up with plans for the new Afternoon Film Festival, the daytime show with the big-time, nighttime look.

Advice to advertisers and their agencies: if you want to get the jump on competition, hop to it – get on ABC-TV.

**ABC TELEVISION NETWORK**

# TV "Greatest New Force In American Life"



By  
**J. L. VAN  
VOLKENBURG**  
President  
CBS Television

**T**ELEVISION in 1956 gives every evidence of living up to its recent description by U. S. News and World Report as "the greatest new force in American life."

And I do not think it is presumptuous to suggest that advertisers, and we at CBS Television, as broadcasters, have together played a major role in developing this force and, by extension, the vitality of the American system of broadcasting.

We at CBS Television believe that three basic ingredients nourishing this "greatest new force in American life" are: advertising investment; audience interest; and creative activity - in a well-balanced mixture.



Advertising investment in television has grown from \$57.8 millions in 1949 to an estimated \$1 billion 49.5 millions in 1955. CBS Television leads the industry as the largest single advertising medium in the world, with an estimated gross billings in 1955 of better than \$190,000,000. And there is evidence to believe that in 1956 CBS Television will increase this leadership.

Audience interest in U. S. television is one of the truly amazing developments of modern times. The number of stations in the United States has grown from 48 in 1949, to 425 in September of 1955. According to the Bureau of the Census last June, there were more than 32 million television homes in this country, with the number growing daily. This is 67.2 of all the nation's households.



But of even greater significance than the numerical increase in stations and television homes is the fact that in America television has become a national habit, with the average family spending nearly five hours a day in

front of its television set. This is an incredible statistic. It means that they are devoting more time to watching television than they spend on anything else except working and sleeping. And what's more, there seems to be no indication that they intend to stop, since they are watching television today more than ever before.

At this stage, I am sure I don't have to convince anyone of television's impact. No advertising medium in the world can approach it. No advertising medium in the world so closely associates an advertiser's goods or services with entertainment and information which is absolutely free to the viewer beyond the investment in a television receiver. And part and parcel of our national habit of watching television programs is, I believe, the habit of also watching the sponsor's message.



The tremendous increase in set ownership, and the firmly rooted national habit of television watching is of course one of the key factors influencing advertising investment. But we at CBS Television have every reason to believe that behind it all is creative activity, our incessant preoccupation with the problem of providing the best in entertainment, information, and public service programming it is possible for money, talent and brains to create. That we have succeeded in doing so is quite evident: We are broadcasting the majority of the most popular programs day and night. A recent Trendex report gave CBS Television 9 out of the 10 top shows, and in the Nielsen rating CBS Television had 6 out of 10.



In short, we at CBS Television believe that our industry leadership has resulted from the fact that we have built the best program structure in the country, which in turn has earned loyal audiences, who in turn are buying our advertisers' goods and services.

All of us who participate in the advertising process play a crucial role in the economic health of the nation. For this health is contingent as much on the effectiveness of our activity as it is on any other single factor. The more expertly we employ our knowledge and skills in helping stimulate production and distribution of goods and services, the greater will be our contribution toward making a stronger America.

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# C. B. S. TELEVISION NETWORK

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## HUBBELL ROBINSON, JR.

**Executive Vice President in Charge of Network Programs**



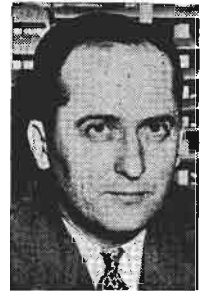
Hubbell Robinson, Jr. was named vice president and director of CBS Television network programs in 1951 when CBS was reorganized into separate network operations for television and radio. Robinson joined CBS in July, 1947 as vice president in charge of network programs. Prior to his affiliation with CBS, Robinson was vice president and director of radio for Young & Rubicam, for 16 years, from 1928 to 1944. He joined the Blue Network, now ABC, in 1944, as vice president and director of programs. Robinson moved to Foote, Cone and Belding as vice president in charge of radio in 1945. Born in Schenectady, N. Y. on Oct. 16, 1905, he was graduated from Brown University. Following his graduation he was a reporter on the Schenectady Union Star and the Knickerbocker Press in Albany. In 1928, he moved to New York and entered advertising.

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## SIG MICKELSON

**Vice President in Charge of CBS News and Public Affairs**

Sig Mickelson, was appointed Vice President in Charge of CBS News and Public Affairs in 1954, when the Radio and Television News and Public Affairs Departments were combined. He had served as Director of News and Public Affairs for television, prior to that. Mickelson's entire career has been devoted to journalism, first on newspapers and then in radio and television. He was reporter, then editor of the Sioux Falls, S. Dak., Argus Leader and newscaster for Station KSOO, Sioux Falls. He instructed journalism at Louisiana State University and was an assistant professor of journalism at Kansas University and the University of Minnesota. In 1943, Mickelson joined CBS as news editor of Station WCCO, Minneapolis, an outlet then owned by CBS. He was successively director of news and special events, director of public affairs and production manager there. In December, 1949, he transferred to New York to be CBS Director of Public Affairs. Two years later he headed News and Public Affairs for Television. Mickelson was graduated from Augustana College, S. Dak., in 1934 and later obtained his master's degree at the University of Minnesota.



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## WILLIAM H. HYLAN

**Vice President in Charge of Network Sales**



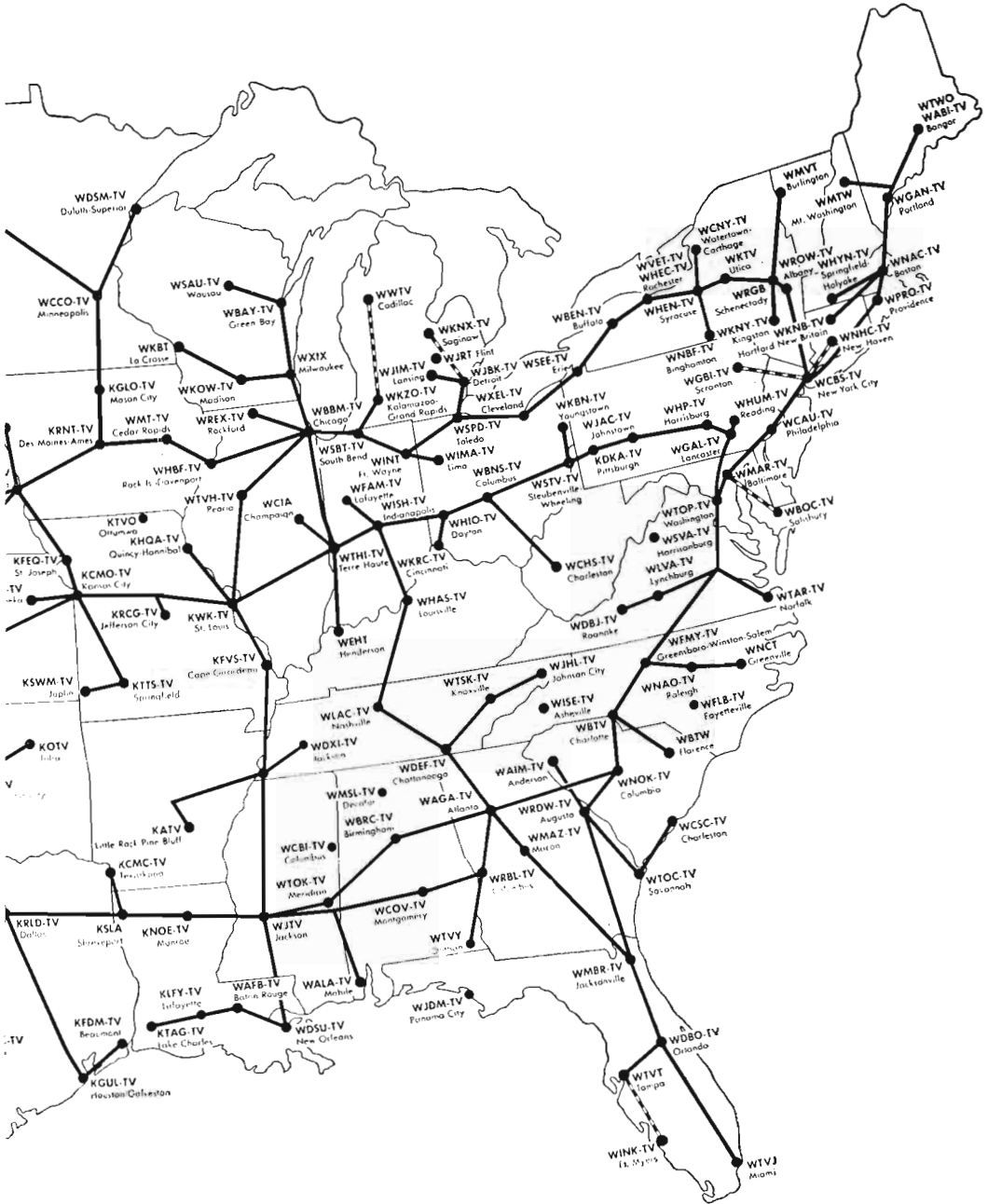
William H. Hylan, who has been associated with CBS for eighteen years, was named vice president in charge of network sales for CBS Television in 1952. Hylan entered military service with the army after four years as an account executive with CBS Radio Sales, from 1937 to 1941. In 1945, he returned to CBS Radio and was appointed assistant to the director of station administration. He switched to the network's new TV sales staff as an account executive in 1948. In 1951, he was named assistant sales manager. Early the next year he was appointed eastern sales manager. Hylan was born in New York City in 1905. He spent a good part of his youth as a resident of the Island of Puerto Rico. Hylan was graduated from Yale University.

# CBS TELEVIS





# ION NETWORK



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# TARGET

In 1955 CBS Television achieved a nine-year objective: delivering the most popular programs to the largest audience at the lowest cost in all television.

# CBS TELEVISION

## A DIVISION OF CBS, INC.



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

Telephone: PLaza 1-2345

Production Center: 524 W. 57th St., New York 19, N. Y.

Telephone: JUDson 6-6000

Registered Telegraphic Address—CBSINC NEW YORK

*NOTE: A full listing of the CBS, Inc., Board of Directors and Officers, as well as Radio Div. executive personnel will be found on Page 266.*

### CBS TELEVISION DIVISION OFFICERS

J. L. Van Volkenburg..... President  
 Harry G. Ommerle..... Vice-President in Charge  
 of Network Programs, New York  
 Alfred J. Scalpone..... Vice-President in Charge  
 of Network Programs, Hollywood  
 R. M. Weitman..... V.P. Prog. Devel.  
 H. Leslie Atlass..... Vice-President in Charge  
 of Central Division  
 Edward L. Saxe..... V.P. in Charge of Operations  
 Merle S. Jones..... Exec. V.P. in Charge of  
 CBS Owned Television Stations and  
 General Services  
 William H. Hylan..... Vice-President in Charge  
 of Network Sales  
 Hubbell Robinson Jr..... Exec. V.P. in Charge  
 of Network Programs  
 W. Spencer Harrison..... Vice-President in Charge  
 of Legal & Business Affairs  
 Herbert V. Akerberg..... Vice-President in Charge  
 of Station Relations  
 William B. Lodge..... Vice-President in Charge  
 of Engineering  
 Howard S. Meighan..... Vice-President in Charge  
 of Western Division  
 Leslie Harris..... Vice-President & General  
 Manager, CBS Television Film Sales, Inc.  
 William J. Flynn..... Controllor

### Network Sales

William H. Hylan..... Vice-President in Charge  
 of Network Sales  
 Thomas H. Dawson..... General Sales Manager  
 George E. Klayer..... Eastern Sales Manager  
 Sam K. Maxwell..... Midwestern Sales Manager  
 Charles R. Sterritt..... Detroit Sales Manager  
 William J. Fagan..... Business Manager  
 T. D. Connolly..... Program Sales Manager  
 Edward F. Lethen, Jr..... Manager of Network  
 Sales Development  
 Frank Smith..... Assistant Manager  
 of Network Sales Development  
 Robert F. Jamieson..... Sales Service Manager  
 Terrence McGuirk..... Sales Manager, EMP  
 George A. Kolpin..... Contract Manager

### Network Programs

Hubbell Robinson, Jr..... Vice-President in Charge  
 of Network Programs  
 Harry G. Ommerle..... Vice-President in Charge  
 of Network Programs, New York  
 Alfred J. Scalpone..... Vice-President in Charge  
 of Network Programs, Hollywood  
 R. M. Weitman..... V.P. Prog. Devel.  
 Harry S. Ackerman..... Executive Director  
 of Special Projects  
 Jack Rayel..... Dir. Net. Progs., L.A.  
 Lester Gottlieb..... Dir., Day Prog.  
 Marlo Lewis..... Executive Producer, Music &  
 Variety Programs  
 Gilbert A. Ralston..... Executive Producer  
 Dramatic Programs  
 Louis G. Cowan..... Prod., Prog. Develop.  
 Robert D. Martin..... Talent & Casting Director  
 New York  
 Milo Frank..... Talent & Casting Director, Hollywood  
 Richard Lewine..... Executive Producer  
 E. Carlton Winckler..... Production Manager  
 Charles Holden..... Production Manager, Hollywood  
 John Hundley..... Manager, Program Service

### Operations

Edward L. Saxe..... Vice-President in Charge  
 of Operations  
 Henry Grossman..... Director of Operations  
 R. G. Thompson..... Director of Technical  
 Operations  
 H. C. Meier..... Manager of Network Operations  
 Walter R. Pierson..... Manager of Production  
 Operations  
 Albert J. Raymond..... Mgr. of Theater and  
 Stage Operations  
 Anthony Boschetti..... Manager of Procurement  
 Paul Wittlig..... Manager of New Effects  
 Development  
 Orville Sather..... Manager of Technical Operations  
 Lawrence B. Gumbinner..... Traffic Manager  
 M. Clay Adams..... Manager of Film Productions  
 Operation  
 Gordon Shadwick..... Manager of Film Service  
 Operations  
 George Lehmann..... Manager of Scenery  
 Construction

### Station Relations

Herbert V. Akerberg..... Vice-President in Charge  
 of Station Relations  
 Edward P. Shurick..... National Director

Robert Wood..... Assistant Director  
Bert Lown..... Western Manager  
Ed Scovill..... Midwest Manager  
David R. Williams..... Eastern Manager  
Donald Clancy..... Business Manager

### Advertising & Sales Promotion

William Golden..... Creative Director  
John P. Cowden..... Operations Director  
Robert Strunsky..... Copy Chief  
Alex Kennedy..... Director of Program Promotion  
George Bristol..... Director of Sales Presentations  
Thomas Means..... Director of CBS Owned  
Television Stations Promotion Service  
Edward Side..... Production Manager

### Press Information

Charles J. Oppenheim..... Director  
Larry Lowenstein..... Director—N.Y.  
James J. Kane..... Director—Hollywood  
Lee Beckwith..... Photo Editor  
Robert F. Blake..... Manager of Special Projects  
Arthur Danashon..... Copy Editor  
Jack Goldstein..... Mgr., Exploitation, N. Y.  
Harry Feeney..... Trade News Editor  
Dorothy Leffler..... Director of Magazine Division  
Arthur Perles..... Assistant to the Director, N. Y.  
Henry Lewis..... Assistant to the Director, La.  
Beryl Reubens..... Supervisor of News &  
Public Affairs Publicity  
Ted Wick..... Mgr. of Special Projects, L.A.  
John Walsh, Asst. To Manager of Special Projects

### Research

Oscar Katz..... Director  
Rose Marie O'Reilly..... Manager of Ratings  
Tore Hallonquist..... Manager of Program Analysis  
Leonard DeNooyer..... Mgr., Coverage Div.  
Jay Eliasberg..... Research Projects Supervisor

### Engineering

William B. Lodge..... V.P., Engineering  
A. B. Chamberlain..... Chief Engineer  
H. A. Chinn..... Chief Audio-Video Engineer  
J. D. Parker..... Chief Radio Engineer

### Business Affairs

W. Spencer Harrison..... Vice-President  
Charles Woodward..... Senior Attorney  
Merritt H. Coleman..... Director of Business Affairs  
Louis T. Stone..... Dir. of Talent Commitments  
Philip Feldman..... Director of Business Affairs, L. A.  
David Klingner..... Budget Control Manager

### CBS Television Enterprises

Sydney Rubin..... Director

### Accounting

William J. Flynn..... Comptroller  
Norman C. Hadley..... Director, Accounting Ops.

### Executive Division, Hollywood

Howard S. Meighan..... V.P., West. Div.  
H. G. Theis..... Director of Operation, Hollywood  
Lester H. Bowman..... Dir., Phys. Ops., L.A.  
James Melick..... Director of Production Adm.

### News & Public Affairs

Sig Mickelson..... Vice-President in Charge  
of News and Public Affairs  
John F. Day..... Director of News  
Irving Gitlin..... Director of Public Affairs  
Elmer Lower..... Director of Special Projects

Howard Kany..... Manager of Newsfilm  
Jack Bush..... Manager of News Film Production  
George Crothers..... Director of Educational &  
Religious Broadcasts

Henry Wefing..... Executive Assistant to  
Director News  
James Burke..... Assignment Editor, CBS News  
David Zellmer..... Executive Producer of TV News  
Robert Skedgell..... Exec. Producer of Radio News  
Judson Bailey..... Director of Sports  
Helen Sioussat..... Director of Talks  
Theodore F. Koop..... Director of News and  
Public Affairs, Washington

### CBS Television Spot Sales

Clark B. George..... General Sales Manager  
Ben Margolis..... Business Manager  
Robert F. Davis..... Research Manager  
Walter Stein..... Ass't Research Manager  
John A. Schneider..... Eastern Sales Manager  
Frank Elliott Jr..... Director Sales Development  
B. Colvig..... Director Sales Promotion

### Branch Offices

Tom W. Judge..... Midwestern Sales Manager  
410 N. Michigan Ave., Chicago  
H. H. Holtshouser..... Atlanta Manager  
800 Peachtree St., N.E., Atlanta, Ga.  
Richard R. Loftus..... Detroit Manager  
902 Fisher Bldg., Detroit 2, Mich.  
John White..... San Francisco Manager  
Palace Hotel, San Francisco  
Edward A. Larkin..... Los Angeles Manager  
1313 N. Vine St., Los Angeles

### CBS Television Film Sales, Inc.

Leslie Harris..... Vice-President & General Manager  
Wilbur S. Edwards..... General Sales Manager  
Fred Mahlstedt..... Director of Operations  
Eugene Moss..... Sales Promotion Manager  
Walter Scanlon..... Merchandising Manager

### Terrytoons Division

Paul Terry, Newell T. Schwin

### CBS-OWNED

### TELEVISION STATIONS

Craig Lawrence..... Director of Station  
Administration

### WCBS-TV, 488 Madison Ave.

### New York 22, N. Y.

Sam Cook Digges..... General Manager  
Frank Shakespeare Jr..... Sales Manager  
Clarence Worden..... Assistant to General Manager  
Hal Hough..... Program Director  
Robert Patt..... Promotion Manager  
William C. Lacey..... Film Manager  
Robert Fuller..... Publicity Manager

### WBBM-TV, 410 N. Michigan Ave.

### Chicago, Ill.

H. Leslie Atlass..... Vice-President,  
Central Division

### KNXT, 1313 North Vine St.

### Los Angeles 28, Calif.

James T. Aubrey, Jr..... General Manager

### WXIX, 5445 North 27th St.

### Milwaukee, Wis.

Edmund C. Bunker..... General Manager

# Trial and Risk—A Network's Inherent Duty



By  
**THOMAS A.  
McAVITY**  
Vice-President  
in Charge of NBC-TV

**H**OW many people are using television as a major source of information and entertainment?

This question is far more vital to the future of television than any hassle over day-to-day ratings.

Television can claim success only if it attracts the entire public—the light, finicky viewers as well as the heavy, habit viewers.

And if we are to appeal to this entire audience, we must have fresh vital programming—the kind of programming no one can afford to miss.



But this implies a risk—the risk of new and untried formats, personalities, concepts. It also implies overall planning to insure a balanced viewing diet. For these reasons, fresh programming must be the responsibility of the network.

For only a network can afford the risk necessary to gamble on shows, talent and projects required for providing this type programming to all viewers and as a useful selling medium for every advertiser—big and small.

We must refresh and rebuild our programs from year to year, for we know that any known schedule of attractions begins to lose audience and our medium falls short.



The conventional so-called "hit" half-hour shows are great for many types of personalities and for story-telling. But this form can be limiting.

The form that television can do so well is the one-shot or the occasional show—"idea television." First of all, such a show can be

worked on longer than the regular series show. It also saves the artist from over-exposure and enables the artists from all fields to meet the challenge of television on an occasional basis.

This irregular "idea" television is spearheaded by our firm belief that a network is its programming, and sets the responsibility for influencing the minds of its viewers by offering something for everyone.

This means not only presenting a Sid Caesar, a Bob Hope, a Groucho Marx, a "Hit Parade," but also a "Richard III," a "Magic Flute," a Maurice Evans in "The Devil's Disciple," a "Caesar and Cleopatra," an "Assignment: Indio," a "Twisted Cross," a Wanda Landowska, plus a "Peter Pan" and a "Sleeping Beauty."



But television must have all forms. We should not choose between them. We want them all. In order to do this, we must fight anything that would restrict television, that would limit its usefulness for over 160,000,000 people. We must keep it so that it programs for everyone. And when we find a large segment of women who do not want soap operas in the daytime, then we must create a "Matinee Theatre" or a "Home."

We believe that the television industry must have significance in a time of world crisis. With the talent development projects and the searching programming that we and others have and must continuously enlarge, we believe we will find a great increase in the number of talented people available to us and from them an intelligent direction will come excellence in one-shots and specials as well as hits.



NBC, which pioneered in bringing excitement and expectancy through its Spectaculars, has been joined now by the other networks in 90-minute "specials."

NBC believes this seasoning of programming by means of great cultural events—based by a large amount of hit TV and guided by the network's policy of enlightenment through exposure will keep the network the rich national service it deserves to be and not merely a product of universal expediency.



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# N. B. C. TELEVISION NETWORK

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## DAVID SARNOFF Chairman of the Board of RCA



Elected president of RCA in 1930 at the age of 39, Brig. Gen. David Sarnoff, chairman of the board of RCA and director of NBC, was named commercial manager of RCA when it was formed in 1919. He had first entered the communications field at 15 as a messenger boy. As radio grew increasingly more important, he became Chief Inspector, Assistant Traffic Manager and in 1917, Commercial Manager of the Marconi Wireless Telegraph Company of America. When RCA was formed, it acquired the Marconi Company. During the following eleven years with RCA, he moved from commercial to general manager and then vice president and executive vice president. General Sarnoff was elected chairman of the board and chief executive officer of RCA in 1947. After the promotion of Sylvester L. Weaver, Jr. to Chairman of the Board of NBC, General Sarnoff continues as a member of the board of directors. During World War II, he served as Special Consultant on Communications to General Dwight D. Eisenhower at SHAEF in Europe.

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## SYLVESTER L. WEAVER, JR. Chairman of the Board of NBC

Sylvester L. Weaver, Jr. was named Chairman of the Board of NBC in December, 1955, replacing Brig. Gen. David Sarnoff, who became a director. Weaver joined NBC in 1949 to head the television network. He was a veteran of 18 years in the broadcasting and advertising fields, including such positions as Vice President in Charge of Radio and Television for Young & Rubicam and Advertising Manager for the American Tobacco Company. In 1952, Weaver was made Vice President in Charge of Radio and Television for NBC and later that year was elected Vice Chairman of the Board. He was named President in 1953 and Chairman of the Board two years later. The concept of the Spectaculars, which began a regular series in the Fall of 1954, and the magazine concept of the Today, Home and Tonight shows, were first outlined by him. Weaver entered broadcasting as a writer, and later became program manager of the Don Lee network. He was graduated magna cum laude from Dartmouth, where he was elected to Phi Beta Kappa.



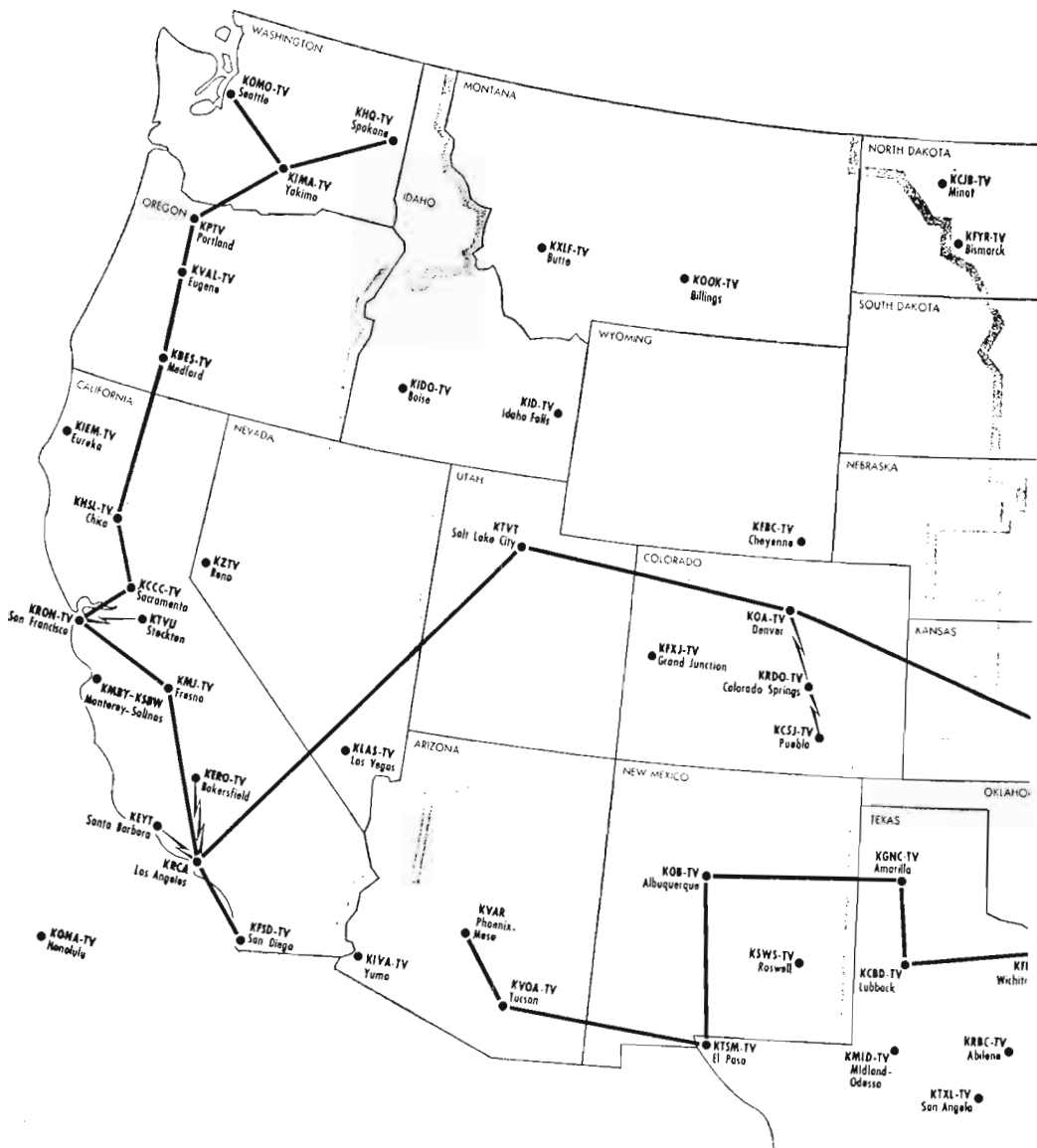
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## ROBERT W. SARNOFF President of NBC

Robert W. Sarnoff, who at 37 can look back on a career that already includes service in the newspaper and magazine media and almost eight years with NBC in executive positions in programming, production and sales, was elected President of NBC in December, 1955. Sarnoff joined NBC in 1948 as an account executive in the Sales Department. After serving in various capacities including programming, production and program sales, he was appointed director of Unit Productions in 1951, where he launched "Victory at Sea," the famous NBC-Navy documentary of the Navy's role in World War II. For this he was awarded the Navy's Distinguished Public Service Award. Sarnoff was elected Vice President in 1951 and a year later was placed in charge of the NBC Film Division. He was named executive assistant to Sylvester L. Weaver, Jr. in 1953 and in the same year was elected to the Board of Directors and named Executive Vice President. In the early Spring of 1955, Sarnoff announced plans for a new radio programming service called "Monitor." This was followed in the Fall by "Weekday."



# NATIONAL BROAD



● Operating Station	— Inter-City Connection
	⚡ Off-the-Air Relay Pickup

\* Nashville and Huntington do not require off-the-air pickup

NOTE -  
Inter-city facilities are shown on a billing rather than physical routing basis - are for informative purposes only and subject to change without notice.





# Say hello to the

AMERICAN  
VISCOSE CORP.  
AMERICAN  
CHARACTER DOLL CO.  
APEX ELECTRICAL  
MANUFACTURING CO.  
BIRGE CO., INC.  
E. L. BRUCE  
CALORIC STOVE CORP.  
CONNECTICUT  
CHEMICAL RESEARCH CORP.  
CULLIGAN, INC.  
DAYSTROM FURNITURE CORP., INC.  
DETROIT STEEL PRODUCTS CO.  
DORMEYER CORP.  
EASTMAN KODAK CO.  
EDISON CHEMICAL CO.  
GENERAL DYNAMICS CORP.  
GLASS CONTAINERS MANUFACTURERS  
INSTITUTE  
HOBART MANUFACTURING CO.  
INTERNATIONAL MOLDED PLASTICS.  
INTERNATIONAL SALT CO., INC.  
THE KALART CO., INC.  
THE LAU BLOWER CO.  
LEE, LTD.  
LETTUCE, INC.  
LORENTZEN HARDWARE  
MANUFACTURING CORP.  
MAGLA PRODUCTS  
THE MAYBELLINE CO.  
MORTON SALT CO.  
MOTOR WHEEL CORP.  
OUTBOARD MARINE & MANUFACTURING CO.  
PAULSBORO MANUFACTURING CO.  
PIONEER RUBBER CO.  
PITTSBURGH COKE & CHEMICAL CO.  
POLK MILLER PRODUCTS CORP.  
A. H. POND CO., INC.  
THE RATH PACKING CO.  
O. M. SCOTT & SONS CO.  
STERN'S NURSERIES  
UNION UNDERWEAR CO., INC.  
THE WEATHER-PROOF CO.  
WEBSTER-CHICAGO CORP.  
WECO PRODUCTS CO.  
WHIRLPOOL CORP.  
WHITEHOUSE CO.  
THE J. B. WILLIAMS CO.  
WOMAN'S DAY, INC.

During the first nine months of 1955, 51 new advertisers entered network television.

44 of these new advertisers were on NBC  
42 of them were on NBC *exclusively*

Getting new advertisers, keeping old ones, NBC served 195 satisfied sponsors during this period...*more advertisers than the next two networks combined.*

NBC has proved itself the *pioneer network*, with its new programming patterns and sales plans; the *creative network*, with its Wide Wide World, Project 20 and the exciting and universally-imitated Spectaculars; the *follow-through network*, with its extensive merchandising support and extensive promotion.

Why not join up? *Exciting things are happening on* **NBC** television

new members!



# NATIONAL BROADCASTING COMPANY, INC.

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

Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROCAST NEW YORK

*NOTE: A full listing of the NBC corporate personnel, as well as the board of directors, will be found on Page 278.*

## ORGANIZATION UNDER THE CHAIRMAN AND PRESIDENT

Sylvester L. Weaver, Jr. . . . . Board Chairman  
Robert W. Sarnoff . . . . . President  
Thomas A. McAvity . . . . . Vice-President  
In Charge of NBC-TV Network

## ADMINISTRATIVE DIVISION

J. M. Clifford . . . . . Administrative Vice-President

## FINANCE AND SERVICES

Joseph V. Heffernan . . . . . Financial Vice-President

## Engineering Department

Andrew L. Hammerschmidt . . . . . Vice-President &  
Chief Eng.  
William A. Clarke . . . . . Administrative Ass't.  
Edward R. Cullen . . . . . Liaison Engineer  
Joseph D'Agostino . . . . . Liaison Engineer  
Raymond F. Guy . . . . . Dir. of Radio Frequency Eng.  
George M. Nixon . . . . . Manager of Engineering  
Development  
Chester A. Rackey . . . . . Mgr. of Audio-Video Eng.  
James Wood, Jr. . . . . Manager of Technical Services

## Integrated Services Department

William S. Hedges . . . . . Vice-President in Charge  
of Integrated Services  
Mildred Joy . . . . . Chief Librarian  
Robert F. McCaw . . . . . Director, Facilities  
Administration  
William Burke Miller . . . . . Night Executive Officer  
Peter M. Tittle . . . . . Guest Relations Manager

## TELEVISION NETWORK SALES DIVISION

George H. Frey . . . . . Vice-President in Charge  
of Television Network Sales  
Matthew J. Culligan . . . . . Vice-President  
National Sales Director

## Sales Administration Department

Walter D. Scott . . . . . Vice-President, National  
Sales Manager  
Michael H. Dann . . . . . V.P., Program Sales  
Stephen Flynn . . . . . Manager of Television Sales  
Traffic Operations  
Hamilton Robinson . . . . . Manager of Office Services

## Treasurer

Joseph A. McDonald . . . . . Treasurer  
William A. Williams . . . . . Assistant Treasurer

## Public Relations Division

Kenneth W. Bilby . . . . . Vice-President for  
Public Relations

## National Advertising and Promotion Department

John H. Porter . . . . . Manager of National  
Advertising & Promotion  
Edwin Vane . . . . . National Audience  
Promotion Manager  
John Graham . . . . . Art Director  
Donald Foley . . . . . National Sales Promotion Manager

## Press and Publicity Department

Sydney H. Eiges . . . . . Vice-President in Charge  
of Press & Publicity  
Mike Horton . . . . . Director of Information  
Ellis Moore . . . . . Director of Press Department  
Alexander S. Rylander . . . . . Director, Exploitation  
Cornelius K. Sullivan . . . . . Public Relations  
Representative  
Milton Brown . . . . . Manager of Program Publicity  
Kathryn Cole . . . . . Manager of Information  
William E. Anderson . . . . . Manager of Business &  
Trade Publicity  
Sidney Desfor . . . . . Manager, Photo Unit  
Barbara McCusker . . . . . Magazine Editor

## Planning & Development Department

Hugh M. Beville . . . . . V.P., Planning, Development  
Dr. Thomas E. Coffin . . . . . Manager of Research  
Allen R. Cooper . . . . . Manager of Markets & Media  
James Cornell . . . . . Manager of Audience  
Measurement  
Barry Rumpel . . . . . Manager of Plans



## Station Relations Division

Harry Bannister.....Vice-President for  
Station Relations  
Donald J. Mercer...Director of Station Relations

## TELEVISION NETWORK PROGRAMS DIVISION

Richard A. Pinkham.....Vice-President

### National Program Department

Mort Werner.....Vice-President, National  
Programs  
Nat Wolff.....Director, Program Planning  
Thomas O. Loeb.....Mgr. of TV Network  
Programs  
LeRoy Passman.....Manager of Program  
Administration  
Albert McCleery.....Executive Producer

### Public Affairs Department

Davidson Taylor.....Vice-President in Charge  
of Public Affairs  
Benjamin K. Park.....Director, Public affairs  
Thomas S. Gallery.....Manager of Sports  
William McAndrew.....Director of NBC News  
Arch Robb.....Manager of Special Events  
Edward Stanley.....Manager of Public Service  
Programs  
Barry Wood.....Director of Special Events

### Talent Department

James E. Denning.....Director, Talent &  
Program Contract Administration  
Charles J. Moos.....Manager, Talent &  
Program Contract Administration  
Martin J. Begley.....Casting Director

### Production and Business Affairs Department

H. Earl Rettig.....Vice-President in Charge  
of Production & Business Affairs  
Anthony M. Hennig.....Director of Production  
Frederick Shawn.....Director of Production  
Operations  
Ernest W. Theiss.....Manager of Production  
Operations  
William V. Sargent...Divisional Business Mgr.  
John J. Heywood.....Director, Business  
Administration  
Edward J. Stegeman...Director of Prog. Services

## FILM DIVISION

Carl M. Stanton.....Vice-President in Charge  
of Film Division  
Edgar G. Sisson, Jr.....Director of Film Division  
Robert A. Anderson.....Business Manager  
Frederick A. Jacobi.....Manager of Publicity

### WRCA-TV—New York

Thomas B. McFadden...Vice-President & General  
Manager of WRCA, WRCA-FM and WRCA-TV  
William N. Davidson...Asst. Gen. Manager of  
WRCA, WRCA-FM and WRCA-TV  
William A. Berns.....Manager of News &  
Special Events

Donald E. Bishop.....Director of Publicity  
Max Buck.....Director of Advertising,  
Promotion & Merchandising  
Stephen Krantz.....Program Manager for  
WRCA-TV  
Arthur Hamilton.....Manager of Production  
& Business Affairs  
Jay Heiten.....Sales Manager of WRCA-TV

### WBUF-TV—Buffalo

Charles Bevis.....General Manager

### WNBQ—Chicago

Jules Herbubeaux.....General Manager &  
Vice-President of WMAQ, WMAQ-FM, WNBQ

### WRCV-TV—Philadelphia

Lloyd E. Yoder.....V.P., General Manager of  
WRCV, WRCV-TV

### KRCA—Hollywood

Thomas C. McCray...V.P. & Gen. Mgr. of KRCA

### WRC-TV—Washington

Carleton D. Smith...Vice-President & General  
Manager of WRC, WRC-FM, WRC-TV

## NBC-OWNED STATIONS AND NBC SPOT SALES DIVISION

Charles R. Denny.....Vice-President in Charge  
of NBC-owned stations & NBC Spot Sales  
Charles C. Bevis, Jr.....General Executive  
Charles H. Colledge...Director of Engineering &  
Operations  
Thomas S. O'Brien...Divisional Business Manager

## WASHINGTON AND PACIFIC DIVISION OFFICES

### Washington

Frank M. Russell...Vice-President, Washington

### Pacific Division

John K. West.....Vice-President for the  
Pacific Division  
Frederic W. Wile, Jr...Vice-President in Charge  
of Network Programs  
Lewis S. Frost.....Coordinator of Regional  
Network Activities  
Harold Kemp.....General Program Executive  
John R. Kennedy.....Staff Engineer  
Thomas W. Sarnoff...Director of Production  
& Business Affairs  
Oscar C. Turner.....Personnel & Labor  
Relations Manager  
Sheldon B. Hickox, Jr...Director of Station  
Relations, Pacific Division  
Ralph F. Shawhan...Director of Press & Publicity

*NOTE: A full listing of the personnel  
of NBC's O & O stations, as well as  
the organization of the Washington  
and Hollywood offices, will be found  
on Page 278.*

# UHF Death Total Now Numbers Fifty-Three



By  
**HAROLD H.  
THOMS**  
Former Chairman  
UHF Industry  
Coordinating Committee

**T**HE UHF-ICC, composed of 70 contributing UHF stations and permittees, was the outgrowth of an enthusiastic effort by UHF broadcasters throughout the country to organize for the purpose of making a vigorous presentation for a solution to the UHF problem in the hearings before the Senate Subcommittee then headed by Senator Potter. Its objective has been the revision of the existing geographic television assignment plan upon a basis which would eliminate the gross competitive disparities inherent in the two spectrum assignments made under that plan and thereby to remove the obstacles inherent in that plan to a nationwide competitive television system. The magnitude of the efforts of UHF broadcasters who came from all over the country to testify in those hearings is now well known history. No immediate results were then achieved but those efforts were continued throughout the remainder of 1954 before the Congress and the FCC and were renewed and redoubled by UHF broadcasters, individually and through the UHF-ICC throughout the year 1955.



In the past year, the UHF-ICC made several recommendations for remedial measures. These included deintermixture, confinement of TV stations to their own markets, private micro-relay facilities for TV broadcasters, refusal of antenna and power increases in Zone 1, revision of the present TV plan to provide for additional VHF assignments, on a case-to-case basis, at reduced separations and power, with use of directionals, a broad network investigation, and a liberal policy of extension of outstanding UHF permits. It is now an active participant in the pending TV rule making proceedings before the FCC.



Despite the tremendous efforts of UHF broadcasters, the year 1955 will go down as

a year when UHF broadcasting and the cause of nationwide competitive television service were dealt a bitter blow. It was in the past year that hope for early and effective governmental measures to solve the critical problem caused by the intermixture of VHF and UHF stations, were dashed to the ground as a result of governmental refusal to pass upon the outstanding proposals for selective deintermixture. UHF broadcasters had been led to believe that remedial measures were on the way and their disappointment was all the more bitter because many of them had kept their stations going at continuing heavy financial loss only by the hope that such measures would be forthcoming soon.



So far as UHF is concerned, the accounting for the year 1955 is a dismal one indeed: 21 more UHF stations ceased operations. The total of UHF deaths now stands at 53 at a cost to the public and investors of staggering sums of money. Although over 125 UHF permits have been outstanding during the course of the year 1955, only 4 commercial UHF stations were constructed during the year. 111 other UHF permits, which were granted since the lifting of the freeze, have been surrendered for cancellation. Grim evidence of the consequences of the present mixed up television situation was provided by the financial data released by the FCC during the course of the year. The UHF stations in operation sustained a loss of 10 million dollars; 104 UHF stations showed overall losses. Only 18 showed a profit. The losses of at least 31 stations were at the rate of more than \$10,000 a month. Despite such discouraging developments, at year's end, no remedial plan had been proposed by the FCC itself; but the FCC had invited and received an infinite number of proposals from interested parties all of which recognized the critical need for remedial action.



The year 1955 has therefore figuratively produced a scrambled television picture indeed. It is the fervent hope of UHF broadcasters throughout the country that 1956 will bring forth governmental action which will unscramble the picture by attacking the problem at the core, namely, by revision of the mixed up television allocation. The UHF-ICC will continue to dedicate itself to this end throughout 1956 and for as long as there may be surviving UHF operators with a will to continue the fight.

# **Television Stations In the United States**

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**ALPHABETICALLY  
LISTED BY STATES — CITIES**

**CALL LETTERS**

**PERSONNEL**

**FACILITIES**

# Index of The TELEVISION STATIONS of The United States



Station	City—State	Page	Station	City—State	Page
CKLW-TV	— Detroit-Windsor, Mich.	887	KFDX-TV	— Wichita Falls, Tex.	949
KABC-TV	— Los Angeles, Calif.	855	KFEQ-TV	— St. Joseph, Mo.	895
KAKE-TV	— Wichita, Kans.	879	KFJZ-TV	— Fort Worth, Tex.	939
KALB-TV	— Alexandria, La.	880	KFMB-TV	— San Diego, Calif.	859
KARD-TV	— Wichita, Kans.	879	KFSA-TV	— Forth Smith, Ark.	851
KARK-TV	— Little Rock, Ark.	851	KFSD-TV	— San Diego, Calif.	857
KATV	— Pine Bluff, Ark.	851	KFVS-TV	— Cape Girardeau, Mo.	893
KBAK-TV	— Bakersfield, Calif.	853	KFXJ-TV	— Grand Junction, Colo.	862
KBES-TV	— Medford, Oreg.	919	KFYR-TV	— Bismarck, N. Dak.	910
KBET-TV	— Sacramento, Calif.	857	KGBT-TV	— Harlingen, Tex.	939
KBMB-TV	— Bismarck, N. Dak.	910	KGEO-TV	— Enid, Okla.	918
KBMT	— Beaumont, Tex.	935	KGGM-TV	— Albuquerque, N. Mex.	899
KBOI	— Boise, Idaho	870	KGLO-TV	— Mason City, Iowa	876
KBST-TV	— Big Spring, Tex.	935	KGMB-TV	— Honolulu, Hawaii	959
KBTW	— Denver, Colo.	861	KGNC-TV	— Amarillo, Tex.	935
KCBD-TV	— Lubbock, Tex.	941	KGO-TV	— San Francisco, Calif.	859
KCCC-TV	— Sacramento, Calif.	857	KGUL-TV	— Galveston-Houston, Tex.	939
KCEN-TV	— Temple, Tex.	946	KGVO-TV	— Missoula, Mont.	896
KCJB-TV	— Minot, N. Dak.	911	KHAD-TV	— Laredo, Tex.	940
KCKT-TV	— Great Bend, Kans.	877	KHBC-TV	— Hilo, Hawaii	959
KCMC-TV	— Texarkana, Tex.	946	KHJ-TV	— Los Angeles, Calif.	855
KCMO-TV	— Kansas City, Mo.	893	KHOL-TV	— Kearney, Nebr.	896
KCOP-TV	— Hollywood, Calif.	853	KHQ-TV	— Spokane, Wash.	953
KCOR-TV	— San Antonio, Tex.	945	KHQA-TV	— Hannibal, Mo.	893
KCRA-TV	— Sacramento, Calif.	857	KHSL-TV	— Chico, Calif.	853
KCRG-TV	— Cedar Rapids, Iowa	875	KID-TV	— Idaho Falls, Idaho	870
KCSJ-TV	— Pueblo, Colo.	862	KIDO	— TV Boise, Idaho	870
KDAL-TV	— Duluth-Superior, Minn.	890	KIEM-TV	— Eureka, Calif.	853
KDKA-TV	— Pittsburgh, Pa.	925	KIMA-TV	— Yakima, Wash.	954
KDLO-TV	— Florence, S. Dak.	930	KING-TV	— Seattle, Wash.	953
KDRO-TV	— Sedalia, Mo.	895	KIVA	— Yuma, Ariz.	851
KDUB-TV	— Lubbock, Tex.	940	KJEO-TV	— Fresno, Calif.	853
KEDD	— Wichita, Kans.	879	KKTV	— Colorado Springs, Colo.	861
KELO-TV	— Sioux Falls, S. Dak.	930	KLAS-TV	— Las Vegas, Nev.	898
KENI-TV	— Anchorage, Alaska	959	KLEW-TV	— Lewiston, Idaho	870
KENS-TV	— San Antonio, Tex.	945	KLFY-TV	— Lafayette, La.	880
KEPR-TV	— Pasco, Wash.	953	KLIX-TV	— Twin Falls, Idaho	870
KERO-TV	— Bakersfield, Calif.	853	KLOR	— Portland, Oreg.	919
KEYD-TV	— Minneapolis-St. Paul, Minn.	890	KLRJ-TV	— Henderson, Nev.	898
KEY-T	— Santa Barbara, Calif.	850	KLTV	— Tyler-Longview, Tex.	946
KFAR-TV	— Fairbanks, Alaska	959	KLZ-TV	— Denver, Colo.	862
KFBB	— Great Falls, Mont.	896	KMAU	— Wailuku, Hawaii	960
KFBC-TV	— Cheyenne, Wyo.	959	KMBC-TV	— Kansas City, Mo.	893
KFDA-TV	— Amarillo, Tex.	935	KMID-TV	— Midland, Tex.	942
KFDM-TV	— Beaumont, Tex.	935	KMJ-TV	— Fresno, Calif.	853





# TELEVISION STATION INDEX



Station	City—State	Page	Station	City—State	Page
KMMT	— Austin, Minn.	890	KSWO-TV	— Lawton, Okla.	918
KMTV	— Omaha, Nebr.	897	KSWB-TV	— Roswell, N. Mex.	899
KMVI-TV	— Wailuku, Hawaii	960	KSYD-TV	— Wichita Falls, Tex.	949
KNOE-TV	— Monroe, La.	881	KTAG-TV	— Lake Charles, La.	880
KNOX-TV	— Grand Forks, N. Dak.	911	KTBC-TV	— Austin, Tex.	935
KNTV	— San Jose, Calif.	859	KTBS-TV	— Shreveport, La.	882
KNXT	— Los Angeles, Calif.	855	KTEN	— Ada, Okla.	918
KOA-TV	— Denver, Colo.	862	KTHV	— Little Rock, Ark.	851
KOAM-TV	— Pittsburg, Kans.	877	KTIV	— Sioux City, Iowa	877
KOAT-TV	— Albuquerque, N. Mex.	899	KTLA	— Los Angeles, Calif.	855
KOB-TV	— Albuquerque, N. Mex.	899	KTNT-TV	— Tacoma, Wash.	954
KOIN-TV	— Portland, Oreg.	919	KTRE-TV	— Lufkin, Tex.	941
KOLN-TV	— Lincoln, Nebr.	896	KTRK-TV	— Houston, Tex.	940
KOMO-TV	— Seattle, Wash.	953	KTSM-TV	— El Paso, Tex.	939
KOMU-TV	— Columbia, Mo.	893	KTTS-TV	— Springfield, Mo.	895
KONA	— Honolulu, Hawaii	960	KTTV	— Los Angeles, Calif.	855
KOOK-TV	— Billings, Mont.	896	KTVA	— Anchorage, Alaska	959
KOOL-TV	— Phoenix, Ariz.	850	KTVE	— Longview, Tex.	940
KOPO-TV	— Tucson, Ariz.	850	KTVF	— Fairbanks, Alaska	959
KOSA-TV	— Odessa, Tex.	942	KTVH	— Hutchinson, Kans.	877
KOTA-TV	— Rapid City, S. Dak.	930	KTVI	— St. Louis, Mo.	896
KOTV	— Tulsa, Okla.	919	KTVK	— Phoenix, Ariz.	850
KOVR	— Stockton, Calif.	860	KTVO	— Ottumwa, Iowa	876
KPAR-TV	— Sweetwater, Tex.	946	KTVR	— Denver, Colo.	861
KPHO-TV	— Phoenix, Ariz.	850	KTVT	— Salt Lake City, Utah	951
KPIC	— Roseburg, Oreg.	920	KTVU	— Stockton, Calif.	860
KPIX	— San Francisco, Calif.	859	KTVW	— Tacoma, Wash.	954
KPLC-TV	— Lake Charles, La.	880	KTVX	— Muskogee, Okla.	918
KPRC-TV	— Houston, Tex.	939	KTXL-TV	— San Angelo, Tex.	942
KPTV	— Portland, Oreg.	920	KULA-TV	— Honolulu, Hawaii	960
KQTV	— Fort Dodge, Iowa	876	KUTV	— Salt Lake City, Utah	951
KRBB	— El Dorado, Ark.	851	KVAL-TV	— Eugene, Oreg.	919
KRBC-TV	— Abilene, Tex.	935	KVAR	— Mesa, Ariz.	850
KRCA	— Hollywood, Calif.	855	KVDO-TV	— Corpus Christi, Tex.	936
KRCG-TV	— Jefferson City, Mo.	893	KVEC-TV	— San Luis Obispo, Calif.	859
KRDO-TV	— Colorado Springs, Colo.	861	KVOA-TV	— Tucson, Ariz.	851
KREM-TV	— Spokane, Wash.	953	KVOO-TV	— Tulsa, Okla.	919
KRGV-TV	— Weslaco, Tex.	949	KVOS-TV	— Bellingham, Wash.	953
KRLD-TV	— Dallas, Tex.	936	KVTV	— Sioux City, Iowa	877
KRNT-TV	— Des Moines, Iowa	875	KVVG	— Tulare, Calif.	860
KROC-TV	— Rochester, Minn.	891	KWK-TV	— St. Louis, Mo.	895
KROD-TV	— El Paso, Tex.	939	KWTV	— Oklahoma City, Okla.	918
KRON-TV	— San Francisco, Calif.	859	KWTX-TV	— Waco, Tex.	946
KSAN-TV	— San Francisco, Calif.	859	KWWL-TV	— Waterloo, Iowa	877
KSBB-TV	— Salinas-Montgomery, Calif.	857			
KSD-TV	— St. Louis, Mo.	895			
KSL-TV	— Salt Lake City, Utah	951			
KSLA	— Shreveport, La.	882			
KSTF	— Scottsbluff, Nebr.	897			
KSTP-TV	— St. Paul-Minneapolis, Minn.	891			
KSWM-TV	— Joplin, Mo.	893			



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Station	City—State	Page	Station	City—State	Page
KXJB-TV	— Valley City, N. Dak.	911	WCCO-TV	— Minneapolis, Minn.	890
KXLF-TV	— Butte, Mont.	896	WCHS-TV	— Charleston, W. Va.	954
KXLY-TV	— Spokane, Wash.	954	WCIA	— Champaign, Ill.	870
KYTV	— Springfield, Mo.	895	WCMB-TV	— Harrisburg, Pa.	922
KYW-TV	— Cleveland, Ohio	913	WCNY-TV	— Carthage, N. Y.	901
KZTV	— Reno, Nev.	898	WCOV-TV	— Montgomery, Ala.	850
WAAM-TV	— Baltimore, Md.	883	WCPO-TV	— Cincinnati, Ohio	913
WABC-TV	— New York, N. Y.	903	WCSC-TV	— Charleston, S. C.	929
WABD	— New York, N. Y.	903	WCSH-TV	— Portland, Maine	882
WABI-TV	— Bangor, Maine	882	WCTV	— Tallahassee, Fla.	866
WABT	— Birmingham, Ala.	849	WDAF-TV	— Kansas City, Mo.	895
WAFB-TV	— Baton Rouge, La.	880	WDAK-TV	— Columbus, Ga.	869
WAGA-TV	— Atlanta, Ga.	868	WDAN-TV	— Danville, Ill.	871
WAIM-TV	— Anderson, S. C.	929	WDAY-TV	— Fargo, N. Dak.	911
WAKR-TV	— Akron, Ohio	913	WDBJ-TV	— Roanoke, Va.	952
WALA-TV	— Mobile, Ala.	849	WDBO-TV	— Orlando, Fla.	866
WALB-TV	— Albany, Ga.	867	WDEF-TV	— Chattanooga, Tenn.	931
WAPA-TV	— San Juan, Puerto Rico	960	WDSM-TV	— Duluth-Superior, Minn.	890
WARD-TV	— Johnstown, Pa.	922	WDSU-TV	— New Orleans, La.	881
WARM-TV	— Scranton, Pa.	925	WDXI-TV	— Jackson, Tenn.	931
WAST	— Haganan, N. Y.	901	WEAR-TV	— Pensacola, Fla.	866
WATE-TV	— Knoxville, Tenn.	931	WEAT-TV	— West Palm Beach, Fla.	867
WATR-TV	— Waterbury, Conn.	863	WEAU-TV	— Eau Claire, Wis.	956
WATV	— Newark, N. J.	899	WEEK-TV	— Peoria, Ill.	871
WAVE-TV	— Louisville, Ky.	879	WEHT	— Henderson, Ky.	880
WBAL-TV	— Baltimore, Md.	883	WENS	— Pittsburgh, Pa.	925
WBAP-TV	— Fort Worth, Tex.	939	WEWS	— Cleveland, Ohio	915
WBAY-TV	— Green Bay, Wis.	956	WFAA-TV	— Dallas, Tex.	936
WBBM-TV	— Chicago, Ill.	870	WFAM-TV	— Lafayette, Ind.	873
WBEN-TV	— Buffalo, N. Y.	901	WFBC-TV	— Greenville, S. C.	930
WBKB	— Chicago, Ill.	871	WFBG-TV	— Altoona, Pa.	920
WBLN	— Bloomington, Ill.	870	WFBM-TV	— Indianapolis, Ind.	873
WBNS-TV	— Columbus, Ohio	915	WFIE	— Evansville, Ind.	873
WBOC-TV	— Salisbury, Md.	885	WFIL-TV	— Philadelphia, Pa.	923
WBRC-TV	— Birmingham, Ala.	849	WFLA-TV	— Tampa, Fla.	866
WBRE-TV	— Wilkes-Barre, Pa.	927	WFLB-TV	— Fayetteville, N. C.	907
WBZ	— Baton Rouge, La.	880	WFMJ-TV	— Youngstown, Ohio	917
WBT	— Charlotte, N. C.	907	WFMV-TV	— Greensboro, N. C.	907
WBTW	— Florence, S. C.	930	WFRV-TV	— Green Bay, Wis.	956
WBUF-TV	— Buffalo, N. Y.	901	WGAL-TV	— Lancaster, Pa.	923
WBZ-TV	— Boston, Mass.	885	WGAN-TV	— Portland, Maine	883
WCAU-TV	— Philadelphia, Pa.	923	WGBI-TV	— Scranton, Pa.	925
WCAX-TV	— Burlington, Vt.	951	WGBS-TV	— Ft. Lauderdale, Fla.	865
WCBS-TV	— New York, N. Y.	903			





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WGEM-TV	— Quincy, Ill.	872	WJIM-TV	— Lansing, Mich.	889
WGLV-TV	— Easton, Pa.	922	WJMR-TV	— New Orleans, La.	882
WGN-TV	— Chicago, Ill.	871	WJNO-TV	— Palm Beach, Fla.	865
WGR-TV	— Buffalo, N. Y.	901	WJTV	— Jackson, Miss.	891
WGTH-TV	— Hartford, Conn.	862	WJW-TV	— Cleveland, Ohio	915
WGVL	— Greenville, S. C.	930	WKAQ-TV	— San Juan, P. R.	960
WHAM-TV	— Rochester, N. Y.	904	WKBN-TV	— Youngstown, Ohio	917
WHAS-TV	— Louisville, Ky.	879	WKBT	— LaCrosse, Wis.	956
WHBF-TV	— Rock Island, Ill.	872	WKJG-TV	— Fort Wayne, Ind.	873
WHBQ-TV	— Memphis, Tenn.	931	WKNB-TV	— New Britain, Conn.	862
WHEC-TV	— Rochester, N. Y.	904	WKNX-TV	— Saginaw, Mich.	889
WHEN-TV	— Syracuse, N. Y.	904	WKNY-TV	— Kingston, N. Y.	903
WHIO-TV	— Dayton, Ohio	917	WKOW-TV	— Madison, Wis.	956
WHIS-TV	— Bluefield, W. Va.	954	WKRC-TV	— Cincinnati, Ohio	913
WHIZ-TV	— Zanesville, Ohio	918	WKRK-TV	— Mobile, Ala.	849
WHO-TV	— Des Moines, Iowa	875	WKTU	— Utica, N. Y.	905
WHP-TV	— Harrisburg, Pa.	922	WKY-TV	— Oklahoma City, Okla.	919
WHTN-TV	— Huntington, W. Va.	955	WKZO-TV	— Kalamazoo, Mich.	889
WHUM-TV	— Reading, Pa.	925	WLAC-TV	— Nashville, Tenn.	932
WHYN-TV	— Springfield-Holyoke, Mass.	886	WLBC-TV	— Muncie, Ind.	874
WIBW-TV	— Topeka, Kans.	879	WLBT	— Jackson, Miss.	891
WICA-TV	— Ashtabula, Ohio	913	WLEV-TV	— Bethlehem, Pa.	920
WICC-TV	— Bridgeport, Conn.	862	WLEX-TV	— Lexington, Ky.	880
WICS	— Springfield, Ill.	872	WLOS-TV	— Asheville, N. C.	907
WICU	— Erie, Pa.	922	WLVA-TV	— Lynchburg, Va.	951
WILK-TV	— Wilkes-Barre, Pa.	927	WLW-A	— Atlanta, Ga.	867
WIMA-TV	— Lima, Ohio	917	WLW-C	— Columbus, Ohio	915
WINK-TV	— Fort Meyers, Fla.	865	WLW-D	— Dayton, Ohio	915
WINT	— Waterloo, Ind.	874	WLW-T	— Cincinnati, Ohio	913
WIRI	— Plattsburg, N. Y.	904	WMAL-TV	— Washington, D. C.	864
WIS-TV	— Columbia, S. C.	929	WMAR-TV	— Baltimore, Md.	885
WISE-TV	— Asheville, N. C.	907	WMAZ-TV	— Macon, Ga.	869
WISH-TV	— Indianapolis, Ind.	873	WMBR-TV	— Jacksonville, Fla.	865
WISN-TV	— Milwaukee, Wis.	958	WMBV-TV	— Marinette, Wis.	958
WITN	— Washington, N. C.	909	WMCT	— Memphis, Tenn.	931
WITV	— Ft. Lauderdale, Fla.	865	WMFD-TV	— Wilmington, N. C.	909
WJAC-TV	— Johnstown, Pa.	923	WMGT-TV	— Adams, Mass.	885
WJAR-TV	— Providence, R. I.	929	WMSL-TV	— Decatur, Ala.	849
WJBF-TV	— Augusta, Ga.	868	WMT-TV	— Cedar Rapids, Iowa	875
WJBK-TV	— Detroit, Mich.	889	WMTV	— Madison, Wis.	958
WJDM	— Panama City, Fla.	866	WMTW	— Poland Spring, Maine	882
WJHL-TV	— Johnson City, Tenn.	931	WMUR-TV	— Manchester, N. H.	899
WJHP-TV	— Jacksonville, Fla.	865	WNAC-TV	— Boston, Mass.	885



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WNBF-TV	— Binghamton, N. Y.	901	WSLS-TV	— Roanoke, Va.	953
WNBQ	— Chicago, Ill.	871	WSM-TV	— Nashville, Tenn.	932
WNCT	— Greenville, N. C.	907	WSPD-TV	— Toledo, Ohio	917
WNDU-TV	— South Bend, Ind.	874	WSTV-TV	— Steubenville, Ohio	917
WNEM-TV	— Bay City-Saginaw, Mich.	887	WSUN-TV	— St. Petersburg, Fla.	866
WNHC-TV	— New Haven, Conn.	863	WSVA-TV	— Harrisburg, Va.	951
WNAO-TV	— Raleigh, N. C.	909	WSYR-TV	— Syracuse, N. Y.	905
WNOK-TV	— Columbia, S. C.	929	WTAP	— Parkersburg, W. Va.	955
WNOW-TV	— York, Pa.	927	WTAR-TV	— Norfolk, Va.	952
WOAI-TV	— San Antonio, Tex.	946	WTCN-TV	— Minneapolis, Minn.	890
WOAY-TV	— Oak Hill, W. Va.	955	WTHI	— Terre Haute, Ind.	874
WOC-TV	— Davenport, Iowa	875	WTMJ-TV	— Milwaukee, Wis.	958
WOI-TV	— Ames, Iowa	875	WTOB-TV	— Winston-Salem, N. C.	910
WOOD-TV	— Grand Rapids, Mich.	889	WTOC-TV	— Savannah, Ga.	869
WOR-TV	— New York, N. Y.	903	WTOK-TV	— Meridian, Miss.	891
WOW-TV	— Omaha, Nebr.	897	WTOM-TV	— Lansing, Mich.	889
WPAG-TV	— Ann Arbor, Mich.	887	WTOP-TV	— Washington, D. C.	864
WPBN-TV	— Traverse City, Mich.	889	WTOV-TV	— Norfolk, Va.	952
WPFH	— Wilmington, Del.	864	WTPA	— Harrisburg, Pa.	922
WPIX	— New York, N. Y.	903	WTRF-TV	— Wheeling, W. Va.	956
WPRO-TV	— Providence, R. I.	929	WTSK-TV	— Knoxville, Tenn.	931
WRBL-TV	— Columbus, Ga.	869	WTTG	— Washington, D. C.	864
WRC-TV	— Washington, D. C.	864	WTTV	— Bloomington, Ind.	873
WRCA-TV	— New York, N. Y.	904	WTVD	— Durham, N. C.	907
WRCV-TV	— Philadelphia, Pa.	925	WTVH-TV	— Peoria, Ill.	872
WRDW-TV	— Augusta, Ga.	869	WTWJ	— Miami, Fla.	865
WREC-TV	— Memphis, Tenn.	932	WTVN-TV	— Columbus, Ohio	915
WREX-TV	— Rockford, Ill.	872	WTVO	— Rockford, Ill.	872
WRGB	— Schenectady, N. Y.	904	WTVP	— Decatur, Ill.	871
WROM-TV	— Rome, Ga.	869	WTVR	— Richmond, Va.	952
WROW-TV	— Albany, N. Y.	901	WTVT	— Tampa, Fla.	866
WSAU-TV	— Wausau, Wis.	958	WTVU	— Scranton, Pa.	927
WSAV-TV	— Savannah, Ga.	869	WTVY	— Dothan, Ala.	849
WSAZ-TV	— Huntington, W. Va.	955	W-TWO	— Bangor, Maine	882
WSB-TV	— Atlanta, Ga.	868	WUSN-TV	— Charleston, S. C.	929
WSBA-TV	— York, Pa.	927	WVEC-TV	— Hampton-Norfolk, Va.	951
WSBT-TV	— South Bend, Ind.	874	WVET-TV	— Rochester, N. Y.	904
WSEE	— Erie, Pa.	922	WWJ-TV	— Detroit, Mich.	887
WSFA-TV	— Montgomery, Ala.	850	WWLP	— Springfield, Mass.	886
WSIL-TV	— Harrisburg, Ill.	871	WWTV	— Cadillac, Mich.	887
WSIX-TV	— Nashville, Tenn.	932	WXEX-TV	— Petersburg, Va.	952
WSJS-TV	— Winston-Salem, N. C.	909	WXIX	— Milwaukee, Wis.	958
WSJV	— Elkhart, Ind.	873	WXYZ-TV	— Detroit, Mich.	887

**WABT—Birmingham—1949**  
**ABC-CBS**

Channel: 13 VHF...AP: 178 Kw...VP: 316 Kw.  
Owned-Oper. By.....Television Corp.  
Business Address.....P. O. Box 2553  
Phone Number.....4-3506  
Air Time.....18 hours daily  
Newspaper Affiliation.....Birmingham News  
News Service.....AP  
Representative.....Blair-TV  
Membership.....NARTB; TvB  
Pres., Mgr. Dir.....Henry P. Johnston  
Commercial Mgr.....Charles F. Grisham  
VP in charge of Prgmng.....Ray A. Furr  
Pub., Prom. Dir.....James Chenoweth  
Dir. of News & Sp. Events.....Maury Farrell  
Production.....Johnny Johnson  
Film Manager.....Nod Nelson  
Chief Engineer.....J. V. Sanderson  
Consulting Engineer.....Gautney & Jones

**WBRC-TV—Birmingham**  
**1949—CBS**

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By.....Storer Bcstg. Co.  
Bus. Studio Address.....P. O. 5957  
Phone Number.....4-4701  
Air Time.....18 hours daily  
News Service.....AP  
Representative.....Katz  
Membership.....NARTB, TvB  
President.....George B. Storer  
V.P. & Mgr. Dir.....J. Robert Kerns  
Commercial Mgr.....Oliver Naylor  
Prog. Dir., Film Mgr.....M. D. Smith, III  
Promotion, Pub. Dir.....Sterling Madding  
Dir. of News; Sp. Events.....Davenport Smith  
Chief Eng.....Robert L. Dupriest

**WMSL-TV—Decatur—1954**  
**NBC**

Channel: 23 UHF...AP: 8.52 Kw...VP: 15.8  
Owned-Oper. By.Tenn. Valley Radio & TV Co.  
Address.....701 Bank Street  
Phone Number.....802  
Air Time.....5 hours daily  
News Service.....AP  
Representative.....J. Wythe Walker  
Pres., Gen. Mgr.....Frank Whitesent  
Prog. Dir., Film Mgr.....John Utley  
Dir. of News & Sp. Events.....Bob Gleason  
Chief Engineer.....John Short  
Consulting Engineer.....John Mullaney

**WTVY—Dothan—1955**  
**ABC-CBS**

Channel: 9 VHF...AP: 14.1 Kw...VP: 28.2 Kw.  
Owned-Operated By.....WTVY, Inc.  
Address.....Box 1242  
Representative.....Young TV; Clarke Brown  
Executive V.P.....F. E. Busby

**WALA-TV—Mobile—1953**  
**ABC-CBS-NBC**

Channel: 10 VHF...AP: 235 Kw...VP: 316 Kw.  
Owned-Oper. By.....Pape Bcstg. Co., Inc.  
Address.....210 Government St.  
Phone.....3-3756  
Air Time.....10 hours daily  
News Service.....AP  
Representative.....Headley Reed  
Membership.....NARTB, TvB  
President.....W. O. Pape  
Exec. Vice-Pres.....H. K. Martin  
Gen. Manager.....W. B. Pape  
Program Director.....Al Holman  
Chief Engineer.....A. R. Bell  
Consulting Engineer.....L. J. N. duTreil

**WKRG-TV—Mobile—1955**  
**CBS**

Channel: 5 VHF...AP: 50 Kw...VP: 100  
Owned-Operated By.....WKRG-TV Inc.  
Address.....162 Louis St.  
Phone Number.....HE 2-5505  
Air Time.....17½ hours  
News Service.....AP  
Representative.....Avery Knodel  
Membership.....NARTB  
President.....Kenneth R. Giddens  
Gen. Mgr., Program Director..C. P. Persons, Jr.  
Prom., Pub. Dir.....Sara J. Johnson  
Production Manager.....Robert L. Johns  
Chief Engineer.....James L. Evans

**DOMINATING**  
**ALABAMA****WBRC-TV**

CHANNEL—6

BIRMINGHAM

**CBS****MAXIMUM POWER**  
**A STORER STATION**

NAT. REPS. — THE KATZ AGENCY

**WCOV-TV—Montgomery**  
1953—ABC-CBS

Channel: 20...AP: 117 Kw...VP: 200 Kw.  
Owned-Oper. By.....Capitol Bcstg. Co.  
Business Address.....Adrian Lane  
Phone Number.....5-3561  
Air Time.....12½ hours daily  
News Service.....UP  
Representative.....Paul H. Raymer  
President.....O. P. Covington  
Gen. Sta. Manager.....Hugh Smith  
Commercial Manager.....Morris South  
Prog., Prom. Dir.....Caldwell Stewart  
Dir. of News.....Bob Underwood  
Production Manager.....Phil Taylor  
Chief Engineer.....W. D. Weatherly  
Film Manager.....Bob House  
Consulting Eng.....W. J. Holey

**WSFA-TV—Montgomery**  
1954—NBC

Channel: 12...AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By.....WKY Radiophone Co.  
Business Address.....10 East Deland  
Phone Number.....5-1251  
Air Time.....16 hours daily  
Newspaper Affil.....Okla. Publishing Co.  
News Service.....AP  
Membership.....NARTB, TvB  
Representative.....Katz  
V.P., Sta. Mgr.....Hoyt Andres  
Commercial Mgr.....J. C. Hughes  
Prog. Dir., Film Mgr.....R. F. Doty  
Prom., Publicity Dir.....R. L. Tuttle  
News Director.....Frank McGee  
Production Mgr.....Gene Jacobsen  
Chief Engineer.....R. M. Hayward

**ARIZONA**

Pop. Feb. 1, 1956 (Est.) 1,008,000—TV Homes 185,772  
Stations in State 7

**KVAR—Mesa—1953—NBC**

Channel: 12 VHF...AP: 16.5 Kw...VP: 33 Kw.  
Owned-Oper. By.....KTAR Broadcasting Co.  
Address.....1101 No. Central Ave.  
Phone.....Alpine 4-4161  
Air Time.....14½ hours  
Representative.....Raymer  
Pres., Gen. Mgr.....Richard O. Lewis  
Station Mgr.....Dwight Harkins  
Commercial Mgr.....E. W. Harvey  
Program Director.....Wm. Robb  
Prom., Pub. Director.....Ted Edwards  
Dir. of News & Sp. Events.....Bob Vache  
Production Manager.....Charles Wallace  
Film Director.....Betty Campbell  
Chief Engineer.....A. C. Anderson

**KOOL-TV—Phoenix—1953**

Channel: 10 VHF...AP: 12.5 Kw...VP: 29.45 Kw.  
Owned-Oper. By.....Maricopa Bcstrs. Inc.  
Business Address.....511 West Adams St.  
Phone Number.....Alpine 3-3121  
Representative.....Hollingbery  
Membership.....NARTB  
President.....Gene Autry  
General Manager.....Charles H. Garland  
Asst. Gen. Mgr.....Kenneth Morton  
Dir. of News & Sp. Events.....Don Cordray  
Commercial Manager.....William Connelly  
Program Director.....Miles Reed  
Publicity Director.....Dick Goebel  
Chief Engineer.....Cliff Miller

**KPHO-TV—Phoenix—1949**  
CBS

Channel: 5 VHF...AP: 8.7 Kw...VP: 17.5 Kw.  
Owned-Oper. By.....Meredith Engineering Co.  
Business Address.....631 N. First Ave.  
Phone Number.....Alpine 8-4511  
Representative.....Katz  
Membership.....NARTB, TvB  
Air Time.....Full Time  
General Manager.....Richard B. Rawls

Commercial Manager.....C. A. Larson  
Program Director.....Robert Martin  
Promotion Pub. Dir.....Dan Schwartz  
Dir. of News & Sp. Events.....

Prod. Mgr.....Jack Murphy  
Film Manager.....Fred Frederick  
Chief Engineer.....George McClanathan  
Consulting Engineer.....T. A. M. Craven

**KTVK—Phoenix—1955—ABC**

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Operated By.....Arizona TV Co.  
Address.....Box 5068  
Phone Number.....AMherst 6-5691  
Air Time.....9½ hours  
News Service.....UP  
Station Representative.....Weed TV  
President.....Ernest McFarland  
General Manager.....Leon Nowell  
Station Manager.....Roger Van Duzer  
Comm. Manager.....Burton B. LaDow  
Program Director.....Carl Kent  
Dir. of News, Sp. Events.....Don Tuckerwood  
Publicity Director.....Jim Silvius  
Film Manager.....Wes Hallett  
Chief Engineer.....Bob Latham

**KOPO-TV—Tucson—1952**  
CBS

Channel: 13 VHF...AP: 16.5 Kw...VP: 33 Kw.  
Owned-Oper. By.....Old Pueblo Bcstg. Co.  
Business Address.....115 W. Drachman St.  
Air Time.....12 hours daily  
Representative.....Hollingbery  
President.....H. C. Tovrea  
General Manager.....E. S. Mittendorf  
Commercial Manager.....Bernie Perlin  
Program Director.....Paul Plunkett  
Promotion Director.....Jack Martin  
Dir. News & Sp. Events.....Chris Cole  
Publicity Director.....Virginia Harper  
Film Manager.....Reed Haythorne  
Chief Engineer.....Paul Benewitz



**KVOA-TV—Tucson—1953**  
ABC-NBC

Channel: 4 VHF... AP: 4.3 Kw... VP: 7.3 Kw.  
Owned-Oper. By... Arizona Bcstg. Co.  
Business Address... 209 West Elm St.  
Phone Number... 3-2555  
Air Time... 12 hours  
Representative... Paul H. Raymer  
President... Clinton D. McKinnon  
Business Manager... Harper M. Phillips  
Sales Manager... John C. Underwood  
Program Director... James W. Hays  
News Director... James H. Maize  
Prod. Manager... L. D. Cable  
Film Mcnager... William W. Cook  
Chief Engineer... Raymond H. Holsclaw  
Consulting Engineer... George C. Davis

**KIVA—Yuma—1953**  
NBC-CBS

Channel: 11 VHF... AP: 2.5 Kw... VP: 5 Kw.  
Owned-Oper. By... Valley Telecasting Co.  
Business Address... Box 1708  
Phone Number... State 6-8311  
Air Time... 10 hours  
News Service... AP  
Membership... NARTB  
President... Donald Ellsworth  
General Manager... Ray C. Smucker  
Station Manager... Leavenworth Wheeler  
Prom., Pub. Director... Ruth Gilmore  
Dir. of News, Sp. Events... Glenn Edwards  
Consulting Engineer... John Mullaney  
Program Director... Bob Garinger  
Production Manager... Hayes Stuart  
Film Manager... Aretta Crowell  
Chief Eng... Roland Yount

**ARKANSAS**

Pop. Feb. 1, 1956 (Est.) 1,895,000—TV Homes 271,544  
Stations in State 5

**KRBB—El Dorado—1955**  
NBC

Channel: 10 vhf... AP: 24 Kw... VP: 12 Kw.  
Owned-Oper. By... S. Arkansas TV Co., Inc.  
Address... Garret Hotel  
Phone Number... UN 2-3480  
Station Representative... Pearson  
President... Joe F. Rushton  
General Manager... Bill Bigley  
Prod. Manager... Vernon Williamson  
Film Manager... A. Roberts  
Chief Engineer... Carroll W. Blewster  
Consulting Engineer... Robert M. Silliman

**KFSA-TV—Fort Smith—1953**  
NBC-ABC-CBS

Channel: 22 UHF... AP: 12 Kw... VP: 22 Kw.  
Owned-Oper. By Southwestern Radio & TV Co.  
Business Address... 920 Rogers Ave.  
Phone Number... SUNset 2-9126  
Newspaper Affil... Southwest American  
Representative... Pearson  
Pres., Gen. Manager... D. W. Reynolds  
Sta., Comm. Manager... Roland Hundley  
Prog. Dir., Prod. Mgr... Pat Porta  
Dir. of News & Sp. Events... Harry Freeman  
Promotion Director... John Witt  
Publicity Director... Bill Poe  
Film Manager... Charles Putman  
Chief Engineer... Robert W. Platt, Jr.  
Consulting Engineer... T. A. M. Craven

**KARK-TV—Little Rock**  
1954—NBC

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By Arkansas Radio & Equip. Co.  
Address... 1001 Spring Street  
Phone... FRanklin 6-2481  
Representative... Petry  
President... T. H. Barton  
General Manager... T. K. Barton  
Ass't Sta. Manager... Douglas J. Romine

Commercial Manager... Lee Bryant  
Program Director... Dale Hart  
Promotion, Pub. Director... Shirley Kennedy  
Dir. News & Sp. Events... Bob Kemp  
Prod. Manager... Fred Schautz  
Film Manager... Ray North  
Chief Engineer... L. C. "Champ" Smith  
Consulting Engineer... Craven, Lohnes & Culver

**KTHV—Little Rock—1955**  
CBS

Channel: 11 VHF... AP: 158 Kw... VP: 316 Kw.  
Owned-Operated By... Arkansas TV Co.  
Address... 313 Main St.  
Phone Number... FRanklin 4-2293  
Newspaper Affil... Arkansas Democrat  
Station Representative... Branham  
President... K. A. Engel  
Gen., Sta. Manager... B. G. Robertson  
Comm. Manager... W. V. Hult  
Program Director... Cecil Bland  
Prom., Pub. Director... R. E. Brown  
Dir. of News, Sp. Events... Bill Neel  
Production Mcnager... Ernie Byrne  
Film Manager... Jack Bomar  
Chief Engineer... Cecil Suitt  
Consulting Engineer... A. Earl Cullem, Jr.

**KATV—Pine Bluff—1953**  
CBS-ABC

Channel: 7 VHF... AP: 80 Kw... VP: 170 Kw.  
Owned-Oper. By... Central South Sales Co.  
Business Address... 100 Williams Road  
Phone Number... 3880  
Representative... Avery-Knode1 Inc.  
President... John T. Griffin  
General Manager... John H. Fugate  
Comm. Manager... Ben Holmes  
Program Director... Don B. Curran  
Prod., Film Manager... James Cowser  
Dir. of News & Sp. Events... W. H. Hadley  
Prom., Pub. Director... Joe Myers  
Chief Engineer... A. R. Garrett  
Consulting Engineer... Paul Godley Co.

# KJEO

# TV

# covers

*Latest Survey Shows  
KJEO-TV First—Morning,  
Afternoon and Night*

K

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...THE GREAT CENTRAL  
CALIFORNIA MARKET  
(the richest per capita market in the world)

WITH EXCLUSIVE  
**CBS-TV** and **ABC-TV**

**O'NEILL BROADCASTING COMPANY**  
P. O. BOX 1708 Represented Nationally by the Branham Company FRESNO, CALIFORNIA



## **KBAK-TV—Bakersfield** 1953—ABC

Channel: 29 UHF. AP: 10.5 Kw. VP: 19 Kw.  
Owned-Oper. By.....Bakersfield Bcstg. Co.  
Business Address.....Box 1448  
Phone Number.....FA 4-6421  
Air Time.....12 hours daily  
News Service.....UP  
Newspaper Affil.....San Francisco Chronicle  
Representative.....Weed  
Membership.....NARTB, TvB  
President.....Harold P. See  
Station Manager.....A. H. Constant  
Chief Engineer.....James Garner  
Consulting Engineer.....Robert Hammelt

## **KERO-TV—Bakersfield** 1953—CBS-NBC

Channel: 10 VHF. AP: 15.1 Kw. VP: 30.2 Kw.  
Owned-Oper. By.....Kern County Bcstrs. Inc.  
Business Address.....1420 Truxton Ave.  
Phone Number.....FAirview 7-1441  
Air Time.....16 hours  
News Service.....UP  
Representative.....Hollingbery  
Membership.....NARTB, TvB  
Pres., Gen. Mgr.....Gene DeYoung  
V.P. & Nat. Sales Mgr.....Edward Urner  
Operations Director.....Kenneth Croes  
Local Sales Manager.....John Barrett  
Publicity Director.....Deloris Brigham  
Production Manager.....Bruce Fleming  
Film Manager.....John Ballinger  
Chief Engineer.....Edwin Andrews  
Consulting Engineer.....Robert Hammelt

## **KHSL-TV—Chico—1953** CBS-NBC-ABC

Channel: 12 VHF. AP: 38 Kw. VP: 63.1 Kw.  
Owned-Oper. By.....Golden Empire Bcstg. Co.  
Address.....180 E. 4th St.  
Phone Number.....Flreside 2-0141  
Air Time.....9 hours daily  
News Service.....UP  
Representative.....Avery-Knodel  
Membership.....NARTB  
Pres., Gen. Mgr.....Mrs. Hugh McClung  
Station Manager.....M. F. Woodling  
Comm. Manager.....Jerry Pero  
Prod. Mgr., Prog. Dir.....Martin Jacobsen  
Prm., Pub. Director.....Ted Dooley  
Film Manager.....Wm. Windsor  
Chief Engineer.....Russell B. Pope  
Consulting Engr.....Kear & Kennedy

## **KIEM-TV—Eureka—1953** CBS-NBC-ABC

Channel: 3 VHF. AP: 7.3 Kw. VP: 14.6 Kw.  
Owned-Oper. By.....Redwood Bcstg. Co.  
Business Address.....P. O. Box 1021  
Phone Number.....Hillside 3-3123  
Air Time.....Full Time  
News Service.....UP

Representative.....Hoag, Blair  
Membership.....NARTB  
President.....William B. Smullin  
Manager.....Donald H. Telford  
Program Director.....Walter Riehartz  
Promotion Director.....G. Fuller  
Tech. Director.....J. G. Bauriedel  
Chief Engineer.....Donald King  
Consulting Engineers.....Lohnes & Culver

## **KJEO-TV—Fresno—1953** ABC-CBS

Channel: 47 UHF. AP: 240 Kw. VP: 440 Kw.  
Owned-Oper. By.....O'Neill Bcstg. Co.  
Business Address.....Box 1708  
Phone Number.....7-8405  
Air Time.....Full Time  
News Service.....UP  
Representative.....Branham  
Membership.....NARTB  
President.....J. E. O'Neill, Sr.  
Vice Pres.....Joe Drilling, Charles Theodore  
Comm. Manager.....W. O. Edholm  
Dir. of News Sp. Events.....W. Anthony  
Program Director, Prod. Mgr.....Jack Shepard  
Prom., Publicity Director.....Francis Quinn  
Film Manager.....John Parkhurst  
Chief Engineer.....Jack McElwain

## **KMJ-TV—Fresno—1953** NBC

Channel: 24 UHF. AP: 91.2 Kw. VP: 170 Kw.  
Owned-Operated By.....McClatchy Bcstg. Co.  
Address.....1559 Van Ness  
Representative.....Raymer  
Air Time.....14½ hours daily  
News Service.....AP, UP  
Membership.....NARTB, TvB  
Film Buyer.....Perry Nelson  
Commercial Manager.....Wilson Lefler  
Program Manager.....Joe Tomes  
Traffic Manager.....Marion Anderson  
Production Manager.....Tom Flynn  
Film Editor.....Bill Curtis  
News & Special Events.....Dean Mell  
Film Editor.....William Curtis  
Chief Engineer.....James B. Hancock  
Consulting Engineer.....G. C. Davis

## **KCOP-TV—Hollywood—1953**

Channel: 13 VHF. AP: 83.2 Kw. VP: 170 Kw.  
Owned-Oper. By.....The Copley Press, Inc.  
Bus. Studio Address.....1000 Cahuenga Blvd.  
Phone Number.....HUdson 2-7311  
Air Time.....Full Time  
News Service.....UP  
Representative.....Weed  
Vice President, Gen. Mgr.....Jack Heintz  
Commercial Manager.....Amos T. Baron  
Asst. Gen. Mgr., Prog. Dir.....Al Flanagan  
Promotion Director.....Charles Vance  
Film Mgr.....Mattie Tippit  
Prod. Manager.....Dan Lindquist  
Chief Engineer.....Marvin Wentworth



## POWER TOWER

*High atop Mount Wilson, in the Angeles National Forest, stands the tallest television tower in Southern California.*

*This tower, operating at maximum power from a point 6,169 feet above mean sea level, was designed and engineered by RCA to give optimum performance to the 6,000,000 viewers within its range.*

## PENETRATING PERFORMANCE

*High power alone will not cover the unique terrain surrounding the area . . . high mountains, deep canyons and flat plains require height, power and "down-tilted" antenna.*

*RCA developed a specially designed antenna to meet all the requirements necessary for penetrating coverage . . . and after an exhaustive electronic measurement survey has found the KRCA signal to be the finest in the Los Angeles market.*

*In laymen's language . . . maximum power sends out a far reaching, clear signal . . . tall tower and special antenna saturate the close in areas with peak performance.*

*From this great tower, KRCA beams its local programs and those of the NBC network to millions of viewers in Southern California.*

*Advertisers are assured of penetrating electronic performance, top programming and outstanding promotion support when they buy KRCA-4 in Los Angeles.*

for lasting impressions in the **SOUTHERN CALIFORNIA** market

**KRCA-4** LOS ANGELES  
represented by NBC spot sales

## KRCA—Hollywood—1949

### NBC

Channel: 4 VHF. AP: 23.5 Kw. VP: 47 Kw.  
 Bus.-Studio Address.....Sunset & Vine St.  
 Phone Number.....Hollywood 9-6161  
 Air Time.....Full Time  
 News Service.....AP, INS, UP  
 Membership.....NARTB  
 Representative.....NBC Spot Sales  
 President.....Sylvester Weaver  
 Gen. Station Manager.....Thomas McCray  
 Commercial Manager.....James Parks  
 Program Director.....Dean Craig  
 Promotion Director.....Jack Kenaston  
 Director of News.....John Thompson  
 Operations Manager.....James Damon  
 Publicity Director.....Jack Kenaston  
 Film Manager.....George Burke  
 Chief Engineer.....John Knight

## KABC-TV—Los Angeles

### 1949—ABC

Channel: 7 VHF. AP: 59. VP: 118 Kw.  
 Owned-Oper. By.....American Bcstg. Co.  
 Business Address.....ABC TV Center  
 Phone Number.....NO 3-3311  
 Air Time.....Full Time  
 News Service.....AP  
 Membership.....NARTB  
 Representative.....Petry  
 Vice President.....Earl J. Hudson  
 General Manager.....Amos T. Baron  
 General Sales Manager.....Elton H. Rule  
 Program Director.....Hunt Stromberg, Jr.  
 Promotion Director.....Jack Brembeck  
 Dir. of News & Special Events.....Ed Conklin  
 Production Manager.....James Mandulay  
 Publicity Director.....Stan Kramer  
 Film Manager.....Russell Landers  
 Chief Engineer.....Phillip G. Caldwell  
 (SEE PAGE 856)

## KNXT—Los Angeles—1948

### CBS

Channel: 2 VHF. AP: 23.4 Kw. VP: 46.8 Kw.  
 Owned-Oper. By.....CBS Inc.  
 Business-Studio Address.....1313 N. Vine St.  
 Phone Number.....Webster 8-3011  
 Air Time.....19½ hours daily  
 Representative.....CBS TV Spot Sales  
 News Service.....AP, UP  
 Membership.....NARTB, TvB  
 President.....J. L. Van Volkenburg  
 General Manager.....James T. Aubrey, Jr.  
 Business Manager.....Larry Lazarus  
 Gen. Sls. Manager.....R. D. Wood  
 Executive Prod.....Robert Quinlan  
 Oper. & Traf. Manager.....D. Rosenquest  
 Program Director.....Donald M. Hine  
 Prom., Publicity Director.....Dean D. Linger  
 Director News & Sp. Events.....Sam Zelman  
 Production Manager.....Bill Alcine  
 Film Manager.....Bob Hurlbut  
 Tech. Oper. Mgr.....H. W. Pangborn

## KHJ-TV—Los Angeles—1948

Channel: 9. AP: 81 Kw. VP: 162 Kw.  
 Owned-Oper. By.....General Teleradio, Inc.  
 Business-Studio Address.....1313 N. Vine St.  
 Phone Number.....Hollywood 2-2133  
 Membership.....TvB  
 Air Time.....11¼ hours daily  
 Representative.....H-R  
 News Service.....INS, UP  
 President, General Teleradio. Thomas F. O'Neil  
 Pres., (Don Lee, Div.).....Willet H. Brown  
 General Manager.....John Reynolds  
 Program Director.....James Higson  
 Commercial Manager.....Howard Wheeler  
 Promotion Director.....Robert M. Light  
 Dir. News & Sp. Events.....Les Mawhinney  
 Production Manager.....Pat Marrinan  
 Publicity Director.....Bill Barron  
 Chief Engineer.....Robert Arne

## KTTV—Los Angeles—1949

Channel: 11 VHF. AP: 83 Kw. VP: 166 Kw.  
 Owned-Oper. By.....KTTV, Inc.  
 Business Address.....5746 Sunset Blvd.  
 Phone Number.....Hollywood 2-7111  
 Air Time.....16 hours daily  
 News Service.....AP  
 Representative.....Blair-TV, Inc.  
 Membership.....NARTB  
 President.....Norman Chandler  
 V.P., Gen. Mgr.....Richard A. Moore  
 Sales Mgr.....John Vrba  
 Local Sales Mgr.....L. H. Norins  
 Program Dir.....Robert Breckner  
 Promotion Dir.....Jack O'Mara  
 Dir. of News, Spec. Events.....Bill Welsh  
 Sales Service Mgr.....Val Conte  
 Publicity Dir.....Reavis Winckler  
 Film Manager.....Richard Woollen  
 Chief Engineer.....Edward Benham

## KTLA—Los Angeles—1947

Channel: 5. AP: 15 Kk. VP: 30 Kw.  
 Owned-Oper.....Paramount TV Productions, Inc.  
 Business Studio Address.....5451 Marathon St.  
 Phone Number.....Hollywood 9-3181  
 Air Time.....11 hours daily  
 News Service.....UP  
 Representative.....Paul H. Raymer  
 Membership.....NARTB  
 Pres. Para. T-V Prods.....Paul Raibourn  
 Gen. Mgr. & V-P, Paramount  
 T-V Prods.....Klaus Landsberg  
 Sales Manager.....Robert Mohr  
 Production Coordinator.....J. Gordon Wright  
 News Editor.....Gilbert Martyn  
 Film Director.....Leland G. Muller  
 Remote Engr. Op. Spvsr.....John D. Silva  
 Studio Engr. Op. Spvsr.....Roy White  
 Trans. Op. Spvsr.....William S. Barnard  
 (SEE PAGE 858)

***ALL on the fastest moving  
station in Los Angeles!***

**MICKEY MOUSE CLUB**

**ANDY'S GANG**

**WHAT'S THE NAME  
OF THAT SONG?**

**AL JARVIS' MAKE  
BELIEVE BALLROOM**

**BUFFALO BILL, JR.**

**WILD BILL HICKOK**

**SHEENA, QUEEN  
OF THE JUNGLE**

**GLAMOUR GIRL**

**JACK OWENS SHOW**

**CHUCKO'S CARTOONS**

**CISCO KID**

**SKY KING**

**PLUS . . .**

**ALL ABC NETWORK SHOWS**

**CHANNEL**

**7**

**KABC-TV**

the station with *life*



**KBET-TV—Sacramento**  
1955

Channel: 10... AP: 158 Kw... VP: 316 Kw.  
Owned By.....Sacramento Telecasters, Inc.  
Address.....716 California State Life Bldg.  
Vice-Pres., Gen. Mgr.....John H. Schacht

**KCCC-TV—Sacramento**  
1953—CBS-NBC-ABC

Channel: 40 UHF... AP: 114 Kw... VP: 200 Kw.  
Owned-Oper. By.....Capital City TV Corp.  
Business Address.....Senator Hotel  
Representative.....Weed  
President.....Harry McCart  
Gen., Station Manager...Ashley L. Robinson  
National Comm. Manager.....Al Richards  
Local Comm. Manager.....Jack Kehoe  
Prog. Dir., Prod. Mgr.....John Edwards  
Prom., Publicity Director...Clarence Talbot  
Dir. News & Special Events...Harvey Chester  
Film Manager.....Cal Cape  
Chief Engineer.....Paul Leake  
Consulting Engineer.....Vandivere, Cohen,  
& Wearm

**KCRA-TV—Sacramento—1955**  
NBC

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Operated By.....KCRA, Inc.  
Address.....310 10th St.  
Representative.....Edward Petry  
Pres., Gen. Mgr.....Ewing C. Kelly

**KSBW-TV—Salinas-**  
**Montgomery—1953**  
ABC-CBS-NBC

Channel: 8 VHF... AP: 5.9 Kw... VP: 11.5 Kw.  
Owned-Oper. By.....Salinas Bcstg. Corp.  
Address.....P. O. Box 1651  
Representative.....Hollingbery Co.  
Pres., Gen., Sta. Mgr.....John Cohan  
Comm. Manager.....W. M. Oates  
Prog., News, Sp. Ev. Dir.....N. Edmonson  
Promotion Director.....J. S. Randall  
Prod. Mgr., Pub. Dir.....O. C. Sullivan  
Film Manager.....Peg Miner  
Chief Engineer.....George Freeman  
Consulting Engineer.....Robert Hammett

**KFSD-TV—San Diego—1953**  
NBC-ABC

Channel: 10 VHF... AP: 158 Kw... VP: 316 Kw.  
Owned-Oper. By.....KFSD, Inc.  
Business Address.....3642 Enterprise St.  
Phone Number.....CYpress 8-7151  
Air Time.....17 hours daily  
Representative.....Katz  
Membership.....NARTB  
President.....James G. Rogers, Jr.  
General Manager.....William E. Goetze  
Studio Manager.....William Hollenbeck  
Sales Manager.....Jay Grill  
Executive Director.....Winter Horton  
Prom. & Merchan. Mgr.....Harold K. Boone

*San Diego's Sales Woman*  
*of the year*


**LYNN TAYLOR**

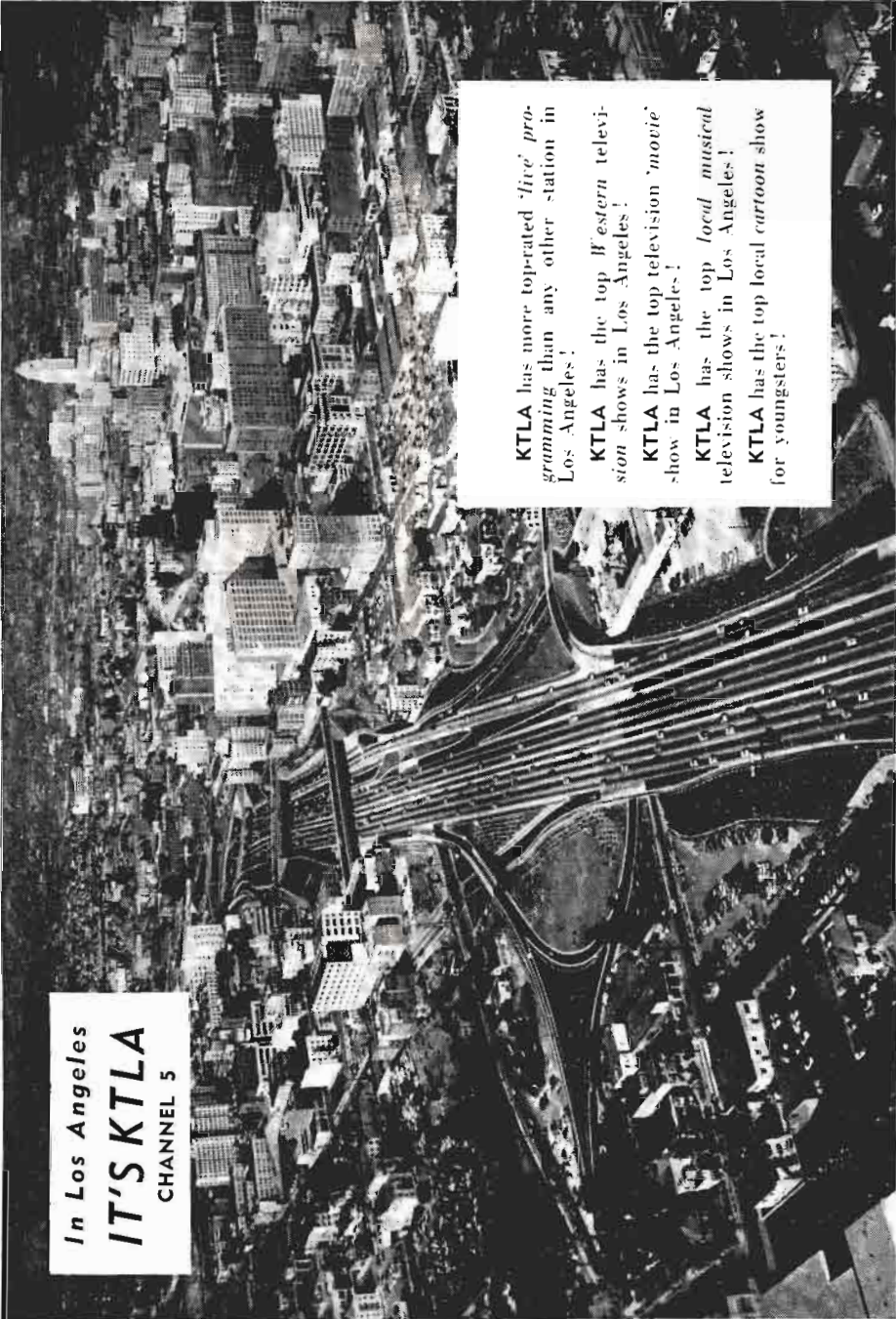
hostess of  
**"Pantry Playhouse"**

where  
movies are better than ever

**NBC** **KFSD-TV**

represented nationally by  
**THE KATZ AGENCY**





*In Los Angeles*  
**IT'S KTLA**  
CHANNEL 5

*KTLA has more top-rated 'live' programming than any other station in Los Angeles!*

*KTLA has the top Western television shows in Los Angeles!*

*KTLA has the top television 'movie' show in Los Angeles!*

*KTLA has the top local musical television shows in Los Angeles!*

*KTLA has the top local cartoon show for youngsters!*

REPRESENTED NATIONALLY BY PAUL H. RAYMER COMPANY



News Editor.....Lionel Van Deerlin  
 Publicity Director.....L. Allard  
 Chief Engineer.....LeRoy A. Bellwood  
 Consulting Engineer...A. Earl Cullwood, Jr.

**KFMB-TV—San Diego—1949**  
**ABC-CBS**

Channel: 8 VHF...AP: 316 Kw...VP: 158 Kw.  
 Owned...Wrather-Alvarez Broadcasting, Inc.  
 Business Address.....1405 Fifth Ave.  
 Phone Number.....Belmont 2-2114  
 Air Time.....18 hours daily  
 Representative.....Petry  
 News Service.....AP, UP  
 Membership.....NARTB, TvB  
 President.....Jack D. Wrather  
 Vice President.....Maria Helen Alvarez  
 Gen. Sta. Manager.....George Whitney  
 Comm. Manager.....Bill Fox  
 Prog. Director.....Jim Harmon  
 Dir. of News & Sp. Events.....Stuart A. Batt  
 Production Manager.....George Stantis  
 Prom., Pub. Rel.....Dan Bellus  
 Film Manager.....Del Gay  
 Chief Engineer.....Charles Abel  
 Consulting Engineer.....G. C. Davis

**KGO-TV—San Francisco**  
**1949—ABC**

Channel: 7 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper....Amer. Bcstg. Paramount Thtrs.  
 Address.....277 Golden Gate Ave.  
 Phone Number.....UN 3-0077  
 Air Time.....13 hours  
 Representative.....Petry  
 News Service.....AP, INS, UP  
 Membership.....TvB, NARTB  
 President (ABC).....Robert E. Kintner  
 V.P., Gen., Sta. Mgr.....James H. Connolly  
 Station Mgr.....Vincent Francis  
 Comm. Mgr.....David Sacks  
 Dir. of Exploitation.....Jon W. Barkhurst  
 Promotion Director.....Vic Reed  
 Production Manager.....Edward Smith  
 Program Director.....Russell Baker  
 Publicity Director.....Gordon Grannis  
 Film Manager.....Robert Mitchell  
 Chief Engineer.....Harry Jacobs  
 Construction Engineer.....Kear & Kennedy

**KPIX—San Francisco—1948**  
**CBS-DuM**

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By...Westinghouse Bcstg., Inc.  
 Address.....2655 Van Ness Ave.  
 Phone Number.....PRospect 6-5100  
 Air Time.....17½ hours daily  
 News Service.....INS  
 Representative.....Katz  
 Membership.....NARTB  
 General Station Manager.....Philip G. Lasky  
 Asst. Gen. Manager.....George Mathiesen  
 Commercial Manager.....Lou Simon  
 Program Director.....William C. Dempsey  
 Prom., Publicity Director.....Herb Bachman  
 Chief Engineer.....Al Towne

**KRON-TV—San Francisco**  
**1949—NBC**

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By.....The Chronicle Pub. Co.  
 Business Studio Address.....901 Mission St.  
 Phone Number.....GARfield 1-1100  
 News Service.....AP  
 Air Time.....18 hours daily  
 Newspaper Affiliation.....Chronicle  
 Representative.....Free and Peters  
 Membership.....NARTB, TvB  
 President.....Charles Thieriot  
 Gen., Sta. Manager.....Harold P. See  
 Comm., Film Mgr.....Norman Louvau  
 Program Dir.....Douglas Ellison  
 Prom. Director.....R. Irving  
 Publicity Director.....Tom Mullahey  
 Chief Engineer.....L. Berryhill  
 Consulting Engineer.....Robert Hammett

**KSAN-TV—San Francisco**  
**1954**

Channel: 32 UHF...AP: 10 Kw...VP: 20 Kw.  
 Owned & Oper. By.....S. H. Patterson  
 Address.....1355 Market Street  
 Phone.....MARket 1-8171  
 Air Time.....8 hours daily  
 News Service.....UP  
 Representative.....McGillvra  
 Gen., Station Mgr.....Norwood J. Patterson  
 Comm. Mgr., Prom., Pub. Dir.....Allen Storm  
 Program Director.....Dawn Patterson  
 Dir. News & Special Events.....Frank Arthur  
 Production Mgr.....Herm Falk  
 Film Manager.....Rickie Dines  
 Chief Engineer.....Roger Skelton  
 Consulting Eng.....N. J. Patterson, Radio  
 Engineering Co.

**KNTV—San Jose—1955**

Channel: 11 VHF...AP: 2.68 Kw...VP: 5.36 Kw.  
 Owned-Operated By...Standard Radio & TV Co.  
 Address.....645 Park Ave.  
 Representative.....The Bolling Co.  
 General Manager.....Douglas D. Kahle

**KVEC-TV—San Luis Obispo**  
**1953—CBS-ABC**

Channel: 6 VHF...AP: 8.9 Kw...VP: 16 Kw.  
 Owned-Oper. By.....The Valley Electric Co.  
 Business Address.....787 Higuera St.  
 Phone Number.....San Luis Obispo 1100  
 Air Time.....11 hours daily  
 News Service.....AP  
 Representative.....W. S. Grant Co.  
 President.....Christina Jacobson  
 General Manager.....Les Hacker  
 Commercial Manager.....Si Darrah  
 Program Director.....Robert S. Wilton  
 Production Director.....Ted Warner  
 News Director.....Gary Merker  
 Publicity Director.....James Stookey  
 Prom., Pub. Dir., Film Mgr.....Earl Muff  
 Chief Engineer.....James Cochrane  
 Consulting Eng.....Craven, Lohnes & Culver

**KEY-T—Santa Barbara—1953**  
**ABC-CBS-NBC-DuM**

Channel: 3 VHF...AP: 25 Kw...VP: 50 Kw.  
Owned-Oper. By Santa Barbara Bcstg-TV Co.  
Business Address.....730 Miramonte Drive  
Phone Number.....Woodland 5-8533  
Air Time.....Full Time  
News Service.....UP  
Representative.....Hollingbery  
Membership.....NARTB, TvB  
Pres., Gen. Sta. Mgr.....Colin M. Selph  
Program Director.....Russell L. Furse  
Dir. of News & Sp. Events.....Bill Huddy  
Production Mgr.....Mary Ann Casey  
Prom., Pub. Director.....Joe Costantino  
Chief Engineer.....Lloyd M. Jones  
Consulting Engineer.....Robert Hammett

**KOVR—Stockton—1954**  
**DuM**

Channel: 13 VHF...AP: 138 Kw...VP: 73.5 Kw.  
Owned & Oper. By...Television Diablo, Inc.  
Address.....1 Nob Hill Circle  
Phone Number.....EXbrook 7-0215  
Representative.....Blair-TV  
Pres., General Manager...Terry Hamilton Lee  
Commercial Manager.....William Rambo  
V.P., Programming.....Jay Watson  
Prom., Publicity Director...Gordon Grannis  
V.P., Sales.....F. G. King

Production Manager.....Bel Lange  
Dir. of News & Sp. Events.....Dick Wheeler  
Film Director.....Lloyd Hansen  
Chief Engineer.....Stanton D. Bennett

**KTVU—Stockton—1953—NBC**

Channel: 36 UHF...AP: 260 Kw...VP: 525 Kw.  
Owned-Oper. By.....San Joaquin Telecasters  
Business Address.....2293 East Main  
Phone.....HOward 5-7271  
Newspaper Affiliation...Richmond Independent  
Representative.....George P. Hollingbery  
President.....Warren Brown, Jr.  
Gen., Station Manager.....D. M. Greene  
Program Director.....David Hume  
Chief Engineer.....Bruce Joyner

**KVVG—Tulare—1953**

Channel: 27 UHF...AP: 81.3 Kw...VP: 151 Kw.  
Owned-Oper. By.....UHF Telecasting Corp.  
Business Address.....9126 Sunset Blvd.  
Phone Number.....BR 2-9236  
Representative.....Adam-Young  
President.....M. B. Scott  
Gen., Sta., Comm. Mgr.....E. David Beattie  
Program Director.....Charles Scott  
Promotion Director.....Dorothy Oldham  
Dir. News & Sp. Events.....Bob Lee  
Production Manager.....Barney Corwin  
Film Manager.....Joe Ridgeway  
Chief Engineer.....Hershell McKensie

**CALIFORNIA'S LARGEST SINGLE STATION TV MARKET**

The primary KEY-T coverage area includes Ventura, Santa Barbara and San Luis Obispo counties, plus the western portion of Kern County.

**IN TOTAL AREA:**

The KEY-T coverage area is larger than the combined states of Massachusetts, Connecticut and Rhode Island.

**IN POPULATION:**

The KEY-T coverage area is larger than the state of Delaware.

**IN TOTAL RETAIL SALES:**

Three of the counties—Ventura, Santa Barbara and Kern—rank in the top 200 of the 3,070 counties in the U.S.

The only TV station that completely and effectively covers this rich area is KEY-T . . . Channel 3.

**REPRESENTED NATIONALLY BY HOLLINGBERY**

**ABC**

**CBS**

**NBC**

**KEYT**

*Channel*

**3**

**KKTV—Colorado Springs  
1952—ABC-CBS**

Channel: 11 VHF..AP: 54 Kw..VP: 107½ Kw.  
Owned-Operated By.....TV Colorado, Inc.  
Address.....510 South Tejon St.  
Phone.....MElrose 4-2844  
Air Time.....12 hours daily  
Membership.....NARTB  
Representative.....Bolling  
President, Gen., Station Mgr...James D. Russell  
Commercial Manager.....Robert D. Ellis  
Local Sales.....W. B. Rogers  
Program Director.....Cecil Seavy  
Prom., Pub. Director.....Jack Canterbury  
Dir. of News & Sp. Events...John Bartholemew  
Prod. Dir., Film Manager.....Carl Pehlman  
Chief Engineer.....Willis Shanks  
Transmitter Engineer.....Cozey Strang

**KRDO-TV—Colorado Springs  
1953—NBC**

Channel: 13 VHF..AP: 5.8 Kw..VP: 11.5 Kw.  
Owned-Oper. By.....Pikes Peak Bcstg. Co.  
Business Address.....399 South Eighth St.  
Phone Number.....MElrose 2-1515  
Air Time.....Full Time  
Membership.....NARTB  
News Service.....AP, UP  
Representative.....Avery-Knodel

President, Gen. Sta. Mgr.....Harry Hoth  
Comm. Manager.....Darold Wilkinson  
Program Director.....Jack Finlayson  
Promotion Director.....E. P. Kelly  
Dir. of News & Sp. Events.....William Gear  
Production Manager.....Robert Fitzmorris  
Film Manager.....Glenn E. Lilly  
Chief Engineer.....Herb Schubarth

**KBTv—Denver—1952—ABC**

Channel: 9 VHF..AP: 141 Kw..VP: 282Kw.  
Owned-Operated By.....TV Denver, Inc.  
Address.....1089 Bannock St.  
Phone.....TABOR 5-6386  
Air Time.....12 hours daily  
News Service.....UP  
Membership.....NARTB, TvB  
Representative.....Free & Peters  
President.....John C. Mullins  
Station Manager.....Joseph Herold  
National Sls. Mgr.....John Henry  
Exec. Prod. Director.....Ray Gallagher  
Prom. Director.....Bill Walker  
Dir. of News & Pub. Relations..Bill Michelsen  
Operations Manager.....Marshall Faber  
Transmitter Supervisor.....Carl Bliesser  
Consulting Engineer.....E. Earl Cullum, Jr.

**KTVR—Denver—1952**

Channel: 2 VHF..AP: 50.1 Kw..VP: 100 Kw.  
Owned-Operated By..Eugene P. O'Fallon, Inc.  
Address.....550 Lincoln St.

THE CLUBHOUSE GANG—MICKEY MOUSE CLUB—ANNIE OAKLEY—DOORWAY TO FAME

**DENVER CHILDREN**

RIN TIN TIN—DISNEYLAND—SUPERMAN

**WATCH**

*see your FREE AND PETERS Colonel for  
choice availabilities in  
and adjacent to  
Denver's leading kid shows*

WESTERN PLAYHOUSE—SUPER CIRCUS

**KBTv MORE THAN**

THE LONE RANGER—SKY KING—RENFREW OF THE MOUNTIES

**ANY OTHER**

ASK ABOUT KBTv's M. A. P.  
PLAN, THE GREATEST  
FOOD MERCHANDISING  
IDEA YET...

OWNED AND OPERATED BY

T. V. DENVER, INC.

JOHN C. MULLINS.

PRESIDENT

**STATION**



1089 BANNOCK

TABOR 5-6386



Phone Number.....KE 4-8281  
 Air Time.....9½ hours daily  
 Membership.....NARTB, TvB  
 Representative.....Hoag-Blair  
 President.....J. Elroy McCaw  
 Gen., Sta., Comm. Mgr.....J. R. McKinley  
 Prog. Dir., Film Manager.....Dale Morgan  
 Pub., Prom., News & Sp. Evt.s. Dir.....C. R. Howard  
 Oper. Manager.....B. Robinson  
 Chief Engineer.....Tom Morrissey

**KLZ-TV—Denver—1953**  
**CBS**

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Alladin Radio & TV Inc.  
 Business Address.....131 Speer Blvd.  
 Phone Number.....Main 3-4271  
 Air Time.....17 hours daily  
 News Service.....INS, UP  
 Representative.....Katz  
 Membership.....NARTB, TvB  
 Pres., Gen. Mgr.....Hugh B. Terry  
 Station Manager.....Phil Hoffman  
 Commercial Manager.....Jack Tipton  
 Program Director.....Clayton Brace  
 Promotion Director.....Harold Storm  
 Production Manager.....Jerre Wyatt  
 Publicity Director.....Bill Day  
 Dir. of News & Sp. Events.....Sheldon Peterson  
 Film Manager.....William Witt  
 Chief Engineer.....Eugene Jenkins  
 Consulting Engineer.....Jausky & Bailey

**KOA-TV—Denver—1953**  
**NBC**

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Metropolitan TV Co.  
 Business Address.....1625 California  
 Phone Number.....Main 3-6211  
 Representative.....NBC Spot Sales  
 Air Time.....16 hours daily  
 News Service.....INS, UP  
 Membership.....NARTB, TvB

Pres., Gen. Manager.....William Grant  
 Com. Manager.....William F. MacCrystall  
 Program Director.....C. Van Haeften  
 Dir. of News & Sp. Events.....Ken White  
 Consulting Eng.....Kear & Kennedy  
 Pub., Prom. Manager.....Dick Harris  
 Production Manager.....Heyward Siddons  
 Production Supr.....Jim Butts

**KFXJ-TV—Grand Junction**  
**1954—ABC-NBC-CBS**

Channel: 5 VHF..AP: .776 Kw..VP: 1.29 Kw.  
 Owned-Oper. By.....Western Slope Bcstg. Co.  
 Address.....P. O. Box 30  
 Phone Number.....1300  
 Air Time.....7½ hours daily  
 News Service.....UP  
 Representative.....Hal Holman  
 Membership.....NARTB, TvB  
 President, Gen. Manager.....Rex Howell  
 Sta., Comm., Prod. Mgr.....J. L. Robinson  
 Prog., Prom. Director.....Joan Balliger  
 Dir. of News & Sp. Events.....Ray Kelley  
 Film Manager.....John Scott  
 Chief Engineer.....Cecil Whitechurch

**KCSJ-TV—Pueblo—1953**  
**NBC**

Channel: 5 VHF..AP: 6.8 Kw..VP: 13.6 Kw.  
 Owned-Oper. By.....Star Bcstg. Co.  
 Business Address.....Television Lane  
 Phone Number.....LI 4-5782  
 News Service.....AP  
 Air Time.....7½ hours daily  
 Representative.....Avery-Knode  
 Membership.....NARTB  
 Sta. Co-or., Comm. Mgr.....Walter Dennis  
 Prog. Dir., Prod., Film Mgr.....Jack Wells  
 Dir. News & Sp. Events.....John Douglas  
 Prom., Publicity Director.....Lee Ransome  
 Chief Engineer.....Marion Cunningham  
 Consulting Engineer.....Walter Stiles

**CONNECTICUT**

Pop. Feb. 1, 1956 (Est.) 2,235,000—TV Homes 609,033  
 Stations in State 5

**WICC-TV—Bridgeport—1953**  
**ABC**

Channel: 43 UHF..AP: 91 Kw..VP: 180 Kw.  
 Owned.....Southern Conn. & L. I. TV Co.  
 Business Address.....Box 9140  
 Air Time.....Full Time  
 Phone Number.....AMherst 8-1601  
 News Service.....UP  
 Representative.....Adam Young  
 Pres., Gen., Sta. Mgr.....Philip Merryman  
 Comm. Mgr.....Manning Slater  
 Promotion Manager.....Joan Fisher  
 Film Ed.....Irving Maglnick  
 Chief Engineer.....Alvin Andrus  
 Consulting Engineer.....McIntosh

**WGTH-TV—Hartford—1954**  
**CBS**

Channel: 18 UHF..AP: 98.4 Kw..VP: 214 Kw.

Owned.....General-Times Television  
 Address.....555 Asylum Street  
 Phone Number.....Jackson 7-9131  
 Air Time.....15 hours daily  
 Newspaper Affiliation.....Hartford Times  
 News Service.....INS, UP  
 Representative.....H-R  
 President.....Thomas F. O'Neil  
 General Manager.....Alex Campbell, Jr.  
 Commercial Mgr.....George H. Morris  
 Program Director.....John O. Downey  
 Dir. News & Sp. Events.....Charles Norwood  
 Prod. Manager.....John J. Bell  
 Film Manager.....Daniel German  
 Chief Engineer.....Rogers B. Holt

**WKNB-TV—New Britain**  
**1952—NBC**

Channel: 30 UHF..AP: 113.5 Kw..VP: 210.4 Kw.  
 Owned.....New Britain Bcstg. Co.



Address ..... West Hartford 10  
 Phone Number ..... BALDWIN 3-3603  
 Air Time ..... 18 hours daily  
 Representative ..... Bolling  
 News Service ..... AP, INS  
 President ..... Julian Gross  
 Ex. V.P. & Gen. Sta. Mgr. .... Peter B. Kenney  
 National Sales Mgr. .... David Scott  
 Local Sales Mgr. .... E. Needles  
 Pub., Prom. Director ..... Frank Wooding  
 Film Manager ..... Phillip B. Hale  
 Prog., Prod. Director ..... Robert W. Bray  
 Dir. of News & Sp. Events ..... Barry Barents  
 Chief Engineer ..... John Shipley  
 Consulting Engineer ..... George C. Davis

**WNHC-TV—New Haven**  
 1948—CBS-ABC

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By ..... Elm City Bcstg. Co.  
 Business Address ..... 1110 Chapel St.  
 Phone Number ..... SP 7-3611  
 Air Time ..... 18½ hours daily  
 News Service ..... AP, INS  
 Representative ..... Katz  
 Membership ..... NARTB, TvB  
 President ..... Patrick J. Goode  
 Gen. Mgr.-Sec.-Treas. .... Aldo DeDominicis

Exec. V.P. .... Edward D. Taddei  
 Sta. Mgr., Prog. Director .... Edward C. Obrist  
 Vice-Pres. Sales ..... J. Vincent Callanan  
 Prom., Pub. Director ..... James W. Evans  
 Dir. of News & Sp. Events ..... Rockwell Clark  
 Production Mgr. .... Kenneth Wynne, Jr.  
 Film Buyer ..... W. G. Mulvey  
 Vice-Pres. Engineering ..... Vincent DeLaurentis

**WATR-TV—Waterbury**  
 1953—ABC

Channel: 53...AP: 125 Kw...VP: 245 Kw.  
 Owned-Operated By ..... WATR, Inc.  
 Business Address ..... 440 Meadow St.  
 Phone Number ..... PL 5-1121  
 Air Time ..... 11 hours daily  
 News Service ..... UP  
 Representative ..... Burke Stuart  
 Membership ..... NARTB  
 President ..... Harold Thomas  
 Gen., Sta., Commercial Mgr. .... Samuel Elman  
 Prog. Dir., Film Manager ..... Astrid Curtis  
 Promotion Director ..... Wally King  
 Production Manager ..... Gene Valentino  
 Publicity Director ..... Wallace F. Gordon  
 Dir. News & Sp. Events ..... Robert Gillespie  
 Chief Engineer ..... Andrew Toross  
 Consulting Engineer ..... Garo Ray

**DELAWARE**

Pop. Feb. 1, 1956 (Est.) 370,000—TV Homes 100,796  
 Stations in State 1

**CHANNEL**  
**12**  
**WPFH**

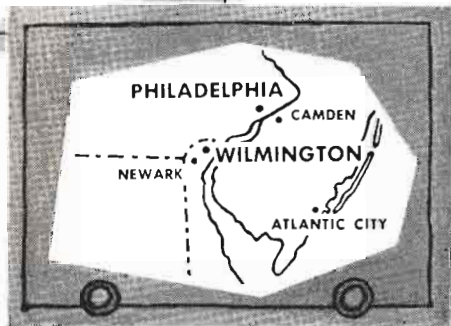
**The WPFH  
 Area Market**

Total Population	5,640,208
Total Families	1,644,948
Buying Income	\$9,836,277,000
Total Retail Sales	\$6,365,340,000

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 GREATER**

**Delaware Valley Area**



Represented by  
**MEEKER TV, Inc.**

**WPFH—Wilmington**  
**1949—NBC-DuM**

Channel: 12 VHF...AP: 191 Kw...VP: 316 Kw.  
Owned-Oper. By.....Steinman Stations, Inc.  
Business-Studio Address.....10th & West Sts.  
Phone Number.....6-2567  
Air Time.....18 hours daily

News Service .....UP  
Membership .....NARTB, TvB  
Representative .....Meeker  
Station Manager.....Thomas R. Nunan, Jr.  
Gen. Sales Mgr.....J. Robert Gulick  
Comm. Manager.....Barton K. Feroe  
Program Dir. & Film Mgr.....Richard W. Getz  
Technical Director.....J. E. Mathiot  
Consulting Engineer.....James C. McNary

**DISTRICT OF COLUMBIA**

Pop. Feb. 1, 1956 (Est.) 875,000—TV Homes 240,760  
Stations in State 4

**WMAL-TV—Washington, D. C.**  
**1947—ABC**

Channel: 7 VHF...AP: 134.5 Kw...VP 252 Kw.  
Owned-Oper. By **The Evening Star Bcstg. Co.**  
Address.....4461 Connecticut Ave., N.W.  
Phone Number.....Kellogg 7-1100  
Air Time.....11 hours daily  
Newspaper Affiliation.....The Evening Star  
Membership .....NARTB, TvB  
Representative .....Katz  
News Service .....AP  
President.....John W. Thompson, Jr.  
General Manager.....F. S. Houwink  
Commercial Manager.....Neal J. Edwards  
Program Director.....Charles Bishop  
Prom. & Pub. Director.....E. Haywood Meeks  
Dir. of News & Sp. Events.....Richard Randell  
Production Manager.....Philip Milillo  
Film Manager.....Robert Morgan  
Chief Engineer.....Allan Powley  
Consulting Engineer.....Jansky & Bailey

Business Manager.....John A. Lavan  
Film Editor.....John Johnson  
Chief Engineer.....John Rogers

**WTOP-TV—Washington**  
**1949—CBS**

Channel: 9 VHF...AP: 175 Kw...VP: 316 Kw.  
Owned-Operated By.....WTOP Inc.  
Business Address.....Broadcast House  
Phone Number.....Emerson 2-9300  
Air Time.....Full Time  
Newspaper Affiliation.....Washington Post  
News Service.....AP, UP  
Representative.....CBS TV Spot Sales  
President.....John S. Hayes  
Vice-Pres., TV.....George F. Hartford  
Comm. Mgr.....Robert A. J. Bordley  
Dir. of News & Sp. Events.....Edward F. Ryan  
Pub. & Prom. Director.....Robert M. Adams  
Film Mgr., Prog. Dir.....Thomas B. Jones  
Chief Engineer.....Lawrence A. Wilkinson

**WRC-TV—Washington**  
**1947—NBC**

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By.....National Bcstg. Co., Inc.  
Bus.-Studio Address.....Sheraton Park Hotel  
Phone Number.....AD 4-5400  
Air Time.....Full Time  
News Service.....AP, INS, UP  
Representative.....NBC Television Spot Sales  
Membership .....NARTB, TvB  
VP & General Mgr.....Carleton D. Smith  
Director of Sales.....Joseph Goodfellow  
Local Sales Mgr.....Charles de Lozier  
Director of Programs.....James E. Kovach  
Adv. & Prom. Manager.....J. K. Phillips  
Director of Publicity.....Jay Royen  
Dir. of News & Sp. Events.....Cassius Keller  
Dir. of Operations.....Lefferts A. McClelland

**WTTG—Washington—1947**  
**DuM.**

Channel: 5 VHF...AP: 10.5 Kw...VP: 17.5 Kw.  
Owned-Oper. By.....DuMont Bcstg. Corp.  
Business-Studio Address.....Hotel Raleigh  
Phone Number.....STERling 3-5300  
Representative .....H-R  
Membership .....NARTB  
President.....Bernard Goodwin  
V.P., Gen. Manager.....Ted Cott  
Station Manager.....L. G. Arries, Jr.  
Sales Manager.....George Griesbauer  
Dir. Sports & Spec. Events.....Weston J. Harris  
Prom., Pub. Director.....Duncan Miller  
Program Director.....Frances V. Guidice  
Film Director.....Louis Lorenzetti  
Chief Engineer.....Malcolm M. Burleson



## WGBS-TV—Ft. Lauderdale 1953—NBC

Channel: 23 UHF... AP: 92 Kw... VP: 185.5 Kw.  
Owned-Oper. By... Storer Bcstg. Co.  
Business Address... 2425 Biscayne Blvd.  
Phone Number... 82-1942  
Air Time... 16 hours daily  
Representative... Katz  
President... George B. Storer  
Managing Director... W. M. Koessler  
Station Manager... Noran E. Kersta  
Program Director... John J. Crosby  
Promotion Dir... Robert Nashick  
Sales Manager... Dick Sloan  
Chief Engineer... William Needs  
Consulting Eng... A. E. Cullum, Jr.

## WITV—Ft. Lauderdale—1953 ABC

Channel: 17 UHF... AP: 112 Kw... VP: 204 Kw.  
Owned-Oper. By... Gerico Investment Co.  
Bus. Address... 5500 Hollandale Blvd.  
Phone Number... Hollywood 3-1566  
Air Time... 14 hours daily  
Representative... Forjoe  
President... Russell E. Lowell  
Gen. Sls., Comm. Mgr... C. Edw. Little  
Sta. Mgr., Prog. Dir... Steve Zinn  
Dir. of News & Sp. Events... William Bayer  
Publicity Director... Louise Richards  
Film Manager... John Murphy, Jr.  
Chief Engineer... Bill Latham  
Consulting Engs... Craven, Lohnes & Culver

## WINK-TV—Fort Meyers 1954—ABC-CBS

Channel: 11 VHF... AP: 6 Kw... VP: 12 Kw.  
Owned-Oper. By... Fort Meyers Bcstg. Co.  
Business Address... 54 Palm Beach Blvd.  
Phone Number... 4-1341  
Representative... Weed  
General Mgr... A. J. Bauer  
Technical Dir... Bob Bachman  
Program Dir... Frank Nodine

## WJHP-TV—Jacksonville 1953—NBC-ABC

Channel: 36 UHF... AP: 136 Kw... VP: 276 Kw.  
Owned-Oper. By... Jacksonville Journal Co.  
Business Address... 4038 Phillips Hwy.  
Phone Number... EX 8-9751  
Air Time... 17 hours daily  
Newspaper Affil... Jacksonville Journal  
Representative... Perry  
President... John H. Perry, Jr.  
Gen. Mgr... T. S. Gilchrist, Jr.  
Prod. & Film Mgr... Ted Booth  
Commercial Manager... Bill Fraker  
Program Director... George Booker  
Publicity Director... Martha Thomas  
Promotion Director... Charles Ost  
Dir. of News & Sp. Events... Charles Schon

Chief Engineer... Charles Carter  
Consulting Engineer... Frank McIntosh

## WMBR-TV—Jacksonville 1949—ABC-CBS

Channel: 4 VHF... AP: 100 Kw... VP: 50 Kw.  
Owned-Oper. By... Washington Post  
Business Address... 605 S. Main  
Phone Number... EX 8-0501  
Newspaper Affil... Washington Post  
News Service... UP  
Representative... CBS TV Spot Sales  
Membership... NARTB, TvB  
Pres. WMBR Div... Glenn Marshall, Jr.  
V.P., Comm. Mgr... Charles Stone  
Prom. Director... Roger Langston  
Program Dir... Harry Kalkines  
Dir. of News & Spec. Events... Bill Grove  
Prod. Manager... Bob Booker  
Film Manager... Jack Sears  
Chief Engineer... Ernest Vordermark  
Consulting Eng... Craven, Lohnes & Culver

## WJNO-TV—Palm Beach 1954—NBC

Channel: 5 VHF... AP: 60.3 Kw... VP: 100 Kw.  
Owned-Oper. By... WJNO-TV Inc.  
Business Address... 5 Coconut Row  
Phone Number... 3-2471  
Air Time... 15 hours daily  
Representative... Venard, Rintoul & McConnell  
Membership... NARTB, TvB  
President... George H. Buck, Sr.  
General Manager... Theodore Eiland  
Operations Manager... Daniel Durniak  
Sales Manager... W. F. Housner  
Film Manager... Frank Struzzieri  
Chief Engineer... George W. DeBlieux  
Consulting Engineer... George Davis

## WTVJ—Miami—1949 ABC-CBS

Channel: 4 VHF... AP: 70 Kw... VP: 100 Kw.  
Owned-Oper. By... WTVJ, Inc.  
Address... 316 N. Miami Ave.  
Phone Number... Miami 2-6262  
Air Time... Full Time  
News Service... INS, UP  
Representative... Peters, Griffin, Woodward, Inc.  
Membership... NARTB  
President... Mitchell Wolfson  
Exec. V.P., Gen. Mgr... Lee Ruwitch  
V.P., Gen. Sales Manager... John S. Allen  
Vice-Pres., Operations Mgr... John A. Shay  
Legal Director... R. Wolfson  
Program Director... Lee Waller  
Pub. & Prom. Director... Burt Toppam  
Production Mgr... Ashe Dawes  
Business Film Mgr... Louis Wolfson  
Nat. Sls. Mgr... Stan Gordoni  
Local Sls. Mgr... Mary Ford  
Dir. of News & Special Events... Ralph Reick  
Chief Engineer... Earl W. Lewis  
Cons. Eng... Jansky & Bailey

**WDBO-TV—Orlando—1954**  
**ABC-CBS-NBC**

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By..... Orlando Bctg. Co., Inc.  
Business Address..... 30 S. Ivanhoe Blvd.  
Phone Number..... 5-0541  
Air Time..... 16 hours daily  
News Service..... AP  
Representative..... Blair-TV  
Membership..... NARTB  
President, Gen. Mgr..... Harold P. Danforth, Sr.  
Sales Co-ordinator..... A. V. Carlson  
Promotion Director..... June Tuohy  
Dir. of News & Sp. Events..... Philip Brook  
Program Director..... Walter Sickles  
Production Manager..... Mark V. Barker  
Publicity Director..... Audrey Kinghorn  
Film Manager..... Harold P. Danforth, Jr.  
Chief Engineer..... J. E. Yarbrough  
Consulting Engineer..... George C. Davis

**WJDM—Panama City—1953**  
**ABC-NBC-DuM**

Channel: 7 VHF... AP: 5.36 Kw... VP: 10.7 Kw.  
Owned-Oper. By..... J. D. Manly  
Business Address..... Box 428  
Phone Number..... Adams 4-2251  
Representative..... Hollingbery  
General Manager..... Mel Wheeler  
Program Director..... Jerry Williams  
Chief Engineer..... Jim Smith

**WEAR-TV—Pensacola**  
**1953—ABC**

Channel: 3 VHF... AP: 33 Kw... VP: 55 Kw.  
Owned-Oper. By..... Gulfport B'g. Corp.  
Business Address..... Highway 90  
Phone Number..... 3-8311  
Air Time..... Full Time  
News Service..... AP, UP  
Representative..... Hollingbery  
President, Gen. Mgr..... Mel Wheeler  
Asst. Gen. Mgr. & National  
Sales Manager..... Milt de Reyna, Jr.  
Comm. Mgr..... Irv Welch  
Prog. Dir., Film Manager..... Jerry Williams  
Dir. of News & Sp. Events..... Dave Fulton  
Prod. Manager..... Ray Carow  
Publicity Director..... Jean Marie Stark  
Chief Engineer..... Jim Smith  
Consulting Eng..... Comm. Radio Equip. Co.

**WSUN-TV—St. Petersburg**  
**1953—ABC**

Channel: 38 UHF... AP: 12 Kw... VP: 25 Kw.  
Owned-Oper. By..... City of Petersburg  
Business Address..... Municipal Pier  
Phone Number..... 5-4121  
Representative..... Weed  
Air Time..... Full Time  
News Service..... UP

Membership..... NARTB  
General Manager..... Charles L. Kelly  
Commercial Manager..... Barney Kobres  
Program, Film Director..... Robert E. Gilbert  
Promotion Director..... Barbara Young  
Chief Engineer..... Louis J. Link  
Consulting Engineer..... James McNary

**WCTV—Tallahassee—1955**  
**ABC-CBS-NBC**

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Operated By..... John H. Phipps  
Address..... Box 989  
Phone Number..... 3-3666  
Air Time..... 10 hours daily  
News Service..... AP  
Representative..... Meeker; Cummings  
General Manager..... L. Herschel Graves  
Program Director..... Joe Hosford  
Production Manager..... Jack Ridner  
Film Manager..... Banny Rice  
Chief Engineer..... W. A. Snowden

**WTVT—Tampa—1955—CBS**

Channel: 13 VHF... AP: 158 Kw... VP: 316 Kw.  
Owned-Oper. By..... Tampa Television Co.  
Address..... Box 1198  
Phone Number..... 7-1113  
Air Time..... 17 hours daily  
News Service..... AP  
Representative..... Avery Knodel  
President..... Doyle E. Carlton  
Gen., Sta., Comm. Mgr..... W. W. Tison  
Program Director..... Monte Gurwit  
Prom., Pub. Director..... E. L. Jay  
Dir. of News & Sp. Events..... Wayne Fariss  
Prod. Director..... Walter K. Rhoads  
Film Manager..... Patrick Arnoux  
Chief Engineer..... Daniel Smith  
Consulting Engineer..... Kear & Kennedy

**WFLA-TV—Tampa—1955**  
**NBC**

Channel: 8 VHF... AP: 220 Kw... VP: 316 Kw.  
Owned-Oper. By..... Tribune Company  
Address..... Box 1410  
Phone Number..... 2-0131  
Air Time..... 18 hours daily  
Newspaper Affiliation..... Tampa Tribune  
News Service..... AP  
Representative..... Blair-TV  
Membership..... NARTB, TvB  
President..... J. C. Council  
General Manager..... George W. Harvey  
Commercial Mgr..... William B. Faber  
Prog. Dir., Film Mgr..... Carl Bergquist  
Prom., Pub. Director..... Tom Matthews  
Production Manager..... L. George Geiger  
Chief Engineer..... J. H. Mitchell  
Consulting Engineer..... Page, Creutz,  
Garrison & Waldschmitt

**WEAT-TV—West Palm Beach  
1955—ABC**

Channel: 12 VHF..AP: 63 Kw..VP: 112 Kw.  
Owned-Oper. By.....RKO Teleradio Pictures  
Business Address.....Pennsylvania Hotel  
Phone Number.....3-9668  
Air Time.....8½ hours daily  
News Service.....AP

Representative.....H-R-TV  
President.....Thomas F. O'Neil  
General Manager.....J. R. Meachem  
Program Dir.....R. W. Kirkpatrick  
Prom., Pub. Director.....Charles W. Curtin  
Operations Manager.....Mary O'Connell  
Comm. Manager.....E. J. Hennessey  
Dir. News, Prod. Director.....Jack Poole  
Chief Engineer.....J. Ross McPherson

**GEORGIA**

Pop. Feb. 1, 1956 (Est.) 3,650,000—TV Homes 652,636  
Stations in State 12

**WALB-TV—Albany—1954  
NBC-ABC-DuM**

Channel: 10 VHF..AP: 56.2 Kw..VP: 112 Kw.  
Owned-Oper. By.....Herald Publishing Co.  
Business Address.....138 Pine Ave.  
Phone Number.....HEmlock 5-8386  
Air Time.....10 hours daily  
Representative...Venard, Rintoul & McConnell  
General Manager.....T. R. Stillwagon  
Program Director.....Jack Mayer  
News Director.....Don Ferrandou  
Chief Engineer.....John L. Rivard  
Consulting Engineer.....Kear & Kennedy

**WLW-A—Atlanta—1951  
ABC**

Channel: 11 VHF..AP: 160 Kw..VP: 316 Kw.  
Owned-Oper. By.....Crosley Bcstg. Corp.  
Bus. Address.....1611 W. Peachtree St. N.E.  
Phone Number.....VE 1141  
Air Time.....17 hours daily  
News Service.....UP  
Representative.....Crosley National Sales  
Membership.....TvB, NARTB  
General Manager.....H. A. LeBrun  
Business Manager.....J. P. Dwyer  
Production Manager.....J. J. Sharp

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**WALB** <sup>T</sup>/<sub>V</sub>

Channel 10  
ALBANY, GA.



NBC—ABC—and TOP LOCAL PROGRAMS

James H. Gray  
President

T. R. Stillwagon  
General Manager

Represented by  
Venard, Rintoul & McConnell, Inc.



Commercial Manager.....B. I. Ochs  
 Prom., Pub. Director.....Howard Rowe  
 News, Prog. Director.....Bob Hendrickson  
 Film Manager.....Dave Fisher  
 Chief Engineer.....Harvey J. Aderhold

**WAGA-TV—Atlanta—1949**  
**CBS**

Channel: 5.....AP: 50 Kw.....VP: 100 Kw.  
 Owned-Operated By.....Storer Bcstg. Co., Inc.  
 Bus.-Studio Address.1018 W. Peachtree, N.W.  
 Phone Number.....Vernon 3553  
 Air Time.....17 hours daily  
 News Service.....AP  
 Representative.....Katz  
 Membership.....NARTB, TvB  
 President.....George B. Storer, Sr.  
 Managing Dir.....Glenn C. Jackson  
 Program Dir., Film Mgr.....Don Naylor  
 Prom., Pub. Director.....Charles E. Trainor  
 Chief Engineer.....Hugo Bondy  
 Consulting Engineer.....Earl Collum

**WSB-TV—Atlanta—1948**  
**NBC**

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw  
 Owned-Oper. By...The Atlanta Newspapers  
 Address.....10 Forsyth St., N. W.  
 Phone Number.....EL 6711  
 Air Time.....17 hours daily

Newspaper Affiliations..Atlanta Newsp., Inc.  
 News Service.....AP, INS, UP  
 Representative.....Petty  
 Membership.....NARTB  
 Executive Director.....J. Leonard Reinsch  
 General Manager.....John M. Outler, Jr.  
 Comm. Manager.....Marcus Bartlett  
 Promotion Director.....Walter Paschall  
 Dir. of News & Spec. Events.....Don Elliott  
 Production Manager.....Mark Tolson  
 Publicity Director.....Wayne Anderson  
 Film Director.....Jean Hendrix  
 Chief Engineer.....R. A. Holbrook

**WJBF-TV—Augusta—1953**  
**NBC-ABC**

Channel: 6.....AP: 67 Kw.....VP: 100 Kw.  
 Owned-Oper. By..Georgia-Carolina Bcstg. Co.  
 Business Address.....Box 490  
 Phone Number.....7-7787  
 Air Time.....17 hours daily  
 News Service.....UP  
 Representative.....Hollingbery  
 Membership.....TvB  
 President.....J. B. Fuqua  
 Gen., Sta., Comm. Mgr...Donald M. Kelly, Jr.  
 Program Director.....Ben Grear  
 Prom. Dir., Ops. Mgr.....Thomas J. Hennesy  
 Chief Engineer.....John Jopling  
 Consulting Engineer...A. D. Ring Associates

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**WRDW-TV—Augusta—1954**  
CBS

Channel: 12 VHF...AP: 6 Kw...VP: 10 Kw.  
Owned-Oper. By...Southeastern Newspapers  
Business Address...P. O. Box 932  
Phone Number...7-5432  
News Service...AP  
Representative...Headley-Reed  
Air Time...13 hours daily  
President...Grover C. Maxwell, Sr.  
Gen., Sta., Comm. Mgr...J. W. Hicks  
Prog., Prom. Director...Stuart Spencer  
Dir. of News & Sp. Events...Warren Hites  
Production Manager...Lou Stratton  
Film Manager...Frank Allen  
Chief Engineer...Joseph P. Gill, Jr.  
Consulting Engineer...George Davis

**WDAK-TV—Columbus**  
1953—ABC-NBC

Channel: 28 UHF...AP: 234 Kw...VP: 116 Kw.  
Owned-Oper. By...Television Columbus  
Business Address...1307 1st Avenue  
Phone Number...2-8828  
Air Time...17 hours daily  
News Service...AP  
Representative...Headley Reed  
Membership...NARTB  
General Manager...Allen Woodall  
Station Manager...E. F. McLeod  
Comm. Manager...Joe V. Windsor  
Prog. Dir., Prod. Manager...John Hughes  
Dir. of News & Sp. Events...Bill Henry  
Prom., Pub. Director...M. M. Byrne  
Film Manager...Ronnie Otwell  
Chief Engineer...Reeve Owen  
Cons. Eng...Craven, Lohnes & Culver

**WRBL-TV—Columbus**  
1953—CBS-ABC

Channel: 14 VHF...AP: 70 Kw...VP: 100 Kw.  
Owned-Oper. By...Columbus Bcstg. Co.  
Business Address...1350 13th Ave.  
Phone Number...2-0601  
Air Time...14 hours daily  
News Service...UP  
Newspaper Affil...Enquirer, Ledger  
Representative...Hollingbery  
Pres., Gen. Manager...J. W. Woodruff, Jr.  
Sta. Mgr., Film Buyer...Ridley Bell  
National Sls. Mgr...George Jenkins  
Prod., Prog. Director...George A. Gingell  
Prom., Pub. Director...Jim Graves  
Dir. of News & Sp. Events...Boyd Hinton, Jr.  
Production Manager...Ronnie Evans  
Chief Engineer...Joe A. Gamble  
Consulting Engineer...George C. Davis

**WMAZ-TV—Macon—1953**  
CBS-ABC-NBC

Channel: 13 VHF...AP: 125 Kw...VP: 250 Kw.  
Owned-Oper. By...Southeastern Bcstg. Co.  
Business Address...Bankers Insurance Bldg.  
Phone Number...2-7373  
Air Time...14 hours daily  
News Service...UP  
Representative...Avery-Knodel  
President, Ch. Eng...George Rankin, Jr.  
General Manager...Wilton E. Cobb  
Station Manager...Herb Johnson  
Prom., Pub. Dir., Film Buyer...Ed Pendleton  
Dir. of News...Herb Kassner  
Production Manager...Bob Savage  
Comm. Manager...Frank Crowther  
Consulting Engineer...G. C. Davis

**WROM-TV—Rome—1953**

Channel: 9 VHF...AP: 15.5 Kw...VP: 30.9 Kw.  
Owned-Oper. By...WROM-TV, Inc.  
Business Address...121 Broad St.  
Phone Number...2-0833  
Representative...Weed  
President...Dean Covington  
General Manager...Ed McKay  
Commercial Manager...Charles Doss  
Chief Engineer...T. H. Robertson

**WSAV—Savannah—1956**  
NBC-ABC

Channel: 3 VHF...AP: 16.3 Kw...VP: 32.7 Kw.  
Owned-Oper. By...WSAV, Inc.  
Address...Liberty National Bank Bldg.  
Representative...Hoag-Blair Co.  
Pres., Gen. Mgr...Harben Daniel

**WTOC-TV—Savannah**  
1954—CBS-ABC

Channel: 11 VHF...AP: 30 Kw...VP: 60 Kw.  
Owned-Oper. By...Savannah Bcstg. Co.  
Business Address...516 Abercorn St.  
Phone Number...2-0127  
Air Time...14 hours daily  
Station Representative...Avery-Knodel  
Membership...NARTB  
President & Gen. Mgr...William T. Knight, Jr.  
Commercial Mgr...Ben B. Williams  
Program Director...Dwight J. Bruce  
Dir. News, Sp. Events...W. D. Randall  
Production Manager...Ben H. Quick  
Publicity Director...Joan Purcell  
Film Manager...Tom Wells  
Promotion Director...Frank S. Bryson, Jr.  
Chief Engineer...Kyle Goodman  
Consulting Engineer...George Davis

# IDAHO

Pop. Feb. 1, 1956 (Est.) 622,000—TV Homes 100,074  
Stations in State 4

## KBOI—Boise—1953—CBS

Channel: 2 VHF... AP: 7 Kw... VP: 14 Kw.  
Owned-Oper. By... Boise Valley Bcstrs. Inc.  
Business Address... 311 North 10th  
Phone Number... 2-2222  
Representative. Peters, Griffin, Woodward, Inc.  
Pres., Gen. Mgr... Westerman Whillock  
Sta., Comm. Mgr., Prog. Dir... Earl Glade, Jr.  
Dir. of News & Sp. Events... Dave Johnson  
Production Manager... Bill Gratton  
Film Manager... Robert Howell  
Chief Eng... J. A. Jontz, Jr.

Owned-Oper. By... Idaho Radio Corp.  
Business Address... Box 761  
Phone Number... 3  
Air Time... 8 hours daily  
Representative... Gill-Perna  
Gen. Mgr... C. N. Layne  
Comm. Manager... Claude Cain  
Film Manager... Quincy Jensen  
Commercial Mgr... Claude Cain  
Dir. of News & Sp. Events... J. R. Gobble  
Prog., Prom. Dir., Film Mgr... Roy Southwick  
Chief Engineer... Carroll Secrist  
Cons. Eng... Vandivere, Cohen & Wearn

## KIDO-TV—Boise—1953 ABC-NBC

Channel: 7 VHF... AP: 26.5 Kw... VP: 53 Kw.  
Owned-Oper. By... KIDO, Inc.  
Address... Chamber of Commerce Bldg.  
Phone Number... 2-4611  
Representative... Hoag-Blair  
President... George M. Davidson  
General Manager... Walter E. Wagstaff  
Commercial Mgr... Barry Tucker  
Prog. Director... Jack Link  
Film Manager... Vern Moore  
Chief Engineer... Harold Toedemeier

## KLEW-TV—Lewiston—1956 (Satellite of KIMA-TV, Yakima, Wash.)

## KLIX-TV—Twin Falls 1955—ABC-CBS

Channel: 11 VHF... AP: 14.5 Kw... VP: 29.5 Kw.  
Owned-Oper. By... So. Idaho Bcstg. & TV Co.  
Address... Box 432  
Phone Number... 2820  
Representative... Gill-Perna; Moore and Lund  
Membership... NARTB  
V.P. & Gen. Manager... Frank C. McIntyre  
Commercial Manager... Dick Sogn  
Program Director... Dave Fox  
Dir. of News & Sp. Events... Paul Droubay  
Film Manager... Vic Graybeal  
Chief Engineer... C. W. Evans

## KID-TV—Idaho Falls—1953 CBS-NBC-ABC

Channel: 3 VHF... AP: 60.3 Kw... VP: 100 Kw.

# ILLINOIS

Pop. Feb. 1, 1956 (Est.) 9,192,000—TV Homes 2,488,616  
Stations in State 16

## WTVI—Belleville-St. Louis 1953—ABC-CBS

(See St. Louis, Mo. Listing)

## WBLN—Bloomington—1953 ABC

Channel: 15 UHF... AP: 8.51 Kw... VP: 15.8 Kw.  
Owned-Oper. By... WBLN Television Inc.  
Business Address... Box 646  
Phone Number... 4-3031  
Air Time... 6 hours daily  
News Service... AP  
Representative... McGillvra  
Pres., Gen. Manager... Worth S. Rough  
Program Director... Glen E. Johnson  
Dir. News & Sp. Events... George Spray  
Chief Engineer... Burl A. Dixon

Business Address... 509 S. Neil St.  
Phone Number... 6-8333  
Air Time... 17 hours daily  
News Service... UP  
Representative... Hollingbery  
Membership... NARTB, TvB  
President... August C. Meyer  
V.P., Sales Manager... Guy Main  
Promotion Director... Leonard Davis  
Production Manager... James Fielding  
Publicity Director... William Moore  
Film Director... John Ketterer  
Chief Engineer... Bob Myers

## WCIA—Champaign—1953 CBS-NBC

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By... Midwest Television, Inc.

## WBBM-TV—Chicago—1953 CBS

Channel: 2 VHF... AP: 12.7 Kw... VP: 25.4 Kw.  
Owned-Oper. By... CBS, Inc.  
Bus. Studio Address... 410 N. Michigan Ave.  
Phone Number... Whitehall 4-6000  
News Service... UP, INS, AP  
Air Time... 18½ hours daily  
Representative... CBS TV Spot Sales  
Membership... NARTB, TvB



President..... J. L. Van Volkenburg  
 Vice-Pres., Gen. Mgr..... H. Leslie Atlas  
 Commercial Mgr..... George Arkedis  
 Program Director..... William Ryan  
 Production Manager..... Don Dillion  
 Publicity Director..... Charley Wiley  
 Prom. Director..... C. W. Doebler  
 Dir. of News & Sp. Events..... William Garry  
 Film Manager..... Vann Cominos  
 Chief Engineer..... Joseph Novy

**WBKB—Chicago—1948—ABC**

Channel: 7 VHF.. AP: 158 Kw.. VP: 316 Kw.  
 Owned-Operated By..... American Bcstg. Co.  
 Business Address..... 20 N. Wacker Dr.  
 Phone Number..... ANdover 3-0800  
 Air Time..... 17 hours daily  
 News Service..... AP, INS  
 Representative..... Blair-TV  
 V.P., Gen., Sta. Manager..... S. C. Quinlan  
 Sales Manager..... Clair Heider  
 Dir. of News & Spec. Events..... Cornelius O'Dea  
 Prom. & Pub. Director..... Elliott Henry  
 Film Director..... Ralph Andrews  
 Program Director..... Dan Schuffman  
 Production Manager..... Grover J. Allen  
 Chief Engineer..... W. Kusack

**WGN-TV—Chicago—1948  
 DuM**

Channel: 9 VHF.. AP: 158 Kw.. VP: 316 Kw.  
 Owned-Operated By..... WGN, Inc.  
 Business Address..... 441 N. Michigan Ave  
 Phone Number..... Michigan 2-7600  
 Air Time..... 15½ hours daily  
 Newspaper Affiliation..... Chicago Tribune  
 News Service..... AP, UP, INS  
 Representative..... George P. Hollingbery  
 Membership..... TvB  
 President..... J. Howard Wood  
 V.P., Gen., Sta. Mgr..... Frank P. Schreiber  
 Program Director..... J. E. Faraghan  
 Sales Director..... Ted Weber  
 Dir. News & Sp. Events..... Spencer Allen  
 Promotion Director..... Charles A. Wilson  
 Publicity Director..... James Hanlon  
 Film Director..... Elizabeth Bain  
 Chief Engineer..... Carl J. Meyers

**WNBQ—Chicago—1949—NBC**

Channel: 5 VHF.. AP: 50 Kw.. VP: 100 Kw.  
 Owned-Operated By..... National Bcstg. Co.  
 Business-Studio Address..... Merchandise Mart  
 Phone Number..... SUperior 7-8300  
 Air Time..... 18½ hours daily  
 News Service..... AP, INS, UP  
 Representative..... NBC Spot Sales  
 Membership..... NARTB, TvB  
 President..... Robert Sarnoff  
 General Manager..... Jules Herbuveaux  
 Asst. Gen. Mgr..... Henry T. Siogren  
 Prom. Director..... Howard Coleman  
 Comm. Manager..... John Keys  
 Program Director..... George Heinemann  
 Promotion Director..... John Keye  
 Dir. of News & Sp. Events..... William Ray

Production Mgr..... Richard Johnson  
 Publicity Director..... Chet Campbell  
 Film Manager..... Isabelle Cooney  
 Chief Engineer..... Howard C. Luttgene  
 Consulting Engineer..... Raymond F. Guy

**WDAN-TV—Danville—1953  
 ABC**

Channel: 24 UHF.. AP: 7.24 Kw.. VP: 13.2 Kw.  
 Owned-Oper. By..... Northwestern Publishing Co.  
 Business Address..... 1500 N. Washington Ave.  
 Phone Number..... 1700  
 Air Time..... 7 hours daily  
 Newspaper Affiliation..... The Commercial News  
 News Service..... AP  
 Representative..... Everett-McKinney, Inc.  
 Membership..... NARTB  
 General Manager..... Robert J. Burow  
 Commercial Manager..... John Eckert  
 Program Director..... Honore Ronan  
 Station Manager..... Max Shaffer  
 Production Manager..... William Dorn  
 Film Manager..... Robert Ashby  
 Chief Engineer..... Orville Neely  
 Consulting Eng..... Walter Kean

**WTVP—Decatur—1953—ABC**

Channel: 17 UHF.. AP: 93.3 Kw.. VP: 174 Kw.  
 Owned-Oper. By..... Prairie Television Co.  
 Business Address..... Box 108  
 Phone Number..... 8-4304  
 Air Time..... 9 hours daily  
 Representative..... Bolling  
 President..... W. L. Shellabarger  
 Program Director..... Robert G. Wright  
 Director of News..... Robert Shade  
 Chief Engineer..... Hubert F. Abfalter

**WSIL-TV—Harrisburg  
 1954—ABC**

Channel: 22 UHF.. AP: 14.12 Kw.. VP: 11.1 Kw.  
 Owned-Oper. By..... Turner-Farrar Assn.  
 Business Address..... 21½ W. Poplar St.  
 Phone Number..... 373  
 Air Time..... 8 hours daily  
 News Service..... UP  
 Representative..... Walker  
 Pres., Gen. Mgr..... Oscar L. Turner  
 Production Manager..... Bill Plater  
 Chief Engineer..... Charles Gilliam  
 Consulting Engineer..... Kear & Kennedy

**WEEK-TV—Peoria—1953  
 NBC**

Channel: 43 UHF.. AP: 85 Kw.. VP: 175 Kw.  
 Owned-Operated By..... West Central Bcstg. Co.  
 Address..... 2907 Springfield Rd., E. Peoria  
 Phone Number..... 6-5571  
 Air Time..... 17 hours daily  
 News Service..... UP  
 Membership..... NARTB  
 Representative..... Headley-Reed  
 President..... Robert S. Kerr  
 Gen., Sta. Manager..... Fred C. Mueller

Comm. Manager.....William J. Flynn  
 Program Director.....Victor Fletcher  
 Production Manager.....Dick Evans  
 Prom., Pub. Dir.....F. R. Oakley  
 Dir. of News & Sp. Events.....Bob Arthur  
 Film Manager.....Robert Kroepel  
 Chief Engineer.....Wayne Lovely  
 Consulting Engineer.....Kear & Kennedy

**WTVH-TV—Peoria—1953**  
**ABC-CBS-DuM**

Channel: 19 UHF...AP: 5.76 Kw...VP: 12.5 Kw.  
 Owned-Oper. By.....Peoria Journal Star  
 Business Address.....Peoria, Ill.  
 Phone Number.....6-5561  
 Representative.....Petry  
 President.....Harry P. Slane  
 General Mgr.....Edward G. Smith  
 National Sales Mgr.....John Leslie  
 Promotion Director.....Morton Cantor  
 Program Director.....Robert G. Holben  
 Chief Engineer.....Wallace Wurz

**WGEM-TV—Quincy—1953**  
**ABC-NBC**

Channel: 10 VHF...AP: 25.4 Kw...VP: 50.2 Kw.  
 Owned-Oper. By.....Quincy Bcstg. Co.  
 Business Address.....Hotel Quincy  
 Phone Number.....BALwin 2-6840  
 Air Time.....17 hours daily  
 Newspaper Affiliation...Quincy Herald Whig  
 News Service.....UP  
 Representative.....Young TV Corp.  
 President.....T. C. Oakley  
 General Manager.....J. S. Bonansinga  
 Commercial Mgr.....James E. Muse  
 Program Director.....T. W. Austin  
 Promotion Director.....William Vaughn  
 Chief Engineer.....Frank E. Laughlin  
 Consulting Eng.....Craven, Lohnes & Culver

**WREX-TV—Rockford—1953**  
**ABC-CBS**

Channel: 13 VHF...AP: 22.9 Kw...VP: 47 Kw.  
 Owned-Oper. By...Greater Rockford TV, Inc.  
 Business Address...Auburn & Winnebago Rds.  
 Phone Number.....8-1813  
 News Service.....UP  
 Air Time.....15 hours daily  
 Newspaper Afil...Winnebago Newsp., Inc.  
 Representative.....H-R Representatives  
 Membership.....NARTB  
 President.....L. E. Caster  
 General Manager.....Joe M. Baisch  
 Comm. Manager.....A. J. Bilardello  
 Program Director.....John Mazzie  
 Prom., Pub. Dir.....Charles Olson  
 Dir. of News & Sp. Events.....Robert Clyde  
 Production Manager.....Rod MacDonald  
 Film Manager.....Gene Hines  
 Chief Engineer.....Dick Peck  
 Consulting Engineer.....Weldon & Carr

**WTVO—Rockford—1953**  
**NBC**

Channel: 39 UHF...AP: 9.8 Kw...VP: 19.6 Kw.  
 Owned-Oper. By...Winnebago Television Corp.  
 Business Address.....Meridian Rd.  
 Phone Number.....3-5413  
 Representative.....Weed  
 Manager.....Harold Froelich  
 Production Mgr.....John W. Kelin  
 Chief Engineer.....Herbert Eckstein  
 Film Director.....Carl P. Stiemler

**WHBF-TV—Rock Island**  
**1950—ABC-CBS**

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Rock Island Bcstg. Co.  
 Bus. Trans. Address.....Telco Bldg.  
 Phone Number.....6-5441  
 Air Time.....16½ hours daily  
 Newspaper Affil....."The Argus"  
 News Service.....UP  
 Representative.....Avery-Knodel, Inc.  
 Membership.....NARTB, TvB  
 President.....Ben. H. Potter  
 V.P., Sta., Gen. Manager...Leslie C. Johnson  
 Asst. Mgr., Sls. Director...Maurice Corken  
 Sales Manager.....Ted Arnold  
 Prod., Prog. Director.....Forest W. Cooke  
 Asst. Prog. Director.....Phil Nesbitt  
 Dir. of News & Sp. Events...William Ellison  
 Prom., Pub. Director.....Fern Hawks  
 Film Manager.....Joseph Gear  
 Chief Engineer.....Robert J. Sennett  
 Consulting Engineer.....E. C. Page

**WICS—Springfield—1953**  
**ABC-NBC**

Channel: 20 UHF...AP: 10 Kw...VP: 18 Kw.  
 Owned-Oper. By.....Plains Television Corp.  
 Business Address.....523 E. Capitol Ave.  
 Phone Number.....8-0465  
 Air Time.....14½ hours daily  
 News Service.....AP, INS  
 Representative.....Adam Young  
 Gen., Sta. Manager.....Milton D. Friedland  
 Comm. Manager.....Warren King  
 Program Director.....H. I. Hoskins  
 Prom., Pub. Director.....Jim Henneberry  
 Dir. of News & Sp. Events...G. B. Gordon  
 Production Manager.....Robert Steffan  
 Film Manager.....William Shaw  
 Chief Engineer.....Bazil O' Hagan

**WTTV—Bloomington—1949**  
**ABC-CBS-NBC**

Channel: 10 VHF.. AP: 50 Kw.. VP: 100 Kw.  
Owned-Oper. By..... Sarkes Tarzian, Inc.  
Address..... 539 S. Walnut St.  
Phone Number..... 2-1407  
Air Time..... 17 hours daily  
News Service..... AP, UP  
Representative..... Robert Meeker Assoc.  
Membership..... NARTB, TvB  
President..... Sarkes Tarzian  
General Manager..... Robert Lemon  
Asst. Comm. Manager..... Norman Cissna  
Program Manager..... Robert Petranoff  
Prom., Pub. Dir..... Keith Wilson  
Dir. of News & Sp. Events..... David Lewis  
Production Mgr..... Jerry Danziger  
Film Manager..... Warren Perney  
Chief Engineer..... Carl Onken  
Consulting Eng..... Kear & Kennedy

**WSJV—Elkhart—1954**  
**ABC**

Channel: 52 UHF.. AP: 131 Kw.. VP: 250 Kw.  
Owned-Oper. By..... Truth Publishing Co.  
Business Address..... Box 403  
Phone Number..... 2-1518  
Air Time..... 13 hours daily  
Newspaper Affiliation..... Elkhart Truth  
News Service..... AP  
Representatives..... H-R  
Membership..... NARTB  
President..... John F. Dille Jr.  
Gen., Sta., Comm. Mgr..... Paul C. Brines  
Program Director..... Edwin J. Lasko  
Promotion Director..... R. J. Gillespie  
Dir. News & Sp. Events..... Phillip B. Haines  
Production Manager..... W. Forrest  
Publicity Director..... Shirley Tellander  
Film Manager..... Arthur Whitaker  
Chief Engineer..... Lester E. Zellner  
Consulting Eng..... Craven, Lohnes, Culver

**WFIE—Evansville—1953**  
**NBC-ABC**

Channel: 62 UHF.. AP: 36.5 Kw.. VP: 69.2 Kw.  
Owned-Oper. By..... Premier Television, Inc.  
Business Address..... 1115 Mount Auburn Rd.  
Phone Number..... HArrison 5-6201  
Air Time..... 14 hours daily  
News Service..... UP  
Representative..... Venard, Rintoul & McConnell  
Membership..... NARTB  
President..... Jesse D. Fine  
Gen., Station Mgr..... Ted Nelson  
Comm. Manager..... Robert Dean  
Program Director..... Charlie Carey  
Prom., Pub. Director..... Jay Sondheim  
Dir. of News & Sp. Events..... Fred Rollison  
Production Manager..... Jack Reinhart  
Film Manager..... William C. Francis  
Chief Engineer..... Harvey H. Shellito  
Consulting Engineer..... George Adair

**WKJG-TV—Fort Wayne**  
**1953—NBC**

Channel: 33 UHF.. AP: 145 Kw.. VP: 277 Kw.  
Owned..... Northeastern Indiana Bcstg. Co.  
Business Address..... 220 E. Jefferson St.  
Phone Number..... Anthony 2295  
Air Time..... 17 hours daily  
News Service..... AP  
Representative..... Paul H. Raymer  
Membership..... NARTB, TvB  
President..... Clarence L. Schust  
General Manager..... Edward G. Thoms  
Commercial Mgr..... Carleton B. Evans  
Program Director..... Calo Mahlock  
Promotion Director..... Wilson Schroeder  
Chief Engineer..... Eugene A. Chase  
Consulting Engineer..... George Gautney

**WFBM-TV—Indianapolis**  
**1949—NBC**

Channel: 6..... AP: 50 Kw..... VP: 100 Kw.  
Owned-Oper. By..... Cons. TV & Radio Bcstrs.  
Bus. Studio Address..... 1330 N. Meridian St.  
Phone Number..... MELrose 4-8521  
Air Time..... 18 hours daily  
News Service..... AP, INS  
Representative..... Katz  
Membership..... NARTB, TvB  
President..... Harry M. Bitner, Jr.  
Gen., Sta. Manager..... William F. Kiley  
Prog. Dir..... William Fall  
Comm. Manager..... Don Menke  
Sales Service, Film Dir..... Hugh Kibbey  
Prom., Pub. Director..... Bernard Carney  
Dir. of News & Sp. Events..... Gilbert Forbes  
Production Manager..... Earl C. Johnson  
Chief Engineer..... Harold S. Holland  
Consulting Engineer..... Kear & Kennedy

**WISH-TV—Indianapolis**  
**1954-CBS**

Channel: 8 VHF.. AP: 158 Kw.. VP: 316 Kw.  
Owned-Oper. By..... Universal Bcstg. Co., Inc.  
Business Address..... 1440 North Meridian  
Phone Number..... MELrose 4-6411  
Air Time..... 18 hours daily  
News Service..... AP, UP  
Representative..... Bolling  
Membership..... NARTB  
President..... C. Bruce McConnell  
Gen., Sta. Manager..... Robert B. McConnell  
Commercial Mgr..... Robert F. Ohleyer  
Program Director..... Steve Briggs  
Prom., Pub. Director..... Jim Buck  
Dir. of News & Sp. Events..... Vince Leonard  
Production Manager..... S. T. Briggs  
Chief Engineer..... Stokes Gresham, Jr.  
Consulting Engineer..... George C. Davis

**WFAM-TV—Lafayette**  
**1953—ABC-CBS-NBC**

Channel: 59 UHF.. AP: 10.5 Kw.. VP: 20 Kw.  
Owned-Oper. By..... WFAM, Inc.

Business Address.....McCarthy Lane  
 Phone Number.....2-4300  
 Air Time.....7½ hours daily  
 News Service.....UP  
 Representative.....Rambeau  
 President.....O. E. Richardson  
 Station Manager.....Herbert Nelson  
 Production Manager.....James Potter  
 Chief Engineer.....Richard Cochran  
 Consulting Engineer.....Frank McIntosh

### WLBC-TV—Muncie—1953 ABC-CBS-NBC-DuM

Channel: 49 UHF..AP: 6 Kw..VP: 112 Kw.  
 Owned-Oper. By.....Tri-City Radio Corp.  
 Business Address.....Box 271  
 Phone Number.....4403  
 Air Time.....11 hours daily  
 News Service.....UP  
 Representative.....Holman, Walker  
 Membership.....NARTB, TvB  
 Pres., Gen., Sta. Mgr.....Don Burton  
 Com., Prom. Dir.....Bill Craig  
 Program Director.....Lee Allerton  
 Dir. of News & Sp. Events.....Fred Hinshaw  
 Production Mgr.....George Marks  
 Chief Engineer.....Maury Crain  
 Consulting Eng.....George Davis

### WNDU-TV—South Bend 1955—NBC

Channel: 46...AP: 92.5 Kw..VP: 185 Kw.  
 Owned-Oper. By.....Michiana Telecasting  
 Address.....Box 989  
 Phone Number.....Central 3-7111  
 Air Time.....19 hours daily  
 News Service.....AP  
 Station Representative.....Meeker  
 Membership.....NARTB, TvB  
 President..Rev. Theodore M. Hesburgh, C.S.C.  
 Vice-Pres., Gen. Mgr.....Bernard C. Barth  
 Comm. Manager.....Wm. Thomas Hamilton  
 Pub., Prog. Director.....Edward J. Roth  
 Promotion Director.....Robert F. Stolfi  
 Dir. of News & Sp. Events.....Harold Harris  
 Production Manager.....William A. Garden  
 Film Manager.....John Knoepfle  
 Chief Engineer.....George B. Smith  
 Consulting Engineer.....Kear & Kennedy

### WSBT-TV—South Bend 1952—CBS

Channel: 34 UHF..AP: 122 Kw..VP: 204 Kw.  
 Owned-Operated By.....South Bend Tribune  
 Address.....300 W. Jefferson Blvd.

Phone Number.....Central 3-3141  
 Air Time.....17 hours daily  
 Membership.....NARTB  
 Newspaper Affil.....Tribune  
 News Service.....UP, INS  
 Representative.....Raymer  
 Vice-President.....Franklin D. Schurz  
 Gen. Mgr.....Neal B. Welch  
 National Sales Mgr.....Richard W. Holloway  
 Program Director.....Robert J. Drain  
 Promotion Director.....Judd Choler  
 Dir. of News & Sp. Events.....G. R. Houser  
 Production Manager.....Justin Meacham  
 Film Manager.....Walter A. Sweitzer, Jr.  
 Chief Engineer.....Arthur R. O'Neil  
 Consulting Engineer.....Page, Creutz,  
 Garrison & Waldschmitt

### WTHI—Terre Haute—1954 ABC-CBS

Channel: 10 VHF..AP: 191 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Wabash Valley Bcstg. Co.  
 Business Address.....918 Ohio Street  
 Phone Number.....Crawford 9481  
 Air Time.....8½ hours daily  
 Representative.....Bolling  
 Membership.....NARTB  
 President.....Anton Hulman, Jr.  
 General Manager.....J. M. Higgins  
 Dir. TV Oper.....Ben Falber, Jr.  
 Comm. Manager.....Lou Froeb  
 Technical Director.....Pat Murphy  
 Dir. of News & Sp. Events.....Richard M. Forbes  
 Film Supervisor.....Nancy Langan  
 Chief Engineer.....Don Petit  
 Consulting Engineer.....George Davis

### WINT—Waterloo—1954 ABC-CBS

Channel: 15 UHF..AP: 126 Kw..VP: 237 Kw.  
 Owned-Oper. By.....Tri-State Television Inc.  
 Business Address.....2000 Lincoln Tower  
 Phone Number.....Anthony 8475  
 Air Time.....17 hours daily  
 News Service.....UP  
 Representative.....H-R Television  
 Membership.....NARTB  
 President.....R. Morris Pierce  
 Gen. Mgr.....Ben B. Baylor  
 Prog. Dir.....Robert C. Currie, Jr.  
 Promotion Director.....Ben K. West  
 Dir. of News & Sp. Events.....Richard Hickox  
 Production Manager.....Robert Grossman  
 Film Manager.....Charles Bloomquist  
 Chief Engineer.....Charles E. Wallace

## WOI-TV—Ames—1950—ABC

Channel: 5 VHF... AP: 50.1 Kw... VP: 100 Kw.  
Owned-Oper. By... Iowa State College  
Address... Ames, Ia.  
Phone Number... CE 2-3400, Ext. 837  
Air Time... 12 hours daily  
News Service... AP, UP, INS  
Representative... Weed  
Membership... NARTB, TvB  
President... Dr. James Hilton  
Gen., Sta. Manager... Richard B. Hull  
Comm. Manager... Robert Mulhall  
Program Director... Chris Donaldson  
Prom., Pub. Dir... Marguerite Theobald  
Dir. of News & Sp. Events... Wallis Bishop  
Production Manager... La Mar Smith  
Film Manager... Warren Royer  
Chief Engineer... Keith Ketcham  
Consulting Engineer... Jansky & Bailey

## KCRG-TV—Cedar Rapids 1953—ABC

Channel: 9 VHF... AP: 16.5 Kw... VP: 33 Kw.  
Owned-Oper. By... Cedar Rapids Television Co.  
Business Address... 1st Ave & 1st St. S.W.  
Phone Number... 4-4194  
Air Time... 7½ hours daily  
Representative... Venard, Rintoul & McConnell  
General Manager... Wade S. Patterson  
Program Director... Ralph D. Willey  
Promotion Director... Edna Herbst  
Chief Engineer... Carl Rollert  
Consulting Engineers... Kear & Kennedy

## WMT-TV—Cedar Rapids 1953—CBS

Channel: 2 VHF... AP: 70 Kw... VP: 100 Kw.  
Owned-Oper. By... WMT-TV, Inc.  
Bus. Address... Paramount Theatre Bldg.  
Phone Number... Cedar Rapids 4-0177  
Air Time... 15 hours daily  
News Service... AP  
Representative... Katz  
Membership... NARTB, TvB  
President... William B. Dolph  
V.P., Gen. Manager... William B. Quarton  
Sta. Oper. Manager... Douglas Grant  
Sales Manager... Lew Van Nostrand  
Promotion Manager... Don Kenney  
Dir. TV Operations... Douglas Grant  
Dir. of News... Dick Cheverton  
Production Manager... Wayne Loui  
Creative Supervisor... Hersh Weakley  
Film Manager... Gene Bennett  
Chief Engineer... George Hixenbaugh  
Business Manager... Leo F. Cole  
Consulting Engineer... Page, Creutz,  
Garrison & Waldschmitt

## WOC-TV—Davenport—1949 NBC

Channel: 6 VHF... AP: 60.3 Kw... VP: 100 Kw.  
Owned-Oper. By... Central Bcstg. Co.  
Business Address... 805 Brady St.

Phone Number... 3-3661  
Air Time... 17 hours daily  
News Service... UP  
Representative. Peters, Griffin, Woodward, Inc.  
Membership... NARTB, TvB  
President... Col. B. J. Palmer  
Vice-Pres. & Treas... D. D. Palmer  
Exec. Vice-Pres... Ralph Evans  
Secretary... William D. Wagner  
Vice-President... Paul Loyet  
Resident Manager... Ernest Sanders  
News Editor... Bob Frank  
Publicity Editor... Paul Ives  
Film Editor... Ken Wagner  
Program Director... Raymond Guth  
Asst. Mgr. & Prom. Mgr... Fred Reed  
Chief Engineer... Paul Arvidson  
Consulting Engineer... A. D. Ring Co.

## WHO-TV—Des Moines 1954—NBC

Channel: 13 VHF... AP: 191 Kw... VP: 316 Kw.  
Owned-Oper. By... Central Broadcasting Co.  
Business Address... 1100 Walnut Ave.  
Phone Number... ATlantic 8-6511  
Air Time... 17 hours daily  
News Service... AP, INS, UP  
Representative. Peters, Griffin, Woodward, Inc.  
Membership... NARTB, TvB  
President... Col. B. J. Palmer  
V.P., Treasurer... D. D. Palmer  
Exec. V.P... Ralph Evans  
V.P., Resident Manager... Paul A. Loyet  
Sec. & Controller... William D. Wagner  
Asst. Manager... W. W. Woods  
Sales Manager... Harold W. Fulton  
Regional Sales Manager... R. H. Harter  
Local Sales Manager... W. A. Venell  
Sports Director... James Zabel  
Film Buyer, Prog. Director... Jack Kerrigan  
Production Manager... Kenneth Gteller  
News Bureau Mgr... Jack Shelley  
Chief Engineer... Reed E. Snyder  
Consulting Eng... A. D. Ring & Associated

## KRNT-TV—Des Moines 1955—CBS

Channel: 8... AP: 199.5 Kw... VP: 316 Kw.  
Owned-Operated By... KRNT-TV Co.  
Address... Ninth & Pleasant St.  
Phone Number... 3-2111  
Air Time... 17¼ hours daily  
Newspaper Affil... Register and Tribune  
News Service... AP, UP  
Representative... Katz  
Membership... NARTB, TvB  
President... Luther L. Hull  
Station Manager... Robert W. Dillon  
Commercial Manager... Paul M. Elliot  
Program Director... Richard H. Covey  
Promotion Director... Joe G. Hudgens  
Director of News... Russ Van Dyke  
Prod. Manager... Guy Koeningberger  
Film Manager... Wayne Ackley  
Chief Engineer... Charles F. Quentin  
Consulting Eng... Craven, Lohnes & Culver

**KQTV—Fort Dodge—1953**  
NBC

Channel: 21 UHF...AP: 170 Kw...VP: 330 Kw.  
 Owned-Oper. By...Northwest Television Co.  
 Business Address.....Warden Bldg.  
 Phone Number.....4-0311  
 Air Time.....8½ hours daily  
 News Service.....UP  
 Representative.....Pearson  
 Pres., Gen., Station Mgr.....Edward Breen  
 Comm. Manager.....Rollie Camp  
 Program Director.....Drexel Peterson  
 Dir. of News & Sp. Events.....Ken Petersen  
 Production Manager.....Vern Gielow  
 Film Manager.....Stanley McCurdy  
 Promotion Director.....Ruth McTigue  
 Chief Engineering.....David Sinclair  
 Consulting Engineer.....Everett Dillard

**KGLO-TV—Mason City—1954**  
CBS

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.

Owned-Oper. By.....Lee Radio, Inc.  
 Business Address....Second & Pennsylvania  
 Phone Number.....2800  
 Air Time.....12 hours daily  
 News Service.....AP, UP  
 Representative.....Weed  
 Membership.....NARTB  
 President.....Lee P. Loomis  
 Exec. V.P., Gen. Manager...Herbert R. Ohrt  
 Film. Comm. Manager.....Lloyd Loers  
 Prod. Mgr., Prog. Director...Douglas Sherwin  
 Promotion, Pub. Dir.....Don Harrer  
 Dir. of News & Special Events....Ken Kew  
 Chief Engineer.....Roger Sawyer  
 Consulting Engineer.....Page, Creutz,  
 Garrison & Waldschmitt

**KTVO—Ottumwa—1955**

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By.....KBIZ, Inc.  
 Address.....2513 N. Court St.  
 Representative.....The Bolling Co.  
 General Manager.....James J. Conroy

**FOR WORLD-WIDE NEWS . . .**

**FOR CLEAR, COMPREHENSIVE**

**COVERAGE . . .**

**AP**

**FOR**

**RADIO and TELEVISION**

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.



## KTIV—Sioux City—1954 NBC

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By..... KTIV Television Corp.  
Address..... Tenth & Grandview  
Phone Number..... 8-0545  
Air Time..... 17 hours daily  
Newspaper Affil..... Journal-Tribune  
News Service..... UP  
Representative..... Hollingbery  
Membership..... NARTB  
Pres., Gen. Mgr..... Dietrich Dirks  
Pub. Dir., Comm. Mgr..... Gene Flaherty  
Dir. of News & Sp. Events..... Ken Wayman  
Prog. Dir., Film Manager..... Max Schindler  
Film Manager..... Dietrich Dirks  
Chief Engineer..... Alvin Smith  
Consulting Engineer..... George Davis

## KVTV—Sioux City—1953 CBS-ABC

Channel: 9 VHF... AP: 144 Kw... VP: 288 Kw.  
Owned-Oper. By..... Cowles Bcstg. Co.  
Business Address..... 7th & Douglas  
Phone Number..... 2-2711  
Air Time..... 17 hours daily  
Newspaper Affiliation..... Register & Tribune  
News Service..... AP, UP  
Representative..... Katz

Membership..... NARTB, TvB  
President..... Gardner Cowles, Jr.  
General Manager..... Robert R. Tincher  
Station Manager..... Arthur J. Smith  
Comm. Manager..... Donald D. Sullivan  
Prog. Director..... Norman Bacon  
Promotion Director..... Don Beedle  
Production Manager..... George Hutchins  
Film Manager..... Ben Roen  
Chief Engs..... Jack Iverson, Charles Prohaska  
Con. Eng..... Craven, Lohnes and Culver

## KWWL-TV—Waterloo—1953 NBC-ABC

Channel: 7 VHF... AP: 158 Kw... VP: 316 Kw.  
Owned-Oper. By..... Black Hawk Bcstg. Co.  
Business Address..... Hotel Russell Lamson  
Phone Number..... ADams 4-4404  
News Service..... UP  
Air Time..... 17 hours daily  
Representative..... Avery-Knode  
Pres., Gen., Sta. Mgr..... Ralph J. McElroy  
Commercial Mgr..... Don E. Inman  
Director of News..... Ed Falk  
Prom., Pub. Director..... Julia Manz  
Production Manager..... Ted Hansen  
Dir. of Programming..... Warren Mead  
Film Manager..... Marge Given  
Chief Engineer..... T. W. Kirksey  
Consulting Engineer..... Frank McIntosh

## KANSAS

Pop. Feb. 1, 1956 (Est.) 2,080,000—TV Homes 424,290  
Stations in State 7

## KCKT-TV—Great Bend—1954

Channel: 2 VHF... AP: 52 Kw... VP: 100 Kw.  
Owned-Oper. By..... Central Kansas TV Co., Inc.  
Business Address..... Box 182  
Phone Number..... 7868  
Air Time..... 6 hours daily  
News Service..... UP  
Representative..... Bolling  
Membership..... NARTB, TvB  
President..... E. C. Wedell  
Vice Pres., Gen. Mgr..... Les Ware  
Comm. Mgr., Pub. Dir..... Otis Cowan  
Prog. Dir., Prod. Mgr..... Ben Butler  
Chief Eng..... Kenneth H. Cook

## KTVH—Hutchinson—1953 CBS-ABC-DuM

Channel: 12 VHF... AP: 120 Kw... VP: 240 Kw.  
Owned-Oper. By..... Wichita-Hutchinson Co., Inc.  
Business Address..... 1800 North Plum  
Phone Number..... 5-5503  
Representative..... H-R  
Air Time..... 18½ hours daily  
News Service..... AP









President..... W. D. P. Carey  
Gen., Station Mgr..... Howard O. Peterson  
Sales Manager..... E. W. Dullier  
Prog. Dir., Dir. News, Sp. Events... Ray Huffer  
Prom., Pub. Director..... William S. Ritchie  
Film Manager..... Dick Cornish  
Chief Engineer..... Robert B. Marye  
Consulting Engineer..... A. Earl Cullum

## KOAM-TV—Pittsburgh 1953—NBC-ABC

Channel: 7 VHF... AP: 138 Kw... VP: 245 Kw.  
Owned-Oper..... Mid-Continent Telecasting, Inc.  
Business Address..... Box 603  
Phone Number..... 2508  
Air Time..... 15½ hours daily  
News Service..... UP  
Newspaper Affil..... Joplin Globe, News  
Membership..... NARTB  
Representative..... Katz  
President..... Lester E. Cox  
Gen., Sta., Comm. Mgr..... R. E. Wade  
Prog. Director..... Louis R. Martin  
Chief Engineer..... Jack Lawrence  
Consulting Engineer..... T. A. M. Craven



## Facts and Figures on WIBW-TV's Market That You Won't Find Elsewhere!\*

 Consumer spendable income—\$2.8 billion.   
  CSI per household — \$5,726.   
 Total retail sales—\$1.85 billion.   
  TV homes — 449,358.   
 Retail sales per household — \$3,755.   
 Food sales—\$376 million.   
  Drug sales—\$79 million.   
 Gen. mer.—\$277 million.   
  Eat & drink—\$115 million.   
 Apparel store sales—\$94 million.   
 Home furn. sales—\$88 million.   
  Filling station sales—\$120 million.   
 Automotive store sales—\$364 million.   
 Building material, hdwe. sales—\$154 million.   
  Gross farm income—\$385 million.   
 Gross income per farm—\$7,192.   
  Farm livestock income—\$238 million.   
 Crops income—\$123 million.   
 Total farms—53,605.

\* Consumer Markets — 1955

### **WIBW-TV IS THE PREFERRED STATION FOR NEWS—SPORTS—WEATHER—FARM SERVICE!**

News, Sports, Weather, Farm service—the Topeka AREA Audience prefers to view them on WIBW-TV! This was proved by the Whan TV Study of the Topeka AREA—a personalized depth study of the viewing habits of this region, made during Jan.-Feb. 1955 by E. L. Whan of Kansas State College. A free copy of this valuable survey

with all facts and figures is waiting for you. Call your Capper man or Topeka.

Throughout the small towns and farms that make up Topeka AREA, WIBW-TV is the first viewing choice! (Whan Study) We now deliver 158,056† homes... 74.1% saturation... in a \$1,300,000,000 market.

†5/1 . . . excluding urbanized Kansas City and St. Joseph, Mo.



CBS  
DU MONT  
ABC

**TOPEKA, KANSAS**  
Ben Ludy, Gen. Mgr.  
WIBW & WIBW-TV in Topeka  
KCKN in Kansas City

## WIBW-TV—Topeka—1953

### ABC-CBS

Channel: 13 VHF..AP: 53 Kw..VP: 88.5 Kw.  
 Owned-Oper. By...Capper Publications, Inc.  
 Business Address.....1035 Topeka Blvd.  
 Phone Number.....3-2377  
 Air Time.....17 hours daily  
 Newspaper Affil.....Daily Capital  
 News Service.....AP, UP  
 Membership.....NARTB, TvB  
 President.....Henry Blake  
 General Manager.....Ben Ludy  
 Television Manager.....Art Holbrook  
 Program Director.....Jack Ostrode  
 Prod. Manager.....Bob Ellis  
 Film Manager.....Bill Barton  
 Sales Manager.....Hilton Hodges  
 Publicity Director.....Vic Boutwell  
 Chief Engineer.....Gil Voiles  
 Consulting Engineer.....Page, Creutz

## KAKE-TV—Wichita—1953

### CBS

Channel: 12 VHF..AP: 120 Kw..VP: 240 Kw.  
 Owned-Oper. By.....Hutchinson TV  
 Business Address.....1800 N. Plum  
 Phone Number.....MO 5-5503  
 Air Time.....18.5 hours daily  
 News Service.....AP  
 Representative.....H.R.  
 Membership.....NARTB  
 Gen., Sta. Manager.....H. O. Petersen  
 Gen. Sales Manager.....E. W. Dallier  
 Prog. Director.....Ray Huffer  
 Prom. Director.....Kenneth A. Keefer  
 Prod. Manager.....Kenneth Carter  
 Film Editor.....Richard Cornish

Chief Engineer.....Kenneth H. Cook  
 Consulting Engineer.....A. Earl Collum

## KARD-TV—Wichita—1950

### NBC

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Operated By.....Wichita TV Co.  
 Address.....218 N. Broadway  
 Phone Number.....AM 5-5633  
 Air Time.....8½ hours daily  
 News Service.....AP  
 Representative.....Petry  
 Membership.....NARTB  
 President.....G. M. Brown  
 Gen., Sta. Mgr., Pub., Prom. Dir.....W. Moyer  
 Comm. Manager.....Dale McCoy, Sr.  
 Program Director.....T. J. Maloney  
 Dir. of News & Sp. Events.....Bob Mays  
 Prod., Film Manager.....Jack Park  
 Chief Engineer.....Robert B. Marye  
 Consulting Engineer.....G. C. Davis

## KEDD—Wichita—1953—NBC

Channel: 16 UHF..AP: 132 Kw..VP: 245 Kw.  
 Owned-Oper. By.....KEDD, Inc.  
 Business Address.....Box 1740  
 Phone Number.....Temple 8-3321  
 Air Time.....16¾ hours daily  
 Newspaper Affiliation.....Wichita Beacon  
 News Service.....UP  
 Representative.....Adam Young  
 Membership.....NARTB  
 Pres., Gen., Sta. Mgr.....Stanley H. Durwood  
 Prog., Prom., Pub. Dir.....Nevin McCord  
 Dir. of News & Sp. Events.....Martin Gray  
 Chief Engineer.....John Ledbetter  
 Consulting Engineer.....George Adair

## KENTUCKY

Pop. Feb. 1, 1956 (Est.) 3,025,000—TV Homes 511,969  
 Stations in State 4

## WAVE-TV—Louisville

### 1948—ABC-NBC

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Operated By.....WAVE, Inc.  
 Address.....334 East Broadway  
 Phone Number.....Wabash 2201  
 Air Time.....17 hours daily  
 News Service.....AP  
 Membership.....NARTB, TvB  
 Representative.....NBC Spot Sales  
 President.....George W. Norton, Jr.  
 Gen., Sta. Manager.....Nathan Lord  
 Commercial Manager.....Ralph Jackson  
 Prog., Film Dir.....George Patterson  
 Production Manager.....Pat O'Hara  
 Prom., Pub. Dir.....Charles Hill  
 Dir. of News & Sp. Events.....Rodney Ford  
 Chief Engineer.....Wilbur Hudson  
 Consulting Engineer.....E. C. Ring

## WHAS-TV—Louisville—1950

### CBS

Channel: 11...AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By.....WHAS, Inc.  
 Address.....525 W. Broadway  
 Phone.....Wabash 2211  
 Representative...Harrington, Righter, Parsons  
 News Service.....AP  
 Newspaper Affil.....Courier-Journal, Times  
 Air Time.....15 hours daily  
 Membership.....NARTB, TvB  
 President.....Barry Bingham  
 V.P. & Director.....Victor A. Sholis  
 Station Manager.....Neil D. Cline  
 Comm. Manager.....Albert J. Gillen  
 Program Director.....Ralph M. Hansen  
 Prom., Pub. Director.....William F. Loader  
 Production Mgr.....Robert Pilkington  
 Film Manager.....Charles McDaniel  
 Chief Engineer.....O. W. Townner



### WEHT—Henderson—1953 CBS

Channel: 50 UHF. AP: 8.77 Kw. VP: 16:25 Kw.  
Owned-Oper. By... Ohio Valley Television Co.  
Business Address..... Box 395  
Phone Number..... HEnderson 5-2634  
Air Time..... 12 hours daily  
Representative..... Meeker, Adam Young  
President..... Herbert R. Levy  
General Manager..... Cecil M. Sansbury

Asst. Mgr. Ops..... Roger Garrett  
News Director..... Brod Seymour  
Chief Engineer..... Robert Cleveland

### WLEX-TV—Lexington 1955—NBC-ABC

Channel: 18 UHF... AP: 9.2 Kw... VP: 17 Kw.  
Owned-Oper. By..... WLEX-TV, Inc.  
Address..... 134 N. Limestone St.  
Representative..... Forjoe-TV, Inc.  
V.P., Gen. Mgr..... Earl L. Boyles

## LOUISIANA

Pop. Feb. 1, 1956 (Est.) 2,961,000—TV Homes 551,390  
Stations in State 11

### KALB-TV—Alexandria 1954—NBC-CBS

Channel: 5 VHF. AP: 15.1 Kw. VP: 28.2 Kw.  
Owned & Oper. By... Alexandria Bcstg. Co.  
Business Address..... 6th & Washington St.  
Phone Number..... 3-2543  
Air Time..... 8½ hours daily  
News Service..... AP, UP  
Representative..... Weed  
Membership..... NARTB  
President..... T. B. Lanford  
General Manager..... Willard L. Cobb  
Comm. Manager..... Marvin Reuben  
Prog. Dir., Prod. Manager..... Tommy Erwin  
Prom., Pub. Director..... Vivian Close  
Dir. News & Sp. Events..... Larry McHale  
Film Manager..... Malcom Couvillion  
Chief Engineer..... Jesse Sexton  
Cons. Eng..... Comm. Radio Equip. Co.

Phone Number..... 8-1491  
Air Time..... 17 hours daily  
News. Affil. State Times; Morning Advocate  
News Service..... AP, UP  
Representative..... Hollingbery  
Membership..... NARTB  
President..... Douglas L. Mamship  
General Manager..... Roy Dabodie  
Sales Manager..... Guy Corley  
Program Director..... John Ferguson  
Promotion Director..... Jack Harrington  
Production Manager..... Bob Reed  
Chief Engineer..... Pat Weathersby  
Consulting Engineer..... Page, Creutz,  
Garrison & Weatherby

### KLFY-TV—Lafayette—1955 CBS

Channel: 10 VHF. AP: 30.2 Kw. VP: 52.5 Kw.  
Owned-Oper. By..... Camelia Bcstg. Co., Inc.  
Address..... Box 398  
Representative..... Venard, Rintoul & McConnell,  
Clarke Brown  
General Manager..... James W. Lucas

### WAFB-TV—Baton Rouge 1953—ABC-CBS-NBC

Channel: 28 UHF. AP: 108 Kw. VP: 216 Kw.  
Owned. Modern Bcstg. Co. of Baton Rouge Inc.  
Business Address..... 929 Government St.  
Phone Number..... 4-8571  
Air Time..... 14 hours daily  
News Service..... UP  
Membership..... NARTB, TvB  
Representative..... Adam Young  
President..... C. C. Barnard  
V.P., Gen., Sta. Mgr..... Tom E. Gibbens  
Comm. Manager..... Mervyn Rhys  
Sales Manager..... Ron Litteral  
Prog. Dir., Film Mgr..... Don Hallman  
Prom., Pub. Dir..... Una Daigre  
Director of News..... John Coburn  
Dir. Special Events..... Bob Peters  
Prod. Mgr., Chief Engineer..... Don Allan  
Consulting Engineer..... George A. Gautney

### KPLC-TV—Lake Charles 1954—NBC-ABC

Channel: 7 VHF. AP: 35.5 Kw. VP: 52.5 Kw.  
Owned-Oper. By..... Calcasieu Bcstg. Co.  
Business Address..... Box 1521  
Phone Number..... HEmlock 6-3631  
Air Time..... 9 hours daily  
News Service..... AP  
President..... T. B. Lanford  
Gen., Sta. Manager..... David Wilson  
Comm. Manager..... Pelham Mills, Jr.  
Prom., Pub. Director..... Pauline Mahoney  
Dir. News & Sp. Events..... Karl Van Leuwen  
Film Manager..... Donald Johnson  
Prog. Director..... Fitz Hooton  
Production Director..... Bob Lashbrook  
Chief Engineer..... Ed Barton

### WBRZ—Baton Rouge—1954 ABC-NBC

Channel: 2 VHF. AP: 56.2 Kw. VP: 100 Kw.  
Owned-Operated By..... La. TV Bcstg. Co.  
Address..... Box 1926

### KTAG-TV—Lake Charles 1953—CBS

Channel: 25 UHF... AP: 11 Kw... VP: 21 Kw.

Owned-Oper. By.....KTAG-TV, Inc.  
 Business Address.....Box 173  
 Phone Number.....HEmlock 9-9413  
 Air Time.....7 hours daily  
 Representative.....Adam Young; Brown  
 News Service.....UP  
 Membership.....NARTB  
 President.....Warren Berwick  
 General Manager.....W. F. Hesion  
 Comm. Manager.....Harper Clark  
 Prog. Director.....Nelda Barker  
 Film Manager.....John Boudreau  
 Consulting Engineer.....Gautney & Jones  
 Chief Engineer.....Lawrence Vicknair

Sales & Prom. Mgr.....Jack Ansell, Jr.  
 Program Director.....Harry Arthur  
 Dir. News & Sp. Events.....Mac Ward  
 Operations Mgr.....Pete McCausland  
 Film Manager.....Lee Hunt  
 Dir. Engineering.....Ray Boyd  
 Consulting Eng.....Frank H. McIntosh

**KNOE-TV—Monroe—1953**  
**CBS-NBC-ABC**

Channel: 8 VHF..AP: 115 Kw..VP: 230 Kw.  
 Owned-Oper. By.....James A. Noe  
 Business Address.....Box 1713  
 Phone Number.....8155  
 Air Time.....17 hours daily  
 News Service.....AP  
 Membership.....NARTB  
 Representative.....H-R  
 President.....James A. Noe  
 Vice-Pres., Gen. Mgr.....Paul H. Goldman

**WDSU-TV—New Orleans**  
**1948—ABC-CBS-NBC-DuM**

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....WDSU Bcstg. Corp.  
 Business-Studio Address.....520 Royal St.  
 Phone Number.....TUlane 4371  
 Air Time.....119 hours weekly  
 News Service.....AP, UP  
 Representative.....Blair  
 Membership.....NARTB, TvB  
 President.....Edgar B. Stern, Jr.  
 Exec. V.P., Gen. Mgr.....Robert D. Swezey  
 V.P., Comm. Manager.....A. Louis Read  
 Program Director.....Herman Livericht  
 V.P., Chg. Programming.....Tom Hicks  
 Prom., Pub. Dir.....Marion Annenberg  
 Prog. Operations Mgr.....Stanley Holiday  
 Chief Engineer.....Lindsey Riddle  
 Consulting Engineer.....E. C. Page

**KNOE-TV OPENS DOORS  
 TO 280,000 HOMES**



Your cost-per-viewer is extremely low in the tri-state coverage of KNOE-TV. Of the 280,000 sets we 'boom into' in North Louisiana, West Mississippi and South Arkansas 145,000 of them are unable to get any other station. Set count is growing all the time, too, as more and more industry moves into this area where income has always been high from oil, natural gas, agriculture, cattle and industry.

**Top Shows From 3 Networks**

Check the survey reports for the top shows on all three networks . . . then check our program schedules. You'll find the first 25 in the industry on KNOE-TV . . . plus the best from the syndicated film field.

**Powerful Local Programming**

Name your product and we have a strong local participation show to sell it. . . . News, weather, sports, music, variety, farm or cooking and homemaking.

\*145,000 Homes Unduplicated Coverage

MARKET DATA	
Population	1,664,500
Families	476,260
Spendable Income	\$1,591,352,000
Food Stores	\$ 238,625,000
General Merchandise Stores	\$ 154,806,000
Auto Stores	\$ 232,292,000
Service Stations	\$ 55,368,000
Restaurants, Drinks, etc.	\$ 53,985,000
Drugs	\$ 35,906,000
Building Materials, Hardware	\$ 96,324,000
<b>TOTAL RETAIL SALES</b>	<b>\$1,063,415,000</b>
Farms, number operated	143,429
Population Living on Farms	583,600
Dwelling Units	148,070

**KNOE-TV**

**CHANNEL 8  
 MONROE, LOUISIANA**

A James A. Noe Station  
**PAUL H. GOLDMAN** Vice President and General Manager  
**CBS — NBC — ABC**  
**H-R TELEVISION, INC.** National Representatives

**WJMR-TV—New Orleans**  
1953—ABC-DuM-CBS

Channel: 81 UHF.. AP: 25 Kw.. VP: 50 Kw.  
Owned-Oper. By..... Supreme Bcstg. Co. Inc.  
Business Address..... 1500 Canal St.  
Phone Number..... Canal 0356  
Representative..... Bolling  
Vice-Pres., Gen. Mgr..... George A. Mayoral  
Commercial Mgr..... Patrick J. Shannon  
Program Director..... Aubrey Moore  
Chief Engineer..... Jack Petrik

Phone Number..... 2-0697  
Representative..... Paul H. Raymer  
President..... Don George  
Gen., Sta., Comm. Mgr..... Deane R. Flett  
Program Director..... Henry J. Davis  
Prom., Pub. Dir..... Carol Vinson  
Dir. of News & Sp. Events..... Michael Hinn  
Production Mgr..... John Renshaw  
Film Manager..... Hugh Pickett  
Chief Engineer..... Morris C. Barton  
Con. Eng..... Vandivere, Cohen & Wearn

**KSLA—Shreveport—1953**  
NBC-CBS-ABC-DuM

Channel: 12 VHF.. AP: 6.5 Kw.. VP: 13 Kw.  
Owned-Oper. By..... Interim Television Corp.  
Business Address..... Box 1861

**KTBS-TV—Shreveport**  
1955—NBC-ABC

Channel: 3 VHF.. AP: 69.8 Kw.. VP: 100 Kw.  
Owned-Oper. By..... KTBS, Inc.  
Address..... 312 E. Kings Hwy.  
Representative..... Edward Petry  
Pres., Gen. Mgr..... E. Newton Wray

**MAINE**

Pop. Feb. 1, 1956 (Est.) 915,000—TV Homes 204,939  
Stations in State 5

**WABI-TV—Bangor—1953**  
ABC-CBS-NBC-DuM

Channel: 5 VHF.. AP: 17.9 Kw.. VP: 30 Kw.  
Owned-Oper..... Community Telecasting Serv.  
Address..... 57 State St.  
Phone Number..... 8255  
Air Time..... 14 hours daily  
News Service..... AP  
Reps..... Hollingbery, Kettel-Carter  
Membership..... NARTB  
President..... Horace Hildreth  
Gen., Station Mgr..... Leon P. Gorman, Jr  
Comm. Mgr..... Milton C. Chapman  
Nat. Sls. Mgr..... W. J. Mullen  
Program Director..... Leon H. Nelson  
Promotion Director..... Richard B. Bronson  
Dir. News & Sp. Events..... Robert H. Patten  
Film Manager..... Ralph Libby  
Chief Engineer..... Walter L. Dickson  
Consulting Engineer..... George Davis

**WMTW—Poland Spring**  
1954—CBS-ABC-DuM

Channel: 8 VHF.. AP: 52.5 Kw.. VP: 105 Kw.  
Owned-Oper. By..... Mt. Washington TV Inc.  
Business Address..... Riccar Inn  
Phone Number..... 51  
Membership..... TvB  
President..... John W. Gulder  
Vice Pres. & Gen. Mgr..... John H. Norton Jr.  
Program Director..... John T. Madigan  
Production Director..... Lester J. Richards  
Chief Engineer..... Parker H. Vincent

**WCSH-TV—Portland—1953**  
NBC

Channel: 6 VHF.. AP: 70 Kw.. VP: 100 Kw.  
Owned-Oper. By..... Maine Radio & TV Co.  
Business Office..... 157 High Street  
Phone Number..... Spruce 2-0181  
Air Time..... 17 hours daily  
News Service..... UP, INS  
Representative..... Weed  
Membership..... NARTB, TvB  
President..... Adeline B. Rines  
Gen. Manager..... William H. Rines  
Station Manager..... Jack S. Atwood  
Comm. Manager..... Bruce McGorrill  
Program Director..... Burnell Poole, Jr.  
Promotion Director..... Linwood T. Pitman  
Dir. of News & Sp. Events..... Philip N. Johnson  
Film Manager..... William Kerkos  
Chief Engineer..... Chas. Brown  
Consulting Engineer..... A. D. Ring & Co.

**W-TWO—Bangor—1954—CBS**

Channel: 2 VHF.. AP: 8 Kw.. VP: 14 Kw.  
Owned-Oper..... Murray Carpenter & Assoc.  
Business Address..... 7 Main St.  
Phone Number..... 2-4822  
Air Time..... 17 hours daily  
News Service..... UP  
Representative..... Venard, Rintoul & McConnell  
Robt. Foster  
President, Gen., Sta. Mgr..... Murray Carpenter  
Natl. Comm. Manager..... Rudolf Marcoux  
Local Comm. Manager..... Robert Walton  
Prog. Dir., Prod. Mgr..... James Robinson  
Film Manager..... Jan Phair  
Chief Engineer..... William Clark  
Consulting Engineer..... Page, Creutz,  
Garrison & Waldschmitt



**WGAN-TV—Portland—1954**  
**ABC-CBS**

Channel: 13 VHF... AP: 127... VP: 240 Kw.  
Owned-Oper. By... Guy Gannett Bcstg. Services  
Business Address... 390 Congress St.  
Newspaper Affil... Gannett Publ. Co.  
News Service... AP  
Air Time... 12 hours daily  
Membership... NARTB

Phone Number... 2-7423  
Representative... Avery-Knodel  
President... Jean Gannett Williams  
V.P., Gen. Sta. Mgr... Creighton E. Gatchell  
Comm. Manager... Richard E. Bates  
Prog., Pub. Director... Samuel G. Henderson  
Dir. News & Sp. Events... Nunzi Casavola  
Production Mgr... Lloyd Knight  
Film Manager... Earl Fenderson  
Chief Engineer... Roger W. Hodgkins  
Cons. Eng... Cravens, Lohens, & Culver

**MARYLAND**

Pop. Feb. 1, 1956 (Est) 2,643,000—TV Homes 685,470  
Stations in State 4

**WAAM-TV—Baltimore**  
**1948—ABC**

Channel: 13 VHF... AP: 158 Kw... VP: 316 Kw.  
Owned-Operated By... WAAM, Incorporated  
Business Address... Television Hill  
Phone Number... MOhawk 4-7600  
Air Time... 16 hours daily  
News Service... AP  
Representative... Harrington, Righter and  
Parsons, Inc.  
Membership... NARTB, TvB  
General Manager... Ken Carter  
Asst. Gen. Mgr., Dir., Sls... Armand Grant  
Prog., Film Manager... Herbert B. Cahan  
Asst. Pgm. Mgr., Pub. Serv. Dir... Jim Kilian  
Publicity Director... Tommy Dukehart  
Chief Engineer... Glenn Lahman

Consulting Eng... Kear & Kennedy  
Director of Eng... Ben Wolfe

**WBAL-TV—Baltimore—1948**  
**NBC**

Channel: 11 VHF... AP: 158 Kw... VP: 316 Kw.  
Owned-Operated By... Hearst Corporation  
Business-Studio Address... 2610 N. Charles  
Phone Number... Hopkins 7-3000  
Air Time... 18¼ hours daily  
Newspaper Affil... Baltimore News, Post &  
Sun. American  
News Service... INS, UP, AP  
Representative... Edward Petry  
Membership... NARTB  
President... Charles B. McCabe  
Vice-Pres. & Gen. Mgr... D. L. Provost

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 Vice Pres., Sta. Mgr.....Leslie H. Peard, Jr.  
 Prod. Manager.....John Frankenfield  
 Program Director.....Sydney King  
 Business Mgr.....Freeman W. Cardall  
 Comm. Manager.....Willis K. Freiert  
 News, Prom., Pub. Mgr., Thomas J. White, Jr.  
 Chief Engineer.....William C. Bareham  
 Consulting Engineer.....Earl Cullam

Comm., Prom., Pub. Mgr....Ernest A. Lang  
 Program Director.....Robert B. Cochrane  
 Chief Engineer.....Carlton G. Nopper  
 Exec. V.P.....William F. Schmick, Jr.  
 Prom. Co-ordinator.....Colin MacLachlan  
 Dir. News & Sp. Events, Film Mgr., D. V. Stickle  
 Production Manager.....Edwin B. Mick

**WMAR-TV—Baltimore**  
**1947—CBS**

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Operated By.....The A. S. Abell Co.  
 Address.....Charles & Redwood Sts.  
 Phone Number.....MULberry 5-5870  
 Air Time.....17 hours daily  
 News Service.....AP  
 Newspaper Affiliation...Baltimore Sunpapers  
 Representative.....Katz  
 Membership.....NARTB, TvB  
 President.....William F. Schmick  
 V.P., Dir. of TV. Sta. Mgr.....Ewell K. Jett

**WBOC-TV—Salisbury—1954**  
**ABC-CBS**

Channel: 16 UHF..AP: 8.6 Kw..VP: 15.8 Kw.  
 Owned & Oper....Peninsula Broadcasting Co.  
 Address.....Radio-Tv. Park  
 Phone.....6131  
 Air Time.....7½ hours daily  
 News Service.....AP  
 Sta. Rep.....Burn-Smith Co.  
 President.....John W. Downing  
 Gen., Sta., Comm. Mgr.....Charles J. Truitt  
 Dir. of News & Sp. Events.....Phil Adams  
 Prog. Dir.....John W. Downing Jr.  
 Chief Engineer.....Jack W. Ward  
 Consulting Eng.....A. D. Ring & Associates

**MASSACHUSETTS**

Pop. Feb. 1, 1956 (Est) 4,950,000—TV Homes 1,355,061  
 Stations in State 6

**WBZ-TV—Boston—1948**  
**NBC**

Channel 4.....AP: 50 Kw.....VP: 95 Kw.  
 Owned-Oper By...Westinghouse B'casting Co.  
 Address.....1170 Soldiers Field Rd.  
 Phone Number.....ALgonquin 4-5670  
 News Service..INS, UP Facsimile, Telenews UP  
 Air Time.....18 hours daily  
 Representative..Peters, Griffin, Woodward, Inc.  
 Membership.....NARTB, TvB  
 President.....Donald H. McGannon  
 General Manager.....F. A. Tooke  
 Sales Manager.....C. Herbert Masse  
 Program Manager.....W. Gordon Swan  
 Promotion Manager.....E. J. Muriaty  
 Dir. of News & Sp. Events...F. E. Whitmarsh  
 Asst. Prog. Mgr.....Iran Berlow  
 Publicity Director.....J. Cullinane  
 Film Buyer & Traffic Mgr.....R. Duffield  
 Chief Engineer.....W. Hauser  
 Engineer.....R. N. Harmon

News Service.....UP  
 Membership.....NARTB  
 President.....Leon Podolsky  
 Station Manager.....John T. Parsons  
 Commercial Manager.....Wm. P. Geary  
 Program Director.....A. D. Vaber  
 Prom., Pub., News Dir.....Larry Vaber  
 Production Director.....Donald Selby  
 Film Manager.....Dick Bolender  
 Chief Engineer.....Leonard Lavendol  
 Consulting Engineer.....James C. McNary

**WNAC-TV—Boston—1948**  
**CBS-ABC-DuM**

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....RKO Teleradio Pictures  
 Business-Studio Address...21 Brookline Ave.  
 Phone Number.....COMmonwealth 6-0800  
 Air Time.....15 hours daily  
 News Service.....INS, UP  
 Representative.....H-R Reps, Inc.  
 Membership.....TvB  
 President.....Tom O'Neil  
 Exec. V.P. & Gen. Mgr.....Norman Knight  
 Comm. Mgr.....Tom Bateson  
 Vice Pres.....George Steffy  
 Promotion Dir.....George Hallberg  
 Dir. of News & Spec. Events..Leland Bickford  
 Production Mgr.....Tony Lang  
 Publicity Dir.....Phyllis Doherty  
 Film Director.....James Pike  
 Technical Director.....Harry Whittemore

**WMGT-TV—Adams—1953**  
**ABC**

Channel: 74 UHF..AP: 150 Kw..VP: 300 Kw.  
 Owned-Oper. By.....Greylock Bcstg. Co.  
 Business Address.....8 Bank Row  
 Phone Number.....Pittsfield 2-1553  
 Air Time.....8 hours daily  
 Representative.....Walker



**WWLP—Springfield—1953**  
**ABC-NBC**

Channel: 22 UHF..AP: 103 Kw..VP: 206 Kw.  
Owned-Oper. By.....Springfield Television  
Bcstg. Corp.  
Business Office.....17 Pearl St.  
Phone Number.....STate 8-4521  
Air Time .....18 hours daily  
News Service .....AP, INS, UP  
Station Reps.....Hollingbery, Kettell-Carter  
President .....Roger L. Putnam  
General Manager .....William L. Putnam  
Station Manager .....Howard S. Keefe  
Commercial Mgr. ....James H. Ferguson, Jr.  
Program Director .....Wallace I. Green  
Dir., News & Spec. Events...Frederick Oginz  
Production Manager...Wayne Henry Latham  
Publicity Director.....Camillia T. Lemery  
Film Manager.....Wallace Sawyer

Chief Engineer.....George R. Townsend  
Consulting Engineer.....Frank MacIntosh

**WHYN-TV—Springfield-  
Holyoke—1953—CBS**

Channel: 55 UHF..AP: 91 Kw..VP: 182 Kw.  
Owned-Oper. By..Hampden-Hampshire Corp.  
Business Address.....1300 Liberty St.  
Phone Number.....Springfield 4-1126  
Air Time.....16 hours  
News Service .....UP  
Representative .....Branham, Weed  
Membership .....NARTB  
Gen., Sta. Manager.....Charles N. DeRose  
Comm. Manager.....Patrick J. Montague  
Program Director.....Kendall Smith  
Production Manager.....Paul Wiley  
Publicity .....Michael Horn  
Film Manager.....Robert Thomas  
Chief Engineer.....Harold Schumacker  
Consulting Engineer.....Kear & Kennedy

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## WPAG-TV—Ann Arbor—1953 DuM

Channel: 20 UHF... AP: 10 Kw... VP: 20 Kw.  
Owned-Oper. By... Washtenaw Bcstg. Co.  
Business Address... Hutzel Bldg.  
Phone Number... 2-5517  
Air Time... 5½ hours daily  
News Service... AP  
Representative... Everett-McKinney  
President... Arthur E. Greene  
Vice-Pres., Gen. Mgr... Edward F. Baughn  
Commercial Mgr... Kenneth MacDonald  
Program Director... David Pringle  
Chief Engineer... Donald N. Bowdish

## WNEM-TV—Bay City- Saginaw—1954—NBC-ABC

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By... Northeastern Michigan Corp.  
Business Address... 814 Adams St., Bay City  
Phone Number... 36-505  
Air Time... 17 hours daily  
News Service... INS, AP  
Membership... NARTB  
Representative... Mich. Spot Sls., Headley-Reed  
President... James Gerity, Jr.  
Vice Pres., Gen. Mgr... O. W. Myers  
Asst. Treas. & Mgr... D. Scott Hager  
Comm. Mgr... John J. Keenan  
Prog., News & Sp. Events Dir... Frank Benesh  
Prom., Pub. Dir... Richard L. Bing  
Production Manager... Jerry Burke  
Film Manager... Tom Matthews  
Chief Engineer... Robert L. Beurket

## WWTW—Cadillac—1954 ABC-CBS

Channel: 13 VHF... AP: 54 Kw... VP: 104 Kw.  
Owned-Oper. By... Sparton Bcstg. Co.  
Business Address... 214 N. Mitchell St.  
Phone Number... Prospect 5-3478  
Representative... Weed  
Membership... TvB  
Air Time... 12 hours daily  
News Service... AP  
President... John J. Smith  
General Manager... L. T. Matthews  
Oper. Manager... Daryl Sebastian  
Comm. Manager... John Cundiff  
Prog. Dir., Film Mgr... Donald Cunningham  
Prom., Pub. Director... Fred Lamb  
Dir. of News & Sp. Events... Guy VanderJaqt  
Production Manager... Dwight Wheeler  
Chief Engineer... A. W. Daubendick

## CKLW-TV—Detroit-Windsor 1954

Channel: 9 VHF... AP: 180 Kw... VP: 325 Kw.  
Owned-Oper... Western Ontario Brcdstng. Co.  
Business Address... 825 Sandwich St.

Phone Number... WO 1-7200  
News Service... INS, UP  
Rep... All-Canada TV Ltd., Adam J. Young  
Pres., Gen. Manager... J. E. Campeau  
Dir. of Operations... S. C. Ritchie  
Gen. Scales Mgr... E. W. Wardell  
Nat'l. TV Sls. Mgr... W. N. Hawkins  
Dir. of News & Sp. Events... Austin Grant  
Publicity Director... Art Gloster  
Film Manager... Arthur MacColl  
Dir. of Engineering... W. J. Carter

## WWJ-TV—Detroit—1947 NBC

Channel: 4 VHF... AP: 50.1 Kw... VP: 97.7 Kw.  
Owned-Operated By... Evening News Assoc.  
Business-Studio Address... 622 W. Lafayette  
Phone Number... Woodward 2-2000  
Air Time... 18 hours daily  
News Service... UP, AP  
Representative... Peters, Griffin, Woodward, Inc.  
Membership... NARTB, TvB  
President... Warren S. Booth  
General Manager... Edwin K. Wheeler  
Asst. General Manager... Don DeGroot  
Business Manager... Henry C. Rogers  
Prog. & Prod. Manager... James Schiavone  
Sales Prom. Manager... Glenn Kyker  
News Editor... James F. Clark  
Public Affairs Manager... James Eberle  
Sls. Development Mgr... Wendell Parmelee  
Natl. Sls. Mgr... Ray W. Colie  
Local Sls. Mgr... Douglas L. Sinn  
Film Manager... Frank Picard  
Gen. Eng. Manager... E. J. Love  
Chief Studio Engr... Russell P. Williams  
Garrison & Waldschmitt

## WXYZ-TV—Detroit—1948 ABC

Channel: 7 VHF... AP: 158 Kw... VP: 316 Kw.  
Owned-Oper. By... American Broadcasting Co.  
Business Address... 1700 Mutual Bldg.  
Phone Number... Woodward 3-8321  
Air Time... 16 hours daily  
News Service... AP, INS  
Representative... Blair-TV  
Membership... NARTB  
President, Gen. Mgr... James G. Riddell  
Station Mgr... John F. Pival  
Comm. Manager... Ralph Dawson  
Program Director... John Lee  
Promotion Director... Robert Baldrice  
Dir. of News & Sp. Events... Dick Femmell  
Production Manager... Peter Strand  
Publicity Director... Marty Mogge  
Chief Engineer... Charles Koche  
Consulting Engineer... Kear & Kennedy

**—1956—**

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**(CHANNEL 2)**

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**in**

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**DETROIT**

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**1,057 FOOT TOWER**

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## WJBK-TV—Detroit—1948 CBS

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By.....Storer Bcstg. Co.  
Business-Studio Address.....500 Temple St.  
Phone Number.....Temple 3-7900  
Air Time.....17 hours daily  
News Service.....INS, AP  
Membership.....NARTB, TvB  
Representative.....Katz Agency  
President.....George B. Storer Sr.  
Managing Director.....Bill Michaels  
District V.P.....William E. Rine  
Local Sls. Mgr.....Keith T. McKenney  
National Sls. Mgr.....Maurice E. McMurry  
Prom., Merchandising Mgr.....W. S. Smith  
News.....Jacques LeGoff  
Prog. Oper. Mgr.....Ralph R. Rust  
Publicity Director.....Dennis Roehl  
Film Manager.....George Kenyon  
Chief Engineer.....Paul Frincke  
Consulting Engineer.....A. Earl Cullum

## WOOD-TV—Grand Rapids 1949—ABC-NBC

Channel: 8 VHF... AP: 158 Kw... VP: 316 Kw.  
Owned-Oper. By.....Grandwood Bcstg. Co.  
Address.....120 College S E  
Phone Number.....GL 9-4125  
Air Time.....18 hours daily  
News Service.....AP, INS  
Representative.....Katz  
President.....Harry M. Bitner  
Gen. Manager.....Willard Schroeder  
Gen. Sales Manager.....Arthur M. Swift  
Dir. News & Spec. Events.  
Program Director.....Frank G. Sisson  
Promotion Director.....John Dragomier  
Publicity Dir.....Sharon Schneider  
Film, Prod. Mgr.....Robert H. Smith  
Chief Engineer.....Louis Bergenroth  
Consulting Engineer.....Kear & Kennedy

## WKZO-TV—Kalamazoo 1950—ABC-CBS-NBC

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Operated By.....Fetzer Bcstg. Co.  
Address.....124 W. Michigan Ave.  
Phone Number.....5-2101  
Air Time.....17 hours daily  
News Service.....AP  
Representative.....Avery-Knodel, Inc.  
President.....John E. Fetzer  
V.P., Managing Director.....Carl E. Lee  
Comm. Manager.....Donald DeSmit  
Program Director.....Charles Lynch  
Promotion Director.....Robert Dye  
Chief Engineer.....Arthur Covell

## WJIM-TV—Lansing—1954 ABC-CBS-NBC

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By.....Gross Telecasting, Inc.  
Address.....Saginaw & Howard Streets

Phone Number.....IV 2-1333  
Air Time.....17 hours daily  
News Service.....UP  
Representative.....Petry  
President.....Harold Gross  
V.P., Station Manager.  
Dir. News & Sp. Events...Howard K. Finch  
Prog., Prom. Director.  
Prod. Manager.....J. Kenneth Richards  
Publicity Director.....Elmer Davis  
Film Manager.....Phil Sherck  
Chief Engineer.....Charles Brady  
Consulting Engineer.....Kear & Kennedy

## WTOM-TV—Lansing—1953 ABC

Channel: 54 UHF... AP: 10 Kw... VP: 20 Kw.  
Owned-Oper. By.....Inland Bcstg. Co.  
Business Address.....407 N. Washington Ave.  
Phone Number.....2-1655  
Air Time.....6 hours daily  
News Service.....UP  
Pres., Gen., Sta. Mgr.....Thomas B. Shull  
Comm. Manager.....Roger Underhill  
Prog. Dir., Dir. News & Sp. Ev...Edward Carson  
Production Manager.....Kenneth Herman  
Publicity Director.....Mary Preston  
Film Manager.....Francis Wilson  
Chief Engineer.....William Cruse

## WKNX-TV—Saginaw—1953 ABC-CBS

Channel: 57 UHF... AP: 103.5 Kw... VP: 207 Kw.  
Owned-Operated By...Lake Huron Bcstg. Co.  
Address.....221 S. Wash. Ave.  
Phone Number.....3-4471  
Air Time.....16 hours daily  
News Service.....UP  
Representative.....Gill-Perna  
President, Gen. Mgr.....William J. Edwards  
Station Manager.....Howard H. Wolfe  
Commercial Manager.....Robert M. Chandler  
Program Director.....Thomas A. Taylor  
Promotion Director.....Robert E. Douglas  
Dir. of News & Sp. Events.....Britt Temby  
Production Manager.....Ernest Whitmore  
Film Manager.....William Sullivan  
Chief Engineer.....Max W. Thomas  
Consulting Engineers.....Page, Creutz,  
Garrison & Waldschmidt

## WPBN-TV—Traverse City 1954—NBC

Channel: 7 VHF... AP: 30.9 Kw... VP: 51.3 Kw.  
Owned-Oper. By.....Midwestern Bcstg. Co.  
Business Address.....Paul Bunyan Bldg.  
Phone Number.....2700  
News Service.....AP  
Membership.....TvB  
President, Gen. Mgr.....Les Biederman  
Station Mgr.....John Anerson  
Commercial Mgr.....R. E. Detwiler  
Chief Engineer.....William H. Kiker

## KMMT—Austin—1953—ABC

Channel 6 VHF..AP: 9.4 Kw...VP: 18.7 Kw.  
Business Office.....Minnesota-Iowa TV Co.  
Business Address.....405 North Main St.  
Phone Number.....HE 3-8836  
Air Time.....9 hours daily  
News Service.....AP  
Representative.....Avery-Knodel, Inc.  
Gen., Sta. Mgr., Prog. Dir.....Gene P. Loffler  
Comm. Manager.....Don Jones  
Promotion Director.....Rex Stein  
Dir. News & Sp. Events.....Christy Hansen  
Prod. Manager.....Stan Stydnicki  
Film Manager.....Dick Lane  
Chief Engineer.....Phil Melone

## KDAL-TV—Duluth-Superior 1954—NBC-ABC

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By...Red River Bcstg. Co., Inc.  
Business Address.....Bradley Building  
Phone Number.....RAndolph 2-4466  
News Service.....AP  
Representative.....Avery-Knodel  
President, Gen. Mgr.....Dalton LeMasurier  
V.P., Comm. Mgr.....Odin S. Ramsland  
Sales Manager.....John Grandy  
Program Director.....Earl Henton  
V.P., Chief Engineer.....Robert Dettman

## WDSM-TV—Duluth-Superior 1954—NBC

Channel: 6 VHF..AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By...Northwest Publications, Inc.  
Business Address.....230 East Superior St.  
Phone Number.....RA 7-6875  
Representative Peters, Griffin, Woodward, Inc.  
News Service.....AP  
Membership.....NARTB  
General Manager.....Rodney A. Quick  
Commercial Mgr.....Thomas Gavin  
Production Mgr.....Edwin M. Conrad  
Program Director.....Lew Martin  
News Director.....Bob Ball  
Promotion Director.....Paul Andresen  
Film Manager.....William Ashton  
Mdse. Manager.....Martin Olson  
Chief Engineer.....Jerry Baumann  
Consulting Engineer.....John Sherman

## WCCO-TV—Minneapolis 1949—CBS

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By.....Midwest Radio-TV Inc.  
Bus.-Studio Address..Radio City—50 S. 9th St.  
Phone Number.....Lincoln 0552

Air Time.....17 hours daily  
News Service.....AP, UP  
Representative Peters, Griffin, Woodward, Inc.  
Chr. of Bd.....Wm. J. McNally  
President.....Robert B. Ridder  
Gen. Mgr.....F. Van Konynenburg  
Sta. Mgr.....Sherman Headley  
Comm. Mgr.....Robert N. Ekstrum  
Dir. of News & Sp. Exents.....Rollie Johnson  
Production Manager.....Charles D. Miller  
Film Manager.....Harry C. Jones  
Prom., Pub. Director.....Gene Godt  
Program Dir.....Gwen Harvey  
Chief Engineer.....John M. Sherman  
Mdse. Manager.....Don Gillies  
Dir. of Research.....Charles Smith

## WTCN-TV—Minneapolis 1953—ABC

Channel: 11 VHF..AP: 42 Kw...VP: 70 Kw.  
Owned-Oper. By...Minnesota Television Public  
Service Corp.  
Business Address.....2925 Dean Blvd.  
Phone Number.....Walnut 7-8881  
Air Time.....8½ hours daily  
News Service.....AP, UP  
Representative.....Blair  
Membership.....NARTB  
President.....Robert Butler  
General Manager.....Joseph L. Merkle  
Station Mgr., Prog. Dir.....Donald Kratz  
Comm. Manager.....David Cole  
Prom., Pub. Director.....G. E. La Rocque  
Dir of News & Sp. Events.....Paul Sevareid  
Production Manager.....Joseph Carney  
Film Manager.....Eugene Wecker  
Chief Engineer.....Mike Fleming  
Consulting Engineer.....George P. Adair

## KEYD-TV—Minneapolis- St. Paul—1954

Channel: 9 VHF..AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By.....Family Bcstg. Corp.  
Business Address.....Foshay Tower  
Phone Number.....Fillmore 8811  
Air Time.....8½ hours daily  
News Service.....AP, UP  
Membership.....NARTB  
Representative.....H-R Reprs. Inc.  
President.....Leslie C. Park  
Managing Director.....Robert M. Purcell  
V.P., Comm. Manager.....Lee L. Whiting  
Prog. Director.....Robert Franzen  
Prom., Pub. Director.....Richard J. Quas  
Dir. News & Special Events...Harry Reasoner  
Prod. Manager.....Robert Johnson  
Film Manager.....Howard Reser  
Chief Engineer.....Harvey Headen  
Consulting Eng...McIntosh, Washington, D. C.

**KROC-TV—Rochester—1953**  
**NBC**

Channel: 10 VHF.. AP: 53 Kw.. VP: 100 Kw.  
Owned-Oper. By..... So. Minn. Bcstg. Co.  
Business Address..... 100 - 1st Ave. Bldg.  
Phone Number..... 3924  
Air Time..... 17 hours daily  
Representative..... Meeker TV, Inc.  
President..... Mrs. Gregory P. Gentling  
Gen., Comm. Mgr..... G. David Gentling  
Station Manager..... Willard Lampman  
Production Manager..... Donald Merz  
Prom., Pub. Director..... Jerry Regnier  
Dir. of News & Sp. Events..... Ray Thompson  
Prog. Dir., Film Manager..... Don Perry  
Chief Engineer..... Robert W. Cross  
Consulting Engineer..... Jansky & Bailey

**KSTP-TV—St. Paul-  
Minneapolis—1948—NBC**

Channel: 5 VHF... AP: 60 Kw.... VP: 100 Kw.  
Owned-Operated By..... KSTP, Inc.  
Bus., Trans. Lo., 3415 University Ave., St. Paul  
Phone Number..... Midway 5-2717  
Air Time..... 17½ hours daily  
News Service..... AP  
Representative..... Edward Petry  
Membership..... NARTB  
President, Gen. Mgr..... Stanley E. Hubbard  
Exec. V.P. & Treas..... K. M. Hance  
National Sales Dir..... James E. Blake  
V.P. Chge. Sales..... Marvin L. Rosene  
Program Director..... Del Franklin  
Prom., Pub. Director..... William Davey  
News Director..... Julian Hoshal  
Prod. Supervisor..... Kenn R. Barry  
Film Director..... Ben Leighton  
Chief Engineer..... Wm. S. Sadler  
Consulting Engineer..... A. D. Ring & Assoc.

**MISSISSIPPI**

Pop. Feb. 1, 1956 (Est.) 2,210,000—TV Homes 249,246  
Stations in State 3

**WJTV—Jackson—1953**  
**ABC-CBS**

Channel: 12 VHF.. AP: 107 Kw.. VP: 214 Kw.  
Owned-Oper. By... Copitol Broadcasting Co.  
Business Address..... Box 8187  
Phone Number..... 2-6625  
Air Time..... 14 hours daily  
News Service..... AP  
Station Representative..... Weed TV  
President..... W. R. Newman  
Gen., Film Manager..... L. M. Sepaugh  
Station Manager..... Owens F. Alexander  
Comm. Manager..... Bill Carlier  
Program Director..... Ken Parks  
Promotion Director..... Ken Jordan  
Dir. of News & Sp. Events..... Bob Neblett  
Production Manager..... Art Bradooch  
Sports Director..... Lyman Hellums  
Chief Engineer..... C. A. Perkins  
Consulting Eng..... Comm. Radio Equip.

**WLBT—Jackson—1953**  
**NBC**

Channel: 3 VHF.. AP: 50 Kw.. VP: 100 Kw.  
Owned-Oper. By..... Lamar Life Bcstg. Co.  
Business Address..... 715 S. Jefferson  
Phone Number..... 2-2691  
Air Time..... 16½ hours daily

News Service..... UP  
Representative..... Hollingbery  
Membership..... NARTB  
President..... Wiley P. Harris  
Gen., Station Mgr..... Fred L. Beard  
Comm. Manager..... Frank Gentry  
Program Director..... Maurice Thompson  
Prom., Pub. Director..... Charles H. Allen  
Dir. of News & Sp. Events..... Dick Sanders  
Production Mgr..... George Land  
Oper. & Prod. Manager..... George Land  
Film Manager..... Cliff Bingham  
Chief Engineer..... Bob Smathers  
Consulting Eng..... A. Earl Cullum, Jr.

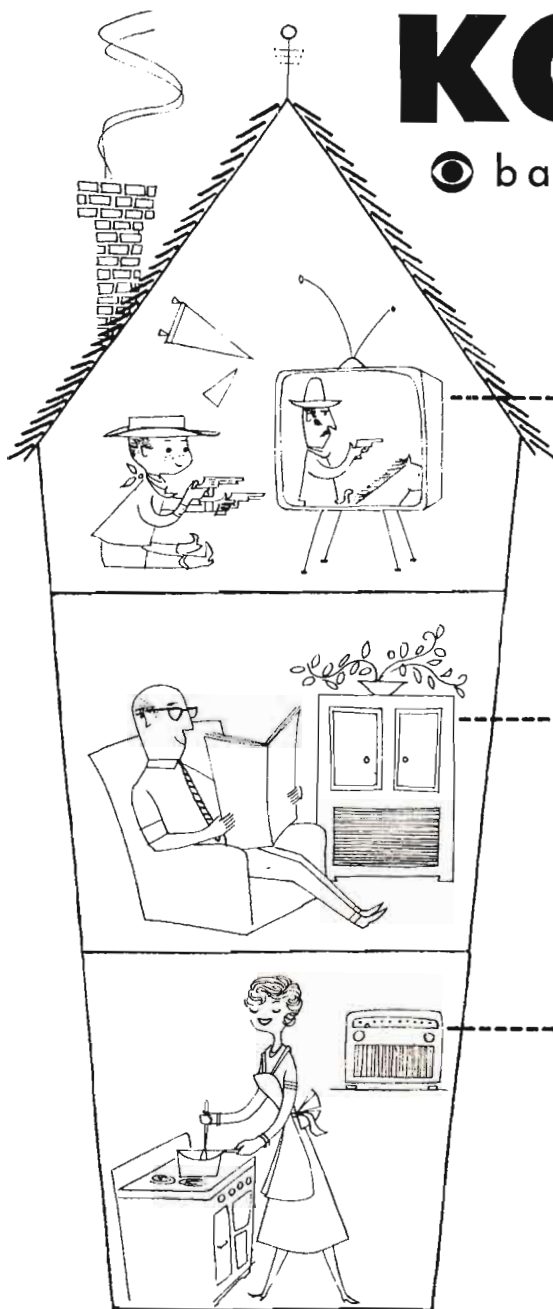
**WTOK-TV—Meridian—1953**  
**ABC-CBS-NBC-DuM**

Channel: 11 VHF.. AP: 15.5 Kw.. VP: 31.2 Kw.  
Owned-Oper. By... Southern Television Corp.  
Business Address..... Box 1771  
Phone Number..... 3-1441  
Air Time..... 10 hours daily  
News Service..... AP  
Representative..... Headly-Reed  
President..... Robert F. Wright  
Commercial Manager..... W. B. Crooks  
Traffic Manager..... Cecil Germany  
Program Director..... George Shannon  
Chief Engineer..... Joe Saxon

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basic CBS outlet



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10,000 by night at 810  
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## FM

at 94.9 meg., Kansas  
City's only FINE MUSIC  
station.

## KFVS-TV—Cape Girardeau 1954-CBS

Channel: 12 VHF. AP: 158 Kw. VP: 316 Kw.  
Owned-Oper. By.....Hirsch Broadcasting Co.  
Business Address.....324 Broadway  
Phone Number.....5-5511  
Air Time.....14 hours daily  
News Service.....UP  
Station Representative.....Headley-Reed Co.  
President.....Oscar C. Hirsch  
Manager of TV.....Robert O. Hirsch  
Sales Manager.....John K. Ramsey  
Program Director.....Donald T. McNeely

## KOMU-TV—Columbia—1953 ABC-CBS-NBC

Channel: 8 VHF. AP: 24.35 Kw. VP: 48.7 Kw.  
Owned-Oper. By.....Curators of Univ. of Mo.  
Business Address.....Box 83  
Phone Number.....2-1122  
Air Time.....10 hours daily  
News Service.....UP  
Representative.....H.R.  
Membership.....NARTB  
Director of TV.....Edward C. Lambert  
Station Mgr.....Claude F. Ratliff, Jr.  
Sales Mgr.....John O. Conwell  
Program Director.....Charles D. Sigsbee  
Promotion Director.....Frank Tuttle  
Dir. of News & Sp. Events.....Phi E. Berk  
Production Mgr.....Lee Ellis  
Chief Engineer.....Duane M. Weise

## KHQA-TV—Hannibal—1953 CBS

Channel: 7 VHF. AP: 158. Kw. VP: 316 Kw.  
Owned-Oper. By.....Lee Broadcasting, Inc.  
Business Address.....W. C. U. Bldg., Quincy, Ill.  
Phone Number.....BA 2-6200  
Air Time.....18½ hours daily  
News Service.....AP, UP  
Membership.....NARTB  
Representative.....Weed  
President.....Lee P. Loomis  
Gen., Nat'l. Sls. Mgr.....Walter Rothschild  
Prog. Dir., Asst. Mgr.....Merritt Milligan  
Promotion Director.....Dick Moore  
Prod. Mgrs.....Tom Robey, Paul McClelland  
Director of News.....Don Nicholson  
Film Manager.....Charles Lotz  
Chief Engineer.....J. E. Gray  
Consulting Engineer.....Page, Creutz,  
Garrison & Waldschmitt

## KRCC-TV—Jefferson City 1955—CBS

Channel: 13 VHF. AP: 52.5 Kw. VP: 105 Kw.  
Owned-Oper. By.....Jefferson TV Co.  
Address.....Callaway Hills Farm  
Phone Number.....6-6188  
Air Time.....16 hours daily  
News Service.....AP  
Station Representative.....Hoag-Blair Co.

Membership.....NARTB, TvB  
Pres., Gen., Sta. Mgr.....Betty G. Handy  
Program Director.....A. Laney Lee  
Film Manager.....Robert Blosser  
Chief Engineer.....Edward Schuelein  
Consulting Engineer.....Comm. Radio Equip. Co.

## KSWM-TV—Joplin—1954 CBS

Channel: 12 VHF. AP: 37.5 Kw. VP: 58.9 Kw.  
Owned-Oper. By.....Air Time, Inc.  
Business Address.....1928 W. 13th St.  
Phone Number.....MA 3-7260  
Air Time.....13 hours daily  
News Service.....UP  
Rep.....Venard, Rintoul, & McConnell  
Pres., Gen. Mgr., Pub. Dir.....Austin A. Harrison  
Sta. Mgr., Prog., News Dir.....Ronald Robson  
Comm. Manager.....D. T. Knight  
Prom., Prod. Director.....William Harned

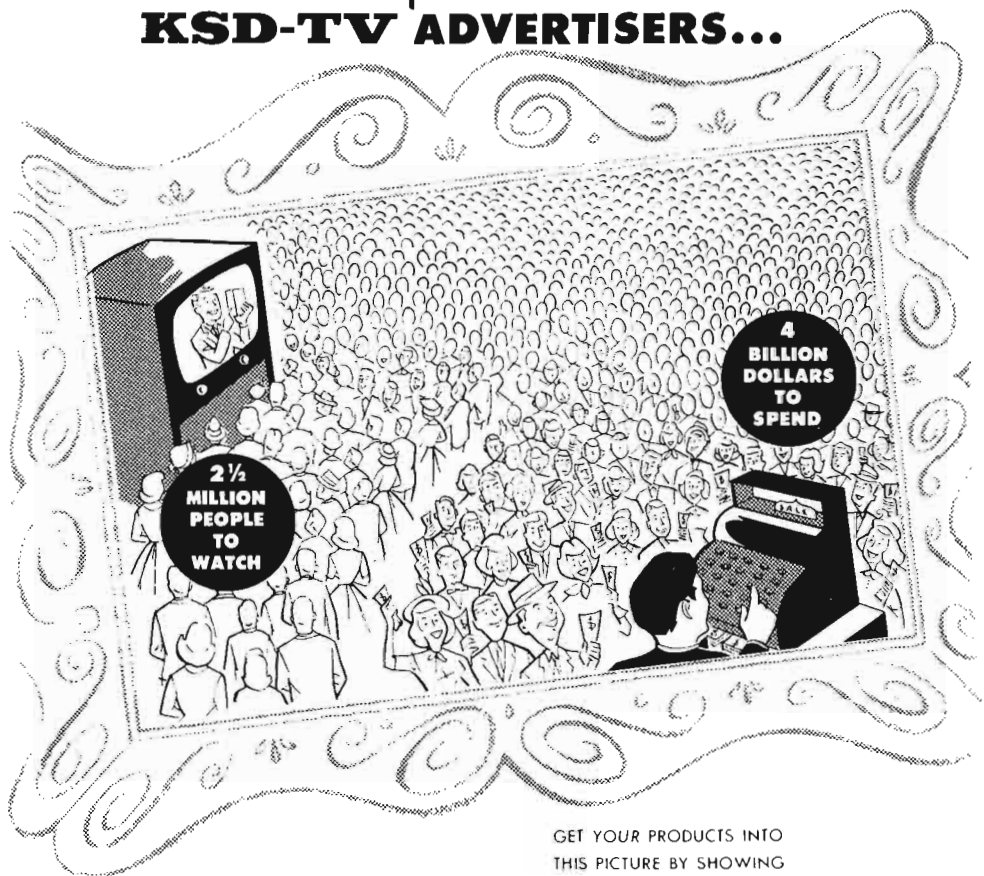
## KCMO-TV—Kansas City 1953—ABC-DuM

Channel: 5 VHF. AP: 42.6 Kw. VP: 71.1 Kw.  
Owned-Oper. By.....Meredith Engineering Co.  
Business Address.....125 East 31st St.  
Phone Number.....Jefferson 6789  
Air Time.....16¼ hours daily  
News Service.....AP  
Representative.....Katz  
Membership.....NARTB, TvB  
President.....E. T. Meredith, Jr.  
Director Radio, TV.....Payson Hall  
General Manager.....E. K. Hartenbower  
Asst. General Manager.....C. E. Breazlea  
Comm. Manager.....S. B. Tremble  
Program Dir.....Kenneth W. Heady  
Prom., Pub. Director.....F. C. Strawn  
Dir. of News & Sp. Events.....James Monroe  
Film Manager.....T. R. Thompson  
Chief Engineer.....Karl Troeglen  
Consulting Engineer.....A. D. Ring

## KMBC-TV—Kansas City 1953—ABC

Channel: 9 VHF. AP: 158 Kw. VP: 316 Kw.  
Owned-Oper. By.....KMBC Bcstg. Co.  
Business Address.....222 W. 11th St.  
Phone Number.....Harrison 1-2650  
Air Time.....15 hours daily  
Membership.....NARTB, TvB  
News Service.....AP, UP, INS  
Representative.....Peters, Griffin, Woodward, Inc.  
1st V.P. & Comm. Mgr.....Donald Dwight Davis  
V.P. & Gen. Mgr.....John T. Schilling  
V.P. & Sales Man.....George J. Higgins  
Station Director.....Mori Greiner  
Director News.....Claude Dorsey  
Dir. Special Events.....Jim Burke  
Production Manager.....Lou Kemper  
Publicity Director.....Don Davis  
Program Director.....Ken Greenwood  
Film Manager.....Margaret M. Maley  
Chief Engineer.....Henry Goldenberg  
Consulting Eng.....A. Earl Cullum, Jr.

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**KSD-TV ADVERTISERS...**



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THEM TO THE SPENDERS  
WHOM WHO WATCH

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*first* **IN ST. LOUIS**

MAXIMUM POWER... 100,000 WATTS ON VHF CHANNEL 5

NBC NETWORK • National Advertising Representative: NBC SPOT SALES



## WDAF-TV—Kansas City 1949—NBC

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By... Kansas City Star Co.  
Business Address... 18th & Grand Ave.  
Phone Number... Harrison 1200  
News Service... AP  
Representative... Harrington, Righter, & Parsons  
Air Time... 18 hours daily  
Membership... NARTB, TvB  
President... Roy A. Roberts  
General Manager... H. Dean Fitzer  
Station Mgr... William A. Bates  
Comm. Manager... E. Manne Russo  
Prog. Dir., Prod. Mgr... Jay Barrington  
Dir. News & Sp. Events... Randall Jessee  
Prom. Director... C. J. Hewerman  
Film Manager... John Krivas  
Chief Engineer... Joseph Flaherty  
Consulting Engineer... George E. Gautney,  
Gautney, Ray & Price

## KDRO-TV—Sedalia—1954

Channel: 6 VHF... AP: 8.7 Kw... VP: 16.4 Kw.  
Owned-Oper. By... KDRO-TV & Radio, Inc.  
Business Address... 2100 W. Broadway  
Phone Number... 4004  
Air Time... 6 hours daily  
News Service... AP  
Membership... NARTB  
Representative... Pearson  
President... Milton J. Hinlein  
General Manager... Herbert W. Brandes  
Comm. Manager... Bill Lytle  
Prog., News & Sp. Events Dir... Bob Younger  
Prod., Film Manager... Jack Call  
Chief Engineer... Bob Klein  
Consulting Engineer... Commercial Radio

## KTTS-TV—Springfield 1953—CBS

Channel: 10 VHF... AP: 190.55 Kw... VP: 316 Kw.  
Owned-Oper. By... Independent Bcstg. Co.  
Business Address... P. O. Box 1716  
Phone Number... 2-7474  
Air Time... 14 hours daily  
News Service... AP, UP  
Representative... Weed  
Membership... NARTB  
President... J. H. G. Cooper  
General Manager... G. Pearson Ward  
Comm. Manager... Bob Burke  
Program Director... Kevin McAndrews  
Dir. of News & Sp. Events... Bill Bowers  
Film Manager... Ted Tucker  
Chief Engineer... William F. Curry  
Consulting Engineer... J. C. McNary

## KYTV—Springfield—1953 ABC-NBC

Channel: 3 VHF... AP: 30.5 Kw... VP: 61 Kw.  
Owned-Oper. By... Springfield Television Inc.  
Business Address... 999 W. Sunshine  
Phone Number... 6-2766

Air Time... 11 hours daily  
News Service... AP  
Membership... NARTB, TvB  
President... Lester L. Cox  
Co-Mgr., Comm. Mgr... Ralph L. Stufflebam  
Co-Mgr., Prog. Dir... Carl Fox  
Promotion Director... J. Robert Muie  
Dir. of News & Sp. Events... Richard L. Hainline  
Production Mgr... Gene Hudson  
Film Manager... Fred L. Rains  
Chief Engineer... E. Dennis White

## KFEQ-TV—St. Joseph—1953 CBS

Channel: 2 VHF... AP: 26 Kw... VP: 52 Kw.  
Owned-Oper. By... KFEQ, Inc.  
Business Address... Howitt Bldg.  
Phone Number... 3-0674  
Air Time... 15 hours daily  
News Service... AP  
Representative... Headley-Reed  
Pres., Gen., Sta. Mgr... Barton Pitts  
Comm. Mgr., Prom. Dir... Glenn G. Griswold  
Prog. Dir., Prod. Mgr... Walter Johnson  
Director of News... Late Williams  
Film Manager... Gene Milsteen  
Chief Engineer... J. Wesley Koch  
Cons. Eng... George C. Davis

## KSD-TV—St. Louis—1947 ABC-CBS-NBC

Channel: 5 VHF... AP: 60 Kw... VP: 100 Kw.  
Owned-Oper. By... The Pulitzer Publishing Co.  
Address... 1111 Olive St.  
Phone Number... MAin 1-1111  
Air Time... 18 hours daily  
Newspaper Affiliation... St. Louis Post-Dispatch  
News Service... AP, INS  
Representative... NBC Spot Sales  
Membership... NARTB, TvB  
President... Joseph Pulitzer, Jr.  
Gen. Manager... George M. Burbach  
Program Director... Harold Grams  
Sales Manager... Guy E. Yeldell  
Promotion Director... David Pasternak  
Chief Engineer... J. E. Risk

## KWK-TV—St. Louis—1954 ABC-CBS

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By... KWK, Inc.  
Business Address... 1215 Cole Street  
Phone Number... MAin 1-9100  
Air Time... 18 hours daily  
Newspaper Affil... St. Louis Globe Democrat  
News Service... AP, UP  
Representative... Katz  
Pres., Gen. Manager... Robert T. Convey  
Vice-Pres., Station Dir... Ray E. Dady  
Vice-Pres., Comm. Dir... V. C. Carmichael  
Sales Manager... James E. Goldsmith  
Prog. Dir., Film Mgr... John W. Tinnea  
Promotion, Publicity, Dir... Fred J. Mueller  
News Editor... Jack Griffin  
Production Manager... Ted Liss



Chief Engineer..... N. J. Zehr  
 Consulting Eng..... E. Earl Cullum, Jr.

## KTVI—St. Louis—1953 ABC-CBS

Channel: 36 UHF.. AP: 209 Kw.. VP: 417 Kw.  
 Owned-Oper. By.. Signal Hill Telecasting Corp.  
 Bus. Studio Address..... 5915 Berthold Ave.  
 Phone Number..... Mission 7-3600

Air Time..... 7¼ hours daily  
 Representative..... Weed TV  
 News Service..... UP  
 Membership..... NARTB  
 General Manager..... Julius Schainblatt  
 Operations Manager..... Judy Schainblatt  
 Prog. Dir., Prod. Mgr..... Jack M. Murdock  
 Prom., Pub. Director..... James F. Jae, Jr.  
 Dir. of News & Sp. Events..... Bruce Hayward  
 Film Manager..... Bill Cook  
 Chief Engineer..... Richard J. Trompeter

## MONTANA

Pop. Feb. 1, 1956 (Est.) 1,021,571—TV Homes 630,000  
 Stations in State 4

## KOOK-TV—Billings—1953 CBS-DuM-ABC-NBC

Channel: 2 VHF.. AP: 8.8 Kw.. VP: 17.5 Kw.  
 Owned-Oper. By..... Montana Network  
 Business Address..... P. O. Box 2557  
 Phone Number..... 9-2382  
 Membership..... NARTB  
 Representative..... Headley-Reed  
 President..... C. L. Crist  
 Gen., Station Manager..... V. V. Clark  
 Comm. Manager..... John Conner  
 Prog., News Dir., Prod., Film Mgr..... Ed Peiss  
 Prom., Pub. Director..... Conna G. May  
 Chief Engineer..... Grant French  
 Cons. Engineer..... Comm. Radio Equip. Co.

## KFBB-TV—Great Falls 1954—ABC-NBC-CBS

Channel: 5 VHF.. AP: 12.6 Kw.. VP: 25.4 Kw.  
 Owned-Oper. By..... Wilkins Broadcast Inc.  
 Business Address..... Box 1139  
 Phone Number..... 4-4377  
 Air Time..... 7½ hours daily  
 News Service..... UP  
 Representative..... Hoag-Blair  
 Pres., Gen. Mgr..... J. P. Wilkins  
 Comm., Sta. Manager..... W. C. Blanchette  
 Program Director..... Art Weber  
 Film Manager..... Bette Dellacourt  
 Prom. Dir., Prod. Mgr..... William E. Spahr  
 Director of News..... Paul Radthers  
 Chief Engineer..... Anthony J. LoPuch  
 Con. Engineer..... Weldon & Carr

## KXLF-TV—Butte—1953 NBC

Channel: 6 VHF.. AP: 1 Kw.. VP: 2 Kw.  
 Owned-Oper. Pacific Northwest Broadcasters  
 Business Address..... 1681 George St.  
 Phone Number..... 2-2696  
 Air Time..... 8 hours daily  
 Membership..... TvB  
 Reprs. East..... Walker,  
 West..... Pacific Northwest  
 President..... E. B. Craney  
 Station Manager..... Jim Manning  
 Commercial Mgr..... J. Wythe Walker  
 Chief Engineer..... Jack Provis  
 Consulting Engineer..... George Adair

## KGVO-TV—Missoula—1954 ABC-CBS

Channel: 13 VHF.. AP: 19 Kw.. VP: 38 Kw.  
 Owned-Oper. By..... Mosby's Inc.  
 Business Address..... 127 East Main St.  
 Phone Number..... 9-7668  
 Representative..... Gill-Perna  
 Pres., Gen., Sta., Comm. Mgr..... A. J. Mosby  
 Program Director..... Hugh Bader  
 Promotion Director..... Robert Rollison  
 Dir. of News & Sp. Events..... Don Weston  
 Prod., Film Manager..... Jack Butler  
 Publicity Director..... Maida Guenther  
 Chief Engineer..... Robert H. Maki  
 Consulting Engineer..... Archer Taylor

## NEBRASKA

Pop. Feb. 1, 1956 (Est.) 1,375,000—TV Homes 286,446  
 Stations in State 8

## KHOL-TV—Kearney—1953 ABC-CBS

Channel: 13 VHF.. AP: 102 Kw.. VP: 204 Kw.  
 Owned-Oper. By..... Bi-States Co.  
 Business Address..... Holdrege, Nebr.  
 Phone Number..... Holdrege 1012  
 Representative..... Meeker  
 President..... Wayne Brewster  
 Station Manager..... Duane L. Watts  
 Station Manager..... Jack Gilbert  
 General Manager..... Harold Hamilton  
 Production Manager..... Moe Milliken  
 Prom., Pub. Director..... Violet Aspegren

Dir. of News & Sp. Events..... Art Eckdahl  
 Film Director..... K. Cooper  
 Chief Engineer..... Jack Lewis

## KOLN-TV—Lincoln—1953 ABC-CBS

Channel: 10 VHF.. AP: 158 Kw.. VP: 316 Kw.  
 Owned By..... Cornhusker Radio & TV Corp.  
 Address..... 40th and W Sts.  
 Phone Number..... 6-2367  
 Air Time..... 17 hours daily  
 Representative..... Avery-Knodel  
 Membership..... NARTB, TvB

President.....John E. Fetzer  
 Gen. Sta. Mgr.....A. James Ebel  
 Comm. Manager.....Thomas L. Young  
 Program Director.....Bill Hemke  
 Promotion Director.....Rollie Barron  
 Dir. of News & Sp. Events.....Byron Krasne  
 Production Manager.....Paul Schupbach  
 Publicity Director.....Bill Morris  
 Film Manager.....Eli Modenstein  
 Chief Engineer.....D. R. Taylor  
 Con. Engineer.....Craven, Lohnes & Culver

**KMTV—Omaha—1949**  
**ABC-NBC**

Channel: 3.....AP: 50 Kw.....VP: 100 Kw.  
 Owned-Oper. By.....May Bcstg. Co.  
 Bus.-Trans. Address.....2615 Farnam St.  
 Phone Number.....HA 3333  
 Air Time.....17 hours daily  
 News Service.....UP  
 Representative.....Edward Petry & Co.  
 Membership.....NARTB  
 President.....Edward W. May  
 Exec. V.P., Gen. Mgr.....Owen Saddler  
 Commercial Manager.....Arden Swisher  
 Program Director.....Glenn Harris  
 Promotion Dir.....Joe Baker  
 Pub. Director.....Amos Eastridge  
 Film Manager.....Joe Binko  
 Dir of News and Spec. Events.....Floyd Kalber  
 Production Director.....Lew Jeffrey  
 Chief Engineer.....R. J. Schroeder  
 Consulting Engineer.....Robert M. Silliman

**WOW-TV—Omaha—1949**  
**CBS**

Channels: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Meredith WOW, Inc.  
 Business Address.....Insurance Bldg.  
 Phone Number.....WEBster 3400  
 Air Time.....Approx. 18 hours daily  
 News Service.....UP, INS, INS Facsimile  
 Representative.....Blair TV  
 Membership.....NARTB, TvB  
 Chairman of Board.....Fred Bohlen  
 President.....E. T. Meredith, Jr.  
 V.P. & Treas.....Payson Hall  
 V.P., Gen. Manager.....Frank P. Fogarty  
 Asst. Gen. Manager.....Lyle DeMoss  
 Sales Mgr.....Fred Ebener  
 Program Director.....Bill McBride  
 Promotion Dir.....Bob Seitzer  
 Dir. of News & Spec. Events.....Ray Clark  
 Production Mgr.....Robert Froemming  
 Film Manager.....Bill McBride  
 Dir. of Engineering.....Wm. J. Kotera  
 Chief Engineer.....Glenn Flynn  
 Consulting Engineer.....A. D. Ring & Assoc.

**KSTF—Scottsbluff—1955**  
 (Satellite of KFBC-TV, Cheyenne, Wyo.)

Channel: 10 VHF..AP: 6.17 Kw..VP: 12.3 Kw.  
 Owned-Oper. By.....Frontier Bcstg. Co.  
 Address.....2923 E. Lincolnway, Cheyenne, Wyo.  
 Representative.....George P. Hollingbery

**WOW-TV**  
**Channel 6**  
**The**



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***in***

***the rich***

**OMAHA**

***market!***

**A MEREDITH STATION**

**Frank P. Fogarty**  
 Vice President & General Manager

**Fred Ebener**  
 Commercial Manager

Represented by: **BLAIR TV, Inc.**

# NEVADA

Pop. Feb. 1, 1956 (Est.) 215,000—TV Homes 41,443  
Stations in State 3

## KLRJ-TV—Henderson 1955—NBC

Channel: 2 VHF.. AP: 12.2 Kw.. VP: 6.3 Kw.  
Owned-Oper...Southwestern Publishing Co.  
Business Address...737 North Main, Las Vegas  
Representative ..... Pearson  
General Manager.....Bob Gardner  
Production Manager.....Rick Williams  
Chief Engineer.....Stanley Sulek

## KLAS-TV—Las Vegas—1953 CBS

Channel: 8 VHF.. AP: 14.7 Kw.. VP: 27.2 Kw.  
Owned-Oper. By...Las Vegas Television Inc.  
Business Address.....Box 711  
Phone Number.....DU 2-6138  
Air Time.....13 hours daily  
News Service .....INS, UP  
Representative .....Weed  
Membership .....NARTB  
President.....Rube G. Jolley  
Gen.. Natl. Sls. Manager.....Marion Komar

Operation Manager.....Ralph E. Smith  
Local Sales.....Alex Gold  
Prog., News Dir., Film Mgr.....James Hart  
Prom., Pub. Director.....Kenneth O'Connell  
Production Manager.....Ralph Hodges  
Chief Engineer.....Ralph E. Smith

## KZTV—Reno—1953 ABC-CBS-NBC

Channel: 8 VHF.. AP: 5.6 Kw.. VP: 10.8 Kw.  
Owned-Oper...Nevada Radio-Television Inc.  
Business Address.....770 East 5th St.  
Phone Number .....3-0721  
Air Time.....10½ hours daily  
News Service .....AP  
Representative ..... Pearson  
President.....Donald W. Reynolds  
General Manager.....Harry Huey  
Prog., News & Sp. Events Dir....Ed Cardinal  
Comm. Manager.....Richard Colon  
Promotion Director.....Helen Busscher  
Film Manager.....Lorcan Logan  
Chief Engineer.....Tom Hughes  
Consulting Engineer.....Robert L. Hammett

# NEW HAMPSHIRE

Pop. Feb. 1, 1956 (Est.) 543,000—TV Homes 135,610  
Stations in State 1

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WMUR-TV serves over 1,000,000 TV homes  
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thousand.



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Representative for current availabilities.**

**CHANNEL 9  
MANCHESTER, N. H.**



## WMUR-TV—Manchester 1954—ABC

Channel: 9 VHF.. AP: 67.6 Kw.. VP: 112 Kw.  
Owned-Oper. By... Radio Voice of N. H. Inc.  
Business Address..... 1819 Elm St.  
Phone Number..... 3-8061  
Air Time..... 10 hours daily  
News Service..... UP  
Representative..... Weed

Membership..... NARTB, TvB  
President..... Francis P. Murphy  
Sta., Gen. Manager..... Norman Gittleson  
Comm. Manager..... Gordon Moore  
Prog. Dir., Film Mgr..... William Gildersleeve  
Prom., Pub. Director..... J. D. S. McShee  
Dir. of News & Sp. Events... Thomas Power  
Production Manager..... Thomas Sawyer  
Chief Engineer..... Charles Halle  
Consulting Engineer..... Gautney & Jones

## NEW JERSEY

Pop. Feb. 1, 1956 (Est.) 5,345,000—TV Homes 1,547,810  
Stations in State 1

## WATV—Newark (New York City)—1948

Channel: 13 VHF.. AP: 185 Kw.. VP: 316 Kw.  
Owned-Oper. By... Bremer Broadcasting Co.  
Business Address..... 1020 Broad Street  
Phone No..... BArcly 7-3260, PLaza 5-1331  
Air Time..... 13 hours daily  
News Service..... AP  
Representative..... Forjoe-TV

President & Gen. Mgr.... Irving R. Rosenhaus  
Vice-President..... Edmund S. Lennon  
Vice-Pres. in Chg. Sales... Bertram Lebar, Jr.  
Program Director..... George Green  
Prom., Publicity Director..... Lou Frankel  
Dir. of News & Sp. Events.  
Prod. Mgr..... Herb Green  
Film Manager..... Robert Paskow  
Vice-Pres. Engineering..... Frank V. Bremer  
(SEE PAGE 900)

## NEW MEXICO

Pop. Feb. 1, 1956 (Est.) 800,000—TV Homes 103,051  
Stations in State 4

## KGGM-TV—Albuquerque 1953—CBS

Channel: 13 VHF.. AP: 7.64 Kw.. VP: 15.3 Kw.  
Owned-Oper. By... New Mexico Bcstg. Co.  
Bus. Address..... 1414 Coal Ave. S. W.  
Phone Number..... 3-4543  
Air Time..... 10½ hours daily  
News Service..... AP  
Representative..... Weed  
President, Station Mgr..... A. R. Hebenstreit  
Comm. Manager..... George B. Morgan  
Prog., Prom., Pub. Dir..... Bob Van Driel  
Production Mgr..... Ed Sanchez  
Film Manager..... Jim Morley  
Chief Engineer..... Leonard F. Dodds  
Con. Engineer..... A. Earl Cullum, Jr.

## KOB-TV—Albuquerque 1948—NBC

Channel: 4 VHF.. AP: 5.6 Kw.. VP: 11.3 Kw.  
Owned-Oper. By... Albuquerque Bcstg. Co.  
Bus. Studio Address... 1430 Coal Ave., S. W.  
Phone Number..... 3-4411  
News Service..... UP  
Representative..... Branham  
Membership..... NARTB, TvB  
Pres., Gen. Mgr..... Wayne Coy  
Comm. Manager..... Rolf S. Nielsen  
Program Director..... Dorothy B. Smith  
Prom., Pub. Director..... Dallas Wyant  
Dir. of News & Sp. Events... George Morrison  
Prod. Manager..... Al Jarrett  
Film Manager..... Milford Williams  
Chief Engineer..... George S. Johnson

## KOAT-TV—Albuquerque 1953-ABC

Channel: 7 VHF.. AP: 12.5 Kw.. VP: 25.1 Kw.  
Owned-Oper. By... Alvarado Television Co.  
Business Address..... 122 S.E. Tulane Dr.  
Phone Number..... 5-8716  
Air Time..... 11 hours daily  
News Service..... UP  
Membership..... NARTB  
Representative..... Hollingbery  
President..... A. M. Cadwell  
Gen., Comm. Manager..... W. J. Stiles  
Sta. Mgr., Prom., News Dir... William Wylder  
Prog. Director..... Richard True  
Prod. Manager..... William Bozarth  
Film Manager..... Evelyn Wills  
Chief Engineer..... Charles Stanton

## KSWs-TV—Roswell—1953 ABC-NBC-CBS

Channel: 8 VHF.. AP: 57.5 Kw.. VP: 115 Kw.  
Owned-Oper. By... John A. Barnett  
Business Address..... 1723 W. Second St.  
Phone Number..... 3737  
News Service..... AP  
Representative..... Meeker, Melville  
Membership..... NARTB  
Owner & Gen. Mgr..... John A. Barnett  
Asst. Gen. Manager..... W. L. Shackelford  
Director of Sales..... Paul B. McEvoy  
Program Director..... Jack Shafer  
Chief Engineer..... Ray Summersgill  
Consulting Engineer..... George Gautney

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THIRTEEN**

the **FIRST** local TV station  
in the metropolitan N. Y.  
- N. J. market.



**TELEVISION CENTER  
NEWARK 1, NEW JERSEY**

national rep.: **FORJOE-TV, inc.**



**FIRST STATION in N. J.**

covering 82% of the State  
plus a big bonus in N. Y.

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**FIRST WITH ADVERTISERS**

and 7 out of 10 are retail

**FIRST WITH BUSINESS**

which has never been better

**WAAT**

**970 on your dial**

**NEWARK 1, N. J. nat. rep.: FORJOE & Co.**



**WROW-TV—Albany—1953**  
**ABC-CBS**

Channel: 41 UHF. AP: 138 Kw. VP: 269 Kw.  
Owned-Oper. By... Hudson Valley Bcstg. Co.  
Business Address..... Box 4100  
Phone Number..... 3-2225  
Air Time..... 12 hours daily  
Representative..... Harrington, Righter &  
Parsons, Inc.  
News Service..... INS, UP  
Membership..... NARTB  
President..... Frank M. Smith  
General Manager..... Thomas S. Murphy  
Station Manager..... Harry L. Goldman  
Program Director..... Charles Poqan  
Promotion Dir..... Hilda Nauman  
Chief Engineer..... Charles Heisler  
Consulting Engineer..... Frank H. McIntosh

**WNBF-TV—Binghamton**  
**1949—ABC-CBS-NBC**

Channel: 12 VHF. AP: 83 Kw. VP: 166 Kw.  
Owned Oper. By... Triangle Publications, Inc.  
Business Address..... 1 Henry St.  
Phone Number..... 3-7311  
Air Time..... 17 hours daily  
News Service..... AP  
Representative..... Blair TV, Inc.  
Membership..... NARTB, TvB  
General Manager..... George R. Durham  
Gen. Sales Mcnager.... Andrew G. Hubbell  
Program Director..... Edward M. Scala  
Prom. Director..... L. V. Bertin  
Chief Engineer..... Sherman Egan  
Con. Engineer..... Jansky & Bailey  
(SEE PAGE 902)

**WBEN-TV—Buffalo**  
**1948—CBS-DuM**

Channel: 4 VHF. AP: 27 Kw. VP: 54 Kw.  
Owned-Oper. By..... WBEN, Inc.  
Phone Number..... MOhawk 0930  
Business Address..... Hotel Stalter  
Air Time..... 17½ hours daily  
News Service..... AP, INS, UP  
Representative..... Harrington, Righter &  
Parsons, Inc.  
Membership..... TvB  
President..... Edward H. Butler  
General Manager..... C. Robert Thompson  
Comm. Manager..... Nicholas J. Maller  
Station Mgr..... George R. Torge  
Prom. Director..... Joseph A. Haeflner  
Film Director..... Quintin P. Renner  
Program Dir..... Frederick A. Keller  
Prod. Manager..... John L. Hutchinson, Jr.  
Chief Engineer..... Ralph J. Kingsley  
Consulting Eng..... A. E. Cullum, Jr.

**WBUF-TV—Buffalo—1953**  
**ABC-CBS-NBC**

Channel: 17 UHF. AP: 114.5 Kw. VP: 229 Kw.

Owned-Oper. By..... NBC  
Business Address..... 184 Barton St.  
Phone Number..... Summer 1717  
Air Time..... 8 hours daily  
News Service..... UP  
Representative..... NBC Spot Sales  
Membership..... NARTB  
President..... Robert Sarnoff  
General Manager..... C. C. Bevis  
Sales Manager..... W. B. Decker  
Dir. of News & Comm. Affairs..... J. L. Begon  
Director of Oper..... Alfred Jackson  
Business Mgr..... W. Callaway  
Consulting Eng..... Kear & Kennedy

**WGR-TV—Buffalo—1954**  
**NBC-ABC**

Channel: 2 VHF. AP: 66 Kw. VP: 100 Kw.  
Owned-Oper. By..... WGR Corporation  
Business Address..... 184 Barton St.  
Phone Number..... Summer 7115  
Air Time..... 18 hours daily  
News Service..... AP, INS  
Representative..... Free & Peters  
Membership..... NARTB  
President..... George F. Goodyear  
V.P., Gen. Manager..... J. J. Bernard  
Comm. Manager..... G. Paschall Swift  
Prog. Director..... VanBeuren De Vries  
Prom., Pub. Director..... Ollie Howard  
Production Mgr..... Warren Rossell  
Dir. News & Sp. Events. VanBeuren DeVries  
& Charles Warren  
Film Manager..... Paul Sciandra  
Chief Engineer..... Karl B. Hoffman  
Consulting Eng..... Walter L. Davis

**WCNY-TV—Carthage—1954**  
**ABC-CBS**

Channel: 7 VHF. AP: 91.2 Kw. VP: 174 Kw.  
Owned-Oper. By... The Brockway Company  
Bus. Address. P. O. Box 211, Watertown, N. Y.  
Phone Number..... 410  
Air Time..... 9 hours daily  
News Service..... UP  
Representative..... Weed  
Membership..... NARTB  
President..... John B. Johnson  
General Manager..... Louis Saiff, Jr.  
Station Manager..... James W. Higgins  
Sales Manager..... Alford M. Tauroney  
Prog., Director..... David M. Graves  
Promotion Director..... Homer J. Perkins  
Director of News..... William E. Haley  
Production Manager..... Glenn H. Hall  
Flim Manager..... John A. LaLiberte  
Chief Engineer..... Michael R. Yonkovic  
Consulting Engineer..... George C. Davis

**WAST—Hagaman—1955**  
(Satellite WROW-TV, Albany)

**MORE AUDIENCE\*** THAN  
ANY STATION IN CINCINNATI  
.....**THAT'S WHAT**  
**WNBK-TV, BINGHAMTON, N.Y.**  
DELIVERS DAY AND NIGHT  
SEVEN DAYS A WEEK—AT  
**LOWER COST PER 1000.**  
YOUR BLAIR-TV MAN HAS  
THE EVIDENCE FOR YOU.

\*Also more audience than any station in Washington, D. C., Houston, Minneapolis-St. Paul and other major markets. Telepulse, December, 1955.



Channel 12  
NBC-TV • ABC-TV

**WKNY-TV—Kingston—1954**  
CBS-NBC-DuM-ABC

Channel: 66 UHF... AP: 11.5 Kw... VP: 24.4 Kw.  
Owned-Oper. By.....WKNY-TV Corp.  
Business Address.....601 Broadway  
Phone Number.....Kingston 4500  
Air Time.....6 hours daily  
News Service.....AP  
Representative.....Meeker  
President.....Joseph K. Close  
General Manager.....Robert M. Peebles  
Station Manager.....Robert L. Sabin  
Prog. Prod., Pub. Director.....Irv Rose  
Film Manager.....Bern Levy  
Chief Engineer.....Bill Reeves  
Consulting Engineer.....George Lohnes

**WABC-TV—New York—1948**  
ABC

Channel: 7 VHF... AP: 40 Kw... VP: 80 Kw.  
Owned-Oper. By  
American Bcstg.-Paramount Theaters, Inc.  
Business Address.....7 W. 66th St.  
Phone Number.....SUquehanna 7-5000  
Air Time.....16 hours daily  
News Service.....INS  
Membership.....NARTB  
Representative.....Weed  
President.....Robert E. Kintner  
Gen. Mgr.....R. L. Stone  
Sales Manager.....J. Stamler  
Program Director.....George Rice  
Nat. Spot Sales & Traffic Mgr.....Mary Connell  
Production Mgr.....Gordon Kunz  
Publicity Director.....Stephen Strassberg  
Film Dir.....T. Kako  
Chief Engineer.....Frank Marx  
Consulting Eng.....Kear & Kennedy

**WABD—New York—1944**  
DuM

Channel: 5 VHF... AP: 8.4 Kw... VP: 16.7 Kw.  
Owned-Oper. By.....DuMont Bcstg. Corp.  
Business Address.....205 E. 67th St.  
Phone Number.....LEhigh 5-1000  
News Service.....UP, INS  
Representative.....Avery-Knodel  
Membership.....NARTB  
President.....Bernard Goodwin  
Vice Pres., Gen. Manager.....Ted Cott  
Exec. Pres. Asst.....Lew Arnold  
Sales Mgr.....Bill Adler  
Dir. of News & Sp. Events.....Ted Yates  
Exec. Prod.....Barry Shear  
Film Manager.....Joel Weisman  
Chief Engineer.....Archie Smith

**WATV—Newark, N. J.**

(See New Jersey listing)

**WCBS-TV—New York—1941**  
CBS

Channel: 2 VHF... AP: 21 Kw... VP: 42 Kw.  
Owned-Oper.....Columbia Bcstg. System Inc.  
Business Address.....485 Madison Ave.  
Phone Number.....PLaza 1-2345  
Air Time.....19 hours daily  
News Service. AP, INS, UP, CBS TV News Film  
Representative.....CBS TV Spot Sales  
Membership.....NARTB, TvB  
President (CBS Inc.).....Frank Stanton  
President (CBS TV Div.)...J. L. Van Volkenburg  
General Manager.....Sam Cook Digges  
Asst. Gen. Mgr., Dir. Pub. Serv.....Clarence  
Warden  
General Sales Mgr....Frank Shakespeare, Jr.  
Program Dir.....Hal Hough  
Dir. Adv., Sales Promotion.....Robert G. Patt  
Asst. Prog. Dir. & Prod. Dir....Dan Gallagher  
Publicity Director.....Robert Fuller  
Film Dept. Manager.....William C. Lacey  
Dir. Tech. Operations....Robert G. Thompson  
Consulting Engr.....CBS Gen. Eng. Dept.

**WOR-TV—New York—1949**

Channel: 9 VHF... AP: 44Kw... VP: 88 Kw.  
Owned-Oper. By.....RKO Teleradio Pictures  
Business Address.....1440 Broadway  
Phone Number.....LONgacre 4-8000  
Air Time.....14½ hours daily  
News Service.....INS, UP  
Station Representative.....H-R Reps.  
Membership.....NARTB, TvB  
President.....Thomas F. O'Neil  
V.P.....Gordon Gray  
Executive Asst.....Seymour Handy  
Comm. Manager.....Willicam Dix  
Promotion Director.....Robert Sullivan  
Dir. of News & Sp. Events.....George Brown  
Production Mgr.....Ivan Reiner  
Pub. Rel. Director.....Richard Jackson  
Film Manager.....Milford Fenster  
Chief Engineer.....Harry Tilley

**WPIX—New York—1948**

Channel: 11 VHF... AP: 51 Kw... VP: 100 Kw.  
Owned-Oper. By.....N. Y. Daily News  
Address.....220 E. 42nd St.  
Phone Number.....MU 2-6500  
Air Time.....12 hours daily  
News Service.....UP  
Newspaper Affiliation...N. Y. Daily News  
Representative. Peters, Griffin, Woodward, Inc.  
President.....F. M. Flynn  
V.P., Gen., Mgr.....F. M. Thrower  
Asst. Gen. Opns. Manager.....L. J. Pope  
Program Manager.....A. G. Hartigan  
News & Sp. Events Mgr.....Walter Engels  
Sales Mgr.....J. A. Patterson  
Adv. & Promotion Manager...K. Culverhouse  
Pub. & Pub. Relations Mgr. L. A. Hollingsworth  
Chief Engineer.....O. S. Freeman  
Consulting Engineer.....A. D. Ring

## WRCA-TV—New York—1941

### NBC

Channel: 4 VHF...AP: 15 Kw...VP: 30 Kw.  
 Owned-Oper. By.....National Bcstg. Co.  
 Business Address.....30 Rockefeller Plaza  
 Phone Number.....Circle 7-8300  
 Air Time.....18 hours daily  
 News Service.....AP, INS, UP  
 Representative.....NBC Spot Sales Dept.  
 Membership.....NARTB, TvB  
 President.....Robert Sarnoff  
 Gen. Mgr., Vice Pres.....Hamilton Shea  
 Asst. Gen. Mgr.....William Davidson  
 Commercial Manager.....Jay Heitin  
 Program Director.....Steve Krantz  
 Promotion Director.....Max E. Buck  
 Dir. of News & Sp. Events.....Bill Berns  
 Operations Manager.....Peter Afte  
 Publicity Mgr.....John O'Keefe  
 Prod. & Business Affairs.....Arthur Hamilton  
 Chief Engineer.....Alfred E. Jackson

## WIRI—Plattsburg—1954

### ABC-NBC

Channel: 5 VHF...AP: 12 Kw...VP: 20 Kw.  
 Owned-Oper. By.....Rollins Bcstg. Co.  
 Business Address.....257 Cornelia St.  
 Phone Number.....3070  
 Air Time.....12½ hours daily  
 Representative.....McGillvra  
 Membership.....NARTB  
 News Service.....AP, UP  
 Pres., Gen. Manager.....Carl F. Stohn  
 Comm. Manager.....Albert LaFrance  
 Prog. Dir., Prod., Film Mgr.....Carl Stohn, Jr.  
 Dir. News & Sp. Events.....Bird Berdan, Al Cahill  
 Chief Engineer.....Joe Vallelunga

## WHAM-TV—Rochester—1949

### NBC

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Transcontinent TV Corp.  
 Business Address.....201 Humboldt St.  
 Phone Number.....Hubbard 1221  
 Air Time.....18 hours daily  
 News Service.....AP  
 Representative.....Hollingbery  
 Membership.....NARTB  
 President.....William Fay  
 V.P., Gen. Sls. Mgr.....John W. Kennedy, Jr.  
 Gen. Prog. Director.....Charles Siverson  
 Asst. Prog. Dir., TV.....Gene Zacher  
 Dir. Adv. & Prom.....L. Walton Smith  
 News Editor.....David E. Kessler  
 Production Manager.....Gene Zacher  
 Film Director.....David Manning  
 Chief Engineer.....Kenneth Gardner

## WHEC-TV—Rochester—1953

### CBS-ABC

Channel: 10 VHF...AP: 66 Kw...VP: 124 Kw.  
 Owned-Oper. By.....WHEC, Inc.

Business Address.....40 Franklin St.  
 Phone Number.....Baker 6740  
 Representative.....Everett-McKinney  
 News Service.....AP  
 Membership.....NARTB, TvB  
 President.....Frank E. Gannett  
 Vice-Pres., Gen. Mgr.....C. Glover DeLaney  
 Asst. Gen. Manager.....Lowell H. MacMillan  
 Comm. Manager.....LeMoine C. Wheeler  
 Prog., Prom. Dir.....William J. Adams  
 Production Manager.....Warren Wightman  
 Film Manager.....James Reidenbach  
 Chief Engineer.....Bernard C. O'Brien  
 Technical Director.....Richard K. Blackburn

## WVET-TV—Rochester—1953

### CBS-ABC

Channel: 10 VHF...AP: 62.5 Kw...VP: 125 Kw.  
 Owned-Oper. By.....Veterans Bcstg. Co., Inc.  
 Business Office.....17 Clinton Ave. S.  
 Phone Number.....Hamilton 4820  
 Representative.....Bolling  
 Pres., Gen., Station Mgr.....Ervin F. Lyke  
 Comm. Manager.....Arthur Murrellwright  
 Program Director.....Paul C. Louthier  
 Prom., Pub. Director.....Donald Kallock  
 Dir. of News & Sp. Events.....David Roberts  
 Production Manager.....F. Chase Taylor  
 Film Manager.....Arthur V. Cook  
 Chief Engineer.....Raymond Jones  
 Consulting Eng.....John Creutz

## WRGB—Schenectady—1939

### ABC-CBS-NBC

Channel: 6 VHF...AP: 47 Kw...VP: 93 Kw.  
 Owned-Oper. By.....General Electric Co.  
 Business-Studio Address.....1 Rlver Road  
 Phone Number.....FR 7-2261  
 Representative.....NBC Spot Sales  
 Station Mgr.....Raymond W. Welpott  
 Mgr., Bcstg. Sta. Dept.....Bob B. Hanna, Jr.  
 Comm. Manager.....Robert F. Reid  
 Prog. Dir., Film. Prod. Mgr.....Albert G. Zink  
 Prom., Pub. Director.....James Q. Cobb  
 Dir. of News & Sp. Events.....Lansing Christman  
 Chief Engineer.....Willard J. Purcell  
 Consulting Engineer.....Jansky & Bailey

## WHEN-TV—Syracuse—1948

### ABC-CBS-DuM

Channel: 8 VHF...AP: 100 Kw...VP: 190 Kw.  
 Owned-Oper. By.....Meredith Syracuse TV Corp.  
 Address.....101 Court St.  
 Phone Number.....74-5711  
 Representative.....Katz  
 President.....E. T. Meredith, Jr.  
 Vice-Pres. & Gen. Mgr.....Paul Adanti  
 Comm. Manager.....Frederick R. Menzies  
 Prog. Dir., Film Mgr.....Gordon Alderman  
 Prod. Manager.....Fred Beck  
 Prom., Publicity Director.....Robert G. Peel  
 Chief Engineer.....Frank Spain

**WSYR-TV—Syracuse—1950**  
NBC

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By....Central N. Y. Bcstg. Corp.  
 Business Address.....224 Harrison St.  
 Phone Number .....3-7111  
 Air Time.....18 hours daily  
 News. Affil..Post & Standard, Herald-Journal  
 News Service.....UP INS  
 Representative ....Harrington-Righter-Parsons  
 Membership .....NARTB  
 Pres., Gen., Sta. Mgr.....E. R. Vadeboncoeur  
 Comm. Manager.....William R. Alford, Jr.  
 V.P. in Charge of Prog.....William V. Rothrum  
 Prom., Pub. Director.....Louis Switzer  
 Dir. of News & Sp. Events.....Fred Hillegas  
 Program Director.....James McDonald  
 Film Manager.....Rodney Swift  
 Chief Engineer.....Albert Echolzer  
 Consulting Eng.....Craven, Lohnes & Culver

**WKTV—Utica—1949**  
ABC-CBS-NBC

Channel: 13 VHF..AP: 100 Kw...VP: 187 Kw.  
 Owned-Oper. By....Copper City Bcstg. Corp.  
 Business Address.....Smith Hill Rd.  
 Phone Number .....3-0404  
 Air Time.....18 hours daily  
 News Service .....UP  
 Representative.....Donald Cooke, Inc.  
 Membership .....NARTB  
 President.....Myron J. Kallet  
 Gen., Sta. Manager.....Michael C. Fusco  
 Exec. Vice Pres.....William T. MacNeilly  
 Program Dir.....Jack Fredericks  
 Publicity Director.....Frank Gruenwald  
 Promotion Director.....Steve Purcell  
 Dir of News & Sp. Events.....Lyle Bosley  
 Prod. Manager.....Edward Whittaker  
 Film Manager.....Joseph Casaletta  
 Chief Engineer.....De Forest T. Layton, Jr.  
 Consulting Eng.....George Adair

For Important  
 Telephone Numbers  
 in  
 New York  
 Chicago  
 Washington  
 Los Angeles  
 See  
 Page 100





Spend Jefferson Nickels  
on a Jefferson Standard Station...  
Create Jeffersonian Results

**WBTV**  
CHARLOTTE, N.C.

**WBTV**  
FLORENCE, S.C.

JEFFERSON STANDARD BROADCASTING COMPANY  
represented nationally by CBS TV Spot Sales



## WISE-TV—Asheville—1953 NBC-CBS

Channel: 62... AP: 16 Kw... VP: 29 Kw.  
Owned-Operated By... WISE, Inc.  
Address... 100 College St.  
Phone Number... 3-5381  
Air Time... 5 hours daily  
News Service... AP  
Representative... Bolling  
President, Gen. Mgr... Harold H. Thoms  
Commercial Mgr... Joseph J. Master  
Program Director... Coletta M. Mouw  
Chief Engineer... John Randolph

## WLOS-TV—Asheville—1954 ABC

Channel: 13... AP: 85 Kw... VP: 170 Kw.  
Owned-Oper. By... Skyway Broadcasting Co.  
Business Address... 288 Macon Avenue  
Phone Number... 2-2431  
Air Time... 12½ hours daily  
News Service... UP  
Rep... Venard, Rintoul & McConnell; Ayers  
Membership... NARTB  
Executive V.P... Charles B. Britt  
Gen. Mgr., Dir News, Sp. Evt... J. E. Edwards  
Comm. Manager... Bradley H. Roberts  
Prog. Dir., Prod. Mgr... Charles E. Newcomb  
Prod. Manager... Sterling W. Wright  
Film Manager... Bob Hensley  
Consulting Engineer... John Creutz

## WBT-TV—Charlotte—1949 ABC-CBS-NBC

Channel: 3 VHF... AP: 60 Kw... VP: 100 Kw.  
Owned-Oper. By... Jefferson Standard Bcstg. Co.  
Business Address... 1 Jefferson Pl.  
Phone Number... ED 3-8833  
Air Time... 17 hours daily  
News Service... UP, AP  
Representative... CBS TV Spot Sales  
Membership... NARTB, TvB  
President... Joseph M. Bryan  
Exec. V.P., Gen. Mgr... Charles H. Crutchfield  
V.P., Sales & Prom... J. Robert Covington  
V.P. Prog. & Pub. Rel... Kenneth I. Treadwell  
Gen. Sales Mgr... Wallace J. Jorgenson  
V.P. Dir. of Engineering... Thomas Howard  
Promotion Supervisor... John Dillon  
Prod. Supervisor... Robert L. Rierson  
Publicity Director... H. Harold Powell  
Film Supervisor... J. Nathan Tucker  
Consulting Engineer... A. J. Ring

## WTVD—Durham—1954 ABC-NBC

Channel: 11 VHF... AP: 170 Kw... VP: 316 Kw.  
Owned-Oper... Durham Bcstg. Enterprises, Inc.  
Business Address... P. O. Box 2009  
Phone Number... 2-2111

Air Time... 18 hours daily  
News Service... AP  
Representative... Petry  
Membership... NARTB, TvB  
Pres., Gen. Mgr... Harmon L. Duncan  
Station Manager... Floyd Fletcher  
Comm. Manager... Mike Thompson  
Program Director... Ernie Greup  
Prom., Pub. Director... Norman Hackney  
Production Manager... Harry Middleton  
Dir. of News & Sp. Events... Jack Williams  
Film Buyer... Dale Baum  
Chief Engineer... Henry Cronin  
Consulting Eng... Craven, Lohnes & Culver

## WFLB-TV—Fayetteville 1955—CBS-NBC

Channel: 18 UHF... AP: 7.41 Kw... VP: 13.2 Kw.  
Owned-Operated By... Fayetteville Bcstrs. Inc.  
Address... Box 512  
Representative... Young TV Corp.  
General Manager... W. D. Bailey

## WFMY-TV—Greensboro 1948

Channel: 2 VHF... AP: 8.4 Kw... VP: 16.72 Kw.  
Owned-Operated By... Greensboro News Co.  
Address... Phillips Ave.  
Phone Number... 4-0114  
Air Time... 17 hours daily  
News Service... UP  
News. Affil... News, Record  
Representative... Harrington, Righter & Parsons  
Membership... NARTB, TvB  
Gen., Sta. Manager... Gaines Kelley  
Comm. Manager... Joe E. Lake  
Program Director... Gomer R. Lesch  
Prom. Manager... Al Chioda  
Film Manager... Jack Wiggins  
Chief Engineer... William E. Neill  
Consulting Engineer... Craven, Lohnes, & Culver

## WNCT—Greenville—1953 ABC-CBS

Channel: 9 VHF... AP: 158 Kw... VP: 316 Kw.  
Owned-Oper. By... Carolina Bcstg. System Inc.  
Business Address... Box 898  
Phone Number... 6181  
Air Time... 17½ hours daily  
News Service... UP  
Representative... Pearson  
Membership... TvB  
President... Earl Westbrook  
General Manager... A. Hartwell Campbell  
Comm. Manager... John G. Clark, Jr.  
Prog., News Director... Eck Wall  
Prom., Pub. Manager... Dave Mosier  
Production Manager... John Warner  
Film Mgrs... Malcolm Nicholson, Bill Carroll  
Chief Engineer... Hank Tribbley  
Consulting Eng... Everett Dillard

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

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

**A P**

**50 ROCKEFELLER PLAZA, NEW YORK 20. N. Y.**

**WNAO-TV—Raleigh—1953**  
**ABC-CBS-DuM**

Channel: 28 UHF...AP: 102 Kw...VP: 182 Kw.  
Owned-Oper. By.....Sir Walter Television Co.  
Business Address.....219 S. McDowell St.  
Phone Number.....2-0321  
Air Time.....15 hours daily  
News Service.....AP  
Representative.....Avery-Knodel, Inc.  
Membership.....NARTB, TvB  
President.....John W. English  
Gen., Sta. Mgr.....Charles G. Baskerville  
Commercial Mgr.....Earl Welde  
Chief Engineer.....Pete Miller  
Consulting Engineer.....Craven, Lohnes

**WITN—Washington—1955**  
**NBC**

Channel: 7 VHF...AP: 160 Kw...VP: 316 Kw.  
Owned-Oper. By.....North Carolina TV, Inc.  
Business Address.....Washington  
Phone Number.....1760  
Air Time.....9 hours daily  
News Service.....UP  
Representative.....Headley-Reed  
Membership.....NARTB  
Pres., Gen., Sta. Mgr.....W. R. Robertson, Jr.  
Comm. Manager.....T. H. Patterson  
Dir. Ops., Film Mgr.....Hal Wilson  
Dir. of News & Sp. Events.....S. Pfultz  
Chief Engineer.....L. E. Hilcnd  
Cons. Eng.....George C. Davis, Wash., D. C.

**WMFD-TV—Wilmington**  
**1954—ABC-NBC**

Channel: 6 VHF...AP: 31 Kw...VP: 62 Kw.  
Owned-Oper. By.....WMFD-TV, Inc.  
Business Address.....225 Princess Street  
Phone Number.....3-4666  
Air Time.....8 hours daily  
News Service.....UP  
Representative.....Weed  
Membership.....NARTB  
President, Gen. Mgr.....R. A. Dunlea  
Station Manager.....R. A. Dunlea, Jr.  
Comm. Manager.....C. O. Shields  
Program Director.....Clint Long  
Promotion Director.....Bob Caudle  
Dir. of News & Sp. Events.....Paul Jennewein  
Production Manager.....Bob West  
Publicity Director.....Gene Warren  
Film Manager.....John McNeil  
Chief Engineer.....E. I. Herring  
Consulting Engineer.....A. D. Ring

**WSJS-TV—Winston-Salem**  
**1953—NBC**

Channel: 12 VHF...AP: 200 Kw...VP: 316 Kw.  
Owned-Oper. By.....Triangle Bcstg. Corp.

**CBS**

**WNAO-TV**

**CHANNEL 28**

**THE NATION'S**

*No. 1*

**U. H. F.**

**IN A MIXED**

**MARKET !!**

**Raleigh**

**Durham**



Business Address.....419-21 N. Spruce St.  
 Phone Number.....5-2311  
 Air Time.....18 hours daily  
 Newspaper Aff. Journal & Twin City Sentinel  
 News Service.....UP  
 Representative.....Headley-Reed  
 Membership.....NARTB, TvB  
 Exec. V.P. & Gen. Mgr.....Harold Essex  
 Sales Manager.....Harry B. Shaw  
 Program Manager.....John A. Comas  
 Prom. & Pub. Director.....Dick Barron  
 Director News.....F. O. Carver  
 Film Manager.....Carl Wiegold  
 Operations Manager.....Phil Hedrick  
 Consulting Eng.....Craven, Lohnes & Culver

**WTOB-TV—Winston-Salem  
 1953**

Channel: 26 UHF.. AP: 9 Kw.. VP: 17.2 Kw.  
 Owned-Oper. By...Winston-Salem Bcstg. Co.  
 Business Address.....Box 5176  
 Phone Number.....3-4353  
 Air Time.....8 hours daily  
 Representative...Venard, Rintoul & McConnell  
 President.....James W. Coan  
 General Manager.....John G. Johnson  
 Production Mgr., Film Dir....Tracy Lounsbury  
 Chief Engineer.....Jim Hoke

**NORTH DAKOTA**

Pop. Feb. 1, 1956 (Est.) 624,000—TV Homes 72,095  
 Stations in State 6

**KBMB-TV—Bismarck—1955  
 CBS**

Channel: 12 WHF.. AP: 14.5 Kw.. VP: 39 Kw.  
 Owned-Oper. By...North Dakota Bcstg. Co., Inc.  
 Address.....Box 626, Fargo, N. D.  
 Representative.....Weed TV Corp.  
 Pres., Gen. Mgr.....John W. Boler

**KFYR-TV—Bismarck—1953  
 NBC-CBS**

Channel: 5 VHF.. VP: 50 Kw.. VP: 100 Kw.

Owned-Oper. By.....Meyer Bcstg. Co.  
 Business Address.....202½ Fourth St.  
 Phone Number.....CA 3-0900  
 Air Time.....10 hours daily  
 News Service.....UP  
 Membership.....NARTB, TvB  
 Representative.....Hoag-Blair  
 President.....Mrs. P. J. Meyer  
 General Manager.....W. A. Ekberg  
 Comm. Manager.....A. L. Anderson  
 Program Director.....Cal Culver



**Channel 5**

BISMARCK, N. DAK.

**FULL POWER  
 100,000 WATTS**

Represented Nationally by Hoag-Blair TV, Inc.

**Kfyrtv  
 entertains and  
 sells some of  
 the nation's  
 spendigest  
 families!**

North Dakota families know a bargain when they see it . . . and they see it on KFYR-tv. Top-rated shows from the three major networks blend with carefully prepared local programming — sports, news and special events — to produce picture pleasure enjoyed by thousands of loyal KFYR-tv viewers.  
 And KFYR-tv satisfies some of the buying-est folks in the nation. North Dakota ranks 10th in the nation in retail sales per house-

hold . . . and Bursleigh, KFYR-tv's home county, clinched 26th place among the nation's counties with a whopping retail buying spree of \$5,748 per household last year.\*  
 No matter how you look at it . . . set saturation, mail pull or local account loyalty, KFYR-tv delivers MORE for your advertising dollar — where dollars mean dividends!

\*1955 Consumer Markets, SR&DS

**KFYR-TV ★ Channel 5 ★ Bismarck, North Dakota ★ 100,000 WATTS**

Prom., News & Sp. Events Dir. . . . . Jack Swenson  
 Production Manager . . . . . Wayne Turner  
 Film Manager . . . . . C. F. Dirlam  
 Chief Engineer . . . . . Ivar Nelson  
 Consulting Engineer . . . . . E. C. Page

**WDAY-TV—Fargo—1953**  
**NBC-ABC**

Channel: 6 VHF . . . AP: 33 Kw. . . VP: 66 Kw.  
 Owned-Oper. By . . . . . WDAY, Inc.  
 Business Address . . . . . 118 Broadway  
 Phone Number . . . . . 5357  
 Representative . . . . . Peters, Griffin, Woodward, Inc.  
 President . . . . . E. C. Reineke  
 Manager . . . . . Tom Barnes  
 Asst. Manager . . . . . Jack Dunn  
 Program Manager . . . . . Ken Kennedy  
 Promotion Mgr. . . . . Roy Pedersen  
 Production Director . . . . . Jack Gauvite

**KNOX-TV—Grand Forks**  
**1955—NBC-ABC**

Channel: 10 VHF . . . AP: 14.1 Kw. . . VP: 28.2 Kw.  
 Owned-Operated By . . . . . Community Radio Corp.  
 Address . . . . . Box 142  
 Representative . . . . . Rambeau, Bulmer & Johnson  
 Pres., Gen. Mgr. . . . . Carroll E. Day

**KCJB-TV—Minot—1953**  
**CBS-NBC**

Channel: 13 VHF . . . AP: 15 Kw. . . VP: 30 Kw.

Owned-Oper. By . . . . . North Dakota Bcstg. Co.  
 Business Address . . . . . 15A West Central Ave.  
 Phone Number . . . . . 51-161  
 Air Time . . . . . 10 hours daily  
 News Service . . . . . AP, UP  
 Representative . . . . . Weed  
 Membership . . . . . NARTB  
 Pres., General Manager . . . . . John W. Boler  
 Sta.. Comm. Manager . . . . . Chester Rietan  
 Prog. Director . . . . . Peter Evenson  
 Dir. News & Sp. Events . . . . . William Johnson  
 Film Manager . . . . . Mary Novak  
 Chief Engineer . . . . . Joe Main  
 Consulting Engineer . . . . . Lloyd R. Amoo

**KXJB-TV—Valley City**  
**1954—CBS**

Channel: 4 VHF . . . AP: 57 Kw. . . VP: 100 Kw.  
 Owned-Oper. By . . . . . North Dakota Bcstg. Co.  
 Business Address . . . . . 4000 Front Street  
 Phone Number . . . . . 4461  
 Air Time . . . . . 13½ hours daily  
 News Service . . . . . AP  
 Representative . . . . . Weed  
 Membership . . . . . NARTB  
 Pres., Gen. Mgr. . . . . John W. Boler  
 V.P., Sales . . . . . William L. Hurley  
 Promotion Director . . . . . Barbara Curran  
 Dir. of News & Sp. Events . . . . . Hal Kennedy  
 Oper. Mgr., Prog. Dir. . . . . Judy Lawton  
 Prod. Manager . . . . . R. O. Grignon  
 Film Manager . . . . . Loren Mathre  
 V.P., Engineering . . . . . Lloyd Amoo

The "MARKET MAKERS" made

**Now . . . ONE CALL BUYS THE NORTH DAKOTA MARKET**

They're spread out in booming North Dakota, but they've got Cadillac buying power from oil, wheat, farming and distribution jobs—a population equal to Seattle, Minneapolis, New Orleans or Providence (and more buying power than most of them.)

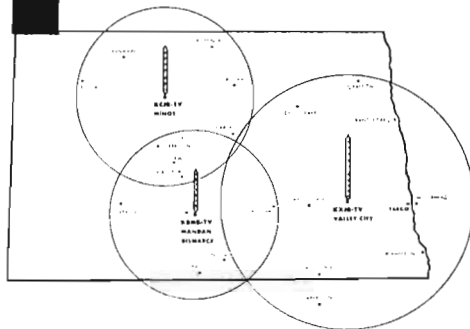
What's the easiest, most impressive, most economical way to reach this boom baby? Buy television on the "Market Maker Stations"—the perfect case of *one* television operation taking over 700,000 people scattered over 75,000 sq. miles and making a single market of them.

Here's how economically you can cover North Dakota with the "Market Maker Stations." The open rates below include a 15% discount for using all 3 "Market Makers." (Use two, and get a 10% discount):

	10 sec.	1 min.
AA (7:30-9:30 PM)	\$64.00	\$127.50
A TIME	48.00	96.00
B TIME	35.00	70.00
C TIME	23.00	47.00

Additional frequency discounts to 25%.

market out of North Dakota!



**ONE CALL . . . ONE CONTACT . . . ONE CONTRACT**

Delivers 80% of North Dakota and plenty of gravy in Minnesota and South Dakota, too!

ONLY POSSIBLE BY BUYING THE . . .

**MARKET MAKER STATIONS!**

• CBS Primary • N. D. Broadcasting Co. • 4000 Front St. • Fargo 4461

**Call WEED TELEVISION**

**KCJB-TV**  
 CHANNEL 13  
 30,000 WATTS  
 MINOT

**KXJB-TV**  
 CHANNEL 4  
 100,000 WATTS  
 VALLEY CITY

**KBMB-TV**  
 CHANNEL 12  
 30,000 WATTS  
 BISMARCK



**CLEVELAND'S  
NEW  
SIGHT AND  
SOUND**



**KYW 3 TV**

There's excitement in the air in Cleveland and all of Northern Ohio. KYW-TV, the newest member of the WBC family, is taking the town.

KYW-TV's audience is watching new and outstanding local shows! Popular NBC network shows! Color spectaculars! Drama, sports, comedy—the best of everything in sight and sound.

To you this means audience action in the nation's 7th largest market . . . 1,217,000 TV homes and the highest per-capita income in the country!

Put KYW-TV to work for you in these 27 rich counties. Call Albert Krivin, Sales Manager at CHerry 1-0942, or Alexander W. "Bink" Dannenbaum, Jr., WBC National Sales Manager, MURray Hill 7-0808, New York.

**WESTINGHOUSE BROADCASTING COMPANY, INC.**

**RADIO**

**BOSTON**—WBZ+WBZA  
**PITTSBURGH**—KDKA  
**CLEVELAND**—KYW  
**FORT WAYNE**—WOWO  
**PORTLAND**—KEX

**TELEVISION**

**BOSTON**—WBZ-TV  
**PITTSBURGH**—KDKA-TV  
**CLEVELAND**—KYW-TV  
**SAN FRANCISCO**—KPIX



KPIX REPRESENTED BY THE KATZ AGENCY, INC  
ALL OTHER WBC STATIONS REPRESENTED BY  
PETERS GRIFFIN WOODWARD INC.



**WAKR-TV—Akron—1953**  
**ABC**

Channel: 49 UHF.. AP: 107 Kw.. VP: 213 Kw.  
Owned-Oper. By..... Summit Radio Corp.  
Business Address..... 853 Copley Road  
Phone Number..... POrtage 2-8811  
Air Time..... 12 hours daily  
News Service..... AP, UP  
Representative..... Weed  
Membership..... NARTB  
President..... S. Bernard Berk  
Gen.. Sta. Manager..... Roger G. Berk  
V.P., Dir. Sales..... Kenneth M. Keegcn  
Prom. Director..... A. R. Cooper  
Dir. of News & Sp. Events..... Ed McDonald  
Prog., Pub. Dir., Prod. Mgr., Robert I. Bostian  
Film Manager..... William A. Mavrides  
Chief Engineer..... Irwin L. Knopp  
Consulting Engineer..... Kear & Kennedy

**WICA-TV—Ashtabula—1953**

Channels: 15 UHF... AP: 12 Kw... VP: 20 Kw.  
Owned-Oper. By..... WICA, Inc.  
Business Address..... Jefferson Road  
Phone Number..... 32-126  
Air Time..... 3 hours daily  
News Service..... UP  
President..... D. C. Rowley  
General Manager..... John Collin  
Station Manager..... Donald Fassett  
Comm. Manager..... Vernon Webster  
Prog. Dir., Film Mgr..... John Strasen  
Prom. & Pub. Director..... Lawrence Gerrity  
Dir. of News & Sp. Events..... Andrew Holecko  
Production Manager..... Robert Coxe  
Chief Engineer..... Frank Bernato  
Consulting Engineer..... Guatney & Jones

**WCPO-TV—Cincinnati**  
**1949—ABC**

Channel: 9 VHF.. AP: 158 Kw.. VP: 316 Kw.  
Owned-Oper. By. Scripps-Howard Radio, Inc.  
Business Address..... 2345 Symmes St.  
Phone Number..... CAPital 1-0777  
Air Time..... 17½ hours daily  
News Service..... UP  
Representative..... The Branham Co.  
Membership..... NARTB  
President..... Jack R. Howard  
General Manager..... M. C. Watters  
Station Manager..... Glenn C. Miller  
National Sales Mgr..... Patrick H. Crafton  
Prog. Director..... Ed Weston  
Prom., Pub. Director..... Dave Wilson  
Dir. of News & Sp. Events..... Jack Fogarty  
Sales Director..... Clarence (Chick) Doty  
Production Manager..... Len Gorian  
Film Manager..... Harvey Freeman  
Chief Engineer..... Paul Adams

**WKRC-TV—Cincinnati**  
**1949—CBS**

Channel: 12 VHF.. AP: 195 Kw.. VP: 316 Kw.  
Owned-Oper. By..... Radio Cincinnati, Inc.

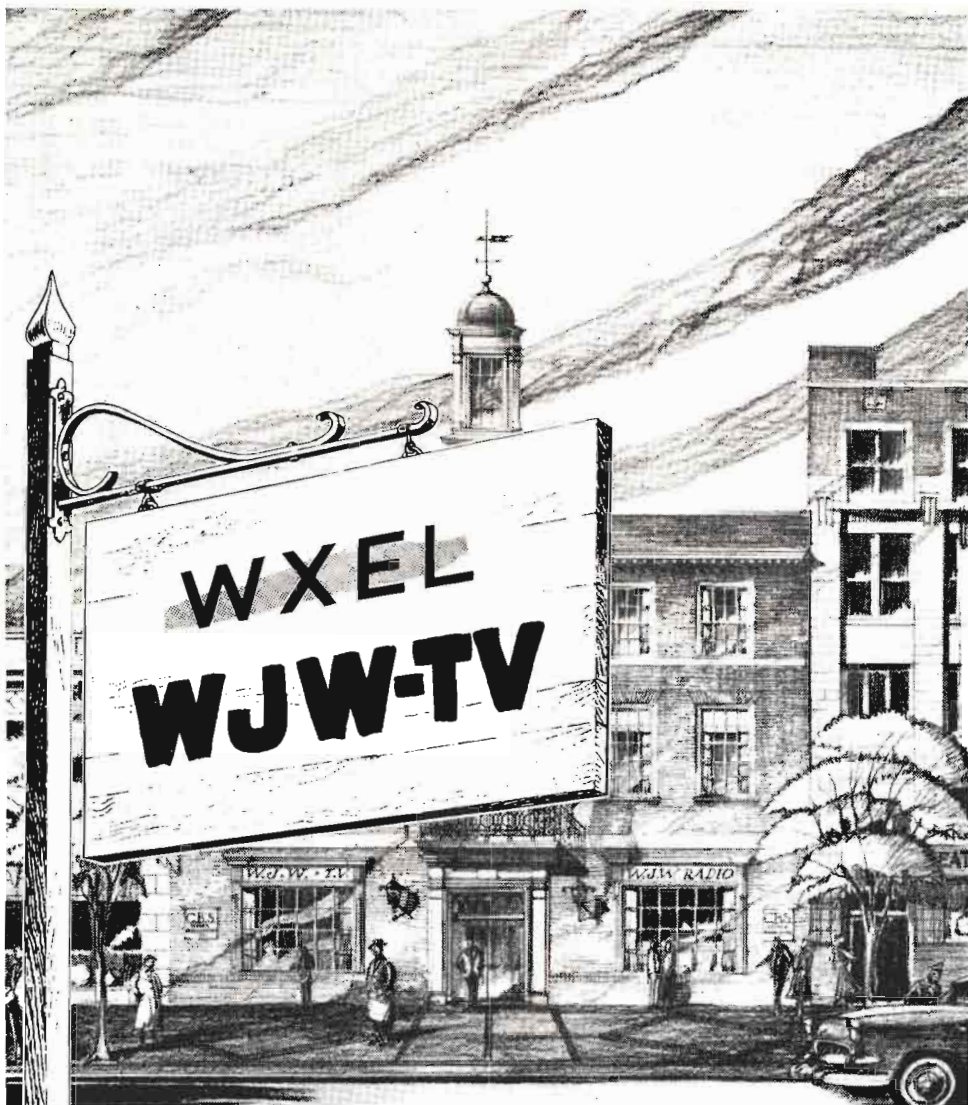
Business Address..... Times-Star Bldg.  
Phone Number..... GARfield 1-1331  
Air Time..... 18 hours daily  
News Service..... AP  
Representative..... Katz  
Membership..... NARTB  
President..... Hulbert Taft, Jr.  
Exec. V.P., Gen. Manager..... David G. Taft  
Gen. Sales Mgr..... Robert T. Schlinkert  
Natl. Sls. Manager..... Kenneth Church  
Local Sls. Manager..... Roger Read  
Program Director..... Paul E. Shumate  
Director of Merch. Prom..... John J. Walsh  
Dir. of News & Sp. Events..... George Palmer  
Prod. Manager..... George Rogers  
Publicity Director..... Don Edgemon  
Promotion Director..... Lila Lambert  
Film Manager..... Barry Hersh  
Director of Eng..... George Wilson  
Consulting Engineer..... George Davis

**WLW-T—Cincinnati—1948**  
**NBC**

Channel: 5 VHF.. AP: 50 Kw.. VP: 100 Kw.  
Owned-Operated By..... Crosley Bcstg. Corp.  
Address..... 140 W. Ninth St.  
Phone Number..... Cherry 1822  
Air Time..... 18 hours daily  
News Service..... UP, INS  
Rep..... WLW Sales, NBC Spot Sales  
Membership..... NARTB, TvB  
Chairman of the Board..... James D. Shouse  
Pres. & Gen. Mgr..... Robert E. Dunville  
V.P. & Asst. Gen. Mgr..... Ward Quaal  
V.P. & Dir. TV Oper..... John T. Murphy  
V.P. & Treasurer..... K. T. Murphy  
V.P., Public Relations..... Gil Kingsbury  
Station Mgr..... Robert Boulware  
Asst. Manager..... Harry LeBrun  
Program Director..... James Bruce  
Dir. Client Service Dept..... Richard K. Jones  
Prom., Pub. Director..... James E. Allen  
Dir. of News & Sp. Events..... Terry Flynn  
Exec. Producer..... Pete Katz  
Dir. Film Procurement..... Al Sussman  
Film Director..... Art Nevins  
Chief Engineer..... R. J. Rockwell  
Consulting Engineer..... Weldon & Carr.

**KYW-TV—Cleveland—1948**

Channel: 3..... AP: 50 Kw..... VP: 100 Kw.  
Owned-Oper. By..... Westinghouse Bcstg. Co.  
Business-Studio Address..... 815 Superior Ave.  
Phone Number..... CHerry 1-0942  
Air Time..... 18 hours daily  
News Service..... AP, UP, INS Facsimile  
Representative..... Peters, Griffin, Woodward, Inc.  
Membership..... NARTB, TvB  
President..... D. McGannon  
V.P., Gen. Mgr..... Rolland V. Tooke  
Sales Manager..... Albert Krivin  
Program Manager..... E. Preston Stover  
Production Manager..... B. Calvin Jones  
Adv. & Sls. Prom. Mgr..... G. Edward Wallis  
Auditor..... Robert Peters  
Chief Engineer..... Sidney V. Stadig



## A NEW NAME...AND A NEW HOME

A change is being made in WXEL, Channel 8 in Cleveland. A change in name that has a logical association, that makes for easier identity. Sharing the Storer Broadcasting Company banner with veteran radio station WJW, Cleveland's WXEL becomes WJW-TV. And along with the change in call letters comes a change in the home of these two sister stations. In the heart of downtown Cleveland is a handsome new Williamsburg colonial structure—better-than-ever able to serve its clients and the public. Come visit us soon—there's a hospitable welcome awaiting you!



*in Cleveland, keep your eye on channel 8*

**WJW-TV**...Cleveland's Basic CBS Television Outlet

## WEWS—Cleveland—1947

### ABC

Channel: 5 VHF..AP: 47 Kw..VP: 93 Kw.  
 Owned-Oper. By...Scripps-Howard Radio, Inc.  
 Business-Studio Address.....1816 E. 13th St.  
 Phone Number.....TOWER 1-5454  
 Air Time.....15 hours daily  
 News Service.....UP  
 Membership.....NARTB, TvB  
 Representative.....Branham  
 President.....Jack R. Howard  
 General Manager.....James C. Hanrahan  
 Station Director.....J. Harrison Hartley  
 General Executive.....Floyd E. Weldman  
 Exec. Program Mgr.....Betty Cope  
 Dir. of News & Spec. Events...Donald L. Perris  
 Advertising Manager.....John H. Foley  
 Chief Engineer.....Joseph B. Epperson

## WJW-TV—Cleveland—1949

### CBS

Channel: 8 VHF..AP: 191 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Storer Bcstg. Co.  
 Address.....1630 Euclid Ave.  
 Phone Number.....TOWER 1-8989  
 Air Time.....16 hours daily  
 News Service.....UP, AP, INS  
 Representative.....Katz  
 Membership.....NARTB, TvB  
 President.....George B. Storer  
 Managing Director.....Ben Wickham  
 Publicity Director.....Barbara Snyder  
 Commercial Mgr.....R. C. Wright  
 Program Director.....Ben Wickham  
 Chief Engineer.....H. A. Brinkman  
 Consulting Engineer.....A. Earl Cullum

## WBNS-TV—Columbus—1949

### CBS

Channel: 10 VHF..AP: 123 Kw..VP: 219 Kw.  
 Owned By.....Dispatch Printing Co.  
 Business Address.....33 N. High St.  
 Phone Number.....CA 8-3538  
 Air Time.....17 hours daily  
 News Service.....AP  
 Station Representative.....Blair TV  
 Membership.....NARTB, TvB  
 Dir. of Television.....Richard A. Borel  
 Program Director.....Jerome R. Reeves  
 Sales Director.....Robert D. Thomas  
 Promotion Director.....Barbara Haddox  
 Dir. News & Spe. Events...Chester S. Long  
 Production Dir.....John Haldi  
 Public Serv. Dir.....Larry Rhodes  
 Merchandising Dir.....Morton Sherman  
 Film Buyer.....Betty Dixon  
 Chief Engineer.....Lester H. Nafzger  
 Consulting Engineer.....Jansky & Bailey

## WLW-C—Columbus—1949

### NBC-ABC

Channel: 4 VHF..AP: 13 Kw..VP: 26 Kw.  
 Owned-Operated By.....Crosley Bcstg. Corp.  
 Business Address...3165 Olentangy River Rd.  
 Phone Number.....Jefferson 5441  
 Membership.....TvB  
 Air Time.....19 hours daily  
 News Service.....UP  
 President.....Robert E. Dunville  
 Vice Pres. & Gen. Mgr.....James Leonard  
 Commercial Mgr.....James G. Burgess  
 Program Director.....Walter S. Jacobs  
 Promotion Director.....Donald H. Edgemor  
 Production Manager.....Bud Gillis  
 Dir. of News & Spec. Events...David Nichols  
 Film Manager.....Carol Barclay  
 Chief Engineer.....Charles Sloan

## WTVN-TV—Columbus—1949

### CBS-DuM

Channel: 6 VHF..AP: 60 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Radio Cincinnati, Inc.  
 Address.....753 Harmon Ave.  
 Phone Number.....CApitol 8-5801  
 Air Time.....15 hours daily  
 News Service.....AP  
 Representative.....Katz  
 Membership.....NARTB  
 President.....Hulbert Taft, Jr.  
 Exec. Vice-President.....Kenneth Church  
 General Manager.....J. W. McGough  
 Sales Manager.....Edwin G. Richter, Jr.  
 Program Director.....Joseph A. Jenkins  
 Promotion Director.....Bruce Johns  
 Director of News.....Joe Hill  
 Film Manager.....Richard McKinney  
 Chief Engineer.....William H. Hansher

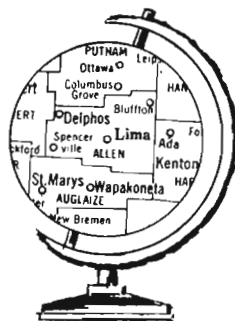
## WLW-D—Dayton—1949

### NBC-ABC

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Crosley Bcstg. Corp.  
 Business-Studio Address...4595 S. Dixie Hwy.  
 Phone Number.....Walnut 2101  
 Air Time.....19 hours daily  
 News Service.....UP, INS  
 Representative...WLW Sales, NBC Spot Sales  
 Membership.....NARTB  
 President.....R. E. Dunville  
 V.P., Sta. Manager.....H. P. Lasker  
 Comm. Manager.....George Gray  
 Program Adm.....Arlene Hadley  
 Pub. Director.....Dorothy A. Sanders  
 Exec. Prod.....Robert Provence  
 Chief Engineer.....Lester Sturgill

# WORLDS OF EXTRA COVERAGE!

In the rich trading area of Lima, Ohio, there are 45,000 TV families for a saturation of 81.1 percent . . . and here more people watch WHIO-TV than all the other TV stations combined. Outside of the primary area, LIMA IS 80 MILES FROM DAYTON. It's just one of the MANY outside bonus areas in WHIO-TV's coverage of 511,310 families. Here are the ARB facts and figures:



## CHANNELS VIEWED MOST IN LIMA, OHIO

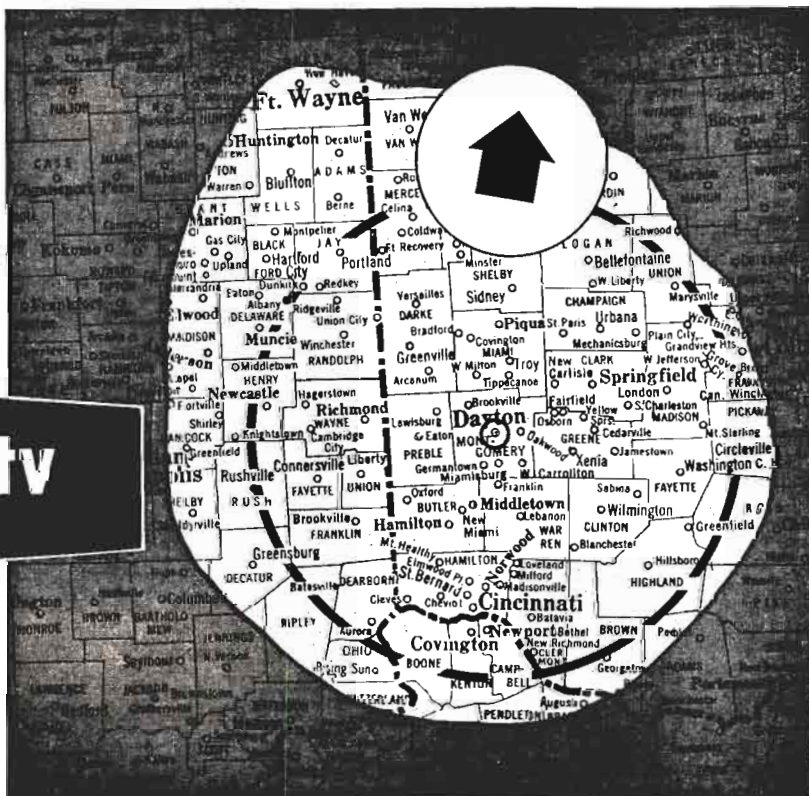
Channel	City	Station Viewed Most Before 6 P.M.	Station Viewed Most After 6 P.M.
WHIO-TV	Dayton	66	66
Station B (UHF)		7	24
Station C		5	5
Station D		3	3

These figures prove the eyes and ears of this world are tuned to WHIO-TV, one of America's great AREA stations, using one of the world's tallest towers (1104 ft.) and the equivalent of 316,000 watts. It's America's best buy in TV—and if you don't believe it ask our world representative George P. Hollingbery.

ONE OF  
AMERICA'S  
GREATEST  
AREA  
STATIONS

**whio-tv**  
CBS

Channel **7**  
DAYTON, OHIO



## WHIO-TV—Dayton—1949

### CBS-DuM

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By...Miami Valley Bcstg. Corp.  
 Business Address.....45 S. Ludlow St.  
 Phone Number.....ADams 2261  
 Air Time.....18 hours daily  
 Newspaper Affil.....Dayton Daily News  
 News Service.....UP  
 Representative.....Hollingbery  
 Membership.....NARTB  
 President.....James M. Cox Jr.  
 General Manager.....J. Leonard Reinsch  
 Station Manager.....Robert H. Moody  
 Commercial Manager.....W. E. Wolaver  
 Program Director.....Charles Gay  
 Dir. of News & Sp. Events.....Don Wayne  
 Production Manager.....Jack Hodgkinson  
 Film Manager.....Ralph Gram  
 Chief Engineer.....Ernest L. Adams  
 Consulting Engineer.....Frank H. MacIntosh

## WIMA-TV—Lima—1953

### NBC-ABC-CBS

Channel: 73 UHF..AP: 9.8 Kw..VP: 16.2 Kw.  
 Owned-Operated By.....WLOK, Inc.  
 Business Address.....1424 Rice Ave.  
 Phone Number.....6-3411  
 Air Time.....12 hours daily  
 News Service.....UP  
 Representative.....H.R.  
 Membership.....NARTB  
 President.....G. E. Hamilton  
 Gen., Sta. Manager.....R. W. Mack  
 National Sales.....J. L. Spring  
 Local Sales.....C. B. Heller  
 Program Director.....Easter Straker  
 Dir. of News & Sp. Events.....Don Sherwood  
 Production Manager.....Dick Hower  
 Film Manager.....Tom Ryan  
 Chief Engineer.....Albert Smith  
 Consulting Engineer.....George Davis

## WSTV-TV—Steubenville

### 1953—CBS-ABC

Channel: 9 VHF..AP: 115 Kw..VP: 230 Kw.  
 Owned-Oper. By.....WSTV, Inc.  
 Business Address.....Exchange Realty Bldg.  
 Phone Number.....ATlantic 2-6265  
 Air Time.....18 hours daily  
 News Service.....UP  
 Representative.....Avery-Knode  
 President.....Jack N. Berkman  
 Gen., Sta. Manager.....John J. Laux  
 Comm. Manager.....Joseph M. Troesch  
 Prog. Director.....Rosemarie Zorne  
 Dir. of News & Sp. Events.....Scott McMurray  
 Prom., Pub. Director.....Bill McClinton  
 Prod. Mgrs.....George Wilson, Clyde Higgins  
 Film Manager.....Carl Kroskey  
 Chief Engineer.....Charles S. Shepherd  
 Consulting Engineer.....George C. Davis

## WSPD-TV—Toledo—1948

### ABC-CBS-NBC

Channel: 13 VHF..AP: 160 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Storer Bdcstg. Co.  
 Business-Studio Address.....136 Huron St.  
 Air Time.....16 hours daily  
 News Service.....INS, UP  
 Phone Number.....CHerry 8-6201  
 Representative.....Katz  
 Membership.....NARTB, TvB  
 President.....George B. Storer  
 V.P. & Managing Dir.....Allen L. Hald  
 National Sales Mgr.....Bill Ashworth  
 Dir. of News & Sp. Events.....Jim Uebelhart  
 Production Manager.....John Saunders  
 Film Director.....Elaine Phillips  
 Prog. Director.....Al Ruhfel  
 Prom., Pub. Director.....Liz Wagner  
 Chief Engineer.....Bill Stringfellow  
 Consulting Engineer.....Jansky & Bailey

## WFMJ-TV—Youngstown

### 1953—NBC

Channel: 21 UHF..AP: 87.5 Kw..VP: 175 Kw.  
 Owned-Operated By...Vindicator Printing Co.  
 Address.....101 W. Boardman Street  
 Phone Number.....3-4121  
 Air Time.....18 hours daily  
 Membership.....NARTB  
 Newspaper Affil...The Youngstown Vindicator  
 Representative.....Headley-Reed  
 President.....William F. Maag Jr.  
 Gen., Sta., Comm.....Mitchell F. Stanley  
 Program Director.....Warren S. Park Jr.  
 Promotion Director.....Eugene A. Barko  
 Dir. of News & Sp. Events...William Lindsay  
 Production Manager.....Jay A. Grier  
 Film Manager.....Eugene L. Donahay  
 Chief Engineer.....Frank A. Dieringer  
 Consulting Engineer.....A. Earl Cullum Jr.

## WKBN-TV—Youngstown

### ABC-CBS

Channel: 27 UHF..AP: 89 Kw..VP: 178 Kw.  
 Owned-Operated By.....WKBN Bcstg. Co.  
 Address.....3930 Sunset Blvd.  
 Phone Number.....STerling 2-1145  
 News Service.....UP  
 Air Time.....18 hours daily  
 Membership.....NARTB  
 Representative.....Raymer  
 President, Gen. Mgr.....W. P. Williamson, Jr.  
 Station Director.....J. L. Bowden  
 Program Director.....Paul Turner  
 Public Relations Dir.....Jim E. Smith  
 Dir. News & Sp. Events.....Gene Starn  
 Production Mgr.....Howard Rempes  
 Film Manager.....Norman Berger  
 Chief Engineer.....B. T. Wilkins  
 Consulting Engineer.....Page, Creutz,  
 Garrison & Waldschmitt





### WHIZ-TV—Zanesville—1953 ABC-CBS-NBC

Channel: 18 UHF. AP: 40.7 Kw. VP: 74.1 Kw.  
Owned-Oper. By... Southeastern Ohio TV Sys.  
Business Address... Lind Arcade Bldg.  
Phone Number... GL 2-5431  
Air Time... 10 hours daily  
News Service... AP. UP  
Representative... Pearson

Membership... NARTB, TvB  
President... Clay Littick  
Gen., Station Mgr... Allan Land  
Comm. Manager... Nate Milder  
Dir. of News, Sp. Events... Arthur Schreiber  
Program Director... Reed Mellon  
Prom., Pub. Director... Naomi Lorton  
Prod., Film Buyer... Edward Fisher  
Film Manager... Rclph Young  
Chief Engineer... William A. Hunt, Sr.  
Consulting Engineer... Craven, Lohnes & Culver

## OKLAHOMA

Pop. Feb. 1, 1956 (Est.) 2,280,000—TV Homes 506,727  
Stations in State 8

### KTEN—Ada—1954 ABC-CBS-NBC

Channel: 10 VHF. AP: 141 Kw. VP: 252 Kw.  
Owned-Oper. By... Eastern Okla. TV Co., Inc.  
Business Address... P. O. Box 10  
Phone Number... 1010  
Air Time... 12 hours daily  
News Service... AP  
Rep... Venard, Rintoul & McConnell  
President... Dr. C. C. Morris  
V.P. & Gen. Mgr... Bill Hoover  
Sec. Treas. & Station Mgr... Brown Morris  
Program Director... Nadine Wheeler  
Dir. of News & Sp. Events... George Miller, Jr.  
Comm. Manager... Bill Hoover  
Prom., Pub. Director... Helen Moreland  
Production Manager... Jack Hoover  
Film Manager... G. C. Northington  
Chief Engineer... Fred Smith  
Consulting Eng... Vandivere, Cohen & Wearn

General Manager... Ross Baker  
Comm. Manager... Al Shore  
Prog., News & Sp. Events Dir... Jack Sasser  
Production Manager... Bill Wheatley  
Publicity Director... Wretha Bcrnhart  
Film Manager... Murdoch Matthew  
Chief Engineer... Williard Cochran  
Consulting Engineer... William Buford

### KTVX—Muskogee—1954 ABC

Channel: 8 VHF. AP: 158 Kw. VP: 316 Kw.  
Owned-Oper. By... Tulsa Broadcasting Co.  
Business Address... Box 9697  
Phone Number... Hickory 6-6184  
Representative... Avery-Knodel  
President... John T. Griffin  
Vice-Pres., Gen. Mgr... L. A. Blust, Jr.  
Sta. Mgr., Prog. Director... Ben January  
National Sales Mgr... Ben Holmes  
Program Director... John Devine  
Prom., Pub. Director... Robert C. Meade  
Dir. of News & Sp. Events... Jack Morris  
Production Manager... Al Clauser  
Film Managers... Glen Raines, J. Mermovd  
Engineering Supervisor... Robert E. Snider  
Chief Engineer... Louis Brown  
Consulting Engineer... Paul Godley

### KGEO-TV—Enid—1954 ABC

Channel: 5 VHF. AP: 50 Kw. VP: 100 Kw.  
Owned-Oper. By... Streets Electronics, Inc.  
Business Address... 206 East Randolph  
Phone Number... ADams 4-5000  
Air Time... 10 hours daily  
News Service... UP  
Representative... John E. Pearson  
Membership... NARTB  
President... P. R. Banta  
Gen., Sta., Comm. Manager... George Streets  
Promotion, Publicity... Casey Cohlmlia  
Production Manager... George Hohnbaum  
Film Manager... Bill Davis  
Chief Engineer... William Teitzel  
Consulting Engineer... A. Earl Cullum

### KWTV—Oklahoma City—1953 CBS-ABC

Channel: 9 VHF. AP: 158 Kw. VP: 316 Kw.  
Owned-Oper. By... Oklahoma Television Corp.  
Business Address... Box 8788  
Phone Number... Victor 3-6641  
Air Time... 17 hours daily  
Representative... Avery-Knodel  
Membership... NARTB, TvB  
President... Roy J. Turner  
General Manager... Edgar T. Bell  
Commercial Mgr... Fred L. Vance  
Promotion, Pub. Dir... Montez Tjaden  
Nat. Sls. Mgr... Jack de Lier  
Local Sls. Mgr... J. Gallaska  
Film Manager... David Hunt  
Production Mgr... Gene Linder  
Consulting Eng... George C. Davis  
Director of News... Bruce Palmer  
Program Director... Perry Dickey  
Chief Engineer... Morris W. Thomas

### KSWO-TV—Lawton—1950 ABC

Channel: 7 VHF. AP: 4.57 Kw. VP: 9.12 Kw.  
Owned-Operated By  
Oklahoma Quality Bcstg. Co.  
Address... Box 1385  
Phone Number... 7725  
Representative... Pearson  
President... R. H. Drewry



**WKY-TV—Oklahoma City**  
**1949—ABC-NBC**

Channel: 4 VHF..AP: 60 Kw..VP: 100 Kw.  
Owned-Oper. By.....WKY Radiophone Co.  
Studio Address.....500 E. Britton Rd.  
Phone Number.....TRinity 8-2161  
Air Time.....17½ hours daily  
News Service.....UP  
News Affil.....Okla. Publishing Co.  
Representative.....Katz  
Membership.....NARTB, TvB  
President, Gen. Mgr.....E. K. Gaylord  
Station Manager.....P. A. Sugg  
Asst. Station Mgr.....Hoyt Andres  
Adm. Asst.....Eugene B. Dodson  
Program Director.....Robert Olson  
Prom., Publicity Dir.....Wally Kinnan  
Dir. of News & Sp. Events.....Grant Foster  
Asst. Prog. Mgr., Film Mgr.....Kieth Mathers  
Chief Engineer.....H. J. Lovell  
Consulting Eng.....A. D. Ring & Associates

**KOTV—Tulsa—1949—CBS**

Channel: 6 VHF..AP: 60 Kw..VP: 100 Kw.  
Owned-Oper. By.....KOTV, Inc.  
Business Address.....302 S. Frankfort St.  
Phone Number.....CHerry 2-9233  
Air Time.....18 hours daily  
News Service.....UP  
Membership.....NARTB

Station Representative.....Petry  
Pres., Gen Mgr.....C. Wrede Petersmeyer  
Program Director.....Dick Campbell  
Comm. Manager.....Jim Richdale, Jr.  
Prom., Publicity Director.....Robert Freeland  
Film Manager.....Glenn White  
Dir. of News & Sp. Events.....Cy Tuma  
Chief Engineer.....LaVoy Hooker  
Consulting Engineer.....Earl Cullum

**KVOO-TV—Tulsa—1954**  
**NBC**

Channel: 2 VHF..AP: 60 Kw..VP: 100 Kw.  
Owned-Oper. Central Plains Enterprises, Inc.  
Business Address.....311 South Denver  
Phone Number.....LUther 4-7204  
Air Time.....17 hours daily  
News Service.....UP, AP, INS  
Representative.....Blair TV  
Membership.....NARTB, TvB  
President.....W. G. Skelly  
General Manager.....C. B. Akers  
Comm. Manager.....John Devine  
Program Director.....Bill Sadler  
Publicity Director.....Ann Fellows  
Prom. Director.....Gordon Gearhart  
Prod. Manager.....Fred Komma  
Dir. of News & Sp. Events.....Ken Miller  
Film Manager.....Allen Cox  
Chief Engineer.....John Bushnell  
Consulting Engineer.....Jansky & Bailey

**OREGON**

Pop. Feb. 1, 1956 (Est.) 1,680,000—TV Homes 321,351  
Stations in State 5

**KVAL-TV—Eugene—1954**  
**ABC-NBC**

Channel: 13 VHF..AP: 33 Kw..VP: 56 Kw.  
Owned-Oper. By.....Eugene Television, Inc.  
Business Address.....P. O. Box 548  
Phone Number.....4-3245  
Rep.....Hollingbery, Moore & Lund  
President.....Bob Booth  
Gen., Sta. Manager.....S. W. McCready  
Comm. Manager.....Glenn Nickell  
Prog. Dir., Prod. Mgr.....R. E. Anderson  
Dir. of News & Sp. Events.....Phil George  
Prom., Pub. Director.....Beverly Brunton  
Film Manager.....Martin Levinson  
Chief Engineer.....Al Barnard

**KBES-TV—Medford—1953**  
**CBS-ABC-NBC**

Channel: 5 VHF..AP: 15.8 Kw..VP: 28.8 Kw.  
Owned-Oper. By.....Calif.-Ore. TV Inc.  
Business Address.....Box 1189  
Phone Number.....3-4581  
Newspaper Affil.....Grants Pass Courier  
Representative.....Hoag, Blair  
President.....Amos Voorhies  
Gen. Mgr., Sec'y. Treas.....W. B. Smullin  
Vice-Pres., Business Mgr.....Everett A. Faber  
Vice-Pres., Sta. Mgr.....E. A. Malone  
Manager.....Jerold R. Poulos  
Chief Engineer.....Nestor L. Williams

**KLOR—Portland—1955—ABC**

Channel: 12...AP: 158 Kw...VP: 316 Kw.  
Owned By.....Huntington Malarkey Estate  
Address.....4854 SW 19th St.  
Sales Rep.....Geo. P. Hollingbery  
E. Rep...Page, Creutz, Garrison & Waldschmitt  
Legal Rep.....Barnes & Neilson  
General Manager.....John Schley

**KOIN-TV—Portland—1953**  
**CBS**

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned By.....Mt. Hood Radio & TV Bcstg. Corp.  
Business Address.....140 S.W. Columbia St.  
Phone Number.....CA 8-3333  
Air Time.....16 hours daily  
Newspaper Affil.....Oregonian  
News Service.....AP, UP  
Rep.....CBS Spot Sales  
Membership.....TvB  
President.....Theodore R. Gamble  
General Manager.....C. Howard Lane  
National Sales Mgr.....John L. Palmer  
Program Director.....Ted W. Cooke  
Promotion Director.....Robert McGill  
Dir. of News & Sp. Events.....Tal Tripp  
Production Manager.....Roy Rector  
Program Production.....Luke Roberts  
Film Manager.....Tad M. Williams

Chief Engineer.....Louis S. Bookwalter  
 Consulting Engineer.....Page, Creutz

**KPTV—Portland—1952**  
**NBC**

Channel: 27 UHF..AP: 324 Kw..VP: 646 Kw.  
 Owned-Oper. By.....Storer Bcstg. Co.  
 Address.....735 S.W. 20th Pl.  
 Phone Number.....CApitol 2-9921  
 Air Time.....16 hours daily  
 News Service.....UP  
 Representative.....NBC Spot Sales  
 Membership.....NARTB, TvB

President.....George B. Storer  
 Managing Director.....Francis Riordan  
 Nat. Sales Manager.....Donald Typeson  
 Program Director.....Tom Myers  
 Local Sls. Mgr.....D. O. Lonie  
 Pub., Prom. Director.....A. R. McLaughlin  
 Dir. of News & Sp. Events.....Ivan Smith  
 Film Manager.....Richard Norman  
 Production Manager.....Ralph McGrew  
 Chief Engineer.....William H. McAllister  
 Consulting Eng.....A. Earl McCullum, Jr.

**KPIC—Roseburg—1956**

(Satellite of KVAL, Eugene)

**PENNSYLVANIA**

Pop. Feb. 1, 1956 (Est.) 10,835,000—TV Homes 2,798,330  
 Stations in State 24

**WFBG-TV—Altoona—1952**  
**NBC-ABC-CBS**

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By...Triangle Publications, Inc.  
 Address.....Gable Arcade  
 Phone Number.....ALtoona 4-2031  
 Air Time.....16 hours daily  
 News Service.....AP, INS  
 Representative.....H.R. Television  
 Membership.....NARTB  
 Managing Prog. Director.....Jack Snyder  
 Oper. Manager.....George R. Burgoon

Prom., Pub. Director.....Sally Lowther  
 Dir. of News & Sp. Events....Charles Flynn  
 Film Manager.....B. Harley Shook  
 Chief Engineer.....K. R. Brubaker  
 Consulting Eng.....Craven, Lohnes & Culver

**WLEV-TV—Bethlehem**  
**1952—NBC**

Channel: 51 UHF..AP: 12.4 Kw..VP: 12.4 Kw.  
 Owned-Oper. By.....Associated Bcstrs. Inc.  
 Business Address.....P. O. Box 111  
 Phone Number.....Hemlock 4-6278

it takes  
**KPTV's**  
**1,000,000**  
 watt

**Television Giant to cover the**  
**Portland, Oregon scene!**



**STORER**  
**NATIONAL**  
**SALES**  
**HEAD-**  
**QUARTERS**

TOM HARKER, V. P.  
 In Charge of Sales  
 118 E. 57th Street  
 New York  
 (Edorado 5-7690)

BOB WOOD  
 National Sales Manager  
 118 E. 57th Street  
 New York  
 (Edorado 5-7690)

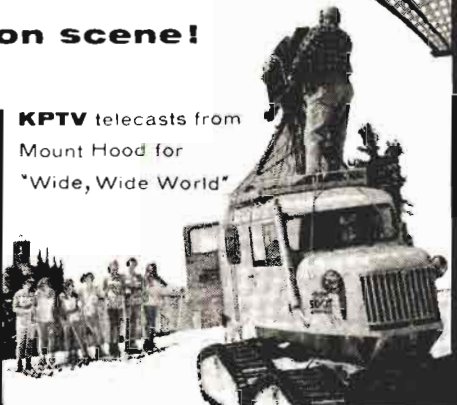
LEW JOHNSON  
 Midwest Tv Sales Manager  
 230 N. Michigan Avenue  
 Chicago  
 FRanklin 2-649d

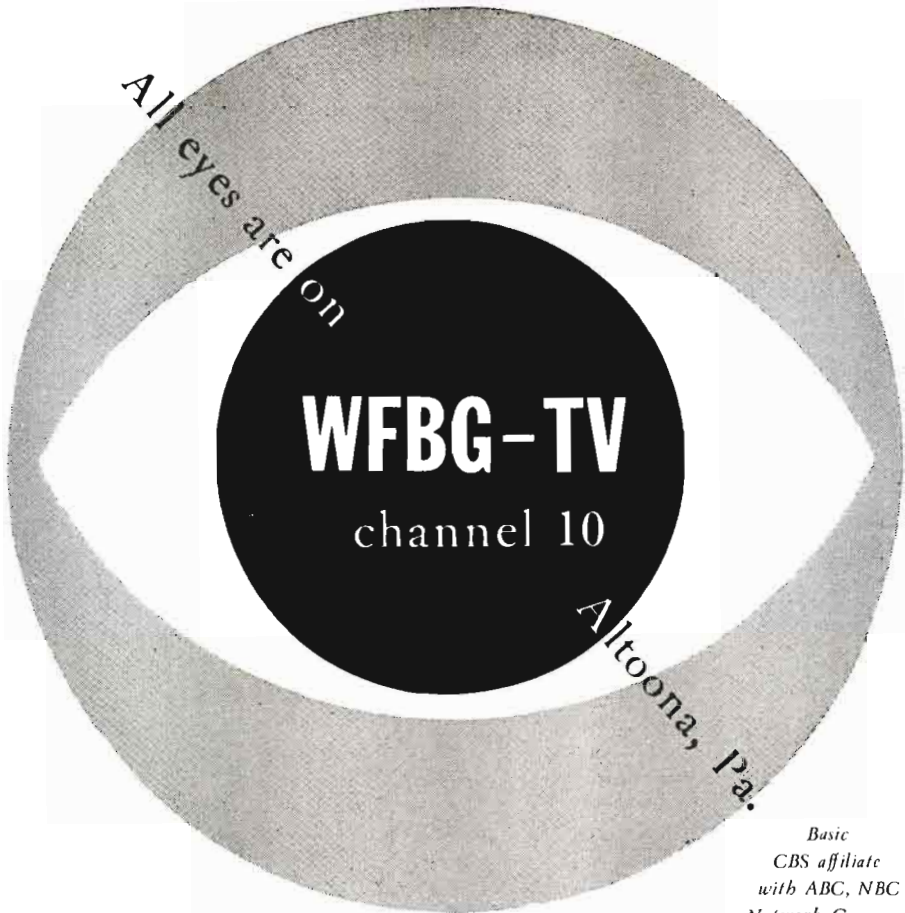
GAYLE V. GRUBB, V. P.  
 West Coast Sales Manager  
 111 Sutter Street  
 San Francisco  
 SUtter 1-3631

**Represented**  
**Nationally**  
**by NBC**  
**SPOT**  
**SALES**



**KPTV** telecasts from  
 Mount Hood for  
 "Wide, Wide World"





*Basic  
CBS affiliate  
with ABC, NBC  
Network Coverage*

You need only buy WFBG-TV to cover all of Central and Western Pennsylvania. With maximum power of 316,000 watts, WFBG-TV blankets the rich, heavily-populated area between Pittsburgh and Harrisburg. In addition to the 573,731 tv sets in its coverage area, you get a bonus of 131,556 television homes in Metropolitan Pittsburgh.\*

**WFBG-TV**

*Altoona, Pa.*

BASIC



NETWORK

*also ABC, NBC affiliate*

Represented exclusively by H-R Television, Inc.

\* Videodex January 15, 1955 Gives WFBG-TV 11.6% in Pittsburgh, or more than 130,000 homes.

Air Time.....9 hours  
 News Service.....UP  
 Representative.....Meeker  
 Membership.....NARTB, TvB  
 Station Executive.....Clair R. McCollough  
 Sta. Film Manager.....Elwood Anderson  
 National Sales Manager.....J. R. Gulick  
 Program Director.....Bernard Ames  
 Chief Engineer.....J. E. Mathiot  
 Consulting Engineer.....James C. McNary

**WGLV—Easton—1953—ABC**

Channel: 57 UHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....WGLV, Inc.  
 Address.....2857 Nazareth Road  
 Phone Number.....EAston 3-3557  
 Air Time.....18 hours daily  
 Newspaper Affiliation.....Easton Express  
 News Service.....AP  
 Representative.....Headley-Reed  
 President.....J. L. Stackhouse  
 General Manager.....Charles R. Thon  
 Program Director.....Peter F. Gallagher  
 Production Manager.....Woody Smith  
 Film Manager.....Willard Shively  
 Dir. of News & Sp. Events.....Jack Rattigan  
 Business Mgr.....Nelson S. Rounsley  
 Chief Engineer.....Robert Francett  
 Consulting Engineer.....Paul Godley

**WICU—Erie—1949  
 ABC-NBC**

Channel: 12....AP: 15 Kw....VP: 30 Kw.  
 Owned-Oper...Edward Lamb Enterprises, Inc.  
 Bus. Trans. Address.....3514 State St.  
 Phone Number.....4-5201  
 Air Time.....18 hours daily  
 Newspaper Affil.....Dispatch  
 News Service.....AP  
 Representative.....Petry  
 Membership.....NARTB  
 President.....Edward Lamb  
 Gen., Sta. Manager.....Ben McCaughlin  
 Comm. Manager.....Karl Nelson  
 Program Director.....Bob Lunquist  
 Prom., Pub. Director.....Jack Schumacher  
 Production Manager.....Dick Johnson  
 Film Manager.....John Cook  
 Chief Engineer.....Mike Csop  
 Consulting Engineer.....F. H. McIntosh

**WSEE—Erie—1954—CBS**

Channel: 35 UHF..AP: 100 Kw..VP: 200 Kw.  
 Owned-Oper. By...Great Lakes Television Co.  
 Address.....1220 Peach Street  
 Phone Number.....5-7575  
 Air Time.....11½ hours daily  
 Newspaper Affiliation.....Times  
 News Service.....UP  
 Representative.....Avery-Knodel  
 President.....George J. Mead  
 Exec. V.P. & Gen. Mgr.....Charles E. Denny  
 Station Manager.....Frank B. Palmer  
 Comm. Manager.....Donald M. Boyce  
 Dir. of News & Sp. Events...Richard Morgan  
 Film Manager.....Frank Herrick  
 Chief Engineer.....Edward Zellefrow  
 Consulting Engineer.....Kear & Kennedy

**WCMB-TV—Harrisburg  
 1954**

Channel: 27 UHF..AP: 120 Kw..VP: 240 Kw.  
 Owned-Oper. By.....Rossmoyne Corp.  
 Business Address.....228 Court St.  
 Phone Number.....CEDar 4-3005  
 Air Time.....6 hours daily  
 Representative.....Gill-Perna  
 President.....Edgar T. Shepard, Jr.  
 Vice-Pres. Gen Manager.....Ed. K. Smith  
 Program Director.....Chuck Zink  
 Dir. of News & Sp. Events...Edward Conway  
 Production Manager.....William Bowman  
 Film Manager.....Glenn Horner  
 Chief Engineer.....J. Howard Bair  
 Consulting Engineer.....Frank McIntosh

**WHP-TV—Harrisburg—1953  
 CBS**

Channel: 55 UHF..AP: 126 Kw..VP: 253 Kw.  
 Owned-Oper. By.....WHP, Inc.  
 Business Address.....216 Locust St.  
 Phone Number.....4-3211  
 Air Time.....9½ hours daily  
 Representative.....Bolling  
 General Manager.....A. K. Redmond  
 Program Director.....Dick Redmond  
 Promotion Dir.....Beatrice Potteiger  
 Director of News.....John Price  
 Chief Engineer.....E. Daniel Leibensperger

**WTPA—Harrisburg—1953  
 ABC**

Channel: 71 UHF..AP: 110 Kw..VP: 220 Kw.  
 Owned-Oper. By.....Harrisburg Bcstrs. Inc.  
 Business Address.....3235 Hoffman St.  
 Phone Number.....Harrisburg 8-7171  
 Air Time.....15½ hours daily  
 Newspaper Affiliation.....Patriot-News  
 News Service.....UP  
 Representative..Harrington, Richter & Parsons  
 Membership.....NARTB  
 President.....Donald Newhouse  
 Gen., Sta. Mgr.....David J. Bennett  
 Prog. Dir. & Film Mgr.....Donald D. Wear  
 Prom. & Pub. Director.....Rick Ricker  
 Director of News.....Gladys Swift  
 Production Mgr....."Mac" McCauley  
 Chief Engineer.....Paul Gross  
 Consulting Engineer..Craven, Lohnes & Culver

**WARD-TV—Johnston—1953  
 ABC-CBS**

Channel: 56 UHF..AP: 10 Kw..VP: 20 Kw.  
 Owned-Oper. By.....Rivoli Realty Co.  
 Business Address.....Franklin St.  
 Phone Number.....8-1216  
 Air Time.....8 hours daily  
 News Service.....UP  
 Representative.....Weed  
 President.....W. M. Thomas  
 Gen., Sta., Comm., Film Mgr...R. Butterfield  
 Prog., Prom. Director.....William Wilson  
 Dir. of News & Sp. Events.....F. Jordan  
 Chief Engineer.....Richard Kline

**WJAC-TV—Johnstown**  
1949—CBS-NBC-ABC

Channel: 6 VHF..AP: 36.4 Kw..VP: 70.8 Kw.  
Owned-Operated By.....WJAC, Inc.  
Business Address.....329 Main St.  
Phone Number.....5-1262  
Air Time.....17½ hours daily  
Newspaper Affil.....The Tribune-Democrat  
News Service.....UP  
Representative.....Katz  
Membership.....NARTB, TvB  
President.....Walter W. Krebs  
Gen., Sta. Mgr.....Alvin D. Schrott  
Comm. Manager.....John H. Hepburn  
Program Director.....Frank P. Cummins  
Dir. of News & Sp. Events.....E. J. Klym  
Dir. of Tech. Operations.....Nevin L. Straub  
Chief Engineer.....Theodore Campbell  
Consulting Engineer.....James C. McNary

**WGAL-TV—Lancaster—1949**  
CBS-NBC

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Operated By.....WGAL, Inc.  
Address.....24 S. Queen St.  
Phone Number.....3-5851  
Air Time.....18 hours daily  
News Service.....AP  
Representative.....Meeker  
Membership.....NARTB, TvB

President, Gen. Mgr.....Clair R. McCollough  
Station, Film Manager.....Harold E. Miller  
Comm. Manager.....Leroy K. Strine  
Program Director.....Paul Rodenhauer  
Promotion Director.....Paul I. Woodland  
Technical Director.....J. E. Mathiot  
Consulting Eng.....James C. McNary

**WCAU-TV—Philadelphia**  
1948—CBS

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By.....Bulletin Co.  
Address.....Line Ave. & Monument Rd.  
Phone Number.....GR 7-8300  
Air Time.....18 hours daily  
Newspaper Affil.....Evening Bulletin  
News Service.....AP, UP  
Representative.....CBS TV Spot Sales  
Membership.....NARTB, TvB  
President & Gen. Mgr.....Donald W. Thornburgh  
V.P. in charge of TV.....Charles Vanda  
V.P., Ass't Gen. Mgr.....Joseph L. Tinney  
TV Sales Mgr.....Robert M. McGredy  
Program Director.....Robert A. Forrest  
V.P. chg. Pub. Rel. & Prom.....Robert N. Pryor  
Dir. of News & Sp. Events.....Charles Shaw  
Film Manager.....Norman Leebron  
V.P. in chg. Engineering.....John G. Leitch

**WFIL-TV—Philadelphia**  
1947—ABC-DuM

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.

SEE  
CHANNEL  
**12**  
WPFH

**The WPFH Area Market**

Total Population	5,640,208
Total Families	1,644,948
Buying Income	\$9,836,277,000
Total Retail Sales	\$6,365,340,000

The  
NEW  
LOOK  
in TV

PHILADELPHIA  
CAMDEN  
WILMINGTON  
NEWARK  
ATLANTIC CITY

Represented by  
**MEEKER TV, Inc.**

for the **COMPLETE**  
**Philadelphia Story**

See listings under Wilmington, Del., Page 863

# Pittsburgh-TV means...

## KDKA TV

Any moment, day or night, KDKA-TV's share of local audience is better than 94%. This is the country's eighth market! The KDKA signal area holds 4,235,994 people — 1,200,000 TV families — retail sales over \$4½ billion.

Nothing can sway this market like KDKA-TV. Not over-many availabilities, naturally, but some good ones. Get the facts. Call Lloyd Chapman, KDKA-TV Sales Manager, at EXpress 1-3000 in Pittsburgh, or Alexander W. "Bink" Dannenbaum, Jr., WBC National Sales Manager, MURray Hill 7-0808, New York.

In Pittsburgh . . . no selling campaign is complete without the *WBC* station —

## KDKA TV

### WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO  
BOSTON — WBZ+WBZA  
PITTSBURGH — KDKA  
CLEVELAND — KYW  
FORT WAYNE — WOWO  
PORTLAND — KEX

TELEVISION  
BOSTON — WBZ-TV  
PITTSBURGH — KDKA-TV  
CLEVELAND — KYW-TV  
SAN FRANCISCO — KPIX

KPIX represented by The Katz Agency, Inc.  
All other WBC stations represented by Peters, Griffin, Woodward, Inc.





**Owned-Oper. By...** Triangle Publications Inc.  
**Business Address.....** 46th & Market Sts.  
**Phone Number.....** Evergreen 2-4700  
**Air Time.....** 16 hours daily  
**Newspaper Affiliation.....** Philadelphia Inquirer  
**News Service.....** UP  
**Representative.....** Blair TV  
**Membership.....** NARTB, TvB  
**General Manager.....** Roger W. Clipp  
**Exec. Assts.....** George A. Koehler,  
 Howard W. Maschmeier  
**Commercial Mgr.....** Kenneth W. Stowman  
**Program Director.....** Jack Steck  
**Promotion Director.....** Joe Zimmermann  
**Director of News.....** Charles Harrison  
**Publicity Director.....** John Hyland  
**Production Manager.....** Chet Cooper  
**Film Manager.....** Ralph Goldstein  
**Chief Engineer.....** Henry Rhech

**WRCV-TV—Philadelphia**  
**1941—NBC**

**Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.**  
**Owned-Oper. By...** Westinghouse Bdcstng., Inc.  
**Business Address.....** 1600 Architects Bldg.  
**Phone Number.....** LOcast 4-5500  
**Air Time.....** 18 hours daily  
**News Service.....** UP, INS  
**Station Representative.....** Free & Peters  
**Membership.....** NARTB, TvB  
**Gen. Mgr.....** Rolland V. Tooke  
**Comm. Mgr....** Alexander W. Dannenbaum, Jr.  
**Dir. of News & Sp. Events.....** Ernest Leiss  
**Program Manager.....** Stan Lee Broza  
**Operations Manager.....** P. E. Stover  
**Promotion Dir.....** Edward Wallis  
**Publicity Dir.....** Gene Stout  
**Film Buyer.....** Edward Murray  
**Chief Engineer.....** Sidney V. Stedig

**KDKA-TV—Pittsburgh—1949**  
**NBC**

**Channel: 2...AP: 50 Kw...VP: 100 Kw.**  
**Owned-Oper. By...** Westinghouse Brcdstng. Co.  
**Business Address.....** Gateway Center  
**Phone Number.....** Express 1-3000  
**Air Time.....** 18 hours daily  
**News Service.....** UP  
**Representative.....** Free & Peters  
**Membership.....** NARTB  
**President.....** Chris J. Witting  
**Gen., Sta. Manager.....** Harold C. Lund  
**Comm. Manager.....** Lloyd D. Chapman  
**Program Director.....** Byron Dowty  
**Promotion Director.....** David N. Lewis  
**Dir. of News & Sp. Events.....** Bill Burns  
**Film Manager.....** Richard Dreyfus  
**Production Manager.....** Julian Drob  
**Publicity Director.....** Peter Thornton  
**Consulting Engineer.....** J. B. Mitchell  
**Chief Engineer.....** Raymond Rodgers

**WENS—Pittsburgh—1953—**  
**ABC-CBS-NBC**

**Channel: 16 UHF...AP: 106 Kw...VP: 200 Kw.**  
**Owned-Oper. By.....** Telecasting, Inc.  
**Business Address.....** 700 Ivory Avenue  
**Phone Number.....** WELLington 1-1200  
**Air Time.....** 16 hours daily  
**News Service.....** UP, INS  
**Representative.....** Petry  
**President.....** Thomas P. Johnson  
**Vice Pres., General Mgr.....** Larry Israel  
**Sales Mgr.....** Don Menard  
**Publicity Director.....** Peter Thornton  
**Chief Engineer.....** James Hurley  
 (See Page 926)

**WHUM-TV—Reading—1953**

**Channel: 61 UHF...AP: 135 Kw...VP: 260 Kw.**  
**Owned-Oper. By.....** Eastern Radio Corp.  
**Address.....** Skyline Drive  
**Phone Number.....** 4-4805  
**Air Time.....** 18 hours daily  
**News Service.....** INS, AP  
**Representative.....** H R Television, Inc.  
**Membership.....** NARTB  
**President.....** Humboldt J. Greig  
**Vice President.....** John E. Schuler  
**National Sales Manager.....** Robert M. Reuschle  
**Regional Sales Manager.....** Ed Walpert  
**Program Director.....** Robert Bostian  
**Promotion Director.....** Robert Esterly  
**Dir. of News & Sp. Events.....** John Deegan  
**Film Manager.....** Alan Lane  
**Chief Engineer.....** Joseph Risse  
**Consulting Engineer.....** A. Earl Cullum, Jr.

**WARM-TV—Scranton—1954**  
**ABC**

**Channel: 16 UHF...AP: 102 Kw...VP: 191 Kw.**  
**Owned-Oper. By.....** Union Bcstg. Co.  
**Business Address.....** 333 Madison Ave.  
**Phone Number.....** Diamond 3-1245  
**Air Time.....** 11 hours daily  
**News Service.....** AP, UP  
**Representative.....** Hollingbery  
**President.....** Martin F. Memolo  
**V.P., Gen., Sta. Mgr....** Willicm M. Dawson  
**Commercial Mgr.....** Sam M. Feigenbaum  
**Prog. & Prod. Director.....** Art Bolin  
**Director of News.....** John Von Bergen  
**Prom., Pub. Director.....** Jane O'Hara  
**Chief Engineer.....** Roswell J. Parker

**WGBI-TV—Scranton—1953**  
**CBS**

**Channel: 22 UHF...AP: 115 Kw...VP: 215 Kw.**  
**Owned-Oper. By.....** Scranton Bcstrs, Inc.  
**Business Address.....** 1000 Wyoming Ave.  
**Phone Number.....** Diamond 2-7634  
**Air Time.....** 18 hours daily  
**Representative.....** H-R  
**Membership.....** NARTB  
**President.....** Mrs. M. E. Megargee

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# WENS

CHANNEL 16

CARLTON HOUSE      PITTSBURGH 19, PA.

LARRY ISRAEL

VICE-PRESIDENT — GENERAL MANAGER

Gen., Comm. Mgr. . . . . George D. Coleman  
 Station Manager . . . . . Robert E. McDowell  
 Prog. Dir., Film Mgr. . . . . Mort Rosenthal  
 Promotion Director . . . . . Douglas Holcomb  
 Dir. of News & Sp. Events . . . . Tom Powell  
 Film Manager . . . . . Allan Hedgecock  
 Chief Engineer . . . . . K. R. Cooke  
 Consulting Engineer . . . . . George C. Davis

**WTVU—Scranton—1953**

Channel: 73 UHF..AP: 8.42 Kw..VP: 12.84 Kw.  
 Owned-Oper. By . . . . . Appalachian Co.  
 Business Address . . . . . First Natl. Bank Bldg.  
 Phone Number . . . . . 7-3334  
 Representative . . . . . Everett-McKinney  
 President . . . . . Frank Collins  
 Vice-President . . . . . James H. Crowley  
 General Mgr. . . . . Thomas W. Jones  
 Chief Engineer . . . . . Adolph Oschmann

**WBRE-TV—Wilkes-Barre  
 1953—NBC**

Channel: 28 UHF..AP: 500 Kw..VP: 1000 Kw.  
 Owned-Oper. By . . . . . WBRE TV Inc.  
 Address . . . . . 62 S. Franklin St.  
 Phone Number . . . . . Valley 3-3101  
 Air Time . . . . . 18 hours daily  
 News Service . . . . . AP  
 Representative . . . . . Headley Reed  
 Membership . . . . . NARTB, TvB  
 President . . . . . Louis G. Baltimore  
 General Manager . . . . . David M. Baltimore  
 Operations Manager . . . . . F. D. Coslett  
 Comm. Manager . . . . . Ernest Lewis  
 Program Director . . . . . Franklin D. Coslett  
 Promotion Director . . . . . Phil O'Neill  
 Publicity Director . . . . . Henry Gann  
 Production Manager . . . . . Fred Foerster  
 Film Manager . . . . . Robert Gibson  
 Chief Engineer . . . . . Charles Sakoski, Sr.

**WILK-TV—Wilkes-Barre  
 1953—ABC**

Channel: 34 UHF..AP: 180 Kw..VP: 250 Kw.  
 Owned-Oper. By . . . . . Wyoming Valley Bcstg. Co.  
 Business Address . . . . . 88 North Franklin St.  
 Phone Number . . . . . 4-4666  
 Representative . . . . . Avery-Knodel  
 Air Time . . . . . 4 hours daily  
 News Service . . . . . AP

Membership . . . . . NARTB  
 President . . . . . Mitchell Jenkins  
 General Manager . . . . . Thomas P. Shelburne  
 Executive Vice Pres. . . . . Roy E. Morgan  
 Comm. Manager . . . . . Malcom Dale  
 Program Director . . . . . Harold Berg  
 Prom., Pub. Director . . . . . Mrs. Dorothy Albee  
 Dir. of News & Sp. Events . . . . Thomas Bigler  
 Production Mgr. . . . . Bill Williams  
 Film Manager . . . . . Francis J. Lee  
 Chief Engineer . . . . . Theodore French  
 Consulting Eng. . . . . Page, Creutz,  
 Garrison & Waldschmitt

**WNOW-TV—York—1953  
 DuM**

Channel: 49 UHF..AP: 10 Kw..VP: 20 Kw.  
 Owned-Oper. By . . . . . Broadcast Division, Helm  
 Coal Co.  
 Business Address . . . . . 25 So. Duke St.  
 Phone Number . . . . . 27-821  
 Air Time . . . . . 10½ hours daily  
 News Service . . . . . AP  
 Representative . . . . . Keller  
 Membership . . . . . NARTB  
 General Manager . . . . . Lowell W. Williams  
 Sta. Mgr., Prog. Dir. . . . . Richard E. Burg  
 Comm. Manager . . . . . Robert Stough  
 Prom., Pub. Dir. . . . . J. Edward Schwalm  
 Dir. of News & Sp. Events . . . . Will Groff  
 Film Manager . . . . . George Kraft  
 Chief Engineer . . . . . Glenn M. Winter  
 Consulting Engineer . . . . . John H. Mullaney

**WSBA-TV—York—1952  
 ABC**

Channel: 43 UHF..AP: 10 Kw..VP: 20 Kw.  
 Owned-Operated By . . . . . Susquehanna Bcstg. Co.  
 Address . . . . . Queen St.  
 Phone Number . . . . . 2-5531  
 Air Time . . . . . 13 hours daily  
 News Service . . . . . AP  
 Representative . . . . . Adam J. Young, Jr.  
 President . . . . . Louis J. Appell, Jr.  
 Gen., Sta., Comm. Mgr. . . . . C. L. Doty  
 Program Director . . . . . Jim Curtis  
 Promotion Director . . . . . Jack Herr  
 Dir. of News & Sp. Events . . . . . Otis B. Morse  
 Film Manager . . . . . Tom Miller  
 Chief Engineer . . . . . Lew Jones  
 Consulting Engineer . . . . . George E. Davis



**IN NEW ENGLAND'S**

**BIG**

**PROVIDENCE, R.I.**

**Fall River, Mass.**

**New Bedford, Mass.**

**3**

**MARKET**

**WPRO-TV**



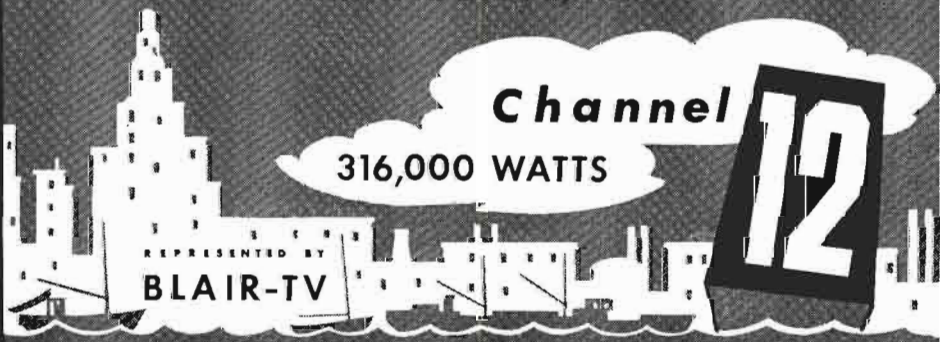
**PROVIDENCE, R.I.**

**Channel**

**316,000 WATTS**

**12**

**REPRESENTED BY  
BLAIR-TV**



# RHODE ISLAND

Pop. Feb. 1, 1956 (Est.) 827,000—TV Homes 233,478  
Stations in State 2

## WJAR-TV—Providence 1949—ABC-NBC

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Operated By.....The Outlet Co.  
Business-Studio Address....176 Weybosset St.  
Phone Number.....Gaspee 1-8255  
Air Time.....18 hours daily  
News Service.....AP, INS  
Representative.....Weed  
Membership.....NARTB  
Vice President.....George O. Griffith  
Manager.....Peter B. James  
Oper. Manager.....Frederick R. Griffiths  
Sales Manager.....Edward Boghosian  
Program Director.....Seymour Horowitz  
Promotion Director.....James Canavan  
Dir. of News & Sp. Events...Warren Walden  
Production Manager.....Manning Tesser  
Public Relations.....Dody Sinclair  
Film Manager.....William Cooper

Chief Engineer.....Thomas C. J. Prior  
Consulting Eng.....Craven, Lohnes & Culver

## WPRO-TV—Providence— 1955—CBS

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By...Cherry & Webb Bcstg. Co.  
Address.....24 Mason St.  
Phone Number.....PLantation 1-9776  
Air Time.....17¼ hours daily  
News Service.....UP  
Representative.....Blair  
Membership.....NARTB  
President.....William S. Cherry, Jr.  
General Manager.....Arnold F. Schoen, Jr.  
Comm. Manager.....Eugene W. Wilkin  
Program Director.....Fred D. Shavor  
Operations Manager.....E. Paul Abert  
Chief Engineer.....John V. Ferri  
Consulting Engineer.....James C. McNary

# SOUTH CAROLINA

Pop. Feb. 1, 1956 (Est.) 2,250,000—TV Homes 394,395  
Stations in State 8

## WAIM-TV—Anderson 1953—CBS

Channel: 40 UHF..AP: 207 Kw..VP: 103.5 Kw.  
Owned-Oper. By.....Wilton E. Hall  
Business Address.....1 Martin St.  
Phone Number.....CANal 6-1511  
Air Time.....12 hours daily  
Newspaper Affil...Independent & Daily Mail  
News Service.....INS  
Representative.....Headley-Reed  
President.....Wilton E. Hall  
General Manager.....Glenn P. Warnock  
Program Director.....Marshall Gaillard  
Chief Engineer.....John Willis  
Consulting Engineer.....George C. Davis

Address.....P. O. Box 879  
Phone Number.....Mt. Pleasant 4141  
Air Time.....17 hours daily  
Newspaper Affil.....Evening Post Publ. Co.  
News Service.....UP  
Representative.....H.R. Ayres  
Membership.....TvB  
Pres., Gen. Sales Mgr.....J. Drayton Hastie  
Station Manager.....Douglas M. Bradham  
Promotion Director.....Frank Knighton  
Production Director.....Clarke W. Davis  
Film Manager.....Gray Carroll  
Chief Engineer.....Walter Nelson  
Consulting Engineer.....Gautney & Jones

## WCSC-TV—Charleston ABC-CBS

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....WCSC, Inc.  
Business Address.....485 East Bay St.  
Phone Number.....3-8371  
Air Time.....12½ hours daily  
News Service.....UP  
Representative..Peters, Griffin, Woodward, Inc.  
President, Gen. Mgr.....John M. Rivers  
National Adv., Sta. Mgr.....Roland Weeks  
Regional Sales Mgr.....Ralph Thornley  
Program Director.....Russell D. Long  
Prom., Pub. Director...Mrs. Annie Lee Small  
Dir. of News & Sp. Events...Harry Gianaris  
Production Manager.....Charles Hall  
Film Manager.....Annie Laurie Quarterman  
Chief Engineer.....Wilbur R. Albee

## WIS-TV—Columbia—1953 NBC

Channel: 10 VHF..AP: 135 Kw..VP: 269 Kw.  
Owned-Oper. By.....WIS-TV Corp.  
Business Address.....1111 Bull St.  
Phone Number.....3-8356  
Air Time.....12.5 hours daily  
News Service.....UP  
Representative..Peters, Griffin, Woodward, Inc.  
Membership.....NARTB  
Pres., Gen. Mgr.....G. Richard Shafto  
Station Manager.....Charles A. Batson  
Comm. Manager.....Law Epps  
Program Director.....Adrian Munzell  
Dir. of News & Sp. Events...Gren Seibels  
Production Manager.....Dixon C. Lovvorn  
Film Manager.....Robert Humphries  
Chief Engineer.....Herbert G. Eidson  
Consulting Eng.....Craven, Lohnes & Culver

## WUSN-TV—Charleston 1954—NBC-ABC

Channel: 2 VHF..AP: 53 Kw..VP: 100 Kw.  
Owned-Oper. By...Southern Broadcasting Co.

## WNOK-TV—Columbia—1953 CBS

Channel: 67 UHF..AP: 47 Kw..VP: 93.5 Kw.  
Owned-Oper. By.....Palmetto Radio Corp.  
Business Address.....1811 Main Street

Phone Number .....2-7737  
 Air Time.....13½ hours daily  
 News Service .....AP, INS  
 Representative .....Raymer  
 Membership .....NARTB  
 V.P., Gen. Comm. Mgr. H. Moody McElveen, Jr.  
 Prog. Director.....Bill Routh  
 Promotion Director.....Pat Conder  
 Dir. of News & Sp. Events.....Don Robertson  
 Production Manager.....Graham Thomas  
 Film Manager.....R. L. Brown  
 Chief Engineer.....Charlton W. Bowers  
 Consulting Engineer.....Kear & Kennedy

**WBTW—Florence—1954**  
**CBS**

Channel: 8 VHF..AP: 191 Kw..VP: 316 Kw.  
 Owned-Oper. By.Jefferson Standard Bcstg. Co.  
 Address .....Box 630  
 Phone Number .....2-1566  
 Air Time.....8 hours daily  
 News Service .....AP  
 Representative....CBS Television Spot Sales  
 Membership .....NARTB, TvB  
 President.....Joseph M. Bryan  
 General Manager....Charles H. Crutchfield  
 Station Manager.....Melvin Purvis  
 Managing Director.....J. William Quinn  
 Prog. Dir., Prod. Mgr.....George B. Burnette  
 Prom., Pub. Director.....Whiteford Smith  
 Film Manager.....Harry Hughes  
 Chief Engineer.....E. A. Sellars  
 Consulting Eng.....A. D. Ring & Associates

**WFBC-TV—Greenville**  
**1953—NBC**

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....WMRC, Inc.  
 Business Address.....505 Rutherford St.  
 Phone Number .....9-1321  
 Air Time.....18 hours daily  
 Newspaper Affiliation.....News-Piedmont  
 News Service .....INS  
 Representative .....Weed  
 Membership .....NARTB  
 President.....R. A. Jolley  
 General Manager.....B. T. Whitmire  
 Program Director.....Norvin C. Duncan  
 Comm. Mgr.....Robert Q. Glass, Jr.  
 Prom., Pub. Director.....Bob Edwards  
 Dir. of News & Sp. Events.....Monty Dupuy  
 Production Manager.....Vance Johnson  
 Film Director.....Charles Howard  
 Chief Engineer.....Wilson C. Wearn  
 Con. Engineer.....Vandivere-Cohn-Wearn

**WGVL—Greenville—1953**  
**ABC-CBS**

Channel: 23 UHF..AP: 8.51 Kw..VP: 17 Kw.  
 Owned-Oper. By....Greenville Television Co.  
 Business Address.....Box 2344  
 Phone Number .....5-0471  
 Air Time.....9 hours daily  
 News Service .....AP  
 Representative .....H.R. Ayers  
 President .....Edgar M. Norris  
 Gen., Station Manager....Ben K. McKinnon  
 Prog., News, Sp. Events Dir.....Bob Shoaff  
 Publicity Director.....Jule Ferguson  
 Film Manager.....Bill Banner  
 Chief Engineer.....Harley Reynolds  
 Consulting Engineer .....McIntosh-Ingles

**SOUTH DAKOTA**

Pop. Feb. 1, 1956 (Est.) 665,000—TV Homes 60,295  
 Stations in State 3

**KDLO-TV—Florence—1955**  
**CBS-NBC-ABC**

(Satellite of KELO-TV, Sioux Falls, S. D.)  
 Channel: 3 VHF...AP: 15 Kw...VP: 25 Kw.  
 Owned-Operated By....Triple-City Bcstg. Co.  
 Address.....Phillips Ave., Sioux Falls, S. D.  
 Representative.....H-R TV, Bulmer & Johnson  
 General Manager.....Evans Nord

**KOTA-TV—Rapid City—1955**

Channel: 3VHF..AP: 794 Watts..VP: 1.32 Kw.  
 Owned-Operated By.Black Hills Broadcast Co.  
 Address.....1819 W. St. Joe St.  
 Representative .....Headley-Reed TV  
 General Manager.....Leo D. Borin

**KELO-TV—Sioux Falls—1953**  
**ABC-CBS-NBC**

Channel: 11 VHF..AP: 141 Kw..VP: 251 Kw.  
 Owned-Oper. By.....Midcontinent Bcstg. Co.  
 Business Address.....8th St. & Phillips Ave.  
 Phone Number .....4-5841  
 Air Time.....17 hours daily  
 News Service .....UP, AP  
 Membership .....NARTB  
 Representative .....H-R; Bulmer & Johnson  
 President.....Joseph L. Floyd  
 Gen., Station Mgr.....Evans A. Nord  
 Program Director.....Murray Stewart  
 Prom., Pub. Director.....Robert Beadle  
 Dir. of News & Sp. Events....Bill Wigginton  
 Production Manager.....Dave Dedrick  
 Film Manager.....O. Buell Donaldson  
 Chief Engineer.....Les Froke  
 Consulting Engineer.....A. D. Ring Assoc.



## WDEF-TV—Chattanooga 1954—ABC-CBS-NBC

Channel: 12 VHF..AP: 52.6 Kw..VP: 105.2 Kw.  
Owned-Oper. By.....WDEF Broadcasting Co.  
Address.....Volunteer Building  
Phone Number.....6-0124  
Air Time.....12 hours daily  
News Service.....UP  
Representative.....Branham  
Membership.....NARTB  
President.....Carter M. Parham  
Gen., Station Mgr.....Harold E. Anderson  
Comm. Manager.....Otis H. Segler  
Program Director.....Morris Quave  
Prom., Pub. Director.....Emory Williamson  
Dir. of News & Sp. Events.....Mort Lloyd  
Production Manager.....David I. Andrews  
Film Manager.....John Bonney  
Chief Engineer.....B. C. Baker  
Consulting Engineer.....Russel P. May

## WDXI-TV—Jackson—1955 CBS

Channel: 71 UHF..AP: 41.7 Kw..VP: 83.2 Kw.  
Owned-Operated By.....Dixie Bcstg. Co.  
Address.....Williams Bldg.  
Representative.....Burn-Smith Co.-Dora-Clayton  
Pres., Gen. Mgr.....Aaron B. Robinson

## WJHL-TV—Johnson City 1953—ABC-CBS-NBC

Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By.....WJHL, Inc.  
Business Address.....145 W. Main St.  
Phone Number.....2780  
Air Time.....15 hours daily  
Representative.....Pearson  
President.....W. H. Lancaster, Sr.  
Gen. Manager.....W. Hanes Lancaster, Jr.  
Program Director.....Jack Sausman  
Prom., Pub. Director.....W. A. McDonald  
Dir. of News & Sp. Events.....Mike Blancard  
Prod. Manager.....Leonard Matney  
Film Manager.....JoAnn Torbett  
Chief Engineer.....Albert Rentro

## WATE-TV—Knoxville 1953—ABC-NBC

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper.....Greater East Tennessee TV, Inc.  
Business Address.....612 S. Gay St.  
Phone Number.....2-7111  
Air Time.....16 hours daily  
Representative.....Avery-Knodel  
President.....Paul Mountcastle, Sr.  
General Manager.....W. Henry Linebaugh  
Comm. Manager.....J. T. McCloud  
Program Director.....John Reese  
Prom. Publicity Director.....H. Wayne Metzler  
Dir. of News & Sp. Events.....Arthur J. Hudzler  
Production Mgr.....Carl Tibbets

Film Buyer.....J. H. Reese  
Chief Engineer.....Fred M. Andrews  
Consulting Eng.....Comm. Radio Equip. Co.

## WTSK-TV—Knoxville 1953—CBS-ABC

Channel: 26 UHF..AP: 11 Kw..VP: 21.9 Kw.  
Owned-Oper. By.....So. Central Bcstg. Co.  
Phone Number.....5-2113  
Business Address.....Memorial Park Rd.  
Air Time.....16 hours daily  
News Service.....AP  
Representative.....Pearson  
Pres., Gen., Sta., Comm. Mgr., J. Engelbrecht  
Program Director.....Bill Eckstein  
Promotion Director.....Rowena Anderson  
Dir. of News & Sp. Events.....Jack Joywer  
Production Manager.....Jerry Morris  
Film Manager.....Tommy Van Hoosier  
Chief Engineer.....Joe Broyles  
Consulting Engineer.....John Mullaney

## WHBQ-TV—Memphis—1953 ABC

Channel: 13 VHF..AP: 160 Kw..VP: 316 Kw.  
Owned-Oper. By.....RKO Teleradio Pictures  
Business Address.....1381 Madison Ave.  
Phone Number.....32-3441  
Air Time.....15½ hours daily  
News Service.....UP  
Representative.....H.R.  
Membership.....NARTB, TvB  
President.....Thomas J. O'Neil  
V.P. & Gen. Manager.....John H. Cleghorn  
Operations Manager.....Bill Grumbles  
Sales Service Manager.....Gordon Lawhead  
Promotion Director.....Bill Rucker  
Director of Sales.....L. O. Dobson  
Program Director.....Wilson Northcross  
Production Director.....Mark Forrester  
Dir. of News & Sp. Events.....Gene Roper  
Production Manager.....Wilson Northcross  
Chief Engineer.....Welton Roy

## WMCT—Memphis—1953 NBC

Channel: 5 VHF..AP: 60 Kw..VP: 100 Kw.  
Owned-Operated.....Memphis Publishing Co.  
Address.....Goodwyn Institute Building  
Phone Number.....Jackson 6-7464  
Air Time.....17 hours daily  
Newspaper Affil.....The Commercial Appeal  
Representative.....Branham  
Membership.....NARTB, TvB  
President.....Enoch Brown  
General Manager.....H. W. Slavick  
Station, Comm. Mgr.....Earl Moreland  
Prog. Dir., Film Mgr.....Wilson Mount  
Prom., Pub., Director.....Walter E. Frase  
Dir. of News & Sp. Events.....Ed White  
Production Mgr.....Edward Greaney, Jr.  
Chief Engineer.....E. C. Frase, Jr.  
Consulting Engineer.....George C. Davis

**WREC-TV—Memphis—1955**

Channel: 3 VHF... AP: 60 Kw... VP: 100 Kw.  
 Owned-Operated By... WREC Bcstg. Service  
 Address... Hotel Peabody Bldg.  
 Representative... Katz Agency  
 General Manager... Hoyt B. Wooten

**WLAC-TV—Nashville  
 1954—CBS**

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned-Oper. .... WLAC-TV Inc.  
 Address... 159 Fourth Avenue North  
 Phone Number... Chapel 2-4331  
 Air Time... 16 hours daily  
 News Service ..... UP  
 Representative ..... Katz  
 Membership ..... NARTB  
 Exec. V.P. & Gen. Mgr. .... T. B. Baker, Jr.  
 Natl. Sls. Manager... R. M. Reuschle  
 Operations Mgr. .... Roy A. Smith  
 Director of News... Jack Drake  
 Promotion Director... Jim Wharton  
 Chief Engineer... Ralph L. Hucaby  
 Consulting Engineer... Earl A. Cullum

**WSIX-TV—Nashville—1953  
 ABC**

Channel: 8 VHF... AP: 89 Kw... VP: 178 Kw.

Owned-Oper. By..... WSIX Inc.  
 Business Address..... Nashville Trust Bldg.  
 Phone Number ..... 5-5431  
 Air Time..... 14 hours daily  
 News Service ..... AP  
 Representative ..... Hollingbery  
 Pres., Gen. Mgr..... R. D. Stanford, Jr.  
 Director of TV..... Harry Stone  
 Production Manager..... James Lynch  
 Publicity Director..... James L. Harper  
 Comm. Manager..... E. S. Tanner  
 Chief Engineer..... Charles Darke  
 Consulting Eng..... A. D. Ring Assoc.

**WSM-TV—Nashville—1950  
 NBC**

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned... Nat'l Life & Accident Insurance Co.  
 Address ..... 7th & Union  
 Phone Number ..... 2-6624  
 News Service ..... AP, UP, INS  
 Membership ..... NARTB, TvB  
 Representative ..... Petry  
 President, Gen. Mgr..... John H. DeWitt, Jr.  
 Comm. Manager..... Hi Bramham  
 Operation Manager..... Brad Crandall  
 Prom. & Pub. Director..... W. R. McDaniel  
 Film Manager..... Elmer Cartwright  
 Production Mgr..... Fritz Kleibacker  
 Dir. of News & Sp. Events..... Harold Baker  
 Chief Engineer..... Aaron Shelton

**FOR WORLD-WIDE NEWS . . .  
 FOR CLEAR, COMPREHENSIVE  
 COVERAGE . . .**

**AP**

**FOR  
 RADIO and TELEVISION**

**50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.**

# k r b c t v



The ONLY station in Abilene, Texas

- First in the nation for per-capita auto sales
- New home of 100-million dollar SAC B-47 Air Base
- Heart of rapidly expanding oil country
- Texas-tall antenna (1030 feet above Abilene)

Write, Wire, TWX, or Call  
National Representative

**JOHN E. PEARSON, Television, Inc.**  
National Sales Manager  
**FOREST LANE**

Dale Ackers, *President*  
John Kelly, *Station Mgr.*

Interconnected



# A B I L E N E , T E X A S



### **OLD TEXAS TEST FOR COFFEE**

Drop a branding iron into the pot.  
When it floats, coffee's strong enough.

### **PANHANDLE TEST**

Drop a spot schedule into KGNC.  
Market's already tested: Amarillo is  
first (again) in the nation in retail  
sales per household.



### **National representatives, The Katz Agency**

AM: 710 kc, 10,000 watts

TV: Channel 4

**KRBC-TV—Abilene—1953**  
**ABC-ABC-CBS**

Channel: 9 VHF.. AP: 14.7 Kw.. VP: 29.5 Kw.  
Owned-Oper. By... Abilene Radio & TV Co.  
Business Address... 4510 So. 14th St.  
Phone Number... 2-8491  
Air Time... 15 hours daily  
News Service... AP  
Representative... Pearson  
Membership... TvB  
President & Gen. Mgr... Dale Ackers  
Station Manager... John Kelly  
Comm. Manager... John Higgins  
Program Director... Steve Cowan  
Production Mgr... Larry Fitzgerald  
Continuity Chief... Bert Mitchell  
News Director... Don Wilson  
Film Buyer... Joe Mansell  
Prom., Pub. Manager... Forest Lane  
Chief Engineer... Bill Kessel  
Cons. Eng... Commercial Radio Equipment  
(SEE PAGE 933)

**KFDA-TV—Amarillo—1953**  
**ABC-CBS**

Channel: 10 VHF.. AP: 125 Kw.. VP: 250 Kw.  
Owned & Oper. By... Amarillo Bcstg. Co., Inc.  
Address... P. O. Box 1440  
Phone Number... DRake 4-5343  
Air Time... 17 hours daily  
News Service... AP, UP  
Representative... H.R. Clarke-Brown  
Membership... NARTB, TvB  
President... Gene L. Cagle  
General Manager... Ed Moore  
Prog. Dir., Prod., Film Mgr... N. C. Long  
Promotion Director... Dan Hayslett  
Director of News & Sp. Events... Bill Johns  
Publicity Director... Kin Raley  
Production Manager... Jerry Gardner  
Chief Engineer... Bill Spiller  
Cons. Eng... Commercial Equipment Co.

**KGNC-TV—Amarillo—1953**  
**NBC**

Channel: 4 VHF.. AP: 50 Kw.. VP: 100 Kw.  
Owned-Oper. By... Globe News Publishing Co.  
Address... 1800-2200 North Polk St.  
Phone Number... 4-4601  
Air Time... 15 hours daily  
News Affil... News, Times, Globe  
News Service... AP, UP  
Membership... NARTB, TvB  
Representative... Katz  
President... Parker Prouty  
General Manager... Wes Izzard  
Station Manager... Bud Thompson  
Comm. Manager... Aubrey Jackson  
Program Director... Bob Vaughn  
Promotion Director... Marianne Johnson  
Dir. of News & Sp. Events... Bob Izzard  
Production Manager... Bill McEachern  
Publicity Director... Beverly Beck  
Film Manager... Joan Jamison

Chief Engineer... W. H. Torrey  
Consulting Engineer... A. Earl Cullum

**KTBC-TV—Austin—1952**  
**ABC-CBS-NBC**

Channel: 7 VHF.. AP: 50 Kw.. VP: 100 Kw.  
Owned-Operated By... Texas Bcstg. Corp.  
Address... P. O. Box 717  
Phone Number... 2-2424  
Air Time... 16 hours daily  
News Service... UP  
Representative... Raymer  
President... Claudia T. Johnson  
General Manager... J. C. Kellam  
Sales Manager... O. P. (Bob) Bobblitt  
Sales, Prom. Director... Charles Brooks  
Program Director... Richard "Cactus" Pryor  
Publicity Dir... Charles Brown  
Dir. of News & Sp. Events... Paul Bolton  
Production Manager... Fred Noble  
Film Manager... Elmo Brown  
Chief Engineer... Ben Hearn  
Consulting Engineer... A. Earl Cullum, Jr.

**KBMT—Beaumont—1954**  
**ABC-NBC-DuM**

Channel: 31 UHF.. AP: 117 Kw.. VP: 224 Kw.  
Owned-Oper. By... Television Broadcaster, Inc.  
Address... P O. Box 1192  
Phone Number... 9-2476  
Air Time... 8 hours daily  
News Service... UP  
Representative... Forjoe  
Membership... NARTB  
President... Randolph C. Reed  
V.P. & Gen. Mgr... John Rossiter  
Dir. of News & Sp. Events... Roy Grimse  
Production Manager... William Beathard  
Chief Engineer... Frank Leins  
Consulting Engineer... Frank McIntosh

**KFDM-TV—Beaumont—1955**  
**CBS-ABC**

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Operated By... Beaumont Bcstg. Corp.  
Address... 1420 Calder Ave.  
Representative... Peters, Griffin, Woodward, Inc.  
Exec. V.P., Gen. Mgr... C. B. Locke

**KBST-TV—Big Spring—1955**  
**CBS**

Channel: 4 VHF... AP: 6.3 Kw... VP: 12.9 Kw.  
Owned-Oper. By... Big Spring Television, Inc.  
Address... 2500 Kentucky Way  
Phone Number... 3-2611  
Air Time... 8 hours daily  
News Service... AP  
Representative... Pearson  
Pres., Gen., Sta. Mgr... William J. Wallace  
Chief Engineer... Andrew Jones  
Con. Eng... Commercial Radio Equipment

**KVDO-TV—Corpus Christi**  
**1954—ABC-NBC**

Channel: 22 UHF.. AP: 10.2 Kw... VP: 18.8 Kw.  
Owned-Oper. By.. Costal Bend Television Co.  
Address..... 409 South Staples  
Phone Number ..... 2-7468  
News Service ..... AP  
Air Time..... 12 hours daily  
Representative... Adam Young, Clarke Brown  
President..... Gabriel Lozano  
General Manager..... L. W. "Bud" Smith  
Asst. Manager..... A. O. Lerma  
Comm. Manager..... R. W. Williams  
Prod., Prog. Director..... Karl King  
Director News..... Ken Cessna  
Film Manager..... A. Reyna  
Chief Engineer..... Nestor Aresta, Jr.

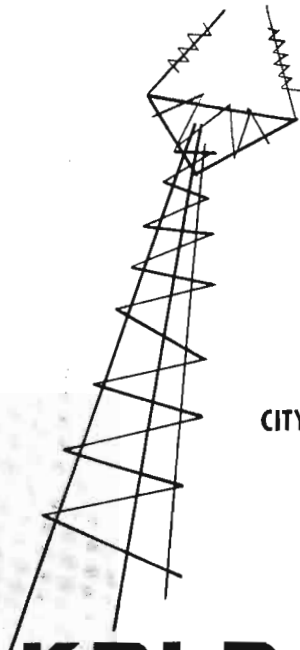
**KRLD-TV—Dallas—1949**  
**CBS**

Channel: 4 VHF.. AP: 50 Kw... VP: 100 Kw.  
Owned-Operated By..... KRLD Radio Corp.  
Business Address..... Herald Square  
Phone Number..... RAndolph 6811  
Newspaper Affiliation... Dallas Times Herald  
Air Time..... 17½ hours daily  
News Service ..... UP  
Membership ..... NARTB  
Representative ..... Branham  
Board Chairman..... J. W. Runyon

President..... Clyde Rembert  
Station Manager..... Roy M. Flynn  
Comm. Manager..... Gene Cuny  
Program Director..... Ves Box  
Promotion Director..... A. J. Putnam  
Dir. of News & Sp. Events..... Larry Rasco  
Production Manager..... Fritz Kuler  
Publicity Director..... A. J. Putnam  
Film Manager..... Nick Mueller  
Chief Engineer..... B. B. Honeycutt  
Consulting Engineer..... T. A. M. Craven

**WFAA-TV—Dallas—1949**  
**ABC-NBC**

Channel: 8 VHF.. AP: 178 Kw... VP: 316 Kw.  
Owned-Operated By..... A. H. Belo Corp.  
Business Address... 3000 Harry Hines Blvd.  
Phone Number..... Riverside 3315  
Newspaper Affiliation..... Morning News  
Representative ..... Petry  
President..... E. M. (Ted) Dealey  
General Manager..... James M. Moroney  
Station Manager..... Ralph W. Nimmons  
Comm. Manager..... Mike Shapiro  
Program Director..... Bob Blase  
Promotion Director..... Charles Larkins  
Dir. of News & Sp. Events..... Tom Journey  
Production Manager..... Tom Palmer  
Film Manager..... Dunlap Clark  
Chief Engineer..... Jim W. Cooper  
Consulting Eng..... A. Earl Cullum



**KRLD-TV's GIANT TOWER**

1685 feet above average terrain, plus maximum power, provide maximum coverage of sales-rich North Texas and Southern Oklahoma . . . Population in excess of 2,275,000 and growing . . . TV sets in excess of 555,000 and growing rapidly.

**CITY GRADE COVERAGE IN DALLAS AND FT. WORTH**

These factors plus consistently higher-rated CBS-KRLD-TV programs in survey after survey assure better than ever sales results.

**KRLD TV Channel 4**  
**MAXIMUM POWER DALLAS**





**SHERLOCK HOLMES**

**CONFIDENTIAL FILE**

**MILLION DOLLAR MOVIE**

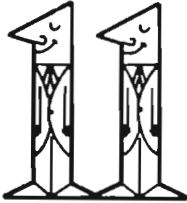
**LITTLE RASCALS**

**GENE AUTRY**

**CHANNEL ELEVEN THEATRE**

*worlds of  
good lookin' for  
all the family on*

*Channel*



**AMOS & ANDY**

**KFJZ-TV**

**FORT WORTH**

**LIBERACE**

**THE FALCON**

**ROY ROGERS**

**MAYOR OF THE TOWN**

**SAN FRANCISCO BEAT**

**CITY DETECTIVE**

**LOONEY TUNES**

**RANGE RIDER**

**WRESTLING**



# WBAP-TV

NOW IN ITS



## FIRST

- ★ On the air in the Southwest
- ★ With COLOR, in Texas
- ★ With full power, tall tower (1113 ft.)
- ★ With city grade service in both cities

## DAILY COLORCASTING

"TEXAS LIVING" — attractive Margret McDonald gives latest fashion, food, beauty tips — a top-ranking women's show!

"THE JONES PLACE" — a tremendously popular western-style show, starring Neal Jones. Just two examples of local color programming for introducing and testing new products in dramatic color presentation.

"NBC MATINEE" — full hour of top dramatic entertainment each day, in vivid network color! Available only on WBAP-TV, Channel 5 — now in its 3rd year of colorcasting!

# WBAP-TV



THE STAR-TELEGRAM STATION • ABC-NBC • FORT WORTH, TEXAS

AMON CARTER  
Founder

AMON CARTER, JR.  
President

HAROLD HOUGH  
Director

GEORGE CRANSTON  
Manager

ROY BACUS  
Commercial Manager

FREE & PETERS, Inc. - National Representatives

**KROD-TV—El Paso—1952**  
**ABC-CBS**

Channel: 4 VHF... AP: 28 Kw... VP: 56 Kw.  
Owned-Oper. By... El Paso Times, Inc.  
Address... 2201 Wyoming St.  
Representative... Branham  
General Manager... Val Lawrence  
Sales Manager... Dick Watts  
Promotion Mgr... Ken McClure  
Chief Engineer... E. P. Talbott

**KTSM-TV—El Paso—1953**  
**NBC**

Channel: 9 VHF... AP: 33.1 Kw... VP: 55.1 Kw.  
Owned-Operated By... Tri-State Bcstg. Co.  
Address... 801 N. Oregon St.  
Phone Number... 2-5423  
News Service... UP  
Membership... NARTB  
Representative... Hollingbery  
Pres., Gen., Sta. Mgr... Karl O. Wyler  
Comm. Manager... Roy T. Chapman  
Prog. Director... Jack B. Chapman  
Dir. of News & Sp. Events... Conrey Bryson  
Production Manager... Jack Rye  
Publicity Director... John Phelan  
Chief Engineer... Kenneth J. Walton  
Consulting Engineer... George Adair

**KFJZ-TV—Fort Worth—1955**

Channel: 11 VHF... AP: 105 Kw... VP: 210 Kw.  
Owned-Oper. By... Texas State Network, Inc.  
Address... 1201 W. Lancaster St.  
Phone... Edison 3474  
News Service... AP  
Representative... H-R Television, Clarke Brown  
President... Gene L. Cagle  
V.P., Gen. Mgr... Charles B. Jordan  
Natl. Sales Mgr... Dale Drake  
Local Sales Mgr... John Hopkins  
Opr. Mgr., Film Buy... Buck Long  
Prod. Sup... John Stegall  
Publicity, Sls. Prom... J. Bert Mitchell, Jr.  
Chief Engineer... Joseph B. Haigh

(SEE PAGE 937)

**WBAP-TV—Fort Worth**  
**1948—ABC-NBC**

Channel: 5 VHF... AP: 60.3 Kw... VP: 100 Kw.  
Owned-Oper. By... Carter Publications, Inc.  
Business Address... 3900 Barnett St.  
Phone Number... Lockwood 1981  
Air Time... 17 hours daily  
Newspaper Affiliation... Fort Worth Star-Telegram  
News Service... AP  
Representative... Free & Peters  
Membership... NARTB, TvB  
Chairman... Amon Carter Sr.  
President... Amon Carter, Jr.  
General Manager... George Cranston  
Director... Harold Hough  
Commercial Mgr... Roy Bacus  
Prom., Pub. & Merch. Dir... Joe Wallace  
Program Director... Robert Gould

Film Manager... Lynn Trammell  
Oper. Manager... Robert Grammer  
Director of News... James A. Byron  
Prod. Supervisor... Phil Wygant  
Chief Engineer... R. C. Stinson

**KGUL-TV—Galveston-Houston**  
**1952—CBS**

Channel: 11 VHF... AP: 125 Kw... VP: 235 Kw.  
Owned-Oper. By... Gulf Television Co.  
Business Address... 11 Video Lane  
Phone Number... 3-1607  
Air Time... 18 hours daily  
News Service... AP  
Representative... CBS Television Spot Sales  
Membership... NARTB  
Pres., Gen. Mgr... Paul E. Taft  
Sales Manager... Robert S. Wilson  
Comm. Manager... Raymond E. Jones  
Prog. Dir., Prod. Mgr... Thomas L. Thompson  
Prom. Director... John L. Eisele  
Dir. of News & Sp. Events... Bob Savage  
Pub. Director... William D. Evans, Jr.  
Film Manager... Bud Johnson  
Chief Engineer... William R. Sloat  
Consulting Eng... Vandivere, Cohen, & Wearn

(SEE PAGE 943)

**KGBT-TV—Harlingen—1953**  
**CBS-ABC**

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By... Harbenito Bcstg. Co., Inc.  
Business Address... Box 711  
Phone Number... GA 3-4880  
Air Time... 9 hours daily  
News Service... UP  
Membership... NARTB  
Representative... H-R Reprs.  
President... McHenry Tichenor  
General Manager... Troy McDaniel  
Comm. Manager... I. S. Roberts  
Program Director... Ray Gordon  
Promotion Director... Mel Kassanof  
Dir. of News & Sp. Events... Jerry Fisher  
Film Manager... Roberto Rodriguez  
Chief Engineer... A. R. Beck  
Consulting Engineer... Andy Ring

**KPRC-TV—Houston—1950**  
**NBC**

Channel: 2 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By... Houston Post Co.  
Business Address... 2318 Polk Ave.  
Phone Number... Madison 9271  
Representative... Petry  
Membership... TvB  
V.P., General Manager... Jack Harris  
Commercial Mgr... Jack McGrew  
Program Director... Bert Mitchell  
Promotion Mgr... Kirt Harris  
Film Manager... Earl Corridon  
Publicity Director... Edna Forester  
Traffic... Katherine Estes  
Chief Engineer... Paul Huhndorff

(SEE PAGE 944)

**KTRK-TV—Houston—1954**  
**ABC**

Channel: 13 VHF.. AP: 117 Kw.. VP: 316 Kw.  
Owned-Oper.. Houston Consolidated TV Co.  
Address..... P. O. Box 12  
Phone Number..... JAcKson 6-1313  
Air Time..... 16 hours daily  
Newspaper Affiliation ..... Chronicle  
Representative ..... Blair-TV  
Membership ..... NARTB, TvB  
President..... John T. Jones, Jr.  
Exec. V.P., Gen., Sta. Mgr.. W. E. Walbridge  
Program Director..... John E. Hill  
Comm. Manager..... William F. Bennett  
Dir. of News & Sp. Events..... Ray Conoway  
Prom., Pub. Director..... Lee Curran  
Film Manager..... Hugh Pickett  
Production Manager..... William T. Wagner  
Chief Engineer..... Tom Hiner  
Consulting Engineer..... George Davis

**KHAD-TV—Laredo—1956**  
**CBS-NBC**

Channel: 8 VHF.. AP: 149 Kw.. VP: 297 Kw.  
Owned-Oper. By. Vidicon Industries of America  
Address ..... Box 993  
Representative..... John E. Pearson  
General Manager..... Shaun F. Murphy

**KTVE—Longview—1953**

Channel: 32 UHF.. AP: 112 Kw.. VP: 224 Kw.  
Owned-Oper. By..... East Texas TV Co.  
Business Address..... P. O. Box 2029  
Phone Number..... PLaza 8-5551  
Air Time..... 8 hours daily  
Representative ..... ForJoe  
President, Gen. Mgr..... A. James Henry  
Sta. Mgr., Prog. Director..... Barre Monigold  
Prod., Film Manager..... Carl Loy  
Chief Engineer..... W. I. Simpson

**KDUB-TV—Lubbock—1952**  
**CBS**

Channel: 13 VHF.. AP: 158 Kw.. VP: 316 Kw.  
Owned-Oper. By..... Texas Telecasting, Inc.  
Business Address..... 7400 College Ave.  
Phone Number ..... SH 4-2345  
News Service..... INS, AP  
Representative ..... Branham  
Air Time..... 18 hours daily  
Membership ..... NARTB, TvB  
Pres., Gen. Mgr..... W. D. (Dub) Rogers  
National Sales Mgr..... E. A. Hassett  
Local Sales Manager..... Jimmie Isaacs  
Prog. Dir., Film Mgr..... Ray Trent  
Promotion Director..... W. H. Shipley  
Production Manager..... Vernon Peorner  
Publicity Director..... W. H. Shipley  
Chief Engineer..... Rudy Starnes  
Consulting Engineer..... Frank McIntosh  
Dir of News & Sp. Events..... Jack McIlrath

**KDUB-TV**  
LUBBOCK, TEXAS  
**KPAR-TV**  
SWEETWATER-ABILENE, TEXAS  
**KDUB-AM**  
LUBBOCK, TEXAS

**National Keys:**  
**The Branham Company**

W. D. "Dub" Rogers, President and Gen. Mgr. — E. A. "Boss" Hester, National Sales Manager

Over 175,000 sets presents a big double target you can't miss! Over 800,000 oil-cotton rich viewers control \$1,500,000,000 in spendable income. It's all yours via the KDUB stations' "Treasure Island" combination.

**K-DUB stations**

**KCBD-TV—Lubbock—1953**  
**ABC-NBC**

Channel: 11 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By...Bryant Radio & TV Inc.  
 Business Address.....Box 1507  
 Phone Number .....SHERwood 4-1414  
 Air Time.....17 hours daily  
 News Service.....AP, UP  
 Representative .....Raymer  
 Membership .....NARTB  
 Pres., Gen. Manager.....Joe H. Bryant  
 Asst. Gen. Manager.....Robert L. Snyder  
 National Sales Mgr.....Ray Poindexter  
 V.P., Comm. Manager.....George L. Tarter  
 Program Director.....Bill Taylor  
 Prom., Pub. Director.....Joan Prigmore  
 Dir. of News & Sp. Events.....Keith Fuller  
 Production Manager.....Everett George  
 Film Manager.....Clay Oates, Jr.  
 Chief Engineer.....Frank Lee  
 Consulting Engineer.....Weldon & Carr  
 (SEE PAGE 947)

**KTRE-TV—Lufkin—1955**  
**NBC**

Channel: 9 VHF..AP: 12.5 Kw..VP: 26 Kw.  
 Owned-Oper. By...Forest Capital Bcstg. Co.  
 Business Address.....P. O. Box 701  
 Phone Number .....3-7771  
 Air Time.....11 hours daily  
 News Service .....AP  
 Representative .....Venard, Rintoul,  
 McConnell, Melville Co.  
 President.....R. W. Wortham, Jr.  
 Gen., Sta. Mgr.....Richman Lewin  
 Comm. Manager.....Murphy Martin  
 Prog., News Director.....Boyd Porter, Jr.  
 Prom., Pub. Director.....Jean Garrett  
 Production Manager.....Jimmy Guillot  
 Film Manager.....Glenn Armstrong  
 Chief Engineer.....Fred Clinton Hill  
 Consulting Engineer.....A. Earl Cullom

The most unique TV station in America!



"LUM BURR"

- America's *only* non-metropolitan market with basic NBC-TV network programming coming in LIVE! \*
- The *only* TV station in the heart of East Texas' rich pine belt—21 thriving counties in Texas and Louisiana!

**KTRE-tv**

LUFKIN, TEXAS

CHANNEL 9  
NBC-TV\*

AFFILIATED  
WITH  
KTRE RADIO,  
1000 WATT, MBS

**National Representatives:**  
**VENARD, RINTOUL & McCONNELL, Inc.**  
 New York, Chicago, San Francisco, Los Angeles & Boston

**Southwest Representative:**  
**CLYDE MELVILLE COMPANY OF DALLAS**

\* LIVE via microwave from **KPRC-TV Houston**

"SERVING 300,000 PEOPLE IN THE  
 LUMBER-RICH LUFKIN-NACOGDOCHES AREA!"

**Richman Lewin**  
 Vice President & General Manager



**KMID-TV—Midland—1953**  
**NBC-ABC-CBS-DuM**

Channel: 2 VHF..AP: 13.8 Kw..VP: 26.3 Kw.  
Owned-Oper. By..Midessa Television Co., Inc.  
Business Address.....Box 2758  
Phone Number .....2-7321  
Air Time.....10 hours daily  
News Service .....UP  
Rep.....Venard, Rintoul & McConnell, Brown  
Membership .....NARTB  
President.....J. Conrad Dunigan  
Gen., Sta. Mgr.....Sidney A. Grayson  
Comm. Manager.....Bob Cain  
Prog., News & Sp. Events Dir.....Bill Richie  
Promotion Director.....Brad Bodkin  
Production Manager.....Bob McClellan  
Publicity Director.....Louise Owen  
Film Manager.....Carl Kennedy  
Chief Engineer.....William D. Buford

**KOSA-TV—Odessa—1956**  
**CBS**

Channel: 7 VHF..AP: 53.7 Kw..VP: 102 Kw.  
Owned-Operated By...Odessa Television Co.  
Address.....1211 N. Whitaker

Phone .....7-8301  
Membership .....NARTB  
Representative.....John E. Pearson TV  
President.....Cecil Trigg  
Station Manager.....John Vacca  
Sales Manager.....Ed Costello  
Chief Engineer.....William Schock  
(SEE PAGE 948)

**KTXL-TV—San Angelo—1953**  
**CBS**

Channel: 8 VHF..AP: 15.5 Kw..VP: 27.5 Kw.  
Owned-Oper. By..Westex Television Co., Inc.  
Business Address.....Box 1271  
Phone Number .....7183  
Air Time.....9 hours daily  
Rep...Melville, Venard, Rintoul & McConnell  
News Service .....UP  
President.....A. D. Rust  
V.P., Gen., Sta. Mgr.....J. Harley Hubbard  
Comm. Manager.....George Olsen  
Prog., Prom. Director.....Doug Thompson  
Secretary-Treasurer.....B. P. Bludworth  
Dir. of News & Sp. Events.....Neil Baird  
Prod., Film Manager.....Charles Cathey  
Chief Engineer.....Robert Benson

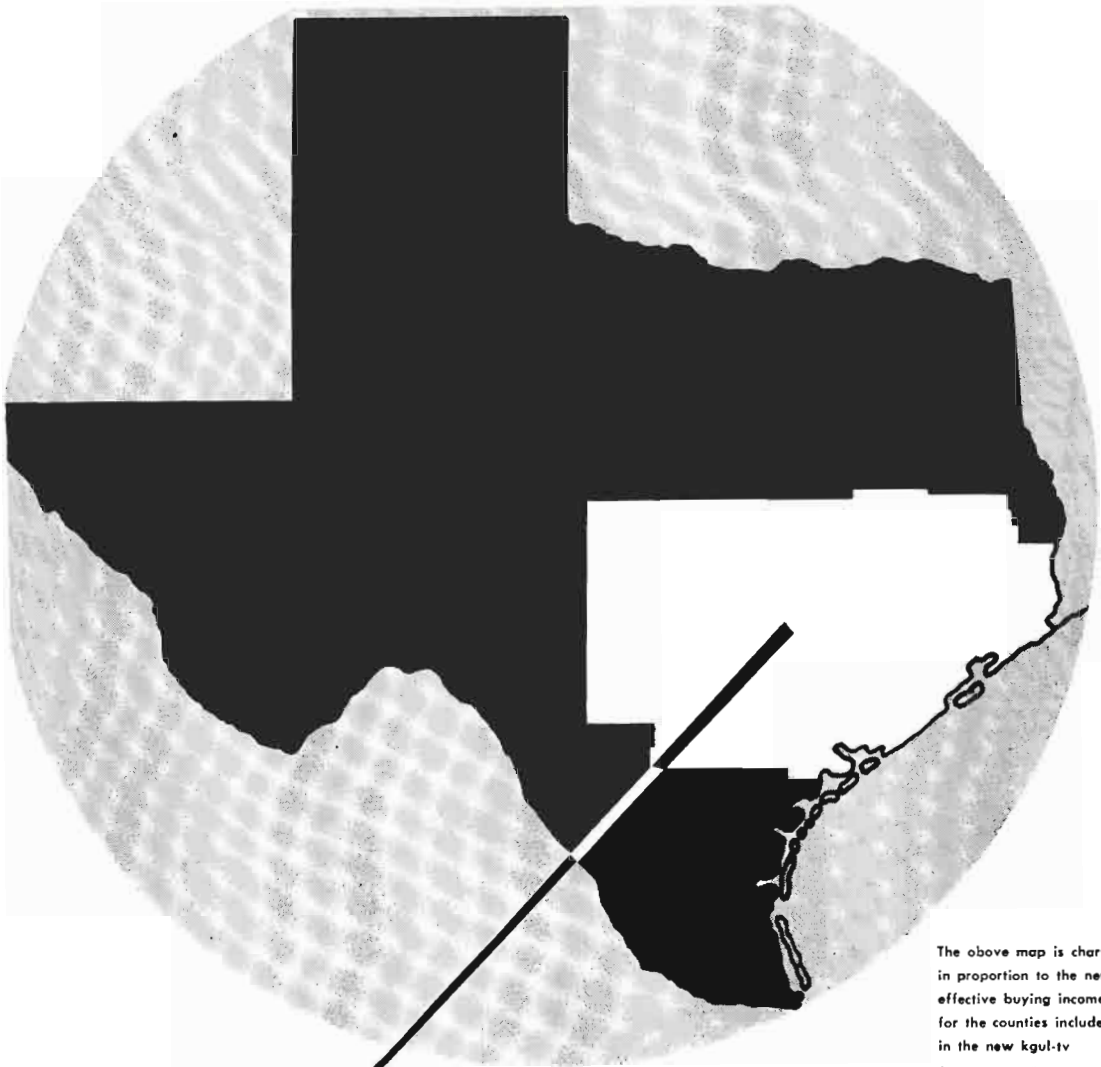
**FOR WORLD-WIDE NEWS . . .**  
**FOR CLEAR, COMPREHENSIVE**  
**COVERAGE . . .**

**AP**

**FOR**  
**RADIO and TELEVISION**

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.





The above map is charted in proportion to the net effective buying income for the counties included in the new kgul-tv coverage area

# You buy $\frac{1}{4}$ of Texas with kgul-tv

kgul's area coverage encompasses Galveston, Houston and the entire Gulf Coast market. The buying power of this area represents over 25% of the total buying power for the whole state of Texas. Here's a real Texas-size buy for your advertising dollars: one-fourth of Texas with kgul-tv.

	State of Texas	Gulf Coast TV Market	%
Families	2,510,500	611,600	24.36
Effective Buying Income	\$12,622,592	\$3,258,444	25.81

Source of Figures: Sales Management.



Represented Nationally  
By CBS Television  
Spot Sales



**CHANNEL 11**  
**GULF TELEVISION**  
**COMPANY**  
**Galveston, Texas**

# First in Houston

## radio and television

### KPRC and KPRC-TV Dominate the Houston Market

KPRC RADIO has been the first choice of Houston Gulf Coast listeners for more than 30 years. KPRC-TV, now over five years old, is also first choice with these same people. More than a time-honored habit, this loyalty is indisputable proof of KPRC's experienced leadership and consistent fine quality.

FIRST IN EXPERIENCE

FIRST IN PUBLIC SERVICE

FIRST IN NEWS

FIRST IN LOCAL TALENT

FIRST IN FARM NEWS

FIRST IN RATINGS

FIRST IN FACILITIES



### FIRST IN THE SOUTH'S FIRST MARKET



**JACK HARRIS**  
Vice President and General Manager  
Nationally Represented by  
**EDWARD PETRY AND COMPANY**

**KCOR-TV—San Antonio—1955**

Channel: 41 UHF...AP: 6.03 Kw...VP: 14.4 Kw.  
 Owned-Operated By.....KCOR, Inc.  
 Address.....111 Martinez St.  
 Representative.....Richard O'Connell  
 General Manager.....Nathan Safir

**KENS-TV—San Antonio  
 1950—ABC-CBS**

Channel: 5 VHF...AP: 50.1 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Express Publ. Co.  
 Business Address.....Transit Tower  
 Phone Number.....CApital 7-8151

Air Time.....16 hours daily  
 News Service.....UP  
 Representative..Peters, Griffin, Woodward, Inc.  
 Membership.....NARTB, TvB  
 Newspaper Affil.....Express & News  
 President.....Frank G. Huntress, Jr.  
 General Manager.....Albert D. Johnson  
 Comm. Manager.....Wayne Kearl  
 Program Director.....Edward Uhler, Jr.  
 Prom., Pub. Director.....Bob Miller  
 Dir. of News & Sp. Events.....Pat Boyette  
 Production Manager.....Bruce Clark  
 Film Manager.....Lynn Tisdale  
 Chief Engineer.....William J. Jackson  
 Consulting Engineer.....W. G. Egerton

For Listings On Important Advertising  
 Agencies and Their Executives See Page  
 135.

For Advertising Presidential Biographies  
 On The Top Twenty-Five Agencies in the  
 Nation See Page 220.

For Biographies On the Top Radio and  
 Television Timebuyers for Advertising  
 Agencies See Page 226.

**WOAI-TV—San Antonio**  
1949—NBC-ABC

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By...Southland Industries, Inc.  
Address.....1031 Navarro St.  
Phone Number.....CA 7-4221  
Air Time.....19 hours daily  
News Service.....AP, INS, UP  
Representative.....Petry  
Membership.....TvB  
President.....Hugh A. L. Hallf  
Sta., Gen. Mgr.....James M. Gaines  
Comm. Manager.....Edward V. Cheviot  
Prog. Director.....Robert Reed  
Prod. Manager.....French Ferguson  
Dir. of News & Sp. Events.....Henry Howell  
Publicity Director.....Imogene Stanley  
Chief Engineer.....Charles Jeffers

**KPAR-TV—Sweetwater—1956**  
(Satellite of KDUB-TV, Lubbock, Texas)

Channel: 12 VHF...AP: 14.1 Kw...VP: 28.2 Kw.  
Owned-Operated By...Texas Telecasting, Inc.  
Address...7400 College Ave., Lubbock, Tex.  
Representative.....The Branham Co.  
Station Manager.....Dan Guthrie

**KCEN-TV—Temple—1953**  
NBC

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By...The Bell Publishing Co.  
Business Address.....P. O. Box 188  
Phone Number.....3-6868  
Air Time.....16 hours daily  
Newspaper Affiliation.....Telegram  
News Service.....UP  
Representative.....Hollingsbery Melville  
President.....Frank W. Mayborn  
Gen., Sales Manager.....Burton Bishop  
Sta. Mgr., Film Buyer.....Harry Abbott  
Prod. Co-ord., Prom. Dir.....Van Hutto  
Dir. of News & Sp. Events.....Tom Speer  
Chief Engineer.....James Owens  
Consulting Engineer.....A. Earl Cullum, Jr.

**KCMC-TV—Texarkana—1953**  
CBS-ABC

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By.....KCMC, Inc.  
Business Address.....Summerhill Rd.  
Phone Number.....32-8201  
Air Time.....17 hours daily  
News Service.....AP  
Newspaper Affil.....Gazette & Daily News  
Representative...Venard, Rincoul & McConnell;  
Melville; Ayers  
Membership.....NARTB, TvB  
President.....C. E. Palmer  
Gen., Comm. Manager...Walter M. Windsor  
Prod. Manager.....Charles E. Wade  
Program Director.....David H. Lee  
Prom. Director.....R. M. Peters  
Dir. of News & Sp. Events...Roy L. Mitchell  
Chief Engineer.....William R. Atkinson  
Consulting Eng.....Comm. Radio Equip. Co.

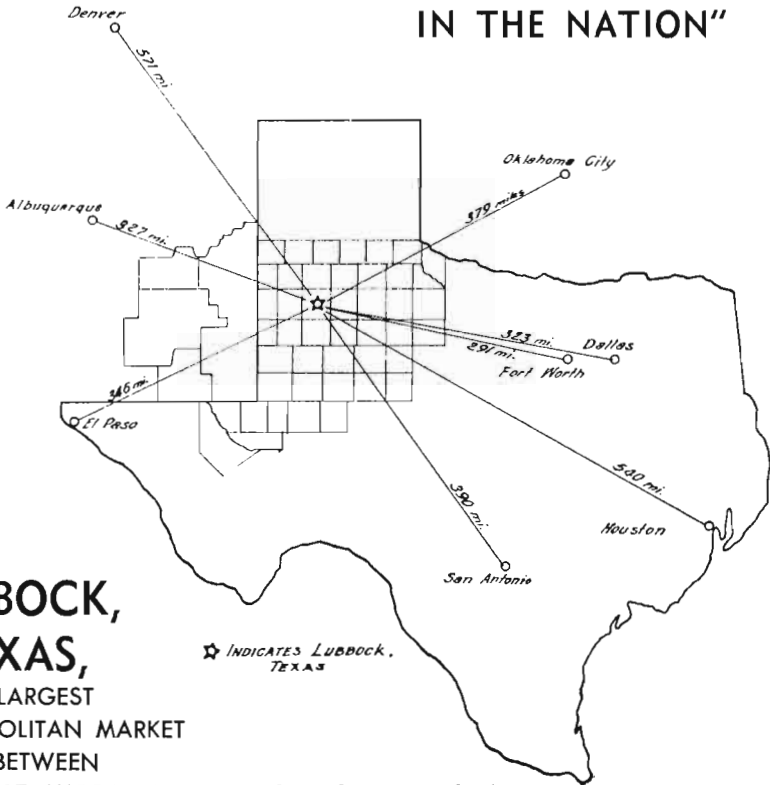
**KLTV—Tyler-Longview—1954**  
NBC-ABC-CBS-DuM

Channel: 7 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By.....Lucille Ross Lansing  
Business Address.....115 South College  
Phone Number.....2-3875  
General Manager.....Marshall H. Pengra  
Program Director.....Bob Norris  
News Director.....Gerry Lansing  
Chief Engineer.....Hudson Collins

**KWTX-TV—Waco—1955**  
CBS-ABC

Channel 10 VHF...AP: 53.6 Kw...VP: 107.2 Kw.  
Owned-Operated By...KWTX Broadcasting Co.  
Address.....Box 3128  
Representative.....John E. Pearson TV  
V.P., Gen. Mgr.....M. N. Bostick

"ONE OF THE FASTEST GROWING MARKETS  
IN THE NATION"



**LUBBOCK,  
TEXAS,**  
LARGEST  
METROPOLITAN MARKET  
BETWEEN

DALLAS, FT. WORTH AND ALBUQUERQUE — 650 MI.

SAN ANTONIO AND DENVER — 961 MI.

OKLAHOMA CITY AND EL PASO — 556 MI.

**KCBD-TV**

CHANNEL 11

NBC • ABC

OWNED AND OPERATED BY

BRYANT RADIO AND TELEVISION COMPANY, INC.

National Representative — PAUL H. RAYMER

GEO. L. TARTER  
VICE PRES.-SALES

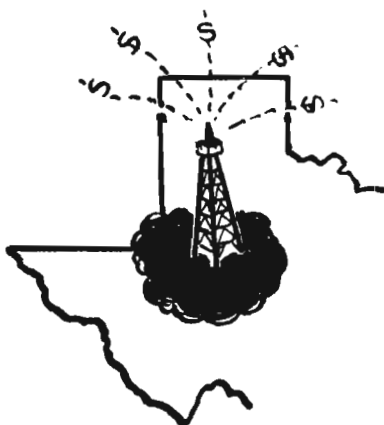
PHONE  
• SHERWOOD 4-1414 •

RAY POINDEXTER  
NATL. SALES MGR.

"YOUR BEST TELEVISION BUY IN LUBBOCK"

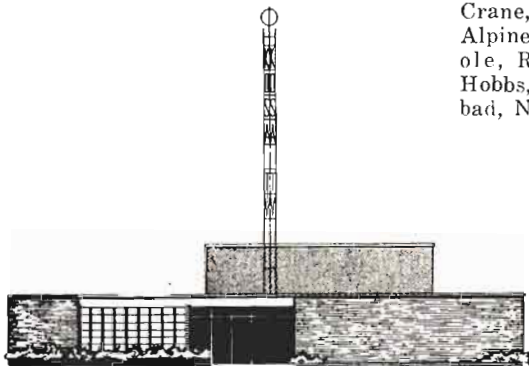
**KOSA-TV . . . . . A CBS**

KOSA-TV, a CBS primary affiliate, is the home television for Odessa, Texas and the OIL RICH PERMIAN BASIN of West Texas and Eastern New Mexico.



KOSA-TV has an effective radiated power of OVER 102,000 watts, MORE power than any other TV station in our market area. This power is acquired thru the use of a 10 kilowatt GE Transmitter and a 12 bay GE Antenna. KOSA-TV's tower rises 1,000 feet over Odessa's average terrain. A snow free picture is delivered within a 100 mile circle of the tower site. To name a few of the cities included in KOSA-TV's coverage: Snyder, Big Spring, Colorado City, Seagraves, Fort Stockton, Crane, Midland, Andrews, Wink, Alpine, Pecos, McCamey, Seminole, Rankin, Lamesa: Also Hobbs, New Mexico and Carlsbad, New Mexico.

**K  
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**CHANNEL 7 ODESSA TEXAS**



**KRGV-TV—Weslaco—1954**  
**ABC**

Channel: 5 VHF . . . AP: 14.4 Kw. . . VP: 28.8 Kw.  
 Owned-Oper. By . . . . . KRGV Television Inc.  
 Business Address . . . . . 311 S. Missouri Ave.  
 Phone Number . . . . . 517  
 News Service . . . . . AP  
 Air Time . . . . . 7 hours daily  
 Representative . . . . . Pearson  
 President . . . . . O. L. Taylor  
 Gen. Sta. Manager . . . . . Byron W. Ogle  
 Promotion Director . . . . . Bill Rucker  
 Comm. Manager . . . . . Ken Markel  
 Program Director . . . . . Jim Cook  
 Publicity Director . . . . . Ted Cressner  
 Dir. of News & Sp. Events . . . . . Harry Van Slycke  
 Film Manager . . . . . Raul Gonzales  
 Chief Engineer . . . . . Lewis Hartwig  
 Consulting Engineer . . . . . A. Earl Cullum

**KFDX-TV—Wichita Falls**  
**1953—ABC-NBC**

Channel: 3 VHF . . . AP: 30 Kw. . . . . VP: 60 Kw.  
 Owned-Operated By . . . . . Wichtex Radio & Tele. Co.  
 Address . . . . . Seymour Road  
 Phone Number . . . . . 2-8668  
 Air Time . . . . . 14 hours daily  
 News Service . . . . . UP  
 Representative . . . . . Raymer  
 Membership . . . . . NARTB  
 President . . . . . Darrold A. Cannan  
 General Manager . . . . . Howard H. Fry  
 National Sales Mgr. . . . . Molt M. Johnson  
 Local Sales Manager . . . . . George Craig  
 Program Director . . . . . Warren Silver  
 Prom., Pub. Director . . . . . Jimmie Skidmore  
 Dir. of News & Sp. Events . . . . . Norman Duncan  
 Production Manager . . . . . Bill Angel  
 Film Manager . . . . . Gene Riddle  
 Film Buyer . . . . . Howard Fry  
 Chief Engineer . . . . . John Adams  
 Consulting Engineer . . . . . George Davis

**KSYD-TV—Wichita Falls**  
**1953—CBS**

Channel: 6 VHF . . . AP: 13.5 Kw. . . VP: 22.3 Kw.  
 Owned-Operated By . . . . . Syd Grayson  
 Address . . . . . P. O. Box 420  
 Phone Number . . . . . 3-4181  
 Air Time . . . . . 17 hours daily  
 News Service . . . . . UP  
 Representative . . . . . Hoag-Blair  
 Membership . . . . . NARTB, TvB  
 Gen. Mgr. . . . . Syd Grayson  
 Comm. Manager . . . . . Blaine Cornwell  
 Prom. Director . . . . . Mrs. Owanah Shelton  
 Dir. of News & Sp. Events . . . . . Ed Hamlyn  
 Program Director . . . . . Roy George  
 Film Manager . . . . . Thomas R. Sugars  
 Chief Engineer . . . . . Herbert T. Wiley  
 Consulting Engineer . . . . . A. Earl Cullum

(SEE PAGE 950)

*For World-Wide News . . .*

*For Clear, Comprehensive*

*Coverage . . .*

**AP**

**FOR**

**RADIO and TELEVISION**

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

KWFT-TV is now

# KSYD-TV

## 100,000 watts

MAXIMUM POWER — WITH COLOR

in Wichita Falls, Texas — your best TV advertising buy is KSYD-TV\*

### here is proof positive!

*based on figures just released*

*Pulse dated Dec. 1—Dec. 7, 1955 proves audience preferences in the metropolitan Wichita Falls area to be:*

#### ONCE A WEEK SHOWS

1. \$64,000 Question (CBS) **KSYD-TV**
2. Ed Sullivan (CBS) **KSYD-TV**
3. I Love Lucy (CBS) **KSYD-TV**
4. December Bride (CBS) **KSYD-TV**
5. Jack Benny (CBS) **KSYD-TV**

*big 5 of the top 5 all on KSYD-TV*

#### MULTI-WEEKLY SHOWS

1. Patti Page **KSYD-TV**
2. Looney Tunes **KSYD-TV**
3. 10 p.m. News & Weather **KSYD-TV**
4. 5:45 p.m. News & Weather **KSYD-TV**
5. Station B

*4 of the top 5 on KSYD-TV*

*\*The leading carrier of National Spot business in the Wichita Falls market according to Rorabaugh Reports*



# KSYD-TV

Syd Grayson,  
General Manager

Exclusive CBS for North Texas  
and Southern Oklahoma

Wichita Falls, Texas

Hoag-Blair Company  
Nat'l Sales Representatives

# UTAH

Pop. Feb. 1, 1956 (Est.) 770,000—TV Homes 163,762  
Stations in State 3

## KSL-TV—Salt Lake City 1948—CBS

Channel: 5 VHF...17.8 Kw...VP: 29.5 Kw.  
Owned-Oper. By...Radio Service Corp. of Utah  
Business Address...145 Social Hall Ave.  
Phone Number...5-4641  
Air Time...17 hours daily  
News Service...UP  
Representative...CBS TV Spot Sales  
Membership...NARTB, TvB  
Exec. Vice President...Ivor Sharp  
Vice President...J. W. Wright  
V.P. & Gen., Sta. Mgr...D. Lennox Murdoch  
Comm. Mgr...Edward B. Kimball  
Program Director...Wayne Richards  
Director News...Paul Alexander  
Prom. & Pub. Dir...A. Richard Robertson  
Production Manager...Scott R. Clawson  
Merchandising Dir...J. Henry Boren  
Film Editor...Richard V. Thiriot  
Chief Engineer...Vincent E. Clayton

## KTVT—Salt Lake City—1948 NBC

Channel: 4 VHF...AP: 14 Kw...VP: 27 Kw.  
Owned By...Intermountain Bcstg. & TV Corp.  
Business Address...128 Social Hall Ave.  
Phone Number...22-5681

# VERMONT

Pop. Feb. 1, 1956 (Est.) 385,000—TV Homes 73,267  
Stations in State 1

## WCAX-TV—Burlington 1954—ABC-CBS-NBC

Channel: 3 VHF...AP: 9.5 Kw...VP: 18.3 Kw.  
Owned-Oper. By...WCAX Broadcasting Corp.  
Address...135 Main Street  
Phone Number...2-5761  
Air Time...10 hours daily  
News Service...UP

# VIRGINIA

Pop. Feb. 1, 1956 (Est.) 3,650,000—TV Homes 721,048  
Stations in State 9

## WVEC-TV—Hampton-Norfolk 1953—NBC

Channel: 15 UHF...AP: 110 Kw...VP: 220 Kw.  
Owned-Oper. By...Peninsula Bcstg. Corp.  
Business Address...812 W. 21st St.  
Phone Number...MAdison 7-7774  
Air Time...17 hours daily  
Membership...NARTB, TvB  
Representative...Avery-Knodel  
Pres., Gen. Manager...Thomas P. Chisman  
Station Manager...Harrol A. Brauer, Jr.  
Program Director...L. W. Kliever  
Prom., Pub. Director...Pete Franklin  
Dir. of News & Sp. Events...L. W. Kliever  
Production Manager...Jim Gray  
Film Manager...Robert Champion  
Chief Engineer...William C. King, Jr.  
Consulting Eng...Vandivere, Cohen & Wearz

Air Time...16 hours daily  
Station Representative...Katz  
Newspaper Affiliation...Time, Inc.  
News Service...INS  
Membership...NARTB, TvB  
Pres. & Gen. Mgr...G. Bennett Larson  
V.P., Director Oper...John M. Baldwin  
Prod. & Prog. Director...Dan Rainger  
Sales Mgr...Harold Woolley  
Prom. & Pub. Director...Del Leeson  
Dir. of News & Sp. Events...Jack Goodman  
Film Manager...James Chubb  
Chief Engineer...Allan Gunderson

## KUTV—Salt Lake City—1954 ABC

Channel: 2 VHF...AP: 22.85 Kw...VP: 45.71 Kw.  
Owned-Oper...Utah Broadcasting & TV Corp.  
Address...179 Social Hall Ave.  
Phone Number...2-2505  
Air Time...10 hours daily  
Newspaper Affiliation...Tribune  
Representative...Hollingbery  
Membership...NARTB  
President...Frank C. Carman  
Gen., Sta., Comm. Mgr...Brent H. Kirk  
Prom., Pub. Director...Richard Westman  
Prog., Prod. Manager...Alan Frank  
Film Manager...William McPhie  
Chief Engineer...Herbert Holtshouser

Representative...Weed  
Membership...NARTB  
President...C. P. Hasbrook  
General Manager...S. T. Martin  
Comm. Manager...J. A. Dobson  
Promotion Director...Charles Lewis  
Dir. of News & Sp. Events...John A. Sullivan  
Production Manager...Richard G. Huntley  
Film Manager...A. Sherman Rutter  
Chief Engineer...J. W. Tierney

## WSVA-TV—Harrisonburg 1953—ABC-DuM-NBC-CBS

Channel: 3 VHF...AP: 4.17 Kw...VP: 8.32 Kw.  
Owned-Oper. By...Shenandoah Valley Bcstg.  
Business Address...Rawley Pike  
Representative...Pearson  
Pres., Gen., Sta. Mgr...Frederic L. Allman  
Comm., Prom. Mgr...Howard C. Evans  
Prog. Director...Robert E. Lee  
Pub. Director...Andy McCaskey  
Chief Engineer...Warren L. Braun

## WLVA-TV—Lynchburg 1953—ABC

Channel: 13 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned-Operated By...Lynchburg Bcstg. Corp.  
Address...925 Church St.

Phone Number .....2-1242  
 Air Time ..... 8 hours daily  
 News Service ..... AP  
 Representative ..... Hollingsbery  
 President ..... Edward Allen  
 General Manager ..... Phil Allen  
 Sales Manager ..... Joseph F. Wright, Jr.  
 Production Manager ..... Rod Lee  
 Program Director ..... Warren Uttal  
 Chief Engineer ..... John T. Orth  
 Consulting Eng. .... Craven, Lohrs & Culver

**WTAR-TV—Norfolk—1950**  
**ABC-CBS-DuM**

Channel: 3 VHF..AP: 50 Kw..AP: 100 Kw.  
 Owned-Operated By.....WTAR Radio Corp.  
 Business Address.....720 Boush St.  
 Phone Number .....56711  
 Air Time .....18 hours daily  
 Newspaper Affil.... Norfolk Newspapers, Inc.  
 News Service.....AP, INS  
 Representative .....Petty  
 Membership .....NARTB, TvB  
 President, Sta. Mgr.....Campbell Arnoux  
 Asst. General Mgr.....John C. Peffer  
 Gen. Sales Manager.....Robert M. Lambe  
 Program Director.....Harold Solding  
 Dir. of News & Sp. Events..Gilbert A. McLeod  
 Local Sales Manager.....Russ Severin  
 Chief Engineer.....Richard Lindell  
 Consulting Engineer.....Jansky & Bailey

**WTOV-TV—Norfolk—1955**

Channel: 27 UHF..AP: 11.7 Kw..VP: 19.6 Kw.  
 Owned-Operated By.....Tim Brite, Inc.  
 Address.....1318 Spratley St., Portsmouth, Va.  
 Representative....Joseph Hershey McGillvra  
 General Manager.....Temus R. Bright

**WXEX-TV—Petersburg**  
**1955—NBC**

Channel: 8 UHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By..Petersburg Television Corp.  
 Address .....124 W. Tabb Street  
 Phone Number .....REgent 3-7876  
 Air Time .....15½ hours daily  
 News Service .....AP, INS  
 Representative .....Forjoe  
 President.....Thomas G. Tinsley, Jr.  
 General Manager.....Irvin G. Abeloff  
 Comm. Manager.....George R. Oliviere  
 Chief Engineer.....John F. Costello  
 Engineering Super....George W. McGuigan  
 Consulting Engineer.....Kear and Kennedy

**WTVR—Richmond—1947**  
**NBC**

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Havens & Martin, Inc.  
 Address.....3301 W. Broad St.  
 Phone Number .....5-8611  
 Air Time.....17 hours daily  
 News Service .....UP  
 Station Representative.....Blair TV  
 Membership .....NARTB  
 Pres., Gen., Sta. Mgr.....Wilbur M. Havens  
 Asst. Manager.....Walter A. Bowry, Jr.  
 Prog. Dir., Film Mgr.....John Shand  
 Director of News.....Roy Roman  
 Production Manager.....John Mackin  
 Film Manager.....Conrad G. Rianhard  
 Chief Engineer.....James Kyle  
 Consulting Engineer.....James C. McNary

**WDBJ-TV—Roanoke—1955**  
**CBS**

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Time-World Corp.  
 Address .....124 West Kirk Avenue  
 Phone Number .....8131  
 Air Time.....7 hours daily  
 News Service .....AP, UP  
 Representative ..Peters, Griffin, Woodward, Inc.  
 Membership .....NARTB, TvB  
 President.....M. W. Armistead, III  
 Managing Director.....Ray P. Jordan  
 Asst. Mang. Director.....John Harkrader  
 TV Sales Manager.....Blake Brown  
 Program Director.....Paul E. Reynolds  
 TV Program Manager.....Charles Ballou  
 Technical Director.....J. Edward Newman  
 News Director.....Donald F. Murray  
 Production Manager.....Harry Wiseman  
 Promotion Director.....Mike Schaffer  
 Chief Engineer.....Robert Crowley

Channel **7**  
 CBS  
 in  
**Roanoke,  
 Virginia**  
**WDBJ-TV**  
 Owned and operated by  
**TIMES-WORLD CORPORATION**  
 Free and Peters, Inc., National Representatives

**WSLS-TV—Roanoke—1952**  
NBC-ABC

Channel: 10 VHF..AP: 148 Kw..VP: 296 Kw.  
Owned-Oper. By...Shenandoah Life Stations  
Address.....301 1st St. SW  
Phone Number .....4-9227  
Air Time.....18 hours daily  
News Service.....AP  
Representative .....Avery-Knodel

Membership .....NARTB, TvB  
President .....Paul C. Buford  
Exec. Vice Pres.....James H. Moore  
Asst. & Comm. Mgr.....Horace Fitzpatrick  
Program Director...George W. Chernault Jr.  
Advertising Director...Fred L. Corstaphney  
Dir. of News & Sp. Events.....Tom S. Wright  
Dir. Sales Prom.....Charles Garrison  
Chief Engineer.....J. P. Briggs  
Consulting Engineer.....George C. Davis

**WASHINGTON**

Pop. Feb. 1, 1956 (Est.) 2,573,000—TV Homes 612,808  
Stations in State 10

**KVOS-TV—Bellingham**  
1953—CBS

Channel: 12 VHF..AP: 17 Kw..VP: 38.5 Kw.  
Owned-Oper. By.....KVOS Inc.  
Business Address.....1151 Ellis St.  
Representative .....Forjee  
President .....Rogan Jones  
Commercial Manager.....Fred Elsethagen  
Production Director.....David Mintz

Membership .....NARTB, TvB  
President.....O. D. Fisher  
Vice Pres. & Gen. Mgr.....W. W. Warren  
V.P. & Comm. Mgr.....Ray Baker  
Mgr. Programming.....Dave Crockett  
News & Sp. Events Ed.....Herb Robinson  
Program Manager.....Tom Rogstad  
Publicity Director.....Margaret Frey  
Film Editor.....Lester Chipman  
Ad., Prom. Manager.....Bill Cathey  
Nat. Sls. Mgr.....W. Jordan  
Sales Manager.....Bill Hubbach  
Prod. Manager.....Keith Jackson  
Chief Engineer.....C. E. Miller  
Consulting Eng.....A. D. Ring Associates

**KEPR-TV—Pasco—1954**  
(Satellite of KIMA-TV, Yakima)

Channel: 19 UHF..AP: 4.9 Kw..VP: 9.12 Kw.  
Owned-Operated By.....Cascade Bcstg. Co.  
Address.....Box 702, Yakima, Wash.  
Representative.....Weed TV, Moore & Lund  
Manager .....Monte Strobl

**KHQ-TV—Spokane—1952**  
NBC-ABC

Channel: 6 VHF..AP: 55 Kw..VP: 100 Kw.  
Owned-Operated By.....KHQ, Inc.  
Address.....700 Radio Central Bldg.  
Phone Number.....MADison 5131  
Air Time.....12 hours daily  
Newspaper Afil.....Spokesman Chronicle  
Representative .....Katz  
Membership .....NARTB  
Pres., Gen., Station Mgr.....R. O. Dunning  
Comm. Manager.....John Pindell  
Sales Mgr.....J. B. Blair  
Program Director.....William A. Neilson  
Prom., Pub. Director.....Rex Gerlach  
Dir. of News & Sp. Events.....Patrick Cullen  
Production Manager.....Homer Mason  
Film Manager.....James Johns  
Chief Engineer.....Al Sparling  
Cons. Engineer.....George Davis

**KING-TV—Seattle—1948**  
ABC

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Operated By.....King Bcstg. Co.  
Business Address.....320 Aurora  
Phone Number .....Mutual 3555  
Air Time.....15½ hours daily  
Representative .....Blair-TV  
Membership .....NARTB, TvB  
President.....Mrs. A. Scott Bullitt  
V.P., Gen. Mgr.....Otto P. Brandt  
Commercial Manager.....Al Hunter  
Dir. of News & Spec. Events...Charles Herring  
Production Manager.....Bernie Carey  
Sls. Mgr.....Bill Hubbach  
Local Sls. Mgr.....J. Pindell  
Program Director.....Lee Schulman  
Prom., Pub. Director.....Lee Schulman  
Chief Engineer.....Robert Ferguson  
Dir. of Engineering.....James L. Middlebrooks

**KREM-TV—Spokane—1953**  
ABC

Channel: 2 VHF..AP: 69.2 Kw..VP: 100 Kw.  
Owned & Oper. By.....Louis Wasmer  
Address.....S. 4103 Regal  
Phone Number.....Keystone 0466  
Representative .....Petry  
President .....Louis Wasmer  
General Manager.....Robert Temple  
Program Director.....Paul Morris  
Dir. of News & Sp. Events...Richard Hoover  
Chief Engineer.....Homer Mead  
Consulting Engineer.....James Hatfield

**KOMO-TV—Seattle—1953**  
NBC

Owned-Oper. By.....Fisher's Television Co.  
Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
Business Address.....100 4th Ave. N.  
Phone Number .....SE 6000  
Air Time.....18 hours daily  
Representative .....NBC Spot Sales

**KXLY-TV—Spokane—1953**  
CBS-DuM

Channel: 4 VHF..AP: 28.5 Kw..VP: 48 Kw.  
Owned-Oper. By...Northern Pacific TV Corp.  
Address.....West 315 Sprague Ave.  
Phone Number.....Madison 4291  
Air Time.....14 hours daily  
News Service.....UP  
Representative.....Avery-Knodel  
Membership.....NARTB  
President.....Norman Eisenstein  
Gen., Sta. Mgr.....Richard Jones  
Comm. Manager.....Robert Struble  
Program Director.....Gene Roth  
Promotion, Publicity Dir.....Bob Moore  
Dir. of News & Sp. Events..Martin Koschmann  
Production Manager.....Ed Robinson  
Film Manager.....Clarence Koenig  
Chief Engineer.....Dave Green

**KTNT-TV—Tacoma—1953**  
CBS

Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Operated By...Tribune Publishing Co.  
Address.....711 St. & Grant Ave.  
Phone Number.....FULTON 2561  
Air Time.....16 hours daily  
Newspaper Affil.....Tacoma News Tribune  
News Service.....AP, UP  
Representative.....Weed  
Membership.....NARTB, TvB  
General Manager.....Len Higgins  
Comm. Manager.....Larry Carino  
Director of News.....Sam Rinaker  
Program Director.....Burke Ormsby  
Chief Engineer.....Max Bice  
Consulting Engineer.....Alvin H. Barnard

**KTVW—Tacoma—1953**

Channel: 13 VHF..AP: 57 Kw..VP: 98.5 Kw.  
Owned-Oper. By.....J. Elroy McCaw  
Business Address.....230 8th Avenue  
Phone Number.....BR 3113  
Air Time.....11½ hours daily  
Representative.....Hollingbery  
Owner.....J. Elroy McCaw  
Gen., Comm. Manager.....William Veneman  
Tacoma Manager.....William Rambo  
Program Director.....Don Wood  
Prom., Pub. Director.....Edna K. Hanna  
Dir. Sports, Sp. Events.....John Jarstad  
Production Manager.....Tom Towey  
Film Manager.....Howard C. Perkin  
Chief Engineer.....Charles R. Morris

**KIMA-TV—Yakima—1953**  
ABC-CBS-NBC

Channel: 29 UHF..AP: 7.5 Kw..VP: 15 Kw.  
Owned-Oper. By.....Cascade Bstg. Co., Inc.  
Business Address...Radio & Television Center  
Phone Number.....6104  
Air Time.....10 hours daily  
News Service.....AP  
Representative.....Weed  
Membership.....NARTB, TvB  
President.....A. W. Talbot  
Gen., Sta. Mgr.....Thomas C. Bostic  
Commercial Mgr.....H. R. Cary  
Program, Flm. Mgr.....James Nolan  
Promotion Director.....Joe Ryan  
Director of News.....John Knievel  
Pub. Relations Director...E. M. Morrissey  
Production Mgr.....Tom Ewing  
Chief Engineer.....J. Barry Walkinson  
Consulting Engineer.....Frank McIntosh

**WEST VIRGINIA**

Pop. Feb. 1, 1956 (Est.) 1,970,000—TV Homes 346,106  
Stations in State 7

**WHIS-TV—Bluefield—1955**  
NBC

Channel: 6 VHF..AP: 28.8 Kw..VP: 50 Kw.  
Owned-Oper. By...Daily Telegraph Ptg. Co.  
Address.....Municipal Building  
Phone Number.....7-7115  
Air Time.....12 hours daily  
News. Affil...Daily Telegraph. Sunset News  
News Service.....AP  
Representative.....Katz  
Membership.....NARTB  
Vice Pres., Gen. Manager.....H. I. Shott  
Station Manager.....P. T. Flanagan  
Sales Manager.....John C. Shott  
Program Director.....Dale Smith  
Prom., Pub. Director.....Janie Lambert  
Dir. of News & Sp. Events...Don Reed  
Prod., Film Manager.....Elvin Feltner  
Chief Engineer.....John Byers  
Consulting Engineer.....John Millaney

**WCHS-TV—Charleston—1954**  
CBS

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned & Oper. By...WCHS-TV Inc.  
Address.....1111 Virginia Street East  
Phone Number.....6-5358  
News Service.....UP  
Air Time.....17 hours daily  
Representative.....Branham  
Membership.....NARTB, TvB  
President.....Lewis C. Tierney  
General Manager.....John T. Gelder, Jr.  
Comm. Manager.....John L. Sinclair, Jr.  
Prom., Pub. Manager.....Phil Sheridan  
Program Director.....Morton S. Cohn  
Director of News.....Bob Boaz  
Prod. Manager.....Frank Annand  
Chief Engineer.....William E. Dixon  
Cons. Engineer.....Weldon & Carr



**WHTN-TV—Huntington**  
1955—ABC-DuM

Channel: 13 VHF..AP: 186 Kw..VP: 316 Kw.  
Owned-Oper... Greater Huntington Radio Corp.  
Address ..... 625 Fourth Avenue  
Phone Number ..... JAcKson 5-7661  
Air Time..... 9 hours daily  
News Service ..... UP  
Representative ..... Petry  
Chairman..... S. J. Hyman  
President ..... Fred Weber  
Station Manager..... John Philips  
Comm. Manager..... George Miller, Jr.  
Program Director..... Milton Slater  
Promotion Director..... Gene Gaulaway  
Dir. of News & Sp. Events... Chuck Stearns  
Production Manager..... Don Waggoner  
Publicity Director..... Fcannie Ruth Ross  
Film Manager..... Joseph Saracini  
Chief Engineer..... Harold Storm  
Consulting Eng..... Jansky & Baily

**WSAZ-TV—Huntington**  
1949—NBC

Channel: 3 VHF..AP: 60 Kw..VP: 100 Kw.  
Owned-Operated By... WSAZ, Incorporated  
Address ..... 201 Ninth St.  
Phone Number ..... 4-4126  
Air Time..... 17 hours daily  
Newspaper Affil... Huntington Publishing Co.  
News Service ..... AP  
Station Representative ..... Katz

Membership ..... NARTB, TvB  
President ..... Col. J. H. Long  
V.P. & Gen. Mgr..... L. H. Rogers II  
V.P. & Tech. Dir..... L. E. Kilpatrick  
Asst. Gen. Mgr..... C. T. Garten  
Sales Mgr..... R. E. White  
National Sales Director..... Liz Conaty  
Regional Sales Mgr..... W. R. Murray  
Program Director..... J. H. Ferguson  
Dir. of News & Sp. Events, Pub... Nick Basso  
Production Mgr..... Ned R. Brooke  
Film Manager..... Gayle MacCracken  
Chief Engineer..... J. P. Clay

**WOAY-TV—Oak Hill—1954**  
ABC-DuM

Channel: 4 VHF..AP: 69.2 Kw..VP: 100 Kw.  
Owned & Oper. By... Robert R. Thomas, Jr.  
Business Address..... Box 251  
Phone Number ..... 651  
Representative ..... Weed TV  
General Manager..... Robert R. Thomas, Jr.  
Sales Manager..... Will Jackson  
Program Director..... Clyde Higgins  
Chief Engineer..... Kenneth Rice

**WTAP—Parkersburg—1953**  
ABC-CBS-NBC

Channel: 15 UHF..AP: 10.5 Kw..VP: 19.5 Kw.  
Owned-Oper. By... Zanesville Publishing Co.  
Business Address..... 121 W. Seventh St.  
Phone Number ..... 7-4589, 24561

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*America's*  
*23rd Market!*  
**CHARLESTON-**  
**HUNTINGTON, W. VA.**



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Selling 1 1/2 million customers in Huntington—  
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**316,000 watts of V.H.F. power**

**WHTN-TV BASIC**  
**ABC**

Greater Huntington Theatre Corp.  
Huntington, W. Va. Huntington 3-0185

Air Time.....9 hours daily  
 News Service.....UP  
 Representative.....Pearson  
 Membership.....NARTB  
 President.....Clay Littick  
 General Manager.....Allan Land  
 Stc., Comm. Manager.....Milton Komito  
 Prom., News Director.....Bob Lefko  
 Production Manager.....Jim Spear  
 Film Buyer.....Ed Fisher  
 Chief Engineer.....William A. Hunt, Sr.  
 Consulting Engineer.....Lohnes & Culver

**WTRF-TV—Wheeling—1953**  
**ABC-NBC**

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Tri-City Bcstg. Co.

Business Address.....Ogden Bldg.  
 Phone Number.....Wheeling 1177  
 Air Time.....17 hours daily  
 Newspaper Affil.....News Publ. Co. &  
 Dix Newspapers  
 News Service.....UP  
 Representative.....Hollingbery  
 Membership.....NARTB, TvB  
 Exec. V.P. & Gen. Mgr.....Robert W. Ferguson  
 Comm. Mgr.....H. Needham Smith  
 Prog. Director.....By Williams  
 Prom., Pub. Director.....Greg Van Camp  
 Dir. of News & Sp. Events.....George Diab  
 Production Manager.....Gary Vorhees  
 Film Manager.....William Ney  
 Chief Engineer.....Howard Daubenmeyer  
 Consulting Eng.....Robert Silliman & Assoc.

**WISCONSIN**

Pop. Feb. 1, 1956 (Est.) 3,595,000—TV Homes 818,426  
 Stations in State 11

**WEAU-TV—Eau Claire—1953**  
**ABC-NBC**

Channel: 13 VHF..AP: 26.2 Kw..VP: 59.5 Kw.  
 Owned-Oper. By.....Central Bcstg. Co.  
 Business Address.....2415 So. Hastings Way  
 Phone Number.....2-3474  
 Air Time.....9 hours daily  
 Newspaper Affil.....Eau Claire Leader  
 News Service.....UP  
 Membership.....NARTB  
 Representative.....Hollingbery  
 President.....W. C. Bridges  
 Gen., Comm. Manager.....Leo Howard  
 Program Director.....Richard Kepler  
 Sls. Prom. Manager.....Wayne McNulty  
 Director of News.....Don Wright  
 Chief Engineer.....T. O. Jorgenson

**WBAY-TV—Green Bay—1953**  
**ABC-CBS**

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Norbetine Fathers  
 Business Address.....115 South Jefferson St.  
 Phone Number.....HEmlock 2-3331  
 Air Time.....17½ hours daily  
 News Service.....UP  
 Representative.....Weed  
 Membership.....NARTB  
 Managing Dir.....Rev. M. J. Beemster  
 General Manager.....Haydn R. Evans  
 Station Manager.....Burkett Farquhar  
 Commercial Mgr.....Robert C. Nelson  
 Prog. Dir.....Leo Persselin  
 Promotion Dir.....Robert Meister  
 Director of News.....Clair Stone  
 Production Mgr.....Bob Van Abel  
 Film Manager.....Jim Krause  
 Chief Engineer.....Wallace E. Stone

**WFRV-TV—Green Bay—1955**

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Operated By...Valley Telecasting Co.  
 Address.....Bellin Bldg.  
 Representative.....Headley-Reed TV  
 V.P., Gen. Mgr.....Don C. Wirth

**WKBT—La Crosse—1954**  
**CBS-NBC**

Channel: 8 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned & Oper. By...WKBH Television Inc.  
 Address.....141 South 6th St.  
 Phone Number.....2-4678  
 Air Time.....9 hours daily  
 Newspaper Affiliation.....Tribune  
 Representative.....H-R TV, Inc.  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Howard Dahl  
 Comm. Mgr.....Robert Z. Morrison, Jr.  
 Program Director.....Ray Scaron  
 Promotional Director.....Leonard Anderson  
 Chief Engineer.....Al Leeman  
 Consulting Engineer.....Jansky & Bailey

**WKOW-TV—Madison—1953**  
**CBS**

Channel: 27 UHF..AP: 8.49 Kw..VP: 16.98 Kw.  
 Owned-Oper. By.....Monona Bcstg. Co.  
 Business Address.....215 West Washington Ave.  
 Phone Number.....3-5329  
 Representative.....Headley-Reed  
 President.....Stewart Watson  
 General Manager.....Ben J. Hovel  
 Commercial Mgr.....Robert E. Loomer  
 Program Director.....Audrey Bland  
 Technical Supervisor.....Cloven Smith  
 Consulting Engineer.....W. F. Keame

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with  
**SPARKLING NEW RADIO FORMAT**  
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**WISN**

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and  
**EXCITING — EXPANDING  
TELEVISION**

on  
**WISN-TV**

Top Tower — Top Power — Top Programs

**ABC Networks**

**Represented Nationally by  
Edward Petry Co. Inc.**

**WMTV—Madison—1953**  
**CBS-ABC-DuM**

Channel: 33 UHF..AP: 9.1 Kw..VP: 17 Kw.  
Owned-Oper. By.....Bartell Television Corp.  
Business Address.....West Beltline Hwy.  
Phone Number.....3-5381  
Air Time.....12 hours daily  
News Service.....UP  
Representative.....Bolling  
Pres., Gen. Mgr.....Gerald A. Bartell  
Comm. Manager.....Peter P. Theg  
Program Director.....Wanda Montz  
Sta. Manager.....Morton J. Wagner  
Pub. Director.....Claire Roelandt  
Director of News.....Michael Griffin  
Production Mgr.....George Harrison  
Film Manager.....William Edwards  
Prom. Director.....Dorothy Geiser  
Chief Engineer.....Stanley Sadler  
Consulting Engineer.....Ralph Evans

**WISN-TV—Milwaukee**  
**1954—ABC**

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned By.....Hearst Corp.  
Business Address.....710 N. Plankinton  
Phone Number.....BRoadway 1-4644  
Newspaper Affiliation.....Sentinel  
News Service.....AP, INS  
Representative.....Petry  
Membership.....NARTB  
V.P., Gen. Mgr.....I. E. "Chick" Showerman  
Director.....J. B. Soell  
Asst. Manager.....L. A. "Duke" Larson  
Program Director.....Decca McCarthy  
Prom. Director.....Charles Lanphier  
Dir. of News & Sp. Events...Carl Zimmermann  
Public Affairs Director.....Mel Quinn  
Publicity Director.....Lou Riepenhoff  
Business Manager.....Joseph Sergio  
Chief Engineer.....Lionel Wittenberg

**WMBV-TV—Marinette—1954**  
**NBC**

Channel: 11 VHF..AP: 120 Kw..VP: 240 Kw.  
Owned-Oper. By..M & M Broadcasting Co., Inc.  
Address.....Radio-TV Park  
Phone Number.....2-6631  
Air Time.....16 hours daily  
News Service.....UP  
Rep.....Venard, Rintoul & McConnell  
President.....W. E. Walker  
General Manager.....Joseph D. Mackin  
Station Manager.....William R. Walker  
Prog. Dir., Film Mgr.....Pat Kehoe  
Prom., Pub. Director.....Lois Wilkowski  
Dir. of News & Sp. Events...Tom J. Reading  
Chief Engineer.....Al S. Alexander  
Consulting Eng.....A. D. Ring & Assoc.

**WXIX—Milwaukee—1953**  
**CBS**

Channel: 19 UHF..AP: 141 Kw..VP: 263 Kw.  
Owned-Oper. By.....CBS, Inc.  
Business Address.....5445 N. 27th St.  
Phone Number.....Uptown 3-1919  
Air Time.....18 hours daily  
News Service.....AP, UP  
Representative.....CBS TV Spot Sales  
Membership.....NARTB, TvB  
General Manager.....Edmund C. Bunker  
Program Director.....Leon Drew  
General Sales Mgr.....Theodore F. Shaker  
Business Mgr.....John Lathrop Viemeister  
Director Operations.....Arthur F. Schoenfuss  
Dir. Pub. Affairs.....Warren Bush  
Promotion Director.....William Ryan  
News Director.....Jerry Dunphy  
Prod. Manager.....Jack Reeves  
Publicity Director.....R. H. Van Roo  
Chief Engineer.....F. R. Heuberger

**WTMJ-TV—Milwaukee**  
**1947—ABC-NBC**

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....The Journal Co.  
Business-Trans. Address.....333 W. State St.  
Phone Number.....B'way 1-6000  
News Service.....AP  
Air Time.....16 hours daily  
Representative.....Harrington, Righter &  
Parsons, Inc.  
Membership.....NARTB, TvB  
V.P. and Gen. Mgr. of Radio and TV,  
The Journal Co.....Walter J. Damm  
Station Mgr.....George Comte  
Asst. Sta. Mgr.....George Nicoud  
Res., Devel. Co-ordinator.....L. W. Herzog  
Sales Mgr.....Neale V. Baake  
Program Manager.....James Robertson  
Mgr. Radio & TV Engng.....Phillip Laeser  
News Editor.....Jack Krueger

**WSAU-TV—Wausau—1954**  
**ABC-CBS-NBC**

Channel: 7 VHF..AP: 63 Kw..VP: 100 Kw.  
Owned-Oper. By..Wisconsin Valley TV Corp.  
Address.....714-5th Street  
Phone Number.....2-1021  
Newspaper Affil.....Record-Herald  
News Service.....AP, UP  
Air Time.....6½ hours daily  
Representative.....Meeker TV; Harry Heyatt  
President.....J. C. Sturdevant  
V.P., Gen. Manager.....George T. Frechette  
Director of News.....Walter Chilson  
Comm., Asst. Gen. Mgr....Richard D. Dudley  
Program Director.....James K. Harelson  
Film Manager.....B. Kellenhauser  
Chief Engineer.....Roland W. Richards  
Consulting Engineer.....Walter Kean

## **KFBC-TV—Cheyenne—1953** CBS-ABC

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....Frontier Bcstg. Co.  
Business Address.....2923 East Lincolnway  
Phone Number.....4-4461  
Newspaper Affiliation.....Wyoming Eagle &  
Wyoming Tribune

News Service .....UP  
Representative .....Hollingbery  
President.....Robert S. McCracken  
Gen., Sta. Mgr.....William C. Grove  
Commercial Mgr.....C. P. Cahill  
Promotion Manager.....D. E. Allen  
Traffic Manager.....Joyce Pratt  
Production Manager.....Jackson H. Mumeey  
Chief Engineer.....R. C. Pfannenschmid

# TELEVISION STATIONS in TERRITORIES and POSSESSIONS



## **ALASKA**

### **KENI-TV—Anchorage** 1953—NBC-ABC

Channel: 2 VHF..AP: 8.42 Kw..VP: 13.8 Kw.  
Owned-Oper. By.....Midnight Sun Bcstg. Co.  
Business Address.....Box 939  
Phone Number.....52201  
Air Time.....9 hours daily  
News Service .....AP  
Representative .....Weed, Moore-Lund  
President.....Austin G. Cooley  
General Managers.....Alvin O. Bramstedt,  
Jack D. Ellison  
Sales Manager.....James Duncan  
Program Director.....Dick Rand  
Prom., Pub. Director.....Jane Wilson  
News Director.....Don Meighan  
Film Manager.....Arlene Statina  
Chief Engineer.....Thad (Bill) Harris

Address .....Lathrop Bldg.  
Representative.....Del Day, James Fletcher  
General Manager.....A. O. Bramstedt

### **KTVF—Fairbanks—1955** CBS

Channel: 11 VHF..AP: 5.6 Kw..VP: 11.05 Kw.  
Owned-Operated by.....Northern Television, Inc.  
Address.....3rd and Lacey Sts.  
Representative.....Alaska Radio-TV Sales  
Pres., Gen. Mgr.....A. G. Hiebert

## **HAWAII**

### **KHBC-TV—Hilo—1955**

(Satellite of KGMB-TV, Honolulu)

Channel: 9 VHF..AP: .5 Kw..VP: 1 Kw.  
Owned-Oper. By.....Hawaiian Bcstg. System Ltd.  
Address.....1534 Kapiolani Blvd., Honolulu  
Representative.....Peters, Griffin, Woodward, Inc.  
V.P., Gen. Mgr.....C. Richard Evans

### **KTVA—Anchorage—1953** CBS-DuM

Channel: 11 VHF..AP: 1.61 Kw..VP: 3.22 Kw.  
Owned-Oper. By.....Northern Television, Inc.  
Business Address.....Mt. McKinley Bldg.  
Representative .....Hugh Feltis  
Pres., Gen., Sta., Comm. Mgr.....A. G. Hiebert  
Program Director.....Lois Clemens  
Dir. News, Prod. Mgr.....Walter A. Welch  
Film Manager.....Hal Knutson

### **KGMB-TV—Honolulu—1952** ABC-CBS-NBC

Channel: 9 VHF..AP: 62.4 Kw..VP: 104 Kw.  
Owned-Oper.....Hawaiian Bcstg. Sys., Ltd.  
Address.....1534 Kapiolani  
Representative.....Peters, Griffin, Woodward, Inc.  
President.....J. Howard Worrall  
General Manager.....C. Richard Evans  
Station Manager.....Wayne Kearn  
Program Director.....Robert Costa  
Dir. News & Spec. Events.....Wayne Collins  
Production Director.....Sheridan Reid  
Merchandising Dir.....Donald Frink

### **KFAR-TV—Fairbanks—1955** NBC-ABC

Channel: 2 VHF..AP: 2.76 Kw..VP: 5.6 Kw.  
Owned-Operated By.....Midnight Sun Bcstg. Co.

**KULA-TV—Honolulu—1954**  
**ABC**

Channel: 4 VHF..AP: 13.1 Kw..VP: 26.3 Kw.  
Owned-Oper. By.....TV Corp. of America  
Address.....1290 Ala Moana Blvd.  
Representative.....Adam Young TV Corp.  
Gen., Film Mgr.....Jack Burnett

**KONA—Honolulu—1952—NBC**

Channel: 11 VHF..AP: 15 Kw..VP: 30 Kw.  
Owned-Operated By.....Radio Honolulu, Ltd.  
Address.....206 Koula St.  
Representative.....NBC Spot Sales  
Membership.....NARTB  
Pres., Sta. Mgr.....John D. Keating  
Program Director.....Trent Christman  
Dir. News & Spec. Evt.....Jim Washburn  
Film Manager.....Mike Carr

**KMAU—Wailuku—1955**

(Satellite of KGMB-TV, Honolulu)

Channel: 3 VHF..AP: 2.98 Kw..VP: 5.95 Kw.  
Owned-Oper. By..Hawaiian Bcstg. System Ltd.  
Address.....1534 Kapiolani Blvd., Honolulu  
Representative..Peters, Griffin, Woodward, Inc.  
V.P. & General Mgr.....C. Richard Evans

**KMVI—Wailuku—1955**

(Satellite of KONA, Honolulu)

**PUERTO RICO**

**WKAQ-TV—San Juan—1954**  
**CBS**

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....El Mundo Inc.  
Business Address.....Box 5096  
Rep.....Inter-American Publications Inc.  
Membership.....NARTB  
President.....Angel Ramos  
General Manager.....R. Delgado Marquez  
Comm. Mgr.....Jorge Rivero  
Program Director.....Fernando Cortes, Jr.  
Production Mgr.....Sally H. Boulon  
Film Manager.....Valentin Torres  
Cons. Engineer.....George C. Davis

**WAPA-TV—San Juan—1954**  
**NBC-ABC**

Channel: 4 VHF..AP: 33.9 Kw..VP: 56.2 Kw.  
Owned-Oper. By..Ponce de Leon Bcstg. Corp.  
Business Address.....357 Ponce de Leon  
Phone Number.....3-3006  
Air Time.....10 hours daily  
Representative.....Caribbean Networks Inc.  
President.....Jose Ramon Quinones  
Gen., Sta. Manager.....Delfin Fernandez  
Comm. Manager.....Camilo Fraticelli  
Program Director.....Jose E. Franco  
Prod., Prom. Director.....Luis Dominguez  
Film Manager.....James J. Deig  
Publicity Director.....Felix Santiago  
Chief Engineer.....George Sprague  
Cons. Engineer.....Comm. Radio Equipment

**FOR WORLD-WIDE NEWS . . .**

**FOR CLEAR, COMPREHENSIVE**

**COVERAGE . . .**

**AP**

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**RADIO and TELEVISION**

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.



# TELEVISION STATIONS OF CANADA



## CBFT—Montreal—1952 CBC

Channel: 2... AP: 8.28 Kw... VP: 15.7 Kw.  
Owned By... Canadian Bcstg. Corp.  
Address... 1425 Dorchester St. W.  
Phone Number... UNiversity 6-2571  
Director... Andre Ouimet  
Assistant Director... Yves Vien  
Program Director... Fernand Guerard  
Comm. Manager... Maurice Valiquette  
Press and Information Supervisor... Robert Elie

## CBHT—Halifax—1954—CBC

Channel: 3... AP: 60 Kw... VP: 100 Kw.  
Owned By... Canadian Bcstg. Corp.  
Address... 100 Sackville St.  
Phone Number... 2-8311  
Air Time... 8 hours daily  
Reg. Director... Capt. W. E. S. Briggs  
Director... G. F. Brickenden  
Comm. Representative... Donald G. LeBlanc  
Technical Director... J. Simonsen  
Program Director... Carl MacCaull  
Press & Info. Director... Bert Wilson  
Editor TV News... John Maydew  
Film Director... Hermann Noelle

## CBLT—Toronto—1952 CBC-CBS-ABC-DuMont-NBC

Channel: 9... AP: 12.72 Kw... VP: 25.65 Kw.  
Owned By... Canadian Bcstg. Corp.  
Address... 354 Jarvis St.  
Phone Number... Walnut 35481  
Director... Fergus Mutrie  
Asst. Director... J. R. W. Graham  
Program Director... R. W. McGill  
Technical Director... Reginald Horton  
Comm. Representative... J. R. Kennedy  
Film Supervisor... O. C. Wilson  
Supervisor of Design... William McCrow  
Press and Information Rep... James Creighton

## CBMT—Montreal—1954 CBC

Channel: 6... AP: 26.2 Kw... VP: 43.8 Kw.  
Owned By... Canadian Bcstg. Corp.  
Address... 1425 Dorchester St. W.  
Phone Number... UNiversity 6-2571  
Television Director... Andre Ouimet  
Comm. Manager... Maurice Valiquette  
Technical Director... C. Frenette  
Press and Information Supervisor... Robert Elie

## CBOFT—Ottawa—1955

Channel: 9 VHF... AP: 17 Kw... VP: 31 Kw.  
Owned-Oper. By... Canadian Bcstg. Corp.  
Address... Lanark Ave.  
Station Manager... C. P. Wright

## CBOT—Ottawa—1953 CBC

Channel: 4... AP: 4.8 Kw... VP: 9.2 Kw.  
Owned By... Canadian Bcstg. Corp.  
Address... Scott St. W. of Island Park, Dr.  
Phone Number... 21151  
Director... Charles P. Wright  
Program Director... Bruce McPherson  
Technical Director... Maxted Gilbert

## CBUT—Vancouver—1953 CBC

Channel: 2... AP: 55 Kw... VP: 100 Kw.  
Owned By... Canadian Bcstg. Corp.  
Address... 1200 Georgia St.  
Phone Number... Marine 6121  
Television Director... Peter McDonald  
Program Director... Marce L. Munro  
Technical Director... Ross L. Whiteside  
Newsreel Editor-in-charge... R. L. Elson  
Film Director... Don Lytle  
Design Director... Cliff Robinson

## CBWT—Winnipeg—1954 CBC

Channel: 4... AP: 28 Kw... VP: 56 Kw.  
Owned By... Canadian Bcstg. Corp.  
Address... 541 Portage Ave. W.  
Phone Number... 742-541  
Television Director... W. G. Carpenter  
Program Director... Gordon Atkinson  
Technical Director... Harry Heywood

## CFCM-TV—Quebec City—1954 CBC-CBS

Channel: 4... AP: 635 Kw... VP: 1.27 Kw.  
Owned By... Famous Players Canadian Corp.  
Address... 200 Ave. St. Jean Bosco, Ste. Foy  
Phone Number... Murray 3-4985  
Sales Rep... Weed TV; Hardy; Hunt and Assoc.  
President... Gaston Pratte  
Executive Director... A. C. Picard  
Director of Operations... Ernest W. Miller  
Comm. Mgr... A. P. Fitzgibbons  
Program Manager... Suzanne Guinard

## CFPA-TV—Porth Arthur 1954—CBC

Channel: 2... AP: 2.55 Kw... VP: 5-10 Kw.  
Owned By... Ralph H. Parker  
Address... 87 N. Hill St.  
Phone Number... 4-2404  
Air Time... 7 hours daily  
Sales Rep... Weed TV; All-Canada TV  
President and Mgr... Ralph H. Parker

**CFPL-TV—London—1953**  
CBC

Channel: 10 AP: 184 Kw. VP: 325 Kw.  
Owned By: London Free Press Printing Co.  
Address: Commissioners Rd., Box 488  
Phone Number: 4-2115  
Air Time: 11½ hours daily  
Newspaper Affil.: London Free Press  
Sales Rep.: Weed TV; All-Canada TV  
President, Mgr. Dir.: Walter J. Blackburn  
Station Mgr.: Murray T. Brown  
Asst. Manager: Robert A. Reinhart  
Sls. & Prom. Manager: W. C. Wingrove  
Film Supervisor: Beatrix Kurp  
Dir. of Engineering: G. Robitaille  
Production Coordinator: Kevin Knight  
Newsreel Supervisor: Ron Laidlaw  
Cons. Engineer: K. A. Mackinnon

**CFQC-TV—Saskatoon—1954**  
CBC-NBC-ABC

Channel: 8 AP: 60 Kw. VP: 100 Kw.  
Owned By: A. A. Murphy & Sons Ltd.  
Address: 216 1st Ave. N.  
Air Time: 10 hours daily  
Phone Number: 2-6611  
Sales Rep.: Adam Young TV Corp.; Oakes:  
Radio Representative, Ltd.  
President: A. A. Murphy  
Vice-Pres., Gen. Mgr.: G. Blair Nelson  
Asst. Manager: Vernon Dallin  
Production Director: Walter Romanow  
Prom. Director: Mrs. Joyce Webb  
News Service Dir.: Bill Cameron  
Chief Engineer: Lyn Hoskin

**CFRN-TV—Edmonton—1954**  
CBC

Channel: 3 AP: 13.7 Kw. VP: 27.4 Kw.  
Owned By: G. R. A. Rice  
Address: Jasper Highway  
Phone Number: 2-2101  
Sales Rep.: Adam Young TV Corp.; Oakes:  
Radio Representatives Ltd.  
Manager: G. R. A. Rice  
Chief Engineer: F. G. A. Makepeace  
Program Director: S. S. Lancaster

**CHCH-TV—Hamilton—1954**  
CBC

Channel: 11 AP: 60 Kw. VP: 100 Kw.  
Owned By: Wentworth Bcstg. Co., Ltd.  
Address: 163 Jackson St. W.  
Phone Number: 2-1121  
Air Time: 10 hours  
Sales Rep.: Adam Young, All-Canada TV  
News Service: UP  
Newspaper Affil.: Spectator  
Membership: NARTB  
President, Gen. Mgr.: Kenneth D. Soble  
Asst. Mgr.: S. J. Bibby  
Comm. Manager: R. J. Peters  
Prog. Manager: J. S. Purvis  
Prom. Manager: S. F. Habberfield

Production Manager: A. R. Arsenault  
News Editor: Dave C. Rogers  
Film Manager: D. Gale  
Chief Engineer: W. E. Jaynes

**CHCT-TV—Calgary—1954**  
CBC

Channel: 2 AP: 50 Kw. VP: 100 Kw.  
Owned By: Calgary Television, Ltd.  
Address: 955 Rideau Road  
Phone Number: 33491  
Newspaper Affil.: Herald  
Air Time: 14 hours daily  
Sales Rep.: Weed TV Corp.; All-Canada TV  
Engineering Rep.: K. A. Mackinnon, Ottawa  
President: Gordon Love  
Manager: Herb Stewart  
Operations Manager: R. S. Carson  
Prom., Pub. Director: Bob Nystedt  
Dir. of News & Sp. Events: Ed Whalen  
Production Manager: Ted Bissland  
Film Manager: Walter Petrigo  
Chief Engineer: Lee Crawley  
Consulting Engineer: K. A. Mackinnon

**CHEX-TV—Peterborough**  
1955

Channel: 12 VHF AP: 156 Kw. VP: 260 Kw.  
Owned: Kawartha Broadcasting Co., Ltd.  
Address: Box 637  
General Manager: Jack Davidson

**CHSJ-TV—Saint John—1954**  
CBC

Channel: 4 AP: 50 Kw. VP: 100 Kw.  
Owned By: New Brunswick Bcstg. Co., Ltd.  
Address: 14 Church St.  
Phone Number: 3-3304  
Sales Rep.: Weed TV Corp.; All-Canada TV  
General Manager: George A. Cromwell  
Production Director: Earl McCarron  
Prod. Supervisor: Fred Blizzard  
Women's Prog. Supervisor: Jene L. Wood  
Technical Director: T. Reid Dowling  
Chief Engineer: Jack Bishop

**CJBR-TV—Rimouski—1954**  
CBC-CBS

Channel: 3 AP: 34.55 Kw. VP: 60.6 Kw.  
Owned By: Lower St. Lawrence Radio Inc.  
Address: 6 St. John St.  
Phone Number: 2217  
Newspaper Affil.: Le Progres Du Golfe  
Sales Rep.: Adam Young TV Corp.; Stovin  
President: Jacques Brilliant  
Station Manager: Andre Lecomte  
Program Director: Francois Raymond  
Prom. Director: Sandy Burgess  
Director of News: Guy Ross  
Film Manager: Paul Ratte  
Chief Technician: M. Marcel Vallee  
Chief Engineer: Real Therrien

**CJCB-TV—Sydney—1954**  
CBC

Channel: 4... AP: 60 Kw... VP: 100 Kw.  
Owned By.....CJCB-TV Officers  
Address.....Hardwood Hill  
Phone Numbers.....5596, 8240, 3431  
Sales Rep...Weed TV Corp.; All-Canada TV  
President, Gen. Mgr....J. Marven Nathanson  
Business Manager.....Norris Nathanson  
Chief Engineer.....Robert J. Norton

**CJIC-TV—Sault Ste Marie**  
1954—CBC-CBS

Channel: 2... AP: 2.58 Kw... VP: 5.16 Kw.  
Owned By.....J. G. Hyland  
Address.....119 East St.  
Phone Number.....ALGema 6-7494  
Sales Rep...Weed TV Corp.; All-Canada TV  
President, Gen. Mgr....J. G. Hyland  
Program Manager.....Sam Pitt  
Comm. Mgr.....Gene Plouffe  
Chief Engineer.....Dave Irwin

**CJLH-TV—Lethbridge**  
1955

Channel: 7 VHF... AP: 85.5 Kw... VP: 171 Kw.  
Owned-Oper. By...Lethbridge Television Ltd.  
Address.....1015 Third Ave., S.  
Representative...Weed TV Corp., All-Canada TV  
Managing Director.....Norman Botterill

**CJON-TV—St. John's—1955**

Channel: 6... AP: 11 Kw... VP: 21.04 Kw.  
Owned-Oper. By...Newfoundland Bcstg. Co. Ltd.  
Address.....Prince of Wales St., Box E5105  
Representative...Weed TV, All-Canada TV  
Pres., Gen. Mgr.....G. W. Stirling

**CKCK-TV—Regina—1954**  
CBC-CBS

Channel: 2... AP: 10 Kw... VP: 19.5 Kw.  
Owned By.....Transcanada  
Address.....Leader Post Building  
Phone Number.....36671  
Sales Rep...Weed TV Corp.; All-Canada TV  
President.....Clifford Sifton  
General Manager.....H. A. Crittenden  
Comm. Manager.....Lloyd Westmoreland  
Production Manager.....Larry Glover

Promotion Director.....William Rees  
News Director.....Jim McLeod  
Chief Engineer.....E. A. Strong  
Cons. Engineer.....Keith McKinnon

**CKCO-TV—Kitchener—1953**  
CBC

Channel: 13... AP: 8.45 Kw... VP: 16 Kw.  
Owned By.....Carl A. Pollock  
Address.....864 King St. W.  
Phone Number.....3-4335  
Sales Rep...Weed TV Corp.; J. A. Hardy  
President.....Carl Pollock  
General Manager.....Eugene E. Fitzgibbons  
Director of Operations.....W. D. McGregor  
Commercial Manager.....Bill Whiting  
Program Manager.....Don Martz  
Prom., Pub. Director.....Jack Lanthier  
Dir. of News & Sp. Events...Alan G. Hodge  
Production Manager.....Bruce Lawson  
Film Manager.....Errol C. Kelley  
Chief Engineer.....Alexander G. Day

**CKCW-TV—Moncton—1954**  
CBC

Channel: 2... AP: 2 Kw... VP: 5 Kw.  
Address.....Hallfax St.  
Phone Number.....4-9601  
Air Time.....10 hours daily  
News Service.....UP  
Sales Rep...Adam Young; Stovin & Co.  
Pres., Gen. Mgr.....F. A. Lynds  
Production Manager.....J. S. Irvine  
Traffic Manager.....Marie Carrol  
Prog. Director.....H. Button  
Dir. of News & Sp. Events...W. Curtis  
Publicity Director.....B. Parsons  
Film Manager.....Helen Savage  
Chief Engineer.....Arnold Brewster

**CKGN-TV—North Bay—1955**  
ABC-CBS-CBC-NBC

Channel: 10 VHF... AP: 25.75 Kw... VP: 51.5 Kw.  
Owned-Oper. By.....Tel-Ad Co.  
Address.....P. O. Box 630  
Phone Number.....3209  
Air Time.....7 hours daily  
Representative...Mulvihill Ltd., Hunt & Assoc.  
Membership.....CARTB  
Gen. Manager.....Russ J. Eastcott  
Prom., Pub. Director.....Bruce McLeod  
Production Manager.....Bill Hart  
Chief Engineer.....W. Totman

**CKLW-TV—Windsor**

(See Detroit, Michigan Listing.)

**CKNX—Wingham—1955—CBC**

Channel: 8 VHF AP: 19.5 Kw. VP: 36 Kw.  
 Owned-Oper. By...CKNX Ltd.  
 Address .....Josephine Street  
 Phone Number .....158  
 Air Time .....9 hours daily  
 Representative.. All Canada TV, Adam Young  
 Membership .....CARTB  
 Pres., Gen. Manager..... W. T. Cruickshank  
 Comm. Manager.....Vin Dittmer  
 Program Director..... Don Hildebrand  
 Dir. of News & Sp. Events..... John Strong  
 Publicity Director..... Robert Van Dуйn  
 Chief Engineer..... Scott Reid

**CKVR-TV—Barrie—1955**

Channel: 3 AP: 7 Kw. VP: 14 Kw.  
 Owned-Oper. By...Ralph Snelgrove TV Ltd.  
 Address .....P. O. Box 69  
 Phone Number .....5585  
 News Service .....Broadcast News,  
 Toronto Telegram  
 Membership .....CARTB, BBM  
 Representatives .....Mulvihill & Co. Ltd.,  
 Hunt & Assoc. Canadian Reprs.  
 Pres., Gen. Manager...Ralph T. Snelgrove  
 Sales & Prom. Manager.....Charles Tierney  
 Production Manager..... Claude Baikie  
 News Director..... Bill Harrington  
 Art Director..... Frank Fog  
 Chief Engineer..... Jack Mattenley

**CKSO-TV—Sudbury—1953**

**CBC-CBS-NBC-ABC-DuMont**

Channel: 5 AP: .87 Kw. VP: 1.74 Kw.  
 Owned By...G. Miller, J. Cooper, W. Woodill

Address.....Regent at Ash St.  
 Phone Number.....Osborne 3-3644  
 Sales Rep....Weed TV Corp.; All Canada TV  
 General Manager.....W. J. Woodill  
 Production Manager.....J. A. Boyd  
 Film Editor.....Ingrid Rushton  
 Chief Engineer.....James McRae

**CKWS-TV—Kingston—1954**  
**CBC**

Channel: 11 AP: 154 Kw. VP: 257 Kw.  
 Owned By.....Frontenac Bcstg. Co. Ltd.  
 Address .....170 Queen St.  
 Phone Number .....2-4977  
 Air Time .....11½ hours daily  
 Sales Rep....Weed TV Corp.; All-Canada TV  
 President.....W. R. Davies  
 Manager.....R. W. Hofstetter  
 Program Director.....J. R. Chorley  
 News Director.....Harvey Tade  
 Film Manager.....Lois Scrutton  
 Comm. Mgr.....Harry Edgar  
 Production Manager.....Bill Luxton  
 Chief Engineer.....Bert Cobb

**CKX-TV—Brandon—CBC**

Channel: 5 AP: 9.65 Kw. VP: 19.3 Kw.  
 Owned By.....Western Manitoba Bcstrs. Ltd.  
 Address .....2940 Victoria Ave.  
 Air Time .....6 hours daily  
 Phone Number .....5393  
 Sales Representative.....All-Canada TV  
 Pres., Gen. Mgr.....John B. Craig  
 Comm. Manager.....Archie Olson  
 Program Director.....Douglas A. Lee  
 News Editor.....Jim Struthers  
 Promotion Director.....Betty Murphy  
 Sports Director.....Ken Milton  
 Film Editor.....Harold Pullan  
 Chief Engineer.....E. H. Davies

**For World-Wide News . . .**

**For Clear, Comprehensive**

**Coverage . . .**

**AP**

**FOR**

**RADIO and TELEVISION**

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

# COLOR EQUIPPED STATIONS—U.S.A.

• As of January 1, 1956

State	City	Station	1955	1956	Affil.
Alabama	Birmingham	WABT	—	—	NBC-TV
		WBRC-TV	—	—	CBS-TV
	Mobile	WALA-TV	—	—	NBC-TV
	Montgomery	WCOV-TV	—	—	CBS-TV; DuMont
	WSFA-TV	—	—	NBC-TV	
Arizona	Phoenix	KPHO-TV	—	—	CBS-TV
	Phoenix	KOOL-TV	—	—	CBS-TV
	Phoenix	KTVK	—	—	—
	Phoenix-Mesa	KVAR	—	—	NBC-TV
	Tucson	KOPO-TV	—	—	CBS-TV
	KVOA-TV	—	—	NBC-TV	
Arkansas	Little Rock	KARK-TV	—	—	NBC-TV; DuMont
	Pine Bluff	KATV	—	—	CBS-TV
	Texarkana	KCMC-TV	—	—	CBS-TV
California	Bakersfield	KERO-TV	—	—	NBC-TV; CBS-TV
	Fresno	KMJ-TV	—	—	NBC-TV; CBS-TV
	Fresno	KJEO	—	—	CBS-TV
	Los Angeles	KHJ-TV	—	—	DuMont
		KNXT	—	—	CBS-TV
		KRCA	—	—	NBC-TV
		KTLA	—	—	—
	Sacramento	KCCC-TV	—	—	NBC-TV; CBS-TV
	Sacramento	KBET-TV	—	—	CBS-TV
		KCRA	—	—	—
	Salinas-Monterey	KSBW-TV	—	—	CBS-TV
		KMBY-TV	—	—	CBS-TV
	San Diego	KFMB-TV	—	—	CBS-TV
		KFSD-TV	—	—	NBC-TV
	San Francisco	KPIX	—	—	CBS-TV
	KRON-TV	—	—	NBC-TV	
	KGO	—	—	—	
	KEYT	—	—	NBC-TV	
	KTVU	—	—	NBC-TV	
Colorado	Colorado Springs	KKTU	—	—	CBS-TV; DuMont
		KRDO-TV	—	—	NBC-TV
		KLZ-TV	—	—	CBS-TV
		KOA-TV	—	—	NBC-TV
	KCSJ-TV	—	—	NBC-TV	
Connecticut	New Britain	WKNB-TV	—	—	CBS-TV
	New Haven	WNHC-TV	—	—	NBC-TV; CBS-TV; DuMont
Delaware	Wilmington	WDEL-TV	—	—	NBC-TV; DuMont
		WPHI	—	—	—
Dist. of Columbia	Washington	WRC-TV	—	—	NBC-TV
		WTOP-TV	—	—	CBS-TV
		WMAL	—	—	—
Florida	Jacksonville	WJHP-TV	—	—	NBC-TV
		WMBR-TV	—	—	CBS-TV; DuMont
	Miami	WGBS-TV	—	—	NBC-TV
		WTVJ	—	—	CBS-TV
	Orlando	WBDO-TV	—	—	NBC-TV; CBS-TV
	Palm Beach	WJNO-TV	—	—	NBC-TV
	St. Petersburg	WSUN-TV	—	—	CBS-TV
Tampa	WFLA-TV	—	—	NBC-TV	
	WTVT	—	—	CBS-TV	
Georgia	Atlanta	WAGA-TV	—	—	CBS-TV
		WSB-TV	—	—	NBC-TV
	Augusta	WJBF	—	—	NBC-TV; DuMont
		WRDW-TV	—	—	CBS-TV
	Columbus	WDAK-TV	—	—	NBC-TV
		WRBL-TV	—	—	CBS-TV
Macon	WMAZ-TV	—	—	CBS-TV	
	WNEX-TV	—	—	NBC-TV	
	WTOG-TV	—	—	CBS-TV	
Illinois	Belleville	WTVI	—	—	CBS-TV
	Champaign	WCIA	—	—	NBC-TV; CBS-TV; DuMont
	Chicago	WBBM-TV	—	—	CBS-TV



COLOR EQUIPPED STATIONS—U. S. A.



State	City	Station	1955	1956	Affil.
	Peoria	WNBQ	—		NBC-TV
		WEEK-TV	—		NBC-TV; DuMont
	Quincy	WTVH-TV	—	—	CBS-TV
		KHQA-TV	—		CBS-TV; DuMont
	Rockford	WGEM-TV	—		NBC-TV
		WREX-TV	—		CBS-TV
	Rock Island	WTVQ	—	—	NBC-TV
		WHBF-TV	—		CBS-TV; DuMont
	Springfield	WICS	—	—	NBC-TV
Indiana	Bloomington	WTFV	—		NBC-TV; DuMont
		WSJV-TV	—	—	NBC-TV
	Elkhart	WFLE-TV	—	—	NBC-TV
		WINT	—		CBS-TV
	Indianapolis	WKJG-TV	—		NBC-TV; DuMont
		WFBM-TV	—		NBC-TV
	Lafayette	WISH-TV	—		CBS-TV; DuMont
		WFAM-TV	—	—	CBS-TV
	Muncie	WLBC-TV	—		CBS-TV
		WSBT	—		CBS-TV; DuMont
South Bend	WNOU	—			
	WTHU-TV	—		CBS-TV	
Iowa	Ames-Des Moines	WOL-TV	—		DuMont; CBS-TV
		KCRG-TV	—		DuMont
	Cedar Rapids	WMT-TV	—		CBS-TV
		WOC-TV	—		NBC-TV
	Davenport	WHO-TV	—		NBC-TV
		KRNT-TV	—		CBS-TV
	Des Moines	KQT	—		NBC-TV
		KQLO-TV	—		CBS-TV
	Fort Dodge	KTIV	—		NBC-TV
		KVT	—		CBS-TV
Mason City	KWWL-TV	—		NBC-TV	
Sioux City					
Waterloo					
Kansas	Hutchinson-Wichita	KTWH	—		CBS-TV; DuMont
		KOAM-TV	—	—	NBC-TV
	Pittsburg	WIBW-TV	—		CBS-TV; DuMont
		KEDD	—		NBC-TV
	Topoka	KAKE	—		
		KVRD	—		
Wichita	WIBW	—			
Kentucky	Henderson	WEHT	—		CBS-TV
		WAVE-TV	—	—	NBC-TV; DuMont
		WHAS-TV	—		CBS-TV
Louisiana	Alexandria	KALB-TV	—		NBC-TV
		WAFB-TV	—		NBC-TV
Baton Rouge	WBRZ	—		NBC-TV	
	Lake Charles	KTAG-TV	—		CBS-TV
Monroe	KPLC-TV	—		NBC-TV	
	KNOE-TV	—		NBC-TV; CBS-TV; DuMont	
New Orleans	WDSU-TV	—		NBC-TV; CBS-TV; DuMont	
	Shreveport	KSLA	—		NBC-TV; CBS-TV
KTBS					
Maine	Bangor	WABI-TV	—	—	NBC-TV
		WTWO	—		CBS-TV
	Portland	WCSH-TV	—		NBC-TV
		WGAN-TV	—		CBS-TV
Maryland	Baltimore	WAAM	—		DuMont
		WBAL-TV	—		NBC-TV
		WMAR-TV	—		CBS-TV
Massachusetts	Boston	WBZ-TV	—		NBC-TV
		WNAC-TV	—		CBS-TV; DuMont
	Holyoke	WHYN-TV	—		CBS-TV
		Springfield	WWLP	—	
	WHYN	—			
Michigan	Buy City-Saginaw	WNEM-TV	—		NBC-TV
		Detroit	WJBK-TV	—	
	Flint	WWJ-TV	—		NBC-TV
		WXXZ	—		
	Grand Rapids	WJRT	—		CBS-TV
		WOOD-TV	—		NBC-TV; DuMont
Kalamazoo	WKZO-TV	—		CBS-TV; DuMont	
	Lansing	WJIM-TV	—		NBC-TV
Saginaw	WKNX-TV	—		CBS-TV	
	Traverse City	WPBN-TV	—		NBC-TV
Minnesota	Duluth	KDAL-TV	—	—	NBC-TV
		Minneapolis	WCCO-TV	—	
	Rochester	KROC-TV	—		NBC-TV
	St. Paul-Minneapolis	KSTP-TV	—		NBC-TV
Mississippi	Jackson	WJTV	—		CBS-TV; DuMont
		WLBT	—		NBC-TV
	Meridian	WTOR-TV	—	—	NBC-TV





COLOR EQUIPPED STATIONS—U. S. A.



State	City	Station	1955	1956	Affil.
Missouri	Cape Girardeau	KFVS-TV	—	—	CBS-TV
	Jefferson City	KRCG-TV	—	—	CBS-TV
	Joplin	KSWM	—	—	—
	Kansas City	KCMO-TV	—	—	DuMont
		KMBC-TV	—	—	CBS-TV
		WDAF-TV	—	—	NBC-TV
	St. Joseph	KFEQ-TV	—	—	CBS-TV
	St. Louis	KSD-TV	—	—	NBC-TV
		KWK-TV	—	—	CBS-TV
	Springfield	KTTS-TV	—	—	CBS-TV; DuMont
	KYTV	—	—	NBC-TV	
Nebraska	Kearney	KHOL-TV	—	—	CBS-TV
	Lincoln	KOLN-TV	—	—	CBS-TV
	Omaha	KMTV	—	—	CBS-TV
		WOW-TV	—	—	NBC-TV; DuMont
New Hampshire	Mt. Washington	WMTW	—	CBS-TV	
New Mexico	Albuquerque	KOB-TV	—	—	NBC-TV
New York	Albany	WTRI	—	—	CBS-TV
	Albany	WROW-TV	—	—	CBS-TV
	Binghamton	WNBF	—	—	NBC-TV; CBS-TV; DuMont
	Buffalo	WBEN-TV	—	—	CBS-TV; DuMont
		WGR-TV	—	—	NBC-TV
	Carthage-Watertown	WCNY-TV	—	—	CBS-TV
	New York	WABD	—	—	DuMont
		WCBS-TV	—	—	CBS-TV
		WPIX	—	—	—
		WKCA-TV	—	—	NBC-TV
	Rochester	WHAM-TV	—	—	NBC-TV
		WHEC-TV	—	—	CBS-TV
		WVET-TV	—	—	CBS-TV
		WRGB	—	—	NBC-TV; CBS-TV; DuMont
	Schenectady	WHEN-TV	—	—	CBS-TV; DuMont
	Syracuse	WSYR-TV	—	—	NBC-TV
	Utica	WKTV	—	—	NBC-TV; CBS-TV; DuMont
North Carolina	Asheville	WHOS	—	—	—
	Charlotte	WAYS-TV	—	—	NBC-TV
		WBTV	—	—	NBC-TV; CBS-TV
	Durham	WTVB	—	—	NBC-TV
	Greensboro	WFMY-TV	—	—	CBS-TV; DuMont
	Greenville	WNCT	—	—	CBS-TV
	Raleigh	WNAO-TV	—	—	CBS-TV; DuMont
	Winston-Salem	WSJS-TV	—	—	NBC-TV
	North Dakota	Bismarck	KBMB	—	—
Fargo		WDAY-TV	—	—	NBC-TV
Minot		KCJB	—	—	CBS-TV
Valley City		KNJB-TV	—	—	CBS-TV
		—	—	—	—
Ohio	Cincinnati	WCPO-TV	—	—	DuMont
		WKRC-TV	—	—	CBS-TV
		WLWT	—	—	NBC-TV
	Cleveland	WEWS	—	—	CBS-TV
		KYW-TV	—	—	NBC-TV
		WJW-TV	—	—	CBS-TV
	Columbus	WBNS-TV	—	—	CBS-TV
		WLWC	—	—	NBC-TV
	Dayton	WHIO-TV	—	—	CBS-TV; DuMont
		WLWD	—	—	NBC-TV
	Steuensville	WSTV-TV	—	—	CBS-TV
	Toledo	WSPD-TV	—	—	NBC-TV; CBS-TV; DuMont
	Youngstown	WFMY-TV	—	—	NBC-TV
	Youngstown	WKBN-TV	—	—	NBC-TV; DuMont
	Oklahoma	Ada	KTEN	—	—
Enid		KWTA	—	—	CBS-TV; DuMont
Oklahoma City		WKY-TV	—	—	NBC-TV
		—	—	—	—
Tulsa	KOTV	—	—	CBS-TV	
	KVOO-TV	—	—	NBC-TV	
Oregon	Eugene	KVAL-TV	—	—	NBC-TV
	Medford	KBES-TV	—	—	CBS-TV
	Portland	KOIN-TV	—	—	CBS-TV
		KPTV	—	—	NBC-TV; DuMont
Pennsylvania	Altoona	WFBG-TV	—	—	NBC-TV; DuMont
	Bethlehem	WLEV-TV	—	—	NBC-TV
	Erie	WCU	—	—	NBC-TV; DuMont
		WSEE	—	—	CBS-TV
	Harrisburg	WHIP-TV	—	—	CBS-TV
	Johnstown	WJAC-TV	—	—	NBC-TV; CBS-TV; DuMont
	Lancaster	WGAI-TV	—	—	NBC-TV; CBS-TV; DuMont
	Philadelphia	WFIL-TV	—	—	DuMont
		WCAE-TV	—	—	CBS-TV



COLOR EQUIPPED STATIONS—U. S. A.



State	City	Station	1955	1956	Affil.
	Pittsburgh	WRCV-TV	—		NBC-TV
		KDKA-TV	—		NBC-TV; CBS-TV; DuMont
	Reading	WENS		—	NBC-TV
		WEEU-TV	—		NBC-TV
	Seranton	WHUM-TV	—		CBS-TV
Wilkes-Barre	WGBI-TV	—		CBS-TV	
		WBRE-TV	—		NBC-TV
Rhode Island	Providence	WJAR-TV			NBC-TV; DuMont
South Carolina	Anderson	WAIM-TV	—		CBS-TV
	Charleston	WCSC-TV	—		CBS-TV
	Columbia	WUSN-TV		—	NBC-TV
		WIS-TV	—		NBC-TV
	Florence	WNOK-TV	—		CBS-TV
Greenville	WBTW	—		CBS-TV	
		WFBC-TV	—		NBC-TV
South Dakota	Sioux Falls	KELO-TV	—		NBC-TV
Tennessee	Chattanooga	WDEF-TV	—		NBC-TV; CBS-TV
	Jackson	WDXI-TV	—		CBS-TV
	Johnson City	WJHL-TV	—		CBS-TV
	Knoxville	WATE	—		NBC-TV
		WTSK-TV	—		CBS-TV
	Memphis	WHBQ-TV	—		CBS-TV
	Nashville	WMCT	—		NBC-TV; DuMont
		WLAC-TV	—		CBS-TV
		WSM-TV	—		NBC-TV; DuMont
Texas	Amarillo	KFDA-TV		—	CBS-TV
	Austin	KGNC-TV	—		NBC-TV
		KTBC-TV		—	NBC-TV; DuMont
	Dallas	KRLD-TV	—		CBS-TV
	El Paso	WFAA-TV	—		NBC-TV; DuMont
		KROD-TV	—		CBS-TV
		KTSM-TV	—		NBC-TV
	Ft. Worth	WBAP-TV	—		NBC-TV
	Galveston-Houston	KGUL-TV	—		CBS-TV
	Houston	KPRC-TV		—	NBC-TV
	Lubbock	KCBD-TV	—		NBC-TV
		KDUB-TV	—		CBS-TV
	San Angelo	KTXL-TV	—		CBS-TV
	San Antonio	KENS-TV	—		CBS-TV; DuMont
		WOAI-TV	—		NBC-TV
Temple	KCEN-TV	—		NBC-TV	
Wichita Falls	KFDX-TV	—		NBC-TV	
	KWFT-TV	—		CBS-TV	
Utah	Salt Lake	KSL-TV	—		CBS-TV
		KTVT	—		NBC-TV
Vermont	Burlington-Montpelier	WMVT	—		NBC-TV
Virginia	Harrisonburg	WSVA-TV	—		NBC-TV
	Lynchburg	WLVA-TV	—		CBS-TV
	Norfolk	WTAR-TV	—		CBS-TV; DuMont
		WVEC-TV	—		NBC-TV
	Richmond	WTVR	—		NBC-TV
Roanoke	WLSR-TV	—		NBC-TV	
Washington	Bellingham	KVOS-TV	—		CBS-TV
	Seattle	KOMO-TV	—		NBC-TV
	Spokane	KIHQ-TV	—		NBC-TV
		KXLY-TV	—		CBS-TV
	Tacoma-Seattle	KTNT-TV	—		CBS-TV; DuMont
Yakima	KIMA-TV	—		NBC-TV; CBS-TV	
West Virginia	Charleston	WCHS-TV	—		CBS-TV; DuMont
	Huntington	WSAZ-TV	—		NBC-TV; DuMont
	Parkersburg	WTAP	—		NBC-TV
	Wheeling	WTRF-TV	—		NBC-TV
Wisconsin	Eau Claire	WEAU-TV		—	NBC-TV
	Green Bay	WBAY-TV	—		CBS-TV
	La Crosse	WKBT	—		NBC-TV
		WKOW-TV	—		CBS-TV
	Madison	WMTV	—		NBC-TV
	Marinette-Green Bay	WMBV-TV	—		NBC-TV
	Milwaukee	WCAN-TV	—		CBS-TV
		WTMJ-TV	—		NBC-TV
	Milwaukee	WXIX	—		CBS-TV
Wausau	WSAU-TV	—		NBC-TV	
Wyoming	Cheyenne	KFRC-TV	—		CBS-TV

# OFFICIAL FCC TV ALLOCATIONS



## ALABAMA

	Channel No.
Andalusia	2, 29
Anniston	70
Auburn	*56
Bessemer	54
Birmingham	6, *10, 13, 42, 48
Bogalusa	78
Brewton	23
Clanton	14
Cullman	60
Decatur	23
Demopolis	18
Dothan	.9, 19
Enterprise	40
Eufaula	44
Florence	41
Fort Payne	19
Gadsden	15, 21
Greenville	49
Guntersville	40
Huntsville	31
Jasper	17
Mobile	.6, 10, *42, 48
Montgomery	12, 20, *26, 32
Munford	7
Opelika	22
Selma	.8, 58
Sheffield	47
Sylacauga	24
Talladega	04
Thomasville	27
Troy	38
Tuscaloosa	45, 51
Tuskegee	16
University	*74

## ARIZONA

Ajo	14
Bisbee	15
Casa Grande	18
Clifton	25
Coolidge	30
Douglas	3
Elroy	24
Flagstaff	.9, 13
Globe	34
Holbrook	14
Kingman	6
Mesa	12
Miami	28
Morenci	31
Nogales	17
Phoenix	.3, 5, *8, 10
Prescott	15
Safford	21
Tucson	.4, *6, 9, 13
Williams	25
Winslow	16
Yuma	11, 13

## ARKANSAS

Arkadelphia	34
Batesville	30

## Channel No.

Benton	40
Blytheville	64, 74
Camden	50
Conway	62
El Dorado	.10, 26
Fayetteville	*13, 41
Forrest City	22
Fort Smith	5, *16, 22, 39
Harrison	24
Helena	54
Hope	15
Hot Springs	.9, 52
Jonesboro	.8, 39
Little Rock	*2, 4, 11, 17, 23
Magnolia	28
Malvern	40
Morrilton	43
Newport	28
Paragould	58
Pine Bluff	.7, 36
Russellville	19
Searey	33
Springdale	35
Stuttgart	14

## CALIFORNIA

Alturas	9
Bakersfield	10, 29
Brawley	25
Chico	12
Corona	52
Delano	37
El Centro	16, 56
Eureka	.3, 13
Fresno	12, *18, 24, 47, 53
Hanford	21
Los Angeles	.2, 4, 5, 7, 9, 11, 13, 22, *28, 34
Madera	30
Merced	34, 66
Modesto	14, 58
Monterey (see Salinas)	
Napa	62
Oakland (see San Francisco)	
Oxnard	32
Palm Springs	14
Petaluma	68
Pittsburgh	16
Port Chicago	70
Porterville	55
Red Bluff	15
Redding	7
Riverside	.40, 46
Sacramento	.3, *6, 10, 40, 46
Salinas-Monterey	.8, 35
San Bernardino	18, *24, 30
San Buenaventura	38
San Diego	.8, 10, *15, 21, 27, 33, 39
San Francisco	
Oakland	.2, 4, 5, 7, *9, 20, 26, 32, 38, 44
San Jose	11, 48, *54, 60
San Luis Obispo	6
Santa Barbara	.3, 20, 26
Santa Cruz	56
Santa Maria	44
Santa Paula	16
Santa Rosa	50
Stockton	13, 36, *42, 64
Tulare	27
Ukiah	18
Visalia	43, 49

\* Denotes Channel reservation for non-commercial educational use.



# OFFICIAL TV ALLOCATIONS



	Channel No.
Watsonville	22
Yreka City	11
Yuba City	52

## COLORADO

Alamosa	19
Boulder	*12, 22
Canon City	36
Colorado Springs	11, 13, *17, 23
Craig	19
Delta	24
Denver	2, 4, *6, 7, 9, 20, 26
Durango	6, 15
Fort Collins	44
Fort Morgan	15
Grand Junction	5, 21
Greeley	50
La Junta	24
Lamar	18
Leadville	14
Longmont	32
Loveland	38
Montrose	10, 18
Pueblo	3, 5, *8, 28, 34
Salida	25
Sterling	25
Trinidad	21
Walsenburg	30

## CONNECTICUT

Bridgeport	43, 49, *71
Hartford	3, 18, *24
Meriden	65
New Britain	30
New Haven	8, 59
New London	26, 81
Norwalk (see Stamford)	
Norwich	57, 63
Stamford-Norwalk	27
Waterbury	53

## DELAWARE

Dover	40
Wilmington	12, 59, 83

## DISTRICT OF COLUMBIA

Washington	4, 5, 7, 9, 14, 20, *26, 50
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## FLORIDA

Belle Glade	27
Bradenton	28
Clearwater	32, 50
Daytona Beach	2, 53
De Land	44
Fort Lauderdale	17, 39
Fort Myers	11
Fort Pierce	19
Gainesville	*5, 20
Jacksonville	4, *7, 12, 30, 36
Key West	14, 20
Lake City	33
Lakeland	16, 22
Lake Wales	14

	Channel No.
Leesburg	26
Marianna	17
Melbourne	37
Miami	*2, 4, 7, 10, 23, 33
Ocala	16
Orlando	6, 9, 18, *24, 47
Palatka	17
Panama City	7, *30, 36
Pensacola	3, 15, *21, 46
Quincy	54
St. Augustine	25
St. Petersburg (see Tampa)	
Sanford	35
Sarasota	34
Tallahassee	*11, 24, 51
Tampa-St. Petersburg	*3, 8, 13, 38
West Palm Beach	5, 12, *15, 21

## GEORGIA

Albany	10, 25
Americus	31
Athens	*8, 60
Atlanta	2, 5, 11, *30, 36
Augusta	6, 12
Bainbridge	35
Brunswick	28, 34
Cairo	45
Carrollton	33
Cartersville	63
Cedartown	53
Columbus	4, 28, *34
Cordele	43
Dalton	25
Douglas	32
Dublin	15
Elberton	24
Fitzgerald	53
Fort Valley	18
Gainesville	52
Griffin	39
La Grange	50
Macon	*41, 47
Marietta	57
Milledgeville	51
Moultrie	48
Newnan	61
Rome	9, 59
Savannah	3, *9, 11
Statesboro	22
Swainsboro	20
Thomasville	6, 27
Tifton	14
Topeca	35
Valdosta	37
Vidalia	26
Warner Robins	18
Waycross	16

## IDAHO

Blackfoot	33
Boise	*4, 7, 2
Burley	15
Caldwell	9
Boeur d'Alene	12
Emmett	26
Gooding	23
Idaho Falls	3, 8
Jerome	17
Kellogg	33
Lewiston	3
Moscow	*15
Nampa	6, 12
Payette	14
Pocatello	6, 16
Preston	41
Rexburg	27

\* Denotes Channel reservation for non-commercial educational use.



	Channel No.
Rupert	21
Sandpoint	9
Twin Falls	11, 13
Wallace	27
Weiser	20

ILLINOIS

Alton	48
Aurora	16
Belleville	54
Bloomington	15
Cairo	24
Carbondale	34, *61
Centralia	32, 59
Champaign-Urbana	3, *12, 21, 27, 33
Chicago	2, 5, 7, 9, *11, 20, 26, 32, 38, 44
Danville	24
Decatur	17, 23
De Kalb	*07
Dixon	47
Elgin	28
Freeport	23
Galesburg	40
Harrisburg	22
Jacksonville	20
Joliet	48
Kankakee	14
Kewanee	60
La Salle	35
Lincoln	53
Macomb	61
Marion	40
Mattoon	46
Moline (see Davenport, Iowa)	
Mt. Vernon	38
Olney	16
Pekin	69
Peoria	8, 19, *37, 43
Quincy	10, 21
Rockford	13, 39, *45
Rock Island (see Davenport, Iowa)	
Springfield	2, 20, 66
Streator	65
Urbana (see Champaign)	
Vandalia	28
Waukegan	22

INDIANA

Anderson	61
Angola	15
Bedford	68
Bloomington	4, *30, 36
Columbus	42
Connersville	38
Elkhart	52
Evansville	7, 50, *56, 62
Fort Wayne	*27, 33, 69
Gary	50, *66
Hammond	56
Hatfield	9
Huntington	21
Indianapolis	6, 8, 13, *20, 26, 67
Jasper	19
Kokomo	31
Lafayette	*47, 59
Lebanon	18
Logansport	51
Madison	25
Marion	29
Michigan City	62
Muncie	49, 55, *71
Princeton	52
Richmond	32
Shelbyville	58
South Bend	34, *40, 46
Tell City	31

	Channel No.
Terre Haute	10, *57, 63, 73
Vincennes	44
Washington	60

IOWA

Algona	37
Ames	5, 25
Atlantic	45
Boone	19
Burlington	32, 38
Carroll	39
Cedar Rapids	2, 9, 20, *26
Centerville	31
Charles City	18
Cherokee	14
Clinton	64
Creston	43
Davenport-Rock Island & Moline, Illinois	4, 6, *30, 36, 42
Decorah	44
Des Moines	8, *11, 13, 17, 23
Dubuque	56, 62
Estherville	24
Fairfield	54
Fort Dodge	21
Fort Madison	50
Grinnell	71
Iowa City	*12, 24
Keokuk	44
Knoxville	33
Marshalltown	49
Mason City	3, 35
Muscatine	58
Newton	65
Oelwein	28
Oskaloosa	52
Ottumwa	15, 63
Red Oak	32
Shenandoah	20
Sioux City	4, 9, *30, 36
Spencer	42
Storm Lake	34
Waterloo	7, 16, *22, 46
Webster City	27

KANSAS

Abilene	31
Arkansas City	49
Atchison	60
Chanute	50
Coffeyville	33
Colby	22
Concordia	47
Dodge City	6, 23
El Dorado	55
Emporia	39
Fort Scott	27
Garden City	9, 11
Goodland	10, 31
Great Bend	2, 28
Hayes	7, 20
Hutchinson	12, 18
Independence	20
Iola	44
Junction City	29
Larned	15
Lawrence	*11, 17
Leavenworth	54
Liberal	14
McPherson	26
Manhattan	*8, 23
Newton	14
Olathe	52
Ottawa	21
Parsons	46
Pittsburg	7, 38
Pratt	36

\* Denotes Channel reservation for non-commercial educational use.



	Channel No.
Salina	34
Topeka	13, 42, *48
Wellington	24
Wichita	3, 10, 16, *22
Winfield	43

KENTUCKY

Ashland	50
Bowling Green	13, 17
Campbellsville	40
Corbin	16
Danville	35
Elizabethtown	23
Frankfort	43
Glasgow	28
Harlan	73
Hazard	19
Hopkinsville	20
Lexington	18, 27, 64, 70
Louisville	3, 11, *15, 21, 41, 51
Madisonville	26
Mayfield	63
Maysville	24
Middlesborough	57, 63
Murray	33
Owensboro	14
Paducah	6, 43, 72
Pikeville	14
Princeton	45
Richmond	60
Somerset	29
Winchester	37

LOUISIANA

Abbeville	27
Alexandria	5, 62, 74
Bastrop	53
Baton Rouge	2, 28, *34, 40
Bogalusa	69, 78
Crowley	21
De Ridder	14
Eunice	64
Franklin	46
Hammond	57
Houma	30
Jackson	18
Jennings	48
Lafayette	10, 38, 67
Lake Charles	7, *19, 25, 60
Minden	36
Monroe	8, 13, 43
Morgan City	36
Natchitoches	17
New Iberia	15
New Orleans	4, 6, 8, 20, 26, 32, 61
Oakdale	54
Opelousas	58
Ruston	20
Shreveport	3, 12
Thibodaux	24
Winnfield	22

MAINE

Auburn	23
Augusta	10, 29
Bangor	2, 5, *16
Bar Harbor	22
Bath	65
Belfast	41
Biddeford	59
Calais	7, 20

	Channel No.
Dover-Foxcroft	18
Fort Kent	17
Houlton	24
Lewiston	8, 17
Millinocket	14
Orono	*12
Portland	6, 13, *47, 53
Presque Isle	8, 19
Rockland	25
Rumford	55
Van Buren	15
Waterville	35

MARYLAND

Annapolis	53
Baltimore	2, 11, 13, 18, *24, 72
Cambridge	22
Cumberland	17, 30
Frederick	62
Hagerstown	52, 68
Sabsbury	16

MASSACHUSETTS

Amherst	82
Barnstable	25
Boston	*2, 4, 5, 7, 38, 44, 56
Brockton	62
Easthampton	61
Fall River	46, 68
Greenfield	58
Holyoke (see Springfield)	
Lawrence	72
Lowell	32
New Bedford	28, 34
North Adams	19, 80
Pittsfield	64
Springfield-Holyoke	22, 55
Worcester	14, 20

MICHIGAN

Alma	41
Alpena	9, *11, 30
Ann Arbor	20, *26
Bad Axe	46
Battle Creek	58, 64
Bay City	5, 63, *73
Benton Harbor	42
Big Rapids	39
Cadillac	13, 45
Calumet	13
Cheboygan	4, 36
Coldwater	24
Detroit	2, 4, 7, 50, *56, 62
East Lansing	60
East Tawas	25
Essex	3, 49
Flint	12, 16, *22, 28
Gladstone	40
Grand Rapids	8, *17, 23
Hancock	10
Houghton	19, 25
Iron Mountain	9, 27
Iron River	33
Ironwood	12, 31
Jackson	48
Kalamazoo	3, 36, *74
Lansing	6, 54
Ludington	18
Manistee	15
Manistique	14
Marquette	6, 17, 35
Midland	19
Mount Pleasant	47
Muskegon	29, 35

\* Denotes Channel reservation for non-commercial educational use.





	Channel No.
Parma-Onandoga	10
Petoskey	31
Pontiac	44
Port Huron	34
Rogers City	24
Saginaw	51, 57
Sault Ste. Marie	8, 10, 28, *34
Traverse City	7, 20, *26
West Branch	21

**MINNESOTA**

Albert Lea	57
Alexandria	36
Austin	6, 51
Bemidji	13, 24
Brainerd	12
Cloquet	44
Crookston	21
Detroit Lakes	18
Duluth-Superior, Wis.	3, 6, *8, 32, 38
Ely	16
Fairmount	40
Faribault	20
Fergus Falls	16
Grand Rapids	20
Hastings	29
Hibbing	10
International Falls	11
Little Falls	14
Mankato	15
Marshall	22
Minneapolis-St. Paul	*2, 4, 5, 9, 11, 17, 23
Montevideo	19
New Ulm	43
Northfield	26
Owatonna	45
Red Wing	63
Rochester	10, 55
St. Cloud	7, 33
St. Paul (see Minneapolis)	
Stillwater	39
Thief River Falls	15
Virginia	26
Wadena	27
Wilmar	31
Winona	61
Worthington	32

**MISSISSIPPI**

Biloxi	13, *44, 50
Brookhaven	37
Canton	16
Clarksdale	6, 32
Columbia	35
Columbus	4, 28
Corinth	29
Greenville	21, 27
Greenwood	24
Grenada	15
Gulfport	56
Hattiesburg	9, 17
Jackson	3, 12, *19, 25, 47
Kosciusko	52
Laurel	33
Louisville	46
McComb	31
Meridian	11, 30, *36
Natchez	29
Pascagoula	22
Picayune	14
Starkville	34
State College	*2
Tupelo	9, 38
University	20
Vicksburg	41
West Point	56
Yazoo City	40

**MISSOURI**

	Channel No.
Cape Girardeau	12, 18, 69
Carthage	56
Caruthersville	27
Chillicothe	14
Clinton	49
Columbia	8, 16, 22
Farmington	52
Festus	14
Fullton	24
Hannibal	7, 27
Jefferson City	13, 33
Joplin	12, 30
Kansas City	4, 5, 9, *19, 25, 65
Kennett	21
Kirksville	3, 18
Lebanon	23
Marshall	40
Maryville	26
Mexico	45
Moberly	35
Monett	14
Nevada	18
Poplar Bluff	15
Rolla	46
St. Joseph	2, 30, *36
St. Louis	4, 5, *9, 11, 30, 36, 42
Sedalia	6, 28
Sikeston	37
Springfield	3, 10, *26, 32
West Plains	20

**MONTANA**

Anaconda	2
Billings	2, 8, *11
Bozeman	*9, 22
Butte	4, 6, *7, 15
Cut Bank	20
Deer Lodge	25
Dillon	26
Glasgow	16
Glendive	18
Great Falls	3, 5, *23
Hamilton	17
Hardin	4
Hayre	9, 11
Helena	10, 12
Kalispell	8
Laurel	14
Lewistown	13
Livingston	16
Miles City	3, *6, 10
Missoula	*11, 13, 21
Polson	18
Red Lodge	18
Shelby	14
Sidney	14
Whitefish	16
Wolf Point	20

**NEBRASKA**

Alliance	13, 21
Beatrice	40
Broken Bow	14
Columbus	49
Fairbury	35
Falls City	38
Freemont	52
Grand Island	11, 21
Hastings	5, 27
Kearney	13, 19

\* Denotes Channel reservation for non-commercial educational use.



OFFICIAL TV ALLOCATIONS



	Channel No.
Lexington	23
Lincoln	10, 12, *18, 24
McCook	8, 17
Nebraska City	50
Norfolk	33
North Platte	2, 4
Omaha	3, 6, 7, *16, 22, 28
Scottsbluff	10, 16
York	15

NEVADA

Boulder City	4
Carlin	14
Carson City	37
Elko	10
Ely	3, 6
Fallon	29
Goldfield	5
Hawthorne	31
Henderson	2
Las Vegas	8, *10, 13
Lovelock	18
McGill	8
Reno	4, 8, *21, 27
Tonopah	9
Winnemucca	7
Yerington	33

NEW HAMPSHIRE

Berlin	26
Claremont	37
Concord	75
Durham	*11
Hanover	27
Keene	45
Laconia	43
Littleton	24
Manchester	9, 48
Nashua	54
Portsmouth	15
Rochester	51

NEW JERSEY

Andover	*69
Asbury Park	58
Atlantic City	46, 52
Bridgeton	64
Camden	*80
Freehold	*74
Hammonton	*70
Montclair	*77
Newark	13
New Brunswick	*19, 47
Paterson	37
Trenton	41
Wildwood	48

NEW MEXICO

Alamogordo	17
Albuquerque	4, *5, 7, 13
Artesia	21
Atrisco-Five Points	18
Belen	24
Carlsbad	6, 23
Clayton	27
Clovis	12, 35
Deming	14
Farmington	17
Gallup	3, *8, 10

	Channel No.
Hobbs	46
Hot Springs	19
Las Cruces	22
Las Vegas	14
Lordsburg	23
Los Alamos	20
Lovington	27
Portales	22
Raton	46, *52
Roswell	*3, 8, 10
Santa Fe	2, *9, 11
Silver City	*10, 12
Socorro	15
Tucumcari	25

NEW YORK

Albany-Schenectady-	
Troy	6, *17, 23, 35, 41
Amsterdam	52
Auburn	37
Batavia	33
Binghamton	12, 40, *46
Buffalo (also see Buffalo-Niagara Falls)	
Niagara Falls	17, *23
Buffalo-Niagara Falls	2, 4, 7, 59
Carthage	7
Cortland	56
Dunkirk	46
Elmira	18, 24
Glens Falls	39
Gloversville	29
Hornell	50
Ithaca	*14, 20
Jamestown	58
Kingston	66
Lake Placid	5
Malone	20, *66
Massena	14
Middletown	60
New York	2, 4, 5, 7, 9, 11, *25, 31
Niagara Falls (see Buffalo-Niagara Falls)	
Ogdensburg	24
Olean	54
Oneonta	62
Oswego	31
Patchogue	75
Plattsburg	28
Poughkeepsie	21, *83
Rochester	5, 10, 15, *21, 27
Rome (see Utica)	
Saranac Lake	18
Schenectady (see Albany)	
Syracuse	3, 8, *43
Troy (see Albany)	
Utica-Rome	13, *25, 34
Watertown	48

NORTH CAROLINA

Ahoskie	53
Albemarle	20
Asheville	13, *56, 62, 78
Burlington	63
Burnsville	18
Chapel Hill	*4
Charlotte	3, 9, 36, *42
Durham	11, *40, 46, 73
Elizabeth City	31
Fayetteville	18, 54
Gastonia	48
Goldsboro	34, 72
Greensboro	2, *51, 57
Greenville	9
Henderson	52
Hendersonville	27
Hickory	30
High Point	15

\* Denotes Channel reservation for non-commercial educational use.



OFFICIAL TV ALLOCATIONS



	Channel No.
Jacksonville	16
Kannapolis	59
Kinston	45
Laurinburg	41
Lumberton	21
Mount Airy	55
New Bern	13
Raleigh	6, *22, 28
Roanoke Rapids	30
Rocky Mount	50
Salisbury	80
Sanford	38
Shelby	39
Southern Pines	49
Statesville	64
Washington	7
Wilmington	3, 6, 29, *35
Wilson	56
Winston-Salem	12, 26, *32

NORTH DAKOTA

Bismarck	5, 12, 18, *24
Bottineau	18
Carrington	26
Devils Lake	8, 14
Dickinson	2, 4, *17
Fargo	6, 11, *34, 40
Grafton	17
Grand Forks	*2, 10
Harvey	22
Jamestown	7, 42
Lisbon	23
Minot	*8, 10, 13
New Rockford	20
Rugby	38
Valley City	4, 32
Wahpeton	45
Williston	8, 11, *34

OHIO

Akron	40, *55, 61
Ashtabula	15
Athens	62
Bellefontaine	63
Bowling Green	*70
Cambridge	26
Canton	29
Chillicothe	56
Cincinnati	5, 9, 12, *48, 54, 74
Cleveland	3, 5, 8, 19, *25, 65
Columbus	4, 6, 10, *34, 40
Coshocton	20
Dayton	2, 7, *16, 22
Defiance	43
Findlay	53
Fremont	59
Gallipolis	72
Hamilton-Middletown	65
Lancaster	28
Lima	35, 73
Lorain	31
Mansfield	36
Marion	17
Massillon	23
Middletown (see Hamilton)	
Mount Vernon	58
Newark	60
Oxford	*14
Piqua	44
Portsmouth	30
Sandusky	42
Springfield	52, 76
Steubenville (see Wheeling, W. Va.)	
Tiffin	47
Toledo	11, 13, *30, 79
Warren	67

	Channel No.
Youngstown	21, 27, 73
Zanesville	18, 50

OKLAHOMA

Ada	10, 50
Altus	36
Alva	30
Anadarko	58
Ardmore	12, 55
Bartlesville	62
Blackwell	51
Chickasha	04
Claremore	15
Clinton	32
Duncan	39
Durant	27
Elk City	26
El Reno	56
Enid	5, 21, *27
Frederick	44
Guthrie	48
Guymon	20
Hobart	23
Holdenville	14
Hugo	21
Lawton	7, *28, 34
McAlester	47
Miami	58
Muskogee	8, *45, 66
Norman	31, *37
Oklahoma City	4, 0, *13, 19, 25
Okmulgee	26
Pauls Valley	61
Ponca City	40
Pryor Creek	54
Sapulpa	42
Seminole	59
Shawnee	53
Stillwater	29, *69
Tulsa	2, 6, *11, 17, 23
Vinita	28
Woodward	8

OREGON

Albany	55
Ashland	14
Astoria	30
Baker	37
Bend	15
Burns	16
Corvallis	*7, 49
Eugene	*9, 13, 20, 26
Grants Pass	30
Klamath Falls	2, 17
La Grande	13
Lebanon	43
McMinnville	46
Medford	5
North Bend	16
Pendleton	28
Portland	6, 8, *10, 12, 21, 27
Roseburg	4, 28
Salem	3, *18, 24, 66
Springfield	37
The Dalles	32

PENNSYLVANIA

Allentown	39, 67
Altoona	10, 19, 25
Bethlehem	51
Bradford	70
Butler	43

\* Denotes Channel reservation for non-commercial educational use.



# OFFICIAL TV ALLOCATIONS



	Channel No.
Chambersburg	46
Du Bois	31
Easton	57
Emporium	42
Erie	12, 35, *41, 66
Harrisburg	27, 55, 71
Hazleton	63
Irwin	4
Johnstown	6, 56
Lancaster	8, 21
Lebanon	15
Lewistown	74
Lock Haven	32
Meadville	37
New Castle	45
Oil City	64
Philadelphia	3, 6, 10, 17, 23, 29, *35
Pittsburgh	2, 11, *13, 16, 47, 53
Reading	33, 61
Scranton	16, 22, 44
Shamokin	65
Sharon	39
State College	*48
Sunbury	38
Uniontown	14
Washington	63
Wilkes-Barre	28, 34
Williamsport	36
York	43, 49

## RHODE ISLAND

Providence	10, 12, 16, *36
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## SOUTH CAROLINA

Aiken	54
Anderson	40, 58
Camden	14
Charleston	2, 5, *13, 17
Clemson	*68
Columbia	10, *19, 25, 67
Conway	23
Florence	8, 60
Georgetown	27
Greenville	4, 23, *29
Greenwood	21
Lake City	55
Lancaster	31
Laurens	45
Marion	43
Newberry	70
Orangeburg	44
Rock Hill	61
Spartanburg	7, 17, 74
Sumter	47
Union	65

## SOUTH DAKOTA

Aberdeen	9, 17
Belle Fourche	23
Brookings	*8, 25
Hot Springs	17
Huron	12, 15
Lead	5, 26
Madison	46
Mitchell	5, 20
Mobridge	27
Pierre	6, 10, *22
Rapid City	3, 7, 15
Sioux Falls	11, 13, 38, *44
Sturgis	20
Vermillion	*2, 41

	Channel No.
Watertown	3, 35
Winner	18
Yankton	17

## TENNESSEE

Athens	14
Bristol, Tenn.-Bristol, Va.	5, 46
Chattanooga	3, 12, 43, 49, *55
Clarksville	53
Cleveland	38
Columbia	39
Cookeville	24, *69
Covington	19
Crossville	77
Dyersburg	46
Elizabethton	22
Fayetteville	27
Gallatin	48
Harriman	67
Humboldt	25
Jackson	7, 16
Johnson City	11, 34
Kingsport	28
Knoxville	6, 10, *20, 26
Lawrenceburg	50
Lebanon	58
Lexington	*11
McMinnville	46
Maryville	51
Memphis	3, 5, *10, 13, 42, 48
Morristown	54
Murfreesboro	18
Nashville	*2, 4, 8, 30, 36
Oak Ridge	32
Old Hickory	5
Paris	51
Pulaski	44
Shelbyville	62
Speedville	22
Springfield	42
Tullahoma	68
Union City	55

## TEXAS

Abilene	9, 33
Alice	34
Alpine	12
Amarillo	*2, 4, 7, 10
Athens	25
Austin	7, 18, 24, *70
Ballinger	25
Bay City	33
Beaumont-Port Arthur	4, 6, 31, *37
Beeville	38
Big Spring	4, 34
Bonham	43
Borger	33
Brady	15
Breckenridge	14
Brenham	52
Brownfield	15
Brownsville (also see Brownsville-Harlingen-Weslaco)	36
Brownsville-Harlingen-Weslaco (1)	4, 5

(1) These assignments may be utilized in any community lying within the area of the triangle formed by Brownsville, Harlingen and Weslaco.

Brownwood	19
Bryan	54
Childress	40
Cleburne	57
Coleman	21
College Station	*3, 48
Conroe	20

\* Denotes Channel reservation for non-commercial educational use.



	Channel No.
Corpus Christi	6, 10, *16, 22, 43
Corsicana	47
Crockett	56
Crystal City	28
Cuero	25
Dalhart	16
Dallas	4, 8, *13, 23, 29, 73
Del Rio	16
Denison	52
Denton	*2, 17
Eagle Pass	26
Edinburg	26
El Campo	27
El Paso	4, *7, 9, 13, 20, 26
Falfurrias	52
Floydada	45
Fort Stockton	22
Fort Worth	5, 11, 20, 36
Gainesville	49
Galveston	11, 35, 41, *17
Gonzales	64
Greenville	69
Harlingen (also see Brownsville-Harlingen-Weslaco)	23
Hebronville	58
Henderson	42
Hereford	19
Hillsboro	63
Houston	2, *8, 13, 23, 29, 39
Huntsville	15
Jacksonville	36
Jasper	49
Kermit	14
Kilgore	59
Kingsville	40
Lamesa	28
Lampasas	40
Laredo	8, 13, *15
Levelland	38
Littlefield	32
Longview	32, 38
Lubbock	5, 11, 13, *20, 26
Lufkin	9, 46
McAllen	20
McKinney	65
Marfa	19
Marshall	16
Mercedes	32
Mexia	50
Midland	2, 18
Mineral Wells	38
Mission	14
Monahans	9
Mount Pleasant	35
Nacogdoches	40
New Braunfels	62
Odessa	7, 24
Orange	43
Pampa	17
Paris	33
Pearsall	31
Pecos	16
Perryton	22
Plainview	29
Port Arthur (see Beaumont)	
Quanah	42
Raymondville	42
Rosenberg	17
San Angelo	3, 8, 17, *23
San Antonio	4, 5, *9, 12, 35, 41
San Benito	48
San Marcos	53
Seguin	14
Seymour	24
Sherman	46
Snyder	30
Stephenville	32
Sulphur Springs	41
Sweetwater	12
Taylor	58
Temple	6, 16, 22
Terrell	53
Texarkana	6, *18, 24
Tyler	7, 19, 72

	Channel No.
Uvalde	20
Vernon	18
Victoria	19
Waco	10, *28, 34
Waxahachie	45
Weatherford	51
Weslaco (see Brownsville-Harlingen-Weslaco)	
Wichita Falls	3, 6, *16, 22

UTAH

Brigham	36
Cedar City	5
Logan	12, 30, *46
Ogden	9, *18, 24
Price	6
Provo	11, 22, *28
Richfield	13
St. George	18
Salt Lake City	2, 4, 5, *7, 20, 26
Tooele	44
Vernal	3

VERMONT

Bennington	74
Braintree	77
Burlington	3, *16, 22
Montpelier	40
Newport	46
Rutland	49
St. Albans	34
St. Johnsbury	30

VIRGINIA

Blacksburg	*60
Bristol (see Bristol, Tenn.)	
Charlottesville	*45, 64
Covington	44
Danville	24
Emporia	25
Farmville	19
Fredericksburg	47
Front Royal	39
Harrisonburg	3, 34
Lexington	54
Lynchburg	13, 16
Marion	50
Martinsville	35
Newport News (see Norfolk-Portsmouth-Newport News)	
Norfolk-Portsmouth (also see Norfolk-Portsmouth-Newport News)	27
Norfolk-Portsmouth-Newport News (also see Norfolk-Portsmouth)	3, 10, 15, *21, 33
Norton	52
Petersburg	8, 41
Portsmouth (see Norfolk-Portsmouth and also see Norfolk-Portsmouth-Newport News)	
Pulaski	37
Richmond	6, 12, *23, 29
Roanoke	7, 10, 27, *33
South Boston	14
Staunton	36
Waynesboro	42
Williamsburg	17
Winchester	28

\* Denotes Channel reservation for non-commercial educational use.



WASHINGTON

	Channel No.
Aberdeen	58
Anacortes	34
Bellingham	12, 18, 24
Bremerton	44, 50
Centralia	17
Ellensburg	49, *65
Ephrata	43
Everett	22, 28
Grand Coulee	37
Hoquiam	52
Kelso	39
Kennewick (also see Kennewick-Richland-Pasco)	25
Kennewick-Richland-Pasco	*41
Longview	33
Olympia	60
Omak Okanogan	*35
Okanogan (see Omak)	
Pasco (also see Kennewick-Richland-Pasco)	19
Port Angeles	16
Pullman	*10, 24
Richland (also see Kennewick-Richland-Pasco)	31
Seattle	4, 5, 7, *9, 20, 26
Spokane	2, 4, 6, *7
Tacoma	11, 13, *56, 62
Walla Walla	5, 8, *22
Wenatchee	*45, 55, 67
Yakima	23, 29, *47

WEST VIRGINIA

Beckley	4, 21, 60
Bluefield	6, 41
Charleston	8, *43, 49
Clarksburg	12, 22, 60
Elkins	40
Fairmont	35
Hinton	31
Huntington	3, 13, *53
Logan	23
Martinsburg	58
Morgantown	*24
Parkersburg	15
Welch	25
Weston	*5, 32
Wheeling (also see Wheeling-Steubenville, Ohio)	*57
Wheeling-Steubenville, Ohio	7, 9, 51
Williamson	17

WISCONSIN

Adams	*58
Appleton	42
Ashland	15
Beaver Dam	37
Beloit	57
Chilton	*24
Eau Claire	13, *19, 25
Pond du Lac	54
Green Bay	2, 5, 70
Janesville	63
Kenosha	61
La Crosse	8, *32, 38, 72
Madison	3, *21, 27, 33
Manitowish	65
Marinette	11, 32, *38
Milwaukee	4, *10, 12, 19, 25, 31
Oshkosh	48
Park Falls	*18
Portage	17
Prairie du Chien	34

\* Denotes Channel reservation for non-commercial educational use.

Channel No

Racine	49, 55
Rhineland	22
Rice Lake	21
Richland Center	15, *66
Sheboygan	59
Shell Lake	*30
Sparta	50
Stevens Point	20, 26
Sturgeon Bay	44
Superior (see Duluth, Minn.)	
Wausau	7, 16, *46
Whitefish Bay	6
Wisconsin Rapids	14

WYOMING

Buffalo	29
Casper	2, 6
Cheyenne	3, 5
Cody	24
Douglas	14
Evanston	14
Gillette	31
Green River	16
Greybull	40
Lander	17
Laramie	*8, 18
Lovell	36
Lusk	19
Newcastle	28
Powell	30
Rawlins	11
Riverton	10
Rock Springs	13
Sheridan	9, 12
Thermopoli	15
Torrington	27
Wheatland	24
Worland	34

U. S. TERRITORIES AND POSSESSIONS

ALASKA

Anchorage	2, *7, 11, 13
Fairbanks	2, 4, 7, *9, 11, 13
Juneau	*3, 8, 10
Ketchikan	2, 4, *9
Seward	4, 9
Sitka	13

HAWAIIAN ISLANDS

Hilo, Hawaii	2, 4, *7, 9, 11, 13
Honolulu, Oahu	2, 4, *7, 9, 11, 13
Lihue, Kauai	3, *8, 10, 12
Waiuku, Maui	3, 8, *10, 12

PUERTO RICO

Arecibo	13
Caguas	11
Mayaguez	3, 5
Ponce	7, 9
San Juan	2, 4, *6

VIRGIN ISLANDS

Charlotte Amalie	10, 12
Christiansted	8



# NEW TELEVISION STATIONS SET FOR OPENING IN 1956



City	Call Letters	Channel	City	Call Letters	Channel
<b>ALABAMA</b>			<b>FLORIDA</b>		
*Andalusia	WAIQ	2	Clearwater	WPGT	32
Selma	WSLA	8	Daytona Beach	WESH-TV	2
<b>ARIZONA</b>			Fort Pierce	WTVI	19
Tucson	KDWI-TV	9	Jacksonville	WOBS-TV	30
<b>ARKANSAS</b>			Miami	WMFL	33
Fort Smith	KNAC-TV	5	Miami Beach	WKAT	10
Jonesboro	KBTM-TV	8	Orlando	WORZ	9
<b>CALIFORNIA</b>			Orlando	WEAL-TV	18
Corona	KCOA	52	<b>IDAHO</b>		
Fresno	KARM	12	Lewiston	KLEW-TV	3
Los Angeles	KBIC-TV	22	Twin Falls	KHTV	13
Modesto	KTRB-TV	11	<b>ILLINOIS</b>		
San Francisco	KBAY-TV	20	Chicago	WHFC-TV	26
Visalia	KAKI	13	Chicago	WIND-TV	20
<b>COLORADO</b>			Chicago	WOPT	44
*Denver	KRMA-TV	6	Evanston	WTLE	32
<b>CONNECTICUT</b>			Peoria	WIRL	8
*Bridgeport	WCTB	71	<b>INDIANA</b>		
*Hartford	WCHF	24	Anderson	WCBC-TV	61
New Haven	WELI-TV	59	Evansville	WTVW	7
New London	WNLC-TV	26	Fort Wayne	WANE-TV	69
*Norwich	WCNE	63	<b>KANSAS</b>		
Stamford	WSTF	27	Goodland	KWGB-TV	10
<b>DISTRICT OF COLUMBIA</b>			*Manhattan	KSAC-TV	8
Washington	WETV	20	<b>KENTUCKY</b>		
Washington	WOOK-TV	14	Ashland	WPTV	59

\* Denotes non-commercial educational station



## NEW TV STATIONS SET FOR OPENING IN 1956



City	Call Letters	Channel	City	Call Letters	Channel
Lexington	WLAP-TV	27	NEVADA		
Louisville	WQXL-TV	41	Reno	KAKJ	4
Newport	WNOP-TV	74	NEW HAMPSHIRE		
LOUISIANA			Keene	WKNE-TV	15
*Monroe	KLSE	13	NEW JERSEY		
New Orleans	WCKG	26	Atlantic City	WOCN	52
MARYLAND			Camden	WKDN-TV	17
Baltimore	WITH-TV	72	*New Brunswick	WTLV	19
Baltimore	WTLF	18	NEW MEXICO		
MASSACHUSETTS			Carlsbad	KAVE-TV	6
Boston	WJDW	44	NEW YORK		
Boston	WHMB	38	Albany	WPTR-TV	23
Brockton	WHEF-TV	62	*Albany	WTVZ	17
Worcester	WAAB-TV	20	*Binghamton	WQTV	46
MICHIGAN			Binghamton	WINR-TV	40
*Ann Arbor	WUOM-TV	26	*Buffalo	WTVF	23
Detroit	WBID-TV	50	Buffalo	WNYT-TV	59
Flint	WJRT	12	Hagaman	WAST	29
Grand Rapids	WMCN	23	Ithaca	WHCU-TV	20
Ironwood	WJMS-TV	12	*Ithaca	WIET	14
Marquette	WDMJ-TV	6	*New York	WGTV	25
MISSISSIPPI			*New York	WNYC-TV	31
Columbus	WCBI-TV	4	Rochester	WCBF-TV	15
Hattiesburg	WDAM-TV	9	*Rochester	WROH	21
Tupelo	WTWV	9	Syracuse	WHTV	43
MONTANA			NORTH CAROLINA		
Billings	KGHL-TV	8	Gastonia	WTVX	48
NEBRASKA			New Bern	WNBE-TV	13
Hayes Center	KHPL-TV	6	Wilmington	WTHT	3
DENOTES non-commercial educational station.			NORTH DAKOTA		
			Minot	KMOT	10

City	Call Letters	Channel	City	Call Letters	Channel
<b>OHIO</b>			<b>TENNESSEE</b>		
Cincinnati	WQXN-TV	54	Knoxville	WBIR-TV	10
Cleveland	WERE-TV	65	*Memphis	WKNO-TV	10
Cleveland	WHK-TV	19	<b>TEXAS</b>		
Elyria	WEOL-TV	31	Corpus Christi	KRIS-TV	6
Mansfield	WTVG	36	El Paso	KOKE	13
Massillon	WMAC-TV	23	Houston	KXYZ-TV	29
Toledo	WTOH-TV	79	<b>VIRGINIA</b>		
Youngstown	WXTV	73	Bristol	WCYB-TV	5
<b>OKLAHOMA</b>			Richmond	WRVA-TV	12
Ardmore	KVSO-TV	12	Richmond	WOTV	29
*Oklahoma City	KETA	13	<b>WASHINGTON</b>		
*Tulsa	KOED-TV	11	Ephrata	KBAS-TV	43
Tulsa	KSPG	17	Vancouver	KVAN-TV	21
<b>OREGON</b>			Yakima	KRSM	23
Klamath Falls	KFJI-TV	2	<b>WEST VIRGINIA</b>		
Portland	KTLV	8	Clarksburg	WBLK-TV	12
Roseburg	KPIC	4	Wheeling	WLTV	51
Salem	KSLM-TV	3	<b>WISCONSIN</b>		
<b>PENNSYLVANIA</b>			Milwaukee	WFOX-TV	31
Allentown	WQCY	39	Whitefish Bay	WITI-TV	6
Hazleton	WAZL-TV	63	<b>TERRITORIES</b>		
Philadelphia	WPHD	23	<b>HAWAII</b>		
Pittsburgh	WTVQ	47	Wailuku	KMVI-TV	12
Pittsburgh	WIIC	11	<b>PUERTO RICO</b>		
Sharon	WSHA	39	Mayaguez	WORA-TV	5
Sunbury	WKOK-TV	38	*San Juan	WIPR-TV	6
Williamsport	WRAK-TV	36	<b>SOUTH CAROLINA</b>		
Camden	WACA-TV	15	<b>OHIO</b>		
Spartanburg	WSPA-TV	7	Cincinnati	WQXN-TV	54

\*Denotes non-commercial educational station.

# SUSPENDED TV OPERATIONS

A list of TV stations which have gone off the air but have retained their C.P.'s



City	Call Letters	Date of Broadcast Cessation
	<b>ALABAMA</b>	
Mobile	WKAB-TV (UHF)	August 1, 1954
	<b>CALIFORNIA</b>	
Fresno	KBID-TV (UHF)	July 15, 1954
	<b>FLORIDA</b>	
Pensacola	WPFA-TV	
	WIRK-TV	West Palm Beach
	<b>GEORGIA</b>	
Atlanta	WATL-TV	
Macon	WOKA-TV	
	<b>INDIANA</b>	
Princeton	WRAY-TV (UHF)	July 17, 1954
	<b>IOWA</b>	
Des Moines	KGTV	
	<b>KENTUCKY</b>	
Louisville	WKLO-TV (UHF)	April 20, 1954
	<b>MASSACHUSETTS</b>	
Worcester	WWOR-TV	
	<b>MAINE</b>	
Lewiston	WLAM-TV	
	<b>MASSACHUSETTS</b>	
Cambridge	WTAO-TV	
	<b>MINNESOTA</b>	
Duluth	WFTV (UHF)	July 11, 1954
	<b>MISSISSIPPI</b>	
Meridian	WCOC-TV (UHF)	July 30, 1954
	<b>NEW JERSEY</b>	
Atlantic City	WFBG-TV (UHF)	May 17, 1954
Asbury Park	WRTV	
	<b>NEW YORK</b>	
Albany	WTRI (UHF)	
Elmira	WTVE	
	<b>NORTH CAROLINA</b>	
Charlotte	WQMC	
	<b>OHIO</b>	
Dayton	WIFE (UHF)	March 13, 1954
	<b>OKLAHOMA</b>	
Oklahoma City	KTVQ	
Tulsa	KCEB (UHF)	December 25, 1954
	<b>PENNSYLVANIA</b>	
Allentown	WFMZ	
Lebanon	WLBR-TV (UHF)	October 16, 1954
New Castle	WKST-TV (UHF)	January 14, 1955
Pittsburgh	WKJF-TV (UHF)	July 2, 1954
Reading	WEEU-TV	
	<b>RHODE ISLAND</b>	
Providence	WNET	
	<b>TEXAS</b>	
Houston	KNUZ-TV (UHF)	June 25, 1954
	<b>VIRGINIA</b>	
Danville	WBTM (UHF)	December 31, 1954
Newport News	WACH-TV	
	<b>WEST VIRGINIA</b>	
Charleston	WKNA-TV (UHF)	February 28, 1955
Fairmont	WJPB-TV	March 1, 1955
	<b>WISCONSIN</b>	
Milwaukee	WCAN-TV	

# COMMUNITY TELEVISION ANTENNA SYSTEMS

As of January 1, 1956



State	City	Exec. in Charge	Stations
Alabama	Florence	W. R. Tucker	WBRC-TV; WABC (Birmingham)
Arizona	Ajo	A. E. Richards	KPHO-TV; KOOL-TV (Phoenix) KVOA-TV (Tucson) KVAR (Mesa-Phoenix) KOOL-TV (Phoenix) KVAR (Mesa-Phoenix)
	Flagstaff	H. J. Rosen	
	Globe Nogales	Willard Shoecraft Chas. G. Bolce	KVOA-TV; KOPO-TV (Tucson) KOOL-TV; KTVK-TV (Phoenix) KPHO-TV; KOOL-TV (Phoenix) KVOA-TV (Tucson)
	Prescott	Norman A. Hendry	
Arkansas	Batesville	Jimmy Davidson	WMCT-TV (Memphis) KARK-TV (Little Rock) KATV (Pine Bluff) KOTV (Tulsa) KYTV (Springfield) KTVX (Muskogee, Okla.)
	Fayetteville	Hal Douglas	
	Harrison (Twin City TV System)		
California	Barstow	Dean M. Devoe	KNXT; KRCA; KABC-TV; (Los Angeles)
	Beverly Hills (Com- munity TV Recep- tion Co.)		
	Carmel	G. B. Henderson	KRON-TV; KPIX; KGO-TV; (San Fran- cisco)
	Dunsmuir	John F. Burgess	KBES-TV (Medford) KHSL-TV (Chico)
	Grass Valley Laguna Beach	John Colling Lewis L. Le Mieux	KFAX; KRON-TV; KGO-TV (San Francisco) KRCA; KABC-TV; KHJ-TV; KCOP; KTLA; KNXT; KTTV (Los Angeles) KGO-TV; KPIX; KRON-TV (San Francisco) KVOR (Stockton)
	Martinez		
	Orinda (TV Master Antenna System)		
	Palm Springs (Com- munity TV Corp.)		
	Santa Cruz (Pacific Telescription Sys.)		
	Sausalito (Com- munity TV)		
Placerville San Bernardino	John S. Hocking Richard J. Filane	KRON-TV; KPIX; KGO-TV (San Francisco) KRCA; KABC-TV; KHJ-TV; KCOP; KTLA; KNXT (Los Angeles)	
Ventura	John G. George	KNXT; KRCA; KTLA; KABC-TV; KHJ- TV; KTTV; KCOP (Los Angeles)	
Colorado	Durango	George F. Rock	KOB-TV (Albuquerque)
	Glenwood Springs (Electric Center TV)		
	Leadville Salida Sterling	David F. Onstead J. E. Collier	KCSJ-TV (Pueblo) KFEL-TV; KOA-TV; KJZ-TV; KBTW (Denver) KFBC-TV (Cheyenne) KCSJ-TV (Pueblo) KKTW (Colorado) Springs)
	Trinidad	Donald C. Campbell	
Connecticut	Frankfort (Commu- nity Service, Inc.)		
Florida	Key West (Cable Vision, Inc.)		
Idaho	Ketchum	C. E. Atkinson	KBOI (Boise) KID-TV (Idaho Falls) KSL-TV (Salt Lake City) KHQ-TV; KXYL-TV; KREM-TV (Spokane)
	Lewiston Pocatello (Bannock TV, Inc.) Twin Falls (Cable Vision)	Newell Pries	



COMMUNITY TELEVISION ANTENNA SYSTEM



State	City	Exec. in Charge	Stations
Illinois	Peru	Earl S. Nelson, Jr.	WBBM-TV; WNBQ; WGN-TV; WBKB (Chicago) WOC-TV (Davenport) WBBF-TV (Rock Island)
	Taylorville	Louis Flanders	WCIA (Champaign) KSD-TV (St. Louis) WTVP (Decatur) WCIA (Champaign) WICS (Springfield)
Iowa	Dubuque (Jerrold TV Cable Corp.)		
Maine	Houlton (TV, Inc.)		
Maryland	Cumberland	J. Holland Bannells	WJAC-TV; (Johnstown, Penn.) WFBG-TV; (Altoona, Penn.) WRC-TV; WTTG; WMAL-TV; WTOP-TV (Washington) WDTV (Pittsburgh)
	Hancock Lonaconing (Jackson TV Co.)	Stanley M. Fulton	WRC-TV; WTTG; WTOP-TV; (Washington)
Massachusetts	Athol	James B. Wright	WBZ-TV; WNAC-TV (Boston) WRGB (Schenectady) WMT (Adams) WWOR-TV (Worcester)
	Shelburne Falls	Phillip Tedesco, Jr.	WBZ-TV; WNAC-TV (Boston) WRGB (Schenectady)
Minnesota	Benson (Westenna TV Const. Co.)		
	St. Paul (Donovan, Inc.) Willmar (Willmar Community TV Corp.)		
Mississippi	Greenville (Delta Video Corp.)		
	Hattiesburg (Perfect Video, Inc.)		
Montana	Big Timber	McCleser Clark	KOOK-TV (Billings)
	Bozeman (Community TV, Inc.)		
	Havre (Community TV Assoc. of Havre)		
	Helena (Helent TV, Inc.)		
	Lewiston (Perfect TV, Inc.)		
	Whitefish (Big Mountain TV, Inc.)		
	Cut Bank (Highline Community Antenna Service, Inc.)		
Kalispell	E. B. Fetz	KXLY-TV (Spokane) KGYO-TV (Missoula) KOOK-TV (Billings)	
Livingston	P. B. McAdam		
Nebraska	Falls City	Marion L. Boutman	KFEQ-TV (St. Joseph, Mo.) KMTV; WOW-TV (Omaha) WDAF-TV; KCMO-TV (Kansas City)
	Berlin	Richard L. Bliss	WNAC-TV (Boston) WMTW (ML Washington) WMUR-TV (Manchester) WCSH-TV (Portland) CBFT (Montreal)
	Laconia (Community TV Corp.)		
New Jersey	Ventnor	Frederick T. Sevlog	WPTZ; WFIL-TV; WCAU-TV (Phila.)
New Mexico	Clovis	Carlton Davis	
	Farmington	Kelly A. Crawford	ROB-TV; KGGM-TV; (Albuquerque)
	Hobbs (TV Co.) Lovington (Antenna Co.)		
New York	Canisteo (Canisteo TV, Inc.)		
	Corning	Charles W. Fribley	WSYR-TV; WHEN-TV; (Syracuse) WNEF-TV (Binghamton) WBEN-TV (Buffalo) WHAM-TV (Rochester)



State	City	Exec. in Charge	Stations
New York	Delhi	Burdette D. Townsend	WNBF-TV (Binghamton) WRGB (Schenectady) WSYR-TV (Syracuse)
	Hornell	Ford Walton	
	Ithaca	Anthony Cerrace	WNBF-TV (Binghamton) WHEN-TV; WSYR-TV (Syracuse)
	Napanoch	W. C. Smith	WCBS-TV; WNBT; WABD; WABC-TV; WOR-TV; WATV; WPIX (New York)
	Oneonta (Oneonta Video, Inc.)		
	Port Jarvis	Thomas Sarro	
	Walton	Jack W. Haverly	WSYR-TV; WHEN-TV (Syracuse) WNBF-TV (Binghamton) WCBS-TV; WRCA-TV; WABD; WABC-TV; WOR-TV; WPIX; WATV (New York)
Ohio	New Philadelphia	K. G. Walker	WEWS; WNBK; WXEL (Cleveland)
	Newcomerstown Sugarcreek	P. K. Ortt Claude Stevanus	NEWL; WEWS; WNBK; (Cleveland) WTRF-TV; (Wheeling) WSTV-TV (Steubenville)
Oklahoma	Ardmore	Larry Boggs	WKY-TV; KWTV (Okla. City) WBAP-TV (Ft. Worth) KFDX-TV (Wichita Falls, Tex.) KTEN (Ada, Oklahoma)
Oregon	John Day	Haskell Scott	KBOI (Boise)
	Pendleton	V. M. McCormack	KHQ-TV; KXLY-TV; KRBM-TV; (Spokane)
	Portland	Wally Matson	KOIN-TV; KPTV (Portland)
	Roseburg	J. T. Pierce	KBES-TV (Medford) KYAL-TV (Eugene)
	The Dalles	George Skaugset	KOMO-TV (Seattle) KOIN-TV (Portland)
Pennsylvania	Ashland	Robert N. Kyler	WPTZ; WFIL-TV; WCAU-TV; (Phila.) WFBG-TV; (Altoona) WBRE-TV; (Wilkes-Barre)
	Bangor	J. Brymer Roberts	WPTZ; WFIL-TV; WCAU-TV; (Phila.) WPIX; WOR-TV; (New York)
	Bethlehem	James G. Petrakis	WFIL-TV; WCAU-TV; WPTZ (Phila.) WPIX (New York)
	Bloomsburg	John L. Pipa, Jr.	WPTZ; WCAU-TV; WFIL-TV; (Phila.) WHUM-TV (Reading) WGBL-TV (Scranton)
	Bradford	Joseph Saricks	WBEN-TV; WGR-TV (Buffalo) WJAC-TV; (Johnstown)
	Brockton	Dominic Vitelli	
	Brookway	George C. Morrison	WDTV (Pittsburgh) WJAC-TV (Johnstown)
	Carlisle (Mathew's Inc.)		
	Clearfield	Joseph Saricks	WJAC-TV (Johnstown) WFBG-TV (Altoona) WDTV (Pittsburgh)
	Galeton	Wm. A. Heymann	WBEN-TV (Buffalo) WNBF-TV (Binghamton)
	Hamburg	D. H. Schoener	WPTZ; WFIL-TV; WCAU-TV (Phila.)
	Harrisburg	J. Calvin Frank	WMAR-TV (Baltimore) WFIL-TV; WCAU-TV (Phila.) WGAL-TV (Lancaster) WTPA (Harrisburg)
	Hazleton	Fred Corealle	WCBS-TV; WRCA; WOR-TV (New York) WFIL-TV (Philadelphia)
	Honesdale	Henry Kalinowski	
	Lansford	Robert J. Tarlton	WPTZ; WFIL-TV; WCAU-TV (Phila.) WPIX (New York)
	Lehighton	Dr. Joseph J. Humphries	WPTZ; WFIL-TV; WCAU-TV (Phila.) WOR-TV; WPIX (New York)
	Lewistown	G. F. Gardner, Jr.	WJAC-TV (Johnstown) WFBG-TV (Altoona) WHUM-TV (Reading) WGAL-TV (Lancaster)
	Lykens	Max E. Miller	WPTZ; WFIL-TV; WCAU-TV (Phila.) WGAL-TV (Lancaster) WHUM-TV (Reading)
	Mahanoy City	A. P. McLaughlin	WPTZ; WFIL-TV; WCAU-TV (Phila.) WEEU-TV; WHUM-TV (Reading)
	Mahanoy City	John Walsonavich	WPTZ; WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading)
	Meadville	George J. Barco	WPIX (New York) WICU (Erie)
	Minersville	F. E. Moser	WEWS; WNBK; WXEL (Cleveland) WDTV (Pittsburgh) WPTZ; WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading)



COMMUNITY TELEVISION ANTENNA SYSTEM



State	City	Exec. in Charge	Stations
	Mt. Union	John H. Kinsloe, Jr.	WJAC-TV (Johnstown) WFBG-TV (Altoona)
	Nesquehoning (Electronics, Inc.) Oil City	B. A. Drelick	WDTV (Pittsburgh) WJAC-TV (Johnstown) WFBG-TV (Altoona)
	Palmerton	C. E. Reinhard	WCBS-TV; WOR-TV; WPIX (New York)
	Pottsville	M. F. Malarkey, Jr.	WPTZ; WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading)
	Pottsville	Clarence F. Schoffstall	WPTZ; WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading)
	Schuykill Haven	A. M. Stranse	WPTZ; WFIL-TV; WCAU-TV (Phila.) WHUM-TV (Reading)
	Shenandoah	Frank T. Brophy	WPTZ; WFIL-TV; WCAU-TV (Phila.) WILK-TV (Wilkes-Barre) WHUM-TV (Reading)
	Slatington	Lawrence J. Kern	WPTZ; WFIL-TV; WCAU-TV (Phila.) WGLV (Easton)
	State College	Walter N. Brown	WJAC-TV (Johnstown) WFBG-TV (Altoona)
	Stroudsburg	John M. Price	WRCA-TV; WABD; WPIX (New York) WFIL-TV; WCAU-TV (Phila.)
	Sunbury	John J. Barni, Jr.	WHUM-TV (Reading) WBRE-TV; WILK-TV (Wilkes-Barre) WPTZ; WFIL-TV; WCAU-TV (Phila.)
	Tamaqua	Ben P. Houser	
	Titusville	A. D. Carlson	
	Warren	Robert E. Dunham	WBEN-TV; WGR-TV (Buffalo) WFBG-TV (Altoona)
	Wilkes-Barre	Ralph Katrosh	WNBF-TV (Binghamton) WPTZ; WFIL-TV (Phila.) WCBS-TV; WPIX (New York)
	Williamaport	Carl A. Maehlen	WILK-TV; WBRE-TV (Wilkes-Barre) WHUM-TV (Reading) WFBG-TV (Altoona)
	Williamaport	Joseph L. Lecce	WNBF-TV (Binghamton) WBRE-TV (Wilkes-Barre) WFBG-TV (Altoona) WHUM-TV (Reading)
	Williamaport	Ray Schnelder	WNBF-TV (Binghamton) WPTZ (Philadelphia) WFBG-TV (Altoona) WILK-TV; WBRE-TV (Wilkes-Barre) WHUM-TV (Reading)
South Dakota	Mitchell	Allen C. Harnes	KELO-TV (Sioux Falls) KVTV; KTIV (Sioux City)
Tennessee	Johnson City	R. M. Huntsman	WBTV (Charlotte) WJHL-TV (Johnson City)
	Kingsport	W. Kyle Huddle	WBTV (Charlotte) WJHL-TV (Johnson City)
Texas	Denison	Charles F. Johnson	WBAP-TV (Ft. Worth) KRLD-TV; WFAA-TV (Dallas) KTEN (Ada)
	Graham	Brown Walker	WBAP-TV (Ft. Worth) KRLD-TV (Dallas) KFDA-TV (Wichita Falls)
	Madisonville	Leo Green	
	Mineral Wells	John Campbell	KRLD-TV; WFAA-TV (Dallas) WBAP-TV (Ft. Worth) KFDX-TV (Wichita Falls)
	Tyler	Raymond Hedge	KRLD-TV; WFAA-TV (Dallas) WBAP-TV (Ft. Worth)
	Uvalde (Uvalde TV Cable Corp.)		
	Victoria	A. B. Alkek	
Utah	Price	Louis Vetre	
	Salt Lake City (Sevier TV Sig- nal Dist. Co.)		
Vermont	Barre	Louis Babie	WBZ-TV (Boston) WRGB (Schenectady) CBFT (Montreal)
	Bellows Falls	George R. Story	WBZ-TV; WNAC-TV (Boston) WMUR-TV (Manchester)
	Burlington	Joseph S. Wool	WRGB (Schenectady) WMTW (Mt. Washington) CMBT; CBFT (Montreal)



**COMMUNITY TELEVISION ANTENNA SYSTEM**



<b>State</b>	<b>City</b>	<b>Exec. in Charge</b>	<b>Stations</b>
	Montpelier	Eugene Kramer	WBZ-TV (Boston) WRGB (Schenectady) CBFT (Montreal)
Virginia	Harrisonburg Marrion (Marrion TV Service Co.) Staunton	Frederick L. Allman  Norwood Rosen	  WTVR (Richmond) WTTG; WTOP-TV (Washington)
Washington	Chelan Colville Ellensburg Ephrata Everett  Moses Lake (Moses Lake TV, Inc. Omak-Okanogan Richland Soap Lake Tonasket (Okonogan Valley TV Cable Co.) Walla Walla Wenatchee	Emory Weimer August Schwartz  Harold Cathow Eldon A. Root  Melvin Rothrock Robert S. McCaw Dr. Leonard McNamara  Charles E. Brown Charles E. Brown	KXLY-TV; KHQ-TV (Spokane) KREM-TV; KHQ-TV; KXLY-TV (Spokane)  KXLY-TV; KHQ-TV; KREM-TV (Spokane) KOMO-TV; KING-TV (Seattle) KTNT-TV (Tacoma)  KXLY-TV; KHQ-TV; KREM-TV (Spokane) KXLY-TV; KHQ-TV; KREM-TV (Spokane) KING-TV (Seattle)
West Virginia	Burnsville (Martini- TV Cable Co.) Clarksburg  Elkins  Fairmont Hinton  Keyser  Man Piedmont  War  Welch  Weston  Wheeling Whitesville Williamson	W. D. Dantzer  Ralph S. Shepler  Edward A. Pence James V. Coste  Dr. Harry E. Coffman  C. O. Erickson Homer Ferrell  L. W. Coffey  Edmund O. Gates  M. W. Adler  Donald W. Levenson James Williams Jack Gates	WSAZ-TV (Huntington) WSLS-TV (Roanoke) WCHS-TV (Charleston) WDTV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville)  WSLS-TV (Roanoke) WCHS-TV (Charleston) WOAY-TV (Oak Hill) WTOP-TV; WMAL-TV; WTTG (Wash- ington) WJAC-TV (Johnstown) WSAZ-TV (Huntington) WBC-TV; WTTG; WTOP-TV (Washington) WJAC-TV (Johnstown) WFBG-TV (Altoona) WSAZ-TV (Huntington) WSLS-TV (Roanoke) WCHS-TV (Charleston) WSAZ-TV (Huntington) WCHS-TV (Charleston) WSLS-TV (Roanoke) WDTV (Pittsburgh) WTRF-TV (Wheeling) WSTV-TV (Steubenville) WCHS-TV (Charleston)
Wyoming	Casper  Cody Cokesville Kemmerer (Kem- TeV Corp.) Thermopolis (Ther- mopolis Bestg. Co.) Laramie  Worland	Bill Daniels  Harry M. Moore    J. E. Collier  Thomas Mitchell, Jr.	KLZ-TV; KOA-TV; KBTB; KFEL-TV (Denver) KFBC (Cheyenne) KOOK-TV (Billings)   KFEL-TV; KOA-TV; KLZ-TV; KBTB (Denver) KOOK-TV (Billings)
Canada	Montreal, Que.  Vancouver, B. C.	A. Cross  C. G. Chandler	CBFT; CBMT (Montreal) Plus Closed- Circuit Organizations CBUT (Vancouver) KOMO-TV; KING-TV (Seattle) KTNT-TV (Tacoma) KVOS-TV (Bellingham, Wash.)

# TV OUTSIDE of UNITED STATES

TV stations in operation: or under construction (CP) as of January 1, 1956.



— CUBA —

Location	Call Letters	Licensee or Grantee	Mc.		Lines/Pix and
			Visual	Aural	
— CUBA —					
Camaguey		Cadena Azul de Cuba	187.25	191.75	525/60
Camaguey	CMJL-TV	Circuito CMQ	83.25	87.75	525/60
Ciego de Avila		Circuito CMQ	193.25	197.75	525/60
Havana	CMA-TV	Circuito CMQ	55.25	59.75	525/60
Havana	CMBF-TV	Radio Universal	175.25	179.75	525/60
Havana	CMQ-TV	Circuito CMQ	83.25	87.75	525/60
Havana	CMUR-TV	Radiotelevision Nacional, S.A.	67.25	71.75	525/60
Holquin	CMKJ-TV	Circuito CMQ	67.25	71.75	525/60
Holquin		Circuito CMQ	193.25	197.25	525/60
Holquin		Radiotelevision Nacional, S.A.	205.25	209.75	525/60
Matanzas	CMGQ-TV	Circuito CMQ	187.25	191.75	525/60
Santa Clara	CMNQ-TV	Radiotelevision Nacional, S.A.	61.25	65.75	525/60
Santa Clara	CMHQ-TV	Circuito CMQ	77.25	81.75	525/60
Santa Clara		Circuito CMQ	181.25	185.75	525/60
Santiago de Cuba	CMKU-TV	Circuito CMQ	55.25	59.75	525/60
Santiago de Cuba		Cadena Oriental de Radio	175.25	179.75	525/60
Santiago de Cuba		Radiotelevision Nacional, S.A.	199.25	203.75	525/60
Santiago de Cuba		Cadena Azul de Cuba	211.25	215.75	525/60
— MEXICO —					
Acapulco		Romulo O'Farrill, Sr.	83.25	87.75	525/60
Guadalajara		Emilio Azcarraga	193.25	197.75	525/60
Guadalajara		Romulo O'Farrill, Sr.	83.25	87.75	525/60
Guanajuato		Emilio Azcarraga	61.25	65.75	525/60
Guanajuato		Romulo O'Farrill, Sr.	205.25	209.75	525/60
Hermosillo		Romulo O'Farrill, Sr.	83.25	87.75	525/60
Juarez	XEJ-TV	Television de la Frontera, S.A.	77.25	81.75	525/60
Merida		Romulo O'Farrill, Sr.	67.25	71.75	525/60
Mexicali		Romulo O'Farrill, Sr.	61.25	65.75	525/60
Mexicali			199.25	203.75	525/60
Mexico City	XEQ-TV	Emilio Azcarraga	187.25	191.75	525/60
Mexico City	XEW-TV	Cadena Radiodifusora Mexicana, S.A.	55.25	59.75	525/60
Mexico City	XHGC-TV	Guillermo Gonzales Camarena	77.25	81.75	525/60
Mexico City	XHTV	Television de Mexico, S.A.	67.25	71.75	525/60
Mexico City		University of Mexico	211.25	215.75	525/60
Monterrey	XHNL	Romulo O'Farrill, Sr.	55.25	59.75	525/60
Monterrey		Romulo O'Farrill, Sr.	193.25	197.75	525/60
Monterrey		Emilio Azcarraga	83.25	87.75	525/60
Nogales		Romulo O'Farrill, Sr.	193.25	197.75	525/60
Nuevo Laredo	XHNL	Romulo O'Farrill, Sr.	61.25	65.75	525/60
Reynosa		Romulo O'Farrill, Sr.	187.25	191.75	525/60
Reynosa			83.25	87.75	525/60
Reynosa		Emilio Azcarraga	205.25	209.75	525/60
Tampico		Emilio Azcarraga	67.25	71.75	525/60
Tampico		Romulo O'Farrill, Sr.	61.25	65.75	525/60
Tijuana	XETV	Radio y Television	83.25	87.75	525/60
Tijuana	XETC-TV	Romulo O'Farrill, Sr.	205.25	209.75	525/60
Tijuana			55.25	59.75	525/60
Torreon		Romulo O'Farrill, Sr.	175.25	179.75	525/60
Veracruz		Romulo O'Farrill, Sr.	205.25	209.75	525/60
— AUSTRIA —					
Vienna		Government	175.25	180.75	625/25
Linz		Government	182.25	187.75	625/25
Graz		Government	189.25	191.75	625/25
Salzburg		Government	196.25	201.75	625/25
— ARGENTINA —					
Buenos Aires	LR-3-TV	Radio Belgrano y Primera Cadena	175.25	179.75	625/50
Buenos Aires	LR-1-TV	Radio El Mundo	77.25	81.75	625/50
— BELGIUM —					
Brussels		Inst. National du Radio Communication	196.25	201.75	625/50
Antwerp		Institute Nat. du Radio Communications	18.25	53.75	819/25
Brussels		Inst. National du Radio Communication	210.25	215.75	819/50
Liege		Institute Nat. du Radio Communications	55.25	60.75	819/25
— BRAZIL —					
Belo Horizonte	PRH-6-TV	Emissoras Associadas	67.25	71.75	525/60
Rio de Janeiro	PRD-5-TV	Radio Televisao Roquete Pinto	55.25	59.75	525/60
Rio de Janeiro	PRG-3-TV	Emissoras Associadas	83.25	87.75	625/50
Rio de Janeiro		Radio Record Television	211.25	215.75	525/60
Rio de Janeiro	PRA-9-TV	R. Mayrink Veiga, S.A.	175.25	179.75	525/60
Rio de Janeiro	PRD-8-TV	Sociedade Radio Emissores Continental	187.25	191.75	525/60
Rio de Janeiro	PKE-8-TV	Emp. Radio Nacional	67.25	71.75	525/60
Sao Paulo	PRF-3-TV	Radio Difusora de Sao Paulo	61.25	65.75	525/60
Sao Paulo		Radio Televisao Paulista	77.25	81.75	525/60
Sao Paulo	PRB-9-TV	Radio Record Television	175.25	179.75	525/60
Sao Paulo	PRA-6-TV	Fundacao Caspar Libero	61.25	65.75	525/60
Sao Paulo	PRE-4-TV	S.R. Culturas Voz de Espaco	199.25	203.75	525/60
Sao Paulo	PRG-9-TV	Radio Nacional de Sao Paulo	187.25	191.75	525/60
Sao Paulo	PRH-9-TV	Radio Bandeirantes S.A.	211.25	215.75	525/60
— BULGARIA —					
Sofia		Government	59.25	65.75	625/25

# IAAB Details Television-Radio Activities

By  
**JULIO MENADIER**

Director General  
Inter-American Assn.  
of Broadcasters

**T**HE Inter-American Association of Broadcasters, whose seat at present is Santiago, Chile, is about to complete ten years of work. It gathers together practically all the associations of the American countries which in their turn congregate most of the radio and television stations of their countries. This means the representation of over 3,000 radio stations and 400 television stations united around the same ideals and objectives.



Fundamentally the IAAB upholds the principle that private radio broadcasting is based on free enterprise, on the system of free and loyal competition, on private initiative and on freedom for the legitimate exercise of their activities. It is, therefore, the most powerful and effective stronghold against government interference with radio and television. Also, it is the best check to avoid the establishment of any policy not in accordance with the democratic ideals of the free and democratic broadcasting system prevailing on our continent.

Among the achievements of our institution are:

It was the first to denounce publicly and officially the attachment of the radio stations of Argentina by the government.

It promoted the organization of National Broadcasting Associations in Guatemala, El Salvador, Honduras and Paraguay.

It gave the fundamental bases for a common legislation of broadcasting in the Americas.



It operates in close cooperation with the United Nations, the UNESCO, the Organization of American States and the Inter-American Union of Telecommunications. It has received from the U.N. the status of non-governmental consultant organization.

In 1948 it successfully officiated the petition to the Puerto Rican government for a non-commercial policy in their official radio station.

In the same year it obtained for Guatemala the resumption of the radio broadcasts through station "The Voice of Guatemala."

It has distributed scholarships from the Lincoln Institute of New York and the North-

westerns Radio and Television School among the personnel of broadcasting stations. Some of the grantees have already completed their technical studies on broadcasting, and others are doing so at present.

In collaboration with the NARTB it obtained the revocation of the decision of the Organizing Committees for the 1954 football competition to collect dues from the stations for broadcasting the football games.

It sent a mission to Guatemala to confer with their President, who promised a legislation for the radio, and the abolishment of commercial ads in the official broadcastings.



It sent a mission to Bolivia to ask the authorities for better working conditions for the radio stations and to promote the reorganization of their National Broadcasting Association.

At the last convention it proclaimed a Declaration of Ethical Principles, which apart from being of extraordinary value in itself, will serve as the basis for the Code of Ethics of each National Association.

It requested and obtained recently from His Excellency, Pedro Aramburu, Provisional President of the Argentine Republic, the declaration that the radio stations of that country could be run by private concerns working under a system of absolute liberty.

This is only part of what the IAAB has achieved through constant efforts as shown throughout the bulk of correspondence addressed mainly to the President and high officials of the different countries and to the executives of the National Broadcasting Associations among whom the IAAB steadily keeps exalting the right principles and striving for their respectful observance. We can safely say, with the certainty acquired through actual facts and the experience of years, that the IAAB is in itself a symbol for the protection of rights and that it contributes powerfully to the fact that thousands of men in America may work at ease and with the necessary freedom, in broadcasting activities.



As to the immediate projects which the IAAB has in mind, besides others related with the exchange of programs, the establishment of uniform types of fees throughout the continent and the improvement of equipments, we can mention these:

To cooperate with the governments of the various countries in order to pass a law setting norms for the broadcasting activities, so as to insure that the necessary intervention may not be subject exclusively to the opinions of officials or to changing circumstances.

To promote the award of scholarships for the improvement of the technical personnel of the various specialties on radio and similar branches.



Location	Call Letters	Licensee or Grantee	Mc.		Lines/Pix and Fields/Sec
			Carrier Visual	Freq. Aural	
— COLUMBIA —					
Bogota	HJRN-TV	Televisora Nacional (Govt.)	173.25	179.75	525/60
Manizales		Government—Channel 10			525/30
Medellin		Government—Channel 10			525/30
— CZECHOSLOVAKIA —					
Prague (Exp.)		Government	49.75	56.25	625/50
— DENMARK —					
Copenhagen		Danish State Radio	62.25	67.75	625/50
— DOMINICAN REPUBLIC —					
Ciudad Trujillo	HIT-TV	La Voz Dominicana (Govt.)	67.25	71.75	525/60
— FINLAND —					
Helsinki		TV Club of Helsinki	203.25	208.75	625/25
— FRANCE —					
Lille		Radiodiffusion-Television Francais	185.25	174.1	819/50
Lyon	CP	Radiodiffusion-Television Francais	63.5	59.0	819/50
Lyon	CP	Radiodiffusion-Television Francais	212.85	201.70	819/50
Marseille		Radiodiffusion-Television Francais	185.55	175.4	819/50
Marseille	CP	Radiodiffusion-Television Francais	51.5	50.0	819/50
Metz	RDF		173.1	162.25	819/25
Nancyville	RDF		177.15	188.3	819/25
Paris		Radiodiffusion-Television Francais	46.0	42.0	441/50
Paris		Radiodiffusion-Television Francais	185.25	171.1	819/50
Reims	RDF		161	175.15	819/25
Strasbourg		Radiodiffusion-Television Francais	59.0	54.5	819/50
Strasbourg		Radiodiffusion-Television Francais	161.0	175.15	819/50
— GERMANY, EAST —					
Berlin (East Sector)		Government	99.9	106.1	625/50
Berlin		Government	11.75	18.25	625/25
Brocken		Government	169.25	175.75	625/25
Chemnitz		Government	201.25	207.75	625/25
Dresden		Government	145.25	151.75	625/50
Leipzig		Government	59.25	65.75	625/50
Inselberg		Government	185.25	191.75	625/25
Kosock		Government	153.25	159.75	625/25
— GERMANY, WEST —					
Aalen		Sueddeutscher Rundfunk	196.25	201.75	625/25
Baden Baden		Southwest Radio	189.25	194.75	625/50
Berlin (West Sector) (Exp.)		Northwest German Radio	182.25	187.75	625/50
Biedenkopf		Hessischer Rundfunk	175.25	180.75	625/25
Bonn		Northwest German Radio			625/50
Bremen		Northwest German Radio			625/50
Cologne		Northwest German Radio	203.25	208.75	625/50
Frankfurt (Feldberg)		Hessian Radio	196.25	201.75	625/50
Freiburg		Southwest Radio	189.25	194.75	625/50
Harz		Nordwestdeutscher Rundfunk	201.260	215.760	625/25
Hamburg		Northwest German Radio	182.25	187.75	625/50
Hannover		Northwest German Radio	196.25	201.75	625/50
Hoher Meissner		Hessischer Rundfunk	189.25	194.75	625/25
Hornisgrunde		Sudwestfunk	203.260	208.760	625/25
Kaiser Lautern		Southwest Radio	189.25	194.75	625/50
Kiel		Nordwestdeutscher Rundfunk	217.25	222.75	625/25
Koln		Nordwestdeutscher Rundfunk	217.23	222.739	625/25
Kreuzberg		Bayerischer Rundfunk	55.26	60.76	625/25
Koblenz		Southwest Radio	182.25	187.75	625/50
Langenburg		Northwest German Radio	189.25	197.25	625/50
Munich	CP	Bavarian Radio	48.25	53.75	625/50
Nurnberg		Bayerischer Rundfunk	182.23	187.73	625/25
Raichberg		Sudwestfunk	62.23	67.73	625/25
Teutoburger Wald		Nordwest. Rundfunk	217.26	222.76	625/25
Wendelstein		Bayerischer Rundfunk	210.26	215.76	625/25
Stuttgart		South German Radio	175.25	180.75	625/50
Trier		Southwest Radio	182.25	187.75	625/50
Weinbiet (Mannheim-Heidelberg)		Southwest Radio	210.25	215.75	625/50
Zweibruecken		Southwest Radio	189.25	194.75	625/50
— GREAT BRITAIN —					
Aberdeen (Redmess)		British Broadcasting Corp.	61.75	58.25	405/50
Belfast (Glencairn)		British Broadcasting Corp.	15.0	41.5	405/50
Birmingham (Sutton-Coldfield)		British Broadcasting Corp.	61.75	58.25	405/50
Brighton		British Broadcasting Corp.	56.75	53.25	405/50
Cardiff (Wenvoe)		British Broadcasting Corp.	66.75	63.25	405/50
Central Scotland	BBC		56.75	53.25	405/25
Channel Isles	BBC		61.75	58.25	405/25
Divis (Northern Ireland)	CP	British Broadcasting Corp.	45.0	41.5	405/50
Douglas (Isle of Man)		British Broadcasting Corp.	66.75	63.25	405/50
Ednburg (Kirk O'Shotts)		British Broadcasting Corp.	56.75	53.25	405/50
London (Alexandra Palace)		British Broadcasting Corp.	45.0	41.5	405/50
London	ITA		191.75	191.25	405/25
Manchester (Hobne-Moss)		British Broadcasting Corp.	51.75	48.25	405/50
Midlands		Belling & Lee	189.75	186.25	405/25
Norwich	BBC		56.75	53.25	405/25
Plymouth	BBC		61.75	48.25	405/25



Location	Call Letters	Licensee or Grantee	Mc.		Lines/Pix and Fields/Sec
			Visual	Aural	
Newcastle (Pontop Pike)	CP	British Broadcasting Corp.	66.75	63.25	405/50
Plymouth	CP	British Broadcasting Corp.	51.75	48.25	405/50
Roxbridge (Isle of Wight)	CP	British Broadcasting Corp.	56.75	53.25	405/50
Guatemala City		— GUATEMALA — Government—Channel 8			
Alessandria (Piedmont) (Exp.)	CP	Radio Audizione Italiana (RAI)			625/50
Como (Lombardy) (Exp.)		Radio Audizione Italiana (RAI)			625/50
Florence		Radio Audizione Italiana (RAI)	62.25	67.75	625/50
Genoa (Mt. Portofino)		Radio Audizione Italiana (RAI)	201.25	206.75	625/50
Milan		Radio Audizione Italiana (RAI)	201.25	206.75	625/50
Mt. Peglia		Radio Audizione Italiana (RAI)	210.25	215.75	625/50
Mt. Penice		Radio Audizione Italiana (RAI)	62.25	67.75	625/50
Mt. Serra		Radio Audizione Italiana (RAI)	175.25	180.75	625/50
Naples	RAI		62.25	67.75	625/25
Trento	RAI		201.25	206.75	625/25
Rome (Mt. Mario)		Radio Audizione Italiana (RAI)	201.25	206.75	625/50
Turin (Ereino)		Radio Audizione Italiana (RAI)	82.25	87.75	625/50
Venice (Mt. Venda)		Radio Audizione Italiana (RAI)	175.25	180.75	625/50
		— JAPAN —			
Nagoya	JOCK-TV	Broadcasting Corp. of Japan (NHK)	103.25	107.75	525/60
Osaka	JOBK-TV	Broadcasting Corp. of Japan (NHK)	171.25	175.75	525/60
Tokyo	JOAK-TV	Broadcasting Corp. of Japan (NHK)	171.25	175.75	525/60
Tokyo	JOKR-TV	Radio Tokyo	183.25	187.75	525/60
Tokyo	JOAX-TV	Nippon TV Network Corp.	103.25	107.75	525/60
		— NETHERLANDS —			
Amsterdam (Utrecht-Loplk)		Nederlands Radio Union & Tv. Foundation of Hilversum	62.25	67.75	625/50
Eindhoven (N. Brabant) (Exp.)	PAB-2	Philips, Ltd.	175.25	180.75	625/50
Eindhoven	PAB-3	CP P.T. & T. Adm.	63.25	67.75	625/50
Kootwijk	PAB-4	CP P.T. & T. Adm.	41.25	46.75	625/50
		— NORWAY —			
Oslo (Exp.)		Norwegian State Bestg. System	62.75	67.75	
		— PHILIPPINE ISLANDS —			
Manila	DZAQ-TV	Alto Sales & Management Corp.	61.25	65.75	525/60
		— POLAND —			
Warsaw		Communications Inst.	89.25	94.75	625/50
Lodz	CP	Communications Inst.			625/50
		— SPAIN —			
Madrid (Exp.)		Radiodifusion Nacional	55.25	60.75	625/50
		— SWEDEN —			
Stockholm (Exp.)		Royal Inst. of Technology	62.25	67.75	625/50
Stockholm (Exp.)		Royal Inst. of Technology	175.25	180.75	625/50
		— SWITZERLAND —			
Basel (Exp. Booster)		Swiss General Post Office	55.25	60.75	625/50
Berne		Government	18.25	53.75	625/25
Geneva		Government	62.25	67.75	625/25
Zurich (Uetliberg)		Swiss General Post Office	55.25	60.75	625/50
		— THAILAND —			
Bangkok (Exp.)		Chulalongkorn University	(174 - 217)		625/50
Bangkok	CP	Public Information Dept.			625/50
		— TURKEY —			
Istanbul (Exp.)		Tech. University of Istanbul	62.25	67.75	625/50
		— UNION OF SOUTH AFRICA —			
Johannesburg (Exp.)		Samuel Liff	421.5		
		— U.S.S.R. —			
Gorky		Govt.			625/50
Kharkov		Govt.	59.25	65.75	625/50
Kiev		Govt.	77.25	83.75	625/50
Kalinin		Ministry of Culture			
Kazan		Ministry of Culture			
Leningrad		Govt.	59.25	65.75	625/50
Moscow		Govt.	49.75	56.25	625/50
Moscow		Ministry of Culture	78	87.5	
Odessa (Exp.)		Govt.	49.75	56.25	625/50
Omsk		Ministry of Culture			
Riga		Ministry of Culture			
Sarajov		Ministry of Culture	59.25	65.75	
Sumy					
Sverdlovsk					
Tallin		Ministry of Culture	59.25	65.75	
Tomsk		Govt.			625/60
Vinnitsa					
Vladivostok					
Yaroslavi					
		— VATICAN CITY —			
Vatican City	HJV	Radio Vatican	185.25	174.1	819/50
		— VENEZUELA —			
Caracas	YYLV-TV	Television Venezolana, S.A.	67.25	71.75	625/50
Caracas	YVKA-TV	Television Nacional (Govt.)	77.25	81.75	625/50
Caracas	YVKS-TV	Radio Caracas, TV	55.25	59.75	625/50
		— YUGOSLAVIA —			
Belgrade	YZO	Radiodifusion Yougoslave (Govt.)	42.5	47.0	625/50

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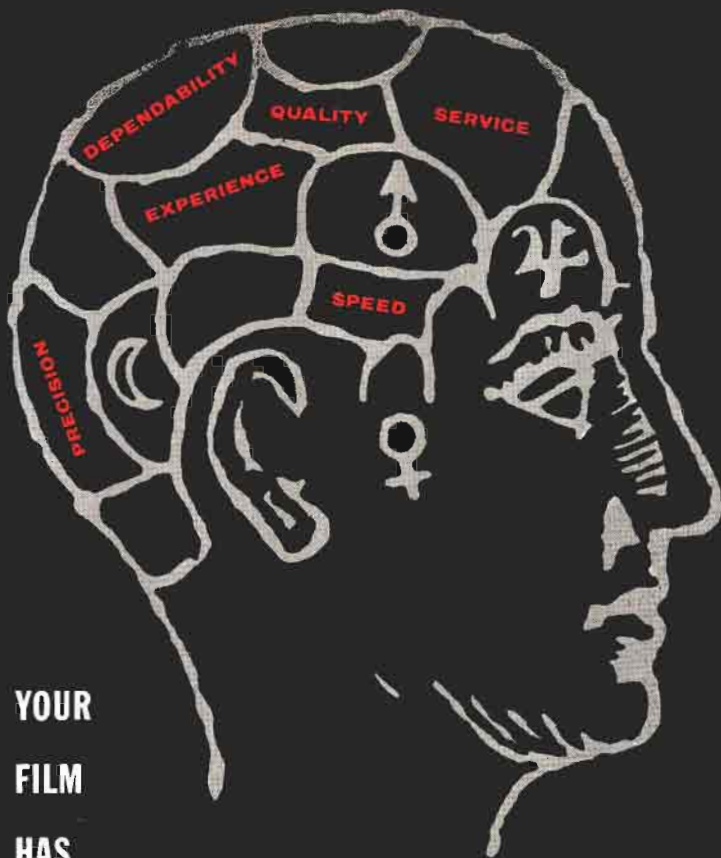
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 Animation Director.....Daniel McManus  
*Services Offered*—Facilities for production of TV commercials and long, special-purpose films, educational, public relations, sales promotion, in color or black and white, animation or live action.

*Productions* — Safe Driving in Bad Weather, USAF Training Film; TV commercials for Sunnybank Margarine; Kraft Foods Co.; Chets Frozen Foods; Duchess Salad Dressing; Good Wrinkles, and Fortune in Two Old Trunks, educational film for Sun-sweet Prunes.

**American-British TV Movies, Inc.**

200 West 57th St., New York 19, N. Y.  
*Phone:* JUDson 6-7198

President .....Nathan Kramer  
 Vice-President .....Michael Hyams  
 Legal Dept.....David Kallman  
 Secretary .....Gloria Harden

*Services Offered*—New feature films for television including Case Histories of Scotland Yard; other half hour series in production.

**American Film Co.**

1329 Vine St., Philadelphia 22, Pa.  
*Phone:* WALnut 2-1800

Mgr. ....Ben Harris  
*Services Offered*—Serving 35 and 16mm. film to TV stations, also cutting, editing,

and photographing of events of all kinds. Also handle any form of advertising.

**American Film Producers**

1600 Broadway, New York 19, N. Y.  
*Phone:* PLaza 7-5915

Executive Producers.....Robert Gross, Lawrence A. Glesnes  
 Production Control...Sheldon Abramowitz  
 Editorial Chief.....Frank Madden  
 Animation Chief.....Samuel B. Novo  
*Services Offered*—Sponsored motion picture films and slide films for theatres, television, education, training, etc. Color or black and white; 16 or 35mm.; production and distribution.

*Productions* — Ground Air Aids to Air Navigation; Sage; The Making of a West Pointer; TV commercials for Army, Bendix, Tea Council, Toni, Duff's Cake Mix. Borden.

**American National Studios, Inc.**

7324 Santa Monica Blvd., Hollywood 46, Cal.  
*Phone:* HO 2-6282

President .....John Sinn  
 Chairman of Board.....Fred W. Ziv  
*Services Offered*—Complete studio space and facilities with complete production personnel.

*Productions*—Dear Phoebe, Medic, Treasury Men in Action, Fireside Theatre, Man Behind the Badge. All Fred Ziv, Inc., Shows.

**Leonard Anderson Associates Inc.**

112 West 44th St., New York 36, N. Y.  
*Phone:* PLaza 7-4162

President .....Leonard Anderson  
 Vice-Pres. ....Barbara Anderson  
 Production Supervisor.....Mike Wheeler

*Services Offered*—Motion Picture Production and editing services; theatrical, commercial, television facilities for three-camera filming and editing.

**Animated Productions Inc. (Al Stahl Productions)**

1600 Broadway, New York, N. Y.  
*Phone:* CO 5-29423

President .....Al Stahl  
 Art Department.....Tony Garcia  
 Director .....Jack Weisburg  
 Production Manager.....Gerard Pick  
 Mgr., Industrial Films.....Don Lang

*Services Offered*—Television shows in animation and live—comic strip animated films—unusual films in stop-motion technique—animated puzzles—audience participation films—TV commercials & industrial films.

*Productions*—“Kid Stuff,” “Comic Book Comics,” “Mush Moore.”



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# *in television!*

They don't sit around long on the shipping-room shelves at CBS Television Film Sales. For here are the stand-out shows in the syndicated film field... the audience-proven programs of the sparkling variety and dramatic impact that gave CBS Television Film Sales *the biggest year of its life* in 1955.

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And there's more to come, because expansion is the word for '56. *Nearly a dozen major new properties* are being readied. Merchandising and promotion departments are being enlarged. Sales service and distribution facilities are better than ever. There's expansion and excitement everywhere you turn, from story conference to shipping room!

And there's a show for *your* needs at fast-moving CBS Television Film Sales. Take a look at the list below, then call our nearest office—New York, Chicago, Los Angeles, Detroit, Boston, St. Louis, San Francisco, Dallas, Atlanta. In Canada: S. W. Caldwell, Ltd., Toronto.

## ***CBS Television Film Sales, Inc.***

Distributors of Amos 'n' Andy, The Gene Autry Show, Buffalo Bill, Jr., Cases of Eddie Drake, Fabian of Scotland Yard, Holiday in Paris, Files of Jeffrey Jones, Life with Father, Adventures of Long John Silver, Annie Oakley, Range Rider, San Francisco Beat, The Whistler, Red Ryder and Newsfilm—a product of CBS News.

## FOR HIGHER SALES THROUGH QUALITY PROGRAMS . . .

Adventures of Ellery Queen  
Captain Gallant of the Foreign Legion  
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Edward Small Features  
Fury  
Halls of Ivy  
Lassie  
Ramar of the Jungle  
Science in Action  
Your Star Showcase

*for release later in 1956*

Stage 7  
Tugboat Annie  
Hawkeye, The Last of the Mohicans  
New York Confidential  
One False Step

. . . and others to be announced



*Television Programs of America, Inc.*

477 Madison Avenue, New York  
360 North Michigan Avenue, Chicago  
5746 Sunset Boulevard, Hollywood

Milton A. Gordon  
*President*

Edward Small  
*Chairman*

Michael M. Sillerman  
*Executive Vice-President*

**Animation Service Co.**

1780 Broadway, New York 19, N. Y.  
Phone: Circle 5-4832

Chief Animator.....Abe Blashko  
Art Director.....William Steinel  
Administration.....Muriel Friedman  
Services Offered — All film art services,  
maps, charts, cartoon animation, animation  
camera work in 16 mm and 35 mm.

**Evan J. Anton Productions,  
Ltd.**

550 Fifth Ave., New York 36, N. Y.  
Phone: Circle 6-0118

President.....Evan J. Anton  
Vice-Pres.....Vera Kay  
Services Offered—Producers of industrial  
and documentary films and slides, TV com-  
mercials and spots.

**Arrow Productions, Inc.**

See Listing For  
Television Programs of America, Inc.

**Arrowhead Productions**

8822 W. Washington Blvd., Culver City, Calif.  
Phone: TExas 07619

Producer.....Ed Beloin  
Prod. Exec., Bus. Mgr.....Burt I. Harris  
Associate Producer-Dir.....Richard Bare  
Productions—Film series "So This Is Hol-  
lywood" starring Mitzi Green and Virginia  
Gibson.

**Argyle Television Films, Inc.**

60 W. 46th St., New York 36, N. Y.  
Phone: Circle 6-4347

814 N. La Brea, Hollywood 38, Cal.  
Phone: HO 7-4882  
709 Fox Bldg., Detroit, Mich.  
Phone: WOODward 1-3979

President.....Jerome Hyams  
Vice President.....Bob Seidelman  
Treasurer.....Louis Goldstein  
Services Offered—Quality feature films, in-  
cluding "Night Train," "Young Mister Pitt,"  
"Shipyard Sally," "A Girl Must Live," "The  
Girl In The News," "Kipps," "Inspector  
Hornleigh," and others.

**Artists Productions**

9125 Sunset Blvd., Hollywood 46, Calif.  
Phone: HOLLYwood 2-0727

President.....Phillip Rivero  
Director of Operations.....Norton Locke  
Director of Engineer.....Harold W. Jury  
Services Offered—Equipment rental, com-  
plete facilities for motion pictures and tele-  
vision; complete scripting and distribution.

**Associated Artists  
Productions, Inc.**

345 Madison Ave., New York 17, N. Y.  
Phone: MUrray Hill 6-2323

President.....Eliot Hyman  
Vice President.....Kenneth Hyman  
Gen. Sls. Mgr.....W. Robert Rich

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WESTERN TELEVISION PROGRAM!

**Wild Bill Hickok**

**Starring GUY MADISON & ANDY DEVINE**

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NATIONAL SPONSORSHIP BY KELLOGG\*

At Consistently High Audience Ratings.

(\* Thru Leo Burnett Company)

**WM. F. BROIDY PRODUCTIONS**

# TV FILM BUYER'S GUIDE

Check Here	Program Title	Length	Number Available	Description
	Confidential File	½-hr.	39	Paul Coates' new and exciting presentation of dramatized journalism . . . behind-the-scenes reports on vital problems. The show all America is talking about!
	I Spy	½-hr.	39	Raymond Massey brings you true and exciting stories behind history's most famous spies.
	Molly (The Goldbergs)	½-hr.	39	The Goldbergs have moved to a small town, and a new series of heart-warming adventures.
	Liberace Show	½-hr.	117	TV's most widely acclaimed musical series for third consecutive year.
	Life With Elizabeth	½-hr.	65	Each show contains three hilarious incidents starring delightful Betty White.
	Joe Palooka	½-hr.	26	The whole family will love the "champ's" adventures. Thrills, action and viewer-impact!
	Frankie Laine Show	½-hr. or ¼-hr.	39	It's Mr. Rhythm himself . . . with vivacious Connie Haines in his own fast-moving musical revue.
	Florian Zabach Show	½-hr.	39	The thrilling music and vibrant personality of Florian ZaBach. Lavishly produced.
	Conrad Nagel Theatre	½-hr.	26	A prestige dramatic anthology series with Conrad Nagel as host.
	It's Fun To Reduce	¼-hr.	65	Margaret Firth shows how easy it is to reduce with a series of carefully coordinated exercises.
	Popcorn Theatre	1-hr.	39	Poppo The Clown brings youngsters 60 minutes of fun, magic tricks, jokes and old-time movies.

## GUILD FILMS CO., INC.

460 PARK AVENUE • NEW YORK 22, N. Y. • MURRAY HILL 8-5365

Foreign Sls. Mgr. . . . . Norman Katz  
*Services Offered*—Production and distribution of TV, theatrical and non-theatrical film.

●  
**Associated Program Service**

(Division of Muzak Corp.)

229 Fourth Ave., New York 3, N. Y.

Phone: ORchard 4-7400

V.P., Gen. Mgr. . . . . Edward Hochhauser, Jr.  
*Services Offered*—Exclusive TV distributor for Encyclopaedia Britannica Films.

*Productions*—Great Americans, American History Series, Americans at Work, American Standard of Living Series, Armchair Traveler, Children All Over The World, Democracy in Action, Home Making Series, Science for Living, Encyclopaedia Britannica Films.

●  
**Association Films, Inc.**

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

Phone: MUrray Hill 5-8573

President. . . . . J. R. Bingham  
 Treasurer. . . . . A. L. Fredrick  
 Director Adv. & Prom. . . . . Robert Finehout

*Services Offered*—National distributors of industrial, educational, entertainment, religious and television films; library of 1,400 films, including 200 industrial (free-loan) films, 115 of which are cleared for TV use. Four regional libraries are maintained in Ridgefield, N. J., La Grange, Ill., San Francisco and Dallas.

●  
**Atlantic Television Corp.**

130 W. 46th St., New York 36, N. Y.

Phone: JUdson 2-1287

President. . . . . Robert M. Savini  
 Vice-Pres. . . . . David A. Bader  
 Offices in Los Angeles, Chicago, Dallas, Houston, Phila., Minn., Detroit.

*Services Offered*—Producer and distributor of features and westerns.

●  
**Atlas Film Corp.**

1111 S. Blvd., Oak Park, Ill.

Phone: AUstin 7-8620

Vice-Pres. & Gen. Mgr. . . . . L. P. Mominee  
 V.P. Chg. Sales. . . . . Edward Schager  
 V.P. Chg. Adv. & Prom. . . . . Frederick K. Barber  
 V.P. & Dir. of TV. . . . . Norman C. Lindquist  
 V.P., Prod. Mgr. . . . . Albert S. Bradish

*Services Offered* — Production of 16mm. and 35mm. motion pictures and slidefilms—in color or black and white, with RCA Sound. Experienced creative staff for TV commercials and programs. Laboratory and editing services.

●  
**Atlas Television Corp.**

15 West 44th St., New York 36, N. Y.

Phone: MU 7-5535

President. . . . . Henry Brown  
 V.P. . . . . Robert B. Brown  
 Sls. Prom. Dir. . . . . Maryellen Anderson  
 Eastern Sls. . . . . George P. Turner, Jr.  
 Southern Rep. . . . . Fred Myers  
 Western Rep. . . . . Tom Corradine

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PLaza 9-4500





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THE ADVENTURES OF ROBIN HOOD  
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Mid-West Rep. .... Russell Assoc.  
*Services Offered*—American and British features; half- and full-hour Westerns; Comedy shorts; one hour comedy programs; an extensive library of comedy and musical vignettes, 3-5 minutes.

*Productions*—"Captain Z-RO," "Your Family Theatre." "Is This Magic."

**ATV Film Productions, Inc.**

35-01 Northern Blvd., L. I. C. 1. N. Y.  
 (Studios) 37-15 35th St., L.I.C.  
 Phone: EX 2-4949

Pres., Prod. Dir.....Mickey Schwarz  
 Vice Pres., Sls.....Jack Lemmon  
 Production Mgr.....Milton Cohen  
 Film Ed. (Supr.).....Robert Harris

*Services Offered*—TV film producers, commercials, industrial, dramatic shows. Studio facilities, fully equipped, two stages 50 x 60—50 x 100, street level.

*Current Prods.*—Frigidaire, Tide, Cavalier, Royal Pudding, Blue Bonnett, Gillette, Woodbury, Remington Rand, Ivory, Crosley.

**Audio Master Corp.**

17 East 45th St., New York 17, N. Y.  
 Phone: OXford 7-0725

President .....Herbert Rosen  
*Services Offered*—Library of mood and bridge music.

**Audio Pictures, Ltd.**

310 Lake Shore Rd., Toronto 14, Ont.  
 Phone: CLifford 1-5211

President .....Arthur Gottlieb  
 Managing Dir.....David Coplan  
 Sec'y-Treas. ....Clem Williams

*Services Offered*—Producers of shows and commercials on film for TV, and Theatre Advertising Films (Canadian Distributors For Alexander Film Co., Colorado Springs).

**Audio Productions, Inc.**

630 Ninth Ave., New York 36, N. Y.  
 Phone: PLaza 7-0760

President .....Frank M. Speidell  
 Vice Pres.....Herman Roessle  
 Treas.....Lawrence W. Fox, Jr.  
 Sec'y.....Peter J. Mooney  
 TV Director.....Harold R. Lipman

*Services Offered*—Producer of TV commercials and sponsored short subjects.

**Award Television Corp.**

1501 Broadway, N. Y. 36, N. Y.  
 Phone: WIsconsin 7-6650

President .....M. J. Salzburg  
 Vice-Pres.....D. D. Dash  
*Services Offered*—Producers, distributors of film series.

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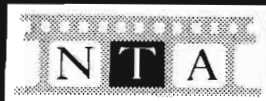
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**ROBERT WALKER • GUY MADISON**  
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**THE FARMER'S DAUGHTER**  
with **CHARLES BICKFORD**  
A **DORE SCHARY PRODUCTION**  
Directed by **H. C. POTTER**  
A SELZNICK RELEASE



**LESLIE HOWARD • INGRID BERGMAN**  
in **INTERMEZZO**  
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**ETHEL BARRYMORE**  
in **PORTRAIT OF JENNIE**  
with **Lillian GISH • Cecil KELLAWAY • David W. BARKER**  
Produced by **DAVID O. SELZNICK**

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National Telefilm Associates, Inc.

**George Bagnall & Associates, Inc.**

8827 Olympic Blvd., Beverly Hills, Calif.  
Phone: CR 15133

N. Y. Phone: MURray Hill 6-7543

President.....George L. Bagnall  
V.P., Gen'l Sales Mgr.....J. J. O'Loughlin  
Secretary.....Fred C. Lindquist  
*Services Offered*—Distributors of films for TV.

**Barnett International Forwarders**

723 Seventh Ave., New York 19, N. Y.  
Phone: Circle 5-6080

President.....William Barnett  
V.P., Sec'y.....Norman Barnett  
Treas.....Alan Barnett  
*Services Offered*: International film forwarders, packers and custom brokers.

**Barry & Enright Productions, Inc.**

667 Madison Ave., New York 21, New York  
Phone: Templeton 2-8600

President.....Jack Barry  
Vice-President.....Dan Enright  
Production Manager.....Mike Oppenheimer  
Program Development.....Robert Noah  
Merchandising Manager.....Fred Stettner  
Art Director.....Norman Mazin  
*Services Offered*—Creating and producing

for radio and TV-transcriptions, live programs, and films.

*Productions*—Winky Dinky and You; Life Begins at 80; Oh-Baby; Juvenile Jury.

**Basch Radio & Television Productions**

(See Program Producers.)

**Beacon Television Features Inc.**

118 Newbury St., Boston 16, Mass.  
Phone: Commonwealth 6-6881

President.....J. Leonard Sanderson  
Treasurer.....Barbara G. Keane  
*Services Offered*—Syndicated package programs, outdoor type. Spot television commercials including complete creation, copy, etc. Film program producers of fishing and outdoor shows.

**Bengal Pictures**

3833 Brunswick, Los Angeles 39, Calif.  
Phone: Normandy 2-7808

Producer & Director.....Phil E. Cantonwine  
Associate Producer.....Sam Leon  
Sound.....Dale Knight  
Editor.....Dick Alexander,  
Bob Derteano  
*Services Offered* — Producers of Feature pictures—TV shorts, industrials, TV spots, TV films made to order.

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Lucky Strike Theatre

1949  
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Trouble With Father (Stu Erwin)

1950  
Amos 'n' Andy  
Racket Squad  
Beulah  
Abbott & Costello Show

1951  
Mystery Theater  
I Am the Law  
Rocky Jones, Space Ranger  
Duffy's Tavern

1952-53  
My Little Margie  
\*Life of Riley  
Crown Theater  
Waterfront  
International Police

1954  
\*It's a Great Life  
Where Were You (Ken Murray)  
Public Defender  
So This Is Hollywood  
Passport to Danger

1955  
\*You Are There  
\*The Great Gildersleeve  
Frontier  
\*Screen Directors Playhouse  
\*The Stories of John Nesbitt  
(Network premiere in April, '56)

1956  
\*“Code 3”

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The Gale Storm Show (“Oh! Susanna”)

4 Adventure Drama Series

3 Comedy Series

2 Dramatic Anthology Series

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President & Executive Producer

SIDNEY S. VAN KEUREN,  
Vice President-General Manager

Program Creation and Production  
Commercial Film Division  
Extensive Studio Facilities

**George Blake Enterprises, Inc.**

1600 Broadway, New York 19, New York  
Phone: Circle 7-2264

President ..... Jean Blake  
Vice-Pres. of Sales..... Philip Frank  
Vice-President ..... Richard Donner  
Sec'y-Treas. .... Ted Lazarus  
Production Manager..... Andre Carbe  
Chief Editor..... Robert Jacques  
*Services Offered* — Writing, production, and editing of TV commercials industrial, and feature films.



**Blinkey Productions Inc.**

106 West End Ave., New York 23, N. Y.  
Phone: BE 3-8275

Producer-Director ..... Murray King  
Technical Director..... Dr. Lucille Emerick  
Production Supervisor..... Sydney Parker  
*Services Offered* — Film producers, open-end films, TV series, video film commercials, package programs produced.  
*Productions*—"The Adventures of Blinkey."



**Fritz Blocki Productions**

7266<sup>1</sup>/<sub>4</sub> Fountain Ave., Hollywood 46, Calif.  
Producer ..... Fritz Blocki  
*Services Offered* — Live TV show formats for local and/or network use.

**Bonded TV Film Service**

630 Ninth Ave., New York 36, N. Y.  
Phone: Judson 6-1030

President..... Chester M. Ross  
V.P. in Chg. of Oper..... Emanuel Kandel  
Gen. Sales Mgr..... Wade Barnes

*Branch Offices*

904 N. LaCienega Blvd., Los Angeles, Calif.  
V.P., chg. of Operations..... Stanley Halperin  
1301 S. Wabash Ave., Chicago, Ill.  
Manager ..... Joseph Rategan  
2024 Jackson St., Dallas, Texas  
Manager ..... Ronald Martin  
*Services Offered*—Shipping, expediting and servicing of TV film.



**Bray Studios Inc.**

729 Seventh Ave., New York 19, N. Y.  
Phone: CI 5-4582

President..... J. R. Bray  
Vice-Pres. and Prod. Mgr..... Paul A. Bray  
Treasurer ..... M. Bray  
Animation Director..... Max Fleisher  
Film Distribution Mgr..... B. D. Hess

*Services Offered*—Producers and distributors of all types of films for TV use including technical animation and cartoons.

*Productions* — "Engineered Timber Construction," "Coming Out of the Woods," "Adventures in Science," "Of All Things."

**COLOR SERVICE**

COMPANY, INCORPORATED

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NEW YORK 36, N. Y.

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- COLOR INTERNEGATIVES AND EFFECTS
- 16 mm KODACHROME OR ANSCO REVERSAL PRINTS WITH EFFECTS



# ASSOCIATED ARTISTS PRODUCTIONS



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FIRST RUN!  
TOP STARS!  
MAJOR HOLLYWOOD  
STUDIOS!**

more



**SHERLOCK HOLMES FEATURES  
WESTERN FEATURES  
CANDID CAMERA  
JOHNNY JUPITER  
SERIALS**

and still more



**A NEW ADDITION!  
"FEATURE FESTIVAL"  
190 Hollywood  
full-length features**

**TO BE ANNOUNCED!**

**AAP's Track Record Proves ...**

**Ratings  
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CALL, WIRE OR WRITE  
any of these  
AAP offices NOW!



ASSOCIATED ARTISTS  
PRODUCTIONS

**NEW YORK**

Associated Artists Productions, Inc.,  
345 Madison Ave. MUrray Hill 6-2323

**CHICAGO**

Associated Artists Productions, Inc.,  
203 North Wabash, Dearborn 2-4040

**LOS ANGELES**

Manhattan Television Company,  
1908 South Vermont Ave., Republic 2-3016



**Bernard S. Brody & Associates**

120 El Camino, Beverly Hills, Calif.  
Phone: CR 4-4077

Owner.....Bernard S. Brody  
Assistant.....Mrs. Beatrice Steinberg

*Services Offered*—Negotiations for TV film producers with music publishers to arrange for music synchronization rights.

*Productions* — Liberace; Florian Zabach; Frankie Lane; Eddie Cantor.

**Brandon Films Inc.**

200 West 57th St., New York 19, N. Y.  
Phone: CI 6-4868

President.....Thomas J. Brandon  
Film Library.....Edith Zornow

*Services Offered*—Distribute selected packages of feature films; specializing in "The Cavalcade of Great Motion Pictures of All Times."

**William F. Broidy Productions, Inc.**

5545 Sunset Blvd., Hollywood 28, Cal.  
Phone: HO 3-6844

Pres. in chg. of Prod....William F. Broidy  
Exec. Aide to Pres....L. W. (Ace) Herman  
Vice Pres. & Sec.....Edward J. Kaye  
Treasurer.....A. R. Nunes  
Story Editor.....Pat Betz  
Public Relations Dir.....J. L. Kaufman

*Services Offered*—Producers of television film-program series and features; producers of TV-film commercials. Studio rental and packaged shows.

*Productions*—"Wild Bill Hickok."

**British Information Services  
—Films Division  
(Agency of the British Government)**

30 Rockefeller Plaza, New York 20, N. Y.  
Phone: Circle 6-5100

Director.....Charles Dand  
Distribution Mgr.....Lester Schoenfeld  
Radio Officer.....Jack Aistrop  
Pub. & Adv. Mgr.....Joe Slevin

**Butterfield & Wolf, Inc.**

5 East 57th St., New York 22, New York  
Phone: PLaza 9-8620

President.....Alfred Butterfield  
Chairman & Vire-Pres....Thomas H. Wolf  
Treasurer.....Deborah York  
Secretary.....Lee Hazen  
*Services Offered*—Acquisition, distribution, and development of TV theatrical, and non-theatrical films.

*Productions*—Helen Keller in Her Story; the Miracle of the Sea.

**TFI-TV\***

"THE HEDWIGS"

FILMS FOR TV

DISTRIBUTION SERVICE

STOCK SHOTS

PRODUCTION

EXPERT EDITING

PRACTICAL FILM CONSULTANTS

\* **TELECAST FILMS, INC.**

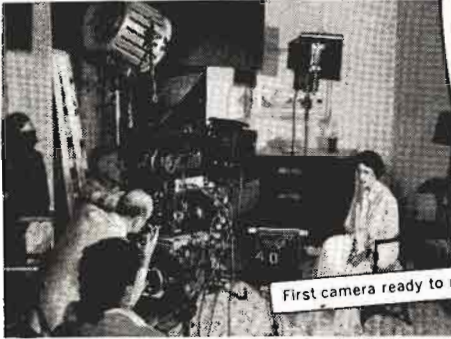
247 West 46th Street, New York 36, N. Y.

Judson 6-5480-1

Final sound mixing at one of Universal's modern sound studios



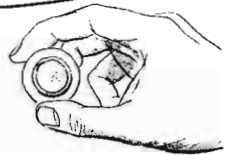
**UNITED WORLD  
GIVES YOUR  
TV COMMERCIALS  
the  
professional touch**



First camera ready to roll



Bud Westmore, famous make-up artist, preparing make-up for extreme close-ups



**AS** A SUBSIDIARY of Universal-International, United World utilizes the full facilities of the 350 acre Universal-International studio, Hollywood, California in the production of *television film commercials*. No other commercial film producer can match these film-making advantages. Only at United World can you get the *professional touch*... at less cost per production dollar.



A subsidiary of Universal Pictures Co., Inc.  
445 Park Avenue, New York, N. Y. PLaza 9-8000  
Production Headquarters, Universal-International Studio  
Universal City, California STanley 7-1211

**Some United World  
TV film commercial clients:**

B. F. GOODRICH	COCA COLA	GENERAL ELECTRIC	PHILIP MORRIS Marlboro Dunhill	SCHLITZ
BUDWEISER	COLGATE-PALMOLIVE Lustre Creme	GENERAL TIRE	PROCTOR & GAMBLE Joy Spic and Span	STUDEBAKER
BULOVA		LEVER BROS. Lux	R. J. REYNOLDS Camels	SUNSHINE BISCUITS
CHRYSLER CORP. DeSoto	DU PONT	PEPSI COLA		TONI

**C & C Television Corp.**

270 Park Ave., New York, N. Y.  
 Phone: PL 3-5600

President ..... Matthew Fox  
 Vice-Pres., Gen. Sls. Mgr. .... Erwin H. Ezzes  
 Administrative Director... Richard B. Morros  
 Publicity Director..... Gene Cogan  
 Sales Assistants.... A. Steloff, Ted Rosenberg,  
 N. Jacobs, C. Donigan

*Services Offered*—The entire production of RKO Radio Pictures. More than 740 of these features now available.

**S. W. Caldwell, Ltd.**

147 Jarvis St., Toronto 5, Ontario, Canada  
 Phone: Walnut 2-2103

President ..... Spence Caldwell  
 Vice-President..... Gordon F. Keeble  
 Comptroller..... S. H. Coxford  
 Creative Director..... John N. Heaton  
 Sales Executives..... George Proctor,  
 G. B. Quinney, Sid Banks

*Services Offered*—Radio and TV syndicated shows produced in U. S. and abroad, packaged on transcription, tape, film, also distribute tape recorders, transcription players, Tele-prompter, rear-screen projection units, music and sound effects libraries; produce commercials.

**Calhoun Studios**

266 East 78th St., New York 21, N. Y.  
 Phone: LEhigh 5-2120

President ..... Brian Calhoun  
 Vice Presidents..... William S. Kent,  
 Howard Kaiser

Secretary ..... Dietlinde Ruber  
 Studio Operations..... Howard A. Kaiser  
 Dir. of Adv. & Sales Prom..... C. P. Gennell

*Services Offered*—Producers of motion pictures for TV, industrials, sales promotion and entertainment. Slide films for education and sales. Complete sound stage for rent to outside producers, complete sound and editing facilities.

*Productions*—N. Y. Mirror Youth Program. Salt Water Rodeo, Grouse Hunt, Saga of the Sockeye, Fan-Tailed & Jet Action, Aborn's Coffee, Accessories. For Milady; producing films for National Coffee Ass., Hamilton Standard, United Aircraft Corp., Sagner Clothes, World Outdoors Inc., Coffee Brewing Institute.

**Carson-Stempel Enterprises**

717 N. LaCienega Blvd.  
 Los Angeles 46, Calif.  
 Phone: OLYmpia 2-1404  
 Partners..... Jack Carson & Frank Stempel

**ATLANTIC TELEVISION CORPORATION**

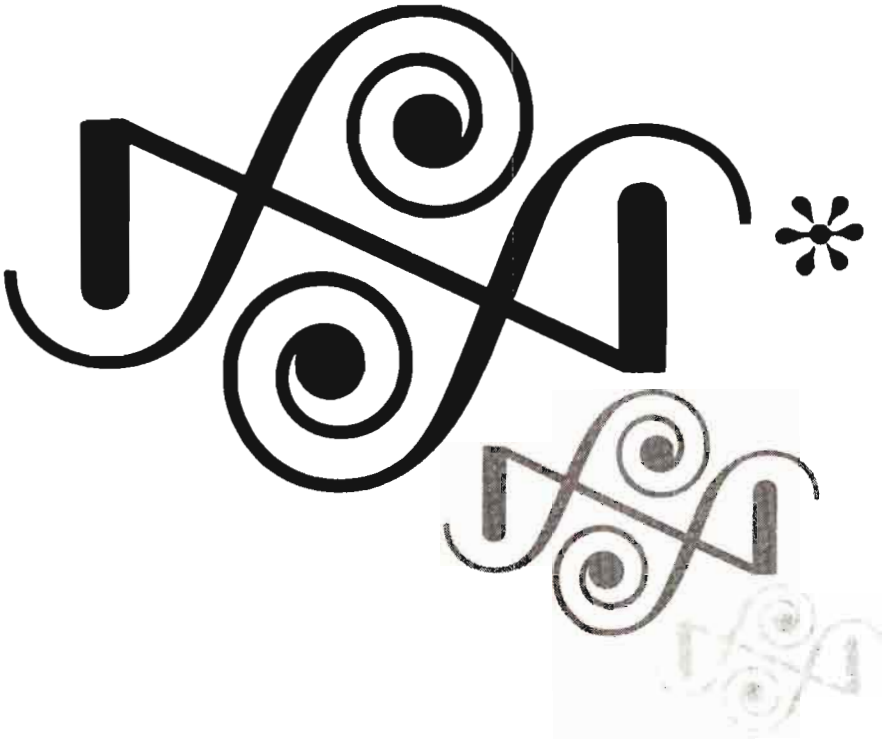
*The Most Respected Name in Television . . .  
 Growing With the Industry Since 1948!*



**R. M. SAVINI**  
 President

**DAVID A. BADER**  
 Vice President

**130 West 46th St. New York 36, N. Y.  
 JUdson 2-1287**



**\* NATIONAL SCREEN SERVICE CORPORATION**  
**TELEVISION AND INDUSTRIAL FILMS DIVISION**  
**509 MADISON AVENUE, NEW YORK 22, N. Y. • CIRCLE 6-5700**

**STUDIOS :**

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1600 BROADWAY

**LONDON**  
SOHO SQUARE

**HOLLYWOOD**  
7026 SANTA MONICA BLVD.

**For the production of your  
ideas, scripts or storyboards  
—it's service that counts—  
the complete production  
service of National Screen.**

**Cavalcade Television Programs**

7904 Santa Monica Blvd., Hollywood 46, Calif.  
 Phone: OLDfield 44144  
 N. Y. Phone: AAcademy 4-2781  
 President .....Harvey Pergament  
 Vice Pres. ....Earl M. Robins  
 Sec.-Treas. ....Esther Pergament  
*Services Offered* — Producers representative, distribution of motion picture films, exporter of TV programs.

**Cavalier Productions, Inc.**

9119 Sunset Blvd., Los Angeles 46, Calif.  
 Phone: CR 6-4174  
 President .....Robert Young  
 V.P. Chg. Prod.....Eugene B. Rodney  
 Secretary .....Ben Bisgeier  
*Services Offered*—Producing own television shows.  
*Productions*—“Father Knows Best.”

**Campus Film Productions, Inc.**

14 E. 53rd St., New York 22, N. Y.  
 Phone: PL 3-3280  
 President .....Nat Campus  
*Services Offered*—Film production under contract.

**Caravel Films, Inc.**

730 Fifth Ave., New York 19, N. Y.  
 Phone: CIRCLE 7-6110

President.....David I. Pincus  
 Vice-President .....Thelma Allen  
 V.P. Chg. of TV.....Calhoun McKean  
 Prod. Supr.....Mauri Goldberg  
 V.P., Chg. of Creative Planning.....Albert Z. Carr  
 Vice President.....F. Burnham MacLeary  
 Studio Manager.....David Kreeger  
 Chief. Art & Animation Dept.. Jack S. Semple  
 Chief Editor.....Lawrence Kreeger  
*Services Offered*—Production of documentaries, industrial, educational pictures, television spots, television packages, slide films, technical and cartoon animation.  
*Current Productions*—“You Are The Star,” Allied Stores; “Goal and the Way,” J. C. Penney, “Look to the Stars,” Calvert; Socony; U. S. Navy.

**CBS-TV Film Sales**

724 Fifth Avenue, New York 22, N. Y.  
 Phone: PLaza 1-2345

Vice-Pres. in Charge.....Merle S. Jones  
 V.P., Gen. Mgr.....Leslie Harris  
 Director of Operations.....Fred Mahlstedt  
 Sales Manager.....Wilbur S. Edwards  
 Prom. Mds. Mgr.....Walter A. Scanlon  
 Dir. of Publicity.....John C. Sebastian  
*Branch Offices*  
 410 N. Michigan, Chicago, Ill.  
 Phone: WH 4-6000

**FRANK FERRIN PRODUCTIONS**

Hollywood, Cal.

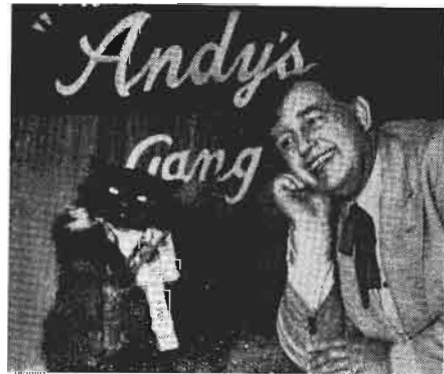
**“ANDY’S GANG”**

starring

**ANDY DEVINE**

and

**NINO MARCEL**



with MIDNIGHT, FROGGY the GREMLIN and SQUEAKY

6th year for Brown Shoe Co.

spot booked on 114 stations for Buster Brown Shoes





**GENE AUTRY**  
Star of  
**THE GENE AUTRY SHOW**



**PAT BUTTRAM**  
Featured as Pat in  
**THE GENE AUTRY SHOW**



**ROCKY LANE**  
Star of  
**RED RYDER**



**LOUIS LETTERI**  
Featured as Little Beaver in  
**RED RYDER**



**DICK JONES**  
Star of  
**BUFFALO BILL, Jr.**



**NANCY GILBERT**  
Featured as Calamity in  
**BUFFALO BILL, JR.**



**GAIL DAVIS**  
Star of  
**ANNIE OAKLEY**



**JIMMY HAWKINS**  
Featured as Tagg in  
**ANNIE OAKLEY**



**BARRY CURTIS**, co-starring  
as Ricky in **THE ADVENTURES OF CHAMPION**



**CHAMPION THE WONDER HORSE**, Star of **THE ADVENTURES OF CHAMPION**



**BLAZE**, featured as Rebel in **THE ADVENTURES OF CHAMPION**



**JACK MAHONEY**  
Star of  
**THE RANGE RIDER**

To the  
**78 SPONSORS**

and Their Advertising Agencies

To the  
**221 TV STATIONS**

Covering Every Major Market  
in the U.S.

... and To Their  
**50,000,000 WEEKLY  
TV VIEWERS**

The Stars of These  
Outstanding Shows\* and

*Flying A Productions*

Extend many thanks to all those who  
helped our company become the fore-  
most producers of adventure Television  
Film entertainment.

\*All shows distributed by CBS Television Film Sales, Inc.

*Flying A Productions* 6920 Sunset Blvd  
Hollywood, Calif.  
GENE AUTRY • ARMAND SCHAEFER •  
MORDELL I. HAMILBURG



Exec. in Charge.....Wm. Perkinson  
 1313 N. Vine St., Los Angeles 28, Cal.  
 Phone: HOLlywood 9-1212  
 Exec. in Charge.....Thomas Moore

**Hu Chain Associates**

40 East 40th St., New York 16, N. Y.  
 Phone: MUrray Hill 5-7220  
 Owner.....Hubert V. Chain  
 Services Offered—Custom built video film programs and commercials.

**Bruce Chapman Co.**

55 W. 42nd St., New York 36, N. Y.  
 Phone: Wisc. 7-9244  
 President.....Bruce Chapman  
 V.P. & Treas.....Edna Chapman  
 30 Rue Chalgrin, Paris, France  
 Phone: Passy 70-44  
 Director.....Michael Alexander  
 Services Offered—Producer of TV films and commercials; industrial and educational films; dubbing in U. S. and Europe.

**Charter Oak Tele-Pictures**

846 7th Ave., New York 19, N. Y.  
 Phone: Circle 6-2508  
 President.....Louis Cavrell  
 Secretary.....Otis Cavrell  
 Treasurer.....Ira Cavrell

Services Offered: Production facilities for TV and industrial 16 and 35mm color and black-and-white films. Medical and dramatic films.

Productions—Marita Bread, Roy Doty and Chase National Bank shows. Heinz 57. Bea, Standard Oil.

**Jack Chertok Productions**

1040 N. Las Palmas Ave., Hollywood, Calif.  
 Phone: HOLlywood 3-5106  
 Producer.....Jack Chertok  
 Assoc. Prod., Prod. Mgr.....Harry Poppe  
 Art Director.....Howard Campbell  
 Casting Director.....Ruth Burch  
 Cameraman.....Robert Pittack  
 Services Offered—Series and commercials.  
 Productions — “Private Secretary,” “Cavalcade of America,” and “Lone Ranger.”

**Cheryl TV Corp.**

630 Ninth Ave., N. Y. 36, N. Y.  
 Phone: Circle 6-1717  
 President.....Simon Lipson  
 Vice-President.....Jack Broder  
 442 N. Las Cienga Blvd., Los Angeles, Calif.  
 Phone: Oleander 5-8440  
 Services Offered—Producers, distributors of films.

In this whole-wide MAGNAVISTIC CINEMASCOPIC VISTAVISTIC

CINERAMIC KINESCOPIC film world only . . .

**BARNETT INTERNATIONAL FORWARDERS, INC.**

• 723 7th AVE., N.Y.C., Circle 5-6080 • 6364 SANTA MONICA BLVD., L. A., HOLLYWOOD 4-6221  
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. . . is equipped every way for

- RECEIVING, CHECKING AGAINST LAB. & SUPPLY ORDERS, PACKING & SHIPPING
- ALL EXPORT DOCUMENTATION, INSURANCE & FOREIGN COLLECTIONS
- U. S. CUSTOMS CLEARANCES AS GOVERNMENT LICENSED BROKERS
- SHIPPING FILM & EQUIPMENT TO & FROM FOREIGN LOCATION UNITS
- KNOW-HOW OF MORE THAN 70 YEARS' SERVICE



# McCADDEN PRODUCTIONS

1040 N. Las Palmas • • Hollywood

**The  
GEORGE BURNS  
and  
GRACIE ALLEN  
SHOW**

**The  
BOB CUMMINGS  
SHOW**

Created and Produced by  
**PAUL HENNING**  
(A Laumac Production)

**The  
PEOPLE'S  
CHOICE**  
Starring  
**JACKIE COOPER**  
Created and Produced by  
**IRVING BRECHER**  
(A Norden Production)

**IMPACT**  
Created and Produced by  
**AL SIMON**  
for NBC



**McCADDEN  
COMMERCIAL  
CORP.**

Spot Commercials  
and Industrial Films

**Cineffects, Inc.**

115 W. 45 St., New York 36, N. Y.  
Phone: CIrele 6-0951

President .....Nathan Sobel  
Secretary-Treasurer .....Irving Hecht  
*Services Offered*—Special optical effects, photography of titles, animation, trailers, song reels, slide films, TV presentations in 16 and 35mm. black and white and 16mm. Kodachrome. E. K. and Ansco negative-positive color.

**Cinema Research Corporation**

7000 Romaine St., Hollywood 38, Calif.  
Phone: OLdfield 4-4117

President .....Harold A. Scheib  
Vice-President .....Ernest W. Arcella Jr.  
*Services Offered*—Complete optical printing service, specializing in color duplicate negatives and blow-up release prints.

**Cinema Service Corp.**

106 West End Ave., New York 23, N. Y.  
Phone: TRafalgar 3-1411

President .....Joseph Seiden  
Camera Department .....Harold H. Seiden  
Sound Department .....Herbert C. Bloom  
Set Design .....James Pratt  
Sales .....Phillip Feld

*Services Offered*—Producers of general entertainment, documentary programs and spot commercials for TV.

**Cinema-Vue Corporation**

243 W. 55th St., N. Y. 19, N. Y.  
Phone: JUdson 6-1336

President .....Joseph P. Smith  
V.P., Gen. Sls. Mgr. ....Francis D. Smith  
Secretary .....James Stevenson  
*Services Offered* — Westerns, features, shorts.

**Cinescope Films**

25 Robbin Hill Rd., Scarsdale, N. Y.  
Phone: SC 3-3963

President .....George L. George  
*Services Offered*—Industrial, documentary, theatrical and TV films to order.

**Cine-Tele Productions**

6325 Santa Monica Blvd., Hollywood 38, Calif.  
Phone: HOLlywood 5-3376

Executive Producer .....Harry J. Lehman  
Secretary .....Jacques R. Lehman  
Associate Prod. ....Jesse Davis  
*Services Offered*—Production services for television film and industrial, educational, and training films in black and white or color. 16mm. or 35mm.

SERVICES

---

TV  
Commercials

---

TV  
Programs

---

Industrial  
Films

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Complete studio  
production  
facilities

Lackawanna 4-2912  
CLIENTS

- American Tobacco Co.
- Arison Jewelry
- The Best Foods, Inc.
- Boyle-Midway Inc. (Aeroshave)
- Carter Products, Inc. (Rise)
- Centaur-Caldwell Div. Sterling Drug Co
- Colgate-Palmolive Co
- Dannon Milk Products, In.
- J. H. Filbert, Inc.
- Giffin Mfg Co
- The Gruen Watch Co
- Oldsmobile — General Motors Corp
- Simoniz Co.
- Spiedel Co
- Turn-A-Bed
- United Gas Corp.
- The J. B. Williams Co. (Centri)

VIDEO PICTURES, INC.

500 Fifth Avenue New York 36, N. Y.

LARGEST AND FINEST PRIVATELY OWNED STUDIO IN THE EAST

**TV FILM PROGRAMS:**

- Groucho Marx's "You Bet Your Life" (6 years)
- "Mark Twain Theater" with J. Carroll Naish
- "See Hollywood" with Louella Parsons
- Jackie Gleason's "Life of Riley"
- Among stars filmed: Robert Mitchum, Jane Russell, Jack Webb, Fred Allen, Walter O'Keefe, Red Skelton, Jimmy Durante and Jane Wyman

For  
Agencies

**FILMED For TV**  
(Partial List)

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BBD&O  
Benton & Bowles  
Biow  
Bryan Houston, Inc.  
Russel Seeds  
J. Walter Thompson  
Warwick & Legler

For  
Networks  
ABC  
CBS  
NBC

Bulova  
Chevrolet  
DeSoto-Plymouth  
Elgin American  
Pabst Blue Ribbon Beer  
Procter & Gamble  
Standard Oil Company

**FILM CRAFT**  
PRODUCTIONS

Also producing theatrical features.

Complete and fully equipped motion picture studios with personnel and equipment to handle your every video film need.

Filmcraft's patented multiple camera and sync control process.

**FILM CRAFT PRODUCTIONS**

8451 MELROSE AVE., LOS ANGELES

OLIVE 3-2430

ISIDORE LINDENBAUM, President & Executive Producer

HOLLYWOOD • CHICAGO • NEW YORK

*Productions*—This Is the National Guard; The 1956 Olympic Story; five 50 second safety commercials; Traffic Accident Investigation.

●  
**Circle Film Laboratories, Inc.**

33 West 60th St., New York 23, New York  
*Phone:* COLUMBUS 5-2180

President.....Herbert R. Pilzer  
Vice-President.....Louis B. Stillman  
Secretary.....David M. Stillman  
Laboratory Supt.....Joseph M. David  
Production Manager.....Fred G. Todaro  
Sales Manager.....Emmet R. Salzberg  
Service Manager.....J. T. Baker  
*Services Offered*—Developing and printing of B & W and color film.

*Productions*—Douglas Fairbanks, Jr., Presents: My Little Margie; Foreign Intrigue.

●  
**Clairmont Films**

2122 No. Highland Ave., Hollywood 28, Calif.  
*Phone:* NO 2-4732, WY 1491

Owner.....Leonard Clairmont  
Secretary.....Ingrid Hult  
*Services Offered*—Complete production for industry television, churches and educational institutions, commercial TV spots and travel films.

*Productions*—Polynesian Holiday.

●  
**Color Service, Inc.**

115 W. 45th St., New York 36, N. Y.  
*Phone:* JU 6-0853

●  
**Commodore Productions and Artists, Inc.**

971 N. La Cienega, Hollywood 46, Cal.  
*Phone:* CRestview 1-7106

Pres., Exec. Prod.....Walter White, Jr.  
Assoc. Producer.....William C. Heath  
Production Mgr.....Vernon Keays  
Coordinator.....Eleanor Payne  
Film Editor...Robert Warwick, Jr. (A.C.E.)  
Art Director.....James Sullivan  
*Services Offered:* Hopalong Cassidy—104 episodes transcribed open-end for radio ½ hr.; 156 Episodes, The Clyde Beatty Show, Radio, transcribed open end shows ½hr.: TV, 13 ½hr. films in color.

*Productions:* "Perils of the Jungle."

●  
**Commonwealth Film & Television, Inc.**

723 Seventh Ave., New York 19, N. Y.  
*Phone:* Circle 5-6456

President.....Mortimer D. Sackett  
Sec., Treas.....S. Sackett  
*Services Offered*—TV producers and distributors.

●  
**Conne-Stephens Productions, Inc.**

**General Service Studios**

1040 N. Las Palmas Ave., Hollywood 38, Cal.

MERCURY INTERNATIONAL  
PICTURES, INC.

6611 Santa Monica Blvd. — Hollywood 38  
Hollywood 5-1101

**T**HROUGH these pages pass the most astute buyers of motion pictures in the world.

To those who buy and sponsor commercial motion pictures for industry or education, distributed through non-theatrical channels or on television, we ask for the opportunity to present our facilities and qualifications as your producer.

Send for "A Few Facts About Audio"



## **AUDIO PRODUCTIONS, INC.**

Film Center Building

630 Ninth Avenue

New York 36, N. Y.



**Frank Cooper Associates  
Agency**

233 S. Beverly Dr., Beverly Hills, Calif.  
Phone: CR 5-4128

521 Fifth Ave., New York 17, N. Y.  
Phone: VAnDerbilt 6-5661-2

Owner ..... Frank Cooper  
V.P., Chg. N. Y. Office..... Sy Fischer  
Mgr. Hollywood Office..... Martin Sperber  
*Services Offered*—Personal management of talent and writers as well as the production of radio and television shows.

*Current Prods.* — First Nighter; Inside U. S. A.

**Cornell Films, Inc.**

1501 Broadway, New York 36, N. Y.  
Phone: WISconsin 7-6650

President..... J. Milton Salzburg  
V.P., Sales Mgr..... David B. Dash  
*Services Offered*—Producers and distributors of motion picture films for TV.

**Coronet Instructional Films**

65 E. South Water St., Chicago 1, Ill.  
Phone: DEarborn 2-7676

President ..... John Smart  
Executive Vice-Pres..... A. L. Blinder  
Vice-Pres. Production..... J. M. Abraham  
Director of Distribution..... E. C. Dent  
Sales Manager..... E. N. Nelsen  
*Services Offered*—600 films for family audiences, in black and white or color.

**Tom J. Corradine &  
Associates**

5746 Sunset Blvd., Hollywood 28, Calif.  
Phone: HO 2-4448

President ..... Tom Corradine  
Vice President..... Kyle C. Thomas  
Sales Mgr..... Haan Tyler  
Secretary ..... Marion Wrenn  
*Services Offered*—Service Television stations and agencies with all types of film westerns, half hour and fifteen minute shows programming. Library includes: Features, produced especially for TV.

**Jerry Courneya  
Productions, Inc.**

633 No. Almond Dr., West Hollywood 46, Cal.  
Phone: CRestview 4-5621

President ..... Jerry Courneya  
Production Supervisor..... Igor Kantor  
Sales Manager..... John Thompson  
*Services Offered*—Producers and distributors of films, 2nd unit photography, stock footage library.  
*Productions* — Two hour live and film water show. 52 in series.

**Clayton W. Cousens  
Productions  
Inc.**

436 West 57 St., New York 19, N. Y.  
Phone: CO 5-7380

*Mr. Producer*  
**100 MILLION FEET  
OF SOUND  
CAN'T BE WRONG!**

*That's the opinion of hundreds of  
producers using Reeves facilities.*



**REEVES SOUND STUDIOS, INC.**

304 EAST 44th STREET • NEW YORK 17, N. Y. • OREGON 9-3550

*The Largest Sound Service Organization in the World.*

RCA Licensee

Western Electric Licensee

**FOUR  
STAR  
PLAYHOUSE**

**DUPONT  
CAVALCADE  
THEATRE**



**FOUR STAR FILMS, INC.**



**STAR  
AND THE  
STORY**

**STAGE  
7**

President.....Clayton W. Cousens  
**Director** .....Ralph Porter  
 Vice-President.....John Cousens  
 Head Cameraman.....Vachel Blair  
*Services Offered*—Filming of commercial spots for television, also film documentary jobs. 60 by 25 studio, make-up room, cutting room, sound booth, etc. Quality work in 16 mm and 35 mm, preferably the latter.

●  
**Creativision**

1780 Broadway, New York 19, New York  
*Phone:* Circle 5-4830

President .....Victor Kayletz  
 Director of Sales.....Douglas Baker  
 Art Director.....Abe Blashko  
 Animation Supervisor.....Robert Cooke  
*Services Offered*—TV advertising consultation service acting as agency or company television promotion and production department. Creative planning, storyboards, staging, animation and live.

●  
**Bing Crosby Enterprises, Inc.**

9028 Sunset Blvd., Los Angeles 46, Calif.  
*Phone:* Crestview 1-1171  
*N. Y. Phone:* PLaza 7-2277

President.....Everett N. Crosby  
 Vice President.....John O'Melveny  
 Vice President-Secretary..Todd W. Johnson  
 Exec. V.P.....Basil F. Grillo  
 V.P. Chg. Sales.....Charles B. Brown

Treasurer-Controller.....Homer O. Duerr  
*Services Offered*—Development of program ideas for film and actual completion from idea to film production.

●  
**Crossroads TV Productions,**

1121 South Glenstone Ave., Springfield, Mo.  
*Phone:* 2-4422

Vice-Pres., Mgr.....E. E. Simon, Jr.  
 J. B. Mahaffey  
*Services Offered*—Packages, productions.  
*Productions*—Ozark Jubilee.

●  
**Crystal Pictures, Inc.**

1564 Broadway, New York 36, N. Y.  
*Phone:* PLaza 7-5130

President .....Melvin M. Hirsh  
*Services Offered*—Distributor of features, western, dramas and travelogues.

●  
**Shamus Culhane Prod., Inc.**

207 East 37th St., New York, N. Y.  
 8802 Melrose Ave., Hollywood, Calif.  
*Phone:* N. Y. MU 8-2243, Calif. CH 4-5935  
 Producer, N. Y.....Shamus Culhane  
 Producer, Hollywood.....William Hurtz  
 Director .....Irwin Wallman  
 Casting .....Maxine Marx  
*Services Offered*—Animated and live action TV spots and industrial films.  
*Productions*—Phillies Cigars; U. S. Air Force; Quaker Puffed Wheat and Rice; Vitalis, G.E. Noxzema, Jergens Lotion.

# ROGERS & COWAN

## *Public Relations*

Beverly Hills

New York

**Cummings Productions**

39 W. 53rd St., N. Y., N. Y.  
Phone: PL 7-6452

President.....R. W. Cummings  
Sales Director.....D. E. Fellows  
Production Manager.....Clyde Sechler  
Business Manager.....David Shay  
*Services Offered*—Creation and Production of commercials, TV and radio. Production of industrial shows.

**Gordon M. Day Prods.**

108 E. 30th St., New York 16, N. Y.  
Phone: ORegon 9-3595

Writer-Composer.....Gordon M. Day  
Director, Producer.....Carol Bulkley  
Production Mgr.....Edith Adelson  
Treas. ....Leo Reich  
*Services Offered* — TV-radio consultants, writers-producers of jingle, spot, and film packages.

**D & R Television Film Co.**

12 East 57th St., N. Y., N. Y.  
Phone: PLaza 3-7920

Executive Producer.....Wm. R. Decring  
Gen. Mgr., Gen. Sls. Mgr.....R. H. Rubin  
Special Partner.....J. R. Rubin  
*Services Offered*—Producers of TV programs on films.

**D. P. M. Productions, Inc.**

62 W. 45th St., New York 36, N. Y.  
Phone: MU 2-0040

President.....Maurice T. Groen  
Vice-Presidents .....E. Fischel;  
R. Groen

**De Frenes Co.**

1909 Buttonwood St., Philadelphia 30, Pa.  
Phone: RIttenhouse 6-1686

Pres., Gen. Mgr.....Joseph De Frenes  
*Services Offered*—Production of 16mm. & 35mm. films, black & white, color.

**Demby Productions, Inc.**

Hotel Plaza, 1 West 58th St., N. Y. 19, N. Y.  
Phone: PLaza 9-2495

President.....Emanuel H. Demby  
Vice-President .....Harry Meltzer  
Secretary-Treasurer .....Mildred Demby  
Dramatic Scripts.....Betty Jeffries  
Research.....Dr. S. Levine  
Story Editor.....Al Marshack  
*Services Offered*—TV live and film production; theatrical release, public relations; affiliated with Motivation Research Associates for study of audience preferences.

*Productions* — "Hollywood to Broadway" (film series), Half the World's A Bride; Alfred E. Smith Story; Witch On Wheels.

van praag  
productions

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INDUSTRIAL AND TELEVISION FILMS

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NEW YORK 19, NEW YORK  
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**Dephoure Studios**

782 Commonwealth Ave., Boston 15, Mass.  
Phone: BEacon 2-5722

Owner.....Joseph Dephoure  
Services Offered—Motion picture production, studio facilities, processing laboratory, b&w and color printing, editing, slides and slidefilms, magnetic and sound on film recording.

**Depicto Films, Inc.**

254 W. 54th St., New York 19, N. Y.  
Phone: COlumbus 5-7620

President .....John Han-  
Exec. V.P.....Jack R. von Maur  
Vice President.....Charles S. Hans  
Gen. Production Mgr.....Carl V. Ragsdale

Services Offered—All types visual media—motion pictures, motion slidefilms (filmagraphs), television commercials, 3-D and 2-D photography, filmstrips, sound slidefilms, slides, telops, widescreen panoramic filmstrip presentations, artwork, animation, writing services.

**Louis deRochemont Associates**

380 Madison Ave., N. Y. 17, N. Y.  
Phone: OXford 7-0350

President.....F. Borden Mace  
Services Offered—Production and distribution of films on order.

**Desilu Productions, Inc.**

Business Office:  
846 No. Cahuenga Blvd., Hollywood 38, Calif.  
Phone: HOllywood 9-5981

President .....Desi Arnaz  
Vice-President .....Lucille Ball  
Exec. V.P.....Martin Leeds  
Vice President.....Argyle Nelson  
Vice President.....Andrew G. Hickox  
Exec. Prod.....Samuel Marx  
Treasurer .....Edwin E. Holly  
Publicity .....Ken Morgan

Services Offered—Complete production facilities for entertainment and commercial films from script to final editing.

Productions—"I Love Lucy," "December Bride"; technical producers of "Make Room for Daddy," "It's Always Jan," "Our Miss Brooks," "The Lineup," "Wyatt Earp," "My Favorite Husband," "Forever, Darling," Zanra production for MGM.

**Walt Disney Studio**

2400 W. Alameda Ave., Burbank, Calif.  
Phone: Cal.:TH 2-6131; N. Y.: PL 9-3880  
Chairman of Board.....Walt Disney  
President .....Roy Disney  
Treasurer .....Paul L. Pease  
Studio Prod. Mgr.....W. H. Anderson  
Adv., Publicity Head.....Card Walker

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since the birth of television we have been the most consistent suppliers of the best documentaries available to virtually every TV station in the country at the most reasonable prices.

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c/o Centaur Studios, 7657 Melrose Ave.  
Hollywood, Calif.  
Phone: HO 4-7574

Producer-Director ..... Jack Douglas  
Camera ..... Bill Morrison  
*Services Offered*—52 half-hour documentary films for distribution.

*Productions* — “I Search for Adventure.”  
“Kingdom of The Sen,” “Golden Boy.”

**Sherman H. Dryer  
Productions**

17 E. 48 St., New York 17, N. Y.  
Phone: PLaza 5-4730

President..... Sherman H. Dryer

**Dudley TV Corp.**

9908 Santa Monica Blvd., Beverly Hills, Calif.  
Phone: CR 1-7258  
501 Madison Ave., New York, N. Y.  
Phone: EL 5-1076

President ..... Carl Dudley  
Exec. Vice-Pres..... Don McNamara

**Dynamic Films, Inc.**

112 West 89th St., New York 24, N. Y.  
Phone: TRafalgar 3-6221

President ..... Nathan Zucker  
Exec. Prod..... Lester R. Bobker  
Film Dist. Dir..... Helen R. Krist  
Editorial Chief..... Irving Oshman

Production Mgr..... Sol S. Feurman  
*Services Offered*—Complete motion picture production in both 16 mm and 35 mm. Sound recording studios fully equipped for complete service. Film distribution, producers for television, industry, institutional, commercials, open end TV film program series.

*Productions* — “On Stage With Monty Woolley,” “Christmas Carols,” “Speed Classics,” “A Place To Live,” “Operalogs,” “Young Audiences;,” “Writers of Today,” “Let’s Have Music,” “Roses & Champagne.”

**East Coast Television, Inc.**

157 E. 69th St., New York, N. Y.  
Phone: RE 7-9200

President ..... John Gilmour  
Exec. Vice-Pres..... W. Huston, E. R. Baker  
Treas., Prod. Mgr..... Ben Kranz  
*Services Offered*—TV films for commercials, industrials, sales, etc.  
*Productions*—“Pall Mall,” “Molsums Ale,” RCA.

**Easton Films Inc.**

334 East 74th St., New York, N. Y.  
Phone: TR 9-4830

President ..... Theodore Bennahum  
Vice-Pres. .... Ralph Elan  
Sec. and Treas..... Sidney Estridge  
*Services Offered*—Complete facilities for film productions, cutting rooms, projection rooms, drive-in facilities, clients’ office, very high ceilings.

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ALEX LEFTWICH

SEAVER-LEFTWICH, INC.

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New York 16, N. Y.

MUrray Hill 4-1705



**Educational Films Corp.  
Of America**

1501 Broadway, New York 36, N. Y.  
Phone: PEEnnsylvania 6-1780

President.....Earl W. Hammons  
Vice President.....V. H. Hammons  
Vice-Pres.....Bernard J. Prockter  
Treasurer.....John Prockter  
Secretary.....L. Loweninthan

*Services Offered*—Films for theatrical release, for educational purposes, television shows live or on film. Producing on the West Coast and in New York.

●  
**Dougfair Corp.**

666 N. Robertson Blvd., Los Angeles 46, Cal.  
Phone: CReStview 1-8107

President.....H. Alexander MacDonald  
V.P., Treas.....Fred Hoar  
Vice Pres.....Irving Rubine  
*Services Offered*—Producer of TV series.

●  
**Elan-Porter Productions Inc.**

19 W. 45th St., N. Y., N. Y.

President.....Raphael Elan  
Exec. V.P., Production.....Ralph Porter  
*Services Offered*—Producers of film commercials. series; animation.

**Peter Elgar Productions, Inc.**

18 E. 53rd St., New York, N. Y.  
Phone: MU 8-5626

President.....Peter Elgar  
Vice Pres.....Julius Edelman  
Sec'y-Treas.....Jessie B. Anderson  
*Services Offered*—Producers of industrials, documentaries and films for television.

*Productions*—Half-hour color films: "Beer Belongs," for the U. S. Brewers Foundation, Inc.; "The Schaefer Story" for the F & M Schaefer Brewing Co.; "From the Atlantic to the Pacific," for the Pabst Brewing Co.; commercials: Cheer; Gulf Oil Co.; A. T. & T.; Dromedary Cake Mixes; La Rosa Spaghetti; Domino Sugar; Beechnut Gum; Burmil Stockings; Remington Shavers.

●  
**Elliot-Unger-Elliot**

414 West 54th St., New York 19, N. Y.  
Phone: JUdson 6-5582

President.....Stephen Elliot  
V.P.....William H. Unger  
Treasurer.....Michael Elliot  
Controller.....William Sohl  
Casting Director.....Mary Jean Allen

*Services Offered*—Specializing in TV filmed commercials. Two large sound stages completely set up for service to advertising agencies.

*Current Productions* — Eastman Kodak. Tide. Scott Paper. Ivory, Brillo, Campbell

TR7-7600

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NEW YORK CITY 23, N.Y.

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**Empire Production Corp.**

480 Lexington Ave., New York, N. Y.  
Phone: PL 9-4500

President ..... Arthur Lubo  
Vice President..... Fred De Jaeger  
Sec'y-Treas..... Helen D. Kelleher  
Gen. Oper. Mgr..... William Reilly  
Acct. Exec..... David Lion

*Services Offered*—Complete film production facilities: Air conditioned studios; 2 screening rooms, editing, production and filming of spots, programs; industrials: packing, shipping, library service.

**Robert J. Enders, Inc.**

1001 Connecticut Ave., N.W.,  
Washington 6, D. C.

Phone: STerling 3-2222

President..... Robert J. Enders  
Exec. Vice-President .... Howard A. Enders  
Vice-Pres. Sls..... Ray Hill

V.P. & Exec. Prod..... Robert L. Friend  
General Manager..... Gus Eisenman  
Director of Scripts..... Grace Waldman  
Coordinator ..... Mimi Griffin  
Production Mgr..... Stanley Bass

*Services Offered*—Producers of motion pictures for television and industry. Commercials; animation; consultants. Complete production from concept and story board. Packers of programs for local sponsorship.

*Productions* — Charles Goren on Bridge (series). The Roger Hornsby Baseball School (series). Escape Route; Bombproof; Tomorrow-Today (series); The Daily News Story.

**Endorsements, Inc. (TV)**

65 East 55th St., New York 22, N. Y.

Phone: PLaza 1-0320

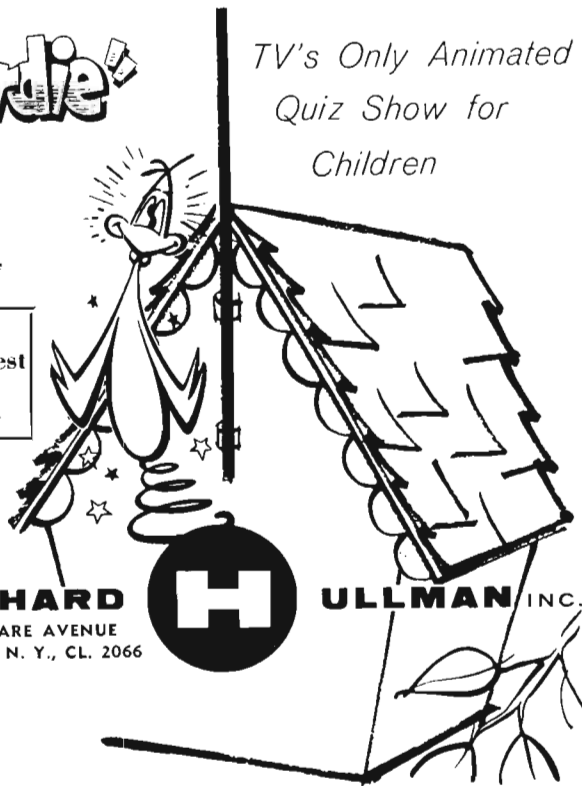
President ..... Jules Alberti  
Vice-Pres. .... Dr. Harold S. Wadro  
Sec.-Treas. .... Carol Batchelder  
Asst. to Pres..... Chris Anderson

*Services Offered*—Endorsements and testimonials live and film for TV.

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TV's Only Animated Quiz Show for Children

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Barcelona No. 15, Mexico 6, D.F. Mex.  
Phone: 35-10-44

President.....General Juan F. Azcarate  
Rep. to Adv. Agencies.....Jesus Nieto M.  
Secretary.....Srita. Blanca Martinez

*Services Offered*—Production, distribution and exhibition of weekly theatre reels, minute films and commercial spots.

**Excelsior Pictures Corp.**

1564 Broadway, New York 36, N. Y.  
Phone: Circle 5-6157

President.....Walter Bibb  
*Services Offered*—Distribute various features and shorts.

**Explorers Pictures Corp.**

1501 Broadway, New York, N. Y.  
Phone: LO 4-5592

Pres.-Gen. Sales Mgr.....Jules B. Weill  
Asst. Sales Mgr.....Samuel Greller  
Chief Booker.....Monty Raphaelson

*Services Offered*—Motion picture films for TV, feature and half hour length.

**Family Films, Inc.**

1364 N. Van Ness Ave., Hollywood 28, Calif.  
Phone: HO 4-1176

Pres., Supervisor Prod.....Sam Hersh

Assoc. Prod.....Pierre Couderc  
Assoc. Prod.....Roy Luby  
*Services Offered* — Inspirational films for TV, church, educational and non-theatrical release.

**Family Theatre**

7201 Sunset Blvd., Hollywood 46, Calif.  
Phone: HOLLYWOOD 2-1317

Pres.-Prod.....Father Patrick Peyton, C.S.C.  
Vice-Pres.....Jerome Lawyer  
Sec.-Treas.....Father John T. Corr, C.S.C.  
Assoc. Prod.....Father Philip Higgins, C.S.C.

*Services Offered*—Complete TV film rentals.  
*Productions*— 15 half hour religious rentals.

**Jerry Fairbanks Productions**

6052 Sunset Blvd., Hollywood 28, Calif.  
Phone: HOLLYWOOD 2-1101

Pres., Exec. Producer.....Jerry Fairbanks  
Sales Mgr. (Chicago).....Fenton McHugh  
Production Manager.....John McKennon  
Sales Mgr. (Hollywood).....John Forsyth  
Sales Manager (N. Y.).....Edward Cullen  
Studio Manager.....Robert Scrivner  
Head, Creative Dept.....Leo S. Rosencrans

*Services Offered*—Producers of all types of films for television, including package programs, agency shows, spot announcements, and special featurettes. Also commercial and theatrical motion picture producers.

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*Industrial Films*



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120 El Camino, Beverly Hills, Calif.

Phone: BRadshaw 2-8031

President ..... Don Fedderson  
 Vice President..... Fred Henry  
*Productions*—"Liberace," "Life With Elizabeth," "The Betty White Show," "Millionaire," "Do You Trust Your Wife?"

**Federal Telefilms, Inc.**

1041 N. Formosa Ave., Hollywood 46, Calif.

Phone: HOLlywood 7-5111

President..... William (Buster) Collier  
 Vice President..... Harry Joe Brown  
 Secretary..... Louis L. Goldman  
 Chairman Bd. of Dir..... Randolph Scott  
*Services Offered*—Producers of Filmed TV shows.  
*Productions*—"Crossroads."

**Paul J. Fennell Co.**

404 N. La Cienega Blvd., Los Angeles 48, Cal.

Phone: CRestview 6-0847

40 E. 40 Street, New York 16, N. Y.

Phone: LExington 2-2384

Owner-Producer..... Paul J. Fennell  
 Technical Dir..... John E. Burke  
 Business Manager..... Claudia Rinaldi  
*Services Offered*—Producers of Public Relations, training and commercial films; live action and animation; specializing in animated cartoons, safety series for Ford Motor

Co.; TV commercials include Campbell's Soup, Schmidt's Beer, Rice Krispies, U. S. Keds; U. S. Royal Master Tires; Mounds & Almond Joy.

**Frank Ferrin Productions**

6528 Sunset Blvd., Hollywood 28, Calif.

Phone: HOLlywood 9-3628

Producer-Director ..... Frank Ferrin  
 Assoc. Producer..... Ralph Ferrin  
 Casting Director..... Virginia Mazzuca  
 Chief Cameraman..... Alan Stensvold  
*Productions*—"Andy's Gang."

**Filmack Corp.**

1327 S. Wabash Ave., Chicago 5, Ill.

Phone: HArrison 7-3395

President ..... Irving Mack  
 Treasurer ..... Joe Mack  
 Secretary ..... Bernard Mack  
 Prod. Manager..... Pat Cascio

*Branch Office*

341 W. 44th St., New York, N. Y.

Phone: PLaza 7-0900

TV Sales Manager..... Don Mack  
 TV Production Mgr..... Jack Saperstein  
*Services Offered*—Theatre & TV commercials specializing in cartoon stop motion and animation. Creative staff available for agency use.

**Film Classic Exchange**

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ROBERT W. LARSEN

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TWX LA 1995

HOLLYWOOD 2-6937

Phone: HOLlywood 7-4255

Manager.....Charles H. Tarbox

*Services Offered*—Library comprises more than 3,000 titles from 1895 to 1940; package features and westerns.

**Filmcraft Productions**

8451 Melrose Ave., Los Angeles 46, Calif.  
 Vice-President.....Charles Straus  
 Production Super.....Ferenz Fodor  
 Supervising Ed.....Norman Colbert  
 Film Distribution Mgr.....John Detra  
 Editor.....Bob Ford

*Services Offered*—Create, film and produce television programs, commercials, government and business motion pictures.

*Productions* — Groucho Marx "You Bet Your Life," "The Mark Twain Theater."

**Filmeffects of Hollywood**

1153 N. Highland Ave., HOLlywood 38, Calif.

Phone: HOLlywood 9-5800

Manager.....Charles Leeds

*Services Offered*—Specialized 35mm and 16mm color and black and white laboratory services for motion pictures and television.

**Film Images, Inc.**

1860 Broadway, New York, N. Y.

Phone: Circle 7-1877

President.....Rosalind Kossoff  
 Vice President.....Nicholas Bongard  
 Treasurer.....Harry Bimberg

**Filmaster Productions, Inc.**

650 N. Bronson Ave., HOLlywood 4, Calif.

Phone: HOLlywood 9-8321

President.....Robert W. Stabler  
 Vice-Pres.....Glenn N. Cook  
 Secretary.....Clifford Enger  
 Treasurer.....Patricia Tracey

*Services Offered*—Production all types TV Films.

*Productions*—"Gunsmoke."

**Films of the Nations, Inc.**

62 W. 45th St., New York 36, N. Y.

Phone: MUrray Hill 2-0040

Pres.....Henry M. Moolman  
 Vice President.....Birger Nordholm  
 Treasurer.....Henry Pillichody  
 Secretary.....William Rosenfeld  
 Exec. Dir.....Maurice T. Groen

**Film Studios of Chicago**

135 S. LaSalle St., Chicago, Ill.

Phone: Central 6-8147

Gen. Sl. Mgr.....H. A. Spanuth

*Services Offered* — Producers, distributors of film shorts.

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7000 ROMAINE

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**Film Vision Corp.**

*M. C. Pictures, Inc.*  
 1501 Broadway, N. Y., N. Y.  
 Phone: LOngacre 3-6187  
 Executive V.P. .... Jerome Balsam  
*Services Offered*—Distributors of features.

**Fiore Films**

128 Mallory Ave., Jersey City, N. J.  
 Phone: HEnderson 2-4174  
 Executive Director.....M. A. Fiore, Sr.  
 Sound & Production.....A. A. Fiore, Sr.  
 Photography .....Leo Lowenthal  
 Distribution .....R. Burke

*Services Offered*— 16 & 35 mm. educational and documentary, public service films, black and white or color, for industry, TV, public relations, religious civic organizations. Sound slide films, Animation, TV commercials.

*Facilities*—Complete 16 and 35 mm. film equipment.

*Current Productions*—The Dolls In Your Life; The Window Beautiful; The Yearlon Story; Right Time For Toys; Teaching Your Child With Toys.

*Commercials*—Friend-Reiss, Sardo by Sardo, Inc.; Custom Paint and Chemical Co.; Halogene; Watchung Lake.

**Flamingo Films**

509 Madison Ave., New York 22, N. Y.  
 Phone: MUrray Hill 8-4800  
 Partners .....Joseph Harris,  
 James B. Harris, Sy Weintraub, David L. Wolper  
*Services Offered*—Producers and distributors of television film.

*Current Productions*—“Stars of the Grand Ole Opry,” “Cowboy G-Men,” “Beulah,” “Flamingo Theatre,” “Superman,” “Wild Bill Hickok.”

**Flying A Productions**

6920 Sunset Blvd., Hollywood 28, Calif.  
 Phone: HO 9-1425  
 Partners.....Mitchell J. Hamilburg,  
 Gene Autry, Armand Schaefer  
 Partner & Exec. in chg.

of Production.....Armand Schaefer  
 Exec. Producer.....Louis Gray  
 Exec. Asst.....Philip Cobey  
*Services Offered*—Production of TV films and commercials.

*Productions*—“Gene Autry Show,” “Annie Oakley Show,” “Range Rider Show,” “Adventures of Champion,” “Buffalo Bill, Jr.”

**Fortune Features, Inc.**

1501 Broadway, New York, New York  
 Phone: LOngacre 4-5592  
 President.....Jules B. Weill  
 Sales Manager.....Sam Greller  
 Chief Booker.....Monty Raphaelson

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**“THE JIMMY DEMARET SHOW”**

FEATURING

**BING CROSBY • BOB HOPE • JERRY COLONNA  
 TED WILLIAMS • SAM SNEAD • BOBBY JONES  
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**KNOW YOUR BASEBALL,  
 HUNTING AND FISHING  
 GREAT SPORT THRILLS**

**AWARD TELEVISION CORP.**

**1501 BROADWAY NEW YORK 36, N. Y.**



*Services Offered*—Motion picture features for TV.

**Fortune Merchandising Corp.**

(Productions Division)

8435 Melrose Ave., Hollywood 46, Calif.

Phone: OLYMPIA 2-1000

President ..... Leonard Shane

Exec. V.P. .... Maxim Konecky

Prod. Coordinator ..... J. M. Lench

*Services Offered*—Television film commercials, tailor-made and syndicated to TV properties.

**Foundation Films Corporation**

Citizens Bank Building, Pasadena 1, Calif.

Phone: SYCAMORE 6-2649, RYAN 1-8121

Chairman of the Board ..... John I. Bolen

Pres. & Gen. Mgr. .... Richard D. Pearsall

Sec.-Treas. .... Eldon L. Eby

**Four Star Productions, Inc.**

RKO-Pathé Studios, 9336 W. Washington

Bldg., Culver City, Calif.

Culver City, Calif.

Phone: TE 0-2931

President ..... William Cruikshank

Producers ..... Warren Lewis, Dick Powell,

David Niven, Charles Boyer

Production Spvr. .... Lloyd Richards

Producer ..... Warren Lewis

*Services Offered*—Program series, creation, and pilot. servicing.

*Productions* -- "Chevron Hall of Stars"; "DuPont Cavalcade."

"Four Star Theatre," "Stage 7."

**Fremantle Overseas Radio & Television, Inc.**

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

Phone: MURRAY HILL 7-4344

President ..... Paul Talbot

Secy-Treas. .... Lee Volker

Mgr. (Mexico) ..... Rene Anselmo

Manager, London ..... Lane Blackwell

*Services Offered*—Distribution of American radio & TV products abroad.

*Productions*—Hopalong Cassidy (Spanish and Portuguese sub-titles); Movie Museum; Roller Derby; Encyclopedia Britannica; National Film Board of Canada.

**Leon Fromkess**

5746 Sunset Blvd., Hollywood 28, Cal.

Executive Producer ..... Leon Fromkess

*Productions* — "Ramar of the Jungle,"

"Halls of Ivy," "Ellery Queen," "Fury,"

and "Count of Monte Cristo."

**Frontier Productions**

c/o Hal Roach Studios

8822 Washington Blvd., Culver City, Calif.

Phone: TE 0-3361

Exec. Producer ..... Worthington C. Miner

Producers-Writers ..... Morton Fine, David

Friedkin

Camera ..... Jack MacKenzie

Jaime  
del Valle

PRODUCER-DIRECTOR

RADIO AND TELEVISION

"The Line Up" — CBS-TV

Film Editor.....Johnny Faure  
*Services Offered*—30 half-hour films.  
*Productions*—“Frontier.”

●  
**Gainsborough Associates**

(See Program Producers)

●  
**Gallagher Films, Inc.**

854 Shawano Ave., Green Bay, Wis.  
 Phone: Hemlock 7-1307

President.....James C. Gallagher  
*Services Offered*—Producers of film spot commercials.

●  
**Gateway Productions, Inc.**

1859 Powell St., San Francisco, Calif.  
 Phone: Sutter 1-8464

President.....Alvin J. Gordon  
*Services Offered*—Distributor of industrial and educational films.

●  
**W. J. German, Inc.**

John St., Fort Lee, N. J.  
 Phone: N. J. Fort Lee 8-5100  
 N. Y. Longacre 5-5978

President.....William J. German  
 Executive Vice-Pres. ....M. B. Reilly  
 Vice-Pres. ....Louis A. Bonn  
 Treas. & Secy.....M. B. Reilly

Chicago Office  
 6040 North Pulaski Rd., Chicago 30, Ill.  
 Phone: Irving 8-4064

Vice-Pres. ....Thomas L. Gibshon  
*Services Offered*—Agent for the sale and distribution of Eastman professional motion pictures and TV films.

●  
**W. J. German, Inc., of California**

6677 Santa Monica Blvd., Hollywood, Calif.  
 Phone: HOLLYWOOD 4-6131

President.....William J. German  
 Vice Presidents...E. O. Blackburn. G. H. Gibson, J. L. Courcier. H. E. Pratt  
 Treasurer.....Edward O. Blackburn  
 Secretary.....M. B. Reilly  
*Services Offered*—Agent for the sale and distribution of Eastman professional motion pictures and TV films.

●  
**General Film Laboratories**

1546 North Argyle Ave., Hollywood 28, Calif.  
 Phone: HOLLYWOOD 2-6171

President.....C. Carleton Hunt  
 Vice-Pres. Secy.....Hans de Schulthess  
 Vice President.....R. G. Goodwin  
 Sales Director.....A. A. Brody

*The Charles E. Skinner Productions, Inc.*  
*Producers · Adapters · Consultants*

1600 Broadway (Suite 312)  
 New York 19, New York  
 Circle 6-6915-6

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General Offices and Studio  
 6226 Yucca Street  
 Hollywood 28, Calif.  
 HOLLYWOOD 2-6555

**Producers of "SERGEANT PRESTON OF THE YUKON"**

(In Wide Screen Eastman Color)

Sponsored by

**THE QUAKER OATS COMPANY**

on the CBS Television Network

**In Preparation "RIDERS OF THE PONY EXPRESS"**

(Saga of America's Heritage)

**"UNDERWATER EXPLORERS" (work title)**

(Intrigues and Adventures of Skin Divers)

Consultant Services and Program Development of Sponsored Closed Circuit TV Presentations

Convention Creation, Staging and Management

Contract Producing for Package Producers

Producers of Sponsored Sales Influence, Commercial Films

NATIONWIDE and FOREIGN Television and Non-Theatrical Distribution

*Services Offered*—Complete 16 and 35 mm. b & w developing and printing, plus 16 mm. Kodachrome duplicating, magnetic striping.

●  
**General Service Studios**

1040 N. Las Palmas Ave., Hollywood, Calif.  
*Phone:* HOLLYWOOD 7-3111

President James Nasser  
Vice President.....George Nasser

●  
**General Teleradio, Inc.**

*RKO Teleradio Pictures, Inc.*  
*Film Division*

1440 Broadway, New York 18, N. Y.  
*Phone:* LONgacre 4-8000

President.....Thomas F. O'Neil  
Vice Presidents.....Robert Manby,  
Dwight Martin  
Sales Manager.....Peter Robeck  
Administrative Asst.....William Finkeldey  
National Sales.....William Gorman  
Dir. of Traffic.....Richard Sassenberg  
Station Sales.....Max Bradbard

*Services Offered*—Distribution of feature films, library films and 15 minute, half-hour film subjects.

*Productions*—"Greatest Drama," "Uncommon Valor," "Gangbusters," "Animated Fairy Tales," and 47 features.

●  
**Glenar Studios**

6618 Sunset Blvd., Hollywood 28, Calif.  
*Phone:* HOLLYWOOD 4-0406

Owner.....Sid Glenar

**Mel Gold Productions, Inc.**

1639 Broadway, New York 19, N. Y.  
*Phone:* JUDson 6-5444

President.....Melvin L. Gold  
V.P. of Production.....Robert E. Gips  
Exec. Dir., Indus. Films.....Stan Cole  
Exec. Producer.....Dennis Carlin

*Services Offered*—Engaged in the creative production of: TV commercial films; TV program films; theatrical films; educational films; training films; "live" TV programs, industrial films.

*Productions*—Toyland Express.

●  
**Governor Television Attractions, Inc.**

151 West 46th St., New York 36, N. Y.  
*Phone:* JUDson 6-3675

President.....Arthur Kerman

●  
**Harry S. Goodman Productions**

19 E. 53rd St., New York 22, N. Y.  
*Phone:* PLaza 5-6131

General Manager.....Harry S. Goodman  
Sales Mgr.....Everett F. Goodman  
Office Manager.....William Baron  
Secretary.....H. D. Knuth  
TV Director.....S. M. Wilson

*Services Offered*—15 minute shows on film, syndicated and custom made.

**WILLIAM SELF**

PRODUCER

"SCHLITZ PLAYHOUSE OF STARS"

for

Meridian Productions, Inc.

*Productions* — "Streamlined Fairy Tales," "Dilemma," "Bert & Elmer," "Cyclone Malone," "Jump-jump," "A Word From the Stars," "Stud's Place."

**Grantray-Lawrence  
Animation, Inc.**

1537 N. LaBrea, Hollywood 28, Cal.  
Phone: HO 9-7968

President .....Ray Patterson  
Vice-Pres. ....Robert L. Lawrence  
Sec'y & Treas.....Grant Simmons

**John Guedel Radio  
Productions**

8321 Beverly Blvd., Los Angeles 48, Calif.  
Phone: YOrk 6291

V.P. & Exec. Producer.....John Guedel  
*Services Offered* — Radio and television packaging and producing.

**Guild Films Co., Inc.**

460 Park Ave., New York 22, N. Y.  
Phone: MUrray Hill 8-5365

President .....Reub Kaufman  
Exec. V.P., Treas.....Aaron Katz  
V.P. Public Relations.....Lou Shainmark  
Adv. & Sls. Prom. Dir.....M. Mendelsohn  
Client Relations, Pub. Serv....Gurt Kaufman  
Executive Producer.....Bill Bertie

*Services Offered*—Producers-distributors of television film packages.

*Productions* — "It's Fun to Reduce," "Florian Zabach Show," "Life With Eliza-

beth," "Frankie Laine Show," "Conrad Nagel Theater," "Confidential File," "The Goldbergs," "Joe Palooka," "I Spy," "Looney Tunes," "MPTV Feature Film Library."

**Jack Goetz**

1148 San Ysidro, Beverly Hills, Calif.

Owner .....Jack Goetz  
*Services Offered*—Lab. service for all TV requirements; 16 & 35 mm. television features, serials and shorts.

**Gross-Krasne, Inc.**

650 No. Bronson, Los Angeles 4, Cal.  
Phone: HO 9-8321

Producer.....Jack J. Gross  
Producer .....Philip N. Krasne  
Exec. V.P.....Lee Savin  
Casting Dir.....Lynn Stalmaster

*Services Offered*—Studio facilities for TV and motion picture producers. Currently producing "Test Pilot" and "O. Henry."

**Herman Hack Productions**

2111 N. Beachwood Dr., Hollywood 27, Calif.  
Phone: HOLLYwood 7-0557

Owner .....Herman Hack

*Services Offered*—This series features The Frontier Parson, Herman Hack. They are youth program films, mostly for churches and schools. They are sold on lease fee and the rentals are handled by Film Rental Libraries. TV write for details.

*Productions*—"Frontier Parson" series.

**RALPH LEVY**

CBS-TV

Producer-Director

**Handel Film Corporation**

6926 Melrose Avenue, Hollywood 38, Calif.

Phone: WEbster 6-5924

President.....Leo A. Handel  
 Vice President.....John Mansure  
 Secretary .....Monroe Manning  
*Services Offered*—Production of films for television, production of film commercials.  
*Productions*—“The Magic of the Atom,” “Harbor Patrol,”

**The Jam Handy Organization, Inc.**

2821 E. Grand Blvd., Detroit 11, Mich.

Phone: TR 5-2450

N. Y. Phone: JUDson 2-4060

President .....Jamison Handy  
 Executive Vice-Pres.....Oliver Horn  
 V.P. Training Devices.....John Campbell  
 V.P. Sls. Devel.....Everett Schafer  
 V.P. Cust. Contact.....George B. Finch  
 V.P. Automotive Contacts...Wm. G. Luther  
 Secretary.....Avery W. Kinney  
 Treasurer.....Allan E. Gedelman  
 Purchasing Agent.....Charles Goodenow  
*Services Offered* — Producers of commercial films and spots; industrial films, slide-films, sales training programs.

**Harriscope, Inc.**

355 North Beverly Dr., Beverly Hills, Calif.

Phone: CReStview 6-4632

President.....Burt I. Harris  
 Associate Producer.....Norman Retchin  
 Film Director.....Harry Kaye  
 Office Manager.....C. Coleman  
*Services Offered*—Packager, producer and distributor of television film shows.

**Mark Hawley Associates, Inc.**

520 Fifth Ave., New York 22, N. Y.

Phone: MU 2-5844

President.....Mark H. Hawley  
 Vice President.....Perry King  
 Gen. Mgr., West Coast...Juan C. Hutchison  
 Office Mgr., West Coast...Florence Barnum  
*Services Offered*—Station program representatives, program and station brokers, television consultants. Purchase TV film from all suppliers for stations.

**Hawley-Lord, Inc.**

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

Phone: OXford 7-2520

President .....Andre Lord  
 V.P. Treas.....Lewis D. Abbott  
 Secretary .....Gordon Shadwick  
*Services Offered* — Production of 16 mm. color motion picture shorts on hunting and fishing.

**Sam Hayes Productions**

6000 Sunset Blvd., Hollywood 28, Calif.

Phone: HOllwood 3-1515

Pres. & Gen. Mgr.....Sam Hayes  
 Secretary .....Hazel Thornton



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 and DONALD NOVIS**

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 Anaheim, California**

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“STOPOVER”

**with Joe E. Brown**

“MIRACLES CAN HAPPEN”

**Starring Pat O'Brien**

“FORTUNES IN FAITH”

**with Dr. Preston Bradley**

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**“CHICAGO '56” TV Series**

**LES LEAR PRODUCTIONS**

CHICAGO • HOLLYWOOD

**Hile-Damroth, Inc.**

270 Park Ave., New York 17, N. Y.  
Phone: PLaza 5-2078

President.....Charles B. Alling, Jr.  
Vice-President.....James L. Hile  
Vice President.....John J. Collins  
*Services Offered*—Sales consulting.

**Hoffberg Productions Inc.**

362 W. 44th St., New York 18, N. Y.  
Phone: Circle 6-9031

Pres., Treas.....Jack H. Hoffberg  
Vice Pres.....M. Hoffberg  
Sec'y .....W. Charney  
Asst. Treas.....Leo Tolin

*Services Offered* — Distributors of half hour, quarter hour and ten minute series of films, including Stories of the Operas in 15 minutes, Famous People Series, Encyclopedia Series, Documentary Adventures.

**Hollywood Film Company**

946 N. Seward St., Hollywood 38, Calif.  
Phone: HOLlywood 2-3284

Partners.....Ben & Harry Teitelbaum  
*Services Offered*—Manufacture and sell editing supplies and equipment, reels, cans and shipping cases.

**Hollywood Film Enterprises, Inc.**

6060 Sunset Blvd., Hollywood, Calif.  
Phone: HOLlywood 4-2181

President .....Mickey Kaplan  
Sales Manager.....T. H. Emmett  
*Services Offered* — Distributor of film shorts.

**Hollywood Television Service, Inc.**

4020 Carpenter Ave., N. Hollywood, Calif.  
Phone: SUNset 3-8807

President.....Earl R. Collins  
*Services Offered*—Distributes motion pictures for TV.

**Hurrell Productions Inc.**

333 No. Rodeo Dr., Beverly Hills, Calif.  
Phone: CR 1-8593

Manager .....George E. Hurrell  
*Services Offered*—TV package programs (and commercials) and production.

**Sandy Howard Productions**

853 7th Ave., N. Y., N. Y.  
Phone: JUDson 6-6610

President .....Sandy Howard  
Director Programs.....Lee Polk  
Merchandise Director.....Mark Reynolds  
Assoc. Prod.....Marvin Paige  
*Services Offered* —Producers of TV films.

**LEONARD ANDERSON ASSOCIATES, INC.**

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New York 36

PLaza 7-4162

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**HYGO Television Films, Inc.**

1501 Broadway, New York 36, N. Y.

Phone: LOngacre 4-8234

9100 Sunset Blvd., Hollywood 38, Calif.

Phone: CR 4-6955

709 Fox Bldg., Detroit, Mich.

Phone: WOODWARD 1-3979

President.....Jerome S. Hyams

V. P. & Treas.....Louis Goldstein

Sales Mgr.....Bob Seidelman

Services Offered — Westerns, cartoons, miscellaneous shorts.



**Ideal Pictures, Inc.**

58 E. So. Water St., Chicago 18, Ill.

Phone: FInancial 6-5480

President.....Paul R. Foght

Treas. ....Carroll Hadden

Secretary.....W. C. Kirkpatrick, Jr.



**Imperial World Films, Inc.**

49 E. Oak St., Chicago 11, Ill.

Phone: MICHigan 2-6200

President.....Russell W. Davis



**Impro Productions, Inc.**

7324 Santa Monica Blvd., Hollywood 46, Cal.

Phone: OL 4-2800

President.....Herbert L. Strock

Vice-President.....Richard G. Taylor

Services Offered: Produce filmed shows, commercials; rental sound effects library, cutting rooms & equipment.



**IMPS, Inc.**

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

Phone: ELdorado 5-6620

Studio Phone: PLaza 7-4823

President .....Ben Gradus

Production Supervisor.....Walter Sachs

Dir. of Sales.....Ezra R. Baker, Jr.

Services Offered—Producer of TV commercial, industrial, PR. educational, sales, personnel training and filmed shows.

Productions—Crowded Paradise; Helena Rubinstein TV spots.



**Information Productions, Inc.**

5 East 57th St., New York 22, N. Y.

Phone: PLaza 9-8620

Chairman & Treas.....Alfred Butterfield

President.....Thomas H. Wolf

Chief Director.....Arthur Zegart

Associate Producer.....Robert W. Asman

Production Manager.....Hugh C. Foster

Services Offered—Production of all facets of motion picture work, including sound slide, motion slide, animation, and motion picture.

Productions—The Search, Air Power, You Are There, untitled series for Marine Studios.

Motion Pictures  
for  
Television and  
Industry

Lalley and Love Inc.

565 FIFTH AVENUE  
New York 17, N. Y.  
ELdorado 5-1382

**Institute of Visual Training, Inc.**

40 East 49th St., New York 17, N. Y.  
Phone: ELdorado 5-1443

President.....William J. Ganz  
Chg. of Production.....Herbert R. Dietz  
Chg. of Distribution.....Rita Hicks  
Office Manager.....J. B. Page

*Services Offered*—Producers of motion pictures, slide films and films for TV, and non-theatrical audiences.

**International Film Foundation, Inc.**

345 East 46th St., New York 17, N. Y.  
Phone: OX 7-1888

Executive Dir.....Julien H. Bryan

*Services Offered*—(1) Production of documentary films. (2) Distribution of documentary films including TV use, chiefly twenty minute shorts on the peoples of various countries.

**International Geographic Pictures**

1776 Broadway, New York 19, N. Y.  
Phone: CIrele 6-4486

Executive-Pres. ....J Allen Julier

*Services Offered*—Producers of educational motion pictures.

**International News Service**

235 E. 45th St., New York 17, N. Y.  
Phone: MU 7-8800

General Mgr.....J. Kingsbury Smith  
Editor-in-Chief .....Barry Faris  
Ass't. Gen. Mgr.....P. G. Reed  
Managing Editor.....P. R. Allerup  
Business Mgr.....Robert W. Brown  
TV Sales Mgr.....Robert H. Reid  
Radio & TV News Dir.....John M. Cooper  
Promotion Mgr.....Kenneth Smith

*Services Offered*—Telenews daily, weekly and sports film services; facsimile circuit carrying with on-the-spot audio recordings.; INS leased wire.

**International 16mm. Corp.**  
(See Program Producers)

**Interstate TV Corporation**

4376 Sunset Drive, Hollywood 27, Calif.  
Phone: NOrmandy 2-9181  
445 Park Ave., New York 22, N. Y.  
Phone: MU 8-2545

President.....G. Ralph Branton

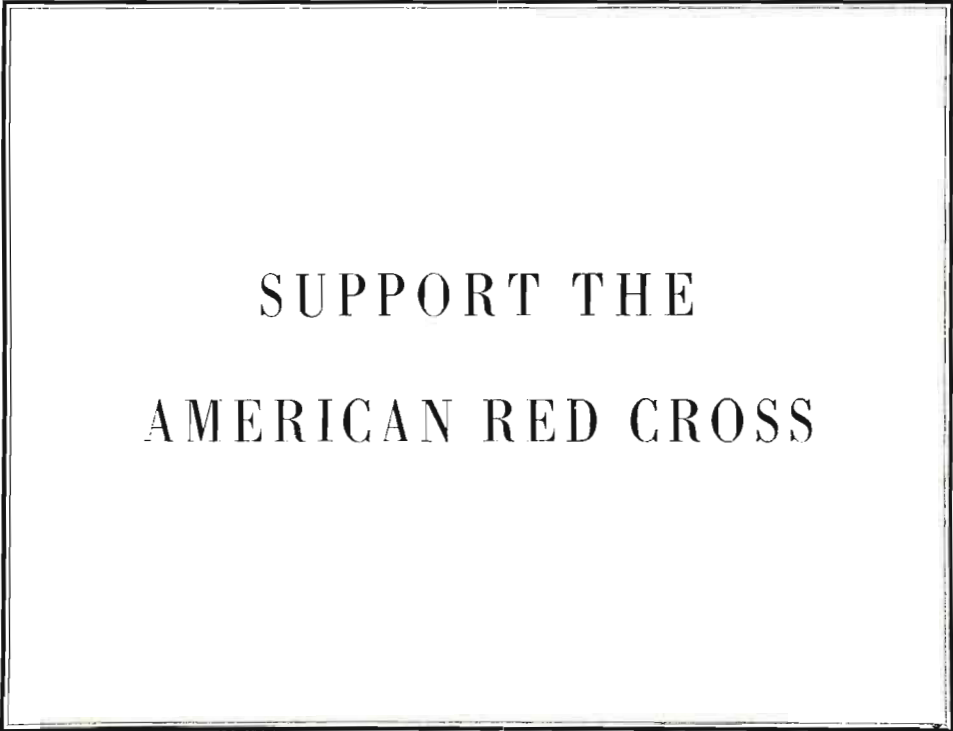
Vice-President.....Lloyd Lind

*Services Offered*—Production and distribution of motion pictures for television.

30 minute package shows.

**Inter-TV Films, Ltd.**

1410 Stanley St., Montreal, P. Q., Canada  
President .....Marcel Leduc



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AMERICAN RED CROSS

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 Secretary .....Jules Dupre  
 Treasurer .....Jean Thys

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147 University Ave., Toronto, Ontario, Can.  
 Manager .....Norman Brown  
 133 E. 54th St., N. Y. 22, N. Y.

Exec. in charge.....Olga Lampard  
*Services Offered*—Producers and distributors of TV film packages. Represents European film companies in Canada.

**Lou Irwin, Inc.**

9165 Sunset Blvd., Hollywood 46, Calif.  
 Phone: CR 1-7131

President.....Lou Irwin  
 Associates.....Ted Wilk, Jack Kalcheim  
 Story Dept.....Frances Manson  
 Exec. Secretary.....Jay Schlein

*Services Offered*—Representing producers, directors, actors, actresses, dance directors and all personnel pertaining to the film, television and radio industry.

**Italian Films Export, Inc.**

1501 Broadway, N. Y. 36, N. Y.  
 Phone: LOngaere 4-4843

President.....Ralph B. Serpe  
 General Sales Manager.....Manny Reiner  
*Services Offered*—Importer of TV films.

**Jason Comic Art**

480 Lexington Ave., New York 17, N. Y.  
 Phone: PLaza 3-9370

Director .....Leon Jason  
*Services Offered*—TV film, production, talent, puppet design, commercials.  
*Current Productions*—Jingle Dingle.

**Jewell Radio and Television Productions**

185 No. Wabash Ave., Chicago 1, Ill.  
 Phone: FInancial 6-4474

President.....James E. Jewell  
 Vice-President.....W. Ralph Jewell  
 Manager.....Charles P. Flynn  
 Treas.....Lincoln Douglass  
 Secretary.....M. P. Casey  
 Editor .....James Lawrence

*Services Offered*—A complete radio and television production service. Scripts, Copy, Music, Direction. Transcribed package shows, spots.

*Productions*—"Silver Eagle," "The King's Jester Show."

**Bernard E. Karlen Productions**

270 Park Ave., New York 17, N. Y.  
 Phone: PL 9-3107

Exec. Producer.....Bernard E. Karlen  
 Associate Producer.....Roland N. Karlen

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*Music Clearance Problems*

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"THE LIBERACE TV SHOW"  
 "THE FLORIAN ZABACH TV SHOW"  
 "THE FRANKIE LAINE TV SHOW"

*Produced by GUILD FILMS*

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*A ZIV Television Film Production*

"DO YOU TRUST YOUR WIFE?"

*A DON FEDDERSON Production*

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*Produced by  
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 bruisingest wrestling show  
 for TV is the highest rated*

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\* On the increase every day.

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**MAURICE BECK**

**TEXAS RASSLIN'**  
**SPORTATORIUM**

Dallas, Texas

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Associate.....Lorraine S. Hoffin  
*Services Offered*—Package program, both film and live. Production consultant, commercials and scripts.

**Victor Kayfetz Productions**  
 1780 Broadway, New York 19, N. Y.  
 Phone: Circle 5-4830

President .....Victor Kayfetz  
 Director of Sales.....Douglas Baker  
 Dir., Golden Snowball Div..Moriel Friedman  
 Animation Super.....R. M. Cooke  
 Prod. Assts.....Seymour Posner,  
 Sylvia Gerson  
 Animator .....Abe Blashko  
*Services Offered* — Motion picture producers specializing in sponsored public service films. Own all 16 and 35 mm. production equipment, have animation stand, art department.

*Productions* — Water World Series, The Last Story. Safety Is No Accident. Sailing Newfoundland Waters, Bermuda Treasure Hunt.

**Herbert Kerkow, Inc.**  
 480 Lexington Ave., New York 17, N. Y.  
 Phone: PLaza 1-1833

President .....Herbert Kerkow  
*Services Offered*—Sound stage and complete equipment for production of public relations and TV films.  
*Productions* — Introductory Psychology. Wood Preservation.

**Kling Studios, Inc.**  
 1058 W. Washington Blvd., Chicago 7, Ill.  
 Phone: SEeley 8-4181

*Hollywood Phone:* HOLlywood 3-2141  
 President .....Robert Eirinberg  
 Executive Vice-Pres.....Harry W. Lange  
 West Coast Operations.....David Garber  
 Production Manager.....Jack Fenimore  
 Dir. Syn'd Film Div.....Chris Petersen, Jr.  
*Services Offered*—TV commercials, package; industrial; full production facilities. TV commercials, film package shows TV. Services include full recording facilities, 35mm. & 16mm. production, black-and-white, or color, and animation.

**Knickerbocker Productions, Inc.**

1600 Broadway, New York 19, N. Y.  
 Phone: Circle 6-9850

President.....Howard A. Lesser  
 Vice-President.....Thomas S. Dignan  
 Secy.-Treas.....Mary Morrissey  
*Services Offered*—Producers of all types

**Kumin-Olenick Agency**  
 355 N. Canon Dr., Beverly Hills, Calif.  
 Phone: CRestview 4-5221

Owners...Irving Cummin & Julian Olenick  
 Associate .....Jim Moloney  
*Services Offered*—Representatives for motion pictures, TV.

FAMILY FILMS, INC.  
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 Hollywood 28, California

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 TOP CARTOON SHOW  
 ALL MARKETS

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 Beverly Hills, California  
 CHICAGO NEW YORK

**Lakeside TV Co., Inc.**

1465 Broadway, New York, N. Y.

Phone: LO 5-4582

President .....Richard Stevers

Exec. Vice-Pres.....Bernard Schulman

*Services Offered* — Film production and national and world TV distribution.

*Productions*—Where In The World.

**Langlois Filmusic, Inc.**

619 West 54th St., New York 19, N. Y.

Phone: JU 6-4155

Hollywood: HO 3-7114

President .....C. O. Langlois, Jr.

Sales Manager.....T. A. Roseen

Head Editor.....F. Lewin

West Coast Manager.....John Seely

Canada: Langlois Filmusic, Inc.

447 Jarvis St., Toronto 5, Ontario

*Services Offered*—Music library on tape, film and disc for TV, industrial, and theatrical films. Live and pre-recorded music scoring, Picture editing, narration, and music recording, mixing and sound effects library.

**Lalley & Love Inc.**

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

Phone: ELdorado 5-1382

President.....James A. Love

Production Mgr.....L. H. Holton

Editor .....Bill Henry

Production Mgr.....L. H. Holton

Business Mgr.....Leonard Gross

*Services Offered*—TV spots and programs, also industrial films.

**Lance Productions, Inc.**

315 West 57th St., New York 19, N. Y.

Phone: PLaza 7-6167

President .....Lorraine Lester

Vice-President.....Leroy M. Sylverst

Treasurer.....Samuel H. Evans

Secretary .....George Lessner

Production Coordinator..Alford H. Lessner

*Services Offered*—TV film commercials, film series, documentary and industrial.

*Productions*—Secrets of the N. Y. Homicide Squad, 4-H Food Favorite, The Christopher Program.

**Albert Lang Productions, Inc.**

5746 Sunset Blvd., Hollywood 28, Cal.

Phone: HO 2-7111

Pres., Gen. Mgr.....Albert Lang

Vice-Pres., Sec'y.....Olga Haney

*Services Offered*: Writing, producing, distributing TV commercial films, live and film. Specialize in new products promotion.

**Larchmont TV Studios**

210 No. Larchmont Blvd., Los Angeles 4, Cal.

Phone: HOLLYWOOD 9-2895

Pres., Gen. Mgr.....Jack Miles

*Services Offered* — TV sound stage with complete facilities for rental and packaging of TV film properties.

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 NEW YORK 17, N. Y.  
**MURRAY Hill 2-8451**

**Latin American Radio  
Television Corp.**

500 Fifth Avenue, New York 36, N. Y.  
Phone: LOnacre 4-7980-1

President.....Joseph Novas, Jr.  
Barceñas A Rio No. 134 Caracas, Venezuela  
Mgr. New York Office.....Anthony Suarez  
*Services Offered:* Producers of filmed commercials for Spanish television; distributors of packaged TV programs to Latin America through offices at Caracas, Havana, Mexico and San Juan.

**Robert Lawrence  
Productions, Inc.**

418 W. 54th St., New York 19, N. Y.  
Phone: JUdson 2-5242

President.....Robert L. Lawrence  
V.P. Studio Operations.....Louis Mucciolo  
Casting Director.....Barbara Cooper  
Production Supervisors.....Doris  
..Reichbart, Jerry Matieka

**Robert Lawrence Productions  
(Canada) Ltd.**

32 Front St., West, Toronto 1, Canada  
Phone: EMpire 4-1448

Manager.....John T. Ross  
Treasurer.....Philip Kornblum  
Chief Film Editor.....Henry Trainman  
*Services Offered*—Film—to order—television commercial announcements and television package programs.

**Les Lear Productions Corp.**

Hotel Sherman, Chicago 1, Ill.  
Phone: FRanklin 2-2100

President.....Les Lear  
*Services Offered*—Radio, TV & film production.

**Leichter, Mitchell**

6811 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HO 3-4181

Pres., Head of Prod.....Mitchell Leichter  
General Manager.....Jean Rich  
*Services Offered*—Producer, distributor of films for television.

**Gene Lester Productions**

1487 N. Vine St., Hollywood 28, Calif.  
Phone: HOLlywood 4-7287

Producer-Director.....Gene Lester  
Chief Tech., Sound.....George Richardson  
Comptroller.....Albert J. Silverman  
Production Manager.....Martin Sperber  
*Services Offered*—TV film packages and commercials.

*Productions*—“Hollywood on the Line,” “Assignment Unknown” and others.

**Lewis & Martin Films, Inc.**

1431 N. Wells St., Chicago 4, Ill.  
Phone: WHitehall 4-7477

President.....Martin Schmidhofer  
Sales Manager.....Lou Krantz  
Manager.....Herschell Lewis

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OFF CAMERA NARRATION  
DIRECT DIALOGUE  
SPECIAL EFFECTS

JUdson 2-3816



Production ..... Wolfram Dochterman  
*Services Offered*—Motion picture production, script-writing, sound recording.

**Lewislor Enterprises, Inc.**

9756 Wilshire Blvd., Beverly Hills, Calif.  
 Phone: HOllywood 7-5111

Producer ..... Bert Granet  
 Production Manager..... John London  
 Director ..... Harry Keller  
 Art Director..... Frank Sylos  
 Casting Director..... Ruth Burch  
 Chief Cameraman..... Norbert Brodine  
 Music ..... Harry Lubin  
*Services Offered*—Producing films for television.

*Productions*—"The Loretta Young Show."

**Library Films Inc.**

25 West 45th St., New York 36, N. Y.  
 Phone: PLaza 7-3450

President..... Paul N. Robins  
*Services Offered*—Lease-sale TV rights—mostly for foreign serials, features and shorts.

**Lou Lilly Productions**

5746 Sunset Blvd., Hollywood 28, Calif.  
 Phone: HOllywood 5-6325

Executive Producer..... Lou Lilly  
 Animation Supervisor..... Manny Gould  
 Film Co-ordinator..... John Fuller  
 Head of Sales..... Tim Ellis  
*Services Offered* — TV commercials, and mated-live action and industrial films.

*Productions*—Camels, Fab Soap, Nob Hill Coffee, Du Maurier, Bell Brand Potato Chips, Sugar Jets, and Drene Shampoo.

**Lion Television Pictures Corp.**

1501 Broadway, New York 36, N. Y.  
 Phone: PEnnsylvania 6-1780

President..... E. W. Hammons  
 Vice-President..... Robert M. Savini  
 Secretary-Treasurer..... T. Newman Lawler  
*Services Offered*—Financing TV shows and packages. Offering to TV stations packages of 13 Handy Andy episodes of 12½ minutes each.

**Robert Longenecker Agency**

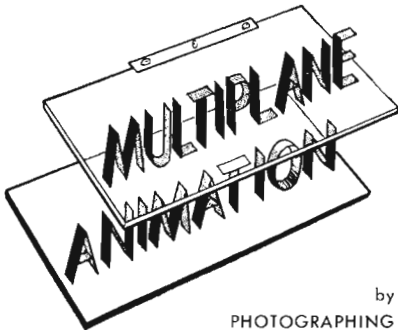
8428 Melrose Place, Los Angeles 46, Calif.  
 President..... C. Robert Longenecker  
*Services Offered*—Production of programs, both film and live for TV. Representation of talent for TV, acting and creative.

**Loucks-Norling Studios, Inc.**

245 W. 55th St., New York 19, N. Y.  
 Phone: CIrele 7-2366

President..... John A. Norling  
 Vice-President ..... Hans Tiesler  
*Services Offered*—The production of sales promotional, entertainment, personnel training and educational motion pictures, slide films and TV commercials. Also 3D production specialists.

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 NEWEST DIMENSION



by  
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 FULL CARTOON ANIMATION  
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 and actual products in  
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 IN OVER 52 MARKETS

Starring  
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 JACKIE LOUGHERY RUSSELL HAYDEN

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ED BERKSON PETER M. PIECH  
 President Sales Mgr.  
 15 West 44th St., New York 36, N. Y.  
 MUrray Hill 7-5311-2-3

*Productions*—Gillette, Goodyear, Folgers Coffee, Howard Johnson, Draino, Guild Wine.

**John W. Loveton Productions, Inc.**

9100 Sunset Blvd., Hollywood 46, Calif.  
*Phone:* CRestview 1-7225

Producer, President.....John W. Loveton  
*Services Offered*—Producers of “Mr. and Mrs. North,” “Topper” and “Scattergood Baines” series and commercials.

**MAC Studios**

Congress Hotel, Chicago 5, Ill.

*Phone:* HArrison 7-9660; N. Y.: CO 5-7220

President .....Richard Shelton  
 Vice President.....Phil Field

*Services Offered* — Distributors of syndicated film series, features films, selected short subjects and packages.

**Magnetic TV Sound Company**

854 Shawano Ave., Green Bay, Wisc.

*Phone:* HEmlock 7-1307

President.....James C. Gallagher  
*Services Offered*—“Telesyne” permits use of magnetic sound with lip-syne or narrated films quickly. Fits present projection.

**Major Television Productions, Inc.**

1270 Ave. of the Americas, New York 20

*Phone:* PLaza 7-6990-1-2

President .....Irving Lesser  
 Vice President.....Seymour Poe

**Marathon TV Newsreel Inc.**

10 East 49th St., New York 17, N. Y.

*Phone:* MU 8-0985

President .....Konstantin Kaiser  
 Super. of Production.....Ken Baldwin  
 Office Mgr.....Arlene Litt

*Services Offered*—Public information films produced and distributed to television stations; news and special event coverage; world-wide news service; station consultants on TV news setups; stock footage library.

*Productions* — “The Screen Story,” “Air-head,” “The Mailed Fist,” “Clear Iron.” “Three . . . If By Air.”

**Mark VII, Ltd.**

2400 W. Alameda, Burbank, Calif.

*Phone:* STAnly 7-0621

President .....Jack Webb  
 Vice-Pres. & Treas.....J. R. Rodgers

*Services Offered*—Producer of “Dragnet” feature; “Pete Kelly’s Blues” feature; “Pete Kelly’s Blues” television series. Producer of miscellaneous television productions.

**Marterto Productions, Inc.**

846 N. Cahuenga Blvd., Hollywood, Calif.

*Phone:* HOLlywood 9-5981

Producer.....Louis F. Edelman  
 Assoc. Producer.....Paul Jacobs

“DECEMBER  
 BRIDE”

Created by

PARKE LEVY

NAT  
 PERRIN

CBS-TV

Director .....Sheldon Leonard  
 Ass't Director.....Edward Hillie  
 Art Director.....Ralph Berger  
 Cameraman .....Robert deGrasse  
 Music Directors.....Earl Hagen,  
 Herbert Spencer  
*Services Offered*—Series for television.  
*Productions*—“Make Room for Daddy.”

**Arnold Marquis Productions, Inc.**

717 N. La Cienega Blvd., Hollywood 46, Cal.  
*Phone*: OLympia 2-1262

President.....Arnold Marquis  
*Services Offered*—Write, direct, produce and package radio and television programs; sales and service.

**Marshall-Hester Productions, Inc.**

521 Fifth Ave., N. Y. 17, N. Y.  
*Phone*: MUrray Hill 7-2722

President.....A. W. Marshall  
 Vice President.....Harriet Hester  
*Services Offered* — Producing and packaging live and transcribed radio and TV shows.

**Masterpiece Productions, Inc.**

45 West 45th St., New York 36, N. Y.  
*Phone*: JUdson 2-4717

President .....Seymour Berdon  
 Sec., General Council.....Irwin Margulies

Treasurer .....Frances Kaplan  
*Services Offered*—Distributors of 25 features.

**Robert Maxwell & Associates**

5746 Sunset Blvd., Hollywood, Calif.  
*Phone*: HOLlywood 2-6027

Producer .....Robert Maxwell  
 Photographer .....Stewart Thompson  
*Services Offered* — Series of half hour filmed television shows of “Lassie.”

**McGowan Productions, Inc.**

1416 N. LaBrea Ave., Hollywood 28, Calif.  
*Phone*: HOLlywood 2-0804

Producer.....Dorrell McGowan  
 Director.....Stewart E. McGowan  
 Production Mgr.....Clark Paylow  
*Services Offered* — Commercials, shorts, features.

*Productions* — “Death Valley Days” and “Sky King” series.

**Medallion Productions**

6000 Sunset Blvd., Hollywood 28, Calif.  
*Phone*: HO 2-6635

President .....John A. Ettlinger  
 Vice-Pres. Prod.....Robert A. Forrest  
 Editorial .....John Nash, T. E. Gladden  
*Services Offered*—Production and distribution of TV film.

*Productions*—View the Clue, Paddy Pelican. Ince Theatre, Greenwich Theatre. Dis-

*Latin America  
 Radio Television  
 Corp.*

TV Film  
 Distributors to  
 Latin America

500 Fifth Ave., New York 36, N. Y.  
 LOngacre 4-7980-1

LARADIOTEL Offices:

Carocas — Havana — Mexico — San Juan

Whitney Ellsworth

SUPERMAN, INC.

Producing Superman  
 Telefilms for  
**KELLOGG'S**

Through Leo Burnett Agency

tribute 110 features and westerns in 11 western states.

**Mercury International Pictures, Inc.**

6611 Santa Monica Blvd., Hollywood 38, Cal.  
Phone: HOLLYWOOD 5-1101

President ..... V. E. Ellsworth  
Vice-President ..... D. L. Monahan  
Sec.-Treas. .... G. C. Cable  
*Services Offered*—Complete production of films for television from script to final print.

**Meridian Pictures**

c/o Samuel Goldwyn Studios  
1051 N. Formosa Ave., Hollywood, Calif.  
Phone: HO 7-5111

Producer ..... William Self  
Prod. Mgr. .... Ralph W. Nelson  
Camera ..... George E. Clemens  
Casting ..... Jack Murton  
*Services Offered*—26 half-hour films.  
*Production*—"Schlitz Playhouse of Stars."

**MCA TV, Ltd.**

598 Madison Ave., New York 22, New York  
Phone: PLAZA 9-7500  
V.P. in Charge MCA-TV Ltd.

David V. Sutton  
V.P. in Charge Sales ..... Wynn Nathan  
V.P. in Charge N. Y. Office .. Aaron Beckwith  
V.P., East Coast TV prod. .. Mort Abrahams  
Eastern Sls. Mgr. .... Frank Brill

V.P. in Charge Mid-West ..... John Rohrs  
V.P. in Charge of Southwest ..... Ray Wild  
V.P. in Charge sta. sls. Western Div.  
Robert Greenberg  
V.P. in Charge sta. sls. Eastern Div.  
Lou Friedland  
V.P. in Charge Mid-Eastern Reg. Off.  
Hank Long

*Branch Offices*

130 N. Michigan Ave., Chicago, Ill.  
Exec. in charge ..... John Rohrs  
9370 Santa Monica Blvd., Beverly Hills, Cal.  
Exec. in charge ..... Wynn Nathan  
45 Newbury St., Boston, Mass.  
Exec. in charge ..... H. Wheeler  
136 Victoria Blvd., Buffalo, N. Y.  
Exec. in charge ..... Hal Golden  
126 Transportation Bldg., Cincinnati, Ohio  
Exec. in charge ..... F. Harner  
1172 Union Commerce Bldg., Cleveland, Ohio  
Exec. in charge ..... DeArv Barton  
2102 N. Akard St., Dallas, Texas  
Exec. in charge ..... Ray Wild  
837 Book Tower, Detroit, Mich.  
Exec. in charge ..... E. Montgomery  
2104 S. McGregor Day, Houston, Tex.  
Exec. in charge ..... K. Godfrey  
325 Bankers Trust Bld., Indianapolis, Ind.  
Exec. in charge ..... F. Willis  
1048 Northwestern Bldg., Minneapolis, Minn.  
Exec. in charge ..... C. Richter  
504 Delta Bldg., New Orleans, La.  
Exec. in charge ..... R. McCausland  
1906 Spruce St., Philadelphia, Pa.

The finest you see —  
come from INTER-TV



Producers & Distributors of  
Television Film Programs

World Wide

MONTREAL: 1410 Stanley Street  
Plateau 4868

NEW YORK: 133 East 54th Street  
Plaza 9-5543

**OLYMPIA  
FILM PRODUCTIONS,  
INC.**

112 W. 48 St., N.Y.C.  
JUdson 6-1143-4

Producers of quality films for:

- TELEVISION
- ADVERTISING
- INDUSTRY
- EDUCATION

... films that tell and sell  
... from script to screen

Exec. in charge.....John Dalton  
802 Frick Bldg., Pittsburgh, Pa.  
Exec. in charge.....W. J. Connelly, Jr.  
3110 Yardley Dr. N.W., Roanoke, Va.  
721 Olive St., St. Louis, Mo.  
Exec. in charge.....H. Lurman  
212 Beason Bld., Salt Lake City, Utah  
Exec. in charge.....C. Carlson  
105 Montgomery St., San Francisco, Cal.  
Exec. in charge.....E. Simmel  
1615 Baltimore Ave., Kansas City, Mo.  
Exec. in charge.....J. Necessary  
101 Jones Bldg., Seattle, Wash.  
Exec. in charge.....J. Von Herberg  
707 Florida Ave., Tampa, Fla.  
Exec. in charge.....R. Montgomery  
180 University Ave., Toronto, Canada  
Exec. in charge.....Stu Smith  
139 Piccadilly, London W. 1, England  
Exec. in charge.....K. Cleveland  
49 bis Ave. Hoche, Paris 8ME, France  
Exec. in charge.....M. Teisseire  
515 Glenn Bldg., Atlanta, Ga.

*Services Offered*—Production and distribution of TV films.

*Productions* -- Mayor of the Town; Guy Lombardo; Waterfront; City Detective; Rocky Jones; Heart of the City; Where Were You; I'm the Law; Touchdown; Royal Playhouse; Counterpoint; Curtain Call; Playhouse; Man Behind the Badge; The Lone Wolf; Abbott & Costello; Pride of the Family; Soldiers of Fortune; Hollywood Off-Beat; Biff Baker U.S.A.; Follow That Man; Dr. Hudson's Secret Journal; Ray

Milland; Gene Autry; Roy Rogers; Kit Carson.

●  
**McCadden Corporation**

1040 N. Las Palmas Ave., Hollywood, Calif.  
Phone: HO 4-2141

President .....George Burns  
Prod. Super.....Al Simon  
Business Dir.....Maurice Morton  
*Productions*—Burns and Allen Show; Bob Cummins Show; People's Choice.

●  
**Medic TV Productions**

c/o American National Studios  
7324 Sta. Monica Blvd., Hollywood, Calif.  
Phone: Oldfield 4-3126

Exec. Prod.....Worthington Miner  
Production.....Frank La Tourette  
Director.....Ted Post  
Writer .....James Moser  
Camera .....William Sickner  
Film Editor.....Bob Seiter  
Casting .....William Martindale  
Editorial Director.....Joseph Wolff  
Art Director.....Norman Tasler  
Script Supervisor.....W. Mason Ancker  
*Services Offered*—25 half-hour films.  
*Productions*—“Medic.”

●  
**Charles Michelson, Inc.**

45 West 45th St., New York 36, N. Y.  
Phone: Plaza 7-0695

President .....Charles Michelson

JUdson 6-0588

Erberto **LANDI ADVERTISING Co.**

Specializing in the Italo-American Market  
853 SEVENTH AVENUE, NEW YORK 19, N. Y.

**Packagers of:**

\* **“ITALIAN FEATURE  
FILM THEATRE”**

WATV (Ch. 13)

First bi-lingual TV show in America  
with LEW DANIS

**“FESTIVAL OF OPERA”**

WOR — Sun. Aft.

**“ATTUALITA’  
ITALIANA”**

WATV (Ch. 13)  
Sun. 10:30 A.M.

\* Similar programs in other cities  
throughout the United States.

ALAN  
HANDLEY

Treasurer ..... Aaron Michaelson  
 Traffic Manager..... R. Mantell  
 Export Manager..... Martin Diamond

*Services Offered*—Distributors of TV film program series, transcribed radio program series, gennett, speedy-Q and E.M.I. sound effect record libraries. Representatives for foreign broadcasting.

*Productions* — (TV) Capsule Mysteries; Plainclothesman; Famous Jury Trials. (Radio) The Clock; Famous Jury Trials; Half-Hour Mystery Bloc; Daytime Soap Operas.

●  
**Minot TV, Inc.**

(See UM & MTV Corp.)  
 509 Madison Ave., New York 22, N. Y.  
 Phone: PLaza 9-7380

●  
**Mode-Art Pictures, Inc.**

1022 Forbes St., Pittsburgh, Pa.  
 Phone: Express 1-1846  
 Chairman, president..... James L. Baker  
*Services Offered*—Producers of film commercials, and TV series.

●  
**Modern Talking Picture Service, Inc. TV Division**

219 E. 44th St., New York, N. Y.  
 Phone: OXford 7-2753  
 General Manager..... J. R. Ritenour  
 Sls. & Service..... Alex Leslie

*Services Offered*—Trafficking, distribution and print procurement.  
 spot TV films.

*Branch Offices*

420 N. Michigan Ave., Chicago 11, Ill.  
 Phone: DElaware 7-3761  
 Manager ..... Peter Markovich  
 3450 Wilshire Blvd., Los Angeles 5, Calif.  
 Phone: DUmkirk 4-2511  
 Manager..... J. J. Lipsky

●  
**Carlton E. Morse Enterprises, Inc.**

1680 N. Vine St., Hollywood 28, Calif.  
 Phone: HOLlywood 9-6161  
 President..... Carlton E. Morse  
*Services Offered*—TV film programs, production.

●  
**Morton Productions**

(Radio & Television)  
 64 East Lake St., Chicago 1, Ill.  
 Phone: CEutral 6-4144  
 President ..... Morton Jacobson  
*Services Offered*—This is the Story, and What's Wrong With This Picture—TV shows and The Westerners (Curt Massey), Joe Emerson's Hymntime, This is the Story and So the Story Goes—Radio Shows.

●  
**Motion Picture Advertising Service Co., Inc.**

(See UM & M TV Corp.)

**WILLIAM HARMON**

PRODUCER-DIRECTOR

CURRENT:

Texaco Star Theater  
**"JIMMY DURANTE SHOW"**

●  
 Representation

WILLIAM MORRIS AGENCY, INC.

Est.  1898

**SAM FULLER**



**Motion Picture Productions Inc.**

(See Program Producers)

**Motion Pictures For Industry**

5243 Kelton Ave., Los Angeles 64, Calif.

Phone: BRighton 0-4757

President.....Harry O. Hoyt  
 Production Manager.....E. G. Hayter  
 Camera .....Charles Hanawalt  
 Sales Manager.....Dean S. Wright  
*Services Offered*—Producers of 35 and 16 mm. commercials, motion pictures and television shows, principally in color.  
*Productions*—“When Presses Roar.”

**Motion Picture Stages, Inc.**

3 East 57th St., New York, N. Y.

Phone: PL 3-4840

President.....C. F. Vetter, Jr.  
 Studio Manager.....Gerald Margolis  
*Services Offered*—Film production service, specializing in serving film producers. All production facilities and services.

**Motion Pictures for Television, Inc.**

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

Phone: PL 3-5600

Pres., Chrm. of Board.....Matthew M. Fox  
 V.P., Gen. Sales Mgr.....E. H. Ezzes  
 Adm. Asst. to V.P.....Lewis F. Blumberg  
 Eastern Div. Acct. Exec.....Martin Robinson  
 Headbooker.....Richard B. Morros

*Branch Offices*

216 Tremont St., Boston, Mass

New Eng. Sls. Mgr.....Fred Yardley  
 155 East Ohio St., Chicago, Ill.

Gen. Div. Sls. Mgr.....Dick Feiner  
 3109 Routh St., Dallas, Texas

Southwestern Sls. Mgr.....Irving Feld  
 2211 Woodward Ave., Detroit 1, Mich.

East-Central Sls. Mgr.....Dalton Danson  
 9100 Sunset Blvd., Los Angeles, Calif.

Western Sls. Mgr.....John Cole  
 20 Collier Rd., Atlanta, Ga.

Manager .....Bob Feiner  
 MPTV (Canada) Ltd., c/o Sovereign Film  
 Dist., Ltd.

277 Victoria St., Toronto, Ont. Canada

Phone: EMpire 8-8621

General Manager.....Alex T. Metcalfe

**Movie Advertising Bureau**

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

Phone: MUrray Hill 6-3717

Dir. of National Sales.....Claude F. Lee  
*Services Offered*—Spot commercials for TV and theatre.

**Movietonews, Inc.**

460 W. 54th St., New York 19, N. Y.

Phone: COlumbus 5-7200

President.....W. C. Michel  
 V.P. Producer.....Edmund Reek  
 General Manager.....Jack Haney

Commercial Dept. Mgr.....Frank Barry  
 Editors.....Ben Loweree, Louis Tetunic  
 Associate Prods...Jack Gordon, Jack Kuhne  
 Director of Scripts.....Dan Doherty  
 Assignment Director.....Burt Reinhardt  
*Services Offered*—Theatrical and TV news films; short subjects.

**MPO Productions, Inc.**

15 East 53rd St., N. Y. 22, N. Y.

Phone: MUrray Hill 8-7830

President.....Judd L. Pollock  
 Vice-President.....L. E. Madison  
 Secretary .....Marvin Rothenburg  
 Treasurer .....Arnold Kaiser  
 Sls. Promotion Mgr.....Jack Berch  
 Producer .....Victor Solow

*Branch Office*

501 Berger Building, Pittsburgh, Pa.

Phone: COurt 1-2588

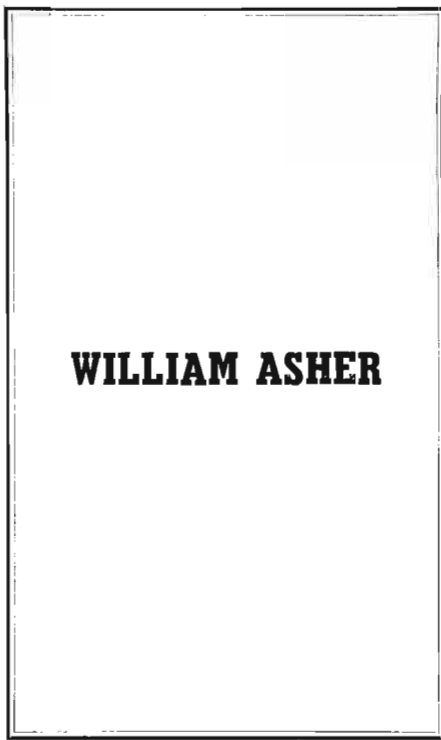
Exec. in charge.....William Henning  
*Services*—Complete production of films for sales promotion and training; public relations; information and training, for the U. S. forces and government agencies; color sportsmen's and conservation films.

**Owen Murphy Productions, Inc.**

723 Seventh Ave., New York 19, N. Y.

Phone: PLaza 7-8144

President .....Owen Murphy  
 General Manager.....Elwood Siegel  
 Supervising Editor...Edward F. Boughton



*Services Offered*—Complete motion picture production services; Commercial, advertising, institutional films, package shows on film especially made for TV; Scripts, photography art and animation facilities.

**Nation Wide Television Corp.**

745 Fifth Ave., New York 22, N. Y.  
Phone: ELdorado 5-7566

President ..... Irvin Shapiro  
*Services Offered*—Feature films, streamliners.

**National Screen Service Corp.**

1600 Broadway, New York 19, N. Y.  
Phone: Circle 6-5700

Director, TV ..... Harold L. Danson  
*Services Offered*—Motion picture production for television film commercials, TV trailers, station breaks, openings, titles, etc.

**National Telefilm Associates, Inc.**

60 West 55th St., New York 19, N. Y.  
Phone: PLaza 7-2100

President ..... Ely A. Landau  
Exec. V.P. .... Oliver A. Unger  
V.P. Chg. of Sales ..... Harold Goldman  
V.P., West Coast Sls. Dir. .... Ed Gray  
V.P., Mid-West Sls. Dir. .... E. J. Graf  
V.P., Sec'y. .... Edythe Rein  
Dir. Prom. & Sls. .... Martin Roberts  
Publicity Mgr. .... Harry Alguis  
*Services Offered*—Television programs and features for national, regional and local sponsorship.

*Productions*—350 feature films.

**National Television Films**

300 W. Third St., Charlotte, N. C.  
Phone: EDison 4-6126

President ..... J. F. White  
Sales Manager ..... Scott Lett  
*Services Offered*—Distributor of TV film series.

**NBC Film Division**

*A Subsidiary of The Kagran Corp.*  
663 Fifth Avenue, New York, N. Y.  
Phone: CI 7-8300

NBC V.P. in Chg. .... Carl M. Stanton  
Director ..... Edgar G. Sisson  
Dir. of Publicity ..... Charles A. Henderson  
Production Mgr. .... William Lawrence  
Publicity Mgr. .... Fred Jacobi  
Research Mgr. .... Jason Lane  
Business Manager ..... Robert A. Anderson  
National Sales Mgr. .... H. Weller Keever  
Mgr. of Film & Kinescope .. Frank C. Lepore  
Mgr. of Film Prod. .... Stanton M. Osgood  
Mgr. of Adv. & Prom. .... Jay H. Smolin  
*Services Offered*—TV film sales and syndication, stock-shot film library and kinescope services.

*Productions* — Adventures of the Falcon; Badge 714; Captured; Dangerous Assignment; Hopalong Cassidy; Inner Sanctum; Life of Riley; Lilli Palmer Show; Paragon Playhouse; Victory at Sea; The Visitor; Watch the World; Homer Bell; Great Gildersleeve; Steve Donovan; Crunch & Des.

**Ted Nemeth Studios**

729 7th Ave., New York 19, N. Y.  
Phone: Circle 5-5147-8

Production Director ..... Ted Nemeth  
Art Director ..... M. E. Bute  
*Services Offered*—Producers, distributors of film made specifically for TV; TV film spots and commercial films.

**Stanley Neal Productions, Inc.**

475 Fifth Ave., New York 16, N. Y.  
Phone: MU 3-6396

President ..... D. J. Lane  
Exec. V.P. .... Charles W. Cromer  
Midwest Sales Dir. .... Robert Cumming  
V.P. in Charge of Prod. .... Soby Martin  
In Charge of Scripts ..... Edith Martin  
Production Mgr. .... Charles L. Smith  
Washington Dir. .... A. A. Ulin  
*Services Offered*—Producer of TV programs and spots, also special purpose motion pictures.

**North American Television Productions, Inc.**

222 East 46th St., New York, N. Y.  
Phone: MUrray Hill 7-2913

President ..... E. M. Glucksman  
Vice Pres. .... Joseph Plunkett  
Secretary, Treas. .... L. B. Glucksman  
*Services Offered* — Producing half hour musicals on film for television, and sports-film library.

**Nothing New Under the Sun Productions**

338 N. Rodeo Dr., Beverly Hills, Calif.  
Phone: CRestview 4-5491

Producer ..... Mitchell Gertz  
Secretary ..... Harold Bernson  
*Services Offered* — Producer of 5-minute film featurettes.  
*Productions* — Nothing New Under the Sun.

**Official Films, Inc.**

25 West 45th St., New York 36, N. Y.  
Phone: PLaza 7-0100

President ..... Harold L. Hackett  
Exec. Vice Pres. .... Herbert Jaffer  
Secretary ..... Herbert J. Siegel  
General Counsel ..... Lee Moselle  
Vice President Sls. .... Herman Rush  
Vice-President ..... Robert Sanford  
Treasurer ..... Seymour Reed  
Director of Advert. & Pub. .... John Newman

*Branch Offices*

Chicago, Ill., 360 N. Michigan Ave.  
 Beverly Hills, Calif., 121 S. Lapeer Drive  
 St. Louis, Mo., 415 N. 12th Blvd.  
 Phila., Pa., 1420 Walnut St.  
 Minneapolis, Minn., 3100 Raleigh Ave.  
 Boston, Mass., 419 Boylston St.  
 Memphis, Tenn., 2254 Madison Ave.  
 Dallas, Texas, Second Unit, Santa Fe Bldg.  
 San Francisco, Calif., 150 Font Blvd.  
 Atlanta, Ga., 1299 W. Peachtree St., N.E.

*Services Offered* — Distributors of 16mm syndicated TV film, feature films, cartoons and musical shorts and miscellaneous.

**Olympia Film Productions, Inc.**

112 W. 48th St., New York 36, N. Y.  
 Phone: JUdson 6-1143

President.....Leland M. Ross  
 Secretary.....Joseph L. Greene  
 Treasurer.....Daniel H. Kahn

*Services Offered*—Complete motion picture production in black and white or color, 16 or 35 mm. Producers of films for TV shows, spots, public relations, training, industry and education. Creative staff for writing of package shows or film series.

**Harry Owens Television Productions**

6710 Melrose Ave., Hollywood 38, Calif.  
 Phone: WEbster 9-1491

President.....Harry Owens  
 Vice-President.....Homer O'Donnell  
*Services Offered*—Motion picture productions.

**Packaged Programs, Inc.**

634 Penn Ave., Pittsburgh 22, Pa.  
 Phone: GRant 1-4756

General Manager.....M. E. Fierst  
 Sales Manager.....J. H. Ware  
 Tech. Supervisor.....Anthony Di Fiore  
*Services Offered* — Program, commercial and news production; laboratory, studio and recording facilities.

**Pan American Television Corporation**

1044 South Hill St., Los Angeles 15, Calif.  
 Phone: RICHmond 7-8661

**Paramount Television Productions Inc.**

1501 Broadway, New York 36, N. Y.  
 Phone: BRyant 9-8700

President.....Paul Raibourn  
 Vice-President.....Bernard Goodwin  
*Branch Office*

5451 Marathon St., Hollywood 38, Calif.  
 Phone: HOLlywood 9-6363

Vice-President.....Klaus Landsberg  
*Services Offered*—TV package programs, production, video transcription service, sales distribution.

**Jack Parker Productions**

(See Television Film of America for personnel listing.)

**Paul Parry Productions**

7557 Sunset Blvd., Hollywood 46, Calif.  
 Phone: HOLlywood 7-4774

Exec. Prod-Director.....Paul Parry  
 Production Mgr.....Barney Dyer  
 Writer.....Frank K. Adams  
 Dir. of Photography.....Ray Foster  
 Director.....E. Watkins

*Services Offered*—16 and 35 mm facilities, production of program films, spot commercials, product sales promotion and corporation training films. Also sound slide films.  
*Productions*—“Treasure of Cocos Island,” “Cameras and Models in Action.”

**Parsonnet TV Film Studios, Inc.**

4602 5th St., Long Island City, N. Y.  
 Phone: STillwell 4-6163

President.....Marion Parsonnet  
*Services Offered*—Studio facilities.

Secretary.....Shirley Parsonnet  
*Services Offered*—Producer of films, production facilities for rent, films for syndication, and commercials.

**Parsonnet & Wheeler**

32 West 53rd St., New York 19, N. Y.  
 Phone: PL 3-6658

President.....Stirling Wheeler  
 Executive Vice-Pres.....Anthony Z. Landi  
 Sec'y-Treas.....Balyz Marcin  
 Producer-Writer-Dir.....Marion Parsonnet  
 Production Supervisor.....Joel Glickman  
 Unit Manager.....Stephen Bono  
 Personnel and Casting.....Wanda Hendrickson  
 Script Dept.....Betty Kanzell  
*Services Offered*—Theatrical, TV, industrial and commercial films.

*Productions* — The Lowell Thomas Jr. Show; commercials for ESSO, American Beer; Lipton Tea & Lipton Soup; Knickerbocker Beer; Cashmere Bouquet; Ivory; Neolite; Ready Magic; Vim; Veto; Pepsi-Cola; Pall Mall; Sight Master Fuse.

**Lindsley Parsons Productions, Inc.**

1416 N. LaBrea, Hollywood 28, Calif.  
 Phone: HO 3-2141

President.....Lindsley Parsons  
 Vice-President.....Myrtle Parsons  
 Treasurer.....Sam Wallis  
 Secretary.....Lindsley Parsons, Jr.  
 Associate Producers.....John Burrows,  
 Warren Douglas

*Productions*—The Come On; Fingerman; Return of Jack Slade.

**Pathescope Productions**

(Pathescope Co. of America Inc.)  
 580 Fifth Ave., New York 36, N. Y.

Phone: PLaza 7-5200

President.....Edward J. Lamm  
 Production Manager.....James Pierce  
 Executive Producer.....William Nelson  
 Studio Manager.....John Ball  
*Services Offered*—Animation or live—specializing in use of rear screen projection.

**Ray Patin Productions**

6650 Sunset Blvd., Los Angeles 28, Calif.

Phone: HOLlywood 2-1147

Exec. Producer.....Ray Patin  
 Asst. Producer.....Gus Jekel  
*Services Offered*—Complete production of animated television commercial films with live action sequences.

*Productions*—Toni; Jax Beer; Petri Wine; Johnson Wax; Rainier Beer, Coca-Cola; Blue Plate Foods; Motorola; Richfield Gasolines; Dutch Cleanser.

**Peerless Film Processing Corp.**

165 West 46th St., New York 36, N. Y.

Phone: PLaza 7-3630

President.....Kern Moyses  
 Vice-President.....R. S. Moyses  
 Treasurer.....Barbara Holz  
 Eastern Sales Mgr.....Raoul J. Menendez  
 Laboratory Mgr.....Visualdis Gedulis  
 Mgr., Special Services.....Allan De Forest

*West Coast Branch*

959 Seward St., Hollywood 38, Calif.

Phone: HOLlywood 7-9223

Vice-Pres., West Op.....Victor C. Krupa  
 Secy., Branch Mgr.....Suzon Steinle Krupa  
*Services Offered*—Complete distribution and servicing of TV films; distributor of reels, cans, shipping cases. Peerless film treatment to safeguard films against damage and deterioration; Peer-Renu treatment to stretch shrunken negatives; film cleaning and reconditioning.

**Penthouse Sound Studios of V. J. Nola**

Laboratory Mgr.....Robert Dawson  
 Owner.....Vincent J. Nola  
 Gen. Sls., Film Div. Mgr.....V. Thomas Nola  
 Chief Engineer.....Stanley J. Bumbley

*Services Offered*—Recording to optical and magnetic film—16 mm., — 17½ mm. — 35 mm., and ¼" sync. tape. Music scoring-disc recording. 24 studios.

**Pictorial Films, Inc.**

1501 Broadway, New York 36, N. Y.

Phone: WISconsin 7-6650

President.....J. Milton Salzburg  
 Sales Manager.....David B. Dash  
*Services Offered* — Produce & distribute features & shorts.

**David Piel**

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

Suite 1701

Phone: MUrray Hill 2-8451

Proprietor.....David Piel  
 Associate.....Sidney J. Kupfershmid  
*Services Offered*—Production of TV commercials (animated and live), industrial short subjects, slide films and syndicated entertainment films for TV.

**Polaris Pictures, Inc.**

5859 W. 3rd St., Los Angeles 36, Calif.

Phone: WEbster 8-2181

President.....Perry King  
 Vice-President.....Florence R. Barnum  
*Services Offered*—Complete production of motion pictures for advertising, training, public relations, education, TV.

*Productions* — Hughes Aircraft; So. Cal. Edison Co.; So. Cal. Gas Co.; USAF.

**Post Pictures Corp.**

71 West 47th St., New York 36, N. Y.

Phone: JU 2-4870

President.....Harry A. Post  
 TV Sales.....Alan I. Post  
*Services Offered*—Packages of features and short subjects. Film distributor film rental.

**Princess Pictures, Inc.**

11 West 42nd St., New York 36, N. Y.

Phone: LONgacre 5-1535

President, Exec. Prod.....Burt Balaban  
 Vice President.....Bernard Donnenfeld  
 Sales Director.....Richard M. Firestone  
 Asst. Producer.....Roy Rich  
 Script Editor.....Irve Tunick  
*Services Offered* — Full length and short subject motion picture production.

*Productions*—Double Profile; Black Forest; Fire On; Check-mate; Doorway to Suspicion; Amiable Lady; The Lie; 8 Witnesses; Phantom Caravan; Sgt. and the Spy; Double-Barrel Miracle; Immediate Disaster; Diplomatic Passport.

**Princeton Film Center, Inc.**

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

Phone: PLaza 5-0322

Carter Road, Princeton, N. J.

Phone: PRinceton 1-3550

President-Exec. Prod.....Gordon Knox  
 Business Manager.....A. F. Califano  
 Dir. Client Relations.....Bradford K. Cross  
 Dir. of Distribution.....Robert C. Molusky  
 Director of Sales.....Tom Hawley  
*Services Offered*—Producers and distributors of all type motion pictures, including TV series and individual subjects.

*Productions* — Rural Review; Americans at Home; Keys to Happiness; Naval Customs and Courtesies.

**Prm, Inc.**

(See Associated Artists, Productions, Inc.)

**Prockter TV Enterprises, Inc.**

c/o American National Studios  
7324 Sta. Monica Blvd., Hollywood, Calif.  
Phone: HO 2-6282

Casting ..... John Stephens  
Services Offered—Films for distribution.  
Productions—"Treasury Men in Action,"  
"Man Behind the Badge."

**Quality Films, Inc.**

1040 N. Las Palmas, Hollywood, Calif.  
Phone: HOLlywood 7-3111

President ..... Charles Weintraub  
Vice-President ..... Maurice Janov  
Services Offered—Distributors of feature  
films.

**Quintet Productions**

6052 Sunset Blvd., Hollywood, Calif.

Phone: Cal. HO 7-8832; N. Y. MU 7-5011  
President ..... Peter Piech  
V.P. Exec. Prod. .... Russ Hayden  
V.P., Treas. .... Ed Berkson  
Services Offered—Filming of the "Judge  
Roy Bean" series.

**Rawlins-Grant, Inc.**

c/o California Studios  
650 N. Bronson Ave., Hollywood, Calif.  
Phone: HO 9-8321

Producer-Directors ..... John Rawlins,  
Marshall Grant

**Reela Films, Inc.**

17 N.W. 3rd St., Miami, Fla.  
Phone: FL 2-2108

President ..... Stanley L. Stern  
Vice-President ..... Richard F. Wolfson  
General Manager ..... Frank J. Brodock  
National Sls. & Develop. .... Luke de Matama  
Executive Producer ..... Michael Brown  
Sales Manager ..... James L. Campbell  
Services Offered—Complete film produc-  
tion and distribution facilities; commercials;  
sales training; industrial; TV features.

**Reid H. Ray Film  
Industries, Inc.**

2269 Ford Parkway, St. Paul 1, Minn.  
Phone: MIDway 9-1393

President ..... Reid H. Ray  
Vice-President ..... William H. Ringold  
Secretary ..... Alice Griswold  
Sales ..... R. V. Jeffrey  
Sales (Chicago) ..... Frank Balkin  
Sales ..... John Lang  
Services Offered—Production of television  
26 and 13 minute films for local, regional  
and national sponsorship; TV commercials.  
Productions—Walt's Workshop.

**RD-DR Corp.  
(Reader's Digest—  
deRochemont)**

380 Madison Ave., New York 36, N. Y.  
Phone: OX 7-0350

Chairman of Board ..... Louis de Rochemont  
President ..... Borden Mace  
Secretary ..... Ambrose Doskow  
Treasurer ..... Martin J. Maloney  
Services Offered—Feature, commercial and  
educational film producers.

**Reeves Sound Studios Inc.**

304 East 44th St., New York 17, N. Y.  
Phone: OR 9-3550

President ..... Hazard E. Reeves  
Vice-President ..... Chester L. Stewart  
Services Offered—Sound recording studios.

**Regal Television Pictures  
Corp.**

151 W. 46th St., New York 36, N. Y.  
Phone: JU 2-1877

President ..... Moe Kerman  
Services Offered—Distribution of motion  
pictures including features, streamliners, and  
shorts, for TV showings.

**Republic Television Features**

64 East Lake St., Chicago 1, Ill.  
Phone: STate 2-0460

President ..... Capico Kapps  
Prod. Supr. .... Albert Kapps  
Services Offered—Producers and distribu-  
tors of live and filmed television programs.

**Revue Productions, Inc.**

4024 N. Radford St., North Hollywood, Calif.  
Phone: POplar 6-3871

President ..... Karl Kramer  
Vice Presidents... George Stern, Alan Miller  
V.P., Production Mgr. .... Carl Hiecke  
V.P., Director ..... Richard Irving  
Herschel Doughety  
Productions—"Ray Milland Show," "Pepsi  
Cola Theatre," "Heinz Studio 57," "Adven-  
tures of Kit Carson," "General Electric Thea-  
tre," "City Detective," "Campbell's Star  
Stage," "The Crusader," "Alfred Hitchcock  
Presents."

**Stuart Reynolds Productions**

9120 Sunset Blvd., Los Angeles 46, Calif.  
Phone: CRestview 4-7863

President ..... Stuart Reynolds  
Ass't to Pres. .... Frank Doyle  
Services Offered—Production of films for  
TV.  
Productions—"Mr. President," "Skip Tay-  
lor. USAF."

**Marion Riddick Productions Ltd.**

1102 Eberhard St., Houston 19, Tex.  
Phone: Jackson 4-9653

Director ..... Marion Riddick  
*Services Offered*—Producers of film spot commercials, industrial and educational films, and film series.

**RKO Pathe, Inc.**

625 Madison Ave., New York 22, N. Y.  
Phone: JU 6-5050

Exec. Vice-President..... Jay Bonafield  
Vice-Pres..... J. Douglas Travers  
Gen. Sales Manager..... Sidney Kramer  
*Services Offered*—Produces films and film commercials for TV.

**Hal Roach Studios, Inc.**

8822 W. Washington Blvd., Culver City, Calif.  
Phone: VERmont 9-2311  
N. Y. Phone: CI 5-4135

President..... Hal Roach Jr.  
Sec'y-Treas..... C. H. Meacham  
Vice-Pres., Sls., N. Y..... H. R. Gellspan  
Vice-Pres. & Gen. Mgr..... S. S. Van Keuren  
*Services Offered*—Production of filmed TV commercials and programs. Screen Director's Playhouse: You Are There; Great Gilderleeve; Frontier; Life of Riley; Great Life.

**Rocket Pictures, Inc.**

6108 Santa Monica Blvd., Hollywood 38, Calif.  
Phone: HOLlywood 7-7131

President..... J. Richard Westen  
Exec. Vice-President..... Harlow Wilcox  
Production Manager..... Don Bartelli  
*Services Offered*—Producers of industrial, institutional and sales training motion pictures and slide films, and TV programs.

**Frederick K. Rockett Co.**

6063 Sunset Blvd., Hollywood 28, Calif.  
Phone: HOLlywood 4-3183

Owner-Manager..... Fred K. Rockett  
Production Manager..... Alfred Higgins  
Photographic Department..... Jay Adams  
Editorial Dept..... Paul Lord  
Stage Mgr..... Frank Lipari  
Electrical Department..... Frank Contardo  
*Services Offered*—Complete facilities including fully equipped modern sound proof stage and all electrical and illuminating equipment. Many standing sets. Every service from script to screen.

**Roy Rogers Productions**

Samuel Goldwyn Studio  
1041 N. Formosa Ave., Hollywood 46, Calif.  
Phone: HOLlywood 7-5111

Executive Producer..... Roy Rogers  
Producer ..... Jack Lacey  
Director ..... George Blair  
Cameraman ..... Joe Novak  
*Services Offered* — Produces TV western films. Brave Eagle.

**Roland Reed Productions**

650 N. Bronson, Hollywood, Calif.  
Phone: HOLlywood 9-8321

President..... Roland D. Reed  
Vice-President..... Guy V. Thayer, Jr.  
Secy.-Treas..... Hazel Hall  
Production Manager..... Dick L'Estrenge  
Ass't. Production Mgr..... William Tinsman  
Casting Director..... Frank Edmunds  
*Services Offered*—Producers of commercial, industrial and television films.

**Ross-Danzig Productions**

6331 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HOLlywood 2-6464

Partners..... Frank K. Danzig, Bart Ross  
Exec. Asst..... Betsy Boyd  
Assoc. Prod..... Al Burton  
*Services Offered*—Package production of live and filmed television programs.  
*Productions*—Musical Chairs; Mr. Genius; The Skipper.

**Danny Rouzer Studio**

7022 Melrose Ave., Hollywood 46, Calif.  
Phone: WEbster 6-2194

President & Owner..... Danny Rouzer  
*Services Offered*—Complete 16mm. production service, including sound stage, cameras, lights, sound recording, projection, cutting & editing, special effects and titling.

**Ruby Film TV Company**

729 Seventh Ave., New York 19, N. Y.  
Phone: Circle 5-5640

Production Manager..... Edward Ruby  
Photo. Dept. & Editorial..... Sidney Nannes  
*Services Offered*—Producers of film for TV and industry. Complete facilities available.  
*Productions*—Commercials for Phil Silvers Show; Koven Bros.

**Russell & Haberstroh**

111 East 28th St., New York 16, N. Y.  
Phone: MURray Hill 9-2568

Co-owners .... Leo Russell, Alex Haberstroh  
*Services Offered*—Film for science-fiction, fantasy, or straight dramatic shows. Rental library or miniatures designed, constructed, filmed in action to story specifications. All film edited, ready for intercutting into live shows.  
*Productions* — "Captain Video," "The Stranger."



**Sack Television Enterprises**

Film Exchange Bldg., Dallas 1, Tex.

Phone: STerling 3069

General Manager.....Alfred N. Sack  
Sales Manager.....Julius M. Sack

Services Offered—Producers, distributors; representatives for independent producers.

**Barnard L. Sackett Television Productions**

(See Program Producers)

**Joseph S. Salzburg**

33 West 60th St., New York 23, N. Y.

Phone: CO 5-2180

Owner.....Joseph S. Salzburg

Services Offered—Complete motion picture production offering producer's aids: film editorial service; production supervision-unit management; production consultants-lab expediting.

Productions—Youth at Crossroads; Bring-Christ To The Nations.

**Sarra, Inc.**

200 E. 56th St., New York 22, N. Y.

Phone: MURray Hill 8-0085

President.....Valentino Sarra

Sales Manager.....Jack Henderson

Creative Dept.....Rex Cox

Services Offered—Producer of TV commercials, industrial and sales films.

**Walter Schwimmer, Inc.**

75 E. Wacker Dr., Chicago 1, Ill.

Phone: FRanklin 2-4392

President.....Walter Schwimmer

Sales Manager.....Bernard Crost

Program Director....Arthur E. Pickens, Jr.

16 East 41st St., New York 17, N. Y.

Phone: LExington 2-1791

Manager.....Jack Arden

Services Offered—TV and radio package programs.

Productions—Radio: Tune-test; Tello-test; TV: Championship Bowling; Eddy Arnold Time.

**Screencraft Pictures, Inc.**

15 West 44th St., New York 36, N. Y.

Phone: MURray Hill 7-5011

Branch Offices:

5746 Sunset Blvd., Hollywood, Calif.

Phone: HOLlywood 2-4448

President.....Ed Berkson

Vice-President.....Myron Mills

National Sales Mgr.....Peter M. Piech

Services Offered—Distributor and syndicator of Judge Roy Bean; features and westerns for TV.

**Screen Gems, Inc.**

233 W. 49th St., New York, N. Y.

Phone: Circle 5-5044

V.P. & Gen. Mgr.....Ralph M. Cohn

V.P. in chg. of sls.....John H. Mitchell  
Dir., Business Affairs.....B. H. Hanft  
Dir., Adv. & Sls. Prom.....Henry S. White  
Dir. National Slc.....R. D. Levitt  
Director of Sales.....Robert Salk  
Dir. of Press Relations.....Frank Young  
Merchandising Mgr.....E. James York  
Production Exec.....Benedict Berenberg  
Producers...Lee Goodman, John Gilmour  
Casting Director.....Nancy Littlefield  
Coordinator, International Slc...James Dodd  
Technical Director.....M. Peter Keane  
Managing Dir. (Great Britain)...J. B. Cron  
General Mgr. (Canada).....Lloyd Burns  
1334 N. Beachwood, Hollywood, Cal.

Phone: HU 2-3111

V.P. in chg. Production.....Irving Briskin

Production Exec.....Fred Briskin

Account Exec.....Selmer Chalif

Producers.....I. Starr,

W. Sackheim, L. Breslow, E. Rodney, H.

Leonard, H. Greene, G. Bilson

Casting Director.....Ira Uhr

Story Editor.....Margret Wilder

Services Offered—produce, distribute TV films; produce animated or regular TV film commercials.

Productions — “Ford Theatre,” “Father Knows Best,” “Captain Midnight,” “The Adventures of Rin Tin Tin,” “Damon Runyon Theatre,” “The Patti Page Show,” “Tales of the Texas Rangers,” “Celebrity Playhouse,” “Circus Boy,” “You Can’t Take It With You.”

**Seaver-Leftwich, Inc.**

16 E. 40th St., N. Y., N. Y.

Phone: MU 4-1705

President.....Frank A. Seaver

Treasurer.....Alexander Leftwich

Secretary.....J. Gerson Shaff

Services Offered—Motion picture production: industrial, TV commercials, series.

**Sherry TV, Inc.**

(See Mark VII, Ltd.)

**Simmel-Meservey TV Producers**

9113 W. Pico Blvd., Los Angeles, Calif.

Phone: CRestview 4-6156

President.....Louis Simmel

Services Offered—Producers and distributors of film series and shorts.

**Al Simon Productions**

General Service Studios

1040 N. Las Palmas, Hollywood 38, Calif.

Phone: HOLlywood 4-2141

President.....Al Simon

Services Offered—Productions of filmed shows and commercials.

**Sixteen Screen Service Company**

6710 Melrose Ave., Hollywood 38, Calif.  
Phone: WEBster 9-1491

Partner .....Homer O'Donnell  
Services Offered—Complete motion picture productions and production services.

**Skibo Productions, Inc.**

165 W. 46th St., New York 36, N. Y.  
Phone: PLaza 7-2265

President-Treas.....Patrick E. Shanahan  
Secretary .....George Blake

Services Offered—16m. and 35mm. sound films for TV rental. Educational, comedies, novelties, musicals, features and short subjects.

**Charles E. Skinner Productions, Inc.**

6226 Yucca St., Hollywood 28, Calif.

Phone: Calif.: HO 2-6555; N. Y.: CI 6-6915

President, Exec. Prod...Charles E. Skinner  
Gen. Mgr., Sec'y, Treas....Raymond Rand  
Script Editor.....Nelson Gidding  
Film Editor.....Alan Crosland, Jr.  
Production Executive.....Tom R. Curtis  
Directors.....Eddie Drew, Albert Kelly  
Camera Directors...G. Warrenton, D. Drury  
Music Editor.....Alphonse Corelli  
Musical Directors.....Skitch Henderson,  
Ted Royal

Services Offered — Creators, producing contractors, adapters, and consultants to package show producers, advertising agencies or sponsors. Facilities in N. Y., Fla., and Hollywood. TV, theatrical and non-theatrical distribution in U. S., Canada, Mexico, and South America.

Productions — Sergeant Preston of the Yukon; The Traffic Dept. Story.

**Stephen Slesinger, Inc.**

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

Phone: ELdorado 5-2544

President .....Hugh Sears  
Services Offered—TV films, based on the following properties: "Red Ryder," "King of the Royal Mounted," "Ozark Ike," and "Winnie-the-Pooh."

**Fletcher Smith Studios, Inc.**

321 E. 44th St., New York 17, N. Y.

Phone: MUrray Hill 5-9010

President .....Fletcher Smith  
Vice-President .....Charles Schettler  
Secretary-Treasurer .....Peter Caldera

Services Offered—Producers of TV commercials and industrials.

Productions — Commercials for MGM; Vick Chemical Co., Quality Bakers of America; The Modern Farrel Sugar Mill.

**Walter Harrison Smith Productions, Inc.**

136 East 57th St., New York 22, N. Y.  
Phone: EL 5-7212

President.....W. H. Smith  
Exec. V.P.....Tom Farrell  
V.P., Treas.....E. T. Smith  
Exec. Producer.....Seymour Salkowitz  
Associate Producer.....Bruce J. Thomas

Services Offered—Editorial publicity, publicity, public relations films for free distribution; sales training films; industrial; development and production of TV programs.

**Snader Telescriptions Corp.**

9130 Sunset Blvd., Hollywood, Calif.

Phone: CR 4-6651

President.....Louis D. Snader  
Casting Director.....Phil Bloom  
Musical Director.....Bernard Brody

Services Offered—Producers of films for TV; own organization for syndication and distribution of features produced by others.

**Sound Masters, Inc.**

165 W. 46th St., New York 36, N. Y.

Phone: PLaza 7-6600

Chairman of Brd.....W. F. Githens  
President.....Harold E. Wondsel  
V.P., Sect.....F. C. Wood, Jr.  
Treasurer .....Walter Kullberg

Services Offered—Producers of commercial spots and industrial films.

**Southern Attractions, Inc.**

Chatham Bldg., Charlotte, N. C.

President.....T. D. Kemp, Jr.  
Services Offered—Producers of film shows on order.

**Specialty Television Films, Inc.**

1501 Broadway, New York 36, N. Y.

Phone: LO 4-5592

Pres., Gen. Sales Mgr.....Jules B. Weill  
Asst. Gen. Sls. Mgr.....Sam Greller  
Chief Booker.....Monty Raphaelson

Services Offered—Motion picture film, features for television broadcasting.

**Splendor Film Corp.**

723 7th Ave., New York 19, N. Y.

Phone: PLaza 7-1930

President & Director.....Warren Coleman  
Vice-Pres. & Director.....Noble Sissle  
Treasurer & Director.....Emil Velazco  
Secretary & Director.....Max P. Kaplan  
Directors.....R. L. Drake,  
P. M. Hughes, H. Leopold Spitalny.

Services Offered—Production in the field of TV and motion pictures expressly using Negro artists.

Productions—Honor and Glory Brown; The Pattern; The Davis Story.

**Sportvision, Inc.**

233 Sansome St., San Francisco 4, Calif.  
 Phone: EX 2-3837  
 N. Y. Phone: PL 5-6131

Sales Mgr.....Al J. Madden  
 Business Mgr.....Keith Alderson  
 Administrative Director.....Norris West  
 Production Director.....John Brodhead

*Services Offered*—Film producer of half-hour football and other sports. Distributor of television films.

*Productions*—All American Game of the Week; Big Ten Hi-Lites; Pacific Coast Conference Hi-Lites; Gridiron Cavalcade.

**Square Deal Pictures Corp.**

Pines Bridge Road, Ossining, N. Y.  
 Phone: OSsining 2-2617

V.P., Gen. Mgr.....Donn Marvin  
 Production Mgr.....David Carpenter  
 Sales Mgr.....M. G. Rosenthal  
 Dir. of Cinematography.....Tom Maley

*Services Offered*—Available for production of films of all types, produce and distribute own films for television.

*Productions* — “Religion in the Family,” “Pastorale,” “Psalmody,” “Sons of God,” “The Miracle of Christmas.”

**Stage 5 Productions**

1040 N. Las Palmas, Hollywood, Calif.  
 Phone: HOLlywood 7-3111

Producer, Dir.....Ozzie Nelson  
 Associate Producer.....Leo Pepin  
 Cameraman.....Ned Beckner  
 Music Director.....Buzz Adlam

*Services Offered*—Producing the television series, “Adventures of Ozzie and Harriet.”

**Al Stahl Productions  
 Animated Productions, Inc.**

1600 Broadway, New York 19, N. Y.  
 Phone: COLUMbus 5-2942

President.....Al Stahl  
 Art Director.....Tony Garcia  
 Director.....Jack Weisburg  
 Production Mgr.....Gerard Pick  
 Mgr., Industrial Films.....Don Lang

*Services Offered*—Complete production facilities and service for filming live action, animation, TV shows and commercials; also produce training, industrial and public relations films in black-white & color.

**Standard Television**

321 S. Beverly Drive, Beverly Hills, Calif.  
 Phone: CR 4-6869

President.....Bob Berger  
 Film Booker.....Pearl Adelman  
*Services Offered* — Distributor of feature films for TV.

**Standard Television Corp.**

745 Fifth Ave., New York 22, N. Y.  
 Phone: ELdorado 5-7566

President.....Irvin Shapiro  
 General Manager.....A. A. Mayers

*Services Offered*—Major feature films and shorts.

**Star Entertainment Corp.**

214 W. 42 St., New York 36, N. Y.  
 Phone: LA 4-3450

President.....Max Wolf  
 Secretary.....Al Roth

*Services Offered* — Talent representatives, casting, production, and packaging of films.

**Station Distributors, Inc.**

1407 Broadway, New York, N. Y.  
 Phone: WISconsin 7-2055

President.....Robert S. Gettinger  
*Services Offered*—Film production for TV; sales & distribution of package shows.

**Sterling Television Co., Inc.**

205 East 43rd St., New York 17, N. Y.  
 Phone: OXFord 7-2520

President.....Saul J. Turell  
 V.P. in Chg. of Sales.....Bernice Coe  
 V.P. in Chg. of Oper.....Richard Carlton  
 Sec., Treas.....Robert E. Rhodes  
 Advertising Mgr.....Herman Edel  
 Educ. Films Mgr.....M. Rothchild  
 Agency Sls. Mgr.....Dave Sigel

*Services Offered*—Producer and distributor of TV features, shorts and film series, TV stock shots. Distributor for independent producers.

*Productions*—“Music for Everybody.”

**Mike Stokey Productions, Inc.**

6123 Selma Ave., Hollywood 28, Cal.  
 Phone: HOLlywood 2-1241

64 West 56th St., New York 19, N. Y.  
 Phone: CO 5-8610

President.....Mike Stokey  
 Vice-Presidents....John Hueners, J. Barnoh  
*Service Offered*: Producers of live and filmed television productions and packaging.

*Productions* — “Mike Stokey’s Pantomime Quiz.”

**Wilbur Streech Productions,  
 Inc.**

135 West 52 St., New York 19, N. Y.  
 Phone: JUDson 2-3816

President.....Wilbur J. Streech  
 Vice-Pres. Sls.....Joseph C. Bowman, Jr.  
 Production Mgr.....Harry Wuest

*Services Offered*—Production of all types of motion pictures including animation, live action, stop motion and special effects. Specialists in TV film commercials.

**Studio City TV Productions,  
 Inc.**

4020 Carpenter, North Hollywood, Calif.  
 Phone: SU 3-8807; N. Y.: JU 6-1700

President.....Mort W. Scott  
 Secretary-Treasurer.....Lester J. Nelson

*Services Offered*—Complete production of films for television.

*Productions*—Stories of Century.

**Studio Films, Inc.**

380 Madison Ave., New York 17, N. Y.  
 Phone: OXford 7-2590  
 TWX: NY 1-3036

President.....S. A. Costello  
 Exec. Vice-President.....Ben Frye  
 Vice-President.....G. G. Weiss  
 Secretary.....Russell Kemp  
 Dir. Adv. and Promotion.....George Fenmore  
*Services Offered*—Producers and distributors of Studio Telescriptions, over 1100 musical films produced especially for TV.  
*Current Productions*—Showtime.

**Sunset Productions, Inc.**

(Subsidiary of Warner Bros. Pictures, Inc.)  
 4000 W. Olive Ave., Burbank, Calif.  
 Phone: HOLlywood 9-1251

President.....Norman N. Moray  
 Eastern Production V.P.....W. C. Ament  
 Western Production V.P.....Jack Warner, Jr.  
 Home Office  
 321 W. 44th St., N. Y., N. Y.  
 Phone: Circle 6-1000  
*Services Offered*—Producers of film spot commercials and films on order.

**Superman, Inc.**

650 N. Bronson Ave., Los Angeles 4, Calif.  
 Phone: HOLlywood 9-6371

Producer.....Whitney Ellsworth  
 Production Manager.....Clem Beauchamp  
 Directors.....Harry Gerstad, George Blair  
 Casting Director.....Harold Chiles  
 Chief Cameraman.....Harold Stine  
 Music Director.....Irving Gertz  
*Services Offered* — Production of the "Superman" television series.

**John Sutherland Productions, Inc.**

201 N. Occidental Blvd., Los Angeles 26, Cal.  
 Phone: DUNkirk 8-5121  
 404 Fourth Ave., New York 16, N. Y.  
 Phone: MURray Hill 6-4590

President, Gen'l Mgr.....John Sutherland  
 Exec. Vice President.....Ross Sutherland  
 Vice-President.....Dale Armstrong  
*Services Offered* — TV film production, commercials, industrial, public relation, educational and training films.

**Swift-Chaplin Productions, Inc.**

1136 North Highland Ave.  
 Hollywood 38, Calif.  
 Phone: HO 2-0761

President.....Charles F. Chaplin  
 Vice President.....Howard Swift  
*Services Offered* — Producers of custom built filmed television commercials.

**Syndicated Films**

1022 Forbes St., Pittsburgh, Pa.  
 Phone: EXpress 1-1355  
 Manager.....H. J. Kemerer

*Services Offered*—Distributor of TV film series.

**T-bar-V Productions, Inc.**

5919 Hollywood Blvd., Hollywood 28, Calif.  
 Phone: HOLlywood 3-1038

Pres., Sls. Mgr.....Donna Fargo  
 V.P., Gen. Mgr.....Lois Landon  
 Sec'y., Treas.....H. B. Baumeister  
*Services Offered*: Specialize in westerns, outdoor, animal packages.

**The TeeVee Company**

211 S. Beverly Drive, Beverly Hills, Calif.  
 Phone: Crestview 5-1076

President.....Gifford Phillips  
 Vice-Pres.....Ludlow Flower Jr.  
*Services Offered*—Producers, distributors.  
*Productions*—"Little Theatre," "Invitation Playhouse," "Tales of Tomorrow," "Camera's Eye," "This Is Charles Laughton."

**Telecast Films, Inc.**

247 W. 46th St., New York, N. Y.  
 Phone: JUDson 6-5480

President.....W. K. Hedwig  
 Secty.-Treas.....G. W. Hedwig  
*Services Offered*—Rentals 16mm. sound and silent films for TV programming; all types incl. features, westerns, short subjects, comedies, travel, etc.  
*Productions*—"Magic Mirror."

**Telefilm Enterprises**

38 East 57th St., New York 22, N. Y.  
 Phone: PLaza 8-3360

Owner.....Charles Wick  
*Services Offered*—Financing and production of TV series, commercial filmed in Europe.  
*Productions*—Adventures of the Big Man; All-Star Musical Series on film.

**Telemated Cartoons**

70 E. 45th St., New York 17, N. Y.  
 Phone: MURray Hill 6-8933

Prod.-Dir.....Saul Taffel  
*Services Offered*—Production of TV film commercials; storyboards; jingles. Animated cartoons; live action; animated and optical effects in color or black and white; 35mm. or 16mm. facilities.

**Telenews Film Corporation, Inc.**

630 Ninth Ave., New York 36, N. Y.  
 Phone: JUDson 6-2450

Chairman.....Herbert Scheftel  
 President.....Robert K. Straus  
 Vice-President.....Alfred G. Burger  
 Exec. Vice Pres.....N. S. Livingston  
 Business Manager.....A. D. Comeaux  
 Editorial.....Richard Milbauer  
 Secretary & Treasurer.....James Sachs

**Tele-Pictures, Inc.**

145 N. Robertson Blvd., Beverly Hills, Calif.  
Phone: CR 5-4535

President.....E. J. Baumgarten  
Exec. for Operations...William J. Maggini  
Western Sales Div.....Leo Turtledove  
Eastern Sales Div.....John Leo  
Midwestern Sales Div.....Marvin Lowe  
Southern Sales Div.....Jack Flax

*Services Offered*—Syndication of motion picture features.

**Telepix Corporation**

1515 N. Western Ave., Hollywood 27, Calif.  
Phone: HOLLYWOOD 4-7391

President.....Robert P. Newman  
Vice President.....Martin Weiner  
Secretary.....Robert M. Wiley

*Services Offered* — Complete production facilities, including sound stage, sound mixing and dubbing, editing, and screening. Full package or rental production arrangements; live action and animation. TV, industrial, and commercials.

*Productions* — Tom Harmon's Workshop (13); Plastic Box-Car Lining for Spring Packing Corp.; Development of Dams for Hydroelectric Power (U. S. Army Corps of Engineers); Creep Feeding With Crowd (Albers Milling Co.); Your Merchandising (Proto Tools).

**Teleprompter Corporation**

(See Equipment Section)

**Telerama Productions**

(See Television Films of America for personnel listing.)

**Telecine Film Studios, Inc.**

100 S. Northwest Highway, Park Ridge, Ill.  
Phone: TA 3-1418

President.....Byron L. Friend  
Sec'y, Treas.....June A. Friend  
Prod. Mgr.....William Sprague  
Facilities Engineer.....Henry Ball

*Services Offered*—Motion pictures for television in color or black & white, TV commercials, studio and location work, complete packaging service, 16 mm editing and recording, animation, stop, motion.

*Productions* — Zoo Parade; This is The Midwest; Smiling Pitcher; Pork.

**Telescene Film Productions Co.**

287 10th Ave., New York, N. Y.  
Phone: CH 4-0122

President.....Robert Tobias  
Office Manager.....Arthur Blackman

*Services Offered*—Fifteen minute television film series, Pulse of the City; "Judge's Chambers.

**Television Exploitation**

1407 Broadway, New York, N. Y.  
Phone: WISconsin 7-2055

President.....Robert S. Gettinger  
*Services Offered*—In the television field, distributes, purchases, and produces full length features and short subjects.

**Television International Co.**

25 West 45th St., New York 36, N. Y.  
Phone: PLaza 7-0100

General Manager.....Paul N. Robins  
*Services Offered*—Lease and/or sale of TV rights domestic, foreign. Material includes serials, shorts of all types.

**Television Features of America**

37 West 46th St., New York 36, N. Y.  
Phone: JU 2-5130

Exec. Dir.....Oliver W. Nicoll  
Associate Director.....Sandra Munsell  
*Services Offered*—Television film programs productions, package and syndicated films shows, script, talent, consultation, international film service.

**Television Films of America**

1750 N. Vermont Ave., Hollywood 27, Calif.  
Phone: NORmandy 2-2520

Exec. Producer.....Jack Parker  
Exec. Director.....Ross Van Nibroc  
Production Mgr.....Ray Bond  
*Services Offered*—Package shows, complete films to order, open end films, TV film commercials, 2 to 3 minute fillers, amusement shorts, TV newsreels.

**Television Library, Inc.**

3 East 57th St., New York, New York  
Phone: PL 3-4840

V.P. in Chg. of Sales.....Marvin M. Grieve  
*Services Offered*—Producers and distributors of TV film.

**Television Programs of America, Inc.**

477 Madison Ave., New York 22, N. Y.  
Phone: PLaza 5-2100

Chairman of the Board.....Edward Small  
President.....Milton A. Gordon  
Exec. V.P.....Michael M. Sillerman  
Asst. to Pres.....Vincent Melzac  
Asst. V.P.....Kurt Blumberg  
Vice-Pres., N. Y.....W. H. Fineshriber, Jr.  
Treasurer.....Seymour Malamed  
V.P. & East. Sls. Mgr.....Hardie Frieberg  
Midwestern Division Mgr.....Leon Bernard  
V.P. West Coast Div. Mgr.....Bruce Eells  
Eastern Division Mgr.....Hardie Frieberg  
Midwestern Division Mgr.....Robert Hoffman  
West Coast Div. Mgr.....Bruce Eells

*Services Offered*—Production and distribution of film for television.

*Productions* — "Halls of Ivy," "Lassie," "The Adventures of Ellery Queen," "Captain

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with Gabby Hayes

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featuring Steve Holland

JANET DEAN  
starring Ella Raines

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starring Ed Gardner

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**Television Screen Productions, Inc.**

17 East 45th St., New York 17, N. Y.

Phone: MURray Hill 2-8877

President.....Charles J. Basch, Jr.  
Treasurer.....Clarence Schmidt  
Secretary.....Frankie Basch

*Services Offered*—Film programs, film spots, industrial training and documentary films, slide films. Will rent studio facilities with, or without, cameramen, scripts, direction and cast.

**Television Snapshots, Inc.**

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

Phone: MURray Hill 8-2077

President.....Babbette J. Doniger  
Asst. to Pres.....Joan C. Shay  
Director of Distribution...Harry W. Doniger

*Services Offered*—Specialists in the production of Editorial Films distributed to TV stations.

*Productions*—McCall's Magazine "20 New Hairdos"; "American Express"; "Before You Leave," and "Man on the Move"; "Let's Discover Portugal" for Tourist Dept. of Portugal.

**Tel Ra Productions**

1518 Walnut St., Philadelphia 2, Pa.

Phone: KINGSley 6-4140

Producer.....W. Wallace Orr  
Director of Sales...George J. Kerrigan, Jr.  
Mgr., Syndicated Sl.....Bosh Pitchard

*Services Offered*—Complete facilities for producing TV film shows and commercials. Largest producers of film TV sports programs in the country.

**"Texas Rasslin"**

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Phone: Sterling 2173

Pres.....Ed. E. McLemore  
General Manager.....Maurice Beck

*Services Offered*—60 & 30 minute wrestling film taken actually at live show every week at Dallas Sportatorium.

**Ed Thorgersen**

245 West 55th St.

Phone: CLrCle 6-8935

Exec. Producer.....Ed Thorgersen

*Services Offered*—Producer, Editor and Commentator. Package programs, (news & sports). Industrial motion pictures for institutional advertising and sales promotion.

**Transfilm Incorporated**

35 West 45th St., New York 36, N. Y.

Phone: JUDson 2-1400

President.....William Miesegaes  
Vice-Pres. Sales.....William Burnham  
Vice-Pres. Prod.....Robert Klaeager  
Exec. Vice-Pres.....Walter Lowendahl  
Secretary-Treasurer.....Michael A. Palma  
Dir. Public Relations.....Albert Boyars  
Vice-Pres., Slides.....Pud Lane

*Services Offered*—Facilities for production of live and animated commercials and industrial films. Print and shipping service.

*Productions* — TV commercials; Tide, Camels; Winstons; Betty Crocker; Rheingold Beer; Pontiac; Prestone; Robert Hall; Old Spice; RCA Victor; General Electric TV; Ban Deodorant; Suco Paint; Saran Wrap; Old Gold Cigarettes.

**TV Movie Club, Inc.**

1501 Broadway, New York, N. Y.

Phone: BRyant 9-6734

President.....Dr. Arthur M. Epstein  
Exec. Supervisor.....Richard F. O'Connell

**TV-Unlimited Inc.**

17 East 45th St., New York 17, N. Y.

Phone: OXFord 7-0725

President.....Herbert Rosen

*Services Offered*—Producers of complete films to order, package shows, full-length feature films, mood and bridge music library service for TV and 16 mm. productions, sound effect records.

**Twentieth Century Fox Television Productions, Inc.**

444 W. 56th St., N. Y., N. Y.

Phone: CO 5-3320

President.....S. P. Skouras  
Executive V.P.....W. C. Michel  
Vice-President.....Lem Jones  
Treasurer.....D. A. Henderson  
Board of Directors.....S. P. Skouras,  
W. C. Michel, D. A. Henderson, W. J. Eadie, N. B. Steinberg.

*Services Offered*—Producers and distributors of films for TV.

**U. M. & M. TV Corp.**

745 Fifth Avenue, New York 22, N. Y.

Phone: PLaza 1-3171

President.....Charles M. Amory  
Vice-President.....W. Hardy Hendren, Jr.  
Vice-President.....Carl J. Mabry

*Services Offered*—Producers and distributors of films for television.

*Programs Offered* — Sherlock Holmes; N.O.P.D.; Paris Precinct; Janet Dean, Registered Nurse; Tim McCoy; Flash Gordon; Gabby Hayes; Duffy's Tavern; Hank McCune; Junior Science; 614 Cartoon Subjects; 118 two reel varieties; 866 comedies and specialties in several categories. In production "Tracers."

**United Film Service, Inc.**

(See UM&M TV Corp.)

**Richard H. Ullman, Inc.**

295 Delaware Ave., Buffalo 2, N. Y.  
Phone: Cleveland 2066

President .....Richard Ullman  
Exec. Vice President...Marvin A. Kempner  
*Services Offered*—Distributes and produces films and animated commercials.

**United Press Associations**

(See Program Producers)

**United Productions of America**

4440 Lakeside Dr., Burbank, Calif.  
Phone: THornwall 2-7171  
New York Division—670 Fifth Ave.,  
New York 19, N. Y.  
Phone: PLaza 3-1672

Pres. & Exec. Produce....Stephen Bosustow  
Vice-President .....Robert Cannon  
Vice-Pres., Treas.....Ernest Scanlon  
V.P., N. Y. Office.....C. D. McCormick  
*Services Offered* — Producers of TV film commercials and programs—specializing in animation, also animation production services.

**United World Films, Inc.**

145 Park Ave., New York 29, N. Y.  
Phone: PLaza 9-8000

President.....J. M. Franey  
V.P. in Chg. Sales.....N. E. Gluck  
West Coast Production.....George Bole  
Asst. Sls. Mgr.....Alfred Mendelsohn  
Service Manager.....Errol Linderman

*Services Offered*—Producer and distributor of programs and spot commercials.

*Productions* — Coca-Cola; Pepsi-Cola; Philip Morris; Lux Soap; Campbell's Soup; Joy (P & G).

**Unity Television Corp.**

1501 Broadway, New York 36, N. Y.  
Phone: LOngacre 4-8234

Gen. Manager.....J. H. Seidelman  
Booker .....Sid Weiner

*Services Offered*—Film producers, open end films, feature films, educational shorts, cartoons, sport reels, serials, series films, special spots featuring top name personalities, westerns.

**Unity Television Corp. of Calif.**

9100 Sunset Blvd., Hollywood 46, Calif.  
Phone: CRestview 4-6955

N. Y. Phone: LOngacre 4-8234

Western Div. Manager.....Jerry Weisfeldt  
Bookers...Vincent Fiumano, Arthur Stevens  
*Productions*—"Showmanship"; "Plus 80"; Lucky 13."

**Van Praag Productions**

1600 Broadway, New York 19, N. Y.  
Phone: PLaza 7-2687

2301 Dime Bldg., Detroit, Mich.

Phone: WOODward 2-4896

Pres., Exec.-Prod.....William Van Praag  
Exec. Vice President.....Marc S. Asch  
Production Mgr.....Gilbert M. Williams  
Director of Production.....Bert Lawrence  
Chief Editor.....Oscar Canstein  
Business Manager.....Anita M. Palumbo  
Mgr., Detroit Office.....T. H. Doenges  
Prod. Mgr. Detroit Office...Daniel Q. Karoff

*Services Offered*—Producers and distributors of film made for TV. Producers of commercials and theatrical motion pictures. Producers of video film spots; package programs for networks, agencies and local sponsors.

**Video Color, Inc.**

11 East 48th St., New York 17, N. Y.  
Phone: MUrray Hill 8-8190

President .....Lester Lewis  
Sec.-Treas. ....Juliet Lewis

*Services Offered*—A group of specialists organized specifically to give manufacturers counsel on packages, products and presentations on color television.

**Video Pictures, Inc.**

*Executive & Sales Offices*

500 Fifth Ave., New York 36, N. Y.

Phone: LAckawanna 4-2912

STUDIO: Video Pictures, Inc.

510 W. 57th St., New York 19, N. Y.

Phone: CIrcle 7-2062

Exec. Producer.....Charles L. Turner  
Vice-President.....George W. Goman  
Secretary.....Elsie M. Rice  
Supervisor of Sales.....Edward J. F. Thorn

*Services Offered*—Complete facilities for production of motion pictures, television, commercials, programs, industrial and other; sound stage scene construction shop.

**Video View, Inc.**

7557 Sunset Blvd., Hollywood 46, Calif.

Phone: HOLlywood 3-4179

President .....Bradley Kemp  
Vice-President .....Alan Lane

*Services Offered*—TV Kinescopes of Shows, spots, or commercials. Make 16 mm. pilot films and all type commercials.

**Videart, Inc.**

343 Lexington Ave., N. Y., N. Y.

Phone: LE 2-7378

President.....Joe Zuckerman  
Secretary .....Florence Hartman

*Services Offered*—Optical photography, art work, animation, titles, maps, charts, mattes, split screen, montage, 35 mm., 16 mm. color, black and white.

**Vidcam Pictures Corp.**

210 East 5th St., New York 17, N. Y.

Phone: AL 4-7102

President .....Alfred Instin  
Secretary .....Frances G. Gould

Prod. Asst.....David Reisman; Mort Dubin  
 Chief Editor.....James H. MacLean  
 Studio Manager.....William B. Shriner  
 Production Mgr.....James Rose

*Services Offered*—Producers of film commercials, sales training films and industrials. Complete studio and sound recording facilities.

**Visual Drama, Inc.**

129 N. Vermont Ave., Los Angeles 4, Calif.  
*Phone:* DUnkirk 8-0525  
 N. Y. *Phone:* LOngacre 4-8000

Producer.....William J. Faris  
 Production Mgr.....Mack Wright  
 Director.....Bill Karm  
 Cameraman.....Guy Rose A.S.C.

*Services Offered*—Sound, studios, camera and background projection.

*Productions* — “Gangbusters” production series.

**Vitapix Corp.**

509 Madison Ave., New York 22, N. Y.  
*Phone:* PLaza 8-3013

President.....Kenyon Brown  
 Vice-Pres. & Gen. Mgr.....Edward Hall  
 Vice-President.....Joseph Baudino  
 Secretary-Treasurer.....Paul A. O'Brien

*Services Offered*—Distribution of film to member stations on a regional or national sales basis. Group buying of equipment.

**Volcano Pictures Inc.**

1040 N. Las Palmas, Hollywood 38, Calif.  
*Phone:* HOLlywood 7-3111

President.....Robert Angus  
 Vice President.....James A. Bank  
 Asst. to Pres. & V.P.....John Angus  
 Comptroller.....Phillip Leonard  
 Supervising Ed.....Dick Fritch

*Services Offered* — Producers of features and commercial films for TV.

*Productions* — “Hey Mulligan,” “Mickey Rooney Series,” “I Married Joan,” “Joan Davis Series.”

**Vonna Productions, Inc.**

General Service Studios  
 1040 N. Las Palmas, Hollywood, Calif.  
*Phone:* HOLlywood 4-0814

President.....Eddison von Ottenfeld

*Services Offered*—Producers of governmental and commercial radio transcriptions, custom recordings, jingles, motion picture trailers, TV spots.

**Roger Wade Productions**

15 West 46th St., New York 19, N. Y.  
*Phone:* CIrcle 7-6797

Owner.....Roger W. Wade  
 Production Manager.....R. L. Strickland  
 Studio Manager.....G. Heidemann  
 Art Director.....Clyde Strobsahl  
 Prod. Co-ordinator.....Ann Koller

*Services Offered*—TV commercials, animation, telops, halops, slides, commercial motion pictures.

**George Wallach Productions**

14 Lawrence St., New Hyde Park, N. Y.  
*Phone:* Floral Park 4-6795,  
 N. Y. ELdorado 5-0734

Producer Director.....George Wallach  
 Production Mgr.....Joe Popkin  
 Asst. Dir.....M. Henry, J. Grossberg  
 Dir. of Photography.....Kenneth Peach

*Branch Office*

*Services Offered*—Production of films for television features, commercials, facilities in N. Y. and Hollywood.

Calif. Studios, 650 N. Bronson Ave.,  
 Hollywood, Calif.

*Phone:* HOLlywood 5-8904

**Ward Acres Studios, Inc.**

435 North Ave., New Rochelle, N. Y.  
*Phone:* NE 2-0787

President.....Jack B. Ward  
 Vice-Pres., Gen. Mgr.....Olaf Olsen  
 Vice-Pres., Prod. Mgr.....E. R. Cannavare  
 Stage Manager.....C. J. Hylick  
 Secretary. Treas.....L. D. Haldimand

**Adrian Weiss Productions**

655 No. Fairfax Ave., Los Angeles 36, Calif.  
*Phone:* OLive 3-4440

Producer.....Adrian Weiss  
 Exec. in Chg. of Production....Louis Weiss

*Services Offered*—Production organization geared to produce all types of TV films from 20 second spots to one hour shows.

*Productions*—Our United States.

**Louis Weiss & Co.**

655 No. Fairfax Ave., Los Angeles 36, Calif.  
*Phone:* OLive 3-4440

Distribution Director.....Adrian Weiss  
 Asst. Distr. Director.....Louis Weiss

*Services Offered*—Distribution of all types TV Film.

*Productions* — Our United States; Craig Kennedy; Thrill of Your Life.

**Western Television Corporation**

Subsidiary of C & C Super Corp.  
 460 Park Ave., N. Y., N. Y.  
*Phone:* MU 8-5365

President.....Matthew M. Fox  
 Executive V.P.....Martin Robinson  
 Vice-President.....Charles O'Brien  
 Treasurer.....Martin Schildkraut  
 Secretary.....George Wise

*Services Offered*—Owners of motion pictures for television.

**Wilding Picture Prods., Inc.**

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

Phone: PL 9-0854

1315 Argyle St., Chicago 40, Ill.

Phone: LO 1-8410

President.....C. H. Bradfield, Jr.  
Exec. V.P.....H. W. Fish  
V.P., Sales.....L. S. Thompson  
V.P., Production.....J. A. Keilock  
V.P., N. Y. Sales.....T. H. Westermann  
Sec., Treas.....C. B. Hatcher

*Services Offered*—Creation and production of all audio-visual media—sound motion pictures, sound slidefilms, graphic materials, complete sales training programs, announcement shows, etc.

**William Films, Inc.**

35 West 53rd St., New York 19, N. Y.

Phone: JUdson 6-1966

Pres. & Treas.....William L. Snyder  
Vice-Pres.....Peggy Snyder  
Secretary.....Robert M. Davis  
Vice President.....William L. Snyder  
V.P. & Treas.....William Zimmerman

*Services Offered*—Producers and distributors of films for television, specializing in children's programming.

*Productions*—Fairy Tale Series.

**Raphael G. Wolff Studios, Inc.**

5631 Hollywood Blvd., Hollywood 28, Calif.

Phone: HOllywood 7-6126

President, Treasurer.....Raphael G. Wolff  
Vice-Pres., Dir. Creative

Dept.....MacDonald MacPherson  
Exec., Editorial Dept.....David Lurie  
Studio Super.....Arthur W. Treutelaar  
Supervisor, Dir.....James Moore  
Mgr. Animation Dept.....Richard H. Blundell

*Services Offered*—Business—Industrial, training and institutional motion pictures, sound and color; television programs and commercials.

**World Video, Inc.**

(See Program Producers)

**Emerson Yorke Studio**

245 W. 55th St., New York 19, N. Y.

Phone: COlumbus 5-7040

Owner, Exec. Producer.....Emerson Yorke  
*Services Offered*—Producer of TV and other types of films.

**Ziv Television Programs, Inc.**

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

Phone: MUrray Hill 8-4700

Chairman of the Board.....Frederic W. Ziv  
President.....John L. Sinn  
V.P. in Chge. Sales.....Maurice J. Rifkin  
V.P., West Coast.....Maurice Unger  
N. Y. C. Sls. Mgr.....Ben Firestone  
Eastern Div. Sales Mgr.....Albert Goustin  
Central Div. Sales Mgr.....Edward J. Broman  
Western Div. Sales Mgr.....Jack Gregory  
National Sls. Mgr.....Walter Kingsley

*Services Offered*—Production, sales and distribution of television films for syndication.

*Productions*—“Man Called X,” “Highway Patrol”; “Science-Fiction Theatre”; “Meet Corliss Aarch”; “Mr. District Attorney”; “I Led Three Lives”; “Eddie Cantor Comedy Theater,” “Boston Blackie,” “Cisco Kid,” “The Unexpected,” “Favorite Story,” “Yesterday's Newsreel,” “Sport Album,” “Story Theatre,” “Your TV Theatre,” “The Living Book,” “Times Square Playhouse,” “Walter Lantz Cartoons.”

**Zorro Productions**

2400 West Alameda Ave., Burbank, Calif.

Phone: TH 2-6131

Producer.....William Cottrell  
Business Manager.....Nat Winecoff

**FOR LISTINGS OF  
IMPORTANT  
PROGRAM PRODUCERS  
AND  
PERSONNEL SEE PAGE 733**

**Television Film  
Producer and  
Distributor  
Personalities**

---

**THE "WHO'S WHO"**

**OF**

**TELEVISION FILM**

**EXECUTIVES**

# TELEVISION FILM PRODUCER AND DISTRIBUTOR PERSONALITIES



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**JOHN L. SINN**, president of Ziv Television Programs, Inc., and World Broadcasting System, and executive vice president of Frederick W. Ziv Co., guides the destiny of the firms in the production of filmed television shows. He is responsible for everything from the original idea to the picture on the viewer's set. John set out in life to become a lawyer, but after a year at the University of Chicago, he decided that his true vocation was in the entertainment field, and switched to Cincinnati University. After graduation, he gained a solid foundation in his chosen field by a stint at WLW, where he put in an eighteen-hour day, seven days a week. After a short career as a free-lance writer, John joined the Ziv Agency, where he has been ever since.

**CARL STANTON**, vice-president of NBC, of NBC's subsidiary, the Kagan Corporation, and head of NBC Television Films, came to the network as director of the Television Talent and New Programs department in 1949. He had gained experience with the advertising department of Sears, Roebuck & Co., on the West Coast. In 1934 the Stanford U. graduate joined the Lord & Thomas advertising agency as radio-producer-director. Among the programs for which he was responsible were the memorable "Amos 'n' Andy," "Lum 'n' Abner," and "Bob Hope" shows. After being named account executive for the American Tobacco account, he was named radio director when the firm became Foote, Cone & Belding. After six years with Dancer-Fitzgerald-Sample and its predecessors, Bob joined NBC, and within three years was named national program manager for the TV network programs. He was subsequently appointed director of the Film Division, and elected VP in 1953.



**RALPH M. COHN**, vice-president and general manager of Screen Gems, Inc., television subsidiary of Columbia Pictures, was born into show business, and has served apprenticeships in all its branches. Ralph is the son of Jack Cohn, executive vice-president of Columbia Pictures Corp., and was born in New York on May 1, 1914. After attending Cornell, he spent a year and a half in the legitimate theatre, and then headed for Hollywood, where he shortly became a producer. In 1941 he became executive producer of Darmour Productions, and turned out the "Ellery Queen" and "Crime Doctor" feature films. After service in the Signal Corps during the war, he formed Triangle Productions with Mary Pickford and Charles Rogers, and later Pioneer Telefilms, which became the Columbia subsidiary, Screen Gems, in 1951.

**MICHAEL M. (MICKEY) SILLERMAN**, executive vice-president of Television Programs of America, Inc., was founder, and president, from 1938 to 1949 of the Keystone Broadcasting System, a network of more than four hundred stations. From that position Mickey, a native Baltimorean, joined the Frederic W. Ziv Company as a radio programs account executive, and a year later was appointed director of station relations of the World Broadcasting System, Inc., the Ziv affiliate. Prior to founding KBS, he was in the advertising agency field for five years. In addition to his heavy schedule with TPA, Mickey finds time to conduct the Sillerman "Sales Clinic."



**MERLE S. JONES**, executive vice-president of Columbia Broadcasting System Television, had the unique distinction of being one of the nation's busiest commuters a few years ago. As general manager of two CBS owned and operated stations in Los Angeles, he was constantly shuttling between headquarters in New York and the coast. In addition to these duties, he was head of the Columbia Pacific Network. With his appointment as vice-president, Merle assumed the varied duties of manager of the CBS owned stations, department handling of national spot advertising for a selected list of network stations, and became head of the Television Film Sales Unit before becoming executive V.P.



**DAVID V. SUTTON**, vice-president of MCA-TV Ltd. in charge of film division, is a lawyer turned broadcaster. A graduate of the University of Virginia and the University of West Virginia Law School, Dave never practiced law. Instead, he entered broadcasting with WBBM, Chicago, in 1940, as a salesman. He became Eastern sales manager in 1942, but was interrupted by a stint in the Marines. Doffing his uniform, he joined KMOX, St. Louis, as Commercial Manager, and then moved to CBS Radio Sales, after which he was in rapid succession general sales manager and vice-president in charge of sales of CBS-TV. The 43-year-old West Virginia native then moved to MCA as VP and member of the board of directors.

**REUB KAUFMAN**, president of Guild Films, is the man who gave *Liberace* to the American public. Reub, an alumnus of the University of Chicago, saw the possibilities in the unknown piano player, and in 1952 personally toured the country selling a film of *Liberace* to local stations. The rest of the story is history. Born in Russia in 1903, Reub's family moved to Tulsa before he entered school, and after graduation from college, he formed his own agency, Kaufman & Associates, and was responsible for the success of Jay's Potato Chips, with the slogan "A Pip of a Chip." In 1952 he formed Guild Films, and today has acquired a library of almost 700 Hollywood features and shorts, and almost 200 Looney Tunes cartoons.



**GEORGE T. SHUPERT**, president of the American Broadcasting Company Film Syndication, Inc., the subsidiary of American Broadcasting-Paramount Theatres, Inc., entered the visual media field in 1938 working for Industrial Pictures, Inc. In 1940 he suggested to Paramount Pictures that they create their own industrial film division, and was hired to organize it and handle sales. In 1943, he entered the television field as assistant to Paul Raibourn, president of Paramount TV Productions. Eight years later, in 1951, he joined producer Edward Small in organizing Peerless Television Productions, Inc., taking the post of vice-president in charge of sales. A year later he became vice-president and general manager of United Artists Television Corporation, the position he resigned in August 1953, to establish ABC Film Syndication.

**MICKEY SCHWARZ**, president of ATV Film Productions, Inc., started his film careers at the age 14, working summers in the film laboratories. By the time he had finished college he had been through the stages of printing, developing, negative cutting, printing, and editing. His first professional job was with the Meyer Reiger Film Laboratory in New York. Mickey moved back to the coast as an assistant cutter at the RKO Pathe studios, and in 1937 he became a charter member of the Society of Motion Picture Film Editors. He also worked with the Major Picture Studios, and Universal. During the war he served in the Air Force, and returned to produce live television programs, edited TV film shows, and in 1952 entered the film commercial field by forming his own company, the ATV Film Productions.



**ELY A. LANDAU**, president of National Telefilm Associates, has a long record of achievement for a young man of 35. A native New Yorker, and only nine years in the broadcasting field, Ely did a three year stint in the Army Air Force during the hostilities, and in 1947 joined the production staff for television of Raymond E. Nelson. Two years later he became the TV director of Moss Advertising, and later assumed a similar position for the Emil Mogul Co., Inc., where he was instrumental in building the video department to its present formidable proportions. In January 1954, he formed NTA. In his spare time, Ely authored the booklet, "Television Story."



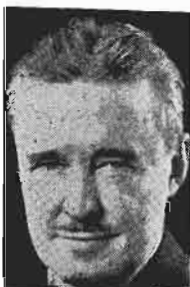
**EARL COLLINS**, president and general manager of Hollywood Television Service, Inc., is a veteran of 26 years of experience in the sales and distribution end of the motion picture industry. He brings to TV a first-hand knowledge of how to deliver what audiences want and how to properly service clients, stations and networks. The HTS organization today has a sales representation in 32 key cities across the nation. In addition to the large assortment of features, dramas and mysteries handled by HTS, Earl has also made it known that the company is planning to produce many series of pictures, made expressly for TV, edited to meet the needs of local sponsors. Some of these are now in production and an announcement on the company's plans for these films will be made in the near future.

**HAROLD L. HACKETT**, chairman of the board, and president of Official Films, Inc., started his career as a sailor in the merchant marine, and is still traveling in his position with Official Films. This year alone he has made seven round trips to Europe, due to stepped-up production demands. After his stint at sea, Harold spent four years with NBC before joining MCA. In his twenty years with the firm, he rose to the position of vice president of radio and television, and gained the experience and background for his present position. He joined Official Films in 1953 in the capacity of president, and in 1955 became chairman of the board. Harold is a member of the NAITB, and of the Association of TV Film Distributors.



**DWIGHT W. MARTIN**, vice president of General Teleradio, Inc., came to the firm in June 1952, after six years as assistant general manager of the Crosley Broadcasting Corp. A graduate of the University of Cincinnati College of Law, he started his business career as a practicing attorney with the firm of Dinsmore, Shohl, Sawyer, & Dinsmore in 1934 and remained with them as an associate until 1943, when he entered the Navy. He returned to the firm as a general partner in 1945, but left to join Crosley the following year, ultimately becoming a vice president. After Dwight came to General Teleradio, he organized the Film Division, and his present assignment is as a member of the staff, which is concerned with operation of all divisions of the company.

**WILLIAM J. GERMAN**, distributor of Eastman professional motion picture films, organized two companies, W. J. German, Inc., one chartered in Delaware, the other in California, to handle the firm's trade. Bill's initial association with Eastman was in 1906 in Rochester. After filling several posts he came to N. Y. in 1921 as manager of the G.M. Labs. in Long Island City as well as of the Paragon studios and labs and San Jacq Film Printing Corp. at Fort Lee, N. J. One year later Bill became associated with Jules E. Brulatour and in two years he organized and became V.P. and general manager of J. E. Brulatour, Inc., which took over the sole distribution of Eastman films for movies and T.V. At Brulatour's death, Bill became president of the two Brulatour corporations, and completed purchase of the latter's assets in 1951.



**PAUL RAIBOURN**, vice president and member of the Board of Directors of Paramount Pictures Corporation, is also Chairman of the Board of International Telemeter Corporation, of Chromatic Television Laboratories, member of the board of the NARTE, treasurer and director of the Allen B. DuMont Laboratories, Inc., and President of TV station KTLA, Los Angeles. Associated with Paramount since 1921, his duties include supervision of budgets and planning, and of all of the firm's TV interests. A native of Illinois and a graduate of the University of Illinois, Paul spent four years with Bell Telephone as a design engineer. In 1937-8 he conducted a survey of TV developments here and abroad that gave Paramount an early edge in the field.





**MAURICE J. RIFKIN**, vice-president in charge of sales for Ziv TV Programs, Inc., was born in Marinette, Wisc., on July 12, 1914. His family moved to Youngstown, O., when he was one year old. It was there he stayed through his graduation from Rayen High School in 1930. He received a B.A. in 1935 and an M.A. in 1936 from the University of Southern California. At that time, he returned to Youngstown where he worked as an account executive with WKBN. In 1938, he moved to Cincinnati, where he joined the Frederick W. Ziv Co. In 1949, Rifkin came to New York City to be sales manager for Ziv TV Programs, Inc. He was appointed to his present position in 1952. He and his wife, the former Theodora Levin, have one child, Joan, and they live in Great Neck, Long Island.

**MARK GOODSON**, partner with Bill Todman in Goodson-Todman Productions, was born in Sacramento, Calif., and began his career in show business as a child actor in stock companies. Goodson entered radio at KJBS, San Francisco, as a disc jockey in 1936. He moved on to the Don Lee Network Headquarters in 1937, where he began as an announcer, switched to special events, then production, in which capacity he developed a group of shows. He came to New York in June, 1942, where he began as emcee of "Battle of the Boroughs" and the "Jack Dempsey Sports Quiz." This led to his directing soap operas. He wrote and directed dramatic spots on the "Kate Smith Show" and co-produced the first of the "Stop the Music" series before he and Todman became associated.



**MILTON GORDON**, president of Television Programs of America, Inc., is the third member of the triumvirate of Edward Small and Michael Sillerman, who guide the fortune of the flourishing TPA. A financial wizard associated with multi-million dollar investments in television, Milt left active supervision of the Walter E. Heller Company, the Chicago banking firm where he had been vice-president, to enter the infant industry of TV. In 1946 he pulled the frozen food business out of the red, and later launched a new program for Capehart-Farnsworth. Milt also inaugurated the first split hemisphere financial deal between an American banking firm and English investors to produce the Academy Award winning motion picture, "The African Queen."

**JEROME S. HYAMS**, president of Hygo Television Films, Inc., and Unity Television Corp., spent 18 years with Commonwealth Films before founding his own firm in 1952. Starting in 1934 as an office boy, his first promotion came when they established their 16 mm motion picture department, when Jerry became a salesman. During World War II he served in the OSS film department, where he worked with John Ford. After the war he went back to Commonwealth as sales manager of 16 mm films. With the coming of television, Jerry helped establish and manage the sales activity. A resident of Great Neck, and a do-it-yourself gardener, Jerry held that position until he formed the Hygo firm.



**FRED J. MAHLSTEDT**, director of operations for CBS-TV Film Sales, is not only a pioneer in the television film industry, but has the unique distinction of having been a practicing architect for four years. Educated at the Pratt Institute's School of Architecture, he started in broadcasting with Erwin, Wasey, and the Kudner Agency. In 1939 he joined Columbia, where he has been ever since. He started as the chief of sales development for the research department, and moved to radio sales promotion, and then to spot sales. In June, 1950, he was given the job of organizing a film syndication unit, and has handled it ever since.



**SHAMUS CULHANE**, president and founder of the animation studios that bear his name, established the firm in 1945, after a long and meritorious association with RKO, Universal, Paramount, and MGM studios. Shamus worked on more than 250 animated pictures, and won six national prizes for his cartoons. For a period of five years he was with the Walt Disney Studios, working as a pantomime specialist on such pictures as "Snow White," "Pinocchio," and the "Pluto" series. He has produced animated telecommercial for Ajax Cleaner, Muriel Cigars, Halo Shampoo, and others. Since his start as a 15-year-old errand boy for the old Lantz Studios in New York, Shamus has come a long way, working at every job in the industry en route.

**SAUL JEFFEE**, president of Moviellab Film Laboratories, started in the industry over a quarter of a century ago. Always mechanically inclined, Saul has combined business and pleasure in his hobby of tinkering in his home machine shop, and has developed many modifications which have contributed to the advancement of film processing. Saul's firm is finishing up an expansion program that will have increased the firm, 80 per cent of whose clients are television accounts, threefold. Saul is completely wrapped up in his work, but does find time to pursue a second hobby, tropical fish.



**WILLIAM J. GANZ**, president of the William J. Ganz Co., Inc., has produced over 1,000 films on a tremendous range of subjects for practically all major industries. At 20, Bill was a free-lance cameraman, and served as Universal Newsreel's Philadelphia representative, back in the early days of the news short. In 1919 he came to New York and started his own film business, specializing in the production of sponsored films for industry. Ganz films evolved as quickly as the industry, shifting from silent to sound in the late 1920's, and ten years later from black and white to color. In 1943 he formed the Institute of Visual Training, Inc., for the specific purpose of offering "planned distribution" to clients.

**JACK WRATHER**, president of Wrather Television Productions, Inc., and part owner of station WNEW, New York, has business interests ranging from the oil industry to the resort field. In television, his firm is the producer of "The Boss Lady," and the owner of all rights to the "Lone Ranger," acquired from Trendle & Associates for a reported \$3,000,000. Jack started out in the then new field of TV with the purchase of KOTV Tulsa, and a year later, in association with Mrs. Helen Alvarez, KFMB and KFMB-TV, San Diego. At the present time he has applications before the FCC for a TV channel in Corpus Christi and a UHF channel in Boston. The Tulsa property was sold recently. Wrather's fortune was founded in the oil industry, and in addition to TV, has expanded to resorts in California and Nevada.



**PAUL TALBOT**, president of Fremantle Overseas Radio & Television, Inc., the largest distributors of radio and television material for the international market, got in on the ground floor of television with CBS in 1941. Following Army service during the war, he became American representative for the Italian Radio Network, and for Radio Andorra, which was the first European station to get back on a commercial basis after the war. Today, as one of the youngest executives in the field, Paul heads a firm with a program on the air somewhere in the world every minute in the year. The firm has recently acquired two wholly owned branch offices in London, and Mexico City. Paul was the American representative to the recent UNESCO conference on international television and movies.



**JAMES L. CADDIGAN**, director of the Electronicam Division of the Allen B. DuMont Laboratories, Inc., is a veteran in the entertainment field, and a pioneer in TV network programming. His background includes radio, the legitimate theatre, and 15 years with Paramount Pictures and Paramount News. In 1947, Jim began supervision of programming and production for the DuMont Television Network, and led the way for the first full daytime operation by a television station, WABD, in New York. He was also responsible for the first science fiction series, "Captain Video," and the first big amateur show, "The Original Amateur Hour." In June, 1955, Jim was named director of marketing for Electronicam, and in January of this year became overall director of the division.

**ARMAND L. SCHAEFER**, president in charge of production for Flying A Productions, Inc., was born in Tavistock, Ontario. Following service in the U. S. Army tank corps during World War I, he entered pictures in 1924 as property man with Mack Sennett comedies. Following a career there where he also functioned as electrician, actor, etc., Armand became property man for Mary Pickford Productions and later functioned as assistant director and production manager for various independents. Becoming a director in 1932, Armand directed 13 serials, including Gene Autry's first. When Gene Autry Productions was formed in 1947, Armand resigned from Republic to become president of the company and in 1950, became president of Flying A Productions.



**MARTIN N. LEEDS**, executive vice-president of production at Desilu Productions, Inc., has been with Desi and Lucy since 1953. Marty holds one of the most responsible jobs in TV while still in his thirties. A graduate of New York University with the degree of bachelor of science and bachelor of laws, he was admitted to the California bar upon his arrival there. Desi Arnaz, Desilu prexy, was so impressed with the former CBS-TV business affairs director, that he brought Leeds into the Desilu picture in the second highest position in the firm. Leeds is also a vice-president of Motion Picture Center Studios, and chairman of the code committee for the TV industry. A veteran of the U. S. Army, he is married to the former Doris T. Segal and is the father of two sons.

**GEORGE S. GLADDEN**, executive vice-president for Academy Pictures, Inc., the commercial film production organization, joined the firm in November of 1954 after a varied career in the motion picture and radio fields. In 1931 he joined General Motors and rose to become the head of the Public Relations Motion Picture Department. He designed and established the format of the firm's first major road show, "The Parade of Progress," which has been seen throughout the nation since 1936. In 1938 he joined Audio Productions as a writer-director and simultaneously acted as Eastern color director for Technicolor, Inc. Starting in 1940, George served for 14 years as the head of the motion picture and film TV department of the J. Walter Thompson Agency. A graduate of both Cornell and M.I.T., he is married and the father of three children.



**CHARLES E. RYND**, president and chairman of the board of Audio & Video Products Corporation, was instrumental in solving one of the major headaches of network radio. Back in 1946 Charlie's efforts in behalf of "Operation Rynd" resulted in the technique of delayed network broadcasting via Ampex Tape Recordings, which solved the problems resulting from daylight saving time, and was quickly adopted by all networks. A graduate of Massachusetts Institute of Technology, and Hamilton College, Charlie entered radio with NBC. From 1935 to 1942 he was with the network's sales and traffic, later moving over to ABC as sales service manager. He rose to become vice-president and assistant secretary of the company before leaving to form his own firm.





**JOHN W. LOVETON**, president of John Loveton Productions, West Coast TV film firm, started his broadcasting career handling the General Foods "Show Boat" radio program for Benton and Bowles. In 1937, he moved to Ruthrauff & Ryan, where he supervised 17 shows and directed some of their top radio productions. From there, he went to Foote, Cone and Belding, where he was placed in charge of all Lucky Strike radio. After a brief term as co-director of radio for Geyer, Cornell, and Newell, he joined Lennen and Mitchell, where he began his long association with the "Mr. and Mrs. North" property. He resigned from the agency in 1947 and has since produced and directed this show from his own office. When he moved into TV, he transferred his production set-up to the West Coast.

**CHARLES J. BASCH, JR.**, president of Television Screen Productions, and in partnership with his wife Frances Scott, Basch Radio-TV Productions, has been a producer of radio shows and commercials for 21 years, and has been in television for ten. Born in Newark, New Jersey, Charlie spent his early career in the manufacturing field, leaving it in 1929 for a Wall St. job. He spent two years in the financial world, before teaming up with his wife in show business. His wife, "Scottie," was radio's first woman roving reporter at the time they formed their own firm. Charlie conceived and directed many of the nationally known spots on the air, and have handled live shows and commercials for many clients. They formed Television Screen Productions in 1949.



**GUY V. THAYER**, vice-president and general manager of Rowland Reed Productions, Hollywood TV film firm, entered the motion picture field, while a senior at Hollywood High School, working at an after-school job in the Paramount film laboratory. He moved up through the ranks as senior film editor at Paramount, RKO and Universal-International, then became associate producer for PRC. He left the latter position for service in the U. S. Navy, serving in a photographic unit. At the United Nations conference in San Francisco, he was coordinator between the military and government crews of all countries, and he also set up the photographing of the war crimes trials in Nuremberg, Germany. Guy was discharged from the Navy in 1945 and he immediately joined Roland Reed Productions.

**TOM VALENTINO**, head of T. J. Valentino, Inc., has been supplying the radio, theatre, and television world with sound effects and mood music for the past 20 years. He broke into radio on what must have been one of the first P.I. deals on record. At the time Tom was a piano and organ tuner and tuned station pianos in return for two-minute pitches advertising his services. While working around the studios he noticed the first crude attempts at sound effects—which led him to form his present company. From a modest beginning, Tom has gone on to create sounds for practically all the shows on Broadway, not to mention little theatres all over the country.

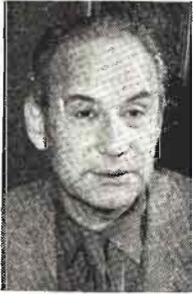


**JOSEPH PLUNKETT**, vice president of North American Television Productions, Inc., has had a varied career as an executive in show business. In the legitimate theatre, he was associated with Liebler & Co., and George Tyler, producing many Broadway hit plays. He was managing director of the Century Theatre (formerly the New Theatre) and also produced plays under his own management, then was appointed managing director of the Strand Theatre in New York. He produced pictures for Paramount Pictures Corporation, then became director, vice president, and general manager of the RKO Corporation. Later, he served as vice president of Select Attractions, Inc., distributing special pictures. It was in 1954 that Plunkett entered the TV film field, assuming his present post with NATP.



**WILLIAM F. BROIDY**, president of Wm. F. Broidy Productions, Inc., is a native of Chelsea, Mass. He spent two years in the business school of Northeastern University but was forced to leave due to illness. Bill first entered the textile business then interior decorating before discovering a lifetime career in the distribution of motion picture films. In March, 1946, Bill went to California and spent three and a half years learning all phases of motion picture production. In 1950, he organized Wm. F. Broidy Productions for the purpose of producing films, especially for TV. Headlining his current schedule is "Wild Bill Hickok," co-starring Guy Madison and Andy Devine, a series which enjoys great popularity with the children's audience.

**EDGAR G. (TED) SISSON**, director of the NBC Film Division, is responsible for the sale, advertising, and kinescoping of the vast NBC film library. Ten years service as a mechanical and radio engineer, in a consulting capacity for radio set manufacturers, preceded his directing-producing positions. He joined NBC's radio production staff, and directed "The Jack Benny Show," and "Your Hit Parade," among others. A Princeton graduate, where he helped start an experimental station, Ed became head of the radio department at the New York office of Lord & Thomas. He then spent nine years with Pedlar & Ryan, ultimately as VP in charge of radio, and then four years with N. W. Ayer. In December, 1953 he joined NBC as an associate producer, and the following month became director of the Film Division.



**CHESTER ERSKINE**, President of Chester Erskine Productions, producer of the Reader's Digest series of TV films, has had a long and varied background in the producing, directing, and writing of plays and motion pictures. He abandoned the law career for which he studied at Union University, Schenectady, N. Y., in order to study for the theatre at the American Academy for Dramatic Arts. In 1929, he began directing Broadway plays. At one time, he was head of Charles Frohman, Inc., and also served as director for the Theatre Guild, and the Erlanger and Shubert interests. Starting in 1944 he wrote and directed a number of screenplays. First venture under Chester Erskine Productions was "Witness to Murder," starring Barbara Stanwyck, George Sanders, and Gary Merrill.

**NORMAN GLUCK**, vice-president and general sales manager of United World Films, Inc., started up the ladder of the film business as an usher in his hometown of Racine, Wisconsin. From this beginning Norm went ahead to become the manager of many theatres throughout the East for both RKO and Skouras. Between 1936 and 1947 he managed movie theatres in Schenectady and Albany as well as several cities in New Jersey and New York. Following the end of World War II, in which Norm served in the army, he became affiliated with Universal Pictures and for two years managed the Park Avenue theatre. Later he moved to United World Television, the Universal subsidiary, in 1949. Two years later he assumed his present post.



**BASIL GRILLO**, executive vice president of Bing Crosby Enterprises, is described by industry associates as an account with imagination. His financial and management background is both wide and varied. He has managed all of the Crosby financial interests and has organized all Crosby packages for the past ten years, including acting as executive producer of the "Fireside Theatre" series. He is also acting in the same capacity for the dramatic series which the firm is producing for the Studebaker-Packard Motor Car Company. Basil has an active hand in such allied organizations as Decros Corporation, the Crosby-Jayson Corporation, Bings Things, Inc., and Crosby Research Foundation. He is president of the Namso Enterprises Inc., merchandising firm serving the Crosby interests.



**WILLIAM VAN PRAGG**, head of Van Pragg Productions, produces and directs both film commercials and features for television. From a start in the industry as manager of a theatre, Van Pragg got into advertising via a promotional scheme for theatres. He worked on advertising films for theatrical distribution, and from there became a free-lance film editor, doing stints for some of the top film companies. His creative talent drew the notice of Uncle Sam, who contracted him to set up the first film unit for the OWI. After a three-year hitch in the Army, he went back to free lancing on a large scale. Prior to forming his own company, he did some pioneer film work for NBC-TV, was on the production staff for several features released through United Artists, and worked for Bray Studios.

**HENRY "DOC" BROWN**, president of Atlas Television Corp., has been in the motion picture business for over 25 years, and has experience as an exhibitor, owner of a chain of theatres, producer of motion pictures, and head of an international distributing organization. "Doc," a graduate of both CUNY and Columbia, founded Atlas in 1948, and collected more than 350 film comedies, editing them to quarter-hour lengths so that program managers could use them freely. Since then Atlas has gone into new production, and has several filmed program projects under way. "Doc" is a member of the board of the National Television Film Council, a director of the Allied Theatre Owners of New Jersey, and a Motion Picture Pioneer.



**ISIDORE LINDENBAUM**, president of Filmcraft Productions, is one of Hollywood's leading makers of filmed TV productions. He attended UCLA and Harvard Law School and has long been recognized as one of the top experts in the television film field. He entered the TV medium in 1949, when he formed a corporation to explore Doctor Ferenz Fodor's inventions, which since have been responsible for many advances in TV. While always feeling that TV was his medium, "Lindy" still maintains a large practice at law and at one time he was a pharmacist, and is still licensed. His Filmcraft company is on a par with the biggest in Hollywood and at present owns its own large studio and took over the first motion picture theatre in Hollywood for exclusive use for filmed TV productions.

**LOUIS HUOT**, vice-president in charge of client relations for Five Star Productions of Hollywood, has had wide experience both in newspaper work and film production. For five years he was vice president and European manager for Press Wireless, Inc. He represented the Chicago Tribune in Europe for two years, headquartering in Paris, and has worked for numerous other papers, including the Montreal Gazette. In film production, Louis has produced public relations movies for such clients as the Prudential Insurance Co., Pontiac Motors, and the Block Drug Co. of New Jersey. He has made movies on new weapons and techniques for the Army Signal Corps. In his position at Five Star Productions of Hollywood, he supervises the production of both TV commercials and institutionals.



**EDWARD HOCHHAUSER, JR.**, vice-president of Muzak Corporation, vice-president and general manager of its Associated Program Service Division, and vice-president and director of merchandising for Muzak Corporation Franchise Division, initially joined APS as a field representative in 1951. He started in local radio in 1941, and in '46 joined the newly formed Transcriptions Sales, Inc., where he was successively account executive, sales manager, Eastern Division manager, and vice-president. After joining APS he was rapidly made sales manager, general manager, and in January of 1953, he was elected vice-president of Muzak. The 37-year-old Mr. Hochhauser is an alumnus of the University of Virginia, and a resident of Merrick, Long Island.





**MARTIN P. HENRY**, president of Video Pictures and West Coast Sound Studios, was born in Lebanon, Indiana on June 4, 1904. He was educated at the University of Florida. He began his career as an assistant director in 1924 and worked for Famous Players, Lasky, Paramount and Fox. He opened West Coast Sound Studios in 1932, with George Goman and Al Manchee. Martin serviced West Coast Productions, shooting screen tests, second units, and backgrounds. He later branched into short subjects, documentaries, sales training and educational pictures. From 1942 to 1946 he was a Major in the U. S. Army Signal Corps, Chief of Army Ground Force Training Films. He returned to West Coast Sound Studios and Video Pictures as vice-president and production manager. Martin is now making pilot films for TV.

**JAY BONAFIELD**, general manager of RKO Pathe, a division of the RKO Radio Pictures, Inc., entered the motion picture field as a reel boy in the cutting department of Fox Movietone News. A native of Tunnelton, West Virginia, he was soon promoted to assistant editor, and then film editor, working on newsreels. In 1931 he joined Pathe as newsreel film editor, and in his years in that capacity personally edited such outstanding news stories as the Hindenburg disaster, the Lindbergh case, the Morro Castle fire, and presidential inaugurations. He was transferred to the short subjects department, where he became head of the editing department, and then to production manager.



**W. WALLACE ORR**, president, Tel Ra Productions, Philadelphia, is believed to be one of the largest producers of TV sports film. Tel Ra Productions, which he founded in 1948, produces "Telesports Digest," "Sports Spotlight," "Touchdown," "Greatest Pro Football Plays of the Week," and "Post Time, U.S.A." During the past eight years, his firm has produced more than 700 sports shows for TV use. Presently, along with its established sports programs and some TV commercials, Tel Ra Productions is placing emphasis upon color films. Thus far color is being used extensively in filming thoroughbred racing and major league baseball. Orr was an advertising executive for 27 years, being vice-president of N. W. Ayer & Son, Inc., 1944-48.

**KERN MOYSE**, president of Peerless Film Processing Corporation, has a wide variety of experience in his business background. He was born in Columbus, Georgia, graduated from Harvard, and then from St. Lawrence Law School. He went to work in the Texas oil fields, and spent a period in the banking business in New York, where he became the managing director of National Coal Company of Cuba, and followed this experience with 11 years as an insurance broker. In 1934 Kern became vice-president of Peerless, and in 1946, president. He is a director of the Association of Cinema Laboratories, and of the National TV Film Counsel, as well as a member of the Motion Picture and TV Engineers Society, and of the Radio and Television Executives Society.



**SAM HERSH**, president of Family Films, Inc., a prominent figure in the production and distribution of religious pictures, is no stranger to show business. For some time prior to 1948, Sam was a well-known film sales executive, handling his own pictures as well as features for several studios. Traveling extensively, it was meeting the actual buyer of films that catapulted Sam Hersh into the production of motion pictures. Noting that the film industry produced relatively few inspirational pictures, Sam decided to go into this type of production. In 1948, Sam formed Family Films, Inc. The company's prowess since has been illustrious. Family Films, Inc. has produced to date over 200 inspirational films for both the TV and church markets.



**FRANK BRODOCK**, general manager of Reela Films, Inc., Miami, moved to Florida in 1951 after 17 years as an account executive with the Jam Handy Organization, where he handled the Chevrolet and Lucky Strike accounts, with the thought of retiring. But Reela Films, then in its infancy, asked Brodock to take a position as sales manager. In two years, he increased Reela's billings three-fold and was greatly influential in getting the film company to the position where it now calls itself the "most complete film studio in the South." Upped to general manager in 1953, Brodock hired personnel for his executive staff in Hollywood, New York, and Chicago. Reela Films has produced TV and industrial films for a number of major cities in both North and South America.

**HERBERT SCHEFTEL**, chairman of the board of Telenews Productions, Inc., started his career as a member of the New York Stock Exchange, but soon became interested in the production of visual news. In 1938 the first theater television projectors were being demonstrated, and he foresaw the possibilities immediately. He became involved in a chain of newsreel theatres, but the war, in which Herb served as a major in the Air Force, intervened. After V-J day, he went to work in earnest producing spot news films for television. A graduate of St. Paul's School and Oxford University, Herb is a devotee of golf and bridge.



**TOM LEWIS**, president of Lewislor Enterprises, Inc., entered TV production after a brilliant career in advertising, radio and motion pictures. An advertising executive with Young & Rubicam, Inc. before the war, Lewis was vice president of radio production in charge of that organization's Hollywood office when he entered the Army in 1942. During World War II he created the Armed Forces Radio Service, of which he was commandant, and rose to the rank of full colonel. Following his return to civilian status, Tom was associated with a long list of radio's top-ranking favorites before entering the field of motion pictures to produce MGM's "Cause For Alarm." In 1953, he formed Lewislor Enterprises, Inc. and produced "The Loretta Young Show."

**WILBUR J. STREECH**, president of Wilbur Streech Productions, the TV commercial and animated film production firm, received early training as an animation artist for the Walt Disney studios. After Pearl Harbor, Wilbur served as a Captain in the Signal Corps photographic center in charge of the organization of production animation. Right after the war he became a partner in Triangle Films, when that firm was making a series of one reel musicals for Universal. In 1951, the UCLA graduate formed the present company on his own, some of whose clients include Cities Service, Brylcreem, Eno, and Kleenex.



**SAUL J. TURELL**, president of Sterling Television Co., Inc., has brought a merchandising approach to low budget shows and stand-by films that has made Sterling one of the largest distributors in the field. Saul is a native New Yorker. He attended CCNY and the University of Chicago. From 1942 to 1946 he was in the Army and spent most of his time, according to his own testimony, on KP. Serving in the South Pacific, New Guinea and the Philippines, Saul emerged from the service as Sgt. Turell. After the war he went to work for Official Films and after watching volume sales of home movie films, such as Castle and Official, he decided to launch Sterling Films in 1946, in partnership with Robert Rhoades. In 1949, when Bernice Coe joined the company, a TV department was inaugurated.



**WALTER SCHWIMMER**, president of Walter Schwimmer Productions, Inc., Chicago, is a Northwestern University graduate who has worked as a publicist, songwriter, radio station manager. He was a founder and partner of the Schwimmer and Scott Advertising Agency, from which he left on an indefinite "sabbatical" leave to set up and guide his radio and television program packaging company. Schwimmer bridged the gap from AM radio, with "Foto-Test," which went on the air over TV stations. His packaging firm has been well represented on some 250 AM markets with "Tello-Test," "Tune-Test," and the "Deems Taylor Concert." One of his principal innovations for TV was the inauguration of the "Miss U. S. Television" contest which made its debut in 1950.

**CHARLES E. SKINNER**, president and executive producer of Charles E. Skinner Productions, Inc., was surrounded by show business almost from birth. He attended school on Hollywood motion picture lots, and acted as an assistant director on feature pictures at the age of fifteen. A long-time member of the Screen Directors Guild, Charlie used his Hollywood know-how in positions with the Jam Handy Company, and first transferred his talent from Hollywood to television when he converted the original "Big Story" series from radio to television. His film credits, besides seventy-three "Big Story" films, include "Murder in 'A' Flat," and "Les Paul and Mary Ford." His latest production is "Sgt. Preston of the Yukon."



**CHARLES Z. WICK**, president of Telefilm Enterprises, formed that distributing organization after an exhaustive study which enabled him to present detailed plans to a prominent group of investors. Charlie has always made use of his talents for both music and commerce. While an undergraduate at the University of Michigan, he formed orchestras which made him \$26,000 in one year. He later studied law at Western Reserve University, was admitted to the bar in 1943, then organized a band to play in a Cleveland hotel at night, and set up a day time law practice. In 1943 Tommy Dorsey engaged him to handle legal and business affairs for his orchestra, and to write musical arrangements. Charlie is married to the former Mary Jane Woods and they have two sons, Charlie, Jr., and Douglas.

**FLETCHER SMITH**, president of Fletcher Smith Studios, Inc., producer of TV films, commercials and industrial films, started his business career at the age of 18, with a graphic art enterprise based on a capital of \$200. He entered the animation field through doing special effects for M-G-M studios, then began developing industrial accounts. In 1938, he set up his own sales organization and branched into live action films, first on location, then on sound stages. During World War II, he devoted himself exclusively to shooting educational films for the government. With the end of the war and the advent of TV, he went into production of filmed TV commercials. Fletcher relaxes from his duties through hobbies of woodworking and amateur painting, and learning to play the Hammond organ.



**HERBERT R. PILZER**, president of Circle Film Laboratories, Inc., is the son of a prominent Viennese film producer, and has an extremely broad technical and business background. Born in Vienna, he was educated at the Theresianische Academy in that city, and continued his studies at the Marigny Institute, and at the Sorbonne in Paris. During 1941-42 Herb produced a number of films for the war effort in association with the Harmon Foundation. The following year he joined Circle Films, and three years later, in 1946, was elevated to the position of general manager. Quickly realizing the future of film on television, he oriented the firm toward that objective. In 1953 Herb was elected president of the firm.





**HENRY MORLEY**, president of Dynamic Films, Inc., a graduate of Yale University with a degree in economics, also did post-graduate work at NYU and CCNY in engineering. His business career in the movie industry began with J. A. Maurer, Inc., designers and manufacturers of sound equipment. He started in sales but quickly moved himself into production and he was made general manager of the firm. Post-war, Henry, along with Nathan Zucker, a Yale classmate, formed Dynamic Films, Inc. From the beginning they concentrated on films for TV when not turning out industrial and sponsored films. They handled every phase from script writing through photography, sound recording and editing. Today, as president, Henry brings to the job the technical and engineering background which has spelled success for Dynamic.

**MILTON J. SALZBURG**, president of Cornell Films, Inc., and of Pictorial Films, Inc., has been actively engaged in some form of show business since he was 17 years old. He launched his career at the Roxy Theatre in New York and from that springboard went on to the production end of films as an assistant film editor, then on to the production of his own films, making many outstanding documentaries. Three of them which established him firmly in this field were "Pattern for Survival," "Target, U. S. A.," and "FDR-Hyde Park." In 1953, he formed Award Television Corporation, of which he is president, to produce package film programs for use on television stations around the country. One of his TV film innovations is a series on golf, featuring the champion golfer, Jimmy Demaret.



**BURT BALABAN**, president of Princess Pictures, Inc., received his first experience with Paramount Television in 1946, after a tour of duty with the Marine Corps as a combat photographer. A native of Chicago, Burt attended Roanoke College, Virginia, and summers worked for the National Screen and Photographic Studio. He spent fourteen months in the Pacific, making D-day landings in the Marshalls, Saipan, and Guam, along with extensive aerial photography on bombing missions. His first work with Paramount TV was obtaining film programs for KTLA and WBKB, Chicago. Later, he managed the firm's film department, and was in charge of film programming, and the company's syndicated program distribution.

**JERRY FAIRBANKS**, head of Jerry Fairbanks Productions, started his career as a cameraman in the movie industry, then began producing films and short subjects. Winner of two Motion Picture Academy Awards, he was the first to take the plunge into the filmed TV field. Under contract to NBC, he made the first series seen on video: "Public Prosecutor," "Crusader Rabbit," "Jackson and Jill," "Bigelow Theatre," "Silver Theatre," and others. Fairbanks also developed the MultiCam System which permits filming and sound recording by two or more cameras. Fairbanks is now one of the leading commercial film makers in the business and at present is doing television commercials, industrial telefilms and feature length films for both television and motion picture projection.



**MOE KERMAN**, president of Regal TV Pictures, Inc., has had a long and varied background in the motion picture business. His father was one of the first motion picture exhibitors in the borough of Brooklyn, and the son followed in his footsteps as an exhibitor when he was 14 years old. Not long after that, he set up his own independent film outfit called "The Kerman Film Exchange." He once produced movies under the Mutual Production Corp. banner, and these movies are now being shown on TV. He started in TV movie distribution in 1948, when he bought the entire Hal Roach Studio Library for TV.



**CHARLES DAND**, Director of the Films and Publications Division of British Information Services in New York City, was born in Dundee, Scotland, on April 24, 1902. After he received his education at Glasgow University, he was in newspaper work from 1922-29, during which time he contributed to many British and American journals. From 1929-35, he worked as a scenario editor for London's Associated Sound-Film Industries, and as a writer and director of documentary and instructional films. He returned to journalism for two years, after which—in 1937—he entered British government services as Public Relations Office, Edinburgh. During the war, he was with the Scottish Education Dept., Edinburgh. He returned to London in 1949 with the Central Office of Information and came to New York in 1952.

**VINCENT J. NOLA**, head of Nola Studios, Inc., was born in Italy and came to the U. S. at the age of ten. With money saved from a paper route he studied voice in Buffalo and later transferred to New York where he resumed his studies and later established himself as a vocal coach. Realizing the pressing need for rehearsal studios he established 16 of them in Steinway Hall, and equipped most of them with recording facilities. Needing more space, he brought his total number up to 32 with rooms in the WMCA building, six of which are equipped for making tape and disc transcriptions as well as for making TV films.



**CHARLES B. BROWN**, vice-president in charge of sales and program procurement for Bing Crosby Enterprises, has a background which ranges through all phases of selling, merchandising, promotion, and management. Much of his experience and "know-how" was gained as program manager of KFJ, director of advertising, promotion, and research at NBC, and director of advertising at RCA Victor. While at RCA, Brown originated National Radio Week. His first film venture was an assignment from John Royal at NBC to film Admiral Halsey's return from the Pacific which was later televised over NBC-TV. Brown is also a vice-president of NAMSCO (North American Merchandising and Sales Corporation) Enterprises, Inc., which is the merchandising and sales promotion arm of Bing Crosby Enterprises, Inc.

**GEORGE BAGNALL**, president of George Bagnall and Associates, Inc., became identified with the motion picture industry after a long experience in the financial field. He joined the Fox Film Company in 1928 as comptroller of its West Coast Studios and later was placed in charge of all finances. He joined Paramount Studios in 1935 as studio treasurer and later was named executive studio manager. In 1937, he was named vice-president of the company. He resigned in 1941 to join the Alexander Korda producing organization, serving as vice-president and general manager until 1942, when he was designated vice-president of United Artists. In 1952, he formed his present company, establishing offices in various leading cities, including New York and Chicago, and acquiring new product for distribution.

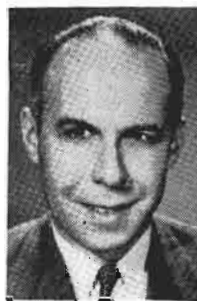


**CHARLES MICHELSON**, president of Charles Michelson, Inc., is one of the principal contacts between Australian and American television. He is the buying agent for much of the TV programming planned for "down under," and has purchased many radio scripts for Australian use. U. S. shows using his library include the "Hallmark Hall of Fame," "GE Theatre" and "Studio One." Mickey, a Columbia graduate, worked in the stock exchange and the family export firm before turning to the entertainment field. He began selling radio transcriptions in the early thirties, and through the years his operations expanded to a world-wide scale. Lately, the firm has included domestic TV distribution in its operations.



**JACK J. GROSS**, a native New Yorker, had his first taste of the entertainment field as a movie-house usher. This led to a job as cinema theatre projectionist in St. Joseph, Mo., and from there he joined Maupin's Chatauqua Concert Orchestra—a road show which toured the country performing under the auspices of churches, clubs, etc. Following many years of managing theatres, Jack finally settled as manager of the West Coast RKO Hill-Street theatre in Los Angeles, later becoming Western Division manager of RKO theatres. In 1939, he became a producer at Universal in Hollywood until 1943, then he became executive producer at RKO. After a series of outstanding movie successes, Jack joined with Philip Krasne to form Gross-Krasne, Inc.

**HAROLD R. LIPMAN**, television film manager at Audio Productions, Inc., New York, is a graduate in Mechanical Engineering at Rutgers University. He has been engaged in motion picture production for nearly 20 years, with experience in animation, special effects, optical printing, live action direction and production, processing and design of special equipment. He joined Audio Productions, Inc., in 1936. During the war years he was with the Army's First Motion Picture Unit at Culver City, Calif., and later was assigned to the film production unit covering the Burma campaign at South East Asia Command headquarters in Ceylon, where he spent nearly two years. In 1946 he returned to Audio Productions, where he has specialized in the production of films for TV.



**EMANUEL H. DEMBY**, president of Demby Productions, Inc., is a spare-time writer, and author of "My Forty-Year Fight For Korea," published by A. A. Winn & Co., in 1952. His first break into radio came at 15 when he did a news program on WMCA. Before the war Manny was an independent producer and writer, and was also a director for the Winer Co., and Arthur Rosenberg agencies. He wrote and produced "One Year Ago Today," and "It Takes a Woman." After discharge at the end of the war, during which he did a wire recorded show from Paris, "The Rainbow Corner," he organized the present firm. Plan—to shift to feature films for theatre showings, present productions include "Hollywood to Broadway," "What's Playing," and "How To Be a Cowboy," all produced in New York.

**HELEN "BIJOU" KELLEHER**, president of the Empire Broadcasting Corporation, one of the oldest recording studios, was catapulted into the recording business following the death of her husband, Gerald. "Bijou" had received early preparation for her duties due to her early association with the financial and commercial world through her banker father and shipbuilder brothers in Kingston, New York. Further business acumen was gained at Marymount College, and by the receipt of a Masters degree from Fordham University. Since she took over the helm of Empire in 1943, the firm has grown from four recording machines to 30. Empire does chiefly the mechanical work for ad agencies and stations, on transcription, spots, and jingles.



**WILLIAM SELDEN TODMAN**, partner with Mark Goodson in Goodson-Todman Productions, was born in New York City on July 31, 1916. He received degrees from Johns Hopkins University and from N. Y. U. Following his first job as a copy writer for a New York advertising agency, he became a freelance radio director and a writer for Red Book Magazine. This was followed by writing and directing for a number of BBD&O radio shows. Later, he joined the Biow Company as N. Y. Producer for "The Philip Morris Playhouse," "Crime Doctor," and "Take It Or Leave It." Joining with Mark Goodson, Todman and his partner have inaugurated the following TV successes: "What's My Line?" "I've Got a Secret," "Two for the Money," "It's News to Me," "The Name's the Same," "The Web," and "Beat the Clock."





**JIM JEWELL**, president of Jewell Radio and Television Productions, Chicago, began his radio career in New York in 1926 with Channon Collinge. Two years later he moved to Detroit, becoming drama director of WXYZ and the Michigan Radio Network. In 1939, Jim moved to WWJ as program and production director where he held the title of "original producer-director" of such Detroit originations as "The Lone Ranger," "The Green Hornet" and "Challenge of the Yukon." In Hollywood he was director and writer to Warner Brothers. In 1941, Jim went to Chicago as vice president of Stack-Globe Advertising Agency, and later joined MacFarland-Aveyard & Company as vice president in charge of radio. In 1945, convinced that Chicago was ideal for TV and radio shows as an origination point, Jim founded his own business.

**PETER M. ROBECK**, sales manager of the film division of General Teleradio, possesses a well rounded background in merchandising and sales. Born in Wisconsin but raised in California, Pete had his first position with CBS interrupted by five years in the Air Force. After V-J day he became merchandising manager of KTTV and of the Columbia Pacific Network. The young graduate of the University of California advanced to become sales manager of the station, followed by a position as sales manager of Consolidated Television Sales. After a series of merger agreements with Jerry Fairbanks, Inc., the firm altered its name to Consolidated Television Sales. Pete later joined General Teleradio.



**JACK ASHER** of Lab-TV has been a photographic salesman in 46 of the 48 states, missing only Washington and Oregon. In the industry for over a quarter of a century, Jack has been associated with the Gevaert Co., and for eight years with the photographic advertising page of the old New York Sun. He has also been a photographic buyer and consultant for U. S. Navy Ships Stores, and advertising manager of Photo Trade News. Jack has been an active Mason for many years, and is a member of the Society of Motion Picture and Television Engineers.

**ED THORGERSEN**, veteran news and sports commentator, opened his own offices in 1953 to produce and participate as a TV personality in live and filmed programs, for both sports and industrial exploitation and sales promotion. Ed's microphone career began back in 1927 as an announcer with NBC, broadcasting news, sports, and special events. Six years later Ed joined the expanding editorial staff of Movietone News where his face and by-line acquired national prominence via the newsreel screen. With broad experience in the field of film shorts, Ed projected his talent into many award-winning pictures in the short subject field, and ultimately became identified with the production of "Ed Thorgeresen's Sports Review."



**DAVID A. BADER**, vice president and general manager of Atlantic Television Corporation, has a rich background gained in careers both here and abroad. He joined Universal Pictures in 1920, and was with them until 1935 as manager of press campaigns, and as personal representative for Carl Laemmle. In 1936 he formed a literary firm in London, David A. Bader, Ltd., and in 1938 became president of Literary Corporation Ltd. He worked with George Pal Productions from 1940 to 1942. After handling the trade relations department for Twentieth Century-Fox, he entered the 16 mm. field, editing and publishing trade periodicals. In 1952 Dave joined Commonwealth TV as executive assistant to Mort Sackett, and in 1954 joined Atlantic as executive vice president in charge of sales. He is also VP of the parent company, Astor Pictures Corporation.



**DAVID PIEL**, independent producer of commercial productions, TV spots, sales training films, slide films; creator-producer-director of the new "Story Films" now running on "Captain Kangaroo" over CBS-TV. During Piel's days at Yale, he conducted a radio program called "Gullible's Travels." His children's "spectacular," "Golden Time," (in color) was produced for NBC-TV with Simon & Schuster for Christmas-time viewing. He got his first start in theatrical and commercial films with Louis de Rochemont's "Your World and Mine" series—36 geography films aimed at children. Has to his credit many documentaries, two of which won awards at the Venice Film Festival; one of his training films was awarded first prize by N.A.V.P.

**DON L. KEARNEY**, vice-president in charge of sales for the American Broadcasting Company film syndication division, was assistant manager of ABC-TV before taking his present post. A native New Yorker and a graduate of Fordham University, Don was a sports reporter and commentator on several local stations before World War II. After Pearl Harbor he served in the European Theatre as an infantry and public relations officer, and returned to civilian life with the Katz Agency, and later with the Mutual Network as sales manager for cooperative programs. In 1951, Don moved over to ABC as manager of TV spot sales, and soon moved up to become national sales manager of ABC owned TV stations.



**MAX ALEXANDER**, vice-president and secretary of M. and A. Alexander Productions, was born in Cassell, Germany, and first entered the motion picture industry in Berlin in a production capacity. Among other producing organizations he was associated with were UFA Studios and Universal. After gaining a reputation in several European capitals, he came to Hollywood and joined Abe and Julian Stern, the pioneer producers. In 1931-32 he was associated with Phil Goldstone in several producing ventures. Max then formed his own firm and made more than 100 pictures, many in association with his brother, Arthur Alexander, for release through PRC, Grand National, and other independents. In 1949 he and Arthur formed M. and A. Alexander Productions.

**G. RALPH BRANTON**, president of Interstate Television Corp., TV film producers and distributors, has an extensive background in theatre management which led to his entry in the TV field. He served as supervisor for F & R Theatres in Minneapolis, as director of operations for the Publix New England circuit, and later general manager with partnership status in the Tri-States chain in Iowa and Nebraska. He later moved to the West Coast as vice-president of Allied Artists, a post he held during the wide expansion of that company's activities. He formed Interstate TV in 1952. Branton believes "Mass audience, like mass merchandising is a product of this mid-century. Neither the theatre nor television has yet remotely realized the full audience potential within its grasp."



**AL STAHL**, president of Animated Productions, had his first cartoon strip nationally syndicated when he was only 17 years old. He became, in succession, an animator for Max Fleischer and story-gag editor for Terrytoons, then continued in technical animation work for the Army Signal Corps during World War II. He opened his own studios after V-J Day, and produced his first animated cartoon show in 1946. A pioneer in the television field, his firm has created and produced TV animated and live advertising for leading agencies and has made great strides in photography of stylized animation. Al developed slide-motion and multi-plane animation for NBC-TV. He is a member of the board of National Television Film Council.



**PHILIP N. KRASNE**, partner with Jack Gross in Gross-Krasne, Inc. is a native of Norfolk, Nebraska. A graduate of the University of Michigan, Phil obtained his law degree from the University of Southern California in 1929 and engaged in the practice of law, specializing in motion picture matters. In 1936, he became engaged in independent motion picture production and began to produce the famous "Charlie Chan" series. This he followed up quickly with production of "The Falcon" series and then, with Fred Ziv, acquired the rights and began filming the famous stories, "The Cisco Kid." In 1950, Phil switched his production activities to TV. As president of Cisco Kid Pictures, Inc., he produced 39 Cisco Kid TV films, all made in color. Thereafter, Phil sold his interest to Ziv, and in 1952 joined with Jack Gross.

**JAMES A. LOVE**, president of Lally and Love, film producers, has been in one form of show business or another all his life. His family travelled as a vaudeville team in his early years. When his father became a motion picture theatre manager, Jim's first theatre job was bicycling features to his father's theatres. He then became assistant projectionist and worked part time throughout his school years. Jim joined Warner Brothers in their booking department upon leaving school. While doing military service in The Coast Guard, he entered the production field as a film editor. Later, he was the founder of Cineffects Productions for Nat Sobol. When that organization was disbanded, he formed the company which he now heads. Jim is married, and has one child, James Allen, Jr., who is three.



**WESLEY GIBBS** of Lab-TV started in the Kodak Research Laboratory in 1918 and has been engaged in many lines of technical photography, as well as being a noted writer on photographic subjects for over 35 years. His experience includes time as a cameraman in the old days at Fort Lee, chief physicist of the Fleischman Yeast Laboratory, chief photographer of Liberty Magazine, and for over 12 years in charge of the technical work at the Gevaert Co. During World War II, Wesley was on the War Production Board in charge of photo equipment production and allocation, later handling surplus photo property through the Treasury Department. Wesley is a well-known film exhibitor in salons throughout the country, and an Associate of the Royal Photographic Society of London.

**ROBERT M. SAVINI**, president of Atlantic Television Corp., started in the film industry in 1900 when he invested in a penny arcade in New Orleans, when he was only 16. He has been connected with the film industry ever since. In 1904 he formed Dixie Films, a distribution company, and later owned a chain of theatres. In 1926 he came to New York and founded Astor Pictures, the first company to distribute major re-issues. When television was just starting, he was among the first to rent pictures to the new medium, supplying RCA and DuMont's early experiments. He formed Atlantic Television in 1950.



**ARTHUR ALEXANDER**, president of M. and A. Alexander Productions, and a member of the board of directors, began his career in the department store field in Germany, where he was born and educated. When he switched to motion pictures he joined the Universal Studios in Frankfurt, Germany, and in 1929 came to Hollywood as an assistant director, and a year later joined his brother Max in organizing a new firm. The company produced over 100 features in the independent market, and later for PRC and Grand National. In 1949 they entered the television distribution field, and now handle more than 200 properties. The brothers Alexander also handle the production of television commercials and spots.





**LLOYD L. LIND**, vice president and general sales manager of Interstate TV Corporation has been with Allied Artists Pictures, Corp., Interstate's parent organization for over 21 years. He served as assistant to the president, Steve Broidy, for several years and was supervisor of all Allied Artists exchange operations. In 1939, Lind made his first feature sale for TV, and NBC purchased a full length feature for telecasting in New York. With this in his background, it was a natural for him to take over the reign of interstate's sales department. Among the products currently distributed by Interstate are the "Ethel Barrymore Theatre," "The Amazing Tales of Hans Christian Andersen" and a group of features and westerns. Their "Little Rascals" series is now playing in top national markets.

**MANNY REINER**, general sales manager for IFE Releasing Corporation, joined the firm in October of 1955. Manny has had extensive experience in motion pictures, radio, television and domestic and foreign film sales. Prior to his present position he was vice president of Guild Films, Inc., and had also been vice president in charge of sales at PSI-TV, Inc. He joined Warner Bros. back in 1933, and then was associated with MGM, Monogram Pictures and Paramount. From 1942 to 1946 Manny was film officer in Europe for the OWI and from 1946-50 he was general manager in Latin America and Australia for David O. Selznick. A stint as foreign manager for Sam Goldwyn added further experience to Manny's already full career.



**WILLIAM MIESEGAES**, president of Transfilm Inc., was born in London of Dutch parentage. He entered film production by way of Indonesia where, as an exporter of rubber and sugar, he took advantage of the local scene and turned to amateur photography. Many years later, still an amateur, he produced a travelogue, "On the Road to Acapulco," which was booked into the Guild Theatre in New York. In 1941, he turned professional and, with Walter Lowendahl, founded Transfilm. First productions were civil defense films. By 1946, the firm was operating at capacity and facing further expansion. As of today, more than 100 full-time technicians staff the company which, in the Transfilm Building, operates complete motion picture, animation and slidefilm production facilities.

**ARTHUR A. "ARCHIE" MAYERS**, general manager of Standard TV, was at one time general manager of Colorfilm and while in that post helped establish the present Cinecolor. Archie's next move was sales manager of Atlas Cinephone and then sales manager of World Pictures Corp., a position he held for 12 years. In 1942 Archie became assistant to Jules Levy, president of Mayfair Productions. In 1950 he organized and headed, as president, Unity Television Corporation, and also served as general manager. Five years later he disposed of all his interests in Unity, and in the latter part of '55 became general manager of Standard. Archie has served as president of the National Television Film Council and is currently vice president in charge of distribution for the council.



**EDWARD SMALL**, co-founder and chairman of the board of Television Programs of America, ran away from his Savannah, Georgia, home at 15 to go into vaudeville, first as a performer, and later as a producer and manager. In 1942 he went to Hollywood for a brief stay, but instead soon established himself as the leading manager in Hollywood, representing as many as 300 leading names. Ed has been closely identified with launching and developing the careers of some of the all time film greats, including John Gilbert, Corinne Griffith, Norma Shearer and Robert Donat, who was an unknown when Small chose him for the lead in "The Count of Monte Cristo." Still under contract to United Artists as an independent feature producer, Small has made over 150 feature films, 27 of which make up the Edward Small Feature package.



**ROBERT SANDE**, president of Song Ad Film-Radio Productions, Hollywood, founded the firm in 1950. A native Californian and a graduate of the University of California's Santa Barbara campus with majors in both speech and music, Sande pioneered the merchandising with music technique for TV and radio commercials. His earlier background as both a top professional musician and an advertising agency executive are probably unique in the film-radio production world. Sande's talents, together with those of Don Estey, Del Porter and Larry Greene, his partners, have built Song Ad Film-Radio Productions into one of the largest producers in the business, serving many of the nation's top agencies and advertisers. Their specialty: fully integrated film-radio merchandising campaigns that give sponsors extra mileage per dollar.

**FRANK FERRIN**, owner of the production company bearing his name, produces, writes and directs "Andy's Gang," the TV film series starring Andy Devine and Nino Marcel. Ferrin created the property for radio in 1940 as "Smilin' Ed's Gang" with the late Ed McConnell. It began on TV in 1950. After McConnell's death in 1954, Ferrin discontinued the radio show and changed the TV film version to "Andy's Gang." Ferrin entered radio via WTCN in his native Minneapolis, some thirty years ago, with the comedy act "Nels and Ole." Later he organized Midwest Recordings, Inc., radio transcription firm, and then joined Henri, Hurst and McDonald in Chicago as VP in charge of radio. In 1942 Ferrin moved to the Leo Burnett Agency in the same capacity. In 1946 he formed the Frank Ferrin Co.



**SIDNEY PAUL SOLOW**, vice president and general manager of Consolidated Film Industries, has been affiliated with CFI since he graduated from New York University in 1930. Advancing from chief chemist to plant superintendent to his present position as head of the Hollywood lab, Sid Solow has been instrumental in the growth of CFI to its current status as one of the top TV film laboratories in the nation. In addition to directing a company that processes some 70% of all west coast produced film for TV, Sid is active in the Academy of Television Arts and Sciences, Academy of Motion Picture Arts and Sciences, the Society of Motion Picture and Television Engineers, and virtually every charity involving the motion picture industry. He has been a lecturer in Cinema Arts at the University of Southern California since 1947.

**MAURICE BECK**, together with Ed E. McLemore produced a film series entitled "Texas Rasslin'" which has proven to be one of the highest rated sports shows on TV. This film started when they realized that wrestling in other states lacked color, speed and roughness so desired by the spectators. A native Texan, Maurice aspired to be an attorney, but after two years of legal study, changed to banking by accepting a job at the Federal Reserve Bank in Dallas, where he graduated from the American Institute of Banking. Leaving banking he acquired an interest in one of the largest power laundry and dry cleaning plants in Texas and operated this business for seven years, before entering the entertainment field.



**MAURICE UNGER**, vice president in charge of West Coast operations for Ziv Television Programs, Inc., was born and raised in Cincinnati. After completing his education, he joined Grandpa Brands Inc., a liquor firm in 1934, and remained there until 1947, working with its affiliated firms as general manager. He also served as president of its Tom Collins Corp. From 1947 to 1950, he was president of the Charles A. Maish Company. Then, in 1950, he joined the Frederic W. Ziv Co. When the firm went into TV production five years later he moved to the West Coast, where he now heads up the firm's TV film operations. Expansion of these operations has included the acquisition of the American National Studios, to accommodate the widened scope of Ziv production schedules.



**MARCEL LEDUC**, president of Inter-TV Films Ltd., Montreal, and International TV Film Services, Ltd., New York, producers and distributors of television film, had a wide variety of experience in his business background before he became identified with the television film industry. For many years he was active in the export, import and financial fields. In 1953 he formed TV Cooperative Film Sales Co., Inc., distributors of television film. This company was dissolved when International TV Film Services was organized in 1954. In 1955 Inter-TV Films Ltd. was formed in Montreal, P. Q., Canada, with offices in many leading cities, including New York, Los Angeles, Montreal, Toronto, London, Paris, and Rome.

**G. CARLETON HUNT**, president of General Film Laboratories Corporation, has been connected with the entertainment industry since 1923. He started out with the Hunt theatre chain, moved in 1929 to the Warner Theatres, spent several years as production and stage manager with various stage groups, and was associated for 10 years with RKO Studios as assistant head of the editorial department. Mr. Hunt was elected Governor of the Academy of Motion Picture Arts and Sciences, and has recently been made a Fellow of the Society of Motion Picture and TV Engineers. He entered the TV field in 1951 through the acquisition of Paramount Picture's film laboratory. In allied fields, he is an officer of the Fonda Corporation, builders of motion picture processing equipment, and is vice-president of Unicorn Engineering Corporation.



**DANIEL HERBERT KAHN**, treasurer and sales manager of Olympia Film Productions, Inc., has a broad and unique background in film and television. A graduate engineer, he has served a rough apprenticeship in practically every phase of the advertising and film business. The second World War interrupted his engineering studies at Bucknell University, and after serving in the Navy, he entered the United States Naval Academy at Annapolis. He was graduated an Ensign in 1949, in time to serve through the Korean War. On leaving the service, he joined the New York Port Authority where he specialized in preparing manuals on handling electronic equipment. In 1953, he became Media Director and account executive at the Lester Harrison Advertising Agency. He joined the staff of Olympia Films early in 1955. His Hobbies? Three: Sailing in the summertime; skiing in the winter; music at all times.

**MELVIN GOLD**, president of Mel Gold Productions, Inc., started his film career with MGM in Chicago in 1931 as assistant office manager, soon moving to the Reinheimer circuit to manage theatres in Hammond, Indiana. His later experience includes the operation of his own advertising agency, advertising manager of Filmack Trailer, and manager of the Vogue Theatre, Hollywood. In 1943 he joined National Screen Service and served as director of advertising, and later as east coast film production and TV manager. In June, 1954, he formed the Mel Gold Productions. In 1948 Mel founded the National Television Film Council, and has served as both president and chairman of the board. In February, 1955, he was elected an honorary lifetime president. Mel is a member of the Academy of Television Arts and Sciences, of the Variety Club, and of Cinema Lodge.



**JOSEPH S. SALZBURG** heads the motion picture and TV film service company bearing his name. The firm supervises the production and editing of theatrical, non-theatrical, commercial, and TV films for producers. Joe has been associated in executive and managerial positions with Pictorial Films, Pathe, Associated Artists Productions and Motion Pictures for Television, Inc., before organizing his own firm. During World War II, Joe was a G. I. production supervisor with the first motion picture unit of the Army Air Forces. He has been called in for special film projects of the Department of Defense from time to time. Known and liked by all in the film business since his knee pants days, Joe is a native New Yorker and a member of the Motion Picture Pioneers.





**JOHN H. MITCHELL**, vice-president and sales manager of Screen Gems, Inc., started his career by way of the mail room of Erwin, Wasey, & Co., and was quickly promoted to the radio department. A native of Rochester, New York, Jack then spent six years with the Mutual Network, organizing and managing the first sales service department. Following his war service, he joined the Honel Corp., and was instrumental in obtaining exclusive area distribution for a number of American products. In 1948, as United Artists television vice-president and general manager, John helped organized UA's TV department. In 1952, he joined Screen Gems, Inc., the TV production and sales subsidiary of Columbia Pictures.

**DON FEDDERSON** is the creator and producer of the phenomenally popular CBS teleseries, "The Millionaire," and "Do You Trust Your Wife?," as well as the long-running program "Life With Elizabeth." Fedderson is also readying three new video series for coast to coast presentation this coming season. Don came to television after an eminently successful career in radio, and was immediately outstanding as a showman in the new medium. He was the original producer of the Liberace shows on TV, and today he heads one of the biggest production organizations in Hollywood. He was born in Beresford, S. D., and grew up in Kansas City, where he began his business career as a newspaper advertising salesman. From ad selling in San Francisco, he drifted into radio, graduating from jobs as station manager into the production end of the industry in Hollywood.



**EDWARD NASSOUR**, vice president and treasurer of the Nassour Pictures, Inc., producers of feature films, television films, and television commercials, in association with his brother, William, built the Consolidated Studios in 1945. Five years later the property was sold to the Los Angeles Times, and at the present time station KTTV is on the site. Ed is the producer of the television film series, "Sheena, Queen of the Jungle." He has invented and developed many technical processes for the motion picture industry, including Regiscope. As a producer and director, he just completed "Beast of Hollow Mountain" starring Patricia Medina and Guy Madison, in Technicolor Cinemascope for United Artists.

**HARRY FLEISCHMAN**, president of Louis G. Cowan, Inc., producers of 1955's greatest hit, and one of television's all-time greats, "The \$64,000 Question," is a native New Yorker, but grew up "down east," to wit, in Portsmouth, New Hampshire. The popular Cowan prexy, an ardent golfer, received his degree from Boston University, following which he was associated with Gilbert Miller for over a decade and a half, mostly as general manager. Harry devoted the greater part of a two year sabbatical to bringing his game score into the low seventies, and is still trying to improve his game. In April, 1951, he joined the Louis G. Cowan, Inc., organization, and four years later, in August of 1955, became president of the production firm.



**KENNETH HYMAN**, executive vice-president of Associated Artists Productions, Inc., entered the television field in 1947, when the industry was just getting started. As a member of the sales staff of Associated Artists Productions, Ltd., one of television's pioneer feature film distributors, he was an early advocate of the programming strength of Hollywood's feature product in the television picture. He left AAP to serve in the United States Marine Corps. After two and a half years in service, he joined a production unit of Monogram Pictures, working as an assistant director. With actual production experience behind him, he returned to AAP in 1953 on a sales mission to take up once again the use of feature film on TV.

# TV Film Production Abroad

**L**AYMEN looking at film production abroad by American companies, for distribution here in the United States, are of the general opinion that it is cheaper to produce overseas than in the U. S. Most of them base their opinions on the cheaper labor that is accessible outside of this country, but the consensus of opinion of film producers, who are producing films abroad for distribution here, is that in the long run, costs are equal. This is primarily due to the facts of importing actors to foreign countries, and the longer period of time it takes to make pictures there.



The European continent, mainly France and Italy, as well of course, as England, have been the locations that have primarily been used up to the present time. The Asiatic countries have been virtually left untouched, and according to Julien Bryan, head of the International Film Foundation, Japan would be a likely place to produce films, due to the comparatively low cost of labor and rental of equipment, as well as the industriousness of the Japanese, and the fine color reproductions made there. As far as actors are concerned, the producers can employ Americans, as well as other English speaking peoples, and their families living there.



The real boom in foreign film production by Americans, for distribution here, is over. The boom was a boom only when it was new. It has settled down now due to the equalization of costs, but the industry can look forward to seeing more films produced abroad by Sheldon Reynolds, as well as such companies as Official Films, Guild Films and ABC Films.

## LIST OF FILM SERIES, COMPANIES WHICH PRODUCED THEM AND WHERE SHOT

### ABC Films - current

1. "Douglas Fairbanks, Jr. Presents" - England, Italy, Germany
2. "Sheena, Queen of the Jungle" - Mexico
3. "Three Musketeers" - Italy

### Outlook - Company will start:

1. "The Americans" - half-hour series - Spain

### Guild Films

1. To co-produce 39 half-hour films in England.

Outlook: Company is expanding internationally. It is in the process of determining what countries to expand in.

### Official Films

1. "The Adventures of the Scarlet Pimpernell" - England
2. "Robin Hood" - England
3. "The Buckaneer" - England
4. "A Knight of the Round Table" - England (tentative title)
5. "Mr. Pastry" (shooting pilot) - England

Outlook: Official Films will do three series yearly abroad.

### NBC Film Division

1. "Crunch and Des" - Bermuda

Outlook: NBC Film Division has no plans for continued production abroad.

### National Telefilm Associates, Inc. distributing:

1. "Lilli Palmer Show" - London, England
2. "Television Playhouse" - England (one hour dramas - current)

Both NTA shows produced by Harry Alan Towers.

### Television Programs of America

Approximately 10 or 15 "Count of Monte Cristo" episodes shot in England.

Outlook: If renewed, "Captain Gallant" will be shot in Africa.

### Ziv TV

Shooting background material for "Man Called X," in Paris, West Germany, Rome, Mexico City, and Latin America.

# Commercial Television in Great Britain

APPARENTLY, British commercial TV is having an easier time with its growing pains than even optimists expected. Losses at the end of the first quarter of operation were reported as slightly below those calculated by the two program contractors handling the programming in the London area. Based on first quarter figures, cost of airing programs during the first year of operation will run at between \$22,500,000 and \$25,000,000, while revenue from advertisers will total somewhere between \$20,000,000 and \$22,500,000, leaving a deficit of from \$2,500,000 to \$3,000,000.

The ITA (Independent Television Authority) required program contractors to show financial resources of \$3,525,000 before receiving a franchise, this requirement being based on the assumption that British commercial TV would follow the American pattern, showing a loss for three years before it began to pay off.



Estimates are that in order to break even this year, with production costs running at current high levels, 90 per cent of commercial availabilities would have to be sold out. At present, about 70 per cent of the commercial positions have been sold.

The two contracting companies, Associated Redifusion and Associated Television, provide all programming in the London area, the former producing all weekday shows and the latter all weekend programs.

Extension of the ITA service into Birmingham and Manchester may brighten this picture for them with added revenue and less production cost. The Birmingham schedule uses Associated Redifusion shows on the weekend and Associated Television programs during the weekdays.



Both companies initially originated seven hours of shows per day but withdrew from the morning hours when they found this time unsalable. This was one of the several sad factors commercial TV in Britain learned the hard way. There were many lessons thus learned. A much heralded concert program which did not come through with an audience and caused a quick retreat from cultural type programming. The pace at which TV gobbles up time and talent, in spite of the much publicized findings in America, was underestimated and this was reflected particularly in drama shows which achieved a high level during the first few weeks of operation but suffered an abrupt decline immediately thereafter.

There are reports that the contractor companies found cutbacks in staffing necessary

once operations got underway. The matter of personnel left BBC positions for the more lucrative offers held out by program contractors.

The impact of commercial TV on the BBC TV operation apparently has been a healthy one though it did put a premium on some programming through competitive bidding. BBC had to up the ante in bidding for such events as sports. BBC has signed contracts to televise some of the most important sports events to be available to the medium during this year.



Estimates of the commercial TV audience in the London area during the last week of January were based on 600,000 of the 1,500,000 TV homes in the area owning all-channel sets. A little under 8,000 all-channel sets were being sold per week, and a like number were estimated as being converted to receive both BBC and ITA telecasts. Potential audience in Birmingham is estimated at one-half that of the London peak, 400,000 sets having been converted as of January 31.

As a market for American TV film fare, law puts strict limit on the amount of programming which can be bought, stipulations requiring that 75 per cent of the programming must be British product.



However, this aspect of the scene has already brought added revenue to U. S. TV film producers, substantial sales having been consummated on several American series. This is a two-way lane, American advertisers provide a substantial chunk of the advertising revenue now being collected for ITA programming.

The rate structure for advertising has required revision and probably will undergo further readjustment. In approximate dollar amounts, a minute of advertising on a weekday costs \$900 in off-peak hours and about \$2800 in the peak period (7:55-10:05 p.m.).

Advertisers have no actual voice in the placing of commercials but program contractors are co-operative in spotting them to reach the type of audience an advertiser is attempting to reach. There is no such thing as program sponsorship permitted in Britain.

Phenomenal results have been reported by some American firms using commercial TV in England, several cases of 100 per cent increases due to TV advertising being listed.

Most rating services report an even division of audience in the London area, reports in January running approximately 60 to 40 in favor of BBC on weekdays and the opposite on weekends.



# Services to TV Producers

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# TV SERVICE FIRMS

(Also see Equipment Manufacturers)



## Large Screen

**General Precision Laboratory, Inc.**, 63 Bedford Rd., Pleasantville, N. Y.  
**Radio Corporation of America**, Camden, N. J.  
**S.O.S. Cinema Supply Corp.**, 602 West 52nd St., New York, N. Y. . . . . Plaza 7-0440

## Lenses

**Bausch & Lomb Optical Co.**, 739 St. Paul St., Rochester, N. Y.  
**Camera Equipment Co.**, 1600 Broadway, New York, N. Y. . . . . Judson 6-1420  
**Century Projector Corp.**, 729 7th Avenue, New York, N. Y. . . . . Circle 5-7048  
**DeVry Corp.**, 1111 Armitage Ave., Chicago, Ill.  
**National Theatre Supply**, 92 Gold St., New York, N. Y. . . . . BEEKMAN 3-4170  
**Projection Optics Co., Inc.**, 330 Lyell Avenue, Rochester, N. Y.  
**Raytone Screen Co.**, 165 Clermont Ave., Brooklyn 5, N. Y. . . . . TRIANGLE 5-4152

## Laboratories

### LOS ANGELES, CALIF.

**Acme Film Laboratories, Inc.**, 1161 N. Highland Ave. (38), Hollywood 4-7471  
**Associated Film Laboratory**, 5631 Hollywood Blvd. . . . . Hollywood 4-8195

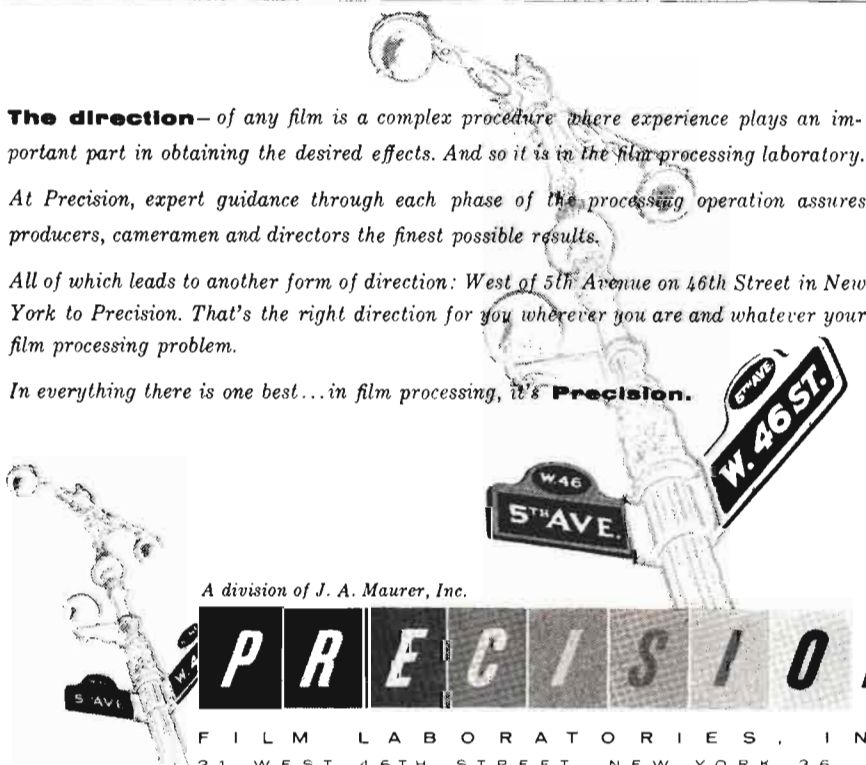
**Cinema Research**, 7000 Romulus . . . . . Oldfield 4-4117  
**Color Reproduction Co.**, 7936 Santa Monica Blvd. (46) Hollywood 4-8225  
**Consolidated Film Industries**, 959 Seward St. (38) . . . . . Hollywood 9-1441  
**Eastman Kodak Research Laboratory**, 1017 N. Las Palmas Ave. (38) Hollywood 5-7151  
**Film Effects of Hollywood**, 1153 N. Highland (38) . . . . . Hollywood 9-5808  
**Film Service Laboratories**, 6327 Santa Monica Blvd. . . . . Hollywood 2-3237  
**Flora Color**, 1103 N. El Centro . . . . . Hollywood 7-9559  
**General Film Labs Corp.**, 1546 N. Argyle Ave. . . . . Hollywood 2-6171  
**Hollywood Film Enterprises Inc.**, 6060 Sunset Blvd. (28) . . . . . Hollywood 4-2181  
**Mercer, Ray, & Co.**, 4241 Normal Ave. (29) . . . . . Normandy 3-9331  
**Modern Movies, Inc.**, 6018 Fountain Ave. . . . . Hollywood 4-7293  
**National Screen Service**, 7026 Santa Monica Blvd. . . . . Hollywood 5-3136  
**Pathe Laboratories, Inc.**, 6823 Santa Monica Blvd. . . . . Hollywood 9-3961  
**Picture Recorders**, 4922 Santa Monica Blvd. . . . . Normandie 3-8256  
**Peerless Film Processing**, 959 Seward . . . . . Hollywood 7-9223  
**Producers Photographic Lab. Inc.**, 6556 Santa Monica Blvd. . . . . Hollywood 2-1334  
**Richters Film Lab.**, 1715 N. Mariposa Ave. . . . . Normandy 4-3215

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**Technicolor Motion Picture Corp.**  
 6311 Romaine St. . . . . HOLLYWOOD 7-1101  
**Telefilm, Inc.**  
 6039 Hollywood Blvd. . . . . HOLLYWOOD 9-7205

*SAN FRANCISCO, CALIF.*

**Ball Film Laboratory**  
 1256 Howard St. . . . . UNDERHILL 1-8638  
**Commercial Film Enterprises**  
 125 Hyde St. . . . . ORWAY 3-9162  
**Motion Picture Service Co.**  
 125 Hyde St. . . . . ORWAY 3-9162  
**Multichrome Laboratories**  
 760 Gough St. . . . . HEMLOCK 1-6567  
**Palmer, W. A., Films, Inc.**  
 611 Howard St. . . . . YUKON 6-5961

*COLORADO*

**Alexander Film Co.**  
 Colorado Springs . . . . . MAIN 4200  
**Western Cine Service**  
 114 East Eighth Ave., Denver . . . . . TABOR 5-2812

*WASHINGTON, D. C.*

**Byron, Inc.**  
 1226 Wisconsin Ave., N.W. . . . . DUPONT 7-1800  
**Capital Film Laboratories, Inc.**  
 1905 Fairview Ave., N.E. . . . . LAWRENCE 6-4634

*ATLANTA, GA.*

**Bochard-King Film Production**  
 754 Spring St. . . . . EL 7558  
**Paramount News**  
 135 Cain, N.W. . . . . CYPRESS 1636  
**Strickland Film Co.**  
 220 Pharr Rd., N.E. . . . . CHEROKEE 5317

*CHICAGO, ILL.*

**Atlas Film Corp.**  
 1111 S. Boulevard, Oak Park . . . . . AUSTIN 7-8620  
**Chicago Film Laboratory, Inc.**  
 1322 W. Belmont Ave. . . . . BLITERSWEET 8-6780

**Colburn, Geo. W., Laboratory**  
 164 N. Wacker Drive . . . . . STATE 2-7316  
**Crescent Film Laboratories**  
 7510 N. Ashland . . . . . AMBASSADOR 2-5000  
**Filmack Laboratories**  
 1327 S. Wabash Ave. . . . . HARRISON 7-3395  
**Fischer Photographic Lab**  
 1731 N. Mobile Ave. . . . . ME 7-5316  
**Wilding Picture Productions Inc.**  
 1345 W. Argyle St. . . . . LONGBEACH 1-8410

*GARY, INDIANA*

**Lakeside Laboratory**  
 5929 E. Dunes Hwy.

*DES MOINES, IA.*

**General Pictures Productions**  
 Keo Way . . . . . 3-4653  
**Parrot Films Studio**  
 1700 Keo Way . . . . . 2-4211

*NEW ORLEANS, LA.*

**Motion Picture Advertising Service Co. Inc.**  
 1032 Carondelet St. . . . . RAYMOND 2253

*BALTIMORE, MD.*

**Alpha Film Laboratories**  
 Falls Road . . . . . VALLEY 3-6617

*BOSTON, MASS.*

**Master Motion Picture Co.**  
 50 Piedmont St. . . . . HANCOCK 6-3592

*DETROIT, MICH.*

**General Film Laboratory, Inc.**  
 66 Sibley . . . . . WOODWARD 1-7818  
**Jam Handy Organization**  
 2821 E. Grand Blvd. . . . . TRINITY 2-2450

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**Circle Film Laboratories, Inc.**  
33 W. 60th St. . . . . COlumbus 5-2180  
**Color Service Co.**  
115 W. 45th St. . . . . JUdson 6-0853  
**Consolidated Film Industries**  
**Div. of Republic Pictures Corp.**  
1740 Broadway . . . . . JUdson 6-1700  
Fort Lee, N. J. . . . . FOrt Lee 8-3400  
**DeLuxe Laboratories, Inc. (20th Century-Fox)**  
850 Tenth Ave. . . . . CIrcle 7-3220  
**Du-Art Film Laboratories, Inc.**  
245 W 55th St. . . . . PLaza 7-4580  
**Fordel Film Laboratories**  
1187 University Ave. . . . . LUdlow 8-5100  
**Guffanti Film Laboratories, Inc.**  
630 Ninth Ave. . . . . COlumbus 5-5530  
**Kin-O-Lux, Inc.**  
17 W. 45th St. . . . . JUdson 6-1880  
**Lab-TV**  
247 W. 46th St. . . . . JUdson 6-2293  
**Major Film Laboratories Inc.**  
653 Eleventh Ave. . . . . PLaza 7-6185  
**Malcolm Laboratories Corp.**  
244 W. 49th St. . . . . CIrcle 6-6150  
**Mecca Film Laboratories, Inc.**  
630 Ninth Ave. . . . . CIrcle 6-5289  
**Mercury Film Laboratories Inc.**  
723 Seventh Ave. . . . . CIrcle 5-4930  
**Movielab Film Laboratories**  
619 W. 54th St. . . . . JUdson 6-0360

**National Screen Service Corp.**  
1600 Broadway . . . . . CIrcle 6-5700  
**Paramount Laboratory**  
34-54 35th St., Long Island City . . . . . RA 8-8000  
**Paramount News Laboratory**  
Office: 544 W. 43rd St. . . . . LOngaere 3-4300  
**Patho Laboratories, Inc.**  
105 E. 106th St. . . . . TRfalgar 6-1120  
**Peerless Film Processing**  
165 W. 46th St. . . . . PLaza 7-3630  
**Precision Film Laboratories**  
21 W. 46th St. . . . . JUdson 2-3970  
**Rainbowlab, Inc.**  
619 W. 54th St. . . . . JUdson 6-0360  
**Swift Motion Picture Lab.**  
161 Union Pl. . . . . CY 3-2400  
**Titra Film Labs**  
1501 B'way . . . . . PE 6-4535  
**Tri Art Color Corp.**  
245 W. 55th St. . . . . PLaza 7-4580  
**Video Crafts, Inc.**  
80 W. 12th St. . . . . CHelsea 2-1150  
**Video Film Laboratories**  
131 W. 23rd St. . . . . WAtkins 4-6156

**CLEVELAND, O.**

**Escar Motion Picture Service, Inc.**  
7315 Carnegie Ave. . . . . ENdicott 1-2707

**DAYTON, O.**

**Film Assoc., Inc.**  
4600 S. Dixie Ave. . . . . WAlnut 2164

**PHILADELPHIA, PA.**

**Beswick, Harold W.**  
1017 W. Allegheny Ave. . . . . BAldwin 9-9355  
**News Reel Laboratory**  
1729 Sansom St. . . . . Rittenhouse 6-3892  
**Welsh Studios**  
1209 E. Chelton Ave. . . . . LIvingstone 8-4611

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 Springfield, Illinois State Journal: **Nancy Berger**  
 Springfield, Illinois State Journal: **Bob Harris**  
 Springfield, Illinois State Register: **Jim Armstrong**  
 Springfield, Illinois State Register: **Carole Miller**

**INDIANA**

Evansville Courier: **Frances Bracey**  
 Evansville Press: **Sally Kincaide**  
 Evansville Press: **John McChain**  
 Evansville Press: **Bish Thompson**  
 Evansville, Sunday Courier-Press: **Jack Alexander**  
 Fort Wayne, Journal-Gazette: **Jean Mack**  
 Fort Wayne, News-Sentinel: **Peg O'Connor**  
 Indianapolis News: **Jackie Freers**  
 Indianapolis Star: **Julia Daugherty**  
 Indianapolis Times: **J. Boyd Stephens**  
 Indianapolis Times: **Casey Svingros**  
 Jasper, Dubois County Daily Herald: **Simon Stemple**  
 Jeffersonville Post: **Tom Jones**  
 La Porte, Herald-Argus: **Don Benn**  
 Muncie Evening Press: **Leon Parkinson**  
 Muncie Star: **Jack Paris**  
 New Albany Tribune: **Wayne Marshall**

**IOWA**

Burlington, Hawkeye-Gazette: **Jim Eland**  
 Cedar Rapids Gazette: **Nadine Subotnik**

Cedar Rapids Tribune: **Morris Crosier**  
 Davenport Newspapers: **Ina Wiekham**  
 Des Moines, Register & Tribune: **Paul Cotton**  
 Des Moines, Register & Tribune: **Ogden Dwight**  
 Dubuque, Telegraph Herald: **Carl Ochs**  
 Marshalltown, Times Republican: **Wendell Benson**  
 Ottumwa Courier: **Evelyn Mowery**  
 W \_\_\_\_\_ Courier: **Ken Murphy**

**KANSAS**

Atchison Daily Globe: **Charles Spencer**  
 Coffeyville Journal: **Gene Sullivan**  
 Hutchinson News Herald: **Paul Murphy**  
 Manhattan Mercury: **William Colvin**  
 Wichita Beacon: **Bob James**  
 Wichita Eagle: **Bob Tousing**

**KENTUCKY**

Bowling Green, Park City News: **J. Ray Gaines**  
 Central City, Messenger: **Larry Stone**  
 Central City, Times-Argus: **Amos Stone**  
 Danville, Advocate-Messenger: **Ida Tipton**  
 Greenville Leader: **Charles Taylor**  
 Henderson, Gleaner & Journal: **Francele Armstrong**  
 Louisville, Courier-Journal: **Bill Ladd**  
 Louisville Defender: **Jack Chancellor**  
 Louisville Times: **Jack Eisen**  
 Paducah, Sun-Democrat: **Bill Powell**

**LOUISIANA**

Alexandria Town Talk: **Bill Norsworthy**  
 Baton Rouge, Morning Advocate: **Charlie McGee**  
 Baton Rouge, State Times: **Bob Morgan**  
 Bogalusa Daily News: **Lou Major**  
 Franklinton, Era-Leader: **Joe Poole**  
 Jennings Daily News: **Harvey Laing**  
 New Orleans Item: **Ted Liuzza**  
 New Orleans States: **Bob Sublette**  
 New Orleans Times-Picayune: **Ed Brooks**  
 Shreveport Journal: **Doug Attaway Jr.**  
 Shreveport Journal: **Larry Rouson**  
 Shreveport Times: **Pericles Alexander**  
 Shreveport Times: **Jim Briggs**  
 Shreveport Times: **Al Hewitt**  
 Ville Platte Gazette: **Jules Ashlock**

**MAINE**

Augusta, Daily Kennebec Journal: **Paul McClay**  
 Bangor Patriot: **Bill Smith**  
 Portland Evening Express: **Joe King**  
 Rumford Falls Times: **Everett Martin**

**MARYLAND**

Annapolis Evening Capitol: **Ham Elliott**  
 Baltimore Evening Sun: **Hope Pantell**  
 Baltimore Morning Sun: **Robert Snyder**  
 Baltimore News-Post & Sunday American:  
     **Jennie Lea Bird**  
 Baltimore Sunday Sun: **James Brown**  
 Hagerstown Daily Mail: **Garvin Hager**  
 Hagerstown Morning Herald: **Joseph Harp**  
 Rockville Sentinel: **Louis Lambach**

**MASSACHUSETTS**

Boston, Christian Science Monitor: **Maybelle Joyce**  
 Boston Globe: **Elizabeth Sullivan**  
 Boston Herald: **Bill Buchanan**  
 Boston Herald Traveler: **Joseph Levine**  
 Boston Post: **Howard Fitzpatrick**  
 Boston Record: **Joe Pirelli**  
 Boston Record: **George Clarke**  
 Boston, Record-American: **Anthony La Camera**



Boston, Record-American: **Pete Stilla**  
 Brockton Enterprise: **Malcolm Dalton**  
 Holyoke, Transcript: **Jeanne Szarek**  
 Hyannis, Cape Cod Standard-Times: **John Rogers**  
 Natick Herald: **Chick Welch**  
 Pittsfield, Berkshire Eagle: **Milton Bas**  
 Pittsfield, Berkshire Eagle: **Ed Farrell**  
 Springfield, Union-Daily News: **Don McPhee**  
 Wellesley, Townsman: **Ed Larsson**  
 Worcester Evening Gazette: **James Gourgouras**  
 Worcester Sunday Telegram: **Don Williams**  
 Worcester Telegram: **Fred Rushton**

### MICHIGAN

Adrian Daily Telegram: **Alice Kells**  
 Cheboygan Daily Tribune: **Gordon Turner**  
 Detroit Free Press: **Bettelou Peterson**  
 Detroit News: **Herschel Hart**  
 Detroit News: **Betty Hyde**  
 Detroit Times: **Andy Wilson**  
 Flint Journal: **Ralph Coulter**  
 Flint News-Advertiser: **Leon Goldman**  
 Grand Rapids Herald: **Sue Rogers**  
 Grand Rapids Press: **Florence Kasprzak**  
 Muskegon, Chronicle: **Luella Shafer**  
 Port Huron, Times Herald: **Al Haugner**  
 Saginaw News: **Herbert Spendlove**

### MINNESOTA

Detroit Lakes, Becker County Record:  
**Ralph Anderson**  
 Detroit Lakes, Tribune: **Wesley Meyers**  
 Minneapolis Star: **Cedric Adams**  
 Minneapolis Star Tribune: **Mavis McAllister**  
 Minneapolis Tribune: **Will Jones**  
 Moorhead News: **Lloyd Sween**  
 Red River Scene: **Jim Peterson**  
 St. Cloud Daily Times: **Alta Theissen**  
 St. Paul Dispatch: **Bill Diehl**

### MISSISSIPPI

Biloxi Daily Herald: **Cosman Eisendrath**  
 Hattiesburg American: **Elliott Chaze**  
 Vicksburg Evening Post: **Burrell Conway**

### MISSOURI

Flat River, Lead Belt News: **W. L. Bouchard**  
 Jefferson City, Sunday News: **Chet Krause**  
 Kansas City Star: **Robert Hoyland**  
 Rolla Daily Herald: **Luther W. Martin**  
 Springfield Newspapers, Inc.: **Dale Freeman**  
 St. Joseph Morning: **Paul Price**  
 St. Joseph News Press: **Arthur Burrows**  
 St. Louis Globe Democrat: **Pete Rahm**  
 St. Louis Post-Dispatch: **Warren Scoyen**  
 Union Tribune: **Bob Sturm**  
 Washington Citizen: **Harry Stonecipher**  
 Washington Missourian: **Bill Miller**

### MONTANA

Billings, Yellowstone News: **Chet Shore**  
 Libby, Western News: **Russ Littell**  
 Miles City Daily Star: **Gordon Spear**

### NEBRASKA

Fremont Guide & Tribune: **Russell Weber**  
 Lincoln Journal and Star: **Burton D. Mann**  
 Omaha World-Herald: **Glenn Trump**

### NEW HAMPSHIRE

Concord Monitor: **W. Langley**

### NEW JERSEY

Atlantic City Press: **Stan Fink**  
 Atlantic City Press: **Bill McMahon**  
 Atlantic City Reporter: **Charlie Seel**  
 Bridgeton Evening News: **Ralph Brandt**  
 Camden, Courier Post: **Jane Stretch**  
 Ocean City, Sentinel-Ledger: **John Stethers**  
 Trenton Evening Times: **Larry Hulick**  
 Trenton, Trentonian: **Bill Blitman**

### NEW MEXICO

Albuquerque Health City Sun: **Betty Shaffer**  
 Truth or Consequences, Hot Springs Herald:  
**Paul Tooley**

### NEW YORK

Albany, Knickerbocker News: **John Hawver**  
 Albany, Knickerbocker News: **Ormonde Palter**  
 Albany, Times-Union: **Charles Archer**  
 Batavia Daily News: **Dan Winegar**  
 Binghamton Press: **Tom Cawley**  
 Binghamton Sun: **I. Cohn**  
 Binghamton Sun: **Ed Collins**  
 Boonville Herald: **Al O'Donnel**  
 Buffalo, Courier-Express: **George Koenig**  
 Buffalo Evening News: **Sturgis Hedrick**  
 Cortland, Post-Standard: **Art Cameron**  
 Cortland, Herald-Journal: **Margaret Miner**  
 Garden City, Newsday: **Ben Kubasik**  
 Hempstead, Newsday: **Jo Coppolo**  
 Huntington, Long Islander: **Clarence MacLachlan**  
 Jamaica, Long Island Daily Press: **John Lester**  
 Jamaica, Long Island Press: **Walter Kauer**  
 Jamestown Post Journal: **Pat Boyd**  
 Jamestown Sun: **Burnell Lydell**  
 Kingston, Ulster Press: **Ira Warren**  
 Middletown Times Herald: **Richard Milburn**

### NEW YORK CITY

New York, Age Defender: **Edward Murrain**  
 New York City, Associated Press: **Charles Mercer**  
 New York, Daily Mirror: **Nick Kenny**  
 New York, Daily News: **Rudy Bergman**  
 New York, Daily News: **Ben Gross**  
 New York, Daily News: **Sid Shalit**  
 New York, Daily News: **Kay Gardella**  
 New York, Daily News: **Matthew Messina**  
 New York, Herald Tribune: **John Crosby**  
 New York, Herald Tribune: **Hy Gardner**  
 New York, Herald Tribune: **Sid Bakal**  
 New York, Herald Tribune: **Ruth Gilbert**  
 New York, Herald Tribune: **Josephine Jablons**  
 New York, Herald Tribune: **Marie Torre**  
 New York City, International News Service:  
**Milton Kaplan**  
 New York City, International News Service:  
**Paul R. Allerup**  
 New York, Journal American: **Jack O'Brian**  
 New York, Journal American: **Walter Stern**  
 New York, Journal American: **Louis Reid**  
 New York, Pittsburgh Courier: **Josephine Schuyler**  
 New York, Post: **Al Cusick**  
 New York, Post: **Frank Beerman**  
 New York, Post: **Jay Tuck**  
 New York, Times: **Val Adams**  
 New York, Times: **Charles Craft**  
 New York, Times: **George Gent**  
 New York, Times: **Jack Gould**  
 New York, Times: **Mac Lean Hughes**  
 New York, Times: **J. P. Shanley**  
 New York, Times: **Dick Shepard**  
 New York City, United Press: **John J. Madigan**  
 New York City, United Press:





**William Higginbotham**  
 New York City, United Press: **William Ewald**  
 New York City, United Press: **Jack Gaver**  
 New York, World Telegram & Sun: **Fred Biancolli**  
 New York, World Telegram & Sun: **Kevin Delaney**

**Harriet Van Horne**  
 Niagara Falls Gazette: **Dick Utts**  
 Olean Times Herald: **Connie Connors**  
 Olean Times Herald: **Gil Stinger**  
 Port Jervis Union Gazette: **Daniel Dwyer**  
 Poughkeepsie New Yorker: **Charles Murray**  
 Rochester, Democrat & Chronicle: **Harold Nichols**  
 Rochester Sun: **Marianne Jacobs**  
 Rochester Sun: **Mike Underwood**  
 Rochester Times Union: **Jack Hadley**  
 Rome Daily Sentinel: **Margaret McCarthy**  
 Schenectady Union Star: **Everett Finch**  
 Syracuse Herald Journal, **Bob Sokolsky**  
 Syracuse Post Standard: **Peg Simpson**  
 Walton Reporter: **John R. Clark**  
 Watertown Daily Times: **Dominic Pepe**

**NORTH CAROLINA**

Beaufort Leader: **Ralph Albares**  
 Belmont Banner: **Bill Barrette**  
 Brevard, Times: **John I. Anderson**  
 Charlotte News: **Emery Wister**  
 Charlotte Observer: **Dick Banks**  
 Chapel Hill News Leader: **Roland Giduz**  
 Chapel Hill Weekly: **Joe Jone**  
 Dunn, Benson Review: **Bud Wilson**  
 Dunn Dispatch: **John G. Thomas**  
 Dunn Independent: **Lois Byrd**  
 Elizabeth City, Independent-Star: **Bill Haskett**  
 Fayetteville Observer: **Bob H. Gray**  
 Gastonia Gazette: **Bill Williams**  
 Raleigh News & Observer: **Jane Hall**  
 Raleigh Times: **Jean Thaxton**  
 Rocky Mount Evening Telegram: **Bill Johnson**  
 Sanford Herald: **Ernie Jenness**  
 Tryon Daily Bulletin: **Seth Vining**  
 Wilson Daily Times: **Horace Overman**

**NORTH DAKOTA**

Devils Lake, Daily Journal: **Russ Dushlinski**  
 Devils Lake, World: **Gordon Stefanowicz**  
 Fargo Forum: **Stan Cowan**  
 Jamestown Sun: **William Wright**  
 Williston Plains Reporter: **Dan Halligan**

**OHIO**

Akron, Beacon-Journal: **Art Cullison**  
 Bellaire Times Leader: **Bob Fordyce**  
 Canton Economist: **Morton Frank**  
 Canton Repository: **Clayton Horn**  
 Canton Repository: **Louise Meek**  
 Cincinnati Enquirer: **Magee Adams**  
 Cincinnati Post: **Mary Wood**  
 Cincinnati Times-Star: **Charlton Wallace**  
 Cleveland News: **Maurice Van Meter**  
 Cleveland Plain Dealer: **George Condon**  
 Cleveland Plain Dealer: **Tom O'Connell**  
 Cleveland Press: **Stan Anderson**  
 Columbus Citizen: **Jo Bradley Reed**  
 Columbus Dispatch: **Bob Connors**  
 Columbus State Journal: **Glenna Spencer**  
 Dayton Daily News: **Dale Stevens**  
 Dayton, Journal-Herald: **Brainard Platt**  
 Findlay, Republican Courier: **Alan Dudley**  
 Ironton Tribune: **Jay Brushart**  
 Jackson Sun Journal: **Ed Clark**  
 Martins Ferry, Times-Leader: **Robert Fordyce**  
 Massillon Independent: **Fred Becker**  
 Middletown Journal: **Martha Fletcher**  
 Newark Advocate: **Irene Cosgrove**  
 Niles Daily Times: **Agnes Lapotta**  
 Portsmouth Times: **Jim Joseph**  
 Sandusky Register Star News: **John Kelly**  
 Toledo Blade: **Ray Oviat**  
 Times Recorder: **Naomi Lorton**  
 Toledo Times: **Ruth Elgutter**

Warren Tribune Chronicle: **Stan Willis**  
 Youngstown Vindicator: **Adrian Slika**  
 Zanesville Sunday Times Signal: **Bob Wagner**

**OKLAHOMA**

Frederick Leader: **Bob Cull**  
 Frederick Press: **Pat Perkins**  
 Grandfield, Big Pasture News: **Perry White**  
 Pauls Valley, Daily Democrat: **Jim Criswell**  
 Tulsa Tribune: **Nev Black**  
 Tulsa World: **Russell Gideon**

**OREGON**

Bend Bulletin: **Ila Grant**  
 Coos Bay Times: **Ken Johnson**  
 Coquille Sentinel: **Ralph Stuller**  
 Eugene Register Guard: **Jack Craig**  
 Eugene Register Guard: **Grace Leavitt**  
 Grants Pass, Daily Courier: **Jerry Acklen**  
 Medford Mail Tribune: **Eric Allen**  
 Oregon Statesman: **Conrad Prang**  
 Ponca City News: **Ivy Coffee**  
 Portland Journal: **Bill Moyes**  
 Portland, Oregonian: **Francis Murphy**  
 Prineville, Central Oregonian: **Ed Donnelly**  
 Redmond Spokesman: **Leo Davis**

**PENNSYLVANIA**

Allentown, Call-Chronicle: **Lester Gerhart**  
 Beaver Valley Times: **Ralph Young**  
 Bradford, Era: **F. P. Tascone**  
 Chester Times: **Jerry Oliver**  
 Harrisburg, Patriot-News: **Peggy Hartzell**  
 Johnstown Tribune-Democrat: **Bob Matthews**  
 Lancaster Suburban Times: **Glenn Abel**  
 Latrobe Bulletin: **Mary Lou Demagone**  
 McKeesport Daily Times: **Peg Wood**  
 Mt. Carmel, Daily Item: **Fenn Kemble**  
 New Bethlehem, Leader-Vindicator: **Tom Andrews**  
 New Kensington Daily Dispatch: **Frank Ramsper**  
 Philadelphia, Daily News: **Mitchell Swartz**  
 Philadelphia, Evening Bulletin: **Elmer Coll**  
 Philadelphia, Evening Bulletin: **Bob Williams**  
 Philadelphia Inquirer: **Dan Eichman**  
 Philadelphia Inquirer: **Sam Singer**  
 Pittsburgh Post Gazette: **Harold V. Cohen**  
 Pittsburgh Post Gazette: **Win Fanning**  
 Pittsburgh Press: **Fred Remington**  
 Pittsburgh Sun Telegraph: **Wilbur Clark**  
 Pittsburgh Sun Telegraph: **Karl Krug**  
 Pittsburgh Sun Telegraph: **Jim Pettican**  
 Pittston Gazette: **Bev Bennett**  
 St. Petersburg Times: **Ronnie Bothwell**  
 Scranton, Serantonian-Tribune: **Gene Brislin**  
 Scranton Times: **Sid Benjamin**  
 Scranton Times: **Tony Martell**  
 Scranton Times: **Frank Stout**  
 Shamokin, News Dispatch: **Paul MacElwee**  
 Tyrone Herald: **A. Ray Flenner**  
 Wilkes-Barre, Independent: **Libby Brennan**  
 Wilkes-Barre, Independent: **Tom Heffernan**  
 Wilkes-Barre, Record: **Robert Johnson**  
 Wilkes-Barre, Times Leader: **Joseph Murphy**  
 Williamsport Grit: **John Willmann**  
 Williamsport, Sun Gazette: **Frank Ziegler**

**RHODE ISLAND**

Pawtucket Times: **Joseph Costello**  
 Providence Journal & Bulletin: **Andrey Schenck**  
 Woonsocket Star Weekly: **London Lloyd**

**SOUTH CAROLINA**

Anderson Independent-Daily Mail: **Joyce Parsons**  
 Beaufort Gazette: **Howard Cooper**  
 Greenville News: **Hurley Badders**



Greenwood, Index-Journal: **Ed Chaffin**  
Greer Citizen: **Ed. A. Burch**  
Greer Citizen: **Bob Marvin**  
Sumter Daily Item: **John Mitchell**

## **SOUTH DAKOTA**

Aberdeen American News: **E. J. Kerrigan**  
Sioux Falls Argus Leader: **Wally Lutz**  
Williston Daily Herald: **Phil Thoeny**

## **TENNESSEE**

Athens, Daily Post-Athenian: **Elmer H. Sipe**  
Chattanooga Times: **Ruth Robinson**  
Elizabethon Star: **Howard Zumbro**  
Gatinsburg Press: **Reed Sexton**  
Humboldt Courier Chronicle: **Bob Nicholson**  
Knoxville Journal: **Eddie Giffin**  
Knoxville Journal: **Juanita Glenn**  
Knoxville Journal: **J. Guinn**  
Knoxville News Sentinel: **Marguerite Deaderick**  
Maryville Free Press: **Gene Thompson**  
Memphis Commercial Appeal: **Paul Malloy**  
Memphis Press Scimitar: **Louise Ahrens**  
Memphis Press Scimitar: **Bob Johnson**  
Nashville Banner: **Eddie Jones**  
Sevierville News Record: **Bill Postalwaite**

## **TEXAS**

Arlene, Reporter News: **Ed Wisheamper**  
Amarillo, Daily News & Globe-Times: **Fred Post**  
Beaumont Enterprise: **Freda Halve**  
Beaumont Journal: **Gladys Quilliam**  
Big Spring Herald: **Bob Whipkey**  
Brownfield, News-Herald: **Jerry Stoltz**  
Brownsville Herald: **Bill Smith**  
Brownwood Banner: **John Flemister**  
Brownwood Bulletin: **Mack Boswell**  
Dallas Morning News: **Fairfax Nesbitt**  
Dallas Morning News: **John Rosenfield**  
Dallas Times Herald: **Walter Kempley**  
Dallas, Oak Cliff Tribune: **Bill Barker**  
Fl. Stockton Pioneer: **Bill Quimby**  
Fl. Worth Press: **Jack Gordon**  
Fl. Worth, Star Telegram: **Ira Cain**  
Fl. Worth, Star Telegram: **Bill Hitch**  
Freeport, Brazosport Citizen: **Glenn Heath**  
Freeport, Daily Facts Review: **Sam Gerald**  
Houston Chronicle: **Ann Hodges**  
Houston Post: **Mary Blount**  
Houston Post: **David Westheimer**  
Houston Press: **Mary Norton**  
Houston Press: **Irene Wilson**  
Lubbock, Avalanche-Journal: **R. C. Hankins**  
Lubbock, Avalanche Journal: **Jack Sheridan**  
Lubbock Sun: **Joy Penrod**  
Odessa American: **Brad Carlyle**  
Odessa American: **Jim Scott**  
Port Arthur News: **Grace Foote**  
San Angelo, Standard Times: **Jack Allard**  
San Antonio Express & News: **Candy Johnson**  
San Antonio Light: **Paul Trench**  
Wichita Falls, Times-Record News: **Glenn Shelton**

## **UTAH**

Logan Herald Journal: **Ray Nelson**  
Sage Lake City, Desert News: **Howard Pearson**

## **VERMONT**

Burlington Daily News: **Bob Cronin**

## **VIRGINIA**

Chase City Progress: **Cleon Crims**  
Danville Bee: **Johnny Johnson**

Danville Commercial Appeal: **Watt Miles**  
Fort Lee Traveller: **Steve Keiss**  
Hopewell News: **Augustus Robbins Jr.**  
Martinsville Bulletin: **Pat Vint**  
Newport Daily Press: **Jerry Ferguson**  
Newport News, Times Herald: **Mildred Russell**  
Norfolk, Ledger-Dispatch: **C. W. Walton**  
Norfolk, Virginian-Pilot: **Warner Twyford**  
Petersburg, Progress Index: **Edward A. Wyatt**  
Richmond, News Leader: **Victor Dorr**  
Richmond, News Leader: **John Stratton**  
Richmond Times-Dispatch: **Norman Rowe**  
Roanoke Times: **W. Atkinson**  
Roanoke World News: **W. C. Stouffer**  
Virginia Beach Sun-News: **Albin R. Mailhes**

## **WASHINGTON**

Bellingham Herald: **Nellie Duff**  
Bellingham, Labor News: **Charles King**  
Lynden Tribune: **Bill Lewis**  
Olympia, Daily Olympian: **Marshall Hunt**  
Olympia News: **Tosh Lee**  
Port Angeles, Evening News: **Ivy Nelson**  
Seattle Post Intelligencer: **Louise Bresky**  
Seattle Post Intelligencer: **Bill Jahn**  
Spokane Chronicle: **Bob Emahaiser**  
Spokane, Spokesman-Review: **Dorothy Powers**  
Tacoma News Tribune: **Helen Rogers**

## **WEST VIRGINIA**

Bluefield, Daily Telegraph: **Stubby Currence**  
Bluefield, Sunset News: **Sid Barksdale**  
Charleston Daily Mail: **Arno'd Knapp**  
Charleston Gazette: **Evelyn Comber**  
Charleston Gazette: **Shorly Hardman**  
Charlesburg News: **Bob Ebener**  
Fairmont Times: **Art Pearce**  
Keyser, Mineral Daily: **Tom Conlon**  
Morgantown, Dominion News: **Bill Hart**  
Morgantown Post: **Brooks Cottle**  
Moundsville Daily Echo: **Sam Shav**  
New Martinsville, Wetzel Republican: **Howard Shurtleff**  
Weirton Daily Times: **Earle Wittpen**  
Wheeling, News-Register Intelligencer: **Norman Yost**

## **WISCONSIN**

Hurley, Iron County Miner: **Armand Cirilli**  
Jamesville Gazette: **Ralph Schroeder**  
La Crosse Tribune: **Ken Blanchard**  
Madison, Capitol Times: **Bill Doudna**  
Madison, Capitol Times: **William Eyjue**  
Marinette Eagle Star: **Walter C. Janson**  
Menominee Herald Leader: **Jim Riley**  
Milwaukee Journal: **Don Dornbrook**  
Milwaukee Journal: **Betty Merckel**  
Milwaukee Journal: **Bea Pepon**  
Milwaukee Sentinel: **Buck Herzog**  
Milwaukee Sentinel: **Bob Johnson**  
Monroe County Journal: **Fred P. Heffling**  
Plymouth Review: **Marsh Gabriel**  
Sheboygan Press: **Harold R. Maier**  
Tomah Journal: **Bill S. Snider**  
Wausau, Record-Herald: **Frank Plano**  
Wisconsin Rapids Daily Tribune: **Carl E. Otto**

## **WYOMING**

Buffalo Bulletin: **Frank Hicks**  
Cheyenne, Wyoming Eagle: **George Johnston**  
Cheyenne, Wyoming State Tribune: **Lewis Bates**  
Gillette, News Record: **F. Cornelius**  
Newcastle, Newsletter-Journal: **Esther Lindsay**  
Rawlins Daily Times: **Paul Weick**  
Sheridan Press: **Dick Redburn**

# U. S. Educational Radio And Television



By  
**MATTHEW  
SEIDMAN**

Staff Writer

**E**ducational radio has had a fierce and fluctuating history since radio came into its own some 30 odd years ago. In a 15 year period, up to 1936, 168 different educational institutions were granted 202 broadcasting licenses, with 73 being taken out in 1922 alone. With the inception of broadcasting license grants for educational institutions, came the inception of loss or abandonment of licenses, so that by January 1, 1937, 38 institutions held licenses. Only 20 of the total 202 licenses granted from 1921 to 1936 were held for the entire period. All 38 educational stations holding licenses in 1937 were AM.



Immediately after 1945, FM channels became available for educational stations, and by 1951, more than 100 educational stations were on the air. Most of them transmitted on FM. Institutions rushed to get FM broadcasting licenses, since FM was supposed to be the future of the broadcasting medium, until television came into being.



Coverage via educational radio stations was spotty, and only Alabama, California, Florida, Illinois, Indiana, Iowa, Kansas, Louisiana, Michigan, Ohio, and Wisconsin had anything that resembled statewide coverage, with Wisconsin being the only state with a statewide network. In 1950, Seymour N. Siegel of WNYC, initiated the development of the Tape Network, in an effort to link up stations. As the development grew, it became a cooperative enterprise of the National Association of Educational Broadcasters.

With the coming of commercial television, came the rush for grants for educational TV stations. Primarily due to lack of funds, number of grants for educational TV stations greatly outnumbered the stations on the air. Radio has a history. Television is making one now.



Many people have argued that educational television is useless, because commercial TV outlets can accomplish what is being done by the educational stations. Programwise, educational outlets beam not only to adults, but to school children of various ages. Aside from classroom TV being used as a supplement to the teacher, and courses taught on television, programs include cultural type shows like some seen on the BBC and CBC. Shows which some advocates of American television, as opposed to BBC type TV programs, feel would be forced down the throats of viewers if beamed on regular commercial outlets. Various discussions, like "Talk O' The Teens," in which teenagers quiz civic leaders and officials on youth problems; music shows, such as "Music For Moderns," which programs contemporary music giving a brief history about the music and composer whose music is being aired that day, and programs designed for in school listening and viewing which aid the teacher in her daily tasks, are some of the programs which educational stations transmit.



Regular commercial stations also transmit "culture," but it is argued that they do not do so on such a comprehensive scale. In the five year period television has come into being for class-room and home-study use, more than 400 college-level courses have been given by TV.

As far as education itself is concerned, relating to the broadcasting medium, Franklin Dunham, chief of radio and television, U. S. Office of Education, states, "Education is slow to accept new methods until they justify themselves under trial. Today we have a healthy record of achievement with radio over 25 years experience." Amount of achievement is debatable, with many saying there has been failure if the criterion is the gap between potentiality and actuality.

## LIST OF EDUCATIONAL STATIONS ON THE AIR IN THE U. S.

- 22 non-commercial AM stations operating
- 10 commercial AM stations operating
- 125 non-commercial FM stations operating
- 3 commercial FM stations operating
- 18 TV stations licensed and operating
- 3 TV stations operating on a non-reserved channel
- 248 TV channels have been assigned to U. S. cities, 80 on VHF
- 24 cities have construction permits, or applications pending for TV stations.

# Famous First Facts In U. S. Television

## THE FIRST:

**A**UDIENCE participation telecast was charedes presented on August 7, 1941, and telecast by Station WNBT, New York City.

**Baseball game (collegiate) telecast** was the Columbia University Princeton University game, played May 17, 1939, at Baker Field, New York City. The game lasted ten innings and was won by Princeton 2-1. It was telecast by Station W2XBS, New York City, and was announced by Bill Stern.

**Baseball game (major league) telecast** was the National League game played at Ebbets Field, Brooklyn, N. Y., August 26, 1939, between the Cincinnati "Reds" and the Brooklyn "Dodgers." Two cameras were used alternately by Station W2XBS, New York City, according to the play. Leo Durocher, manager of the "Dodgers," William McKechnie, manager of the "Reds," and close-ups of several players were telecast during the intermission of the double-header game.



**Basketball game telecast** was played February 28, 1940, at Madison Square Garden, and telecast by Station W2XBS, New York City. Fordham University played the University of Pittsburgh (Fordham 37-Pittsburgh 50) followed by Georgetown University versus New York University (Georgetown 27-New York University 50).

**Book review telecast** was Ernest Boyd's review on May 3, 1938, over Station W2XBS, New York City, of Sidney Spencers **The Greatest Show on Earth**. It combined photographs and text to explain the economic problems of mankind. While Boyd was talking, the review opened with a telecast of the reviewer followed by numerous pick-ups of photographs from the book.

**Circus telecast** was the Ringling Brothers Barnum and Bailey circus whose three hour show was telecast April 25, 1940 from Madison Square Garden, New York City by Station W2XBS, New York City.



**Color television (high definition electronically scanned)** demonstration was given September 3, 1940, for the press over Television Station W2XAB of the Columbia Broadcasting System, New York City. The telecast was from the high-power transmitter atop the Chrysler Building, New York City. It had a 343-line quality and used a 4.5 megacycle band, the same frequency required for ordinary black and white images. The telecasts were received in black and white, but a color disc placed in front of the receiver tube enabled the audience at the station to view the picture in color. The apparatus was invented by Dr.

Peter Carl Goldmark, Columbia Broadcasting Systems chief television engineer.

**Construction permit** for a commercial television station was granted June 17, 1941 to WNBT of the National Broadcasting Company, Inc., New York City to operate on 50,000-56,000 kilocycles. A license to cover this construction permit was also granted June 17, 1941 effective July 1, 1941.



**Electronic television system** using the pick-up device known as the Iconoscope, which displaced the mechanical system by means of motordriven scanning discs, was invented by Vladimir Kosma Zworykin of Wilkinsburg, Pa., who obtained patent No. 2,141,059 on December 20, 1938. The patent covered forty claims and was assigned to the Westinghouse Electric and Manufacturing Company, East Pittsburgh, Pa. His application was filed December 29, 1923.

**Football game telecast** was played at Randsalls Island, New York City, September 30, 1939, between Fordham University and Waynesburg College and telecast by Station W2XBS, New York City. Fordham won 34 to 7.

**Hockey game telecast** was played February 25, 1940, at Madison Square Garden, New York City, between the New York "Rangers" and "Les Canadiens" of Montreal and telecast by Station W2XBS, New York City. The "Rangers" won 6 to 2.



**King and Queen to be televised** were King George VI and Queen Elizabeth of England who, on June 10, 1939, visited the New York World's Fair, New York City during "British Week."

**Moving picture premiere telecast** was a two-reel short "Patrolling the Ether," which was telecast April 10, 1944, simultaneously by WNBT of New York City, WRGB of Schenectady, N. Y., and WPTZ of Philadelphia, Pa. It depicted the wartime activities of the radio-intelligence division of the Federal Communication Commission in tracing illegal and espionage radio transmitters. It was produced by Metro-Goldwyn-Mayer and released April 22, 1944, twelve days after its premiere by television.

**Opera (complete) telecast** was presented December 23, 1943, by Station WRGB of the General Electric Company, Schenectady, N. Y. The presentation was Humperdinck's "Hansel and Gretel."

*Reprinted with consent of "Famous First Facts" published by H. W. Wilson Company.*

# Famous First Facts In U. S. Television

**Political campaign telecast** was on October 11, 1932, when the Democratic National Committee broadcast a television show from the studios of the Columbia Broadcasting System, 485 Madison Avenue, New York City.



**Political convention telecast** was the twenty second Republican Convention, June 24-29, 1940, at Philadelphia, Pa., when Wendell Lewis Willkie of New York and Charles Linza McNary of Oregon were nominated for President and Vice President respectively. The telecast was made by W2XBS of the National Broadcasting Company, New York City, 49.75 megacycles.

**Presidential address telecast from the White House** was on October 5, 1947, when President Harry S. Truman's speech about food conservation and the world food crisis was telecast from Washington, D. C., and relayed to New York City, Philadelphia and Schenectady. He proposed meatless Tuesdays, and eggless and poultryless Thursdays.

**Programs regularly telecast** were begun May 11, 1928, on a three times a week schedule from the General Electric Station, WGY, Schenectady, N. Y. The image consisted of 24 scanning lines repeated 20 times a second.



**Pugilistic telecast** was the Lou Nova-Max Baer fight, June 1, 1939, at the Yankee Stadium, New York City. Sam Taub was the announcer. Referee Frank Fullam halted the bout in the eleventh round and awarded the decision to Nova.

**Pugilistic telecast of a championship heavy-weight fight** was June 19, 1946 when Joe Louis defended his title against Billy Conn at the Yankee Stadium, New York City. Louis won by a knockout in the eighth round.

**Stratovision world series telecast** was made October 11, 1948, when the sixth game of the world series between the Boston "Braves" of the National League and the Cleveland "Indians" of the American League, played at Boston, Mass., was transmitted from the stratovision plane flying at 25,000 feet over the Pittsburgh area.

**Television commercial license** was granted to Station W2XBS of the National Broadcasting Company, New York City on July 1, 1941. It is now WNBT. Operations were required

four hours a week, but approximately fifteen hours a week were presented.

**Television demonstration** (public, large-scale, infra-store) was staged at Gimbel Brothers, Philadelphia, Pa., from October 24 to November 14, 1945, inclusive using RCA-Victor equipment. A preview was held October 23, 1945. Approximately 25,000 people viewed the demonstrations at the auditorium and at twenty telesites scattered at strategic locations on the seven floors of the department store. Eleven daily demonstrations of about ten minutes each were given showing millinery, home furnishings, shoes, scarves, furs, nursery furniture, toys, curtains, interior decorating and hair styling.



**Television image (transoceanic)** was received February 8, 1928 at Hartsdale, N. Y., by Robert M. Hart, owner of short wave station W2CVJ. The sound vision, a picture of Mrs. Mia Howe, was sent across the ocean from Station 2 KZ, Purley, England, two kilowatt power, by John Logie Baird of the Baird Television Development Company of London, England, using short radio waves.

**Television network demonstration (distant)** was held on February 1, 1940, when members of the Federal Communications Commission at General Electric Station W2XB, Schenectady, N. Y., witnessed a program telecast from New York City, approximately 130 miles distant. It was received at a relay station on the 44-50 megacycle band by means of a rhombic antenna, supported by four 128 foot towers, and rebroadcast to the Schenectady-Albany district.



**Track meet (intercollegiate) telecast** was the 19th annual Intercollegiate A.A.A.A. track and field championship meet at Madison Square Garden, New York City, telecast March 2, 1940, by W2XBS. Twenty-three colleges participated in the various dashes, runs, relays, high hurdles, shot put, pole vault, weight throwing, broad jumps and high jumps. New York University won with twenty-seven points.

**Weather map telecast** from a land sending station to a land receiving station was sent August 18, 1926, from Radio Station NAA, Arlington, Va., and received at the Weather Bureau Office, Washington, D. C. The demonstration was arranged by the Jenkins Laboratory, Washington, D. C.

# INDIVIDUAL TV MARKET DATA — 1954

TV Markets	No. of TV Stations in Operation (2)	No. of Stations Reporting \$25,000 or More Time Sales <sup>1</sup> (3)	Sale of Station Time to:			Total TV Stations Reporting (7)	Total Revenues <sup>2</sup> (\$)	Total Expenses <sup>3</sup> (\$)	Income (Before Federal Income Tax) (10)
			National Advertisers <sup>2</sup> (5)	Local Advertisers <sup>2</sup> (6)	Spot (4)				
ALBANY, SCHENECTADY, TROY.....	3	2			2	438,668	1,155,029	216,361	
ALBUQUERQUE, N. M.....	3	2	223,151	515,531	2	72,569	695,379	532,810	
ALLENTOWN, BETHLEHEM, PENNA.....	3	3	1,399,867	1,226,308	3	8,113,210	2,536,239	1,276,980	
ATLANTA, GA.....	3	3	2,353,349	2,589,971	4	6,534,489	3,989,355	2,545,135	
BALTIMORE, MD.....	3	2			3	9,537,712	4,591,224	4,946,488	
BOSTON, MASS.....	3	2	1,637,985	1,694,779	3	4,065,716	2,717,488	1,348,258	
BUFFALO, N. Y.....	3	3	98,615	150,454	3	363,627	620,772	257,145	
CHARLESTON, W. V.....	3	3	10,957,387	7,529,330	4	24,424,357	16,696,508	8,227,849	
CHICAGO, ILL.....	4	4	4,308,979	1,945,258	4	6,370,629	4,676,533	1,694,096	
CINCINNATI, OHIO.....	3	3	2,352,241	2,353,047	3	9,408,738	5,425,822	4,072,919	
CLEVELAND, OHIO.....	3	3	1,923,371		3				
COLUMBIA, S. C.....	3	2			2				
COLUMBUS, OHIO.....	3	3	4,234,780	1,240,921	2	4,505,451	3,745,328	759,823	
DENVER, COLO.....	4	4	1,373,676	1,370,017	4	3,213,681	3,594,379	380,698	
DETROIT, MICH.....	4	3	5,878,879	1,638,123	3	12,523,110	6,812,250	5,710,890	
DULUTH, MINN.; SUPERIOR, WISC.....	3	3	247,803	147,125	3	523,107	1,005,204	482,007	
FRESNO, CALIF.....	3	3	573,627	344,949	3	1,015,612	1,537,451	521,809	
HARRISBURG, PENNA.....	3	3	209,146	398,735	3	824,925	897,596	72,671	
HONOLULU, HAWAII.....	3	3	326,124	685,296	3	1,062,900	1,297,519	234,619	
JACKSON, MISS.....	3	2			2				
KANSAS CITY, MO.....	4	3	3,594,373	780,226	4	4,777,942	3,448,054	1,329,888	
LOS ANGELES, CALIF.....	7	7	3,051,222	11,145,257	1	23,718,677	92,108,743	1,611,982	
LOUISVILLE, KY.....	3	2			3	3,529,909	2,141,920	1,387,989	
MILWAUKEE, WISC.....	4	3	2,971,094	1,696,497	3	5,267,122	2,984,020	2,283,102	
MINNEAPOLIS-ST. PAUL, MINN.....	3	3	2,864,656	2,135,703	3	6,679,505	5,168,159	1,513,346	
NASHVILLE, TENN.....	3	3	330,320	794,331	1	1,739,591	1,725,672	13,889	
NEW YORK AND NEW JERSEY.....	7	7	7,890,293	8,557,588	7	44,035,793	25,169,581	13,870,212	
NORFOLK-FORTSMOUTH, VA.....	4	3	26,321,012		1				
OKLAHOMA CITY, OKLA.....	1	2	1,192,379	349,221	2	2,284,784	1,682,897	601,977	
OKLAHOMA, FLA.....	3	2			2				
PHILADELPHIA, PENNA.....	3	3	0,850,208	3,866,917	3	13,884,737	9,301,722	4,583,015	
PHOENIX, ARIZ.....	4	3	634,833	686,898	3	1,725,370	1,786,658	61,088	
PITTSBURGH, PENNA.....	4	3	2,781,966	2,232,596	3	6,033,008	3,403,047	2,629,961	
ST. LOUIS, MO.....	4	4	2,351,064	2,372,389	4	5,826,193	3,117,251	2,708,942	
SALT LAKE, UTAH.....	3	3	816,040	914,603	2	2,260,446	2,041,244	219,202	
SAN FRANCISCO-OAKLAND, CALIF.....	4	3	3,928,284	3,658,769	4	8,872,694	5,648,678	3,224,016	
SPRINGFIELD, PENNA.....	3	3	141,638	184,471	3	421,034	779,598	358,564	
SPOKANE, WASH.....	3	3	188,517	407,751	3	1,087,008	1,209,465	122,457	
WASHINGTON, D. C.....	4	4	3,064,592	1,814,753	4	6,593,868	5,183,969	1,409,899	
TOTAL 39 TV MARKETS.....	122	122	31,496,939	74,808,854	128	233,241,838	167,535,084	65,706,757	
220 TV MARKETS.....	136	136	33,675,435	45,823,048	282	138,721,039	119,463,606	19,257,433	
TOTAL 259 TV MARKETS.....	291	291	68,959,485	120,131,402	410	371,962,877	286,998,690	84,964,187	

<sup>1</sup> Stations with less than \$25,000 time sales report only total revenues and total expenses.

<sup>2</sup> Before commissions to agencies, representatives and others.

<sup>3</sup> Total revenues consist of time sales less commissions plus talent and program material sales.

<sup>4</sup> Includes Hampton, Virginia.

<sup>5</sup> Not all stations in this market operated a full year during 1954.

<sup>6</sup> Data not published for group of less than three stations.



# Radio's Future Is Local Program Building



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By  
**PIERRE WEIS**  
General Manager  
World Broadcasting  
System

---

**T**AKE a good look at radio's values today, and you'll see that radio is surviving the toughest competition it has faced, particularly at the local level where radio is closest to the audience and the advertisers it serves.

Radio's future, at the local level, is indeed splendid. Mature broadcasters have shaped and reshaped their program schedules until now they can point to solid successes for spot and program advertisers, and large loyal audiences.



We at World have been part of that success, and are proud of our role. We have made tremendous changes in our service in the past year, and designed it to be of greater help than ever to the program and sales departments of our 1,000-plus subscribers. The secret is simple -- more and more new ideas, and more and more talent.

For example, we are constantly exploring new avenues in bringing the finest recording talent into our service. Our 1956 talent budget, which we recently announced, will be 23% higher than last year's, and our marquee sparkles with such new stars at World as Doris Day, Victor Young, Eddie Bush, Bobbie Hackett and Mimi Martel, joining World's popular artists like David Rose, Lyn Murray, Ray Bloch, Sauter-Finnegan, Helen O'Connell, Ken Griffin, The Sportsmen, Three Suns and a host of others. Musical selections by these talented artists, presented on local radio stations at times designed to reach top audiences, thus becomes top sales vehicles.



Radio stations are also learning that they compete best when the station has developed its own individual "personality" -- a sort of corporate identity in the minds of radio listeners. This is developed through the amount of programs and airings of a "service" nature that a station carries. With this in mind, we have developed a whole series of recorded Time Signals, Weather Jingles, Tune-In Jingles, Feature Program Signatures -- all designed to help stations in building themselves into a

familiar, tuned-to source of entertainment and information.

The local and regional advertiser is also establishing himself as the dominant source of income to radio outlets. He now finds a wide choice of programming available to him. But his advertising must be able to match the high calibre of his program selections. World plans for 1956 a series of campaigns built around special jingles and other attention-getting devices for local beauty shops, bakers, restaurants, taxi cabs, drug stores, grocers, supermarkets, furniture stores, apparel shops, jewelers and even diaper services. With the aid of such jingles, local advertisers can build selling campaigns with the same tool used by the leading advertisers in the country.



There is another phase of the radio business whereby stations are gaining radio strength. Since we service a huge list of stations and employ top people on our staff, we have at our disposal a very large promotion department. And, we are in a position not only to come up with sound new ideas and new promotions but to do a most thorough job in the preparation of exciting sales and production tools to insure success. We are able to produce these merchandising aids -- which range from multi-colored posters and store display materials to station promotion jingles -- with tremendous impact because of our resources which would be impossible and uneconomic for an individual station to attempt to duplicate.

No doubt you have seen our nationwide radio promotion campaign, "Radio's Big Little Man," in action.



We announced it to the radio industry at last year's NARTB Convention. Since then, nearly 500 stations have joined in the campaign to focus advertiser and audience attention on local-level radio, and have intensified their local sales campaigns. Many top broadcasters have told us that "Radio's Big Little Man" is just what was needed to give radio new status and a new surge of audience attention.

The campaign -- which, with its list of prizes and top-notch merchandising drives, for World, stations and their advertisers an investment of more than \$1,500,000 -- is designed to bring many additional values to local radio advertisers, such as increased store traffic, larger sales volume, and the advantages of being part of a community-wide promotion.

The basic idea, of course, is good. But what is really putting it across with radio stations is the tremendous assortment of merchandising and promotion materials made available to our stations, which not only has made it easy for them to sell their sponsors but has also given them the tools to make the promotion a success with listeners.

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An **ASCAP** license grants the commercial user of music the right to perform the Society's entire repertory in one complete package. The top tunes of television, radio and records, tomorrow's song hits, yesterday's favorites, hits from Broadway and Hollywood, as well as the best in the field of classical and religious music are always available through an **ASCAP** license.



**The American Society of Composers, Authors and Publishers**  
575 Madison Avenue, New York 22, N. Y.

# **Music**

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THE LANDT TRIO

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Complete jingles written  
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# SONG HITS OF 1955

January 1, 1955 to January 1, 1956



The 35 song hits with the largest radio and television audiences are listed below in order of the total ACI points received in the ACI SURVEYS during the year. Songs in stage, film or TV productions are indicated. Songs currently active are marked with an asterisk. Songs whose activity began in the fall of 1954 are noted by the date . . . (1954).

SONG TITLE, PRODUCTION AND PUBLISHER	Total ACI Points	Number of Weeks on ACI Survey
Ballad of Davey Crockett (Davey Crockett) (Wonderland)	45080	29
Tweedle Dee (Progressive)	39307	27
Melody Of Love (Shapiro-Bernstein-Presser)	37856	27
* Love Is A Many-Splendored Thing (Love Is A Many-Splendored Thing) (Miller)	32392	23
Something's Gotta Give (Daddy Long Legs) (Robbins)	31990	24
Unchained Melody (Unchained) (Frank)	31697	33
Cherry Pink And Apple Blossom White (Underwater) (Chappell)	28100	29
Mister Sandman (1954) (E. H. Morris)	27098	15
Yellow Rose Of Texas (Planetary)	25951	23
Learnin' The Blues (Barton)	24979	30
* Autumn Leaves (Ardmore)	24830	16
Young And Foolish (Plain And Fancy) (Chappell)	24071	29
Heart (Damn Yankees) (Frank)	23644	22
That's All I Want From You (1954) (Weiss & Barry)	23623	19
* Love And Marriage (Our Town) (Barton)	22427	15
Whatever Lola Wants (Damn Yankees) (Frank)	22264	21
How Important Can It Be (Aspen)	19252	24
Ko Ko Mo (Meridian)	19095	19
Sincerely (Arc-Regent)	18834	20
Dance With Me Henry (Modern)	18252	21
All Of You (Silk Stockings) (Chappell)	17932	28
Love Me Or Leave Me (Bregman-Vocco-Conn)	16674	28
Hard To Get (Hard To Get) (Witmark)	16441	26
Longest Walk (Advanced)	15681	22
Wake The Town And Tell The People (Joy)	15499	21
Play Me Hearts And Flowers (Play Me Hearts And Flowers) (Advanced)	15372	18
* Suddenly There's A Valley (Warman-Hill & Range)	15324	19
Bible Tells Me So (Paramount-Roy Rogers)	15136	24
Teach Me Tonight (1954) (Hub-Leeds)	15039	11
* Moments To Remember (Beaver)	15011	15
Rock Around The Clock (Blackboard Jungle) (Myers)	14983	22
I'll Never Stop Loving You (Love Me Or Leave Me) (Feist)	14941	26
Hearts Of Stone (Regent)	14843	16
Let Me Go Laver (Let Me Go Lover) (Hill & Range)	14393	12
Count Your Blessings (Instead Of Sheep) (1954) (White Christmas) (Berlin)	14368	17

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(See TV Film Producers)

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HARLEIGH MUSIC  
MERCHANDISING  
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New York 21, N. Y.  
TRafalgar 9-6986

SURPRISE JINGLES  
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Revere, Mass.  
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TELEWAYS RADIO  
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8949 Sunset Boulevard  
Hollywood 46, Calif.  
BR 2-1447, CR 6-7238

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JINGLES  
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EN 9-7777

ANDY LOVE PRODUCTIONS  
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# A . S . C . A . P .

By STANLEY ADAMS

President



**T**HE clearance of music copyrights for commercial performance is a major responsibility of television and radio program builders. The large and increasing use of music in these programs would impose almost impossible tasks upon the music users were it not for the facilities developed by the American Society of Composers, Authors and Publishers (ASCAP) to meet the questions of copyright clearance. This great American performing right society, and similar societies in other countries, reflect in their operations the tremendous growth of radio and television.

Through the simple machinery of a blanket agreement between a licensee and a performing right society, the licensee obtains complete clearance of the Society's complete catalog. ASCAP spends more than three million dollars annually in its maintenance of program service to its licensees. Without the overall service obtainable through the Society, the individual operators would face a host of problems of research and other costly details of day to day operation.

ASCAP now is in its 42nd year of service to its members and its licensees. With a membership now in excess of 4,000, its repertory covering two generations of composers, authors and publishers embraces American music of every conceivable sort. In addition, foreign societies grant to ASCAP the right to license their repertories, so that the ASCAP license opens to its holder vast stores of music the world over.

ASCAP maintains headquarters at 575 Madison Ave., New York City, with 25 branches throughout the country. Officers as of Jan. 1, 1956, are:

<i>Stanley Adams</i> .....	<i>President</i>
<i>Otto A. Harbach</i> .....	<i>Vice President</i>
<i>Louis Bernstein</i> .....	<i>Vice President</i>
<i>John Tasker Howard</i> .....	<i>Secretary</i>
<i>Saul H. Bourne</i> .....	<i>Treasurer</i>
<i>George W. Meyer</i> .....	<i>Asst. Secretary</i>
<i>Frank H. Connor</i> .....	<i>Asst. Treasurer</i>

The Board of Directors comprises 12 writers and 12 publisher-members, elected biennially, the writers by writer-members, the publishers by publisher-members, for two year terms. The directors are: Writers: Stanley Adams, Gene Buck, Paul Cunningham, L. Wolfe Gilbert, Oscar Hammerstein II, Otto A. Harbach, John Tasker Howard, Alex C. Kramer, A. Walter Kramer, George W. Meyer, Deems Taylor, Jack Yellen; publishers: Louis Bernstein, Saul H. Bourne, Irving Caesar, Frank H. Connor, Max Dreyfus, Bernard Goodwin, Donald Gray, Jack Mills, Abe Olman, J. J. Robbins, Gustave Schirmer, Herman Starr.



A B C Music Corporation  
A-H Music Corp.  
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Baron, M., Co.  
Barry, Guy, Enterprises, Inc.  
Barton Music Corp.  
Bayha, Charles A., Music Pub.  
Beatrice Music Co., Inc.  
Beaver Music Publishing Corp.  
Beekman Music, Inc.  
Bel-Air Music Corp.  
Bell Song Publishing Co.  
Bellamy Music  
Belwin, Inc.  
Benay Music Corp.  
Benton Music Co.  
Berlin, Irving, Music Corp.

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Bibo Music, Inc.  
Biltmore Music Corp.  
Bing Music Co., Inc.  
Birchard, C. C., & Co.  
Bishop Music Co.  
Blackstone Music, Inc.  
Blasco Music, Inc.  
Bloch Publishing Co.  
Block, Martin  
Bloom, Ben, Music Corp.  
Blossom Music Corp.  
Blue Circle Music Pub.  
Bogat Music Corp.  
Boland-Leng, Inc.  
Bond, Carrie Jacobs, & Son  
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Bourne, Inc.  
Box & Cox (Pub.) Inc.  
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Brighton Music Co., Inc.  
Bristol Music Corporation  
Broadway Music Corporation  
Brodt Music Co.  
Bromaur Music Corp.  
Brooks Music Corp.  
Broude Bros.  
Brull Music, Inc.  
Budd Music Corp.  
Bulls-Eye Music, Inc.  
Burke & Van Heusen, Inc.  
Burlington Music Corp.  
Burnett, Ltd.  
Burns Music Co.  
Burvan Music Corp.  
Bushkin, Joe, Music, Inc.  
Buxton Hill Music Corp.  
C. R. Publishing Co.  
Cadence Publications  
Caesar, Irving  
Cahn Music Corp.  
Cal Music Co.  
Campbell-Connelly, Inc.  
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Carlyle Music Publishing Corp.  
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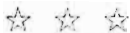
Choice Music, Inc.  
Christopher Music Co.  
Church, John, Co., The  
Citation Music Co.  
Citicous Music, Inc.  
Claire Music Co.  
Clare Music Corp.  
Clarick Music Co., Inc.  
Clarion Music Co.  
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Concerto Music Corp.  
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Delaware Music Corp.  
Delkas Music Pub. Co.  
Delmore Music Co.  
Dena Music, Inc.  
Denham Music Co.  
Dexter Music Co.  
Denton & Haskins Corp.  
Disney, Walt, Music Co.  
Ditson, Oliver, Co., Inc.  
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Dorchester Music Corp.  
Dorian Music Publishers, Inc.  
Doris Music Corp.  
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 Durante, Jimmy, Music Pub. Co., Inc.  
 E. D. M. Music Pub.  
 East-West Music Co.  
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 Educational Music Service, Inc.  
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 Gold, Joe, Music Co.  
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 Grand Music Corp.  
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# ASSOCIATED MUSIC PUBLISHERS, INC.

By CHARLES A. WALL  
President and Treasurer

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**A**SSOCIATED MUSIC PUBLISHERS, INC., a wholly owned subsidiary of Broadcast Music, Inc., serves the radio and television industry in the field of serious music. It is recognized at the present time as one of the principal publishers and exploiters of contemporary music in the United States and controls a very extensive and expanding catalog of orchestral, band, chamber, instrumental and choral works by foremost American and foreign composers. In addition AMP also represents exclusively in the United States many of the most famous serious music catalogs of Europe such as Breitkopf & Haertel and Schott of Germany, Schott and Universal Edition of England, Universal Edition of Austria and Switzerland, Eschig and Enoch of France, Union Musical Espanol of Spain, Suvini Zerboni and Sonzogno of Italy, and many others.



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# BROADCAST MUSIC, INC.

By CARL HAVERLIN

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**D**URING each day of the sixteen years of its existence Broadcast Music, Inc., has adhered steadfastly to one basic principle—competition is healthy and necessary. Because of this credo, BMI operates as a competitive force in the field of performing rights. Because it believes in competition, BMI operates in a manner intended to benefit all composers, all writers, all music publishers, all users of music.

The result has been to establish an open door and an open market place for all creators of music and for all publishers of music. Benefits of the BMI policy continue to flow not only to well established publishers and writers but to the newcomers who have come into the field since the creation of BMI.

In order to maintain a constantly growing source of music and to provide a steady challenge to the progressive composer, writer, and publisher, BMI has devoted its attention to all types of music. As a result, national, indeed world-wide, interest has been focused on fields of music once considered geographically limited or intellectually esoteric. The resultant democratization of musical elements has developed a truly American music, one which is made up of many forces, popular, country and Western, rhythm and blues, concert. Because of this, the creators and the developers of these musical forces have found new opportunities.

Today, BMI is proud of the fact that so many publishers, composers and writers have found inspiration and remuneration in the open market place.

BMI begins its seventeenth year of existence as it did its first . . . dedicated to the one basic principle—competition in music is as healthy and necessary as in any other field of American endeavor.

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 All State Music Co.  
 Allen-Brinkley Pub.  
 Alliance Music Co.  
 Alvin Music Corporation  
 American Composer's Alliance  
 American Music, Inc.  
 American Performing Rights  
 Amijo Music  
 Ample Music Pub. Co.  
 Amusement Publ.  
 Angel Music Inc.  
 Appleton-Century, D. Co., Inc.  
 A.Q.V. Corp.  
 Aragon Music Company  
 Arch Tone Pub. Co.  
 Arlene Music Co.  
 Ariston Music Inc.  
 Arrow Music Press, Inc.  
 Associated Composers, Inc.  
 Associated Music Publishers, Inc.  
 Athens Music  
 Atlantic Music Corp.  
 Autry, Gene Music Publishing  
 Avas Music Pub. Co.  
 Avery Music Company  
 Avon Music, Inc.
- Babb Music  
 Barton, Earl, Music Co.  
 Ball Music Publishing Company  
 Banbury Music, Inc.  
 Banks Music Co.  
 Bar Music Publishing Company  
 Barclay Music Company  
 Barron Music Company  
 Bartlett & Hartman Music  
 Beacon Music Company  
 Becker-Williams Publications  
 Beechwood Music Corp.  
 Begonia Music  
 Belfry Music  
 Bellemeade Music  
 Bell Music Co.  
 Bell-Tone Music Publishing Co.  
 Bentley Music Co.  
 Bergallam Music  
 Berger Publishing Company  
 Berkeley Music, Inc.  
 Berkshire Music Inc.  
 Berwick Music Corp.  
 Beverly Music Inc.
- Big Chief Music Co.  
 Big "D" Pub. Co.  
 Billace Music Co.  
 Biltmore Music, Inc.  
 Blackwood Music  
 Blane Music Company  
 Blazer Music Co.  
 Blazon Music Company  
 Block, Martin Music Inc.  
 Bluebird Music Company  
 Blue Grass Music  
 Blue Jay Songs  
 Blue Note Records  
 Blue River Music Inc.  
 BMI Canada Ltd.  
 Bob-Dan Music Co.  
 Bomart Music Corp.  
 Bond, Johnny, Music Co.  
 Boulevard Music Inc.  
 Boxer Music Co.  
 Boyt, Earl Pub. Co.  
 Bradshaw, Inc.  
 Brazos Valley Music  
 Brenner Music, Inc.  
 Brent Music Corp  
 Brewster Music Pub. Inc.  
 Brittany Music, Inc.  
 Britton Music Corp.  
 Broadcast Music, Inc.  
 Brookdale Music Co.  
 Brownwood Music Co.  
 Burley Music, Inc.  
 Byron Music Co.
- Calabar Music Pub.  
 Calvert Pub. Co.  
 Calvin Music Co.  
 Cammarota Record & Pub. Co.  
 Candice Music Inc.  
 Candy's Playhouse Inc.  
 Canford Music, Inc.  
 Capa Music  
 Capri Music  
 Carnegie Music Co.  
 Carnival Music Company, Inc.  
 Casa Musicale Sonzogno  
 Cascales, Joe, Music Publisher  
 Cavalier Music Pub. Co.  
 Cedarwood Pub. Co., Inc.  
 Celestial Music Pub. Co., Inc.  
 Century Songs, Inc.  
 Cerabino, L. G.  
 Challenge Music Co.  
 Chambers Music Co.  
 Charill Music Pub. Co.  
 Chase Music Co.  
 Chaz-Mar Music Pub. Co.  
 Chelsea Music Corporation  
 Cherio Music Publishers, Inc.  
 Children's Record Guild  
 Chips Music Corp.  
 Chords Music Publishers  
 Christian Music Publishing Co.  
 Cille and Dail Publications  
 Cireco Music
- Claremont Music Company  
 Clow, O. B. (Estate of)  
 Coast to Coast Music Corp.  
 Cobal Music, Inc.  
 Coblin Music Co.  
 Cole Corporation, M. M.  
 Coliseum Music Co., Inc.  
 Collwill Corporation  
 Colonial Music Publishing Co.  
 Colortunes Publishers  
 Columbia Music Publishing Co.  
 Command Music Co., Inc.  
 Commercial Music, Inc.  
 Commodore Music Corporation  
 Contemporary Music  
 Continental Record Co.  
 Cool Music Co.  
 Copar Music, Inc.  
 Cordial Music  
 Country Music  
 Crestline Music Pub.  
 Crestwood Publications  
 Cross Music Company  
 Crossroads Music Co.  
 Cundy-Betty Co.
- D. R. & P. Co.  
 Dallas Music Co., Inc.  
 Dana Pub. Co.  
 Danby Music Co.  
 Dance Music Corp.  
 Dare Music Co.  
 Davis & Ostergard  
 D. Dreyer Co., Inc.  
 D'Eberle Music Pub. Co.  
 Debra Music  
 Delaware Music Co.  
 Deseret Book Co.  
 DeSoto Songs  
 Debut Publications  
 Dennis Music Co.  
 Destiny Music Pub.  
 Devere, Robert Music Co.  
 Dexter, Al, Music Publishing  
 Dickinson, Harold H.  
 Dinehart Music Company, The  
 Diva Records, Inc.  
 Dixie Music Publishing Co.  
 Dolan, Ann  
 Domino Music Corporation  
 Don Carlos Music  
 Doraine Music Publishing Co.  
 Doraine, Peter, Inc.  
 Dorchester Music Co.  
 Dornix Music, Inc.  
 D'oro Music Pub.  
 Drexall Music Pub. Co.  
 Driftwood Pub. Co., Inc.  
 Duchess Music Corporation  
 Dunbar Music Co.  
 Dunhill Music Corp.
- E.M.C. Music Pub. Co.  
 Eagle Music Publishing Corp.  
 Eastern Music Pub. Co., Inc.



Eastwick Music Co.  
Eccma Music Company  
Edizioni Kramer (Milano)  
Edizioni Mascheroni (Milano)  
Edizioni Musicali Di Lazzaro  
Edizioni Musicali Italiane  
Edizioni Suvini Zerboni  
Edlee Music Corp.  
Egap Music, Inc.  
Elkane Music Company  
Embassy Music Corp.  
Emblem Music Co.  
Emco Music Company  
Emerson Music Publications, Inc.  
Emperor Music Inc.  
Encore Music Publications, Inc.  
Englewood Pub.  
Eskelin, Neil, Pub. Co.  
Esquire Music Co.  
Essay Music Company  
Everybody's Music  
Excellorec Music Co.  
Excelsior Music Publishing Co.  
Executive Music Corporation

Fairfax Music Company  
Fairway Music Corp.  
Fanwood Music Publications  
Ferrer, Jose, Music Inc.  
Fi-Del Music Publishing Co.  
Filmusic Co.  
Fine Songs  
Flair Pub. Co.  
Flex Songs  
Florida Music Company  
Folk Songs  
Folkways Music Publishers Inc.  
Ford Music, Inc.  
Four-Star Music Company  
Fowler, Wallace Publications  
France Music Company  
Francis & Wilmore Music Pub.  
Franklin Pub. Co.  
Freed & Hall Music Publishers  
Frederick Music Publ. Co.  
Freeman, Albert Edward  
Freeman, Porky, Pub. Co.  
Fremart Music Company  
Fulton Music Pub.

G-Note Record Corp.  
G. M. S. Music Publishing Co.  
Gabriel Records  
Gainsborough Music, Inc.  
Gala Music Publishing Corp.  
Gale & Gayles, Inc.  
Garlock-Scherer Music, Inc.  
Gallatin Music Corp.  
Gaviota Music Inc.  
Gay, Evelyn Pub. Co.  
Gaylord Music Co.  
Gilbert Music Publishers  
Gil Music Corp.  
Glenwood Music Corp.  
Globe Music Corp.

Gloria Music Co.  
Goday Music Inc.  
Gold Coast Pub. Co.  
Golden Gate Quartet Music Co.  
Golden Songs  
Golden State Songs  
Golden Tune Publishers  
Golden West Melodies, Inc.  
Golden West Music Publications  
Gold Star Music Pub. Co.  
Gordon Music Company  
Gospel Quartet Music Co.  
Gralow Music Pub. Co.  
Granson, Jose, Music Co.  
Granite Music Co.  
Great Oaks Music  
Green Music Publications  
Greta Music Co.

H. M. Banner Publications  
Halama, Frank J., Publications  
Halgra Songs  
Halliburton Music  
Hamblen, Stuart, Music Co.  
Hanna & Co.  
Har-Bock Music Co.  
Harmonia Publishing Co.  
Harmony Music Publishers  
Harpeth Hills Music  
Harris & Vavrin  
Hartmann & Van Horn  
Harvard Music, Inc.  
Harvey Music  
Hawaii Conservatory Pub. Co.  
Hayloft Publications  
Heartline Music Co.  
Heart Songs  
Helpport Music  
Heim, Marty Music Co.  
Hesch Music Corp.  
Highland Music Co.  
Hill and Range Songs, Inc.  
Hill Music Publishing Company  
Hillbilly Music Publishing Co.  
Hilltown Music Inc.  
Hinds, Hayden & Eldredge, Inc.  
Hoffman Songs  
Hollenden Music Co.  
Hollis Music, Inc.  
Hollywood House Music Publishing Co.  
Holmes Publications  
Horn Publications  
Hoosier Music Publications  
House of Carols  
House of Irish Songs  
Howard, Jack, Publications, Inc.  
Hudson-Dart Music Co.

Inco Music Company  
Independent Music Publishers  
Indigo Music, Inc.  
Inman, Autry, Music Pub. Co.  
Inspirational Music Corp.  
Instrumental Music Inc.

Inter-American Music Pub. Co.  
Inwood Music Co.  
Iris Music Pub.  
Iris-Trojan Music Corp.

Jaga Music Pub. Co., Inc.  
Jaglea Music Corp.  
Jamboree Music  
Jan Music  
Jari Music Co.  
Jayco Music  
Jean Music Company  
Jeannette Music Pub.  
Jet Music Pub.  
Jiffy Pub. Co.  
Jill Music Co.  
Johnstone-Montei, Inc.  
Johnstone Music, Inc.  
Joni Music Inc.  
Jopz Records  
Joshua Corp.  
Judson Music Co.  
Juke Box Alley, Inc.

Kahl Music Co.  
Kampas, William T.  
Kanawha Music Pub.  
Kaolene Corp.  
Karen Publications  
Karr, Jerome J.  
Kaymusic Publishers  
Keith Music Pub.  
Keenote Music  
Kelly Music Publications  
Kelly-Stool  
Kelton-Romm Music Company  
Kendis, Sonny, Music Pub.  
Kenneth Publishing Company  
Kerr, Bob, Prod.  
Kerr, Edward  
Keyes, Baron, Pub.  
Keystone Music Co.  
Kingsbury Music, Inc.  
Kinkade's Songs  
Klive Music Pub. Co.  
Knight Publishing Co.  
Knobloch, M. H.  
Knotty Pine Music Pub.  
Kord Music Company  
Koss Music Co.

L. A. Songs  
Lake Erie Music  
Lake Front Music  
Lakeland Music Co.  
Lamp Music Pub.  
Lance Music Pub.  
Lana Music  
Langley Music Co.  
Langlois Filmusic, Inc.  
Lang-Worth Publications, Inc.  
Latin American Publishing Corp.  
Laura-Lea Music  
Lawn Music  
LaVinrac Music Co.

Lawrence, Johnny, Music  
 Leal, Felipe Valdes  
 LeCoq Music  
 Lee, Robert, Music Publishers,  
 Inc.  
 Legato Music Corp.  
 Leora Music  
 Lin Pub. Co.  
 Little Jazz Music Pub., Inc.  
 Lois Music Publishing Co.  
 London Music Corp.  
 Lone Star Music Co.  
 Long, J. Baxter  
 Los Feliz Music Co.  
 Lowell Music Corp.  
 Lowery Music Co.  
 Lucky Music Publishers  
 Ludlow Music, Inc.  
 Lupal Music Co.  
 Luther Music, Inc.  
 Lutz Brothers Music Co., Inc.  
 Lynbrook Music Inc.  
 Lynn Music Corp.

M-E Melodies  
 M & M Music Co.  
 Mac Heather Music House  
 Mack-Nell Publications  
 Mackley Music Publishing Co.  
 Maestro Music Company  
 Maggie Music Co.  
 Magnolia Music Corp.  
 Main Music Publishing Com-  
 pany, The  
 Main Street Songs, Inc.  
 Mallory Music Pub.  
 Majestic Music Company  
 Major Melodies  
 Major Minor Music  
 Malabar Music, Inc.  
 Manhattan Melodies Music Pub.  
 Mardan Music  
 Marmor Music Inc.  
 Marvin Music Corp.  
 Manning House Music  
 Marchant, J. C., Publications  
 Marcy, Victor  
 Mardi Gras Music Company  
 Marigold Music Co., Inc.  
 Marino Music Company  
 Mark-Lee Music Company  
 Marks, E. B. Music Corp.  
 Marlyn Music Pub.  
 Marsales, Frank  
 Martel Music Co.  
 Martens, W. F., Music Co.  
 Master Music Publishers  
 Maxted Music Co.  
 Maxwell, Ray, Pub. Co.  
 Maytime Music, Inc.  
 Maywood Music Co.  
 Maze Publications  
 McClellan Music Company  
 Medallion Music Co.  
 Mellin Music, Inc.  
 Mellow Music Publishing Co.

Mellostone Music Co.  
 Melodies of the Americas  
 Melody Lane, Inc. (Peer)  
 Melody Trails, Inc.  
 Memphis Music Publishers, The  
 Mercer Music  
 Merge Music  
 Merian Music Inc.  
 Meridian Music Corp.  
 Merit Music, Inc.  
 Merrick Music Co.  
 Merrymount Music Inc.  
 Meteor Music  
 Metro Music  
 Metropolitan Music Company  
 Michele Pub. Co.  
 Micor Publishing Company  
 Mid Music  
 Miller-Steinberg-Katz Music  
 Mipa Productions, Inc.  
 Miracle Music Company  
 Mission Hills Publications  
 Mission Pub. Co.  
 Missud, Jean M. (B.M.I.)  
 Modern Melo Melody Publ.  
 Modern Melodies Publishing Co.  
 Modern Music Publishing Co.  
 Mohawk Music Publishing Co.  
 Monahan Music Publications  
 Monarch Music Company  
 Money Music  
 Monmouth Publishing Company  
 Mono-Music  
 Monroe Music Company  
 Monroe, Bill, Music Inc.  
 Montauk Music  
 Montclare Music Corp.  
 Monument Music, Inc.  
 Moonlight Music  
 Morris Music Publications  
 Morrison Music Company  
 Morrissey Music Company  
 Morro Music Corp.  
 Morton Music Corp.  
 Motion Music Co.  
 Motor City Music Publishers  
 Mr. Music Co.  
 Munson Music Co.  
 Murob Music Publishers  
 Musi-cal Pub. Co.  
 Music Art Publications  
 Music City Copyrights  
 Music for Frets  
 Music For Young America Co.  
 Music of Today, Inc.  
 Music Products, Inc.  
 Music Row Publications  
 Mutel Corp.  
 Muzik Masters Company

Nash Murray Assoc., Inc.  
 National Broadcasting Co., Inc.  
 Navajo Music, Inc.  
 Nelson, Overson Publications  
 New Era Music Corporation  
 Newton, Al

Niksch, Donald E.  
 Nimisilla Music Company  
 Normandy Music, Inc.  
 Northeastern Music Company  
 Noteworthy Music, Inc.  
 Nu-Tune Music Corporation  
 Nutter, Carl, Music Pub. Co.  
 Nu-Way Music Pub. Co.

Oakhurst Music Pub. Co.  
 Ohio Music Co.  
 Old Charter Pub. Co., Inc.  
 Old Town Records Corp.  
 Omnibus Music Co.  
 Oliver-Jacobs Music  
 Opal Music Inc.  
 Optimist Songs Co.  
 Oree Music  
 Orlando Music Co.  
 Otis, Johnny, Music Co.

Pace Music Co.  
 Palladium Music Publishing Co.  
 Palomar Music Corp.  
 Pan-American Publications  
 Panda Records  
 Panhandle Music  
 Parade Music  
 Paris, James B.  
 Parliament Music, Inc.  
 Pastor Music Co.  
 Patmar Music Company, Inc.  
 Patricia Music Pub. Corp.  
 Paul Music Co., Inc.  
 Peer International Corporation  
 Pemora Music Company, Inc.  
 Pennant Music Pub. Co.  
 Perco Music Co.  
 Phoenix Music Corp.  
 Phono-Tunes Music Company  
 Philharmonic Pub. Co.  
 Piccadilly Music Corp.  
 Pico Music Pub. Co.  
 Pitchpipe Music Co.  
 Pinelawn Music Pub. Co., Inc.  
 Pleasant Valley Music  
 Pollard Music  
 Porgie Music Corporation  
 Powell, Wayne  
 Pop Songs, Inc.  
 Pre-View Publications  
 Pritchett Publications  
 Professional Music, Inc.  
 Progressive Music Publishing  
 Prosser Music Publishing Co.  
 Pulse Publishing Corp.  
 Pure Music  
 Putman Publications

Quartet Music Co.  
 Quaker Music Company  
 Quality Music Company, Inc.  
 Quincy Music Publishers  
 Quintet Music Co.

- Radio Music Publishers  
 Radon Music Co.  
 Rainbow Melodies Music Co.  
 Rainbow Music Publishers  
 Raleigh Music Publishing Co.  
 Rancho Songs  
 Rancho Music  
 Rand Music Co.  
 Randolph, Al, Publications  
 Rayven Music Co., Inc.  
 Real American Pub. Co.  
 Red. White & Blue Publications  
 Red River Songs  
 Redwood Music Co., Inc.  
 Regent Music Corp.  
 Reiner, Paul, Music Pub. Co.  
 Reis, Herb, Music Corp.  
 Release Music, Inc.  
 Remarque Music Publishing Co.  
 Republic Music Corporation  
 Rex Music Publishers  
 Rhythm Enterprises, Inc.  
 Rhythms Of The West  
 Ridgeway Music  
 Rinker, Charles, Music Pub.  
 River Music Co.  
 Rockland Music Corp.  
 Romance Music Publications  
 Rondo Music  
 Roosevelt Music Co.  
 Rork, Ernest A., & Son  
 Rosarch Pub. Co.  
 Rosemart Music Co.  
 Roslyn Music Company  
 Ross Music Co.  
 Roxy Music Corp.  
 Royal Crown Music Company  
 Royal Music Corporation  
 Ruby Music Co.  
 Rudy Vallee Music Publications  
 Rumbalero Music, Inc.  
 Rush Music Corp.  
 Russell Music Co.
- Sagebrush Music Pub. Co.  
 S and W Music Pub. Co.  
 San Juan Music Publishing Corp.  
 Sapphire Music Publisher  
 Savoy Music Company  
 Sawaya Publications, Inc., The  
 Schaeffer's, Peter, Music Corp.  
 Scholl Publishing Company  
 Seabreeze Music, Inc.  
 Scott-Mart Music Pub. Co.  
 Seidel, Emil, Music Pbl'g Co.  
 Selroy Music Pub. Co.  
 Sensational Music Pub. Co.  
 Seven Seas Music Pubs.  
 Seven-Eleven Music Pub.  
 Shealy Music Pub. Co., Inc.  
 Shelby Music Publishing Co.  
 Sheldon-Mitchell Pub Corp.  
 Sheldon Music, Inc.  
 Sheridan Music Corp.  
 Sheraton Music Corp.
- Sherman Music Co.  
 Sherman Music Co.  
 Sherwood Music Pub. Co.  
 Shopa Music Publications  
 Shutt, Albert Music Publisher  
 Signet Music Co.  
 Simon House, Inc.  
 Singer, Murray, Music Pub.  
 Skrivanek Music  
 Skyway Records & Music Pub.  
 Slate Enterprises, Inc.  
 Smith Publications  
 Snyder, Fenton Publications  
 Society of Jewish Composers,  
 Publishers and Songwriters  
 Song Ads Inc.  
 Songs of the Hills Music Pub.  
 Co.  
 Song-Ranch Publications  
 Sonorous Music Co., Inc.  
 Sophisticate Music, Inc.  
 Sound Music Pub. Co.  
 Spanish Music Center  
 Speed Pub. Co.  
 Spin Music, Inc.  
 Spitzer Songs, Inc.  
 Stampede Pub. Co.  
 Starrite Pub. Co.  
 Stella Music Co., Inc.  
 Stenton Music Inc.  
 Stern Music Publishing Co.  
 Steven, Arthur Publications  
 Stevens Music Corporation  
 Strand Press Music Publishers  
 Stratton Music, Inc.  
 Stuart Music, Inc.  
 Studio Music Co.  
 Sunbeam Music Corp.  
 Sundial Songs  
 Sunrise Music Company  
 Surf Music Corp.  
 Susquehanna Prod., Inc.  
 Swansongs Publications  
 Swing & Tempo Music Co.
- T-C Publishing Corp.  
 Tamasa Music Co.  
 Tannen Music, Inc.  
 Taps Agency  
 Tarry-Town Music Co.  
 Tawny Publishing Co.  
 Temerity Music Inc.  
 Tennessee Music Corp.  
 Terrace Music  
 Terrific Tunes  
 Thomas Cole Publishing Co.  
 Thornwood Music Pub. Co.  
 Tiffany Music Company  
 Timberland Publishing Co.  
 Time Music Company  
 Tollie Music, Inc.  
 Tono Record Co.  
 Topik Tunes  
 Trans Music Corp.  
 Travis Music, Inc.  
 Trend Music
- Triad Music Company  
 Trianon Publications  
 Trinity Music Co., Inc.  
 Trio Music Company  
 Triumph Publications, Inc.  
 Tropical Song Counter  
 Tubb, Ernest, Music Inc.  
 Tune Towne Tunes
- U. S. Music, Inc.  
 Ultra Music Company  
 Una Publishing Co.  
 Unger Music  
 Unique Music Publishers  
 Universal Music Sales  
 Uranus Music Company
- Val Music Corporation  
 Valiant Music Company, Inc.  
 Valley-Hill Music Co.  
 Valley Publishers, Inc.  
 Valley View Music, Inc.  
 Van Brunt Publishing Company  
 Van Russ Music  
 Vanguard Songs  
 Variety Music Company  
 Versailles Music Co., Inc.  
 Vesta Music Corp.  
 Vetter, Jack, Music Corp.  
 Vicca's Music Co.  
 Village Music Co.  
 Villanova Music Co.  
 Vincent Music Co., Inc.  
 Vogue Music Corporation  
 Volunteer Music Sales Co.
- W. F. A. Enterprises  
 Wade Franklin, Publications  
 Ward, Clara, Publications  
 Ward & Sears Music, Inc.  
 Warman Music  
 Warner Studio  
 Warren Publications  
 Webster Music Company  
 Weddington Music, Inc.  
 Weiss & Barry, Inc.  
 Wemar Music Corporation  
 Westbrook Publications  
 Westbury Music Co.  
 Whimsy, Ltd.  
 White, Elmore, Music  
 Wilcox Music Publishing Co.  
 Willet, Slim, Songs  
 Winchester Music Inc.  
 Winneton Music Corp.  
 Winthrop, G. & Company  
 Wise Music Publications  
 Wonder Music Pub. Co.  
 Wonderland Music Co., Inc.  
 Woodland Music Company  
 Wortham Music Co.  
 Wyner Music Publishers
- Yahres Publications



25<sup>TH</sup>

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A REPERTORY OF DISTINCTION

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# SESAC, INC.

By PAUL HEINECKE

President



**I**N February, 1956, SESAC celebrates its 25th year of service to the entire entertainment industry, and so I'd like this to be a salute to all SESAC's business associates: radio and television stations, affiliated publishers, phonograph record and transcription companies, the producers of transcribed programs, film companies, opera houses, orchestral societies, ballrooms and hotels.

I'm aware that our mutual growth and success could not have been possible without the complete faith we have in each other, and a bright, burning hope that each succeeding day and year would bring about even greater achievement to music publisher and music user alike.

I have always been an unflinching advocate of the performance licensing organization, and along with all SESAC's employees, I am dedicated to our purposes and proud of our accomplishments. It is gratifying, indeed, to realize that the contents of SESAC's 284 different publishers' catalogs are found on hundreds of thousands of phonograph records, transcription libraries, transcribed programs, live talent, radio and television shows, filmed commercials, feature films; also in the legitimate theatre, motion pictures, symphony orchestras, ballet theatre, choral societies, and throughout the schools and churches of America.

It is also exciting to share in the enthusiasm of our affiliated publishers in their drive to develop and promote their catalogs, and for me to realize conclusively that SESAC music performances on over 3,500 AM and TV stations due to increased use in all programs media are on a greater upswing than ever before.

Here then, on our 25th anniversary, it is heartwarming to see the fruits of our combined efforts—essential, in-demand publishers whose catalogs make satisfied music users of our licensees. As to the future, we shall continue to use as our buckler and our shield the eternal qualities of faith and hope, knowing full well that these, coupled with diligent and honest effort, shall inure to the benefit of all music producers and users everywhere.

- Abernathy Pub. Co.  
 Accord, Edition  
 Accordion Music Publishing Co.  
 Adamus, A.  
 Adamus, Zenobiusz  
 Albright Music Company  
 Alford, Harry L.  
 Alkire, Eddie, Publications  
 Amsco Music Publishing Co.  
 Andrea Music Co., Inc.  
 Arct, M.  
 Arct Wydawnictwo Muzyczne  
 Ashmall, Wm. E., Company  
 Augsburg Publishing House  
 Avalon Music Publishing Co.  
 Aztec Music Company  
  
 Babwin Publications  
 Barnes, A. S., & Company, Inc.  
 Barnhouse, C. L., Company  
 Bartlett, E. M.  
 Barwicki, K. T.  
 Bass Co., The  
 Bava's, John, Music  
 Beazley, Samuel W., & Son  
 Beirly, Alfred, Co.  
 Bendix Publishing Corp.  
 Benson, John T., Publishing Co.  
 Berge Music Co.  
 Blake, Whitney, Music Publishers  
 Braun, Hubert J.  
 Braun Music Co.  
 Braun Organization, The  
 Breuer, Harry  
 Broadcast Music Publishers  
 Broadman Press, The  
 Brumley, Albert E., and Sons  
 Bryant Music Company  
  
 Calbo, N.  
 Capitol Music Co.  
 Cardilli, M. V.  
 Carlton Music Pub.  
 Catholic Music Co.  
 Central Music Co.  
 Century Music Publishing Co.  
 Cerruti, John M.  
 Chandler-Ebel Music Co.  
 Chantry Music Press, Ltd.  
 Chart Music Publishing House,  
 Inc.  
 Choral Press  
 Church Music Co.  
 Clayton, Norman J.  
  
 Clef Music Corp.  
 Coanacher, B.  
 Coleman, Robert H.  
 Coleman, Robert H., Publishing  
 Co.  
 Colin, Charles  
 Composers Press, Inc., The  
 Concord Music Publishing Co.,  
 Inc.  
 Concordia Pub. House  
 Cooper, W. Oliver  
 Craig, Ivy E.  
 Crawford, Percy B.  
 Cummings, M. Homer  
 Czytelnik  
  
 Daniel, John, Quartet Song Pub.  
 Darom, Edition  
 Davis, Marion, Company, The  
 Dawson, William L.  
 Dean, Emmet S.  
 Dean & Edmiaston  
 Dean & Evridge  
 Dean & Franklin  
 Dean & Hensley  
 Dean & Morgan  
 Dean & Sebren  
 Deiro, Pietro, Publications  
 Denison, T. S., & Company  
 Denson Trio Music Co.  
 Denson-Parris Music Co.  
 Di Bella, O., Music Co.  
  
 Edel, Yizchak  
 Edition Accord  
 Edition Darom  
 Edition Gil-Ron  
 Edition Hazemer  
 Edition Jastrzab  
 Edition Olympia  
 Edition Pizmon  
 Edition Pro Arte  
 Ellis, V. B. (Vep)  
 Eulenburg, Ernst, Ltd.  
 Europa Music Co.  
 Evangel Music Co., Inc.  
  
 Fairbank, H. W., Company  
 Ferrill, J. W.  
 Firm Foundation Publishing House  
 FitzSimons, H. T., Co., Inc.  
 Forberg, Rob.  
 Fouts, S. G.  
 Fouts-Payne Music Co.  
 Future Music  
  
 Gebethner & Wolff  
 Georgi & Vitak Music Co.  
 Gilbert Music Company  
 Gil-Ron, Edition  
 Goddard Publishing Co.  
 Gornston, David  
 Gospel Music Publications  
 Gospel Songs, Inc.  
 Grabczewski, F.  
 Grammer, Frank  
 Gregorian Institute of America  
  
 Hall Music Co., The  
 Hall & McCreary Co., Div. of  
 Schmitt Pub., Inc.  
 Hanson, Eddy  
 Harper & Brothers  
 Hartford Music Co., The  
 Hart's Music Company  
 Hathaway, Franklin Earl, Mus.  
 Pub.  
 Hazemer, Edition  
 Heinrichshofen's Verlag  
 Henson, J. M., Music Co.  
 Heritage Music Publications, Inc.  
 Hoffman, Raymond A., Co.  
 Holbrooke, Josef  
 Huffer, Fred K.  
 Humphries, Bruce, Inc.  
 Hymntime Publishers  
  
 Idzikowski, Leon  
 Idzikowski, M.  
 "IPA," Israel Publishers Agency  
 "iscam," Israel Society of Com-  
 posers, Authors & Music Pub-  
 lishers  
  
 Jastrzab, Edition  
 Jeffress Music Company  
 Jewell, Fred, Music Co.  
  
 Kanner Music Publishing Co.  
 Keene, Hank, Inc.  
 Kelman Music Corp.  
 Keyboard Publishing Co.  
 King, K. L., Music House  
 King Music Publishing Corp.  
 Kjos, Neil A., Music Co.  
 Krachtus, John, Co.  
 Krone, Max and Beatrice  
 Kuthan, E.  
  
 Lillenas Publishing Co.  
 Lister, Mosie, Publications  
 Littig, Frank, Music Publishing  
 Co.

- Liturgical Music Company  
Liturgical Music Press, Inc.  
Ludwig Music Publishing Co.
- Maciejowski, ZB.  
Markiewicz, Adam  
Master Music Press, Inc.  
McKinley Publishers, Inc.  
McLaughlin & Reilly Co.  
Mercury Music Corp.  
Modern Music Library  
Moniuszko Publishing Co.  
Moore, David  
Morris-Henson Music Co.  
Music Press  
Music Press, Inc.  
Music Products Corp.  
Musical Melody Publishers
- National Music Company  
National Music Company, Inc.  
Natrass-Schenck, Inc.  
Nazarene Publishing House  
Network Music Publishers  
Northwestern Press, The  
Nowa Scena  
Nowacki, Henryk X.
- Olympia, Edition
- Pace, Adger M.  
Pagani, O., & Bro., Inc.  
Pallma, Frank, Music Publisher  
Pallma Music Products Corp.  
Panella, Frank A.  
Panella Music Co.  
Paragon Music Publishers  
Parks, J. A., Company, The  
Parris Music Co.  
Parris, O. A.  
Perry, F. Clark, Co.  
Perry's Sons, A. W., Inc.  
Pioneer Music Press  
Pizmon, Edition  
Podgorski, I.  
Polonia Publishing Co.  
Polskie Towarzystwo Muzyki Wspolczesnej  
Polskie Wydawnictwo Muzyki Wspolczesnej  
Poltawski, Aleksander  
Pomarancki, Zygmunt  
Popular Music Publications  
Princess Publications
- Pro Art Publications  
Pro Arte, Edition  
"PWM," Polskie Wydawnictwo Muzyczne  
"PWP," Przedstawicielstwo Wydawnictwo Polskich (Association of Polish Publishers)  
Puritan Publishing Co.
- Quartet Music Company  
Quincke, Walter A.
- Radio City Guitar Studio  
Rainbow Music Co.  
Ramola Music  
Ramsey, Will M.  
Ramsey & Parker  
Revival Music Company  
Ricart & Cia, Luis, S. L.  
Roat, Chas. E., Music Co.  
Rolseth Pub. Co.  
Rozan Publishing Co.  
Rudnicki, Walery  
Rynczak, J.  
Rzepecki, J.
- Sacred Music Foundation, The  
Sajewski, W. H., Music and Publishing Co., Inc.  
Schmidt, Arthur P., Co., Inc., The  
Schmitt, Paul A., Music Company  
Schmitt Pubs., Inc.  
Scholin, C. Albert, & Sons, Inc.  
Schuberth, Edward, & Co., Inc.  
Sebren, George W., Music Co.  
Select Music Company  
Selmer, H. & A., Inc.  
Seyfarth, G.  
Sherwood Music Co.  
Showalter, A. J., Company, The  
Showalter, G. H. P.  
Simon, Frank  
Singenberger, John  
Singenberger, Otto  
Singspiration  
Singtime Publishing Co.  
Sisk Music Company, The  
Slaski, H.  
Slater, Will W.  
Smith, Alfred B.  
Southern Music Plate Co.  
Stamps-Baxter Music & Printing Co.  
Stamps Quartet Music Company, Inc.
- Stamps, V. O., Music Company  
Standard Music Company  
Standard Songs  
Stanphill, Ira  
Stirling Music Publishing Co.  
Sunday School Board of the South Baptist Convention, The
- Target Music Co.  
Tav-Rina, Edition  
Teddlie, Tillit S.  
Tennessee Music & Printing Co.  
Thomas, Alvis O.  
Thomas, J. E.  
Thompson Music Company  
Top Music Publishers, Inc.  
Tovey, Herbert G.  
Towarzystwo Wydawnicze Muzyki Polskiej  
Treasure Chest Publications, Inc.  
Triangle Music Co.  
Trio Music Co.
- Universum
- Varner, Wallace B.  
Vaughan, James D., Music Publishers  
Vitak-Elsnic Co.  
Volpe Music Co.
- Walls, W. M.  
Warde, Harry  
Warner, F. Eugene  
Weaner-Levant Publications  
Weaner, Maxwell  
Wells, Kenneth H.  
Western Accordion Music Company  
Wheelwright, Lorin F.  
Whitney Blake Music Publishers  
Wiehler, Zygmunt  
Wilensky, Moshe  
Windsor Music Company  
Winsett, R. E., Music Co.  
Witczyk, Stanislaw  
"WJR"  
Wohl, Jehuda  
Wydawnictwo Muzyczne Arcta
- "Zaiks," Zwiasek Autorow, Kompozytorow i Wydawcow  
Zak, Czeslaw  
Zalewski, B. J.  
Zaremba, Alojzy

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# 1955 "EMMY" WINNERS

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## BEST CHILDREN'S SERIES

*"Lassie" (CBS)*

## BEST CONTRIBUTION TO DAYTIME PROGRAMMING

*"Matinee Theatre" (NBC)*

## BEST NEWS COMMENTATOR OR REPORTER

*Edward R. Murrow (CBS)*

## BEST SPECIAL EVENT OR NEWS PROGRAM

*A-Bomb Coverage (CBS)*

## BEST DOCUMENTARY (RELIGIOUS, EDUCATIONAL OR INTERVIEW PROGRAM)

*"Omnibus" (CBS)*

## BEST AUDIENCE PARTICIPATION SERIES

*"\$64,000 Question" (CBS)*

## BEST ACTION OR ADVENTURE SERIES

*"Disneyland" (ABC)*

## BEST SPECIALTY ACT

*Marcel Marceau*

## BEST ACTOR IN A SUPPORTING ROLE

*Art Carney in "The Honeymooners" (CBS)*

## BEST ACTRESS IN A SUPPORTING ROLE

*Nanette Fabray in "Caesar's Hour" (NBC)*

## BEST MALE SINGER

*Perry Como (NBC)*

## BEST FEMALE SINGER

*Dinah Shore (NBC)*

## BEST EMCEE OR PROGRAM HOST

*Perry Como (NBC)*

## BEST COMEDIAN

*Phil Silvers (CBS)*

## BEST COMEDIENNE

*Nanette Fabray (NBC)*

## BEST COMEDY SERIES

*Phil Silvers' "You'll Never Get Rich" (CBS)*

## BEST ACTOR IN A SINGLE PERFORMANCE

*Lloyd Nolan in "The Caine Mutiny Court Martial" (CBS)*

## BEST ACTRESS IN A SINGLE PERFORMANCE

*Mary Martin in "Peter Pan" (NBC)*

## BEST ACTOR IN A CONTINUING PERFORMANCE

*Phil Silvers in "You'll Never Get Rich" (CBS)*

## BEST ACTRESS IN A CONTINUING PERFORMANCE

*Lucille Ball in "I Love Lucy" (CBS)*

## BEST VARIETY SERIES

*"The Ed Sullivan Show" (CBS)*

## BEST MUSIC SERIES

*"Hit Parade" (NBC)*

## BEST DRAMATIC SERIES

*"Producers' Showcase" (NBC)*

## BEST SINGLE PROGRAM OF THE YEAR 1955

*"Peter Pan" on "Producers' Showcase" (NBC)*

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**Ed Herlihy**



**Behind the  
Mike**

---

**Before  
the  
Camera**



**VIRGINIA  
GRAHAM**

• • •

Hostess on  
**NBC's**  
**"WEEKDAY"**

**"FOOD FOR THOUGHT"**

**"THE FALCON"**

**"CELEBRITY CORNER"**

# RADIO-TV ARTISTS

their work during 1955



— A —

**AARER, LEE**  
Adventures of Rin Tin Tin  
ABC-TV

**ABEL, WALTER**  
Your Better Tomorrow  
ABC

**ADAMS, BILL**  
My True Story, Whispering  
Streets  
WABC

**ADAMS, INGE**  
Whispering Streets  
WABC

**ADAMS, JOEY**  
Spend a Million  
NBC

**ADAMS, JOYCE**  
Modern Romances  
ABC

**ADAMS, MARY**  
One Man's Family  
NBC-TV

**ADAMS, MASON**  
Pepper Young's Family,  
My True Story  
NBC, WABC

**ALAMPL, PHIL**  
Farm News  
NBC

**ALBA, ALNEY**  
Whispering Streets  
WABC

**ALEXANDER, BEN**  
Dragnet  
NBC-TV

**ALEXANDER, JOAN**  
Paging the New  
WABC

**ALFORD, BOBBY**  
My Son Jeep  
CBS

**ALLEN, CHARME**  
My True Story  
WABC

**ALLEN, GRACIE**  
CBS-TV

**ALLEN, STEVE**  
B. Dec. 26, 1921, New York City.  
Tonight, NBC

**ALLEN, VERA**  
My True Story, Companion,  
Whispering Streets  
WABC

**ALLENBY, PEGGY**  
My True Story, Whispering  
Streets, Paging the New,  
Modern Romances  
WABC, ABC

**ALLISON, FRAN**  
Kukla, Fran & Ollie  
ABC-TV

**AMSTERDAM, MOREY**  
Your Better Tomorrow,  
Offbeat  
ABC

**ANDERS, MERRY**  
CBS-TV

**ANDERSON, DAVID**  
My True Story, Whispering  
Streets  
WABC

**ANDERSON, EDDIE**  
"ROCHESTER"  
B. Sept. 18, 1905, Oakland, Calif.  
The Jack Benny Show, CBS-TV

**ANDERSON, WARNER**  
CBS-TV

**ARDEN, EVE**  
CBS-TV

**ARNEZ, DESI**  
CBS-TV

**ARNESS, JAMES**  
CBS-TV

**ARQUETTE, CLIFF**  
Do It Yourself  
NBC-TV

**ARTHUR, JACK**  
Modern Romances  
ABC

**ASTIN, JOHN**  
Whispering Streets  
WABC

**AUTRY, GENE**  
CBS-TV

PRODUCER — DIRECTOR — ACTOR



LEW DANIS

HOST

"ITALIAN FEATURE FILM  
THEATRE"

M.C.

"WIN A MILLION"

DIRECTOR

"FOOD FOR THOUGHT"

EX-PRODUCER

"THE MUSIC CORNER"



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**KLINE-SIMPSON & ASSOC.**

**THE ERNIE KOVACS SHOW**

**WITH**

**ERNIE KOVACS – EDITH ADAMS  
MATT DENNIS**

**NBC-TV**

**JAC HEIN**  
*Producer-Director*

**ARCHY KOTY**  
*Musical Conductor*

— B —

- BABCOCK, PHIL**  
My True Story, Companion  
WABC
- BAILEY, BARBARA**  
My True Story  
WABC
- BAILEY, CHARITY**  
Sing A Song  
NBC-TV
- BAILEY, JACK**  
Truth or Consequences  
NBC-TV
- BAKER, ART**  
You Asked For It  
ABC-TV
- BAKER, GRETTA**  
Your Better Tomorrow  
ABC
- BAKER, RICHARD  
EVANS "TWO TON"**  
B. May 2, 1916, Chicago, Ill.; Tip  
Top Lunch Hour, WBKB, ABC; Two  
Ton Baker Show, Transcribed; Movie  
Quick Quiz, WGN-TV
- BALL, LUCILLE**  
CBS-TV
- BANNON, JIM**  
Hawkins Falls  
NBC-TV, CBS-TV
- BARROS, ESTA**  
Modern Romances  
ABC
- BARRY, GENE**  
CBS-TV
- BARRY, JACK**  
Big Surprise, Juvenile Jury  
NBC-TV
- BARRY, PATRICIA**  
First Love  
NBC-TV
- BARAGREY, JOHN**  
The Doctor's Wife  
NBC
- BARLOW, HOWARD**  
Voice of Firestone  
ABC-TV
- BARNARD, HENRY**  
Whispering Streets,  
Greatest Gift  
WABC, NBC-TV
- BARNEY, MARION**  
Pepper Young's Family  
NBC
- BARTLETT, BONNIE**  
CBS-TV
- BAUER, CHARITA**  
Modern Romances  
ABC, CBS-TV
- BAYLER, FRANCES**  
It's A Great Life  
NBC-TV
- BECK, JACKSON**  
B. July 23, 1912, N. Y. C.; FBI  
In Peace & War, CBS; Brady Kaye  
MBS
- BECKER, SANDY**  
Young Dr. Malone  
CBS
- BEHRENS, FRANK**  
Whispering Streets,  
It's Time, Modern Romances  
WABC, ABC
- BELL, JOSEPH**  
My True Story, Whispering  
Streets, Modern Romances  
WABC, ABC
- BELL, RALPH**  
My True Story  
WABC
- BELLER, MARY LINN**  
CBS-TV
- BENNETT, CONSTANCE**  
Your Better Tomorrow  
ABC
- BENNY, JACK**  
B. Feb. 14, 1894, Chicago, Ill  
The Jack Benny Show, CBS, CBS-  
TV.
- BENDIX, WILLIAM**  
Life of Riley  
NBC-TV
- BENOIT, PAT**  
Mr. Peppers  
NBC-TV
- BENSON, COURT**  
My True Story, Whispering  
Streets, It's Time, Modern  
Romances  
WABC, ABC
- BENZELL, MIMI**  
B. Bridgeport, Conn.; Ed Sullivan,  
CBS; Voice of Firestone, ABC
- BERG, NANCY**  
Count Sheep  
NBC-TV
- BERGEN, EDGAR**  
Do You Trust Your Wife? CBS-TV
- BERGEN, JERRY**  
Super Circus  
ABC-TV
- BERGMAN, ALAN**  
Whispering Streets  
WABC
- BERLE, MILTON**  
Milton Berle Show, NBC-TV
- BERLINGER, WARREN**  
CBS-TV
- BERWIN, BERNICE**  
One Man's Family  
NBC-TV
- BETZ, CARL**  
My True Story  
WABC, CBS-TV
- BISHOP, WILLIAM**  
It's A Great Life  
NBC-TV

**SAM  
LEVENSON**



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MARGARET  
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**BLACKBURN, DOROTHY**

Robert Montgomery's  
Summer Theatre  
NBC-TV

**BLAKE, AMANDA**

CBS-TV

**BLANC, MEL**

Musical Chairs  
NBC-TV

**BLOCK, MARTIN**

WABC

**BOLAND, JOSEPH**

My True Story, Whispering  
Streets, Paging the New  
WABC

**BOLES, JIM**

Whispering Streets, Com-  
panion, Paging the New,  
It's Time  
WABC

**BONTEMPI, PINO &  
FEDORA**

Continental Cookery With the Bon-  
tempis, WABC TV; Italian Cookery  
With the Bontempis, WNHC TV;  
Night at Tufaro's, WMCA

**BOONE, RICHARD**

B. June 18, Los Angeles, Calif.  
Medic, NBC-TV

**BOULTON, MILO**

My True Story  
WABC

**BOVA, JOE**

Time For Fun  
WABC-TV

**BRACKEN, EDDIE**

Make the Connection  
NBC-TV

**BRADY, PAT**

Roy Rogers Show  
NBC-TV

**BRASFIELD, ROD**

Grand Ole Opry  
NBC

**BRAZIER, BURT**

Whispering Streets  
WABC

**BRESLIN, PATRICIA**

People's Choice  
NBC-TV

**BRIGHT, PATRICIA**

CBS-TV

**BRIGGS, DON**

Adventure of the Abbots  
NBC

**BROMFIELD, LOUIS**

Offbeat  
ABC

**BROWN, JAMES**

Adventures of Rin Tin Tin  
ABC-TV

**BROWN, JIMMY**

Pinky Lee Circus Show  
NBC-TV

**BROWN, TED**

Phrase That Pays  
NBC

**BRUCE, EDWIN**

My True Story  
WABC

**BRYAN, ARTHUR Q.**

B. May 8, 1899, Brooklyn, N. Y.  
Fibber McGee & Molly, NBC

**BUFFANO, JULES**

Texaco Star Theatre  
NBC-TV

**BUKA, DONALD**

My True Story, Whispering  
Streets  
WABC

**BUNCE, ALAN**

Ethel & Albert  
ABC-TV

**BURBIG, HENRY**

Tinker  
WABC-TV

**BURLEN, MARGARET**

My True Story  
WABC

**BURNS, GEORGE**

CBS-TV

**BURTON, SARAH**

Paging the New  
WABC

**BURR, ANNE**

Greatest Gift  
NBC-TV

**BUTLER, FRANK**

Companion  
WABC

**BUTTONS, RED**

NBC-TV

**BYINGTON, SPRING**

CBS-TV

— C —

**CAESAR, SID**

Caesar's Hour, NBC-TV

**CALDWELL, SAM**

Garden Gate  
CBS

**CALRON, FRANCES**

When A Girl Marries  
ABC

**CAMARGO, RALPH**

Robert Montgomery Show, Goodyear  
Playhouse, ALCOA Playhouse, The  
Big Story, Perry Como Show, NBC-  
TV; Our Miss Brooks, CBS-TV

**CAMPBELL, FLORA**

CBS-TV

**CAMPBELL, JAMES**

My True Story  
WABC

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# ART CARNEY

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Streets, Companion, Paging  
the New  
WABC

**CANTOR, EDDIE**  
B. Jan. 31, 1893, N.Y.C.; Colgate  
Comedy Hour, NBC-TV; The Eddie  
Cantor Show, ZIV-TV

**CARNEY, ART**  
B. Nov. 4, 1918, Mt. Vernon,  
N. Y.; Jackie Gleason Show, Studio  
One, Climax, Arthur Godfrey &  
Friends, I've Got A Secret, CBS

**CARSON, JOHNNY**  
B. Oct. 23, 1925, Corning, Iowa.  
The Johnny Carson Show, CBS-TV

**CARPENTER, CLIFF**  
My True Story  
WABC

**CARSON, JACK**  
B. Oct. 11, 1911, Manitoba, Can-  
ada; The Jack Carson Show, CBS;  
U. S. Steel Hour, Climax, Screen  
Directors Playhouse, CBS-TV; The  
Jack Carson Show, NBC-TV

**CARSON, JEAN**  
My True Story, Whispering  
Streets, Color Spectaculars  
WABC, NBC-TV

**CARSON, KEN**  
CBS-TV

**CARR, MARION**  
My True Story, Whispering  
Streets, Companion  
WABC

**CARROLL, LEO G.**  
Topper  
ABC-TV

**CARROLL, PAT**  
Color Spectaculars  
NBC-TV

**CASELL, ARTHUR**  
My True Story, Companion,  
Whispering Streets  
WABC

**CASSINI, IGOR**  
NBC-TV

**CAUBET, SUSAN**  
My True Story, Whispering  
Streets  
WABC

**CERF, BENNETT**  
CBS-TV

**CHALMERS, THOMAS**  
Pepper Young's Family  
NBC

**CHANDLER, FREDI**  
My True Story, Whispering  
Streets  
WABC

**CHAPIN, LAUREN**  
Father Knows Best  
NBC-TV

**CHASE, ILKA**  
Masquerade Party  
ABC-TV

**CHASE, STEPHEN**  
When A Girl Marries  
ABC

**CHOAT, HELEN**  
When A Girl Marries  
ABC

**CHILDRESS, ALVIN**  
CBS-TV

**CLAIRE, HELEN**  
My True Story, Whispering  
Streets, Paging the New  
WABC

**CLARK, LOU**  
My True Story, Whispering  
Streets  
WABC

**CLAUSEN, CONNIE**  
**CLINTON, MILDRED**  
My True Story  
WABC

**COCA, IMOGENE**  
NBC-TV

**COLONNA, JERRY**  
Super Circus  
ABC-TV

**COLLINGWOOD, CHARLES**  
CBS-TV

**COLLINS, TOM**  
My True Story, Whispering  
Streets  
WABC

**COLLYER, BUD**  
CBS-TV

**COMBS, GEORGE**  
**HAMILTON**  
WABC-TV

**COMO, PERRY**  
Perry Como Show, NBC-TV

**CONWAY, BERT**  
My True Story  
WABC

**CONNOR, WHITFIELD**  
My True Story  
WABC

**COPELAND, JOAN**  
Companion  
WABC

**COPELAND, MAURICE**  
Hawkins Falls  
NBC-TV

**CORDELL, CATHLEEN**  
Paging the New, Modern  
Romances  
WABC, ABC

**CORE, NATALIE**  
My True Story  
WABC

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**"Here's Looking At You"**

**NBC-TV**

**RICHARD WILLIS**

- COOGAN, RICHARD**  
CBS-TV
- COOK, LINN**  
My True Story, Page the  
New, When A Girl Marries  
WABC, ABC
- COOKE, ALISTAIR**  
CBS-TV
- COOPER, JACKIE**  
People's Choice  
NBC-TV
- COTSWORTH, STAATS**  
My True Story, Whispering  
Streets, When A Girl  
Marries  
WABC, ABC
- COUGHLIN, FRANCIS**  
Down You Go  
ABC-TV
- COX, WALLY**  
Mr. Peepers  
NBC-TV
- COY, JIM**  
B. Oct. 5, 1916, Kansas City, Mo.  
Douglas Fairbanks Theatre, Henry  
Fonda Theatre, Guy Lombardo's  
New Year's Eve, NBC-TV; Coy's  
Corner, Guy Lombardo's Serenade,  
NBC; Aunt Jenny's Stories, CBS
- COY, WALTER**  
Frontier  
NBC-TV
- CRABBE, BUSTER**  
Capt. Gallant  
NBC-TV
- CRAWLEY, MATT**  
Companion  
WABC
- CRONKITE, WALTER**  
CBS-TV
- CROSBY, BOB**  
B. Aug. 23, 1913, Spokane, Wash.  
The Bob Crosby Show, Climax, CBS-  
TV
- CUMMINGS, ROBERT**  
NBC-TV, CBS-TV
- CURTIN, JOSEPH**  
Whispering Streets  
WABC
- CURTIS, BARRY**  
CBS-TV
- CURY, IVAN**  
My True Story  
WABC
- CUTTS, PATRICIA**  
Down You Go  
ABC-TV

— D —

- DABNEY, AUGUSTA**  
Robert Montgomery's Summer  
Th-atre, Whispering  
Streets, Companion  
NBC-TV, WABC
- DALTON, DORIS**  
My True Story, Whispering  
Streets, When A Girl Marries  
WABC, ABC
- DAILY, JOHN**  
ABC, CBS-TV
- D'ANDREA, TOM**  
Life of Riley, Soldiers  
NBC-TV
- DANIS, LEW**  
Italian Feature Film Theatre, Win  
A Million, Food For Thought, The  
Music Corner
- DARNAY, TONI**  
Whispering Streets, Modern  
Romances  
WABC, ABC
- DAVIES, BLAIR**  
Brighter Day  
CBS-TV
- DAVIS, GAIL**  
CBS-TV

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**THE SEARCH THAT NEVER ENDS**

**ACTOR**

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JORDAN**

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NBC-TV
- DAY, DENNIS**  
Nutilite Radio Show  
NBC
- DeCAMP, ROSEMARY**  
Bob Cummings Show  
NBC-TV, CBS-TV
- DEFORE, DON**  
Adventures of Ozzie & Harriet  
ABC-TV
- DEE, RUBY**  
Whispering Streets  
WABC
- DEEL, SANDRA**  
Caesar's Hour  
NBC-TV
- DeKOVEN, ROGER**  
My True Story, Paging the Romances, When A Girl New, It's Time, Modern Marries  
WABC, ABC
- DELMAR, KENNY**  
It's Time  
WABC
- DeSANTIS, JOSEPH**  
Paging the New, Modern Romances  
WABC, ABC
- DEVINE, ANDY**  
Wild Bill Hickox  
NBC-TV
- DeWITT, GEORGE**  
CBS-TV
- DeWOLFE, MARIE**  
When A Girl Marries  
ABC
- DOBBS, BETTY**  
Whispering Streets  
WABC
- DOIG, BARRY**  
Whispering Streets  
WABC
- DOLLAR, LYNN**  
B. Aug. 14, 1924, North Dakota.  
\$64,000 Question, CBS-TV
- DONALD, PETER**  
B. June 6, 1918, Bristol, England.  
Masquerade Party, Pantomime Quiz, Don Mc Neill's Breakfast, ABC-TV; Robert Q. Lewis Show, Arthur Godfrey Talent Scouts, CBS-TV
- DONAHUE, ELINOR**  
Father Knows Best  
NBC-TV
- DONNELLY, ANDY**  
My True Story, Whispering Streets, When A Girl Marries  
WABC, ABC
- DORSEY, JIMMY**  
CBS-TV
- DORSEY, TOMMY**  
CBS-TV
- DOUGLAS, SUSAN**  
My True Story, Whispering Streets, Paging the New, When A Girl Marries  
WABC, ABC
- DOWNES, HUGH**  
Home  
NBC-TV
- DRAKE, CHARLES**  
Robert Montgomery's Summer Theatre  
NBC-TV
- DRAKE, DIANA**  
My True Story  
WABC
- DRAKE, GALEN**  
Housewives Protective League, Starlight Salute  
WCBS, CBS

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and  
ALBERT"



STARRING  
PEG LYNCH  
and  
ALAN BUNCE

ABC-TV  
FRIDAY — 10 P.M.

Written by  
PEG LYNCH  
WALTER HART  
Producer-Director



**MISS FRANCES**

DING DONG SCHOOL

NBC-TV

TENNESSEE ERNIE FORD

**DRAPER, MARGARET**  
My True Story, Whispering  
Streets, Paging the New,  
Modern Romances  
WABC, ABC

**DRESS, JACK**  
Wednesday Night Fights  
ABC-TV

**DRESSLER, ERIC**  
Whispering Streets  
WABC

**DREW, WENDY**  
My True Story, Whispering  
Streets, Companion, Paging  
the New  
WABC

**DRYDEN, ROBERT**  
My True Story, Companion,  
It's Time, When A Girl  
Marries  
WABC, ABC

**DUANE, DICK**  
ABC Paramount Records

**DuFOUR, VAL**  
First Love  
NBC-TV

**DUKAS, JIM**  
Whispering Streets  
WABC

**DUMAS, HELEN**  
My True Story, Whispering  
Streets, It's Time  
WABC

**DUNN, JAMES**  
It's A Great Life  
NBC-TV

**DUNNINGER, THE GREAT**  
NBC-TV

**DURANTE, JIMMY**  
Texaco Star Theatre  
NBC-TV

**DUTRA, JOHN**  
First Love  
NBC-TV  
**DWYER, VIRGINIA**  
CBS-TV

— E —

**EBSEN, BUDDY**  
Disneyland  
ABC-TV

**EDWARDS, ALLAN**  
NBC

**EDWARDS, DOUGLAS**  
Wendy Warren & the News  
CBS

**EDWARDS, RALPH**  
B. June 13, 1913, Merino, Colo.  
This Is Your Life, NBC-TV

**EGGLESTON, SIDRLEY**  
My True Story, Whispering  
Streets, Companion  
WABC

**ELSTNER, ANNE**  
Stella Dallas  
NBC

**ELSPETH, ERIC**  
When A Girl Marries, Com-  
panion, It's Time  
ABC, WABC

**ELLEN, MINETTA**  
One Man's Family  
NBC

**ELLIOTT, BOB &  
GOULDING, RAY**  
Monitor  
NBC, WINS

**ELLYN, JEAN**  
My True Story, Paging the  
New  
WABC

**EMORY, CARL**  
Paging the New  
WABC

**ERICKSON,  
CORYDON**  
B. Dec. 26, 1944, N. Y. C.  
Robert Montgomery Presents,  
Goodyear, Hit Parade, Lux Video  
Theatre, Omnibus, U. S. Steel  
Hour, I Remember Mama

**ERICKSON,  
LAUNCELOT**  
B. N. Y. C.

**EVANS, DALE**  
Roy Rogers Show  
NBC-TV, NBC

**EVANS, BERGEN**  
Down You Go.  
ABC-TV

**EVANS, MAURICE**  
Hallmark Hall of Fame  
NBC-TV

**EVERETT, ETHEL**  
My True Story, Companion,  
Time, Whispering Streets,  
When A Girl Marries  
WABC, ABC

— F —

**FABIAN, OLGA**  
Whispering Streets  
WABC

**FABRAY, NANETTE**  
Caesar's Hour  
NBC-TV

**FADIMAN, CLIFTON**  
Conversation  
NBC

**FAIRBANKS, DOUGLAS**  
NBC-TV

**FALKENBURG, JINX**  
NBC-TV

**FARRELL, CHARLES**  
My Little Margie  
NBC-TV



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Luncheon at the Sheraton  
ABC

**FARRELL, JIM**  
My True Story  
WABC

**FAULK, JOHN HENRY**  
WCBS

**FELTON, HAPPY**  
NBC-TV

**FELTON, VERNA**  
CBS-TV

**FERNANDEZ, PETER**  
My True Story, Companion  
WABC

**FIELD, LOGAN**  
Date With Life  
NBC-TV

**FISHER, EDDIE**  
Eddie Fisher Coke Time, NBC-TV

**FISHER, JANE**  
Romper Room  
WABC-TV

**FISKE, PERRY**  
When A Girl Marries  
ABC

**FITZGERALD, ED**  
B. Feb. 8, Troy, N. Y. The Fitz-  
geralds, WABC

**FITZGERALD,  
PEGEEN**  
B. Nov. 24, Kansas; Strictly Pe-  
geen, WRCA; The Fitzgeralds,  
WABC

**FITZMAURICE,  
MICHAEL**  
Radio Registry

**FITZMAURICE, PAMELA**  
My True Story  
WABC

**FLANAGAN, BRIAN PUD**  
CBS-TV

**FLANN, BERNADINE**  
Hawkins Falls  
NBC-TV

**FORD, CONSTANCE**  
CBS-TV

**FORD, TENNESSEE  
ERNIE**

B. Feb. 13, 1919, Bristol, Tenn.  
Tennessee Ernie Ford Show, NBC-  
TV, CBS; Capitol Records

**FORREST,  
RAYMOND E.**  
Children's Theatre WRCA

**FOSTER, MARY LOU**  
My True Story  
WABC

**FOSTER, PHIL**  
Caesar Presents  
NBC-TV

**FOX, SONNA**  
CBS-TV

**FOX, VIVIAN**  
Whispering Streets  
WABC

**FRANCIS, ARLENE**  
CBS-TV

**FRANCIS, EUGENE**  
Whispering Streets  
WABC

**FRANCIS, IVOR**  
My True Story. It's Time,  
Whispering Streets, Modern  
Romances  
WABC

**FRANDSEN, TOM**  
B. July 20, Los Angeles, Calif.  
See-Hear, Late Date At the  
Movies, Frandsen's Features,  
KRCA

**FRANK, CARL**  
It's Time  
WABC

**FRANKLIN, JOE**  
B. Mar. 9, 1926. Joe Franklin's,  
WABC; Memory Lane, WABC-TV

**FRAWLEY, WILLIAM**  
CBS-TV

**FREEMAN, FLORENCE**  
Wendy Warren & the News,  
Young Widder Brown  
CBS, NBC

**FRONT, ALICE**  
My True Story, Whispering  
Streets  
WABC

**FULLER, ED**  
My True Story, Whispering  
Streets  
WABC

**FUSSELL, SARAH**  
My True Story, Companion,  
It's Time, Whispering  
Streets, When A Girl  
Marries  
WABC

— G —

**GALEN, HETTIE**  
My True Story  
WABC

**GARDE, BETTY**  
It's Time  
WABC

**GARDNER, DON**  
WABC

**GARGAN, WILLIAM**  
Barrie Craig, Confidential  
Investigator  
NBC

**GARROWAY, DAVE**  
Today, Wide Wide World,  
Monitor  
NBC-TV, NBC

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ON

**CISCO KID — GENE AUTRY**

SERIES

**WABC-TV**



**GATESON, MARJORIE**  
CBS-TV

**GAYER, ANNE MARIE**  
Whispering Street,  
Companion, My True Story  
WABC

**GELLMAN, GLORIA GOULD**  
Whispering Streets  
WABC

**GENTNER, DIANE**  
CBS-TV

**GEORGE, EARL**  
When A Girl Marries  
ABC

**GERALD, ARA**  
When A Girl Marries  
ABC

**GERALD, HELEN**  
My True Story, Paging the  
New  
WABC

**GETHERS, STEVEN**  
CBS-TV

**GIBSON, VIRGINIA**  
So This Is Hollywood  
NBC-TV

**GIELGUD, SIR JOHN**  
Adventures of Sherlock  
Holmes  
NBC

**GILBERT, RUTHIE**  
Buick-Berle Show  
NBC-TV

**GILLESPIE, JEAN**  
Whispering Streets  
WABC

**GILMAN, PAGE**  
One Man's Family  
NBC-TV

**GLEASON, JACKIE**  
Jackie Gleason Show, CBS-TV

**GOBEL, GEORGE**  
B. May 20, 1920, Chicago, Ill.  
The George Gobel Show, NBC-TV

**GOETZ, THEO**  
CBS-TV

**GODFREY, KATHY**  
CBS

**GODDARD, DON**  
Medical Horizons  
ABC-TV

**GOODKIN, ALICE**  
My True Story  
WABC

**GORDON, GALE**  
CBS-TV

**GORDON, JOYCE**  
My True Story, Companion,  
Modern Romances  
WABC, ABC

**GRAHAM, LEE**  
Letter To Lee Graham, WABD

**GRAHAM, SHELLAH**  
Hollywood Today  
NBC-TV

**GRAHAM, VIRGINIA**  
B. July 4, Chicago, Ill. Food For  
Thought, DuMont TV; The Fal-  
con, ABC; Celebrity Corner, NBC

**GRANT, TED**  
American Forum of the Air,  
Youth Wants To Know  
NBC-TV

**GRANT, BERNARD**  
Modern Romances, When A  
Girl Marries, My True Story  
ABC, WABC

**GRAY, BILLY**  
Father Knows Best  
NBC-TV

**GRAZIANO, ROCKY**  
Martha Raye Show  
NBC-TV

**GREGSON, JACK**  
ABC

**GREEN, HETTIE**  
Whispering Streets  
WABC

**GREEN, MITZI**  
So This Is Hollywood  
NBC-TV

**GREENHOUSE, MARTHA**  
Whispering Streets,  
Companion  
WABC

**GREY, ARLYNE**  
B. Sept. 3, 1926, N. Y. C.; What's  
My Line, Garry Moore Show, Dou-  
glas Edwards, CBS-TV; Sid Caesar,  
Great Gildersleeve, WNBT; I Led  
3 Lives, ABC-TV

**GREY, WILLIAM**  
My True Story  
WABC

**GRIGGS, JOHN**  
When A Girl Marries,  
Offbeat  
ABC

**GRIFFITH, LES**  
WABC

**GRIFFIN, MERV**  
CBS-TV

**GRIMES, JACKIE**  
Companion, It's Time,  
Modern Romances  
WABC, ABC

**GROVE, BETTY ANN**  
B. Sept. 9, 1921, Cambridge, Mass.;  
Big Payoff, CBS-TV

**GRUNDY, DORIS**  
My True Story  
WABC

**GUNN, GEORGE**  
Whispering Streets  
WABC



MARTHA WRIGHT

CBS-TV

CBS-RADIO



**GORDON MacRAE**

JOHNNY MERCER

— H —

**HAAG, ROBERT**  
My True Story, Whispering  
Streets, Modern Romances  
WABC, ABC

**HAGEN, JEAN**  
Make Room For Daddy  
ABC-TV

**HAGY, RUTH GERI**  
College Press Conference  
ABC-TV

**HAINES, LARRY**  
CBS-TV

**HALE, FRANK**  
Companion  
WABC

**HALL, BOB**  
Music Till Dawn  
WCBS

**HALOP, FLORENCE**  
B. Jan. 23, N. Y. C.; Meet Millie,  
CBS-TV

**HALPIN, JOSEPHINE**  
Your Better Tomorrow  
ABC

**HAMER, RUSTY**  
Make Room For Daddy  
ABC-TV

**HAMILTON, GENE**  
B. Feb. 22, 1910, Toledo, Ohio;  
Henry J. Taylor, Gen. Motors, Dr.  
Norman V. Peale, Monitor, NBC;  
Dr. Gino Morning Show, WRCA;  
Operas, NBC-TV

**HAMILTON, RICHARD**  
My True Story  
WABC

**HAMMOND, EARL**  
B. June 17, 1921, N. Y. C.;  
Studio One, You Are There, Val-

iant Lady, Danger, CBS-TV; Rob-  
ert Montgomery Presents; NBC-  
TV; Magic Cottage, DuMont

**HAMPDEN, BUREFORD**  
My True Story, Modern  
Romances  
WABC, ABC

**HARRIS, ROBERT H.**  
The Goldbergs, DuMont; The  
Elgin Hour, ABC; Philco TV  
Playhouse, NBC; Studio One,  
You Are There, Omnibus, CBS

**HARRISON, NELL**  
Whispering Streets  
WABC

**HART, JOHN**  
Lone Ranger  
ABC-TV

**HARVEN, JANE**  
Whispering Streets  
WABC

**HARVEY, HELEN**  
My True Story, Companion  
WABC

**HARVEY, MARILYN**  
B. Mar. 19, 1929; Danger, CBS-TV;  
Morey Amsterdam Show, Ern West-  
more Show, Joe Franklin Show,  
ABC-TV; Man Behind the Badge,  
NBC-TV

**HASTINGS, BOB**  
My True Story, Companion,  
Whispering Streets, Modern  
Romances  
WABC, ABC

**HASTINGS, DON**  
Whispering Streets  
WABC

**HAZEN, ETHEL**  
My True Story  
WABC

**HAYES, GEORGE**  
WABC

**HAYMES, BOB**  
Melody in the Night  
WCBS

**HAYNES, ROBERTA**  
B. Aug. 19, Wichita Falls, Tex.;  
Foreign Intrigue, Paris Precinct,  
Crusader, Syndicated; Casablanca,  
ABC-TV; Knight of the South Seas  
ABC

**HAYWORTH, VINTON**  
My True Story, Whispering  
Streets  
WABC

**HEALY, MARY**  
Masquerade Party  
ABC-TV

**HEATHERTON, RAY**  
The Merry Mailman, WOR-TV;  
Luncheon at Sardi's, Supper at  
Sardi's, WOR

**HEIDT, HORACE**  
Swift's Show Wagon  
NBC-TV

**HELGESON, JOE**  
My True Story, Whispering  
Streets  
WABC

**HEMPEL,  
ELEANOR**

Little Schoolhouse  
**HENDERSON, MARCIA**  
Dear Phoebe  
NBC-TV

**HERBERT, DON**  
Mr. Wizard  
NBC-TV

**HERLIHY, ED**  
NBC

**HEWITT, ALAN**  
My True Story, Modern  
Romances  
WABC, ABC

*Jim Coy*

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Narrator

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DETROIT, MICH.

ABC  
NETWORK



**HIGBY, MARY JANE**  
It's Time, When A Girl  
Marries  
WABC, ABC

**HITCHCOCK, ALFRED**  
CBS-TV

**HOBBS, PETER**  
CBS-TV

**HOLBROOK, HAL**  
CBS-TV

**HOLBROOK, HARRY**  
Whispering Streets  
WABC

**HOLCOMB, HARRY**  
My True Story  
WABC

**HOLCOMBE, HARRY, JR.**  
When A Girl Marries  
ABC

**HOLMES, WENDELL**  
My True Story, When A  
Girl Marries  
WABC, ABC

**HOLLAND TOM**  
When A Girl Marries  
ABC

**HOPE, BOB**  
B. May 29, 1903, London, England;  
The Bob Hope Show, NBC-TV

**HORWICH, FRANCES**  
Ding Dong School, NBC-TV

**HOSLEY, PATRICIA**  
My True Story, Whispering  
Streets  
WABC

**HOWE, QUINCEY**  
Outside USA  
ABC-TV

**HOYT, BRADFORD**  
Paging the New, Whispering  
Streets  
WABC

**HUBBARD, IRENE**  
Companion, Whispering  
Streets  
WABC

**HUGHES, ARTHUR**  
When A Girl Marries  
ABC

**HULL, WARREN**  
CBS-TV

**HUNZAGH, JANE**  
My True Story, Whispering  
Streets  
WABC

— I —

**IRVING, HOLLIS**  
My True Story  
WABC

**IRVING, MARGARET**  
People's Choice  
NBC-TV

**IVEY, EDITH**  
Whispering Streets  
WABC

— J —

**JACKSON, EDDIE**  
Texaco Star Theatre  
NBC-TV

**JACKSON, SHERRY**  
Make Room For Daddy  
ABC-TV

**JAMES, DENNIS**  
Chance of a Lifetime  
ABC-TV

**JAMES, JERI LOU**  
CBS-TV

**JAMESON, HOUSE**  
Robert Montgomery's  
Summer Theatre,  
Pepper Young's Family  
NBC-TV, NBC

**JANAVER, RICHARD**  
My True Story, Whispering  
Streets  
WABC

**JANNY, LEON**  
My True Story, Companion,  
Paging the New, It's Time,  
Modern Romances  
WABC, ABC

**JEFFREYS, ALLAN**  
It's Time  
WABC

**JEFFREYS, ANNE**  
Topper  
ABC-TV

**JEROME, ED**  
My True Story  
WABC

**JOHNSON, ARTE**  
CBS-TV

**JOHNSON, JASON**  
Whispering Streets  
WABC

**JOHNSON, JUDY**  
CBS-TV

**JOHNSON, RAYMOND E.**  
My True Story, Whispering  
Streets, When A Girl Marries  
WABC, ABC

**JONES, GORDON**  
So This Is Hollywood  
NBC-TV

**JONES, VENZUELLA**  
Whispering Streets, When  
A Girl Marries  
WABC, ABC

**JORDAN, JAMES E.**  
B. Nov. 16, Peoria, Ill.; Fibber  
McGee & Mollie, NBC

**JORDAN, MARIAN**  
B. Apr. 15, Peoria, Ill.; Fibber  
McGee & Molly, NBC



MAGGI McNELLIS

★



MIKE WALLACE

NBC

WABD



**PETER DONALD**



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MU 8-6600



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**JORDAN, OLIVER**  
My True Story  
WABC

**JOHNSON, REGINA**  
My True Story, When A  
Girl Marries  
WABC, ABC

**JUSTER, EVELYN**  
My True Story, Whispering  
Streets, Companion, Paging  
the New, Modern Romances  
WABC, ABC

— K —

**KAPLAN, MARVIN**  
B. Jan. 24, 1927, Brooklyn, N. Y.;  
Meet Millie, CBS-TV

**KAREN, BARBARA**  
My True Story, Whispering  
Streets  
WABC

**KEAN, GERALD**  
When A Girl Marries  
ABC

**KEANE, TERESA**  
My True Story, Whispering  
Streets, Paging the New  
WABC

**KEDDY, GRACE**  
My True Story, Companion.  
It's Time, When A Girl  
Marries  
WABC, ABC

**KEENE, WILLIAM**  
B. Aug. 4, 1911, Franklin, Pa.;  
Ethel & Albert, ABC-TV; Doctor  
Six Gun, NBC; The Secret Storm,  
Love of Life, Valiant Lady, CBS-  
TV; American Inventory, NBC-TV

**KEESHAN, BOB**  
CBS-TV

**KEITH, BRIAN**  
CBS-TV

**KELLY, JACK**  
Warner Brothers Presents  
ABC-TV

**KELLY, PAULA**  
CBS-TV

**KENT, ELAINE**  
Whispering Streets, My  
True Story, Companion  
WABC

**KERMAN, DAVID**  
Modern Romances  
ABC

**KIERMAN, WALTER**  
Weekday, Greatest Moments  
In Sports  
NBC-TV, NBC

**KILGALLEN, DOROTHY**  
CBS-TV

**KINNE, KIT**  
Home  
NBC-TV

**KINSELLA, WALTER**  
It's Time, Modern Romances  
WABC, ABC

**KINSKEY, LEONARD**  
People's Choice  
NBC-TV

**KIRBY, DURWARD**  
CBS-TV

**KLEIN, CHRIS**  
Whispering Streets  
WABC

**KLUGE, GEORGE**  
My True Story  
WABC

**KOVACS, ERNIE**  
Ernie Kovacs TV Show, NBC-TV;  
Ernie Kovacs Show, ABC

**KRAMER, MANDEL**  
Companion, Paging the New,  
Modern Romances  
WABC, ABC

— L —

**LAIRE, JUDSON**  
CBS-TV

**LALLY, WILLIAM**  
My True Story, Paging the  
New, Modern Romances  
WABC, ABC

**LANG, ANDREW**  
Your Better Tomorrow  
ABC

**LANG, WILLIAM A.**  
Soundmirror  
ABC

**LARKIN, JOHN**  
My True Story, Modern  
Romances, Right to Happi-  
ness  
WABC, ABC, NBC

**LARSEN, KEITH**  
CBS-TV

**LAST, RUTH**  
My True Story, Companion  
WABC

**LAUTER, HARRY**  
CBS-TV

**LAWFORD, PETER**  
Dear Phoebe  
NBC-TV

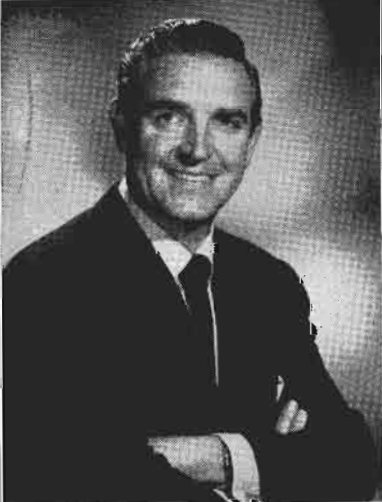
**LAWRENCE, ELIZABETH**  
My True Story  
WABC

**LAWRENCE, TEDD**  
WABC

**LAZAR, JOAN**  
Whispering Streets, Com-  
panion, My True Story  
WABC

**LAZAR, PETER**  
My True Story  
WABC

**LEE, PINKY**  
NBC-TV



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PAIGE**

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"Luncheon At Sardi's" — WOR

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*MARY SHIPP*

**LEIGH, SYLVIA**  
My True Story  
WABC

**LEIGHTON, ISABEL**  
Your Better Tomorrow  
ABC

**LEIGHTON, LINDA**  
One Man's Family  
NBC-TV

**LEMBCKE, CONNIE**  
My True Story, Whispering  
Streets, It's Time, Com-  
panion  
WABC

**LEMBCKE, CONSUELO**  
When A Girl Marries  
ABC

**LEONARD, BILL**  
This Is New York  
WCBS, CBS-TV

**LESCOULIE, JACK**  
Today, Jackie Gleason Show  
NBC-TV, CBS-TV

**LEVENSON, SAM**  
B. Dec. 28, 1911, New York City.  
This Is Show Business, Toast of  
the Town, CBS

**LEVIN, MARTIN**  
Eye Opener  
NBC-TV

**LEWBEL, BUNNY**  
Companion  
WABC

**LEWIS, ABBY**  
My True Story, Whispering  
Streets, Companion, It's  
Time  
WABC

**LEWIS, FORREST**  
Woman In My House  
NBC

**LEWIS, JERRY**  
B. Mar. 16, 1926, Newark, N. J.;  
Colgate Comedy Hour, NBC-TV

**LEWIS, ROBERT Q.**  
CBS-TV

**LEY, WILLY**  
Offbeat  
ABC

**LIBERACE**  
B. May 16, 1920, Milwaukee, Wis.;  
The Liberace Show, Syndicated TV

**LINKLETTER, ART**  
People Are Funny  
NBC-TV, NBC, CBS-TV

**LIPTON, JAMES**  
Guiding Light  
CBS-TV

**LIPTON, WILLIAM, JR.**  
My True Story, Whispering  
Streets, Companion, It's  
Time, When A Girl Marries  
WABC, ABC

**LOBIN, PEGGY**  
Paging the New  
WABC

**LON, ALICE**  
Lawrence Welk Show  
ABC-TV

**LOR, DENISE**  
CBS-TV

**LORDE, ATHENA**  
My True Story, Whispering  
Streets, It's Time  
WABC

**LORING, ANN**  
My True Story, Whispering  
Streets, Paging the New,  
Modern Romances  
WABC, ABC

**LORING, LYNN**  
My True Story, Companion,  
When A Girl Marries  
WABC, ABC, CBS-TV

**LORNE, MARION**  
Mr. Peepers  
NBC-TV

**LORRING, JOAN**  
Norby  
NBC-TV

**LOUIS, GLORIA**  
Way of the World  
NBC-TV

**LOWE, JIM**  
WCBS

**LUNDIGAN, BILL**  
CBS-TV

**LURKE, BARBARA**  
Pinky Lee Circus Show  
NBC-TV

**LYDON, JIMMY**  
So This Is Hollywood  
NBC-TV

**LYNCH, KEN**  
When A Girl Marries  
ABC

**LYNCH, PEG**  
Ethel & Albert  
ABC-TV

**LYNN, LORNA**  
Paging the New  
WABC

**LYNN, MARI**  
My True Story  
WABC

**LYNNE, LORNE**  
Pinky Lee Circus Show  
NBC-TV

— Mc —

**McBRIDE, JEAN**  
CBS-TV

**McBRIDE, MARY**  
**MARGARET**  
Mary Margaret McBride Show, NBC  
Radio Network

**McCAMMON, BESS**  
My True Story, Companion  
WABC



*"Miss" Sydney Smith*  
"BY LINE"  
WRCA's  
WOMAN'S EDITOR



**CONNIE CLAUSEN**  
RE. 4-0540



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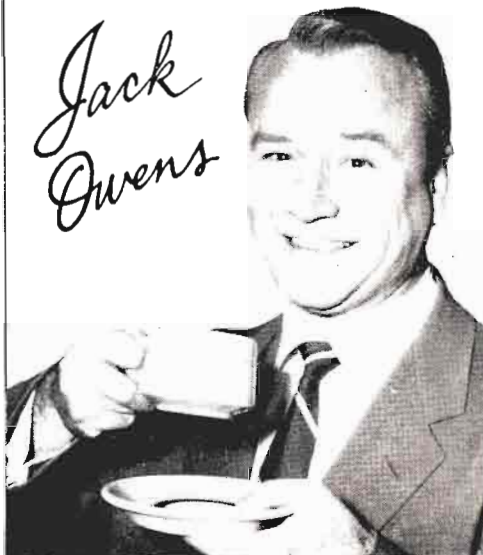
as "ALFRED"  
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Management MEYER MISHKIN



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Owens*



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**McCARATHY, CHARLES F.**  
WABC

**McCARATHY, JOSEPHINE**  
Herb Sheldon Show  
NBC-TV

**McGAY, PEGGY**  
Where Have You Been  
NBC

**McCRARY, TEN**  
Weekday  
NBC

**McELHONE, ELOISE**  
Modern Romances  
ABC

**McGRATH, PAUL**  
When A Girl Marries, My  
Son, Jeep, My True Story  
ABC, CBS, WABC

**McGRAW, CHARLES**  
Warner Brothers Present's  
ABC-TV

**McGOVERN, JOHN**  
My True Story, Companion  
WABC

**McGUIRE, JAMES**  
Whispering Streets  
WABC

**McHUGH, FRANK**  
Hotel For Pets  
NBC

**McKAY, JIM**  
Make the Connection  
NBC-TV

**McNELLIS, MAGGI**  
B. June 1, Chicago; Maggi Mc-  
Nellis Show, WABD

— M —

**MacLAUGHLIN, DON**  
Road of Life  
CBS

**MacMANUS, GINGER**  
CBS-TV

**MACK, DOTTIE**  
ABC-TV

**MACK, GILBERT**  
It's Time  
WABC

**MACK, TED**  
NBC-TV, ABC-TV

**MacRAE, GORDON**  
B. Mar. 12, 1921, East Orange,  
N. J.; The Colgate Comedy Hour,  
NBC-TV

**MADISON, GUY**  
Wild Bill Hickok  
NBC-TV

**MALONE, TED**  
Offbeat  
ABC

**MANN, CLAIRE**  
B. July 1, N. Y. C.; Clair Mann  
Show, WABC-TV

**MANN, JEAN**  
Whispering Streets  
WABC

**MANN, MICHAEL**  
My True Story, Whispering  
Streets, Companion  
WABC

**MANSON, CHARLOTTE**  
My True Story, Whispering  
Streets, Paging the New,  
When A Girl Marries  
WABC, ABC

**MARCH, HAL**  
Imogene Coca Show, Soldiers,  
\$64,000 Question  
NBC-TV, CBS-TV

**MARTIN, DEAN**  
B. June 7, 1917, Steubenville,  
Ohio; Colgate Comedy Hour, NBC-TV

**MARTIN, IAN**  
When A Girl Marries  
ABC

**MARTIN, IAN**  
My True Story, Companion,  
It's Time  
WABC

**MARTIN, LILLA**  
Golden Windows  
NBC-TV

**MARTIN, MARY**  
Peter Pan, Skin of Our  
Teeth  
NBC-TV

**MARTIN, ROSS**  
My True Story, Whispering  
Streets  
WABC

**MARVIN, MILLER**  
CBS-TV

**MARX, GROUCHO**  
You Bet Your Life  
NBC-TV, NBC

**MASON, WILLIAM**  
Whispering Streets, My  
True Story, It's Time, When  
A Girl Marries  
WABC, ABC

**MATTEWS, GRACE**  
My True Story, Whispering  
Streets, Companion, Paging  
the New  
WABC

**MAXEY, PAUL**  
People's Choice  
NBC-TV

**MEADOWS, AUDREY**  
CBS-TV

**MELTON, SID**  
CBS-TV

**MELVIN, AL**  
It's Time, When A Girl  
Marries  
WABC, ABC

**MERCER, JOHNNY**  
B. Nov. 18, 1909, Savannah, Ga.;  
Musical Chairs, CBS-TV



**JAY STEWART**  
"Townhall Party"  
"Ranch Party"  
JAY STEWART PRODUCTIONS  
Hollywood



**JACK STERLING**

"The Jack Sterling Show" — WCBS  
"The Big Top" — CBS-TV  
"Make Up Your Mind" — CBS





**ARTHUR Q. BRYAN**



**JOE SILVER**

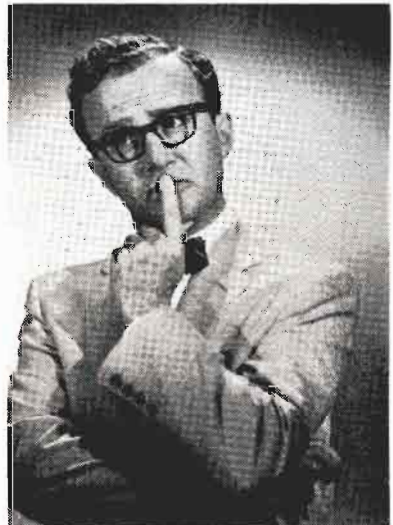
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**CAROL IRWIN**

PRODUCER

**"MAMA"**

CBS-TV



**BOB NICHOLSON**

**HOWDY DOODY - - -**



**MEREDITH, JOY**  
When A Girl Marries  
ABC

**MERIWETHER, LEE ANN**  
Today  
NBC-TV

**MERRILL, GARY**  
Justice  
NBC-TV

**MERRIMAN, RANDY**  
CBS-TV

**MICHAEL, MARY**  
Whispering Streets, My  
True Story  
WABC

**MILANO, FRANK**  
My True Story  
WABC

**MILLER, DEAN**  
CBS-TV

**MILLER, MITCH**  
CBS

**MILLER, SID**  
Texaco Star Theatre  
NBC-TV

**MINER, JAN**  
Whispering Streets, Second  
Mrs. Burton  
WABC, CBS

**MONKS, JAMES**  
My True Story, Whispering  
Streets, When A Girl Mar-  
ries, It's Time  
WABC, ABC

**MONTGOMERY,  
ROBERT**  
Lucky Strike Theatre, Johnson's  
Wax Program, Schick Television  
Theatre, NBC-TV

**MOORE, GARY**  
CBS-TV

**MOORE, JOHN**  
Whispering Streets  
WABC

**MOORE, TIM**  
CBS-TV

**MORGAN, CLAUDIA**  
Adventures of the Abbotts  
NBC

**MORGAN, HARRY**  
CBS-TV

**MORGAN, JANE**  
CBS-TV

**MORGAN, ELIZABETH**  
My True Story, Whispering  
Streets  
WABC

**MORGAN, ROBIN**  
CBS-TV

**MORGAN, WESLEY**  
Life of Riley  
NBC-TV

**MORRIS, HOWARD**  
Caesar's Hour  
NBC-TV

**MORRISON, BERT**  
Paging the New, Inner  
Circle  
WABC

**MOTHERSILL, MARY**  
Your Better Tomorrow  
ABC

**MOWRY, JEAN**  
CBS-TV

**MUIR, ELLEN**  
Modern Romances, When A  
Girl Marries, My True Story,  
Companion  
ABC, WABC

**MURPHY, GEORGE**  
M-G-M Parade  
ABC-TV

**MURRAY, ARTHUR**  
NBC-TV

**MURRAY, JAN**  
Dollar A Second, ABC-TV; Jan  
Murray Time, NBC-TV

**MURRAY, KATHRYN**  
NBC-TV

**MURKOW, EDWARD R.**  
CBS-TV

**MYERSON, BESS**  
B. N. Y.; Big Payoff, Do You Trust  
Your Wife, CBS-TV; Bess Myerson's  
Almanac, ABC Radio

— N —

**NASH, OGDEN**  
Masquerade Party  
ABC-TV

**NEISEN, CLAIRE**  
Backstage Wife  
NBC

**NELSON, DAVID**  
Adventures of Ozzie &  
Harriet  
ABC-TV

**NELSON, HARRIET**  
B. July 18, Des Moines, Iowa; Ad-  
ventures of Ozzie & Harriet, ABC-  
TV

**NELSON, HERBERT**  
CBS-TV

**NELSON, JIMMY**  
Milton Berle Show, The Jimmy Nel-  
son Show, NBC-TV

**NELSON, RICKY**  
Adventures of Ozzie &  
Harriet  
ABC-TV

**NELSON, OLMSTED**  
Whispering Streets  
WABC

**NELSON, OZZIE**  
B. Mar. 20, Jersey City, N. J.; Ad-  
ventures of Ozzie & Harriet, ABC-  
TV



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Los Angeles



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**SANDY HOWARD**

(SANDY HOWARD PRODUCTIONS)  
Producer — Writer — Director  
Judson 6-6610



**JIMMY WAKELY**



**BOB RUSSELL**

*Director-M.C. Writer-Composer*

"Miss Universe Pageant" Long Beach, Calif.  
"Miss World Beauty Pageant" London, Eng.

• • •  
"Big Top" CBS-TV—

Management—Frank Cooper Associates

**NETTLETON, LOIS**  
CBS-TV

**NEWLAND, JOHN**  
Robert Montgomery  
Presents  
NBC-TV

**NEWTON, ADELE**  
Companion  
WABC

**NEWTON, DICK**  
When A Girl Marries  
ABC

**NEWTON, RUTH**  
Whispering Streets  
ABC

**NICHOLSON, BOB**  
Howdy Dooddy, NBC-TV

**NIDAY, KATHLEEN**  
Whispering Streets  
WABC

**NIESEN, CLAIRE**  
Backstage Wife  
CBS

**NOA, JULIAN**  
Whispering Streets,  
Companion  
WABC

**NOIKEENA, KEENA**  
CBS-TV

**NORELL, HENRY**  
Whispering Streets  
WABC

**NORTON, CLIFF**  
Caesar Presents, Caesar's  
Hour  
NBC-TV

**NOVINS, STUART**  
CBS-TV

— O —

**O'BRIEN, HUGH**  
Wyatt Earp  
ABC-TV

**O'BRIEN, JOAN**  
CBS-TV

**O'CONNOR, DONALD**  
Texaco Star Theatre  
NBC-TV

**OCTO, DANNY**  
When A Girl Marries  
ABC

**O'DAY, MICHAEL**  
My True Story  
WABC

**OLMSTED, NELSON**  
Offbeat  
ABC

**OLSEN, JOHNNY**  
B. Windom, Minn.; Johnny Olsen  
Show, DuMont TV; Olsen Rumpus  
Room, Mutual; Second Chance,  
NBC; Name That Tune, CBS-TV;  
Break the Bank, Masquerade  
Party, ABC-TV

**ORTEGA, SANTOS**  
My True Story, Whispering  
Streets, Paging the New  
WABC

**OSBORN, TED**  
My True Story  
WABC

**O'SHEA, PATSY**  
My True Story  
WABC

**O'SHEA, MICHAEL**  
It's A Great Life  
NBC-TV

**OTTENHEIMER, ALBERT**  
My True Story, When A  
Girl Marries  
WABC, ABC

**OWEN, CLIFF**  
My True Story  
WABC

**OWEN, ETHEL**  
Companion, When A Girl  
Marries  
WABC, ABC

**OWENS, JACK**  
B. Oct. 17, 1913, Tulsa, Okla.;  
The Jack Owens Show, KABC-TV

— P —

**PAAR, JACK**  
CBS-TV

**PAIGE, JANIS**  
CBS-TV

**PAIGE, ROBERT**  
B. Dec. 2, Indianapolis, Ind.; Col-  
gate Variety Hour, Hollywood's Best,  
NBC-TV; Schlitz Playhouse of Stars,  
Strike It Rich, CBS-TV; Queen For  
A Day, Mutual & ABC-TV; Guest  
MC

**PARKS, BERT**  
Break the Bank, Stop the  
Music  
ABC-TV

**PARKER, ELLEN**  
Caesar's Hour  
NBC-TV

**PARKER, FESS**  
Disneyland  
ABC-TV

**PARKER, KAY**  
Whispering Streets  
WABC

**PARKER, WILLARD**  
CBS-TV

**PATTEN, MARY**  
My True Story, Whispering  
Streets, Companion  
WABC

**PAUL, LES and  
MARY FORD**  
Perry Como Show, Omnibus, CBS;  
Red Skelton Show, Milton Berle  
Show, Nothing But the Best, NBC;  
Les Paul and Mary Ford Show,  
Mutual; Rinso Jingles; Les Paul &  
Mary Ford at Home, TV Film

RITZ  
BROTHERS



**CORYDON ERICKSON**

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ACTOR — ANNOUNCER  
NARRATOR  
REGISTRY — MU. 8-6600



**EARL HAMMOND**

RADIO — TV  
REPRESENTED  
BY  
HENRY C. BROWN AGCY.

- PAUL, SIDNEY**  
Whispering Streets  
WABC
- PAYNE, VIRGINIA**  
Ma Perkins  
CBS
- PEALE, DR. NORMAN**  
VINCENT  
NBC
- PEARL, MINNIE**  
Grand Ole Opry  
NBC
- PECK, ED**  
My True Story  
WABC
- PENMAN, CHARLES**  
Whispering Streets  
WABC
- PERKINS, MARLIN R.**  
Zoo Parade  
NBC-TV
- PETERSON, DAN**  
Man Around the House  
WCBS
- PETERSON, LENKA**  
My True Story, Whispering  
Streets, Paging the New  
WABC
- PETRIE, GEORGE**  
Whispering Streets, Com-  
panion, Paging the New,  
My True Story, When A  
Girl Marries, Modern Ro-  
mances, FBI in Peace &  
War  
WABC, ABC, CBS
- PIERCE, MADELEINE**  
My True Story, Whispering  
Streets  
WABC
- PIKE, REV. JAMES A.**  
ABC-TV



**LYNN DOLLAR**

**"\$64,000 Question"**  
CBS-TV

**ELEANOR  
HEMPEL'S**



**"LITTLE  
SCHOOLHOUSE"**

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JOHNNY CARSON  
SHOW**

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**PITONIAK, ANN**  
My True Story, Whispering  
Streets  
WABC

**PRESCOTT, ALAN**  
World & You  
ABC

**PRIENT, NATALIE**  
My True Story, Whispering  
Streets  
WABC

**PRUD'HOMME, CAMERON**  
My True Story, Whispering  
Streets  
WABC

**POLEM, NAT**  
My True Story, Whispering  
Streets, Companion  
WABC

**POOL, LYNN**  
Tomorrow's Careers  
ABC-TV

**PORTER, LINDA**  
Way of the World  
NBC-TV

**POST, WILLIAM, JR.**  
My True Story, When A  
Girl Marries  
WABC, ABC

**POTTER, PAUL**  
CBS-TV



**QUINN, WILLIAM T.**  
My True Story, Whispering  
Streets, Companion  
WABC



**RABY, JOHN**  
When A Girl Marries, It's  
Time, Concerning Miss Mar-  
lowe  
ABC, WABC, NBC-TV

**BACKUS, JIM**  
I Married Joan  
NBC-TV

**RAE, MELBA**  
CBS-TV

**RAEBURN, BRYNA**  
Counterspy, Gangbusters, Treasury  
Agent, Official Detective, Public  
Prosecutor, Mutual; It's Time, ABC;  
Backstage Wife, CBS

**RAFFERTY, FRANCES**  
CBS-TV

**RAFFETTO, MICHAEL**  
One Man's Family  
NBC

**RAINES, ELLA**  
Janet Dean, Registered  
Nurse  
NBC-TV

**RAINS, CLAUDE**  
NBC

**RAYMOND, GENE**  
Pineside Theatre  
NBC-TV

**RAYBURN, GENE**  
Tonight, Sky's the Limit  
NBC-TV

**RAUMER, CHARITA**  
My True Story, Whispering  
Streets, Paging the New  
WABC

**RAYE, MARTHA**  
NBC-TV

**RANDLE, BILL**  
WCBS

**RANDELL, RON**  
Vise  
ABC-TV

**RANDELL, TONY**  
Mr. Peepers  
NBC-TV

**RANDOLPH, ISOBEL**  
CBS-TV

**RANDOLPH, JOYCE**  
CBS-TV

**RAPHAEL, GERIANNE**  
My True Story, Paging the  
New  
WABC

**RASH, BRYSON**  
White House Correspondent  
ABC

**RASKYN, SAM**  
When A Girl Marries, My  
True Story  
ABC, WABC

**READICK, ROBERT**  
My True Story  
WABC

**REAGAN, RONALD**  
CBS-TV

**REDFIELD, WILLIAM**  
My True Story, Whispering  
Streets  
WABC

**REINER, CARL**

Caesar's Hour  
NBC-TV

**REINHART, ALICE**  
Woman in My House  
NBC

**REILLY, HUGH**  
TV Reader's Digest  
ABC-TV

**REMEY, ETHEL**  
My True Story, Modern  
Romances  
WABC, ABC

**REPT, GUY**  
Whispering Streets, Paging.  
It's Time  
WABC

**REYNOLDS, MARJORIE**  
Life of Riley  
NBC-TV

**RHINE, JOSEPH B.**  
Offbeat  
ABC

**RICE, ROSEMARY**  
Whispering Streets  
WABC, CBS-TV

**RICHARDS, CAROL**  
CBS-TV

**RICHARDS, GRANT**  
Whispering Streets, Compan-  
ion, Pepper Young's Family.  
WABC, NBC

**RICHARDSON, SIR RALPH**  
Adventures of Sherlock  
Holmes  
NBC

**RITZ BROTHERS**

Colgate Comedy Hour, NBC-TV

**ROBINSON, FRED**  
Coke Time Starring  
Eddie Fisher  
NBC-TV

**ROBERTSON, ARNOLD**  
My True Story, Whispering  
Streets, It's Time  
WABC

**ROBINSON, FLORENCE**  
Modern Romances, When A  
Girl Marries  
ABC

**ROBINSON, VIRGINA**  
CBS-TV

**ROGERS, LYNNE**  
CBS-TV

**ROGERS, ROCK**  
Whispering Streets  
WABC

**ROGERS, ROY**

B. Nov. 5, 1905, Cincinnati, Ohio;  
Roy Rogers Show, NBC-TV; Roy  
Rogers Show, NBC

**RONSON, ADELE**  
My True Story  
WABC

**ROONEY, MICKEY**

Hey Mulligan, NBC-TV

**ROSE, NORMAN**  
Big Story, It's Time  
NBC-TV, NBC, WABC

**ROSS, DAVID**  
Offbeat  
ABC

**ROSS, LANNY**

WCBS

**ROST, ELAINE**  
My True Story, Whisp-  
Streets, When A Girl Mar-  
ries  
WABC, ABC

**ROTH, JACK**  
Tosaco Star Theatre  
NBC-TV

**ROWLAND, JADA**  
CBS-TV

**ROY, CECIL**  
When A Girl Marries, My  
True Story

ABC, WABC

**ROY, MICHAEL**

B. July 18, 1913, Hanford, N. D.;  
Mike Roy's Key to the Kitchen,  
Mike Roy's Movie, KRCA, Los  
Angeles, Calif.

**RUDY, MARTIN**  
Whispering Streets  
WABC

**RUGGLES, CHARLIE**  
World, Mr. Sweeney  
NBC-TV

**RUCK, MELVILLE**  
Whispering Streets, City  
Hospital

WABC, CBS

**RUSSELL, BOB**

Big Top, CBS-TV; Live Like A  
Millionaire, NBC-TV

**RUSSELL, DON**

The Newtonite, Pres. Eisen-  
hower's News Conf., DuMont;  
Monitor, NBC



**SALES, SOUPY**

WXYZ-TV, Detroit, Mich.; ABC  
Network

**SANDS, ALAN**  
Your Better Tomorrow  
ABC

**SATTERFIELD,**  
**RICHARD W.**  
Your Better Tomorrow  
ABC

**SCOTT, MARTHA**  
Modern Romances, Weekday  
NBC-TV, NBC

**SELEN, ARTHUR**  
Whispering Streets  
WABC

**SEDELL, AMY**  
My True Story  
WABC

**SEGMAN, ANNE**  
Companion  
WABC

**SEIGEL, SAM E.**  
Whispering Streets  
WABC

**SHAW, MARTHA**  
My True Story  
WABC

**SHAWN, DICK**  
Color Spectaculars  
NBC-TV



**SHEEN, BISHOP**  
**FULTON J.**  
 Life Is Worth Living  
 ABC-TV

**SHEEHAN, TEXAS**  
 Whispering Streets,  
 Companion  
 WABC

**SHELDON, HERB**  
 NBC-TV

**SHERIDAN, NANCY**  
 Whispering Streets, Pagine  
 the New  
 WABC

**SHERWOOD, BOBBY**  
 Masquerade Party  
 ABC-TV

**SHIELDS, HELEN**  
 Whispering Streets, Pagine  
 the New, Concerning Miss  
 Marlowe  
 WABC

**SHOCKLEY, MARIAN**  
 My True Story, Pagine the  
 New, Whispering Streets  
 WABC

**SHKINER, HERB**  
 Two For The Money, CBS-TV

**SILVERS, PHIL**  
 CBS-TV

**SILVER, JOE**  
 B. Sept. 28, 1922, Chicago, Ill.;  
 Space Funnies, WCBS-TV; Red But-  
 tons Show, NBC; Red Skelton Show,  
 CBS

**SIMMONS, RICHARD**  
 CBS-TV

**SINATRA, FRANK**  
 NBC

**SILVERHEELS, JAY**  
 Lone Ranger  
 ABC-TV

**SINCLAIR, ERIC**  
 Robert Montgomery's  
 Summer Theatre  
 NBC-TV

**SKELTON, RED**  
 B. July 18, Vincennes, Ind.; The  
 Red Skelton Show, Shower of Stars,  
 CBS-TV

**SLOANE, EVERETT**  
 It's Time  
 WABC

**SMITH, BOB**  
 Howdy Doody  
 NBC-TV

**SMITH, HOWARD**  
 CBS-TV

**SMITH, JACK**  
 CBS-TV

**SMITH, SYDNEY**  
 My True Story, Byline  
 WABC, NBC

**SMITH, WILLIAM**  
 My True Story  
 WABC

**SMOLEN, VIVIAN**  
 Our Gal Sunday  
 CBS

**SMYTHE, ANTHONY**  
 One Man's Family  
 NBC

**SMYTHEN, LEIGH**  
 Bob Cummings Show  
 NBC-TV

**SOMERS, JIMMY**  
 Whispering Streets  
 WABC

**SOREL, GUY**  
 When A Girl Marries, It's  
 Time  
 ABC, WABC

**SOULE, OLAN**  
 CBS-TV

**SPIVAK, LAWRENCE**  
 Meet the Press  
 NBC-TV, NBC

**SPOCK, DR. BENJAMIN**  
 NBC-TV

**STANG, ARNOLD**  
 Milton Berle Show, Perry  
 Como Show  
 NBC-TV

**STANLEY, JOHN**  
 Whispering Streets  
 WABC

**STARR, MARTIN**  
 Here's Hollywood  
 MBS

**STEPHENSON, JOHN**  
 People's Choice  
 NBC-TV

**STERLING, JACK**  
 B. June 24, 1915, Baltimore, Md.;  
 Jack Sterling Show, WCBS; The Big  
 Top, CBS-TV; Make Up Your Mind,  
 CBS

**STERLING, ROBERT**  
 Topper  
 ABC-TV

**STEVENS, JAMES**  
 My True Story, Whispering  
 Streets  
 WABC

**STEVENS, JULIE**  
 Romance of Helen Trent  
 CBS

**STEVENS, MARK**  
 B. Dec. 13, Cleveland, Ohio; Big  
 Town, NBC-TV

**STEVENSON, MARGO**  
 My True Story, Pagine the  
 New  
 WABC

**STEWART, JAY**  
 B. 1920, Summitville, Ind.; Town  
 Hall Party, KTTV; Ranch Party,  
 KCOP

**STODDARD, HAILA**  
 CBS-TV

**STONE, HARVEY**  
 Offbeat  
 ABC

**STONE, MILBURN**  
 CBS-TV

**STORM, GALE**  
 My Little Margie  
 NBC-TV

**STUART, MARY**  
 CBS-TV

**STUDER, HAL**  
 Modern Romances  
 ABC

**SUDROW, LYLE**  
 My True Story, Whispering  
 Streets  
 WABC, CBS-TV

**SULLIVAN, ED**  
 CBS-TV

**SUTTON, DOLORES**  
 My True Story, Companion  
 WABC

**SWEENEY, BOB**  
 CBS-TV

**SWENSON, KARL**  
 My True Story, Pagine the  
 New, It's Time  
 WABC

**SYLVESTER, JOHN**  
 My True Story  
 WABC

— T —

**TARPLIN, MAURICE**  
 When A Girl Marries, It's  
 Time  
 ABC, WABC

**TAYLOR, GAY**  
 My True Story  
 WABC

**TAYLOR, JUNE**  
 CBS-TV

**TAYLOR, REESE**  
 When A Girl Marries  
 ABC

**TENNYSON, SCOTT**  
 Whispering Streets, Modern  
 Romances  
 WABC, ABC

**THATCHER, LEORA**  
 My True Story, Whispering  
 Streets  
 WABC

**THOMAS, DANNY**  
 B. Jan. 6, Deerfield, Mich.; Make  
 Room For Daddy, ABC-TV

**THOMAS, FRANK, SR.**  
 My True Story, Companion,  
 Modern Romances  
 WABC, ABC

**THOMAS, FRANK, Jr**  
 My True Story, Companion,  
 Modern Romances  
 WABC, ABC

**THOMAS, FRANKIE**  
 Tom Corbett, Space Cadet  
 NBC-TV

**THOMAS, JOHN**  
 My True Story, Whispering  
 Streets, Companion, Modern  
 Romances  
 WABC, ABC

**THOMAS, SHIRLEY**  
 Weekday  
 NBC

**THOMSON, BARRY**  
 My True Story  
 WABC

**THORGERSEN, ED**  
 Free-Lance, All Networks

**THORNTON, GLADYS**  
 My True Story, Whispering  
 Streets, It's Time  
 WABC

**THORSON, RUSSELL**  
 One Man's Family  
 NBC-TV

**THURNHURST, WILLIAM**  
 My True Story  
 WABC

**THURMAN, TED**  
 B. June 23, 1928, Midville, Ga.;  
 Monitor, NBC; The Mail Story,  
 ABC-TV; Studio One, CBS-TV;  
 Frontiers of Faith, NBC-TV

**TILLSTROM, BURR**  
 Kukla, Fran & Ollie, ABC-TV

**TOOMEY, REGIS**  
 Micky Rooney Show  
 NBC-TV

**TOMPKINS, JOAN**  
 This Is Nora Drake  
 CBS

**TOWNSEND, BARBARA**  
 Whispering Streets,  
 Companion  
 WABC

**TRENT, MIKE**  
 Easy Money  
 NBC

**TRENT, SYBIL**  
 My True Story, Whispering  
 Streets  
 WABC

**TROUP, BOBBY**  
 Musical Chairs  
 NBC-TV

**TRUMAN, MARGARET**  
 Weekday, Martha Raye  
 Show  
 NBC-TV

**TULLY, TOM**  
 CBS-TV

**TYLER, BETTY JANE**  
My True Story, Companion  
WABC

**TYLER, JANET**  
B. Apr. 15, 1922; The Weather  
Girl, WABD & WABC-TV; Com-  
mercials, CBS; Helen Trent; Sid  
Caesar, NBC-TV; Hostess

— V —

**VALENTY, LILLI**  
Whispering Streets  
WABC

**VANCE, VIVIAN**  
CBS-TV

**VAN DAKE, DICK**  
CBS-TV

**VAN HORN, ARTHUR**  
WABC

**VAN PATTEN, DICK**  
CBS-TV

**VAN PATTEN, JOYCE**  
My True Story  
WABC

**VAN ROOTEN, LUIS**  
Companion  
WABC

**VANTELL, TERRY**  
Paging the New  
WABC

**VERDUGO, ELENA**  
CBS-TV

**VOLA, VICKI**  
Companion, My True Story,  
Whispering Streets, Paging  
the New  
WABC

**VOLKMAN, LOIS**  
My True Story, Whispering  
Streets  
WABC

**VON ELTZ, THEODOR**  
One Man's Family  
NBC-TV

**VON ZELL, HARRY**  
B. July 11, Indianapolis, Ind.;  
Burns & Allen, CBS-TV; Jimmy  
Durante Show, NBC-TV

— W —

**WALBERG, GERRITT**  
Whispering Streets  
WABC

**WALKEN, GLENN**  
CBS-TV

**WALKER, CLINT**  
Warner Brothers Presents  
ABC-TV

**WALL, LUCILLE**  
Lorenzo Jones  
NBC

**WALLACE, ANDREE**  
My True Story, Whispering  
Streets  
WABC

**WALLACE, MIKE**  
Weekday, NBC; The Big Sur-  
prise, NBC-TV; Bond Show, Du-  
Mont

**WARNER, GERTRUDE**  
Whispering Streets  
WABC

**WATERMAN, WILLARD**  
Great Gildersleeve  
NBC-TV

**WATTS, ELIZABETH**  
Whispering Streets  
WABC

**WAYNE, DAVID**  
Norby  
NBC-TV

**WEAVER, DENNIS**  
CBS-TV

**WEBB, JACK**  
Dragnet  
NBC-TV

**WEBB, RICHARD**  
CBS-TV

**WEBER, KARL**  
My True Story, Dr. Six Gun  
WABC, NBC, CBS-TV

**WEBSTER, CHARLES A.**  
My True Story, Whispering  
Streets, Modern Romances  
WABC, ABC

**WELDON, JIMMY**  
Funny Boners  
NBC-TV

**WELDON, MARTIN**  
Port of New York, Let's  
Find Out  
WCBS

**WELK LAWRENCE**  
B. Mar. 11, Strasburg, N. D.; The  
Lawrence Welk Show, ABC-TV; The  
Lawrence Welk Show, Syndicated  
Radio

**WELLS, MARY K.**  
My True Story, Whispering  
Streets, Paging the New  
WABC

**WENDY, DREW**  
Modern Romances  
ABC

**WESTMORE, ERN**  
Search for Beauty  
NBC-TV

**WEYER, EDWARD**  
When A Girl Marries  
ABC

**WEYER, NED**  
Young Widder Brown  
NBC

**WILD, EARL**  
Caesar's Hour  
NBC-TV

**WILLIAMS, FLORENCE**  
My True Story  
ABC

**WILLIAMS, HOLLY**  
My True Story  
WABC

**WILLIAMS, MERVIN**  
When A Girl Marries  
ABC

**WILLIAMS, MURIAL**  
CBS-TV

**WILLIAMS, SPENCER**  
CBS-TV

**WILLIS, RICHARD**  
B. Mar. 9, 1908, Baltimore, Md.;  
Richard Willis Show, NBC

**WILLOCK, DAVE**  
Do It Yourself Show  
NBC-TV

**WILSON, ETHEL**  
When A Girl Marries,  
Whispering Streets  
ABC, WABC

**WINCHELL, PAUL**  
NBC-TV

**WINCHELL, WALTER**  
MRS

**WINDOM, WILLIAM**  
My True Story  
WABC

**WINONA, KIM**  
CBS-TV

**WINSLOW, THYRA**  
SAMTER

Your Better Tomorrow  
ABC

**WINTERS, JONATHAN**  
And Here's the Show  
NBC-TV

**WIRTH, SANDRA**  
Super Circus  
ABC-TV

**WHELL, PATRICIA**  
Paging the New, Doctor's  
Wife  
WABC, NBC

**WHEELER, BERT**  
CBS-TV

**WHITE, BETTY**  
Make the Connection  
NBC-TV

**WHITFIELD, ANNE**  
One Man's Family  
NBC-TV

**WHITMAN, ROGER**  
Man Around the House  
WCBS

**WOOD, PEGGY**  
CBS-TV

**WOODS, DONALD**  
Wind From the South, U. S. Steel  
Hour, Host on Damon Runyon  
Theatre, The Millionaire, CBS-TV;  
The Knife Star Stage, NBC-TV;  
Host on Woolworth Hour, CBS;  
Crossroads, ABC-TV

**WOODS, GLENN**  
Whispering Streets  
WABC

**WOODS, LESLEY**  
When A Girl Marries  
ABC

**WOODSON, WILLIAM**  
My True Story, Paging the  
New  
WABC

**WRAGGE, BETTY**  
Pepper Young's Family  
NBC

**WRIGHT, MARTHA**  
The Martha Wright Show, Modern  
Lullaby, CBS; The Jack Paar  
Show, CBS-TV; The Goodyear  
Television Playhouse, NBC-TV

**WYATT, JANE**  
Father Knows Best  
NBC-TV

**WYLER, JIM**  
Cisco Kid, Gene Autry Series,  
WABC-TV

— Y —

**YORKE, RUTH**  
My True Story, Whispering  
Streets  
WABC

**YOUNG, AGNES**  
Aunt Jenny  
CBS

**YOUNG, GIG**  
Warner Brothers Presents  
ABC-TV

**YOUNG, LORETTA**  
NBC-TV

**YOUNG, ROBERT**  
Father Knows Best  
NBC-TV

**YOURMAN, ALICE**  
My True Story, Whispering  
Streets, Companion  
WABC

— Z —

**ZERIBE, LAWSON**  
My True Story, Whispering  
Streets, It's Time  
WABC

**ZUCKER, WILLIAM**  
Whispering Streets  
WABC

# VOCAL ARTISTS

RADIO AND TELEVISION  
—their work during 1955



— A —

**ADAMS, HERB & KAY**  
WFBB, Indianapolis, Ind.

**ALLEN, AARON**  
WOAI, San Antonio, Tex.

**ALLEN, FRED**  
Songs For You  
WTRP, La Grange, Ga.

**AMES BROTHERS**  
Ed Sullivan's Toast of the Town,  
CBS-TV

**ANDERSON, PAUL**  
WJTN, Jamestown, N. Y.

**ANDERSON, PEGGY**  
WDBJ, Roanoke, Va.

**ARCHER, GENE**  
WRC-TV, Washington,  
D. C.

**ARMS, RUSSELL**  
Your Hit Parade  
NBC-TV

**ARTHUR, GEORGE**  
WHOW, Clinton, Ill.

**ASHBY, ALVAN**  
Toast 'n Coffee  
WGBF, Evansville, Ind.

**ASTON, BUZZ**  
KDKA-TV, Pittsburgh, Pa.

**AUSTIN, JO**  
KXLO-TV, Sioux Falls,  
S. D.

— B —

**BABBITT, HARRY**  
KNX, Los Angeles, Calif.

**BAILEY, LIZ**  
KWBU, Corpus Christi,  
Tex.

**BAIN, BUDDY**  
WCMA, Corinth, Miss.

**BAKER, BETTY P.**  
Princess Make Believe  
KSL-TV, Salt Lake City,  
Utah

**BALDWIN, PATTY**  
KPTV, Portland, Oreg.

**BARFIELD, WARREN**  
WPTF, Raleigh, N. C.

**BARKER, RODNEY**  
Right Around Home  
KOLN-TV, Lincoln, Neb.

**BARNETT, PAUL**  
WJRD, Tuscaloosa, Ala.

**BARTON, CLARA & JOHN**  
WHOW, Clinton, Ill.

**BAZYN, WAZLY**  
WJAG, Norfolk, Neb.

**BECKER, JOHNNIE**  
KIUP, Durango, Colo.

**BEE, MOLLY**  
Tennessee Ernie Ford Show  
NBC-TV

**BELLAMY, VIC**  
WGRC, Louisville, Ky.

**BENNETT, CAROLE**  
WCBS-TV, N. Y. C., N. Y.

**BENNETT, JAMES**  
WQSN, Charleston, S. C.

**BENTON, LOU**  
KFDM-TV, Beaumont, Tex.

**BENZELL, MIMI**  
B. Bridgeport, Conn. Ed. Sullivan  
Show, CBS; Voice of Firestone,  
ABC

**BEVERLY, ELAINE**  
Meet Your Neighbor  
KDKA-TV, Pittsburgh, Pa.

**BLAND, ARTIE**  
KWBC, Corpus Christie,  
Tex.

**BLAND, SAM**  
WCEC, Rocky Mount, N. C.

**BOWERS, CHUCK**  
KWTO, Springfield, Mo.

**BOWERS, KENNETH**  
WDAE, Savannah, Ga.

**BRACKEN, KAYE**  
Talent Parade  
KATV, Pine Bluff, Ark.

**BRADLEY, JOYCE**  
WBRT, Bardstow, Ky.

**BRAUN, BOB**  
WCPO-TV, Cincinnati,  
Ohio

**BRAY, CURLY**  
Buddies of the Airlines  
WHBP, Rock Island, Ill.

## JANE PICKENS

DRAMATIC SINGING STAR

NBC NETWORK  
RCA VICTOR RECORDS

Personal Management  
M. GALE  
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**BREHMER, LARRY**  
KTAC, Tacoma, Wash.  
**BROCKMAN, HANK**  
Mo. Valley Boys  
KDRO-TV, Sedalia, Mo.

— C —

**CAHILL, BOB**  
WOW, Omaha, Neb.  
**CAMERON, RON**  
Turntable  
KWIZ, Santa Ana, Calif.  
**CAMPO, LIBBY**  
WVLP, Springfield, Mass.  
**CARAGHER, JIMMY**  
WMBD, Peoria, Ill.  
**CARROLL, COLLEEN**  
Big Red Jamboree  
KTXX, Muskogee, Okla.  
**CASEY, ETHEL**  
WNAO-TV, Raleigh, N. C.  
**CECIL, BOBBY**  
WETZ, New Martinsville,  
W. Va.  
**CHAMBERS, SUE**  
Coffee Time  
WSAZ-TV, Huntington,  
W. Va.  
**CLAYTON, NORMAN**  
WHBF, Rock Island, Ill.  
**COHEN, PEGGY**  
WTSK, Knoxville, Tenn.  
**COLLINS, DOROTHY**  
Your Hit Parade  
NBC-TV  
**CONNOLLY, JOHN**  
WWJ-TV, Detroit, Mich.  
**CONTINO, DICK**  
KRCA, Los Angeles, Calif.  
**CORBATT, PATTY**  
WGL, Fort Wayne, Ind.  
**COX, BILLY**  
Hillbilly Jamboree  
KDRO-TV, Sedalia, Mo.

**CRAWFORD, BOB**  
WBAP, Fort Worth, Tex.  
**CRAWFORD, CLIFF**  
KJRO-TV, Bakersfield, Cal.  
**CREWS, DOREE**  
Toby Dowdy Show  
WMBR-TV, Jacksonville,  
Fla.  
**CROSBY, GARY**  
Edgar Bergen Hour  
CBS  
**CROSBIE, PHIL**  
KIDQ, Spokane, Wash.


— D —

**DALE, PAT**  
WHDH, Boston, Mass.  
**DALE, VIVIEN**  
Time Out For Fun  
KFTV, Sioux City, Iowa  
**DANE, JEFF**  
WTAR-TV, Norfolk, Va.  
**DAVIS, BOB**  
WLW, Cincinnati, Ohio  
**DAVIS, GENE**  
KTHS, Little Rock, Ark.  
**DAWN, MARION**  
WFER, Baltimore, Md.  
**DAYTONES, TIE**  
WING, Dayton, Ohio  
**DECAMP, ARDENE**  
KCBS, San Francisco, Cal.  
**DECKER, GRACE**  
Club Kimo  
WVEC-TV, Norfolk, Va.  
**DEE, JUNIE**  
WEHT-TV, Evansville, Ind.  
**DE HAVEN, GLORIA**  
WTVJ, Miami, Fla.  
**DELOATCH, MARY**  
WRAP, Norfolk, Va.  
**DENNIS, MATT**  
NBC-TV  
**DE ROSE, BURT**  
WCBS, Amsterdam, N. Y.

**DICK, GERALDINE**  
WREN, Topeka, Kans.  
**DODSON, JIMMY**  
KWHP, Cushing, Okla.  
**DOHERTY, LINDY**  
Swan Boat  
WBZ-TV, Boston, Mass.  
**DONADIO, TONY**  
WSBA, York, Pa.  
**DONALDSON, ELAINE**  
KALL, Salt Lake City,  
Utah  
**DOREY, RAY**  
WHDH, Boston, Mass.  
**DRUSKEY, ROY**  
WEAS, Decatur, Ga.  
**DUANE, DICK**  
B. Apr. 18, 1931, Hollywood, Cal.  
Ed Sullivan Show, CBS-TV; Arthur  
Godfrey Morning Show, CBS  
**DUFFY, MELVIN**  
WMEV, Marion, Va.  
**DUNIGAN, JACK &  
GERTRUDE**  
WJTN, Jamestown, N. Y.  
**DUNN, ARIZONA**  
WCUH, Cumberland, Md.  
**DUNN, PAT**  
WDAF, Kansas City, Mo.  
**DUYAL, DORIS**  
WTVF, Petersburg, Fla.

— E —

**EBERLY, BOB**  
WCBS-TV, N. Y. C., N. Y.  
**ELLS, MARY & RAYMOND**  
WAGR, Lumberton, N. C.  
**ELLS, PEGGY ANN**  
Dancing Party  
WABC  
**ERICKSON, HELENE**  
Lyrico-Spinto Soprano, Opera, Con-  
cert, Radio-TV



*Margaret Pappas*

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**DURGOM-KATZ Assoc.**  
New York • Beverly Hills

**ESTES, DON**  
Sunrise Serenade  
KPRC, Houston, Tex.  
**EZZELL, DOROTHY**  
Songs for Sunday  
WGTM, Wilson, N. C.

— F —

**FERNANDEZ, ROSITA**  
KCOOR, San Antonio, Tex.

**FISHER, EDDIE**  
Eddie Fisher, Coke Time, NBC-TV

**FISHER, PHYLLIS**  
KTBS, Bishop, Cal.

**FLEMING, HUGH**  
Callaway Capers  
KRCG-TV, Jefferson City, Mo.

**FLEMING, NAT**  
KFDX-TV, Wichita Falls, Tex.

**FORREST, FAITH ANN**  
WSLM, Salem, Ind.

**FORTIER, ROSELLE**  
WCOU, Lewiston, Me.

**FOX, CURLEY**  
KPRC, Houston, Tex.

**FULLER, DIANNE**  
WDAK, Columbus, Ga.

**FURTADO, THOMAS**  
Dancing Party  
WABC

— G —

**GARETT, JULIE**  
KFMB-TV, San Diego, Cal.

**GIBSON, DON**  
WNOX, Knoxville, Tenn.

**GIMBLE, JOHNNY**  
KWTX, Waco, Tex.

**GINGERY, GAIL**  
WMUU, Greenville, S. C.

**GIPSEN, JACK**  
WBAP, Fort Worth, Tex.

**GLOVER, JEAN**  
WGTM, Wilson, N. C.  
**GONZALEZ, MARY LOU**  
WTFT, Petersburg, Fla.

**GORDON, GINNEY**  
For the Ladies  
WDAY, Fargo, N. D.

**GORE, CHARLIE**  
WFPM, Indianapolis, Ind.

**GORME, EYDIE**  
Tonight  
NBC-TV

**GREENE, SAM**  
WLOS-TV, Asheville, N. C.

**GEER, DAVE**  
WSMT, Sparta, Tenn.

**GRAY, GLORIA**  
KRCR, Los Angeles, Cal.

**GRAYDON, JOE**  
KFMB-TV, San Diego, Cal.

**GREEN, DIANA**  
KTVK, Phoenix, Ariz.

**GREY, GINGER & LANNY**

Yonkers Raceway, Adam Hats, Bar-ricini Candy, Marlin Blades, Carpet Industry, Sunoco, Blatz, Chase Bank, Jingle

**GRIFFITH, HOPE**  
KEYO, Lubbock, Tex.

**GRISE, TONY**  
WCCO, Minneapolis-St. Paul, Minn.

**GROVE, BETTY ANN**

The Big Payoff, CBS-TV  
GUSTAFSON, GWEN  
WMUU, Greenville, S. C.

— H —

**HALL, JIM**  
WFNS, Burlington, N. C.

**HAMILTON, BILL**  
KABC, Hollywood, Cal.  
**HAMMOND, PATTI**  
WSYR-TV, Syracuse, N. Y.  
**HANSON, BURT**  
WCCO, Minneapolis-St. Paul, Minn.

**HARBERT, MALLIC ANN**  
KWTX, Waco, Tex.

**HARP, MARTHA LOU**  
WABC

**HART, AL**  
KTBS-TV, Shreveport, La.

**HARVESTERS, THE**  
WBT, Charlotte, N. C.

**HAVES, BILL**  
Caesar Presents  
NBC-TV

**HENDERSON, JODY**  
KOTV, Tulsa, Okla.

**HEWITT, DOLPH**  
WLS, Chicago, Ill.

**HILL, JACKIE**  
KMOX, St. Louis, Mo.

**HINDS, BILL**  
KDKA-TV, Pittsburgh, Pa.

**HOEBEL, RALPH**  
WJWL, Georgetown, Del.

**HOFFER, KENNY**  
KCRG-TV, Cedar Rapids, Iowa

**HOLBROOK, ERNEST**  
WPLA, Plant City, Fla.

**HOUSTON, EDDIE**  
WNBS, Central City, Ky.

**HOWE, PRISCILLA**  
WEEL, Boston, Mass.

**HUFFMAN, JULE**  
Coffee Time  
WSAZ-TV, Huntington, W. Va.

**HUGHES, JESSE**  
WPTS, Pittston, Pa.

**HUNTER, CHARLOTTE**  
KAPK, Minden, La.



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**HUTCHINSON, LUCIA**  
WNCT, Greenville, N. C.

— I —

**IDEN, JOAN**  
WCCO, Minneapolis-St. Paul, Minn.

**IVERSON, SLIM JIM**  
KEYD-TV, Minneapolis, Minn.

— J —

**JACOBI, AGNES**  
WSLM, Salem, Ind.

**JACOBS, BILL**  
WKBV, Richmond, Ind.

**JEFFERS, SLEEPY**  
WTHP, Charlestown, W. Va.

**JEFFRIES, BILL**  
Ladies Choice

WIST, Charlotte, N. C.

**JENSON, JIMMIE**  
KVON, Moorhead, Minn.

**JERICHO, JERRY**  
KNUZ, Houston, Tex.

**JERIS, EARLE**  
WRGB, Schenectady, N. Y.

**JOBERT, CAVEL**  
WKNB-TV, New Britain, Conn.

**JOHNS, RAY**  
KYKM, Monahans, Tex.

**JOHNSON, J. C.**  
WGOV, Valdosta, Ga.

**JOHNSON, DEE**  
WKAM, Goshen, Ind.

**JOHNSON, JUNE**  
Memory Time

WNNJ, Newton, N. J.

**JOHNSON, POLLY**  
KOTA-TV, Rapid City, S. D.

**JONES, FRANCES**  
WRAP, Norfolk, Va.

**JORDAN, MARY JANE**  
KFDN-TV, Wichita Falls, Tex.

**JUSINO, ALBA NYDIA**  
WAPA-TV, San Juan, Puerto Rico

— K —

**KENDALL, FRED**  
WJR, Detroit, Mich.

**KENT, GEORGE**  
WFAA, Dallas, Tex.

**KINDER, ROD**  
WIST, Charlotte, N. C.

**KING, ELYSE**  
WMMB, Melbourne, Fla.

**KING, CURLY**  
WCYB, Bristol, Va.

**KING, PEGGY**  
George Gobel Show

NBC-TV

**KIRBY, PAT**  
Tonight

NBC-TV

**KIRK, RED**  
WSKY, Asheville, N. C.

**KOUPAL, RICHARD**  
WOL-TV, Ames, Iowa

**KRALL, BARBARA**  
WSPD-TV, Toledo, Ohio

— L —

**LABAUT, D'ARTANAAN**  
WAPA-TV, San Juan, Puerto Rico

**LA FONTAINE, HENRY**  
WICH, Norwich, Conn.

**LANGLEY, WINNIE**  
Songs for You

WTRP, La Grange, Ga.

**LANNON, SNOOKY**  
Your Hit Parade

NBC-TV

**LA ROSA, JULIUS**  
Ed Sullivan Show, CBS-TV

**LAYTON, DELORES**  
WABT, Birmingham, Ala.

**LAWRENCE, STEVE**  
Tonight

NBC-TV

**LEA, TERREA**  
KABC, Hollywood, Cal.

**LEACH, BILLY**  
WBBM-TV, Chicago, Ill.

**LEDBETTER, JANE**  
KNOE-TV, Monroe, La.

**LEE, DICK**  
Ted Mack's Matinee

NBC-TV

**LEE, EDDIE**  
WILD, Birmingham, Ala.

**LEE, JANET**  
WCPO, Cincinnati, Ohio

**LE MASTERS, MARY JANE**  
Musical Notebook

WMBD, Peoria, Ill.

**LE ROY, LUCY**  
WSIL-TV, Harrisburg, Ill.

**LERSEN, LLOYD**  
Sacrifice Cliff

KOOK-TV, Billings, Mont.

**LEWIS, BILL**  
Caesar's Hour

NBC-TV

**LINDSAY, GERI**  
KLOR, Portland, Oreg.

**LITTLEJOHN, KATIE**  
WIRO, Ironton, Ohio

**LLOYD, TOMMY**  
WTOD, Toledo, Ohio

**LORD, BOBBY**  
KWTO, Springfield, Mo.

**LORD, CINDY**  
WBZ-TV, Boston, Mass.

**LOUDERMILK, JOHN**  
WTVD, Durham, N. C.

**LOUISE, TINA**  
Jan Murray Time

NBC-TV

**LOVELL, MARILYNN**  
WLW-D, Dayton, Ohio

**LYONS, WANDA**  
KAPK, Minden, La.

**LYNN, MARTHA**  
KNAL, Victoria, Tex.

**LYNN, ROBBIE**  
WCMS, Norfolk, Va.

— Me —

**McBRIDE, LAURA LEE**  
Cook's Hoedown

KNUZ, Houston, Tex.

**McCLUER, HARRIET**  
WLBT, Jackson, Miss.

**McCOY, MARY**  
KMCO, Conroe, Tex.

**McKAY, RENE**  
WJR, Detroit, Mich.

**McNETT, BOB & DEAN**  
WLYC, Williamsport, Pa.

— M —

**MACK, JIMMY**  
WOOD, Grand Rapids, Mich.

**MacKENZIE, GISELE**  
Your Hit Parade

NBC-TV

**MacKRILL, DONNA**  
WILS, Lansing, Mich.

**MAGEE, FLOYD**  
WJWL, Georgetown, Del.

**MALONEY, ANNIE**  
KFAB, WOW, Omaha, Neb.

**MANN, JOE**  
Meet Your Neighbor

KDKA-TV, Pittsburgh, Pa.

**MANNING, BOB**  
KPMC, Bakersfield, Cal.

**MARSHALL, CHARLEY**  
KFBK, Sacramento, Cal.

**MARTIN, JEAN**  
Jean Martin Show, NBC

**MARTIN, JOHNNY**  
WDEB, Gulfport, Miss.

**MARTIN, TONY**  
NBC-TV

**MARVIN, KEN**  
WKSX, Asheville, N. C.

**MASON, JULIE**  
Breakfast Gang

KFRC, San Francisco, Cal.

**MEADOWS, CORRIE**  
KVOO, Tulsa, Okla.

**MELLOMEN, TIE**  
Edgar Bergen Hour

CBS

**MELTON, TOM**  
Serenade in Song

WFUN, Huntsville, Ala.

**MENNING, WALLY**  
KWRO, Coquille, Ore.

**MERCER, WOODY**  
WLS, Chicago, Ill.

**MILNE, NANCY**  
WDBJ, Roanoke, Va.

**MILLER, FRANKIE**  
KNAL, Victoria, Tex.

**MILLS, BOB**  
Thy Neighbor's Voice,

Showtime Revue

WABC

**MORGAN, JIMMY**  
WJAG, Norfolk, Neb.

**MILLEI, MIRIAM**  
WOSA, Wausau, Wis.

**MULLIS, BUFORD**  
WHAB, Baxley, Ga.

— N —

**NOONAN, STAN**  
KCBS

San Francisco, Cal.

**NORTHROP, GINGER**  
WLAD, Danbury, Conn.

— O —

**O'BRIEN, LOUISE**  
KNX, Los Angeles, Cal.

**O'BRIEN, RICHARD**  
WHK, Cleveland, Ohio

**O'HARA, PATTI**  
WLWC, Columbus, Ohio

— P —

**PAGE, PATTI**  
NBC-TV

**PALMER, COY**  
KPDN, Pampa, Tex.

**PALMER, JANIE**  
WWJ-TV, Detroit, Mich.

**PARKER, FREDNA**  
KMOX, St. Louis, Mo.

**PARKINSON, BOB**  
KPDN, Pampa, Tex.

**PARKS, BETH**  
NBC-TV

**PATTERSON, ZILLA MAE**  
Dream Girl

WAOK, Atlanta, Ga.

**PEARSON, BETTY JO**  
WLBT, Jackson, Miss.

**PEIPER, THELMA**  
WDCL, Tarpon Springs, Fla.

**PENDLEY, JIM**  
KBTO, El Dorado, Kans.

**PENNY, HANK**  
KHL-TV, Los Angeles, Cal.

**PERKINS, JUDY**  
WLW, Cincinnati, Ohio

**PHILLIPS, DUD**  
Melody Time

WQSN, Charleston, S. C.

**PHILIPS, MOZELLE**  
WHVH, Henderson, N. C.

**PIAZZA,**  
**MARGUERITE**

B. New Orleans, La.

**PICKENS, JANE**  
NBC Network; Victor Records,

RCA

**PLEACHER, SMOKEY**  
WCUW, Cumberland, Md.

**POLLARD, TAL**  
WCEC, Rocky Mount, N. C.



**PORTER, EVERETT**  
WRGA, Rome, Ga.  
**PORTER, FRED**  
Barn Dance  
KQTV, Fort Dodge, Iowa  
**POULIN, EDGAR**  
Melodie Francais  
WTVL, Waterville, Me.  
**PRICHARD, PATTY**  
KPXN, San Francisco, Cal.

— Q —

**QUARTET, NOBLEMAN**  
WZOB, Fort Payne, Ala.  
**QUARTET, SONGFELLOWS**  
WHO-TV, Des Moines, Iowa

— R —

**RANGERS, TEXAS**  
KMBC-TV, Kansas City, Mo.  
**RASE, BILL**  
KCRA-TV, Sacramento, Cal.  
**RAYE, RUTH**  
WPAR-TV, Norfolk, Va.  
**REED, KAREN**  
TV Auction  
KXJB-TV, Valley City, N. D.  
**REEVES, GLENN**  
WPDQ, Jacksonville, Fla.  
**RHODES, ELISE**  
Ted Mack's Matinee  
NBC-TV  
**RICH, DAVE**  
Melody Hands  
WNES, Central City, Ky.  
**RICHARDS, CAROL**  
Edgar Bergen Hour  
CBS  
**RICHARDS, STAN**  
KRLD-TV, Dallas, Tex.  
**ROBBINS, ED**  
WKNB-TV, New Britain, Conn.  
**ROBBINS, GEORGIE**  
Listen White You Lunch  
WEBR, Buffalo, N. Y.  
**ROBERTS, FRAN**  
WCSS, Amsterdam, N. Y.  
**ROBINSON, AL**  
KSYL, Alexandria, La.  
**ROBINSON, MKE**  
WPPA, Pottsville, Pa.  
**RODEN, DICK**  
KRLD-TV, Dallas, Tex.  
**ROEBKE, MYRNA**  
Songs for You  
KDIX, Dickinson, N. D.  
**ROGERS, AL**  
KGNC-TV, Amarillo, Tex.  
**ROWELL, GLEN**  
Hillz-a-Poppin  
KOTA-TV, Rapid City, S. D.  
**ROZELLE, BETTY**  
WDAK-TV, Columbus, Ga.  
**RUBY, TEXAS**  
KPRC, Houston, Tex.

— S —

**SARGENT, MICHAEL**  
WBIW, Bedford, Ind.  
**SCOT, PATRICIA**  
In Town Tonight  
WBBM-TV, Chicago, Ill.  
**SCOTT, ZELDA**  
WHO-TV, Des Moines, Iowa  
**SERENADERS, THE**  
WAGR, Lumerton, N. C.  
**SHATON, PEGGY**  
WSEV, Sevierville, Tenn.  
**SHORE, DINAH**  
NBC-TV, NBC  
**SIGMAN, EVELYN**  
WTOB-TV,  
Winston-Salem, N. C.

**SILVERTONES**  
WCPO, Cincinnati, Ohio  
**SIMMONS, CAROLYN**  
WPLA, Plant City, Fla.  
**SIMPSON, JIMMY**  
WKMT, Kings Mountain, N. C.  
**SINCLAIR, NORMA**  
KMBC-TV, Kansas City, Mo.  
**SKINNER, JIMMIE**  
WNOP, Newport, Ky.  
**SMITH, ARTHUR**  
Corner Store  
WBT, Charlotte, N. C.  
**SMITH, JANET**  
KPRC, Houston, Tex.  
**SMITH, JERRY**  
KXIC, Iowa City, Iowa  
**SMITH, JOAN**  
This Afternoon  
WMAZ-TV, Macon, Ga.  
**SMITH, SMOKEY**  
KRNT, Des Moines, Iowa  
**SOUTH, NANCEE**  
WTHI, Terre Haute, Ind.  
**SPEIGNT, MARIE**  
WHKP, Hendersonville, N. C.  
**SPRINGER, PENNY**  
Story Time  
WICS, Springfield, Ill.  
**STACEY, JEAN**  
KTAT, Frederick, Okla.  
**STANLEY, CARTER**  
WCYB, Bristol, Va.  
**STEED, EDDY**  
WIRO, Ironton, Ohio  
**STEVENS, GARRY**  
WRGB, Schenectady, N. Y.  
**STEWART, DICK**  
KHJ-TV, Los Angeles, Cal.  
**STEWART, LEE**  
The Diamond Show  
WDAY-TV, Fargo, N. D.  
**STORY, CARL**  
WNOX, Knoxville, Tenn.  
**STRINGER, TIPPY**  
WRC-TV, Washington, D. C.  
**STUCKEY, N. W.**  
KALT, Atlanta, Tex.  
**SUITS, GORDON**  
KGNC-TV, Amarillo, Tex.  
**SWERER, BOB**  
KCOL, Fort Collins, Colo.  
**SLY, HAM**  
WCLI, Corning, N. Y.

— T —

**TANNER, JOE**  
WTVD, Durham, N. C.  
**TAYLOR, REV. DARRELL**  
Songs from the Country  
Chapel  
KDUB-TV, Lubbock, Tex.  
**TAYLOR, DAVID**  
WFAA, Dallas, Tex.  
**TAYLOR, JOE**  
WGL, Fort Wayne, Ind.  
**TERRELL, WAYNE**  
Spotlight  
KATV, Pine Bluff, Ark.  
**TERRY, AL**  
KVOL, Lafayette, La.  
**THOMAS, GURNEY**  
WCGC, Belmont, N. C.  
**THOMAS, JESS**  
Coon Creek Playhouse  
KTVX, Muskogee, Okla.  
**THOMPSON, DAVE**  
Time Out for Fun  
KVT, Sioux City, Iowa  
**THOMPSON, JIMMY**  
Alabama Jubilee  
WSFA-TV, Montgomery, Ala.  
**TORPEX, PAT**  
WVET-TV, Rochester, N. Y.

**TRAILER, REX**  
WPTZ, Philadelphia, Pa.  
**TRENT, TOMMY**  
KTHS, Little Rock, Ark.  
**TRUAN, BUDDY**  
WDEV, Waterbury, Vt.

— V —

**VALENTINE, JACK**  
WCAU-TV, Philadelphia, Pa.  
**VALENTINE, JUDY**  
WDA, Boston, Mass.  
**VALENTINO, BARRY**  
WABC  
**VAN ARSDALE, AILEEN**  
WEEI, Boston, Mass.

— W —

**WAITS, BEA**  
WRGA, Rome, Ga.  
**WAKELY, JIMMY**  
B. Feb. 16, 1914, Mineola, Ark.  
Radio, Television, Records  
**WAGNER, ANN**  
WFBM-TV, Indianapolis, Ind.  
**WEBB, HELEN**  
WKY-TV, Oklahoma City, Okla.  
**WEBER, HARRY**  
KMOX, St. Louis, Mo.  
**WEBSTER, JOE**  
Ladies' Fare  
WKY-TV, Oklahoma City, Okla.  
**WELLS, CARL**  
WGAP, Maryville, Tenn.  
**WESTERN, BILLY**  
KBTO, El Dorado, Kans.  
**WESTMORELAND, OKIE PAUL**  
KXOC, Chico, Cal.  
**WHITE, ALLEN**  
KTBS-TV, KTBS, Shreveport, La.  
**WHITE, JOHNNY**  
KELO, Sioux Falls, S. D.  
**WHITING, MARGARET**  
Bob Hope Show  
NBC  
**WHITTLE, JIMMIE**  
Ten O'clock Toast  
KPHO, Phoenix, Ariz.  
**WILCOX, JANETTE**  
Song at Twilight  
WNNJ, Newton, N. J.  
**WILLIAMS, ANDY**  
Tonight  
NBC-TV  
**WILLIAMS, BEVERLY**  
WSFC, Somerset, Ky.  
**WILLIAMS, JIMMIE**  
WNOP, Newport, Ky.  
**WILLIAMS, WEE WILLIE**  
WCMS, Norfolk, Va.  
**WILLS, BILLY JACK**  
KFBK, Sacramento, Cal.  
**WILSON, CHARLIE**  
WSEV, Sevierville, Tenn.  
**WILSON, JACK**  
WPTZ, Philadelphia, Pa.  
**WOLF, BOB & WANDA**  
KGFJ, Roswell, N. Mex.  
**WORKMAN, DICK**  
WSYR-TV, WSYR, Syracuse, N. Y.  
**WORTH, MARION**  
WABT, Birmingham, Ala.  
**WRIGHT, HANK**  
WSIL-TV, Harrisburg, Ill.  
**WRIGHT, MARTHA**  
WCBS, N. Y. C., N. Y.  
**WRIGHT, NYLA**  
WFBR, Baltimore, Md.



**GUY LE BOW**

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CBS — NBC



**CLEVE HERMANN**

KRCA director of sports

"The Last Word In Sports"

**KRCA-4**

**BUD PALMER**

LESTER LEWIS ASSOCIATES

# SPORTS COMMENTATORS

## RADIO AND TELEVISION

—their work during 1955



— A —

— B —

**ACKERMAN, AL**  
WOOD-TV, Grand Rapids, Mich.

**ADAMS, LARRY**  
WVJN, Owensboro, Ky.

**ADAMS, TONY**  
Sports Digest  
WCAN-TV, Burlington, Vt.

**ADELSON, JIM**  
KNJB-TV, Valley City, N. D.

**ALBRIGHT, NAT**  
WJNX, Rockville, Md.

**ALDEN, JERRY**  
WSNJ, Bridgeton, N. J.

**ALEXANDER, CONNIE**  
Sport Call  
KDEF, Albuquerque, N. M.

**ALEXANDER, ED.**  
KNON, Sweetwater, Tex.

**ALLEN, MEL**  
B. Feb. 14, 1913, Birmingham, Ala.; New York Yankees Baseball, WPIX, WINS; World Series, Rose Bowl Football Game, Major League All-Star Game, NCAA College Football, NBC-TV, White Owl Sports Spot, CBS-TV; Sports Daily, NBC.

**ALSTON, BOB**  
WKQY, Bluefield, W. Va.

**ALTMAN, GARY**  
KORN, Mitchell, S. D.

**ALLBRIGHT, NAT**  
WEAM, Arlington, Va.

**ALLEN, TOMMY**  
Sports Pressbox  
WHOS, Decatur, Ala.

**ALLEN, TONY**  
WUSL, Lockport, N. Y.

**ALLEY, CLINT**  
WKQY, Bluefield, W. Va.

**AMBROSE, JOHN V.**  
WTAG, Worcester, Mass.

**ANASTAPOLIS, JOHN**  
WGGH, Marion, Ill.

**ANDERSON, BILL**  
KBND, Bend, Ore.

**ANDERSON, BOBBY**  
WMTA, Central City, Ky.

**ANDERSON, CARL R.**  
KNPF, Shenandoah, Iowa

**ANDERSON, ROBERT E.**  
KVAL-TV, Eugene, Ore.

**ARMEY, JOE**  
KBRC, Mount Vernon, Wash.

**ARTHUR, JAY**  
WATS, Sayre, Pa.

**ASHLEY, ERNIE**  
WOWO, Fort Wayne, Ind.

**ASSAF, WOODIE**  
WLBV, Jackson, Miss.

**ATTEBERRY, LARRY**  
WVMP, Evanston, Ill.

**AUSTIN, JIM**  
KNCO, Garden City, Kans.

**BAGLEY, ORLO**  
KOMB, Cottage Grove, Ore.

**BAGLI, GUY**  
WTVT, Petersburg, Fla.

**BAILLES, H. C.**  
KVLB, Cleveland, Tex.

**BAKER, NELSON**  
WWIN, Baltimore, Md.

**BAKER, PAUL**  
WLAD, Danbury, Conn.

**BAKER, ROGER**  
WGR-TV, Buffalo, N. Y.

**BALDING, CHUCK**  
WOAV, Oak Hill, W. Va.

**BALLARD, CHARLES E.**  
WSSC, Sumter, S. C.

**BALTER, SAM**  
KLAC, Los Angeles, Calif.

**BARCLAY PAUL**  
WHUM, Reading, Pa.

**BARBER, RED**  
Football Roundup, Orange-Bowl Game, Yankee Baseball Games  
CBS, NBC-TV, WPIX

**BARBOUR, DOUGLAS**  
WWVF, Fayette, Ala.

**BARNETT, BOB**  
KAVE-TV, Carlsbad, N. Mex.

**BARTLETT, RAY**  
KTHV, Little Rock, Ark.

**BARNEY REX**  
Game of the Day  
MBS

**BARRINGTON, JAY**  
Pigskin Picks  
WDAF-TV, Kansas City, Mo.

**BARRON, STAN**  
Sports Extra  
WKBW, Buffalo, N. Y.

**BARRUS, GABBY**  
KODI, Cody, Wyo.

**BATES, MARY**  
WGBF, Evansville, Ind.

**BATTEN, JIM**  
Sports Roundup  
WEAL, Fayetteville, N. C.

**BASTIAN WED**  
KXNU, Logan, Utah

**BAXTER, DAN**  
WAVX, Portsmouth, Va.

**BEANE, RONALD L.**  
WNES, Central City, Ky.

**BEASLEY, KENNETH**  
WNAU, New Albany, Miss

**BECKER, BILL**  
WPEC, Panama City, Fla.

**BEHRENDT, BERNIE**  
WOER, Gulfport, Miss.

**BELCHER, ROD**  
KOL, Seattle, Wash

**BELMAN, DAVE**  
KNGS, Hanford, Cal.

**BELSON, GORDON**  
KNQ, El Centro, Cal.

**BELL, GABBY**  
WILD, Birmingham, Ala.

**BELL, GEORGE**  
WILD, Birmingham, Ala.

**BELL, JACK**  
KDET, Center, Tex.

**BELL, MONTE**  
KADA, Ada, Okla.

**BELL, STEVE**  
KBOE, Oskaloosa, Iowa

**BENDER, BOB**  
WGY, WRGB, Schenectady, N. Y.

**BENEDICT, CHUCK**  
KOLD, Yuma, Ariz.

**BENNETT, ELDEAN**  
KSL, Salt Lake City, Utah

**BENNETT, GEORGE**  
WMVO, Mt. Vernon, Ohio

**BENNETT, RICHARD F.**  
WFRM, Coudersport, Pa.

**BERGESSON, CHUCK**  
WJBK, Detroit, Mich.

**BERNDT, BUD**  
WRAC, Williamsport, Pa.

**BERT, LEON**  
KGNC, Amarillo, Tex.

**BERKMAN, EDWARD**  
WTAC, Flint, Mich.

**BIEDRZYCKI, TOM**  
KATL, Miles City, Mont.

**BIGLER, CHARLIE**  
WYOR, Blythe, Cal.

**BINGHAM, BOB**  
WAHR, Miami Beach, Fla.

**BIRLETT, LARRY**  
KFBC, Cheyenne, Wyo.

**BISHOP, KEN**  
KDDP, Dumas, Tex.

**BISSEY, JIM**  
WBLY, Springfield, Ohio

**BUTTERMAN, JACK**  
WABB, Mobile, Ala.

**BLACK, BUD**  
WMMB, Melbourne, Fla.

**BLACKBURN, BOB**  
KEN, Portland, Ore.

**BLAKE, TOMMIE**  
KWHH, Brenham, Tex.

**BLAKEMORE, CHESTER**  
WPEC, Panama City, Fla.

**BLANKENSHIP, B. A.**  
WMTS, Murfreesboro, Tenn.

**BLUE, IRA**  
Adventures in Sports  
KNBC, San Francisco, Cal.

**BOCHMAN, BILL**  
WBEU, Beaufort, S. C.

**BOETNOER, JACK**  
KWIZ, Santa Ana, Cal.

**BOGGESS, JOHN**  
WLAG, LaGrange, Ga.

**BOGGS, OTIS**  
WRUE, Gainesville, Fla.

**BOHNHOFF, ED**  
KILQ, Grand Forks, N. D.

**BOLAND, JOE**  
KWBY, Colorado Springs, Colo.

**BOLAND, JOE**  
WSBT-TV, South Bend, Ind

**BONIN, DONALD**  
KANE, New Iberia, La.

**BOONE, JOE**  
WMVG, Milledgeville, Ga.

**BOREN, BILL**  
KGFF, Shawnee, Okla.

**BOSE, ERIC**  
WTHI, Terre Haute, Ind.



**BOWER, BOB**  
WFLP, Charlestown, W. Va.

**BOWMAN, DICK**  
WGTC, Greenville, N. C.

**BOYD, DON**  
WCLO, Janesville, Wis.

**BOYD, RAY**  
KHUZ, Borger, Tex.

**BRANDT, JACK**  
WTTZ, Jasper, Ind.

**BRATTIN, RICHARD H.**  
WKPT, Kingsport, Tenn.

**BRAUTIGAN, DICK**  
KMBY, Monterey, Cal.

**BREMSEK, LYEELL**  
KFAB, Omaha, Neb.

**BRENAN, CHARLIE**  
WTPS, New Orleans, La.

**BRENNARD, GEORGE**  
WISN-TV, Milwaukee, Wis.

**BRICKHOUSE, JACK**  
WGN-TV, Chicago, Ill.

**BRITTON, JACK**  
KTRN, Wichita Falls, Tex.

**BROCK, ART**  
KTVK, Phoenix, Ariz.

**BROCKMAN, CHARLIE**  
WIRE, Indianapolis, Ind.

**BRODERS, SPANK**  
KXIC, Iowa City, Iowa

**BROOKS, BOB**  
KCRG-TV, Cedar Rapids, Iowa

**BROOKS, BUD**  
KRDF, Dinuba, Cal.

**BROOKS, DON**  
KGGM-TV, Albuquerque, N. Mex.

**BROUGH, CHARLES**  
KYOR, Blythe, Cal.

**BROWN, ED**  
WALK, Patchogue, N. Y.

**BROWN, BOB**  
Sportsfolio  
KQTV, Fort Dodge, Iowa

**BROWN, FRED**  
WLOS-TV, Asheville, N. C.

**BROWN, GLENN**  
KVET, Austin, Tex.

**BROWN, JERRY**  
WGRC, Louisville, Ky.

**BROWN, JOHNNY**  
WCOH, Newman, Ga.

**BROWN, ROBERT**  
KRFD, Fort Dodge, Iowa

**BRUBAKER, BILL**  
KRHD, Duncan, Okla.

**BRUNDIGE, BILL**  
KIII-TV, Los Angeles, Cal.

**BRYSON, GEORGE**  
KYNO, Fresno, Cal.

**BUCK, JACK**  
KTVI, St. Louis, Mo.

**BUEHLER, DON**  
WHEB, Benton Harbor, Mich.

**BUETAL, FRANK**  
WTCB, Minneapolis, Minn.

**BUNDNER, GEORGE**  
WSAU-TV, Wausau, Wis.

**BURCHETT, LANIER**  
WAIN, Columbia, Ky.

**BURNES, BOB**  
KTOX, St. Louis, Mo.

**BURNETTE, DALLAS**  
WMBG, Richmond, Va.

**BURT, JIM**  
KELO, Sioux Falls, S. D.

**BURT, LEON**  
KGNC-TV, Amarillo, Tex.

**BUSH, OWEN**  
WDAF-TV, Kansas City, Mo.

**BUTTERFIELD, RAY**  
WLOX, Biloxi, Miss.

**BYERS, WAYNE**  
WATG, Ashland, Ohio

— C —

**CAIN, DOYLE**  
KFXD, Nampa, Idaho

**CALLA, JOE**  
KTCR, Turlock, Cal.

**CALLIGHAN, BOB**  
WSDR, Sterling, Ill.

**CAMPBELL, BUD**  
KARK, Little Rock, Ark.

**CAMPBELL, C. P.**  
WMCK, McKeesport, Pa.

**CAMPBELL, DAVE**  
WBRC, Birmingham, Ala.

**CAMPBELL, JOHN T.**  
KNLL, Missoula, Mont.

**CAMPBELL, MAL**  
WNAV, Annapolis, Md.

**CANNON, LOWELL**  
KMEB, Medford, Ore.

**CAPPELL, BOOTSIE**  
KVPI, Ville Platte, La.

**CARAY, HARRY**  
KMOX, St. Louis, Mo.

**CARLSON, LESTER**  
WRPB, Warner Robins, Ga.

**CARLSON, TED G. JR.**  
KCOV, Corvallis, Ore.

**CARLSON, WARREN**  
KVOG, Casper, Wyo.

**CARMICHAEL, LES**  
KWK-TV, St. Louis, Mo.

**CARNEAL, HERB**  
KYW, Philadelphia, Pa.

**CARNEGIE, TOM**  
WFBI-TV, Indianapolis, Ind.

**CARPENTER, JOHNNY**  
KOIN-TV, Portland, Ore.

**CARTWRIGHT, AL**  
WAMS, Wilmington, Del.

**CARTY, DEL**  
WWGP, Sanford, N. C.

**CARROLL, GEORGE**  
Sports Final  
WEEF, Reading, Pa.

**CARROLL, RAE**  
KATF, Albert Lea, Miss.

**CASE, JACK**  
WCNY-TV, Watertown, N. Y.

**CASE, JOHN G.**  
WWNY, Watertown, N. Y.

**CASE, KEN**  
KTBS, Shreveport, La.

**CASEY, AL**  
KGEK, Sterling, Colo.

**CASTANDEA, LES**  
KNGS, Hanford, Cal.

**CATE, BILL N.**  
KRLW, Walnut Ridge, Ark.

**CATHEY, JIM**  
Fisherman's Corner  
WJBO, Baton Rouge, La.

**CAVANAUGH, JOE**  
WARD, Johnstown, Pa.

**CHAPMAN, HOWARD**  
Spotlight on Sports  
KONF, Port Angeles, Wash.

**CHAMBERLAIN, GUS**  
WAPQ, Chattanooga, Tenn.

**CHAMES, NICK**  
KSDA, Redding, Cal.

**CHARLES, BERT**  
WVKO, Columbus, Ohio

**CHARNELL, HENRY**  
KWIL, Albany, Ore.

**CHRISTIAN, CHARLIE**  
KTOP, Topeka, Kans.

**CIPOLLA, CHIP**  
WILLI, Hempstead, N. Y.

**CIRALDO, AL**  
WGLS, Decatur, Ga.

**CITTY, JIM**  
KWPC, Hot Springs, Ark.

**CLARK, GLENN**  
KOCB, Ontario, Cal.

**CLARK, TOM**  
Let's Talk Sports  
WTAP, Parkersburg, W. Va.

**CLAWSON, LEW**  
WWVA, Wheeling, W. Va.

**CLAY, RANDALL**  
WOAL-TV, San Antonio, Tex.

**CLEARY, TOM**  
WCLP, Newark, Ohio

**CLEMENTS, JOE**  
KLIIX-TV, Twin Falls, Idaho

**CLOSE, BILL**  
KOY, Phoenix, Ariz.

**CLUNEY, JOHN A.**  
WBRY, Waterbury, Conn.

**COCHRAN, JACK**  
WRAG, Carrollton, Ala.

**COFFEY, VINCENT**  
WMRO, Aurora, Ill.

**COLE, DON**  
KGCX, Sidney, Mont.

**COLEMAN, LES**  
WJWL, Georgetown, Del.

**COLEY, HAL**  
KMCO, Conroe, Tex.

**COLDWELL, CLAY**  
KATY, San Luis Obispo, Cal.

**COWAN, COLEY**  
Press Box  
WSAZ-TV, Huntington, W. Va.

**COLLIER, ART**  
WIOU, Kokomo, Ind.

**COLLINS, DAVE**  
WRFD, Worthington, Ohio

**COLLINS, JOE**  
KGNK-TV, Amarillo, Tex.

**COLLINS, JOHN**  
WBTA, Batavia, N. Y.

**COLLINS, SID**  
WBC, Indianapolis, Ind.

**COMPTON, LEWS**  
WHEE, Martinsville, Va.

**CONKLIN, ROGER**  
WIOD, Miami, Fla.

**CONNELL, BUD**  
KXLR, No. Little Rock, Ark.

**CONNER, NOLAN**  
KFST, Ft. Stockton, Tex.

**COOKE, BOB**  
WABC-TV

**COOLEY, JOHN**  
A Cool Look at Sports  
WGAY, Silver Spring, Md.

**COOPER, AL**  
Sports Digest  
WPAM, Pottsville, Pa.

**COPP, EARL**  
WFVA, Fredericksburg, Va.

**CORLEY, BILL**  
WBNS, Columbus, Ohio

**CORKUM, GEORGE**  
WHVH, Henderson, N. C.

**CORVO, PHILIP**  
WKNB-TV, New Britain, Conn.

**COSELL, HOWARD W.**  
Sports Kaleidoscope, World & You, Soundmirror  
WABC

**COUPPEE, AL**  
KRNT-TV, Des Moines, Iowa



**CRAFT, JACK**  
KOLS, Pryor, Okla.

**CRAIG, BENNIE**  
KARK, Little Rock, Ark.

**CRAIG, BENNY**  
KATV, Pine Bluff, Ark.

**CRAMER, CHRIS**  
WCHV, Charlottesville, Va.

**CREAGER, MACK**  
KRMG, Tulsa, Okla.

**CREIGHTON, HARRY**  
WGN-TV, Chicago, Ill.

**CREWS, BILL**  
KHQA-TV, Hannibal, Mo.

**CROSE, ROBERT**  
WACB, Kittanning, Pa.

**CROUCH, PAUL**  
WYOT, Wilson, N. C.

**CRUM, JIMMY**  
WLWC, Columbus, Ohio

**CRUMBLEY, CHARLIE**  
WLAU, Laurel, Miss.

**CULLINANE, JOE**  
The Locker Room  
KWIK, Pocatello, Idaho

**CUMMINS, JACK**  
WTVJ, Miami, Fla.

**CUMMINS, RAY**  
WBMA, Beaufort, N. C.

**CUMMINS, TAIT**  
WMT-TV, Cedar Rapids  
Iowa

**CURTIS, BOB**  
KCLX, Colfax, Wash.

**CURTIS, DICK**  
WBTO, El Dorado, Kans.

**CURTIS, RAY**  
KPHO, Phoenix, Ariz.

**CURRY, RAY**  
KVON, Napa, Cal.

**— D —**

**DAGG, WILLIAM**  
WELL, Battle Creek, Mich.

**DAHLBERG, JERRY**  
KROX, Crookston, Minn.

**DALE, JACK**  
KFYO, Lubbock, Tex.

**DANIELS, GLENN**  
KDMS, El Dorado, Ark.

**DAVIES, TED**  
KVEC, San Luis Obispo,  
Cal.

**DAVIS, DICK**  
WKNX, Saginaw, Mich.

**DAVIS, ED**  
WRBL, Columbus, Ga.

**DAVIS, LEN**  
WGL, Fort Wayne, Ind.

**DAVIS, LES**  
KVTV, Sioux City, Iowa

**DAVIS, LES**  
WNAX, Yankton, S. D.

**DAVIS, NORM**  
WMBR-TV, Jacksonville,  
Fla.

**DAWSON, BUD**  
WQUA, Moline, Ill.

**DECKER, TOM**  
WVET, Rochester, N. Y.

**DE FOREST, ED**  
KOOL-TV, Phoenix, Ariz.

**DELANEY, BUSS**  
KTBS, Shreveport, La.

**DELANEY, BOB**  
WCTV, Tallahassee, Fla.

**DELANO, KEITH**  
KCKY, Coolidge, Ariz.

**DELANY, F. H.**  
KTBS-TV, Shreveport, La.

**DELUCA, PETE**  
KCRT, Trinidad, Colo.

**DENISON, SPENCER**  
WBRN, Big Rapids, Mich.

**DENMAN, BENNY**  
WGOV, Valdosta, Ga.

**DENSFORD, EDDIE**  
WLRF, New Albany, Ind.

**DENTON, BILL**  
KPQ, Wenatchee, Wash.

**DERR, JOHN**  
CBS

**DESILET, LE ROY**  
KIT, Yakima, Wash.

**DEVRIES, SY**  
WDAR, Savannah, Ga.

**DEWITT, DEWEY**  
WAGM, Presque Isle, Me.

**DE WITT, JIM WAITES**  
KBLO, Hot Springs, Ark.

**DIAB, GEORGE**  
Front Page Sports  
WTRF-TV, Wheeling,  
W. Va.

**DIAMOND, BILL**  
WIKI, Newport, Vt.

**DICKENSON, ED**  
KDON, Salinas, Calif.

**DIEHL, BILL**  
Dealing It Out  
WVEC-TV, WLOW, Norfolk,  
Va.

**DILLON, FRED**  
WCMA, Corinth, Miss.

**DILLON, GENE**  
WCMW, Canton, Ohio

**DILLON, LENNY**  
Today in Sports  
WFAS, White Plains, N. Y.

**DI NATALE, JOE**  
KODY, N. Platte, Neb.

**DITMER, BOB**  
WIIGR, Houghton Lake,  
Mich.

**DITPERT, ED**  
KRIC, Beaumont, Tex.

**DOCKENEY, EDWARD**  
WEPM, Martinsburg,  
W. Va.

**DODSON, EDWARD**  
WLAH, Athens, Tenn.

**DOLAN, JAMES P.**  
WJIM, Marquette, Mich.

**DONLEY, CHARLES T.**  
WSTV-TV, Steubenville,  
Ohio

**DONLEY, RED**  
WSTV, Steubenville, Ohio

**DONNELLY, JAMES**  
WCOJ, Coatesville, Pa.

**DONOVAN, DICK**  
WVDA, Boston, Mass.

**DORRELL, J. C.**  
KMCO, Conroe, Tex.

**DOUGLAS, WAYNE**  
KCCA, Kilgore, Tex.

**DOUGHTY, PERRY**  
KLMS, Lincoln, Neb.

**DOVER, BILL**  
KWTX, Waco, Tex.

**DOYLE, DICK**  
KSDN, Aberdeen, S. D.

**DOYLE, ED**  
WDNE, Elkins, W. Va.

**DOYLE, VINCE**  
WSJV, Elkhart, Ind.

**DRAPER, LARRY**  
WCNH, Quincy, Fla.

**DREES, JACK**  
WRKB, Chicago, Ill.

**DRIFTMEIER, RUDY**  
WGA, Gainesville, Ga.

**DROELLE, GEORGE**  
WCLI, Corning, N. Y.

**DUDLEY, SY**  
KGST, Fresno, Cal.

**DUKEHART, TOMMY**  
WAAM-TV, Baltimore, Md.

**DUFORD, DUKES**  
KTVI, St. Louis, Mo.

**DULL, JAMES**  
WGBI-TV, Scranton, Pa.

**DUNBAR, LEE**  
WKRT, Cortland, N. Y.

**DUNBAR, WALT**  
Time for Sports  
WBET, Brockton, Mass.

**DUNCAN, NORMAN**  
Today in Sports  
KFDC-TV, Wichita Falls,  
Tex.

**DWYER, BILL**  
WBBF, Rochester, N. Y.

**— E —**

**EAKER, W. C.**  
Sports Whirl  
WBLE, Batesville, Miss.

**EARLE, BOB**  
KSO, Des Moines, Iowa

**EARLY, BOB**  
WALK, Patchogue, N. Y.

**EASTMAN, JOHN**  
Five Star Final  
WKRG-TV, Mobile, Ala.

**EATON, JACK**  
Football Roundup  
WDAK-TV, Columbus, Ga.

**EDGAR, GEORGE**  
KLAN, Renton, Wash.

**EDWARDS, BOB**  
KGKO, Dallas, Tex.

**EDWARDS, LARRY**  
KGGM, Albuquerque,  
N. Mex.

**EDWARDS, TOMMY**  
WAYX, Wayercross, Ga.

**EGAN, LEO**  
WBZ, Boston, Mass.

**ELIAS, BOB**  
Inside Football  
KCTV, Salt Lake City,  
Utah

**ELSON, BOB**  
WBBM-TV, Chicago, Ill.

**ELLIOTT, CHARLES**  
WAGY, Montgomery, Ala.

**ELLIOTT, DOYCE**  
KOSA, Odessa, Tex.

**ELLS, EARL**  
WJON, St. Cloud, Minn.

**ELLS, KEN**  
WRUM, Rumford, Me.

**ELLS, RICHARD**  
Sports Spotlight  
WJHL-TV, Johnson City,  
Tenn.

**ENGBRETSON, HAL**  
Sports Desk  
KGYW, Vallejo, Cal.

**ENROTH, DICK**  
WCCO-TV, Minneapolis,  
Minn.

**ERDMAN, WOODY**  
WENY, Elmira, N. Y.

**ERHLICK, GEORGE**  
WNHC, New Haven, Conn.

**ERVIN, BILL**  
KARL, Atchison, Kans.

**EUBANKS, GEORGE**  
WE'Z, New Martinsville,  
W. Va.

**EVANS, BOB**  
WKAT, Miami Beach, Fla.

**EVANS, JEFF**  
WUSN-TV, Charleston,  
S. C.



**EVANS, MEL**  
WGAC, Augusta, Ga.  
**EVANS, RUSH**  
KRBC, Abilene, Tex.

— F —

**FAHEY, JOHN**  
Spokane Wrestling  
HKQ-TV, Spokane, Wash.  
**FALCONIER, L. H.**  
Hook, Line & Sinker  
WTAN, Clearwater, Fla.  
**FALKENSTIEN, MAX**  
WREN, Topeka, Kans.  
**FALLOU, FRANK**  
KWTX, Waco, Tex.  
**FALLOU, FRANK**  
WMBN, Boston, Mass.  
**FANTASIA, NICK**  
WTCS, Fairmount, W. Va.  
**FARSON, ROBERT**  
Parade of Sports  
WTSX, Brattleboro, Vt.  
**FARKAS, CHUCK**  
KBBK, Alice, Tex.  
**FARRIER, BILL**  
WIAM, Williamston, N. C.  
**FARRINGTON, FRANK**  
Sport Hi-Lites  
KEAM, St. Cloud, Minn.  
**FARRIS, CLINT**  
WGTM, Wilson, N. C.  
**FAUCHER, RALPH**  
WTAQ, La Grange, Ill.  
**FAY, HAINES**  
KVOS, Bellingham, Wash.  
**FELLERS, CHUCK**  
KBIZ, Ottumwa, Iowa  
**FENNER, LOWELL**  
WBLJ, Dalton, Ga.  
**FERGUSON, JOHN**  
WBRZ, Baton Rouge, La.  
**FINCH, HOWARD**  
WJIM-TV, Lansing, Mich.  
**FINN, GREG**  
WORB, Boston, Mass.  
**FINNEGAN, ROBERT**  
Sugar Bowl Football Game  
WABC  
**FINNEGAN, TIM**  
Sportslight  
WTVR, Richmond, Va.  
**FINNERTY, HUGH**  
KOTV, Tulsa, Okla.  
**FISER, JACK**  
KWKH, Shreveport, La.  
**FISHER, FRANCIS**  
WJJB, Greensburg, Pa.  
**FITZGERALD, LARRY**  
Sports Quiz  
KRBC-TV, Abilene, Tex.  
**FITZPATRICK, WILLARD**  
WLMI, Jackson, Ohio  
**FLEMMING, BILL**  
Motor City Nights  
WWJ-TV, Detroit, Mich.  
**FLORA, EARL**  
WBNS-TV, Columbus, Ohio  
**FLYNN, JOHN**  
WICY, Malone, N. Y.  
**FORBES, BOB**  
WTHI, Terre Haute, Ind.  
**FORD, ART**  
KSTL, St. Louis, Mo.  
**FORD, TED**  
KCOV, Alliance, Neb.  
**FOSTER, MARTY**  
WTVT, Petersburg, Fla.  
**FOUNTAIN, BILL**  
WKY-TV, Oklahoma City,  
Okla.

**FOUTS, BOB**  
KQVR-TV, Stockton, Cal.  
**FOWLE, BOB**  
WHEB, Washington, N. C.  
**FOX, DICK**  
Sports Parade  
KCBS, Truth or Consequences,  
N. Mex.  
**FOX, GARRY**  
Sports Hi-Lites  
KDLM, Detroit Lakes,  
Minn.  
**FOX, WILLIAM F. JR.**  
WIBC, Indianapolis, Ind.  
**FRANKLIN, DAN**  
WILX, Bogalusa, La.  
**FRAZZELL, HUGH**  
KNCM, Moberly, Mo.  
**FREEMAN, HARRY**  
KFSA-TV, Ft. Smith, Ark.  
**FRENCH, BOB**  
WVSC, Somerset, Pa.  
**FRENCH, JACK**  
KNOX, Grand Forks, N. D.  
**FRICKE, ROGER**  
WBIW, Bedford, Ind.  
**FRINK, BILL**  
WIMA-TV, Lima, Ohio  
**FROST, HOWARD**  
KIBS, Bishop, Cal.  
**FULTON, ROBERT**  
KERG, Eugene, Oreg.

— G —

**GAGE, FRED**  
WIBA, Madison, Wis.  
**GAGE, FRED**  
WLAM, Lewiston, Me.  
**GALLAGHER, BOB**  
WNEB, Worcester, Mass.  
**GALLUP, STAN**  
KGFL, Roswell, N. Mex.  
**GALVIN, DAN**  
Sportsmilke  
KSRO, Santa Rosa, Cal.  
**GALVIN, BILL**  
WKON, Framingham, Mass.  
**GAMON, JIM**  
KOKO, Warrensburg, Mo.  
**GARDNER, BILL**  
Scoreboard  
WWPA, Williamsport, Pa.  
**GARDNER, REED**  
WJHP-TV, Jacksonville,  
Fla.  
**GARNER, CARLTON**  
KTCC, Malden, Mo.  
**GARRIS, LOU**  
WALA-TV, Mobile, Ala.  
**GAUMOND, DICK**  
WPCT, Putnam, Conn.  
**GELLERS, DON**  
KCLS, Flagstaff, Ariz.  
**GENOVESE, JOE J.**  
WDOR, Sturgeon Bay,  
Wis.  
**GENSICHEN, HAL**  
KTUC, Tucson, Ariz.  
**GEORGE, JOHN**  
WDLG, Port Jervis, N. Y.  
**GEORGE, STEVE**  
Strictly Sports  
KGMS, Sacramento, Cal.  
**GHELLER, BOB**  
KXOC, Chico, Cal.  
**GIBSON, CURT**  
WDBO, Orlando, Fla.  
**GIBBONS, JAMES L.**  
WMAL-TV, Washington,  
D. C.  
**GILL, DON**  
KAYS, Hays, Kans.

**GILBERT, DON**  
KMUS, Muskogee, Okla.  
**GILLESPIE, EARL**  
WEMT, Milwaukee, Wis.  
**GILMORE, DOD**  
WNOI, Newport, Ky.  
**GLEESON, ART**  
Game of the Day  
MBS  
**GLENN, JIMMY**  
KDRO-TV, Sedalia, Mo.  
**GLENN, RALPH**  
WMID, Atlantic City, N. J.  
**GLICKMAN, MARTY**  
Sports Extra  
WMGM, WABD, N. Y. C.,  
N. Y.  
**GODDARD, TRES**  
KATE, Alberta Lea, Minn.  
**GODECK, BOB**  
KVEN, Ventura, Cal.  
**GODFREY, B. L.**  
WSLM, Salem, Ind.  
**GODFREY, DICK**  
WGSV, Guntersville, Ala.  
**GODFREY, RICHARD**  
KCBS, San Francisco, Cal.  
**GODON, DICK**  
KGA, Spokane, Wash.  
**GOODE, MAL**  
WHOD, Pittsburgh, Pa.  
**GOODING, RALPH**  
WRFW, Eau Claire, Wis.  
**GOODMAN, JIMMY**  
KIBL, Beeville, Tex.  
**GOODRICH, BILL**  
WSPA, Spartanburg, S. C.  
**GOLDEN, RAY**  
KSTN, Stockton, Cal.  
**GOLIEB, ERNIE**  
WTVB, Coldwater, Mich.  
**GOMM, BUCK**  
WITN, Huntington, W. Va.  
**GORDON, MITCH**  
WWTW, Cadillac, Mich.  
**GOUGH, GLENN**  
WMSA, Massena, N. Y.  
**GOYE, DICK**  
WLAM, Lewiston, Maine  
**GOWDY, CURT**  
WHDH, Boston, Mass.  
**GRAHAM, WALTER**  
WRBL, Columbus, Ga.  
**GRANGER, JERRY**  
KHOL-TV, Holdrege, Neb.  
**GRANT, KEN**  
KNUZ, Houston, Tex.  
**GRAY, DON**  
WADE, Wadesboro, N. C.  
**GRAY, GEORGE**  
WHOP, Hopkinsville, Ky.  
**GRAY, HUGH**  
KRIS, Corpus Christi, Tex.  
**GRAY, TRAVIS**  
KCNV, San Marcos, Tex.  
**GREGG, JACK**  
WISR, Butler, Pa.  
**GREHAN, JIM**  
WLNA, Peekskill, N. Y.  
**GREEN, JOHNNY**  
KPHO, Phoenix, Ariz.  
**GREENBERGER, JOHN**  
WBOC, Salisbury, Md.  
**GREUP, ERNIE**  
WTVD, Durham, N. C.  
**GRIFFITHS, BILL**  
WELM, Elmira, N. Y.  
**GRIMSBY, ROGER**  
Sports Parade  
WEAU-TV, Eau Claire,  
Wis.  
**GRISTIL, JACK**  
WLO, Tupelo, Miss.  
**GRISWOLD, JACK**  
WEJL, Scranton, Pa.





**GRISWOLD, ROGER**  
Headlines in Sports  
WCAO, Baltimore, Md.

**GRIZZARD, HERMAN**  
WLAC, Nashville, Tenn.

**GROSS, DON**  
KFSS, Joplin, Mo.

**GROSSMAN, ROBERT**  
WNTB, Waterloo, Ind.

**GRUBB, JACK**  
WTNC, Thomasville, N. C.

**GRUNEWALD, ART**  
WCPM, Cumberland, Ky.

**GUERRA, EUGENIO**  
WAPA, San Juan, Puerto Rico

**GUINAN, JACK**  
WARM, Scranton, Pa.

**GUNTHER, COULBY**  
WGBB, Freeport, L. I., N. Y.

**GUOKAS, MATT**  
WPHN, Philadelphia, Pa.

**GURNY, MICKY**  
WKTV, Utica, N. Y.

**GUTHRIE, GEORGE**  
WWWF, Fayette, Ala.

— H —

**HALE, BOB**  
KFXJ-TV, Grand Junction, Colo.

**HALE, BILL**  
WBEJ, Elizabethton, Tenn.

**HALL, CHUCK**  
KLAS-TV, Las Vegas, Nev.

**HALL, HALSEY**  
Time Out for Sports  
WCCO, Minneapolis St. Paul, Minn.

**HALYARD, O. C.**  
WEKY, Richmond, Ky.

**HAMILTON, KEN**  
WBEQ, Harrisburg, Ill.

**HAMLIN, TOM**  
WMAN, Mansfield, Ohio

**HANAN, MARC**  
KNO, El Centro, Cal.

**HANDLAN, JOE M.**  
WCOM, Parkersburg, W. Va.

**HANEMAN, RALPH**  
WCRF, Cheraw, S. C.

**HANEY, BOB**  
WSFC, Somerset, Ky.

**HANLON, JOHN**  
KFGT, Fremont, Neb.

**HANLON, JOHN**  
WEAN, Providence, R. I.

**HANNA, BOB**  
KWBW, Hutchinson, Kans.

**HANNA, HENRY BUD**  
Coach's Corner  
KHSL-TV, Chico, Cal.

**HANNAHER, TOM**  
KVOX, Moorhead, Minn.

**HANSEN, BILL**  
KCOL, Fort Collins, Colo.

**HANSON, ED**  
WFRR, Wisconsin Rapids, Wis.

**HANSON, HARLEY**  
KOTA-TV, Rapid City, S. D.

**HANSSON, PETE**  
KBOL, Boulder, Colo.

**HARBISON, SHELBY T.**  
WTAX, Springfield, Ill.

**HARDAWAY, JOHN**  
KSEI, Pocatello, Idaho

**HARGREAVES, LYNN**  
WBGY, Montgomery, Ala.

**HARMON, JOHN**  
WGIG, Brunswick, Ga.

**HARMON, PAT**  
WCPO-TV, Cincinnati, Ohio

**HARMON, TOM**  
KNXT, Los Angeles, Cal.

**HARRELL, BILL**  
KVOP, Plainview, Tex.

**HARRIS, SONNY**  
WOOF, Dothan, Ala.

**HARRISON, JOHN**  
KTSA, San Antonio, Tex.

**HART, HAL**  
WOC, Davenport, Iowa

**HASSE, WARREN**  
WPDN, Pampa, Tex.

**HAWKINS, VERN**  
KWTO, Springfield, Mo.

**HAYES, GALE**  
High School Spotlight  
KENS-TV, San Antonio, Tex.

**HAYNES, JERRY**  
WFAA-TV, Dallas, Tex.

**HAZELWOOD, AL**  
KOMA, Oklahoma City, Okla.

**HEALY, CHUCK**  
WBEN-TV, Buffalo, N. Y.

**HEALY, DAN**  
WBRK, Pittsfield, Mass.

**HEARN, CHICK**  
WEEK-TV, Peoria, Ill.

**HEDRICK, TOM**  
KLWN, Lawrence, Kans.

**HEILBRONER, LEW**  
WCPS, Tarboro, N. C.

**HELLUM, LYMAN**  
WJTV, Jackson, Miss.

**HEMPHILL, CLIFF**  
KVDO-TV, Corpus Christi, Tex.

**HENDRICKSON, JACK**  
WCOB, Lebanon, Tenn.

**HENRIKSON, LES**  
WAGA, Atlanta, Ga.

**HENRY, JOHN**  
KOA, Denver, Colo.

**HENDRYX, GENE**  
KVLK, Alpine, Tex.

**HERMANN, CLEVE**

B. Mar. 18, Peoria, Ill. Cleve Hermann Sports, 11th Hour News, Director of Sports, KRCA

**HEWITT, WARREN**  
Sports Headlines  
WICS, Springfield, Ill.

**HIBDON, MILT**  
KBOX, Modesto, Cal.

**HICKS, DAN**  
WCSS, Amsterdam, N. Y.

**HICKERSON, EARL**  
WTVF, Decatur, Ill.

**HICKEY, BILL**  
Ivy League Football, Sportcasts  
WCBS-TV, N. Y. C.

**HICKMAN, HERMAN**  
WCBS, N. Y. C.

**HIGGINS, LARRY**  
Let's Go Fishing  
WIRK-TV, West Palm Beach, Fla.

**HILL, BILL**  
KGDM, Stockton, Cal.

**HILL, DAVE**  
KIUP, Durango, Colo.

**HILL, JOE**  
WNTM, Vero Beach, Fla.

**HILL, JOE**  
WTVN, Columbus, Ohio

**HULL, ROBERT**  
Parade of Sports  
WANE, Ft. Wayne, Ind.

**HILLIS, IVY**  
WSMT, Sparata, Tenn.

**HINNERS, ROBERT**  
WLEC, Sandusky, Ohio

**HOBBAUGH, PAUL R.**  
WISR, Butler, Pa.

**HOBELMAN, DON**  
KLPW, Union, Mo.

**HOBGOOD, WALLACE**  
WTLS, Tallahassee, Ala.

**HOEKSTAD, JERRY**  
WHRV, Ann Arbor, Mich.

**HOENES, GENE**  
KIIQA-TV, Hannibal, Mo.

**HOFEMAN, RALPH W.**  
WULA, Eufaula, Ala.

**HOGAN, BILL**  
WLRG, Laurens, S. C.

**HOLECKO, ANDY**  
WICA, Ashtabula, Ohio

**HOOKER, KEN**  
KSET, El Paso, Tex.

**HOONAN, BOB**  
KXRO, Aberdeen, Wash.

**HOOPER, JACK**  
Report on Sports  
WHGB, Harrisburg, Pa.

**HOOPER, DON**  
KWBB, Wichita, Kans.

**HOPKINS, DON**  
WATN, Watertown, N. Y.

**HOPNER, FRED**  
KXRO, Aberdeen, Wash.

**HOPPE, HENRY**  
WUSN-TV, Charleston, S. C.

**HORNER, JACK**  
KEYD-TV, Minneapolis, Minn.

**HOUCK, JOHN**  
WSSO, Starkville, Miss.

**HOUTCHENS, WADE**  
The Sportsman  
KIRX, Kirksville, Mo.

**HOWARD, BOB**  
WVKO, Columbus, Ohio

**HOWARD, BILL**  
WDVA, Danville, Va.

**HOWARD, PETE**  
KXXX, Colby, Kans.

**HOWELL, DIXIE**  
KABC, Hollywood, Cal.

**HOYT, WAITE**  
WSAI, Cincinnati, Ohio

**HUDDLESTON, DEE**  
WTEL, Elizabethtown, Ky.

**HUNDELEY, ED**  
KTTN, Trenton, Mo.

**HUNTER, DAN**  
Sports in Action  
WFDF, Flint, Mich.

**HUNTINGTON, CLAY**  
KTAC, Tacoma, Wash.

**HURST, JACK**  
WXXT, Portsmouth, Ohio

**HYDE, WARREN**  
WJBB, Haleyville, Ala.

— I —

**INGALLS, WALLIE**  
KGRH, Fayetteville, Ark.

**ISON, S. W.**  
WORZ, Orlando, Fla.

— J —

**JACKSON, KEITH**  
KOMO-TV, Seattle, Wash.



**JACKSON, WAYNE**  
WJFD-TV, Wilmington, N. C.

**JAFFE, SYD**  
WNHC-TV, New Haven, Conn.

**JAMES, BOB**  
WPTT, Pittsburgh, Pa.

**JAMES, TONY**  
WFEB, Dunkirk, N. Y.

**JAMES, WES**  
KMHJ, Marshall, Minn.

**JEFFERSON, WALTER**  
KFBC, Austin, Tex.

**JENKENS, BILL**  
WLIB, N. Y., N. Y.

**JENKINS, BOB**  
KGFV, Kearney, Neb.

**JENNINGS, BOB**  
WWSC, Glen Falls, N. Y.

**JOE, DON**  
KMA, Shenandoah, Iowa

**JOHNSON, BRYAN**  
KAPA, Ramond, Wash.

**JOHNSON, ED**  
WHAV, Haverhill, Mass.

**JOHNSON, JAMES**  
WTAW, College Station, Tex.

**JOHNSON, ROBERT**  
KCAP, Helena, Mont.

**JOHNSON, ROBERT**  
KTHR, Hood River, Ore.

**JOHNSON, ROLLIE**  
WCCO-TV, Minneapolis, Minn.

**JOHNSON, WARREN**  
WPFJ, Middletown, Ohio

**JOHNSON, WARREN**  
WTSP, St. Petersburg, Fla.

**JOHNSTON, KEN**  
WCOG, Greensboro, N. C.

**JONES, BILL TEX**  
KARD-TV, Wichita, Kans.

**JONES, EARLE D.**  
WPTM, Maysville, Ky.

**JONES, GORDON**  
WCMB, Harrisburg, Pa.

**JONES, JIM**  
KBAM, Langview, Wash.

**JONES, PAUL**  
WNAU, New Albany, Miss.

**JONES, TED**  
WHLM, Bloomsburg, Pa.

**JOSEPH, AL**  
WAIM, Anderson, S. C.

**JOYNER, JACK**  
WTSK, Knoxville, Tenn.

— K —

**KABER, RUSS**  
Sports Parade  
KOVC, Valley City, N. D.

**KAISER, RON**  
KBTM, Jonesboro, Ark.

**KALLEY, ED**  
WAVE, Louisville, Ky.

**KANE, BOB**  
WRCO, Richmond Center, Wis.

**KANN, MEL**  
WMTL, Miami, Fla.

**KAUFFMAN, SAM**  
WOL, Washington, D. C.

**KAYE, DENNIS**  
WSBA, Yorke, Pa.

**KAZMAYER, DICK**  
WBOF, Virginia Beach, Va.

**KEARNS, CHARLIE**  
WKTY, La Cross, Wis.

**KEATING, BILL**  
WHYN, Springfield, Mass.

**KEELING, JOHN**  
Sports Book  
WTRR, Sanford, Fla.

**KEENE, BILL**  
KUOD, Denver, Colo.

**KEHL, BILL**  
WING, Dayton, Ohio

**KEIM, ED**  
KSIG, Crowley, La.

**KELLEY, BOB**  
KAPC, Los Angeles, Cal.

**KELLEY, BOB**  
WILM, Wilmington, Del.

**KELLY, GENE**  
WPTZ, Philadelphia, Pa.

**KELLY, JACK**  
WGST, Atlanta, Ga.

**KELLY, TOM**  
WMBD, Peoria, Ill.

**KEMPER, WARREN**  
KLOG, Kelso, Wash.

**KENNEDY, ED**  
WKRC, Cincinnati, Ohio

**KENNEDY, ED**  
WWLP, Springfield, Mass.

**KEYS, BILL**  
KSVF, Artesia, N. Mex.

**KEYS, RICHARD**  
WSTV-TV, Steubenville, Ohio

**KILBURN, LARRY**  
KFBL, Wichita, Kans.

**KIMBLE, WES**  
WGVA, Geneva, N. Y.

**KING, BILL**  
KOLN-TV, Lincoln, Neb.

**KING, DUB**  
Sports Review  
KCBN-TV, Temple-Waco, Tex.

**KIRKPATRICK, DON**  
WCRT, Birmingham, Ala.

**KIRWIN, DENNIS**  
KITQ, San Bernardino, Cal.

**KLEIN, DON**  
Pacific Coast Conf. Football  
KOVR-TV, Stockton, Cal.

**KLEMP, LLOYD**  
KUBA, Yuba City, Cal.

**KLINGENSMITH, FRITZ**  
WKPA, New Kensington, Pa.

**KNAPP, BOB**  
WNEX-TV, Petersburg, Va.

**KNIGHT, DELOS**  
WIKC, Bogalusa, La.

**KNISELY, DALE**  
WTTB, Vero Beach, Fla.

**KNOX, TOM**  
WCIN, Cincinnati, Ohio

**KRAHLING, ED**  
WFAH, Alliance, Ohio

**KRAMER, GUS**  
WKNY-TV, Kingston, N. Y.

**KRAUS, WILLIAM**  
KOOS, Coos Bay, Ore.

**KOESTER, TONY**  
KFBK, Sacramento, Cal.

**KORZELIUS, GENE**  
WBNY, Buffalo, N. Y.

**KOSCHMANN, MARTY**  
KNLY, Spokane, Wash.

**KUTAN, DICK**  
WRUT, Butler, Pa.

— L —

**LAHM, BILL**  
WKLJ, Sparta, Wis.

**LAFLIN, JACK**  
WESB, Bradford, Pa.

**LA FRANCHISE, CHARLES**  
KLOR, Portland, Ore.

**LAMB, JOE**  
WCNC, Elizabeth City, N. C.

**LAMKIN, NORMAN**  
WVLN, Olney, Ill.

**LANDAU, DANNY**  
WSRS, Cleveland, Ohio

**LANE, ART**  
WPKO, Waverly, Ohio

**LANE, ART**  
WLBR, Lebanon, Pa.

**LANE, VAN**  
WDOK, Cleveland, Ohio

**LANG, RAY**  
KXRA, Alexandria, Minn.

**LANHAM, BUD**  
KRES, St. Joseph, Mo.

**LAUX, FRANCES**  
KNOX, St. Louis, Mo.

**LAUX, FRANCE**  
WEW, St. Louis, Mo.

**LAWRENCE, JIMMY**  
KOVO, Provo, Utah

**LAWRENCE, JOHNNY**  
WOKO, Albany, N. Y.

**LAWRENCE, TOM**  
Sports Parade  
WSIC, Statesville, N. C.

**LAWS, BILL**  
KLN, Oakland, Cal.

**LAYER, BRUCE**  
KPRC, Houston, Tex.

**LEA, ROD**  
WLVA, Lynchburg, Va.

**LEAMING, JIM**  
Sports Shots  
WIP, Philadelphia, Pa.

**LE BOW, GUY**

CBS, NBC

**LEE, BARNEY**  
WJLB, Detroit, Mich.

**LEE, FRANK**  
WMMN, Fairmont, W. Va.

**LEE JACK**  
KBNZ, Le Junta, Col.

**LEE, ZEB**  
WKSY, Asheville, N. C.

**LEFFREY, BILL**  
WFBF, Baltimore, Md.

**LEIGHTON, AL**  
KLIZ, Brainerd, Minn.

**LENTZ, ART**  
WMTV, Madison, Wis.

**LEONARD, ED**  
WICH, Norwich, Conn.

**LEUSCHEL, JACK**  
WCHO, Washington, Ohio

**LEWIS, BARNEY**  
WLDS, Jacksonville, Ill.

**LEWIS, DAVE**  
Sports Eye View  
KEEP, Twin Falls, Idaho

**LIEGEAIS, BILL**  
WMBV-TV, WMAM, Marietta, Wis.

**LIESE, GIL**  
KJUN, Redmond, Ore.

**LISTER, WILLIAM**  
WTTN, Watertown, Wis.

**LITTLE, WALT**  
KAFY, Bakersfield, Cal.

**LOYD, BOB**  
WHBY, Appleton, Wis.

**LOYD, LEON**  
WLFA, Lafayette, Ga.

**LOYD, LONDON**  
WNRI, Woonsocket, R. I.

**LOHMEIER, WILLIAM**  
WHBF, Rock Island, Ill.

**LOMAX, STAN**  
WOR, N. Y. C., N. Y.

**LOUDY, DEAN W.**  
WNNT, Warsaw, Va.

**LOVE, DAN**  
KTBC-TV, Austin, Tex.

**LOWE, WALT**  
KBOI, Boise, Idaho

**LOZANO, GUILLERMO**  
KCOR, San Antonio, Tex.

**LUNQUIST, JIM**  
KDHL, Fairbault, Minn.

**LUNQUIST, BOB**  
WICU-TV, Erie, Pa.

**LUNT, TOM JR.**  
WRNY, Rochester, N. Y.

**LYLE, GEORGE**  
WJMJ, Philadelphia, Pa.

**LYLES, OBY**  
WHSC, Hartsville, S. C.

**LYNN, CORKY**  
WFIG, Sumter, S. C.

**LYNCH, BUDD**  
WWJ-TV, Detroit, Mich.

**LYNCH, JOE**  
WNOG, Naples, Fla.

**LYONS, JOHN**  
WBEC, Pittsfield, Mass.

— Mc —

**McALEECE, GERALD**  
KDTI, Dubuque, Iowa

**McALLISTER, DON**  
WDBO-TV, Orlando, Fla.

**McALLISTER, GRADY**  
WKKO, Cocoa, Fla.

**McALLISTER, ROY**  
WJRD, Tuscaloosa, Cal.

**McARTHUR, DOUG**  
KTAC, Tacoma, Wash.

**McBOYLE, JOHN**  
KORT, Grangeville, Idaho

**McCANN, BOB**  
KBYJ, Billings, Mont.

**McCARTHY, JIM**  
On the Sports Scene  
WBRE, Wilkes-Barre, Pa.

**McCLARTY, ED**  
KMDD, Modesto, Cal.

**McCONAGHY, REED**  
Sports Desk  
WEAT-TV, W. Palm Beach, Fla.

**McCOY, JACK**  
Speaking of Sports  
WHLN, Harland, Ky.

**McCURRY, BILL**  
Sports Review  
KVBC, Farmington, N. Mex.

**McCUTCHEON, DON M.**  
KIH, Hood River, Ore.

**McDONALD, AL**  
WMTM, Moultrie, Ga.

**McDONALD, RON**  
KWIE, Kennewick, Wash.

**McDOW, WALLY**  
WFTU, Wetumpka, Ala.

**McKENANEY, JAMES**  
WPAW, Pawtucket, R. I.

**McFARLANE, BRIAN**  
WRGB, Schenectady, N. Y.

**McGRATH, NED**  
Sports Review  
WJOC, Jamestown, N. Y.

**McINTYRE, JIM**  
WLAP, Lexington, Ky.

**McKAY, JIM**  
WCBS-TV, N. Y. C., N. Y.

**McKELFRESH, AL**  
WJBC, Bloomington, Ill.

**McKELLAR, DON**  
WJBC, Bloomington, Ill.

**McKEOWN, GEORGE**  
WEKZ, Monroe, Wis.

**McKINLEY, LARRY**  
WMRY, New Orleans, La.

**McLACHLAN, DELL**  
WSON, Henderson, Ky.

**McLEAN, JACK**  
WJPS, Evansville, Ind.

**McMURRY, BRYAN**  
WMBV, Marion, Va.

**McNEILL, ALEX**  
WNCA, Siler City, N. C.

**McINTYRE, MAL**  
KCCC, Sacramento, Cal.

**McVAY, BOB**  
KYOS, Merced, Cal.

**McWHORTER, DON**  
WBLK, Clarksburg, W. Va.

## — M —

**MacARTHUR, DOUG**  
KTAC, Tacoma, Wash.

**MacDONALD, JOHN**  
WHEC, Rochester, N. Y.

**MACK, BOB**  
WTSV, Claremont, N. H.

**MacLEAN, JOHN**  
Game of the Day  
MBS

**MacLEOD, TOM**  
KYJC, Medford, Ore.

**MacNEILL, DAVID S.**  
WCRB, Boston, Mass.

**MacWILLIAMS, DON**  
Sports Journal  
WCSH-TV, Portland, Me.

**MADDEEN, JEAN**  
KOMU-TV, Columbia, Mo.

**MAHAR, DICK**  
KSUM, Fairmont, Minn.

**MALMBERG, RAY**  
KJEF, Webster City, Iowa

**MALONE, BILL**  
WMAL, Washington, D. C.

**MANGOLD, FRANK**  
KWPC, Muscatine, Iowa

**MANN, CARL**  
KPRC, Houston, Tex.

**MANN, SEL**  
WCNC, Elizabeth City, N. C.

**MANNING, JOE**  
WRNY, Buffalo, N. Y.

**MANNING, TOM**  
WPAM, WNBK, Cleveland, Ohio

**MANSFIELD, BOB**  
WKIC, Hazard, Ky.

**MAPES, BILL**  
WOWL, Florence, Ala.

**MARCHAND, ALEX**  
KALB, Alexandria, La.

**MARGET, MANNY**  
KVOX, Moorhead, Minn.

**MARIN, HERIBERTO**  
WAPA-TV, San Juan, Puerto Rico

**MARR, GEORGE**  
Sports Spot  
WISN-TV, Milwaukee, Wis.

**MARSHALL, BILL**  
KCRG, Enid, Okla.

**MARTIN, CHRIS**  
WPAQ, Mt. Airy, N. C.

**MARTIN, DICK**  
WCMI, Ashland, Ky.

**MARTIN, JAMES**  
WJCM, Sebring, Fla.

**MARTIN, JOHN**  
WAGA, Atlanta, Ga.

**MARTIN, MURPHY**  
KTRE-TV, Lufkin, Tex.

**MARX, ELZER**  
WITY, Danville, Ill.

**MASON, AL**  
KVOU, Uvalde, Tex.

**MASON, FRANK**  
WSLB, Ogdensburg, N. Y.

**MASON, JOE**  
WLEE, Richmond, Va.

**MASTERS, JOHN**  
WDOV, Dover, Del.

**MAXWELL, JOCKO**  
WNJR, Newark, N. J.

**MAYNARD, BILL**  
KTTS-TV, Springfield, Mo.

**MAZER, BILL**  
WGR-TV, Buffalo, N. Y.

**MEDLEY, WARREN G.**  
WDKN, Dickson, Tenn.

**MEEKINS, CLAIR**  
WFIN, Findlay, Ohio

**MEHKRMAN, BOB**  
WTAO, New Bedford, Mass.

**MELIA, KAYE**  
KAYS, Hays, Kans.

**MERCER, BILL**  
KRID-TV, Dallas, Tex.

**MERCHANT, STAN**  
WJAG, Norfolk, Neb.

**MERKER, GEORGE**  
WRMN, Elgin, Ill.

**MERTL, BOB**  
KLUK, Evanston, Wyo.

**MENDEL, HOWARD**  
WWCO, Waterbury, Conn.

**MNEKE, ED**  
WTOB-TV, Winston-Salem, N. C.

**MESSER, FRANK**  
World of Sports  
WBNL, Richmond, Va.

**METZIG, BILL**  
KLLL, Lubbock, Tex.

**METZLER, ART**  
WATE-TV, Knoxville, Tenn.

**MICHAEL, RAY**  
WRC-TV, Washington, D. C.

**MILBURN, BOB**  
KGKI, San Angelo, Tex.

**MILEK, PHIL**  
WKBI, Kewanee, Ill.

**MILLER, BOB**  
KEYZ, Williston, N. D.

**MILLER, BRUCE**  
WDWS, Champaign, Ill.

**MILLER, ERNEST**  
KANV, Shreveport, La.

**MILLER, GEORGE**  
WPTR, Albany, N. Y.

**MILLER, GORDON**  
WHMP, Northampton, Mass.

**MILLER, ROBERT H.**  
KSCO, Santa Cruz, Cal.

**MILLER, STRETCH**  
WIRL, Peoria, Ill.

**MILLER, TOM**  
KWCO, Chickasha, Okla.

**MITCHELL, BO**  
WBSR, Pensacola, Fla.

**MITCHELL, FROSTY**  
KWVL-TV, Waterloo, Iowa

**MITCHELL, JIM**  
KVOE, Emporia, Kans.

**MITCHELL, WALTER**  
WADE, Wadesboro, N. C.

**MOHATT, SKIP**  
KROG, Sonora, Cal.

**MOLEN, SAM**  
KMBC-TV, Kansas City, Mo.

**MONROE, BOB**  
KCHA, Charles City, Iowa

**MOONEY, JESS**  
WTOG, Savannah, Ga.

**MOORE, MONTE**  
KSWO, Lawton, Okla.

**MOORE, TED**  
Sports Page  
WFRV-TV, Green Bay, Wis.



**MOORE, W. W.**  
WLED, Washington, N. C.

**MOOREHEAD, TOM**  
WFIL, Philadelphia, Pa.

**MORAN, GUSSIE**  
WMGM, N. Y. C., N. Y.

**MOREHOUSE, GENE**  
WWR, Beckley, W. Va.

**MORISOLI, MIKE**  
KSBW-TV, Salinas, Cal.

**MORRIS, BOB**  
KRVN, Lexington, Neb.

**MORTON, CONNIE**  
WRH, Rock Hill, S. C.

**MORTON, LEN**  
KSWO-TV, Lawton, Okla.

**MORTON, LOU**  
WWOK, Charlotte, N. C.

**MOSELEY, LIN**  
WISP, Kingston, N. C.

**MOSHER, CLURE**  
WTV, Ft. Lauderdale, Fla.

**MOSTELLER, JERRY**  
WQOK, Greenville, S. C.

**MOWRY, LEE**  
WRGA, Rome, Ga.

**MOYER, CHUCK**  
Time Out For Sports  
WEDO, McKeesport, Pa.

**MUELLER, VERN**  
KPOJ, Portland, Ore.

**MULHERN, PAT**  
WBBQ, Augusta, Ga.

**MULLIGAN, DICK**  
KVIC, Victoria, Tex.

**MUNLEY, JACK**  
KFIL, Wichita, Kans.

**MUNSON, LARRY**  
WSIX, Nashville, Tenn.

**MURDOCK, HOWARD**  
WMS, Michigan City, Ind.

**MURPHY, BOB**  
WHDH, Boston, Mass.

**MURRY, J. L.**  
WXOK, Baton Rouge, La.

**MUZZY, JIM**  
WIHC, Canton, Ohio

## — N —

**NAIMO, JACK**  
WJOB, Hammond, Ind.

**NAVLE, DAVE**  
KFIZ-TV, Ft. Worth, Tex.

**NEAL, BOB**  
Game of the Day, World of Sports  
MBS

**NEAL, BOB**  
WERE, Cleveland, Ohio

**NELSON, A. W.**  
WPRC, Reidsville, N. C.

**NEWMAN, JACK**  
WIBA, Madison, Wis.

**NICHOLLS, WARD**  
KFDR, Grand Contee, Wash.

**NICHOLSON, RICHARD**  
KBOX, Modesto, Cal.

**NILES, CHUCK**  
WIRK-TV, West Palm Beach, Fla.

**NOE, BOB**  
WBEL, Rockford, Ill.

**NORWIG, GEORGE**  
WCSC, Charleston, S. C.

## — O —

**ORIE, DON**  
KRIB, Mason City, Iowa

**O'BREIN, JOHN**  
KDUB, Lubbock, Tex.

**OCIMANSKI, LOUIS**  
WFAU, Augusta, Me.

**O'DELL, VIRGIL**  
WNEB-TV, Bay City, Mich.

**ODLE, DENNIS B.**  
Sportscast  
KTTR, Rolla, Mo.

**O'DONNELL, BILL**  
WSYR, Syracuse, N. Y.

**O'DONNELL, ODDIE**  
WJEL, Gallipolis, Ohio

**O'HALLORAN, HAL**  
KVOO, Tulsa, Okla.

**OLEN, PAUL**  
WCDL, Carbondale, Pa.

**OLIVER, JAY**  
KNUZ, Houston, Tex.

**OLIVER, WALLY**  
WLEA, Hornell, N. Y.

**OLSON, LEE**  
WSWV, Platteville, Wis.

**O'MARA, BILL**  
KING-TV, Seattle, Wash.

**O'MALLEY, CHUCK**  
WACE, Springfield, Mass.

**O'NEILL, JOHN**  
WMPR, High Point, N. C.

**O'QUINN, FARNELL**  
WHAB, Baxley, Ga.

**ORNEST, STAN**  
WGBS, Miami, Fla.

**ORTIZ, AL JR.**  
KTRC, Santa Fe, N. Mex.

**OSBORN, GENE**  
KOAT-TV, Albuquerque, N. Mex.

**OSBORNE, D. A.**  
WVGS, Tifton, Ga.

**OSBORNE, DEANE**  
WTO, Toledo, Ohio

**OVINGTON, RAY**  
WNRB, Daytona Beach, Fla.

**OWENS, JIM**  
KTIB, Thibodaux, La.

**OWENS, MOREY**  
WROK, Rockford, Ill.

## — P —

**PALMER, BUD**  
Sports From Madison Square Garden,  
WPIX; U. S. Open Golf Tournament,  
NBC; Holiday Festival, NBC-TV;  
Sports Final, WRCA-TV; Sports  
Color Telecast, CBS; Information  
Please, CBS

**PALMER, JIM**  
KSIW, Sikeston, Mo.

**PARKER, JOHN**  
KERO-TV, Bakersfield, Cal.

**PARKER, LARRY**  
KFFA, Helena, Ark.

**PARKER, VIRG**  
KORE, Eugene, Ore.

**PARKHURST, BOB**  
KOAM, Pittsburg, Kans.

**PARKS, DARYL**  
WKRC-TV, Cincinnati, Ohio

**PARSONS, MARSHALL**  
WQAM, Miami, Fla.

**PARTAIN, JAMES**  
WORD, Spartanburg, S. C.

**PARTON, RED**  
WOLF, Syracuse, N. Y.

**PASSE, LOEL**  
KTHP, Houston, Tex.

**PATE, JOE H.**  
KNEB, McAlester, Okla.

**PAUL, LE ROY**  
WSFA-TV, Montgomery,  
Ala.

**PAYNE, JACK**  
WOW, Omaha, Neb.

**PAYNE, MAURAY E.**  
KSUB, Cedar City, Utah

**PECK, CLAIR**  
KGAL, Lebanon, Ore.

**PELLOW, DAVE**  
WEOA, Evansville, Ind.

**PERRIE, DON**  
WBRZ, Baton Rouge, La.

**PERRY, DICK**  
Sports Roundup  
WFAL, Fayetteville, N. C.

**PETERSON, BOB**  
KOSA, Odessa, Tex.

**PETERSON, PHIL**  
WFNS, Burlington, N. C.

**PETTIT, WILLIAM**  
WIDE, Biddeford, Me.

**PETTETT, GEORGE**  
WTRP, La Grange, Ga.

**PETTI, RALPH**  
KWBV, Colorado Springs,  
Colo.

**PETTY, NORMAN**  
Colby, Kans.

**PEPPER, GEORGE**  
KORT, Grangeville, Idaho

**PHIEFFER, AL**  
WARM-TV, Scranton, Pa.

**PHIEFFER, BILL**  
Sports Today  
WPEH, Wilmington, Del.

**PHILAN, JOHN**  
KTESM-TV, El Paso, Tex.

**PICKET, BILL**  
KGFH, Flagstaff, Ariz.

**PIERCE, HARRY**  
KLR, Little Rock, Ark.

**PIERRO, LOU**  
WIIUC, Hudson, N. Y.

**PIKE, DICK**  
WNOP, Newport, Ky.

**PINION, CLOVIS**  
KSST, Sulphur Springs,  
Tex.

**PLATT, BILL**  
WBBZ, Ponca City, Okla.

**PLOC, RUDY**  
KWOW, Madison, Wis.

**POPE, BILL**  
WABY, Albany, N. Y.

**PORTER, RICHARD**  
KRAM, Craig, Colo.

**PORTON, BOB**  
KRSN, Los Alamos, N. Mex.

**POWELL, JOHN**  
WPRS, Paris, Ill.

**POWERS, JIMMY**  
WRCA, N. Y. C., N. Y.

**POWERS, TED**  
WDEV, Waterbury, Vt.

**PRATT, BUD**  
KSSS, Sedalia, Mo.

**PRESTON, H. A.**  
KJAN, Atlantic, Iowa

**PREVITI, BILL**  
KDEF, Albuquerque,  
N. Mex.

**PRIDDY, JOHN**  
KECK, Odessa, Tex.

**PRIEST, DON**  
WSPB, Sarasota, Fla.

**PRIM, ART**  
KIRO, Seattle, Wash.

**PRYOR, BILL**  
WNBZ-TV, Binghamton,  
N. Y.

**PLYE, JACK**  
WPTZ, Philadelphia, Pa.

**— Q —**

**QUIGLEY, DON D.**  
KWBI, Weiser, Idaho

**QUIGLEY, ERNIE**  
KLWN, Lawrence, Kans.

**QUIMBY, LEE**  
WWSC, Glen Falls, N. Y.

**— R —**

**RAFFENSBERGER, DON**  
WRFI, Lewistown, Pa.

**RAHAIM, FRED**  
WJAX, Jacksonville, Fla.

**RAHRER, EARL**  
WJAK, Lakeland, Fla.

**RAINES, DOUG**  
KFDA, Amarillo, Tex.

**RAINES, LEE**  
WHN, Gallatin, Tenn.

**RAMPTON, CLARE**  
KWWL-TV, Waterloo, Iowa

**RANGER, JAMES H.**  
KCOY, Santa Maria, Calif.

**RANYAN, ARMIN**  
WLIP, Kenosha, Wis.

**RAPOZA, NORMAN**  
WNBH, New Bedford, Mass.

**RASH, LESTER R.**  
WKAM, Goshen, Ind.

**RAUER, MAX**  
KWDM, Des Moines, Iowa

**RAWLINSON, CHARLES**  
WSAV, Savannah, Ga.

**RAYMOND, STAN**  
WQXI, Atlanta, Ga.

**READ, RAY**  
WMTM, Moultrie, Ga.

**REDDY, JOHN**  
WOKY, Milwaukee, Wis.

**REED, DON**  
KJES, Corpus Christi, Tex.

**REEVE, RAY**  
Sports Parade

**WRAL, Raleigh, N. C.**

**REEVES, MARTY**  
WKY-TV, Oklahoma City, Okla.

**REICHLUM, CHUCK**  
Sports Daily Double

**WJAS, Pittsburgh, Pa.**

**REID, DICK**  
WCOV-TV, Montgomery, Ala.

**REID, JIM**  
WPTF, Raleigh, N. C.

**REIHSON, BOB**  
WEAW, Evanston, Ill.

**REITH, HARRY**  
WKST, New Castle, Pa.

**RENFROW, CHARLES**  
WHKP, Hendersonville, N. C.

**REYNOLDS, BOB**  
WJR, Detroit, Mich.

**REYNOLDS, DON**  
KVLII, Pauls Valley, Okla.

**RHODES, BOB**  
WFBN-TV, Indianapolis, Ind.

**RHODES, LARRY**  
WPIN, St. Petersburg, Fla.

**RHODY, RONNIE**  
WFKY, Frankfort, Ky.

**RICE, BRUCE**  
Sportscope

**KWFT, Wichita Falls, Tex.**

**RICH, AL**  
WLOH, Princeton, W. Va.

**RICHARDS, RON**  
KGVO, Missoula, Mont.

**RICHARDSON, BOB**  
KEYJ, Jamestown, N. D.

**RICHARDSON, LYLE**  
KBON, Omaha, Neb.

**RICHARDSON, WALT**  
KOSY, Texarkana, Ark.

**RICHMOND, DICK**  
KLIJ, Dallas, Tex.

**RICHMOND, HYLE**  
WXRA, Buffalo, N. Y.

**RIDGWAY, CHARLIE**  
WBIB, Fitzgerald, Ga.

**RIFENBURG, DICK**  
WBEN-TV, Buffalo, N. Y.

**RITZERT, ROBERT**  
WNAE, Bridgeport, Conn.

**ROACH, JACK**  
WKBY, Muskegon, Mich.

**ROBERTS, DON**  
Warm-Up Time

**WCOU, Lewiston, Me.**

**ROBERTS, G. F.**  
KBIM, Roswell, N. Mex.

**ROBERTS, KENNETH**  
KLMR, Lamar, Colo.

**ROBERTSON, BOB**  
WNDU-TV, South Bend, Ind.

**ROBINSON, JERRY**  
KELA, Centralia Chehalis, Wash.

**ROBINSON, MAX**  
WJTN, Jamestown, N. Y.

**ROBINSON, SOL**  
WLAB, Danbury, Conn.

**ROBSON, CLYDE**  
WEMR, Emporium, Pa.

**ROBREICK, JACK**  
KFKA, Greeley, Colo.

**RODIMON, BILL**  
WJAM, Marion, Ala.

**ROGERS, DAVE**  
WJMN, Florence, S. C.

**ROLLINS, TOM**  
KVKM, Monahans, Tex.

**ROMINE, ROD**  
KCEB, Minot, N. D.

**ROPER, KEITH**  
WABJ, Adrian, Mich.

**ROSELLE, JIM**  
WJTN, Jamestown, N. Y.

**ROTZ, SID**  
WDZ, Decatur, Ill.

**ROUTH, BILL**  
WNOK, Columbia, S. C.

**ROWLANDSON, HUGH**  
WTVL, Waterville, Me.

**ROY, TOM**  
WKLA, Ludington, Mich.

**ROYSE, HANK**  
WKAY, Glasgow, Ky.

**RUSH, RED**  
KFXM, San Bernardino, Cal.

**RUSSELL, EARLE**  
KSJO, San Jose, Cal.

**RUST, ARTHUR**  
WWRJ, N. Y. C., N. Y.

**RUST, BILL**  
KGVL, Greenville, Tex.

**RYAN, KEITH**  
KLOT, Lake Charles, La.

**RYLEDGE, GEORGE**  
WHMA, Anniston, Ala.

**SALTER, ELMER G.**  
WAUD, Auburn, Ala.

**SALTZMANN, JIM**  
WKRZ, Oil City, Pa.

**SAMP, PHIL**  
WGLZ, Beloit, Wis.

**SAMS, NOLY JR.**  
WQSN, Charleston, S. C.

**SANDLER, JACK**  
KOWH, Omaha, Neb.

**SANDS, GEORGE**  
WMAN, Springfield, Mass.

**SAVAGE, BOB**  
WMAZ, Macon, Ga.

**SAVANGE, GUY**  
KNYZ, Houston, Tex.

**SAVLINE, FRANK**  
WIMS, Michigan City, Ind.

**SCHENKEL, CHRIS**  
WABD, N. Y. C., N. Y.

**SCHOENDIENST, TOM**  
Sports Desk

**WCIA, Champaign, Ill.**

**SCHWARTZ, GERALD**  
WAHR, Miami Beach, Fla.

**SCOTT, DAVID**  
WKNB-TV, New Britain, Conn.

**SCOTT, HAROLD**  
WJAC-TV, Johnstown, Pa.

**SCOTT, MARK**  
KCOP, Hollywood, Cal.

**SCOTT, PAUL**  
WFKY, Frankfort, Ky.

**SCOTT, PENN**  
WTLN, Tallassee, Ala.

**SCOTT, RAY**  
KDKA-TV, Pittsburgh, Pa.

**SCOTT, SAM**  
WCAM, Camden, N. J.

**SCOTT, STAN**  
WAKU, Latrobe, Pa.

**SEARS, CHARLIE**  
WCNN, Middletown, Conn.

**SEAVEY, CECIL**  
KKTU, Colorado Springs, Col.

**SEBASTIAN, BILL**  
KLTZ, Glasgow, Mont.

**SENYCZKO, EDWARD**  
Sports Parade

**WTHI, Port Huron, Mich.**

**SEXTON, CARROLL**  
WCRS, Greenwood, S. C.

**SHACKLEFORD, ROSS**  
WGAU, Athens, Ga.

**SHAFFER, MAX**  
WDAM-TV, Danville, Ill.

**SHANLEY, GIB**  
Sports Slants

**WPON, Pontiac, Mich.**

**SHARPE, JACK**  
WEBR, Buffalo, N. Y.

**SHEPHERD, CHARLIE**  
WWXC, Asheville, N. C.

**SHEPPARD, CHARLES**  
KPLG, Bellingham, Wash.

**SHERMAN, BARRY**  
WBRE-TV, Wilkes-Barre, Pa.

**SHERMAN, BARRY**  
WSCR, Scranton, Pa.

**SHERMAN, BUD**  
WBAP, Fort Worth, Tex.

**SHERMAN, DICK**  
WISC, Madison, Wis.

**SHERMAN, GENE**  
KMNS, Sioux City, Iowa

**SHILVOCK, DICK**  
KASL, New Castle, Wyo.

**SHIVELY, DICK**  
WSM, Nashville, Tenn.

**SHIVER, JACK**  
WMGA, Moultrie, Ga.

**SHOOP, RON**  
WOI-TV, Ames, Iowa

**— S —**

**SAIDT, BUS**  
WBUD, Trenton, N. J.

**SALDER, JOHN**  
WHAP, Hopewell, Va.



**SHUDT, ROY**  
WTRY, Troy, N. Y.

**SHUMAN, HOWARD**  
KYAK, Yakima, Wash.

**IEGL, JIM**  
WHBL, Sheboygan, Wis.

**SIMMONS, LON**  
KML, Fresno, Cal.

**SIMONTON, RED**  
KYUM, Yuma, Ariz.

**SIMPSON, JIM**  
WRC, Washington, D. C.

**SIMPSON, JIMMY**  
WNAO-TV, Raleigh, N. C.

**SIMPSON, SIM**  
WRC-TV, Washington, D. C.

**SIMS, CHARLIE**  
KDUB-TV, Lubbock, Tex.

**SISKIND, CARL**  
KGMC, Englewood, Colo.

**SJOLANDER, HERB**  
WSPB, Sarasota, Fla.

**SKINNER, MERRILL L.**  
KGEM, Boise, Idaho

**SLATER, MANNING**  
WICC, Bridgeport, Conn.

**SLATER, SAM**  
WCOM, Parkersburg, W. Va.

**SLATTERY, JACK**  
WILS, Lansing, Mich.

**SMEDLEY, BOVD**  
WSLM, Salem, Ind.

**SMITH, ART**  
WDQN, Du Quoin, Ill.

**SMITH, BILL**  
KTOE, Mankato, Minn.

**SMITH, BOCKY**  
WLOF, Orlando, Fla.

**SMITH, BOB**  
KKTU, Colorado Springs, Colo.

**SMITH, BOB**  
WKGX, Knoxville, Tenn.

**SMITH, DALE**  
KFJB, Marshalltown, Iowa

**SMITH, JIM**  
KXGI, Fort Madison, Iowa

**SMITH, LESTER**  
WNAO, Boston, Mass.

**SMITH, REA JR.**  
WLAJ, Lafollette, Tenn.

**SMITH, RUSSELL**  
Headlines in Sports  
KLPN, Minot, N. D.

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KFSD-TV, San Diego, Cal.

**SNYDER, BILL**  
WPDQ, Jacksonville, Fla.

**SNYDER, ED**  
WDAK, Columbus, Ga.

**SNYDER, FRANK**  
KBRC, Mount Vernon, Wash.

**SOBOL, JOHNNY**  
WILK, Wilkes-Barre, Pa.

**SOMMERVILLE, BOB**  
KNTV, San Jose, Cal.

**SPRACKLIN, JIM**  
KWYO, Sheridan, Wyo.

**SPRAGUE, ED**  
KTMS, Santa Barbara, Cal.

**SPENCER, LESTER G.**  
WKBV, Richmond, Ind.

**SPENCER, MARK**  
WPAV, Portsmouth, Ohio

**SPENCER, PHIL**  
WENT, Gloversville, N. Y.

**SPOKES, AL**  
WIOY, Burlington, Vt.

**STADYAC, ERNIE**  
WADC, Akron, Ohio

**STANLEY, JOHN**  
KHBM, Monticello, Ark.

**STARK, CHUCK**  
KDRS, Paragould, Ark.

**STAUFFACHER, C. B.**  
KRMW, The Dalles, Oreg.

**STEDMAN, DICK**  
KVOR, Colorado Springs, Colo.

**STEEL, JIM**  
Sports Final  
KTVX, Muskogee, Okla.

**STEELE, BOB**  
WTIC, Hartford, Conn.

**STEIN, ELLIOTT**  
WBIS, Bristol, Conn.

**STEMMLER, NICK**  
WRUN, Utica, N. Y.

**STENKAMP, JOHN**  
Sports Den  
KIMA-TV, Yakima, Wash.

**STEPHENSON, RON**  
WJAC, Johnstown, Pa.

**STERN, BILL**  
Football Games  
ABC, N. Y., N. Y.

**STEVENS, BILL**  
WCYB, Bristol, Va.

**STEVENS, LEN**  
WHAT, Philadelphia, Pa.

**STEVENSON, WARD**  
KMMT, KAUS, Austin, Minn.

**STEWART, BOB**  
WTOM-TV, Lansing, Mich.

**STEWART, LARRY**  
WJWS, Champaign, Ill.

**STIERLI, JOSEPH P.**  
Sports Daily  
WRDD, Daytona Beach, Fla.

**STODDER, KEN**  
KHUM, Eureka, Cal.

**STONE, CLAUDE C.**  
WLSV, Wellsville, N. Y.

**STONE, RONNIE**  
KADA, Ada, Okla.

**STOVER, JIM**  
WCVA, Culpeper, Va.

**STRATTON, DICK**  
WMBR-TV, Jacksonville, Fla.

**STRATTON, GIL**  
KNXP, Los Angeles, Cal.

**STRICKLAND, WILLIAM**  
WIRA, Fort Pierce, Fla.

**STUCKEY, BILL**  
WNCT, Greenville, N. C.

**SULLIVAN, WADE**  
WOZK, Ozark, Ala.

**SUMMERS, BILL**  
WLOU, Louisville, Ky.

**SUMMERS, LOUIS**  
WOIC, Columbia, S. C.

**SWEET, DAVE**  
WBSM, New Bedford, Mass.

**SWEENEY, DICK**  
WGWR, Ashboro, N. C.

**SWEENEY, FRANK**  
WJJD, Chicago, Ill.

— T —

**TABNER, DOUG**  
WTOL, Toledo, Ohio

**TAPLER, VINCE**  
WTJS, Jackson, Tenn.

**TARLETON, SAM**  
KPLC-TV, Lake Charles, La.

**TATE, VERNER**  
WFBC-Greenville, S. C.

**TAWWATER, TUT**  
KVOP, Plainview, Tex.

**TAYLOR, BOB**  
WVSC, Somerset, Pa.

**TAYLOR, CRAWFORD**  
KTFY, Brownfield, Tex.

**TAYLOR, JOHN**  
WONN, Lakeland, Fla.

**TEMPLETON, BOB**  
KWBE, Beatrice, Neb.

**TEMPLETON, DINK**  
KFRC, San Francisco, Cal.

**TENNANT, JACK**  
WKNA, Charleston, W. Va.

**THACKER, JIM**  
Sports Eye  
WSAZ-TV, Huntington, W. Va.

**THIERLEN, JOE**  
WNRC, New Rochelle, N. Y.

**THILENIUS, ED**  
WRFC, Athens, Ga.

**THOMAS, ED**  
WLSL, Roanoke, Va.

**THOMAS, ERNIE**  
KISD, Sioux Falls, S. D.

**THOMAS, GLENN**  
WBGR, Jesup, Ga.

**THOMAS, GLENN**  
WJLJ, Hagerstown, Md.

**THOMAS, JERRY**  
KVEN, Ventura, Cal.

**THOMAS, JIM**  
WCPO, Cincinnati, Ohio

**THOMAS, JIM**  
WMBR, Greenville, S. C.

**THOMAS, ROLLY**  
KFI, Los Angeles, Cal.

**THOMPSON, BEN**  
WION, Ionia, Mich.

**THOMPSON, TOMMY**  
WIO, Des Moines, Iowa

**TOLBERT, JERRY**  
WEHT-TV, Evansville, Ind.

**TOMERLIN, ED**  
Sports Roundup  
KERO, Bakersfield, Cal.

**TOOTHMAN, BOB**  
WBLK, Clarksburg, W. Va.

**TORGERSON, STAN**  
WHBQ, Memphis, Tenn.

**TOSTI, PHIL**  
WKAF, Rome, N. Y.

**TRABER, JIMMY**  
KNAL, Victoria, Tex.

**TRAYNOR, PIE**  
KQV, Pittsburgh, Pa.

**TRINE, PHIL**  
KUKI, Ukiah, Cal.

**TROTTER, HUGH**  
WSEY, Sevierville, Tenn.

**TROUT, LARRY**  
KERN, Bakersfield, Cal.

**TURNER, AL**  
KTBB, Tyler, Tex.

**TURNER, BOB**  
WHAM, Rochester, N. Y.

**TUCKER, CARNELL**  
Sports Digest  
WNLA, Indianaola, Miss.

**TURNER, JIM**  
WJAN, Spartanburg, S. C.

**TURNER, RAY**  
WTAR-TV, Norfolk, Va.

**TWIGG, ROLAND**  
WBLY, Lexington, N. C.

— U —

**UFER, ROBERT**  
WPAG-TV, Ann Arbor, Mich.

**UNDERWOOD, R. T.**  
WCNB, Connorsville, Ind.

**INGER, LES**  
Press Box  
WCTC, New Brunswick, N. J.

**URBAN, JOHN**  
WCNY-TV, Watertown, N. Y.



— V —

**VAN, FRITZ**  
WSGW, Saginaw, Mich.  
**VAGNER, JACK C.**  
KRAL, Rawlins, Wyo.  
**VALICENTI, JOE**  
WBBW, Youngstown, Ohio  
**VAN'T HULL, FRED**  
KEYD, Minneapolis, Minn.  
**VAUGHN, WALTER**  
KRRV, Sherman, Tex.  
**VAZQUEZ, PEDRO**  
WAPA-TV, San Juan,  
Puerto Rico  
**VEACH, BOB**  
WFRX, W. Frankfort, Ill.  
**VEAZEY, NORMAN**  
WAGC, Chattanooga, Tenn.  
**VEIDT, BILL**  
WBKH, Hattiesburg, Miss.  
**VESTRO, AL**  
WATR, Waterbury, Conn.  
**VILLANT, JOHNNIE**  
WELC, Welch, W. Va.  
**VOLKEMA, HAL**  
WHTC, Holland, Mich.

— W —

**WAGENVOORD, DAVID**  
WEBB, Southern Pines,  
N. C.  
**WAGNER, BOB**  
WHIZ-TV, Zanesville, Ohio  
**WAGNER, ROBERT**  
WESK, Escanaba, Mich.  
**WAITE, DAVE**  
WFOR, Hattiesburg, Miss.  
**WALDEN, WARREN**  
WJAR, Providence, R. I.  
**WALESKIE, EDDIE**  
WSBA, York, Pa.  
**WALKER, BOB**  
KSEM, Moses Lake, Wash.  
**WALKER, DREW**  
KWRO, Coquille, Ore.  
**WALKER, HAL**  
WXIX, Milwaukee, Wis.  
**WALKER, JOE**  
WMBM, Miami Beach, Fla.  
**WALKER, LLOYD**  
KFTM, Ft. Morgan, Colo.  
**WALKER, MERRILL**  
WOAP, Owosso, Mich.  
**WALLACE, FORREST**  
KRCG-TV, Jefferson City,  
Mo.  
**WALLACE, JACK**  
KBSB, Big Spring, Tex.  
**WALSH, FRANK J.**  
WBCB, Bay City, Mich.  
**WALSHAK, DAVID**  
KCTI, Gonzales, Tex.  
**WALTHALL, CLYDE**  
KGGF, Coffeyville, Kans.  
**WALTHALL, TUBBY**  
WJWS, South Hill, Va.  
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WSPN, Saratoga Springs,  
N. Y.  
**WALTON, LUKE**  
WISH, Indianapolis, Ind.  
**WANZER, HAL**  
WLSI, Pikeville, Ky.  
**WARD, BILL**  
WBT, WBTW, Charlotte,  
N. C.  
**WARD, GORDON**  
WTAM, Cleveland, Ohio  
**WARD, PETER J.**  
WRIC, Richlands, Va.  
**WARNER, DICK**  
WRDW, Augusta, Ga.

**WARREN, JIM**  
KVOO-TV, Tulsa, Okla.  
**WARREN, MERT**  
WLOE, Leaksville, N. C.  
**WATERMAN, BERNIE**  
WMAY, Springfield, Ill.  
**WATT, JIM**  
KSTT, Davenport, Iowa  
**WATTRICK, DON**  
WXYZ, Detroit, Mich.  
**WAY, JOHN F.**  
KCHL, Chillicothe, Mo.  
**WAYNE, KEN**  
WTAO, Boston, Mass.  
**WEATHERLY, BOB**  
WTAN, Clearwater, Fla.  
**WEAVER, BILL**  
WDAY-TV, Fargo, N. D.  
**WEAVER, HANK**  
KABC, Hollywood, Cal.  
**WEAVER, RICK**  
KOLN-TV, Lincoln, Neb.  
**WEHMEIER, HAL**  
KRUL, Corvallis, Ore.  
**WEILER, BOB**  
KDIX, Dickinson, N. D.  
**WELLS, LEFTY**  
KVKM, Monahans, Tex.  
**WELLS, LINN**  
WGAN-TV, Portland, Me.  
**WELSH, BILL**  
KTTV, Los Angeles, Cal.  
**WENDLANDT, LEW**  
WPLY, Plymouth, Wis.  
**WERNER, HERB**  
WTRN, Tyrone, Pa.  
**WEST, BILL**  
KGBX, Springfield, Mo.  
**WEST, JACK**  
WLBT, Jackson, Miss.  
**WESTERGARD, ARTHUR**  
KFOR, Lincoln, Neb.  
**WEYENETH, STOOP**  
KBRL, McCook, Neb.  
**WHALEN, JOSEPH**  
WVPO, Stroudsburg, Pa.  
**WHEELER, RON**  
KTAT, Frederick, Okla.  
**WHITAKER, BOB**  
WMIX, Mt. Vernon, Ill.  
**WHITAKER, JACK**  
WCAU-TV, Philadelphia,  
Pa.  
**WHITE, BOB**  
WCSS, Amsterdam, N. Y.  
**WHITE, DICK**  
KGWA, Enid, Okla.  
**WHITEHEAD, AL**  
WILVH, Henderson, N. C.  
**WHITEHEAD, BOB**  
WBAX, Wilkes-Barre, Pa.  
**WHITMORE, TOM**  
WWCA, Gary, Ind.  
**WHITWORTH, RAY**  
KCSJ-TV, Pueblo, Cal.  
**WICKER, CHARLES N.**  
WTPS, New Orleans, La.  
**WIDMAN, RALPH**  
WFAA, Dallas, Tex.  
**WIGGINS, JIM**  
KENS, San Antonio, Tex.  
**WILE, OTIS**  
KSPI, Stillwater, Okla.  
**WILLIAMS, CHUCK**  
Mikeside of Sports  
KWNO, Winona, Minn.  
**WILLIAMS, DALE**  
WOI-TV, Ames, Iowa  
**WILLIAMS, GARNET**  
WFIW, Fairfield, Ill.  
**WILLIAMS, HARRY**  
WFTL, Lauderdale, Fla.  
**WILLIAMS, LEIGHTON H.**  
WWNH, Rochester, N. H.  
**WILLIAMS, OMAR**  
WLWD, Dayton, Ohio

**WILLIAMSON, DICK**  
WLAY, Muscle Shoals, Ala.  
**WILSON, CARROLL**  
WIRJ, Humboldt, Tenn.  
**WILSON, DAVE**  
KANS, Wichita, Kans.  
**WILSON, ED**  
KOAM, Pittsburg, Kans.  
**WILSON JIM**  
WSBT-TV, South Bend,  
Ind.  
**WILSON, WARD**  
WMGM, N. Y., N. Y.  
**WINKENWERDER,**  
**CHARLES**  
KYAS, Astoria, Oreg.  
**WINE, WES**  
KFDM-TV, Beaumont, Tex.  
**WINEMAN, CLYDE**  
WOKZ, Alton, Ill.

**WISMER, HARRY**

Sports Director, General Sports  
Time, Harry Wismer Sports, Mutual;  
General Sports TV, WOR and Coast-  
To-Coast

**WOODWARD, LE ROY**  
WVJS, Owensboro, Ky.  
**WOLFE, ART**  
WAMS, Wilmington, Del.  
**WOLFE, BOB**  
WTTG, WWDC, Washing-  
ton, D. C.  
**WOLF, FRED**  
WXYZ-TV, Detroit, Mich.  
**WOLF, HAL**  
KNBC, San Francisco, Cal.  
**WOLLEY, PHIL**  
WGUY, Bangor, Me.  
**WRIGHT, BILL**  
WGLV, Easton, Pa.  
**WYLIE, BOB**  
WAKR-TV, Akron, Ohio  
**WYMAN, MAL**  
KALL, Salt Lake City,  
Utah  
**WYNN, BOB**  
WAYX, Waycross, Ga.  
**WYNNE, JIMMY**  
WAIR, Winston Salem,  
N. C.

— Y —

**YELLAND, STARR**  
KLZ, Denver, Colo.  
**YOUNG, ALLAN**  
WAIN, Columbia, Ky.  
**YOUNG, NORMAN J.**  
Sports Final  
WCGC, Belmont, N. C.

— Z —

**ZABEL, JIM**  
WHO, Des Moines, Iowa  
**ZEGARSKIE, ED**  
WHUB, Cookeville, Tenn.  
**ZEIDMAN, IRV**  
Sports Beat  
KENT, Shreveport, La.  
**ZELICK, MARK**  
WOSA, Wausau, Wis.  
**ZIMMERMAN, PAUL**  
WMVA, Martinsville, Va.  
**ZIMMERMAN, ROBERT**  
KOEL, Oelwein, Iowa  
**ZUCKHELLI, ED J.**  
KCOY, Santa Maria, Cal.



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KFJZ-TV, Ft. Worth, Tex.

**ABELL, FRAN**  
KBOX, Modesto, Cal.

**ACKERMAN, AL**  
WBIS, Bristol, Conn.

**ADAMS, ALLAN**  
KDKD, Clinton, Mo.

**ADAMS, BOB**  
WBSM, New Bedford, Mass.

**ADAMS, JIM**  
WSTV, Steubenville, Ohio

**ADDIS, DICK**  
WMTV, Madison, Wis.

**ADKINS, BOB**  
Going Home Show  
KLAN, Renton, Wash.

**ADKINS, JOHN C.**  
WLSI, Pikeville, Ky.

**AGA, ERCEL**  
KXRA, Alexandria, Minn.

**AKER, DICK**  
KTFY, Brownfield, Tex.

**ALARIE, DICK**  
WPCT, Putnam, Conn.

**ALBERS, HARRY**  
KLUK, Evanston, Wyo.

**ALBERTSON, BOB**  
Open House  
KHSL-TV, Chleo, Cal.

**ALBRIDGE, KENNETH**  
KHM0, Hannibal, Mo.

**ALBRIGHT, DAVE**  
KCRG, Cedar Rapids, Iowa

**ALBRIGHT, DON**  
KCRS, Midland, Tex.

**ALDRICH, BILL**  
KSO, Des Moines, Iowa

**ALDRIDGE, CHARLES**  
WCRS, Greenwood, S. C.

**ALLEN, BILL**  
WLAC, Nashville, Tenn.

**ALLEN, BOB**  
KWBU, Corpus Christi,  
Tex.

**ALLEN, DAVE**  
KWK, St. Louis, Mo.

**ALLEN, ERNIE**  
KFST, Ft. Stockton, Tex.

**ALLEN, LEE**  
WARM-TV, Scranton, Pa.

**ALLEN, OLIVER**  
WRAP, Norfolk, Va.

**ALLEN, PETER**  
WQXR, N. Y. N. Y.

**ALLEN, RIC**  
WNRC, New Rochelle,  
N. Y.

**ALLEN, WES**  
KHM0, Hannibal, Mo.

**ALLEY, LeROY**  
WMCH, Church Hill, Tenn.

**ALLINGER, RALPH**  
Musical Clock  
WIBX, Utica, N. Y.

**ALLISON, BILL**  
WKBZ, Muskegon, Mich.

**ALLSION, JOE**  
WSIX, Nashville, Tenn.

**AMMERMAN, MEL**  
KCNV, San Marcos, Tex.

**AMOS, DICK**  
KDRO-TV, Sedalia, Mo.

**AMUNDSON, GIL**  
KMHL, Marshall, Minn.

**ANDERS, MARK**  
Wake Up & Smile  
WCVA, Culpeper, Va.

**ANDERSEN, GORDON**  
WKLA, Ludington, Mich.

**ANDERSON, AL**  
WPBC, Minneapolis, Minn.

**ANDERSON, DON**  
Breakfast Frolic  
KFH, Wichita, Kans.

**ANDERSON, DON**  
KWRO, Coquille, Oreg.

**ANDERSON, GARY**  
WLAK, Lakeland, Fla.

**ANDERSON, JOE L.**  
KIHN, Hugo, Okla.

**ANDERSON, ROBERT E.**  
KVAL-TV, Eugene, Oreg.

**ANDERSON, WARREN**  
The Plainsman  
KFDA-TV, Amarillo, Tex.

**ANDRICK, BILL**  
WPAR, Parkersburg, W. Va.

**ANNO, GEORGE**  
WATV, Ashland, Wis.

**ANSBRO, GEORGE**  
When A Girl Marries  
WABC

**ANTHONY, GEORGE**  
WOND, Pleasantville, N. J.

**ANTHONY, GEORGE**  
KNLY, Spokane, Wash.

**ANTNOIE, TEX**  
Weather by Wethbee,  
American Inventory  
NBC-TV

**ANSBRO, GEORGE**  
WABC, N. Y., N. Y.

**APENAS, EMIL**  
Early Risers  
WBTA, Batavia, N. Y.

**ARANDA, AL**  
KCNV, San Marcos, Tex.

**ARCHER, BILL**  
WIRK, W. Palm Beach,  
Fla.

**ARGO, JOHNNY**  
WQOK, Greenville, S. C.

**ARGUEDO, OSCAR**  
KCOR, San Antonio, Tex.

**ARMSTRONG, STU**  
KEYD-TV, Minneapolis,  
Minn.

**ARNOLD, BILL**  
WTOO, Toledo, Ohio

**ARRINGTON, BILL**  
WMRB, Greenville, S. C.

**ART, BOBBY**  
WRFW, Eau Claire, Wis.

**ASH, KEN**  
WKOX, Framingham, Mass.

**ASHE, DICK**  
WIPC, Lake Wales, Fla.

**ASHLEY, JAMES B.**  
WGVM, Greenville, Miss.

**ASHTON, KEITH**  
KFBC, Cheyenne, Wyo.

**ASKEY, ROBERT**  
KFOR, Lincoln, Neb.

**ATKERSON, WAYNE**  
Man About Town  
WLVA-TV, Lynchburg, Va.

**ATKINS, EDDIE**  
WJEH, Gallipolis, Ohio

**ATKINS, TOM**  
WATE-TV, Knoxville, Tenn.

**ATKINS, WILLIAMS**  
WLAR, Athens, Tenn.

**ATKINSON, J. C.**  
WAUG, Augusta, Ga.

**ATKINSON, STAN**  
Watch the Birdie  
KREM-TV, Spokane, Wash.

**ATKISSON, PHIL**  
KASI, New Castle, Wyo.

**AUSTIN, BILL**  
WKIN, Kingsport, Tenn.

**AUSTIN, BOB**  
WCTT, Corbin, Ky.

**ATTER, VIRGINIA**  
Open House  
WMBR-TV, Jacksonville,  
Fla.

**AUSTIN, STEVE**  
KWBY, Colorado Springs,  
Colo.

**AVALON, AL**  
B. Aug. 10, 1928, Boston, Mass.  
WABC-TV

**AVERBACH, HY**  
Tony Martin Show  
NBC-TV

**AVERY, CHARLES**  
WLNA, Peckskill, N. Y.

**AVERY, MARK**  
WTVN, Columbus, Ohio

**AZAR, RICK**  
WHLD, Niagara Falls,  
N. Y.

## — B —

**BACKS, HENRY**  
Midday Musicale  
WWRL, N. Y., N. Y.

**BAGUEZ, SAL**  
KWKW, Pasadena, Cal.

**BAHN, CARL**  
WCSS, Amsterdam, N. Y.

**BAILEY, CARL**  
Mr. Big  
KBIG, Avalon, Cal.

**BAILEY, CHARLEY**  
WJMX, Florence, S. C.

**BAILEY, JACK**  
Queen For A Day  
MBS

**BAILEY, STEVE**  
KMPC, Los Angeles, Cal.

**BAINTER, BILL**  
KIT, Yakima, Wash.

**BAKER, ART**  
B. Jan. 7, 1898, New York City;  
You Asked For It, ABC-TV; Dinah  
Shore Show, NBC-TV

**BAKER, BUDDY**  
KEYS, Corpus Christi, Tex.

**BAKER, LARRY**  
KNTV, San Jose, Cal.

**BAKER, SAM**  
Teen Time  
KFST, Ft. Stockton, Tex.

**BAKER, WILLIAM C.**  
WROY, Carmi, Ill.

**BAKKE, HAL**  
KGKO, Dallas, Tex.

**BALDWIN, MEL**  
Music 'Till Dawn  
KNX, Los Angeles, Cal.

**BAIL, ACE**  
KDAV, Lubbock, Tex.

**BAIL, NOEL**  
WSIX, Nashville, Tenn.

**BALLAS, JIM**  
KCOW, Alliance, Neb.

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BILL  
SILBERT

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NBC

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**BARBER, DON**  
Little Rascals  
WGBS-TV, Miami, Fla.

**BARBER, RED**  
NBC-TV

**BARKER, JIM**  
WEDO, McKeesport, Pa.

**BARKER, ROBERT**  
Newscasts  
KLIZ, Brainerd, Minn.

**BARRICK, JOHNNY**  
WKAY, Glasgow, Ky.

**BARRINGTON, WAYNE**  
KARD-TV, Wichita, Kans.

**BARTELL, BOB**  
KTIM, San Rafael, Cal.

**BARTLEY, JIM**  
WMMN, Fairmont, W. Va.

**BARLOW, JOHN C., JR.**  
KSL, Salt Lake City, Utah

**BARLOW, RAY**  
Turn-Table Time  
WADP, Kane, Pa.

**BARRY, DONALD J.**  
WIKK, Newport, Vt.

**BARRY, TOM**  
WOL, Washington, D. C.

**BARTLETT, DON**  
WDOT, Burlington, Vt.

**BARTON, BEV**  
WCMI, Ashland, Ky.

**BARTON, HAL**  
KHQA-TV, Hannibal, Mo.

**BARTON, KEARNEY**  
KTW, Seattle, Wash.

**BAUGHMAN, ELMER**  
WFAA, Dallas, Tex.

**BAXTER, GORDON**  
KPAC, Port Arthur, Tex.

**BEAM, BOB**  
WBTV, Charlotte, N. C.

**BEARD, SAM**  
Time Out  
WPTE, Raleigh, N. C.

**BEASLEY, VERN**  
WMIX, Mt. Vernon, Ill.

**BEAUCHAMP, DENNIS**  
Night Ride  
WDMJ, Marquette, Mich.

**BECK, BILL**  
KKTU, Colorado Springs, Colo.

**BECK, JACKSON**  
B, July 23, 1912, New York City;  
United States Steel Hour, Elgin  
Hour, Ken Murray Show, ABC-TV,  
CBS-TV; Walter Winchell, ABC

**BECKER, SANDY**  
WARD, N. Y., N. Y.

**BECKSTRAND, PAUL**  
KELO, Sioux Falls, S. D.

**BECKTEL, EARL**  
WMID, Atlantic City, N. J.

**BEE, ALON**  
WLBT, Jackson, Miss.

**BEERS, BOBBY**  
KOSI, Aurora, Colo.

**BELKE, ROGER L.**  
WKLJ, Sparta, Wis.

**BELL, ALLEN**  
KREW, Sunnyside, Wash.

**BELL, DON**  
KRNT, Des Moines, Iowa

**BELL, GENE**  
KYOS, Merced, Cal.

**BELL, KENN**  
KALB, Alexandria, La.

**BELL, MONTE**  
KTEN, Ada, Okla.

**BENDER, AUGIE**  
WJWS, South Hill, Va.

**BENDT, JACK**  
WKLO, Louisville, Ky.

**BENNETT, RICK**  
WFRM, Condersport, Pa.

**BENSON, GORDON**  
KEEN, San Jose, Cal.

**BERG, HERB**  
WVOK, Charlotte, N. C.

**BERGEON, CLARKE**  
WION, Ionia, Mich.

**BERNARD, PAUL**  
KTBS-TV, Shreveport, La.

**BEYANECOURT, MIKE**  
KCCT, Corpus Christi, Tex.

**BEVINS, SOUTH**  
WBRT, Bardstow, Ky.

**BIDESE, MARIO**  
WLOA, Pittsburgh, Pa.

**BILL, CHUCK**  
WBKB, Chicago, Ill.

**BILLINGSLEY, BILL**  
WADE, Wadesboro, N. C.

**BINET, BILL**  
KGVO-TV, Missoula, Mont.

**BINGE, RALPH**  
WJBK, Detroit, Mich.

**BILDERBACK, LESTER**  
WINI, Murphysboro, Ill.

**BIRD, AL**  
WJAC, Johnstown, Pa.

**BIRD, BUD**  
KGCN, Sidney, Mont.

**BIRDAS, GEORGE**  
WLNA, Peckskill, N. Y.

**BIRDSONG, LAWRENCE**  
Startime  
KTVE, Longview, Tex.

**BIRKETT, WILLIAM**  
WLO, Frankfort, Ind.

**BIRRELL, HARRY**  
WSTV, Steubenville, Oh'o

**BLACK, JOHN**  
WTNJ, Trenton, N. J.

**BLACKWELL, KEN**  
WIKP, Henderson, N. C.

**BLAINE, GENE**  
WDUX, Gainesville, Ga.

**BLAINE, LEE**  
WMTS, Murfreesboro, Tenn.

**BLAIR, BILL**  
KGEO-TV, Enid, Okla.



**AL AVALON**  
Announcer-M. C.

FO. 4-4520



**MARILYN HARVEY**  
Announcer-M. C.

FO. 4-4520

**BILL LAZAR**

RADIO  
TELEVISION  
FILMS

MUrray Hill 8-6600



**BILL  
SHIPLEY**

MU. 8-6600



**BLAIR, RICHARD**  
WINI, Murphysboro, Ill.  
**BLANCHARD, JIM**  
KAPK, Minden, La.  
**BLANCHARD, LOWELL**  
WNOX, Knoxville, Tenn.  
**BLANTON, WALLY**  
Million Dollar Movie  
KFJZ-TV, Ft. Worth, Tex.  
**BLESSING, SAM**  
KOSI, Aurora, Colo.  
**BLOCK, JIM**  
KGDM, Stockton, Cal.  
**BLOOM, BENNY**  
KREI, Framington, Mo.  
**BODKIN, LARRY**  
WJHP, Jacksonville, Fla.  
**BOGDEN, HILARY**  
Old Timers Party  
WJAS, Pittsburgh, Pa.  
**BOLIN, ART**  
Party Time  
WARM-TV, Scranton, Pa.  
**BONDERUD, RICHARD**  
KRAI, Craig, Colo.  
**BONNEAU, ROBIN**  
Hit the Deck  
WTSV, Claremont, N. H.  
**BOONE, CHARLIE**  
KVOR, Colorado Springs,  
Col.  
**BOONE, JACK**  
WCJU, Columbia, Miss.  
**BORRELL, J. C.**  
KMCO, Conroe, Tex.  
**BOWAN, GENE**  
WKYR, Keyser, W. Va.  
**BOWEN, AL**  
WADK, Newport, R. I.  
**BOWLES, FRAN**  
WOAP, Owosso, Mich.  
**BOWICK, WILLIAM L.**  
WGBA, Columbus, Ga.  
**BOWMAN, ROGER**  
NBC-TV

**BOWMAN, WILLIAM M.**  
W01C, Columbia, S. C.  
**BOWNING, ALAN**  
WNAO-TV, Raleigh, N. C.  
**BOOTH, JERRY**  
WTVP, Decatur, Ill.  
**BOUNERBA, DICK**  
WNLK, Norwalk, Conn.  
**BOYD, FORREST**  
Circle 52 Ranch  
WSIV, Elkhart, Ind.  
**BRACKEN, DENNIS**  
WOLF, Syracuse, N. Y.  
**BRADFORD, JOHN**  
WINS, N. Y., N. Y.  
**BRADLEY, BOB**  
Musical Sketchbook & Fun  
Room  
WRBL-TV, Columbus, Ga.  
**BRADLEY, BOB**  
Afternoon Music  
WBTA, Batavia, N. Y.  
**BRADLEY, LYLE**  
WLEF, Richmond, Va.  
**BRADY, DICK**  
WCBY, Cheboygan, Mich.  
**BRADY, ED**  
KNBC, San Francisco, Cal.  
**BRAGG, NELSON**  
Swan Boat  
WBZ-TV, Boston, Mass.  
**BRANSON, GLASCO**  
KMCM, McMinnville, Ore.  
**BRAY, BOB**  
Club 30  
WKNB-TV, New Britain,  
Conn.  
**BRAY, ED**  
WKTC, Thomasville, Ga.  
**BREECE, CHUCK**  
WFBN-TV, Indianapolis,  
Ind.  
**BRELAND, ED**  
WAML, Laurel, Mass.

**BRENNAN, DAN**  
WVOK, Birmingham, Ala.  
**BRENT, BLACKIE**  
WILD, Birmingham, Ala.  
**BRANDT, DEL**  
KLMS, Lincoln, Neb.  
**BRANNAN, BOB**  
KQDM, Stockton, Cal.  
**BRANUM, CHARLES**  
WEBQ, Harrisburg, Ill.  
**BRELAND, BILL**  
WBEU, Beaufort, S. C.  
**BRENDLER, GENE**  
KPTV, Portland, Ore.  
**BREWER, DICK**  
WLDB, Atlantic City, N. J.  
**BREWER, JIM**  
KWYO, Sheridan, Wyo.  
**BRIEHN, DONALD**  
WHSC, Hartsville, S. C.  
**BRISCOE, ROY**  
WSTV-TV, Steubenville,  
Ohio  
**BROADFOOT, DAN**  
KLAS-TV, Las Vegas, Nev.  
**BROOKS, DICK**  
KRNQ, San Bernardino,  
Cal.  
**BROOKS, PHIL**  
KMPC, Los Angeles, Cal.  
**BRODE, BUDDY**  
WNAR, Norristown, Pa.  
**BROSCHIE, HANK**  
Time Out  
WKCT, Bowling Green, Ky.  
**BROWN, ART**  
WVDC, Washington, D. C.  
**BROWN, BOB**  
WLBK, DeKalb, Ill.  
**BROWN, BURLEIGH**  
WVLP, Springfield, Mass.  
**BROWN, DICK**  
Swing Shift  
KBIS, Bakersfield, Cal.



**BILL WENDELL**

ANNOUNCER  
OF

**ERNIE KOVACS SHOW**  
NBC-TV

**WIDE WIDE WORLD**  
NBC-TV

**NBC-TV COLOR SPECTACULARS**

**THE SKY'S THE LIMIT**  
WRCA-TV

**STEP THIS WAY**  
WRCA-TV



ANNOUNCERS—MC'S



**BROWN, DON**  
Rhythm Ranch  
KUBA, Yuba City, Cal.

**BROWN, PHIL**  
WCRT, Birmingham, Ala.

**BROWN, SAM**  
WLBH, Mattoon, Ill.

**BROWN, TOM**  
WHK, Cleveland, Ohio

**BROWNELLE, BENED**  
KVON, Napa, Cal.

**BROWNING, DOUG**  
Welch Weather Forecasts,  
World & You  
WAEC

**BROWNING, REED**  
Beat the Record  
KABC, Hollywood, Cal.

**BRUCE, JACK**  
Musical Clock  
WNAX, Yankton, S. D.

**BRUNER, BOB**  
WKKO, Cocoa, Fla.

**BRUNER, MARSHALL**  
WOMI, Owensboro, Ky.

**BRUNES, LARRY**  
KTIL, Tillamook, Ore.

**BRYAN, BILL**  
KTOK, Oklahoma City,  
Okla.

**BRYANT, GEORGE**  
Green Thumb  
WKRC-TV, Cincinnati, Ohio

**BYRNE, BOB**  
KVSM, San Mateo, Cal.

**BRYNE, PAUL**  
WJON, St. Cloud, Minn.

**BUBB, R. C.**  
WPTW, Piqua, Ohio

**BUCHANAN, BILL**  
Listen Ladies  
WRPS, Alexander City, Ala.

**BUCHANAN, GEORGE**  
KDON, Salinas, Cal.

**BUCKLEY, THAD**  
KAFY, Bakersfield, Cal.

**BUDD, MILTON**  
Musical Clock  
WMBD, Peoria, Ill.

**BUFORD, PAT**  
WNAG, Grenada, Miss.

**BUMGARDNER, LARRY**  
WLTC, Gastonia, N. C.

**BURCH, DICK**  
T-D Party  
WPAD, Paducah, Ky.

**BURGE, HARRY**  
WGBS, Miami, Fla.

**BURGESS, DICK**  
WBSM, New Bedford, Mass.

**BURGESS, FRANK**  
Turntable Terrace  
WHMA, Anniston, Ala.

**BURGESS, SMOKEY**  
WPXX, Phenix City, Ala.

**BURKE, JIM**  
Musical Varieties  
WPPG, Atlantic City, N. J.

**BURKE, SHELDON**  
WFRV-TV, Green Bay, Wis.

**BURNEY, JOE**  
WETO, Gadsden, Ala.

**BURRETT, WARNER**  
KTVK, Phoenix, Ariz.

**BURROUGHS, LARRY**  
WDAN-TV, Danville, Ill.

**BURTENSHAW, BOB**  
KID, Idaho Falls, Idaho

**BURTON, AL**  
WORZ, Orlando, Fla.

**BURTON, BOB**  
KNGS, Hanford, Cal.

**BURTON, DANIEL**  
WRPP, Warner Robins, Ga.

**BURTON, ROBERT**  
WGGG, Gainesville, Ga.

**BURWELL, TED**  
WTYC, Rock Hill, S. C.

**BUTLER, CLIFF**  
WLOU, Louisville, Ky.

**BUTLER, JIM**  
KNLY, Spokane, Wash.

**BUTLER, TONY**  
WSFN, Saratoga Springs,  
N. Y.

— C —

**CAHILL, AL**  
WIRI, Plattsburg, N. Y.

**CAHILL, JACK**  
KLX, Oakland, Cal.

**CADWELL, CLYDE**  
KPOP, Los Angeles, Cal.

**CALE, FRED**  
WKEL, Kewanee, Ill.

**CALLOWAY, JOE**  
WKRK, Columbus, Tenn.

**CAMACHO, CESAR**  
KCOR, San Antonio, Tex.

**CAMERON, DAVE**  
WRGB, Schenectady, N. Y.

**CAMERON, FRANK**  
WHOP, Hopkinsville, Ky.

**CAMERON, JOHN**  
KNOB, Stockton, Cal.

**CAMPBELL, BOB**  
WNNC, Newton, N. C.

**CAMPBELL, DICK**  
WDVA, Danville, Va.

**CAMPBELL, JACK**  
WETO, Gadsden, Ala.

**CAMPBELL, KEITH**  
WKVA, Lewistown, Pa.

**CAMPBELL, REX L.**  
KSL, Salt Lake City, Utah

**CANDY, LOU**  
KTIE, San Antonio, Tex.

**CANE, LEN**  
WEAV, Plattsburg, N. Y.



NELSON CASE

Mgt.: Carl Eastman  
270 Park Ave. PLaza 8-1357



BUD COLLYER

**CANTER, RUSS**  
WBNS, Columbus, Ohio

**CAPARCO, GIL**  
WRIB, Providence, R. I.

**CARDILE, BILL**  
WICU-TV, Erie, Pa.

**CARDWELL, JACK**  
WALP, Prichard, Ala.

**CARLSON, BOB**  
KIRX, Kirksville, Mo.

**CARLSON, WILL**  
KLEO, Sioux Falls, S. D.

**CARNLEY, FELLIS**  
WULA, Eufaula, Ala.

**CARPENTER, KEN**  
Lux Video Theatre  
NBC-TV

**CARR, BOB**  
WSAZ-TV, Huntington,  
W. Va.

**CARRELL, RALPH**  
Windows of the World  
KISD, Sioux Falls, S. D.

**CARROLL, RAY**  
Free-Lance

**CARRIGAN, SYD**  
WBRM, Marion, N. C.

**CARROLL, DEANE**  
WXIX, Milwaukee, Wis.

**CARROLL, RALPH**  
WNBF, Binghamton, N. Y.

**CARROLL, VINCE**  
WBAX, Wilkes-Barre, Pa.

**CARSON, TOM**  
WJW, Cleveland, Ohio

**CARTER, BILL**  
WIRJ, Humboldt, Tenn.

**CARTER, CAL**  
KAMD, Camden, Ark.

**CARTER, JAMES**  
WLOU, Louisville, Ky.

**CARTER, JANIS**  
Feather Your Nest  
NBC-TV

**CARTER, VAL**  
WDOT, Burlington, Vt.

**CARTER, VIVIAN**  
WWCA, Gary, Ind.

**CARTER, WINFRED**  
WMFR, High Point, N. C.

**CARUSO, CARL A.**  
B. Jan. 11, 1917; Modern Roman-  
ces, Star Stage, NBC-TV; Capt.  
Zero, WRCA-TV; Commercials—GE,  
Wizard Wick, Nytol; 4 Way Tablets,  
Rayco

**CARVIN, EDDIE**  
WMSA, Massena, N. Y.

**CARY, EDDIE S.**  
WKLF, Sparta, Wis.

**CARSTENS, ALLEN J.**  
KCHIA, Charles City, Iowa

**CASE, NELSON**  
Red Buttons Show, P & G Sum-  
mer Playhouse, NBC-TV; Road of  
Life, CBS, CBS-TV; Omnibus,  
CBS-TV; NBC Symphony, Back-  
stage Wife, NBC

**CASEY, TOM**  
WBKB, Chicago, Ill.

**CASSINI, IGOR**  
Igor Cassini Show, WABD

**CASTON, WILLIE**  
Daily Spirituals  
KANV, Shreveport, La.

**CAVIN, ROD**  
WBOA, Evansville, Ind.

**CHANCELLOR, GREGG**  
KFNJ, Grand Junction,  
Colo.

**CHANDLER, JOEL**  
WCAX, Burlington, Vt.

**CHAPEAU, TED**  
WJHP, Jacksonville, Fla.

**CHAPIN, JIM**  
WHBQ-TV, Memphis, Tenn.

**CHARLES, AL**  
WAYB, Waynesboro, Va.

**CHARLES, BRUCE**  
WHK, Cleveland, Ohio

**CHASE, BUD**  
WCPO-TV, Cincinnati, Ohio

**CHASE, EDDIE**  
WOOD-TV, Grand Rapids,  
Mich.

**CHATBERTON, LARRY**  
Here's the Answer  
KIJ, Los Angeles, Cal.

**CHATTEN, SYD**  
KFRC, San Francisco, Cal.

**CHEDWICK, PORKY**  
WHOD, Pittsburgh, Pa.

**CHENEY, TINKER**  
WOWL, Florence, Ala.

**CHERRY, AL**  
Music Parade  
WMUU, Greenville, S. C.

**CHERRY, HUGH**  
WLW, Cincinnati, Ohio

**CHILDS, JACK**  
WFTL, Lauderdale, Fla.

**CHOMEL, FRANCIS**  
WCNR, Connersville, Ind.

**CHRISTIE, PHIL**  
WNHC, New Haven, Conn.

**CHRISTOPHER, JERRY**  
WJDM-TV, Panama City,  
Fla.

**CLACY, ROBERT**  
TV Dance Party  
WGR-TV, Buffalo, N. Y.

**CLARK, BOB**  
KOWB, Laramie, Wyo.

**CLARK, GIL**  
WATK, Antigo, Wis.

**CLARK, J. B.**  
WBT, Charlotte, N. C.

**CLARK, JIMMY**  
WBLJ, Dalton, Ga.

**CLEFFTON, ROD**  
KIQ-TV, Spokane, Wash.


**CLEMENTS, FRANCIS**  
KLEA, Lovington, N. Mex.



**KENNETH BANGHART**  
NBC — WRCA-TV

RADIO	TELEVISION
11 A.M.	6:50 P.M.
6 & 11 P.M.	

**CI 7-8300**



**REX MARSHALL**

**CLEMENTS, JACK**  
WVNC, Asheville, N. C.  
**COCKRELL, CLEM**  
WSAC, Radcliff, Ky.  
**COKE, DAL**  
KPMC, Bakersfield, Cal.  
**COKER, DIANE**  
Blue & Gold  
KWLL, Albany, Ore.  
**COLE, PETER**  
Bandstand Matinee  
WEAT-TV, W. Palm Beach, Fla.  
**COLEMAN, CHARLES**  
WKNA, Charleston, W. Va.  
**COLEMAN, DOUGLAS**  
WWGP, Sanford, N. C.  
**COLEMAN, VERNON**  
WOOR, W. Yarmouth, Mass.  
**COLLIER, ALLEN**  
Timekeeper  
KMAN, Manhattan, Kans.  
**COLLINS, DICK**  
WLOH, Princeton, W. Va.  
**COLLINS, TOM**  
Metro Show  
WFRV-TV, Green Bay, Wis.  
**COLLINS, WARREN**  
KARD-TV, Wichita, Kans.  
**COLLYER, BUD**  
B. New York City; Beat the Clock, CBS; Break the Bank, NBC  
**COLONE, ANN**  
WGL, Fort Wayne, Ind.  
**COLONNA, JERRY**  
Super Circus, ABC-TV  
**COLSON, TOM**  
WEAH, Alliance, Ohio  
**COLVIG, VANCE**  
KNXT, Los Angeles, Cal.  
**COMBS, SAM PAUL**  
WSSC, Sumter, S. C.

**COMER, FRANK**  
WLAD, Danbury, Conn.  
**COMPTON, AL**  
WFD, Wilmington, N. C.  
**CONEY, LARRY**  
WWPG, Palm Beach, Fla.  
**CONLEY, EDWARD**  
WHEB, Portsmouth, N. H.  
**CONTE, JOHN**  
Matinee Theatre  
NBC-NBC-TV  
**COOK, J.**  
WMEX, Boston, Mass.  
**COOK, JACK**  
WNOK-TV, Columbia, S. C.  
**COOK, JOHN**  
WPPA, Ft. Payne, Ala.  
**COOK, LOU**  
Make Mine Romance  
KABC, Hollywood, Cal.  
**COONTZ, EDDIE**  
KWTV, Oklahoma City, Okla.  
**COOPER, JOE**  
KFOR, Lincoln, Neb.  
**COPELAND, HUGH**  
KPLC-TV, Lake Charles, La.  
**COPPLER, ERVIN**  
WGGH, Marion, Ill.  
**CORBETT, JOHN**  
WBEN-TV, Buffalo, N. Y.  
**CORBIN, LOU**  
WPBR, Baltimore, Md.  
**CORCORAN, BILL**  
Kings Kamera  
KING-TV, Seattle, Wash.  
**CORDRAY, DON**  
Starlight Theater  
KOOL-TV, Phoenix, Ariz.  
**CORRICK, BILL**  
WRCO, Richland Center, Wis.  
**CORWIN, BARNEY**  
KYVG, Tulare, Cal.

**COSSITOR, DON**  
WFBG, Altoona, Pa.  
**COURTNEY, DEL**  
KPIX, San Francisco, Cal.  
**COWAN, JIM**  
KIDO, Boise, Idaho  
**COY, JOHNNY**  
WIRL, Peoria, Ill.  
**CRAIG, BILL**  
WILAP, Hopewell, Va.  
**CRAIN, MARVIN**  
KNET, Palestine, Tex.  
**CRAVKE, GENE**  
Mister & Missus  
WCAU-TV, Philadelphia, Pa.  
**CRAWFORD, GEORGE**  
WMAL-TV, Washington, D. C.  
**CRAWFORD, JIM**  
WJTV, Jackson, Miss.  
**CRAWFORD, JOHN**  
Teen Age Hit Parade  
KTFB, Texarkana, Tex.  
**CREASY, GENE**  
WGII, Norfolk, Va.  
**CRED, JAMES**  
KOGA, Ogallala, Neb.  
**CROFFORD, GEORGE**  
American Masterpieces  
KPOL, Los Angeles, Cal.  
**CRISSEY, DON**  
WBNY, Buffalo, N. Y.  
**CROISANT, BOB**  
KHUM, Eureka, Cal.  
**CROMWELL, CHARLES**  
KGVO-TV, Missoula, Mont.  
**CROOKRIGHT, JAMES**  
WILQ, Frankfort, Ind.  
**CROSBIE, CLIFF**  
WPMB, Punnstutawney, Pa.  
**CROSS, DICK**  
KORE, Eugene, Ore.



**JOHNNY OLSEN**  
CI 7-7517



**ART BAKER**



**CROSS, MILTON J.**  
Metropolitan Opera,  
Boystown Choir  
WABC

**CROW, TIM**  
Lucky Keys  
WAMS, Wilmington, Del.

**CUDARAC, BILL**  
KTPS, Shreveport, La.

**CULBERTSON, WARREN**  
WFAA-TV, Dallas, Tex.

**CULL, DEAN**  
KAGR, Yuba City, Cal.

**CULLEN, BILL**  
I've Got a Secret, CBS-TV; Stop  
the Music, CBS; Road Show, NBC;  
It Happens Every Day

**CULLINGS, BOB**  
WINR, Binghamton, N. Y.

**CUNNINGHAM, C. F.**  
KDKD, Clinton, Mo.

**CURRY, SKIP**  
KVEE-TV, San Luis Obispo,  
Cal.

**CURTIS, JIM**  
WSBA, York, Pa.

**CURTIS, LIL**  
WPYC, Alma, Mich.

**CURTIS, RAY**  
WHSY, Hattiesburg, Miss.

— D —

**DAILEY, TOM**  
KWK, St. Louis, Mo.

**DANIELS, CHRIS**  
WKY-TV, Oklahoma City,  
Okla.

**DANIELS, ED**  
House Party  
WALA-TV, Mobile, Ala.

**DANIEL, JIM**  
WHVH, Henderson, N. C.

**DANIELS, CHRIS**  
WKY, Oklahoma City, Okla.

**DANIS, LEW**  
B. Dec. 21, 1915, Italy; Italian  
Feature Film Theatre, Music Cor-  
ner, WABC; Food For Thought,  
WABD; Where Was I Born,  
WATV

**DARE, ALEX**  
Take A Dare  
WCEC, Rocky Mount, N. C.

**DARIEN, FRANK**  
KSJO, San Jose, Cal.

**DARIS, JIM**  
WEDC, Chicago, Ill.

**DAUGHERTY, DOC**  
Movie Quick Quiz  
WNOV-TV, York, Pa.

**DAURO, JOE**  
WBKIL, Hattiesburg, Miss.

**DAVIS, BILL**  
WCOH, Newnan, Ga.

**DAVIS, GUY R.**  
WOTR, Corry, Pa.

**DAVIS, JIM**  
WALP, Prichard, Ala.

**DAVIS, JACK**  
KAGR, Yuba City, Cal.

**DAVIS, JACK**  
WKNA, Charleston, W. Va.

**DAVIS, JAMES E.**  
WKPT, Kingsport, Tenn.

**DAVIS, LEE**  
WWCO, Waterbury, Conn.

**DAVIS, NORM**  
KRAL, Craig, Colo.

**DAVIDSON, BRYAN**  
WFIW, Fairfield, Ill.

**DAY, DALE**  
KVEE, Cortez, Colo.

**DAY, GEORGE**  
KERO-TV, Bakersfield, Cal.

**De-AQUIRRE, JOHN W.**  
WHBO, Tampa, Fla.

**DEAL, ARCHIE**  
WTRC, Hickory, N. C.

**DEAL, BILL**  
WCAM, Camden, N. J.

**DEAN, WES**  
Ranger Roundup  
KTVE, Longview, Tex.

**DEANE, JERRY**  
KNEH, Waterloo, Iowa

**DEBECCO, HENRY**  
Musical Magic  
WJAS, Pittsburgh, Pa.

**DECKER, BEN**  
WWPG, Palm Beach, Fla.

**DEDRICK, DICK**  
College Daze  
KFKA, Greeley, Colo.

**DEE, MARY**  
WHOD, Pittsburgh, Pa.

**DEGAN, MICHAEL**  
WJMJ, Philadelphia, Pa.

**DEJULIO, AL**  
WBBW, Youngstown, Ohio

**DEKINDER, BEN**  
KWCO, Chickasha, Okla.

**DELAGADO, DON**  
KDDD, Dumas, Tex.

**DELINE, JIM**  
WSYR-TV, Syracuse, N. Y.

**DeMARSE, BILL**  
WBBF, Rochester, N. Y.

**DeMILLE, HAROLD**  
KGBX, Springfield, Mo.

**DEMING, BUD**  
Music for Ladies  
WIBS, Bishop, Cal.

**DeMOSS, HUGH**  
WCPO, Cincinnati, Ohio

**DENHAM, DICK**  
County Calendar  
WINN, Rockville, Md.

**DENT, AL**  
KLEA, Little Rock, Ark.

**DENT, GARY**  
WJLS, Beckley, W. Va.



**GENE HAMILTON**

WRCA

NBC-TV



**PHIL TONKEN**

ACTOR-ANNOUNCER-M.C.

YOUTH WANTS TO KNOW — TV  
THE GREATEST DREAM — TV  
FAME — TV

THE BIG PICTURE — TV  
TOMORROW'S FRONT PAGE  
HEADLINES — TV

ALLAN GRANGER — RADIO PLAYHOUSE

RADIO

REGISTRY MU 8-6600

TV

**DeHAVEN, BOB**  
Good Neighbor Time  
WCCO, Minneapolis-  
St. Paul, Minn.

**DERRICK, JOE**  
WFLA, Plant City, Fla.

**DesOTA, DAVE**  
KBBM, Henderson, Nev.

**DEUEL, BILL**  
WJVC, Williamsport, Pa.

**DICK, BILL**  
WJAM, Williamston, N. C.

**DICK, PAUL**  
KJSK, Columbus, Neb.

**DIFALCO, DICK**  
WNRC, New Rochelle,  
N. Y.

**DILLARD, JIM**  
WLET, Toccoa, Ga.

**DIRIENZO, NICK**  
WMTB, Morristown, N. J.

**DISNEY, WALT**  
Disneyland, Mickey Mouse  
Club  
ABC-TV

**DIXON, BOB**  
B. Apr. 8, 1911; Loretta Young  
Show, NBC-TV; Person-To-Person,  
On Your Account, CBS-TV; Edward  
R. Morrow News, CBS

**DOAN, BOB**  
KWPC, Muscatine, Iowa

**DOBBS, JACK**  
WZOB, Fort Payne, Ala.

**DODDS, DAR**  
WGTO, Haines City, Fla.

**DODEL, BILL**  
Melody Tour  
KRLC, Lewiston, Idaho

**DODSON, ROBERT F.**  
KURV, Edinburg, Tex.

**DOOLEY, PETE**  
WHP-TV, Evansville, Ind.

**DONALDSON, CHRIS**  
WOL-TV, Ames, Iowa

**DOTY, BILL**  
KITE, San Antonio, Tex.

**DOTY, DICK**  
WHAM, Rochester, N. Y.

**DOUGHERTY, LEO**  
KTSB, San Antonio, Tex.

**DOUGLAS, MERLE**  
KMA, Shenandoah, Iowa

**DOUGLAS, ROD**  
KSDN, Aberdeen, S. D.

**DOWD, DON**  
WABC

**DOWNING, CLYDE**  
WHBY, Appleton, Wis.

**DOYLE, TOM**  
WNTM, Vero Beach, Fla.

**DRENNEN, MARIE**  
WANE, Ft. Wayne, Ind.

**DRUM, JOHN**  
WKNY-TV, Kingston,  
N. Y.

**DUCEY, DAVE**  
WTSK, Knoxville, Tenn.

**DUCOTE, SID**  
Musical Nightcap  
KCSB, San Bernardino, Cal.

**DUERK, FRED, JR.**  
Admiral News  
WABC

**DUEY, BILL**  
WTRN, Tyrone, Pa.

**DUFFY, JON**  
KDYI, Salt Lake City,  
Utah

**DUGDALE, CHARLES**  
KOLN-TV, Lincoln, Neb.

**DUKE, JIM**  
Timekeeper  
WKAL, Rome, N. Y.

**DUNAWAY, PAUL**  
You Can Win  
WMGY, Montgomery, Ala.

**DUNDWAY, CHUCK**  
WRIT, Milwaukee, Wis.

**DUNLEAVY, JAMES**  
WGIL, Galesburg, Ill.

**DUNN, EDDIE**  
Wonderful City  
NBC

**DUNNING, RED**  
KOIN-TV, Portland, Ore.

**DURAN, TED**  
KBUC, Corona, Cal.

**DUNPHY, DON**  
Cavalcade of Sports  
NBC

**DURAND, LARRY**  
WEDR, Reedsburg, Wis.

**DYE, BOB**  
KWEL, Weiser, Idaho

**DYER, BILL**  
WKOK, Sunbury, Pa.

**DYER, JOHN**  
Musical Clock  
KSTV, Stephenville, Tex.

**DVCUS, TOM**  
Community Crossroads  
KDTB-TV, Lubbock, Tex.

— E —

**EAMES, BILL**  
WBOK, Poughkeepsie,  
N. Y.

**EARLE, GEORGE**  
Man on the Street  
KWTO, Springfield, Mo.

**EARLE, ROBERT**  
WHCU, Ithaca, N. Y.

**EARLY, DURWOOD**  
KUPD, Fort Dodge, Iowa

**EASON, DICK**  
KPRC, Houston, Tex.

**EATON, PIERRE**  
WINX, Rockville, Md.



**DON MORROW**

Announcer — Narrator — M. C.

The Sunday News Special with  
Walter Cronkite

MU 8-6600



**RALPH PAUL**

MUrray Hill 8-6600





**ECKERT, ED**  
The Good Word  
WKNY, Kingston, N. Y.

**EDLUND, DON**  
KVOS, Bellingham, Wash.

**EDNEY, KERMIT**  
WHKP, Hendersonville,  
N. C.

**EDWARDS, ALLYN**  
Famous Film Festival  
ABC-TV

**EDWARDS, CHARLIE**  
WOL, Washington, D. C.

**EDWARDS, GLENN**  
KYUM, Yuma, Ariz.

**EDWARDS, JIM**  
WBBQ, Augusta, Ga.

**EDWARDS, JOHNNY**  
KXYZ, Houston, Tex.

**EDWARDS, MACK**  
WAAM-TV, Baltimore, Md.

**EDWARDS, PAUL**  
WBEC, Pittsfield, Mass.

**EDWARDS, RICK**  
WRRR, Rockford, Ill.

**EDWARDS, TOM**  
WERE, Cleveland, Ohio

**ELLIOTT, CHUCK**  
WMGY, Montgomery, Ala.

**ELLIOTT, SAM**  
Serenade  
WPAD, Paducah, Ky.

**ELLIOT, WIN**  
Cavalcade of Sports  
NBC

**ELLIS, BOB**  
KOY, Phoenix, Ariz.

**ELLIOT, HANK**  
WORL, Boston, Mass.

**ELLIS, LEN**  
WJOB, Hammond, Ind.

**ELMAN, LEE**  
WNAU, New Albany, Miss.

**ELMAN, SAMUEL**  
Phone Your Answer

WATR-TV, Waterbury,  
Conn.

**EMMERT, LLOYD**  
KDRS, Paragould, Ark.

**EMERY, BOB**  
KNCO, Garden City, Kans.

**ENGEL, JOHN**  
WQAM, Miami, Fla.

**ENO, JACK**  
WEBR, Buffalo, N. Y.

**ESSIG, VINCE**  
WTMQ, La Grange, Ill.

**EVANS, ED**  
WHNC, Henderson, N. C.

**EVANS, FRANK**  
KRNS, Los Alamos,  
N. Mex.

**EVANS, RUSH**  
KRBC-TV, Abilene, Tex.

**EVANS, KANI**  
Your Better Tomorrow  
WABC

**FELDMAN, GEORGE**  
WKY, Evansville, Ind.

**FELLER, SHERM**  
WVDA, Boston, Mass.

**FELLMER, FRANK**  
WMTR, Morristown, N. J.

**FENNEMAN, GEORGE**  
You Bet Your Life  
NBC-TV

**FELLOWS, DICK**  
WPDQ, Jacksonville, Fla.

**FERGUSON, ERNIE**  
KWG, Stockton, Cal.

**FERLISI, GARY**  
KSBW-TV, Salinas, Cal.

**FERRIS, DON**  
WPAY, Portsmouth, Ohio

**FERRIS, TOM**  
Timekeeper  
WKXL, Concord, N. H.

**FESPERMAN, HOMER**  
Night Watch  
WIS Columbia, S. C.

**FIELD, TOM**  
WNBK, Cleveland, Ohio

**FINGER, FRED**  
WTNJ, Trenton, N. J.

**FISHER, DON**  
KVOI, Lafayette, La.

**FISHER, ED**  
WHIZ-TV, Zanesville, Ohio

**FISHER, JACK**  
KAFY, Bakersfield, Cal.

**FISHER, PAUL**  
WOHI, E. Liverpool, Ohio

**FISHER, TOM**  
KCJB, Minot, N. D.

**FITZ, STEPHEN**  
WSNY, Schenectady, N. Y.

**FITZGERALD, PAT**  
WNDU-TV, South Bend,  
Ind.

**FLAGG, EVERETT**  
WDXL, Lexington, Tenn.

— F —

**FACEMEYR, ROY**  
WSNJ, Bridgeton, N. J.

**FANNING, BILL**  
KOMO-TV, Seattle, Wash.

**FARR, JIM**  
KSTV, Stephenville, Tex.

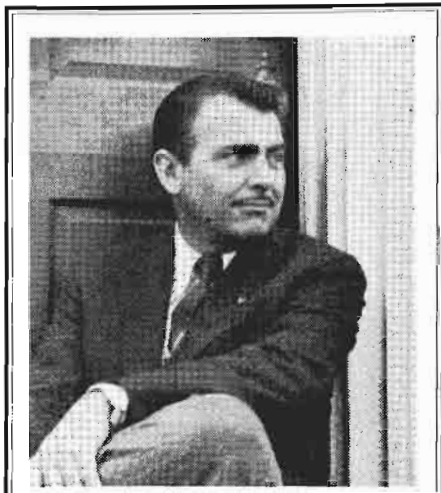
**FARRELL, MAURY**  
WAPI, Birmingham, Ala.

**FAULKNER, BILL**  
WISH, Indianapolis, Ind.

**FAULK, LINK**  
WCKB, Dunn, N. C.

**FEGAN, EARNEST**  
WDDO, Chattanooga, Tenn.

**FEIMSTER, H. E.**  
Musical Coffee Pot  
WCGC, Belmont, N. C.



VINCENT A. LINDNER

ANNOUNCER — NEWSCASTER — DISC JOCKEY



BILL GRISKEY

ANNOUNCER-ACTOR

NATIONAL BROADCASTING COMPANY

WNBQ CHICAGO WMAQ

## — G —

- FLEET, TOM**  
KANN, Sinton, Tex.
- FLEMING, ARNAULD**  
WCLT, Newark, Ohio
- FLETCHER, FRED**  
WRAL, Raleigh, N. C.
- FLINT, JULIAN**  
Easy Listenin'  
WJAY, Muscote Shoals, Ala.
- FLINT, WALTER**  
WGFC, Albany, Ga.
- FOLTZ, BOB**  
WAJR, Morgantown, W. Va.
- FONDA, HENRY**  
The Rheingold Theatre  
NBC-TV
- FOOTTE, JIM**  
WATW, Ashland, Wis.
- FORBES, ALLEN**  
WTOM-TV, Lansing, Mich.
- FORBES, JERRY**  
WMAS, Springfield, Mass.
- FORD, LARRY**  
Night Watch  
WHJB, Greensburg, Pa.
- FORGETTE, FRED**  
Fearless Follies  
KHJ, Los Angeles, Cal.
- FORNERO, GEORGE**  
WDAN, Danville, Ill.
- FORREST, JOHN**  
KOL, Seattle, Wash.
- FORREST, RAYMOND E.**  
B. Jan. 7, 1916; Children's Theatre,  
WRCA-TV
- FORSTER, ROBERT**  
WSRS, Cleveland, Ohio
- FOSTER, CHUCK**  
WKLN, Kingsport, Tenn.
- FOSTER, DON**  
KWHF, Cushing, Okla.
- FOSTER, JOHN**  
WBAX, Wilkes-Barre, Pa.
- FOWLER, BILL**  
WGPC, Albany, Ga.
- FOX, JIM**  
Record Rack  
KBOR, Brownsville, Tex.
- FOX, JOHNNY**  
WKKO, Cocoa, Fla.
- FRANCIS, JOE**  
WNHC-TV, New Haven, Conn.
- FRANK, DEL**  
WTVJ, Miami, Fla.
- FRANSEN, TOM**  
KRCA, Los Angeles, Cal.
- FRANKLIN, DON**  
WHRQ-TV, Memphis, Tenn.
- FRANKLIN, TOM**  
KING-TV, Seattle, Wash.
- FRASER, JOHN GORDON**  
When A Girl Marries,  
Whispering Streets  
WABC
- FRAZIEAR, H. D.**  
KANV, Shreveport, La.
- FREDLOCK, ARMISTEAD**  
WDNE, Elkins, W. Va.
- FREEMAN, TIP**  
KGEK, Sterling, Colo.
- FREEMAN, VERNE**  
Mr. Magic  
WLBK, Jackson, Miss.
- FREIMUTH, BOB**  
KVIC, Victoria, Tex.
- FROST, JAMES**  
WPAW, Pawtucket, R. I.
- FROST, STAN**  
KFAM, St. Cloud, Minn.
- FULLER, J.**  
KSST, Sulphur Springs,  
Tex.
- GOOD, TOM**  
KSDA, Redding, Cal.
- GOODLETTE, DICK**  
WNOG, Naples, Fla.
- GOODMAN, EARL**  
Clockwatcher  
WDOV, Dover, Del.
- GOODMAN, JOHNNY**  
KTUT, Houston, Tex.
- GOODWIN, GARRY**  
KCOP, Hollywood, Cal.
- GOODMAN, MAX LEE**  
WABO, Waynesboro, Miss.
- GOODMAN, LEE**  
Erbel & Albert  
ABC-TV
- GOODRICH, WARD**  
Sunshine Live  
WMOP, Ocala, Fla.
- GORDON, JERRY**  
Barn Dance  
KCSJ-TV, Pueblo, Colo.
- GOODWIN, BILL**  
It Pays To Be Married  
NBC-TV
- GOODWIN, GLENN**  
KSO, Des Moines, Iowa
- GOODWIN, JIM**  
WEBQ, Harrisburg, Ill.
- GORE, DEL**  
KJEO, Fresno, Cal.
- GORE, DEREK**  
WKWK, Wheeling, W. Va.
- GOTTHILE, ERNEST**  
WTHH, Port Huron, Mich.
- GOUNDER, JACK**  
WEEU, Reading, Pa.
- GOVE, ELLIOTT**  
WSYR, Syracuse, N. Y.
- GRAD, HENRY**  
WPFH, Middletown, Ohio
- GRADY, JOE**  
WPFIL, Wilmington, Del.
- GRAHAM, CARLOS**  
KNTV, San Jose, Cal.
- GRAMMER, JOE**  
WKLY, Hartwell, Ga.
- GRANGE, RED**  
NCCA Football  
NBC-TV
- GRANT, BRUCE**  
WGRD, Grand Rapids,  
Mich.
- GRANT, JOE**  
Chef Lorenzo Show  
WAKR-TV, Akron, Ohio
- GRANT, J.**  
WMEZ, Boston, Mass.
- GRANT, PETER**  
WLW, Cincinnati, Ohio
- GRAUER, BEN**  
Big Story, Weekday, Where Have  
You Been, Monitor, Boston Sym-  
phony  
NBC-TV, NBC
- GRAULICH, BERT**  
WYCG, Coral Gables, Fla.
- GRAUSE, GUY**  
Time for Adventure  
KOMU-TV, Columbia, Mo.
- GRAY, ED**  
KMOD, Modesto, Cal.
- GRAYSON, GLENN**  
WHJB, Greensburg, Pa.
- GREEN, BILL**  
Guest Time  
WFDF, Flint, Mich.
- GREEN, GEORGE**  
KOOK-TV, Billings, Mont.
- GREEN, LOU**  
WSAR, Fall River, Mass.
- GREENE, CARL**  
Tot Town  
WLOS-TV, Asheville, N. C.
- GREATHOUSE, STAN**  
WVLN, Oney, Ill.
- GREGORY, KERMIT**  
WAEB, Allentown, Pa.
- GAGE, FRED**  
WRFD, Worthington, Ohio
- GAINES, JERRIE**  
WHAT, Philadelphia, Pa.
- GALLON, STEVE**  
WWCO, Waterbury, Conn.
- GALLUP, FRANK**  
Perry Como Show  
NBC-TV
- GANNAWAY, TOM**  
WRAD, Radford, Va.
- GARCIA, JOSE**  
KTNN, Austin, Tex.
- GARDNER, DON**  
WABC, N. Y., N. Y.
- GARGANO, BILL**  
WHTC, Holland, Mich.
- GARDNER, ARTHUR**  
WBZ, Boston, Mass.
- GALER, BRAD**  
WPKE, Pikeville, Ky.
- GARTON, RICHARD**  
KCOP, Hollywood, Cal.
- GARWOOD, JOHN**  
WNBZ, Saranac Lake, N. Y.
- GARY, ANDY**  
WIS-TV, Columbia, S. C.
- GASTON, LYLE**  
KSWO, Lawton, Okla.
- GASQUE, KENNETH**  
WJAY, Mullins, S. C.
- GAVRANOVIC, JOE**  
American-Czech Hour  
KFRD, Rosenberg, Tex.
- GAY, PAT**  
KLZ, Denver, Colo.
- GEHRETT, HARRY**  
KFGT, Fremont, Neb.
- GERHART, VAL**  
KRNO, San Bernardino,  
Cal.
- GERMAIN, BOB**  
WKIC, Bogalusa, La.
- GENTILE, JOE**  
WJBK, Detroit, Mich.
- GERSON, BILL**  
WSAC, Radcliff, Ky.
- GIBBONS, JIMMIE**  
WLAU, Laurel, Miss.
- GIBSON, DORIS**  
WSON, Henderson, Ky.
- GIESA, JAY**  
Money Man  
KHQ, Spokane, Wash.
- GILBERT, DON**  
KMUS, Muskogee, Okla.
- GILLIAM, DICK**  
KWBY, Colorado Springs,  
Colo.
- GILLIS, BUD**  
Movies for Mom
- GILMAN, HAL**  
WSLB, Ogdensburg, N. Y.
- GILMORE, BOB**  
WLWC, Columbus, Ohio
- WNOF, Newport, Ky.**
- GILMORE, BRUCE**  
WKAN, Kankakee, Ill.
- GILMORE, TOM J.**  
KSWO, Lawton, Okla.
- GISSING, EARL**  
WPLY, Plymouth, Wis.
- GLENN, BOB**  
WSTV-TV, Steubenville,  
Ohio
- GLENN, TONY**  
WESN-TV, Charleston,  
S. C.
- GODINEZ, JOHN**  
KEDD, Wichita, Kans.
- GODMAN, CAROLYN**  
WMCT, Memphis, Tenn.
- GOLDSMITH, BOB**  
House of Wax  
KTCB, Malden, Mo.

**GREGORY, WILLIAM D.**  
 WERH, Hamilton, Ala.  
**GRIEX, TOM**  
 WCPS, Tarboro, N. C.  
**GRIFFIN, BESSIE**  
 WMRY, New Orleans, La.  
**GRIFFITH, LES**  
 Aero-Mayflower News, Vita-  
 min Newscasts, Seeman  
 Newscasts  
 WABC  
**GRIFFIN, ROY**  
 WGBG, Greensboro, N. C.  
**GRISKEY, BILL**  
 B. July 24, 1916, Keating, Pa.;  
 Man on the Go, Americana, NBC;  
 The Bennett's, Mr. Wizard, Eddie  
 Arnold Show, NBC-TV  
**GROBE, ALBERT A.**  
 WQXR, N. Y., N. Y.  
**GROEBL, BETTY**  
 KIST, Santa Barbara, Cal.  
**GROFF, WILL**  
 Around the Town  
 WNOW-TV, York, Pa.  
**GROVER, JOHN**  
 KNBC, San Francisco, Cal.  
**GROVE, MAC**  
 Platter Party  
 WICA, Ashtabula, Ohio  
**GRUBBS, JOHN**  
 WKON, Framingham, Mass.  
**GUBIN, AL**  
 KCSB, San Bernardino, Cal.  
**GUNTER, HARDROCK**  
 WWVA, Wheeling, W. Va.  
**GWYN, C. W.**  
 WLEF, Lafayette, Ga.  
**GYMAN, EARL**  
 WVDA, Boston, Mass.

— H —

**HAAS, TED**  
 KMMJ, Grand Island, Neb.  
**HACKETT, JIM**  
 Midwest Matinee  
 WMT-TV, Cedar Rapids,  
 Iowa  
**HADAWAY, EARL**  
 Musical Clock  
 WIEB, Selma, Ala.  
**HADLEY, MERRITT**  
 KFMB, San Diego, Cal.  
**HAGEN, HAROLD**  
 Music Room  
 KTW, Seattle, Wash.  
**HAGEN, STAN**  
 KVOO, Tulsa, Okla.  
**HAGGART, BUD**  
 The Blues Chasers  
 WFDF, Flint, Mich.  
**HAINES, WES**  
 KMA, Shenandoah, Iowa  
**HALE, BOB**  
 WAEB, Allentown, Pa.  
**HALE, PHIL**  
 What's Your Answer  
 WKNB-TV, New Britain,  
 Conn.  
**HALE, MILT**  
 KGEM, Boise, Idaho  
**HALEY, TOM**  
 WNBK, Cleveland, Ohio  
**HALL, BILL**  
 Coffee Pot Parade  
 WMFJ, Daytona Beach,  
 Fla.  
**HALL, FRED**  
 Sunrise Circus  
 KVEN, Ventura, Cal.  
**HALL, HOWARD**  
 WOW, Omaha, Neb.  
**HALLAMAN, AL**  
 WBVP, Beaver Falls, Pa.

**HALLIGAN, JOHN**  
 KCIM, Carroll, Iowa  
**HALVORSEN, CLAIR**  
 KLIX, Twin Falls, Idaho  
**HAMILTON, GENE**  
 WRCA, NBC-TV  
**HAMILTON, JOHN**  
 KSRO, Santa Rosa, Cal.  
**HAMILTON, WARD**  
 W WNY, Watertown, N. Y.  
**HAMMOND, DOC**  
 KMBY, Monterey, Cal.  
**HAMMONDS, W. C.**  
 Glory Road  
 WPXX, Phenix City, Ala.  
**HANCOCK, CHARLES**  
 KDET, Center, Tex.  
**HANLEY, DON**  
 WMAV, Springfield, Ill.  
**HANLON, TOM**  
 KXX, Los Angeles, Cal.  
**HANNA, BILL**  
 Search for Beauty  
 NBC-TV  
**HANNON, JACK**  
 WNAX, Yankton, S. D.  
**HANTEN, JERRY**  
 WKIZ, Muskegon, Mich.  
**HARBART, JIM**  
 WIMS, Michigan City, Ind.  
**HARDIN, DOYLE**  
 KRHD, Duncan, Okla.  
**HARDING, JIM**  
 WAGA, Atlanta, Ga.  
**HAREN, HERB**  
 Search for Talent  
 KATV, Pine Bluff, Ark.  
**HARMON, FRANK**  
 WBAW, Barnwell, S. C.  
**HARRELL, SYLVIA**  
 Party Line  
 WBMA, Beaufort, N. C.  
**HARRICE, CY**  
 B. Mar. 1, 1915, Chicago, Ill.; Big

Story, Cavalcade of America, NBC;  
 John Daly, Lone Ranger, Silver  
 Eagle, Danny Thomas Show, ABC;  
 Brighter Day, CBS  
**HARRINGTON, HOWARD**  
 KOGA, Ogallala, Neb.  
**HARRINGTON, JOHN**  
 Showcase  
 KVI, Seattle, Wash.  
**HARNISH, BOB**  
 WKAT, Miami Beach, Fla.  
**HARRIS, BUDDY**  
 KGKO, Dallas, Tex.  
**HARRIS, LLOYD**  
 WMAZ, Macon, Ga.  
**HARRIS, WAYNE**  
 Coffee Club  
 WWIT, Canton, N. C.  
**HARRISON, ARCH**  
 WFVA, Fredericksburg,  
 Va.  
**HARRISON, TOM**  
 KIST, Santa Barbara, Cal.  
**HARTLEY, JAMES A.**  
 WGGG, Gainesville, Ga.  
**HARVEY, MARILYN**  
 B. March 19, 1929.  
 CBS-TV, ABC-TV, NBC-TV  
**HATCHER, WILSON**  
 WKLO, Louisville, Ky.  
**HATFIELD, PAUL**  
 WULA, Eufaula, Ala.  
**HATTENBACH, AL**  
 WBIW, Bedford, Ind.  
**HATTON, PAUL**  
 KXLF, Butte, Mont.  
**HAWTHORNE, BEN**  
 WHAY, New Britain, Conn.  
**HAYES, GEORGE**  
 WABC  
**HAYES, PHILIP**  
 WDIG, Dothan, Ala.



**HAYES, RAY**  
WTCB, Fairmont, W. Va.

**HAYES, STAN**  
WENY, Elmira, N. Y.

**HAYES, WINSTON**  
WGLC, Centerville, Mass.

**HEADRICK, KEN**  
KFAB, Omaha, Neb.

**HEALEY, JERRY**  
WWCA, Gary, Ind.

**HEARLE, PERCY**  
WAGA, Atlanta, Ga.

**HEATER, BOB**  
WEHF-TV, Evansville, Ind.

**HEATH, JAMES**  
WAMI, Opp, Ala.

**HEATHERTON, RAY**  
Merry Mailman  
WOR-TV, New York, N. Y.

**HEATON, JACK**  
WBLJ, Dalton, Ga.

**DEERMAN, HANK**  
KGBX, Springfield, Mo.

**HEINTZ, STAN**  
KIFS, Vancouver, Wash.

**HENDRIX, CLIFF**  
Colorado Hayride  
KCSJ-TV, Pueblo, Colo.

**HENDRIX, CHARLES**  
WDXL, Lexington, Tenn.

**HENRY, DICK**  
WOOD, Grand Rapids,  
Mich.

**HENRY, GIL**  
KNX, Los Angeles, Cal.

**HENRY, OLLIE**  
KAKE, Wichita, Kans.

**HENSON, DOUGLAS**  
WJMJ, Philadelphia, Pa.

**HERLIHY, EDWARD J.**  
Childrens Hour, Colgate Comedy  
Hour, NBC-TV; Universal Newsreel

**HEKRING, BILL**  
KWTN, Waco, Tex.

**HEKRRINGTON, GORDON**  
WKRZ, Oil City, Pa.

**HEKSON, BILL**  
The Timekeeper  
WTRJ, Bradenton, Fla.

**HESS, BOB**  
KATV, Pine Bluff, Ark.

**HESSON, BILL**  
Homemakers Music Hall  
KOCB, Ontario, Cal.

**HEWITT, BOB**  
WEIC, Charleston, Ill.

**HICKLING, LEE**  
WDOS, Oneonta, N. Y.

**HICKMAN, RONNIE LEE**  
WNNJ, Newton, N. J.

**HICKMON, RUSS**  
KBMI, Henderson, Nev.

**HICKOK, BILL**  
WHIS, Bluefield, W. Va.

**HICKS, BOB**  
Merry-Go-Round  
KIRA, Little Rock, Ark.

**HICKS, FRANK**  
WHBF, Rock Island, Ill.

**HICKS, JOHN**  
Modern Romances, Studen-  
baker-Packard News, Pac-  
quin Weekend News  
WABC

**HIDDLESON, LOKEN**  
WXEX-TV, Petersburg, Va.

**HIESTAND, JOHN**  
Edgar Bergen Hour  
CBS

**HIGHAM, LEO**  
KID, Idaho Falls, Idaho

**HIGHBAUGH, DAVID B.**  
WHR, Danville, Ky.

**HIGGINS, BILL**  
KUPD, Fort Dodge, Iowa

**HILKER, BOB**  
WCGC, Belmont, N. C.

**HILL, AL**  
WIBI, Plattsburg, N. Y.

**HILL, BOB**  
WGTC, Greenville, N. C.

**HILL, EDDIE**  
WRR, Dallas, Tex.

**HILL, JACK**  
Happiness Exchange  
KNOE-TV, Monroe, La.

**HILL, WALTER**  
Records at Random  
WJBO, Baton Rouge, La.

**HIRSCH, WOODY**  
KBIZ, Ottumwa, Iowa

**HIXSON, GLEN**  
WJAG, Norfolk, Neb.

**HOAGE, DAVID**  
WVNH, Rochester, N. H.

**HODGSON, JAY**  
KTBC-TV, Austin, Tex.

**HOEDOWN, AUSTIN**  
KTBC, Austin, Tex.

**HOEMANN, HAROLD, JR.**  
KBIA, Columbia, Mo.

**HOFFMAN, BILL**  
WKBL, Covington, Tenn.

**HOHL, FRED**  
KEDA-TV, Amarillo, Tex.

**HOLBROOK, JOHN**  
WXEX-TV, Petersburg,  
Va.

**HOLDEN, DON**  
WHBF, Rock Island, Ill.

**HOLLER, CARL**  
Stairway to Stars  
WITZ, Jasper, Ind.

**HOLLINGSWORTH, BILL**  
Jam Session  
WBAW, Barnwell, S. C.

**HOLLOWAY, JOE**  
WDIG, Dothan, Ala.

**HOLMES, ROBERT**  
WWLP, Springfield, Mass.

**HOLT, BARBARA JEAN**  
Romper Room  
WGBS-TV, Miami, Fla.

**HOLT, DICK**  
KXNL, Monterey, Cal.

**HOLT, JEFF**  
WSSO, Starkville, Miss.

**HOLTZ, THOMSON**  
KFAB, Omaha, Neb.

**HONAKER, RAY**  
Coffee Pot  
WTON, Staunton, Va.

**HONEYMAN, RUSS**  
WDXN, Clarksville, Tenn.

**HOOKER, TED**  
WGTM, Wilson, N. C.

**HOPKINS, MICHAEL**  
CKY, Winnipeg, Man.

**HORSTMAN, BOB**  
KFEO-TV, St. Joseph, Mo.

**HOUSEMAN, HERB**  
KLPW, Union, Mo.

**HOWELL, WILLARD**  
WLFA, Lafayette, Ga.

**HOYLE, STOWE**  
WFRC-TV, Greenville, S. C.

**HOYOS, RUDY, JR.**  
KWKW, Pasadena, Cal.

**HUBBARD, HENRY M.**  
KVCA-TV, Tucson, Ariz.

**HUBLEY, LES**  
Tello Test  
WRDO, Augusta, Me.

**HUDDY, BILL**  
KEYT, Santa Barbara, Cal.

**HUDSON, FLOYD**  
KVMA, Magnolia, Ark.

**HUFF, ARLIE**  
WSAV, Savannah, Ga.

**HUGH, IVOR**  
WCCC, Hartford, Conn.

**HUGHES, FRED**  
WPME, Punxsutawney, Pa.

**HULL, WARREN**  
Strike It Rich  
NBC

**HULSE, EDITH A.**  
KGFN, Pierre, S. D.

**HUMPHREY, MAC**  
Musical Clock  
WKCC, Bogalusa, La.

**HUMBLE, BILL**  
WNET, Greenville, N. C.

**HUNT, J. D.**  
WHSC, Hartsville, S. C.

**HUNT, MEL**  
WOWL, Florence, Ala.

**HUNT, RAY**  
KJFJ, Webster City, Iowa

**HUNTER, MARY**  
WOWO, Fort Wayne, Ind.

**HUNTER, MARIAN**  
WWGP, Sanford, N. C.

**HURBUT, JIM**  
Zoo Parade  
NBC-TV

**HURST, ED**  
WPFH, Wilmington, Del.

**HUTCHINSON, JIM**  
WHBQ, Memphis, Tenn.

**HUTTON, JIM**  
Captain Sunlite  
WEAU-TV, Eau Claire, Wis

**HYATT, MARIAN**  
WAUD, Auburn, Ala.

**HYDEN, BILL**  
KVOO, Tulsa, Okla.

**HYLE, ROBERT**  
WKVA, Lewistown, Pa.

— I —

**HULENFELD, WARREN**  
WISR, Butler, Pa.

**IMES, WALLY**  
Ladies Matinee  
KOOL-TV, Phoenix, Ariz.

**INGEBRIGTSEN, LEN**  
KOY, Phoenix, Ariz.

**IVORY, ED**  
WGH, Norfolk, Va.

— J —

**JACKSON, BERT**  
WKEI, Kewanee, Ill.

**JACKSON, BILL**  
KSEI, Moses Lake, Wash

**JACKSON, LEE**  
WAPO, Chattanooga, Tenn.

**JACKSON, MAURICE**  
WVKO, Columbus, Ohio

**JACKSON, TED**  
WHAM, Rochester, N. Y.

**JACKSON, W. O.**  
WJAM, Marion, Va.

**JACOBS, JOHN**  
Mystery Voice  
WDUN, Gainesville, Ga.

**JACOBS, JOHNSY**  
KNX, Los Angeles, Cal.

**JAEGGER, BILL**  
WJWL, Georgetown, Del.

**JAMES, DENNIS**  
On Your Account, CBS-TV

**JAMES, HERB**  
KCRG-TV, Cedar Rapids,  
Iowa

**JAMES, GUS**  
Hold the Phone  
WDNC, Durham, N. C.

**JAMES, HUGH**  
Voice of Firestone  
ABC-TV

**JAMES, MIKE**  
WNAV, Annapolis, Md.

**JAMES, KEN**  
WOW, Omaha, Neb.

**JARRETT, SCOTT**  
WTVD, Durham, N. C.

**JARSTAD, JOHN**  
Let's Go Skiing  
KTVW, Tacoma, Wash.

**JASS, MEL**  
WCCO-TV, Minneapolis, Minn.

**JAY, JOHN**  
WHOK, Lancaster, Ohio

**JAYSON, DICK**  
WHLI, Hempstead, N. Y.

**JEFFERYS, ALLAN**  
Super Circus  
ABC-TV

**JELNICK, DAWSON**  
KFTM, Ft. Morgan, Colo.

**JENNINGS, GEORGE**  
WJEJ, Hagerstown, Md.

**JOHNSON, ALLAN**  
Country Style  
KDLM, Detroit Lakes, Minn.

**JOHNSON, BERNIE**  
WTAX, Springfield, Ill.

**JOHNSON, BOB**  
KCEN-TV, Temple-Waco, Tex.

**JOHNSON, BOB**  
WDLB, Marshfield, Wis.

**JOHNSON, CHUCK**  
Words & Music  
WKAL, Rome, N. Y.

**JOHNSON, DAVE**  
KBUR, Burlington, Iowa

**JOHNSON, DICK**  
KCLM, Carroll, Iowa

**JOHNSON, ELDON**  
WITY, Danville, Ill.

**JOHNSON, JIM**  
KPQ, Wenatchee, Wash.

**JOHNSON, JIM**  
KCJB, Minot, N. Dak.

**JOHNSON, JOE**  
WPAQ, Mt. Airy, N. C.

**JOHNSON, KENNETH**  
WNNC, Newton, N. C.

**JOHNSON, ROBERT**  
KICK, Springfield, Mo.

**JOHNSON, TOM**  
WHJB, Greensburg, Pa.

**JOHNSTON, DOC**  
WBIR, Knoxville, Tenn.

**JONES, ARTHUR**  
WBET, Brockton, Mass.

**JONES, BILL**  
WIKY, Evansville, Ind.

**JONES, BILL**  
WHWL, Nanticoke, Pa.

**JONES, BILL**  
KLZ, Denver, Colo.

**JONES, BOB**  
WIST, Charlotte, N. C.

**JONES, BOBBY**  
WISY, Hattiesburg, Miss.

**JONES, CHARLES**  
WTOM-TV, Lansing, Mich.

**JONES, DALTON**  
KIHN, Hugo, Okla.

**JONES, PAUL**  
WSAI, Cincinnati, Ohio

**JONES, ROBERT**  
WDCL, Tarpon Springs, Fla.

**JONES, ROD**  
WJNC, Jacksonville, N. C.

**JONES, ROYCE A.**  
WIMO, Winder, Ga.

**JORDAN, ED**  
Topper  
ABC-TV

**JORDAN, EDMUND**  
Soundmirror  
WABC

**JOSEPH, BOB**  
WHOP, Hopkinsville, Ky.

— K —

**KALIN, JOHN**  
KROX, Crookston, Minn.

**KALLAY, ED**  
Funny Flickers  
WAVE-TV, Louisville, Ky.

**KAREL, DICK**  
Tune Time  
WSAU, Wausau, Wis.

**KARPSTEIN, CARL**  
KTLI, Tillamook, Ore.

**KARRENBER, BILL**  
WHBC, Canton, Ohio

**KAUFMAN, ED**  
WRBW, Youngstown, Ohio

**KAY, BOB**  
WAVE, Louisville, Ky.

**KAYE, BOB**  
KEYD, Minneapolis, Minn.

**KAYE, RICHARD L.**  
WCRB, Boston, Mass.

**KEARNEY, GERRY**  
Guest House  
KMUR-TV, Manchester, N. H.

**KEECH, KELVIN**  
WABC

**KEELER, DANIEL A.**  
KSL-TV, Salt Lake City, Utah

**KELLER, GLEN**  
KLMO, Longmont, Colo.

**KELLY, ED**  
KITI, Chehalis-Centralia, Wash.

**KELLEY, LUTHER**  
KBST, Big Spring, Tex.

**KELLY, JACK**  
WRFW, Eau Claire, Wis.

**KELLY, PHIL**  
WKTY, La Crosse, Wis.

**KEMP, ED**  
KALI, Salt Lake City, Utah

**KENDRICK, JIM**  
Easy Listening  
KWTO, Springfield, Mo.

**KENNEDY, DAVID**  
KALT, Atlanta, Tex.

**KENT, JIMMY**  
WKRM, Columbus, Tenn.

**KENT, HAROLD P.**  
WDBO-TV, Orlando, Fla.

**KERR, BOB**  
WDAF-TV, Kansas City, Mo.

**KERSHAW, ARTHUR**  
WJAR, Providence, R. I.

**KESSLER, JOE**  
WEW, St. Louis, Mo.

**KEYS, MICHAEL**  
WJNO, W. Palm Beach, Fla.

**KIBBY, JOHN**  
Record Room  
KPMC, Bakerfield, Cal.

**KILGO, JIMMY**  
WIST, Charlotte, N. C.

**KILKENNY, CHARLES**  
WATG, Ashland, Ohio

**KINCAID, FRED**  
KARE, Ateshison, Kans.

**KING, PAUL**  
WVFN, Olney, Ill.

**RING, ROLAND**  
KVTN, Sioux City, Iowa

**KING, WALLY**  
WATR, Waterbury, Conn.

**KINGSLEY, PAUL**  
WABC-TV

**KIRBY, GEORGE**  
KBTM, Jonesboro, Ark.

**KIRK, HARRY**  
KORE, Eugene, Ore.

**KIRK, JIM**  
WMOP, Ocala, Fla.

**KLARKE, JOE**  
WCHO, Washington, Ohio

**KLIN, JACK**  
KAUS, Austin, Minn.

**KLYCE, KEN**  
WCSC-TV, Charleston, S. C.

**KNAPP, ROBERT**  
WXEX-TV, Petersburg, Va.

**KNICKERBOCKER, BOB**  
KLTZ, Glasgow, Mont.

**KNIGHT, JIM**  
KLIK, Jefferson City, Mo.

**KNIGHT, JIM**  
WKWK, Wheeling, W. Va.

**KNIGHT, RONALD**  
WPAW, Pawtucket, R. I.

**KNOX, KEITH**  
KCHA, Charles City, Iowa

**KOESLING, LARRY**  
WMAW, Menominee, Mich.

**KOLB OSCAR**  
KTUL, Tulsa, Okla.

**KOPP, LEE**  
KSJO, San Jose, Cal.

**KRAHLING, BOB**  
WHBC, Canton, Ohio

**KRAMIEN, STAN**  
KYAK, Yakima, Wash.

**KREHBIEL, MEL**  
KJSK, Columbus, Neb.

**KRESSEL, C.**  
WWOC, Manitowoc, Wis.

**KRIBBS, KEN**  
WGAP, Maryville, Tenn.

**KRUGER, GARY**  
WMLJ, Jackson, Ohio

**KRUGER, OTTO**  
Lux Video Theatre  
NBC-TV

**KRUGER, RAY**  
KCHE, Cherokee, Iowa

**KRUPP, ROGER**  
WISN-TV, Milwaukee, Wis.

**KURTZ, BUD**  
WKQY, Bluefield, W. Va.

**KUSHON, FRED**  
KVEN, Ventura, Cal.

— L —

**LaBAR, FRANK**  
Siesta Time  
WBRE, Wilkes-Barre, Pa.

**LAFFERTY, JIM**  
WNCT, Greenville, N. C.

**LAFFOON, JIM**  
KHOZ, Harrison, Ark.

**LaFORCE, CHARLES**  
WISN-TV, Milwaukee, Wis.

**LALANNE, JACK**  
KSAM, Huntsville, Tex.

**LaMAR, JACK**  
WCAM, Camden, N. J.

**LaMARCA, JACK**  
KIBS, Bishop, Cal.

**LAMB, ART**  
WTTG, Washington, D. C.

**LAMB, JOHNNY**  
KXXL, Monterey, Cal.

**LAMBERT, KEN**  
WLDS, Jacksonville, Ill.

**LAMONT, ROY**  
WLEE, Richmond, Va.

**LANCASTER, BOYCE**  
KTVX, Muskogee, Okla.

**LANDFIELD, RICHARD**  
WDZ, Decatur, Ill.

**LONDON, PAT**  
WPTZ, Philadelphia, Pa.

**LANE, CHRIS**  
KOTV, Tulsa, Okla.

**LANE, DICK**  
KEYS, Corpus Christi, Tex.

**LANG, MIKE**  
Party Time  
WFAI, Fayetteville, N. C.

**LARKIN, JACK**  
KNCM, Moberly, Mo.

**LARKIN, JIM**  
WJWS, South Hill, Va.

**LARSEN, GENE**  
KWPC, Muscatine, Iowa

**LARSON, BEN**  
KOW, Omaha, Neb.

**LASHLEY, RICHARD**  
WLOE, Leaksville, N. C.

**LAUNER, ED**  
KODY, N. Platte, Neb.

**LAURIE, BEN ERLE**  
KEBE, Jacksonville, Tex.

**LAUZAU, FRAN**  
WAMN, Fairmont, W. Va.

**LAWRENCE, KEN**  
WNEM-TV, Bay City, Mich.

**LAWRENCE, MORT**  
The Big Payoff, Strike It Rich, CBS-TV; Keepin' Company With Mort Lawrence, MBS; Feather Your Nest, NBC-TV

**LAWRENCE, TED**  
WABC

**LEWSON, FRANK**  
WJEH, Callipolis, Ohio

**LAWSON, KEN**  
KVTV, Sioux City, Iowa

**LAWSON, WALT**  
KDAV, Lubbock, Tex.

**LAZAR, WILLIAM T.**  
B. July 8, 1921, Appleton, Wis.; Pepper Young's Family, NBC; NCAA Football Games, ABC-TV; Search for Tomorrow, Masquerade Party, CBS-TV; Welcome Traveler, Paul Winchell Show, NBC-TV

**LAZARONE, HENRY J.**  
KDBS, Alexandria, La.

**LEA, DAVID**  
WRBL, Columbus, Ga.

**LEAHY, ED**  
KOIN-TV, Portland, Ore.

**LEAK, LEON**  
WKRG, Mobile, Ala.

**LEBOLD, BILL**  
KIIQ-TV, Spokane, Wash.

**LE BOW, GUY**  
WPIX, N. Y. C.

**LEDET, LESTER**  
KPAC, Port Arthur, Tex.

**LEE, BILL**  
WIAK, Lakeland, Fla.

**LEE, BOB**  
KVG, Tulare, Cal.

**LEE, JOHNNY**  
WPTB, Albany, N. Y.

**LEE, PATRICK**  
KCAP, Helena, Mont.

**LEE, TOM**  
KNLL, Missoula, Mont.

**LEEFERS, BOB**  
WMT, Cedar Rapids, Iowa

**LEHMAN, ART**  
Date With Music  
WTHL, Terre Haute, Ind.

**LEHMAN, CAL**  
KRTV, Hillsboro, Oreg.

**LEMONT, GEORGE**  
KGO, San Francisco, Cal.

**LENZ, JACK**  
WGIG, Brunswick, Ga.

**LEON, JACK**  
WSWW, Platteville, Wis.

**LEONARD, BOB**  
WRIT, Milwaukee, Wis.

**LEPAGE, JEAN C. L.**  
WMSA, Massena, N. Y.

**LESCOULIE, JACK**  
The Jackie Gleason Show, CBS-TV; Today, NBC-TV

**LESIK, EDWARD M.**  
Events of the Day  
WABC

**LETCHER, SKIP**  
WFCB, Dundirk, N. Y.

**LEVENSON, SAM**  
B. Dec. 28, 1911, New York City; This Is Show Business, Toast of the Town, CBS

**LEWIS, JOHN**  
WCAO, Baltimore, Md.

**LEWIS, ROBERT Q.**  
B. April 5, 1921, New York City; The Robert Q. Lewis Show, CBS, CBS-TV; The Name's the Same, ABC-TV

**LEWIS, WALTER**  
WHLA, Hempstead, N. Y.

**LEWIS, WILLIAM**  
Noonday Varieties  
KLP, Minot, N. D.

**LIBUTTI, GEORGE**  
WVET, Rochester, N. Y.

**LIESER, PATRICIA**  
KJUN, Redmond, Ore.

**LIGHTFOOT, JIM**  
KIKR, Sherman, Tex.

**LILLIGREN, CHUCK**  
WDLB, Marshfield, Wis.

**LILLY, BOB**  
Good Company  
KOA, Denver, Colo.

**LINDNER, VINCENT A.**  
B. Apr. 11, 1920, West New York, N. J.; Jazz 55, Miss America Pageant, Vince Lindner and the News, WMID, Atlantic City

**LINDSAY, ART**  
KMO, Tacoma, Wash.

**LINN, JOHNNY**  
KGNV-TV, Amarillo, Tex.

**LINN, KEN**  
Open House  
WFBM-TV, Indianapolis, Ind.

**LITTLE, FRANCIS**  
WJEJ, Hagerstown, Md.

**LLOYD, FREDERICK**  
KOMO-TV, Seattle, Wash.

**LOCHNER, ART**  
WKIK, Leonardtown, Md.

**LOCKWOOD, BOB**  
WWGS, Titon, Ga.

**LOCKWOOD, EDWARD**  
WPRP, Perry, Fla.

**LOGAN, HORACE**  
Louisiana Hayride  
KWKH, Shreveport, La.

**LOGAN, JACK**  
KQV, Pittsburgh, Pa.

**LOHMEYER, FRANK**  
KLPW, Union, Mo.

**LOMAX, KEN**  
KERG, Eugene, Ore.

**LOMBARDI, SAMUEL**  
WMUS, Muskegon, Mich.

**LOMBARDO, PETE**  
K-BUZ, Pomona, Cal.

**LOMMEN, GORDON**  
KLTG, Little Falls, Minn.

**LONG, CLINT**  
WMFD-TV, Wilmington, N. C.

**LONGFELLOW, TOM**  
KARK, Little Rock, Ark.

**LONGHORN, JOE**  
KVSM, San Mateo, Cal.

**LONGWORTH, WILLIAM**  
WGBI-TV, Scranton, Pa.

**LOTT, JOHNNIE**  
WERH, Hamilton, Ala.

**LOUDEN, RED**  
KEED, Springfield, Ore.

**LOWE, DON**  
People in the News, Offbeat  
WABC

**LOWRY, LEW**  
KTRN, Houston, Tex.

**LOYD, JIM**  
KLIK, Jefferson City, Mo.

**LUCAS, BEN**  
WRGA, Rome, Ga.

**LUCHT, JOHN**  
WISC, Madison, Wis.

**LUDDEN, ALLEN**  
College Quiz Bowl  
NBC

**LUECK, KEN**  
WNDB, Daytona Beach, Fla.

**LUNDBOM, DEL**  
KIDO, Boise, Idaho

**LUSK, BERNIE**  
KROC-TV, Rochester, Minn.

**LYMAN, DAVE**  
WNAH, Nashville, Tenn.

**LYNCH, WES**  
KRTV, Hillsboro, Ore.

**LYNN, JACK**  
WGSJ, Huntington, N. Y.

**LYNN, MEL**  
KARK-TV, Little Rock, Ark.

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**McALISTER, R. B.**  
KLLL, Lubbock, Tex.

**McCARTHY, JACK**  
Feature Horse Races, News & Weather  
WABC, NBC-TV

**McCARTHY, JOHN**  
WLRP, New Albany, Ind.

**McCAULEY, JOE**  
Start the Day Right  
WIP, Philadelphia, Pa.

**McCLOSKEY, BEN**  
WFAA, Dallas, Tex.

**McCOMB, DON**  
Fl. Wood Show  
KTTB, Rolla, Mo.

**McCORMACK, JACK**  
KERO, Bakersfield, Cal.

**McCORMICK, BILL**  
WRFD, Worthington, Ohio

**McCOY, AL**  
WHLI, Niagara Falls, N. Y.

**McCURLEY, DOUGLAS**  
WGLC, Centerville, Miss.

**McDANIEL, DICK**  
KNIC, Iowa City, Iowa

**McDANIEL, WINFORD**  
KALB, Alexandria, La.

**McEWEN, BOB**  
Capital Caravan  
WTTG, Washington, D. C.

**McFEE, LLOYD**  
WEIC, Charleston, Ill.

**McGAVICK, JIM**  
Swing Shift  
KLAN, Renton, Wash.

**McGEE, RICHARD**  
Loser  
NBC

**McGEEHAN, JACK**  
KEYZ, Williston, N. D.

**McGHEE, GENE**  
KTUH, Hutchinson, Kans.

**McGILL, LAWRENCE**  
WFTM, Maysville, Ky.

**McGINNIS, RAY**  
WKBL, Covington, Tenn.

**McKEE, BOB**  
WQXI, Atlanta, Ga.

**McKEE, GOODSON**  
WACO, Waco, Tex.

**McKEE, ROY**  
KTUL, Tulsa, Okla.

**McKENZIE, ED**  
WXYZ-TV, Detroit, Mich.

**McKINSTRY, TED**  
KXOC, Chico, Cal.

**McLANE, BROADUS**  
WKLY, Hartwell, Ga.

**McLEAN, BILL**  
KAKE, Wichita, Kans.



**McLEAN, DONALD**  
Morning Serenade  
WHDL, Olean, N. Y.

**McLEAN, JACK**  
Top of the Mornin'  
WYRA, Buffalo, N. Y.

**McLELLAND, BUD**  
KLIBA, Monticello, Ark.

**McMAHON, ED**  
WCAU-TV, Philadelphia,  
Pa.

**McMULLEN, DICK**  
WKRQ, Mobile, Ala.

**McMURDIE, W. E.**  
KPSI, Preston, Idaho

**McNEILL, JOHN H.**  
Hits & Encores

**McOSKER, DARRELL**  
KEDD, Wichita, Kans.

**McPHEETERS, BILL**  
WOOE, Dothan, Ala.

**McQUISTON, GIL**  
KRIZ, Phoenix, Ariz.

**McTIGUE, HARRY**  
WINN, Louisville, Ky.

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**MACAULAY, BOB**  
WMAW, Menominee, Mich.

**MACHADO, ART**  
Western Corral  
KAFP, Petaluma, Cal.

**MACK, JIMMY**  
WOOD-TV, Grand Rapids,  
Mich.

**MACK, TOM**  
KSDN, Aberdeen, S. D.

**MACK, WAYNE**  
WDOK, Cleveland, Ohio

**MacKENZIE, KEN**  
Adventureland  
WGAN-TV, Portland, Me.

**MADELY, ARTHUR**  
WGNI, Wilmington, N. C.

**MAGERA, GEORGE**  
WJAY, Mullins, S. C.

**MAGNUSON, JOHN**  
WDZ, Decatur, Ill.

**MAHAFFEY, BOB**  
Music Till Midnight  
KBNZ, La Junta, Colo.

**MAHONEY, EDWARD**  
Teen Town Hall  
WTAX, Springfield, Ill.

**MAHONEY, JOHN**  
WJTN, Jamestown, N. Y.

**MAILBY, CHARLES**  
KFNF, Shenandoah, Iowa

**MAITH, LEN**  
WAML, Laurel, Miss.

**MALDEN, KEN**  
WBMS, Boston, Mass.

**MANER, RONALD**  
WAJF, Decatur, Ala.

**MANN, NORMAND**  
KRIO, McAllen, Tex.

**MANDRAKE, CHARLES**  
WICA, Ashtabula, Ohio

**MANNING, MARY**  
WLAC, Nashville, Tenn.

**MANNING, RAY**  
KTVI, St. Louis, Mo.

**MANSURE, JOHN**  
Mr. Party  
WGLV, Easton, Pa.

**MARS, LEE**  
KTBS-TV, Shreveport, La.

**MARSHALL, GENE**  
WGAI, Elizabeth City,  
N. C.

**MARSHALL, REX**  
B. Jan. 10, 1919, N. J.

**MARROW, ROBIN**  
KJAN, Atlantic, Iowa

**MARTIN, BOB**  
KWTK, Waco, Tex.

**MARTIN, CLIF**  
WMRP, Flint, Mich.

**MARTIN, DAVID**  
KHOZ, Harrison, Ark.

**MARTIN, HARRY**  
KCCC, Sacramento, Cal.

**MARTIN, JOE**  
KERN, Bakerfield, Cal.

**MARTIN, JOHN**  
Breakfast Melody  
KLIZ, Brainerd, Minn.

**MARTIN, JOHNNY**  
WINN, Louisville, Ky.

**MARTIN, JOHNNY**  
WHIZ, Zanesville, Ohio

**MARTIN, KEN**  
WLDB, Atlantic City, N. J.

**MARTIN, LEWIS**  
WBT, Charlotte, N. C.

**MARVIN, DON**  
KOTV, Tulsa, Okla.

**MASINGILL, LUTHER**  
WDEF, Chattanooga, Tenn.

**MASON, JAMES**  
Lux Video Theatre  
NBC-TV

**MASSEY, JON**  
Around the Town  
WWDC, Washington, D. C.

**MATHISEN, GEORGE**  
WMTV, Madison, Wis.

**MAIZOO, EDWARDS**  
Walkin' & Whistlin'  
WJWL, Georgetown, Del.

**MAXWELL, RAY**  
Star Time  
WMAS, Springfield, Mass.

**MAY, WALTER**  
WPKE, Pikeville, Ky.

**MAY, FRED**  
Sweet Music Show  
WLOP, Orlando, Fla.

**MAYER, JOE**  
WAKR-TV, Akron, Ohio

**MAYERS, RICHARD**  
WPAQ-TV, Ann Arbor,  
Mich.

**MEADE, SHIRLEY**  
Music You Want  
WMTG, Van Cleve, Ky.

**MEDIAN, PETE**  
KCCP, Corpus Christi, Tex.

**MEIHAN, LARRY**  
WPPG, Panama City, Fla.

**MEIER, EVANS**  
Voice of People  
WJAG, Norfolk, Neb.

**MELVILLE, ROLLIE**  
KGGM, Albuquerque,  
N. Mex.

**MENEFFE, BOB**  
Heading Home  
WIP, Philadelphia, Pa.

**MERCER, MEL**  
WSPD, Toledo, Ohio

**MERCIER, RAY**  
Dance Party  
WCSH-TV, Portland, Me.

**MEREDITH, LEE**  
KMCO, Conroe, Tex.

**MERENS, LYMAN**  
WRJN, Racine, Wis.

**MERLIN, PAUL**  
WCMW, Canton, Ohio

**MERRITT, HERBERT A.**  
WHAI, Greenfield, Mass.

**MERTZ, BILL**  
WVKO, Columbus, Ohio

**METZGER, DON**  
Adventure Time  
WMBV-TV, Marinette, Wis.

**MEUNIER, JOHN**  
WVPO, Stroudsburg, Pa.

**MEYER, JOHN**  
WEW, St. Louis, Mo.

**MIDDLETON, B.**  
WHAI, Greenfield, Mass.

**MERTZ, BILL**  
WVKO, Columbus, Ohio

**METZGER, DON**  
Adventure Time  
WMBV-TV, Marinette, Wis.

**MEUNIER, JOHN**  
WVPO, Stroudsburg, Pa.

**MEYER, JOHN**  
WEW, St. Louis, Mo.

**MIDDLETON, B.**  
WTPS, New Orleans, La.

**MIDDLETON, HARRY**  
WTVD, Durham, N. C.

**MILLER, BRUCE**  
WBOF, Virginia Beach, Va.

**MILLER, HOWARD**  
WBMM-TV, Chicago, Ill.

**MILLER, JIMMIE**  
WDGR, Jesup, Ga.

**MILLER, JOHN**  
WJPF, Herrin, Ill.

**MILLER, JOHNNY**  
Gospel Sing  
WTOB-TV, Winston-Salem,  
N. C.

**MILLER, LES**  
KTSA, San Antonio, Tex.

**MILLER, NOAH**  
WBW, Bedford, Ind.

**MILLER, RON**  
Gospel Train  
WMBE, Miami, Fla.

**MILLER, RON**  
WRMN, Elgin, Ill.

**MILLER, ROBERT**  
Hob Nob  
WSJV, Elkhart, Ind.

**MILAM, CHARLES**  
KYJC, Medford, Ore.

**MILLIKEN, MOE**  
Amateur Talent Show  
KHOL-TV, Holdrege, Neb.

**MILLS, GENE**  
WMTM, Moultrie, Ga.

**MILLS, LEE**  
WRAD, Radford, Va.

**MISSEY, TOMMY**  
WMMB, Melbourne, Fla.

**MITCHELL, GEORGE**  
WHBB, Selma, Ala.

**MITCHELL, EVERETT**  
National Farm & Home  
Hour  
NBC

**MITCHELL, ROY**  
Hospitality House  
KCMS-TV, Texarkana, Tex.

**MOAN, HAL**  
KOMO, Seattle, Wash.

**MODELAND, VERN**  
KJFJ, Webster City, Iowa

**MOFFETT, RAYMOND R.**  
WCAO, Baltimore, Md.

**MOFFIT, JIM**  
KREM, Spokane, Wash.

**MOBER, BILL**  
Quickie Quiz  
WDAY, Fargo, N. D.

**MOLNAR, BILL**  
WTYN, Tryon, N. C.

**MOORE, CARL**  
WEEL, Boston, Mass.

**MOORE, CLAUDE**  
Just Visitin'  
KANA, Anaconda, Mont.

**MOORE, DAVE**  
WCCO-TV, Minneapolis,  
Minn.

**MOORE, GEORGE**  
KTHS, Little Rock, Ark.

**MOORE, HOWARD**  
WNVA, Norton, Va.

**MOORE, SAMMY**  
WIBB, Carrollton, Ga.

**MOORE, TOM**  
WGTC, Greenville, N. C.

**MOORE, TOMMY**  
WHVH, Henderson, N. C.

**MOORE, VERN**  
KIDO-TV, Boise, Idaho

**MORELAND, HARRY**  
KCRV, Caruthersville, Mo.

**MORGAN, DALE**  
KTVR, Denver, Colo.

**MORGAN, HANK**  
WQOK, Greenville, S. C.

**MORGAN, PAUL**  
KVVG, Tulare, Cal.

**MORGAN, SONNY**  
WRAG, Carrollton, Ala.

**MORGAN, WARREN**  
WLV-D, Dayton, Ohio  
**MORK, CAROL**  
WPDH, Portage, Wis.

**MORROW, DON**  
B. Jan. 29, 1917; Guy Lombardo Show, NBC-TV; Sunday News Special, What's My Line, Masquerade Party, CBS-TV; Sammy Kaye Show, ABC-TV; Key Witness, DuMont

**MONGOLD, BOB**  
WISP, Winston, N. C.  
**MONTGOMERY, DOUG**  
K-BUZ, Pomona, Cal.  
**MONTGOMERY, PAUL**  
WNAO-TV, Raleigh, N. C.  
**MORRIS, AL**  
KOAT-TV, Albuquerque, N. Mex.

**MORRIS, JACK**  
KLN, Oakland, Cal.  
**MORRIS, MONTE**  
KYJC, Medford, Ore.  
**MORRIS, VANCE**  
WORLD, Spartanburg, S. C.  
**MORRISON, GEORGE W.**  
KPLK, Dallas, Ore.

**MORSE, SID**  
KFMA, Davenport, Iowa  
**MOSS, DAVE**  
WIS, Columbia, S. C.  
**MUELLER, JOHN**  
WPAV, Portsmouth, Ohio

**MULLEN, JAY**  
WCSC, Charleston, S. C.  
**MULLINS, JIM**  
WSTU, Stuart, Fla.  
**MULLINS, MOON**  
KEN, Portland, Ore.

**MULLINS, REVERDY**  
KMBC-TV, Kansas City, Mo.

**MUNI, SCOTT**  
WSMB, New Orleans, La.

**MURDOCK, JACK**  
WATG, Ashland, Ohio

**MURPHY, ED**  
WSYR, Syracuse, N. Y.

**MURPHY, HAL**  
WCAW, Charleston, W. Va.

**MURPHY, JACK**  
WCLL, Corning, N. Y.

**MURPHY, STANFORD**  
WRUS, Russellville, Ky.

**MURPHY, TOM**  
WCHS, Charleston, W. Va.

**MURPHY, VINCE**  
WHGB, Harrisburg, Pa.

**MURRAY, DEAN**  
KBN, Omaha, Neb.

**MURRAY, PHIL**  
Radio Classified  
WCSH, Portland, Me.

**MURPHREE, JACK**  
Strictly Informal  
WOMI, Owensboro, Ky.

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**NABORIS, TED**  
KTHH, Houston, Tex.

**NAGLE, JEFF**  
KMJ, Fresno, Cal.

**NAGLESTAD, FRED**  
WOW, Omaha, Neb.

**NAHEY, DON**  
WLAG, LaGrange, Ga.

**NAINRIG, STAN**  
WKGN, Knoxville, Tenn.

**NANKIVAL, WILLIAM**  
KDTF, Dubuque, Iowa

**NARZ, JIM**  
KPOL, Los Angeles, Cal.

**NASH, D. A.**  
KPST, Preston, Idaho

**NASH, JAY R.**  
Minute Man  
KLOA, Des Moines, Iowa

**NATIONS, WAYNE**  
KSLM, Sikeston, Mo.

**NEAVERTH, DON**  
WFRM, Coudersport, Pa.

**NEHRING, WALLY**  
WICE, Indianapolis, Ind.

**NEIMAN, JIM**  
WBKH, Hattiesburg, Miss.

**NELSON, BOB**  
KGWA, Enid, Okla.

**NELSON, PAUL**  
KLOA, Des Moines, Iowa

**NELSON, SHIRLEY**  
KOMB, Cottage Grove, Ore.

**NELSON, TOMMY**  
What's Your Hobby  
KHSL-TV, Chico, Cal.

**NELSON, WARREN**  
Musical Clock  
WROK, Rockford, Ill.

**NEUBERGER, STAN**  
WEKZ, Monroe, Wis.

**NEVINS, ELLIOTT**  
WKNY, Kingston, N. Y.

**NEWHOUSE, HAL**  
KRMW, The Dalles, Ore.

**NEWHOUSE, ROLAND**  
WELL, Battle Creek, Mich.

**NEWMAN, GENE**  
WEZB, Birmingham, Ala.

**NEWSOME, GIL**  
KWK-TV, St. Louis, Mo.

**NEWTON, EARL**  
WMTM, Moultrie, Ga.

**NICHOLS, DAVE**  
WLV-C, Columbus, Ohio

**NICHOLSON, JAMES**  
WGW, Meadville, Pa.

**NIELSEN, NORMAN**  
KRJL, Framington, Mo.

**NIERSBACH, BILL**  
WKBV, Richmond, Ind.

**NIGOCIA, HARRY**  
WJBW, New Orleans, La.

**NILES, CHUCK**  
WIRK, W. Palm Beach, Fla.

**NOEL, SID**  
WSMB, New Orleans, La.

**NOLAN, PHILIP**  
KSUM, Fairmont, Minn.

**NOLAN, TIM**  
KXYZ, Houston, Tex.

**NOLAN, TOM**  
WGLS, Decatur, Ga.

**NORTH, CHARLES C.**  
WBBM, Miami Beach, Fla.

**NORMAN, GENE**  
KHL-TV, Los Angeles, Cal.

**NORMAN, PHIL**  
KNX, Los Angeles, Cal.

**NORMAN, RUSS**  
CLUB 1900  
KING, Seattle, Wash.

**NORTON, DON**  
KNET, Palestine, Tex.

**NUNN, DOUG**  
WNOP, Newport, Ky.

**NYSTROM, WARREN**  
WRDU, Dinuba, Cal.

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**OBERT, NORM**  
KMED, Medford, Ore.

**O'BRIEN, BILL**  
WCNX, Middletown, Conn.

**O'BRIEN, ELLIS**  
At Home and Away  
WCSH, Portland, Me.

**O'BRIEN, PAT**  
Your Nutrilite Radio Theatre  
NBC

**O'CONNOR, ROD**  
Two on the Aisle  
KUTV, Salt Lake City, Utah

**ODOM, HOMER**  
K-JOB, Shreveport, La.

**O'DONNELL, CHARLES**  
Caravan of Music  
WHAT, Philadelphia, Pa.

**OLDAG, BEN**  
Polka Revue  
KFRD, Rosenberg, Tex.

**OLIVEIRA, JOHN**  
Merry-Go-Round  
KUKI, Ukiah, Cal.

**OLIVER, GREG**  
WSCB, Scranton, Pa.

**OLNEY, DEL**  
KHPS, Vancouver, Wash.

**OLSEN, JOHNNY**  
Second Chance  
NBC

**OLSON, DICK**  
WIMS, Michigan City, Ind.

**OLSON, HARVEY**  
Shoppers Special  
WDRG, Hartford, Conn.

**O'REILLY, MIKE**  
WJTV, Jackson, Miss.

**OROPEZA, BOB**  
KBMX, Coalinga, Cal.

**ORTIZ, CHARLES R.**  
WAPA-TV, San Juan, Puerto Rico

**OSBORNE, DONALD**  
KSTL, St. Louis, Mo.

**OSBOURNE, DEANE**  
WSPD, Toledo, Ohio

**O'TOOLE, WILLIAM**  
Life Is Worth Living  
WABC

**OVIATT, HERB**  
WFHR, Wisconsin Rapids, Wis.

**OWEN, TEX**  
WTAO-TV, Boston, Mass.

**OWENS, JACK**  
WMAZ-TV, Macon, Ga.

**OWENSBY, BILL**  
WEWO, Laurinburg, N. C.

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**PACK, MARSHALL**  
WSKY, Asheville, N. C.

**PADOVANI, GIROGIO**  
WOV, New York, N. Y.

**PALEN, JAMES**  
WOKZ, Alton, Ill.

**PALMER, JAMES**  
KSLM, Sikeston, Mo.

**PALMER, STEVE**  
Melody Showcase  
WHIZ, Zanesville, Ohio

**PALMER, TRAVIS**  
Alarm Clock Club  
WSSO, Starkville, Miss.

**PALMQUIST, JAMES R.**  
KLR, Denver, Colo.

**PAPPAS, BOB**  
WTP, Charlestown, W. Va.

**PARK, CHARLES**  
WJR, Detroit, Mich.

**PARKER, BILL**  
KMMT, Austin, Minn.

**PARKER, CLARENCE S.**  
WNER, Live Oak, Fla.

**PARKER, ROYAL**  
WAAM-TV, Baltimore, Md.

**PARKER, TONY**  
KEYD-TV, Minneapolis, Minn.

**PARSONS, BEN**  
WRBL, Columbus, Gg

**PARSONS, GLENN H.**  
KBIA, Columbia, Mo.

- PARSONS, WES**  
KTEN, Ada, Okla.
- PARROTT, HAYDEN**  
KLAJ, Lakewood, Colo.
- PATRICK, PAT**  
WAOK, Atlanta, Ga.
- PAUL, JIM**  
WANA, Anniston, Ala.
- PAUL, RALPH**  
B. Oct. 11, 1920, Denver, Colo.;  
Strike It Rich, CBS-TV; The Good-  
year Playhouse, NBC-TV
- PAVONE, TONY**  
WCEH, Hawkinsville, Ga.
- PAYNTER, LARRY**  
WPBC, Minneapolis, Minn.
- PEACE, BOB**  
Talent Show  
WSLM, Salem, Ind.
- PEARSON, AL**  
KSRO, Santa Rosa, Cal.
- PECK, GALE**  
KERN, Bakersfield, Cal.
- PECK, R. H.**  
KVVU, Logan, Utah
- PEDERSON, CARROLL**  
KSBW, Salinas, Cal.
- PEISS, ED**  
KOOK-TV, Billings, Mont.
- PENROSE, BERN**  
WSNJ, Bridgeton, N. J.
- PEPPER, LEON**  
KEVA, Shamrock, Tex.
- PERKINS, GENE**  
Back Fence Theatre  
KBOI-TV, Boise, Idaho
- PEROTTO, LARRY**  
WMGW, Meadville, Pa.
- PERRY, JOHN**  
WEEU, Reading, Pa.
- PETERS, ROBERT F.**  
WFAS, White Plains, N. Y.
- PETERS, BOB**  
KGVO, Missoula, Mont.
- PETERSON, DAN**  
NBC
- PETERSON, DON**  
WOI-TV, Ames, Iowa
- PETERSON, RODNEY**  
KBOE, Oskaloosa, Iowa
- PETRIE, C. R.**  
WHWL, Nanticoke, Pa.
- PHILLIPPI, MARY JANE**  
KGPB, Flagstaff, Ariz.
- PHILIPS, GENE**  
WMAN, Mansfield, Ohio
- PIATT, GENE**  
KELO-TV, Sioux Falls,  
S. D.
- PICKETT, ROY**  
Big Red Jamboree  
KTVX, Muskogee, Okla.
- PICKWORTH, AL**  
KTHS, Little Rock, Ark.
- PIEL, BUD**  
KMUS, Muskogee, Okla.
- PIERCE, BILL**  
WEJL, Scranton, Pa.
- PIERCE, F. L.**  
WZOB, Fort Payne, Ala.
- PIERCE, JOE**  
KVOO-TV, Tulsa, Okla.
- PIERON, HUGH**  
WJOB, Hammond, Ind.
- PINKERMAN, GARY**  
WCMH, Ashland, Ky.
- PINNER, JOE**  
WHIT, New Bern, N. C.
- PINNIX, JIMMIE**  
WNAG, Grenada, Miss.
- PINTAR, FRANK**  
Tune Test  
WKAT, Miami Beach, Fla.
- PLACE, RANDY**  
Fashions at Luncheon  
WHEN-TV, Syracuse, N. Y.
- PLATER, BILL**  
WSIL-TV, Harrisburg, Ill.
- PLATOU, HAROLD**  
KVAL-TV, Eugene, Ore.
- PLATT, JIM**  
KBTO, El Dorado, Kans.
- POLITZ, J. C.**  
Hit or Miss  
WBRZ, Baton Rouge, La.
- POOLE, BOB**  
WFBC, Greenville, S. C.
- POOLE, BUCK**  
WMRB, Greenville, S. C.
- POPE, BILL**  
KNOC, Chico, Cal.
- PORTER, CLELL**  
KERO, Bakersfield, Cal.
- PORWANIEKI, LEO**  
WLIP, Kenosha, Wis.
- POSEY, ELLIS**  
Swap Shop  
KDUB-TV, Lubbock, Tex.
- POST, WRAY**  
KRLD-TV, Dallas, Tex.
- POTRIE, C. R.**  
Leaves of Gold  
WISL, Shamokin, Pa.
- POTTS, FRED**  
Rockin' Rhythm  
WAGR, Lumberton, N. C.
- POWELL, CACTUS JACK**  
Bar 15 Ranch  
WINT, Waterloo, Ind.
- POWERS, JIMMY**  
Cavalcade of Sports  
NBC-TV
- PREBLE, FRED**  
WTVL, Waterville, Me.
- PRICE, GENE**  
KUOD, Denver, Colo.
- PRICE, JAMES**  
KOWH, Omaha, Neb.
- PRICE, SAM**  
KHP, Durango, Colo.
- PRIDDY, AL**  
KEX, Portland, Ore.
- PRINCE, JIM**  
WBRM, Marion, N. C.
- PROCTOR, HARIAN**  
WCAO, Baltimore, Md.
- BRUITT, AL**  
WAGR, Lumberton, N. C.
- PRYOR, CACTUS**  
KTBC-TV, Austin, Tex.
- PUFFER, GEORGE**  
WCLI, Corning, N. Y.
- PURCELL, CHARLES W.**  
Nocturne  
WCAO, Baltimore, Md.
- PURCELL, ED**  
KMO, Tacoma, Wash.
- PURNELL, CHARLES**  
WILM, Wilmington, Del.
- PUTMAN, DON**  
WBRZ, Ponca City, Okla.
- PYATT, AL**  
KLUK, Evanston, Wyo.
- PYLE, JACK**  
KYW, Philadelphia, Pa.
- RAY, CURT**  
KMOX, St. Louis, Mo.
- RAY, WENDY**  
KERG, Eugene, Ore.
- RAYBURN, GENE**  
Sky's the Limit  
WRCA-TV, N. Y., N. Y.
- RAYMAND, OLLIE**  
KMOX, St. Louis, Mo.
- RAYMER, GEORGE**  
WAKR, Akron, Ohio
- RAYMOND, FRANK**  
WCYB, Bristol, Va.
- RAYNER, RAY**  
WBBM-TV, Chicago, Ill.
- REDD, RAY**  
KWBU, Corpus Christi,  
Tex.
- REDELL, TOM**  
KADA, Ada, Okla.
- REDDICK, DICK**  
WFBG, Altoona, Pa.
- REDUS, JACK**  
Silver Dollar  
KFKA, Greeley, Colo.
- REED, WILLIAM**  
WGTH, Hartford, Conn.
- REESE, BLACKIE**  
KWFR, San Angelo, Tex.
- REEVES, DAVID**  
WMAZ-TV, Macon, Ga.
- REGAN, LARRY**  
WTPS, New Orleans, La.
- REID, DICK**  
Lucky 8 Ranch  
WCHS-TV, Charleston,  
W. Va.
- REIDY, PAUL**  
WFIG, Sumter, S. C.
- REIG, HOWARD**  
NBC
- REILLY, ED**  
WRDB, Reedsburg, Wis.
- REILLY, PHIL**  
WLBK, Lebanon, Pa.
- REILLY, SYL**  
WGBB, Freeport, L. I.,  
N. Y.
- REILLY, TOM**  
WGBI-TV, Scranton, Pa.
- REITZ, ROBERT**  
WLEC, Sandusky, Ohio
- RENO, WALT**  
KRNT-TV, Des Moines,  
Iowa
- RENSCH, TY**  
KGFX, Pierre, S. D.
- RESARE, BILL**  
KJUN, Redmond, Ore.
- REYNOLDS, DICK**  
Tops in Pops  
WHKK, Akron, Ohio
- REYNOLDS, JOE**  
KBST, Big Spring, Tex.
- REYNOLDS, PAUL**  
WTVT, Petersburg, Fla.
- REYNOLDS, RUSSELL**  
WDYK, Cumberland, Md.
- REYNOLDS, TOMMY**  
Party Line  
KENS-TV, San Antonio,  
Tex.
- RHOADS, DUSTY**  
KWIE, Kennewick, Wash.
- RICE, PHIL**  
WMYB, Myrtle Beach, S. C.
- RICE, RICHARD**  
WTOB, Toledo, Ohio
- RICHARD, ALFRED**  
WTYC, Rock Hill, S. C.
- RICHARDS, ALLAN**  
Musical Clock  
WHAN, Charleston, S. C.
- RICHARDS, DICK**  
KENS, San Antonio, Tex.
- RICHARDS, DICK**  
WGTH, Hartford, Conn.

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- RADER, JOHN**  
WFUR, Grand Rapids,  
Mich.
- RAIFORD, BOB**  
WBTV, Charlotte, N. C.
- RAMOS, RUBEN COA**  
WAPA, San Juan, Puerto  
Rico
- RAMSEY, RAY**  
KREM, Spokane, Wash.
- RANDALL, DALE**  
KBOT-TV, Boise, Idaho
- RANSFORD, DALE**  
WOKZ, Alton, Ill.
- RATNER, SOL**  
WDAR, Savannah, Ga.
- RATTIGAN, JACK**  
WGLV, Easton, Pa.

**RICHARDS, MALCOLM**  
WTVN, Columbus, Ohio

**RICHARDSON, PHIL**  
WIAQ, Du Quoin, Ill.

**RICHARDS, STAN**  
KELP, El Paso, Tex.

**RICHARDS, TOMMY**  
Star Room

**KRHD, Duncan, Okla.**

**RICHIE, BEN**  
WHTN, Huntington,  
W. Va.

**RICHMOND, BOB**  
WREN, Topeka, Kans.

**RICKEY, FRANK**  
WRBL-TV, Columbus, Ga.

**RIDDICK, DAVE**  
WRAP, Norfolk, Va.

**RIDGE, ROY**  
WKBY, Richmond, Ind.

**RIDGEWAY, JIM**  
KRBC, Abilene, Tex.

**RIDNER, JACK**  
WCTV, Tallahassee, Fla.

**RIGGS, DON**  
WBNS-TV, Columbus, Ohio

**RIGGS, GLENN**  
My True Story  
WABC

**RILEY, BILL**  
KRNT, Des Moines, Iowa

**RILEY, CHAD**  
WDYK, Cumberland, Md.

**RIPPY, RONNEY**  
WLOE, Leaksville, N. C.

**ROBBIE, GORDON**  
WDSR, Lake City, Fla.

**ROBERTS, BRAD**  
WARE, Ware, Mass.

**ROBERTS, DICK**  
KBUR, Burlington, Iowa

**ROBERTS, FORD**  
WMT, Cedar Rapids, Iowa

**ROBERTS, KENNETH**  
WABD, N. Y. C., N. Y.

**ROBERTS, PAUL**  
WSPB, Sarasota, Fla.

**ROBINETT, DON**  
KWRO, Coquille, Ore.

**ROBINSON, DAVID**  
WMBM, Miami Beach, Fla.

**ROBINSON, J. K.**  
KOTN, Pine Bluff, Ark.

**ROBISON, JIM**  
KXLL, Missoula, Mont.

**ROBSON, MAX**  
WJTN, Jamestown, N. Y.

**RODGERS, CLIFF**  
Melody Roundup

**WIKK, Akron, Ohio**

**ROGERS, ARTIE**  
Morning Glory

**KDRS, Paragould, Ark.**

**ROGERS, DON**  
WRIB, Providence, R. I.

**ROGERS, GEORGE**  
WMAR-TV, Baltimore, Md.

**ROGERS, SMOKEY**  
WEAW, Evanston, Ill.

**ROHN, JIM**  
KXJB-TV, Valley City,  
N. D.

**ROLFE, JOE**  
KBTM, Jonesboro, Ark.

**ROLIH, JOHN**  
KSAN, San Francisco, Cal.

**ROMANO, TOM**  
Breakfast Playhouse  
WNCH-TV, New Haven,  
Conn.

**ROPER, ELMO**  
Weekend  
NBC

**ROPER, JOHN P.**  
WMAN, Mansfield, Ohio

**ROSE, DON**  
WAIIR, Miami Beach, Fla.

**ROSS, AL**  
WRC-TV, Washington,  
D. C.

**ROSS, DON JOHN**  
Tower Matinee  
WMT-TV, Cedar Rapids,  
Iowa

**ROSS, RON**  
KSL-TV, Salt Lake City,  
Utah

**ROULEAU, DICK**  
KNGI, Fort Madison, Iowa

**ROUTII, BILL**  
WNOK-TV, Columbia, S. C.

**ROWE, KEN**  
WOAI, San Antonio, Tex.

**ROWE, PRENTISS**  
KKTV, Colorado Springs,  
Col.

**ROWE, RED**  
KNXT, Los Angeles, Cal.

**ROY, MIKE**  
KRCA, Los Angeles, Cal.

**ROYER, VIRGIL**  
WTVB, Coldwater, Mich.

**RUBENSTEIN, EVE**  
KQTV, Fort Dodge, Iowa

**RUDES, JIM**  
WSPD-TV, Toledo, Ohio

**RUGE, GEORGE**  
KYA, San Francisco, Cal.

**RUMORE, DUKE**  
WBRC, Birmingham, Ala.

**RUNYON, JIM**  
WLW-D, Dayton, Ohio

**RUSHING, JACK**  
WPLA, Plant City, Fla.

**RUSSELL, BARCLAY**  
WOAI-TV, San Antonio,  
Tex.

**RUSSELL, CHARLES**  
KVFC, Cortez, Colo.

**RUSSELL, FRAN**  
Farm & Fun Time  
WCYB, Bristol, Va.

**RUSSELL, FRANK**  
KITO, San Bernardino, Cal.

**RUSSELL, JOHN**  
WJR, Detroit, Mich.

**RUSSELL, JIM**  
KCOW, Alliance, Neb.

**RUSSELL, ROG**  
KELO-TV, Sioux Falls,  
S. D.

**RUSSELL, TOM**  
WBEI, Boston, Mass.

**RUST, PAUL**  
WITV, Ft. Lauderdale, Fla.

**RYALL, DICK**  
Music for Milady  
KEEP, Twin Falls, Idaho

**RYAN, THOMAS**  
WSNY, Schenectady, N. Y.

**RYBICKI, RICHARD**  
WSGW, Saginaw, Mich.

**RYLE, GLENN**  
WKRC-TV, Cincinnati,  
Ohio

**SANDERS, BOBBIE**  
Village Jamboree  
WAUD, Auburn, Ala.

**SANDLER, BERNIE**  
WEBR, Buffalo, N. Y.

**SANDORD, CHARLES**  
WGAX, Portland, Me.

**SANDERS, NICK**  
KWCO, Chickasha, Okla.

**SAUCEMANN, JACK**  
Boogie & Blues  
WRAG, Carrollton, Ala.

**SAUNDERS, ERNIE**  
WMUR-TV, Manchester,  
N. H.

**SANDERS, WREEN**  
Nite Owl Club  
KING, Seattle, Wash.

**SAVITZ, BILL**  
WDSR, Lake City, Fla.

**SAYER, LEROY**  
Housewives Serenade  
KOCA, Kilgore, Tex.

**SCHAFER, RON**  
KXOB, Stockton, Cal.

**SCHAFER, RON**  
KBRL, McCook, Neb.

**SCHARTEL, ALLEN**  
WCSS, Amsterdam, N. Y.

**SCHENCK, BUD**  
Movie Marshall  
WTRF-TV, Wheeling,  
W. Va.

**SCHERER, JOE**  
KLZ-TV, Denver, Colo.

**SCHOLBE, ROGER**  
KFXJ-TV, Grand Junction,  
Colo.

**SCHOOLEY, IVAN**  
KOA, Denver, Col.

**SCHUMACIER, BOB**  
WBRE-TV, Wilkes-Barre,  
Pa.

**SCOGIN, JOHN**  
WTAW, College Station,  
Tex.

**SCOTT, ALAN**  
WPTZ, Philadelphia, Pa.

**SCOTT, JOE**  
WBRE-TV, Wilkes-Barre,  
Pa.

**SCOTT, GEO.**  
WHIN, Gallatin, Tenn.

**SCOTT, JACQUE**  
KBUC, Corona, Cal.

**SCOTT, WALLY**  
WREX-TV, Rockford, Ill.

**SCOTT, WILLARD**  
Twilight Tunes  
WRC, Washington, D. C.

**SCYMZAK, ANTHONY**  
WRJN, Racine, Wis.

**SEAMON, DON**  
WFYC, Alma, Mich.

**SEARS, ZENAS**  
WAOK, Atlanta, Ga.

**SEE, JACK**  
The World Tonight  
WTAP, Parkersburg, W. Va.

**SEFICK, ROBERT**  
WARD, Johnstown, Pa.

**SEGAL, STAN**  
WTBC, Tuscaloosa, Ala.

**SEIGEL, DOUG**  
WJPF, Herrin, Ill.

**SELBY, NORM**  
KROC-TV, Rochester,  
Minn.

**SESSIONS, CLIFF**  
WFOR, Hattiesburg, Miss.

**SEYMOUR, HOWARD**  
WGBB, Freeport, L. I.,  
N. Y.

**SHADDOCK, BOB**  
WENY, Elmira, N. Y.

**SHALLENBERG, DAVE**  
WARD, Johnstown, Pa.

**SHANNON, DON**  
WBEU, Beaufort, S. C.

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**SACHS, BERNIE**  
WISL, Shamokin, Pa.

**SADLER, JOHN**  
WHAP, Hopewell, Va.

**SAGGESE, BOB**  
Music Palace  
WBML, Macon, Ga.

**SAINT, TERRY**  
WTVT, Petersburg, Fla.

**SALAS, SOUPY**  
WNYZ-TV, Detroit, Mich.

**SALISBURY, JOHN**  
KLOR, Portland, Ore.

**SAIZER, GERALD**  
KRIS, Corpus Christi, Tex.

- SHARP, IRVING**  
WDBJ, Roanoke, Va.
- SHAUGHNESSY, DICK**  
WMAV, Springfield, Ill.
- SHAW, CHARLES**  
WOLF, Syracuse, N. Y.
- SHAW, JAMES**  
WFAU, Augusta, Me.
- SHEARER, TED**  
KVIN, Vinita, Okla.
- SHEHEEN, MAC**  
WNOK, Columbia, S. C.
- SHELDON, HERB**  
Herb Sheldon Show, WRCA
- SHELLEY, BOB**  
WFBC, Greenville, S. C.
- SHELTON, JIM**  
Pick-A-Pocket  
WIBC, Indianapolis, Ind.
- SHEPARD, BOB**  
Ted Mack  
ABC-TV
- SHEPARD, DON**  
WBBQ, Augusta, Ga.
- SEPPARD, VERNE**  
Stars of Tomorrow  
KOTA-TV, Rapid City, S. D.
- SHEPPARD, EDWARD**  
WTAC, Flint, Mich.
- SHEPARD, GIL**  
WCPO, Cincinnati, Ohio
- SHERBAHN, DICK**  
Wake Up Smiling  
WLAN, Lancaster, Pa.
- SHERMAN, VAL**  
KBTV, Denver, Colo.
- SHERIDAN, BILL**  
WADK, Newport, R. I.
- SHERIDAN, JACK**  
Bandstand  
WIRE, Indianapolis, Ind.
- SHERMAN, BRAD**  
WAHR, Miami Beach, Fla.
- SHERRY, ROD**  
KFSD-TV, San Diego, Cal.
- SHERWOOD, DON**  
KGO-TV, San Francisco, Cal.
- SHIELDS, LEO**  
KNCK, Concordia, Kans.
- SHIELDS, TOM**  
Platter Party  
WCPS, Tarboro, N. C.
- SHIPLEY, BILL**  
B. Aug. 1, 1918, Ottawa, Kan.
- SHIVELY, PAUL H.**  
KWRT, Boonville, Mo.
- SHOEMAKER, N. L., JR.**  
WABO, Waynesboro, Miss.
- SHORT, FORREST**  
KMDO, Fort Scott, Kans.
- SIEGAL, HAL**  
WDOO, Chattanooga, Tenn.
- SIEVERS, BOB**  
WOWO, Fort Wayne, Ind.
- SILBERT, BILL**  
B. Jan. 1, Detroit, Mich.; Bill Silbert Show, Saints and Spinners Club, WMGM; Red Buttons Show, NBC-TV; The Bill Silbert Show, NBC
- SILER, ROBERT**  
WFTM, Maysville, Ky.
- SILLS, GENE**  
WEAB, Greer, S. C.
- SIMS, BOB**  
WDCL, Tarpon Springs, Fla.
- SINGER, GEORGE**  
KELP, El Paso, Tex.
- SKETCHLEY, R. G.**  
Mystery at Noon  
WCHV, Charlottesville, Va.
- SKILTON, DAN**  
WNAU, New Albany, Miss.
- SKINNER, GEORGE D.**  
B. Feb. 18, 1918, Portland, Ore.; George Skinner Show, WCBS-TV
- SLATTON, PAT**  
WJIB, Haleyville, Ala.
- SMART, FRED**  
Western Hoedown  
KOCA, Kilgore, Tex.
- SMITH, BOB**  
KNAL, Victoria, Tex.
- SMITH, CHARLES**  
WDEC, Americus, Ga.
- SMITH, DELBERT M.**  
KLIR, Denver, Colo.
- SMITH, DON**  
KMBE, Medford, Ore.
- SMITH, FRANK**  
KOAM, Pittsburg, Kans.
- SMITH, FRED**  
WGL, Fort Wayne, Ind.
- SMITH, GEORGE B.**  
KPLK, Dallas, Ore.
- SMITH, HARRY**  
WILM, Wilmington, Del.
- SMITH, HOWELL**  
WDKN, Dickson, Tenn.
- SMITH, HUGH**  
KNJK, Forrest City, Ark.
- SMITH, LARRY**  
Adventures With Music  
WFTC, Kingston, N. C.
- SMITH, LOREN C.**  
WHA1, Greenfield, Mass.
- SMITH, MERRILL**  
WVNH, Rochester, N. H.
- SMITH, SYDNEY**  
B. Apr. 6, New York City; By-Line, Anthology, WRCA; Home, Today, WRCA-TV; Leave It to the Girls, WABC-TV
- SMITH, TED**  
WGUY, Bangor, Me.
- SMITH, WALT**  
Corky's Club  
KBTV, Denver, Colo.
- SMITH, WHEELER**  
KXA, Seattle, Wash.
- SMOLKO, ED**  
WAKR, Akron, Ohio
- SNIDER, PAUL**  
Musical Comedy Theatre  
KPOL, Los Angeles, Cal.
- SNYDER, BOB**  
KTUH, Hutchinson, Kans.
- SNYDER, JAY**  
KGO, San Francisco, Cal.
- SNYDER, JIM**  
WAJR, Morgantown, W. Va.
- SOLYN, BERN**  
KBMY, Billings, Mont.
- SPAINHOWER, DON**  
KOVO, Provo, Utah
- SPANN, OWEN**  
WTOB-TV, Winston-Salem, N. C.
- SPARKS, C. M.**  
WCRS, Greenwood, S. C.
- SPARKS, WARREN**  
KMDO, Fort Scott, Kans.
- SPEARS, CHARLIE**  
WJAN, Spartanburg, S. C.
- SPENCER, LESTER**  
WBNS, Columbus, Ohio
- SPENCER, RAYMOND E.**  
KFXM, San Fernando, Cal.
- SPIDAH, VERN**  
KGFJ, Roswell, N. Mex.
- SPIEGLE, STAN**  
KXRO, Aberdeen, Wash.
- SPILLERS, BOB**  
WMAZ, Macon, Ga.
- SPILLMAN, SANDY**  
KPXJ, San Francisco, Cal.
- SPIRO, WALT**  
WCOV, Montgomery, Ala.
- STALLINGS, CURT**  
KFII, Wichita, Kans.
- STANLEY, BILL**  
Dancing Party  
WICH, Norwich, Conn.
- STANLEY, JIM**  
WICH, Norwich, Conn.
- STANT, JACK**  
WDRR, Chester, Pa.
- STAPLES, WILLIAM**  
WVPO, Stroudsburg, Pa.
- STARK, RICHARD S.**  
B. Nov. 17, 1911, Grand Rapids, Mich.; What's My Line?, CBS; Caesar's Hour, NBC; Masquerade Party, Down You Go, ABC
- STAVAS, JOE**  
KODY, N. Platte, Neb.
- STEELE, JOHNNY**  
KOWB, Laramie, Wyo.
- STEFFY, WILLIAM**  
WFAH, Alliance, Ohio
- STEGER, CLARENCE**  
WMFS, Chattanooga, Tenn.
- STEIN, LES**  
WJBW, New Orleans, La.
- STEIN, MIKE**  
WJLS, Beckley, W. Va.
- STELLE, TED**  
WOR-TV, New York, N. Y.
- STENGER, PETE**  
WSAZ, Huntington, W. Va.
- STEVENS, JACK**  
Sunnyside Up  
KFMA, Des Moines, Iowa
- STEWART, BOB**  
Jamboree  
KRIZ, Phoenix, Ariz.
- STEWART, JOSEPH**  
WDAF, Kansas City, Mo.
- STEWART, JAY**  
It Pays To Be Married,  
Town Hall  
NBC
- STIGHT, BOB**  
KOWH, Omaha, Neb.
- STILWELL, JACK**  
WLS, Chicago, Ill.
- STINGLEY, ROY**  
WLOK, Lancaster, Ohio
- STONE, BOB**  
KPOL, Los Angeles, Cal.
- STONE, DEWEY**  
WDEC, Americus, Ga.
- STONER, JAY**  
News of Our Neighbors  
KLPN, Minot, N. D.
- STORY, RALPH**  
KNX, Los Angeles, Cal.
- STRACNER, JOHN ROY**  
WJBO, Baton Rouge, La.
- STRECKER, JOHN**  
KOMU-TV, Columbia, Mo.
- STRAND, NORM**  
WSAV, Savannah, Ga.
- STREETER, HOWARD**  
WFBR, Baltimore, Md.
- STREETS, ARMYN**  
KGEO-TV, Enid, Okla.
- STROPE, ARNIE**  
WFHR, Wisconsin Rapids, Wis.
- STUCKEY, N. W.**  
KALT, Atlanta, Tex.
- STULLA, BILL**  
KHJ-TV, Los Angeles, Cal.
- STUMP, HUGH**  
WLOF, Orlando, Fla.
- STURM, DEAN**  
Coffee Time  
WSAZ-TV, Huntington, W. Va.
- SULLIVAN, TIM**  
KGMC, Englewood, Colo.
- SUMMEKS, JOE**  
KUOD, Denver, Colo.
- SUMERFIELD, JOHN**  
WORZ, Orlando, Fla.
- SUNKEL, CARL**  
WJAN-TV, Danville, Ill.
- SUTTER, DICK**  
WRMN, Elgin, Ill.
- SUTTERFIELD, PHIL**  
WNOX, Knoxville, Tenn.

**SUTTON, HORACE**  
Where Have You Been  
NBC  
**SWAIN, MACK**  
WSPB, Sarasota, Fla.  
**SWART, JACK**  
WFTL, Lauderdale, Fla.

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**TAMBLYN, ROBERT S.**  
WCSC, Charleston, S. C.  
**TANNER, RAY**  
WJBB, Haleyville, Ala.  
**TAYLOR, BILL**  
WIRC, Hickory, N. C.  
**TAYLOR, DAVID**  
WRIC, Richlands, Va.  
**TAYLOR, DEAN**  
WBIS, Bristol, Conn.  
**TAYLOR, DEL**  
Skyline Studio  
WTRF, Wheeling, W. Va.  
**TAYLOR, GENE**  
Hoedown Jamboree  
KOTA-TV, Rapid City,  
S. D.  
**TAYLOR, KENNETH**  
WVCG, Coral Gables, Fla.  
**TEIKEN, JACK**  
KVOX, Moorhead, Minn.  
**TERMINE, JAMES L.**  
WTUN, Wilmington, Del.  
**TERRY, BILL**  
KLIX-TV, Twin Falls,  
Idaho  
**THOLEN, JOHN**  
KPIG, Cedar Rapids, Iowa  
**THOMAS, AUB**  
KAFF, Petaluma, Cal.  
**THOMAS, EARL**  
WWSC, Glen Falls, N. Y.  
**THOMAS, FRANK**  
WLTC, Gastonia, N. C.  
**THOMAS, HAL**  
KUTI, Yakima, Wash.  
**THOMAS, JERRY**  
You Tell Me  
WBIZ, Eu Claire, Wis.  
**THOMAS, JOHN**  
WBAC, Cleveland, Tenn.  
**THOMAS, JOHNNY**  
WMFD-TV, Wilmington,  
N. C.  
**THOMAS, MATT**  
WMAR-TV, Baltimore, Md.  
**THOMAS, WAYNE**  
KTIM, San Rafael, Cal.  
**THOMASSON, HOMER**  
WDVA, Danville, Va.  
**THOMPSON, CHUCK**  
Crackpot Jackpot  
WALA-TV, Mobile, Ala.  
**THOMPSON, OLLIE**  
KWBW, Hutchinson, Kans.  
**THORGERSEN, ED**  
Free Lance Radio, Television, Film  
& Live  
**TIBBITS, BOB**  
KWOS, Jefferson City, Mo.  
**TIDEY, ART**  
KSBW, Salinas, Cal.  
**TILFORD, RUSS**  
WKXK, Saginaw, Mich.  
**TINGLEY, H. J.**  
Toast 'n' Tunes  
WRRR, Rockford, Ill.  
**TIPPENS, AL**  
WDBO-TV, Orlando, Fla.  
**TIPTON, JOSEPH**  
WPTS, Pittston, Pa.  
**TOBEY, CLIFF**  
WCAW, Charleston, W. Va.  
**TOBIN, JOSEPH H.**  
WENT, Clowersville, N. Y.  
**TOMLINSON, CLAUDE**  
WTSK, Knoxville, Tenn.

**TOMMERDAHL, GENE**  
WNVA, Norton, Va.  
**TONKEN, PHIL**  
B. Apr. 13, 1919, Hartford, Conn.;  
Youth Wants to Know, The Greatest  
Drama, Fame, NBC-TV; Tomorrow's  
Front Page Headlines, Crime Fight-  
ers, MBS; Allan Granger—Radio  
Playhouse, WOR; The Big Picture  
**TOOMBS, BOB**  
WOAP, Owosso, Mich.  
**TOPINKA, RUDY**  
Music Spotlight  
WSAU, Wausau, Wis.  
**TOPI, JAMES**  
KPLC, Lake Charles, La.  
**TOPTEN, JOHN**  
WNDU-TV, South Bend,  
Ind.  
**TOWNSEND, DUDLEY**  
WDBJ, Roanoke, Va.  
**TOWNSEND, SAM F.**  
WCNU, Crestview, Fla.  
**TRANSELL, PHIL**  
WFRX, W. Frankfort, Ill.  
**TRAUT, ROGER**  
WIBL, Sheboygan, Wis.  
**TRICKEY, HOWARD**  
KWWL-TV, Waterloo, Iowa  
**TRIPP, PAUL**  
WCBS-TV, New York, N. Y.  
**TROUT, WAYNE**  
WSBA, York, Pa.  
**TRUERE, BOB**  
WCOS, Columbia, S. C.  
**TRUMBULL, DON**  
WNBZ, Saranac Lake, N. Y.  
**TUCKER, JACK**  
WFVA, Fredericksburg,  
Va.  
**TUCKER, TOMMY**  
WMBR, Jacksonville, Fla.  
**TUCKWOOD, DON**  
KTVK, Phoenix, Ariz.  
**TULIN, NORM**  
WORJ, Boston, Mass.  
**TUPPER, HOWARD**  
WGY, Schenectady, N. Y.  
**TURNELL, W. R.**  
KCCC, Sacramento, Cal.  
**TURNER, JOHN**  
KQMA, Magnolia, Ark.  
**TURNER, KENNETH Z.**  
WCTT, Corbin, Ky.  
**TURNER, RAY**  
WHFB, Benton Harbor,  
Mich.  
**TYLER, BILL**  
WGVM, Greenville, Miss.  
**TYLER, EUGENE**  
KFGT, Fremont, Neb.  
**TYLER, NOAH**  
WTVJ, Miami, Fla.  
**TYLER, WAYNE**  
WLVA-TV, Lynchburg,  
Va.  
**TYSON, DAVEY**  
WCAE, Pittsburgh, Pa.

— V —

**VALENTINO, GENE**  
WATR, Waterbury, Conn.  
**VALLE, DAN**  
WFAS, White Plains, N. Y.  
**VAN, ROGER**  
WSON, Henderson, Ky.  
**VANCE, JOHN**  
WLAU, Laurel, Miss.  
**VANDERWARD, EL**  
Recipe for Listening  
KVI, Seattle, Wash.  
**VAN DINE, WAYNE**  
WABC, Kittanning, Pa.  
**VANHOOK, LESLIE**  
WCOR, Lebanon, Tenn.  
**VAN PATTEN, GRANT**  
WRGB, Schenectady, N. Y.  
**VAN VOORHIS, H. P.**  
WLBK, Lebanon, Pa.  
**VENNER, FRANK**  
WSPD-TV, Toledo, Ohio  
**VENTRELLA, TONY**  
WEDC, Chicago, Ill.  
**VERKLAS, EARL**  
WSPN, Saratoga Springs,  
N. Y.  
**VERNON, LEE**  
WPTS, Pittston, Pa.  
**VERNON, ROY**  
KJAY, Topeka, Kans.  
**VERNON, WES**  
KBMY, Billings, Mont.  
**VESTAL, STAN**  
KNGS, Hanford, Cal.  
**VIEMAN, ED**  
Mr. Nobody Show  
WCCO, Minneapolis-  
St. Paul, Minn.  
**VILLANEVA, ROBERT**  
KTXX, Austin, Tex.  
**VOGT, ROGER**  
KPIG, Cedar Rapids, Iowa  
**VOWELL, WAYNE**  
WJAM, Marion, Ala.  
**VOORS, JAMES**  
WANE, Ft. Wayne, Ind.  
**VOSBURGH, HERMAN**  
KTAT, Frederick, Okla.

— W —

**WACKER, PHIL**  
KXRO, Aberdeen, Wash.  
**WADE, OZZIE**  
WKNE, Keene, N. H.  
**WADMAN, WILLIAM**  
WGAN-TV, Portland, Me.  
**WADSWORTH, MAX**  
KRAL, Rawlins, Wyo.  
**WAGNER, GENE**  
KTAC, Tacoma, Wash.  
**WAGNER, ILESE**  
Invitation to Entertainment  
WURL, New York, N. Y.  
**WAGNER, LOUIS**  
KDLM, Detroit Lakes,  
Minn.  
**WALES, DALLAS**  
KNOE-TV, Monroe, La.  
**WAITE, DAVE**  
WFOR, Hattiesburg, Miss.  
**WALKER, DENNY**  
WLAJ, LaFollette, Tenn.  
**WALKER, GLENN**  
KCHIE, Cherokee, Iowa  
**WALKER, JOHN**  
WARM, Scranton, Pa.  
**WALKER, KEITH**  
KNIC, Iowa City, Iowa  
**WALKER, V. D.**  
KRLW, Walnut Ridge, Ark.  
**WALLINGTON, JIMMY**  
Nutrilite Show  
NBC  
**WALTERS, DICK**  
WBBF, Rochester, N. Y.

— U —

**UGLUM, JIM**  
KQVO, Missoula, Mont.  
**UMLAND, JAMES**  
KVOE, Emporia, Kans.  
**UNDERHILL, GARDNER**  
KLOU, Lake Charles, La.  
**UNDERWOOD, JIM**  
WFAA-TV, Dallas, Tex.  
**UPCHURCH, VIRGINIA**  
WSMT, Sparta, Tenn.  
**URBAN, JOE**  
WEKZ, Monroe, Wis.  
**URBAN, JOHN**  
WWNY, Watertown, N. Y.



**WARD, BILL**  
WHOW, Clinton, Ill.

**WARD, BUD**  
WEVO, Laurinburg, N. C.

**WARD, CARROLL**  
WRP'S, Alexander City, Ala.

**WARD, ERNIE**  
Coffee at the Clinton  
WKNY, Kingston, N. Y.

**WASHBURN, BRUCE**  
KVOO-TV, Tulsa, Okla.

**WATKINS, LYN**  
WTAN, Clearwater, Fla.

**WATSON, BEV**  
KTTS-TV, Springfield, Mo.

**WATSON, BOB**  
WQXI, Atlanta, Ga.

**WATSON, BOB**  
KOAT-TV, Albuquerque, N. Mex.

**WATSON, HOWARD**  
KOTN, Pine Bluff, Ark.

**WARNER, BILL**  
KFJX, Grand Junction, Colo.

**WARREN, CHUCK**  
KPHO, Phoenix, Ariz.

**WARREN, JAMES**  
KXA, Seattle, Wash.

**WARWICK, STAN**  
KOMO, Seattle, Wash.

**WEATHERS, BILL**  
WAFD, Wilmington, N. C.

**WEAVER, BILL**  
KCBS, San Francisco, Cal.

**WEAVER, JACKSON**  
WMAL-TV, Washington, D. C.

**WEAVER, JOE**  
WTOL, Toledo, Ohio

**WEAVER, ROBYN**  
WIRL, Peoria, Ill.

**WEBER, ROGER**  
KWWL-TV, Waterloo, Iowa

**WEBER, DICK**  
K'TAC, Tacoma, Wash.

**WEHR, JIM**  
KCRG-TV, Cedar Rapids, Iowa

**WELBORNE, C. L.**  
WGBG, Greensboro, N. C.

**WELLER, ROSS**  
WHAM, Rochester, N. Y.

**WELSH, DICK**  
WCBY, Cheboygan, Mich.

**WENDELL, BILL**  
B. March 22, 1924. Ernie Kovacs Show, Wide World, Color Spectaculars, NBC-TV; The Sky's the Limit, Step This Way, WRCA-TV

**WERY, BOB**  
WGTO, Haines City, Fla.

**WEST, DICK**  
Record Room  
KUTV, Salt Lake City, Utah

**WEST, MELVIN**  
Operation Daybreak  
WBMA, Beaufort, N. C.

**WESTON, LEE**  
KOV. Valley City, N. D.

**WERTZ, RANDY**  
WISR, Butler, Pa.

**WHEELER, JACK**  
WPDQ, Jacksonville, Fla.

**WHITE, GEORGE**  
WCN, Cincinnati, Ohio

**WHITE, PAUL**  
WFPA, Ft. Payne, Ala.

**WHITAKER, GENE**  
WNCA, Siler City, N. C.

**WHITE, WAYMAN**  
WAUG, Augusta, Ga.

**WHITEHEAD, BRUCE**  
KHQA-TV, Hannibal, Mo.

**WHITTED, NORFLEX**  
WSRC, Durham, N. C.

**WHOFE, MICHAEL**  
WOCB, W. Yarmough, Mass.

**WIENER, BOB**  
WJRD, Tuscaloosa, Ala.

**WIGGS, BILL**  
Songs in Flight  
WVOF, Wilson, N. C.

**WILCOX, DICK**  
WSAR, Fall River, Mass.

**WILKERSON, WALT**  
Musical Matinee  
WCVA, Culpeper, Va.

**WILLIAMS, A. C.**  
WDIA, Memphis, Tenn.

**WILLIAMS, CAREY**  
WHWL, Nanticoke, Pa.

**WILLIAMS, CHARLES E.**  
KFNF, Shenandoah, Iowa

**WILLIAMS, DANNY**  
WKY-TV, Oklahoma City, Okla.

**WILLIAMS, ED**  
WHT, New Bern, N. C.

**WILSON, ED**  
KWK-TV, St. Louis, Mo.

**WILLIAMS, GORDON**  
KWYO, Sheridan, Wyo.

**WILLIAMS, JACK**  
WGBS, Miami, Fla.

**WILLIAMS, JESS**  
KGNC-TV, Amarillo, Tex.

**WILLIAMS, JIM**  
WHOW, Clinton, Ill.

**WILLIAMS, LEE**  
WIBB, Carrollton, Ga.

**WILLIAMS, NAT D.**  
WDIA, Memphis, Tenn.

**WILLIAMS, PAUL**  
KOKO, Warrensburg, Mo.

**WILLIAMS, PETE**  
WSKY, Asheville, N. C.

**WILLIAMS, WADE**  
WBOF, Virginia Beach, Va.

**WILLIS, HUDSON**  
WAIN, Columbia, Ky.

**WILLIS, JACK**  
KVAR, Mesa, Ariz.

**WILLMAN, JACK**  
WMRY, New Orleans, La.

**WILLY, GUY**  
WPCS, Fairmont, W. Va.

**WILSON, EARL**  
WLRH, Mattoon, Ill.

**WILSON, GEORGE**  
KSRW-TV, Salinas, Cal.

**WILSON, GLENN**  
WPAR, Parkersburg, W. Va.

**WILSON, STU**  
Are Ye Listenin'  
KBIG, Avalon, Cal.

**WILSON, READ**  
WWNC, Albemarle, N. C.

**WINGATE, DON**  
WAAG, Adel, Ga.

**WINGATE, JOHN**  
NBC, NBC-TV

**WINN BERT**  
KYA, San Francisco, Cal.

**WINN, BILL**  
WESB, Bradford, Pa.

**WINN, DICK**  
WBLV, Springfield, Ohio

**WINSET, BOB**  
WPRC, Houston, Tex.

**WINTERS, JAMES**  
WGAN, Portland, Me.

**WIPPLE, BILL**  
KUTL, Yakima, Wash.

**WIRICK, AL**  
KVON, Napa, Cal.

**WIZIARDE, FRANK**  
KMBC-TV, Kansas City, Mo.

**WOEHRMANN, BILL**  
WCNB, Connersville, Ind.

**WOLEVER, JACK**  
KBLO, Hot Springs, Ark.

**WOLFENDEN, BOB**  
Dancing Party  
WMEV, Marlon, Va.

**WOLF, JOHN ALLEN**  
The Good Life  
WSPA-TV, Montgomery, Ala.

**WOOD, ERNIE**  
KANN, Sinton, Tex.

**WOOD, JOHN**  
KPO, Phoenix, Ariz.

**WOOD, TRENT**  
WMCT, Memphis, Tenn.

**WOODALL, DOUG**  
KORT, Grangeville, Idaho

**WOODS, CHARLES**  
It's Your Business, Vitamin Newscasts, People in the News  
WABC

**WOODS, JIM**  
WGA1, Elizabeth City, N. C.

**WOOLEY, NEAL**  
KJEF, Jennings, La.

**WOODWARD, ROSS**  
KBOI, Boise, Idaho

**WORRELL, PAT**  
KBS, Bakerfield, Cal.

**WRIGHT, BILL**  
WABT, Birmingham, Ala.

**WRIGHT, GEORGE**  
WFAI, Fayetteville, N. C.

**WRIGHT, JOHNNY**  
WFBC-TV, Greenville, S. C.

**WRIGHT, KATHRYN**  
Guest Room  
WSPA-TV, Montgomery, Ala.

**WYLER, JIM**  
B. July 9, 1922, Lynch, Neb.; Hopalong Cassidy, Gene Autry, Cisco Kid, Tales of the Traveler, WABC-TV

**WYMAN, JANE**  
NBC-TV

**WYMER, JACK**  
WING, Dayton Ohio

— Y —

**YAGER, DOYLE**  
WPEO, Peoria, Ill.

**YEARICK, DAVID**  
WMUU, Greenville, S. C.

**YOST, JACK**  
WNLK, Norwalk, Conn.

**YOUNG, CHICK**  
WJAC, Johnstown, Pa.

**YOUNG, ED**  
KPDN, Pampa, Tex.

**YOUNG, O. C.**  
WHIS, Bluefield, W. Va.

**YUPTON, DON**  
WIS-TV, Columbia, S. C.

— Z —

**ZAK, BILL**  
KTRN, Houston, Tex.

**ZACK, ED**  
WOC, Davenport, Iowa

**ZIMMERS, DON**  
Backyard Theatre  
KENS-TV, San Antonio, Tex.

**ZOOK, DICK**  
Musical Clock  
KAUS, Austin, Minn.

**ZURLO, RUDY**  
WCKB, Dunn, N. C.



**"LISTEN TO LACY"**

(Jack Lacy)

WINS — 1010 on your dial  
12:00-2:00 PM  
4:00-6:30 PM



**ART FORD**

PL 3-3300

*Rochester's Top Salesman*

*... 20 Years in Show Business*

***Now—A New Show!***

**"THE MORT NUSBAUM SHOW"**

7-10 A.M. DAILY

**WBBF**

Rochester, N. Y.

# DISC JOCKEYS

## RADIO AND TELEVISION —their work during 1955



### — A —

**ABEL, CHUCK**  
Tuneville Trolley  
KAMD, Camden, Ark.

**ABERNETHY, ARCH**  
WIPC, Lake Wales, Fla.

**ABLEMAN, BERWYN**  
WPDR, Portage, Wis.

**ADAMS, CHUCK**  
Sunrise Salute  
WTAN, Clearwater, Fla.

**ADAMS, DEAN**  
WNBF, Binghamton, N. Y.

**ADAMS, JOE**  
Mayor of Melody  
KOWL, Santa Monica, Cal.

**ADAMS, WES**  
WKRT, Cortland, N. Y.

**ADELL, RAY**  
WGSM, Huntington, N. Y.

**ADEMY, JOHN**  
WCAO, Baltimore, Md.

**ADKINS, BOB**  
WTVN, Columbus, Ohio

**AGEE, BOB**  
WBIR, Knoxville, Tenn.

**AGEE, JOSEPHINE**  
WGRC, Louisville, Ky.

**AGEE, LES**  
KRHD, Duncan, Okla.

**AGNELLO, JAMES**  
WEMR, Emporium, Pa.

**ALEXANDER, DICK**  
WICC, Bridgeport, Conn.

**ALEXANDER, GRAHAM**  
KCMG, Palm Springs, Cal.

**ALEXANDER, LARRY**  
KTBB, Tyler, Tex.

**ALFORD, DICK**  
KXLR, No. Little Rock, Ark.

**ALLAN, LEE**  
WARM, Scranton, Pa.

**ALLAN, LLOYD**  
KXLE, Ellensburg, Wash.

**ALLARD, JAMES**  
Gospel Melodies  
WABO, Waynesboro, Miss.

**ALLEN, AL**  
KXLR, No. Little Rock, Ark.

**ALLEN, BILL**  
WHTC, Holland, Mich.

**ALLEN, BOB**  
KOXR, Oxnard, Cal.

**ALLEN, BOB**  
WHPB, Benton Harbor, Mich.

**ALLEN, BOB**  
WRDB, Reedsburg, Wis.

**ALLEN, CHARLES N.**  
WHAK, Rogers City, Mich.

**ALLEN, DAVE**  
KAVR, Apple Valley, Cal.

**ALLEN, FRANK**  
WOW, Omaha, Neb.

**ALLEN, TOM**  
WOKZ, Alton, Ill.

**ALLEY, GEORGE**  
Early Bird Show  
WIPS, Ticonderoga, N. Y.

**ALLISON, LEON**  
KLAJ, Lakewood, Col.

**ALLMAN, SHELDON**  
KVAN, Vancouver, Wash.

**AMECHE, JIM**  
WNJR, Newark, N. J.

**ANDERSON, ANDY**  
KCFM, Carroll, Iowa

**ANDERSON, ART**  
KLOC, Kelso, Wash.

**ANDERSON, BOB**  
KWIE, Kennewick, Wash.

**ANDERSON, BILL**  
KWDM, Des Moines, Iowa

**ANDERSON, DICK**  
KOXR, Oxnard, Cal.

**ANDREWS, HAL**  
Early Bird  
WRUM, Rumford, Me.

**ANDREE, JAN**  
WPIT, Pittsburgh, Pa.

**ANDERSON, JOE**  
WQUA, Moline, Ill.

**ANDREWS, JOHNNY**  
Easy Does It  
WTAM, Cleveland, Ohio

**ANDREWS, NICK**  
WNRC, New Rochelle, N. Y.

**ANDREWS, PERRY**  
KYW, Philadelphia, Pa.

**ANNE, LILLIE**  
WIRC, Hickory, N. C.

**ANNO, BUD**  
WATW, Ashland, Wis.

**ANTHONY, CARMINE**  
WOC, Davenport, Iowa

**ARANZAMENDI, FRANCISCO**  
WAPA, San Juan, Puerto Rico

**ARBuckle, BRYANT**  
KRIO, McAllen, Tex.

**ARCHER, GENE**  
WRC, Washington, D. C.

**ARGO, JOHNNY**  
WWOK, Charlotte, N. C.

**ARMITAGE, DAVE**  
Take It Easy Time  
KFOJ, Long Beach, Cal.

**ARMSTRONG, BILL**  
Cotton Club  
WMDC, Hazlehurst, Miss.

**ARMSTRONG, HAROLD**  
KSIW, Woodward, Okla.

**ARMSTRONG, TIM**  
KXOC, Chico, Cal.

**ARNETT, V.**  
Relax With Music  
WMOP, Ocala, Fla.

**ARNOLD, TED**  
WNEX, Macon, Ga.

**ARTHUR, FRED**  
KVOC, Casper, Wyo.

**ARTMAN, PAUL**  
Big Jamboree  
WNLA, Indianola, Miss.

**ASKINS, KNOX**  
KWHI, Brenham, Tex.

**ASHLEY, BARBEE**  
WGVM, Greenville, Miss.

**AULIS, JACK**  
WGAJ, Elizabeth City, N. C.

**AUSLEY, WALLY**  
WDNC, Durham, N. C.

**AUSTIN, DON**  
WSIV, Pekin, Ill.

**AVERY, JIM**  
KCLX, Colfax, Wash.

**AVIKAINEN, RUSS**  
WELY, Ely, Minn.

**AYDELOTTE, BILL**  
WWIT, Canton, N. C.

### — B —

**BAHNSEN, LINDEN D.**  
WPLX, Dales, Ore.

**BAILEY, BILL**  
WTAC, Flint, Mich.

**BAILEY, RUSS**  
WNAJ, Yankton, S. D.

**BAKER, ALLAN**  
WNOK, Columbia, S. C.

**BAKER, ARMAND**  
KNAL, Victoria, Tex.

**BAKER, BILL**  
Burnt Toast & Coffee  
WIOU, Kokomo, Ind.

**BAKER, DICK**  
WPIN, St. Petersburg, Fla.

**BAKER, HAROLD L.**  
WTRB, Ripley, Tenn.

**BAKER, RON**  
WHLM, Bloomsburg, Pa.

**BALDWIN, BUD**  
WING, Dayton, Ohio

**BALLARD, ROBERT L.**  
WOOW, New Bern, N. C.

**BANKS, BOB**  
WCEH, Hawkinsville, Ga.

**BANKS, DAVE**  
WLOX, Biloxi, Miss.

**BARATH, RAY**  
The Grab Bag  
WAIM, Anderson, S. C.

**BARBER, BILL**  
WOOD, Grand Rapids, Mich.

**BARBOUR, HERSHELL**  
WTYC, Rock Hill, S. C.

**BARILE, LOU**  
Hall Of Records  
WKAL, Rome, N. Y.

**BARKER, TED**  
WJOY, Burlington, Vt.

**BARKLEY, JIM**  
KSUM, Fairmont, Minn.

**BARNES, LEON**  
WGEA, Geneva, Ala.

**BARNES, MILTON**  
WOKJ, Jackson, Miss.

**BARNETT, CLAUD**  
KGKL, San Angelo, Tex.

**BARRY, GENE**  
WING, Dayton, Ohio

**BARRY, LES**  
KIMN, Denver, Col.

**BARTON, KELLY**  
KFBI, Sacramento, Cal.

**BARRET, DICK**  
WTVB, Coldwater, Mich.

**BASNIK, BOB**  
WELY, Ely, Minn.

**BASSETT, BOB**  
WPEP, Taunton, Mass.

**BASSETT, JOHN**  
WNEB, Worcester, Mass.

**BATCHELLOR, BOB**  
Magic Carpet  
WCNS, Middletown, Conn.

**BAUMNA, GEORGE**  
WRMD, Baltimore, Md.

**BAXTER, WENDELL**  
WCRE, Cheraw, S. C.

**BAUMONT, JOE**  
WWGS, Tifton, Ga.

**BECK, FRED**  
KABC, Hollywood, Cal.

**BECHER, FRANK**  
WKLO, Louisville, Ky.

**BERS, BETTY**  
WEAB, Greer, S. C.

**BEKAS, TONY**  
WNAR, Norristown, Pa.

**BELK, BILL**  
WTYC, Rock Hill, S. C.

**BELKE, ROGER L.**  
WKLJ, Sparta, Wis.

**BELL, BERT**  
KLGJ, Logan, Utah

**BELL, ED**  
WIVY, Jacksonville, Fla.

**BELL, NICK**  
Hillbilly Hit Parade  
WGUY, Bangor, Me.

**BELL, VIC**  
WWOL, Buffalo, N. Y.

**BENNETT, FRED**  
WPEN, Philadelphia, Pa.

**BENNETT, JOHN L.**  
WNNJ, Newton, N. J.

**BENOIST, BILL**  
WBSO, Bennettsville, S. C.

**BENSON, AL**  
WGES, Chicago, Ill.

**BENTL, CHARLIE**  
WCMS, Norfolk, Va.

**BERGEON, CLARKE**  
WION, Ionia, Mich.

**BERGQUIST, DEWEY**  
WDAY, Fargo, N. D.

**BERLIN, PAUL**  
Dinner Date  
KNUZ, Houston, Tex.

**BERRILL, LARRY**  
KBIG, Avalon, Cal.

**BERNARD, LEO**  
KCKY, Collidge, Ariz.

**BERRY, BILL**  
KWCO, Chickasha, Okla.

**BERRY, DICK**  
WFIW, Fairfield, Ill.

**BERRY, FRANK**  
KSIW, Woodward, Okla.

**BERRY, SPIKE**  
Juke Box Time  
KEYJ, Jamestown, N. D.

**BETHELL, DAN**  
WSLB, Odensburg, N. Y.

**BICKNELL, HALE**  
KMUS, Muskogee, Oklo.

**BISH, DON**  
KBOL, Boise, Idaho

**BISHOP, HOLLY**  
KWIE, Kennewick, Wash.

**BISHOP, JACK**  
WLBG, Laurens, S. C.

**BISHOP, TED**  
Saturday Date  
KFJB, Marshalltown, Iowa

**BLACK, DAVE**  
Turn Table Two  
WTPR, Paris, Tenn.

**BLACK, ALAN**  
WPIT, Pittsburgh, Pa.

**BLACKWELL, NOBLE**  
WFEC, Miami, Fla.

**BLAKE, ALIX**  
Star Dreams  
WABY, Albany, N. Y.

**BLANCHARD, RED**  
WLS, Chicago, Ill.

**BLOCK, MARTIN**  
Make Believe Ball Room  
WABC, New York, N. Y.

**BLOOM, LYNN**  
WKVA, Lewistown, Pa.

**BOAL, ALAN**  
WBVP, Beaver Falls, Pa.

**BOJGER, JOHN**  
WMSA, Massena, N. Y.

**BOLDT, VIC**  
KVIC, Victoria, Tex.

**BOLEMAN, VIC**  
WLIH, New York, N. Y.

**BONAPART, ALLAN**  
WIBX, Utica, N. Y.

**BONNELL, GEORGE**  
Kitchen Club  
WJRO, Baton Rouge, La.

**BONNER, ED**  
KXOK, St. Louis, Mo.

**BONNETTE, JIM**  
WFEA, Manchester, N. H.

**BOOTS, DON**  
KFH, Wichita, Kan.

**BORDELON, WILLIE**  
KAPB, Marksville, La.

**BOS, JUNE**  
WFUR, Grand Rapids, Mich.

**BOSSE, BILL**  
KWHI, Brenham, Tex.

**BOULT, JIM**  
WKOY, Bluefield, W. Va.

**BOWMAN, JOE**  
WIRO, Ironton, Ohio

**BOYD, CHARLES**  
WFTM, Maysville, Ky.

**BOYLE, ED**  
Wax Works  
KFBK, Sacramento, Cal.

**BRACH, HENRY**  
WBNY, Buffalo, N. Y.

**BRADFORD, BOB**  
WGAU, Athens, Ga.

**BRADLEY, DICK**  
WLAM, Lewiston, Me.

**BRADLEY, SLIM**  
KGVO, Missoula, Mont.

**BRANCH, GEORGE**  
WELC, Welch, W. Va.

**BRANT, BILL**  
WJAS, Pittsburgh, Pa.

**BRAUN, BOB**  
WCPO, Cincinnati, Ohio

**BRAUN, RICHARD**  
WWNR, Beckley, W. Va.

**BRECE, CHUCK**  
WFBM, Indianapolis, Ind.

**BRETZ, WOODY**  
Rhythm In Blues  
KWIL, Albany, Ore.

**BRIAN, JEFF**  
KCAP, Helena, Mont.

**BRINGIER, ERNEST**  
WMRY, New Orleans, La.

**BRISCOE, WALLY**  
KCLA, Pine Bluff, Ark.

**BRITTON, BILL**  
WEAT-TV, W. Palm Beach, Fla.

**BROCK, RAY**  
WBHY, Appleton, Wis.

**BROADSTONE, DON**  
Mailbag  
WJAG, Norfolk, Neb.

**BROOKS, AL**  
WIBC, Indianapolis, Ind.

**BROOKS, FRED**  
WTJS, Jackson, Tenn.

**BROOKS, GEORGE**  
WOWL, Florence, Ala.

**BROOKS, JACK**  
WCCC, Hartford, Conn.

**BROOKS, NORMAN**  
Open House  
WMPJ, Daytona Beach, Fla.

**BROOKE, GLENN**  
KIMA, Yakima, Wash.

**BROUGHEY, ED**  
WAAB, Worcester, Mass.

**BROWN, A. B.**  
WGWR, Asheboro, N. C.

**BROWN, BILL**  
WNEB, Worcester, Mass.

**BROWN, BILL**  
WJAC, Johnstown, Pa.

**BROWN, BOB**  
KATY, San Luis Obispo, Cal.

**BROWN, DAVE**  
WARN, Ft. Pierce, Fla.

**BROWN, JERRY**  
WGRC, Louisville, Ky.

**BROWN, PAT**  
KAPK, Minden, La.

**BROWN, PAUL**  
KOLO, Reno, Nev.

**BROWN, PAUL**  
WMGW, Meadville, Pa.

**BROWN, PERRY J.**  
WTAO, Boston, Mass.

**BROWN, RON**  
KGAL, Lebanon, Ore.

**BROWN, TED**  
WMGM, New York, N. Y.

**BROWN, VIRGE**  
WFAH, Farrell, Pa.

**BROWNING, BILL**  
Music Box  
KFMB, San Diego, Cal.

**BRYAN, CHARLIE**  
WWPC, Palm Beach, Fla.

**BRYANT, JAY**  
KOCA, Kilgore, Tex.

**BRYAR, BOB**  
Open House  
WORC, Worcester, Mass.

**BRUCE, AL**  
WLBR, Lebanon, Pa.

**BRUCE, CHARLES**  
WIPC, Lake Wales, Fla.

**BRUCE, MASON**  
KVLH, Pauls Valley, Okla.

**BRUMBAUGH, DICK**  
The Party Line  
WDYK, Cumberland, Md.

**BRUNS, JIM**  
KWOS, Jefferson City, Mo.

**BRUSH, JACK**  
KNOX, Grand Forks, N. D.

**BUECHE, DON**  
KCOL, Ft. Collins, Colo.

**BUECHLER, JACK**  
WKOW, Madison, Wis.

**BUECKMAN, GENE**  
WMMB, Melbourne, Fla.

**BUFFAY, JERRY**  
Music In The Night  
WCVA, Culpeper, Va.

**BUNN, BILL**  
WGMT, Wilson, N. C.

**BURNS, AL**  
WMEX, Boston, Mass.

**BURNS, JACK**  
All Night  
KTUC, Tucson, Ariz.

**BURNEY, JOE**  
WPID, Piedmont, Ala.

**BURNS, WALT**  
KFAL, Fulton, Mo.

**BURKE, SPIDER**  
KXLW, St. Louis, Mo.

**BURROUGHS, LARRY**  
WDAN, Danville, Ill.

**BURT, ROBERT**  
KLEA, Lovington, N. Mex.

**BUTLER, DON**  
WEAS, Decatur, Ga.

**BUTLER, JIM**  
KMOX, St. Louis, Mo.

**BUTTON, DAVE**  
KSVP, Artesia, N. Mex.

**BYARS, JOE**  
WDAK, Columbus, Ga.

**BYERLY, J. E.**  
WTNC, Thomasville, N. C.

— C —

**CABANESS, TOM**  
KWTX, Waco, Tex.

**CABLETON, SPENCER**  
KWFC, Hot Springs, Ark.

**CADDELL, JAN**  
WHSC, Hartsville, S. C.

**CAEDONE, MARTY**  
WHWL, Nanticoke, Pa.

**CAIN, BILL**  
WBWA, Barnwell, S. C.

**CALCAGNO, DEAN**  
WGBR, Freeport, L. I., N. Y.

**CALDWELL, CHUCK**  
WJPS, Evansville, Ind.

**CALLARMAN, JOHN**  
KCOV, Corvallis, Ore.

**CALLEGAN, CHARLES**  
Lucky Seven  
WESB, Bradford, Pa.

**CALVERT, BOB**  
WGH, Norfolk, Va.

**CAMERON, HOYT**  
WBAC, Cleveland, Tenn.

**CAMERON, JIM**  
KNCK, Concordia, Kan.

**CAMPBELL, BILL**  
WCMI, Ashland, Ky.

**CAMPBELL, JACK**  
KVOO, Tulsa, Okla.

**CAMPBELL, JOE**  
WDOS, Oneonta, N. Y.

**CAMPBELL, OLIN D.**  
Dawnbusters  
WFNS, Burlington, N. C.

**CAMPBELL, SHERRY**  
WNNT, Warsaw, Va.

**CAMPEN, LARRY**  
KYAK, Yakima, Wash.

**CAMPERSON, BILL**  
WHOL, Allentown, Pa.

**CAPPS, BOB**  
KOY, Phoenix, Ariz.

**CAPPS, JIMMY**  
WPTF, Raleigh, N. C.

**CAPUTO, EDWARD**  
WNHC, New Haven, Conn.

**CARACCIOLLO, DICK**  
All Star Revue  
WHDL, Olean, N. Y.

**CARD, DEXTER**  
Wax Works  
WGAN, Portland, Me.

**CARDEW, KEN**  
WPKO, Waverly, Ohio.



CARDONE, MARTY  
WHWL, Nanticoke, Pa.

CAREY, PAUL  
WKNX, Saginaw, Mich.

CARLE, LARRY  
WOND, Pleasantville, N. J.

CARLSON, CARL  
KAFY, Bakersfield, Cal.

CARLSON, JOHNN  
KLOU, Lake Charles, La.

CARLTON, BOB  
WMBD, Peoria, Ill.

CAROWAY, ALLAN  
KADA, Ada, Okla.

CARPENTER, WES  
KVOP, Plainview, Tex.

CARPENTER, WILEY  
Teenage Jury  
WWIT, Canton, N. C.

CARR, BOB  
WSEV, Sevierville, Tenn.

CARRIGAN, BILL  
WAGC, Chattanooga, Tenn.

CARRIGAN, JIM  
WDNX, Clarksville, Tenn.

CARSON, KIT  
Number, Please  
WFEb, Sylacauga, Ala.

CARSON, RUSTY  
KBYE, Oklahoma City, Okla.

CARTER, ROGER  
WADC, Akron, Ohio

CARTER, ROY  
WKBV, Richmond, Ind.

CARTER, TONY  
WBHB, Fitzgerald, Ga.

CARY, EDDIE S.  
WKLJ, Sparta, Wis.

CASPER, CLYDE  
WLAS, Jacksonville, N. C.

CASTLE, TED  
WTAW, College Station, Tex.

CASH, ALVIN  
WBRV, Boonville, N. Y.

CASTLEBERRY, EDDIE  
WMBM, Miami Beach, Fla.

CATO, EVELYN  
WMFS, Chattanooga, Tenn.

CHAFFIN, HERB  
WRIC, Richland, Va.

CHAMBERS, PAT  
WFLA, Tampa, Fla.

CHAMBERS, PAT  
WMBL, Morehead, N. C.

CHANCE, CLIFFORD  
WCJU, Columbia, Miss.

CHAPMAN, FRED  
WGAI, Elizabeth City, N. C.

CHAPMAN, JERRY  
WIRE, Indianapolis, Ind.

CHAPMAN, RALPH  
WHAV, Haverhill, Mass.

CHARLES, PETER  
WATR, Waterbury, Conn.

CHARLES, PRESTON  
WAGA, Atlanta, Ga.

CHARNELL, HENRY  
KWIL, Albany, Ore.

CHASE, BOB  
WOWO, Fort Wayne, Ind.

CHASE, ROGER  
WKY, Oklahoma City, Okla.

CHASTEEN, BOB  
KLPM, Minot, N. D.

CHENEY, HENRY, JR.  
WCHL, Chapel Hill, N. C.

CHILDERS, ADIS  
WFPA, Ft. Payne, Ala.

CHRISCO, RONNIE  
WDOB, Canton, Miss.

CHRISTIAN, CRISS  
WAAG, Adel, Ga.

CHURCHES, GLENN  
KCRA, Sacramento, Cal.

CLAPP, CHARLIE  
WEEB, Southern Pines, N. C.

CLARK, COTTONSEED  
KEEN, San Jose, Cal.

CLARK, DICK  
WFIL, Philadelphia, Pa.

CLARK, GORDON  
KRIC, Beaumont, Tex.

CLARK, HENRY  
WEOK, Poughkeepsie, N. Y.

CLARK, JACK  
WDBL, Springfield, Tenn.

CLARK, JAY  
WAVZ, New Haven, Conn.

CLARK, JON  
WTRL, Bradenton, Fla.

CLARK, LEE  
KMBY, Monterey, Cal.

CLARKE, EDDIE  
Musical Clock  
WHB, Kansas City, Mo.

CLAYTON, BOB  
WPIN, St. Petersburg, Fla.

CLAYTON, BOB  
WHDH, Boston, Mass.

CLAYTON, EDGAR L.  
WERH, Hamilton, Ala.

CLAYTON, PAUL  
WHVR, Hanover, Pa.

CLAYTON, VAUGHAN  
KWHP, Cushing, Okla.

CLEMENT, JERRY  
WIDE, Biddeford, Me.

CLEMENT, JOHN  
WDBJ, Roanoke, Va.

CLINE, FRED  
WEBQ, Harrisburg, Ill.

CLOW, KEN  
Night Mayor  
KBIZ, Ottumwa, Iowa

COBBS, DAVE  
WEAW, Evanston, Ill.

COBB, JACK  
WAPO, Chattanooga, Tenn.

COBURN, PAUL  
KOL, Seattle, Wash.

COCHEMS, BOB  
KBUC, Corona, Cal.

COFFEE, LEE  
Turntable Time  
KTR, Kella, Mo.

COKER, ERROLL, JR.  
KNET, Palestine, Tex.

COKER, WILL  
WTPH, Paris, Tenn.

COLE, GRADY  
WBT, Charlotte, N. C.

COLE, FRED B.  
WHDH, Boston, Mass.

COLE, MARTIN  
KOL, Seattle, Wash.

COLE, RUSSELL  
KPHO, Phoenix, Ariz.

COLE, TRACY  
WWNH, Rochester, N. H.

COLLINS, AL  
WRCA, New York, N. Y.

COLLINS, DON  
KTTN, Trenton, Mo.

COLLINS, JIM  
KAWT, Douglas, Ariz.

COLLINS, KEN  
KCSB, San Bernardino, Cal.

COLLINS, KEN  
Night Scene  
KXYZ, Houston, Tex.

COMBS, LEONE  
WLOE, Leaksville, N. C.

COMSTOCK, ED  
WPKE, Pikeville, Ky.

CONCHAN, CLIFF  
WISC, Madison, Wis.

CONEY, FRED  
KNAL, Victoria, Tex.

CONNELLY, JACK  
Java Jive  
KLMR, Lamar, Colo.

COOK, ANDY  
KTHC, Austin, Tex.

COOK, DICK  
KSFO, San Francisco, Cal.

COOK, GENE  
WLOF, Orlando, Fla.

COOK, JIMMY  
WHJ, Humboldt, Tenn.

COOK, IRA  
KMPC, Los Angeles, Cal.

COOK, MAL  
WAUG, Augusta, Ga.

COOK, VERN  
Melody Lane  
WOKO, Albany, N. Y.

COONTZ, EDDIE  
KTUL, Tulsa, Okla.

COOPER, ALEX  
KLAC, Los Angeles, Cal.

COOPER, LARRY  
WSLS, Roanoke, Va.

COPELAND, WALTER  
WHSC, Hartsville, S. C.

CORBIN, RAY  
KTFY, Brownfield, Tex.

CORDARO, GEORGE  
KWDM, Des Moines, Iowa

CORNA, AL  
KYAK, Yakima, Wash.

COSA, JIM  
Sentimental Journey  
KFOX, Long Beach, Cal.

COUKART, FRED  
Man & His Music  
WWCA, Gary, Ind.

COURT, TED  
Morning Digest  
WSLS, Roanoke, Va.

COURTRIGHT, KENT  
WILE, Cambridge, Ohio

COVERT, TED  
WATH, Athens, Ohio

COWAN, COLEY  
WSAZ, Huntington, W. Va.

COWLEY, PAUL  
WKLO, Louisville, Ky.

COX, GEORGE  
WBUY, Lexington, N. C.

COY, GEORGE  
WKBC, N. Wilkesboro, N. C.

COY, JOHNNY  
WAPL, Appleton, Wis.

COYLE, BERT  
WHBO, Tampa, Fla.

CRABLE, BILL  
KXYZ, Houston, Tex.

CRADDOCK, MYRON  
WFEb, Sylacauga, Ala.

CRAIG, LEE  
KBLP, Red Bluff, Cal.

CRANE, BOB  
WICC, Bridgeport, Conn.

CRANNA, JIM  
WHUC, Hudson, N. Y.

CRANS, RICHARD  
WVMI, Biloxi, Miss.

CRANSTON, BOB  
WCMW, Canton, Ohio

CRAWFORD, ARTHUR  
KAPK, Minden, La.

CRAWLEY, BILL  
KVRG, Arkadelphia, Ark.

CRONINGER, DAVE  
WHB, Kansas City, Mo.

CROWLEY, FRANK  
KANA, Anacanda, Mont.

CUMMINGS, AL  
KING, Seattle, Wash.

CUMMINS, DAVE  
WOHP, Bellefontaine, Ohio

CUMMINS, EDMUND  
WHXY, Bogalusa, La.

CUMMISKEY, BOB  
WCCC, Hartford, Conn.

CURTIS, BILL  
WRAP, Norfolk, Va.

CURTIS, MARK  
KOTO, Reno, Nev.

CUSTER, BOB  
KLOK, San Jose, Cal.

CUTRER, TOMMY T.  
WSM, Nashville, Tenn.

— D —

DAILEY, DICK  
KHQ, Spokane, Wash.

DALE, BILLY  
WTAO, Boston, Mass.

DALE, CURLY  
KFNF, Shenandoah, Iowa

DALE, REX  
WCKY, Cincinnati, Ohio

DALTON, JACK  
WRUM, Rumford, Me.

DAN, AL  
WCSS, Amsterdam, N. Y.

DANDY, JIM  
WIVY, Jacksonville, Fla.

DANNERY, JOE  
WJAR, Farrell, Pa.

DARNELL, JACK  
 WNVN, Norton, Va.  
 DARY, ALAN  
 WORL, Boston, Mass.  
 DAUGHERTY, DICK  
 WFIN, Findlay, Ohio  
 DAVENPORT, DON  
 WEKZ, Monroe, Wis.  
 DAVID, SAMMY  
 KALB, Alexandria, La.  
 DAVIS, AL  
 KEX, Portland, Ore.  
 DAVIS, BOB  
 Platter Parade  
 WXRA, Buffalo, N. Y.  
 DAVIS, BOB  
 WTON, Staunton, Va.  
 DAVIS, BRUCE  
 WCLT, Newark, Ohio  
 DAVIS, HERB  
 WEAM, Arlington, Va.  
 DAVIS, DICK  
 WDEH, Sweetwater, Tenn.  
 DAVIS, DON  
 KFRC, San Francisco, Cal.  
 DAVIS, ERNIE C.  
 KVOA, Tucson, Ariz.  
 DAVIS, GENE  
 KMX, Coalinga, Cal.  
 DAVIS, LARRY  
 KSAM, Huntsville, Tex.  
 DAWSON, BILL  
 WNXT, Portsmouth, Ohio  
 DAWSON, JACK  
 WWIN, Baltimore, Md.  
 DAY, BOB  
 WOKZ, Alton, Ill.  
 DAY, GEORGE  
 KERO, Bakersfield, Cal.  
 DEAL, JACK  
 WHCU, Ithaca, N. Y.  
 DEANE, JOE  
 WBBF, Rochester, N. Y.  
 DEAN, LARRY  
 WCIN, Cincinnati, Ohio  
 DEAN, PETER  
 WIPS, Ticonderago, N. Y.  
 DEFREITAS, DICK  
 It's A Woman's World  
 WMGM, New York, N. Y.  
 DELLER, MAURICE ERNEST  
 KCOV, Corvallis, Ore.  
 DELZELL, BILL  
 KMMJ, Grand Island, Neb.  
 DEMING, C. P.  
 WKPT, Kingsport, Tenn.  
 DENHAM, DICK  
 WINX, Rockville, Md.  
 DENNIS, LOU  
 WERY, Waterbury, Conn.  
 DENT, LARRY  
 WNXT, Portsmouth, Ohio  
 DENTON, CLYDE  
 WSFC, Somerset, Ky.  
 DERRICK, CHARLES  
 WOIC, Columbia, S. C.  
 DEVON, PRU  
 WQXR, New York, N. Y.  
 DICKEY, LEWIS  
 KVLB, Cleveland, Tex.  
 DICKERSON, DALE  
 KATE, Albertlea, Minn.  
 DICKSON, ROBERT  
 KBRZ, Freeport, Tex.  
 BINGMAN, BOB  
 WSPN, Saratoga Springs,  
 N. Y.  
 DINNING, WADE  
 KGRH, Fayetteville, Ark.  
 DILL, GLEN  
 WTSP, St. Petersburg, Fla.  
 DI SALVO, HUGO  
 WIOU, Kokomo, Ind.  
 DISBROW, JACK  
 WDOS, Oneonta, N. Y.  
 DIXON, DARRELL  
 Best In Music  
 WSLM, Salem, Ind.  
 DIXON, DAVE  
 KSTL, St. Louis, Mo.  
 DIXON, JOHN  
 Record Review  
 WALA-TV, Mobile, Ala.

DIXON, RANDY  
 WDAS, Philadelphia, Pa.  
 DOBSON, GEORGE  
 Rise & Shine  
 KTFS, Texarkana, Tex.  
 DODSON, ED  
 WLAR, Athens, Tenn.  
 DOHANEY, AL  
 WONN, Lakeland, Fla.  
 DONAHUE, RALPH  
 KLAJ, Lakewood, Col.  
 DONNELL, JACK  
 WGRC, Louisville, Ky.  
 DONOVAN, JACK  
 KSUM, Fairmont, Minn.  
 DOOLEY, PETE  
 WEOA, Evansville, Ind.  
 DORRELL, J. C.  
 KMCO, Conroe, Tex.  
 DORRIS, LEE  
 WILY, Pittsburgh, Pa.  
 DOUGLAS, BILL  
 WHJB, Greensburg, Pa.  
 DOUGLAS, BILL  
 WMGY, Montgomery, Ala.  
 DOUGLAS, LOU  
 WHUC, Hudson, N. Y.  
 DOWNING, DON  
 KHFS, Vancouver, Wash.  
 DREIS, DAVID  
 KENT, Shreveport, La.  
 DREYER, PETER  
 WENT, Cloversville, N. Y.  
 DREW, DAVE  
 WTAX, Springfield, Ill.  
 DRISKILL, JIM  
 WINN, Louisville, Ky.  
 DRUM, DEWEY  
 WSOC, Charlotte, N. C.  
 DRURY, DICK  
 WFIN, Findlay, Ohio  
 DULANE, CHUCK  
 WGAY, Silver Spring, Md.  
 DUMAS, ROLAND  
 WMAS, Springfield, Mass.  
 DUNCAN, JIM  
 WGGH, Marion, Ill.  
 DUNN, RON  
 WCPO, Cincinnati, Ohio  
 DUNN, BOB  
 KKLX, Oakland, Cal.  
 DUNN, TOM  
 WSIV, Pekin, Ill.  
 DUPREE, WAYNE  
 KALT, Atlanta, Tex.  
 DUPUY, MONTY  
 WFBC, Greenville, S. C.  
 DURAND, TOM  
 WTTM, Trenton, N. J.  
 DURHAM, BOBBY  
 KTFY, Brownfield, Tex.  
 DURHAM, DEAN  
 Best On Wax  
 KOGT, Orange, Tex.  
 DURIDDER, GEORGE  
 KJAY, Topeka, Kan.  
 DYE, TOM  
 KTTR, Rolla, Mo.

— E —

EARL, DON  
 WAIR, Winston Salem, N. C.  
 EARLY, BOB  
 WKNX, Saginaw, Mich.  
 EATON, GORDON  
 WCCO, Minneapolis-  
 St. Paul, Minn.  
 EBENBURGER, PHIL  
 KVLF, Alpine, Tex.  
 EDMONDS, BILL  
 Barnyard Jamboree  
 WMGM, New York, N. Y.  
 EDMONDSON, AUSTIN  
 WAOV, Vincennes, Ind.  
 EDWARDS, HOWARD  
 KONO, San Antonio, Tex.  
 EDWARDS, PAUL  
 KBRZ, Freeport, Tex.  
 EHRlich, BOB  
 KPHO, Phoenix, Ariz.  
 EISNER, JACK  
 WMAS, Springfield, Mass.

ELLIOTT, BILL  
 WNOE, New Orleans, La.  
 ELLIOTT, BOB  
 KENT, Shreveport, La.  
 EMBRY, DINK  
 Early Bird Show  
 WHOP, Hopkinsville, Ky.  
 EMERALD, GENE  
 WMIL, Milwaukee, Wis.  
 EMERSON, JACK  
 WBRT, Bardstown, Ky.  
 ENGEL, BOB  
 KGFJ, Hollywood, Cal.  
 ENGSTROM, CARL  
 After Hours  
 KDLM, Detroit Lakes, Minn.  
 ERB, ED  
 WKOY, Bluefield, W. Va.  
 ERNIE, ART  
 WPDF, Portage, Wis.  
 ESMONDE, LARRY  
 WJWL, Georgetown, Del.  
 ESSNER, DICK  
 WDKN, Dickson, Tenn.  
 ESTES, DAVE  
 KWTO, Springfield, Mo.  
 ESTES, DON  
 Sunrise Serenade  
 KPRC, Houston, Tex.  
 ESTES, DONALD  
 WWWW, Fayette, Ala.  
 ESTES, MILTON  
 WAGC, Chattanooga, Tenn.  
 ETON, JERRY  
 KOSI, Aurora, Col.  
 EUBANKS, BILL  
 Dawn Patrol  
 WABY, Albany, N. Y.  
 EVERSON, BOB  
 KRCT, Baytown, Tex.  
 EVANS, EMERY  
 WJAZ, Albany, Ga.  
 EVANS, FRANK  
 KHJ, Los Angeles, Cal.  
 EVANS, GREGORY  
 Putting On Airs  
 WFAU, Augusta, Mo.  
 EVANS, JACK  
 KBMI, Henderson, Nev.  
 EVANS, JOHN  
 WDGY, Minneapolis, Minn.  
 EVANS, MILTON  
 KNET, Palestine, Tex.  
 EVANS, SAM  
 WGES, Chicago, Ill.

— F —

FAIR, DAN  
 KFBC, Cheyenne, Wyo.  
 FAIRCHILD, JOHN  
 WORZ, Orlando, Fla.  
 FARLEY, JIM  
 KNCK, Concordia, Kan.  
 FARMER, JUDY  
 KBMI, Henderson, Nev.  
 FARRAR, CHARLES  
 WGTA, Summerville, Ga.  
 FARRELL, DICK  
 Matinee For Music  
 KBNZ, La Junta, Col.  
 FARRINGTON, BOB  
 WDNC, Durham, N. C.  
 FAULKNER, RALPH  
 WFPA, Ft. Payne, Ala.  
 FEAGLER, DAVE  
 WANE, Ft. Wayne, Ind.  
 FENNELL, GEORGE  
 WHIL, Medford, Mass.  
 FEREGA, TOM  
 WMAW, Menominee, Mich.  
 FIEDLER, ARTHUR  
 WCRB, Boston, Mass.  
 FIELD, CHUCK  
 K-BOY, Medford, Ore.  
 FIELDS, BILL  
 WGOV, Valdosta, Ga.  
 FIELD, TOM  
 KVOP, Plainview, Tex.  
 FIELDS, SHEP  
 Ripplin' Rhythm Rendezvous  
 KTHT, Houston, Tex.  
 FIEDLER, LOU  
 WTOI, Toledo, Ohio



**FIGUEROA, FRANK**  
WHOM, New York, N. Y.

**FILES, BERT**  
Record Hop  
WCAW, Charleston, W. V.

**FINAN, JOE**  
WJW, Cleveland, Ohio

**FINCH, A. J.**  
WGLC, Centreville, Miss.

**FINCH, LARRY**  
Nite Train  
KFKA, Greeley, Col.

**FINDLAY, BOB**  
KFBI, Wichita, Kan.

**FINCH, AMOS**  
WDLA, Walton, N. Y.

**FINKLEA, JERRY**  
KROG, Sonora, Cal.

**FISHER, EARL**  
WVJS, Owensboro, Ky.

**FISHER, GEORGE**  
WBBQ, Augusta, Ga.

**FISKE, FRED**  
WWDC, Washington, D. C.

**FLACK, MILTON**  
WMAZ, Macon, Ga.

**FLANAGAN, PAUL E.**  
WTRY, Troy, N. Y.

**FLANCER, MARTY**  
Music For You  
WJWL, Georgetown, Del.

**FLEENER, PAUL**  
KMAN, Manhattan, Kan.

**FLEMMER, ROGER**  
KDIX, Dickinson, N. D.

**FLOOD, JOE**  
Upsee Daisy  
KTLN, Denver, Col.

**FLORIP, BUZZ**  
KRUL, Corvallis, Ore.

**FLYNN, JOE**  
KFSC, Denver, Col.

**FORBES, BOB**  
Musical Alarm Clock  
WJMX, Florence, S. C.

**FORBES, TOM**  
Midnight Record Party  
KOOK, Billings, Mont.

**FORD, ART**  
Milkman's Matinee  
WNEW, New York, N. Y.

**FORD, JACKIE**  
KSN, San Francisco, Cal.

**FORD, LARRY**  
WHJB, Greensburg, Pa.

**FORD, MILTON Q.**  
WMAL, Washington, D. C.

**FORSTER, BOB**  
WSRS, Cleveland, Ohio

**FOSLID, RAY**  
KMHL, Marshall, Minn.

**FOSS, RUSS**  
KOLD, Yuma, Ariz.

**FOSTER, BOB**  
WBBQ, Harrisburg, Ill.

**FRANKLIN, JOE**  
Memory Lane  
WABC-TV

**FRANISCO, CAMPBELL**  
WHDN, McKenzie, Tenn.

**FRAY, JACQUES**  
WQXR, New York, N. Y.

**FREDERICKS, ALAN**  
WABJ, Adrian, Mich.

**FREEMAN, OLLIE**  
KTM, San Rafael, Cal.

**FRIBLEY, JOE**  
KWKH, Shreveport, La.

**FRIARY, GEORGE**  
WIDE, Biddeford, Me.

**FRIEDMAN, SID**  
WARM, Scranton, Pa.

**FROMKE, RICH**  
KTLN, Denver, Col.

**FROH, DAVE**  
WILS, Lansing, Mich.

**FROST, DONALD**  
WMNS, Sioux City, Iowa

**FRYE, HANK**  
WVYO, Pineville, W. Va.

**FULLER, PHYLLIS**  
WSLB, Ogdensburg, N. Y.

**FULMER, DALE**  
WHLM, Bloomsburg, Pa.

**FULTON, BEN**  
WMEV, Marion, Va.

**FUSCO, DANNY**  
WRUN, Utica, N. Y.

— G —

**GAILLARD, MARSHALL**  
Dawn In Dixie  
WAIM, Anderson, S. C.

**GAMBLE, BAXTER**  
WMRP, Flint, Mich.

**GALLESE, DON**  
KAVR, Apple Valley, Cal.

**GALLIETTE, DICK**  
Best On Wax  
WLCR, Torrington, Conn.

**GANNON, JOE**  
KWPC, Muscatine, Iowa

**GARFIN, STAN**  
Melody Mill  
KRIB, Mason City, Iowa

**GARLAND, KEN**  
WPKR, Portland, Me.

**GARNER, JOHNNY**  
KIHN, Hugo, Okla.

**GARTEN, LLOYD**  
WSAZ, Huntington, W. Va.

**GARRETT, FLOYD**  
KEBE, Jacksonville, Tex.

**GARRETT, JUNE**  
WAHR, Miami Beach, Fla.

**GAST, TED**  
After Hours  
KILO, Grand Forks, N. D.

**GATCHELL, GEORGE**  
KYOR, Blythe, Cal.

**GATES, JIM**  
WRDB, Reedsburg, Wis.

**GAUVIN, AIME**  
It's A Woman's World  
WMSG, New York, N. Y.

**GAY, DON**  
KUTI, Yakima, Wash.

**GAYNOR, BOB**  
WHSR, Pensacola, Fla.

**GAYLORD, CHARLEY**  
WIAM, Williamston, N. C.

**GEE, JOHNNY**  
WSHE, Sheboygan, Wis.

**GEHLERT, WILLIE**  
WAMS, Wilmington, Del.

**GENTRI, JOHN**  
WKOX, Farmingham, Mass.

**GERNETSKE, HUGH**  
What's New  
WSAU, Wausau, Wis.

**GIBBS, WALTER**  
KSWI, Council Bluffs, Iowa

**GILBERT, HIRSCH**  
WIRO, Ironton, Ohio

**GILBERT, LEE**  
WVVA, Martinsville, Va.

**GILES, JAY**  
WSOY, Decatur, Ill.

**GILHAM, RAY**  
WTRN, Tyrone, Pa.

**GILL, BILL**  
KOSY, Texarkana, Ark.

**GIRODO, LOU**  
KCRT, Trinidad, Col.

**GLACY, BOB**  
WGR, Buffalo, N. Y.

**GODDARD, SONNY**  
WVVC, Milledgeville, Ga.

**GOERNER, BOB**  
Showtime  
KCBS, San Francisco, Cal.

**GOLDEN, JERRY**  
WLIP, Kenosha, Wis.

**GONZALEEZ, JOSE T.**  
KCCT, Corpus Christi, Tex.

**GOODMAN, JIMMY**  
KIND, Independence, Kan.

**GOODMAN, KEN**  
WCSC, Charleston, S. C.

**GOODWIN, RALPH**  
Music As We Like It  
WRUF, Gainesville, Fla.

**GORDON, BILL**  
WHK, Cleveland, Ohio

**GORDON, DWIGHT**  
WEW, St. Louis, Mo.

**GORDON, STEVE**  
Date With Music  
WICH, Norwich, Conn.

**GORMAN, WENDY**  
KTHR, Hood River, Ore.

**GOUGH, SANDY**  
WTHH, Port Huron, Mich.

**GOULDING, PHIL**  
Your Hits Of The Week  
WMMG, New York, N. Y.

**GOVER, TIM**  
WLBH, Mattoon, Ill.

**GRAHAM, DICK**  
WAMS, Wilmington, Del.

**GRAHAM, DON**  
WIRL, Peoria, Ill.

**GRAHAM, LEN**  
WPPA, Pottsville, Pa.

**GRANT, JOE**  
WAKR, Akron, Ohio

**GRANT, MILT**  
WOL, Washington, D. C.

**GRANT, NEWELL**  
Rise & Shine  
KEYJ, Jamestown, N. D.

**GRAY, NORMAN**  
KID, Idaho Falls, Idaho

**GRAY, SOLO**  
KFJX, Grand Junction, Col.

**GRAZAN, JOE**  
WBVP, Beaver Falls, Pa.

**GREEN, ART**  
Make Believe Ballroom  
WKAT, Miami Beach, Fla.

**GREEN, BILL**  
WUDN, Gainesville, Ga.

**GREEN, BILL**  
WTHC, Tuscaloosa, Ala.

**GREENE, MONTE**  
WLEC, Sandusky, Ohio

**GREENWALD, DICK**  
Sunrise Serenade  
WHGR, Houghton Lake, Mich.

**GREGORY, GREG**  
KSET, El Paso, Tex.

**GREUHM, WAYNE**  
Bandstand  
WBOC, Salisbury, Md.

**GRIFFIN, DEAN**  
Musical Clock  
WBKH, Hattiesburg, Miss.

**GRIFFIN, OSCAR L.**  
WPRC, Reidsville, N. C.

**GRIGGS, CHARLES**  
WUSJ, Lockport, N. Y.

**GRIGGS, JERRY**  
WAJF, Decatur, Ala.

**GRIGSBY, JOHN**  
WPRS, Paris, Ill.

**GRIMES, LEN**  
Hillbilly  
WBLE, Batesville, Miss.

**GROCE, ROCKY**  
WFEC, Miami, Fla.

**GUARDINO, MONTE**  
Happy Go Lucky Time  
KUIN, Grants Pass, Ore.

**GUMM, BILL**  
WRJN, Racine, Wis.

**GUNN, JOHN**  
KMO, Tacoma, Wash.

**GUSTAFSON, JAMES**  
WDON, Wheaton, Md.

**GUTENBERGER, LOUIS**  
KSTT, Davenport, Iowa

**GUY, BARRY**  
Spinner Sanctum  
WLAN, Lancaster, Pa.

— H —

**HAGEN, DEAN**  
KEYZ, Williston, N. Dak.

**HAGERMAN, CHARLES J.**  
WKLA, Ludington, Mich.

**HAGL, DAVE**  
K-JOE, Shreveport, La.

**HAGUE, FRANK**  
WCHV, Charlottesville, Va.

**HAIT, MAL**  
WKIP, Poughkeepsie, N. Y.

**HAKE, CARROLL**  
WHIR, Danville, Ky.

**HALL, DAVE**  
KPUG, Bellingham, Wash.

- HALL, HUGH**  
House Of Wax  
KBOL, Boulder, Col.
- HALL, JIM**  
WWVA, Wheeling, W. Va.
- HALL, MEL**  
KOCs, Ontario, Cal.
- HALL, NOEL**  
WSIX, Nashville, Tenn.
- HALL, O. B.**  
Gospel Time  
WABZ, Albemarle, N. C.
- HALM, CLARKE**  
KIUP, Durango, Col.
- HALPERN, ALLAN**  
KWIK, Pocatello, Idaho
- HAMLIN, MIKE**  
WILS, Lansing, Mich.
- HAMILTON, BRUCE**  
Music That Moves  
KLIJ, Lubbock, Tex.
- HAMILTON, CARLE**  
KALM, Thayer, Mo.
- HAMMETT, ROD**  
Music Room  
KTAC, Tacoma, Wash.
- HAMMOND, JACK**  
Request Time  
WSTU, Stuart, Fla.
- HANCOCK, HUNTER**  
KPOP, Los Angeles, Cal.
- HANNA, RICK**  
WRUT, Butler, Pa.
- HANNAN, ED**  
Old Corral  
KGPB, Flagstaff, Ariz.
- HANSON, KEN**  
WPBC, Minneapolis, Minn.
- HARDING, BILL**  
WATH, Athens, Ohio
- HARDING, BILL**  
WDOT, Burlington, Vt.
- HARDY, CARROLL**  
WKBW, Buffalo, N. Y.
- HARDY, JOHN**  
KSNAN, San Francisco, Cal.
- HARMON, JAY**  
KTBS, Shreveport, La.
- HARPER, CHARLIE**  
KANV, Shreveport, La.
- HARPER, JIMMY**  
WGST, Atlanta, Ga.
- HARRILL, NELSON J.**  
WGW, Asheboro, N. C.
- HARRIS, BILLY**  
Country Capers  
WDOB, Canton, Miss.
- HARRIS, LES**  
WCNX, Middletown, Conn.
- HARRIS, WAYNE**  
Night Train  
KVOE, Emporia, Kans.
- HARRISON, JACK**  
KTRE, Lufkin, Tex.
- HARRISON, RONALD**  
KDAC, Ft. Bragg, Cal.
- HART, JOHN**  
WAUD, Auburn, Ala.
- HART, JOHN**  
KLCB, Libby, Mont.
- HARTGRAVE, LEE**  
WKEL, Kewanee, Ill.
- HASELTINE, FRED**  
WRNL, Richmond, Va.
- HASLING, JACK**  
KUKI, Ukiah, Cal.
- H AUGHEE, JOHN**  
WONN, Lakeland, Fla.
- HAUGEN, WES**  
KANA, Anaconda, Mont.
- HARVEY, CALVIN**  
WRBC, N. Wilkesboro, N. C.
- HARVEY, JOHN**  
KGO, San Francisco, Cal.
- HAWKINS, BOB**  
Hits for the Mrs.  
KERO, Bakersfield, Cal.
- HAWKINS, NAPPIE**  
WPTX, Lexington, Md.
- HAWTHORNE, JIM**  
KOLD, Yuma, Ariz.
- HAYES, JIM**  
WBOF, Virginia Beach, Va.
- HAYNES, DICK**  
WKRM, Columbia, Tenn.
- HAYS, ERNIE**  
KLRs, Mountain Grove, Mo.
- HAYWARD, BRUCE**  
KXOK, St. Louis, Mo.
- HAYWARD, GEORGE**  
WABJ, Adrian, Mich.
- HAYWARD, JACK**  
WMBR, Jacksonville, Fla.
- HEALD, JIM**  
KSVP, Artesia, N. Mex.
- HEALY, GENE**  
WPAC, Patchogue, N. Y.
- HEATH, ROD**  
WSSC, Sumter, S. C.
- HEAVNER, JIMMY**  
WKMT, Kings Mountain, N. C.
- HECKAMN, CASEY**  
WBLY, Springfield, Ohio
- HELDER, BOB**  
WPTX, Lexington, Md.
- HELM, HARRY**  
KIMA, Yakima, Wash.
- HENDERSON, JOCKO**  
Big Swing Train  
WDAS, Philadelphia, Pa.
- HENRY, CARL**  
WRIB, Providence, R. I.
- HENRY, MIKE**  
KIOA, Des Moines, Iowa
- HERDA, ELMER**  
WJCM, Sebring, Fla.
- HERINK, JIM**  
WMOD, Moundsville, W. Va.
- HERMAN, BERNIE**  
WIRE, Indianapolis, Ind.
- HERMAN, DON**  
Yawn Patrol  
WHRV, Ann Arbor, Mich.
- HERRING, ANDY**  
WSP, Kingston, N. C.
- HERSHEY, PAUL**  
WOHP, Bellefontaine, Ohio
- HESS, BOB**  
KFYO, Lubbock, Tex.
- HESS, J. P. JR.**  
WIVK, Knoxville, Tenn.
- HETRICH, WAYNE**  
WKVA, Lewistown, Pa.
- HEUER, MIKE**  
KMA, Shenandoah, Iowa
- HEYDE, BUDD**  
KNBC, San Francisco, Cal.
- HICKMAN, ELMER**  
WOAY, Oak Hill, W. Va.
- HICKMAN, LEE**  
WOWL, Florence, Ala.
- HICKOK, BILL**  
WPTR, Albany, N. Y.
- HICKOX, WAYNE**  
WPCT, Putnam, Conn.
- HICKS, DARRELL**  
Music Till Midnight  
WTJS, Jackson, Tenn.
- HIGGINBOTHAM, JERRY**  
KMJ, Fresno, Cal.
- HILL, BILL**  
WGBF, Evansville, Ind.
- HILL, EDDIE**  
WSM, Nashville, Tenn.
- HILL, JIM**  
Rise N' Shine  
WDEF, Chattanooga, Tenn.
- HILL, ROY**  
KTIB, Thibodaux, La.
- HIRSCH, JEFF**  
WORZ, Orlando, Fla.
- HOBERT, CHARLES**  
WENY, Elmira, N. Y.
- HODGES, ROCKY**  
WPAL, Charleston, S. C.
- HODKIN, DICK**  
WPAC, Patchogue, N. Y.
- HOFFER, BOB**  
WTSP, St. Petersburg, Fla.
- HOFFMAN, GRACIE**  
KWIZ, Santa Ana, Cal.
- HOFFMAN, LANTZ**  
WMRF, Lewistown, Pa.
- HOFFMAN, MARK**  
WBLY, Springfield, Ohio
- HOFFSTAD, ROLF**  
KDEC, Decorah, Iowa
- HOGAN, ARTHUR D.**  
KSMO, Salem, Mo.
- HOISEL, LEE**  
WHGR, Houghton Lake, Mich.
- HOLCOMB, FRED**  
WMON, Montgomery, W. Va.
- HOLDEN, BILL**  
WOHI, E. Liverpool, Ohio
- HOLIDAY, JIM**  
WBEI, Elizabethton, Tenn.
- HOLIDAY, JOHNNY**  
KOY, Phoenix, Ariz.
- HOLLAND, LUTHER**  
WFTL, Lauderdale, Fla.
- HOLMES, DICK**  
WILM, Wilmington, Del.
- HOLMES, GENE**  
WIRL, Peoria, Ill.
- HOLMES, JACK**  
WLOW, Norfolk, Va.
- HOLTBERG, MILT**  
KMUS, Muskogee, Okla.
- HOPKINS, WES**  
WTTM, Trenton, N. J.
- HORDE, HOBSON**  
WJRD, Tuscaloosa, Ala.
- HORNE, LUCILLE**  
WMRY, New Orleans, La.
- HOSEA, FRANK**  
Handfull of Records  
WJBO, Baton Rouge, La.
- HOTCHKISS, PERRY**  
KFTM, Ft. Morgan, Col.
- HOWARD, BRYCE**  
KHPS, Vancouver, Wash.
- HOWARD, DON**  
KCBQ, San Diego, Cal.
- HOWARD, HAL**  
WPNX, Phenix City, Ala.
- HOWARD, PAUL**  
WTRX, Bellaire, Ohio
- HOWARD, ROBE**  
WSAC, Radcliff, Ky.
- HOWARD, ROBERT S.**  
WNER, Live Oak, Fla.
- HOYLE, SUNNY**  
WFBC, Greenville, S. C.
- HOYT, RICHARD**  
WDLA, Walton, N. Y.
- HUDSON, HARVEY**  
WLEE, Richmond, Va.
- HUEBNER, PAUL**  
KWG, Stockton, Cal.
- HUGHES, DAN**  
WESB, Bradford, Pa.
- HUGHES, TOM**  
KDWT, Stamford, Tex.
- HULL, DOC**  
KRMG, Tulsa, Okla.
- HUMPHRIES, BOB**  
Night Watch  
WPFC, Panama City, Fla.
- HUMPHREY, GENE**  
WDMJ, Marquette, Mich.
- HUNTER, DAVE**  
KGBX, Springfield, Mo.
- HUNTER, JOE LOUIS**  
Modern Sounds  
WCEC, Rocky Mount, N. C.
- HURST, OVERTON**  
KWFC, Hot Springs, Ark.
- HUSTEAD, DICK**  
WBLK, Clarksburg, W. Va.
- HYDE, STANLEY**  
Music For You  
KPLC, Lake Charles, La.
- HYDER, JOE**  
WADK, Newport, R. I.
- HYMAS, MARV**  
KGM, Boise, Idaho
- HUTSELL, JIMMY**  
WLAR, Athens, Tenn.

— I —

- IGLESIAS, MANUEL**  
WITA, San Juan, Puerto Rico
- INGRAM, DAN**  
Walk, Record Revue  
Patchogue, N. Y.
- INGRAM, ROY**  
WOOW, New Bern, N. C.
- IRVING, BOB**  
WMAY, Springfield, Ill.

**IRWIN, BOB**  
 WMP5, Memphis, Tenn.  
**IRWIN, KEN**  
 KLOG, Kelso, Wash.  
**ISENHOWER, JOE**  
 WMYB, Myrtle Beach, S. C.

— J —

**JACK, SAM**  
 Traffic Jam  
 WPDQ, Jacksonville, Fla.  
**JACKSON, ANDREW**  
 Favorite Five  
 WJPS, Evansville, Ind.  
**JACKSON, BILL**  
 WOKJ, Jackson, Miss.  
**JACKSON, HAL**  
 WL1B, New York, N. Y.  
**JACKSON, JOE**  
 KLMO, Longmont, Col.  
**JACKSON, SANDY**  
 KOWH, Omaha, Neb.  
**JACKSON, TED**  
 WHAM, Rochester, N. Y.  
**JACOBSON, ED**  
 KXLY, Spokane, Wash.  
**JAMES, LES**  
 Wax Parade  
 WRHI, Rock Hill, S. C.  
**JAMES, RUSSELL**  
 KVEC, San Luis Obispo, Cal.  
**JAY, GENE**  
 WAYB, Waynesboro, Va.  
**JENKINS, BILL**  
 Western Jamboree  
 KPBM, Carlsbad, N. Mex.  
**JENKINS, BILL**  
 KRBC, Abilene, Tex.  
**JENNINGS, BOB**  
 KXOC, Chico, Cal.  
**JENSEN, DEE F.**  
 KLGJ, Logan, Utah  
**JENSEN, LANCE**  
 KBON, Omaha, Neb.  
**JESTER, JACK**  
 KOKO, Warrensburg, Mo.  
**JEWELL, JIM**  
 KNBX, Kirkland, Wash.  
**JOHNSON, AL**  
 Top Twenty Tunes  
 K1LO, Grand Forks, N. D.  
**JOHNSTON, ALVIN**  
 Record Rendezvous  
 WCOH, Newnan, Ga.  
**JOHNSON, ART**  
 Music Box  
 WDRG, Hartford, Conn.  
**JOHNSON, B. J.**  
 WRJW, Picayune, Miss.  
**JOHNSON, BILL**  
 Time for Everybody  
 WLAC, Nashville, Tenn.  
**JOHNSON, DEANE**  
 KJAN, Atlantic, Iowa  
**JOHNSTON, HUGH**  
 WBBW, Youngstown, Ohio  
**JOHNSON, IRWIN**  
 Earlyworm  
 WBNS, Columbus, Ohio  
**JOHNSON, KEN**  
 WCAP, Maryville, Tenn.  
**JOHNSON, RALPH**  
 KFOR, Lincoln, Neb.  
**JOHNSON, RICHARD**  
 WCLD, Janesville, Wis.  
**JOHNSON, ROBERT**  
 Music Till Noon  
 KFCT, Fremont, Neb.  
**JOHNSON, TED**  
 WTAC, Flint, Mich.  
**JOHNSON, TRAVIS**  
 WIRK, W. Palm Beach, Fla.  
**JOHNSTON, DAVE**  
 WATK, Antigo, Wis.  
**JOHNSTON, KEN**  
 WNRC, New Rochelle, N. Y.  
**JOLLIAMORE, KENNETH**  
 WKNE, Keene, N. H.  
**JONES, AL**  
 KGKO, Dallas Tex.  
**JONES, BILL**  
 WHWL, Nanticoke, Pa.

**JONES, BOB**  
 KFAB, Omaha, Neb.  
**JONES, CARL**  
 WILM, Wilmington, Del.  
**JONES, DAN**  
 KTAT, Frederick, Okla.  
**JONES, DICK**  
 WGTW, Wilson, N. C.  
**JONES, DON**  
 KBYM, Billings, Mont.  
**JONES, DON**  
 WLEA, Hornell, N. Y.  
**JONES, JIM**  
 WETO, Gadsden, Ala.  
**JONES, KENT**  
 WHDM, McKenzie, Tenn.  
**JONES, LARRY**  
 KTXN, Austin, Tex.  
**JONES, REX**  
 WNOE, New Orleans, La.  
**JOOS, STEVE**  
 WHOK, Lancaster, Ohio  
**JORDAN, ED**  
 WDUN, Gainesville, Ga.  
**JORGENSEN, FRED**  
 KGO, San Francisco, Cal.  
**JOSEPHSEN, TOM**  
 WTOL, Toledo, Ohio  
**JULIAN, JOE**  
 WINR, Binghamton, N. Y.

— K —

**KADAVY, DALE**  
 KSWL, Council Bluffs, Iowa  
**KAINE, ARNOLD**  
 WSGW, Saginaw, Mich.  
**KAJATA, WALT**  
 WPLY, Plymouth, Wis.  
**KARNAS, PETE**  
 WGEZ, Beloit, Wis.  
**KARSON, ANDY**  
 House of Music  
 KCRG, Cedar Rapids, Iowa  
**KAUTH, BILL**  
 WKKO, Cocoa, Fla.  
**KAY, ANDY**  
 KGST, Fresno, Cal.  
**KAYE, BARRY**  
 WJAS, Pittsburgh, Pa.  
**KAYE, BOB**  
 KEYD, Minneapolis, Minn.  
**KAYE, ELENA**  
 Rhythm & Blues  
 WJOB, Hammond, Ind.  
**KEATING, JIM**  
 KEEP, Twin Falls, Idaho  
**KEDRO, MILAN**  
 KSTL, St. Louis, Mo.  
**KEEFE, BOB**  
 WHAM, Rochester, N. Y.  
**KEELS, CECIL**  
 WHAN, Charleston, S. C.  
**KEITH, BOB**  
 WLOF, Orlando, Fla.  
**KEITH, DEAN**  
 KNED, McAlester, Okla.  
**KEEP, BARNEY**  
 KEX, Portland, Ore.  
**KELLER, LYN**  
 WARK, Hagerstown, Md.  
**KELLER, O. J.**  
 Juke Box Serenade  
 WTAX, Springfield, Ill.  
**KELLER, BOB**  
 WLBR, Lebanon, Pa.  
**KELLEY, CHET**  
 WOCB, W. Yarmouth, Mass.  
**KELLEY, JOHN**  
 WDNE, Elkins, W. Va.  
**KELLY, BUDDY**  
 KSUN, Bisbee, Ariz.  
**KELLY, DAN**  
 WRDO, Augusta, Maine  
**KELLY, HERMAN**  
 WWKY, Winchester, Ky.  
**KELLY, PAT**  
 WSFC, Somerset, Ky.  
**KENNEDY, DUDLEY**  
 WHUB, Cookeville, Tenn.  
**KENNEDY, JOSEPH**  
 KERG, Eugene, Ore.  
**KENNEDY, LEE**  
 WRRR, Rockford, Ill.

**KENYON, AL**  
 KLMS, Lincoln, Neb.  
**KENSLEY, BILL**  
 WOHI, E. Liverpool, Ohio  
**KERWOOD, ORIE**  
 KMMJ, Grand Island, Neb.  
**KIERNAN, DAVID**  
 WNHC, New Haven, Conn.  
**KIKER, PETE**  
 Dinner Bell Time  
 WELS, Kinston, N. C.  
**KING, AL**  
 WREN, Topeka, Kans.  
**KING, ART**  
 WBSM, New Bedford, Mass.  
**KING, BOB**  
 WRAP, Norfolk, Va.  
**KING, DAVE**  
 KUKI, Ukiah, Cal.  
**KING, DUKE**  
 WGBF, Evansville, Ind.  
**KING, GUY**  
 WWOL, Buffalo, N. Y.  
**KING, JACK**  
 Cracker Barrel  
 KGFV, Kearney, Neb.  
**KING, JEAN**  
 KABC, Hollywood, Cal.  
**KING, NELSON**  
 WCKY, Cincinnati, Ohio  
**KING, VERN**  
 WMMB, Melbourne, Fla.  
**KING, W. O.**  
 WTOG, Savannah, Ga.  
**KINARD, LEE W.**  
 Rock & Roll Party  
 WABZ, Albemarle, N. C.  
**KINNAMON, RAY**  
 WTJH, E. Point, Ga.  
**KINSEY, CURLY**  
 WGTA, Summerville, Ga.  
**KIRBY, MARK**  
 WJBW, New Orleans, La.  
**KIRK, EDDIE**  
 KEEN, San Jose, Cal.  
**KIRWAN, JIM**  
 WNLK, Norwalk, Conn.  
**KIRT, DON**  
 WRJN, Racine, Wis.  
**KISS, BILL**  
 WMAM, Marinette, Wis.  
**KISSAR, RUSSELL**  
 KBIA, Columbia, Mo.  
**KLEMM, DAVE**  
 WANE, Ft. Wayne, Ind.  
**KLINE, DICK**  
 Rise 'N Shine  
 WPON, Pontiac, Mich.  
**KLOSS, BOB**  
 WKWK, Wheeling, W. Va.  
**KNIGHT, DELOS**  
 Magic City Matinees  
 WIKC, Bogalusa, La.  
**KNIGHT, JOE**  
 KRMG, Tulsa, Okla.  
**KNIGHT, VIC**  
 WXLW, Indianapolis, Ind.  
**KNOTT, MARTHA**  
 KBYE, Oklahoma City, Okla.  
**KNUTSON, HAL**  
 Anything Goes  
 KBOI, Boise, Idaho  
**KOBAK, EDGAR**  
 WGAC, Augusta, Ga.  
**KOLBY, CAL**  
 WDRG, Hartford, Conn.  
**KOSACK, JOE**  
 WVLN, Olney, Ill.  
**KOVACS, ERNIE**  
 WABC, New York, N. Y.  
**KOVACE, JIM**  
 WHKK, Akron, Ohio  
**KOZIOL, RON**  
 WOSA, Wausau, Wis.  
**KRELL, FRED**  
 WSGW, Saginaw, Mich.  
**KUVENT, ARNOLD**  
 WGAN, Portland, Me.

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**LACY, JACK**  
 Listen to Lacy, WINS, New York,  
 N. Y.

**LADNER, RED**  
KVSM, San Mateo, Cal.

**LAKE, ARTHUR**  
WJAR, Providence, R. I.

**LAMBERT, JOHN**  
KNCO, Garden City, Kan.

**LAMBERT, ROG**  
WLAP, Lexington, Ky.

**LANAGAN, JAMES**  
WNBH, New Bedford, Mass.

**LANG, JIMMIE**  
WDAR, Savannah, Ga.

**LANICH, JERRY**  
WPTW, Piqua, Ohio

**LAPP, BRUCE**  
WDAR, Savannah, Ga.

**LARSEN, BOB**  
WEMP, Milwaukee, Wis.

**LASCELLES, JOHN**  
WGR, Buffalo, N. Y.

**LAURENCE, JOCK**  
KWWL-TV, Waterloo, Iowa

**LA VERNE, GENE**  
WFEA, Manchester, N. H.

**LAWLER, JIM**  
Today's Top Tunes  
WTPS, New Orleans, La.

**LAWRENCE, AL**  
Stork Club  
KCRV, Caruthersville, Mo.

**LAWRENCE, TED**  
WABC

**LAWRENCE, VINCE**  
Moonlight Moods  
WCMA, Corinth, Miss.

**LAYNE, MARK**  
WHMP, Northampton, Mass.

**LAYTON, LANNY**  
WBOC, Salisbury, Md.

**LAZEAR, EDWIN**  
WPAR, Parkersburg, W. Va.

**LEACH, BOB**  
The Clockwatcher  
WRUF, Gainesville, Fla.

**LEAHY, ED**  
WHMP, Northampton, Mass.

**LEE, BUCK**  
WEAW, Evanston, Ill.

**LEHIGH, LES**  
WCPS, Tarboro, N. C.

**LEHMAN, JACK**  
WTCS, Fairmont, W. Va.

**LEHNHOFF, BILL**  
Music for You  
KTW, Seattle, Wash.

**LEMON, DOC**  
KSO, Des Moines, Iowa

**LENAY, WILL**  
WSAL, Cincinnati, Ohio

**LENGACHER, FRANK**  
WADC, Akron, Ohio

**LENZ, JACK**  
WGIG, Brunswick, Ga.

**LEONARD, BILL**  
WJRW, New Orleans, La.

**LEONARD, HOWIE**  
WPOR, Portland, Me.

**LEONARD, ROY**  
WKOX, Framingham, Mass.

**LEONIDA, ANDRIAN**  
KWBW, Hutchinson, Kan.

**LESTER, GARY**  
WWKY, Winchester, Ky.

**LESTER, GEORGE**  
KOSY, Texarkana, Ark.

**LEVINSON, BOB**  
KIST, Santa Barbara, Cal.

**LEVITT, AL**  
KYA, San Francisco, Cal.

**LEVY, SY**  
WACE, Springfield, Mass.

**LEWIS, GENE**  
The Old Barn Show  
WJAY, Mullins, S. C.

**LEWIS, GEORGE**  
WOND, Pleasantville, N. J.

**LEWIS, LOVELL E.**  
WCHO, Washington, Ohio

**LEWIS, J. D.**  
WRAL, Raleigh, N. C.

**LICATA, LONNIE**  
KOSL, Aurora, Col.

**LICHTENTHALER, GEORGE**  
KGAL, Lebanon, Ore.

**LIDDLE, BOB**  
KGA, Spokane, Wash.

**LINCOLN, ED**  
WSBA, York, Pa.

**LINDEMANN, BUD**  
WGRD, Grand Rapids, Wis.

**LING, CLYDE**  
WCAM, Camden, N. J.

**LINK, FRANK**  
KBAM, Longview, Wash.

**LINN, BANDEL**  
WSPB, Sarasota, Fla.

**LINN, CLAIR**  
WDCL, Tarpon Springs, Fla.

**LIND, ELLIS**  
KSTN, Stockton, Cal.

**LINDSEY, CHARLES**  
Rhythm Rendezvous  
WATG, Ashland, Ohio

**LINT, CARMEN**  
Five O'Clock Shadow  
WIST, Charlotte, N. C.

**LIPP, STANLEY**  
WNBH, New Bedford, Mass.

**LITTEN, ROBERT J.**  
KEED, Springfield, Ore.

**LITTLETON, RANDY**  
KGRH, Fayetteville, Ark.

**LIUORIO, BOB**  
WKPA, New Kensington, Pa.

**LLOYD, BOB E.**  
WGH, Hartford, Conn.

**LOCKE, GENE**  
WRUS, Russellville, Ky.

**LONDOT, JAMES**  
WJEC, Sandusky, Ohio

**LOGAN, JIM**  
WJCM, Sebring, Fla.

**LONSBURY, LEE**  
WMAW, Menominee, Mich.

**LOUDEN, ROD**  
KEED, Springfield, Ore.

**LOVELESS, FAYE**  
KANV, Shreveport, La.

**LOVVORN, CHARLES**  
WJBB, Haleyville, Ala.

**LOWE, JACK**  
Late Date  
WAIR, Winston Salem, N. C.

**LOWE, JIM**  
Coffee Time  
WRR, Dallas, Tex.

**LUDDY, BILL**  
Hit Tune Time  
KXRX, San Jose, Cal.

**LUDWIG, VERN**  
KMED, Medford, Ore.

**LUKEN, NED**  
WAOK, Atlanta, Ga.

**LUND, BUZZ**  
KLCB, Libby, Mont.

**LUNSFORD, BRUCE**  
WARE, Ware, Mass.

**LYNCH, WILLIAM G.**  
KDBS, Alexandria, La.

**LYNN, DARRELL**  
WFIW, Fairfield, Ill.

**LYNN, FRED**  
KWTO, Springfield, Mo.

**LYNN, JOHN**  
WBBQ, Augusta, Ga.

**LYNN, LAMAR**  
WDAK, Columbus, Ga.

**LYONS, JIMMY**  
KDON, Salinas, Cal.

**LYONS, ROBERT W.**  
WFRP, Savannah, Ga.

**McADAM, JOHN**  
KYOS, Merced, Cal.

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**McADOO, DICK**  
KFDM, Beaumont, Tex.

**McALEER, RICHARD H.**  
KSCO, Santa Cruz, Cal.

**McALISTER, BILL**  
KLLL, Lubbock, Tex.

**McANULTY, BOB**  
KGW, Portland, Ore.

**McCALL, BOB**  
Chariot Wheels  
WCRE, Cheraw, S. C.

**McCARL, BOB**  
KXL, Portland, Ore.

**McCORMICK, JOHN**  
London House Show  
WJJD, Chicago, Ill.

**McCOY, MARY**  
KMCO, Conroe, Tex.

**McCULLOUGH, DAN**  
Mutual Matinee  
MBS

**McDANIEL, EARL**  
Spin & Win  
KPOP, Los Angeles, Cal.

**McDONNELL, STEWART**  
WIMS, Michigan City, Ind.

**McDOUGALL, WILLIAM**  
WPTS, Pittston, Pa.

**McDONOUGH, TOM**  
WCDL, Carbondale, Pa.

**McFADDEN, RAY**  
WTNJ, Trenton, N. J.

**McGARRY, MAURICE**  
Headlines & Hits  
WRC, Washington, D. C.

**McGEE, DAVE**  
KGKL, San Angelo, Tex.

**McGHEE, BILL**  
KJMO, Longmont, Colo.

**McGOWAN, JOHN**  
Coffee Capers  
KOSA, Odessa, Tex.

**McGRANOR, PAUL**  
WKIC, Hazard, Ky.

**McHARGUE, RICHARD**  
KTTN, Trenton, Mo.

**McHONE, BOB**  
WPAQ, Mt. Airy, N. C.

**McINTOSH, HUGH**  
KIT, Yakima, Wash.

**McINTYRE, WARD**  
WEZB, Birmingham, Ala.

**McKEEHAN, DON**  
KCLX, Colfax, Wash.

**McKEOWN, GEORGE**  
WEKZ, Monroe, Wis.

**McKENDRICK, ROBERT**  
KATL, Miles City, Mont.

**McKENZIE, ED**  
WXYZ, Detroit, Mich.

**McKRELL, JAMES**  
KSYL, Alexandria, La.

**McLAUGHLIN, OLLIE**  
WHRV, Ann Arbor, Mich.

**McLEAN, BILL**  
KAKE, Wichita, Kan.

**McLEAN, PHIL**  
WERE, Cleveland, Ohio

**McLEOD, DON**  
Top Tunes  
WJBK, Detroit, Mich.

**McNAMEE, JACK**  
WMOB, Auburn, N. Y.

**McNUTT, STAN**  
KBND, Bend, Ore.

**McMAHON, DICK**  
KGMG, Englewood, Col.

**McMAHON, PAT**  
KSTT, Davenport, Iowa

**McMANUS, MICHAEL**  
WKOP, New York, N. Y.

**McMASTER, JAY**  
WMEX, Boston, Mass.

**McMENNAMIN, TOM**  
KONP, Port Angeles, Wash.

**McMILLIAN, BILL**  
KNBX, Kirkland, Wash.

**McMONAGLE, TERRY**  
Tops in Pops  
KTAC, Tacoma, Wash.

**McPHERSON, HUGH**  
WCHS, Charleston, W. Va.

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**MacCAULEY, JACK**  
WHTC, Holland, Mich.

**MACK, BILL**  
WEDC, Chicago, Ill.

**MACK, DEAN**  
Cap's Ranch  
KCAP, Helena, Mont.

**MACK, GEORGE**  
KTLD, Tallulah, La.

**MACK, TY**  
 WDGY, Minneapolis, Minn.  
**MacKECHNIE, BILL**  
 KIST, Santa Barbara, Cal.  
**MACLEAN, JEAN**  
 KGAE, Salem, Ore.  
**MADDOX, KATHRYN**  
 WMCK, McKeesport, Pa.  
**MAGNUS, JOHN**  
 KGFJ, Hollywood, Cal.  
**MAHAN, ALAN**  
 Listen Ladies  
 WJAM, Marion, Ala.  
**MAHER, PHILIP**  
 WMNS, Sioux City, Iowa  
**MAHON, JULIUS**  
 Grooves 'N Blues  
 WKMT, Kings Mountain, N. C.  
**MAIN, RALPH**  
 WRFW, Eau Claire, Wis.  
**MAKINSTER, BUD**  
 KBNB, Omaha, Neb.  
**MAKINSTER, BUD**  
 KBNB, Omaha, Neb.  
**MALLETTE, LLOYD**  
 Open House  
 KXGI, Fort Madison, Iowa  
**MANDEL, SID**  
 KYNO, Fresno, Cal.  
**MANAHAN, FRED**  
 Bumper to Bumper  
 WATG, Ashland, Ohio  
**MAPLES, TOM**  
 WIEL, Elizabethtown, Ky.  
**MARGGRAFF, NORMAN**  
 WMIL, Milwaukee, Wis.  
**MARKHAM, GRANT**  
 Anything Goes  
 WESK, Escanaba, Mich.  
**MARKLE, TINY**  
 WAVZ, New Haven, Conn.  
**MARQUIS, DALE**  
 WUSJ, Lockport, N. Y.  
**MARSHALL, BILL**  
 KCRK, Enid, Okla.  
**MARSHALL, FRED**  
 WNTM, Vero Beach, Fla.  
**MARSHALL, ERROLL**  
 WOIC, Columbia, S. C.  
**MARTEL, WALT**  
 KTOE, Mankato, Minn.  
**MARTINEZ, AL**  
 WKIP, Poughkeepsie, N. Y.  
**MARTIN, CHUCK**  
 WANS, Anderson, S. C.  
**MARTIN, JOE**  
 WOW, Omaha, Neb.  
**MARTIN, JENNINGS**  
 WMMN, Fairmont, W. Va.  
**MARTIN, JIM**  
 Top Tunes of the Day  
 WTRP, La Grange, Ga.  
**MARTIN, NED**  
 WRFK, Athens, Ga.  
**MARTIN, JOHN**  
 WAGS, Bishopville, S. C.  
**MARTIN, RENO**  
 WDLC, Port Jervis, N. Y.  
**MARVIN, EDWARD**  
 KOCB, W. Yarmouth, Mass.  
**MARVIN, KEN**  
 KRSN, Los Alamos, N. Mex.  
**MARYON, ROBERT D.**  
 KSCO, Santa Cruz, Cal.  
**MASI, MARIE**  
 WHBI, Newark, N. J.  
**MASON, BUD**  
 WGY, Schenectady, N. Y.  
**MASON, CHARLIE**  
 WJMX, Florence, S. C.  
**MASON, MARY**  
 WHAT, Philadelphia, Pa.  
**MASSENGILL, ED**  
 WCHL, Chapel Hill, N. C.  
**MASTERS, HAL**  
 WTCR, Ashland, Ky.  
**MATHIS, LEE**  
 WCNH, Quincy, Fla.  
**MATTHEWS, HAROLD**  
 WKAY, Glasgow, Ky.  
**MAUNY, RICHARD**  
 WCCG, Belmont, N. C.  
**MAXWELL, BOB**  
 Music With Melody  
 WJJ, Detroit, Mich.  
**MAXWELL, RUDY**  
 WMVO, Mt. Vernon, Ohio  
**MAY, MIKE**  
 WIMA, Lima, Ohio  
**MAYER, BILL**  
 WTAM, Cleveland, Ohio  
**MAYFIELD, HAL**  
 KFYO, Lubbock, Tex.  
**MAYHUGH, BILL**  
 WOL, Washington, D. C.  
**MAYNARD, DAVE**  
 WORL, Boston, Mass.  
**MAYNARD, JOE**  
 KRCT, Baytown, Tex.  
**MAYO, BEN**  
 WGAC, Augusta, Ga.  
**MEADERS, RAY**  
 WXOK, Baton Rouge, La.  
**MEADOR, BOB**  
 Session  
 WNLA, Indianola, Miss.  
**MEATH, ED**  
 Musical Clock Open House  
 WHEC, Rochester, N. Y.  
**MELBY, LOYD**  
 KLITZ, Glasgow, Mont.  
**MELTON, DAVE**  
 KLIK, Jefferson City, Mo.  
**MELVIN, GEORGE**  
 WKRG, Mobile, Ala.  
**MENKE, ED**  
 WTOB, Winston Salem, N. C.  
**MENTZER, EARL**  
 WJEJ, Hagerstown, Md.  
**MERCADO, BOB**  
 KWKW, Pasadena, Cal.  
**MERCIER, RAY**  
 WCSH, Portland, Me.  
**MERLIN, BOB**  
 KVOX, Moorehead, Minn.  
**METCALF, TED**  
 WJAR, Providence, R. I.  
**METTLER, BOB**  
 KVKM, Monahans, Tex.  
**MEITZGER, DON**  
 WMAM, Marinetta, Wis.  
**MEYERS, DON**  
 WSPD, Toledo, Ohio  
**MICHAEL, BOB**  
 WELM, Elmira, N. Y.  
**MICHAEL, JAY**  
 WCAE, Pittsburgh, Pa.  
**MILES, BILL**  
 Sunnyside Up  
 KDRS, Paragould, Ark.  
**MILLER, BILL**  
 WMON, Montgomery, W. Va.  
**MILLER, BILL**  
 KGGF, Coffeyville, Kans.  
**MILLER, ED**  
 Bring Back the Bands  
 WLAN, Lancaster, Pa.  
**MILLER, G. B.**  
 KJET, Beaumont, Tex.  
**MILLER, IRU**  
 WRIT, Milwaukee, Wis.  
**MILLER, JAMES**  
 WAJF, Decatur, Ala.  
**MILLER, NEIL**  
 Please Play  
 KHUZ, Berger, Tex.  
**MILLER, VIC**  
 KOOK, Billings, Mont.  
**MILLER, ROSS**  
 WTC, Hartford, Conn.  
**MILNER, BOB**  
 WKEL, Kewanee, Ill.  
**MILLS, DICK**  
 KMA, Shenandoah, Iowa  
**MINIARD, JULIA E.**  
 WATM, Atmore, Ala.  
**MINTZ, HERBIE**  
 WLS, Chicago, Ill.  
**MITCHELL, BOB**  
 WRAD, Radford, Va.  
**MITCHELL, JOE**  
 KPOJ, Portland, Ore.  
**MITCHELL, JOHN**  
 WHUB, Cookeville, Tenn.  
**MITCHELL, RAY**  
 Bandstand  
 KYOR, Blythe, Cal.  
**MOCKBEE, WILLIAM**  
 WDON, Wheaton, Md.  
**MOEHLER, BILL**  
 KPQ, Wenatchee, Wash.  
**MOEN, JOHN**  
 KRHD, Duncan, Okla.  
**MOHNKERN, LEN**  
 WHHH, Warren, Ohio  
**MOHR, BOB**  
 KULIN, Grants Pass, Ore.  
**MOISELLE, ED**  
 WTSV, Claremont, N. H.  
**MOLASKEY, EDDIE**  
 KODI, Cody, Wyo.  
**MOLINARO, LARRY**  
 WNAR, Norristown, Pa.  
**MONACO, DEL**  
 WJLL, Niagara Falls, N. Y.  
**MONROE, ART**  
 Nightwatch  
 KSYL, Alexandria, La.  
**MONROE, JOE**  
 KJOE, Shreveport, La.  
**MONSON, PAUL**  
 WSPR, Springfield, Mass.  
**MONTGOMERY, BOB**  
 WBIG, Greensboro, N. C.  
**MONTGOMERY, DEAN**  
 WCCO, Minneapolis-St. Paul, Minn.  
**MONTGOMERY, PAUL**  
 WNAO, Raleigh, N. C.  
**MOOMEY, ROBERT**  
 KFTG, Fremont, Neb.  
**MOONEY, FRAN**  
 KNCM, Moberly, Mo.  
**MOORE, GORDON**  
 WSMT, Sparta, Tenn.  
**MOORE, JACK**  
 WPBC, Minneapolis, Minn.  
**MOORE, ROBERT**  
 WTHI, Terre Haute, Ind.  
**MOORE, VIRGIL**  
 WJAM, Marion, Ala.  
**MOORE, WYNN**  
 WNNR, Beckley, W. Va.  
**MORELLI, HAL**  
 KLAS, Las Vegas, Nev.  
**MORENO, BUDDY**  
 WJJD, Chicago, Ill.  
**MORE, TOM**  
 WNOX, Knoxville, Tenn.  
**MORGAN, HANK**  
 WQXI, Atlanta, Ga.  
**MORGAN, MIKE**  
 KGFZ, Kalispell, Mont.  
**MORGAN, ROBERT**  
 WMBO, Auburn, N. Y.  
**MORGAN, SLIM**  
 WGIL, Galesburg, Ill.  
**MORRIS, BILL**  
 Brighter Side  
 WKAY, Glasgow, Ky.  
**MORRIS, BOB**  
 WPTS, Pittston, Pa.  
**MORRIS, DON I.**  
 KTHR, Hood River, Ore.  
**MORRIS, JESSIE**  
 Swingship  
 WFPG, Atlantic City, N. J.  
**MORRIS, JOE**  
 WAGS, Bishopville, S. C.  
**MORRIS, NOLIN**  
 WGPAP, Maryville, Tenn.  
**MORRIS, ROY**  
 WAPO, Chattanooga, Tex.  
**MORRISSEY, BILL**  
 WKBR, Manchester, N. H.  
**MORRISON, BOB**  
 WXLW, Indianapolis, Ind.  
**MORRISON, TOM**  
 KWIK, Pocatello, Idaho  
**MORROW, JACK**  
 WIBC, Indianapolis, Ind.  
**MORSE, CLINT**  
 WHYL, Carlisle, Pa.  
**MORTIMER, AL**  
 WRAC, Williamsport, Pa.  
**MORTON, LOU**  
 WQXI, Atlanta, Ga.  
**MOTT, RON**  
 WPRS, Paris, Ill.  
**MOYLE, WILL**  
 WVET, Rochester, N. Y.

**MOYLEY, TOM**  
WHJB, Greensburg, Pa.  
**MUIR, GORDON**  
KIFI, Idaho Falls, Idaho  
**MULLALLAHY, DON**  
WWSC, Glens Falls, N. Y.  
**MULLARKEY, TOM**  
WBAP, Ft. Worth, Tex.  
**MULLEN, FRANK**  
WSNY, Schenectady, N. Y.  
**MULLENS, JACK**  
WWYO, Pineville, W. Va.  
**MULLER, TED**  
WBEC, Pittsfield, Mass.  
**MULLIS, WILBUR**  
WHAB, Baxley, Ga.  
**MUNDEN, GROVER**  
WMBL, Morehead, N. C.  
**MUNRO, JIM LEE**  
KVOM, Morrilton, Ark.  
**MURRAY, GEORGE**  
Make Believe Ballroom  
KECK, Odessa, Tex.  
**MURRAY, HAL**  
WKAT, Miami Beach, Fla.  
**MURPHY, JACK**  
WCLI, Corning, N. Y.  
**MURPHY, HARVEY**  
WJNO, W. Palm Beach, Fla.

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**NAFUS, MARV**  
Top Twenty  
WKCT, Bowling Green, Ky.  
**NAJAMEY, ABE**  
WLAD, Danbury, Conn.  
**NASH, MURL**  
KTTR, Rolla, Mo.  
**NAVA, MILT**  
KWEW, Pasadena, Cal.  
**NEDIN, DICK**  
WKNY, Kingston, N. Y.  
**NEILAN, RAY**  
Musical Showcase  
WKNB, New Britain, Conn.  
**NELLES, MARV**  
WSAU, Wausau, Wis.  
**NELSKOG, WALLY**  
KJR, Seattle, Wash.  
**NELSON, ART**  
KLIJ, Dallas, Tex.  
**NELSON, BILL**  
WANA, Anniston, Ala.  
**NELSON, DON**  
Plantation Party  
WQUA, Moline, Ill.  
**NELSON, ED**  
KTOE, Mankato, Minn.  
**NELSON, FORD**  
WDIA, Memphis, Tenn.  
**NELSON, JAY**  
WRIT, Milwaukee, Wis.  
**NELSON, LOU**  
WGH, Norfolk, Va.  
**NELSON, WHITNEY**  
KJET, Beaumont, Tex.  
**NESBITT, J. T.**  
WFIG, Sumter, S. C.  
**NESMITH, FRANK J.**  
KCOY, Santa Maria, Cal.  
**NESTER, ROY**  
Town's Top Tunes  
WFDF, Flint, Mich.  
**NEVINS, ELLIOT**  
Make Mine Music  
WKNY, Kingston, N. Y.  
**NEWLAND, BILL**  
Hotcakes & Coffee  
KONP, Port Angeles, Wash.  
**NEWSOME, GIL**  
KWK, St. Louis, Mo.  
**NICHOLS, BOB**  
Blues 'N Boogie  
WPAI, Charleston, S. C.  
**NICHOLS, HAROLD**  
KVOM, Morrilton, Ark.  
**NICHOLSON, JAMES**  
WMCW, Meadville, Pa.  
**NILSEN, ANDREW**  
KERG, Eugene, Ore.  
**NICKSON, NICK**  
WBBF, Rochester, N. Y.

**NIXON, MILT**  
Teen-O-Rama  
WDRF, Chester, Pa.  
**NOBLE, AL**  
KQV, Pittsburgh, Pa.  
**NOBLE, GAIL**  
KGGM, Albuquerque, N. Mex.  
**NOEL, JACK**  
WTTS, Bloomington, Ind.  
**NORDINE, JACK**  
WADP, Kane, Pa.  
**NORMAN, ALAN**  
WFDF, Flint, Mich.  
**NORMAN, BOB**  
WHAY, New Britain, Conn.  
**NORMAN, HAL**  
KRIC, Beaumont, Tex.  
**NORTON, LEE**  
KPRC, Houston, Tex.  
**NOVAK, DICK**  
KPOJ, Portland, Ore.  
**NOVAK, TOM**  
WOC, Davenport, Iowa  
**NUSHBAUM, MORT**  
The Mort Nushbaum Show, WBBF,  
Rochester, N. Y.

— O —

**OAKES, JAMES**  
WTCR, Ashland, Ky.  
**O'BANNON, GENE**  
Music for Mom  
KITE, San Antonio, Tex.  
**O'CONNELL, BILL**  
WBET, Brockton, Mass.  
**O'HARA, BILL**  
KSTN, Stockton, Cal.  
**O'HARA, JIM**  
WOKY, Milwaukee, Wis.  
**O'LEARY, JIM**  
KCBQ, San Diego, Cal.  
**O'MALLEY, DENNIS**  
WMYB, Myrtle Beach, S. C.  
**O'NAN, PAT**  
WINN, Louisville, Ky.  
**O'NEILL, JIM**  
KOWH, Omaha, Neb.  
**ORUM, BILL**  
KGWA, Enid, Okla.

— P —

**PACK, BILL**  
WBHB, Fitzgerald, Ga.  
**PAGE, DAVE**  
KIRO, Seattle, Wash.  
**PAGE, FRANK**  
KWKH, Shreveport, La.  
**PAGE, LARRY**  
WTOC, Savannah, Ga.  
**PAGE, PHILIP**  
KFH, Wichita, Kans.  
**PAINTER, FRANK**  
WBLJ, Dalton, Ga.  
**PAIT, ANGUS**  
WEWO, Laurinburg, N. C.  
**PALL, ROY**  
WROY, Carmi, Ill.  
**PALMER, DUKE**  
Morning Show  
KBOR, Brownsville, Tex.  
**PAOLANGELI, RUDY**  
WKRT, Cortland, N. Y.  
**PARKER, BILL**  
Melody Time  
KAUS, Austin, Minn.  
**PARKER, EDDIE**  
WKGN, Knoxville, Tenn.  
**PARINSON, BOB**  
KPDN, Pampa, Tex.  
**PARKS, BILL**  
KRDU, Dinuba, Cal.  
**PARMELEE, CHUCK**  
WSPD, Toledo, Ohio  
**PARRISH, WEBBER**  
WNAH, Nashville, Tenn.  
**PARSONS, BRUCE**  
WBRN, Big Rapids, Mich.  
**PARSONS, KEN**  
KCLA, Pine Bluff, Ark.  
**PASQUALI, JOE**  
WVSC, Somerset, Pa.

**PASSONS, BILL**  
WSMT, Sparta, Tenn.  
**PATRICK, GEO.**  
KOEL, Oelwein, Iowa  
**PATRICK, JOHN**  
WDOT, Burlington, Vt.  
**PAUL, DON**  
WSCR, Scranton, Pa.  
**PAYNE, BRUCE**  
Jazz Unlimited  
WBEO, Bessemer, Ala.  
**PEARS, TOM**  
KVOL, Lafayette, La.  
**PEARSON, BOB**  
KNGS, Hanford, Cal.  
**PEARSON, WALTER M.**  
WFGV, Fuquay Springs, N. C.  
**PELGER, FRED A.**  
KYUM, Yuma, Ariz.  
**PENDERGAST, HAROLD**  
KTXJ, Jasper, Tex.  
**PENNUELL, LEWIS**  
WMTS, Murfreesboro, Tenn.  
**PERKINS, RAY**  
KIMN, Denver, Col.  
**PERRY, BOB**  
KTMS, Santa Barbara, Cal.  
**PERRY, BOB**  
Big Ten Show  
WQAM, Miami, Fla.  
**PERRY, GENE**  
WMPM, Pascagoula, Miss.  
**PERRY, JERRY**  
WFNS, Burlington, N. C.  
**PERRY, JOE**  
KLX, Oakland, Cal.  
**PERRY, DON**  
WEOK, Poughkeepsie, N. Y.  
**PETERSON, FRED**  
KMOD, Modesto, Cal.  
**PETERSON, ROLFE B.**  
KSL, Salt Lake City, Utah  
**PETTET, DICK**  
WLAG, LaGrange, Ga.  
**PFEIFAUF, NICK**  
Teen Frolics  
WTRF, Sanford, Fla.  
**PHELAN, TOM**  
Dream Time  
WICH, Norwich, Conn.  
**PHILLIPS, BILL**  
WBAX, Wilkes-Barre, Pa.  
**PHILLIPS, DEWEY**  
WBQB, Memphis, Tenn.  
**PHILLIPS, JAMES**  
WFAH, Alliance, Ohio  
**PHILLIPS, JERRY**  
KBNZ, La Junta, Col.  
**PHILIPPSON, JOE**  
KIOA, Des Moines, Iowa  
**PIATT, GENE**  
KFLO, Sioux Falls, S. D.  
**PIERCE, ALLEN**  
WGLS, Decatur, Ga.  
**PIERCE, ART**  
Morning Show  
WEAV, Plattsburg, N. Y.  
**PIERSON, KEN**  
KSDA, Redding, Cal.  
**PIPER, DON R.**  
KDAC, Ft. Bragg, Cal.  
**PIKE, DICK**  
WNOP, Newport, Ky.  
**PILSCHER, BEV**  
The Farmer's Daughter  
KRTV, Hillsboro, Ore.  
**PINNER, JOE**  
WHIT, New Bern, N. C.  
**PINTO, JACK**  
WBUD, Trenton, N. J.  
**PITTMAN, CHUCK**  
WJAY, Mullins, S. C.  
**PLEDGER, DOUG**  
KNBC, San Francisco, Cal.  
**PODEM, MARVIN**  
WGAU, Athens, Ga.  
**POER, JOHNNY**  
WVOK, Birmingham, Ala.  
**POLAND, SAM**  
Clockwatchers  
WCHS, Charleston, W. Va.  
**POLK, BILL**  
WBAW, Barnwell, S. C.



**POOLE, BOB**  
WBIG, Greensboro, N. C.

**POTOCKY, PAUL**  
WTOG, Toledo, Ohio

**POTTER, PETER**  
KLAC, Los Angeles, Cal.

**POWELL, BILL**  
WTTB, Vero Beach, Fla.

**POWELL, RALEIGH**  
WPLY, Pittsburgh, Pa.

**POWELL, RALEIGH**  
WROL, Knoxville, Tenn.

**POWERS, DON**  
The Hitchhiker  
WBML, Macon, Ga.

**POWERS, RALPH**  
KRNT, Des Moines, Iowa

**PRAHER, BOB**  
Country Hayride  
WMDG, Hazlehurst, Miss.

**PRESCOTT, NORM**  
WBZ, Boston, Mass.

**PRICE, SAM**  
WPMP, Pascagoula, Miss.

**PROTER, CHARLIE**  
Record Session  
KIRX, Kirksville, Mo.

**PRYOR, BILL**  
WNBF, Binghamton, N. Y.

**PRYOR, HARLEY**  
KFXJ, Grand Junction, Col.

**PUGH, CARL**  
Waynesboro, Ga.

**PUGH, CHUCK**  
WMBG, Richmond, Va.

**PUDNEY, EARLE**  
WGY, Schenectady, N. Y.

**PULLEN, LEN**  
Rise & Shine  
WKNY, Kingston, N. Y.

— Q —

**QUAVE, MACKIE**  
In the Groove  
WIS, Columbia, S. C.

**QUIMBY, JOHN**  
KRNO, San Bernardino, Cal.

— R —

**RADKA, AL**  
KFRE, Fresno, Cal.

**RAE, BOB**  
Make Mine Music  
KBIS, Bakersfield, Cal.

**RAIFORD, BOB**  
WBT, Charlotte, N. C.

**RAINEY, BUD**  
WSPR, Springfield, Mass.

**RAINEY, REX**  
WBIR, Knoxville, Tenn.

**RAMSEY, RAY**  
WHR, Danville, Ky.

**RANDLE, BILL**  
WCBS, New York, N. Y.

**RANDLE, BILL**  
WERE, Cleveland, Ohio

**RAPER, JIMMY**  
WCNC, Elizabeth City, N. C.

**RASBERRY, CHARLIE**  
Musical Roundup  
KDRS, Paragould, Ark.

**RASHLEIGH, WARREN**  
KAKE, Wichita, Kans.

**RAST, MIKE**  
WCOS, Columbia, S. C.

**RATLIFF, DANIEL**  
WRPB, Warner Robins, Ga.

**RAU, CHRIS**  
KSYS, Sedalia, Mo.

**RAWLINGS, TOM**  
KVLFF, Alpine, Tex.

**RAY, BILL**  
WADE, Wadesboro, N. C.

**RAY, BOB**  
KAFY, Bakersfield, Cal.

**REAU, DAVE**  
KEYD, Minneapolis, Minn.

**RECTOR, BRUCE**  
WRUN, Utica, N. Y.

**RECTOR, GABBY**  
KLIK, Jefferson City, Mo.

**REED, MITCH**  
WOR, New York, N. Y.

**REEVES, CARL**  
KGGE, Coffeyville, Kans.

**REID, BILL**  
WDOK, Cleveland, Ohio

**REID, KERMIT**  
KSDA, Redding, Cal.

**REILLY, ED**  
WBRY, Waterbury, Conn.

**REISING, KEITH**  
Open House  
WLRP, New Albany, Ind.

**REYHER, BOB**  
KCCT, Trinidad, Colo.

**REYNOLDS, GENE**  
WBAP, Ft. Worth, Tex.

**REYNOLDS, RONNY**  
KCVR, Lodi, Cal.

**REZOR, JOHN**  
WPFB, Middletown, Ohio

**RHODARMER, SCOTTY**  
WVNC, Asheville, N. C.

**RICE, RICK**  
Breakfast Club  
KSEM, Moses Lake, Wash.

**RICH, BOB**  
WAHR, Miami Beach, Fla.

**RICHARDS, BOB**  
WAZL, Hazleton, Pa.

**RICHARDSON, BRUCE**  
WROK, Rockford, Ill.

**RICHBOURG, JOHN**  
Record Parade  
WLAC, Nashville, Tenn.

**RICHARDS, REESE**  
WTAG, Worcester, Mass.

**RICKENBACKER, ACE**  
WORD, Spartanburg, S. C.

**RICKMAN, BOB**  
Coffee Shop  
WFTC, Kingston, N. C.

**RIDDLE, MEL**  
KXOB, Stockton, Cal.

**RIED, FRANK**  
Off the Record  
WTAN, Clearwater, Fla.

**RIEDY, BOB**  
Novelty Shop  
KGFV, Kearney, Neb.

**RIGGLE, JOHN**  
KVRC, Arkadelphia, Ark.

**RIGGS, TOMMY**  
WCAE, Pittsburgh, Pa.

**RILEY, SMILEY**  
WAPL, Appleton, Wis.

**ROBBINS, JERRY**  
KTRF, Thief River Falls, Minn.

**ROBBINS, JOHN**  
WINX, Rockville, Md.

**ROBERTS, ART**  
KTBB, Tyler, Tex.

**ROBERTS, CHUCK**  
WDOR, Sturgeon Bay, Wis.

**ROBERTS, DON**  
WKNE, Keene, N. H.

**ROBERTS, FRANK**  
KXGI, Ft. Madison, Iowa

**ROBERTS, JAY**  
KTHS, Little Rock, Ark.

**ROBERTS, JOE**  
KRRV, Sherman, Tex.

**ROBERTS, JIM**  
Homeward Bound  
WHBC, Canton, Ohio

**ROBERTS, LEN**  
KNCM, Moberly, Mo.

**ROBERTS, PAUL**  
KERN, Bakersfield, Cal.

**ROBERTS, PHIL**  
WGEZ, Beloit, Wis.

**ROBERTS, STAN**  
WTOW, Towson, Md.

**ROBERTS, WARREN**  
Coffee Club  
WEAS, Decatur, Ga.

**ROBERTSON, AL**  
KGYW, Vallejo, Cal.

**ROBINSON, BILL**  
WILE, Cambridge, Ohio

**ROBINSON, BOB**  
WWOC, Manitowoc, Wis.

**ROCKETT, CONLEY**  
WLTC, Gastonia, N. C.

**ROCKETT, BILL**  
KWHP, Cushing, Okla.

**RODEWALD, DAN**  
KWSO, Wasco, Cal.

**RODGERS, CHET**  
KTRX, Bellaire, Ohio

**ROEHR, DUANE**  
Jukebox Serenade  
KBMX, Coalinga, Cal.

**ROGERS, ARNOS**  
WBGR, Jessup, Ga.

**ROGERS, GEORGE**  
WGSN, Charleston, S. C.

**ROGERS, LEW**  
WNRI, Woonsocket, R. I.

**ROGER, JOE**  
KARK, Little Rock, Ark.

**ROSE, PHIL**  
KCRC, Enid, Okla.

**ROSE, RONALD**  
KSDA, Redding, Cal.

**ROSS, BILL**  
WIOD, Miami, Fla.

**ROSS, BOB**  
WHBO, Tampa, Fla.

**ROSS, JERRY**  
WDWS, Champaign, Ill.

**ROSS, LANNY**  
Lanny Ross Show, WCBS

**ROSS, LARRY**  
KGAE, Salem, Ore.

**ROSSEAN, MAX L.**  
KJAN, Atlantic, Iowa

**ROSSITER, FRANK**  
Music Shop  
WKAN, Kankakee, Ill.

**ROTHMAN, LEE**  
WKOW, Madison, Wis.

**ROUNTREE, GEORGE**  
Music 'N Stuff  
KVLH, Paula Valley, Okla.

**ROUSH, SIGEL**  
WTHI, Terre Haute, Ind.

**ROWE, KEN**  
WOAI, San Antonio, Tex.

**ROWLAND, JOHN L.**  
WBRO, Waynesboro, Ga.

**ROWZIE, JACK**  
WWDC, Washington, D. C.

**ROY, TOM**  
WKLA, Ludington, Mich.

**RUARK, DAVE**  
WGNI, Wilmington, N. C.

**RUCKER, REX**  
WEAT-TV, W. Palm Beach, Florida

**RUGGLES, DON**  
KRES, St. Joseph, Mo.

**RUIZ, JAY**  
KSUN, Bisbee, Ariz.

**RUNCK, HOWARD**  
KVFC, Cortez, Col.

**RUSH, CHARLES**  
WTYN, Tryon, N. C.

**RUSSELL, BARCLAY**  
WOAI, San Antonio, Tex.

**RUSSELL, ROG**  
KELO, Sioux Falls, S. D.

**RUSSELL, MIKE**  
KCOV, Corvallis, Ore.

**RUSSELL, WEBB**  
KGW, Portland, Ore.

**RUTA, JOHN**  
WFCB, Dunkirk, N. Y.

**RUTLEDGE, JIM**  
Wax Works  
WETU, Wetumpka, Ala.

**RUTLEDGE, NED**  
WHVR, Hanover, Pa.

**RYAN, DAN**  
WBBW, Youngstown, Ohio

**RYAN, JOE**  
WALL, Middletown, N. Y.

**RYAN, JERRY**  
KFKA, Greeley, Colo.

**RYAN, PAT**  
WPTR, Albany, N. Y.

**RYAN, JACK**  
WHUM, Reading Pa.

**RYEL, FLOYD**  
WICA, Ashtabula, Ohio

— S —

- SADLER, JERRY  
WTPS, New Orleans, La.
- SADLON, EARL  
WBUT, Butler, Pa.
- SALAMON, MIKE  
WISL, Butler, Pa.
- SAMUELSON, ORION  
WBVY, Appleton, Wis.
- SANCHEZ, PACO  
KFSC, Denver, Colo.
- SANDERS, HANK  
KBLO, Hot Springs, Ark.
- SANDERS, LEON  
KDPT, Center, Tex.
- SANDSTROM, JACK  
Music For You  
WADP, Kane, Pa.
- SARAGUSA, JOE  
KWTX, Waco, Tex.
- SARGENT, KENNY  
KLIF, Dallas, Tex.
- SAUNDERS, AL  
WSBA, York, Pa.
- SAUNDERS, EDDY  
WVKO, Columbus, Ohio
- SCHMEER, BILL  
WAZL, Hazleton, Pa.
- SCHOCH, JACK  
WLYC, Williamsport, Pa.
- SCHOLZ, BOB  
WBEL, Rockford, Ill.
- SCHREENGOST, TOM  
WACB, Kitaning, Pa.
- SCHREINER, RAY  
WRNL, Richmond, Va.
- SCHIRMSHER, DON  
KSST, Sulphur Springs, Tex.
- SCHULTZ, DICK  
WLOX, Biloxi, Miss.
- SCHULZE, JIM  
Themes for Dreams  
KTHS, Little Rock, Ark.
- SCHWAG, BOB  
Sandman Serenade  
WGA, Gainesville, Ga.
- SCHOFIELD, LEEDS  
WAEB, Allentown, Pa.
- SCOTT, DAVE  
WIBX, Utica, N. Y.
- SCOTT, JACK  
KPDN, Pampa, Tex.
- SCOTT, JIM  
KECK, Odessa, Tex.
- SCOTT, JOHN  
WEEL, Boston, Mass.
- SCOTT, KEN  
WAPL, Birmingham, Ala.
- SCOTT, SID  
WGSN, Huntington, N. Y.
- SEAY, JIM  
WNOK, Columbia, S. C.
- SEANEY, JAMES E.  
WDZ, Decatur, Ill.
- SELLERS, WILLIAM A., Jr.  
WFVG, Fuquay Springs, N. C.
- SENEKER, TONY  
WMVG, Milledgeville, Ga.
- SERGANT, NEIL  
KYAS, Astoria, Ore.
- SERVEL, CARL  
Western Caravan  
WMIK, Middleboro, Ky.
- SESMA, CHICO  
KOWL, Santa Monica, Cal.
- SETZER, ARNOLD L.  
WHKY, Hickory, N. C.
- SEXTON, AMES  
WISP, Kinston, N. C.
- SHADBURN, BILL  
WJAZ, Albany, Ga.
- SHADER, RAY  
WLET, Toccoa, Ga.
- SHARPE, BILL  
KBKI, Alice, Tex.
- SHARMAN, CHARLES  
WSPB, Sarasota, Fla.
- SHARP, B. A.  
WCJU, Columbia, Miss.
- SHARPE, ED  
WGST, Atlanta, Ga.
- SHAW, AL  
KHUM, Eureka, Cal.
- SHAW, JOHNNY  
WWOK, Charlotte, N. C.
- SHAW, ROBERT G.  
WHAJ, Greenfield, Mass.
- SHELDON, GEORGE  
WCHV, Charlottesville, Va.
- SHELLER, LE ROY  
Disc 'N Data  
WDMJ, Marquette, Mich.
- SHEPHERD, JAY  
KTSA, San Antonio, Tex.
- SHERIDAN, PHIL  
WPHL, Philadelphia, Pa.
- SHERIFF, BOB  
KSOP, Salt Lake City, Utah
- SHERMAN, CLARENCE  
KRWC, Forest Grove, Ore.
- SHERMAN, GENE  
WTTTS, Bloomington, Ind.
- SHERWOOD, DON  
KSFO, San Francisco, Cal.
- SHEVLIN, BOB  
WDLC, Port Jervis, N. Y.
- SHIELD, MIKE  
Just For You  
WMIX, Mt. Vernon, Ill.
- SHOR, MARK  
KAWT, Douglas, Ariz.
- SHORR, MICKEY  
WJBK, Detroit, Mich.
- SHOWMAN, HAROLD  
WETZ, New Martinsville, W. Va.
- SHRIVER, BOB  
KOA, Denver, Colo.
- SHRIVER, HARRY  
WFTC, Kinston, N. C.
- SHRUM, CAL  
WMAY, Springfield, Ill.
- SHURTZ, ROBERT C.  
WHAK, Rogers City, Mich.
- SIEVERS, FRANK  
KCTI, Gonzales, Tex.
- SIGMON, BARNEY  
WHKY, Hickory, N. C.
- SINCLAIR, CHARLIE  
WMEV, Marion, Va.
- SINGER, SANDY  
KCRG, Cedar Rapids, Iowa
- SIMMONS, HAL  
KIT, Yakima, Wash.
- SIMMONS, JACK  
WHYL, Carlisle, Pa.
- SIMPSON, GEORGE  
WJNO, W. Palm Beach, Fla.
- SIMPSON, GOODWIN  
KVMC, Colorado City, Tex.
- SIMPSON, HERSEL  
KIHN, Hugo, Okla.
- SKELTON, EDDIE  
WMCH, Church Hill, Tenn.
- SKOOG, HERB CARL  
KONO, San Antonio, Tex.
- SMALL, TOMMY  
Dr. Jive Show  
WWRL, New York, N. Y.
- SMART, EDDIE  
WEOF, Dothan, Ala.
- SMITH, BILL  
KWEL, Weiser, Idaho
- SMITH, CLIFF  
WCMI, Ashland, Ky.
- SMITH, CY  
KRNO, San Bernardino, Cal.
- SMITH, DICK  
Record Breakers  
WORC, Worcester, Mass.
- SMITH, DON  
KLIZ, Brainerd, Minn.
- SMITH, FRED  
Best on Wax  
KTXX, Jasper, Tex.
- SMITH, HUGH  
The Old Clockwatcher  
KOGT, Orange, Tex.
- SMITH, JACK  
KTKR, Taft, Cal.
- SMITH, JERRY  
KGVO, Missoula, Mont.
- SMITH, JIM  
KLOU, Lake Charles, La.
- SMITH, JOE  
WVDA, Boston, Mass.
- SMITH, LYTEL  
Night Train  
WBMA, Beaufort, N. C.
- SMITH, MILTON  
WMBM, Miami Beach, Fla.
- SMITH, PAUL  
KDYL, Salt Lake City, Utah
- SMITH, RAY  
WAAG, Adel, Ga.
- SMITH, WILLIAM B.  
Record Hop  
KSMO, Salem, Mo.
- SMYTHE, PETE  
KOA, Denver, Colo.
- SONDOCK, MAL  
KENS, San Antonio, Tex.
- SONGER, DANNY  
WGGH, Marion, Ill.
- SORENSEN, KEN  
Best on Wax  
WDUZ, Green Bay, Wis.
- SOUTHWICK, TOREY  
WAKR, Akron, Ohio
- SOUTHWICK, TOREY  
KMBC, Kansas City, Mo.
- SPAHR, BILL  
WRAD, Radford, Va.
- SPANN, OWEN  
WTOB, Winston Salem, N. C.
- SPANGLER, BILLY  
WFRX, W. Frankfort, Ill.
- SPARKS, KEN  
WKBL, Covington, Tenn.
- SPENCER, JACK  
KLAN, Renton, Wash.
- SPEIGHTS, TERRY  
WBKH, Hattiesburg, Miss.
- SPEIRS, DON  
WAML, Laurel, Miss.
- SPIVEY, TED  
WCMS, Norfolk, Va.
- SPRINGER, ED  
WKIK, Leonardtown, Md.
- SQUIRES, ALONSO G.  
WNAO, Raleigh, N. C.
- STAFFORD, D. E.  
WIMO, Winder, Ga.
- STAHL, JAMES D.  
WFTM, Maysville, Ky.
- STALLINGS, DUD  
KNED, McAlester, Okla.
- STANLEY, JIM  
WWIN, Baltimore, Md.
- STANLEY, MIKE  
WJOC, Jamestown, N. Y.
- STANLEY, ROY  
KWBB, Wichita, Kans.
- STARR, RAY  
WJAN, Spartanburg, S. C.
- STAUB, JOHN  
WARK, Hagerstown, Md.
- STELL, BILL  
WJWS, South Hill, Va.
- STEPHENS, MAXIE  
WRJW, Picayune, Miss.
- STERLIN, MIKE  
KNCO, Garden City, Kan.
- STEVENS, CHUCK  
WBNY, Buffalo, N. Y.
- STEVENS, DON  
Music Before Midnight  
WBRE, Wilkes-Barre, Pa.
- STEVENS, TOMMY  
WIKC, Bogalusa, La.
- STEVENS, WAYNE  
KALB, Alexandria, La.
- STEWART, AL  
KXRA, Alexandria, Minn.
- STEWART, CAL  
WOWO, Fort Wayne, Ind.
- STEWART, CHARLES  
KFAL, Fulton, Mo.
- STEWART, DON  
WEKY, Richmond, Ky.
- STEWART, JIM  
WEOA, Evansville, Ind.
- STEWART, JIMMIE  
WQSN, Charleston, S. C.
- STEWART, JOHN  
Spins & Needles  
WKOP, Binghamton, N. Y.
- STEWART, JOHNNY  
WGIG, Brunswick, Ga.

STILES, DANTON  
WCTC, New Brunswick, N. J.  
STITT, WAYNE  
WHB, Kansas City, Mo.  
STOGNER, EARL  
WDVA, Danville, Va.  
STOKES, AL  
WARN, Fort Pierce, Fla.  
STOKES, ED  
Best Sellers  
WMGM, New York, N. Y.  
STOKKE, DICK  
KJR, Seattle, Wash.  
STONE, AL  
WCSC, Charleston, S. C.  
STONE, DAVE  
KDAV, Lubbock, Tex.  
STONE, LINDA LOU  
Western Serenade  
WHGB, Harrisburg, Pa.  
STOREY BOB  
WGL, Fort Wayne, Ind.  
STORY, RALPH  
KNX, Los Angeles, Cal.  
STOWE, CHUCK  
Platter Parade  
WAUD, Auburn, Ala.  
STRADER, TED  
Smilin' Time  
WMIX, Mt. Vernon, Ill.  
STRATTON, JIM  
KSPL, Stillwater, Okla.  
STRONG, JERRY  
WMAL, Washington, D. C.  
STRIBLING, CHARLIE  
Music, Sweet & Lovely  
KXRX, San Jose, Cal.  
STRIBLING, RALPH  
WLAU, Laurel, Miss.  
STUART, GENE  
WNTM, Vero Beach, Fla.  
STURTZ, HOWIE  
WDLB, Marshfield, Wis.  
SULLIVAN, TERRY  
Easy Does It  
WBEK, Pittsfield, Mass.  
SURRELL, JACK  
Top of the Town  
WXYZ, Detroit, Mich.  
SUMMERRISE, BOB  
KTAC, Tacoma, Wash.  
SUMNER, MARK  
WFVA, Fredericksburg, Va.  
SUTTON, SCOTT  
SMBR, Jacksonville, Fla.  
SULIK, LEN  
Moods in Modern Music  
WGBB, Freeport, L. I., N. Y.  
SWAIN, HAMPTON  
The Night Rider  
WBML, Macon, Ga.  
SWANSON, ALDY  
KROX, Crookston, Minn.  
SWANSON, FRED  
Nite Watch Man  
WHAY, New Britain, Conn.  
SWARTZ, LARRY  
Design for Listening  
WRAK, Williamsport, Pa.  
SWEENEY, BILL  
KFRC, San Francisco, Cal.  
SWICEGOOD, ADRIAN  
The Night Hawk Show  
WHED, Washington, N. C.  
SWIFT, AL  
KXLE, Ellensburg, Wash.  
SWINDLE, O. G.  
WIMO, Winder, Ga.  
SYLVESTER, J. L.  
KVPI, Ville Platte, La.  
SYMONS, JIM  
WLDS, Jacksonville, Ill.  
SZMYD, EMIL  
WIKY, Evansville, Ind.

— T —

TABELLE, LARRY  
KVEC, San Luis Obispo, Cal.  
TAPLAN, TAP  
WEBR, Buffalo, N. Y.  
TARIAN, LARRY  
WACE, Springfield, Mass.

TASKER, JOE  
WKNB, New Britain, Conn.  
TATUM, EDDIE  
WHEE, Martinsville, Va.  
TAYLOR, AL  
KMJ, Fresno, Cal.  
TAYLOR, BILL  
Morning in Magic Valley  
KEEP, Twin Falls, Idaho  
TAYLOR, GENE  
KGYW, Vallejo, Cal.  
TAYLOR, JOHN  
KFT, Idaho Falls, Idaho  
TAYLOR, SANDY  
The Ballroom  
WSNY, Schenectady, N. Y.  
TAYLOR, SAMMY  
KWJJ, Portland, Ore.  
TAYLOR, TED  
KGFJ, Roswell, N. Mex.  
TECHUMY, GEORGE J.  
KTKR, Taft, Cal.  
TERRY, BILL  
KLIX, Twin Falls, Idaho  
THAYER, JACK  
WTCN, Minneapolis, Minn.  
THOMAS, BERNIE  
KDEF, Albuquerque, N. Mex.  
THOMAS, DAVID  
WDAF, Kansas City, Mo.  
THOMAS, GORDON  
WWPA, Williamsport, Pa.  
THOMAS, JERRY  
KNOK, Fort Worth, Tex.  
THOMAS, LAUREL  
KBRI, McCook, Nebr.  
THOMAS, MITCH  
WDAS, Philadelphia, Pa.  
THOMAS, RAY  
WHAN, Charleston, S. C.  
THOMAS, RIC  
KXLI, Portland, Ore.  
THOMAS, ROBERT  
WFMP, Milwaukee, Wis.  
THOMAS, RUFUS  
WDIA, Memphis, Tenn.  
THOMAS, VAL  
Melody Circus  
WGAY, Silver Spring, Md.  
THOMPSON, BOB  
KWCO, Chickasha, Okla.  
THOMPSON, DICK  
KPUG, Bellingham, Wash.  
THOMPSON, FRANK  
KFMB, San Diego, Cal.  
THOMPSON, GENE  
KROC, Rochester, Minn.  
THOMPSON, JERRY  
WLAY, Muscle Shoals, Ala.  
THORSEN, ROY  
KISD, Sioux Falls, S. D.  
THORNTON, BILL  
KRLW, Walnut Ridge, Ark.  
THORNTON, WALLY  
KELP, El Paso, Tex.  
THURMAN, WALTER  
WMBD, Peoria, Ill.  
TIURSTEN, DON  
Starlight Serenade  
WSTU, Stuart, Fla.  
TILLEY, JACK  
KBIS, Bakersfield, Cal.  
TOBIE, MIKE  
WICA, Ashtabula, Ohio  
TOMLINSON, CLAUDE  
WIVK, Knoxville, Tenn.  
TOTTEN, VERN  
KXLF, Butte, Mont.  
TOWNE, GORDON  
WBSR, Pensacola, Fla.  
TRAP, BILL  
WKHZ, Muskegon, Mich.  
TREBOR, BOB  
WVET, Rochester, N. Y.  
TREGALLAS, JACK  
KLAN, Renton, Wash.  
TRELA, JOE  
WKAL, Rome, N. Y.  
TRENT, GEORGE  
WAGA, Atlanta, Ga.  
TRIPP, PETER  
WHB, Kansas City, Mo.  
TROTTER, PEARL  
KHBM, Monticello, Ark.

TRUEHART, GEORGE  
KDBS, Alexandria, La.  
TRUSSELL, CHARLIE  
KXEL, Waterloo, Iowa  
TUCKER, GORDON  
Tunes for Teens  
WCOV, Montgomery, Ala.  
TUCKER, LANE  
Rhythm & Blues  
WABG, Greenwood, Miss.  
TUCKER, TOM  
WRAL, Raleigh, N. C.  
TURNER, DUKE  
KITO, San Bernardino, Cal.  
TURNER, GENE  
WMOP, Ocala, Fla.  
TURNER, JACK  
WRNY, Rochester, N. Y.  
TURNER, LEM  
WNAZ, Yankton, S. D.  
TURPIN, MIKE  
WFAT, Fayetteville, N. C.  
TYLER, BILL  
WGVN, Greenville, Miss.

— U —

UNDERWOOD, JAMES  
WPRT, Perry, Fla.  
USHER, DAN  
KWJJ, Portland, Ore.

— V —

VAIL, KIT  
WKTY, La Crosse, Wis.  
VANCE, SID  
KYOS, Merced, Cal.  
VANDAGRIFF, CHARLES  
KBKI, Alice, Texas  
VANDERHOOF, BRUCE  
KING, Seattle, Wash.  
VANSANT, DAVE  
WLDN, Atlantic City, N. J.  
VAUGHN, BOB  
WSPA, Spartanburg, S. C.  
VAUGHN, JOE  
WTVN, Columbus, Ohio  
VAUGHN, REESE  
WAUG, Augusta, Ga.  
VENTURINO, DICK  
KCVR, Lodi, Cal.  
VICKERY, JEAN  
WKLY, Hartwell, Ga.  
VINCENT, NORMAN  
WBOF, Virginia Beach, Va.  
VINSON, JIMMIE  
WMAZ, Macon, Ga.  
VOIGT, DON  
WLTC, Gastonia, N. C.  
VROMAN, JOHN  
Yawn Patrol  
WPKY, Frankfort, Ky.

— W —

WADE, R. B.  
WBLE, Batesville, Miss.  
WAGER, MAX  
KGFH, Flagstaff, Ariz.  
WAGNER, ANN  
Make Mine Music  
WFBM, Indianapolis, Ind.  
WAGNER, JACK  
KHJ, Los Angeles, Cal.  
WAGNER, LEWIS F.  
WBEX, Chillicothe, Ohio  
WAIN, NORMAN  
WDOK, Cleveland, Ohio  
WALKER, BOB  
WCI.O, Janesville, Wis.  
WALKER, JACK  
WOV, New York, N. Y.  
WALLACE, DON  
KTUL, Tulsa, Okla.  
WALLACE, DON  
WJRD, Tuscaloosa, Ala.

**WALLACE, JACK**  
KBWD, Brownwood, Tex.

**WALTERS, BILL**  
Easy Listening  
WDUZ, Green Bay, Wis.

**WALTERS, CLEM**  
WHWL, Nanticoke, Pa.

**WAMBACH, PETE**  
WCMB, Harrisburg, Pa.

**WANKE, HUGH**  
Morning Musical Clock  
WCAO, Baltimore, Md.

**WARD, DARON**  
WGBR, Goldsboro, N. C.

**WARD, DEL**  
WNEX, Macon, Ga.

**WARD, HUGH**  
WBEU, Beaufort, S. C.

**WARD, JIM**  
WILK, Wilkes-Barre, Pa.

**WARD, PAUL**  
Spins & Needles  
KBOY, Medford, Ore.

**WARD, TOM**  
KIBZ, Ottumwa, Iowa

**WARNOCK, DON**  
KSIK, Sedalia, Mo.

**WATERS, AL**  
WHFB, Benton Harbor, Mich.

**WATTS, CHARLES**  
WKBI, Covington, Tenn.

**WAX, JERRY**  
WALL, Middletown, N. Y.

**WARNER, HUB**  
Album Of Stars  
KOIT, Grangeville, Idaho

**WARREN, CARL**  
Guest Time  
MBS

**WATKINS, PETE**  
WPNX, Phenix City, Ala.

**WAYNE, BERNIE**  
Composer, Author, Director, Free-  
Lance

**WAYNE, CHUCK**  
KNSM, San Mateo, Cal.

**WEATHERALL, BOB**  
KXIC, Iowa City, Iowa

**WEAVER, BEN T., JR.**  
KIRUL, Corvallis, Ore.

**WEAVER, BOB**  
KXO, El Centro, Cal.

**WEBSTER, DOC**  
WJTN, Jamestown, N. Y.

**WEBSTER, JAMES**  
WCUM, Cumberland, Md.

**WEBSTER, JOE**  
WDBL, Springfield, Tenn.

**WEBSTER, KURT**  
WAVY, Portsmouth, Va.

**WEIDENAR, CLAIR**  
KMO, Tacoma, Wash.

**WEEMS, BOB**  
WFG, Atlantic City, N. J.

**WEISS, RICHARD R.**  
Red, Hot & Blue  
WGBA, Columbus, Ga.

**WELLS, BILL**  
WQAM, Miami, Fla.

**WELLS, BOB**  
Wax Warehouse  
KLMS, Lincoln, Neb.

**WELLS, RAY**  
WJMS, Ironwood, Mich.

**WENDLANDT, LEW**  
WPLY, Plymouth, Wis.

**WENTLING, MALCOLM**  
Tunes On Trail  
KIBTO, El Dorado, Kan.

**WESNER, LEE**  
WISC, Madison, Wis.

**WEST, BOB**  
WSOY, Decatur, Ill.

**WEST, LEE**  
KFJB, Marshalltown, Iowa

**WESTCOTT, GEORGE**  
KXOB, Stockton, Cal.

**WESTCOTT, HARRY**  
WHUM, Reading, Pa.

**WESTER, BOSTIC**  
KLAS, Las Vegas, Nev.

**WESTMORELAND, HORACE**  
WPAQ, Mt. Airy, N. C.

**WESTON, JAMES**  
WTRB, Ripley, Tenn.

**WHEELER, BILL**  
WEEU, Reading, Pa.

**WHEELER, DON**  
Bandstand  
WFKY, Frankfort, Ky.

**WHITE, BILL**  
KTMS, Santa Barbara, Cal.

**WHITE, FRED**  
KGMS, Sacramento, Cal.

**WHITE, MORGAN**  
KVNK, Logan, Utah

**WHITE, JAMES T.**  
KVOA, Tucson, Ariz.

**WHITE, JOE**  
KPOL, Los Angeles, Cal.

**WHITE, MAURICE**  
KGHL, Billings, Mont.

**WHITAKER, JACK**  
KALL, Salt Lake City, Utah

**WHITCOMB, BOB**  
WGRD, Grand Rapids, Mich.

**WHITTAKER, DAVE**  
KLR, Mountain Grove, Mo.

**WHITTEN, WILL**  
WRDO, Augusta, Me.

**WHITTINGHILL, DICK**  
KMPC, Los Angeles, Cal.

**WHITTLESEY, HAL**  
KBUC, Corona, Cal.

**WIDDER, DAVID**  
WDAF, Kansas City, Mo.

**WIDMAN, SEV**  
WTCN, Minneapolis, Minn.

**WIEDER, TED**  
WHOL, Allentown, Pa.

**WIETING, MARGE**  
WFIL, Philadelphia, Pa.

**WILDER, LEE**  
WMIK, Middlesboro, Ky.

**WILLARD, DICK**  
Mutual Matinee, Easy Does It  
MBS

**WILLIAMS, CARL**  
WROL, Knoxville, Tenn.

**WILLIAMS, DICK**  
KANS, Wichita, Kans.

**WILLIAMS, DON**  
WLDB, Atlantic City, N. J.

**WILLIAMS, ED**  
WCPM, Cumberland, Ky.

**WILLIAMS, GENE**  
WENK, Union City, Tenn.

**WILLIAMS, JIMMIE**  
WNOP, Newport, Ky.

**WILLIAMS, KAY**  
WHAT, Philadelphia, Pa.

**WILLIAMS, EDYTHE**  
WHIT, New Bern, N. C.

**WILLIAMS, PETE**  
WIAF, La Follette, Tenn.

**WILLIAMS, TOMMY**  
WGBR, Goldsboro, N. C.

**WILLIAMSON, DICK**  
WLAY, Muscle Shoals, Ala.

**WILLIAMSON, DICK**  
WJMS, Ironwood, Mich.

**WILLIAMSON, RAYMOND**  
Melody, Matinee  
WAYX, Waycross, Ga.

**WILSON, BOB**  
WANS, Anderson, S. C.

**WILSON, ED**  
KWK, St. Louis, Mo.

**WILSON, GEORGE**  
WFAA, Dallas, Tex.

**WILSON, JIM**  
WAVE, Louisville, Ky.

**WILSON, JOHN**  
WLMJ, Jackson, Ohio

**WINDER, BERTEL**  
WXOK, Baton Rouge, La.

**WINERITER, FLO**  
KALL, Salt Lake City, Utah

**WILKERSON, GRADY, JR.**  
Record Rack  
WCGC, Belmont, N. C.

**WING, KEN**  
KWG, Stockton, Cal.

**WINSLOW, DAVE**  
WPKO, Waverly, Ohio

**WINTER, PAUL**  
WXYZ, Detroit, Mich.

**WITT, CHARLES**  
WAYX, Waycross, Ga.

**WITTER, STAN**  
KVOS, Bellingham, Wash.

**WOLF, FRED**  
WXYZ, Detroit, Mich.

**WOLFE, AL**  
WTOW, Towson, Md.

**WOLTER, ALLEN**  
KXLY, Spokane, Wash.

**WOOD, BILL**  
KODY, N. Platte, Neb.

**WOOD, FRED**  
WWBZ, Vineland, N. J.

**WOOD, J. B.**  
Music You Want  
WKCT, Bowling Green, Ky.

**WOOD, SID**  
WMFS, Chattanooga, Tenn.

**WOODS, BILL**  
KVOU, Uvalde, Tex.

**WOODS, JOHN**  
WTAG, Worcester, Mass.

**WOOD, WARREN**  
WMRP, Flint, Mich.

**WOODWARD, DICK**  
WAAB, Worcester, Mass.

**WOODWARD, GEORGE**  
WORD, Spartanburg, S. C.

**WOODY, BILL**  
Smoke Rings  
WHAP, Hopewell, Va.

**WRIGHT, BILL**  
WAPI, Birmingham, Ala.

**WRIGHT, CHARLES**  
WLAJ, La Follette, Tenn.

**WRIGHT, G. K.**  
WFAI, Fayetteville, N. C.

**WRIGHT, KEN**  
WKY, Oklahoma City, Okla.

**WRIGHT, LARRY**  
KSPI, Stillwater, Okla.

**WRIGHT, RAY**  
KGCX, Sidney, Mont.

**WRISLEY, JOHN**  
WIS, Columbia, S. C.

**WYLLIE, GORDON**  
WTRL, Bradenton, Fla.

**WYNN, PAUL**  
WLBG, Laurens, S. C.

— Y —

**YANEY, SKEETS**  
WEW, St. Louis, Mo.

**YORK, PRESTON**  
WAOK, Atlanta, Ga.

**YOUNG, AL**  
WCMS, Corinth, Miss.

**YOUNG, ED**  
KPDN, Pampa, Tex.

**YOUNT, CHUCK**  
WKBY, Richmond, Ind.

**YOUSE, BOB**  
WBRK, Pittsfield, Mass.

— Z —

**ZABLOCKI, CHET**  
WTOD, Toledo, Ohio

**ZAPUTIL, BILL**  
KGHL, Billings, Mont.

**ZARUBA, ARNIE**  
KDFC, Decatur, Iowa

**ZEHNDER, FRED**  
KHUM, Eureka, Cal.

**ZINK, CHUCK**  
WCMB, Harrisburg, Pa.

# NEWS COMMENTATORS

RADIO AND TELEVISION

—their work during 1955



— A —

**ABBOTT, BOB**  
KMMT, Austin, Minn.

**ABELS, ED**  
KLWN, Lawrence, Kan.

**ADAMS, BERNIE**  
WJAX, Jacksonville, Fla.

**ADAMS, CEDRIC**  
WCCO-TV, Minneapolis, Minn.

**ADAMS, CHARLES**  
WHEE, Martinsville, Va.

**ADAMS, CLARENCE**  
KBTM, Jonesboro, Ark.

**ADAMS, JERRY**  
WIMA, Lima, Ohio

**ADAMS, JIM**  
WTAR-TV, Norfolk, Va.

**AGRONSKY, MARTIN**  
Events of The Day  
WABC

**AKERS, CARL**  
KLZ-TV, Denver, Col.

**ALBERGHINI, HAROLD**  
WCOU, Lewiston, Me.

**ALCOTT, CARROLL**  
KNX, Los Angeles, Cal.

**ALEXANDER, PAUL**  
KSL-TV, Salt Lake City, Utah

**ALLAN, BOB**  
WTSP, St. Petersburg, Fla.

**ALLEN, EDWARD, JR.**  
WDOR, Sturgeon Bay, Wis.

**ALLEN, HERB**  
WCKB, Dunn, N. C.

**ALLEN, LEON**  
WTRT, Bradenton, Fla.

**ALLEN, SPENCER**  
WGN-TV, Chicago, Ill.

**ALLISON, BILL**  
WXNT, Warsaw, Va.

**ALLISON, STEVE**  
WPEL, Philadelphia, Pa.

**ALTMAN, LEN**  
WSAR, Fall River, Mass.

**ANDREWS, CARL**  
WDBJ, Roanoke, Va.

**ANDREWS, FREIDA**  
WHBI, Newark, N. J.

**ANTHONY JULIAN**  
Events of the Day, This Year Around the World, WABC

**ARMSTRONG, BILL**  
WNCA, Siler City, N. C.

**ARUCH, HARRY**  
KPRC, Houston, Tex.

**ARTHUR, BOB**  
WEEK-TV, Peoria, Ill.

**ASHLEY, CHARLES**  
WEEI, Boston, Mass.

**ATKINS, TOM**  
KVOR, Colorado Springs, Col.

**AYCRIGG, BEN**  
WLOF, Orlando, Fla.

— B —

**BACK, GUNNAR**  
Events of the Day, World & You WABC, Washington, D.C.

**BAGDASARIAN, A. C.**  
WNBZ, Saranac Lake, N. Y.

**BAHNSEN, ALVIN G. W.**  
WVRL, N. Y., N. Y.

**BAINTER, WILLIAM**  
KTT, Yakima, Wash.

**BAKER, DICK**  
WSAI, Cincinnati, Ohio

**BAKER, HAROLD**  
WSM, Nashville, Tenn.

**BAKER, JOHN**  
WHBC, Canton, Ohio

**BAKER, ROLAND**  
KNYZ, Houston, Tex.

**BALMERT, FRANK**  
WPAY, Portsmouth, Ohio

**BANCROFT, GRIFFING**  
CBS, Washington, D.C.

**BANFIELD, BOB**  
WHIZ-TV, Zanesville, Ohio



**BEN GRAUER**

**NBC**

**Radio**

**TV**

**BANGHART, KENNETH**

ESSO Reporter, Gov. Harriman Interviews, NBC-TV; 6 P.M. News, 11 P.M. News, Kool News, Biographies in Sound, WRCA

**BANKS, BILLY**

WETO, Gadsden, Ala.

**BARENTS, BARRY**

WKNB-TV, New Britain, Conn.

**BAKER, EDDIE**

Noon News Roundup KRLD-TV, Dallas, Tex.

**BARRETTE, GEORGE W.**

WIRL, Peoria, Ill.

**BARRINGTON, BRUCE**

WEW, St. Louis, Mo.

**BARRON, KARL**

KTIM, San Rafael, Cal.

**BARRY, GENE**

WEER, Buffalo, N. Y.

**BARTHOLOMEW, JOHN**

KKTV, Colorado Springs, Col.

**BARTLETT, EDNA**

WENY, Elmira, N. Y.

**BASSO, NICK**

WSAZ-TV, Huntington, W. Va.

**BATE, RICHARD**

WMMB, Melbourne, Fla.

**BATES, JACK**

KFOR, Lincoln, Neb.

**BAUGHN, TED**

WRGB, Schenectady, N. Y.

**BAYER, BILL**

WITV, Ft. Lauderdale, Fla.

**BEACH, BILL**

KLTZ, Glasgow, Mont.

**BEARDSLEY, LEN**

KABC, Hollywood, Cal.

**BEATTY, MORGAN**

News of the World & Monitor NBC

**BECK, JACK**

CBS, Los Angeles, Cal.

**BECKSTRAND, PAUL**

KELO-TV, Sioux Falls, S. Dak.

**BEEHLER, E. G.**

KGEK, Sterling, Col.

**BELL, J.**

KWBU, Corpus Christi, Tex.

**BELL, ROBERT**

WWCA, Gary, Ind.

**BENESH, FRANK G.**

WNEM-TV, Bay City, Mich.

**BENITEZ, RAFAEL H.**

WAPA-TV, San Juan, Puerto Rico

**BENNICK, DICK**

WILD, Birmingham, Ala.

**BENTLEY, JULIAN**

WBRM-TV, Chicago, Ill.

**BENTON, MONROE**

WELM, Elmira, N. Y.

**BERINGER, BOB**

WOKY, Milwaukee, Wis.

**BERGE, PEGGY**

KLTF, Little Falls, Minn.

**BERK, PHILIP E.**

KOMU-TV, Columbia, Mo.

**BERRAN, WALTER**

WNRC, New Rochelle, N. Y.

**BEST, VICTOR**

WEZ-TV, Boston, Mass.

**BEUKEMA, ROBERTS**

WFUR, Grand Rapids, Mich.

**BIBB, A. H.**

WDKN, Dickson, Tenn.

**BIGBEE, NELLE**

WOWL, Florence, Ala.

**BIGLER, TOM**

WILK, Wilkes Barre, Pa.

**BISHOP, CHARLES**

WKY-TV, Oklahoma City, Okla.

**BLAIR, DON**

WPTR, Albany, N. Y.

**BLAIR, ED**

WAGA, Atlanta, Ga.

**BLAIR, FRANK**

Today, Monitor NBC-TV, NBC

**BLAIR, HARRY**

WGL, Fort Wayne, Ind.

**BLAKE, CHARLES**

WTRL, Bradenton, Fla.

**BLAKELY, L. E.**

WATE, Albert Lee, Minn.

**BLANCARD, MICHAEL**

WJHL-TV, Johnson City, Tenn.

**BLANCHARD, DICK**

WGEZ, Beloit, Wis.

**BOAZ, BOB**

Esso Reporter WCHS-TV, Charleston, W. Va.

**BODINE, WALT**

WDAF-TV, Kansas City, Mo.

**BOGARTE, HOWARD**

KVOO-TV, Tulsa, Okla.

**BOGGS, NEIL**

Tri-State News WCHS-TV, Charleston, W. Va.

**BOLTON, BILL**

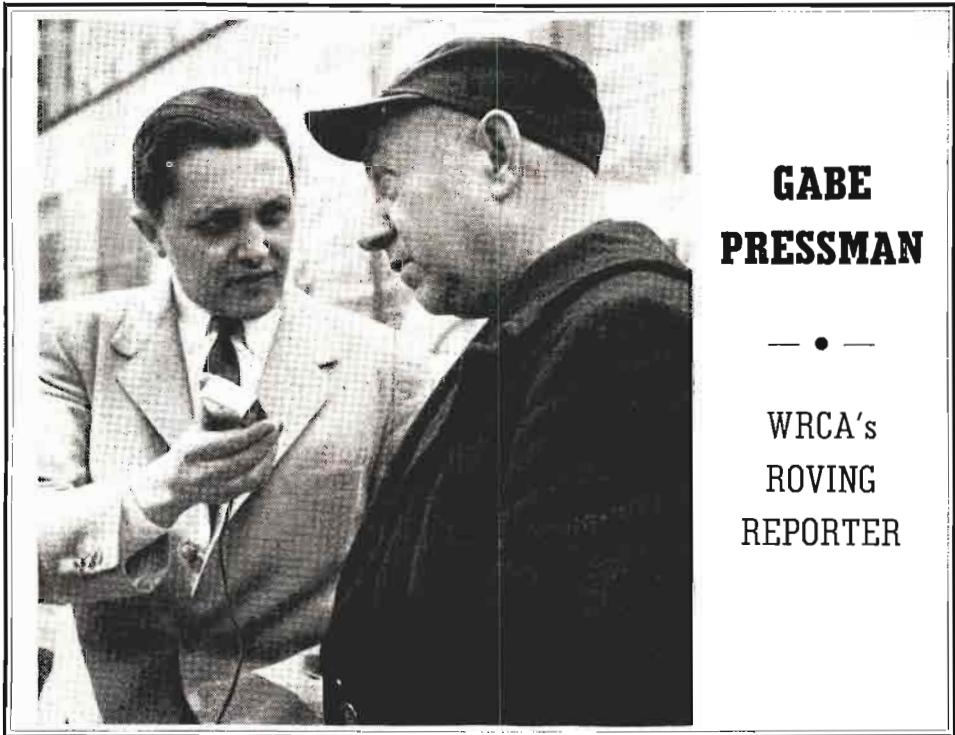
WTPS, New Orleans, La.

**BOLTON, LES**

KARK, Little Rock, Ark.

**BOLTON, PAUL**

KTBC-TV, Austin, Tex.



**GABE PRESSMAN**

— • —  
 WRCA's  
 ROVING  
 REPORTER



- BOOK, DUANE**  
KMO, Tacoma, Wash.
- BORMANN, JIM**  
CBS, Minneapolis-St. Paul  
Minn.
- BOSLEY, LYLE**  
WKTU, Utica, N. Y.
- BOSMAN, JOHN**  
KLMN, Denver, Col.
- BOSWORTH, ROGER**  
KVTU, Sioux City, Iowa
- BOURGHOLITZER, FRANK**  
NBC
- BOUWISMA, BOB**  
WTAM, Cleveland, Ohio
- BOWER, BOB**  
WTIP, Charleston, W. Va.
- BOWERS, W. D.**  
KTUL, Tulsa, Okla.
- BOWLES, JOHN**  
WNEM-TV, Bay City,  
Mich.
- BOWMAN, JERRY**  
WERE, Cleveland, Ohio
- BOYES, HARRY**  
WION, Ionia, Mich.
- BOY, DOUGLAS**  
WCYB, Bristol, Va.
- BOYLE, CHARLES**  
WVSC, Somerset, Pa.
- BOYES, HARRY**  
WION, Ionia, Mich.
- BRADFORD, BOB**  
WRAD, Radford, Va.
- BRADFORD, W. E.**  
KSSU, Sulphur Springs,  
Tex.
- BRADLEY, RULON L.**  
KSL, Salt Lake City,  
Utah
- BRADWAY, HARRY**  
WFAM, Lafayette, Ind.
- BRAND, PAUL**  
WCAX-TV, Burlington,  
Vt.
- BREEDIN, J. K.**  
WFIG, Sumter, S. C.
- BREEN, EDWARD**  
It Seems To Me  
KQTV, Fort Dodge, Iowa
- BRISCOE, ROY**  
WSTV, Steubenville, Ohio
- BRIDGES, JONAS**  
WKMT, Kings Mountain,  
N. C.
- BRIGHT, HARRY**  
WETZ, New Martinsville,  
W. Va.
- BRINKLEY, DAVID**  
NBC
- BROADHURST, CHARLES**  
KFRE, Fresno, Cal.
- BROOK, PHIL**  
WDBO-TV, Orlando, Fla.
- BROOKS, CLIFF**  
Our Town  
WGPF, Evansville, Ind.
- BROOKS, NED**  
Three Star Extra NBC
- BROOKS, WEYMAN**  
WTRP, La Grange, Ga.
- BROOKS, WILLIAM**  
KHMO, Hannibal, Mo.
- BROUGHMAN, GLENN**  
WRBL, Columbus, Ga.
- BROWN, CECIL**  
Kraft News  
MBS
- BROWN, DICK**  
WCSS, Amsterdam, N. Y.
- BROWN, FRANK**  
KHUM, Eureka, Cal.
- BROWN, FLOYD**  
WRMN, Elgin, Ill.
- BROWN, GLENN**  
WDLB, Marshfield, Wis.
- BROWN, HOWARD**  
WTVJ, Miami, Fla.
- BROWN, MARY ESTHER**  
KANV, Shreveport, La.
- BROWN, STAN**  
WWCA, Gary, Ind.
- BRUCE, DONALD**  
WIRE, Indianapolis, Ind.
- BRUGGEMAN, VERN**  
KUTV, Salt Lake City,  
Utah
- BRYAN, GEORGE**  
WCBS
- BRYSON, CONREY**  
KTSM, El Paso, Tex.
- BUCHWALD, ART**  
Monitor  
NBC
- BUFFUM, DICK**  
KBRC, Mount Vernon,  
Wash.
- BUICE, CHARLES N.**  
KDMS, El Dorado, Ark.
- BUNDLIE, CHARLES**  
KNOX, Grand Forks,  
N. D.
- BURDETT, WINSTON**  
CBS  
London, England
- BURGESS, TOM**  
WNEX-TV, Petersburg,  
Va.
- BURKE, FRANK J.**  
KPOP, Los Angeles, Cal.
- BURKE, MERLE**  
WLPO, La Salle, Ill.
- BURMESTER, NEIL**  
KTW, Seattle, Wash.
- BURNS, BILL**  
KDKA-TV, Pittsburgh,  
Pa.
- BURNS, JOSEPH**  
WNHC-TV, New Haven,  
Conn.

## DOUGLAS EDWARDS

CBS News Reporter



**BURT, HARDY**  
MBS  
**BUTLER, COIT**  
KTFE, San Antonio, Tex.  
**BUTLER, HOMER**  
WEBQ, Harrisburg, Ill.  
**BYRON, JAMES A.**  
WBAP, Fort Worth, Tex.

— C —

**CADELL, RAYMOND**  
WHSC, Hartsville, S. C.  
**CAINE, BEN**  
KDEF, Albuquerque, N. Mex.  
**CALDWELL, HOWARD**  
WTHI, Terre Haute, Ind.  
**CALMER, NED**  
CBS, N. Y., N. Y.  
**CAMP, DAVE**  
KNGS, Hanford, Cal.  
**CANNADY, BILL**  
KNCM, Moberly, Mo.  
**CARCIA, CARLOS**  
KCOR, San Antonio, Tex.  
**CARR, CLIFF**  
WCBY, Cheboygan, Mich.  
**CARR, JACK**  
WOTR, Corry, Pa.  
**CARLE, WAYNE**  
KOVO, Provo, Utah  
**CARLTON, BILL**  
WPME, Punxsutawney, Pa.  
**CARLTON, SID**  
WPME, Punxsutawney, Pa.  
**CARNAHAN, JAMES**  
WFBX, Utica, N. Y.  
**CARNEIGIE, JACK**  
KOOL, Phoenix, Ariz.  
**CARRINGTON, JOHN**  
WORD, Spartanburg, S. C.

**CARRUTH, DOUGLAS**  
KOOL-TV, Phoenix, Ariz.  
**CARSON, ED**  
WTOM-TV, Lansing, Mich.  
**CARTER, JAMES**  
WLOU, Louisville, Ky.  
**CASPER, TEE**  
KHES, St. Joseph, Mo.  
**CASSIDY, HENRY**  
NBC  
**CASTBERG, RALPH E.**  
KNGS, Hanford, Cal.  
**CASTLE, BILL**  
WGLV, Easton, Pa.  
**CAYWOOD, D. T.**  
Capitol Comments  
WFKY, Frankfort, Ky.  
**CEDERBERG, CARL**  
WVJ, Detroit, Mich.  
**CESSNA, HAL**  
WJIM-TV, Lansing, Mich.  
**CHANCELLOR, GREG**  
KFNJ-TV,  
Grand Junction, Col.  
**CHAMBERLIN, JACK**  
WIRI, Plattsburg, N. Y.  
**CHAMBERS, JIM**  
WBOU, Allentown, Pa.  
**CHAPMAN, DAVE**  
KAPB, Marksville, La.  
**CHAPMAN, R. A.**  
KWOS, Jefferson City, Mo.  
**CHAPEL, JOHN K.**  
KLX, Oakland, Cal.  
**CHASE, JACK**  
WBZ-TV, Boston, Mass.  
**CHASE, KENDRICK**  
WTVL, Waterville, Me.  
**CHAVEZ, FABIAN, JR.**  
State Reporter  
KTRC, Santa Fe, N. Mex.

**CHERRY, JAY**  
WMGW, Meadville, Pa.  
**CHESTER, HARVEY**  
KCCC-TV, Sacramento, Cal.  
**CHILDS, RALPH**  
KMA, Shenandoah, Iowa  
**CHILSON, WALTER J.**  
WSAU-TV, Wausau, Wis.  
**CHRISTIE, GEORGE**  
WFPA, Manchester, N. H.  
**CHURCH WELLS**  
CBS-TV  
**CIOFFI, LOU**  
CBS-TV  
**CLARK, BLAIR**  
CBS  
Paris, France  
**CLARK, DALE**  
WAGA, Atlanta, Ga.  
**CLARK, HAL**  
KWIE, Kennewick, Wash.  
**CLARK, HARRY**  
WCBZ  
**CLARK, KEITH**  
KIFI, Idaho Falls, Idaho  
**CLARK, RAY**  
WOW, Omaha, Neb.  
**CLARKE, LEE**  
WGNI, Wilmington, N. C.  
**CLARKE, NED**  
WNOV-TV, York, Pa.  
**CLAPPER, PETER**  
CBS  
Washington, D.C.  
**CLAUSSEN, GENE**  
KXIC, Iowa City, Iowa  
**CLEARY, JOSEPH M.**  
WFSB, Bradford, Pa.  
**CLEMENTS, JACK**  
WVNC, Asheville, N. C.  
**CLINE, CLAY**  
WSEV, Sevierville, Tenn.  
**CLINTON, ED**  
WJBO, Baton Rouge, La.



**JOHN TILLMAN**  
WPIX



**BOB WILSON**  
NBC — New York

## — D —

**CLOS, JEAN**  
WKLO, Louisville, Ky.

**CLADE, BOB**  
WREX-TV, Rockford, Ill.

**COCHRAN, RON**  
CBS, N. Y., N. Y.

**COLEMAN, DALE**  
WTVF, Decatur, Ill.

**COLEMAN, STARLING**  
WJAX, Jacksonville, Fla.

**COLEY, HAL**  
KMCO, Conroe, Tex.

**COLLINGWOOD, CHARLES**  
CBS, N. Y., N. Y.

**COLLYER, DICK**  
WARK, Hagerstown, Md.

**COLVIN, WILLIAM**  
KMAN, Manhattan, Kan.

**COMBS, GEORGE HAMILTON**  
WABC-TV

**CONDON, GLENN**  
KRMG, Tulsa, Okla.

**CONNOR, DAVID**  
WIOD, Miami, Fla.

**CONSIDINE, BOB**  
MBS

**COOK, ED**  
WLOU, Louisville, Ky.

**COOK, JOHN**  
KCCA, Kilgore, Tex.

**COOKE, DWIGHT**  
Events of the Day  
WABC

**CORCORAN, DANIEL**  
WHEB, Portsmouth, N. H.

**CORDER, REECE**  
WKBL, Covington, Tenn.

**CORDRAY, ROBERT**  
Passing Parade  
WPFM, Middletown, Ohio

**CORNELL, CAMERON**  
WABC

**CORVESE, TONY**  
WWNH, Rochester, N. H.

**COSGROVE, BOB**  
KNAL, Victoria, Tex.

**COSLETT, FRANKLIN D.**  
WBRE-TV, Wilkes Barre, Pa.

**COSTLEY, JAN**  
WINR, Binghamton, N. Y.

**COTTON, JIMMY**  
KELP, El Paso, Tex.

**CRABDOCK, CHARLES**  
WDIG, Dothan, Ala.

**CRAWFORD, BILL**  
KNTZ, Houston, Tex.

**CRISWELL, WILLIAM**  
WCLM, Cumberland, Md.

**CROCKETT, WALTER**  
WCYB, Bristol, Va.

**CRONKITE, WALTER**  
CBS, N. Y., N. Y.

**CUDWORTH, HELEN**  
KFTM, Ft. Morgan, Col.

**CULLEN, RAY**  
KGNC-TV, Amarillo, Tex.

**CUMMINS, ED**  
WHNY, Bogalusa, La.

**CUNNINGHAM, PAUL**  
NBC

**CUREMAN, DEAN**  
KWRW, Hutchinson, Kan.

**CURLEY, ROBERT**  
WKAL, Rome, N. Y.

**CURRIE, CARLTON**  
KJUN, Redmond, Ore.

**CUSHMORE, GRANT TAYLOR**  
WABC

**CUTLER, JACK**  
WEOK, Poughkeepsie, N. Y.

**CUTTER, JOE**  
WNAO-TV, Raleigh, N. C.

**DALE, ALLEN**  
KEYS, Corpus Christi, Tex.

**DANIEL, DAN**  
WAPI, Birmingham, Ala.

**DAVIS, EDWARD**  
WFIG, Atlantic City, N. J.

**DAVIS, MELTON**  
Events of the Day  
WABC, Italy

**DAVIS, REX**  
KMON, St. Louis, Mo.

**DAY, JOHN**  
WILDH, Boston, Mass.

**DEAN, CAROL**  
WCOU, Lewiston, Me.

**DEASON, DICK**  
WCRT, Birmingham, Ala.

**DEEGAN, JOHN**  
WSRS, Cleveland, Ohio

**DEFONTAINE, E. J.**  
KDTM, Dubuque, Iowa

**DENMARK, E. T.**  
WOLF, Dothan, Ala.

**DENNY, HAL**  
WTCS, Fairmont, W. Va.

**DENTLER, WARREN**  
KNAL, Victoria, Tex.

**DERBYSHIRE, JACK**  
WBTA, Batavia, N. Y.

**DEVITA, NICK**  
WNNJ, Newton, N. J.

**DIAB, GEORGE**  
WPRN, Bellaire, Ohio

**DILLABER, MAYNARD E.**  
WMVA, Martinsville, Va.

**DILLARD, WALT**  
WCOL, Lebanon, Tenn.

**DILLINGHAM, ALEX**  
WOOD, Grand Rapids, Mich.

**DILLMAN, BOB**  
KNTV, San Jose, Cal.

**DODD, TOM**  
WDEV, Waterbury, Vt.

**DOLTON, PAUL**  
KTBC, Austin, Tex.

**D'ONOFRIO, SAM**  
WLNA, Peekskill, N. Y.

**DOOLITTLE, LEW**  
WHYL, Carlisle, Pa.

**DOUGLAS, JOHN**  
KCSJ-TV, Pueblo, Col.

**DOUGLAS, LES**  
KPCF, Putnam, Conn.

**DOUGLASS, W. D.**  
WCNU, Crestview, Fla.

**DOWNS, BILL**  
CBS, Rome, Italy

**DOW, BOB**  
WJHP-TV, Jacksonville, Fla.

**DOW, ROWLAND H.**  
KSDA, Redding, Cal.

**DOYLE, TOM**  
WORZ, Orlando, Fla.

**DREIER, ALEX**  
Man on the Go  
NBC

**DRISCOLL, CASSIDY**  
WICH, Norwich, Conn.

**DRURY, RAY**  
WWLP, Springfield, Mass.

**DUFOOT, ROGER**  
WIRL, Plattsburg, N. Y.

**DUNCAN, NORMAN**  
KFDX-TV, Wichita Falls, Tex.

**DUNHAM, BOB**  
KCOV, Alliance, Neb.

**DUNCAN, NORVIN C.**  
WFBC-TV, Greenville, S. C.

**DUNLEVY, GEORGE**  
KOWH, Omaha, Neb.

**DUNPHY, JERRY**  
WXIX, Milwaukee, Wis.

**DUPLECHAIN, CHRIS**  
KVPI, Ville Platte, La.

**DUPUY, MONTY**  
WFBC-TV, Greenville, S. C.

**DWYER, DANIEL**  
WDLC, Port Jervis, N. Y.

## — E —

**EBEL, WALTER M.**  
KWFC, Hot Springs, Ark.

**ECKHAUL, ART**  
KHOL-TV, Holdrege, Neb.

**ECKERT, ED**  
WKNY, Kingston, N. Y.

**EISENAUER, JOHN**  
WCMB, Harrisburg, Pa.

**EADIE, DEANE**  
WSNJ, Bridgeton, N. J.

**EARLE, GLENN**  
KPAC, Port Arthur, Tex.

**EDNEY, KERMIT**  
WWIT, Canton, N. C.

**EDWARDS, CURT**  
WTCN, Minneapolis, Minn.

**EDWARDS, DOUGLAS**  
CBS, N. Y., N. Y.

**EDMONDS, J. E.**  
WLOS-TV, Asheville, N. C.

**EDWARDS, LARRY**  
KGGM-TV, Albuquerque, N. Mex.

**EDWARDS, ROSS**  
WCHS, Charleston, W. Va.

**EIDERS, FRANK**  
WSIL-TV, Harrisburg, Ill.

**ELIOT, LOU**  
WCAM, Camden, N. J.

**ELLINGTON, EARL**  
KRRV, Sherman, Tex.

**ELLIOT, J. A.**  
KATL, Miles City, Mont.

**ELLIOTT, JAMES**  
WNAB, Bridgeport, Conn.

**EMICH, HOWARD**  
WMAM, Mairimette, Wis.

**ENGLIE, CLIFF**  
KPRC, San Francisco, Cal.

**ENGLIE, HOLLAND**  
Kraft News  
MBS

**ERICKSON, ED**  
WKRZ, Oil City, Pa.

**ERK, CHRISTY E.**  
WERY, Waterbury, Conn.

**EVANS, LOU**  
KBUC, Corona, Cal.

**EVERSOLE, JACK**  
WKCT, Bowling Green, Ky.

## — F —

**FACENDA, FRANK**  
WAVY, Portsmouth, Va.

**FAGAN, PAT**  
WGR-TV, Buffalo, N. Y.

**FAHON, FRANK**  
KWTN, Waco, Tex.

**FAIRBURN, TED**  
WJDS, Jacksonville, Ill.

**FAIRCHILD, RALPH**  
KOCs, Ontario, Cal.

**FALK, ED**  
KWVL-TV, Waterloo, Iowa

**FALK, RAY**  
WABC, Tokyo

**FARISS, WAYNE**  
WTVT, Petersburg, Fla.

**FARNSWORTH, CLYDE**  
WCPO, Cincinnati, Ohio

**FARRAR, AIT**  
WLMJ, Jackson, Ohio

**FARRELL, PAUL S.**  
KSDA, Redding, Cal.

**FARRINGTON, GLEN**  
WYAX, Springfield, Ill.

**FEATHER, JACK**  
KSPA, Santa Paula, Cal.

**FELOCK, MICHEL**  
WKPA, New Kensington, Pa.

**FERRELL, LEE**  
KROG, Sonora, Cal.

**FERRIS, ROBERT**  
KITE, San Antonio, Tex.

**FETTES, STEWART C.**  
WELL, Battle Creek, Mich.

**FIELD, JOHN**  
WKY-TV, Oklahoma City Okla.

**FINN, ART**  
WOSA, Wausau, Wis.

**FINNEY, FRED**  
KTUC, Tucson, Ariz.

**FINNING, FRANK**  
WKNE, Keene, N. H.

**FISHER, ALICE**  
KBIZ, Ottumwa, Iowa

**FISHER, HAL**  
WALK, Patchogue, N. Y.

**FISHER, WILFRED**  
WMTG, Vanclvee, Ky.

**FITZGIBBONS, JACK**  
WAKR-TV, Akron, Ohio

**FIN, KERMIT**  
WJAM, Marion, Ala.

**FLAHERTY, PAT**  
KPRC, Houston, Tex.

**FLEMING, ALAN**  
Local Highlights  
WBLN, Bloomington, Ill.

**FLEMING, JAMES**  
Monitor  
NBC

**FLETCHER, GRAEME**  
KAKE, Wichita, Kans.

**FLYNN, ARTHUR**  
WHAU, Haverhill, Mass.

**FLYNN, FAHEY**  
WBIM-TV, Chicago, Ill.

**FLYNN, JOHN T.**  
KWDM, Des Moines, Iowa

**FLYNN, JOHN**  
WHBY, Appleton, Wis.

**FORBES, GILBERT**  
WFBI-TV, Indianapolis, Ind.

**FORDYCE, JERRY**  
WLRP, New Albany, Ind.

**FOGARTY, JACK**  
WCPO, Cincinnati Ohio

**FONTAINE, HERBERT**  
WJDA, Quincy, Mass.

**FOSTER, CEDRIC**  
MBS

**FOSTER, CHUCK**  
KOIN-TV, Portland, Ore.

**FOSTER, WALTON**  
KWFR, San Angelo, Tex.

**FOX, BILL**  
WPPW, Piqua, Ohio

**FOX, TOM**  
KPRC, Houston, Tex.

**FRANCES, AL**  
WHBC, Canton, Ohio

**FRANKLIN, JOHN**  
KYW, Philadelphia, Pa.

**FRANK, PAUL**  
WTVN, Columbus, Ohio

**FRANK, WILLIAM P**  
WILM, Wilmington, Del.

**FREDERICK, PAULINE**  
NBC

**FREDERICK, RALP**  
WDLG, Port Jervis, N. Y.

**FREDERICKS, FRANK**  
Story of a Day  
WKBW, Buffalo, N. Y.

**FREELAND, MILDRED**  
WMID, Atlantic City,  
N. J.

**FRICKE, ROGER**  
WBW, Bedford, Ind.

**FRIEND, GEORGE**  
WPLA, Plant City, Fla.

**FRITZE, MEL**  
KYA, San Francisco, Cal.

**FROGGE, JOHN**  
WGBE, Freeport, N. Y.

**FROOME, GEORGE**  
KBLF, Red Bluff, Cal.

**FUCHS, LAWRENCE**  
WCRB, Boston, Mass.

**FULLER, BOB**  
KAVE-TV, Carlsbad,  
N. Mex.

**FURNISS, WALTER**  
WCOL, Columbus, Ohio

**FRY, KENNETH D.**  
WHCC, Waynesville, N. C.

**FRYE, ALLEN J.**  
KBKI, Alice, Tex.

## — G —

**GAINES, WALTER T.**  
WCSS, Amsterdam, N. Y.

**GAMBLE, E. K.**  
Town Crier  
WBTA, Batavia, N. Y.

**GAMBELL, SERENO**  
WGTH, Hartford, Conn.

**GARDNER, DON**  
WAIC

**GARRETT, LEROY**  
KATV, Pine Bluff, Ark.

**GARRISON, JACK**  
WBOF, Virginia Beach,  
Va.

**GARRISON, JOHN**  
WFUN, Huntsville, Ala.

**GASMAN, BILL**  
KREW, Sunnyside, Wash.

**GAYNOR, BOB**  
WBSR, Pensacola, Fla.

**GEARHART, NICK**  
KTBS, Shreveport, La.

**GENTRY, BILL**  
WCHV, Charlottesville,  
Va.

**GEORGE, PHILIP**  
KVAL-TV, Eugene, Ore.

**GERAGHTY, LARRY**  
WCNH-TV, Portland, Me.

**GIANARIS, HARRY**  
WCSC, Charleston, S. C.

**GIBSON, PHIL**  
WMBD, Peoria, Ill.

**GILLESTIE, JOE**  
KNBC, San Francisco,  
Cal.

**GILLETTE, LOU**  
KJR, Seattle, Wash.

**GINGELL, GEORGE**  
WRBL, Columbus, Ga.

**GLEASON, JOHN H.**  
WIMS, Michigan City,  
Ind.

**GLENN, TONY**  
KSTL, St. Louis, Mo.

**GLYNN, BILL**  
WCNX, Middletown,  
Conn.

**GOBBLE, J. R.**  
KID, Idaho Falls, Idaho

**GODDARD, BILL**  
WGSN, Huntington,  
N. Y.

**GODWIN, EARL**  
WRC, Washington, D. C.

**GOLDER, HARRY**  
KMPC, Los Angeles, Cal.

**GOLDEN, SID**  
WBNS, Columbus, Ohio

**GOODE, MAL**  
WIOD, Pittsburgh, Pa.

**GOODMAN, DOMINIC**  
KDFH, Dubuque, Iowa

**GORDON, BILL**  
WIRK-TV, W. Palm  
Beach, Fla.

**GORDON, G. B.**  
WCS, Springfield, Ill.

**GORDON, LELAND**  
KRCG-TV, Jefferson City,  
Mo.

**GORDON, LLOYD P.**  
WLSV, Wellsville, N. Y.

**GORMAN, MARJORIE C.**  
KVOA, Tucson, Ariz.

**GORDON, WILLIAM**  
WIRK, W. Palm Beach,  
Fla.

**GOURLEY, JACK**  
KTVE, Fairbanks, Alaska

**GOWEN, ORIS**  
WAIN, Columbus, Ky.

**GRAMER, WILLIAM**  
WGTO, Haines City, Fla.

**GRANT, TAYLOR**  
WPTZ, Philadelphia, Pa.

**GRANT, GROVER**  
KLMR, Lamar, Col.

**GRAUER, BEN**  
B. June 2, 1908, New York City.  
March of Medicine, The Big  
Story, NBC-TV; Citizens Union  
Searchlight, WRCA-TV, WRCA,  
Monitor, Boston Symphony, Ben  
Grauer-News, Radio Net. &  
WRCA

**GRAVES, KATHRYN**  
WCMA, Corinth, Miss.

**GRAY, CARL**  
WJDM-TV, Panama City,  
Fla.

**GRAY, MARTIN**  
Kedd, Wichita, Kan.

**GREEN, H. E.**  
KPKA, Greeley, Col.

**GREENER, BILL**  
KFMA, Davenport, Iowa

**GRIBBEN, PAUL**  
KOY, Phoenix, Ariz.

**GRIFFIN, DARYL**  
WOZK, Ozark, Ala.

**GRIFFIN, JERRY**  
WNBF, Binghamton,  
N. Y.

**GRIFFIN, MICHAEL**  
WMTV, Madison, Wis.

**GRIFFITH, HERMAN**  
WCIN, Cincinnati, Ohio

**GRIFFITH, LES**  
WABC

**GROINGER, GERRY**  
WRTP, Milwaukee, Wis.

**GROVE, BILL**  
WMBR-TV, Jacksonville,  
Fla.

**GRUBBS, WALTER B.**  
KVMC, Colorado City,  
Tex.

**GRUMMERT, MEL**  
KWVL-TV, Waterloo,  
Iowa

**GUERRA, HENRY**  
WOAT, San Antonio, Tex.

**GUFFRE, GUS**  
KLAS-TV, Las Vegas,  
Nev.

**GUINAN, JACK**  
WARM-TV, Scranton, Pa.

**GUYNAM, BILL**  
KLN, Oakland, Cal.

## — H —

**HADLEY, BILL**  
KATV, Pine Bluff, Ark.

**HADLEY, DOUG**  
WANE, Ft. Wayne, Ind.

**HAEBERLE, FLORENCE**  
WHAJ, Greenfield, Mass.

**HAGEMAN, HAROLD**  
WADC, Akron, Ohio

**HALL, HEDLEY**  
KUBA, Yuba City, Cal.

**HAMILTON, WILLIAM**  
KOOL, Phoenix, Ariz.

**HANLYN, ED**  
KWFT, Wichita Falls, Tex.

**HANEY, FRED**  
WCNC, Elizabeth City, N. C.

**HANGER, BOB**  
KEKY, Richmond, Ky.

**HANSEN, CHRISTY**  
KMMT, Austin, Minn.

**HARDIN, JOSH**  
KWFR, San Angelo, Tex.

**HARDEN, DEAN**  
WNES, Central City, Ky.

**HARDY, GLENN**  
KMLJ, Fresno, Cal.

**HARMON, CARL**  
WOKZ, Alton, Ill.

**HARRIER, BOYD**  
WTAR-TV, Norfolk, Va.

**HARRIS, HAROLD**  
WNDU-TV, South Bend, Ind.

**HARRINGTON, BILL**  
WAJR, Morgantown, W. Va.

**HARRISON, ROBERT**  
WNCN, Henderson, N. C.

**HART, JAMES**  
KLAS-TV, Las Vegas, Nev.

**HARTZELL, HOWARD**  
WICU-TV, Erie, Pa.

**HARVEY, BOYD**  
WKXX, Saginaw, Mich.

**HARVEY, PAUL**  
WABC, N. Y., N. Y.

**HARVEY, HENRY**  
KFBI, Wichita, Kan.

**HARVEY, IVAN**  
WTOL, Toledo, Ohio

**HARWOOD, GEOFREY**  
KING, Seattle, Wash.

**HATCH, DUANE A.**  
WSAY-TV, Savannah, Ga.

**HAWLEY, DICK**  
WMCN, Memphis, Tenn.

**HAYES, GEORGE**  
WABC

**HAYES, SAM**  
KHJ, Los Angeles, Cal.

**HAYWARD, BRUCE**  
KTVI, St. Louis, Mo.

**HAZLITT, J. M.**  
KVLH, Pauls Valley, Okla.

**HEALY, GENE**  
Noon Roundup  
WPAC, Patchogue, N. Y.

**HEATH, DON**  
KPRC, Houston, Tex.

**HEATHE, GABRIEL**  
MBS

**HEFFRON, NORM**  
KOTA-TV, Rapid City, S. D.

**HELMS, J. C.**  
WGEA, Geneva, Ala.

**HENDERSON, JIM**  
WBBZ, Ponca City, Okla.

**HENLE, RAY**  
Three Star Extra  
NBC

**HENRY, BILL**  
WDAK, Columbus, Ga.

**HENRY, BILL**  
NBC

**HENRY, EARL**  
WHUM, Reading, Pa.

**HENRY, H. D.**  
WHKY, Hickory, N. C.

**HENRY, JACK**  
KQV, Pittsfield, Pa.

**HERBERT, ALLEN**  
WKNA, Charleston, W. Va.

**HERMAN, GEORGE**  
CBS, Washington, D.C.

**HERRINGTON, JOHN**  
KLNW, Lawrence, Kan.

**HEZZOG, BOB**  
WXIX, Milwaukee, Wis.

**HIGBIE, LES**  
MBS

**HICKMAN, BRUCE**  
WGL, Ft. Wayne, Ind.

**HICKOX, RICHARD**  
WINT, Waterloo, Ind.

**HICKS, GEORGE**  
WABC

**HICKS, CAP**  
WRGA, Rome, Ga.

**HICKS, JOHN**  
WGBB, Freeport, L. I., N. Y.

**HILGER, ANDY**  
KCIH, Carroll, Iowa

**HILL, CAL**  
KCRS, Sacramento, Cal.

**HILL, ZACK**  
WHBQ, Memphis, Tenn.

**HILLEGAS, FRED**  
WSYR-TV, Syracuse, N. Y.

**HILLIS, HARRY**  
WFLN, Olney, Ill.

**HINSON, DON**  
KVIN, Vinita, Okla.

**HODGKINSON, BRIAN**  
WHK, Cleveland, Ohio

**HOLDER, RANDOLPH**  
WRFK, Athens, Ga.

**HOLIDAY, JON**  
KTHV, Little Rock, Ark.

**HOLLAND, BILL**  
KFFA, Helena, Ark.

**HOLLEY, ODELL**  
WRRH, Hamilton, Ala.

**HOLMES, VIRGINIA**  
KIBS, Bishop, Cal.

**HOOLEY, JACK**  
WHAM, Rochester, N. Y.

**HOOPER, JACK**  
WHGB, Harrisburg, Pa.

**HOOPES, BILL**  
WTSK, Knoxville, Tenn.

**HOTTELET, RICHARD C.**  
CBS, Bonn, Germany

**HOULE, ROBERT**  
WDUZ, Green Bay, Wis.

**HOURIGAN, TERRY**  
WARK, Hagerstown, Md.

**HOWE, QUINCY**  
WABC

**HOWELL, HENRY**  
WOLA, San Antonio, Tex.

**HOWELL, R. E.**  
WGEA, Geneva, Ala.

**HOWARD, MARC**  
Bumper to Bumper  
KBUR, Burlington, Iowa

**HOY FRANK S.**  
WLAM, Lewiston, Me.

**HUGHES, DICK**  
WKIBZ, Muskegon, Mich.

**HUGHES, DON**  
WLMJ, Jackson, Ohio

**HUNT, RAY**  
KONO, San Antonio, Tex.

**HUNTLEY, CHET**  
KRCA, Los Angeles, Cal.

**HARTLEY, HOWARD**  
Hitting Headlines  
WTAN, Clearwater, Fla.

**HURLEIGH, ROBERT F.**  
MBS

**HUSSEY, TOM**  
WKBR, Manchester, N. H.

— I —

**INGSTAD, BOB**  
KOVC, Valley City, N. D.

**IRELAND, MILLARD**  
KOMO, Seattle, Wash.

**IRVIS, LEROY**  
WILY, Pittsburgh, Pa.

**ISSACS, JIMMIE**  
KDCB-TV, Lubbock, Tex.

**IZZARD, BOB**  
KGNC-TV, Amarillo, Tex.

**IZZARD, WESLEY S.**  
KGNC, Amarillo, Tex.

— J —

**JACKSON, ALLAN**  
CBS-TV

**JACOBI, BRUCE**  
WSJM, Salem, Ind.

**JACOBS, RAY**  
KJEO, Fresno, Cal.

**JAFFEL, TED**  
WAAM-TV, Baltimore, Md.

**JAHNKE, HAROLD**  
WBIZ, Eau Claire, Wis.

**JAMES, ROBERT A.**  
WMAN, Mansfield, Ohio

**JAMES, STEVE**  
WBMS, Boston, Mass.

**JAMES, WILLARD**  
WTFN, Watertown, Wis.

**JANES, DOLPH**  
KORR, Eugene, Ore.

**JARRETT, HUGH**  
WHIN, Gallatin, Tenn.

**JASON, LEE**  
KJEO, Fresno, Cal.

**JEFFREY, ED**  
KCRS-TV, Sacramento, Cal.

**JEFFRIES, ALLEN**  
WIRE, Indianapolis, Ind.

**JESSEE, RANDALL**  
WDAF, Kansas City, Mo.

**JOHN, BOB**  
WHVH, Henderson, N. C.

**JOHNS, BILL**  
KFDA-TV, Amarillo, Tex.

**JOHNSON, ARV**  
KNJB-TV, Valley City, N. D.

**JOHNSON, BOB**  
WSAZ, Huntington, W. Va.

**JOHNSON, DAVE**  
KBOL, Boise, Idaho

**JOHNSON, LEN**  
WJMS, Ironwood, Mich.

**JOHNSON, PHIL**  
WCST-TV, Portland, Me.

**JOHNSON, ROBERT**  
WSEY, Sevierville, Tenn.

**JOHNSON, ROLLIE**  
WCCO-TV, Minneapolis, Minn.

**JOHNSON, RON**  
WHOK, Lancaster, Ohio.

**JOHNSON, TINY**  
WBLN, Bloomington, Ill.

**JOHNSON, WALLY**  
WATW, Ashland, Wis.

**JOHNSON WAYNE**  
WERE, Cleveland, Ohio

**JOHNSTON, JACKIE**  
KVIN, Vinita, Okla.

**JORGENSEN, CARL**  
WIBC, Indianapolis, Ind.

— K —

**KAIN, RED**  
WSBA, York, Pa.

**KAL, JOHN**  
WMBV-TV, Marinette, Wis.



**KANE, DAVE**  
WLAU, Laurel, Miss.

**KARNOS, ROBERT**  
WLYC, Williamsport, Pa.

**KAUFMAN, ROBERT**  
WISK, Butler, Pa.

**KEATH, ED**  
KWK-TV, St. Louis, Mo.

**KEEN, HAROLD**  
KFMB-TV, San Diego, Cal.

**KEFFER, RAMONA**  
WHIZ, Zanesville, Ohio

**KELLEY, RAY**  
KPNJ, Grand Junction, Col.

**KELLY, EARL R.**  
WWNY, Watertown, N. Y.

**KENDRICK, ALEXANDER**  
CBS, Africa

**KENNEALLY, WILLIAM**  
KNN, Los Angeles, Cal.

**KENNEDY, HAL**  
KNJB-TV, Valley City, N. D.

**KENT, JOHN**  
WGGH, Marion, Ill.

**KEOGH, WALTER**  
WTUX, Wilmington, Del.

**KERLIN, J. C.**  
WGBF, Evansville, Ind.

**KERNS, ROY K.**  
WGR-TV, Buffalo, N. Y.

**KERR, BOB**  
WKYR, Keyser, W. Va.

**KESSLER, DAVID E.**  
WHAM, Rochester, N. Y.

**KEY, DICK**  
KOLD, Yuma, Ariz.

**KIERNAN, WALTER**  
NBC

**KIRKHAM, ART**  
KOIN-TV, Portland, Ore.

**KIRKSEY, PAUL**  
WBAC, Cleveland, Tenn.

**KIEVEL, JOHN**  
KIMA, Yakima, Wash.

**KNIGHT, JERRY**  
WBWB, Youngstown, Ohio

**KNIGHT, KIRK**

**KNUTSON, MILO**  
WKTY, La Crosse, Wis.

**KORDA, HENRY**  
KDLM, Detroit Lakes, Minn.

**KRAMER, GUS**  
WKNY, Kingston, N. Y.

**KREGGLOH, HUBERT**  
WSPR, Springfield, Mass.

**KREIGER, JOHN**  
KDTB, Lubbock, Tex.

**KRISTOF, JOHN**  
WCHS, Charleston, W. Va.

**KUHN, JOHN J.**  
WKIP, Poughkeepsie, N. Y.

## — L —

**LABORDE, RAYMOND**  
KAPB, Marksville, La.

**LACY, JACK**  
KCSJ-TV, Pueblo, Col.

**LAFFOON, HAL**  
KAFY, Bakersfield, Cal.

**LAND, TOM**  
WFIW, Fairfield, Ill.

**LANE, ART**  
WHAT, Philadelphia, Pa.

**LANE, JOHN**  
WGIG, Brunswick, Ga.

**LANE, RAY**  
WWT-TV, Cadillac, Mich.

**LARIMER, BOB**  
WSIN, Nashville, Tenn.

**LARSEN, WHITEY**  
WXAN, Yankton, S. D.

**LAISON, BEN**  
WOW, Omaha, Neb.

**LASHLEY, DON**  
WBIW, Bedford, Ind.

**LAURENCE, JACK**  
WOKY, Milwaukee, Wis.

**LAURIE, BILL**  
KEBE, Jacksonville, Tex.

**LAW, RAY**  
WHAM, Rochester, N. Y.

**LECTUS, ED**  
WOTW, Nashua, N. H.

**LEESON, DEL**  
KDYI, Salt Lake City, Utah

**LEIGHTON, T.**  
WTUS, Ticonderoga, N. Y.

**LEISURE, CLARENCE**  
KNBC, San Francisco, Cal.

**LENHARDT, NORM**  
WJBK, Detroit, Mich.

**LEONARD, ED**  
WICH, Norwich, Conn.

**LEONARD, JESSE**  
KEN, Portland, Ore.

**LEONARD, VINCE**  
WISH-TV, Indianapolis, Ind.

**LEOPOLD, DAVE**  
WEBR, Buffalo, N. Y.

**LESUEUR, LARRY**  
CBS-TV

**LEVINE, IRVING R.**  
NBC

**LEWIN, RICHMAN**  
KTRB, Lufkin, Tex.

**LEWIS, CHARLES**  
WWJ, Detroit, Mich.

**LEWIS, FULTON, JR.**  
MBS

**LE ZOTTE, GEORGE E.**  
WAVZ, New Haven, Conn.

**LIPPOLD, HENRY**  
WMT-TV, Cedar Rapids, Iowa

**LITTLE, JAMES G.**  
WTAG, Worcester, Mass.

**LIVEZEY, THOMAS E.**  
WAEB, Allentown, Pa.

**LOHMANN, PHILIP**  
WJOY, Burlington, Vt.

**LONG, CHET**  
WBNS-TV, Columbus, Ohio

**LONGE, JAMES E.**  
KWG, Stockton, Cal.

**LOW, DALE**  
KNCM, Moberly, Mo.

**LORING, DAVID W.**  
WGII, Galesburg, Ill.

**LOWE, PETE**  
KSDN, Aberdeen, S. D.

**LOWERY, JAMES**  
WOHL, E. Liverpool, Ohio

**LUCAS, BOB J.**  
KTVX, Muskogee, Okla.

**LUND, JACK**  
KNRX, San Jose, Cal.

**LUND, JACK W.**  
KFAM, St. Cloud, Minn.

**LUPMAN, EDWIN**  
WTUX, Wilmington, Del.

**LUTZ, BOB**  
KRTO, El Dorado, Kan.

## — Mc —

**McCAFFERY, JOHN K. M.**  
NBC-TV

**McCAFFREY, JOSEPH**  
WMAL-TV, Washington, D.C.

**McCARTHY, CHARLES F.**  
WABC

**McCARTHY, TOM**  
WKRC, Cincinnati, Ohio

**McCLAY, PAUL**  
WFVT, Waterville, Me.

**McCRAINE, THELMA**  
WGLC, Centerville, Miss.

**McCRARY, TEX**  
WABD, New York, N. Y.

**MCCULLA, JIM**  
KABC, Hollywood, Cal.

**McDONALD, ED**  
WAKR-TV, Akron, Ohio

**McHALE, ROBERT**  
WSCR, Scranton, Pa.

**McINTYRE, FRANK**  
KLiX-TV, Twin Falls, Idaho

**McLEISH, ROD**  
WBZ, Boston, Mass.

**McMAHON, MIKE**  
WEAV, Plattsburg, N. Y.

**McMARTIN, COLE**  
WMT, Cedar Rapids, Iowa

**McMULLEN, JOHN**  
WTFB, Panama City, Fla.

**McMURRAY, SCOTT**  
WSTV-TV, Tacoma, Wash.

**McMURTRIE, BURT**  
KTAC, Tacoma, Wash.

**McNAMARA, JAMES**  
KLAC, Los Angeles, Cal.

**McNAMARA, LARRY**  
WNHC, New Haven, Conn.

**McNEIL, IDA A.**  
KGFN, Pierre, S. D.

**McSHERRY, HARRY C.**  
WDOV, Dover, Del.

## — M —

**MacARTHUR, ARTHUR**  
WRFD, Worthington, Ohio

**MacBRIAR, WALLY**  
WMBV-TV, Marinette, Wis.

**MacDONALD, IRVING T.**  
WCRB, Boston, Mass.

**MacFARLANE, IAN ROSS**  
WNAZ, Annapolis, Md.

**MacLEAN, JOHN**  
WMAR-TV, Baltimore, Md.

**MAHAN, JOHN**  
WDAS, Philadelphia, Pa.

**MANN, CLAUD**  
KSBW-TV, Salinas, Cal.

**MANSON, LEE**  
WNHC, New Haven, Conn.

**MARANO, ANTHONY**  
WCTC, New Brunswick, N. J.

**MAREINISS, JOEL**  
WSYR-TV, Syracuse, N. Y.

**MARINELLI, RON**  
WMPG, Hibbing, Minn.

**MARION, MARK**  
KSPA, Santa Paula, Cal.

**MARTIN, GEORGE**  
WTHI, Terre Haute, Ind.

**MARTIN, LUTHER W.**  
One Man's Opinion  
KTTR, Rolla, Mo.

**MARTIN, DON**  
WHCT, Ithaca, N. Y.

**MARSHALL, VEN**  
WPDF, Flint, Mich.

**MASON, AL**  
KVOU, Uvalde, Tex.

**MATERN, JOHN**  
WLS, Lansing, Mich.

**MATLOCK, STAN**  
WKRC-TV, Cincinnati, O.

**MAUGANS, BILL**  
WBBZ, Ponca City, Okla.

**MAURER, JAMES F.**  
KLCB, Libby, Mont.

**MAUTI, JOHN**  
WTNC, Thomasville, N. C.

**MAYER, EDWIN**  
WGII, Norfolk, Va.

**MAYES, DOUG**  
WFTV, Charlotte, N. C.

**MAYS, BOB**  
KARD-TV, Wichita, Kan.

**MEERS, MAX**  
WMPR, High Point, N. C.



**MERKER, GARY**  
KVBC-TV, San Luis Obispo  
Cal.

**MERRY, DEAN W.**  
WESB, Bradford, Pa.

**MERRYMAN, PHILIP**  
WICC, Bridgeport, Conn.

**METCALE, CHARLES W.**  
WKIC, Hazard, Ky.

**METCALE, ELLIOTT**  
KMO, Tacoma, Wash.

**MEYERS, JOSE ARNALDO**  
WAPA, San Juan, Puerto  
Rico

**MEYERS, TED**  
KILI-TV, Los Angeles, Cal.

**MICHELSSEN, BILL**  
KBTV, Denver, Col.

**MIDDLETON, SAMMY**  
WGIG, Brunswick, Ga.

**MILBURN, BOB**  
KGGI, San Angelo, Tex.

**MILLAN, THEODORE**  
WPEO, Peoria, Ill.

**MILLER, BILL**  
WTAX, Springfield, Ill.

**MILLER, GEORGE JR.**  
KTEX, Ada, Okla.

**MILLER, KEN**  
KVVO, Tulsa, Okla.

**MILLER, RAY**  
KPRC, Houston, Tex.

**MILLER, W. F.**  
WMAV, Springfield, Ill.

**MILLS, ANN**  
WPDR, Portage, Wis.

**MILTNER, JAY**  
WTAM, Cleveland, Ohio.

**MITCHELL, FORD**  
KENS, San Antonio, Tex.

**MOCK, JACK**  
WTBC, Tuscaloosa, Ala.

**MONK, CHARLIE**  
KIMP, Mt. Pleasant, Tex.

**MONYPENNY, LESLIE**  
WGN-TV, Chicago, Ill.

**MOODY, JOE**  
WLAB, Baxley, Ga.

**MOONEY, JESS**  
WTOC-TV, Savannah, Ga.

**MOORE, BROWN E.**  
KANV, Shreveport, La.

**MOORE, JERRY D.**  
WKOK, Sunbury, Pa.

**MOORE, JIM**  
Dateline  
WTRF-TV, Wheeling,  
W. Va.

**MOORE, MONTE**  
KSWO, Lawton, Okla.

**MOORE, NORB**  
KLPW, Union, Mo.

**MOORE, PETER**  
WLED, Washington, N. C.

**MORGAN, EDWARD P.**  
WABC

**MORISOLI, MIKE**  
WSBW, Salinas, Cal.

**MORRIS, JACK**  
KTTL, Tulsa, Okla.

**MORRIS, JACK**  
KTVX, Muskogee, Okla.

**MORRISON, HERBERT O.**  
WJAS, Pittsburgh, Pa.

**MORSE, JIM**  
WENY, Elmira, N. Y.

**MORSE, OTIS**  
WSPA, York, Pa.

**MORSE, RALPH**  
WEEL, Boston, Mass.

**MOZLEY, DON**  
CBS, San Francisco, Cal.

**MUDD, ROGER**  
WRNL, Richmond, Va.

**MUNGER, REX**  
WAPL, Appleton, Wis.

**MUNX, E. H. JR.**  
WTVB, Coldwater, Mich.

**MUNYAN, HARRY**  
WIOD, Miami, Fla.

**MURRAY, DICK**  
KBON, Omaha, Neb.

**MURROW, EDWARD R.**  
CBS-TV

**MUSTIN, HENRY**  
WMAL, Washington, D. C.

**MYERS, TOM**  
KVPC, Cortez, Col.

## — N —

**NABER, BUD**  
KOTA-TV, Rapid City,  
S. C.

**NADIG, HENRY**  
WNLK, Norwalk, Conn.

**NAHAS, FRED**  
KNYZ, Houston, Tex.

**NARAI, RAYMOND**  
KCLS, Flagstaff, Ariz.

**NASH, BOB**  
KPYO, Lubbock, Tex.

**NAVEN, DEAN**  
KMA, Shenandoah, Iowa

**NEEL, BILL**  
KTHV, Little Rock, Ark.

**NELLANY, JAMES M.**  
WNAR, Norristown, Pa.

**NELSEN, M. L.**  
WIO, Des Moines, Iowa

**NELSON, GEORGE**  
WOOW, New Bern, N. C.

**NELSON, ROBERT**  
WSYR, Syracuse, N. Y.

**NEWCOMB, CHARLIE**  
WSPA, Spartanburg, S. C.

**NEWMAN, ROBERT**  
WDEL, Reading, Pa.

**NICKERSON, JAMES A.**  
WKAM, Goshen, Ind.

**NORRIS, RANDY**  
KPYD, Minneapolis, Minn.

**NORTON, MIKE**  
WHIL, Medford, Mass.

**NORWOOD, CHARLES**  
WGTH-TV, Hartford, Conn.

## — O —

**O'BRIEN, DON**  
WDGY, Minneapolis, Minn.

**O'BRIEN, LEE**  
KUP, Durango, Col.

**O'BRIEN, LEO**  
WPTR, Albany, N. Y.

**O'BRIEN, PAT**  
KUP, Durango, Col.

**O'CONNOR, DONALD**  
WEMP, Milwaukee, Wis.

**ODENS, PETER**  
KOC'S, Ontario, Cal.

**ODONNELL, JIM**  
WBEJ, Elizabethton, Tenn.

**OGINZ, FRED**  
WWLP, Springfield, Mass.

**OLIVER, JIM**  
KIBS, Bishop, Cal.

**O'SELL, DICK**  
WCS, Springfield, Ill.

**O'ROURKE, JACK**  
WAB, Worcester, Mass.

**OROZCO, DAVID J.**  
KOWL, Santa Monica, Cal.

**OSBORNE, TIM**  
KTHF, Houston, Tex.

**OSHEA, JOHN**  
WHUC, Hudson, N. Y.

**OSMUNDSON, DEAN**  
KBIZ, Ottumwa, Iowa

**OUTLAW, SIDNEY**  
KRLW, Walnut Ridge, Ark.

**OVERMAN, HORACE**  
WGTM, Wilson, N. C.

**OVERTON, GEORGE**  
KMUS, Muskogee, Okla.

**OWEN, ALAN**  
WMLD, Atlantic City, N. J.

**OYLER, HAL**  
KTRX, Kirksville, Mo.

## — P —

**PAGE, CURT**  
WPDR, Portage, Wis.

**PALMER, BRUCE**  
KWTW, Oklahoma City,  
Okla.

**PALMER, GEORGE**  
WKRC-TV, Cincinnati, O.

**PARKER, CHARLES K.**  
WBEC, Pittsfield, Mass.

**PARKER, PAUL**  
WLAS, Jacksonville, N. C.

**PARKER, PHILIP**  
KUTI, Yakima, Wash.

**PARKS, DEL**  
WDRF, Chester, Pa.

**PASSAGE, ALICE & DICK**  
KYAK, Yakima, Wash.

**PATTERSON, JIM**  
WBTV, Charlotte, N. C.

**PEARCE, MARSHALL**  
WSMB, New Orleans, La.

**PEARSON, LEON**  
Weekend & Monitor  
NBC

**PEAT, JACK**  
KLEF, Dallas, Tex.

**PENFIELD, ADD**  
WBIQ, Greensboro, N. C.

**PENNY, GAIL**  
WLEE, Richmond, Va.

**PENTON, LYNN**  
KEYS, Corpus Christi,  
Tex.

**PENZA, RALPH**  
WCOJ, Coatesville, Pa.

**PEPPER, BILL**  
WBNS-TV, Columbus, O.

**PEPPER, FRANK**  
WCTV, Tallahassee, Fla.

**PERRINI, MIKE**  
WJBK, Detroit, Mich.

**PERRY, DICK**  
WFAI, Fayetteville, N. C.

**PETERSEN, DALE**  
KIFI, Idaho Falls, Idaho

**PETERSON, ARNOLD**  
WATW, Ashland, Wis.

**PETERSON, JIM**  
KALL, Salt Lake City,  
Utah

**PEISTER, ROBERT E.**  
WMS, Michigan City, Ind.

**PHILLIPS, DON**  
WEW, St. Louis, Mo.

**PHILLIPS, GEORGE T.**  
WAVN, New Haven, Conn.

**PIERCE, JENNINGS**  
KMBE, Medford, Ore.

**PIERPOINT, RICHARD C.**  
CBS  
Tokyo, Japan & Korea

**PIERRE, WALLIE**  
WJIM-TV, Lansing, Mich.

**PIEZE, ELLIOTT, J.**  
WMBM, Miami Beach, Fla.

**PIGG, AL**  
WTVF, Decatur, Ill.

**PINCHBECK, DEAN**  
WRNL, Richmond, Va.

**PINKLEY, VIRGIL**  
KHJ, Los Angeles, Cal.

**PITTS, MARGO**  
WISR, Butler, Pa.

**PLATT, BILL**  
KFH, Wichita, Kan.

**POLLOCK, REED**  
KMBY, Monterey, Cal.

**PORTA, PAT**  
KESA-TV, Ft. Smith, Ark.

**PORTER, BEN G.**  
WGOV, Valdosta, Ga.

**POSTON, WILEY**  
KTNJ, Jasper, Tex.

**POTTBERG, RICK**  
WNOG, Naples, Fla.

**POWELL, RUSSELL**  
KFRF, Fresno, Cal.

**POWER, TOM**  
WMUR-TV, Manchester, N.H.

**PRELEE, MICHAEL**  
WBBW, Youngstown, O.

**PRESSMAN, GABE**  
WRCA, Roving Reporter

**PRESSLY, HARRIET**  
WPTF, Raleigh, N. C.

**PRICE, GRANT**  
KXEL, Waterloo, Iowa

**PRICE, JOHN**  
WKAT, Miami Beach, Fla.

**PRINGLE, DAVID**  
WPAQ-TV, Ann Arbor, Mich.

**PRIOR, HARRY**  
WTAN, Clearwater, Fla.

**PROTSMAN, NORMAN O.**  
WNER, Live Oak, Fla.

**PROUTY, GERALD**  
WBRV, Boonville, N. Y.

**PURNAM, GEORGE**  
KTTV, Los Angeles, Cal.

**PYNE, JOE**  
WILM, Wilmington, Del.

## — R —

**RUSSELL, DON**

The Newstonite, Pres. Eisenhowers News Conf., DuMont; Monitor, NBC

**RALEY, FRANK**  
WWGS, Tifton, Ga.

**RAMOS, RALPH**  
KFDM-TV, Beaumont, Tex.

**RAND, TED**  
KDRS, Paragould, Ark.

**RANDALL, JIM**  
KFSB, Joplin, Mo.

**RANDALL, PORTER**  
KFJZ-TV, Ft. Worth, Tex.

**RASCO, LARRY**  
KRFD-TV, Dallas, Tex.

**RASH, BRVSON**  
WMAJ-TV, Washington, D. C.

**RATHER, DAN**  
KTRN, Houston, Tex.

**RAY, BOB**  
WJNO-TV, Palm Beach, Fla.

**RAY, WALLY**  
KSN, San Francisco, Cal.

**REASONER, HARRY**  
KEYD-TV, Minneapolis, Minn.

**REIG, HOWARD**  
WRCA, N. Y. C., N. Y.

**RENDELL, RICHARD**  
WABC

**RENICK, RALPH**  
WTVJ, Miami, Fla.

**REUTER, JERRY**  
WSEL-TV, Harrisburg, Ill.

**REVELLE, ORVILLE**  
WFTL, Lauderdale, Fla.

**REYHONS, KEN**  
KGHF, Pueblo, Col.

**REYNOLDS, RALPH**  
KWRT, Boonville, Mo.

**RHODES, JOHN**  
WRRR, Rockford, Ill.

**RHYNER, WARREN**  
WFRV-TV, Green Bay, Wis.

**RICE, CONRAD C.**  
WSPB, Sarasota, Fla.

**RICE, CRAWFORD**  
WSFA-TV, Montgomery, Ala.

**RICE, JOHN D.**  
WKLJ, Sparta, Wis.

**RICE, PHIL**  
WMYB, Myrtle Beach, S. C.

**RICHARDSON, EARL**  
WFAM, Lafayette, Ind.

**RICHARDSON, LACY**  
WKC, Bogalusa, La.

**RICHARDSON, LARRY**  
WFBM, Indianapolis, Ind.

**RICHARDSON, MEL**  
KLGJ, Logan, Utah

**RIDDELL, CORWIN**  
KDAV, Lubbock, Tex.

**RIDDLE, BOB**  
WHAB, Baxley, Ga.

**RIDENOUR, GORDON**  
WENY, Elmira, N. Y.

**RIDER, JACK**  
WELS, Kinston, N. C.

**KILLING, PAUL**  
WDUN, Gainesville, Ga.

**RION, VIRGINIA, L.**  
KCHI, Chillicothe, Mo.

**RIPPE, BILL**  
NBC

**RISNER, JIM**  
KFDX-TV, Wichita Falls, Tex.

**ROBBINS, BILL**  
WSAI, Cincinnati, Ohio

**ROBERTS, BILL**  
WMT-TV, Cedar Rapids, Iowa

**ROBERTS, CLETE**  
KNXT, Los Angeles, Cal.

**ROBERTS, DAVID**  
WVET-TV, Rochester, N. Y.

**ROBERTS, JOHN**  
WFIL, Philadelphia, Pa.

**ROBERTSON, BILL**  
KARK-TV, Little Rock, Ark.

**ROBERTSON, DON**  
WNOK-TV, Columbia, S. C.

**ROBINSON, HERB**  
Deadline  
KOMO-TV, Seattle, Wash.

**ROCK, ALAN**  
WFFA, Manchester, N. H.

**RODDY, WILLIAM**  
KPIX, San Francisco, Cal.

**ROGERS, ANN**  
WCVA, Culpeper, Va.

**ROGERS, BERT**  
KXXL, Monterey, Cal.

**ROGERS, JOHN**  
Around the Town  
WCVA, Culpeper, Va.

**ROLLINSON, FRED**  
WFJE-TV, Evansville, Ind.

**ROMANCE, ED**  
WPPA, Pottsville, Pa.

**RONALD, STAN**  
WKAN, Kankakee, Ill.

**ROPER, GENE**  
WHBQ-TV, Memphis, Tenn.

**ROSS, A.**  
KGEK, Sterling, Col.

**ROSS, JOSEPH**  
WRN Price N Y

**ROSS, RICHARD**  
KING-TV, Seattle, Wash.

**ROTH, JOE**  
KWPC, Muscatine, Iowa

**ROUETTE, EDD**  
KLIF, Dallas, Tex.

**ROWAN, STEVE**  
WMTX, Mt. Vernon, Ill.

**RUCKER, ROSS J.**  
KVKM, Monahans, Tex.

**RUMMINGER, ELMER L.**  
WMTU, Greenville, S. C.

**RUNDLES, JAMES**  
WOKJ, Jackson, Miss.

**RUSSELL, DAVE**  
KFDM-TV, Beaumont, Tex.

**RYAN, BOB**  
KING-TV, Seattle, Wash.

## — S —

**SACERDOTI, RENZO**  
WOV, N. Y., N. Y.

**SANDERS, DICK**  
WLBT, Jackson, Miss.

**SANDBS, STU**  
KFOX, Long Beach, Cal.

**SAUER, BOB**  
KARD-TV, Wichita, Kan.

**SAXE, JOHN R.**  
WPLY, Plymouth, Wis.

**SAYRE, ROBERT**  
WNBH, New Bedford, Mass.

**SCANLON, NEAL**  
WVDA, Boston, Mass.

**SCHAEFFER, MARTIN E.**  
WSON, Henderson, Ky.

**SCHEYING, KARL F.**  
WLAN, Lancaster, Pa.

**SCHNEIDER, AUSTIN**  
KVTV, Sioux City, Iowa

**SCHOEMACHER, DAVE**  
WEAW, Evanston, Ill.

**SCHOENBRUN, DAVID**  
CBS, Paris, France

**SCHON, CHARLES**  
WJHP-TV, Jacksonville, Fla.

**SCHORR, DANIEL**  
CBS, Moscow, Russia

**SCHOTTELKOTTE, AL**  
WSAI, Cincinnati, Ohio

**SCHREIBER, ART**  
WHIZ-TV, Zanesville, O.

**SCHUFFMAN, ED**  
WISF, Kinston, N. C.

**SCHUSSLER, DALE**  
WKWK, Wheeling, W. Va.

**SCOTT, JOHN W.**  
KENS-TV, San Antonio, Tex.

**SEMPRINI, EDGAR**  
WOCB, W. Varmouth, Mass.

**SETTERS, JIM**  
KWBB, Wichita, Kan.

**SEVERED, ERIC**  
CBS-TV

**SEAMOUR, BROD**  
WEHT-TV, Evansville, Ind.

**SHADEL, BILL**  
CBS-TV

**SHAND, JOHN V.**  
WTVR, Richmond, Va.

**SHAW, GORDON**  
WQAM, Miami, Fla.

**SHAW, TOM**  
KDDD, Dumas, Tex.

**SHAWVER, WILL**  
WARN, Ft. Pierce, Fla.

**SHELLEY, JACK**  
WHO, Des Moines, Iowa

**SHEPHERD, BILL**  
WBEL, Rockford, Ill.

**SHERMAN, RAY**  
WLEC, Sandusky, Ohio

**SHEKREER, ED**  
WMOP, Ocala, Fla.

**SHERWOOD, DON**  
WIMA-TV, Lima, Ohio

**SHIELDS, A. T.**  
KAFP, Petaluma, Cal.

**SHINN, JINEAU**  
KLIX-TV, Twin Falls, Idaho

**SHIPLEY, BOB**  
KENT, Shreveport, La.

**SHORTER, CHARLES**  
WHAT, Philadelphia, Pa.

**SHIRE, JIM**  
WMT, Cedar Rapids, Iowa

**SHREVE LEN**  
KGW, Portland, Ore.

**SILVA, FRANK**  
WPTS, Pittston, Pa.

**SIMAN, MIKE**  
WRRR, Rockford, Ill.

## — T —

**SIMMS, HAL**  
WCBS

**SINGISER, FRANK**  
MBS

**SIPHERD, ARTHUR**  
KCMJ, Palm Springs, Cal.

**SKINNER, MERRILL L.**  
KGEM, Boise, Idaho

**SKINNER, RALPH B.**  
WLAM, Lewiston, Me.

**SKINNER, THOMAS E.**  
WBRT, Bardstown, Ky.

**SMITH, ALLEN H.**  
KANA, Anaconda, Mont.

**SMITH, BECKLEY**  
WJAS, Pittsburgh, Pa.

**SMITH, BILL**  
WPN, Philadelphia, Pa.

**SMITH, BURLEIGH**  
KERO-TV, Bakersfield, Cal.

**SMITH, CAL**  
KROC-TV, Rochester, Minn.

**SMITH, CONWAY**  
WMTA, Central City, Ky.

**SMITH, DAVENPORT**  
WBRC, Birmingham, Ala.

**SMITH, FARRELL**  
WMAZ-TV, Macon, Ga.

**SMITH, HAMP**  
WMYB, Myrtle Beach, S. C.

**SMITH, HOWARD K.**  
CBS, London, England

**SMITH, JAMES B.**  
WJHP, Jacksonville, Fla.

**SMITH, JOHN**  
KTRN, Houston, Tex.

**SMITS, LEE**  
WXYZ, Detroit, Mich.

**SNYDER, DWIGHT**  
WJAY, Mullins, S. C.

**SOKOLSKY, GEORGE**  
WABC

**SOLE, JEFF**  
WNAX, Yankton, S. D.

**SPRAGUE, WILLIAM**  
WRC-TV, Washington, D. C.

**STANFIELD, RAY M.**  
WIS, Columbia, S. C.

**STANS, CHARLES**  
WHTN, Huntington, W. Va.

**STAWSER, NEIL**  
CBS-TV

**STERNBERGER, ESTELLE**  
WLIB, N. Y., N. Y.

**STEVENS, RALPH**  
WDQN, Du Quoin, Ill.

**STEVENS, RUTH**  
WKGN, Knoxville, Tenn.

**STEWART, AL**  
Deadline

**STEWART, BILL**  
KOMO-TV, Seattle, Wash.

**STEWART, FAYE**  
WPBC, Minneapolis, Minn.

**STEWART, JACK**  
KPIX, San Francisco, Cal.

**STEWART, JACK**  
WADK, New Port, R. I.

**STINSON, BILL**  
KWTX, Waco, Tex.

**STONE, PHIL**  
KCMJ, Palm Springs, Cal.

**STOUT, BILL**  
KNXT, Los Angeles, Cal.

**STRAND, NORMA**  
WSAV-TV, Savannah, Ga.

**STRAWSER, NEIL**  
CBS, Washington, D. C.

**STREETER, RAY**  
WKOW, Madison, Wis.

**SUCHER, LYNN**  
KFBI, Wichita, Kan.

**SULLIVAN, J. A.**  
WCAZ-TV, Burlington, Vt.

**SULLIVAN, PAUL**  
WIP, Philadelphia, Pa.

**SWART, JACK**  
WGBS-TV, Miami, Fla.

**SWAYZE, JOHN CAMERON**  
Armstrongs Circle Theatre,  
Monitor; NBC-TV, NBC

**TAYLOR, HENRY J.**  
NBC

**TEMPLETON, JOE**  
WFAA-TV, Dallas, Tex.

**THOMAS, GEORGE**  
WTOB-TV, Winston-Salem,  
N. C.

**THOMAS, LOWELL**  
CBS, N. Y., N. Y.

**THOMAS, PETER**  
WCBS-TV, N. Y., N. Y.

**THOMPSON, GEORGE**  
WNHC-TV, New Haven,  
Conn.

**THOMPSON, KAY**  
KROC-TV, Rochester, Minn.

**THORGERSEN, ED**  
Free-Lance, All Networks

**TILLMAN, JOHN**  
Roving Reporter, WPXI, N. Y.

**TOWNELL, ESKE**  
WHK, Cleveland, Ohio

**TOWNSEND, DALLAS**  
CBS-TV

**TROUT, BOB**  
WCBS-TV, N. Y., N. Y.

**TUFTY, ESTHER VAN**  
WAGONER  
NBC-TV, NBC

**TYLER, WAYNE**  
WLVA, Lynchburg, Va.

## — U —

**UEBELHART, JIM**  
WSPD, Toledo, Ohio

**UNDERWOOD, BOB**  
WCOV-TV, Montgomery,  
Ala.

**UPCHURCH, B. L.**  
WSMT, Sparta, Tenn.

## — V —

**VAN, LYLE**  
WOR-TV, N. Y., N. Y.

**VON BERGEN, JOHN**  
WARM-TV, Scranton, Pa.

**VAN DE CAR, HAROLD M.**  
WSNY, Schenectady, N. Y.

**VANDERCOOK, JOHN W.**  
WABC, N. Y., N. Y.

**VANDERLIN, LIONEL**  
KFSD-TV, San Diego, Cal.

**VAN HORN, ARTHUR**  
How To Fix It.  
World & You  
WABC

**VON FREMD, CHARLES**  
CBS-TV

## — W —

**WAKELEE, ART**  
NBC

**WALLACE, ED**  
KNBK, Cleveland, Ohio

**WALLACE, MIKE**  
WABD, N. Y., N. Y.

**WARD, BAXTER**  
KCOP, Hollywood, Cal.

**WARD, MAC**  
KNOE-TV, Monroe, La.

**WARREN, MATTHEW**  
WTTG, Washington, D. C.

**WAY, DOUG**  
K-JOE, Shreveport, La.

**WAYNE, MAURY**  
KTBS-TV, Shreveport, La.

**WEAVER, MARK**  
KWTW, Oklahoma City,  
Okla.

**WEBSTER, DAVE**  
WIRK-TV, W. Palm Beach,  
Fla.

**WEST, BOB**  
WMFD-TV, Wilmington,  
N. C.

**WEST, DICK**  
WFAA, Dallas, Tex.

**WESTERKAMP, DICK**  
WHEN-TV, Buffalo, N. Y.

**WHEELDON, DELVINA**  
WCKY, Cincinnati, Ohio

**WHEELER, DICK**  
KQVR-TV, Stockton, Cal.

**WHELAN, BILL**  
WICC, Bridgeport, Conn.

**WHITE, JACK**  
WJR, Detroit, Mich.

**WHITE, KEN**  
KOA, Denver, Col.

**WIGGINTON, BILL**  
KELO-TV, Sioux Falls,  
S. D.

**WILDER, WILLIAM**  
KOAT-TV, Albuquerque,  
N. Mex.

**WILLIAMS, PAUL**  
WWJ-TV, Detroit, Mich.

**WILSON, BOB**  
World News Round Up, WRCA; In-  
dustry on Parade, Syndicated; Sav-  
arin Saturday Night News, Narrator,  
News Caravan, Gillette Sports  
Parade, New Year's Eve at Times  
Square, NBC-TV

**WILSON, DON**  
KRBC-TV, Abilene, Tex.

**WILSON, RAY**  
KFMB-TV, San Diego, Cal.

**WINCHELL, WALTER**  
MBS

**WINTER, WILLIAM**  
KPIX, San Francisco, Cal.

**WOOD, LEE**  
KHJ-TV, Los Angeles, Cal.

**WOODING, FRANK**  
WKXB-TV, New Britain,  
Conn.

**WORKHOVEN, MERRILL**  
WOW, Omaha, Neb.

**WRIGHT, RICHARD**  
WQAM, Miami, Fla.

## — Y —

**YORK, TOM**  
WJOL, Florence, Ala.

**YOUNG, J. N. JR.**  
KBST, Big Spring, Tex.

**YOUNG, PAUL**  
KRIS, Corpus Christi, Tex.

## — Z —

**ZELLMAN, SAM**  
CBS, Los Angeles, Cal.

**ZIEBARTH, E. W.**  
WCCO, Minneapolis-  
St. Paul, Minn.

**ZEIGIN, JACK**  
WING, Dayton, Ohio

**ZICARETTI, MARY**  
WLIP, Kenosha, Wis.

# LIDO BELLI

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# RADIO-TV DIRECTORS

—and their work during 1955



— A —

**ALEXANDER, KIRK**  
CBS-TV

**ANDERSON, ALAN**  
Star Tonight  
ABC-TV

**ANDREWS, CLARK**  
Modern Romances, Com-  
panion, Paging the Now,  
World & You, Your Better  
Tomorrow, Soundmirror,  
Offbeat  
WABC

**ANDREWS, MARTIN**  
My True Story, World &  
You, Your Better Tomorrow,  
Soundmirror, Offbeat  
WABC

**ASHLEY, IRA**  
Young Dr. Malone  
CBS

— B —

**BARTHOLOMEW, GEORGE**  
Brighter Day  
CBS

**BASAYNE, HANK**  
Launy Ross Showtime, Jim  
Lowe Show  
WCBS

**BEAL, BILL**  
WABC-TV

**BELLI, LIDO**  
Producer, Director, Announcer,  
WBNX

**BIRCH, PETER**  
CBS-TV

**BISNEY, BRYAN**  
Ozark Jubilee  
ABC-TV

**BLEYER, ROBERT**  
CBS-TV

**BROWN, WILLIAM**  
CBS-TV

— C —

**CAMPBELL, RAY**  
World & You, Your Better  
Tomorrow, Soundmirror,  
Offbeat  
WABC

**CASTLE, NICK**  
B. Mar. 21, Brooklyn, N. Y. The  
Bob Hope Show, Martin & Lewis  
Comedy Hour, The Dinah Shore  
Show, NBC-TV

**CATES, JOE**  
Stop the Music  
ABC-TV

**CHANIN, JOHN**  
Music Till Dawn  
WCBS

**CHEETHAM, WALTER**  
Martha Wright Show,  
Modern Lullaby  
WCBS

**CORDAY, TED**  
Guiding Light  
CBS

**COSGROVE, JOHN**  
CBS-TV

— D —

**DANIS, LEW**  
B. Dec. 21, 1915, Italy. Italian  
Feature Film Theatre, Music Cor-  
ner, WABC; Food For Thought,  
WABD; Where Was I Born,  
WATV

**DAVIS, EDDIE**  
B. Jan. 10, New York City. Eddie  
Cantor Comedy Theater, Corliss  
Archer, I Led Three Lives, Mr. Dis-  
trict Attorney, Favorite Story, Man  
Called X, ZIV-TV

**DAVIS, HAROLD**  
Music from Meadowbrook  
ABC-TV

**DAVIS, LEE**  
WABC-TV

**DAVIS, STAN**  
Second Mrs. Burton, City  
Hospital  
CBS

## MOTION PICTURE UNIT MANAGER AND ASSISTANT DIRECTOR

20th CENTURY-FOX  
"THE 5th SEASON"

COLUMBIA PICTURES

"THE HARDER THEY FALL"  
"THE EDDIE  
OUCHIN STORY"

MCA-TV

"THE GUY LOMBARDO  
SERIES"

CBS-TV  
"WANTED SERIES"



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SCRIPT & SHOOTING  
BREAKDOWN

CREW & STUDIO  
ARRANGEMENTS

MEMBER M.P.A.D.  
LOCAL 161  
I.A.T.S.E.

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ARRANGED

ON THE EAST COAST IT'S

# JACK GROSSBERG

TRAFALGAR 4-0840

**AL LEWIS**

*Directing and Co-Writing*  
**"OUR MISS BROOKS"**

CBS-TV

**JOE QUILLAN**

**"OUR MISS BROOKS"**

CBS-TV



**DeCAPRIO, AL**  
CBS-TV

**DEMAREST, BILL**  
World & You, Your Better Tomorrow, Soundmirror, Offbeat  
WABC

**DeVITO, TOM**  
WABC-TV

**DIAMOND, VERN**  
CBS-TV

**DISKIN, MARSHALL**  
Dean Pike, John Daly & The News, Outside USA  
ABC-TV

**DODSON, BILL**  
WABC-TV

**DONOVAN, THOMAS**  
CBS-TV

**DUERR, EDWIN**  
My Son Jeep  
CBS

— E —

**ELLIS, ANTONY**  
Suspense  
CBS

**ENGLANDER, ROGER**  
CBS-TV

— F —

**FREEMAN, CHARLES**  
John Henry Faulk Show, This Is New York  
WCBS

**FRISTO, ALAN**  
Wendy Warren and the News  
CBS

**FROUG, BILL**  
Romance  
CBS

— G —

**GADETTE, FRED**  
You Asked For It  
ABC-TV

**GENUS, CARL**  
CBS-TV

**GOMAVITZ, LEWIS**  
Kukla, Fran & Ollie  
ABC-TV

**GORMAN, WALTER**  
Road of Life  
CBS

**GRAHAM, JOE**  
B. Sept. 15, Whispering Streets, Sammy Kaye Show, It's Your Business, The Man From Hartford, ABC

**GREINER, BOB**  
World & You, Your Better Tomorrow, Soundmirror, Offbeat  
WABC

**GROSS, LLOYD**  
Masquerade Party  
ABC-TV

**GROSSBERG, JACK**  
B. June 5, 1927, New York City. Wanted, Phil Silvers Show, Joe & Mabel Show, CBS-TV; The Guy Lombardo Show, NBC-TV; The Eddie Duchin Story, The Harder The Fall, Columbia Pics

# NICK CASTLE

*Directed and Staged  
For Night Club*

**MARTIN AND LEWIS**

**BETTY HUTTON**

**NANETTE FABRAY**

**DINAH SHORE**

**JOEL GREY**

**THE SKYLARKS**

**VAN JOHNSON**

**PATTY ANDREWS**

**TONI HARPER**

## CHOREOGRAPHY

*Motion Pictures*

**"You're Never Too Young"**

**"The Eddie Foy Story"**

**"Anything Goes"**

**"That Certain Feeling"**

**"Birds and Bees"**

**"Pardners"**

## CHOREOGRAPHY

**TV**

**The Bob Hope Shows**

**The Martin and Lewis Shows**

**The Dinah Shore Show**

# DICK SCHNEIDER

DIRECTOR

"WIDE WIDE WORLD"

NBC-TV

# WALTER STRENGE

A.S.C.

Director of Photography



Management:

**LESTER SALKOW AGENCY**



# Cort Steen

DIRECTOR

OF

"VOICE OF FIRESTONE"

ABC-TV

# SID SMITH

Director

NBC-TV

Hollywood

**TEXACO STAR THEATRE**

**JIMMY DURANTE**

Live and Film

*Management:*

**WM. MORRIS**

— H —

**HANNA, ART**  
Our Gal Sunday, This Is  
Nora Drake  
CBS

**HARLIB, MATT**  
Break the Bank  
ABC-TV

**HENDERSON, JOHN T., JR.**  
Nick Carter, John Steele,  
Adventurer, Story Time,  
City Editor, Heartbeat of  
Industry Independent  
Network

**HEWITT, DON**  
CBS-TV

**HILL, CHARLES**  
CBS-TV

**HOBSON, JAMES**  
Lawrence Welk Show  
ABC-TV

**HOWARD, SANDY**  
B. Aug. 1, 1923. The Merry Mail-  
man, Colonel Venture, WOR-TV;  
Luncheon at Sardi's, Supper at Sar-  
di's, WOR; Special Edition, MBS;  
Celebrity Club, ABC-TV

— I —

**ICKES, DON**  
Bob Haynes Show, Melody  
in the Night, Man Around  
the House  
WCBS

— K —

**KENWITH, HERBERT**  
CBS-TV

— L —

**LEAR, NORMAN**  
B. July 27, 1922, New Haven, Conn.  
Martha Raye Show, NBC

**LEONARD, SHELDON**  
Make Room for Daddy  
ABC-TV

**LEVENS, PHIL**  
Dollar A Second  
ABC-TV

**LEWIS, AL**  
B. Oct. 25, 1912, Brooklyn, N. Y.  
Our Miss Brooks, CBS-TV

**LOCKWOOD, GREY**  
B. April 18. The Martha Raye Show,  
The Red Buttons Show, Robert Mont-  
gomery Presents, Colgate Comedy  
Hour, NBC-TV

— Mc —

**McDONALD, FRANK**  
Wyatt Earp  
ABC-TV

— M —

**MacALLEN, JAMES**  
CBS-TV

**MANDEVILLE, BETTY**  
FBI in Peace & War  
CBS

**MANNO, CHARLES**  
ABC Football Games  
WABC

**MARSHALL, LEROY W.**  
Voice of Firestone, Metro-  
politan Opera, Boys Town  
Choir, World & You, Your  
Better Tomorrow, Sound-  
mirror, Offbeat  
WABC

**MARVEL, TED**  
CBS-TV

**MELAMED, LOU**  
Galen Drake Show  
CBS

**MONTY, GLORIA**  
CBS-TV

**MORGAN, JIM**  
B. Oct. 28, Toledo, Ohio. Do You  
Trust Your Wife?, CBS-TV; Queen  
For a Day, MBS, KHJ-TV

**MORGAN, NORMAN**  
Star Tonight  
ABC-TV

— N —

**NAZARRO, RAY**  
Top Gun, Edw. Small Prods.; Fury,  
TPA

**NICKELL, PAUL**  
CBS-TV

**NUGENT, EDWARD**  
Life Is Worth Living  
ABC-TV

EDDIE DAVIS

director



ZIV-TV

FRED F. SEARS

DIRECTOR

SCREEN GEMS

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**ED SIMMONS and  
NORMAN LEAR**

Writers-Directors

**"The Martha Raye Show"**

Every Third Tuesday, 8 P.M.

NBC-TV



**RAY NAZARRO**

DIRECTOR

"TOP GUN"

Edw. Small Prods. — United Artists

✧

PRODUCER-DIRECTOR

"FURY" — TV Series

Television Programs of America

**GREY LOCKWOOD**

NBC-TV

**DIRECTOR**

**JIM  
MORGAN**

Director

"Do You Trust Your Wife?"

— P —

**PAUL BYRON**  
CBS-TV  
**PEMBERTON, MURDOCK**  
Bill Stern Program  
WABC  
**POTTASCH, ALAN**  
WABC-TV  
**PURDY, RAI**  
CBS-TV

— R —

**REGAN, KEN**  
Jack Sterling Show  
WCBS  
**REVNER, KATHY**  
Housewives Protective  
League, Starlight Salute,  
Port of New York, Bill  
Raudle Show  
WCBS  
**RICCA, ERNIE**  
Romance of Helen Trent  
CBS  
**RICHARDSON, DONALD**  
CBS-TV  
**RITTER, RICHARD**  
American's Town Meeting,  
Events of the Day, World  
& You, Your Better Tomorrow,  
Soundmirror, Offbeat  
WABC  
**ROBERT, ROWE S.**  
CBS-TV

— S —

**SAMETH, JACK**  
Famous Film Festival  
ABC-TV  
**SAMMON, ROBERT**  
CBS-TV  
**SATENSTEIN, FRANK**  
CBS-TV  
**SCHAFFNER, FRANKLIN**  
CBS-TV  
**SCHUMMEL, CLARENCE**  
CBS-TV  
**SCHNEIDER, RICHARD N.**  
Wide Wide World, Circus, Today,  
Home, Tonight, Closed Circuit, Salute  
to Eisenhower, NBC  
**SHAW, JEROME**  
CBS-TV  
**SHEA, THOMAS**  
Life Is Worth Living  
WABC  
**SEARS, FRED F.**  
B. July 7, Boston, Mass. Screen  
Gems, Syndicated  
**SHOPE, ROGER**  
WABC-TV  
**SILBERSHER, MARVIN**  
CBS-TV  
**SIMMONS, ED**  
Martha Ray Show, NBC-TV  
**SIMPSON, BOB**  
Aunt Jenny  
CBS  
**SLATTERY, EDWARD**  
Backstage Wife  
CBS  
**SMITH, SID**  
B. Nov. 11, 1920, Minneapolis,  
Minn. The Jimmy Durante Show,  
NBC-TV

**SOMERVILLE, WARREN**  
When A Girl Marries, It's  
Time, World & You, Your  
Better Tomorrow, Sound-  
mirror, Offbeat  
WABC  
**SPOSA, LOU**  
Chance of a Lifetime  
ABC-TV  
**STANLEY, PAUL**  
CBS-TV

**STEEN CORT**  
B. July 14, 1918, Pittsburgh, Pa.  
Voice of Firestone, ABC-TV  
**STONE, EZRA**  
CBS-TV

**STRENGE, WALTER**  
B. May 2, 1898, Albany, N. Y.  
Waterfront, My Little Margie, Syn-  
dicated  
**STROTHER, CHARLES**  
Wednesday Night Fights  
ABC-TV  
**SWING, MARLIN**  
Morning Meditations, Her-  
man Hickman Show  
WCBS

— T —

**TRENNER, BARON**  
Down You Go, Mennen  
Commercials on Wednesday  
Night Fights  
ABC-TV

— V —

**VOLPICELLI, LOU**  
WABC-TV

— W —

**WALLACH, GEORGE**  
Wanted, CBS-TV; Cornerstones, Gen-  
eral Tele-Radio; Adventures of the  
Falcon, Inner Sanctum, Watch the  
World, NBC Film Division

**WALSH, JAMES**  
Super Circus  
ABC-TV  
**WALTERS, VINCENT**  
CBS-TV  
**WESTIN, AVRAM**  
CBS-TV

**WHELAN, KENNETH T.**  
CBS-TV  
**WIEST, GEORGE**  
My True Story, World &  
You, Your Better Tomorrow,  
Soundmirror, Offbeat  
WABC  
**WOLFE, ED**  
Ma Perkins  
CBS-TV

**WOOD, BARRY**  
B. Feb. 12, 1909, New Haven, Conn.  
A-Bomb Coverage, Combat, Wide,  
Wide World Tournament of Roses  
Parade, Look Award Show, NBC-TV;  
Director of Special Events, NBC

**WRAY, JOHN**  
CBS

— Z —

**ZIRATO, BRUNO**  
Robert W. Lewis Show  
CBS





BARRY WOOD



HERBERT SUSSAN

WIDE WIDE WORLD



ROBERT BENDICK



NORMAN FRANK



# RADIO-TV PRODUCERS

Network and Independent—and their work during 1955



— A —

**AARON, JOHN**  
CBS-TV

**ADAMS, HENRY J.**  
KMBC-TV, Kansas City, Mo.

**ALDREDGE, HARRY**  
KHSL-TV, Chico, Cal.

**ALEXANDER, RAY**  
Lady of the House  
KLOR, Portland, Ore.

**ALLINGHAM, ROBERT**  
KVAR, Mesa, Ariz.

**ANDREWS, CHARLES**  
CBS-TV

**ANTHONY, JACK**  
WLWC, Columbus, Ohio

**ARNELL, PETER**  
I'll Buy That, What's in a World,  
The Name's the Same, CBS

**ASBEL, HELEN**  
Organ Melodies  
WSIL-TV, Harrisburg, Ill.

**ASHBY, ROBERT**  
Living Word  
WDAN-TV, Danville, Ill.

**ASHER, WILLIAM**  
B. Aug. 8, 1921, New York City.  
Jane Wyman's Fireside Theater,  
NBC-TV

**ASHLEY, IRA**  
Kathy Godfrey Show  
CBS

**AUGUSTINE, WILLIAM**  
KHQA-TV, Hannibal, Mo.

**AYERS, TED**  
CBS-TV

— B —

**BARD, BEN**  
KVVG, Tulare, Cal.

**BAILEY, JUDSON**  
CBS-TV

**BARE, RICHARD**  
Warner Brother Presents  
ABC-TV

**BEACH, HUGH**  
CBS-TV

**BEIER, CARL**  
CBS-TV

**BELL, JOHN J.**  
WGTH-TV, Hartford, Conn.

**BENDICK, ROBERT L.**  
B. Feb. 8, 1917, New York City.  
Today, Wide Wide World, NBC-TV

**BENNETT, GIL**  
KVTU, Sioux City, Iowa

**BERDAHL, DICK**  
WDAY-TV, Fargo, N. D.

**BLACKWELL, BURT**  
WAVE-TV, Louisville, Ky.

**BLAIR, LEONARD**  
Valiant Lady, CBS-TV

**BOSTIAN, ROBERT I.**  
Hinky Dinks  
WAKR-TV, Akron, Ohio

**BOZARTH, WILLIAM**  
KOAT-TV, Albuquerque, N. Mex.

**BREEN, TOM**  
KCRA-TV, Sacramento, Cal.

**BRILL, RICHARD**  
CBS-TV

**BROSSEAU, TED**  
WTSK, Knoxville, Tenn.

**BROWN, DAVE**  
Dollar A Second  
ABC-TV

**BROWN, HARRY JOE**  
Crossroads  
ABC-TV

**BROWN, PAUL**  
KTBS-TV, Shreveport, La.

**BROWN, WILLIAM H.**  
Studio One, CBS-TV

**BRUTON, RUSTY**  
WTVJ, Miami, Fla.

**BRYANT, FLOYD**  
KIDO-TV, Boise, Idaho

**BURGESS, DON**  
KHQ-TV, Spokane, Wash.

**BURKE, CAROLINE**  
Vacation Wonderlands, Pirandello's  
Six Characters in Search of an  
Author, Wanda Landowska at Home,  
Three Steps to Heaven, NBC



NBC  
MATINEE THEATER

Devised  
and  
Produced  
by

*Albert Mac Cleary*

NBC-TV

**FELIX JACKSON  
PAUL NICKELL  
FRANKLIN SCHAFFNER  
WILLIAM H. BROWN**

**STUDIO ONE**

**AXEL GRUENBERG**

Producer-Director

for

**RALPH EDWARDS'  
"THIS IS YOUR LIFE"**

**Now In Its Third TV Year\***

\*1953 Academy of TV Arts and Sciences Award Winner

\*1954 Academy of TV Arts and Sciences Award Winner

**BURNETT, SUSAN**  
KPIX, San Francisco, Cal.  
**BUSTARD, DON**  
Mr. Party  
WGLV, Easton, Pa.  
**BUTTS, VIRGINIA**  
WBBM-TV, Chicago, Ill.  
**BYRNE, ERNIE**  
KTHV, Little Rock, Ark.

## — C —

**CARL, CLIFF**  
Iowa Barn Dance Frolic  
WBO-TV, Des Moines,  
Iowa  
**CARLINI, ULYSSES**  
WBHT-TV, Evansville, Ind.  
**CARLIN, STEVE**  
Stop the Music  
ABC-TV  
**CARNEY, FRED**  
Medical Horizons  
ABC-TV  
**CARSON, GEORGE**  
KTVI, St. Louis, Mo.  
**CATES, JOE**  
Stop the Music  
ABC-TV  
**CHESTOK, JACK**  
Lone Ranger  
ABC-TV  
**CHRISTENSON, DICK**  
WREN-TV, Rockford, Ill.  
**CHRISTIAN, LYNN**  
Shop on Television  
WCHS-TV, Charleston,  
W. Va.  
**CLARKSON, ROBERT**  
Offbeat  
WABC  
**CLAUSEN, AL**  
Bowling Sweepstakes  
KTVX, Muskogee, Okla.

**COLLIGAN, JAMES**  
World & You  
WABC  
**CORT, HARVEY**  
CBS-TV  
**COVINGTON, JANET**  
The Woman's Angle  
WMAR-TV, Baltimore, Md.  
**COWEN, ABE**  
Dottie Mack Show  
ABC-TV  
**CRAFT, JIMMY**  
Open House  
KNOE-TV, Monroe, La.  
**CRANDALL, JERRY**  
KIDO-TV, Boise, Idaho  
**CRANE, TOM**  
KFDX-TV, Wichita Falls,  
Tex.  
**CROFT, DON**  
Theatre Matinee  
KTVX, Muskogee, Okla.  
**CURTIS, ASTRID**  
Phone Your Answer  
WATR-TV, Waterbury,  
Conn.  
**CUSENBERRY, DON**  
Ladies' Fare  
WKY-TV, Oklahoma City,  
Okla.

## — D —

**DANIELS, ALFRED**  
WLBZ, Jackson, Miss.  
**DARGAN, CHARLES K.**  
WNBK, Cleveland, Ohio  
**DAUGHERTY, JEAN**  
Magic Toy Shop  
WHEN-TV, Syracuse, N. Y.  
**DAVIS, BOB**  
WNEX-TV, Petersburg, Va.  
**DAVUES, TED**  
KVEC-TV, San Luis  
Obispo, Cal.  
**DAVIS, W. A.**  
WBZ-TV, Boston, Mass.  
**DEDRICK, DAVE**  
KELO-TV, Falls, S. D.  
**DEGAN, CARL**  
WRC-TV, Washington,  
D. C.  
**DEKER, LEO**  
Home Cookin' Country Style  
WTVB, Durham, N. C.  
**DeLUCIA, CAMILLO**  
WSTV-TV, Steubenville,  
Ohio  
**DEL VALLE, JAIME**  
B. Jan. 19, 1910, Los Angeles, Cal.  
The Line Up, CBS-TV  
**DeMUND, CHARLES**  
KOOI-TV, Phoenix, Ariz.  
**DENKER, HENRY**  
Greatest Story Ever Told  
WABC  
**DeVOE, ROBERT**  
KHQA-TV, Hannibal, Mo.  
**DISNEY, WALT**  
Disneyland, Mickey Mouse  
Club  
ABC-TV  
**DONOVAN, BILL**  
WDAF-TV, Kansas City,  
Mo.  
**DORN, BILL**  
WDAN-TV, Danville, Ill.  
**DORN, LARRY**  
Events of the Day  
WABC  
**DOUGLAS, MILTON**  
CBS-TV  
**DOWNEY, JOHN O.**  
WGTH-TV, Hartford, Conn.  
**DRABANT, JACK**  
Romper Room  
WFAA-TV, Dallas, Tex.

## PETER ARNELL

CREATOR AND PRODUCER

of

TELEVISION PROGRAMS

*Exclusive Management*  
ASHLEY-STEINER, INC.

*Press Representative*  
SOLTERS-O'ROURKE & ASSOCIATES

# WILLIAM KAYDEN

Producer

NBC-TV

Special Events

# LEON FROMKESS

**DUNNING, HARLAN**

Mitch Miller Show  
CBS

**DUTCHER, BILL**

WMT-TV, Cedar Rapids,  
Iowa

— E —

**EDELMAN, LOUIS F.**

Make Room for Daddy  
ABC-TV

**ELLSWORTH,  
WHITNEY**

B. Nov. 17, 1908, Brooklyn, N. Y.  
Superman, Syndicated

**END, JACK**

WHAM, Rochester, N. Y.

**EPTON, LOU**

WREX-TV, Rockford, Ill.

**ERSKINE, CHESTER**

TV Reader's Digest  
ABC-TV

**ESKILSON, JAMES**

KEYT, Santa Barbara,  
Cal.

— F —

**FEATHERSTONE,**

**CHARLES**

WSYR-TV, Syracuse, N. Y.

**FETER, TED**

CBS-TV

**FIELD, BILL**

Mr. Nobody  
WBRE-TV, Wilkes Barre,  
Pa.

**FLEISCHMAN, STEPHEN**

CBS-TV

**FORREST,**

**RAYMOND E.**

B. Jan. 7, 1916. Children's Theatre,  
WRCA-TV

**FOSTER, ROBERT**

Medical Horizons  
ABC-TV

**FOX, CARL**

Ozark Jubilee  
ABC-TV

**FRANCKS, KEN**

KWWL-TV, Waterloo,  
Iowa

**FRANK, NORMAN**

B. Feb. 18, 1925, New York City.  
Wide Wide World, World at Home,  
Kick-Off 1955, NBC-TV

**FRANKEL, WIN**

KWTN, Waco, Tex.

**FRIENDLY, FRED**

CBS-TV

— G —

**GARDNER, JERRY**

KFDA-TV, Amarillo, Tex.

**GAUVITTE, JACK**

WDAY-TV, Fargo, N. D.

**GAY, CONNIE B.**

WMAL-TV, Washington,  
D. C.

**GOERSS, JON ARTHUR**

No School Today  
WABC

**GORDON, BOB**

KOMO-TV, Seattle, Wash.

**GORDON, SHELBY**

CBS-TV

**GOODE, JIM**

KXJB-TV, Valley City,  
N. D.

**GOORIAN, LEN**

WCPO-TV, Cincinnati,  
Ohio

**GOTTLIEB, ALEX**

CBS-TV

**GRAHAM, LEWIS**

Ted Mack & Original Ama-  
teur Hour  
ABC-TV

**GRAY, JIM**

I'll Clue You  
WVEC-TV, Norfolk, Va.

**GREY, LANNY &  
GINGER**

Yonkers Raceway, Adam Hats, Bar-  
ricini Candy, Marlin Blades, Carpet  
Industry, Sunoco, Blatz, Chase Bank,  
Jingles

**GREENOUGH, LEW**

WOL-TV, Ames, Iowa

**GRESHAM, AL**

WACT, Memphis, Tenn.

**GRUENBERG, AXEL**

B. Aug. 17, Riga, Latvia. This Is  
Your Life, NBC-TV

**GURWIT, MONTE**

WTVT, Petersburg, Fla.

**GUY, ROBERT I.**

KNTV, San Jose, Cal.

— H —

**HAGY, RUTH GERI**

College Press Conference  
ABC-TV

**HALL, STUART**

Weather Wise  
WCAX-TV, Burlington, Vt.

**HALLACK, EDDIE**

Council Comes to Call  
KRLD-TV, Dallas, Tex.

**HAMMOND, BILL**

KFDM-TV, Beaumont, Tex.

**HANDLEY, ALAN**

B. March 11, Indianapolis, Ind.

**HANSEN, DOROTHY**

KGO-TV, San Francisco,  
Cal.

STANLEY  
SHAPIRO

•  
Writer

Producer



CAROLINE BURKE

Producer-Director

NBC-TV



**RAY FORREST**

PRODUCER-HOST  
CHILDREN'S THEATRE  
WRCA-TV



**BARRY SHEAR**

*Executive Producer-Director*  
Du Mont Broadcasting Corp.



**LEONARD "BUZZ" BLAIR**  
PRODUCER

"Valiant Lady" CBS-TV  
Management, William Morris Agcy.

spend  
your  
next  
vacation  
touring  
colorful  
romantic  
historic  
old  
Hal  
Kanter.



**HANSEN, TED**

KWWL-TV, Waterloo,  
Iowa

**HARE, WILLIAM**

KMBC-TV, Kansas City,  
Mo.

**HARMON, WILLIAM**

B. Dec. 20, 1915, Poughkeepsie,  
N. Y. Jimmy Durante Show, The  
Duke, NBC-TV

**HARRIS, SID**

Hunting & Fishing  
WARM-TV, Scranton, Pa.

**HARRISON, JACK**

KTRE-TV, Lufkin, Tex.

**HART, LEN**

KCRG-TV, Cedar Rapids,  
Iowa

**HART, WALTER**

Ethel & Albert  
ABC-TV

**HART, WILLIAM**

KHSL-TV, Chico, Cal.

**HEIDER, FREDERICK**

Voice of Firestone, Life Is  
Worth Living  
ABC-TV

**HENLEY, ARTHUR**

B. Sept. 9, 1921, New York City.  
Make Up Your Mind, CBS

**HENRY, JIM**

KVTV, Sioux City, Iowa

**HERMAN, HARRY**

Star Tonight  
ABC-TV

**HERRIDGE, ROBERT**

CBS-TV, New York, N. Y.

**HERVEY, ALLEN**

WNDU-TV, South Bend,  
Ind.

**HEUSTESS, ROLAND**

WMFD-TV, Wilmington,  
N. C.

**HILL, DUANE C.**

KSL-TV, Salt Lake City,  
Utah

**HIKEN, NAT**

CBS-TV

**HINES, DREX**

Events of the Day, World  
& You, Your Better To-  
morrow, Soundmirror, Off-  
beat  
WABC

**HODGES, RALPH**

KLAS-TV, Las Vegas, Nev.

**HOFFNES, DONALD**

WGAN-TV, Portland, Me.

**HOLLINGER, BETH**

Your Better Tomorrow  
WABC

**HOLMAN, CLIFF**

Tip Top Clubhouse  
WABT, Birmingham, Ala.

**HOSKINS, H. J.**

WICS, Springfield, Ill.

**HOWARD, SANDY**

B. Aug. 1, 1923, The Merry Mail-  
man, Colonel Venture, WOR-TV;  
Luncheon at Sardi's, Supper at Sar-  
di's, WOR; Special Edition, MBS;  
Celebrity Club, ABC-TV

**HUGHES, JOHN**

Invitation to Charm  
WDAK-TV, Columbus, Ga.

**HUGGINS, ROY**

Warner Brothers Presents  
ABC-TV

**HUTTE, VAN**

KCEN-TV, Temple Waco,  
Tex.

## — I —

**ILOTT, PAMELA**

CBS-TV

**IRWIN, CAROL**

Mama, CBS-TV

## — J —

**JACKSON, FELIX**

B. June 5, 1902, Hamburg, Ger-  
many. Studio One, CBS-TV

**JACOBSEN, GENE**

WSFA-TV, Montgomery,  
Ala.

**JANCZEWICZ, ED**

Carnival  
WBZ-TV, Boston, Mass.

**JARVIS, IRV**

WHIZ-TV, Zanesville, Ohio

**JENSEN, JERREL R.**

At Home  
KNTV, San Jose, Cal.

**JOHNS, ROBERT L.**

Woman's World  
WKRG-TV, Mobile, Ala.

**JOHNSON, JOHNNY**

WABT, Birmingham, Ala.

**JOHNSON, RICHARD S.**

WCU-TV, Erie, Pa.

**JOHNSON, VANCE**

WFBC-TV, Greenville, S. C.  
WPTZ, Philadelphia, Pa.

## — K —

**KANNA, RALPH**

Birthday Party  
WKNB-TV, New Britain,  
Conn.

**KANTER, HAL**

George Gobel Show, NBC-TV

**KAYDEN, WILLIAM**

B. Dec. 31, New York City. NBC-  
TV, Special Events

**KLYM, EDWARD J.**

Quiz Down  
WJAC-TV, Johnstown, Pa.

**KNIGHT, LLOYD**

WGAN-TV, Portland, Me.

**KNIGHT, ROBERT**

WMAZ-TV, Macon, Ga.

**KRANTZ, STEVE**

WRCA-TV, New York,  
N. Y.

**KUNEY, JACK**

CBS-TV

**KURTZ, JOHN**

WTVD, Durham, N. C.

## — L —

**LACKNER, ED**

KOMO-TV, Seattle, Wash.

**LAND, GEORGE T.**

WBPT, Jackson, Miss.

**LATHAM, WAYNE**

WWLP, Springfield, Mass.

**LAUNER, JACK**

WCPO-TV, Cincinnati, Ohio

**LEE, STAN**

CBS-TV

**LEICHER, FRITZ**

Coffee Time  
WSAZ-TV, Huntington,  
W. Va.

**LEISER, ERNEST**

CBS-TV

**LEONARD, LARRY**

KIII-TV, Los Angeles, Cal.

**LE ROY, BUD**

Three Speeds Forward  
KNJB-TV, Valley City,  
N. D.

**LESTER, CHARLES**

WMAZ-TV, Macon, Ga.

**LEVY, PARKE**

B. July 15, 1908, Philadelphia, Pa.  
December Bride, CBS-TV

**LEVY, RALPH**

B. Dec. 18, 1919, Philadelphia, Pa.  
The Jack Benny Show, Shower of  
Stars, CBS-TV

**LEWINE, RICHARD**

CBS-TV

**LEWIS, JACOBS**

CBS-TV

**LEWIS, MARLO**

CBS-TV

**LEWIS, WARREN**

Dupont Cavalcade Theatre  
ABC-TV

**LIEBMAN, MAX**

Spectaculars, NBC-TV

**LOOBY, JAMES**

Parade of Youth  
WKNB-TV, New Britain,  
Conn.

**LOVETON, JOHN**

Topper  
ABC-TV

**LUBEN, RICHARD**

WFBC-TV, Greenville, S. C.

**LYNAGH, JAMES**

WSIX, Nashville, Tenn.

## — Mc —

**McDONALD, AL**

KOTA-TV, Rapid City, S. D.

**McCLEERY, ALBERT**

B. Lawrence, Kansas. Hallmark  
Hall of Fame, Matinee Theatre,  
NBC-TV

**McGAUGHY, CARROLL**

Our Town  
KATV, Pine Bluff, Ark.

**McGHEE, JOHN**

KOIN-TV, Portland, Ore.

**McGREGG, RALPH**

KPTV, Portland, Ore.

**McHENDRIX, BOB**

WKRC-TV, Cincinnati, Ohio

**McKENZIE, BLAIR**

WVEC-TV, Norfolk, Va.

**McMANUS, BOB**

KFDL-TV, Beaumont, Tex.

## — M —

**MacKENZIE, WILLIAM**

WNDU-TV, South Bend,  
Ind.

**MAHONEY, WILLIAM**

No School Today  
WABC

**MANSFIELD, IRVING**

CBS-TV

**MARTIN, GIL**

WKNY-TV, Kingston, N. Y.

**MASON, HOMER**

KHIQ-TV, Spokane, Wash.

**MITTAG, CARLOS**

WLAW-D, Dayton, Ohio

**MONTERO, SERAFIN**

WAPA-TV, San Juan,  
Puerto Rico

**MONTGOMERY, ROBERT**

American Tobacco Theatre, John-  
son's Wax Program, NBC-TV

**MORRIS, BEN**

WKY-TV, Oklahoma City,  
Okla.

**MORRIS, STAN**

WLWC, Columbus, Ohio

**MOSBY, LEONARD**

Open House  
WMBR-TV, Jacksonville,  
Fla.

**MOSIER, BUD**

KARD-TV, Wichita, Kans.

**MOSS, BOB**

Martin Block Pgms  
WABC

**MOSS, HERBERT**

Changes of a Lifetime  
ABC-TV

**MUNT, PAUL B.**

KOLN-TV, Lincoln, Neb.

**MURDOCK, JACK**

For Men Only  
KTTV, St. Louis, Mo.



— N —

**NEALE, STERRETT**  
Old Timer  
WSAZ-TV, Huntington,  
W. Va.  
**NELSON, JAMES**  
WDRO-TV, Orlando, Fla.  
**NELSON, OZZIE**  
ABC-TV  
**NESLROG, WALLY**  
KTWW, Tacoma, Wash.  
**NICKELL, PAUL**  
Studio One, CBS-TV  
**NORTHSHIELD, ROBERT**  
CBS-TV

— O —

**OLESKER, HARRY**  
CBS-TV  
**OPENSHAW, BYRON J.**  
KSL-TV, Salt Lake City,  
Utah

— P —

**PALMER, TOM**  
WFAA-TV, Dallas, Tex.  
**PARK, JACK**  
KARD-TV, Wichita, Kan.  
**PARKER, CLAUDE**  
Melody Boys  
KARK-TV, Little Rock, Ark.  
**PARKER, ROBERT**  
WIBQ-TV, Memphis, Tenn.  
**PATTERSON, JIM**  
KNXT, Los Angeles, Cal.  
**PEEPLES, DON**  
KSWO-TV, Lawton, Okla.  
**PEHLMAN, CARL**  
KKTV, Colorado Springs,  
Col.  
**PEPPER, JOHN**  
KESD-TV, San Diego, Cal.  
**PERRIN, NAT**  
B. Mar. 15, 1912, Brooklyn, N. Y.  
Shower of Stars, Red Skelton Show,  
Johnny Carson Show, CBS-TV  
**PETERSEN, LESLIE**  
MGM Parade  
ABC-TV  
**PEYSER, JOHN**  
Warner Brothers Presents  
ABC-TV  
**PIERCE, SAM**  
Edgar Bergen Hour  
CBS  
**POERNER, VERNON**  
KDFB-TV, Lubbock, Tex.  
**POOLE, JACK**  
WEAT-TV, W. Palm Beach,  
Fla.  
**POOLE, LYNN**  
Tomorrow's Careers  
ABC-TV  
**PREVOU, IRVIN**  
Daytime  
KCFX-TV, Temple-Waco,  
Tex.  
**PRYOR, WALLY**  
KTRC-TV, Austin, Tex.

— Q —

**QUINTANA, OSCAR**  
WAPA-TV, San Juan,  
Puerto Rico

— R —

**RALSTON, GILBERT A.**  
CBS-TV  
**REED, BOB**  
Hit or Miss  
WBRZ, Baton Rouge, La.  
**RENDELY, RICHARD**  
Soundmirror  
WABC  
**REZNICK, MAX**  
WTTG, Washington, D. C.

**RICHARDS, KEN**  
WJIM-TV, Lansing, Mich.  
**ROCKEFELLER, KENNETH**  
Famous Film Festival,  
Afternoon Film Festival  
ABC-TV  
**ROBINSON, JEROME**  
Warner Brothers Presents  
ABC-TV  
**ROMINE, CHARLES**  
CBS-TV  
**ROMPF, EVERETT**  
WHAM, Rochester, N. Y.  
**ROSEN, BERNIE**  
WTVJ, Miami, Fla.  
**ROSENMAN, MORT**  
Championship Bowling  
WXIX, Milwaukee, Wis.

— S —

**SACK, TED**  
CBS-TV  
**SANFORD, HERBERT**  
CBS-TV  
**SCHAFFNER, FRANKLIN**  
Studio One, CBS-TV  
**SCHREIBER, HERKE**  
KOIN-TV, Portland, Ore.  
**SCHUBERT, BERNARD**  
Topper  
ABC-TV  
**SELF, WILLIAM**  
B. June 21, 1921, Dayton, Ohio.  
Schlitz Playhouse of Stars, CBS-TV  
**SHAPIRO, STANLEY**  
B. July 16, 1925, Brooklyn, N. Y.  
Ray Bolger Show, ABC-TV  
**SHEAR, BARRY**  
B. March 23, 1923, New York  
City. Muscular Dystrophy Tele-  
thon, Arthritis Telethon, George  
Jessel Show, Electronicam; Igor  
Cassini's Million Dollar Show-  
case, ANTA Album 1955, Closed  
Circuit; Shoestring Revue, Star-  
time, DuMont Broadcasting Corp.

**SHEEHAN, FRED**  
Events of the Day  
WABC  
**SHUMAN, JOHN**  
Space Funnies  
WXIX, Milwaukee, Wis.  
**SINCLAIR, DALE**  
KCSJ-TV, Pueblo, Col.  
**SINGER, BOB**  
WKRC-TV, Cincinnati, Ohio  
**SILVER, MIKE**  
WNAO-TV, Raleigh, N. C.  
**SIMON, AL**  
B. Nov. 10, New York City. Burns  
& Allen Show, Bob Cummings Show,  
CBS-TV  
**SKLAR, MICHAEL**  
CBS-TV  
**SLINGLAND, FRANK**  
WRC-TV, Washington, D. C.  
**SMITH, WOODY**  
WGLV, Easton, Pa.  
**SOBOL, ED**  
Lawrence Welk Show  
ABC-TV

**SPAN, ALFRED**  
B. May 28, 1910, England. Robert  
Q. Lewis, Stage Show, CBS  
**SPEAR, JIM**  
The Muppet Shop  
WTAP, Parkersburg, W. Va.  
**SPIVEN, SAM**  
Shaving Your Future  
WSPA-TV, Montgomery,  
Ala.  
**SPURGEON, JAY**  
WOW, Omaha, Neb.  
**ST. JOSEPH, E.**  
Warner Brothers Presents  
ABC-TV

**STEFFENER, WAYNE**  
You Asked for It  
ABC-TV  
**STEPHENS, MICHAEL**  
KGO-TV, San Francisco,  
Cal.  
**STERNFIELD, TOMMY**  
Teen-Age Barn  
WRGB, Schenectady, N. Y.  
**STEWART, PAUL**  
Warner Brothers Presents  
ABC-TV  
**STONE, MARTIN**  
Super Circus  
ABC-TV  
**STORY, DICK**  
KATV, Pine Bluff, Ark.  
**STRAND, PETER**  
WXYZ-TV, Detroit, Mich.  
**STROTHER, CHARLES**  
Wednesday Night Fights  
ABC-TV  
**STUHL, JOSEPH**  
Down You Go  
ABC-TV  
**SUSSAN, HERBERT**  
B. Feb. 24, 1921, New York City.  
Wide World, Coke Time Star-  
ring Eddie Fisher, NBC-TV; Guy  
Lombardo Show, Syndicated Film  
Series  
**SWANSON, NILES**  
WBBM-TV, Chicago, Ill.

— T —

**TANSKI, JOSEPH S.**  
WNBK, Cleveland, Ohio  
**TAYLOR, FRED**  
KTVR, Denver, Col.  
**THORNTON, PHILIP**  
KPX, San Francisco, Cal.

— V —

**VANDA, CHARLES**  
WCAU-TV, Philadelphia, Pa.  
**VENZA, JAC**  
CBS-TV

— W —

**WALLS, WOODSON**  
WIBQ-TV, Memphis, Tenn.  
**WASSERMAN, AL**  
CBS-TV  
**WAUGH, IRVING**  
Grand Ole Opry  
ABC-TV  
**WEBB, LEIGH**  
KRLD-TV, Dallas, Tex.  
**WEISS, MILT**  
KHJ-TV, Los Angeles, Cal.  
**WEINSTEIN, WILLIAM**  
CBS-TV  
**WHITLEY, WILLIAM**  
KNXT, Los Angeles, Cal.  
**WILLIAMS, PALMER**  
CBS-TV  
**WOLF, HERB**  
Break the Bank, Masquerade  
Party  
ABC-TV  
**WOLFE, PERRY**  
CBS-TV

**WOOD, BARRY**  
Wide, Wide World, NBC-TV  
**WRIGHT, ROBERT**  
KERO-TV, Bakersfield, Cal.  
**WYSE, BILL**  
KEDD, Wichita, Kan.

— Z —

**ZACHARY, BEULAH**  
Kukla, Fran & Ollie  
ABC-TV  
**ZOUSMER, JESSE**  
CBS-TV

# RADIO-TV WRITERS

Advertising Agency—Network—Free Lance  
and their work in 1955



— A —

ADAMSON, EDWARD J.  
Free-Lance

— B —

BARNOUW, ERIK  
Free-Lance

BAUMER, MARIE  
Free-Lance

BELLAK, GEORGE  
Free-Lance

BERG, GERTRUDE  
The Goldbergs  
DuMont

BIXBY, CARL  
Life Can Be Beautiful, NBC.

BLACK, HILDA  
Edgar Bergen Hour  
CBS

BORTZ, ALVIN  
Free-Lance

BUSS, CARL A.  
Free-Lance

— C —

CARROLL, JEAN  
Free-Lance

CAVANAGH, JAMES  
Free-Lance

CHEVIGNY, HECTOR  
Second Mrs. Burton  
CBS

CLARK, WILLIAM  
KENDALL  
Free-Lance

COCHRAN, JOSEPH  
Free-Lance

COOLEY, LEE  
Free-Lance

COOPER, HAL  
Magic Cottage  
DuMont

COOPERSMITH, JEROME  
Free-Lance

CONNELLY, JOE  
B. Aug. 22, 1918, New York City.  
Amos 'N Andy, CBS; Amos 'N  
Andy, CBS-TV; The Ray Milland  
Show, Syndicated TV

COTLER, GORDON  
Mitch Miller Show  
CBS

— D —

DeFILITTA, FRANK  
Free-Lance

DENKER, HENRY  
Free-Lance

DIGBY, NOEL  
WSM, Nashville, Tenn.

DOUGALL, BERNARD  
Modern Romances, When A  
Girl Marries  
WABC

JOE  
CONNELLY



BOB  
MOSHER

"AMOS 'N' ANDY"—CBS  
"THE PRIVATE WAR OF MAJOR BENSON"—U.I.

CARLTON E. MORSE  
Enterprises

Hollywood



ONE MAN'S FAMILY  
THE WOMAN IN MY HOUSE  
I LOVE A MYSTERY

— E —

**EHRlich, MAX**  
Free-Lance  
**ELMAN, IRVING**  
Free-Lance  
**ETTINGER, DON**  
Free-Lance  
**ETTINGER, EDWARD**  
Dancing Party, Jimmy Nelson Show  
ABC

— F —

**FASS, GEORGE**  
Free-Lance  
**FASS, GERTRUDE**  
Free-Lance  
**FERRO, MATHILDE**  
Free-Lance  
**FERRO, THEODORE**  
Free-Lance  
**FLENDER, HAROLD**  
Free-Lance

— G —

**GAST, HAROLD**  
Free-Lance  
**GERSON, NOEL B.**  
Free-Lance

**GILROY, FRANK**  
Free-Lance  
**GLIEKMAN, WILL**  
Free-Lance  
**GOLDBERG, MEL**  
Free-Lance  
**GOODMAN, HANNA GRAD**  
Free-Lance

**GREY, LANNY & GINGER**

Yonkers Raceway, Adam Hats, Bar-  
ricini Candy, Marlin Blades, Carpet  
Industry, Sunoco, Blatz, Chase Bank,  
Jingles

**GUSSMAN, CHARLES**  
Road of Life  
CBS

— H —

**HAGGERT, JOHN**  
Brighter Day  
CBS  
**HANFF, HELEN**  
Free-Lance  
**HANSEN, RICHARD**  
NBC  
**HART, ELIZABETH**  
Free-Lance  
**HAYES, RAPHAEL**  
Free-Lance  
**HECHT, BEN**  
Free-Lance

**HENDERSON, JOHN T., JR.**  
Nick Carter, John Steele,  
Adventurer, Storytime, Ra-  
dio Novels, Heartbeat of  
Industry Network, Inde-  
pendent  
**HESS, JOHN D**  
Free-Lance  
**HEWARD, LOUIS**  
Free-Lance

**HOWARD, SANDY**

B. Aug. 1, 1923. The Merry Mail-  
man, Colonel Venture, WOR-TV;  
Luncheon at Sardi's, Supper at Sar-  
di's, WOR; Special Edition, MBS;  
Celebrity Club, ABC-TV

**HUMBERT, ANNE & FRANK**

Backstage Wife, Our Gal  
Sunday, Romance of Helen  
Trent  
CBS

— I —

**IRVING, PETER**  
Free-Lance

— J —

**JACOBY, LOIS**  
Free-Lance

# CARL BIXBY

*Life Can Be Beautiful*

•

*Television*

•

Sturges Highway

Southport, Conn.

Clearwater 9-3275

**JOHNSON, JAY**  
Kathy Godfrey Show  
CBS

**JUNKIN, HARRY W.**  
Free-Lance

## — K —

**KANTER, HAL**  
B. Dec. 18, 1918, Savannah, Ga.  
George Gobel Show, NBC-TV

**KLEE, LAWRENCE**  
Free-Lance

**KLINKER, ZENO**  
Edgar Bergen Hour  
CBS

## — L —

**LEAR, NORMAN**  
Martha Ray Show  
NBC-TV

**LESAN, DAVE**  
Young Dr. Malone  
CBS

**LEWIS, MILTON**  
This Is Nora Drake  
CBS

**LINSAY, ROBERT  
HOWARD**  
Free-Lance

**LOCKE-ELLIOTT, SUMNER**  
Free-Lance

**LOWTHER, GEORGE**  
Free-Lance

## — Mc —

**McCRACKEN, ELLEN**  
Free-Lance

**McCRACKEN, RICHARD**  
Free-Lance

**McGIFFERT, JOHN**  
Free-Lance

**McGEEVEY, JOHN W.**  
Free-Lance

## — M —

**MARION, IRA**  
World & You, Your Better  
Tomorrow, Soundmirror,  
Offbeat  
WABC

**MARKES, LARRY W., JR.**  
Free-Lance

**MARTIN, PETER**  
When A Girl Marries, Com-  
panion, Paging the New  
WABC

**MARVIN, EDGAR**  
Your Better Tomorrow  
WABC

**MELTZER, NEWTON**  
Free-Lance

**MISROCK, HENRY**  
Free-Lance

**MORSE, CARLTON  
E.**

B. June 4, Jennings, La. One Man's  
Family, The Woman in My House,  
NBC; I Love a Mystery

**MOSHER, BOB**  
B. Jan. 18, 1915, Auburn, N. Y.  
Amos 'N Andy, CBS; Amos 'N Andy,  
CBS-TV; The Ray Milland Show,  
Syndicated TV

**MUEHM, HARRY**  
Free-Lance

## — N —

**NAGLER, BARNEY**  
Free-Lance

**NEIMAN, ROBERT  
GAYNOR**  
Free-Lance

**NEWMAN, PAUL S.**  
Free-Lance

**NEWMAN, ROBERT**  
Free-Lance

**NICKERSON, KATE**  
Free-Lance

**NISS, STANLEY**  
Free-Lance

**NOAH, ROBERT**  
Free-Lance

## — O —

**O'NEILL, CHARLES**  
Free-Lance

## — P —

**PELLETIER, LOUIS**  
FBI in Peace & War  
CBS

**PHILLIPS, IRNA**  
Guiding Light  
CBS

**PICKARD, JOHN**  
Wendy Warren & The News  
CBS

**POLLOCK, ELLEN**  
Free-Lance

**POLLOCK, ROBERT MASON**  
Free-Lance

**PROVO, FRANK**  
Wendy Warren & The News  
CBS

## — Q —

**QUILLAN, JOE**  
B. Aug. 31, 1915, Philadelphia, Pa.  
Our Miss Brooks, CBS-TV

## — R —

**ROCHE, JOHN F.**  
Free-Lance

**RODMAN, HOWARD**  
Free-Lance

**ROSE, REGINALD**  
Free-Lance

**ROSE, SI**  
Edgar Bergen Hour  
CBS

**RIPLEY, BETTE**  
Companion, Paging the New  
WABC

## — S —

**SANGSTER, MARGARET**  
True Story, Whispering  
Streets  
WABC

**SAPINSLEY, ALVIN**  
Free-Lance

**SERLING, ROD**  
Free-Lance

**SHAW, ROBERT J.**  
Free-Lance

**SILVERMAN, STANLEY H.**  
Free-Lance

**SIMMONS, ED**  
MARTHA RAYE SHOW, NBC-TV

**STARK, SHELDON**  
Modern Romances, Robert  
Mills, World & You  
ABC, WABC

## — T —

**THOMPSON, HAL**  
Soundmirror  
WABC

**THOMPSON, PALMER**  
Free-Lance

**TOYROV, ORIN**  
Ma Perkins  
CBS

**TRAVERS, VIRGINIA**  
Companion, Paging the New  
WABC

## — W —

**WALLACE, ART**  
Free-Lance

**WALPOLE, HELEN**  
Free-Lance

**WELLES, HALSTED**  
Free-Lance

**WILBER, CAREY**  
Captain Video, DuMont  
Free-Lance

**WITTY, DON**  
Offbeat  
WABC

**WOOD, ARLENE**  
Soundmirror  
WABC



**JACK PLEIS**

MUSICAL DIRECTOR

**DECCA RECORDS**

*Personal Management*

WYNN LASSNER ASSOCIATES



# MUSICAL DIRECTORS

RADIO AND TELEVISION  
—their work during 1955



— A —

**ADDISON, HAROLD**  
KTBS, Shreveport, La.

**ADEY, LEONARD H.**  
WGOV, Valdosta, Ga.

**AGNEW, JOHN**  
WTVN, Columbus, Ohio

**ALEXANDER, MAX**  
WAIN, Columbia, Ky.

**ALLAN, ROGER**  
WOTW, Nashua, N. H.

**ALLDREDGE, J.**  
WBRC, Birmingham, Ala.

**ALLEN, ALTA M.**  
WLAJ, La Follette, Tenn.

**ALLEN, OWEN C.**  
KODI, Cody, Wyo.

**ALLEN, JAMES C.**  
WTJS, Jackson, Tenn.

**AMUNDSEN, CARL**  
WIMS, Michigan City, Ind.

**ANDERSON, GUY**  
WFAA, Dallas, Tex.

**ANDREWS, ULYSS S.**  
WOZK, Ozark, Ala.

**ANNO, NANCY**  
WATW, Ashland, Wis.

**ARMBRUSTER, ROBERT**  
B. Oct. 9, Philadelphia, Pa. Western Division, NBC; Victor Records, RCA

**ARMEY, JOE**  
KBRC, Mount Vernon, Wash.

**ATTEBERRY, FERRY**  
KCOL, Ft. Collins, Col.

**AYRES, MITCHELL**  
Perry Como Show  
NBC-TV

**AYRES, NORMAN**  
WCSH, Portland, Me.

— B —

**BAILEY, CHARLES**  
WKGN, Knoxville, Tenn.

**BAKER, GENE**  
WSJM, Salem, Ind.

**BALDWIN, LEE**  
WLS, Chicago, Ill.

**BALZER, LUDWIG**  
WRC, Washington, D. C.

**BARDO, GENE**  
WSEV, Sevierville, Tenn.

**BARDO, LYLE**  
KFTC, San Francisco, Cal.

**BARGY, ROY**  
B. July 31, Newaygo, Mich. The Jimmy Durante Show, NBC-TV; Father Knows Best, CBS-TV

**BARHAM, FRANK**  
WCHV, Charlottesville, Va.

**BARKLEY, RONALD R.**  
KPIG, Cedar Rapids, Iowa

**BARR, FRED**  
WWRL, N. Y., N. Y.

**BASSETT, RALPH**  
KWDN, Des Moines, Iowa

**BAUGHMAN, JOYCE**  
KVON, Napa, Cal.

**BEAUMONT, SAL**  
WWGS, Tifton, Ga.

**BELL, FRANK**  
WEEL, Boston, Mass.

**BENNETT, WILLIAM**  
WNHC, New Haven, Conn.

**BENSMAN, MARVIN**  
WSHE, Sheboygan, Wis.

**BENSON, BROWNIE**  
Coffee Time  
WSAZ-TV, Huntington, W. Va.

**BENTON, DICK**  
Time Out for Fun  
KVTW, Sioux City, Iowa

**BERK, SAMMY**  
WSRS, Cleveland, Ohio

**BETTS, HARRY**  
KHJ-TV, Los Angeles, Cal.

**BILSKE, ROBERT F.**  
WNEB, Worcester, Mass.

**BIRDSONG, LAWRENCE**  
KTVE, Longview, Tex.

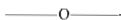
**BISHOP, DON**  
KTW, Seattle, Wash.

**BLACK, NORMAN**  
WPHL, Philadelphia, Pa.

**BLACKBURN, MARLYN**  
What's Your Answer  
WKNB-TV, New Britain, Conn.



CHARLES  
SANFORD



MUSICAL CONDUCTOR  
for  
Max Liebman Presents



**BERNIE  
WAYNE**

Recording for  
ABC Paramount  
Records



**JACK SHAINDLIN**

20th CENTURY-FOX  
COLUMBIA PICTURES  
LOUIS DE ROCHEMONT  
PRODUCTIONS  
CORAL RECORDS

Steinway Hall  
New York City

**BLACKWOOD, CLAUDE**  
KEX, Portland, Ore.  
**BLAKE, LOREN**  
WEHT-TV, Evansville, Ind.  
**BLAKE, MARY**  
KFKA, Greeley, Col.  
**BLANK, RALPH**  
WJJD, Chicago, Ill.  
**BLEAM, FRANK**  
WAYB, Waynesboro, Va.  
**BLISS, ALICE**  
KBBR, Brownsville, Tex.  
**BLOCH, RAY**  
Robert W. Lewis Show  
CBS  
**BOAHN, WILLIAM**  
WHED, Washington, N. C.  
**BOISVERT, LOUIS A.**  
WBRY, Waterbury, Conn.  
**BOONE, MARY**  
WMMN, Fairmont, W. Va.  
**BONET, JOHN**  
KSN, Bisbee, Ariz.  
**BODELON, DONALD**  
KAPB, Marksville, La.  
**BORTEL, CLAUDE**  
WSYR, Syracuse, N. Y.  
**BOVERO, PHIL**  
KGO-TV, San Francisco, Cal.  
**BOWER, CHUCK**  
KXOC, Chico, Cal.  
**BRADY, WILLIAM P.**  
WBDC, Chicago, Ill.  
**BRASCIA, VINCE**  
KBMI, Henderson, Nev.  
**BRASHER, JAMES**  
KTXJ, Jasper, Tex.  
**BRASSFIELD, JIM**  
KCRV, Caruthersville, Mo.  
**BREEN, BERNARD**  
Caesar's Hour  
NBC-TV  
**BRESTOFF, PHIL**  
WXYZ, Detroit, Mich.

**BRIDGES, DORIS**  
WKMT, Kings Mountain, N. C.  
**BRIGHAM, BEVERLY**  
KGFJ, Roswell, N. Mex.  
**BRIGHT, WELDON**  
KGNC-TV, KGNC, Amarillo, Tex.  
**BANK, ART**  
KGFW, Kearney, Neb.  
**BRISKMAN, HELEN**  
WDLB, Marshfield, Wis.  
**BRIFF, WESTON**  
WCOV, Montgomery, Ala.  
**BRITTAIN, HERB**  
CKY, Winnipeg, Man.  
**BROWN, BOB**  
WSOY, Decatur, Ill.  
**BROWN, CARL**  
WWYO, Pineville, W. Va.  
**BROWN, LES**  
Bob Hope Show  
NBC-TV  
**BRUCE, PEGGY**  
KQV, Pittsburgh, Pa.  
**BRYANT, MARNA**  
KOTV, Tulsa, Okla.  
**BUCHANAN, MILLIE**  
KDDD, Dumas, Tex.  
**BUCK, GEORGE**  
WJNO, W. Palm Beach, Fla.  
**BUNCH, GLEN**  
WMAR-TV, Baltimore, Md.  
**BURGESS, RALPH**  
WPNN, Phenix City, Ala.  
**BURR, NAUDEAN**  
WCA, Ashtabula, Ohio  
**BURT, GARLAND**  
WLAK, Lakeland, Fla.  
**BUTLER, CLIFF**  
WLOU, Louisville, Ky.  
**BUTTERFIELD, WILLIAM**  
Strictly from Dixie  
WABC

**BYRD, JAMES L.**  
KCHR, Charleston, Mo.  
**BYRD, VIRGINIA**  
WISL-TV, WISH, Indianapolis, Ind.

— C —

**CADDELL, RAYMOND**  
WHSC, Hartsville, S. C.  
**CALABRESE, RAY**  
WILM, Blomsburg, Pa.  
**CALDER, TINY**  
WLEE, Richmond, Va.  
**CAMARGO, MATEO**  
KCOR, San Antonio, Tex.  
**CAMPBELL, DeWITT**  
WING, Dayton, Ohio  
**CARDEN, JOHN**  
WROK, Rockford, Ill.  
**CARN, DURWOOD**  
WJIM-TV, Lansing, Mich.  
**CASE, ED**  
KTHH, Houston, Tex.  
**CARLEY, JAMES**  
WPTN, St. Petersburg, Fla.  
**CARRIER, JEAN**  
KUED, Ft. Dodge, Iowa  
**CARTER, CHARLES**  
WBKH, Hattiesburg, Miss.  
**CASKE, HELEN**  
WNMP, Evanston, Ill.  
**CAVIN, PATSY**  
KMUS, Muskogee, Okla.  
**CAYLOR, GLADYS**  
WPME, Punxsutawney, Pa.  
**CENNER, CHARLES**  
WLWC, Columbus, Ohio  
**CHARLES, GEORGE**  
WATH, Athens, Ohio  
**CHASINS, ABRAM**  
WQXR, New York, N. Y.  
**CHATAM, BLANCHE**  
WGST, Atlanta, Ga.  
**CHECCHI, CLAIRE**  
WORLD, Boston, Mass.



# JOHN GART

COMPOSER — CONDUCTOR

**VICTOR  
YOUNG**

**DAVID ROSE**



**HANK SYLVERN**

Musical Director-Composer

**MU. 8-6600**

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**JOHN  
SCOTT  
TROTTER**

Musical Director

**"THE GEORGE GOBEL SHOW"**

NBC-TV

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**CHENEVERT, AL**  
KLOB, Portland, Ore.

**CHIDDIN, FRANK**  
WLBZ, Jackson, Miss.

**CHOATE, HANFORD**  
KLAN, Renton, Wash.

**CHRISTENSON, ROYCE**  
KTRE, Lutkin, Tex.

**CLARK, ALLAN**  
WKY-TV, Oklahoma City, Okla.

**CLARK, BILL**  
WMBV-TV, Marinette, Wis.

**CLARK, DOUG**  
WOL, Washington, D. C.

**CLARK, JIMMY**  
WJR, Detroit, Mich.

**CLAUS, DICK**  
KWSO, Wasco, Cal.

**CLEMENT, MEL**  
WRC-TV, Washington, D. C.

**CLOUTIER, NORMAN L.**  
WHAJ, Greenfield, Mass.

**COKER, LOUISE**  
WAGA, Atlanta, Ga.

**COLEMAN, ALBERT**  
WQXI, Atlanta, Ga.

**CONCIE, BOB**  
KPUG, Bellingham, Wash.

**CONE, JOY**  
WSPB, Sarasota, Fla.

**COFFRON, IRMA**  
KEYD-TV, Minneapolis, Minn.

**COGGESHALL, A. O.**  
WGY, Schenectady, N. Y.

**COLE, CLIFTON**  
KERG, Eugene, Ore.

**COLE, FRANCES**  
WJRD, Tuscaloosa, Ala.

**COLLINS, FAY N.**  
WLSI, Pikeville, Ky.

**COLLINS, JERRY**  
WNOX, Knoxville, Tenn.

**COLLINS, PAUL**  
WFRD, Rosenberg, Tex.

**COMISKEY, LILLIE MAE**  
KWFT, Wichita Falls, Tex.

**CONE, JOY**  
WSPB, Sarasota, Fla.

**CONN, MARGREAT**  
WATM, Atmore, Ala.

**CONWAY, GAIL**  
WLMJ, Jackson, Ohio

**CONWAY, WALTER**  
KVOE, Emporia, Kans.

**COOK, RICHARD F.**  
WBRN, Big Rapids, Mich.

**COOPER, A. R.**  
WAKR, Akron, Ohio

**COOPER, HARRY**  
WHOM, New York, N. Y.

**CORTIMIGLIA, LEO**  
WMT, Cedar Rapids, Iowa

**COTE, BERT**  
WCOU, Lewiston, Me.

**COTTONGIM, EARL**  
WSFC, Somerset, Ky.

**COVINGTON, DICK**  
WHBO, Memphis, Tenn.

**CUTCHAN, KEN**  
WKY, Evansville, Ind.

**DEARBORN, ELIZABETH**  
KARK, Little Rock, Ark.

**DEATON, BILL**  
KVRG, Arkadelphia, Ark.

**DECK, PAUL**  
KJSK, Columbus, Neb.

**DENNIS, SHIRLEY**  
KURO, Seattle, Wash.

**DERRICK, JIM**  
WPLA, Plant City, Fla.

**DeVOL, FRANK**  
Dinah Shore Show  
NBC

**DICK, LARRY**  
KISD, Sioux Falls, S. D.

**DINAPOLI, MIKE**  
WBZ-TV, Boston, Mass.

**DISMUKES, LUCY**  
WMTS, Murfreesboro, Tenn.

**DONALDSON, EARL**  
KALL, Salt Lake City, Utah

**DOUGHERTY, JIM**  
WHOL, Allentown, Pa.

**DOWD, N.**  
WHAT, Philadelphia, Pa.

**DOYLE, SHIRLEY**  
KWTX, Waco, Tex.

**DRAKE, FRED**  
WDOX, Wheaton, Md.

**DRZEWICKI, STAN**  
WNEB-TV, Bay City, Mich.

**DuBOISE, FRANCIS**  
WMSG, Columbia, S. C.

**DUNNING, OWEN C.**  
KOIN-TV, Portland, Ore.

— D —

**D'AMICO, HANK**  
Strictly from Dixie  
WABC

**DANNA, VIC**  
WEBR, Buffalo, N. Y.

**DAUGHERTY, STAN**  
KMOX, St. Louis, Mo.

**DAULTON, ERNIE**  
WMAZ-TV, Macon, Ga.

**DAVIS, AL**  
KPTV, Portland, Ore.

**DAWKINS, ANDREW**  
WBCO, Bessemer, Ala.

— E —

**EDWARDS, DONALD**  
WEEK, Monroe, Wis.

**EDWARDS, GENE**  
WRIT, Milwaukee, Wis.

**NELSON RIDDLE**  
Conductor - Composer - Arranger

☆

**TV**

**BETTY HUTTON - MAX LIEBMAN**  
SPECTACULAR ON NBC-TV

**THE ROSEMARY CLOONEY SHOW**  
NBC-TV

☆

*Conducting and Arranging*  
on  
**CAPITOL RECORDS** for  
NAT "KING" COLE FRANK SINATRA

**BETTY HUTTON**  
Night Club Engagements

☆

**MOTION PICTURES**

"IT HAPPENED ONE NIGHT"  
Col.

"JOHNNY CONCHO"  
U. A.

"LISBOA"  
Republic



**CHARLES F. PAUL**

Love of Life — CBS-TV  
Road of Life — CBS  
Nora Drake — CBS  
Secret Storm — CBS-TV

**WILBUR HATCH**  
**MUSICAL DIRECTOR**

*Television:*

"I LOVE LUCY"  
"DECEMBER BRIDE"

*Radio:*

"SUSPENSE"  
"OUR MISS BROOKS"

**CBS**

**ROY BARGY**

MUSICAL DIRECTOR

**The**  
**Jimmy Durante**  
**Show**

*Management*

"Scrappy" Lambert

**ROBERT ARMBRUSTER**

Musical Director

**NBC Western Division**

RCA-VICTOR  
RED SEAL RECORDS

Management  
ART RUSH, Inc.

**WALTER**  
**SCHARF**

Musical Composer-Director

**EXECUTIVE MUSICAL DIRECTOR**

Mark Stevens TV Company

*pictures completed:*

"The Birds and the Bees" — Para.  
"Artists and Models" — Para.  
"Time Table" — U.A.



**EIDUS, ARNOLD**  
Showtime Revue, Holiday  
For Strings  
WABC

**ELBAUM, LOUIS**  
WNAE, New Albany, Miss.

**ELLIOTT, DEAN**  
KHUM, Eureka, Cal.

**ELLSWORTH, JACK**  
WALK, Patchogue, N. Y.

**ENTZ, GEORGE G.**  
KGMG, Englewood, Colo.

**EPPEL, RAY**  
KORN, Mitchell, S. D.

**ERNI, ART**  
WPDR, Portage, Wis.

**ETTERS, CLARENCE**  
Meet Her Majesty  
WBTW, Charlotte, N. C.

**EUGENE, LES**  
KTFB, Texarkana, Tex.

**EWING, CLIFF**  
KOOK, Billings, Mont.

## — F —

**FARR, THOMAS**  
WINN, Rockville, Md.

**FARRELL, PETE**  
WWPA, Williamsport, Pa.

**FENDALL, CHUCK**  
KPTV, Portland, Ore.

**FERGUSON, CHARLETON**  
WJAX, Jacksonville, Fla.

**FERGUSON, JAMES**  
WOAP, Owosso, Mich.

**FERGUSON, TOMMY**  
WCAU-TV, Philadelphia,  
Pa.

**FIELDS, BUDDY**  
WRHI, Rock Hill, S. C.

**FITTS, LEW**  
KSPV, Artesia, N. Mex.

**FLEMING, DAVID W.**  
WQUA, Moline, Ill.

**FORD, JANE E.**  
WDEH, Sweetwater, Tenn.

**FOWLER, BETTY**  
KATV, Pine Bluff, Ark.

**FRANK, ALAN**  
KUTV, Salt Lake City,  
Utah

**FRANZ, DON**  
KATE, Albert Lea, Minn.

**FREUDE, HAL**  
WDCL, Tarpon Springs,  
Fla.

**FULLER, RONALD**  
WOWL, Florence, Ala.

**FUNNELL, BOB**  
KSBW, Salinas, Cal.

## — G —

**GANZ, GEORGE**  
KBOI, Boise, Ind.

**GART, JOHN**  
Valiant Lady, CBS-TV; Mister  
Citizen, Chance of a Lifetime,  
ABC-TV; Date With Life, WRCA-  
TV

**GEHL, DICK**  
KLTZ, Glasgow, Mont.

**GEYER, BILLY**  
WFDE, Flint, Mich.

**GIDDENS, BILL**  
WAGC, Chattanooga, Tenn.

**GIERSDORF, H. W.**  
KRLD-TV, Dallas, Tex.

**GILMORE, BARBARA**  
WKBY, Richmond, Ind.

**GLUSKIN, LUD**  
KNX, Los Angeles, Cal.

**GODSEY, JULIA**  
WCPO, Cincinnati, Ohio

**GODWIN, LOWELL**  
WMGY, Montgomery, Ala.

**GOOD, KAY**  
WMRO, Aurora, Ill.

**GORDON, DAVID**  
WPAT, Paterson, N. J.

**GORDON, HAL**  
WNYZ-TV, Detroit, Mich.

**GOW, ART**  
KIZ, Denver, Colo.

**GRACE, PAT**  
KSWO, Lawton, Okla.

**GRANVILLE, WILLIAM**  
KFAB, Omaha, Neb.

**GREEN, HAL**  
WBAC, Cleveland, Tenn.

**GREENBERG, SYLVIA**  
KECK, Odessa, Tex.

**GRIBBEN, ROBERT**  
KDTI, Dubuque, Iowa

**GRIEB, HERBERT**  
WILD, Birmingham, Ala.

**GRUBBS, WALTER B.**  
KVMC, Colorado City, Tex.

## — H —

**HACKE, LAUREN**  
KDIX, Dickinson, N. D.

**HACKETT, BOBBIE**  
Strictly From Dixie  
WABC

**HADLEY, EDWARD**  
WCLO, Janesville, Wis.

**HAGSTROM, EMILY**  
WTOG, Savannah, Ga.

**HAINES, FRANK**  
KVEN, Ventura, Cal.

**HALL, HAROLD**  
WFNS, Burlington, N. C.

**HALL, STEVE**  
WRGB, Schenectady, N. Y.

**HALTER, BUD**  
WLDS, Jacksonville, Ill.

**HAMANN, GLORIA**  
WDOK, Cleveland, Ohio

**HARRIAL, TED**  
WLOH, Princeton, W. Va.

**HARRISON, HERBERT**  
KFBK, Sacramento, Cal.

**HARTWELL, SHIRLEY**  
WIRL, Peoria, Ill.

**HATCH, WILBUR**  
B. May 24, 1902, Mokena, Ill. I  
Love Lucy, December Bride, CBS-TV;  
Suspense, Our Miss Brooks, CBS

**HAUSER, JERRY**  
KAPP, Petaluma, Cal.

**HAYEN, BROOK**  
KRAL, Rawlins, Wyo.

**HAWKINS, ROBERT**  
KERO, Bakersfield, Cal.

**HAYES, REX**  
WNAX, Yankton, S. D.

**HECKMAN, FRED**  
WCRS, Greenwood, S. C.

**HENDERSON, SKITCH**  
Tonight, Best of All  
NBC-TV, NBC

**HENRY, JUDY**  
WAJR, Morgantown,  
W. Va.

**HENTON, ETHEL**  
WNRF, Binghamton, N. Y.

**HERMANN, RALPH**  
Dancing Party  
WABC

**HERRON, JOE**  
WMGM, New York, N. Y.

**HICKS, HELEN**  
WLOX, Biloxi, Miss.

**HILL, J.**  
KLIX-TV, Twin Falls,  
Idaho

**HOBKIRK, GEORGE**  
KHBS, Bishop, Cal.

**HODKIN, DICK**  
WPAC, Patchogue, N. Y.

**HOGAN, HARLAN**  
WSBT, South Bend, Ind.

**HOLMES, MARGARET WALKER**  
WNNJ, Newton, N. J.

**HOLST, HOWARD**  
WOL-TV, Ames, Iowa

**HOLT, LEAH**  
KWJL, Portland, Ore.

**HOPKINS, RAYMOND L.**  
WIBC, Indianapolis, Ind.

**HORNE, TANCEL**  
WGNI, Wilmington, N. C.

**HOWARD, BUDDY**  
KNJB-TV, Valley City,  
N. D.

**HOY, WALLACE, D.**  
WGVM, Greenville, Miss.

**HUDDLESTON, JOHNNY**  
KTRN, Wichita Falls, Tex.

**HUGHENS, RAY**  
KMBC-TV, Kansas City,  
Mo.

**HUFFERD, JAMES**  
WCNB, Connersville, Ind

**HUGHES, RALPH**  
WJON, St. Cloud, Minn.

**HUNT, GEORGE**  
KAKE, Wichita, Kans.

## — I —

**IHRKE, ELMER**  
WEWP, Milwaukee, Wis.

**IMBROGLIO, JOSEPH**  
WFBR, Baltimore, Md.

## — J —

**JACKSON, MAURICE**  
WVKO, Columbus, Ohio

**JAKLE, KEN**  
WLBH, Mattoon, Ill.

**JAMES, DON**  
WEAT-TV, W. Palm Beach,  
Fla.

**JASPER, ALAN J.**  
WVNH, Rochester, N. H.

**JENKINS, POLLY**  
WKTU, Utica, N. Y.

**JOHNSON, BOB**  
KRIZ, Phoenix, Ariz.

**JOHNSTON, EDDIE**  
WTRF-TV, Wheeling,  
W. Va.

**JOHNSON, LAURA S.**  
WJMS, Ironwood, Mich.

**JONES, CLAUDE V.**  
WTH, E. Point, Ga.

**JONES, HUGH C.**  
KVOI, Morrilton, Ark.

**JONES, JON JASON**  
WCHS, Charleston, W. Va.

**JONES, PAUL**  
WTVT, Petersburg, Fla.

**JORDAHL, Bernhard**  
WKAN, Kankakee, Ill.

## — K —

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

**KANE, M. J.**  
WKOK, Sunbury, Pa.

**KARANT, MARTIN**  
WKPT, Kingsport, Tenn.

**KAUFMAN, HARRY J.**  
WDAF, Kansas City, Mo.

**KAY, LARRY**  
KCMJ, Palm Springs, Cal.

**KAYE, SAMMY**  
Serenade Room, Sunday Serenade,  
ABC; So You Want to Lead a Band,  
ABC-TV; Columbia Records; RCA;  
Thesaurus

**KELLEY, STEVE**  
WLIP, Kenosha, Wis.

**KEM, JOHNNY**

B. May 19, 1928, Missouri. The Johnny Kem Show, KSWM-TV

**KEY, CALVIN**

WAAG, Adel, Ga.

**KEYES, JOHN**

WBOF, Virginia Beach, Va.

**KILGORE, BILL**

WCJB, Bristol, Va.

**KILIAN, JIM**

WAAM-TV, Baltimore, Md.

**KILEY, JOHN**

WMBX, Boston, Mass.

**KIMBLE, WALTER**

WDBO-TV, Orlando, Fla.

**KING, PEE WEE**

NBC

**KLINGER, EDYTHE**

KPOP, Los Angeles, Cal.

**KNICK, WALTER**

WBNS-TV, Columbus, Ohio

**KOTTLER, MISCHA**

WWJ-TV, Detroit, Mich.

**KOURY, REX**

KABC, Hollywood, Cal.

**— L —****LARGE, DON**

Make Way for Youth  
CBS

**LAVALLE, PAUL**

Cities Service Band of  
America  
NBC

**LEIGHTON, BERNIE**

Galen Drake Show  
CBS

**LEYDEN, NORMAN**

Kathy Godfrey Show  
CBS

**LINDESEY, MORT**

WCBS-TV, New York,  
N. Y.

**LOCKART, HARRY**

WAVE-TV, Louisville, Ky.

**LOMBARDO, GUY**

B. June 2, 1901, London, Ont.,  
Canada. Lombardoland, USA, Mu-  
tual; Guy Lombardo Show, Tran-  
scribed Syndicated

**LOPEZ, VINCENT**

MBS

**LORD, EDWIN J.**

WDBO-TV, Orlando, Fla.

**LUBIN, HARRY**

Loreta Young Show  
NBC-TV

**LUCAS, LYN**

WTVJ, Miami, Fla.

**— M —****MATA, REFUGIO C.**

KNUZ, Houston, Tex.

**METCHNEK, WILLIAM**

WCCO-TV, Minneapolis,  
Minn.

**MONKEY, BOB**

WFML, Fayetteville, N. C.

**MORGAN, CLARKE**

WABC

**MUNCH, CHARLES**

Boston Symphony  
Orchestra  
NBC

**— N —****NOBLE, RAY**

Edgar Bergen Hour  
CBS

**NOLL, RAY**

KSOP, Salt Lake City,  
Utah

**NORWOOD, BILL**

WNCT, Greenville, N. C.

**— O —****ODDOM, LYLE**

KOOF-TV, Phoenix, Ariz.

**O'HARA, JANE**

WARM-TV, Scranton, Pa.

**OLINDA, VAN**

WPTR, Albany, N. Y.

**OSSER, GLENN**

Soundmirror, Barry Valen-  
tino, Dancing Party  
WABC

**— P —****PAUL CHARLES F.**

B. New York City. Road of Life,  
Nora Drake, CBS; Love of Life,  
Secret Storm, CBS-TV; Ave Maria

**PERSON, VIOLET**

WMTG, Vaneleve, Ky.

**PETRILLO, CAESAR**

WBBM-TV, Chicago, Ill.

**PIERSON, SELMA D.**

WCAW, Charleston, W. Va.

**PINNICK, PAT**

WITZ, Jasper, Ind.

**PLAGENS, RAY**

I Hear Music  
WFAA-TV, Dallas, Tex.

**PLEIS, JACK**

Decca Records

**POINDEXTER, RUTH**

KLOK, San Jose, Cal.

**POLASINI, LUCILLE**

WNLA, Indianola, Miss.

**POWELL, MEL**

Soundmirror  
WABC

**— R —****RACKETT, RAY**

KCBS, San Francisco, Cal.

**RALSTON, HARLAN**

WHBF, Rock Island, Ill.

**RAMSEUR, DABNEY, JR.**

WTUP, Tupelo, Miss.

**RASE, BILL**

KCRA, Sacramento, Cal.

**RATLIFF, DAVID W.**

KDWT, Stamford, Tex.

**RECORE, ARVIE**

WLAW-D, Dayton, Ohio

**REINZ, JERRY**

KENT, Shreveport, La.

**REYNOLDS, JEAN**

WKWK, Wheeling, W. Va.

**REYNOLDS, MICKY**

KWTU, Oklahoma City,  
Okla.

**REYNOLDS, TOM**

WOR, New York, N. Y.

**RICARDO, DON**

Dancing Party  
WABC

**RICARDSON, KAY**

KRSN, Los Alamos,  
N. Mex.

**RIDDLE, NELSON**

B. June 1, 1921, Hackensack,  
N. J. Max Liebman Spectacular,  
Our Town, The Betty Hutton  
Chevy Show, NBC-TV

**RIESENBERG, MELVIN E.**

WKSX, Asheville, N. C.

**RIO, ROSA**

Companion, My True Story,  
Ted Malone, When A Girl  
Marries, Barry Valentino  
WABC

**RIPOSO, TONI**

Magie Toy Shop  
WHEN-TV, Syracuse,  
N. Y.

**ROBBINS, ED**

WKNB, New Britain,  
Conn.

**ROBBINS, MARIE**

WKBY, Richmond, Ind.

**ROBERTS, ANNE**

WSAV, Savannah, Ga.

**ROGOZA, CHET**

WNEM-TV, Bay City, Mich.

**ROPER, PAT**

WGBF, Evansville, Ind.

**ROSAS, GIL**

KEYT, Santa Barbara,  
Cal.

**ROSE, DAVID**

B. London, England. Red Skelton  
Show, It's a Great Life, CBS-TV;  
Pasadena Pops Playhouse, KABC-TV

**ROSE, GEORGE**

WTOS, Decatur, Ala.

**ROSS, TONY**

WBBW, Youngstown, Ohio

**ROTH, ALAN**

Brick-Beckle Show  
NBC-TV

**RYAN, PATTI**

WTVT, Petersburg, Fla.

**RUFF, BOB**

WNES, Central City, Ky.

**— S —****SANDEFUR, FAYE**

WSIX, Nashville, Tenn.

**SANDERS, ALECIA**

WCEH, Hawkinsville, Ga.

**SANDERS, GORDON**

KGKO, Dallas, Tex.

**SANFORD, CHARLES**

B. June 17, 1905, New York. Max  
Liebman Presents

**SANDS, LARRY H.**

WFCB, Dunkirk, N. Y.

**SANSABRINO, JANET**

WGTH, Hartford, Conn.

**SARGEANT, MICHAEL**

WRIW, Bedford, Ind.

**SAUNDERS, BILL**

WMTG, Hibbing, Minn.

**SCANDRETT, E. D.**

WKEL, Kewanee, Ill.

**SCHABACKER, LYDIA**

KLPW, Union, Mo.

**SCHARF, WALTER**

B. Aug. 1, New York City. Don-  
ald O'Connor Show, Hey Mulligan,  
NBC-TV; Mark Stevens TV Co.

**SCHLESINGER, BOB****JOHN**

WHYH, Henderson, N. C.

**SCHMUTT, PAUL**

KPRC, Houston, Tex.

**SCHULZ, MYRON**

WAAP, Chicago, Ill.

**SCHULTZ, STEVEN**

WOR-TV, New York, N. Y.

**SCOTT, RAYMOND**

Your Hit Parade  
NBC-TV

**SCOTT, FRANK**

WDAY-TV, Fargo, N. D.

**SECOLE, LEN**

WICH, Norwich, Conn.

**SEESE, LUCILLE**

WSAZ, Huntington, W. Va.

**SHAINDLIN, JACK**

20th Century-Fox, Columbia,  
Louis deRochemont Prods., Coral,  
Mercury Records

**SHERIDAN, EDWARD, JR.**

WAVY, Portsmouth, Va.

**SHERWOOD, BOBBY**Caesar Presents  
NBC-TV**SHORE, BLAIR**

WTRN, Tyrone, Pa.

**SHULL, CALVIN**

WDRF, Chester, Pa.

**SIEBENEICHEN, PAUL**

WDAR, Savannah, Ga.

**SISTO, DON**

WESK, Escanaba, Mich.

**SLACK, PETER**

KGER, Long Beach, Cal.

**SLACKS, DEAN****SLATON, NORMA**

WEBQ, Harrisburg, Ill.

**SLATTERY, JOE**

KWTO, Springfield, Mo.

**SMITH, DUANE**

WTHI, Terre Haute, Ind.

**SMITH, FRANK**

KJUN, Redmond, Ore.

**SMITH, LOLA**

WSPD-TV, Toledo, Ohio

**SMITH, LYNN**

KOWB, Laramie, Wyo.

**SONTAG, GEORGE**

WOC, Davenport, Iowa

**SOREY, CATHEY**

WLOF, Orlando, Fla.

**SOSENIK, HARRY**Treasury of Stars  
NBC**SOWARDS, JOHN B.**

WCMI, Ashland, Ky.

**STABILE, DICK**Martin & Lewis Show  
NBC-TV**STANLEY, ROWLAND**

WACB, Kittanning, Pa.

**STANZIOLA, JOHN**

WAZL, Hazleton, Pa.

**STARWYCK, STEVE**

KGRH, Fayetteville, Ark.

**STEPHENS, ROBERT H.**

WCBL, Carbondale, Pa.

**STERLING, VIC**

KYOS, Merced, Cal.

**STITELER, FRANK**

WGIS, Decatur, Ga.

**STORDAHL, AXEL**Coke Time Starring Eddie  
Fisher  
NBC-TV**STRACENER, JOHN ROY**

WJBO, Baton Rouge, La.

**STEAUB, GARY**

WJRW, New Orleans, La.

**STUART, EARL**

WWT-TV, Detroit, Mich.

**STUBBLEFIELD, PUPILIP**

KSDA, Redding, Cal.

**SULIK, LEONARD**

WGBR, Freeport, N. Y.

**SULLIVAN, JOHN**

WEKY, Richmond, Ky.

**SWEARINGEN, JAMES D.**

WJBB, Haleyville, Ala.

**SYLVERN, HANK**Jane Froman Show, Phil Silvers,  
CBS-TV; Comic Weekly Man, NBC;  
Morning Show, CBS; Signature Mu-  
sic

## — T —

**TAYLOR, KAY**

WIAF, Hopewell, Va.

**TAYLOR, MARION**

WJWL, Georgetown, Del.

**THOMPSON, BILL**

WICU-TV, Erie, Pa.

**THOMPSON, JAMES**

WPPA, Pottsville, Pa.

**TIERNY, GEORGE**

WRYB, Canton, Ill.

**TRENDLER, ROBERT**

WGN-TV, Chicago, Ill.

**TRIGG, STEVE**

KOSA, Odessa, Tex.

**TROTTER, JOHN****SCOTT**

B. June 14, 1908, Charlotte, N. C.

Bing Crosby Show, CBS, CBS-TV;

George Gobel Show, NBC-TV

**TRUEDELL, GEORGE**

KOA, Denver, Colo.

**TURNER, HARRY**

KGHJ, Billings, Mont.

## — U —

**UPCHURCH, RICHARD**

WSMT, Sparta, Tenn.

## — V —

**VAETH, PAT**KKTU, Colorado Springs,  
Colo.**VAGNONI, FRANCISCO****WABC****VAN DRIEL, BOB**KGGM, Albuquerque,  
N. Mex.**VAN PELT, PAULINE**

KFJB, Marshalltown, Iowa

**VENN, MARLENE**

KSUM, Fairmont, Mont.

**VINCENT, PAT**

WRNY, Buffalo, N. Y.

**VOEGELI, DON**

WMTV, Madison, Wis.

**VON KANEL, ELMER**

KFTC, Tucson, Ariz.

**VOORHEES, DONALD**Telephone Hour  
NBC**VOSS, JOSEPH**

KSTL, St. Louis, Mo.

## — W —

**WACKER, PHIL**

KXRO, Aberdeen, Wash.

**WAHLEN, BERT**

KSET, El Paso, Tex.

**WALKER, BILL**

WGHI, Norfolk, Va.

**WALKER, HENRY**

WEDO, McKeesport, Pa.

**WALTERS, WANDA**

KYLH, Pauls Valley, Okla.

**WARD, BOBBY**

KJOE, Shreveport, La.

**WARDLE, WILLIAM**

WTAQ, LaGrange, Ill.

**WARDRIE, JEAN**

WGRG, Louisville, Ky.

**WARING, FRED**

The Fred Waring Show, NBC-TV

**WARNER, JO**

KORT, Grangeville, Idaho

**WARREN, JAMES**

KNA, Seattle, Wash.

**WALTERS, FAUSTINE**

KML, Fresno, Cal.

**WALTERS, FRANK H.**

KUN, Grants Pass, Ore.

**WAYNE, BERNIE**Composer, Author, Director, Free-  
Lance**WAYNE, ROGER**

WHJI, Hempstead, N. Y.

**WEAVER, BARBARA**

KOVO, Provo, Utah

**WEBBER, BUDDY**

WIRE, Indianapolis, Ind.

**WEBER, HENRY**WGN-TV, WGN, Chicago,  
Ill.**WEED, BUDDY**

WABC

**WEISS, BEULAH**KCHS, Truth or Conse-  
quences, N. Mex.**WELLENHOFFER, JOHN**

WOTR, Corry, Pa.

**WELSH, ROBERT O.**

WLAN, Lancaster, Pa.

**WGITTENTON, BETA**

WCKE, Dunn, N. C.

**WHIDDEN, SCOOTER**

KBTM, Jonesboro, Ark.

**WHITTLE, JIMMIE**

KPHO, Phoenix, Ariz.

**WIDENHOFER,****NORMAN C.**

WGL, Ft. Wayne, Ind.

**WILCOX, JOHN**

KBOL, Boulder, Colo.

**WILLIAMS, BENNIE**

WFTC, Kinston, N. C.

**WILLIAMS, JAMES**

WGBG, Greensboro, N. C.

**WILLIAMS, MARC**

KHOZ, Harrison, Ark.

**WILLIAMS, TEX**

NBC

**WILLIAMS, JEAN**

KLN, Oakland, Cal.

**WILLIS, JOYCE**

WBMA, Beaufort, N. C.

**WILLMS, CHARLES J.**

KFAM, St. Cloud, Minn.

**WILLSON, MEREDITH**Music Room  
NBC**WILSON, DONALD S.**

WDYK, Cumberland, Md.

**WILSON, KENNETH H.**

WHDH, Boston, Mass.

**WINN, JOHNNY**WFRM-TV, Indianapolis,  
Ind.**WINTERS, JOHN**Paging the New, Whis-  
pering  
Streets  
WABC**WOITA, RODNEY**

KRWC, Forest Grove, Ore.

**WOODS, DALE**

KPQ, Wenatchee, Wash.

**WOOD, TOMMY**WMBR-TV, WMBR,  
Jacksonville, Fla.**WOODWARD, LEE**

WBAF, Ft. Worth, Tex.

**WYANT, ELDEN**WHAK, Rogers City,  
Mich.

## — Y —

**VATES, GLORIA**

KVOO-TV, Tulsa, Okla.

**VOHE, CHARLES RUS**

WBOC, Salisbury, Md.

**YOUNG, VICTOR**

B. Aug. 8, 1900, Warsaw, Poland

**YOUNGBLOOD, JIM**

WPAF, Paducah, Ky.

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

## — Z —

**ZIMMERMAN, HARRY**KHLI-TV, Los Angeles,  
Cal.**ZIMMERMAN, HARRY**Martha Raye Show  
NBC-TV**ZWICK, MARSHALL**

KXIV, St. Louis, Mo.

# WOMEN COMMENTATORS

## HOME ECONOMISTS of U. S. Radio and TV Stations



### — A —

Abdou, Gloria.....WCAE, Pittsburgh, Pa.  
Abeysa, Vergie.....KGGM, Albuquerque, N. Mex.  
Accola, Dorothy.....KASL, New Castle, Wyo.  
Adams, Bette.....WKEL, Kewanee, Ill.  
Adams, Carol.....WHBC, Canton, Ohio  
Adams, Georgia.....WMFG, Hibbing, Minn.  
Adams, Kay.....WQUA, Moline, Ill.  
Adamson, Shirley.....KAFY, Bakersfield, Cal.  
Aders, Edna M.....WLSI, Pikeville, Ky.  
Alexander, Jeanne.....WBT, Charlotte, N. C.  
Allen, Dolores.....WDOR, Sturgeon Bay, Wis.  
Allen, Eve.....WHWL, Nanticoke, Pa.  
Altizer, Betty.....WRIC, Richlands, Va.  
Anderson, Carol.....KAYS, Hays, Kan.  
Anderson, Blanch.....WLOA, Pittsburgh, Pa.  
Anderson, Fran.....KXRA, Alexander, Minn.  
Anderson, Jo.....KXJB-TV, Valley City, N. D.  
Anderson, Jo.....KVOX, Moorhead, Minn.  
Angell, Barbara.....KPTV, Portland, Ore.  
Antes, Marian.....WRAK, Williamsport, Pa.  
Antoine, Frances.....WVIM, Vicksburg, Miss.  
Antonetti, Clara.....WTSB, Brattleboro, Vt.  
Andrews, Betty.....WJEJ, Hagerstown, Md.  
Ames, Jane Ellen.....WKIP, Poughkeepsie, N. Y.  
Amsler, Barbara.....KATV, Pine Bluff, Ark.  
Amspaugh, Faith.....WMTG, Vanceleve, Ky.  
Arch, Shirley.....WHLD, Niagara Falls, N. Y.  
Arden, Georgie.....WDAY-TV, Fargo, N. D.  
Ariens, Phyllis.....WLBH, Mattoon, Ill.  
Arlen, Margaret.....WCBS-TV, New York, N. Y.  
Armand, Dorothy.....WCOV, Montgomery, Ala.  
Armstrong, Jennie Belle.....WSYR, Syracuse, N. Y.  
Arrington, Dera.....KTVE, Longview, Tex.  
Artman, Marion.....WGAP, Maryville, Tenn.  
Ashburn, Virginia.....WUNA, Peekskill, N. Y.  
Ashlock, Marguerite.....WMT-TV, Cedar Rapids, Iowa  
Ashton, Ruth.....KNX, Los Angeles, Cal.  
Aska, Marie.....WREX-TV, Rockford, Ill.  
Asper, Myrtle.....KID, Idaho Falls, Idaho  
Axtion, Louise.....KTOP, Topeka, Kan.

### — B —

Bacher, Jeanne.....KGST, Fresno, Cal.  
Baer, Mid.....WGRD, Grand Rapids, Mich.  
Bagley, Harriet.....KOVE, Lander, Wyo.  
Bahwell, Marilyn.....WKTY, La Crosse, Wis.  
Bahakel, Dia.....WKIN, Kingsport, Tenn.  
Bailey, Francille.....KWOS, Jefferson City, Mo.  
Bailey, Martha.....WLOS-TV, Asheville, N. C.  
Baker, Evangeline.....KGO-TV, San Francisco, Cal.  
Baker, Dorothy.....KGKO, Dallas, Tex.  
Baker, Jane.....KNTV, San Jose, Cal.  
Baker, Virginia.....KCKY, Coolidge, Ariz.  
Baldwin, Bette.....WHEP, Foley, Ala.  
Baldwin, Bettie.....KSSS, Sedalia, Mo.  
Baldwin, Helen.....WBNF-TV, Binghamton, N. Y.  
Ball, Jane Ellen.....WJAS, Pittsburgh, Pa.  
Bancroft, Barbara.....WMMB, Melbourne, Fla.  
Banford, Dawa.....KOOL-TV, Phoenix, Ariz.  
Barkwell, Patsy.....KOOS, Coos Bay, Ore.  
Barnaby, Beatrice.....WDCL, Tarpon Springs, Fla.  
Barnes, Jackie.....WWGP, Sanford, N. C.  
Barnes, Jo Ann.....WJRD, Tuscaloosa, Ala.  
Barrie, Wendy.....WARD, New York, N. Y.  
Bastion, Vic.....KFSA-TV, Ft. Smith, Ark.  
Batross, Ellen.....WHIZ-TV, Zanesville, Ohio  
Batten, Vivian.....KWTW, Oklahoma City, Okla.  
Bauby, Cathy.....WMCT, Memphis, Tenn.  
Baxter, Betty.....KWJJ, Portland, Ore.  
Beane, Jacqueline.....WNES, Central City, Ky.  
Bechtel, Ethel.....WACB, Kittingning, Pa.  
Bedell, Diane.....WRAL, Raleigh, N. C.  
Beelie, Helen.....WORD, Spartanburg, S. C.  
Beifuss, Trudy.....WXIX, Milwaukee, Wis.  
Belaval, Angela.....WAPA-TV, San Juan, P. R.

Bender, Leona.....KTSA, San Antonio, Tex.  
Benell, Julie.....WFAA-TV, Dallas, Tex.  
Bennett, Mickey.....WVOK, Charlotte, N. C.  
Bergstrom, M.....WKNB-TV, New Britain, Conn.  
Berentsen, Margaret.....WDON, Wheaton, Md.  
Bergeron, Marie.....KTIB, Thibodaux, La.  
Berry, Mariou.....WJPS, Evansville, Ind.  
Berryman, Diane.....KROC-TV, Rochester, Minn.  
Best, Natalie.....KNX, Los Angeles, Cal.  
Bickel, Helen.....WMMN, Fairmont, W. Va.  
Bielch, Ival.....KBLO, Hot Springs, Ark.  
Bigley, Patricia.....WSNY, Schenectady, N. Y.  
Bingham, Constance.....WOHI, E. Liverpool, Ohio  
Binns, Barbara.....WVCG, Coral Gables, Fla.  
Birdwell, Betty.....WHUB, Cookeville, Tenn.  
Bisgaard, Jo Ann.....KXO, El Centro, Cal.  
Bishop, Phyllis.....WMBR, Jacksonville, Fla.  
Black, Mabel.....WMGY, Montgomery, Ala.  
Blades, Pat.....WJUN, Huntsville, Ala.  
Blair, Liz.....KMBY, Monterey, Cal.  
Blake, Julie.....WFPA, Manchester, N. H.  
Blake, Nancy.....WHOL, Allentown, Pa.  
Blanton, Liz.....KRHC-TV, Abilene, Tex.  
Blazer, Eleanor.....WHOK, Lancaster, Ohio  
Bleck, Ruth.....WIMS, Michigan City, Ind.  
Block, Rosemary.....KWPC, Muscatine, Iowa  
Blunt, Carolyn.....WOKJ, Jackson, Miss.  
Bochman, Robbie.....WBEU, Beaufort, S. C.  
Boehm, Mary Kay.....WITZ, Jasper, Ind.  
Bohne, Marion.....KBTM, Jonesboro, Ark.  
Bolding, Pat.....WCGC, Belmont, N. C.  
Bond, Betty.....WSLS, Roanoke, Va.  
Bond, Jane.....WENY, Elmira, N. Y.  
Booth, Bette.....KLWN, Lawrence, Kan.  
Bosley, Mary.....WOWL, Florence, Ala.  
Bowden, Jane Jr.....WBGH, Jesup, Ga.  
Bowen, Jerry.....KHSL-TV, Chico, Cal.  
Bowman, Helen.....WIKE, Newport, Vt.  
Box, Mary Jane.....WFRX, W. Frankport, Ill.  
Boyette, Martha.....WTRP, La Grange, Ga.  
Bracken, Virginia.....WDOV, Dover, Del.  
Braddley, Mary.....WMTR, Morristown, N. J.  
Brandenburg, Catharine.....WREN, Topeka, Kan.  
Brent, Ruth.....KGNCTV, Amarillo, Tex.  
Brennan, Nora.....WRBL-TV, Columbus, Ga.  
Bridges, Evelyn.....KGAL, Lebanon, Ore.  
Bright, Betty.....KUTV, Salt Lake City, Utah  
Bringas, Consuelo.....KCCT, Corpus Christi, Tex.  
Briscoe, Charlotte.....KPUH, Hutchinson, Kan.  
Broeg, Heloise.....WFEE, Boston, Mass.  
Bromon, Kitty.....WWLP, Springfield, Mass.  
Brooks, Bonnie Jean.....KBHS, Hot Springs, Ark.  
Brooks, Helen.....WFBR, Baltimore, Md.  
Brooks, Jane.....WTVR, Richmond, Va.  
Brooks, Martha.....WGY, Schenectady, N. Y.  
Broughton, Betty.....WSAV-TV, Savannah, Ga.  
Brown, Beverly.....KIMA-TV, Yakima, Wash.  
Brown, Gerry.....KDKD, Clinton, Mo.  
Brown, Miriam.....WQZK, Ozark, Ala.  
Browne, Olivia.....WMCT, Memphis, Tenn.  
Brunton, Alberta.....KXIC, Iowa City, Iowa  
Brunton, Beverly.....KVAL-TV, Eugene, Ore.  
Bryant, Rosemary.....WJPF, Herrin, Ill.  
Buratti, Vivian.....WIST, Charlotte, N. C.  
Burbank, Sara.....WBNF, Binghamton, N. Y.  
Burchett, Lillian.....WBMS, Boston, Mass.  
Burke, Kathy.....WDLG, Port Jervis, N. Y.  
Burleson, Lois.....KION, Pecos, Tex.  
Burner, Rose.....WHTN-TV, Huntington, W. Va.  
Burnshaw, M. J.....WHTN-TV, Huntington, W. Va.  
Burr, Vina.....KNAL, Victoria, Tex.  
Burt, Ellen T.....WIBX, Utica, N. Y.  
Busek, Anita.....KNBX, Kirkland, Wash.  
Rushnell, Georgiana.....WPIN, St. Petersburg, Fla.  
Bull, Peggy.....KCMJ, Palm Springs, Cal.  
Butler, Eugenia.....WGAU, Athens, Ga.  
Butler, Jane.....WGBS, Miami, Fla.  
Butterworth, Ann.....KDON, Salinas, Cal.  
Byerly, Jeannine.....WTNC, Thomasville, N. C.

Byrne, Maggi.....WNBK, Cleveland, Ohio  
 Byrne, Mary Margaret.WDAK-TV, Columbus, Ga.  
 Byron, Eva.....WTVT, Petersburg, Fla.

— C —

Cain, Jeanne.....KKTU, Colorado Springs, Col.  
 Calfee, Lu.....WAAM-TV, Baltimore, Md.  
 Caloway, Elizabeth.....KTRF, Lufkin, Tex.  
 Cameron, Barbara.....WCFO, Cincinnati, Ohio  
 Campbell, Dorothy M.....WKDO, Augusta, Me.  
 Campbell, Lanthé.....WHKY, Hickory, N. C.  
 Canady, Ann.....KWBW, Wichita, Kan.  
 Capland, Letha Lee...KPAC, Fort Arthur, Tex.  
 Carol, Ann.....WWTU, Cadillac, Mich.  
 Carlson, Mary Alice...KGBX, Springfield, Mo.  
 Carlson, Mildred.....WBZ, Boston, Mass.  
 Carlson, Norah.....WLYC, Williamsport, Pa.  
 Carpenter, Pat.....WHFB, Benton Harbor, Mich.  
 Carper, Hallie.....KXLW, St. Louis, Mo.  
 Carr, Elizabeth.....WBZZ, Ponca City, Okla.  
 Carroll, Helen.....WILQ, Frankfort, Ind.  
 Carroll, Joan.....WBIS, Bristol, Conn.  
 Carter, Francis.....WAZL, Hazleton, Pa.  
 Carter, Joan.....KTSM-TV, El Paso, Tex.  
 Carter, Mary.....KRLD-TV, Dallas, Tex.  
 Casey, Mary Ann...KEYT, Santa Barbara, Cal.  
 Casey, Wynne.....WJOY, Burlington, Vt.  
 Cass, Betty.....WIBA, Madison, Wis.  
 Castile, Lynn.....KHJ, Los Angeles, Cal.  
 Cato, Evelyn.....WMPF, Chattanooga, Tenn.  
 Caulkins, Lynn.....WFRM, Coudersport, Pa.  
 Cavanaugh, Gloria...WJIM-TV, Lansing, Mich.  
 Cavanaugh, Jo.....WGLV, Easton, Pa.  
 Cavan, Patty.....WRC, Washington, D. C.  
 Chaffee, Darlene...KOSI, Aurora, Col.  
 Chambers, Jo Elyn...KVOL, Lafayette, La.  
 Chapman, Martha...WCBL, Carbondale, Pa.  
 Chase, Julie.....WTAG, Worcester, Mass.  
 Check, Nell.....WKRM, Columbia, Tenn.  
 Cherry, Opal E.....WKAY, Glasgow, Ky.  
 Chinn, Mary Jane...KRNT, Des Moines, Iowa  
 Clark, Gail.....KSBW-TV, Saines, Cal.  
 Clarke, Betty.....WDFP, Flint, Mich.  
 Clay, Mavorine...WJAN, Spartanburg, S. C.  
 Clayton, Reba.....WQXI, Atlanta, Ga.  
 Clemons, Connie...WFJB, Marshalltown, Iowa  
 Cochran, J. T.....WAIN, Columbia, Ky.  
 Cochran, Mary B...WTBC-TV, Tuscaloosa, Ala.  
 Cochrane, Bette Rae...WTOB, Toledo, Ohio  
 Cole, Betty.....WICH, Norwich, Conn.  
 Cole, Jean.....WHIE, Griffin, Ga.  
 Coleman, Dottie...WGTH, Hartford, Conn.  
 Collier, Arlene...WGNL, Wilmington, N. C.  
 Collier, Dorothy...KCOL, Fort Collins, Colo.  
 Collins, Edna G.....KCM, Carroll, Iowa  
 Collins, Helen.....KTTN, Trenton, Mo.  
 Collins, Kay.....WIS, Columbia, S. C.  
 Collins, Margo...WNWC, Asheville, N. C.  
 Collins, Marjorie...WTRL, Bradenton, Fla.  
 Colnik, Gretchen...WISN-TV, Milwaukee, Wis.  
 Comfort, Mary.....KTRC, Santa Fe, N. Mex.  
 Commer, Carol.....WABJ, Adrian, Mich.  
 Conner, Dorothy...WGL, Fort Wayne, Ind.  
 Connelly, Jeanne...WNEB, Worcester, Mass.  
 Conrad, Carolyn...KCOY, Santa Maria, Cal.  
 Cook, Connie.....WOW, Omaha, Neb.  
 Cook, Eve.....WSBA, York, Pa.  
 Cook, Irene.....KGER, Long Beach, Cal.  
 Cooke, Kay B.....WKRW, Buffalo, N. Y.  
 Cooke, Patti.....KPOJ, Portland, Ore.  
 Cox, Dorothy.....KRRV, Sherman, Tex.  
 Coppens, Nancy...WYAM, Marinette, Wis.  
 Costello, Beverly C.WGAY, Silver Spring, Md.  
 Cotton, Dorothy...WHEC, Rochester, N. Y.  
 Crahan, Mary Kaye...KDTH, Dubuque, Iowa  
 Craig, Julie.....WICS, Springfield, Ill.  
 Cramb, Beryle.....KLMR, Lamar, Colo.  
 Cramer, Alma.....WARD, Johnstown, Pa.  
 Crane, Joan.....WCAU-TV, Philadelphia, Pa.  
 Crane, Martha.....WLS, Chicago, Ill.  
 Craven, Marie.....WGBG, Greensboro, N. C.  
 Crawford, Jeanette.WFIE-TV, Evansville, Ind.  
 Crawford, Lee.....WJNO-TV, Palm Beach, Fla.  
 Crowther, Joan.WNHC-TV, New Haven, Conn.  
 Cummins, Hilda...WBMA, Beaufort, N. C.  
 Curet, Marge.....WVMI, Biloxi, Miss.  
 Currier, Bernice...KMA, Shenandoah, Iowa  
 Curry, Cathy.....WLOU, Louisville, Ky.

— D —

Daehler, Polly.....WPAY, Portsmouth, Ohio  
 Daffron, Polly.....WRNL, Richmond, Va.  
 Dalton, Jane.....WSPA, Spartanburg, S. C.  
 Daly, Anne.....WPDQ, Jacksonville, Fla.  
 Dume, Paula.....WDOT, Burlington, Vt.  
 Daniels, Bennie...KSWO-TV, Lawton, Okla.  
 Daniels, Catherine.WISH-TV, Indianapolis, Ind.  
 Daniels, Nan.....WLEA, Hornell, N. Y.  
 Davis, Betty.....KOIN-TV, Portland, Ore.  
 Davis, Dorothy P...KIST, Santa Barbara, Cal.  
 Davis, Jerry.....WGIJ, Brunswick, Ga.  
 Davis, Sara.....KAGR, Yuba City, Cal.  
 Davis, Velda.....KSPJ, Stillwater, Okla.  
 Dawson, Virginia...WGEA, Geneva, Ala.  
 Day, Erin.....KGVU, Missoula, Mont.  
 Day, Louise.....WRFS, Alexander City, Ala.  
 Dean, Lois.....KSL-TV, Salt Lake City, Utah  
 Deane, Martha.....WOR, New York, N. Y.  
 Dearth, Jacqueline G.WBEX, Chillicothe, Ohio  
 Decker, Kay.....KODI, Cody, Wyo.  
 Dees, Grace.....WAJF, Decatur, Ala.  
 Dennis, Joyce.....KRHD, Duncan, Okla.  
 Demas, Jana.....WKRC-TV, Cincinnati, Ohio  
 Dettinger, Alma...WQXR, New York, N. Y.  
 De Vore, Gloria...KFDM-TV, Beaumont, Tex.  
 Dickens, Dean.....WGST, Atlanta, Ga.  
 DiFilippo, Kim...WNOK-TV, Columbia, S. C.  
 Ditmer, Beverly...WHGR, Houghton Lake, Mich.  
 Dixon, Martha...WJIM-TV, Lansing, Mich.  
 Donat, Esther...KFEE-TV, St. Joseph, Mo.  
 Doane, Dorothy...WLLS, Lansing, Mich.  
 Dodier, Verna...WHLL, Medford, Mass.  
 Duke, Dele.....KWTO, Springfield, Mo.  
 Donald, Vivian...WAIP, Prichard, Ala.  
 Donges, Cathy...WATG, Ashland, Ohio  
 Donovan, Joyce P...WTRY, Troy, N. Y.  
 Dooley, Edna.....WTVB, Durham, N. C.  
 Doonan, Katie...WCHS-TV, Charleston, W. Va.  
 Doran, Jeanne...WMRO, Aurora, Ill.  
 Dorsey, Polly...WBMD, Baltimore, Md.  
 Doyle, Elaine...KVSJ, San Mateo, Cal.  
 Drooz, Elaine...WPRR, Albany, N. Y.  
 Duvall, Carol...WOOD-TV, Grand Rapids, Mich.  
 Duakte, Gwen...WFFC, Panama City, Fla.  
 Duke, Ann.....WDBL, Springfield, Tenn.  
 Duncan, Eleanor...WSOY, Decatur, Ill.  
 Duncan, Earline...WPNX, Phenix City, Ala.  
 Duncan, Florence...WTTG, Washington, D. C.  
 Duncan, Jean.....WGGH, Marion, Ill.  
 Duncan, Martha...WOL-TV, Ames, Iowa  
 Dunlop, Ruth.....KPHO, Phoenix, Ariz.  
 Dunn, Jo Anne...WTRX, Bellaire, Ohio  
 Dwyer, Mary.....WRDW, Augusta, Ga.

— E —

Eason, Imogene...WGAI, Elizabeth City, N. Y.  
 Eckloff, Maurine...KHOL-TV, Holdrege, Neb.  
 Edwards, Cookie...WTRF-TV, Wheeling, W. Va.  
 Edwards, Eleanor...WCLI, Corning, N. Y.  
 Edwards, Evelyn K...WWGS, Tifton, Ga.  
 Edwards, Mary Lou...WORZ, Orlando, Fla.  
 Elizabeth, Faye...WWJ-TV, Detroit, Mich.  
 Ellen, Kaytee...KTLN, Denver, Col.  
 Elliott, Martha...WHRH, Danville, Ky.  
 Elliott, Pat.....WAGF, Dothan, Ala.  
 Ellis, Suzy.....WCPM, Cumberland, Ky.  
 Englebrecht, Charlene.WKLA, Ludington, Mich.  
 Erlandson, Marian...KXOB, Stockton, Cal.  
 Erpenbeck, Beverly...WMUS, Muskegon, Mich.  
 Eubanks, L...WETZ, New Martinsville, W. Va.  
 Eubanks, Velma...WMUU, Greenville, S. C.  
 Evans, Christine...WHDH, Boston, Mass.  
 Evans, Joan...WIBC, Indianapolis, Ind.  
 Evans, Fran...WMUR-TV, Manchester, N. H.  
 Evans, Sally...WMT, Cedar Rapids, Iowa  
 Eward, Fran...WKBV, Richmond, Ind.  
 Exum, Loretta...WDAK, Columbus, Ga.

— F —

Fabian, Irene...WICU-TV, Erie, Pa.  
 Fabiani, Rozell...WRBL-TV, Columbus, Ga.  
 Falger, Mary Jane.WPME, Punxsutawney, Pa.  
 Falkenburg, Jinx.WRCA-TV, New York, N. Y.  
 Farmer, Helen...WBML, Macon, Ga.  
 Farmer, Pat...WHLN, Harlan, Ky.  
 Farrar, Mary...WLMJ, Jackson, Ohio

Farrington, Vivian.....WPKO, Waverly, Ohio  
 Faye, Dorothy.....WDAF, Kansas City, Mo.  
 Freezor, Betty.....WFTV, Charlotte, N. C.  
 Felton, Maggie.....WFAI, Fayetteville, N. C.  
 Fenley, Maurine.....KMCO, Conroe, Tex.  
 Ferris, Jill.....KRTV, Denver, Col.  
 Fitzgerald, Pегeen.....WRCA, New York, N. Y.  
 Flanders, Lyda.....WTAG, Worcester, Mass.  
 Fletcher, Ruth.....KSEL, Pocatello, Idaho  
 Flower, Elsie.....KGDM, Stockton, Cal.  
 Flowers, Helen B.....WMOD, Moundsville, W. Va.  
 Flournoy, Rose.....WRBL, Columbus, Ga.  
 Floyd, Odell.....WCEH, Hawkinsville, Ga.  
 Fontaine, Pat.....KARK, Little Rock, Ark.  
 Foran, Margaret H.....WAAF, Chicago, Ill.  
 Ford, Beverly.....KNOX, Grand Forks, N. D.  
 Ford, Jackie.....KSNAN, San Francisco, Cal.  
 Forehand, Ruth.....WDKN, Dickson, Tenn.  
 Forique, Sonia.....WIAM, Lewiston, Me.  
 Foster, Joan.....WVOK, Birmingham, Ala.  
 Foster, Joanne.....WCHV, Charlottesville, Va.  
 Foster, Marilyn.....WDEH, Sweetwater, Tenn.  
 Fortescue, Priscilla.....WEEI, Boston, Mass.  
 Fowler, Fern.....WKOW-TV, Madison, Wis.  
 Fox, N. L.....KCHS, Truth or Consequences, N. Mex.  
 Foy, Evelyn.....WCIN, Cincinnati, Ohio  
 Francis, Arlene.....WRCA-WRCA-TV, N. Y., N. Y.  
 Frank, Betty J.....WJCM, Sebring, Fla.  
 Freeman, Lois.....WGBF, Evansville, Ind.  
 Friberg, Alice.....WCYB, Bristol, Va.  
 Friis, Betty.....WGOV, Valdosta, Ga.  
 Fritz, Alene.....KNAF, Fredericksburg, Tex.  
 Fry, Kay.....KRIS, Corpus Christi, Tex.  
 Fujak, Rose.....WHWL, Nanticoke, Pa.

— G —

Gaillard, Katherine.....WFIG, Sumter, S. C.  
 Gaines, Myrtle.....WOKZ, Alton, Ill.  
 Gainey, Evelyn.....WCKB, Dunn, N. C.  
 Gale, Virginia.....WGN, Chicago, Ill.  
 Galvin, Grace H.....WIRY, Waterbury, Conn.  
 Gay, Dottie.....WDOK, Cleveland, Ohio  
 Gay, Pat.....KLZ, Denver, Col.  
 Gellenstedt, Barbara.....WTVY, Dothan, Ala.  
 Geyer, Marion.....WAKR, Akron, Ohio  
 Gibbs, Agnes.....WCSH, Portland, Me.  
 Gilchrist, Norma.....KTTV, Los Angeles, Cal.  
 Gilmer, Betty.....KGBX, Springfield, Mo.  
 Godofsky, Mariam.....WHLL, Hudson, N. Y.  
 Godwin, Katherine.....WMFD-TV, Wilmington, N. C.  
 Goodman, Ruth M.....WTOC, Savannah, Ga.  
 Goodell, Katch.....WIRK-TV, W. Palm Beach, Fla.  
 Goodman, Betty.....WTAO, Boston, Mass.  
 Goodnough, Helen.....WHDL, Olean, N. Y.  
 Gorman, Johnny.....KVMC, Colorado City, Tex.  
 Gorman, Marjorie C.....KVCA-TV, Tucson, Ariz.  
 Gotthberg, Ozelle.....WPPA, Ft. Payne, Ala.  
 Gottlieb, Ruth.....WMSC, Columbia, S. C.  
 Graff, Shirlee.....KLGK, Logan, Utah  
 Graham, Lee.....WABD, New York, N. Y.  
 Graham, Virginia.....WABD, New York, N. Y.  
 Granzer, Betty.....WLIB, New York, N. Y.  
 Gray, Katherine.....WBOC, Salisbury, Md.  
 Gray, Louise.....WBBW, Youngstown, Ohio  
 Green, Connie.....KBOR, Brownsville, Tex.  
 Green, Linda.....KSPV, Artesia, N. Mex.  
 Greene, June K.....WHA1, Greenfield, Mass.  
 Gregoire, Juliet.....KXOC, Chico, Cal.  
 Grey, Ethel.....WSBA, York, Pa.  
 Griffin, Virginia.....WSTV-TV, Steubenville, Ohio  
 Grindlay, Hilary.....WTTT, Bloomington, Ind.  
 Grover, Gertrude.....WHCU, Ithaca, N. Y.  
 Groves, Jean.....KBIM, Roswell, N. Mex.  
 Gunning, Betty.....WJAR, Providence, R. I.

— H —

Haden, Evelyn.....WKWK, Wheeling, W. Va.  
 Hadley, June.....WANE, Ft. Wayne, Ind.  
 Haebler, Arie.....WCCO-TV, Minneapolis, Minn.  
 Hagen, Viola.....WCOV-TV, Montgomery, Ala.  
 Hall, Frances.....WJBP, Augusta, Ga.  
 Hall, Harriet.....WNBH, New Bedford, Mass.  
 Hall, Martha.....WCOV-TV, Montgomery, Ala.  
 Halle, Jane.....WSON, Henderson, Ky.  
 Hamilton, Priscilla P.....WHEB, Portsmouth, N. H.  
 Hancock, Shirley.....WMTA, Central City, Ky.  
 Harbe, Marie.....WKOA, Hopkinsville, Ky.  
 Harper, Ann.....KFJZ-TV, Ft. Worth, Tex.

Harrell, Bets.....WJHL-TV, Johnson City, Tenn.  
 Harris, Betty.....WHOW, Clinton, Ill.  
 Harris, Fran.....WWJ, Detroit, Mich.  
 Hart, Connie.....KTBS-TV, Shreveport, La.  
 Hartman, Hazel.....WFPG, Atlantic City, N. J.  
 Hasting, Ann.....KFTM, Ft. Worth, Colo.  
 Hatcher, Julia Virginia.....WPKE, Pikeville, Ky.  
 Hay, Beverly.....KEYT, Santa Barbara, Cal.  
 Hayes, Bette.....WDAF-TV, Kansas City, Mo.  
 Hayward, Joyce.....WGAC, Augusta, Ga.  
 Headrick, Earle W.....KGAE, Salem, Ore.  
 Healy, Dolores.....KBRC, Mount Vernon, Wash.  
 Healy, Meg.....KIXL, Dallas, Tex.  
 Heath, Martha Ann.....WPFC, Panama City, Fla.  
 Hepburn, Winnie.....KVIC, Victoria, Tex.  
 Heck, Jane.....WLCR, Torrington, Conn.  
 Heckel, Faith.....WHA1, Hopewell, Va.  
 Heckler, Doris.....WPTZ, Philadelphia, Pa.  
 Henderson, Louise.....WSNJ, Bridgeton, N. J.  
 Henderson, Margaret.....WGSV, Guntersville, Ala.  
 Herold, Florence.....WTTN, Watertown, Wis.  
 Hession, Jean.....WLOX, Biloxi, Miss.  
 Hicken, Patsy.....WCSC-TV, Charleston, S. C.  
 Hilecox, Mary.....KFI, Los Angeles, Cal.  
 Hileman, William.....KVOC, Casper, Wyo.  
 Hill, Ann.....KPBK, Sacramento, Cal.  
 Hines, Maryalice.....KIMA, Yakima, Wash.  
 Hoffman, Emily G.....WULA, Eufaula, Ala.  
 Holland, Jo.....WLB1, Jackson, Miss.  
 Holmes, Audrey.....WLAC, Nashville, Tenn.  
 Hollensworth, Mayme.....KWRF, Warren, Ark.  
 Home, Clare.....KELO, Sioux Falls, S. D.  
 Hopkins, Dorothy.....KDRO-TV, Sedalia, Mo.  
 Holden, Ann.....KGO, San Francisco, Cal.  
 Holgate, Helen.....KSDN, Aberdeen, S. D.  
 Holliday, Mary.....WACO, Waco, Tex.  
 Horn, Elaine.....KVOS, Bellingham, Wash.  
 Horning, June.....WALA-TV, Mobile, Ala.  
 Hoover, Jo.....WNCT, Greenville, N. C.  
 Hoover, Roberts.....WLDS, Jacksonville, Ill.  
 Hoskins, Phyl.....WMMB, Melbourne, Fla.  
 Hoyt, Isabelle.....KVAN, Vancouver, Wash.  
 Hudgins, Virginia.....WLOE, Leaksville, N. C.  
 Huffman, Helen M.....WAYB, Waynesboro, Va.  
 Hughes, Claire.....KWKW, Pasadena, Cal.  
 Hughes, Shirley.....WTAN, Clearwater, Fla.  
 Hulbert, Marie.....KOLN-TV, Lincoln, Neb.  
 Hummel, Barbara.....WHBQ-TV, Memphis, Tenn.  
 Humphreys, Ruth.....WWSC, Glens Falls, N. Y.  
 Hutz, Nita.....WTVN, Columbus, Ohio  
 Hutchison, Elizabeth.....WGVN, Greenville, Miss.  
 Hutson, Lee.....WSAC, Radcliff, Ky.  
 Hylland, Miriam.....KMMT, Austin, Minn.

— I —

Imholz, Dorothy.....KRBC, Abilene, Tex.  
 Indgren, Irene.....WFBM-TV, Indianapolis, Ind.  
 Ingalls, Mary.....KGRH, Fayetteville, Ark.  
 Ingram, Marian.....WJWS, South Hill, Va.  
 Irving, Bertie.....WKOY, Bluefield, W. Va.  
 Irving, Peggy.....WMAV, Springfield, Ill.  
 Ison, Janice.....WKBV, Richmond, Ind.

— J —

Jackson, Libby.....WMDC, Hazlehurst, Miss.  
 Jackson, Pat.....KADA, Ada, Okla.  
 Jacobson, Carolyn.....WCSH-TV, Portland, Me.  
 Jacobson, Dorothy.....KPUG, Bellingham, Wash.  
 Jacobson, Evelyn.....WGEZ, Kalispell, Mont.  
 Jarman, Frances.....WDNC, Durham, N. C.  
 Jedczerek, Theresa.....KAWT, Douglas, Ariz.  
 Jenks, Mary Ellen.....WMTV, Madison, Wis.  
 Jennemann, Doris.....KSTL, St. Louis, Mo.  
 Jennings, Sunnie.....WRGB, Schenectady, N. Y.  
 Jensen, Marie.....KTRC-TV, Austin, Tex.  
 Jernquist, Dorothy.....WMBV-TV, Marinette, Wis.  
 John, Alma.....WWR1, New York, N. Y.  
 Johnson, Marilyn.....WGII, Galesburg, Ill.  
 Johnson, Bea.....KMBC-TV, Kansas City, Mo.  
 Johnson, Dianne.....WCIA, Champaign, Ill.  
 Johnson, Fern.....KSUB, Cedar City, Utah  
 Johnson, Gerry.....KRLD-TV, Dallas, Tex.  
 Johnson, Margaret.....KCRG, Cedar Rapids, Iowa  
 Johnson, Min.....WMON, Montgomery, W. Va.  
 Johnson, Pat.....WHA1, Haverhill, Mass.  
 Johnson, Rosemary.....WFAA, Dallas, Tex.  
 Jones, Ann.....WJAP, Lexington, Ky.  
 Jones, Bess.....WJEH, Gallipolis, Ohio



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Jones, Evelyn.....WDSR, Lake City, Fla.  
 Jones, Mary.....WFIL, Philadelphia, Pa.  
 Jordan, Meredith.....WCOU, Lewiston, Me.  
 Jostedt, Peggy.....KWK-TV, St. Louis, Mo.  
 Junker, Dee.....KOOB, Phoenix, Ariz.  
 Junod, Connie.....KWBW, Hutchison, Kan.

— K —

Kahler, Jean.....WFIN, Findlay, Ohio  
 Karlin, Fay.....KXXX, Colby, Kan.  
 Kaufman, Yvonne.....WVSC, Somerest, Pa.  
 Kay, Kathryn.....KVOA, Tucson, Ariz.  
 Kay, Marti.....WKRC-TV, Cincinnati, Ohio  
 Kaye, Barbara.....WKRG, Mobile, Ala.  
 Kelly, Nancy.....KRIB, Mason City, Iowa  
 Kemp, Marian.....WCAU-TV, Philadelphia, Pa.  
 Kercheval, Mary.....WSAZ, Huntington, W. Va.  
 Kern, Carolyn.....KERN, Bakersfield, Cal.  
 Kerr, Myrl.....KTKR, Tunc, Cal.  
 Keys, Ennis.....WAAG, Auen, Cal.  
 Kierson, Walter.....WAYX, Waycross, Ga.  
 Kimbrel, Joan.....WIPC, Lake Wales, Fla.  
 Kincaid, Earsley F.....WILY, Pittsburgh, Pa.  
 King, Carol.....WCAX, Burlington, Vt.  
 King, June.....WLBT, Jackson, Miss.  
 King, Marjorie.....KNBC, San Francisco, Cal.  
 King, Shirley.....WEAU-TV, Eau Claire, Wis.  
 Kinzbay, Mer.....WCCO, Minneapolis, Minn.  
 Kirk, Henrietta.....WAJF, Decatur, Ala.  
 Kirsh, Helen.....KMOP, Ocala, Fla.  
 Kitchen, Katherine.....KFKB, Sacramento, Cal.  
 Klamer, Arlene.....WICA, Ashtabula, Ohio  
 Klein, Betty.....KOGT, Orange, Tex.  
 Klossner, Jane.....KBRV, Boonville, N. Y.  
 Knapp, La Vonne.....WATK, Antigo, Wis.  
 Kneeland, Vere.....KLOK, Portland, Ore.  
 Knight, Doris.....WKAM, Goshen, Ind.  
 Knight, Lee.....WSPD, Toledo, Ohio  
 Kooreman, Jean.....KBIZ, Ottumwa, Iowa  
 Korey, Kay.....KORE, Eugene, Ore.  
 Kounovosky, Rosella.....KLPM, Minot, N. D.  
 Kowing, Shirley.....WRRR, Rockford, Ill.  
 Kruegall, Nita.....KRES, St. Joseph, Mo.  
 Kuhlman, John R.....KCRA, Sacramento, Cal.  
 Kurland, Patricia.....WKBN, New Britain, Conn.  
 Kyber, Davis.....KOIN-TV, Portland, Ore.  
 Kyle, Peggy.....WGTC, Greenville, N. C.

— L —

Lake, Nancy.....WLEC, Sandusky, Ohio  
 Lane, Barbara.....WISC, Madison, Wis.  
 Lane, Judith.....KIRO, Seattle, Wash.  
 Lane, Marian.....WRKD, Rockland, Me.  
 Lane, Mary.....KERG, Eugene, Ore.  
 Lane, Milly.....WVCA, Gary, Ind.  
 Langdon, Harriet.....WARN, Ft. Pierce, Fla.  
 Lankford, Ginny.....WZOB, Ft. Payne, Ala.  
 Larkin, Jean.....WATS, Sayre, Pa.  
 Larson, Kay.....WHEN-TV, Syracuse, N. Y.  
 Lauferty, Lillian.....WDBO-TV, Orlando, Fla.  
 Lauten, Jane.....WGAN-TV, Portland, Me.  
 Lavitan, Gladys.....WIST, Charlotte, N. C.  
 Lawshe, Eleanor.....KPNF, Shenandoah, Iowa  
 Lawton, J.....KXJB-TV, Valley City, N. D.  
 Lee, Betty.....KMJ, Fresno, Cal.  
 Lee, Carroll.....KECK, Odessa, Tex.  
 Lee, Dorothy.....KPQ, Wenatchee, Wash.  
 Lee, Edna.....KHQA-TV, Hannibal, Mo.  
 Lee, Linda.....KTBC-TV, Austin, Tex.  
 Lee, Ietta Sue.....KBTO, El Dorado, Kan.  
 Lee, Patsy.....WADE, Wadesboro, N. C.  
 Lee, Linda.....KTBC, Austin, Tex.  
 Lee, Toni.....WHJB, Greensburg, Pa.  
 Lee, Virginia.....WLEE, Richmond, Va.  
 Leonard, Beth.....KING-TV, Seattle, Wash.  
 Leonard, Elizabeth.....KING, Seattle, Wash.  
 Lescolie, Sylvia.....KVAR, Mesa, Ariz.  
 Lewis, Kitty.....KITI, Chehalis Centralia, Wash.  
 Lewis, Wilma.....KAVL, Lancaster, Cal.  
 Lewallen, Dorothy.....WGWR, Asheboro, N. C.  
 Lindamood, Linda.....WYVE, Wytheville, Va.  
 Lindgren, Irene.....WFBM, Indianapolis, Ind.  
 Lirette, Jamie.....WMBR-TV, Jacksonville, Fla.  
 Livermore, Mercer.....WKKO, Cocon, Fla.  
 Lloyd, Dolly.....KJOE, Shreveport, La.  
 Lohmann, Paula.....WMBD, Peoria, Ill.  
 Lordan, Margaret.....KSEM, Moses Lake, Wash.  
 Love, Nancy.....WAGC, Chattanooga, Tenn.

Lowelace, Claire.....KCSJ-TV, Pueblo, Col.  
 Lowrimore, Goldie.....KVKM, Monahans, Tex.  
 Lustig, Elaine.....WDBO-TV, Orlando, Fla.  
 Lukinen, Jeanne.....WIRL, Peoria, Ill.  
 Lynch, Ellen.....WTOM-TV, Lansing, Mich.  
 Lynn, Kathryn.....KFAL, Fulton, Mo.  
 Lynn, Melda G.....WBCU, Bay City, Mich.  
 Lynn, Merrie.....KUOD, Denver, Colo.  
 Lyons, Mary.....KKTU, Colorado Springs, Col.

— Mc —

McBride, Jean.....WWJ-TV, Detroit, Mich.  
 McCarthy, Josephine.....WRCA-TV, N. Y., N. Y.  
 McCook, Marion.....KFXM, San Bernardino, Cal.  
 McCroy, Jeanette.....WBAC, Cleveland, Tenn.  
 McClure, Helen.....KTSM-TV, El Paso, Tex.  
 McDonald, Dorothy Day.....WRFC, Athens, Ga.  
 McDonald, Margaret.....WBAP, Ft. Worth, Tex.  
 McDonald, Margaret.....WBAP, Ft. Worth, Tex.  
 McEwen, Ellie.....WTAO-TV, Boston, Mass.  
 McGeary, Ruth.....WPAR, Parkersburg, W. Va.  
 McGregor, Marguerite.....WPEP, Taunton, Mass.  
 McGregor, Rosemary.....KBNZ, La Junta, Colo.  
 McIntyre, Millie.....WRCO, Richland Center, Wis.  
 McIntyre, Susie.....WFTV, Charlotte, N. C.  
 McJoynt, Pat.....WCLO, Janesville, Wis.  
 McKellar, Mildred.....WLOX, Biloxi, Miss.  
 McKiernan, Vivian.....KKRO, Aberdeen, Wash.  
 McKinnon, Mattie Laura.....WLAU, Laurel, Miss.  
 McLane, Jean.....WCAO, Baltimore, Md.  
 McLellan, Annette.....KBMX, Conlinga, Cal.  
 McMahon, Betty.....KGNC-TV, Amarillo, Tex.  
 McMurray, Barbara.....WLRP, New Albany, Ind.  
 McNeel, Sherri.....KOCA, Kilgore, Tex.  
 McNeely, Beth.....WTSP, St. Petersburg, Fla.  
 McNellis, Maggie.....WABD, New York, N. Y.  
 McNally, Mary Anne.....KANS, Wichita, Kan.  
 McShane, Lu.....KFXD, Nampa, Idaho

— M —

MacDonald, Marie.....KFBI, Wichita, Kan.  
 Mack, Elynn.....KBUR, Burlington, Iowa  
 Mack, Lois.....WWKY, Winchester, Ky.  
 Madden, Gertrude.....WWPA, Williamsport, Pa.  
 Maguire, Kathy.....WRGB, Schenectady, N. Y.  
 Mallory, Martha.....WNNH, Rochester, N. H.  
 Malmgren, Lois.....WNHC-TV, New Haven, Conn.  
 Mann, Peggy.....WTVB, Durham, N. C.  
 Manners, Martha.....WKTU, Utica, N. Y.  
 Manship, Mary Ann.....WHSC, Hartsfield, S. C.  
 Mar, Ann.....WMAR-TV, Baltimore, Md.  
 March, Donna.....WADK, Newport, R. I.  
 Marin, Finn.....KWKW, Pasadena, Cal.  
 Marks, Louise.....KMHL, Marshall, Minn.  
 Martin, Clara.....WBIQ, Greensboro, N. C.  
 Martin, Jenn.....KEFN, San Jose, Cal.  
 Martin, Josephine.....KFRC, San Francisco, Cal.  
 Martin, Margaret.....WSLM, Salem, Ind.  
 Martell, Tony.....WEJL, Scranton, Pa.  
 Martz, Gayle.....WHLM, Bloomsburg, Pa.  
 Marshall, Jane.....WTHH, Port Huron, Mich.  
 Marshall, Mary Louise.....WOC, Davenport, Iowa  
 Mathis, Sue.....KVOP, Plainview, Tex.  
 May, Agnes.....WJR, Detroit, Mich.  
 May, Bea.....WITV, Ft. Lauderdale, Fla.  
 May, Catherine.....KIT, Yakima, Wash.  
 May, Arlene.....WXKA, Buffalo, N. Y.  
 Mead, Dorothy.....WSPB, Sarasota, Fla.  
 Medrow, Virginia.....WDWS, Champaign, Ill.  
 Melrose, Edythe Fern.....WXYZ, Detroit, Mich.  
 Mendelson, Jean.....WJNC, Jacksonville, N. C.  
 Mercer, Martha.....WKKO, Cocoa, Fla.  
 Merchant, Liz.....KFDA-TV, Amarillo, Tex.  
 Merman, Rayleen.....KELO-TV, Bakersfield, Cal.  
 Merritt, Leonore.....KIHK, Hood River, Ore.  
 Metzger, Jean.....KVAR, Mesa, Ariz.  
 Meyer, Ann.....WGGG, Gainesville, Ga.  
 Mickley, Lillian.....WHGB, Harrisburg, Pa.  
 Miles, Rory.....WBRE-TV, Wilkes Barre, Pa.  
 Miller, Dorothy.....WTAC, Flint, Mich.  
 Miller, Helen K.....KVCA-TV, Tucson, Ariz.  
 Miller, Janet.....WARM-TV, Scranton, Pa.  
 Miller, Jean.....WBFO, Virginia Beach, Va.  
 Miller, June.....WSAR, Fall River, Mass.  
 Milligan, Marian.....KHQA-TV, Hannibal, Mo.  
 Miller, Mildred.....WBNV-TV, Buffalo, N. Y.  
 Milligan, June.....KRIC, Lewiston, Idaho  
 Mingle, Evonne.....WMTS, Murfreesboro, Tenn.

Mitchell, Ruth.....WTTB, Vero Beach, Fla.  
 Mitchell, Verlee.....WEOA, Evansville, Ind.  
 Moore, Edna.....WJWL, Georgetown, Del.  
 Moore, Eleanor.....WSBT, South Bend, Ind.  
 Moore, Mary.....WJAG, Norfolk, Neb.  
 Moore, Meade.....WCNC, Elizabeth City, N. C.  
 Morgan, Pearlwixon.....KWFR, San Angelo, Tex.  
 Mork, Carol.....WPDR, Portage, Wis.  
 Morris, Hallie.....KVTV, Sioux City, Iowa  
 Mosier, Sue.....KFKA, Greeley, Col.  
 Mortenson, Luella.....WKOW, Madison, Wis.  
 Mounteer, John.....WVDA, Boston, Mass.  
 Mull, Trudy.....KMDO, Fort Scott, Kan.  
 Munsch, Louise.....WEW, St. Louis, Mo.  
 Munoz, Margarita.....KT'XN, Austin, Tex.  
 Mullen, Miriam.....WOSA, Wausau, Wis.  
 Murrell, Glenda.....KDBS, Alexandria, La.  
 Myerson, Bess.....WABC, New York, N. Y.

— N —

Nackos, Mary J.....WGTM, Wilson, N. C.  
 Nannini, Nita.....KIAS, Las Vegas, Nev.  
 Neal, Eleanor.....WMBM, Miami Beach, Fla.  
 Neely, Nancy.....WFAA-TV, Dallas, Tex.  
 Neff, Joan.....WBNU, Buffalo, N. Y.  
 Nelco, Betty.....WKNB-TV, New Britain, Conn.  
 Nelson, Emilie.....KLTZ, Glasgow, Mont.  
 Nelson, Gertrude.....WAOK, Atlanta, Ga.  
 Nelson, Irene Buri.....WLLP, Kenosha, Wis.  
 Nelson, Romona.....KRAL, Rawlins, Wyo.  
 Nesbit, Gene.....WKTU, Utica, N. Y.  
 Nethery, Carol.....KOSY, Texarkana, Ark.  
 Neville, Helen.....WGR, Buffalo, N. Y.  
 Newman, Ida.....WJDA, Quincy, Mass.  
 Nolting, Gladys.....WHDM, McKenzie, Tenn.  
 Norman, Adele.....WIOU, Kokomo, Ind.  
 Norman, Dee.....WTTG, Washington, D. C.  
 Norman, Nancy.....WDZ, Decatur, Ill.  
 Norris, Joan.....WJMJ, Philadelphia, Pa.  
 Norris, Ruth.....KBKI, Alice, Tex.  
 Notari, S.....WEDC, Chicago, Ill.  
 Nutley, Pat.....WGEZ, Beloit, Wis.  
 Nyberg, Gertrude.....KGHI, Billings, Mont.

— O —

O'Blinger, Jackie.....WHIS, Bulefield, W. Va.  
 O'Brien, Barbara.....KTWV, Tacoma, Wash.  
 O'Brien, Margie.....KFBC, Cheyenne, Wyo.  
 O'Brien, Mark.....KWK-TV, St. Louis, Mo.  
 O'Brien, Mary Lou.....KTBS, Shreveport, La.  
 O'Dames, Elizabeth.....WRUN, Utica, N. Y.  
 O'Day, Billie.....WIOD, Miami, Fla.  
 Olson, Dee.....WABO, Waynesboro, Miss.  
 Oppenheimer, Kitty.....KTM, San Rafael, Cal.  
 Owen, Gordon.....KALL, Salt Lake City, Utah  
 Owens, Dottie.....WISL, Shamokin, Pa.  
 Owens, Oma.....KWTX, Waco, Tex.

— P —

Pace, Iona.....WHAB, Baxley, Ga.  
 Paige, Ann.....WILD, Birmingham, Ala.  
 Pagnotti, Ellie.....WPPT, Pittston, Pa.  
 Paige, Evalyn.....WTVL, Waterville, Me.  
 Palmer, Barbara.....KRMW, The Dalles, Ore.  
 Palmer, Margaret.....WCLB, Camilla, Ga.  
 Palmer, Shirley.....WORC, Worcester, Mass.  
 Palmour, Claire.....WDUN, Gainesville, Ga.  
 Panetta, Gene.....WBLK, Clarksburg, W. Va.  
 Parker, Ethel.....WELM, Elmira, N. Y.  
 Parker, Faye.....WDAR, Savannah, Ga.  
 Parker, Pat.....WNNT, Warsaw, Va.  
 Parr, Dorothy.....WWNY, Watertown, N. Y.  
 Parr, Sally.....KFJZ-TV, Ft. Worth, Tex.  
 Parrish, Helen.....KNXT, Los Angeles, Cal.  
 Passate, Alice.....KYAK, Yakima, Wash.  
 Patrick, Bea.....WKNY, Kingston, N. Y.  
 Patterson, Joan.....KVEC, San Luis Obispo, Cal.  
 Patton, Madelyn.....WMNC, Morgantown, N. C.  
 Paulin, Gladys.....WHOS, Decatur, Ala.  
 Payne, Rex.....KDET, Center, Tex.  
 Pearson, Peggy.....WDXL, Lexington, Tenn.  
 Peck, Charlotte.....KXOC, Chico, Cal.  
 Pedlow, Marion.....WDRF, Chester, Pa.  
 Pepe, Marie.....WHXY, Bogalusa, La.

Perkins, Maggie.....WOCB, W. Yarmouth, Mass.  
 Perrou, Joan.....KALB, Alexandria, La.  
 Peters, Becky.....WJAG, Norfolk, Neb.  
 Peters, Irene.....KWLM, Willmar, Minn.  
 Peterson, Marilyn.....WDLB, Marshfield, Wis.  
 Pfaender, Edna.....WKLY, Hartwell, Ga.  
 Phillip, Lee.....WBBM-TV, Chicago, Ill.  
 Phillips, Bille P.....WBLE, Batesville, Miss.  
 Phillips, Wendy.....WIP, Philadelphia, Pa.  
 Pickard, Shirley.....WTRB, Ripley, Tenn.  
 Pickens, Francine.....KRLW, Walnut Ridge, Ark.  
 Pierce, Jackie.....WTVJ, Miami, Fla.  
 Pierce, Jo Ann.....KCRV, Caruthersville, Mo.  
 Piowaty, Deborah J.....WIRA, Ft. Pierce, Fla.  
 Pond, Lynn.....WMAS, Springfield, Mass.  
 Pope, Anita.....KFYO, Lubbock, Tex.  
 Porter, Maye.....KVNU, Logan, Utah  
 Posey, Jeanne.....KHSL-TV, Chico, Cal.  
 Potter, Cliffordean.....WOMI, Owensboro, Ky.  
 Powe, Dorothy.....KPLC, Lake Charles, La.  
 Powell, Sally.....KAMD, Camden, Ark.  
 Price, Marjorie.....WILM, Wilmington, Del.  
 Protsman, Faith M.....WNER, Live Oak, Fla.

— Q —

Quick, Netta.....WSUH, Oxford, Miss.  
 Quinn, Fran.....KJEO, Fresno, Cal.

— R —

Race, Marilyn.....WHKK, Akron, Ohio  
 Radom, Edythe.....WDRG, Hartford, Conn.  
 Ramsey, Jeanne.....KVDO-TV, Corpus Christi, Tex.  
 Ramsey, M.....WSAZ-TV, Huntington, W. Va.  
 Randall, Fern.....KWRT, Boonville, Mo.  
 Randolph, Lillian.....KOWL, Santa Monica, Cal.  
 Ray, Isobel.....WEAU-TV, Eau Claire, Wis.  
 Ray, Ruth.....WKST, New Castle, Pa.  
 Raymond, Betty.....WOTW, Nashua, N. Y.  
 Raymond, Jo Ann.....WION, Ionia, Mich.  
 Redington, Ruth.....WKNE, Keene, N. H.  
 Rednor, Nan.....WBUD, Trenton, N. J.  
 Reed, Carol.....WCBS-TV, New York, N. Y.  
 Reese, Grace.....WIRI, Plattsburg, N. Y.  
 Reid, Sue Bailey.....WEAN, Providence, R. I.  
 Reilly, Pegze.....WJOC, Jamestown, N. Y.  
 Reising, Marie M.....WOND, Pleasantville, N. J.  
 Rhett, Jane.....WMPD-TV, Wilmington, N. C.  
 Rhodes, Joy.....KNET, Palestine, Tex.  
 Rhodes, Roxy.....KTTR, Rolla, Mo.  
 Rice, Catherine.....WFAU, Augusta, Me.  
 Rich, Gloria.....WOAY, Oak Hill, W. Va.  
 Richards, Joan.....WHBO, Tampa, Fla.  
 Riegel, Ethel A.....WKOK, Sunbury, Pa.  
 Ritchie, Ruth.....WREJ, Elizabethton, Tenn.  
 Ritz, Myrna.....WETA, Batavia, N. Y.  
 Rivard, Mary Alice.....KFOX, Long Beach, Cal.  
 Rivera, Bunny.....KRBC-TV, Abilene, Tex.  
 Roberts, Helen.....WNRC, New Rochelle, N. Y.  
 Roberts, Marion.....WBEN-TV, Buffalo, N. Y.  
 Robinson, Sally.....KVOU, Uvalde, Tex.  
 Roddy, Pauline.....KODY, N. Platte, Neb.  
 Roen, Marion.....KMOD, Modesto, Cal.  
 Rogers, Ann.....WHAM, Rochester, N. Y.  
 Rogers, Helen.....WHVH, Henderson, N. C.  
 Rogers, Floss.....WRMN, Elgin, Ill.  
 Ronan, Honore.....WDAN-TV, Danville, Ill.  
 Rorabaugh, Gretta.....WTRN, Tyronne, Pa.  
 Rose, Patty.....KMED, Medford, Ore.  
 Roser, Priscilla.....WSFC, Somerset, Ky.  
 Rossbach, Marlene.....WBRK, Pittsfield, Mass.  
 Rowe, Flo Beach.....WSLB, Ordensburg, N. Y.  
 Rowe, Joann.....KVOR, Colorado Springs, Colo.  
 Rubenstein, Eve.....KUPD, Ft. Dodge, Iowa  
 Rudolph, Jo Ann.....WKCT, Bowling Green, Ky.  
 Ruffin, Edward.....KCNV, San Marcos, Tex.  
 Runde, Ann.....WJAD, Danbury, Conn.  
 Rundvold, Inga.....WRC-TV, Washington, D. C.  
 Russell, Freddie.....WCOR, Lebanon, Tenn.  
 Russell, Kay.....WSYR-TV, Svracuse, N. Y.  
 Russell, Lois.....KVMa, Magnolia, Ark.  
 Russell, Marvel.....KWTX, Waco, Tex.  
 Rust, Sue.....WSHE, Sheboygan, Wis.  
 Ryan, Erika.....KUBA, Yuba City, Cal.  
 Ryan, Helen.....WNEM-TV, Bay City, Mich.  
 Ryte, Rita.....WEWO, Laurinburg, N. C.  
 Rynning, Lois.....WSAU-TV, Wausau, Wis.

— S —

Samuelson, Connie...WJTN, Jamestown, N. Y.  
 Sande, Eleanor Hanson...WHK, Cleveland, Ohio  
 Sanders, Esther...KGFV, Kearney, Neb.  
 Sando, Florence...KDKA-TV, Pittsburgh, Pa.  
 Scarboro, Betsy...WLTC, Gastonia, N. C.  
 Scheurich, Catherine...WITY, Danville, Ill.  
 Schroeder, D. J...WSAZ-TV, Huntington, W. Va.  
 Schroeder, Jane...WSPD-TV, Toledo, Ohio  
 Schmeling, Irene...WPLY, Plymouth, Wis.  
 Schmidt, Mary...WISN-TV, Milwaukee, Wis.  
 Schneider, Eunice...WFPM, Martinsburg, W. Va.  
 Schram, Violet...KPOP, Los Angeles, Cal.  
 Scott, Margarete...WJAX, Jacksonville, Fla.  
 Scott, Romaine...WPAM, Pottsville, Pa.  
 Shank, Dorothy...WEBR, Buffalo, N. Y.  
 Sharp, Fern...WBNS, Columbus, Ohio  
 Sharp, Suzanne...KTUC, Tucson, Ariz.  
 Shaw, Marilyn...KWIL, Albany, Ore.  
 Shaw, Monette...KENS, San Antonio, Tex.  
 Shea, Jeanne...WBNS-TV, Columbus, Ohio  
 Sheen, Darcy...WFTL, Lauderdale, Fla.  
 Sheffield, Frances...WTJH, E. Point, Ga.  
 Sherman, Saralena...KMAN, Manhattan, Kan.  
 Shugars, Florence...WROK, Rockford, Ill.  
 Shulman, Ruth...WLK, Wilkes Barre, Pa.  
 Simpson, Joy...WIMO, Winder, Ga.  
 Simms, Hilda...WOV, New York, N. Y.  
 Smith, Barbara...KOTV, Tulsa, Okla.  
 Smith, Betty...KLIZ, Brainerd, Minn.  
 Smith, Doris...WGGA, Gainesville, Ga.  
 Smithart, Edith...WNLA, Indianola, Miss.  
 Smith, Edith...WLAF, La Follette, Tenn.  
 Smith, Gretchen C...WBIV, Bedford, Ind.  
 Smith, Jane...KVEN, Ventura, Cal.  
 Smith, Joan...KUKI, Ukiah, Cal.  
 Smith, Millie...WKBL, Covington, Tenn.  
 Smith, Mamie Lee...WJAY, Mullins, S. C.  
 Smith, Margaret...KHQ, Spokane, Wash.  
 Smith, Patricia...WLAG, Lagrange, Ga.  
 Smith, Sue...WDEC, Americus, Ga.  
 Smith, Susan...WCUM, Cumberland, Md.  
 Smith, Sydney...WRCA, New York, N. Y.  
 Smyth, Marion...WFAH, Alliance, Ohio  
 Snyder, Peg...KTVX, Phoenix, Ariz.  
 Southern, Anabell...KVIN, Vinita, Okla.  
 Southern, Dixie...WILD, Birmingham, Ala.  
 Spagnole, Justina...WTUX, Wilmington, Del.  
 Spalding, Martha...WDAF, Kansas City, Mo.  
 Sparks, Jeanni...WTSK, Knoxville, Tenn.  
 Spear, Beatrice...KDIX, Dickinson, N. D.  
 Speece, Wynn...WNAX, Yankton, S. D.  
 Speltz, B...WEHR, Wisconsin Rapids, Wis.  
 Spencer, Eula...WXOK, Baton Rouge, La.  
 Spencer, Jo Ann...KEBE, Jacksonville, Tex.  
 Spiegel, Shirley J...WMIE, Miami, Fla.  
 Spoor, Peg...WFRV-TV, Green Bay, Wis.  
 Stacey, Helen...KOWH, Omaha, Neb.  
 Starr, Mary...WATE-TV, Knoxville, Tenn.  
 Starr, Molly...KCEN-TV, Temple Waco, Tex.  
 Stebbins, Hazel...KFOR, Lincoln, Neb.  
 Stevens, Dorothy...WLAN, Lancaster, Pa.  
 Stevens, Jane...WJW, Cleveland, Ohio  
 Stevens, Jean...WNOW-TV, York, Pa.  
 Stevens, Lynn...WFBM-TV, Indianapolis, Ind.  
 Stevenson, Miriam...WIS-TV, Columbia, S. C.  
 Stillman, Robbin...WAKR-TV, Akron, Ohio  
 Storm, Ardyss...WGAE, Salem, Ore.  
 Storm, Marjorie...WPCT, Putnam, Conn.  
 Straker, Easter...WIMA-TV, Lima, Ohio  
 Sullivan, R. D...KEYS, Corpus Christi, Tex.  
 Sumberg, Pat...WVET-TV, Rochester, N. Y.  
 Swann, Blanch...KAPB, Marksville, La.  
 Szarkowski, Shirley...KCSB, San Bernardino, Cal.

— T —

Taylor, Teena...WHMA, Anniston, Ala.  
 Tebben, Dorothy...WHKP, Hendersonville, N. C.  
 Temple, Barbara...WJOB, Hammond, Ind.  
 Terry, Lillian...WAPA-TV, San Juan, P. R.  
 Thomas, Helen...WRJN, Racine, Wis.  
 Thomas, Jane...WCMW, Canton, Ohio  
 Thomas, Margaret...KSST, Sulphur Springs, Tex.  
 Thomas, Martha...WJHP, Jacksonville, Fla.  
 Thompson, Bernice...WDAS, Philadelphia, Pa.  
 Thuma, Mary Ellen...WNXT, Portsmouth, Ohio  
 Tidmore, Vivian...WPPA, Pottsville, Pa.

Tillery, Joan...WLAU, Laurel, Miss  
 Todd, Jackie...KJEF, Jennings, La.  
 Todd, Jane...KCBS, San Francisco, Cal.  
 Towne, Jane...KLCK, San Jose, Cal.  
 Townsend, Carolyn...WCNU, Crestview, Fla.  
 Townshend, Jessica L...WHBB, Selma, Ala.  
 Tolbert, Joy...KVLH, Pauls Valley, Okla.  
 Trammell, Patricia...WEZB, Birmingham, Ala.  
 Traphagen, Mary Lois...WCU-TV, Erie, Pa.  
 Trobe, Gertrude...WBVP, Beaver Falls, Pa.  
 Truax, Anne...KLLX, Oakland, Cal.  
 Turbeville, Rosalynne...WBTW, Florence, S. C.  
 Turner, Lyn...KVOM, Morrilton, Ark.  
 Tucker, Millicent...WTCS, Fairmont, W. Va.  
 Tucker, Nan...WWNR, Beckley, W. Va.  
 Turner, Pat...WBEC, Pittsfield, Mass.

— U —

Udstrand, Lois...KTRF, Thief River Falls, Minn.  
 Ulrich, Ida...WPRS, Paris, Ill.  
 Upchurch, Virginia...WSMT, Sparta, Tenn.

— V —

Valli, Jo...WSJV, Elkhart, Ind.  
 Van Haven, Betty...WKIZ, Muskegon, Mich.  
 Veidt, Jerry...WBKH, Hattiesburg, Miss.  
 Vollmer, Louise...WRR, Dallas, Tex.  
 Von Savoye, Mary Beth...KROG, Sonora, Cal.  
 Voss, Jan...KVTV, Sioux City, Iowa  
 Voudrie, Arlene...WCRT, Brimingham, Ala.

— W —

Wagner, Elenor...WJBO, Baton Rouge, La.  
 Ward, Helen...WTSV, Claremont, N. H.  
 Ware, Barbara...WFEC, Miami, Fla.  
 Warner, Helen H...KORT, Grangeville, Idaho  
 Warner, Martha Jane...KSTN, Stockton, Cal.  
 Wassner, Wanda...WLAY, Muscle Shoals, Ala.  
 Waterford, Mary...KAFP, Petaluma, Cal.  
 Watts, Carolyn...WSAI, Cincinnati, Ohio  
 Wayne, Rosemary...WJJD, Chicago, Ill.  
 Wayt, Dottie...KVFC, Cortez, Col.  
 Weaver, Lois...KOLN-TV, Lincoln, Neb.  
 Weedman, Polly...KOTA-TV, Rapid City, S. D.  
 Weiss, Fani...KHJ-TV, Los Angeles, Cal.  
 West, Kay...KEX, Portland, Ore.  
 Weston, Jane...WOWO, Ft. Wayne, Ind.  
 Wharton, Ann...WJNO, W. Palm Beach, Fla.  
 White, Alice Brewer...WVEC-TV, Norfolk, Va.  
 White, Laurie Lanou...WIVK, Knoxville, Tenn.  
 White, Margaret...WAUD, Auburn, Ala.  
 White, Marjorie...WVCO, Columbus, Ohio  
 White, Stella...WJJD, Chicago, Ill.  
 Whiteside, Emily...WKRQ-TV, Mobile, Ala.  
 Willeford, Milli...WDVA, Danville, Va.  
 Wilkins, Kay...WOW, Omaha, Neb.  
 Wilson, Dorothy...KWFT, Wichita Falls, Tex.  
 Wilson, Edna L...KCRG-TV, Cedar Rapids, Iowa  
 Wise, Katherine...KOMO, Seattle, Wash.  
 Warren, Jean...KRDU, Dinuba, Cal.  
 Wolfe, Naomi...WNNJ, Newton, N. J.  
 Wommack, Jean...KALT, Atlanta, Tex.  
 Wonisch, Doris...KCAP, Helena, Mont.  
 Wood, Ginny...WSPD-TV, Toledo, Ohio  
 Woods, Carol...WBRC, Birmingham, Ala.  
 Woolston, Evelyn...WCS-TV, Charleston, S. C.  
 Woodside, Ann...KALM, Thayer, Mo.  
 Workman, Helen...KCAX-TV, Burlington, Vt.  
 Worth, Connie G...KGW, Portland, Ore.  
 Wright, Ruth...WBYS, Canton, Ill.  
 Wyatt, Margaret...WHOP, Hopkinsville, Ky.  
 Wyman, Alice...WFBC, Greenville, S. C.

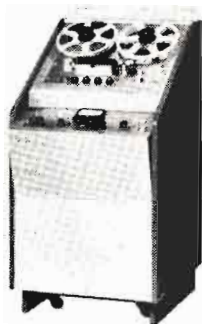
— Y —

Yeates, Jimmie Lee...KTXJ, Jasper, Tex.  
 Yerka, Marcy...KDLM, Detroit Lakes, Minn.  
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 Younger, Mildred...KABC, Hollywood, Cal.

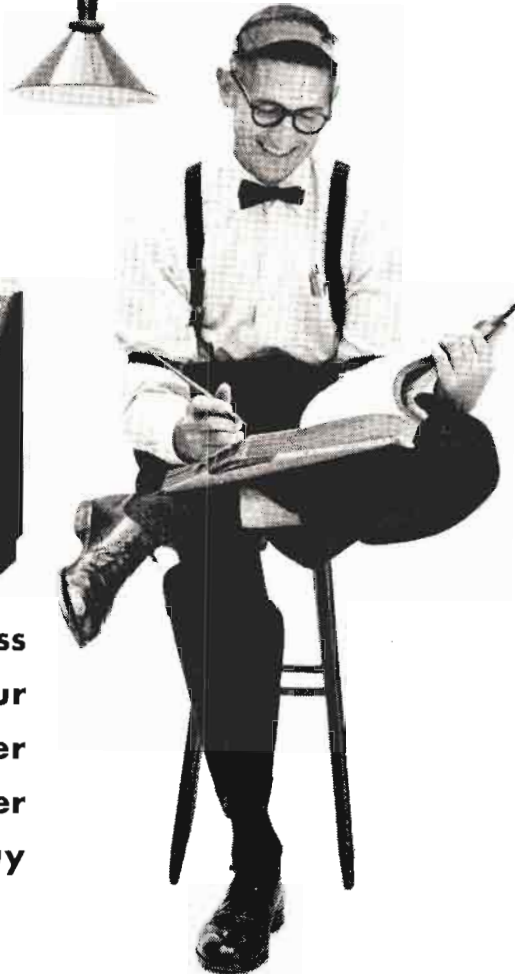
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# Industry Faces Excellent 1956 Prospects



By  
**HENRY C. BONFIG**

President  
CBS-Columbia

A Division of the  
Columbia Broadcasting  
System

**I**N 1956 the television-electronics industry enters its tenth post-war year with an impressive record behind it and excellent future prospects. The industry can look forward to continued heavy volume in black-and-white set sales, a radio sales year, equal at least to 1955, and a marked increase in color production and sales.

Television's past record certainly can be pointed to with pride. Since 1946 some 46 million video receivers have been sold. This record for a decade compares most favorably with the forty years the automobile industry needed to roll up 32 million car and truck registrations.



All signs point to good 1956 economic health for the nation. Gross national product, employment, housing starts, marriages and subsequent new home units, personal incomes rising, capital outlays by business and construction all are up. The keynote of the nation is strong confidence. The television-electronics industry will be well able to keep pace with the country's prosperity.

In 1956, the industry should be able to make and sell seven million black-and-white television sets and between 200-300,000 color sets. The radio set industry can sell upwards of fourteen million receivers in 1956, including automobile radios.

At this time, approximately 67% of American households have television. Conversely, this also means that one-third of the nation's households do not have video—a sizable market, indeed.



The black-and-white prospects grow increasingly good with each passing day due to the replacement and multiple set markets. Replacement figures for 1955 key the trend. In January, 1955 one out of every five sets sold was a replacement; by the year's end

the ratio was close to one to three. At the start of 1955 only 4% of the sets in use were second sets; by the end of the year, according to RETMA figures, that ratio jumped to nearly 10%.

With 38.8% of the nation's television sets three years or older, and close to 11% having screens under 17-inches, a wonderful re-sell opportunity exists for alert dealers.

Retail prices of black-and-white sets should remain fairly steady in 1956 as the industry will find it difficult to pass further production, component and labor cost increases on to the consumer.

There was increasing interest in color television all during the 1955 Fall selling season. This interest was piqued by greater top quality programming and various color promotions which took place, largely during the month of December. These promotions proved that, if it is merchandised properly, color TV can be moved.



However, in 1956 the industry still must face, realistically, several problems before it can "get off the ground." These problems include overall production techniques, high sales costs, increasing dealer education on color selling and promotion, service education, more consumer excitement.

One more important point must be brought up. That is, if color is to get started as a mass medium it must be stimulated by all-industry all-out effort - - and not the work of but a small group. If the industry makes a concerted drive in all phases of production, sales, merchandising and promotion, color television can really get started in 1956!

Prospects for radio loom their brightest in years, with transistors as the chief stimulant. Transistors can be classified as the first really new sales stimulant in radio since the tuning refinements and original miniaturization efforts that characterized the 1930's. Indeed, the advent of television has accelerated the trend toward flexible, tailored use radios, and the sales curve has certainly reflected this since 1946.



On the broad fronts of black-and-white, and color television, radio and the government-industrial apparatus fields, CBS-Columbia plans to keep pace with anticipated overall industry growth. This will be accomplished in an orderly manner, with an accompanying increase in industry position. The progress that we have charted will be a steady process of building, and one of teamwork with our distributors and retail outlets.



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		1,468	Huntington Park	RCA
	Los Angeles	1,757	Downtown	RCA
		2,213	Orpheum	RCA
		3,387	Paramount	RCA
	San Francisco	1,363	Ritz	GPL
		2,646	Paramount	RCA
		399	Telenews	Trad
Colorado	Denver	2,096	Paramount	GPL
Dist. of Col.	Washington	3,452	Capitol	RCA
		1,838	Keith's	RCA
Florida	Jacksonville	1,155	Florida	Trad
	Miami	2,000	Carib	RCA
		—	Capitol	RCA
		—	Miami	RCA
Georgia	Atlanta	2,476	Paramount	Trad
Illinois	Chicago	1,299	Crown	RCA
		3,931	Marbro	RCA
		2,649	State Lake	RCA
		—	Telenews	Trad
		3,414	Tivoli	RCA
		4,320	Uptown	RCA
Indiana	Indianapolis	3,313	Indiana	RCA
Iowa	Des Moines	1,708	Paramount	Trad
Kentucky	Louisville	3,100	Rialto	GPL
Louisiana	New Orleans	3,400	Saenger	Trad
Maryland	Baltimore	2,048	Century	RCA
		1,320	Metropolitan	Trad
		2,843	Stanley	RCA
		1,860	State	RCA
Massachusetts	Boston	1,369	Fenway	Trad
		1,500	Pilgrim	RCA
		3,583	State	RCA
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	St. Paul	2,362	Paramount	RCA
Missouri	St. Louis	3,166	State	RCA
Nebraska	Omaha	2,978	Orpheum	RCA
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	Buffalo	2,091	Centre	RCA
	N.Y.C.—Bronx	2,353	Fordham	RCA
	N.Y.C.—Brooklyn	4,060	Fox	RCA
	N.Y.C.—Manhattan	2,146	Marine	RCA
		450	Guild Newsreel	RCA
		3,650	Paramount	PT.
			(Intermediary)	
		2,282	Victoria	GPL
	N.Y.C.—Flushing	2,146	Prospect	RCA
North Carolina	Charlotte	1,405	Carolina	Trad
Ohio	Cincinnati	3,037	Albee	RCA
		3,009	Allen	RCA
		3,465	Hippodrome	RCA
		2,616	Palace	RCA
		3,446	State	RCA
	Dayton	2,665	Keith's	GPL
	Toledo	2,455	Rivoli	RCA
Oregon	Portland	1,832	Liberty	Trad
Pennsylvania	Chester	2,272	Stanley	RCA
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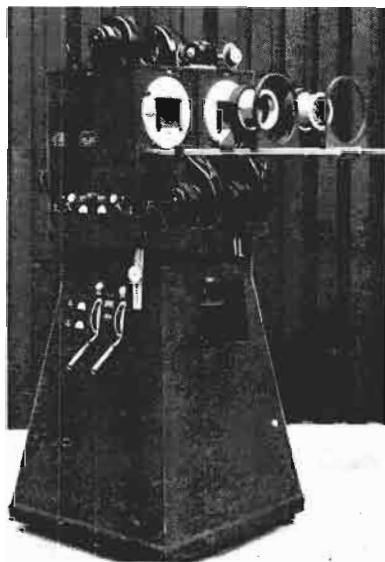
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 President .....G. L. Carrington  
 Exec. V.P. ....A. A. Ward  
 N. Y. V.P. & Sec.....H. M. Bessey  
 V.P. & Comptroller.....E. Z. Walters  
 Vice-Pres. N. Y.....D. C. Collins  
 Treas., & Asst. Sec.....E. B. Lee  
 N. Y. Asst. Sec. & Asst. Treas...P. F. Thomas  
 N. Y. Sales Mgr.....H. S. Morris  
 PRODUCTS: Speech input consoles and  
 amplifiers, microphones, limiter amplifiers,  
 monitoring loudspeakers, public address and  
 sound reinforcement systems for studios,  
 AM and FM.

**Amperex Electronic Corp.**

230 Duffy Ave., Hicksville, N. Y.  
 Phone: Wells 1-6200  
 Pres. & Sales Manager.....Sam Norris  
 Advertising Mgr.....M. D. Smoller  
 PRODUCTS: Tubes: Transmitting, Power,  
 fixed Vacuum Condensers, Rectifiers, Ger-  
 manium Diodes, Transistors.

**Ampex Corp.**

934 Charter St., Redwood City, Calif.  
 Phone: EMerson 8-1471  
 Mgr., Marketing,  
 Audio Div.....Russell J. Tinkham  
 405 Lexington Ave., New York 17, N. Y  
 Phone: MUrray Hill 4-4437  
 Manager .....Robert Paulson  
 PRODUCTS: Magnetic Tape Recorders,  
 Tape Film Synchronizing Equipment, Mixers,  
 Stereophonic Sound Equipment.

**Andrea Radio Corp.**

27-01 Bridge Plaza North, L.I.C.I, N.Y.  
 Phone: SStillwell 4-5411  
 President.....Frank A. D. Andrea  
 Vice-Pres.....F. A. D. Andrea Jr.  
 Sec., Ch. Eng.....H. J. Heindel  
 Service Mgr.....Joseph Haug  
 Credit Manager.....Harold Klarc  
 Purchasing Agent.....Bruce B. Donald  
 Industrial Relations Mgr.....John Andrea  
 Gen. Sls. Mgr.....C. Van Maanen  
 Gen. Export Manager.....Ramon Masvidal  
 PRODUCTS: Radio and TV-FM receivers  
 and TV-AM-FM phono. combinations.

**Andrew Corp.**

363 E. 75th St., Chicago 19, Ill.  
 Phone: TRIangle 4-4400  
 Chairman.....Dr. V. J. Andrew  
 V.P., Gen. Mgr.....C. Russell Cox

Sales Manager.....R. P. Lamons  
 Director of Engineering.....J. Brown  
 Director of Advertising.....E. Heitsch

*Branch Offices*

P. O. Box 416, Ridgewood, N. J.  
 Phone: Gilbert 5-2500  
 P. O. Box 225, Westwood, Mass.  
 Phone: DEdham 3-5520  
 941 E. Maryland St., Claremont, Calif.  
 Phone: LYcoming 5-3505  
 PRODUCTS: Transmission line system.

**Animation Equipment Corp.**

38 Hudson St., New Rochelle, N. Y.  
 Phone: 6-8138  
 President.....John Oxberry  
 PRODUCTS: Animation stands, com-  
 pounds, punches, process cameras, and ac-  
 cessories.

**Arthur Ansley Manufacturing Co.**

Doylestown, Pa.  
 Phone: Sugan 2711  
 President.....A. C. Ansley  
 PRODUCTS: Radio receivers.

**A. R. F. Products**

7627 Lake St., River Forest, Ill.  
 Phone: FOrrest 9-6000  
 President.....A. H. Maciszewski  
 Vice-Pres.....John H. Pakan  
 Sales Engineer.....M. S. Danisch  
 PRODUCTS: FM signal generators, con-  
 verters and deviation meters, crystal con-  
 trolled frequency calibrators.

**Arvin Industries**

13th St. and Big Four RR, Columbus, Ind.  
 Phone: 5521  
 Chairman, President...Glenn W. Thompson  
 PRODUCTS—Radio receivers.

**Atlantic Electronics Corp.**

80 Jefferson St., Passaic, N. J.  
 Phone: PProspect 9-3900  
 President .....Arthur Green  
 PRODUCTS: Rebuilders of CR tubes.

**Audak Company, Inc.**

500 Fifth Ave., New York 36, N. Y.  
 Phone: LA 4-3723-3724  
 President .....Maximilian Weil  
 Vice-President.....Geo. V. Sullivan  
 Purchasing Agent.....H. Lapp  
 PRODUCTS: Electronic-acoustical ap-  
 paratus.

**Audio Devices, Inc.**

444 Madison Ave., New York 22, N. Y.  
 Phone: PLaza 3-0973  
 President.....Wm. C. Speed  
 Vice-President-Sec. ....Bryce Haynes  
 PRODUCTS: Recording discs (Audio-  
 discs), recording and playback points (Au-  
 dio-points), Magnetic Recording Tape (Au-  
 diotape), Magnetic Recording Film (Audio-  
 film).

**Audio Master Corp.**

17 East 45th St., New York 17, N. Y.  
Phone: OXford 7-0725

President .....Herbert Rosen  
PRODUCTS: Transcription and electric playback machines, recording tape, tape playback machine.

**Audio & Video Products Corp.**

730 Fifth Ave., New York, N. Y.  
Phone: PLaza 7-3091

Sales Manager.....Robert D. Winston  
PRODUCTS: Sales and engineering representatives for magnetic tape and disc recording equipment as well as associated accessory items.

**Auricon Div., Berndt-Bach, Inc.**

6950 Romaine St., Hollywood, Cal.  
Phone: HOLlywood 2-0931

President .....Erich Berndt  
PRODUCTS: TV transcription cameras.

**Automatic Radio Mfg. Co., Inc.**

122 Brookline Ave., Boston, Mass.  
Phone: COmmonwealth 6-1420

President .....David Housman  
PRODUCTS: Automatic Radio, Tom Thumb, Tom Thumb Jr., Tomboy.

**Avco Mfg. Corp.**

See Crosley & Bendix Home Appliances

**B & R Electronics Co.**

1701 Boone Ave., N. Y. 60, N. Y.  
Phone: DAYton 3-3322

President .....I. Rothman  
PRODUCTS: Radio receivers.

**Semon Bache & Co.**

636 Greenwich St., N. Y. 14, N. Y.  
Phone: WATkins 4-2121

President .....David Hirsch  
PRODUCTS: Mirrors, lenses, glass items.

**Background Engineers, Inc.**

7313 Santa Monica Blvd., Hollywood, Cal.  
Phone: HOLlywood 5-4161

President .....W. S. Tillisch  
PRODUCTS: Leases and sells Boddle rear projection equipment.

**E. J. Baughman Co.**

1914 N. Cogswell Rd., El Monte, Calif.  
Phone: FOrrist 0-7586

Owner.....E. J. Baughman  
PRODUCTS: Microphone booms, hangers, studio lighting equipment.

**Bausch & Lomb Optical Co.**

683 St. Paul St., Rochester, N. Y.  
Phone: LOCust 3000

Chairman.....J. F. Taylor  
V.P., Scientific Instrum't Sls., L. B. McKinley  
PRODUCTS: Balopticon TV slide projection and motion picture camera lenses.

**John F. Beasley Construction Co.**

P. O. Box 1624, Muskogee, Okla.  
Phone: MURray 7-6381

President.....John F. Beasley  
Vice-President.....Lothar E. Berg  
Secretary-Treasurer.....Andrew B. Lytle  
Mgr., Tower Erec. Dept...Booker V. Pruden  
PRODUCTS: Steel erectors (radio-television towers and antennas).

**Bell Television Inc.**

254 W. 54th St., N. Y. 19, N. Y.  
Phone: JUdson 6-4350

President .....Martin Sugar  
Service Manager.....Guy Danek  
PRODUCTS: Assembles remote receivers and manufactures solderless coaxial connectors.

**Bell and Howell Company**

7100 McCormick Blvd., Chicago 41, Ill.  
Phone: AMBassador 2-1600

Manager.....George L. Oakley  
PRODUCTS: Vidicon Projection Equip.

**Bendix Aviation Corp.****(Red Bank Div.)**

Eatontown, N. J.  
Phone: 3-2000

General Manager.....E. F. Kolar  
Sales Manager.....N. P. Barney  
PRODUCTS: CR and special purpose tubes.

**Bendix Radio**

Television & Broadcast Receiver Div.  
Baltimore 4, Md.

Phone: VALley 3-2200

V.P., Gen. Mgr.....E. K. Foster  
Gen. Sales Mgr.....Hodge C. Morgan  
Gen. Works Mgr.....J. M. Miller  
Market Research Mgr.....N. C. Henry  
Credit Mgr.....H. F. B. Kerr  
Dir. of Engineering.....S. R. Scheiner  
Cabinet Design & Styling.....J. F. Glover  
Asst. Sales Mgr.....B. C. Furey  
Purchasing Agent.....J. E. Lochner  
Mgr. of Dist.....I. J. Macomber  
Service Mgr.....K. H. Brown  
Asst. Service Mgr.....J. P. Brocki  
Chief Field Engineer.....A. C. Boss  
Asst. Adv. Mgr.....R. W. Smith  
Sales Promotion Manager...W. C. Lederer

**Bendix Television****(Div. of Bendix Aviation Corp.)**

Baltimore 4, Md.

Phone: VALley 3-2200

V.P., Gen. Mgr.....E. K. Foster  
Gen. Sls. Mgr.....H. C. Morgan

**Berlant Concertone**

655 W. Washington Blvd., Los Angeles, Calif.  
Phone: RICHmond 9-7671

President .....Emmanuel Berlant  
PRODUCTS: Tape recorders.

**Charles Beseler Co.**

219 S. 18th St., East Orange, N. J.  
Phone: BIGelow 8-7280

General Manager.....H. H. Myers  
PRODUCTS: Projectors.

**Blaw-Knox Equipment Div.**

P. O. Box 1198, Pittsburgh, Pa.  
Phone: STerling 1-2700

Adv. Mgr. .... A. H. Hohman  
405 Lexington Ave., New York 17, N. Y.  
Phone: VAnderbilt 6-0661

Sales Mgr., Tower Dept. .... A. H. Jackson  
Manager, N. Y. Office. .... W. F. Simmons  
PRODUCTS: Self-support and guide towers.

**Blonder-Tongue Laboratories, Inc.**

526 North Ave., Westfield, N. J.  
Phone: 2-7032

President. .... Isaac S. Blonder  
PRODUCTS: Community antenna systems.

**Bodde Screen Co.**

**Bodde Projector Co.**

11541 Bradley Ave., San Francisco, Calif.  
Phone: EMpire 5-2551

President. .... B. M. Bodde, Sr.  
V.P., Gen. Mgr. .... B. M. Bodde, Jr.  
V.P., Treas., Sec'y. .... T. W. Baldrick  
V.P., Prod. Supt. .... J. P. Summers  
Products — Translucent Rear-Projection process screens for TV Studios; translucent screens for color TV; black translucent screens; blue, opalescent, neutral screens; motion pictures for projected TV; background projectors, single 2000 w. unit; dual 2000 w. unit; single, dual 5000 w. unit.

**Burke & James, Inc.**

321 S. Wabash Ave., Chicago, Ill.  
Phone: HARRison 7-8393

President. .... George Drucker  
PRODUCTS: Photo equipment.

**Calbest Electronics Co.**

4801 Exposition Blvd., Los Angeles 16, Calif.  
Phone: REpublic 1-7291

President. .... I. Dubin  
PRODUCTS: Manufactures TV and radio chassis, electronic equipment.

**Califone Corp.**

1041 N. Sycamore Ave., Hollywood 38, Calif.  
Phone: HOLLYwood 2-2353

President. .... Robert G. Metzner  
Products: Portable transcription players, high fidelity magnetic tape recorders.

**Calvideo Tube Corp.**

5232 W. 104th St., Los Angeles, Calif.  
Phone: OREGon 8-3979

President. .... S. H. Newton  
PRODUCTS: Tubes.

**The Calvin Co.**

1105 Truman Rd., Kansas City, Mo.  
Phone: HARRison 1-1230

V.P., Gen. Mgr. .... Larry Sherwood  
PRODUCTS: Motion picture projection and sound equipment.

**Camera Equipment Co.**

315 W. 43rd St., New York 19, N. Y.  
Phone: JUdson 6-1420

General Manager. .... Frank C. Zucker  
PRODUCTS: Manufactures TV tripod heads, camera lens mounts, dollies.

**Canadian Marconi Co.**

2442 Trenton Ave., Montreal 16, Que., Can.  
Phone: ATLantic 8-9441

Sales Supervisor. .... J. H. Martin  
PRODUCTS: Transmitter studio equipment, turntables, remote control equipment, transmitting and receiving tubes for AM, FM and facsimile.

**Cannon Electric Co.**

3209 Humboldt St., Los Angeles 31, Calif.  
Phone: CApitol 5-1251

President, Gen. Mgr. .... R. J. Cannon  
PRODUCTS: Audio and TV camera connectors.

**Capehart-Farnsworth Co.**

(Division of IT&T)

3702 E. Pontiac St., Ft. Wayne, Ind.  
Phone: EAstbrook 7571

President. .... L. G. Haggerty  
V.P., Gen. Sales Mgr. .... William G. Young  
Vice-President. .... P. H. Hartman  
Comptroller. .... G. L. Neaderhouser  
Secy., Gen. Attorney. .... C. H. Wiggan  
Merchandise Mgr. .... J. L. Albers  
Marketing Mgr. .... Donald F. Miersch  
Operations Director. .... Ned S. Underhill  
Sales Planning Mgr. .... Paul A. Ryan  
Purchasing Agent. .... Jack Hall  
Advertising Director. .... S. A. Morrow  
Engineering Director. .... Joseph Conway  
Sales Finance Mgr. .... Mark E. Davis  
Chief TV Engineer. .... L. E. Clements  
Chief Color TV Engineer. .... J. O. Silvey  
Chief Radio Engineer. .... R. C. Woltz  
Personnel Director. .... John W. Guilfoyle  
Service Manager. .... F. B. Ostman  
Radio Sales Mgr. .... Raymond W. Herrick

**Carrier Corporation**

300 S. Geddes St., Syracuse 1, N. Y.  
Phone: SYracuse 76-9911

385 Madison Ave., New York 17, N. Y.  
Phone: PLaza 9-5000

Manager, Syracuse. .... C. V. Fenn  
Manager, New York. .... H. Peacock  
PRODUCTS: Air conditioning and refrigeration equipment for studios, including room air conditioners, packaged equipment from 2 to 20 h.p. and equipment for built-up systems to maximum weight.

**CBS-Columbia**

3400 47th Ave., Long Island City 1, N. Y.  
Phone: EXeter 2-3000

President. .... Henry C. Bonfig  
Ass't to Pres. .... H. J. Schulman  
V.P. Chg. of Engr. .... R. T. Capodanno  
Administrative V.P. .... Merle Wick  
V.P., Operations. .... Will James



V.P. Gov't, Industrial... Robert K. Hartman  
 V.P. Chg. of Sales... Norman C. Owen  
 Dir., Adv. Sls. Prom... Gerald Light  
 Dir. of Sls... David J. Hopkins  
 Dir. Service... Daniel Newman  
 Senior Attorney... Joseph Seider  
 Dir. Purchasing... H. Zimmerman  
 Quality Control Mgr... Sidney Wiesner

PRODUCTS: TV and radio receivers, military equipment.

**CBS-Hytron**

(A Div. of CBS Inc.)

100 Endicott St., Danvers, Mass.  
 Phone: Danvers 2360  
 Newark, N. J.: Market 5-5852

President... Charles F. Stromeyer  
 Vice-Pres... Robert G. Marchisio  
 V.-P., Sales... John Q. Adams  
 V.-P., Mfg... Michael F. Callahan  
 Sales Service Mgr... E. G. Burlingham  
 Controller... Walter J. Hungerford  
 Credit Mgr... Malcolm S. Jones  
 Advertising Mgr... Harry G. Burnett  
 Dir. of Purchasing... Edward R. Carroll  
 Dir. of Personnel... Albert S. Nelson  
 Distributor Sales Mgr... John H. Hauser  
 Export Div... CBS International  
 Dir., Res. & Develop... Dr. Russell R. Law  
 Dir., Gen. Engineering... Edgar K. Wimpy  
 Mgr., Color Planning... Elwood W. Schafer  
 Dir., Quality Control... Jay Farley

*Plant Managers*

Danvers... Joseph C. Harmony  
 Lowell... Dr. B. H. Alexander  
 Salem... Walter J. Foran  
 Newburyport Receiving  
 Tube... C. E. Butcher  
 Kalamazoo... A. J. Harcher

PRODUCTS: Electronic tubes and semi-conductors.

**Century Lighting, Inc.**

521-525 West 43rd St., New York 36, N. Y.  
 Phone: CH 4-7050

*Branch Office*

1840 Berkeley St., Santa Monica, Calif.  
 President... Edward F. Kook  
 Exec. Vice-Pres... Saul Levy  
 Sec'y. Treas... Donald R. Levy  
 Asst. to Pres... James J. Fedigan  
 West Coast Plant Mgr... Louis Erhardt  
 Chief Engineer... Fred M. Wolff  
 Purchasing Agent... Major L. Landau

PRODUCTS: Lighting equipment, wiring devices and switchboards for TV studios, theatres and motion picture studios, wireless microphone.

**Chatham Electronics**

(Div. of Gera Corp.)

630 W. Mt. Pleasant Ave., Livingston, N. J.  
 Phone: 6-1100

President... W. L. Meier  
 PRODUCTS: Special purpose electronic tubes.

**Chatham Television Co., Inc.**

160 E. 56th St., New York, N. Y.  
 Phone: PLaza 5-4892

President... Nicholas Yannantuono

**Chromatic Television Laboratories**

(50% owned by Paramount Pictures Corp.)  
 1501 Broadway, New York 35, N. Y.  
 Phone: BRyant 9-8700

Chairman... Paul Raibourn  
 Vice-Pres., Business Mgr... A. C. Cooley  
 PRODUCTS: Developer and manufacturer of Lawrence tri-color TV tubes.

**Cinema Engineering Div. (Aerovex Corp.)**

1100 Chestnut St., Burbank, Calif.  
 Phone: VICTORIA 9-5511

General Manager... James L. Fouch  
 PRODUCTS: Studio and motion picture sound equipment.

**Cinematic Developments & Cinechrome Laboratory**

2125 32nd Ave., San Francisco, Calif.  
 Phone: MONTrose 4-2435

President... Arthur H. Hart  
 PRODUCTS: Design and development of special motion picture equipment.

**Claremont Tube Corp.**

36-02 35th Ave., Long Island City, N. Y.  
 Phone: RAVenswood 1-1206

President... Louis Rubin  
 PRODUCTS: Tubes.

**Colortronics, Inc.**

3116 1/2 Sunset Blvd., Los Angeles, Calif.  
 Phone: NORmandy 3-3228

President... Don Calabria

**Collins Radio Co.**

855 - 35th St., N. E., Cedar Rapids, Iowa  
 Phone: 30281

Sls. Manager... H. O. Olson  
 261 Madison Ave., New York, N. Y.  
 Phone: LONGacre 4-3930

Manager... W. A. Schrader  
 PRODUCTS: Broadcast transmitters, FM antennas, ten and seven position studio consoles, accessory equipment for studios.

**Conrac, Inc.**

Glendora, Calif.

Phone: EDdgewood 5-1241

President... W. J. Moreland  
 PRODUCTS: Manufactures TV and radio sets under Conrac and Fleetwood brands.

**Continental Electric Co.**

715 Hamilton St., Geneva 2, Ill.  
 Phone: 4140

President... H. A. McIlvaine

**Continental Electronics Corp.**

5320 Lancaster Ave., Philadelphia, Pa.  
 Phone: GREENwood 7-9900

President... Herman Tashman



**Continental Electronics, Inc.**

4212 S. Buckner Blvd., Dallas 27, Tex.  
Phone: EVergreen 1137

President .....James Weldon  
PRODUCTS: UHF transmitters.

**Community Engineering Corp.**

Box 824, State College, Pa.  
Phone: ADams 7-7221

President .....James R. Palmer  
Vice-President .....Floyd B. Fischer  
PRODUCTS: Community antenna systems and system rebuilding and modernizing service.

**John A. Costelow Co., Inc.**

121 Kansas Ave., Topeka, Kansas  
Phone: 3-6598

President .....John A. Costelow  
Vice-Pres., Treas. ....K. A. Costelow  
PRODUCTS: Distributes Lehigh towers, Andrew Co. antennae, co-axial line, Hughey & Phillips tower lighting equipment.

**Crosley-Bendix Home Appliances**

**Division of Avco Mfg. Corp.**

1329 Arlington St., Cincinnati 25, Ohio  
Phone: KIrby 1-6600

N. Y. Phone: MURray Hill 3-0202

President .....C. G. Gifford  
Executive V.P. ....P. H. Erickson  
Gen. Merch. Mgr. ....H. J. Allen  
Gen. Sls. Mgr. ....J. L. Armstrong  
Gen. Mgr., Radio & TV Mfg. ....J. Mihalic  
Chief Finan. Officer. ....O. B. Blatz  
Purchasing Agent. ....A. J. Verax  
Dir., Ind. Rel. ....H. C. Tipping  
Dir., Pub. Rel. ....J. B. Smith  
Dir. of Research. ....A. E. Cascino  
Dir., Eng., Radio, TV. ....H. A. Bass  
Dir., Adv. & Sales Prom. W. A. MacDonough  
PRODUCTS: Television, TV phonograph combinations, AM-FM.

**Crosley Radio & TV Div.**

**Moffats Ltd.**

Gibson & Wright Ave., Toronto 15, Ontario  
Phone: CH 4-1171

Vice-Pres. & Gen. Mgr. ....Ivor M. Leslie  
Gen. Sales Mgr. ....Alex Peters  
Asst. Secy. & Treas. ....J. M. Reynolds  
Works Manager. ....A. J. Roper  
Prods. Mgr., Purchasing Agent. H. G. Fisher  
Chief Engineer. ....R. W. Walker  
Service Manager. ....W. Whittall  
Products Manager. ....H. G. Fisher  
Mgr. Ind. Electronics Div. D. W. Holdsworth  
PRODUCTS: Television, models including table, consoles and console phono-combinations. Radio, AM table models in wide color range, clock radios, AM-FM models, portable models, phono-combinations, and versatile radio-TV combination.

**Crouse-Hinds Co.**

Wolf & Seventh North Sts., Syracuse 1, N. Y.  
Phone: 74-1011

Comm. V.P. ....A. H. Clarke  
11 Park Place, N. Y. 7, N. Y.  
Phone: COrtlandt 7-0750

Manager .....A. F. Uhrlandt  
PRODUCTS: Flashing beacons and aviation obstruction lights for marking radio and television towers in accordance with CAA and FCC requirements and specifications. Flashing switches and electronic controls for above.

**C. R. T. Electronics Corp.**

620 S. Columbus Ave., Mt. Vernon, N. Y.  
Phone: 7-4724

President .....Stephen Weston  
Vice-President .....William Genz

**Cubic Corp.**

2841 Canon St., San Diego, Calif.  
Phone: ACademy 3-8191

President .....Walter J. Zable  
Vice-President .....R. V. Werner  
PRODUCTS: Microwave test equipment and components.

**Dage Television Div.**

**(Thompson Products, Inc.)**

W. 10th St., Michigan City, Ind.  
Phone: 3-3251

General Manager. ....L. Lahey  
Sales Manager. ....J. R. Howland  
Broadcast Sales Mgr. ....Neff Cox Jr.

*Regional Offices*

1027 Levee St., Dallas, Texas

Manager .....Wynne Stewart  
Buck Road, Holland, Pa.

Manager .....John Mullen  
PRODUCTS: Low power VHF transmitters, complete station packages and color equipment.

**Da-Lite Screen Co., Inc.**

2711-23 N. Pulaski Rd., Chicago 39, Ill.  
Phone: DIckens 2-9200

President .....C. C. Cooley  
Vice-President .....H. E. Christwansen  
Vice-President, Sales. ....C. J. Cerney  
PRODUCTS: Projection screens, accessories.

**Daven Co.**

530 W. Mt. Pleasant Ave., Livingston, N. J.  
Phone: 6-4300

President .....Lewis Newman  
General Manager. ....E. L. Grayson  
PRODUCTS: Test equipment, audio and RF attenuators, components, switches, precision resistors.

**Datom Industries, Inc.**

221 W. 17th St., New York, N. Y.  
Phone: ALgonquin 5-0301

President .....Oscar Dolgin  
PRODUCTS: Radio receivers.

**Dearborn Glass Co.**

6600 S. Harlem Ave., Bedford Park, Ill.  
Phone: LUdlow 5-0900

President.....W. A. Williams  
 Executive Vice-President.....L. J. Paulick  
 PRODUCTS: Reflection free tube faces,  
 flat and bent implosion plates.

**DeLaval Separator Co.**

Columbia St., Poughkeepsie, N. Y.  
 Phone: 4200

Chairman.....G. W. Smith  
 President.....C. B. Schmidt  
 Sales Vice-Pres.....W. A. McGill  
 PRODUCTS: Metal cones.

**Delco Radio**

**(Division of General Motors)**

1446 S. Home Ave., Kokomo, Ind.  
 Phone: 2-8211

General Manager.....B. W. Cooper  
 Sales Manager.....E. M. Stelzl  
 PRODUCTS: Radio receivers.

**Detroit Steeplejack Co.**

13739 Shady Lane, Monroe, Mich.

President.....Alva T. Elmes  
 PRODUCTS: Makes and erects towers.

**Dewald Radio Mfg. Co.**

35-15 37th Ave., Long Island City, N. Y.  
 Phone: STillwell 4-9334

President.....David Wald  
 Engineer.....Mark Glaser  
 Gen. Station Mgr.....Samuel Olchak  
 PRODUCTS: Radio receivers.

**Diamond Power Specialty Co.**

Lancaster, Ohio  
 Phone: 2830

Chairman.....W. P. Thomas  
 President.....W. J. Fitzhugh  
 General Sales Mgr.....L. B. Schueler  
 PRODUCTS: Industrial TV systems.

**Dorne & Margolin, Inc.**

30 Sylvester St., Westbury, N. Y.  
 Phone: EDdgewood 4-3200

President.....Arthur Dorne  
 Vice-Pres., Treas.....Joseph Margolin  
 PRODUCTS: Antenna research, develop-  
 ment and production.

**Gale Dorothea Mechanisms, Inc.**

39-39 63rd St., Woodside, N. Y.  
 Phone: TWining 8-5500

President.....Gale Dorothea  
 Secy., Treas.....Ed Burnett  
 PRODUCTS: Projectors, dimmers, anima-  
 tion mechanisms, mechanical books.

**Dresser-Ideco Company**

875 Michigan Ave., Columbus 8, Ohio  
 Phone: AX 9-2123

General Sales Manager.....J. M. Hogan  
 8909 S. Vermont Ave., Los Angeles 43, Cal.  
 Phone: PL 8-4194

Manager.....K. H. Brust  
 PRODUCTS: AM, FM and TV Broadcast  
 Antenna Towers.

**Allen B. Du Mont Laboratories, Inc.**

750 Bloomfield Ave., Clifton, N. J.  
 Phone: MULberry 4-7400  
 for all divisions

Chairman.....Dr. Allen B. Du Mont  
 President.....David Schultz  
 Vice President.....Stanley F. Patten  
 V.P., Administration.....Keeton Arnett  
 V. P., Research.....Thomas T. Goldsmith, Jr.  
 V.P., Gen. Mgr.....Wm. H. Kelley  
 V.P., Gov't Cont.....C. Edwin Williams  
 V.P., Technical Prod.....Irving G. Rosenberg  
 Treasurer.....S. F. Patten  
 Controller.....B. L. Graham  
 Dir. Industrial Relations.....Harry Honsten  
 General Supt.....Bruce T. Du Mont  
 Engineering Dir.....R. D. Chipp

*TV Receiver Division*

35 Market St., East Paterson, N. J.

Manager.....F. P. Rice  
 Engineering Dept. Mgr.....H. Pacini  
 Works Mgr.....Paul Eshleman  
 Sales Mgr.....W. C. Scales  
 Merchandising Mgr.....Jack Siegrist  
 Adv. & Sls. Prom. Mgr.....J. C. Affleck  
 Manufacturing Mgr.....Charles Seelig

*Government Manufacturing Division*

35 Market St., East Paterson, N. J.

Manager.....W. J. McGinnity  
 Assistant Mgr.....P. F. Brown  
 Engineering Mgr.....S. S. Califati  
 Manufacturing Mgr.....J. Feltman

*Communication Products Division*

1500 Main Ave., Clifton, N. J.

Dir. of Oper., Mobile  
 Communications.....F. M. Link  
 Sales Mgr. TV Transmitter  
 Equipment.....James B. Tharpe  
 Engineering Manager.....Gordon S. Gregory  
 Manufacturing Mgr.....Chester E. Greenwood  
 Purchasing Agent.....W. C. O'Kulski

*Technical Products Division*

760 Bloomfield Ave., Clifton, N. J.

Manager.....Dr. P. Samuel Christaldi  
 Gen. Sls. Mgr.....C. Robert Mezger  
 Engineering Mgr.....A. J. Talamini, Jr.  
 Manufacturing Mgr.....Robert Svozil  
 Technical Sales Mgr.....Emil G. Nichols  
 Gen. Manufacturing Mgr.....R. E. Kessler  
 Adv. & Sls. Prom. Mgr.....J. H. Ruitter  
 Transmitter Sls. Mgr.....K. Petersen  
 Purchasing Mgr.....C. Paul Martin

*Cathode-Ray Tube Division*

750 Bloomfield Ave., Clifton, N. J.

Manager.....Alfred Y. Bentley  
 Sales Mgr.....R. G. Scott  
 Advertising Mgr.....L. Arthur Hoyt  
 Replacement Sls. Mgr.....E. B. Hinck  
 Engineering Mgr.....K. Hoagland  
 Manufacturing Mgr.....William Carlin  
 Purchasing Manager.....A. R. Dutcher

*Research Laboratories*

2 Main Ave., Passaic, N. J.

V.P., Research.....Dr. T. T. Goldsmith, Jr.  
 Circuit Research Director.....R. T. Cavanagh  
 Tube Research Director.....S. J. Koch

*Electronic Marketing*

750 Bloomfield Ave., Clifton, N. J.

Manager.....J. L. Caddigan

N. Y. Production Serv.....Ted Bergmann  
 Technical Operations.....J. S. Auld  
*International Division*

515 Madison Ave., N. Y., N. Y.

Director.....Ernest A. Marx  
 Export Manager.....Robert I. Gaines

PRODUCTS—TV receivers, high fidelity phonographs, table and clock radios, TV transmitting and studio equipment, industrial TV systems; mobile radio equipment, TV picture tubes and industrial cathode-ray tubes, cathode-ray instruments, electronic instruments, automation control systems, radar, loran, and government electronics.

### Dynamic Electronics-New York, Inc.

73-39 Woodhaven Blvd., Forest Hills, N. Y.  
 Phone: ILinois 9-7000

President.....J. M. Winer  
 Treasurer.....Louis Fafarman

PRODUCTS: Field intensity and noise measuring equipment, electronic test equipment, broadband amplifiers, communication and microwave receivers.

### Eastman Kodak Co.

343 State St., Rochester 4, N. Y.  
 Phone: LOcust 4000

Chairman.....T. J. Hargreave  
 President.....A. K. Chapman

PRODUCTS: Motion picture equipment for TV use.

### Eckstein Radio & Television Co.

3400 E. 42nd St., Minneapolis, Minn.  
 Phone: PArkway 2-9669

President.....E. A. Eckstein  
 Vice-Pres., Purchasing Agent...H. R. Webb  
 Chief Engineer.....K. W. Pietenpol

PRODUCTS: Radio receivers.

### Eitel McCullough, Inc.

798 San Mateo Ave., San Bruno, Calif.  
 Phone: JUno 8-1212

President.....W. W. Eitel  
 Vice-President.....J. A. McCullough

PRODUCTS: Manufacturers of transmitting tubes, diodes, capacitors, rectifiers, connectors, sockets, finger stock, switches and gauges.

### Electrical Tower Service, Inc.

206 S. Washington St., Peoria 2, Ill.  
 Phone: 3-9846

President.....Stanley Bernstein  
 PRODUCTS: Erection of TV towers, microwave systems.

### Electro, Inc.

425 S. Sandusky St., Delaware, Ohio  
 Phone: DELaware 3-1201

Sales Manager.....J. F. Myer  
 PRODUCTS: Portable tape recorder, battery operated.

### Electro-Voice, Inc.

Buchanan, Michigan  
 Phone: 1000

President.....A. R. Kahn  
 Executive Vice-President....R. E. Siekman  
 Sales Vice-President...Lawrence LeKashman

PRODUCTS: Microphones and accessories, monitor and auditioning loudspeakers.

### Electronic Research Laboratories Electronics Development Co., Inc.

3743 Cahuenga Blvd., N. Hollywood, Calif.  
 Phone: STanley 7-3223

PRODUCTS: Audioplex sound diplexing units, air to ground transmitters, design and development of special studio equipment.

### Electronic Tube Corp.

1200 E. Mermaid Lane, Phila. 18, Pa.  
 Phone: Chestnut Hill 7-6800

Pres. & Treas.....Kenneth C. Meinken  
 Ass't Treas.....G. M. Lytell  
 Sls. Mgr., Ass't Sec'y.....R. F. Brunner  
 Purchasing Agent.....Albert Holmes  
 Secretary.....J. Harry LaBrun  
 Comptroller.....D. H. Brownell

PRODUCTS: Cathode Ray Receiving, Multi-gun and Special Purpose Cathode Ray Tubes; Multi-Channel Oscilloscopes; High gain DC Amplifiers, Special design AC and DC Amplifiers; Special design Signal Generators ;Electronic Engineering and Development.

### Elizabeth Iron Works, Inc.

Box 360 Elizabeth, New Jersey  
 Phone: ELizabeth 4-2000

President.....Harry Diamond  
 PRODUCTS: Manufactures towers.

### Emerson Radio & Phonograph Corp.

14th & Cole Sts., Jersey City 2, N. J.  
 Phone: SWarthmore 5-3500

President.....B. Abrams  
 Secretary-Treasurer.....M. Abrams  
 Exec. Vice-Pres.....Dorman D. Israel  
 V.P. Govt. Contracts.....Morton P. Rome  
 V.P. Purchasing.....Harve Tullo  
 V.P., Manufacturing.....Louis G. Parent  
 V.P., Asst. to Pres.....S. W. Gross  
 Vice-President.....Michael Kory  
 V.P., Marketing.....Lester Krugman  
 Dir., Comm. Eng.....Maurice Levy  
 Export Manager.....Joseph Kattan  
 Dir., Pub. Rel.....Michael Ames  
 Sales Prom. Manager.....Albert Leon  
 Advertising Mgr.....George Forman

PRODUCTS: Emerson Television Receivers: 17 in., 21 in., 27 in. picture size, table and console models, console model television phonoradio, Emerson Radio Receivers: AC/DC compact and table models for AM and FM-AM, Portable Radio: Self-powered models (operate on batteries); "3-way" models (operate on batteries, AC, DC). Phonoradio: Table and console models. Electronic Equipment: For Government defense program.

**EmSCO Manufacturing Co.**

6811 S. Lemada St., Los Angeles, Calif.  
Phone: LUdlow 7-5261

President .....W. T. Powell  
PRODUCTS: Tower Sales.

**Entron, Inc.**

4902 Lawrence St., Bladensburg, Md.  
Phone: APpleton 7-9585

President.....H. M. Diambra  
PRODUCTS: Community systems and Equatrol RF systems.

**Espey Manufacturing Co., Inc.**

528 East 72nd St., New York 21, N. Y.  
Phone: TRafalgar 9-7000

Manager.....W. W. Jablon  
PRODUCTS: Receivers, tuners, amplifiers, power supplies.

**Esquire Radio Corp.**

62-01 15th Ave., Brooklyn, N. Y.  
Phone: BEnsonhurst 6-2755

President.....A. R. Liberman  
PRODUCTS: Manufacturers of radios under contract and for private label.

**Fairchild Recording Equipment Corp.**

154th St. & 7th Ave., Whitestone 57, N. Y.  
Phone: INdependence 3-2100

President.....Sherman M. Fairchild  
Exec. Vice-Pres.....Ray F. Crews  
Mgr., High Fidelity Div.....R. E. Carlson  
Mgr., Dist. & Prom.....Charles Graham  
PRODUCTS: Professional magnetic tape, disc recording and playback equipment including pickup cartridges, professional arms, cutters, amplifiers, equalizers, power amplifiers, preamplifiers, complete recording and playback installations.

**Farnsworth Electronics Co.  
(Div. of IT & T)**

3700 E. Pontiac St., Fort Wayne, Ind.  
Phone: EAstbrook 7571

President.....H. L. Hull  
Vice-President.....Philo Farnsworth  
PRODUCTS: Farnsworth industrial TV systems.

**Federal Telephone and Radio Co.**

*A Division of IT&T Corp.*

100 Kingsland Road, Clifton, New Jersey  
Phone: NUtley 2-3600

President.....Raymond S. Perry  
V.P., Apparatus Div.....T. M. Douglas  
V.P., Comptroller.....R. D. Osborne  
V.P., Components Division.....S. J. Powers  
V.P., Railroad Division.....C. G. Sherwood  
Director, Indust. Rel.....R. E. Chasen  
General Sls. Mgr.....J. A. Frabutt  
Secretary & Counsel.....W. B. Levett  
Treasurer.....W. E. Ogilvie, Jr.  
Advertising Mgr.....Crump Smith

*Apparatus Division*

Mgr. Factory Eng.....S. E. Currier  
Mgr. Mobile Radio.....B. J. Donnelly  
Mgr. Purchasing Dept.....H. P. Sommerer  
Sls. Mgr., Aviation Prod.....John Brophy  
Export Sls. Mgr.....Paul L. Harvey  
Sls. Mgr. Industrial Telephone...C. A. Hayne  
Mgr. Telephone Service.....F. J. Okulski  
Sales Mgr., Microwave Carrier...S. E. Siddall  
Commercial Sales Mgr.....H. E. Taylor, Jr.  
Sls. Mgr., Mobile Radio.....H. R. White

*Components Division*

Works Manager.....R. E. Koehler  
Mgr. Purchasing Dept.....H. W. Wittschiebe  
Sales Mgr., Components, Div.....J. G. Solari  
Distributor Sales.....E. L. Shaw  
Transformer Sales Mgr.....F. Hankinson  
Vacuum Sales Mgr.....W. C. Schmitt  
Dielectric Sales Mgr.....A. A. Segal  
Semi-conductor Sls. Mgr.....J. E. VanWagnen

PRODUCTS: Radio and Television broadcast equipment, transmitting and rectifying tubes, microwave radio relay links and carrier systems, HF cable, radar, miniature and standard rectifier stacks, battery chargers and power supplies, measuring equipment, transformers, diodes, TV lead-in, community TV cable, germanium power rectifiers.

**Fish-Schurman Corp.**

70 Portman Rd., New Rochelle, N. Y.  
Phone: 6-1300

President.....Murray Yawitz  
Treasurer.....M. F. Hertel  
PRODUCTS: Dichroic mirrors and beam splitters for color TV, lenses, prisms, glass slides for transparencies.

**C. H. Fisher Associates**

6100 N.E. Columbia Blvd., Portland, Ore.  
Phone: ATlantic 7-7303

PRODUCTS: Tower sales and erection.

**Fisher Radio Corp.**

21-21 44th Drive, Long Island City, N. Y.  
Phone: EXeter 2-2500

President.....Avery R. Fisher  
Vice-President.....George P. Maerckle  
Director of Sales.....J. J. Park

**Five Star Manufacturing Co.**

5822-A Harvey Wilson Drive, Houston, Texas  
Phone: WANut 6-4473

President.....T. J. Thienes  
Executive Vice-President.....James Packard  
PRODUCTS: Five Star, Master and Cub radios, Playboy Jr., and Playboy Deluxe record players.

**Fleetwood Corp.**

1037 Custer Drive, Toledo, Ohio  
Phone: KLondike 9339

President.....John D. Cole  
Vice-President.....Homer Humiston  
PRODUCTS: UHF transmitters and related equipment, complete station packages.

**Flett Laboratory**

3711 Marshal Rd., Drexel Hill, Pa.  
Phone: CLearbrook 9-4500

Director.....W. J. Flett  
PRODUCTS: Manufacturers Title-Master news type and optical slide projector, film camera bench, cameras for training and special purpose.

**Foto-Video Laboratories**

25 Amity St., Little Falls, N. J.  
Phone: 4-2557

President.....A. J. Baracket  
PRODUCTS: TV test equipment, cameras, video amplifiers, sync. generators, keyed video generators.

**Jack A. Frost**

234 Piquet Ave., Detroit 2, Mich.  
PRODUCTS: Lighting equipment.

**Gabriel Electronics Div.  
(The Gabriel Co.)**

135 Crescent Rd., Needham Heights 94, Mass.  
Phone: NEedham 3-0005

General Manager.....C. W. Coleman  
PRODUCTS: Microwave relay antennas, passive reflectors, parabolic reflectors, mobile communications antennae.

**Gates Radio Co.**

123 Hampshire St., Quincy, Ill.  
Phone: BAldwin 2-8202

N. Y. Phone: MUrray Hill 7-7971  
President.....P. S. Gates  
Vice-President.....L. I. McEwen  
Secretary.....A. S. Petzoldt  
Sales Manager.....L. J. Cervone  
Dir. of Engr.....N. L. Jochem  
Works Manager.....Howard Young  
Purchasing Agent.....John Bowers  
PRODUCTS: Radio broadcast transmitters AM; radio broadcast transmitters FM; TV broadcast transmitters UHF and VHF; speech input equipment for radio and video; transcription turn tables; recording equipment; communications transmitters (high frequency); communications transmitters (very high frequency); airway communications equipment; homing beacon equipment; directional phasing equipment; antenna coupling equipment; transmission line equipment; portable remote amplifiers; rack cabinets (relay); cabinets (transmitter); master control systems.

**General Communications**

Box 169, Fort Atkinson, Wis.  
Phone: 954

President.....E. D. Petersen  
Secy-Treas.....C. E. Bell  
PRODUCTS: Monitors, power supplies, camera, program and dial monitor switching systems.

**General Electric Co.**

Electronics Park, Syracuse, N. Y.  
Phone: 76-4411

*Appliance and TV Receiver Division*

Appliance Park, Louisville, Ky.  
Phone: GLendale 4-7511

Vice-Pres., Gen. Mgr.....C. K. Rieger

*TV Receiver Division*

Electronics Park, Syracuse, N. Y.

General Manager.....Herbert Riegelman  
Manager Marketing.....Jack S. Beldon  
Sales Manager.....Joseph F. Effinger  
Sales Mgr., Special Products...T. J. Nicholson  
Manager, Sales Prom.....H. J. McCormick

*Housewares & Radio Receivers Div.*

Vice-Pres., Gen. Mgr.....W. H. Sahloff

*Radio Receiver Department*

Bridgeport, Conn.

Phone: EDison 4-1012

General Manager.....W. P. Von Behren  
Marketing Manager.....S. M. Fassler  
Sales Manager.....C. S. Temple  
Manufacturing Manager.....W. N. Maddox  
Merchandising Manager.....N. R. Huey

*Electronics Division*

Syracuse, N. Y.

Vice-Pres., Gen. Mgr.....W. R. G. Baker  
Managing Engineer.....I. J. Kaar

*Tube Department*

Schenectady, N. Y.

Phone: 4-2211

General Manager.....J. Milton Lang  
Manager Engineering.....K. C. DeWalt  
Mgr., Advanced Mfg.....R. T. Penneyer  
Manager, Tube Sales.....G. L. Roark  
Manager, Equipment Sales...G. W. Desousa  
Mgr., Replacement Sales...J. T. Thompson

*Electronics Components Dept.*

General Manager.....E. L. Hulse  
Manager, Marketing.....E. A. Malling  
Manager, Engineering.....R. J. Biele

*Technicolor Products Department*

General Manager.....W. J. Morlock

*Broadcast Equipment*

General Manager.....Paul Chamberlin  
Manager, Marketing.....Frank Barnes

*Communication Equipment*

General Manager.....H. Vanaken  
Manager, Marketing.....L. W. Goostree  
Mgr., Product Planning...R. L. Casselberry  
Manager, Sales.....L. R. Sheely

**General Instrument Corp.**

829 Newark Ave., Elizabeth 3, N. J.  
Phone: Elizabeth 3-4400

Sales Manager.....E. A. Freed  
PRODUCTS: TV tuners, UHF and VHF, UHF converters, variable condensers, auto radio tuners.

**General Precision Laboratory, Inc.**

63 Bedford Rd., Pleasantville, N. Y.  
Phone: 2-4100

President.....H. G. Place  
 Vice-Presidents.....R. Garman,  
 J. W. Murray, Blair Foulds  
 Sales Manager.....N. M. Marshall

**General Radio Co.**

275 Massachusetts Ave., Cambridge 39, Mass.  
 Phone: TRowbridge 6-4400  
 N. Y. Phone: WOrth 4-2722

Chairman of Board.....H. B. Richmond  
 President.....E. H. Locke  
 Vice-Pres for Sale.....A. E. Thiessen  
 Vice-Pres for Mfg.....C. C. Carey

Secretary-Treasurer.....F. L. Tucker  
 Sales Manager.....M. T. Smith  
 Export Manager.....S. W. DeBlois  
 Chief Engineer.....D. B. Sinclair  
 Publicity Manager.....C. E. Worthen  
 Service Manager.....H. H. Dawes

PRODUCTS: AM, FM and TV frequency and modulation monitors, distortion and noise meters, audio test oscillators, transmitter test equipment.

**Gill Southern Associates**

Box 775, N. Miami, Fla.  
 Phone: North Dade 6-8206

PRODUCTS: TV and film lighting, scenery.

**Glasscraft Co.**

5210 E. Olympic Blvd., Los Angeles, Calif.  
 Phone: ANgelus 9-7249

Owner.....R. H. Seaman  
 PRODUCTS: TV picture tubes.

**Gotham Television Corp.**

123 W. 64th St., New York 23, N. Y.  
 Phone: TR 3-3787

President, Treasurer.....Harold Shevers  
 PRODUCTS: Manufactures private label sets only.

**Granco Products, Inc.**

36-17 20th Ave., Long Island City 5, N. Y.  
 Phone: RAVenswood 1-0400

President.....Henry Fogel  
 General Manager.....Allan Easton  
 PRODUCTS: Granco.

**Grand Iron Works, Inc.**

525 Tiffany St., New York 59, N. Y.  
 Phone: DAYton 8-2600

President.....B. E. Alpern  
 PRODUCTS: Manufactures and erects towers.

**Gray Research & Development Co.**

658 Hilliard St., Manchester, Conn.  
 Phone: ADams 3-1271

Pres., Treas.....W. E. Ditmars  
 PRODUCTS: Telops, telejectors, multiplexers, camera turrets, vertical titler units, video devices, audio devices, high fidelity systems and components.

**Graybar Electric Company, Inc.**

420 Lexington Ave., New York 17, N. Y.  
 Phone: LE 2-4000

Gen. Comm. Sales Mgr.....J. W. La Marque  
 PRODUCTS: Amplifiers, antenna equipment, attenuators, cabinets, consoles, loudspeakers and accessories, monitors, recorders and accessories, speech input equipment, test equipment, towers, tower lighting equipment, transmission line and accessories, transmitters, broadcast, tubes, turntables, reproducers and accessories, wiring supplies and devices. All TV broadcasting equipment.

**Grossman Radio and Electric Co.**

81 Spring St., New York, N. Y.  
 Phone: WOrth 6-0790

Partners.....Hyman, Benjamin, Mortimer Grossman

**Guild Radio & TV Co.**

160 N. Eucalyptus Ave., Inglewood, Calif.  
 Phone: OREGon 8-7771

Partners.....J. E. Ackerman, Lou Dolgin  
 PRODUCTS: Guild TV sets.

**Hallicrafters Co.**

**(Subsidiary of Penn-Texas Corp.)**

1401 W. Fifth Ave., Chicago 24, Ill.  
 Phone: VAN Buren 6-6300

Chairman, President.....W. J. Halligan  
 Vice-President, Sales.....W. J. Halligan, Jr.  
 Marketing Director, TV and Radio.....M. D. Kelly

*Distributing Branch*

Hallicrafters-Milwaukee Inc.  
 2976 N. 3rd St., Milwaukee, Wis.

PRODUCTS: TV receivers, components, radio communication receivers.

**Hallamore Electronics Co.**

**(Div. of The Siegler Corp.)**

221 N. LaSalle St., Chicago, Ill.  
 Phone: ANdover 3-3121

President.....John G. Brooks  
 Vice-Pres., Secy.....Robert Purcell  
 PRODUCTS: Captive TV industrial systems, and electronic communication systems.

**J. M. Hamilton & Co.**

Box 2432, Gastonia N. C.  
 Phone: UNIVERSITY 4-2115

PRODUCTS: Tower erection and maintenance.

**The Hammarlund Mfg. Co., Inc.**

460 West 34th St., New York 1, N. Y.  
 Phone: LONGacre 5-1300

President.....Lloyd A. Hammarlund  
 Treasurer.....Joseph Lush  
 Sec. & Comptroller.....Edward A. Wittmer  
 Production Mgr.....Hugh A. McCloskey  
 Gen. Sales Manager.....F. F. Sylvester  
 Dir. of Engineering.....R. M. Daugherty  
 Advertising & Promotion

Manager.....Robert L. S. Leedy  
 Personnel Director.....George Guelich  
 Purchasing Manager.....William Griffin  
 PRODUCTS: Communication receivers and accessories, standard and special variable capacitors, remote supervisory controls, diversity receivers.



**Harwald Co., Inc.**

1216 Chicago Ave., Evanston, Ill.  
Phone: DAVis 8-7070

President ..... Robert Grunwald  
PRODUCTS: Automatic slide projector, Inspect-o-Film automatic film inspecting machine.

**Harwood Manufacturing Co.**

166 W. Superior St., Chicago 10, Ill.  
Phone: WHItchall 3-0465

President ..... Sidney Swislow  
Vice-President, Gen. Mgr. .... J. P. Kennedy  
PRODUCTS: Photographic and electronic lighting equipment, sheet metal fabricating, spun metal reflectors, portable lighting bars.

**Haydu Brothers  
(Subsidiary of Burroughs Corp.,  
Detroit)**

Box 1226, Plainfield, N. J.  
Phone: 6-0876

General Manager ..... George K. Haydu  
Sales Manager ..... Arthur Shesser  
Chief Engineer ..... Victor Legendre

**Herold Radio & Electronics Corp.**

12 Anderson Rd., Mt. Vernon, N. Y.  
Phone: MT. Vernon 4-1500

President ..... Gerald Herold  
PRODUCTS: Radio receivers.

**Hewlett-Packard Co.**

275 Page Mill Rd., Palo Alto, Calif.  
Phone: DAVenport 5-4451

President ..... David Packard  
Vice-President ..... William R. Hewlett  
PRODUCTS: TV & FM monitors and test equipment.

**Hinners-Galenek**

25-14 Broadway, Long Island City, N. Y.  
Phone: RAvenswood 8-7250

President ..... Frank Hinners  
Vice-President ..... Leo J. Galenek  
Sales Manager ..... F. A. Hinners  
PRODUCTS: Cavalier brand, also private brand radios for Western Auto Supply Co.

**Hoffman Electronics Corp.**

3761 S. Hill St., Los Angeles, Calif.  
Phone: RIchmond 7-9661

320 Atlantic Ave., N. Kansas City, Mo.  
Phone: BAltimore 7-738

President ..... H. Leslie Hoffman  
Vice-Pres., Treas. .... C. E. Underwood  
Secretary ..... H. S. Hazletine  
Administrative Asst. .... Marvin Whitney

*Eastern Regional Office*

Cafritz Bldg., Washington 5, D. C.  
Phone: STerling 3-4658

Vice-President ..... H. C. Jones

*Midwestern Regional Office*

Far Hills Bldg., Dayton 2, Ohio  
Phone: OXmore 8881

Manager ..... Jack G. Anderson

*Radio Division (Receiver Factory)*

Dir. of Eng. & Mfg. .... John Stevens  
Director of Purchasing ... R. W. Westerfield  
Quality Control Director ... J. T. McAllister  
Distributor Sales Mgr. .... John Chadwell

*Radio Division (Sales and Advertising)*

General Sales Mgr. .... Paul E. Bryant  
Export. Asst. Sales Mgr. .... D. D. Spence  
National Advertising Mgr. Richard Berggren  
Field Sales Mgr. .... C. E. Schrick  
Color Sales Prom. Mgr. .... Byron Brown

*Laboratories Division*

President ..... J. B. Moss  
Vice-Pres., Dir. of Mfg. .... G. M. Hafner  
Vice-Pres., Eng. Dir. .... Carlton Wasmansdorff  
Director of Purchasing ... R. A. Gingrich  
Sales Director ..... C. A. Patrizzi  
Asst. Gen. Sales Mgr. .... W. R. Bush  
Dir. of Industrial Relations ... J. W. Atwood  
Advertising Director ... Deane Aylesworth

**Holt Electronic Manufacturers**

105 E. Spruce St., Mahanoy City, Pa.  
Phone: 1228

Owner ..... Marion Holt  
Manager ..... Martin F. Kerrigan  
PRODUCTS: AGC controlled single channel amplifiers, line amplifiers, community systems.

**Houston-Fearless Division  
(Color Corp. of America)**

11301 W. Olympic Blvd., Los Angeles, Calif.  
Phone: BRadshaw 2-4331

President ..... R. C. Wilcox  
Secy.-Treas. .... B. B. Smith  
Sales Vice-President ..... K. B. Elliott  
PRODUCTS: Motion picture processing machines, and associated TV studio equipment.

**Huggins Laboratories, Inc.**

711 Hamilton Ave., Menlo Park, Calif.  
Phone: DAVenport 3-0013

President ..... Richard A. Huggins  
Chief Engineer ..... Lester Roberts  
PRODUCTS: Manufacturer and developer of traveling wave tubes, backward wave oscillators and associated solenoids.

**Hughey & Phillips, Inc.**

3300 N. San Fernando Blvd., Burbank, Calif.  
Phone: VIctoria 9-1104

Stamford, Conn. Phone: STamford 4-7300  
V.P., Gen'l Mgr. .... J. H. Ganzenhuber  
PRODUCTS: Tower lighting equipment, beacons, obstruction lights, flashers, photoelectric controls, microwave tower control and alarm units, lamp failure indicators and complete tower lighting kits.

**Hycon Mfg. Co.**

2961 E. Colorado St., Pasadena, Calif.  
Phone: SYeamore 5-4241

President ..... Alden E. Acker  
Vice-Pres., Gen. Mgr. .... W. O. Wetmore  
Mgr., Commercial Sales ... John Thompson  
PRODUCTS: Microwave systems and components, TV service equipment.

**The Indiana Steel Products Co.**

Valparaiso, Indiana  
Phone: 2-5601

President.....R. F. Smith  
V.P. Research & Eng., Sec'y...C. A. Maynard  
Treasurer, Ass't Sec'y.....A. J. Astrologes  
Sales Manager.....I. A. Dickey  
Manufacturing Mgr.....J. G. Richmond  
Ass't Sls. Mgr.....P. M. Wheeler  
Purchasing Agent.....W. F. Eckert  
Indus. Rel. Mgr.....J. S. Aldrich

PRODUCTS: Permanent magnets—Alnico, canife, indox, steel; ion trap and beam bender magnets; loudspeaker magnets, TV focusing magnets, magnetrons, permanent magnet magnetizers, hylflux one piece wound transformer cores.

**Industrial Development Engineering Associates, Inc.**

7900 Pendleton Pike, Indianapolis, Ind.  
Phone: Liberty 7-3581

President.....Edward C. Tudor  
Gen. Sales Mgr.....A. C. Elles  
Regency Sales Mgr.....E. H. Applegate  
Monitoradio Sales Mgr.....W. F. Sharkey  
Sales Engineer.....B. F. K. French  
PRODUCTS: Radio receivers.

**Industrial Television, Inc.**

369 Lexington Ave., Clifton, N. J.  
Phone: GRegory 3-0900

President.....Horace Atwood, Jr.  
Vice-President.....Louis M. Rehak  
PRODUCTS: Monochrome and color monitors, field strength meters.

**Industrial Tubes, Inc.**

Geneva, Ill.  
Phone: 806

President.....J. H. Hutchings  
PRODUCTS: Thyratrons, rectifiers, and special electronic tubes for industrial use.

**Insuline Corp. of America**

186 Granite St., Manchester, N. H.  
35-54 36th St., Long Island City, N. Y.  
Phone: Astoria 8-3738

President.....S. J. Spector  
Secretary-Treasurer.....A. S. Spector  
V.P., Gen. Sales Mgr.....B. L. Cahn  
Advertising Manager.....A. S. Chambers  
Superintendent.....Myles Spector  
Industrial Sales Mgr.....I. Romm  
Purchasing Agent.....H. Weston

PRODUCTS: Adapters, phone pick-up; aligning tools; amplifier chassis; angles and brackets antenna, auto radio, antenna connectors; antenna kits; antennas, home mast; antennas, FM & television; auto radio noise suppressors.

**International Research Associates (Division of Iresco, Inc.)**

2221 Warwick Ave., Santa Monica, Calif.  
Phone: TEexas 0-4415

President.....L. E. Brown  
PRODUCTS: TV monitors, receivers, video sync equipment.

**International Telemeter Corp. (Subsidiary of Paramount Pictures, Inc.)**

2000 Stoner Ave., Los Angeles, Calif.  
Phone: GRanite 8-7751

Chairman.....Paul Raihourn  
Vice-President.....L. A. Novins.  
P. MacNamara, C. I. Lappen  
PRODUCTS: Ampli-vision community antenna equipment.

**I T E Circuit Breaker Co. (Special Products Div.)**

601 E. Erie Ave., Philadelphia 34, Pa.  
Phone: GARfield 6-5700

President.....W. M. Scott, Jr.  
Vice-President.....A. T. Scott  
Sales Engineer.....T. B. Aitken  
PRODUCTS: Metal covers.

**Jackson Electrical Instrument Co.**

18 S. Patterson Blvd., Dayton 2, O.  
Phone: MICHigan 0367

President.....Paul F. Jackson  
Vice-Pres., Sls. Mgr.....J. M. Fulkerson  
Secretary.....J. E. Beery  
Purchasing Agent.....E. W. De Laet  
Credit Manager.....J. E. Beery  
Quality Control.....Don Bertling  
Production Superintendent.....Carl Wack

PRODUCTS: Test instrument for color & black and white television. Oscilloscopes, receiving tube testers, CR tube testers, color bar, white dot generator, sweep & marker generator, audio oscillator, vacuum tube volt meter, selenium rectifier tester and electrical circuit tracer.

**Dr. Henry Jasik**

61 Second St., Mineola, N. Y.  
Phone: PIONEER 6-4335

PRODUCTS: Antennae and allied components for community systems.

**Jenfred, Inc.**

36 W. 57th St., New York, N. Y.

President.....C. M. Frederick  
Secy.-Treas.....Grace Frederick  
PRODUCTS: Rear projection equipment.

**Jensen Manufacturing Co.**

6601 S. Laramie Ave., Chicago 38, Ill.  
Phone: POrtsmouth 7-7600

President.....Thos. A. White  
Vice-Pres.....Ralph P. Glover  
Cls. Mgr., Distributor.....Louis W. Selsor  
Sales Mgr. Industrial.....Horace L. White

PRODUCTS: Multiple Channel reproducers and loudspeaker units for high fidelity monitoring purposes. Extended range and general purpose loud speakers for sound distribution monitoring, cueing, intercom., PA and other applications.

**Jerrold Electronics Corp.**

23rd and Chestnut Sts., Philadelphia, Pa.  
Phone: LOcust 4-0707

President .....Milton Shapp  
 Mgr., Community Ops. Div....W. H. Miller  
 Public Relations Dir.....Daniel Aaron  
 Advertising Director.....A. J. Panichelli  
 PRODUCTS: Community antenna systems.

**Johns-Manville**

22 East 40th St., New York 16, N. Y.  
 Phone: LExington 2-7600  
 Commodity Manager.....P. J. Washburn  
 (Acoustical Materials)  
 PRODUCTS: Sound control materials for  
 broadcasting and recording studios.

**E. F. Johnson Co.**

Waseca, Minn.  
 Phone: 990  
 General Manager.....E. F. Johnson  
 General Sales Mgr.....E. T. Herbig Jr.  
 Broadcast Sales Mgr.....M. W. Will  
 PRODUCTS: Antenna insulators, RF con-  
 tactors, isolation inductors, inductors.

**Kay Lab, Inc.**

5725 Kearney Villa Rd., San Diego 12, Calif.  
 Phone: BRowning 7-6700  
 President.....LaMotte T. Cohu  
 Vice-President.....R. T. Silberman  
 PRODUCTS: Camera chains, remote con-  
 trol systems, monitors, equipment for sta-  
 tion use.

**Kent Television, Inc.**

505 Driggs Ave., Brooklyn, N. Y.  
 Phone: EVergreen 8-2272  
 General Manager.....Jack Mendelsohn  
 Sales Manager.....Benjamin Wax

**Kimble Glass Co.**

(Subsidiary of Owens-Illinois Glass  
 Co.)

Box 1035, Toledo, Ohio  
 Phone: FAirfax 6543  
 Vice-Pres., Gen. Mgr.....R. H. Mulford  
 Sales Vice-Pres.....E. B. Dennis  
 Sales Mgr., Electronics and  
 Industrial Div.....J. P. Gleason  
 PRODUCTS: TV bulbs.

**Kimco Sales, Inc.**

11 W. 42nd St., New York 36, N. Y.  
 Phone: OXford 5-3782  
 Executive-in-charge.....John Newton  
 PRODUCTS: Representative for Kline  
 iron and steel.

**King Laboratories, Inc.**

127 Solar St., Syracuse 3, N. Y.  
 Phone: 74-3359  
 President.....Aden J. King  
 Vice-President.....F. M. Michaelian  
 Exec. V.P. & Treas.....W. R. MacLeod  
 Secretary.....Barbara H. Sisson  
 Factory Mgr.....Robert K. Metz  
 PRODUCTS: Getters and other parts for  
 electronic tubes.

**Kline Iron & Metal Co.**

1225 Huger St., Columbia, S. C.  
 Phone: 4-0301  
 PRODUCTS: Manufactures and erects  
 towers.

**Kliegl Bros., Inc.**

321 W. 50th St., New York, N. Y.  
 Phone: COLUMbus 5-0130  
 President.....John Kliegl  
 Vice-President.....Herbert Kliegl  
 PRODUCTS: TV studio and field lighting  
 fixtures.

**Kollmorgen Optical Corp.**

347 King St., Northampton, Mass.  
 Phone: 283  
 President.....E. O. Kollmorgen  
 Vice-President.....John L. Maulbetsch  
 Sales Manager.....J. A. Fetherston  
 PRODUCTS: Motion picture equipment,  
 TV projection lenses and mirrors.

**Kriss Electronics Corp.**

191 Oraton St., Newark, N. J.  
 President.....Charles J. Kriss  
 PRODUCTS: Manufactures Kris-Tel CR  
 tubes.

**Kuthe Laboratories  
 (IT&T Associate)**

730 S. 13th St., Newark, N. J.  
 Phone: BiGelow 2-6000  
 Chairman.....Dr. Herman Kuthe  
 President.....W. P. Maginnis  
 PRODUCTS: Hydrogen thyratrons.

**Ladue Supply, Inc.**

8870 Ladue Rd., St. Louis 24, Mo.  
 Phone: PARKview 5-6490  
 President.....W. E. Ball  
 Vice-President.....J. C. Coonrod  
 PRODUCTS: Cemsteel package TV and  
 radio stations.

**Lambda-Pacific Engineering, Inc.**

Box 70, Van Nuys, Calif.  
 Phone: STate 6-1801  
 President.....L. W. Mallach  
 Sales Manager.....F. W. Bailey  
 PRODUCTS: UHF booster stations.

**Langevin Manufacturing Corp.**

37 W. 65 St., New York 23, N. Y.  
 Phone: ENdicott 2-7200  
 Sales Manager.....George Schatz  
 PRODUCTS: Audio and electronic equip-  
 ment.

**Lansdale Tube Co.  
 (Philco Division)**

Lansdale, Pa.  
 Phone: 4681  
 Vice-Pres., Gen. Mgr.....W. J. Peltz  
 Gen. Sales Mgr.....M. A. Williams  
 Mgr., Tube Sales.....J. J. Grabiec  
 PRODUCTS: Tubes.

**Lasalle Tube Manufacturing Co.**

155 E. Grand Ave., Chicago 11, Ill.  
Phone: MOhawk 4-3144

President.....M. A. Robin  
PRODUCTS: Tubes.

**Lehigh Structural Steel Co.**

17 Battery Place, New York 4, N. Y.  
Phone: WHitehall 4-1424

Sales Mgr., Radio Div.....J. F. Neary  
Ass't Sls. Mgr., Radio Exp.....T. V. Sheehy  
PRODUCTS: Vertical radiators, supporting towers, relay towers.

**Lewis and Kaufman Ltd.  
(Division of International Glass Corp.)**

Box 337, Los Angeles, Calif.  
Phone: EL Gato 4-3540

President, Sales Mgr.....Jack Kaufman  
Chief Engineer.....N. V. Branley  
PRODUCTS: Transmitting, rectifier, power and special purpose tubes.

**Liberty Tower Erection Co., Inc.**

Box 9123, Oklahoma City, Okla.  
Phone: MELrose 7-3381

Pres., Gen. Mgr.....Earl Griffith  
Secy./Treas.....Evelyn Griffith  
PRODUCTS: TV towers.

**John E. Lingo & Son, Inc.**

2814 Buren Ave., Camden 5, N. J.  
Phone: WOODlawn 4-0487

President.....John E. Lingo  
PRODUCTS: TV transmitting antennae.

**Lion Manufacturing Corp.**

2640 W. Belmont Ave., Chicago 18, Ill.  
Phone: 7-6060

President.....Raymond T. Moloney  
Exec. V.P., Gen. Mgr.....Andrew J. Renn  
V.P., Govt. Contracts.....H. B. Jones  
Chief Engineer.....D. E. Hooker  
Purchasing Director.....Herbert C. Kyle  
Gen. Mgr., TV-Radio Div.....Paul Eckstein  
PRODUCTS: Radio receivers.

**Machlett Laboratories, Inc.**

1063 Hope St., Springdale, Conn.  
Phone: FLReside 8-7511

Vice-Pres. Sales.....H. J. Hoffman  
Sls. Mgr., Power tube div.....R. E. Nelson  
Field Engineer, Eastern  
District.....E. H. Gilbert  
Field Engineer, Central  
District.....D. S. Frankel  
Field Engineer, Central  
District.....G. J. Taylor  
PRODUCTS: Electron tubes for oscillator, amplifier, and modulator service in AM, TV, and FM.

**Magnavox Co.**

Bueter Rd., Ft. Wayne 4, Ind.  
Phone: 5-471

Chairman.....Richard A. O'Connor  
President.....Frank M. Freimann

Sales Planning Director....Stewart Roberts  
Dir. of Public Relations...R. H. G. Mathews  
*Washington Representative*  
815 15th St., N.W.

Phone: METropolitan 8-6515  
Executive-in-charge....Frank P. Mulgannon  
PRODUCTS: TV, radios, phonograph, loudspeakers, solenoids.

**Magnecord, Inc.**

1101 S. Kilbourn Ave., Chicago 24, Ill.  
Phone: VAn Buren 6-9301

Manager.....W. J. Helt  
PRODUCTS: Professional magnetic tape recorders—reproducers.

**Majestic Radio Corp.**

(See *Wilcox-Gay Corp.*)

**Marconi Instruments Ltd.**

44 New St., New York, N. Y.  
Phone: HANover 2-0197

Manager.....R. J. Bailey  
PRODUCTS: Local sales office of British electronic measuring instruments.

**Mars Television Inc.**

112-33 Colonial Ave., Corona, L. I., N. Y.  
Phone: TWining 8-1000

President.....Miles Breger  
Vice-President.....Joseph Boer

**Mattison Television & Radio Corp.**

10 W. 181st St., New York 53, N. Y.  
President, Treasurer.....Richard Mattison

**Glenn L. Martin Co., Inc.**

Baltimore 3, Md.  
Phone: MURdock 7-3800  
Operations Mgr.....Robert C. Main  
PRODUCTS: Receiving tubes.

**J. A. Maurer, Inc.**

37-01 31st Street, Long Island City 1, N. Y.  
Phone: STillwell 4-4600

President.....John A. Maurer  
Treasurer.....Daniel R. Ehrlich  
General Manager.....Donald G. McKay  
PRODUCTS: 16mm. professional motion picture cameras; 16mm. sound recorders; 16mm. film phonographs. 16 & 35 mm. Galvanometers.

**Metropolitan Electric Mfg. Co.  
(Lumi-Tron Division)**

22-50 Steinway St., Long Island City 5, N. Y.  
Phone: ASToria 8-3200

Manager.....E. L. Lustig  
PRODUCTS: Studio lighting fixtures, fittings, and systems.

**Microlab**

71 Okner Pkwy., Livingston, N. J.  
Phone: LIVINGston 6-0692

President.....Harry A. Augenblick  
Chief Engineer.....Albert Sachs, Jr.  
PRODUCTS: Coaxial attenuators, filters, multipliers, terminations, UHF test equipment.

**Microwave Associates**

22 Cunningham St., Boston 15, Mass.  
 President.....Dana W. Atchley Jr.  
 Treasurer.....Vess Chigas  
 Engineering Vice-Pres.....R. M. Walker  
 PRODUCTS: Microwave tubes and waveguide components.

**Midland Manufacturing Co., Inc.**

3155 Fiberglass Rd., Kansas City, Mo.  
 Phone: FInley 7950  
 President.....George McGrew  
 Manufacturing Vice-Pres.....H. G. Humann  
 PRODUCTS: CR tubes.

**Midwest Radio and Television Corp.**

909 Broadway, Cincinnati, O.  
 Phone: MAIn 1-2371  
 President.....S. W. Cunningham  
 General Manager.....Harry Smith  
 Secretary.....Walter Tar  
 PRODUCTS: Radio receivers.

**Miles Reproducer Co., Inc.**

812 Broadway, New York 3, N. Y.  
 Phone: SPring 7-7670  
 Secretary.....J. M. Kuhlik, Sc.D.  
 General Manager.....I. W. Kuhlik  
 Treasurer.....H. B. Kuhlik  
 PRODUCTS: Walkie-Record all, self-contained battery voice recorders; telephone, conference, briefcase recorders.

**Minnesota Mining and Mfg. Co.**

900 Fauquier Ave., St. Paul 6, Minn.  
 Phone: TOWer 8511  
 Sales Mgr., Magnetic Prod.....Dan Denham  
 1500 S. Western Ave., Chicago 8, Ill.  
 Phone: MOnroe 6-6126  
 Manager.....R. F. Woelfel  
 446 N. LaBrea Ave., Hollywood 36, Calif.  
 Phone: WEbster 1-1289  
 Manager.....M. D. Benson  
 401 N. Broad St., Philadelphia 8, Pa.  
 Manager.....T. J. Donahue  
 PRODUCTS: Magnetic tape.

**Mirror Record Corp.**

4025 206 St., Bayside, L. I., N. Y.  
 Phone: BAYside 5656  
 Pres. & Treas.....P. K. Trautwein  
 V.P., Sec'y.....Paul H. Trautwein  
 PRODUCTS: Recording accessories (discs, cutting needles, playback needles).

**Mitchell Camera Corp.**

666 W. Harvard St., Glendale 4, Calif.  
 Phone: CHapman 5-1086  
 President.....Mrs. Eva Fox  
 PRODUCTS: Film cameras and accessories.

**Mole Richardson Co.**

937 N. Sycamore Ave., Hollywood 38, Calif.  
 Phone: OLdfield 4-3600  
 President.....Peter Mole  
 Vice-Pres., Treas.....W. K. Parker  
 PRODUCTS: TV and photographic equipment.

**Motorola, Inc.**

1545 Augusta Blvd., Chicago, Ill.  
 Phone: SPaulding 2-6500  
 President.....Paul V. Galvin  
 Executive Vice-Pres.....Robert W. Galvin  
 Merchandising Vice-Pres.....E. R. Taylor  
 V.P., Consumer Prods. Eng.....E. H. Wavering  
 Vice-Pres. Purchasing.....F. J. O'Brien  
 Director of Advertising.....D. H. Kutner  
 Dir. of Public Relations.....Allan Center  
 Mgr., Customer Services.....S. M. Whisler  
*Branches Offices (Sales and Service)*  
 650 N. Pulaski Rd., Chicago 24, Ill.  
 131 Lyndon Ave., Detroit, Mich.  
 120 S. 30th St., Philadelphia, Pa.  
 522 Light St., Baltimore, Md.  
 PRODUCTS: TV and radio receivers.

**Moviola Manufacturing Co.**

1451 Gordon St., Hollywood 7, Calif.  
 Phone: HOLlywood 7-3178  
 President.....Mark Serrurier  
 PRODUCTS: Motion picture film editing equipment.

**Muscolor, Inc.**

3100 Lake Shore Dr., Michigan City, Ind.  
 President.....Maurice Metzel  
 PRODUCTS: Telecolor animated color lighting apparatus.

**Multi-Tron Laboratory Inc.**

4624 Washington Blvd., Chicago 44, Ill.  
 Phone: MANSfield 6-7310  
 President, Ch. Eng.....Nicholas Glyptis  
 PRODUCTS: TV, special tubes, research and development.

**Muntz TV, Inc.**

1000 Gray Ave., Evanston, Ill.  
 Phone: HOLlycourt 5-1800  
 President.....Earl W. Muntz  
 Chief Engineer.....Rex Wilson  
 PRODUCTS: TV receivers.

**National Cine Equipment Inc.**

209 W. 48th St., New York 36, N. Y.  
 Phone: CIRCle 6-0348  
 President.....John Clemens  
 PRODUCTS: Sells, rents and services TV dollies, lenses, microphone booms.

**National Co.**

61 Sherman St., Malden, Mass.  
 Phone: MALden 2-7950  
 President.....Joseph Quick  
 Vice-Pres., Sales.....Lynn Eaton  
 Engineering Director.....Engene Grant  
 PRODUCTS: Radio receivers.

**National Television Tube Inc.**

Rochelle Park, N. J.  
 Phone: PRescott 8-4937  
 Sales Director.....John Sansone  
 PRODUCTS: TV tubes.

**National Video Corp.**

1300 W. 47th St., Chicago 32, Ill.  
 Phone: CLIFFside 4-5600

President.....Asher J. Cole  
Sales Manager.....Harold Cole

### Nems-Clarke Inc.

919 Jesup Blair Drive, Silver Spring, Md.  
Phone: JUniper 5-8300

President.....A. S. Clarke  
PRODUCTS: TV rebroadcast receivers,  
field intensity meters.

### Neumade Products Corp.

250 W. 57th St., New York 19, N. Y.  
Phone: JUDson 6-5810

President .....Oscar Neu  
PRODUCTS: Film equipment.

### O'Brien Electric Corp.

6514 Santa Monica Blvd., Hollywood 38, Cal.  
Phone: HOLlywood 4-1117

President .....Frank O'Brien  
Vice-Pres., Sales.....John Greene  
PRODUCTS: Broadcast switchers, audio  
facilities, custom cabinets.

### Otto K. Olsen Co.

1534 Caluenga Bldy., Hollywood, Calif.  
Phone: HOLlywood 5-5194

President, Gen. Mgr.....Daniel Murphy  
PRODUCTS: TV lighting equipment,  
booms.

### Gunnar Olsen Corp.

225 Broadway, New York 7, N. Y.  
Phone: BArlay 7-8390

President, Treas.....Gunnar Olsen  
PRODUCTS: Complete tower service.

### Olympic Radio and Television Inc.

34-01 38th Ave., Long Island City 1, N. Y.  
Phone: EXeter 2-5200

President, Gen. Mgr.....Morris Sobin  
Sales Vice-President.....Herbert Kabat  
Merchandising Consultant, Albert Friedman  
Field Sales Mgr.....Milton Auster  
Sales Administration Mgr.....S. Lipper  
PRODUCTS: Radio receivers.

### ORRadio Industries, Inc.

120 Marvyn Rd., Opelika, Ala.  
Phone: Sherwood 5-4621

N. Y. Phone: WAlker 5-1257

President.....J. Herbert Orr  
Vice-Pres.....J. W. Bunkley  
Vice Pres., Sales.....Nat Welch  
Vice Pres., Research.....Herbert G. Hard  
Vice Pres., Production.....William Barnett  
*Branch Offices*

5458 Ridge Ave., Philadelphia, Pa.

Eastern Sales Mgr.....Frank Adams  
1 Park Ave., Manhasset, L. I., N. Y.

Executive-in-charge.....Preston W. Mack  
Merchandise Mart, Chicago, Ill.

Executive-in-Charge.....J. J. McBride  
4217 W. Jefferson Blvd., Los Angeles, Calif.

Executive-in-Charge .....Claude Erlanger  
PRODUCTS: Irish brand magnetic tapes,  
sound recording tapes for radio, optical pho-  
tography tapes for TV.

### Otis Elevator Co. (Electronics Div.)

35 Ryerson St., Brooklyn 5, N. Y.  
Phone: UL 5-6800

Manager.....Morton B. Kahn  
Secretary.....Fayette S. Dunne  
Treasurer .....Bruce Wallace

PRODUCTS: Broadcast Station Equip-  
ment, AM and FM, Studio Amplifying Con-  
soles, Radio Communication Transmitters,  
both AM and FM, Air, Ground Communica-  
tion Equipment, AM and FM, Electronic  
Computors, Radar Equipment, Guided Mis-  
sile Controls, etc.

### Packard-Bell Company

12333 W. Olympic Blvd., Los Angeles 64, Cal.  
Phone: Granite 7-6721

President.....Herbert A. Bell  
Exec. Vice-President.....Robert S. Bell  
Gen. Counsel, Ass't to Pres....W. H. Moore  
Sec.-Treas.....Lowell R. Day  
Chief Engineer.....O. K. Paddock  
V.P. Technical Products.....R. B. Leng  
V.P. Eastern Operations.....A. J. Spriggs  
V.P. Manufacturing.....Jean Gleis  
V.P. Sales.....Kenneth R. Johnson  
Dir. of Adv. & Sales

Prom.....Robert H. Thompson  
V.P. Service Div.....Carl Duffy  
Personnel Director.....Robert Hogan  
Purchasing Agent.....William P. Kennedy  
PRODUCTS: Radios, Radio-Phonograph-  
Recorder Combinations), Television, Radio-  
Phonograph Combinations, Television-Radio-  
Phonograph Combinations, special electronic  
equipment for the Armed Services.

### Pacific Mercury Television Mfg. Corp.

8345 Hayvenhurst Ave., Sepulveda, Calif.  
Phone: EMpire 2-3131

Chairman, President.....Joe Benaron  
Merchandise Mgr.....Roy Chilton  
PRODUCTS: TV sets.

### Pan American Electronics Inc.

1500 N. Miami Ave., Miami, Fla.  
Phone: 82-6857

Gen. Sales Mgr.....M. E. Yarus

### Parkersburg Rig and Reel Co.

620 Depot St., Parkersburg, W. Va.  
Phone: 7-4521

President.....W. A. Wood  
PRODUCTS: Manufactures and erects TV  
towers.

### Pembrex Theatre Supply Corp.

1969 S. Vermont Ave., Los Angeles, Calif.  
Phone: REpublic 1-3111

President .....Louis Wutke  
PRODUCTS: "Pemarc" and "Teline" pro-  
jectors, and accessories.

### Penta Laboratories Inc.

312 N. Nopal St., Santa Barbara, Calif.  
Phone: WOODland 5-4581



President .....R. Leonard  
**PRODUCTS:** Transmitting and power tubes.

**The Pentron Corp.**

777 South Tripp Ave., Chicago 24, Ill.  
 Phone: SAcramento 2-3201

President .....Irving Rossman  
 Vice Pres.....Theodore Rossman  
 V.P. Manufacturing.....Bernard Sablins  
 Comptroller.....Marshall Peiros  
 Prod. Dir.....Aaron Roseman  
 Purchasing Agent.....Nick Alex  
 Asst. Sales Mgr.....Robert Farnsworth  
 Adv. Mgr.....Martin Mann

**PRODUCTS:** Tape recorders, tape players, high fidelity basic tape mechanisms and tape preamplifiers. Broadcast recorders, electronic mike mixers, tape carry cases, foot pedal controls, extension cords, telephone pickups.

**Pembrex TV**

(Div. Pembrex Theater Supply, Inc.)

1969 So. Vermont Ave., Los Angeles 7, Calif.  
 Phone: REpublic 1-3111

President.....Louis M. Wutke  
**PRODUCTS:** PEMARC Rear-screen Projection (still-slide) Hi-Intensity Arc Projectors, 20,000 to 25,000 Lumen, Pemink Rear-screen Projection (still-slide) incandescent 5,000 watts dimmer control single or double units with special effects attachments. Pemsynce motors and 16 and 35 mm Rear-Screen motion picture units. Translucent screens, (blue/black) portable aluminum frames and TV's most complete still and moving plate (slide and footage) library available.

**Philco Corp.**

Tioga and "C" Sts., Philadelphia 34, Pa.  
 Phone: NEbraska 4-5100

Chairman .....William Balderstone  
 President .....Jame Skinner  
 Vice-Pres., Merchandising...Raymond George  
 Public Relations Director.....W. Wight  
 Gen. Advertising Mgr...Morgan Greenwood  
*TV Division*

Vice-Pres. Gen. Mgr.....James Skinner  
 Sales Manager.....John Utz  
 Sales Promotion Mgr.....J. S. Frietsch  
*Home Radio Division*

General Manager.....Henry Bowes  
 Sales Manager.....J. J. Morau

**Philharmonic Radio & TV Corp.**

235 Jersey Ave., New Brunswick, N. J.  
 Phone: CHarter 7-3700

President .....Bernard Lippin  
 Executive Vice-Pres.....Eli Saltz  
 Secretary.....Irwin A. Yellin  
**PRODUCTS:** Radio, TV receivers.

**Philmore Manufacturing Co., Inc.**

113 University Place, New York 3, N. Y.  
 Phone: ALgonquin 4-3363

President.....M. L. Granat

Vice-President.....Gary Granat  
 Chief Engineer.....Reginald Burke  
 Treasurer .....Murray Granat

**PRODUCTS:** TV chassis, completely wired and aligned, TV kits with video and sound wired and fully aligned, with full instructions to complete the wiring, TV kits completely unassembled with full instructions for wiring. One, two and three tube kits, aerial kits, microphones (carbon type), crystal sets, crystal set kits, crystal detectors, coils, transmitter kits, amplifier kits, radio control kits.

**Pilot Radio Corp.**

37-06 36th St., Long Island City 1, N. Y.  
 Phone: STillwell 4-3454

President .....Isidor Goldberg  
 Vice-President .....J. N. Benjamin  
 Secretary-Treasurer.....I. W. Wyckoff  
 Sales Manager.....L. M. Sandwick  
 Purchasing Agent.....Paul Lefko  
 Prod. Mgr.....F. Hajek  
 Chief Engineer.....Richard Shottenfeld

**PRODUCTS:** Tuners—Hi-Fi, AM-FM; Hi-Fi amplifiers, preamplifiers, portable phonographs; Hi-Fi phonographs, complete Hi-Fi systems.

**Pioneer Electronics Corp.**

2235 S. Carmelina, W. Los Angeles, Calif.  
 Phone: BRadshaw 2-8053

President.....L. M. Perrish  
 Gen. Sales Mgr.....Z. Goodman

**Polarad Electronics Corp.**

43-20 34th St., Long Island City, N. Y.  
 Phone: EXeter 2-4500

President.....Dr. D. L. Jaffee  
**PRODUCTS:** Cameras, generators, monitors, consoles, amplifiers.

**Presto Recording Corp.**

P. O. Box 500, Paramus, N. J.  
 Phone: Diamond 3-5700

Sales Manager.....Thomas B. Aldrich  
**PRODUCTS:** Disc recording, tape recording, transcription equipment, amplifiers, equalizers, blank recording discs.

**Prodelin Inc.**

307 Bergen Ave., Kearny, N. J.  
 Phone: KEarny 2-8600

President.....L. A. Blondon  
 Sales Manager.....J. F. Cosgrove  
**PRODUCTS:** Antenna systems.

**Racine Tower Construction Co.**

Center St., Brandon, Vt.  
 Phone: 85

President .....Emile Racine  
**PRODUCT:** Antennae.

**Radiant Mfg. Corp.**

2627 W. Roosevelt Rd., Chicago, Ill.  
 Phone: CRawford 7-6300

President.....H. E. Eller  
 Sales Vice-Pres.....Herschel Feldman  
**PRODUCTS:** Projection screens.

**Radio Construction Co.**

550 Grant St., Pittsburgh, Pa.  
Phone: COurt 1-1712  
PRODUCTS: Tower erection.

**Radio and Television Inc.  
(Brunswick Division)**

119 W. 57th St., New York, N. Y.  
Phone: JUdson 6-0780  
President.....H. L. Weisburgh  
PRODUCTS: Radio receivers.

**Radio Corporation of America**

Executive Offices: 30 Rockefeller Plaza  
New York 20, N. Y.  
Phone: COlumbus 5-5900  
Ch. of the Board...Brig. Gen. David Sarnoff  
President.....Frank M. Folsom  
Senior Exec. Vice-Pres.....E. W. Engstrom

*Defense Electronic Products*

Front & Cooper Sts., Camden, N. J.  
Vice-Pres. Gen. Mgr.....T. A. Smith  
Chief Tech. Adm.....M. C. Batsel  
Mgr. Operations Control.....T. W. Massoth  
Mgr. Missile & Surface Radar  
Operations.....H. R. Wege  
Mgr. West Coast Elec. Prods.  
Dept.....A. N. Curtiss  
Mgr. Airborne Systems Dept.....J. M. Hertzberg  
Mgr. Surface Communications  
Dept.....S. W. Cochran  
Chief Engineer.....C. A. Gunther

*Commercial Electronic Products*

Front & Cooper Sts., Camden, N. J.  
General Manager.....A. L. Malcarney  
Chief Engineer.....J. Hillier  
Mgr. Broadcast & TV Equip.  
Dept.....A. R. Hopkins  
Mgr. Comm. Prods. Dept.....C. M. Lewis  
Mgr. Theatre & Sound Prods.  
Dept.....J. F. O'Brien  
Mgr. BIZMAC Marketing.....L. F. Jones  
Mgr. Comm'l Adv. & Sales  
Promotion.....J. P. Taylor

*Consumer Products*

Exec. V.P.....R. A. Seidel  
*RCA Victor Television Division*  
Cherry Hill, Camden 8, N. J.  
V.P. and Gen. Mgr.....C. P. Baxter  
Operations Mgr.....G. K. Bryant  
Chief Eng.....D. D. Cole  
Gen. Sales Mgr.....J. P. Bannon  
Mgr. Adv. and Sales Prom.....J. M. Williams  
*RCA Victor Radio & "Victrola" Division*  
Cherry Hill, Camden 8, N. J.  
V.P. and Gen. Mgr.....J. M. Toney  
Manager Sales.....L. J. Collins  
Mgr. Adv. & Sales Prom.....R. E. Conley  
Chief Engineer.....J. L. Franke  
*RCA Victor Record Division*  
155 E. 24th St., New York, N. Y.  
V.P. and Gen. Mgr.....E. Sacks  
V.P. and Operations Mgr.....L. W. Kanaga  
Mgr. Single Records Dept.....W. W. Bullock  
Mgr. Records Operations Dept.....H. L. Letts  
Mgr. Records Operations Dept.  
Publicity.....G. R. Thorpe

Mgr. Records Operations Dept.,  
Customer Records.....J. P. Davis  
Mgr. Records Albums Dept.....G. R. Marek  
Mgr. Records Albums Dept.,  
Advertising.....W. I. Alexander

*Electronic Components*

Exec. Vice-President.....W. W. Watts

*Tube Division*

415 S. 5th St., Harrison, N. J.  
V.P. and Gen. Mgr.....D. Y. Smith  
Gen. Comm. Mgr.....L. S. Thees  
Gen. Marketing Mgr.....L. F. Holleran  
Manager, Operations Control.....W. H. Painter  
Chief Engineer.....G. R. Shaw  
Mgr., Equip. & Parts  
Marketing.....L. J. Battaglia  
Mgr. Rec'g Tube Marketing...K. G. Bucklin  
Mgr. C. R. & P'r Tube

Marketing.....M. J. Carroll  
Mgr. Equipment Sales.....L. D. Kimmel  
Mgr. Distributor Sales.....D. M. Branigan

*Semiconductor Division*

415 S. 5th St., Harrison, N. J.  
General Manager.....A. M. Glover  
Mgr. Sales Dept.....T. R. Hays  
Mgr. Marketing Dept.....F. F. Neuner  
Chief Engineer.....L. Malter

PRODUCTS: Television receivers; table and console models; console color TV receivers; Hi-Fi phonographs and Hi-Fi phonograph AM-FM radio combinations; radio receivers: AM, AM-FM, table models; AM clock radios; "Victrola" phonographs and records; AM, FM and TV transmitting equipment; broadcast station studio equipment; antennas; mobile radio communications equipment; industrial television equipment; microphones; microwave equipment; test and measuring equipment; Antenaplex antenna systems; communications equipment; electron tubes: receiving, power, cathode-ray and special types; TV studio camera equipment; film, disc and tape recording equipment; BIZMAC computers; 16 mm. projectors; electron microscopes; theatre television equipment; marine radio equipment; aviation, communication, radar and other special apparatus for the Armed Forces.

**Radio Engineering Laboratories, Inc.**

36-40 37th St., Long Island City 1, N. Y.  
Phone: STillwell 6-2100

President.....C. R. Runyon, Jr.  
V.P. & Sales Mgr.....F. A. Gunther  
V.P. & Research Dir.....J. R. Day  
Vice President.....Joseph Behr  
Chief Engineer.....Joseph E. Tennis  
Treasurer.....James A. Cronin  
Sec. & Purch'g Agent.....C. R. Runyon, III  
Ind. Rel. Mgr.....James J. Kelly  
Ser. Mgr.....Harold Goldstein  
Traffic Mgr.....E. R. Phillips  
PRODUCTS: AM-FM and TV aural — Studio to transmitter links and antennas, FM—Microwave; radar systems; FM and relay broadcast transmitters point to point

multiplex radio relay, 50-2000 mc; Yagi, corner reflector and paraboloid antennas, 50-2000 mc; FM tuner, 88-108 mc; military equipment.

### Rangertone, Inc.

73 Winthrop St., Newark 4, N. J.  
Phone: HUmboldt 5-2550

President.....R. H. Ranger  
Sales Manager.....R. L. Scripp  
PRODUCTS: Magnetic Tape Recorders: for normal Broadcast; for TV Synchronized Sound to Motion Picture Film. Thyatron Inverters: for Controlled frequency Power, and Magnetic Heads, Tape-to-Film editing and transfer to sound film.

### Rauland Corp.

(Subsidiary of Zenith Radio Corp.)

4245 N. Knox Ave., Chicago, Ill.  
Phone: MUlberry 5-5000

President.....E. N. Rauland

### Raven Screen Corp.

124 E. 124th St., New York, N. Y.  
Phone: LEhigh 4-8408

Manager.....Fred Rose  
PRODUCTS: Projection screens.

### Raytheon Manufacturing Co.

5921 W. Dickens Ave., Chicago 39, Ill.  
Phone: BERkshire 7-7000

Exec. V.P.....H. F. Argento  
Merchandising Mgr.....Cliff Knoble  
Advertising Mgr.....C. L. Petersen  
PRODUCTS: Radios -- AC-DC and clock radios; tubeless radios (transistor); TV sets (monochrome, color); tape recorders.

### Reeves Soundcraft Corp.

10 East 52nd St., New York 22, N. Y.  
Phone: PLaza 9-2644

Vice Pres.....Frank B. Rogers, Jr.  
PRODUCTS: Blank recording discs, magnetic recording tape, full width magnetic recording film, striped magnetic film, styli.

### Rek-O-Kut Company

38-01 Queens Blvd., Long Island City 1, N. Y.  
Phone: STillwell 4-7062-3-4

Sales Manager.....George Silber  
PRODUCTS: Instantaneous Recording Equipment, Transcription Turntables, Rhythmaster, a continuous variable speed phonograph and portable PA system; Challenger disc recorder; Roundin turntable series and Recitalists portable PA system.

### Resdel Engineering Corp.

330 S. Fair Oaks Ave., Pasadena, Calif.  
Phone: RYan 1-7689

Pres., Gen Mgr.....H. K. Abajian  
PRODUCTS: Electronic measuring equipment.

### Resitron Laboratories

2908 Nebraska Ave., Santa Monica, Calif.  
Phone: EXbrook 3-5217

President.....V. E. Delucia  
PRODUCTS: Tubes.

### Roland Radio Corp.

716 S. Columbus Ave., Mt. Vernon, N. Y.  
Phone: MT. Vernon 4-1500

Gen. Sales Mgr.....P. Featherstone  
PRODUCTS: Radio receivers.

### Douglas Roesch Inc.

2200 S. Figueroa St., Los Angeles 7, Calif.  
Phone: RIchmond 7-9361

President.....Douglas Roesch  
PRODUCTS: Douglas chairside control and TV sets.

### Rokaville Co.

(Electronics Division)

2064 S. Bannock, Denver, Colo.  
Phone: PEarl 3-4251

Owner.....R. L. Pierzina

### Rust Industrial Co., Inc.

130 Silver St., Manchester, N. H.  
Phone: Manchest 3-3596

Best. Sls. Mgr.....T. W. Forget  
PRODUCTS: Packaged remote control equipment; remote control components; rotary and linear actuator assemblies, RF monitor preamplifiers, etc.; failure alarms.

### Scott Radio Laboratories Inc.

1020 N. Rush St., Chicago, Ill.  
Phone: WHitchall 4-0510

President.....John S. Meek  
Engineering Vice-Pres.....Louis C. Woycke  
Secretary-Controller.....R. G. Eggo

### Self Winding Clock Co., Inc.

205-11 Willoughby Ave., Brooklyn 5, N. Y.  
Phone: MAIn 2-6300

N. Y. Phone: MU 3-6030  
Asst. Sales Mgr.....Harvey S. Wellman  
PRODUCTS: Sweep seconds, dry cell battery operated self winding clocks containing connections for receiving automatic synchronizing pulses from Western Union lines or manual synchronized pulses from control kit.

### Semco Electronics Co.

3107 S. Hoover St., Los Angeles, Calif.  
Phone: PLeasant 2-7657

Owner.....G. Korkos  
PRODUCTS: Semco remote control TV sets and remote controls.

### Sentinel Radio Corp.

2100 Dempster St., Evanston, Ill.  
Phone: PLeasant 2-7657

President.....Ernest Alschuler  
Vice-President.....Milton Block  
Director of Sales.....E. G. May  
Sales Manager.....R. B. Park  
Sales Promotion Mgr.....A. E. Welch  
PRODUCTS: Radio receivers.

### Setchell Carlson Inc.

New Brighton, Minn.  
Phone: NEstor 8877

President.....B. T. Setchell  
 Sales Engineer.....Fred Melius  
 General Manager.....H. E. Taylor  
 Sales Mgr., Midwest.....R. G. Chermak  
 Sales Mgr., Northwest.....D. E. Dursell  
 PRODUCTS: Radio receivers.

**Shields Studio**

5537 Suburban Tracks, St. Louis, Mo.  
 Phone: FOrrest 7-2535  
 Owner.....Tom Shields  
 PRODUCTS: Scenic TV settings.

**Singer Television Mfg. Co.**

5397 Poplar Blvd., Los Angeles, Calif.  
 Phone: CApiitol 5-5705  
 President.....Eugene Singer  
 Gen. Sales Mgr.....Richard Weed  
 Sales Mgr., Audi-Video.....Donald Reed  
 PRODUCTS: Projection TV for institutions.

**Skiatron Electronics & TV Corp.**

30 E. 10th St., N. Y. 3, N. Y.  
 Phone: ORegon 3-3464  
 President.....Arthur Levey  
 Treasurer.....Kurt Widder  
 Secretary.....Frank V. Quigley  
 Dir. of Research & Develop.....J. H. Laub  
 Dir. of Ultra-sonic TV...Richard L. Duggan  
 Dir. of Subscriber-vision...W. J. Shanahan  
 Services Offered: Electronic equipment, subscriber-vision research and development TV and electronics.

**Sonora Radio & TV Corp.**

325 N. Hoyne Ave., Chicago, Ill.  
 Phone: CHesapeake 3-2323  
 President.....Joseph Gerl  
 Contract Sales Vice-Pres...Edward Kedziora  
 PRODUCTS: Radio, TV receivers.

**Sonotone Corp.**

Elmsford, N. Y.  
 Phone: LYric 2-6400  
 President.....J. I. Schachtel  
 PRODUCTS: Vacuum tubes, transistors, amplifiers.

**S.O.S. Cinema Supply Corp.**

602 W. 52nd St., New York, N. Y.  
 Phone: PLaza 7-0440  
 President, Gen. Mgr.....J. A. Tanney  
 Vice-Pres., Sales Mgr.....Oscar Lightstone  
 Sales Prom. Mgr.....R. L. Sapaan  
 PRODUCTS: Film editing, developing, printing machines.

**Spincraft Inc.**

4122 W. State St., Milwaukee, Wis.  
 Phone: DDivision 2-0730  
 Chairman.....Theodore Slalow, Jr.  
 President.....George A. Mast  
 PRODUCTS: Metal cone makers.

**Stainless, Inc.**

Third & Montgomery Sts., North Wales, Pa.  
 Phone: North Wales 4871  
 President.....John F. Guzewicz

Vice-President.....Henry J. Guzewicz  
 PRODUCTS: Self-supporting Rhomic array, guyed and micro wave towers; antenna masts; FM self-supporting and guyed towers.

**Stancil-Hoffman Corporation**

921 N. Highland Ave., Hollywood 38, Calif.  
 Phone: HOLlywood 4-7461  
 President.....William V. Stancil  
 PRODUCTS: Magnetic recorder/reproducer for Tape Model R5 magnetic recorder/reproducer for film Model S5 16 mm. & 17.5 mm., magnetic recorder for tape-battery operated portable—Model M5A (miniature). magnetic recorder/reproducer—multi-channel for tape Model CRM-15, pre-amplifier/mixer—4 channel Model AM3, tuning fork controlled power supply—500 watt output Model V1A.

**Standard Electronics Corp.**  
 (Subsidiary of Dynamics Corp. of America)

285 Emmet St., Newark 5, N. J.  
 Phone: BElgowl 3-5540  
 Vice-Pres., Gen. Mgr.....W. H. Zillger  
 Mgr. TV Engr.....H. R. Smith  
 Mgr. Customers Ser.....W. H. Rappolt  
*District Sales Engineering Managers*  
 District Sls. Eng. Mgr.....J. T. Campbell  
 1026 17th St., N.W., Wash 6, D. C.  
 Phone: REpublic 7-2246  
 Dist. Sls. Eng. Mgr.....S. Jenkins  
 478 Overbrook Drive N.W., Atlanta, Ga.  
 Phone: ATwood 0710  
 Dist. Sls. Eng. Mgr.....L. E. Pett  
 432 So. Curson, Los Angeles 36, Calif.  
 Phone: Webster 1-4382  
 Dist. Sls. Eng. Mgr.....R. C. Hutchins  
 Preemption, Ill.  
 Phone: 42

Dist. Sls. Eng. Mgr.....M. L. Zimmerman  
 1027 Levee St., Dallas, Tex.  
 Phone: Randolph 4-008  
 Marketing & Sls. Prom. Mgr...S. L. Chaikind  
 PRODUCTS: TV transmitters, VHF, amplifiers; duplexers, dummy loads; demodulators; harmonic filters; video amplifiers; control desks; switchers, audio, video; TV studio cameras; sync generators; AM, FM transmitters.

**Stephens Manufacturing Corp.**

8538 Warner Dr., Culver City, Calif.  
 Phone: TEXas 0-3775  
 President.....R. L. Stephens  
 PRODUCTS: Amplifiers, cabinets, condenser microphones.

**Stromberg-Carlson**  
 (Division of General Dynamics Corp.)

100 Carlson Rd., Rochester, N. Y.  
 Phone: HUBbard 2200  
 President.....R. C. Tait  
 Executive Vice-Pres.....G. G. Holt  
 Sales Mgr., Radio-TV.....F. L. Granger

Merchandise Director.....James A. Frye  
Public Relations Dir.....S. M. Manson

### Strong Electric Corp.

87 City Park Ave., Toledo, Ohio  
Phone: CHerry 8-3741

President.....H. H. Strong  
PRODUCTS: Arc spotlights, projectors.

### Studio Television Products Sales Corp.

11 W. 42nd St., New York, N. Y.  
Phone: OXford 5-2199

President.....John Newton  
PRODUCTS: Camera dollies, bases tri-pods, mike booms.

### Sylvania Electric Products, Inc.

1740 Broadway, New York, N. Y.  
Phone: JUdson 6-2424

Chairman, President.....D. G. Mitchell  
Vice-Pres., Operations.....A. L. Chapman  
Vice-Pres., Sales.....B. K. Wickstrom  
Dir. of Public Relations.....G. W. Griffith  
Dir. of Adv. Sales Prom.....T. P. Cunningham  
Mgr., Electronic Products Sales.....D. W. Gunn

#### Radio and Television Div.

254 Rano St., Buffalo, N. Y.  
Phone: VICTORIA 2450

Vice-Pres., Gen. Mgr.....Arthur Chapman  
Manufacturing Mgr.....H. E. Riordan  
Gen. Sales Mgr.....B. O. Holsinger  
TV-Radio Sales Mgr.....T. P. Ryan  
Radio Sales Mgr.....J. R. Thuet

#### Radio Tube Division

Emporium, Kansas  
Phone: 301

Vice-President.....M. D. Burns  
General Manager.....W. H. Lamb  
Gen. Sales Mgr.....D. W. Gunn  
Equipment Sales Mgr.....W. O. Spink  
Renewal Sales Mgr.....H. H. Rainier

### Tarc Electronics Inc.

48 Urban Ave., Westbury, N. Y.  
Phone: EDdgewood 4-3900

President.....H. W. Cain  
PRODUCTS: Broadcast and test equipment for color and B & W TV.

### Sarkes Tarzian Inc. (Broadcast Equipment Div.)

E. Hillside Dr., Bloomington, Ind.  
Phone: 7251

President.....Sarkes Tarzian  
Sales Manager.....B. Presti  
PRODUCTS: TV transmitters.

### Taylor Tubes, Inc.

2312 Wabansia Ave., Chicago, Ill.  
Phone: ARmitage 6-1730

President.....B. C. Boeckler  
PRODUCTS: Tubes.

### Technicraft Laboratories, Inc.

Thomaston, Conn.  
Phone: ATlas 3-4315

President.....A. M. Winchell  
PRODUCTS: Microwave components.

### Tech-Master Corp.

75 Front St., Brooklyn, N. Y.  
Phone: ULster 5-3535

President.....L. Lazoff  
Sales Manager.....P. H. Witte  
PRODUCTS: Videola TV receivers, FM tuners, radio sets.

### Tektronix Inc.

Box 831, Portland, Ore.  
Phone: CYpress 2-2611

President.....Howard Vollum  
PRODUCTS: TV oscillators, and other test equipment.

### Telechrome Inc.

632 Merrick Rd., Amityville, N. Y.  
Phone: 4-4446

President.....J. R. Popkin-Clurman  
Vice-Pres., Sales.....H. C. Riker  
PRODUCTS: TV transmitters.

### TelePrompTer Corporation

300 W. 43rd St., N. Y. 36, N. Y.  
Phone: JUdson 2-3800

Chairman, Pres.....Irving B. Kahn  
V. P. Sales.....Herbert W. Hobler  
V.P. Engineering.....Hubert J. Schlafly  
Sls. Mgrs.: TV & Film.....Bar Swift, Don Swift  
Sls. Mgr., TV Stations.....W. K. Treynor  
Sls. Mgr., Staging Services.....W. Marsh  
Sls. Service Mgr.....J. Blair  
Operations Dir.....Nat Myers  
Branch Offices

6151 Santa Monica Blvd., Los Angeles, Calif.  
Phone: HOLlywood 9-6239

V.P. West Coast.....Fred Barton  
Manager.....George Kane  
177 N. State St., Chicago, Ill.  
Phone: FRanklin 2-8826

Manager.....Ted Boisumeau  
1346 Connecticut Ave., Washington, D. C.  
Phone: COlumbus 5-3161

Manager.....Ray Turell  
447 Jarvis St., Toronto, Canada  
Phone: WALnut 2-2130

Manager.....Ken Page  
PRODUCTS: TelePrompTer cueing equipment for film, live TV, TV stations, public speaking; Telepro rear screen remote controlled projection; Telemation, for automatic cueing; lights, Telestage, miscellaneous studio devices.

### Telequip Radio Co.

2559 W. 21st St., Chicago, Ill.  
Phone: BISHop 7-3841

President.....E. E. Arkin  
PRODUCTS: Private label TV sets.

### Tele-Ray Tube Co., Inc.

984 Saw Mill River Rd., Yonkers, N. Y.  
Phone: 5-8950

Chairman.....S. W. Muldowny  
PRODUCTS: Tubes.

**Telet, Inc.**

Louisville, Ky.

Phone: MAgnolia 4980

President.....D. P. Bibb, Jr.

Sales Mgr.....E. W. Lowrie

PRODUCTS: Replacement picture tubes.

**Televideo Corp. of America**

3400 S. Main St., Los Angeles, Calif.

Phone: ADams 2-7282

President.....Jaime Balugo

PRODUCTS: CR tubes and electronic assemblies.

**Television Associates, Inc.**

E. Michigan St., Michigan City, Ind.

Phone: 7-7207

President.....W. C. Eddy

PRODUCTS: Custom built remote controlled studio lighting equipment; Microwave relay equipment; reflectors and mounting supports, parapet clamps, metal tripods. Studio Equipment: camera dollies, tripods, Hi-hats and lo-hats for camera mounting. Continuous devices and accessories for 16 mm, 8 mm film and for magnetic tape.

**Television Specialty Co., Inc.**

350 West 31st St., New York 1, N. Y.

Phone: LOngacre 4-2334

President.....K. A. Jenkins

Gen. Mgr.....Tom Haney

Sec'y Treas.....L. Jenkins

Traffic Mgr.....Carman Laurino

West Coast Representative

E. J. Baughman Co.

350 South Central, Los Angeles, Calif.

Canadian Representative

447 Jarvis St., Toronto

PRODUCTS: Profitmaker 2100 w. rear projector, rear projection screens, studio lights and lighting equipment, film production and kine-recording equipment, dollies, tripods, mike-booms, film processing machines, and television special effects. "TSC 4000" rear screen projector; "TSC 67" rear projection screen.

**Television Utilities Corp.**

1315 Jericho Turnpike

New Hyde Park, N. Y.

Phone: FLoral Park 4-0408

President.....A. E. Siegel

PRODUCTS: Designs and manufacturers of private eye monitors.

**Television Zoomar Corp.**

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

Phone: BRyant 9-5853

President.....Jack A. Pegler

PRODUCTS: TV Zoomar lenses and studio zoomar.

**Tel-Instrument Electronics Corp.**

728 Garden St., Carlstadt, N. J.

Phone: WEBster 9-9250

President.....J. Roemisch

Sales Mgr.....E. W. Brinkerhoff

PRODUCTS: Test equipment for TV.

**Tel-o-Tube Corp. of America**

180 Van Ripper Ave., E. Paterson, N. J.

Phone: FAirlawn 6-1500

President.....Samuel Kagan

Sales Mgr.....Nat Malamuth

PRODUCTS: TV tubes.

**Theatre Network Television, Inc. (TNT)**

**Telesessions, Inc.**

575 Madison Ave., N. Y. 22, N. Y.

Phone: MU 8-3220

President.....Nathan L. Halpern

Gen. Sales Mgr.....Fanshawe Lindsley

Executive Producer.....Martin H. Poll

Supervisor of Oper.....Edward F. Addiss, Jr.

Services Offered: Closed-circuit TV for business, industry, and entertainment.

**Thomas Electronics Inc.**

118 Ninth St., Passaic, N. J.

Phone: GRegory 3-404

President.....T. L. Clinton

Gen. Sales Mgr.....R. E. Burrows

**Thompson Products Inc.**

2196 Clarkwood Rd., Cleveland, Ohio

Phone: HEnderson 16765

(Electronics Division)

Manager.....J. W. Davidson

Sales Mgr.....F. J. Weilmiller

PRODUCTS: TV transmitter switches.

**Tower Construction Co.**

2700 Hawkeye Drive, Sioux City, Iowa

Phone: 5-7653

Owner.....M. M. Lasensky

6640 23rd Ave., West Hyattsville, Md.

Phone: HArrison 2-3515

General Manager.....A. C. Tilton

Sales Engineer.....Frank Little

PRODUCTS: Towers, microwave passive reflectors and tower erections.

**Trad Electronics Corp.**

1001 First Ave., Asbury Park, N. J.

Phone: PRespect 6-7447

President.....George Trad

PRODUCTS: Private label sets, commercial test equipment.

**Trav-Ler Radio Corp.**

571 W. Jackson Blvd., Chicago, Ill.

Phone: HArrison 7-9151

President.....Joe Friedman

Sales Mgr.....Tully Friedman

PRODUCTS: Radio receivers.

**Trans-Lux Corp.**

1270 6th Ave., New York, N. Y.

Phone: CIRCLE 7-4970

President.....P. E. Furber

PRODUCTS: Rear projection screens.



**Tressel Television Productions, Inc.**

111 W. Washington St., Chicago, Ill.  
 Phone: Financial 6-2976  
 President, Gen. Mgr. .... Frank Tracy  
 PRODUCTS: Manufactures Projectall remote controlled automatic slide and opaque projector.

**John D. Trilsch Inc.**

1310 McKinney Ave., Houston, Texas  
 Phone: ATwood 9351  
 President. .... John D. Trilsch  
 PRODUCTS: Towers and antennas.

**Truscon Steel Division**

Republic Steel Corp.  
 Albert St., Youngstown 1, Ohio  
 Phone: Rlverside 6-7211  
 Mgr., Sls. Tower Prod. .... G. F. Bateson  
 PRODUCTS: Radio towers for AM & FM, TV and micro wave, copper mesh ground screen.

**Tung-Sol Electric Inc.**

95 Eighth Ave., Newark 1, N. J.  
 Phone: Humboldt 2-2400  
 Chairman. .... H. W. Harper  
 President. .... Louis Rieben  
 Vice-Pres., Sales. .... G. W. Keown  
 Gen. Sales Mgr. .... J. D. Van der Veer  
 PRODUCTS: Tubes, lamps.

**Union Switch & Signal Div.**

(Westinghouse Air Brake Co.)  
 Pittsburgh, Pa.  
 Phone: PEnhurst 1-0880  
 Vice-Pres., Gen. Mgr. .... A. M. Wiggins  
 Mgr., Apparatus Sales. .... A. S. Robertson  
 PRODUCTS: Low frequency control and communication for TV tower elevators.

**United Specialties Co.**

(United Air Cleaner Div.)  
 9705 Cottage Grove Ave., Chicago, Ill.  
 Phone: REgent 4-5000  
 Sales Vice-Pres. .... J. Hamilton  
 PRODUCTS: TV shells and air cleaners.

**U. S. Recording Company**

1121 Vermont Ave., N.W. Washington 5, D. C.  
 Phone: LIncoln 3-2705  
 Sales Manager. .... Eugene Rosen  
 PRODUCTS: Manufacturers and distributors of audio, sound and hi-fidelity equipment. Manufacturer Panacoustic transcription equipment, audio consoles and custom equipment. Distribute, Magnecord, McIntosh, Presto equipment, microphones and loudspeakers. Specializing in engineering manufacturing and assembling custom equipment for radio Broadcast stations. Complete Studio and Technical plant for Sound Recording—both tape and disc. Also complete facilities to produce TV films.

**Universal Vacuum Tube Corp.**

137 Alexander St., Yonkers, N. Y.  
 Phone: 5-6435

President. .... Theodore Apstein  
 PRODUCTS: CR tubes.

**Vacuum Tube Products Co., Inc.**

506 S. Cleveland St., Oceanside, Cal.  
 Phone: SARatoga 2-6567  
 President. .... Harold Ulmer  
 PRODUCTS: Radio, tv tubes.

**Vallen Inc.**

225 Bluff St., Akron, Ohio  
 Phone: BLackstone 3-4933  
 President. .... E. J. Vallen  
 PRODUCTS: Curtain controls and tracks for TV curtain.

**Vandivere Laboratories Inc.**

3520 S. Four Mile Run Dr., Arlington, Va.  
 Phone: JACkson 7-3422  
 President. .... E. F. Vandivere  
 PRODUCTS: Equipment for automation of station programming.

**Victor Animatograph Corp.**

Davenport, Ia.  
 Phone: 3-9917  
 President. .... S. G. Rose  
 PRODUCTS: Motion picture projectors.

**Viewlex Inc.**

35-01 Queens Blvd., Long Island City, N. Y.  
 Phone: EXeter 2-0100  
 President. .... L. A. Peirez  
 PRODUCTS: Automatic projectors, slide and strip film.

**Visual Electronics Corp.**

11 W. 42nd St., N. Y. 36, N. Y.  
 Phone: LONgacre 4-0518  
 President. .... James B. Tharpe  
 PRODUCTS: National distribution of all technical supplies and accessory equipment for TV broadcast equipment. Also off the air pick up and microwave relay systems, low power installations and TV studio equipment.

**Walsco Electronics Corp.**

(Div. of TelAutograph Corp.)  
 3602 Crenshaw Blvd., Los Angeles, Cal.  
 Phone: AXminster 3-7201  
 President. .... Walter L. Schott

**Ware Coupling and Nipple Co.**

5 Milner St., Ware, Mass.  
 Phone: 905  
 President. .... D. W. Howe, Jr.  
 PRODUCTS: Conelrad alarm, remote control equipment.

**Waterman Products Co.**

2445 Emerald St., Philadelphia, Pa.  
 Phone: GARfield 6-8600  
 President. .... William Waterman  
 Sales Mgr. .... Frank Parsons  
 PRODUCTS: CR oscilloscopes.

**Westinghouse Electric Corp.**

3 Gateway Center, Box 2278, Pittsburgh 30, Pa.

Phone: COurt 1-5300

TV-Radio Div., Metuchen, N. J.

Phone: LIberty 8-5000

N. Y. Phone: WHitehall 3-4321

President.....G. A. Price

V.P. (Cons. Prods.).....J. M. McKibbin

General Mgr.....E. J. Kelly

Ass't Gen. Sls. Mgr. of M'kting,

Gen. Sls. Mgr.....D. D. Halpin

Merchandising Mgr.....M. J. Ranalli

Advert., Sls. Prom. Mgr.....R. M. Fichter

Mgr. Public Relations.....Stanley Kempner

Mgr. Engineering.....G. C. Larsen

Works Mgr.....R. A. Schieber

Mgr. Materials.....M. N. Brooks

*Offices*

684 Peachtree St., Atlanta, Ga.

Phone: EMerson 5635

Merchandise Mart, Chicago 90, Ill.

Phone: WHitehall 4-3860

1740 E. 12th St., Cleveland 14, Ohio

Phone: TOwer 1-7100

600 St. Paul St., Los Angeles 17, Calif.

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

Phone: MUrray Hill 6-5258

411 N. Seventh St., St. Louis 1, Mo.

PRODUCTS: TV and Radio (AM-FM receivers).

**Weston Electrical Instrument Corp.**

614 Frelinghuysen Avenue, Newark 5, N. J.

Phone: Blgelow 3-4700

Gen. Sls. Mgr.....H. M. Ricks

*Branch Office*

205 W. Wacker Dr., Chicago 6, Ill.

Phone: FR 2-4656

Sales.....C. G. Miller

50 Church St., New York 7, N. Y.

Phone: WOrrh 4-3510

Sales.....W. J. Hemley

6230 Third St., N.W. Washington, D. C.

Phone: Tuckerman 2-2414

Sales.....L. F. Parachini

PRODUCTS: Electrical Indicating Instruments, Sensitive Relays and Associated Devices, Service and Tube Testing Equipment, Electrical Speed and Temperature Indicating Equipment, Photoelectric Devices and Photographic Exposure Meters, Weston Industrial and Laboratory Thermometers, Weston Aircraft Instruments.

**Wheeler Laboratories, Inc.**

122 Cutter Mill Rd., Great Neck, N. Y.

Phone: HUnter 2-7876

President.....Harold A. Wheeler  
Chief Eng.....David Dettinger

PRODUCTS: Consulting services and laboratory facilities for electronic research, design, and development,—microwave equipment and components on special order.

**Wickes Engineering & Construction Co.**

12th St. & Ferry Ave., Camden, N. J.

Phone: WOODlawn 4-4912

President.....H. C. Wickes

PRODUCTS: TV test equipment.

**Wilcox-Gay Corp.**

Charlotte, Mich.

Phone: 485

Chairman, Pres.....Leonard Ashbach

Sales Mgr.....W. E. McConnell

**Wincharger Corp.**

E. 7th St., Sioux City, Ia.

Phone: 2-1844

Vice-Pres., Gen. Mgr.....R. F. Weinig  
Mgr., Antenna Dept.....V. V. Holmes

PRODUCTS: Tower manufacturers and erectors.

**Wind Turbine Co.**

E. Market St., West Chester, Pa.

Phone: 3110

President.....R. W. Weeks

PRODUCTS: Erect towers.

**Zane Construction Co., Inc.**

18 Northfield Ave., West Orange, N. J.

Phone: ORange 3-2576

President.....H. Bernard Zane

PRODUCTS: Tower erection and maintenance.

**Zenith Radio Corp.**

6001 W. Dickens Ave., Chicago 39, Ill.

Phone: BERKshire 7-7500

N. Y. Phone: LOngacre 4-6600

Pres. and Gen. Mgr.....E. F. McDonald, Jr.

Exec. V-P.....Hugh Robertson

V-P and Dir. of Sales.....Leonard C. Truesdell

V-P in Chg. of Eng.....G. E. Gustafson

V-P in Chg. of Prod.....Donald MacGregor

V-P Advertising.....Erik Isgrig

V-P & Gen. Counsel.....J. S. Wright

V-P Distribution.....N. C. Owen

V-P and Treas.....S. Kaplan

V-P in Chg. of Purchases.....J. E. Anderson

V-P in Chg. of Res.....Dr. Alexander Ellett

V-P & Dir. of Sls.....Leonard C. Truesdell

Secty. and Asst. V-P.....Carl E. Hassel

Asst. V-P.....J. E. Brown

Asst. Treas and Asst. Secty.....J. Kuhajek

Asst. Secty.....H. M. Chesser

Indust. Rel. Dir.....J. M. Ferren

Public Relations Director.....Ted Leitzell

PRODUCTS: RADIOS—Table: AM, FM, AM-FM; Console: AM, AM-FM; Radiophonograph combination: AM, AM-FM table, AM-FM table, AM-FM console; Portables: Battery only, and battery AC-DC. TV: Table and console without radio, also AM-FM radio-phonograph combination; HI-FI record players; hearing aids.

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# THE TELEVISION CODE OF THE NARTB

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## PREAMBLE

**T**ELEVISION is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host.

**T**HE REVENUES from advertising support the free, competitive American system of telecasting, and make available to the eyes and ears of the American people the finest programs of information, education, culture and entertainment. By law the television broadcaster is responsible for the programming of his station. He, however, is obligated to bring his positive responsibility for excellence and good taste in programming to bear upon all who have a hand in the production of programs, including networks, sponsors, producers of film and of live programs, advertising agencies, and talent agencies.

**T**HE AMERICAN businesses which utilize television for conveying their advertising messages to the home by pictures with sound, seen free-of-charge on the home screen, are reminded that their responsibilities are not limited to the sale of goods and the creation of a favorable attitude toward the sponsor by the presentation of entertainment. They include, as well, responsibility for utilizing television to bring the best programs, regardless of kind, into American homes.

**T**ELEVISION, and all who participate in it are jointly accountable to the American public for respect for the special needs of children, for community responsibility, for advancement of education and culture, for the acceptability of the program materials chosen, for decency and decorum in production, and for propriety in advertising. This responsibility cannot be discharged by any given group of programs, but can be discharged only through the highest standards of respect for the American home, applied to every moment of every program presented by television.

**I**N ORDER that television programming may best serve the public interest, viewers should be encouraged to make their criticisms and positive suggestions known to the television broadcasters. Parents in particular should be urged to see to it that out of the richness of television fare, the best programs are brought to the attention of their children.

### ADVANCEMENT OF EDUCATION AND CULTURE

1. Commercial television provides a valuable means of augmenting the educational and cultural influences of schools, institutions of higher learning, the home, the church, museums, foundations, and other institutions devoted to education and culture.

2. It is the responsibility of a television broadcaster to call upon such institutions for counsel and co-operation and to work with them on the best methods of presenting educational and cultural materials by television. It is further the responsibility of stations, networks, advertising agencies and sponsors consciously to seek opportunities for introducing into telecasts factual materials which will aid in the enlightenment of the American public.

3. Education via television may be taken to mean that process by which the individual is brought toward informed adjustment to his society. Television is also responsible for the presentation of overtly instructional and cultural programs, scheduled so as to reach the viewers who are naturally drawn to such programs, and produced so as to attract the largest possible audience.

4. In furthering this realization, the television broadcaster:

a) Should be thoroughly conversant with the educational and cultural needs and desires of the community served.

b) Should affirmatively seek out responsible and accountable educational and cultural institutions of the community with a view toward providing opportunities for the instruction and enlightenment of the viewers.

c) Should provide for reasonable experimentation in the development of programs specifically directed to the advancement of the community's culture and education.

### ACCEPTABILITY OF PROGRAM MATERIAL

Program material should enlarge the horizons of the viewer, provide him with wholesome entertainment, afford helpful stimulation, and remind him of the responsibilities which the citizen has toward his society. Furthermore:

a) (i) Profanity, obscenity, smut and vulgarity are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.

(ii) Words (especially slang) derisive of any race, color, creed, nationality or national derivation, except wherein such usage would be for the specific purpose of effective dramatization such as combatting prejudice, are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.

(iii) The Television Code Review board shall maintain and issue to subscribers, from time to time, a continuing list of specific words and phrases, which should not be used in keeping with this subsection. This list, however, shall not be considered as all-inclusive.

b) (i) Attacks on religion and religious faiths are not allowed.

(ii) Reverence is to mark any mention of the name of God, His attributes and powers.

(iii) When religious rites are included in other than religious programs, the rites are accurately presented, and the ministers, priests and rabbis portrayed in their callings are vested with the dignity of their office and under no circumstances are to be held up to ridicule.

c) (i) Contests may not constitute a lottery.

(ii) Any telecasting designed to “buy” the television audience by requiring it to listen and/or view in hope of reward, rather than for the quality of the program, should be avoided.

d) Respect is maintained for the sanctity of marriage and the value of the home. Divorce is not treated casually nor justified as a solution for marital problems.

e) Illicit sex relations are not treated as commendable.

f) Sex crimes and abnormalities are generally unacceptable as program material.

g) Drunkenness and narcotic addiction are never presented as desirable or prevalent.

h) The administration of illegal drugs will not be displayed.

i) The use of liquor in program content shall be de-emphasized. The consumption of liquor in American life, when not required by the plot or for proper characterization, shall not be shown.

j) The use of gambling devices or scenes necessary to the development of plot or as appropriate background is acceptable only when presented with discretion and in moderation, and in a manner which would not excite interest in, or foster, betting nor be instructional in nature. Telecasts of actual sport programs at which on-the-scene betting is permitted by law should be presented in a manner in keeping with Federal, state and local laws, and should concentrate on the subject as a public sporting event.

k) In reference to physical or mental afflictions and deformities, special precautions must be taken to avoid ridiculing sufferers from similar ailments and offending them or members of their families.

l) Exhibitions of fortune-telling, astrology, phrenology, palm-reading, and numerology are acceptable only when required by a plot or the theme of a program, and then the presentation should be developed in a manner designed not to foster superstition or excite interest or belief in these subjects.

m) Television drama shall not simulate news or special events in such a way as to mislead or alarm. Reference is made to the section of the Code on News.

n) Legal, medical and other professional advice, diagnosis and treatment will be permitted only in conformity with law and recognized ethical and professional standards.

o) The presentation of cruelty, greed and selfishness as worthy motivations is to be avoided.

p) Excessive or unfair exploitation of others or of their physical or mental afflictions shall not be presented as praiseworthy.

q) Criminality shall be presented as undesirable and unsympathetic. The condoning of crime and the treatment of the commission of crime in a frivolous, cynical or callous manner is unacceptable.

r) The presentation of techniques of crime in such detail as to invite imitation shall be avoided.

s) The use of horror for its own sake will be eliminated; the use of visual or aural effects which would shock or alarm the viewer, and the detailed presentation of brutality or physical agony by sight or by sound are not permissible.

t) Law enforcement shall be upheld, and the officers of the law are to be portrayed with respect and dignity.

u) The presentation of murder or revenge as a motive for murder shall not be presented as justifiable.

v) Suicide as an acceptable solution for human problems is prohibited.

w) The exposition of sex crimes will be avoided.

x) The appearance or dramatization of persons featured in actual crime news will be permitted only in such light as to aid law enforcement or to report the news event.

y) The use of animals, both in the production of television programs and as a part of television program content, shall, at all times, be in conformity with accepted standards of humane treatment.

### RESPONSIBILITY TOWARD CHILDREN

1. The education of children involves giving them a sense of the world at large. Crime, violence and sex are a part of the world they will be called upon to meet, and a certain amount of proper presentation of such is helpful in orienting the child to his social surroundings. However, violence and illicit sex shall not be presented in an attractive manner, nor to an extent such as will lead a child to believe that they play a greater part in life than they do. They should not be presented without indications of the resultant retribution and punishment.

2. It is not enough that only those programs which are intended for viewing by children shall be suitable to the young and immature. (Attention is called to the general items listed under "Acceptability of Program Materials.") Television is responsible for insuring that programs of all sorts which occur during the times of day when children may normally be expected to have the opportunity of viewing television shall exercise care in the following regards:

a) In affording opportunities for cultural growth as well as for wholesome entertainment.

b) In developing programs to foster and promote the commonly accepted moral, social and ethical ideals characteristic of American life.

c) In reflecting respect for parents, for honorable behavior, and for the constituted authorities of the American community.

d) In eliminating reference to kidnapping of children or threats of kidnapping.

e) In avoiding material which is excessively violent or would create morbid suspense, or other undesirable reactions in children.

f) In exercising particular restraint and care in crime or mystery episodes involving children or minors.

### DECENCY AND DECORUM IN PRODUCTION

1. The costuming of all performers shall be within the bounds of



propriety, and shall avoid such exposure or such emphasis on anatomical detail as would embarrass or offend home viewers.

2. The movements of dancers, actors, or other performers shall be kept within the bounds of decency, and lewdness and impropriety shall not be suggested in the positions assumed by performers.

3. Camera angles shall avoid such views of performers as to emphasize anatomical details indecently.

4. Racial or nationality types shall not be shown in television in such a manner as to ridicule the race or nationality.

5. The use of locations closely associated with sexual life or with sexual sin must be governed by good taste and delicacy.

### COMMUNITY RESPONSIBILITY

A television broadcaster and his staff occupy a position of responsibility in the community and should conscientiously endeavor to be acquainted fully with its needs and characteristics in order better to serve the welfare of its citizens.

### TREATMENT OF NEWS AND PUBLIC EVENTS

#### News

1. A television station's news schedule should be adequate and well-balanced.

2. News reporting should be factual, fair and without bias.

3. Commentary and analysis should be clearly identified as such.

4. Good taste should prevail in the selection handling of news:

Morbid, sensational or alarming details not essential to the factual report, especially in connection with stories of crime or sex, should be avoided. News should be telecast in such a manner as to avoid panic and unnecessary alarm.

5. At all times, pictorial and verbal material for both news and comment should conform to other sections of these standards, wherever such sections are reasonably applicable.

6. Pictorial material should be chosen with care and not presented in a misleading manner.

7. A television broadcaster should exercise due care in his supervision of content format, and presentation of newscasts originated by his station; and in his selection of newscasters, commentators, and analysts.

8. A television broadcaster should exercise particular discrimination in the acceptance, placement and presentation of advertising in news programs so that such advertising should be clearly distinguishable from the news content.

9. A television broadcaster should not present fictional events or other non-news material as authentic news telecasts or announcements, nor should he permit dramatizations in any program which would give the false impression that the dramatized material constitutes news. Expletives, (presented aurally or pictorially) such as "flash" or "bulletin" and statements such as "we interrupt this program to bring you . . ." should be reserved specifically for news room use. However, a television broadcaster may properly exercise discretion in the use in non-news programs of words

or phrases which do not necessarily imply that the material following is a news release.

### Public Events

1. A television broadcaster has an affirmative responsibility at all times to be informed of public events, and to provide coverage consonant with the ends of an informed and enlightened citizenry.

2. Because of the nature of events open to public, the treatment of such events by a television broadcaster should be effected in a manner to provide for adequate and informed coverage as well as good taste in presentation.

### Controversial Public Issues

1. Television provides a valuable forum for the expression of responsible views on public issues of a controversial nature. In keeping therewith the television broadcaster should seek out and develop with accountable individuals, groups and organizations, programs relating to controversial public issues of import to its fellow citizens; and to give fair representation to opposing sides of issues which materially affect the life or welfare of a substantial segment of the public.

2. The provision of time for this purpose should be guided by the following principles:

a) Requests by individuals, groups or organizations for time to discuss their views on controversial public issues, should be considered on the basis of their individual merits, and in the light of the contribution which the use requested would make to the public interest, and to a well-balanced program structure.

b) Programs devoted to the discussion of controversial public issues should be identified as such, and should not be presented in a manner which would mislead listeners or viewers to believe that the program is of entertainment, news or any other character.

### Political Telecasts

Political telecasts should be clearly identified as such, and should not be presented by a television broadcaster in a manner which would mislead listeners or views to believe that the program is of any other character.

### Religious Programs

1. It is the responsibility of a television broadcaster to make available to the community, as part of a well-balanced program schedule, adequate opportunity for religious presentations.

2. The following principles should be followed in the treatment of such programs:

a) Telecasting which reaches men of all creeds simultaneously should avoid attacks upon religion.

b) Religious programs should be presented respectfully and accurately and without prejudice or ridicule.

c) Religious programs should be presented by responsible individuals, groups, and organizations.

d) Religious programs should place emphasis on broad religious

truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

3. In the allocation of time for telecasts of religious programs it is recommended that the television station use its best efforts to apportion such time fairly among the representative faith groups of its community.

### PRESENTATION OF ADVERTISING

1. Ever mindful of the role of television as a guest in the home, a television broadcaster should exercise unceasing care to supervise the form in which advertising material is presented over his facilities. Since television is a developing medium, involving methods and techniques distinct from those of radio, it may be desirable, from time to time, to review and revise the presently suggested practices.

(a) Advertising messages should be presented with courtesy and good taste; disturbing or annoying material should be avoided; every effort should be made to keep the advertising message in harmony with the content and general tone of the program in which it appears.

b) A sponsor's advertising messages should be confined within the framework of the sponsor's program structure. A television broadcaster should avoid the use of commercial announcements which are divorced from the program either by preceding the introduction of the program (as in the case of so-called "cow-catcher" announcements) or by following the apparent sign-off of the program (as in the case of so-called "trailer" announcements). To this end, the program itself should be announced and clearly identified BOTH AUDIO AND VIDEO before the sponsor's advertising material is first used, and should be signed off BOTH AUDIO AND VIDEO after the sponsor's advertising material is last used.

c) Advertising copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.

d) Since advertising by television is a dynamic technique, a television broadcaster should keep under surveillance new advertising devices so that the spirit and purpose of these standards are fulfilled.

e) Television broadcasters should exercise the utmost care and discrimination with regard to advertising material, including content, placement and presentation, near or adjacent to programs designed for children. No considerations of expediency should be permitted to impinge upon the vital responsibility towards children and adolescents, which is inherent in television, and which must be recognized and accepted by all advertisers employing television.

f) Television advertisers should be encouraged to devote portions of their allotted advertising messages and program time to the support of worthy causes in the public interest in keeping with the highest ideals of the free competitive system.

g) A charge for television time to churches and religious bodies is not recommended.

### ACCEPTABILITY OF ADVERTISERS AND PRODUCTS

#### General

1. A commercial television broadcaster makes his facilities available

for the advertising of products and services and accepts commercial presentations for such advertising. However, a television broadcaster should, in recognition of his responsibility to the public, refuse the facilities of his station to an advertiser where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertiser with the spirit and purpose of all applicable legal requirements. Moreover, in consideration of the laws and customs of the communities served, each television broadcaster should refuse his facilities to the advertisement of products and services, or the use of advertising scripts, which the station has good reason to believe would be objectionable to a substantial and responsible segment of the community. The foregoing principles should be applied with judgment and flexibility, taking into consideration the characteristics of the medium and the form and content of the particular presentation. In general, because television broadcast is designed for the home and the family, including children, the following principles should govern the business classifications listed below:

- a) The advertising of hard liquor should not be accepted.
  - b) The advertising of beer and wines is acceptable only when presented in the best of good taste and discretion, and is acceptable subject to federal and local laws.
  - c) Advertising by institutions or enterprises which in their offers of instruction imply promises of employment or make exaggerated claims for the opportunities awaiting those who enroll for courses is generally unacceptable.
  - d) The advertising of firearms and fireworks is acceptable only subject to federal and local laws.
  - e) The advertising of fortune-telling, occultism, spiritualism, astrology, phrenology, palm-reading, numerology, mind-reading or character-reading is not acceptable.
  - f) Because all products of a personal nature create special problems, such products, when accepted, should be treated with especial emphasis on ethics and the canons of good taste; however, the advertising of intimately personal products which are generally regarded as unsuitable conversational topics in mixed social groups is not acceptable.
  - g) The advertising of tip sheets, race track publications, or organizations seeking to advertise for the purpose of giving odds or promoting betting or lotteries is not acceptable.
2. Diligence should be exercised to the end that advertising copy accepted for telecasting complies with pertinent federal, state and local laws.
3. An advertiser who markets more than one product should not be permitted to use advertising copy devoted to an acceptable product for purposes of publicizing the brand name or other identification of a product which is not acceptable.

### ADVERTISING OF MEDICAL PRODUCTS

1. The advertising of medical products presents considerations of intimate and far-reaching importance to the consumer, and the following principles and procedures should apply in the advertising thereof.

a) A television broadcaster should not accept advertising material which in his opinion offensively describes or dramatizes distress or morbid situations involving ailments, by spoken word, sound or visual effects.

b) Because of the personal nature of the advertising of medical products, claims that a product will effect a cure and the indiscriminate use of such words as "safe", "without risk", "harmless", or terms of similar meaning should not be accepted in the advertising of medical products on television stations.

### Contests

1. Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than chance.

2. All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced and/or shown or easily accessible to the viewing public, and the winners' names should be released and prizes awarded as soon as possible after the close of the contest.

3. When advertising is accepted which requests contestants to submit items of product identification or other evidence of purchase of product, reasonable facsimiles thereof should be made acceptable.

4. All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor's product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided. (see Time Standards for Advertising Copy.)

### Premiums and Offers

1. Full details of proposed offers should be required by the television broadcaster for investigation and approval before the first announcement of the offer is made to the public.

2. A final date for the termination of an offer should be announced as far in advance as possible.

3. Before accepting for telecast offers involving a monetary consideration, a television broadcaster should satisfy himself as to the integrity of the advertiser and the advertiser's willingness to honor complaints indicating dissatisfaction with the premium by returning the monetary consideration.

4. There should be no misleading descriptions or visual representations of any premiums or gifts which would distort or enlarge their value in the minds of the listeners.

5. Assurances should be obtained from the advertiser that premiums offered are not harmful to person or property.

6. Premiums should not be approved which appeal to superstition on the basis of "luck-bearing" powers or otherwise.

### Time Standards for Advertising Copy

1. In accordance with good telecast advertising practices, the time standards for advertising copy are as follows:

Length of Program (minutes)	Length of Advertising Message (minutes and seconds)		
	News Programs	All Other Programs	
	Day and Night	Class "A" Time	All Other Hrs.
5	1:00	1:00	1:15
10	1:45	2:00	2:10
15	2:15	2:30	3:00
25		2:50	4:00
30		3:00	4:15
45		4:30	5:45
60		6:00	7:00

2. Reasonable and limited identification of prize and statement of the donor's name within formats wherein the presentation of contest awards or prizes is a necessary and integral part of program content shall not be included as commercial time within the meaning of paragraph 1. above; however, any oral or visual presentation concerning the product or its donor, over and beyond such identification and statement, shall be included as commercial time within the meaning of paragraph 1. above.

3. The time standards set forth above do not affect the established practice of reserving for station use the last 30 seconds of each program for station break and spot announcements.

4. Announcement programs are designed to accommodate a designated number of individual live or recorded announcements, generally one minute in length, which are carried within the body of the program and are available for sale to individual advertisers. Normally not more than 3 one-minute announcements (which should not exceed approximately 125 words if presented live) should be scheduled within a 15-minute period and not more than six such announcements should be scheduled within a 30-minute period in local announcement programs; however, fewer announcements of greater individual length may be scheduled, provided that the aggregate length of the announcements approximates three minutes in a 15-minute program or six minutes in a 30-minute program. In announcement programs other than 15 minutes or 30 minutes in length, the proportion of one minute of announcement within every five minutes of programming is normally applied. The announcements must be presented within the framework of the program period designated for their use and kept in harmony with the content of the program in which they are placed.

5. Programs presenting women's services, features, shopping guides, market information, and similar material, provide a special service to the listening and viewing public in which advertising material is an informative and integral part of the program content. Because of these special characteristics the time standards set forth above may be waived to a reasonable extent.

6. Even though the commercial time limitations of the Code do not specifically prohibit back-to-back announcements, such a practice is not recommended for more than two announcements, either at station break or within the framework of a single program.

7. Any casual reference BY TALENT in a program to another's product or service under any trade name or language sufficiently descriptive to identify it should, except for normal guest identifications, be condemned and discouraged.



8. Stationary backdrops or properties in television presentations showing the sponsor's name or product, the name of his product, his trade mark or slogan may be used only incidentally. They should not obtrude on program interest or entertainment. "On Camera" shots of such materials should be fleeting, not too frequent, and mindful of the need of maintaining a proper program balance.

### **Dramatized Appeals and Advertising**

Appeals to help fictitious characters in television programs by purchasing the advertiser's product or service or sending for a premium should not be permitted, and such fictitious characters should not be introduced into the advertising message for such purposes. When dramatized advertising material involves statements by doctors, dentists, nurses or other professional people, the material should be presented by members of such profession reciting actual experience or it should be made apparent from the presentation itself that the portrayal is dramatized.

### **Sponsor Identification**

Identification of sponsorship must be made in all sponsored programs in accordance with the requirements of the Communications Act of 1934, as amended, and the Rules and Regulations of the Federal Communications Commission.

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## **REGULATIONS AND PROCEDURES**

The following REGULATIONS AND PROCEDURES shall obtain as an integral part of the Television Code of the National Association of Radio and Television Broadcasters:

### **I**

#### **Name**

The Name of this Code shall be the Television Code of the National Association of Radio and Television Broadcasters.\*

### **II**

#### **Purpose of the Code**

The purpose of this Code is cooperatively to maintain a level of television programming which gives full consideration to the educational, informational, cultural, economic, moral and entertainment needs of the American public to the end that more and more people will be better served.

### **III**

#### **Subscribers**

##### **Section 1. Eligibility**

Any individual, firm or corporation which is engaged in the operation of a television broadcast station or network, or which holds a construction permit for a television broadcast station within the United States or its

\* "Television Board. The Television Board is hereby authorized:—(4) to enact, amend and promulgate standards of practice or codes for its Television members, and to establish such methods to secure observance thereof as it may deem advisable; —". *By-Laws of The National Association of Radio and Television Broadcasters, Article VII Section 2, B. (4).*

dependencies, shall, subject to the approval of the Television Board of Directors as hereinafter provided, be eligible to subscribe to the Television Code of the NARTB to the extent of one subscription for each such station and/or network which it operates or for which it holds a construction permit; provided, that a non television-member of NARTB shall not become eligible via code subscription to receive any of the member services or to exercise any of the voting privileges of a member.

### Section 2. Certification of Subscription

Upon subscribing to the Code, subject to the approval of the Television Board of Directors, there shall be granted forthwith to each such subscribing station authority to use the "NARTB Television Seal of Good Practice", a copyrighted and registered seal to be provided in the form of a certificate, a slide and/or film, signifying that the recipient thereof is a subscriber in good standing to the Television Code of NARTB. The seal and its significance shall be appropriately publicized by the NARTB.

### Section 3. Duration of Subscription

Subscription shall continue in full force and effect until thirty days after the first of the month following receipt of notice of written resignation. Subscription to the Code shall be effective from the date of application subject to the approval of the Television Board of Directors; provided, that the subscription of a television station going on the air for the first time shall, for the first six months of such subscription, be probationary, during which time its subscription can be summarily revoked by an affirmative two-thirds vote of the Television Board of Directors without the usual processes specified below.

### Section 4. Suspension of Subscription

Any subscription, and/or the authority to utilize and show the above-noted seal, may be voided, revoked or temporarily suspended for television programming, including commercial copy, which by theme, treatment or incident, in the judgment of the Television Board constitutes a continuing, willful or gross violation of any of the provisions of the Television Code, by an affirmative two-thirds vote of the Television Board of Directors at a regular or special meeting; provided, however, that the following conditions precedent shall apply: (1) The subscriber shall be advised in writing by Registered Mail of the charges preferred; (2) Such subscriber shall have a right to a hearing and may exercise same by filing an answer within 10 days of the date of such notification; (3) Failure to request a hearing shall be deemed a waiver of the subscriber's right thereto; (4) If hearing is requested by the subscriber, it shall be designated as promptly as possible and at such time and place as the Television Board may specify. Oral and written evidence may be introduced by the subscriber and by the Television Code Review Board (hereinafter provided for). Oral argument may be had at the hearing and written memoranda or briefs may be submitted by the subscriber and by the Television Code Review Board. The Television Board of Directors may admit such evidence as it deems relevant, material, and competent and may determine the nature and length of the oral argument and the written argument or briefs to be submitted. The Television Board of Directors shall decide the case as expeditiously as possible and shall notify the subscriber and the Television Code Review Board in writing of the decision.

## Section 5. Additional Procedures

The Television Board of Directors shall, from time to time, establish such additional rules of procedure as, in its opinion, may be necessary for the proper administration of the Code; provided, that special considerations shall be given to the procedures for receipt and processing of complaints and to necessary rules to be adopted from time to time, taking into account the source and nature of such complaints; such rules to include precautionary measures such as the posting of bonds to cover costs and expenses of processing same; and further provided, that the Board of Directors shall take the steps necessary to insure the confidential status of any proceedings before it.

## Section 6. Amendment and Review

Because of the new and dynamic aspects inherent in television broadcast, the Television Code, as a living, flexible and continuing document, may be amended from time to time by the Television Board of Directors; provided that said Board is specifically charged with review and reconsideration of the entire Code, its appendices and procedures, at least once each year.

## Section 7. Termination of Contracts

All subscribers on the air at the time of subscription to the Code shall be permitted that period prior to and including the earliest legal cancellation date to terminate any contracts, then outstanding, calling for program presentations which would not be in conformity with the Television Code, provided, however, that in no event shall such period be longer than fifty-two weeks.

## IV

### Rates

Each subscriber shall pay 'administrative' rates in accordance with such schedule at such time, and under such conditions as may be determined from time to time by the Television Board (see Article VII Section 2.B (3) and (4), *By-Laws of the NARTB*); provided, that appropriate credit shall be afforded to a television member of the NARTB against the regular dues which he or it pays to NARTB-TV.

## V

### The Television Code Review Board

#### \* Section 1. Composition

The Television Board of Directors shall establish a continuing committee entitled the Television Code Review Board, upon the promulgation of the television code. The Review Board shall be composed of five members, all of whom shall be from the Television membership of NARTB. Members of the Television Board of Directors shall not be eligible to serve on the above specified Review Board. Members of the Review Board shall be appointed by the President of the NARTB, subject to confirmation by the Television Board of Directors. Due consideration shall be given, in making such appointments, to factors of diversification of geographical location, company representation and network affiliation. Those members appointed, following promulgation of the Code, shall serve until immediately following

\* Amended February 4, 1953.

the annual NARTB Convention of 1953. Immediately following the end of the meeting in 1953 there shall be appointed three members who shall serve for two years and two members who shall serve for one year starting at the time of appointment.

Starting in 1954 and every even numbered year thereafter, two members shall be appointed for two-year terms; and then in every odd numbered year thereafter, three two-year members shall be appointed.

### Limitation of Service

A person shall not serve consecutively as a member of the Review Board for more than two two-year terms or for more than four years consecutively, after April 30, 1953.

#### Section 2. Quorum

A majority of the membership of the Television Code Review Board shall constitute a quorum for all purposes unless herein otherwise provided.

#### Section 3. Authority and Responsibilities

The Television Code Review Board is authorized and directed:

(1) To maintain a continuing review of all television programming, especially that of subscribers to the television code of the NARTB; (2) to receive, screen and clear complaints concerning television programming; (3) to define and interpret words and phrases in the Television Code; (4) to develop and maintain appropriate liaison with government agencies and with responsible and accountable organizations and institutions; (5) to inform, expeditiously and properly, a subscriber to the Television Code of complaints or commendations, as well as to advise all subscribers concerning the attitude and desires program-wise of accountable organizations and institutions, and of the American public in general; (6) to review and monitor, if necessary, any certain series of programs, daily programming, or any other program presentations of a subscriber, as well as to request recordings, aural or kinescope, or script and copy, with regard to any certain program presented by a subscriber; (7) to reach conclusions, and to make recommendations or prefer charges to the Television Board of Directors concerning violations and breaches of the Television Code by a subscriber; (8) to recommend to the Television Board of Directors, amendments to the Television Code.

#### A. Delegation of Powers and Responsibilities

The Television Code Review Board may delegate, from time to time, such of its above-specified responsibilities, as it may deem necessary and desirable, to a Staff Group of the NARTB-TV.

#### B. Meetings

The Television Code Review Board shall meet regularly once each quarter of the calendar year on a date to be determined by the Chairman. The chairman of the Review Board may at any time on at least five days' written notice call a special meeting of the Board.

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Covering the Field of Radio—Television—FM  
TRADE — FAN — TECHNICAL — GENERAL



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# **Programs AM 1955**

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**ADVERTISING AGENCIES**

**NETWORKS**

**PRODUCTS**

**SPONSORS**

**TITLES**

# COMMERCIAL AM PROGRAMS OF 1955

(NETWORK)

The following pages contain a complete alphabetical listing of program titles of the four national radio networks' commercial programs heard during the 12-month period ending Dec. 31, 1955. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, MBS, and NBC. Programs are all of 13-week duration or longer.

## A

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Adventures of Rin-Tin-Tin	National Biscuit Co. (Nabisco)	MBS	Kenyon & Eckhardt
Amos 'n' Andy	American Home Products (Chef-Boy-Ar-Dee) Anahist Co., Inc. (Cold Tablets) CBS Columbia, Inc. (Radios, TV Sets) Dromedary Co. (Cake, Muffin Mixes) General Motors Corp. (Automobiles) General Paint Corp. (Paint) Lettuce, Inc. (Lettuce) Rexall Drug Co. (Drug Products)	CBS	Young & Rubicam Ted Bates & Co. Ted Bates & Co.  Kudner Agency Abbott Kimball Co. of Calif. J. Cohan Advt. B B D & O
Amos 'n' Andy Music Hall	American Motors Corp. (Automobiles) Brown & Williamson Tobacco Corp. (Kool Cigarettes) Carter Products, Inc. (Arrid) CBS Columbia (Radio, Phonographs) "42" Products Inc. (Hair Oil) Murine Co. (Eye Wash) Seaboard Finance Co. (Financial Service)	CBS	Geyer Advt. Agy. Ted Bates & Co. Ted Bates & Co. Ted Bates & Co. Adcoa Agency B B D & O Frank Bull Co.
Answer Man	Webster's Unified, Inc. (Dictionaries)	CBS	Thwing & Altman
Arrivals & Departures	General Motors Corp. (Buicks)	ABC	Kudner Agency
Aunt Jenny	Lever Bros. Co. (Detergents)	CBS	Foote, Cone & Belding
Aunt Mary	BuTay Products (Water Softener) General Foods Corp. (Cake Mix)	CBS	Dan B. Miner Co. Young & Rubicam

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Hazel Bishop Inc. (Lipstick)		Raymond Spector
	Hill Bros. Coffee Co. (Coffee)		N. W. Ayer & Son
Autry, Gene, Show	William Wrigley, Jr., Co. (Gum)	CBS	Ruthrauff & Ryan
<b>B</b>			
Babbitt, Harry, Show	Bristol-Myers Co. (Vitalis)	CBS	Doherty, Clifford, Steers, Shenfield
	Liggett & Myers (Chesterfields)		Cunningham & Walsh
	Mary Ellen Jams & Jellies (Jams & Jellies)		Ralph Jewell Agy.
	Wheatena Corp. (Cereal)		Brisacher, Wheeler & Staff, Inc.
	White King Soap Co. (Sierra Pine)		Raymond Morgan Adv. Co.
Backstage Wife	General Foods Corp. (Swans Down)	CBS	Young & Rubicam
	General Products Corp. (Circus Toys)		Dean Simmons Advt. Agy.
	Procter & Gamble (Detergents)		Young & Rubicam
Back to God	Christian Reformed Church (Institutional)	MBS	Gienn-Jordan-Stoetzel Inc.
Banghart, Kenneth, News	Brown & Williamson Tobacco (Kools)	NBC	Ted Bates
Bekins Hollywood Music Hall	Bekins Van & Storage Co. (Storage & Moving)	CBS	Brooks Advt.
Belmont Stakes	Gillette Co. (Shaving Items)	CBS	Maxon Inc.
Benny, Jack, Show	American Tobacco Co. (Cigarettes)	CBS	B B D & O
Bergen, Edgar, Show	American Home Foods Div. (Pie Mix)	CBS	Young & Rubicam
	Lettuce, Inc. (C-7 Lettuce)		John Cohan Advt.
	Philip Morris & Co. (Cigarettes)		Biow-Beirn-Toigo
Big Story	American Tobacco Co. (Cigarettes)	NBC	Sullivan, Stauffer, Colwell & Bayles
Blue Ribbon Bouts	Pabst Brewing Co. (Beer, Ale)	ABC	Warwick & Legler
Boxing Bouts	Gillette Safety Razor Co. (Shaving Products)	NBC	Maxon Inc.
Boys Town Choir	Stanley Home Products Inc. (Brushes, Grooming Aids)	ABC	Charles M. Hoyt
Break the Bank	Miles Laboratories Inc. (Alka-Seltzer)	NBC	Geoffrey Wade Advt.
Breakfast Club	Beltone Hearing Aids (Hearing Aids)	ABC	Olian & Bronner
	Bristol-Myers Co. (Mum, Bufferin)		Mum: Doherty, Clifford Steers, Shenfield Bufferin: Young & Rubicam

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	Drackett Co. (Drano, Windex)		Young & Rubicam
	Mutual Benefit Health & Accident Assoc.		Bozell & Jacobs
	Olson Rug Co. (Rugs)		Presba, Felers, & Presba
	Philco Corp. (Air Conditioners, Home Freezing Units)		Hutchins Adv. Co.
	Quaker Oats Co. (Flours, Cereals)		J. Walter Thompson
	Realemon-Puritan Co. (Fruit Concentrates)		Rutledge & Lilienfield
	Rockwood & Co. (Chocolate)		Paris & Peart
	Sandura Co. (Wall and Floor Coverings)		Grey Advt. Co.
	Swift & Co. (Food Products)		J. Walter Thompson
Breakfast Club Review	Ball Brothers Co. (Fruit Jars, etc.)	ABC	Applegate Advt. Agy.
Brighter Day	Hazel Bishop Inc. (Cosmetics)	CBS	Raymond Spector Inc.
	General Foods Corp. (Cake Mix)		Young & Rubicam
	General Products Corp. (Circus Toys)		Dean Simmons Advt.
	Procter & Gamble Co. (Blue Cheer)		Young & Rubicam
Brown, Cecil	Cook Chemical Co. (Insecticides)	MBS	Henri Hurst & McDonald
Burgie Music Box	San Francisco Brewing Co. (Beer)	ABC	B B D & O

## C

Camel Scoreboard	R. J. Reynolds Tobacco (Carnels)	MBS	William Esty Co.
Canham, Edward D.	Christian Science Monitor (Institutional)	ABC	Walton Butterfield Advt
Carson, Jack, Show	General Motors Corp. (Automobiles)	CBS	Kudner Agency
CBS Newsroom—Sunday Desk	Carnation Co. (Evaporated Milk)	CBS	Erwin, Wasey & Co.
	Langendorf United Bakeries (Bread)		Biow, Beirn, Toigo
Changing Times	Kiplinger Washington Agency (Magazine)	ABC-CBS	Albert Frank-Guenther Law
Choraliers	Longines-Wittnauer Watch Co.	CBS	Victor A. Bennett
Christian Science Monitor Views the News	Christian Science Monitor (Newspaper)	ABC	Walton Butterfield
Christmas Chime Music	White House Co. (Records)	ABC	Victor & Richards
Christmas Sing With Bing	Insurance Co. of North America	CBS	N. W. Ayer & Son, Inc.
Church in the Home	American Soul Clinic (Institutional)	ABC	South Gate Advt. Agy.





COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Cisco Kid	Interstate Bakeries Corp. (Bread)	NBC	Dan B. Miner
Cities Service Band of America	Cities Service Petroleum Inc.	NBC	Ellington & Co.
Clooney, Rosemary	Campana Products (Ayds, Italian Balm)	CBS	Wallace Ferry Hanly
Coke Time—Eddie Fisher	Coca-Cola	MBS	D'Arcy Co.
Collingwood, Charles, and the News	Brown & Williamson Tobacco Co. (Viceroy's)	CBS	Ted Bates Co.
Como, Perry	Liggett & Myers Tobacco Co.	CBS	Cunningham & Wash
Companion	Pharmaco, Inc. (Feenamint)	ABC	
Crosby, Bing	American Home Products Corp. (Chef-Boy-Ar-Dee)	CBS	Young & Rubicam
	CBS Columbia (Radios, TV Sets)		Ted Bates Co.
	Consolidated Cosmetics		Frank Duggin Advt.
	General Foods Corp. (Instant Postum)		Young & Rubicam
	General Motors Corp. (Frigidaire's)		Kudner Agency
	Hallmark Cards (Greeting Cards)		Foote, Cone & Belding
	Lettuce, Inc.		John Cohan
	Philip Morris & Co.		Biow, Beirn, Toigo
Custom Made	O'Cedar Corp. (Polishes, Waxes, Mops, Cleaners)	ABC	Turner Adv. Agency

**D**

Day, Dennis	Mytinger & Casselberry, Inc. (Nutralite)	NBC	Dan B. Miner Co.
Disk Derby	Brown & Williamson (Viceroy's, Kools)	CBS	Ted Bates & Co.
Dragnet	Liggett & Myers Tobacco Co. (Chesterfields)	NBC	Cunningham & Walsh
Drake, Galen, Show	American Home Foods Corp. (Chef-Boy-Ar-Dee)	CBS	Young & Rubicam
	Animal Foundation, Inc. (Hunt Club Dog Food)		Moser & Cotins, Inc.
	Chick, Chick & Presto		Ted Bernstein Assoc.
	Columbia LP Record Club		Maxwell Sackheim & Co.
	Famous Artists Schools, Inc.		Hermon W. Stevens Agency
	Father John's Medicine Co., Inc.		Hermon W. Stevens Agency
	General Foods Corp. (Instant Postum, Post Cereals)		Postum: Young & Rubicam Cereals: Benton & Bowles
	General Motors Corp. (Frigidaire's)		Kudner Agency
	Lettuce, Inc.		John Cohan Advt.
	Nail Gro, Inc.		Thwing & Altman, Inc.
	Sleep-Eze Co., Inc. (Sedatives)		B. A. Stebbins Advt.
Drier, Alex	Skelly Oil Co.	NBC	Bruce B. Brewer Co.



## COMMERCIAL AM PROGRAMS

**E**

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Edwards, Douglas (News)	American Tobacco Co. (Pall Mall Cigarettes) McKesson & Robbins, Inc. (Tawn)	CBS	Sullivan, Stauffer, Colwell & Bayles Ellington & Co.
Eightieth Anniversary Program Saluting Prudential Life Insurance Co.	Prudential Life (Institutional)	ABC	Calkins & Holden

**F**

Fact Master	General Products Corp. (Offex)	CBS	Dean Simmons Adv.
FBI in Peace and War	William Wrigley, Jr., Co. (Chewing Gum)	CBS	Arthur Meyerhoff & Co.; Francis Hooper Adv. Agency
Fibber McGee & Molly	Armour & Co. (Dial Soap) Brown & Williamson Tobacco Co. (Viceroy Cigarettes) Curtis Publishing Co. (Better Farming) Prudential Insurance Co.	NBC	Foote, Cone & Belding Ted Bates & Co. Young & Rubicam, Inc.
Five Star News	Kraft Foods Co. (Cheese, Oil, Parkay)	MBS	Calkins & Holden Needham, Louis & Brorby, Inc.
Florida Calling	Florida Citrus Commission	MBS	J. Walter Thompson
Frank & Ernest	Dawn Bible Students Assn. (Religious Books)	MBS	Wm. Gleeson & Co.
Friday With Garroway	Crosley Div.- Avco Mfg. Co. (TV Sets & Radio)	NBC	B B D & O

**G**

Game of the Day	Gillette Safety Razor Co. Jackson Brewing Co.	MBS	Maxon, Inc. Fitzgerald Adv. Co.
Garden Gate	Ferry-Morse Seed Co.	CBS	MacManus, John & Adams, Inc.
Garred, Bob, News	American Maize Products Co. (Prepared Desserts, Starches, Syrups) "42" Products, Ltd. (Shampoo, Hair Oil) Roman Meal Co. (Pie Crusts & Muffin Mixes) Viking Sloane Corp. (Automotive Products)	ABC	Kenyon & Eckhardt ADCOA Agency Roy S. Durstine, Inc.
Global Frontiers	Wings of Healing, Inc. (Religion)	MBS	Century Adv. Agency
Godfrey, Arthur, Digest	Bristol-Myers Co. (Bufferin, Vitalis) McKesson & Robbins (Tawn & Tartan)	CBS	Doherty, Clifford, Steers, Shenfield Ellington & Co.
Godfrey's, Arthur, Talent Scouts	CBS Columbia (Radios, TV Sets)	CBS	Ted Bates, Inc.



COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Gillette</b> (Toni Div.)		Weiss & Geller
	<b>Lever Bros. Co.</b> (Lipton Tea, Soup, Mixes, Frostees)		Young & Rubicam
<b>Godfrey, Arthur, Time</b>	<b>American Home Foods Div.</b> (Chief Boy-Ar Dough)	CBS	Young & Rubicam
	<b>Bauer &amp; Black, Div. of Kendall Co.</b>		Leo Burnett Co.
	<b>Bristol-Myer Co.</b> (Bufferin, All Products, Trushay)		Young & Rubicam
	<b>Campana Sales Co.</b> (Sheer Magic, All Products)		Wallace-Ferry-Hanly Co., Inc.
	<b>Corn Products Sales Co.</b> (Mazola)		C. L. Miller Co.
	<b>Dow Chemical Co.</b> (Saran Wrap)		MacManus, John & Adams
	<b>Frigidaire, Div. of General Motors Corp.</b> (All Frigidaire Products)		Foote, Cone & Belding
	<b>Glamorene, Inc.</b> (Glamorene King Cleaner)		Hicks & Greist, Inc.
	<b>Hartz Mt. Products Corp.</b> (Pet Foods)		G. H. Hartman Co.
	<b>Kellogg, Inc.</b> (Cereals)		Leo Burnett, Inc.
	<b>Lever Bros. Co.</b> (Pepsodent)		McCann-Erickson, Inc.; Foote, Cone & Belding
	<b>Lewis-Howe Co.</b> (Tums)		Ruthrauff & Ryan
	<b>Minnesota Mining &amp; Mfg. Co.</b> (Scotch Band Cello- phane Tape)		B B D & O
	<b>Murine Co.</b> (Eye Wash)		B B D & O
	<b>Pet Milk Co.</b> (Evaporated Milk)		Gader Adv. Co.
	<b>Pillsbury Mills, Inc.</b> (Flour, Flour Mixes)		Leo Burnett
	<b>A. E. Staley Mfg. Co.</b> (Sta-Flo Liquid Starch)		Ruthrauff & Ryan
	<b>The Toni Co.</b> (Toni Home Permanent, Creme Rinse)		Weiss & Geller
<b>Gorman, Tom</b>	<b>Bristol-Myers Co.</b> (Vitalis)		Doherty, Clifford, Steers, Shenfield
<b>Goss, Frank, News</b>	<b>Bekins Van &amp; Storage Co.</b> <b>Bristol-Myers Co.</b> (Vitalis)		Brooks Adv. Agcy. Doherty, Clifford, Steers, Shenfield
	<b>Mennen Co.</b> (Toiletries)		Kenyon & Eckhardt, Inc.
	<b>Simoniz Co.</b> (Wax)		Sullivan, Stauffer, Colwell & Bayles
	<b>Hill's Bros. Coffee, Inc.</b>		N. W. Ayer & Son, Inc.
	<b>Union Oil Co.</b>		Young & Rubicam
<b>Graham, Sheila</b>	<b>Seeman Brothers, Inc.</b> (Detergents, Household Deodorants)	ABC	William Weintraub & Co.



COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Grand Ole Opry	R. J. Reynolds Tobacco Co. (Prince Albert, Cavaliere)	NBC	William Esty Co.
Grant, Taylor, News	P. Lorillard Co. (Old Gold Cigarettes, Headline Cigars)	ABC	Lennen & Newell, Inc.
Great Gildersleeve	Curtis Pub. Co. (Saturday Evening Post) RCA (Radio, TV, Phonographs)	NBC	B B D & O Kenyon & Eckhardt
Great American Women	O' Cedar Corp. (Polishes, Mops, Waxes, Cleaners)	ABC	Turner Adv. Agency
Greatest Story Ever Told	Goodyear Tire & Rubber Co. (Institutional)	ABC	Kudner Agency, Inc.
Griffith, Les, News	Seeman Bros., Inc. (Detergents, Household Deodorants)	ABC	W. H. Weintraub & Co., Inc.
Guiding Light	Procter & Gamble Co. (Duz, Ivory Flakes)	CBS	Compton Adv., Inc.
Gunsmoke	Liggett & Myers Tobacco Co. (Chesterfield & L & M Filter Cigarettes)	CBS	Cunningham & Walsh, Inc.

**H**

Hallmark Radio Hall of Fame	Hallmark Cards, Inc.	CBS	Foote, Cone & Belding
Hambletonian Stakes	Reynolds Metals Co. (Institutional)	CBS	Buchanan & Co.
Harvey, Paul, Comments	Beltone Hearing Aid Co. (Hearing Aids) Dale Carnegie Sponsors Assoc. (School)	ABC	Olian & Bronner
Harvey, Paul, News	Bankers Life & Casualty Co. of Chicago (White Cross Hospital Plan) Burton-Dixie Corp. (Mattresses & Pillows) Utilities Engineering Institute (Courses)	ABC	Grant, Schwenk & Baker, Inc. R. B. Wesley Assn. Wagemar Agency
Hayes, Sam, News	General Mills, Inc. (Cereals, Formula Feeds, Flour)	ABC	Dancer-Fitzgerald-Sample, Inc.
Headline News	General Motors Corp. (Buick Motor Car Div.)	ABC	Kudner Agency
Heatter, Gabriel, News	American Home Products Corp. (Bisodol, Anacin & Aero Shave)	MBS	Sullivan, Stauffer, Colwell & Bayles

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Herald of Truth	Bankers Life & Casualty Co.		Grant, Schwenk & Baker
	Beltone Hearing Aid Co.		Olian & Bronner
Here's Hollywood	Highland Church of Christ	ABC	Martin Co.
	(Institutional)		
Hilltop House	Quaker Oats	MBS	Wherry, Baker & Tilden, Inc.
	(Cereals)		
Hope, Bob, Show Hotel for Pets	Pharmaco, Inc.	CBS	Doherty, Clifford, Steers & Shenfield, Inc.
	(Feen-a-Mint, Chooz, Medigum)		
Hour of Decision	American Dairy Assn.	NBC	Campbell-Mathun
	Coast Fisheries Div. of Quaker Oats Co.	NBC	Lynn Baker Co.
Houseparty	(Puss 'n' Boots Cat Food)		
	Billy Graham	MBS	Walter F. Bennett
How To Live	Evangelistic Assn.	ABC	
	(Institutional)		
How to Save Money on Your Car	Hawaiian Pineapple Co.	CBS	N. W. Ayer & Son
	(Pineapple & Juice)		
Huntley, Chet	Kellogg Co.		Leo Burnett Co.
	(Cereals)		
It Happens Every Day	Lever Bros. Co.		B B D & O
	(Surf, Chlorodent)		
It Pays to Be Married	Pillsbury Mills, Inc.		Leo Burnett Co.
	(Flour, Flour-mix Products)		
Just Plain Bill	Prentice-Hall	CBS	Albert Frank-Guenther Law
	(Books)		
Jaggers, O. L.	Eugene Stevens Co.	ABC	Friend, Krieger & Rader, Inc.
	(Car Book)		E. Schwartz Assoc.
Jackson, Allen, News	MJB Co.	ABC	B B D & O
	(Coffee, Tea, Rice)		

**I**

It Happens Every Day	Block Drug Co., Inc.	MBS	Emil Mogul Co.
	(Poslam, Minipoo, Omega Oil, Green Mint)		
It Pays to Be Married	Armour & Co.	NBC	Foote, Cone & Belding
	(Dial Soap)		
Just Plain Bill	Curtis Publishing Co.	NBC	B B D & O
	(Ladies' Home Journal)		
Jaggers, O. L.	RCA		Kenyon & Eckhardt
	(Radios, Phonographs, TV Sets)		

**J**

Jackson, Allen, News	Chevrolet Div. of General Motors Corp.	CBS	Campbell-Ewald
	Metropolitan Life Insurance Co.		Young & Rubicam
Jaggers, O. L.	World Church	ABC	Twentieth Century Adv. Agcy.
	(Institutional)		
Just Plain Bill	Miles Laboratories, Inc.	NBC	Geoffrey Wade Advertising
	(Alka Seltzer)		

**K**

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Kentucky Derby	Gillette Co. (Blades, Shaving Creams, Safety Razors)	CBS	Maxon, Inc.

**L**

Larro Roundup, The	General Mills, Inc. (Larro Feeds)	NBC	Klau-VanPieper-Son-Dunlap, Inc.
LeSueur, Larry, News	Longines-Wittnauer Watch Co.	CBS	Victor A. Bennett
Lewis, Fulton, Jr.	National Labor Mgt. Foundations (Institutional)	MBS	Radio Extension
Lewis, Robert Q.	Helene Curtis Industries, Inc. (Hair Dressings, Sprays, Shampoos, Permanent Waves, Cosmetics)		Gordon Best Co.
	Miller Products Co. (Insect Repellent)		Winius Brandon Co.
	Milner Products Co. (Cala Bleach, Pine Sol)		Gordon Best Co.
	Star-Import Co. (Clocks)		Fitzmorris Adv. Inc.
Life Is Worth Living (News)	Admiral Corporation (Air Conditioners, Freezers, Home Freezers, Refrigerators)	ABC	Russell M. Seeds
Light & Life Hour	Free Methodist Church of North America (Institutional)	ABC	Walter F. Bennett
Little Brown Jug	Reynolds Metals Co. (Aluminum Products)	ABC	Buchanan & Co.
Lone Ranger, The	American Bakeries Co. (Merita, Taystee Breads)	NBC, ABC	Tucker Wayne & Co.
	General Mills, Inc. (Wheaties, Cheerios, Cake Mixes)		Dancer-Fitzgerald & Sample
Lorenzo Jones	Colgate-Palmolive Co. (Fab, Dental Cream)	NBC	William Esty Co.
Lutheran Hour	Lutheran Laymen's League	MBS	Gotham Adv. Co.
Lux Radio Theatre	Lever Bros. Co. (Lux Toilet Soap, Flakes, Liquid, Proso- dent, Rinso, Spry, Surf, Rinso Detergent)	NBC	J. Walter Thompson Co.

**M**

Magic Kingdom	Swift & Co. (Meat)	ABC	McCann-Erickson
Make Up Your Mind	Continental Baking Co. (Wonder Bread, Hostess Cake)	CBS	Ted Bates & Co.



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Manion, Dean Clarence	<b>Manion Forum of Opinion</b> (Institutional)	MBS	Victor Adv., Inc.
Manning, Knox, News Ma Perkins	<b>Fisher Flouring Mills</b> <b>Procter &amp; Gamble Co.</b> (Lift & Oxide)	NBC CBS	Pacific National Adv. Agency Dancer-Fitzgerald-Sample, Inc.
Marciano-Moore Heavy-weight Championship Bout	<b>The Mennen Co.</b> (Shaving Cream)	ABC	A. J. Denne Co.
Mayflower News	<b>Aero Mayflower Transit Co.</b> (Long Distance Moving Co.)	ABC	Caldwell, Larkin, Sidener & Van Riper
McBride, Mary Margaret	<b>Calgon, Inc.</b> <b>Q-Tip Sales Corp.</b> <b>Star Kist Foods</b> (Tuna Fish, Mackerel)	NBC	Ketchum, McLeod & Grove Gumbinner Adv. Agency Rhoades & Davis
Medicine's Proclamation of Faith	<b>AMA</b> (Institutional)	ABC	J. Walter Thompson Co.
Memory Lane	<b>O'Keefe &amp; Merritt</b> (Gas Ranges)	CBS	Atchison, Donohue & Haden
Metropolitan Opera	<b>The Texas Co.</b> (Texas Petroleum Prods.)	ABC	Kudner Agency
Miller, Howard, Show	<b>William Wrigley, Jr., Co.</b> (Cum)	CBS	Arthur Meyerhoff & Co.
Modern Romances	<b>Junket Brands Food Div.</b> <b>of Hansen's Chr. Laboratory, Inc.</b> (Dessert, Candy Prods., Fudge, Sherbet Mixes.) <b>Vicks Chemical Co.</b> (Cough Syrup) <b>Rexall Co.</b> (Medicines, Toiletries)	ABC	McCann-Erickson  Morse Int'l Inc. B B D & O
Monday Morning Headlines	<b>P. Lorillard Co.</b> (Embassy Cigarettes, Headline Cigars)	ABC	Young & Rubicam
Monitor	<b>American Motors, Inc.</b> (Automobiles) <b>B. F. Goodrich Co.</b> (Tubeless Tires) <b>Morton Salt Co.</b> <b>Miller Brewing Co.</b> <b>Philip Morris Co.</b> <b>Western Union</b> Telegraph	NBC	Geyer Advt.  B B D & O B B D & O Mathisson & Assoc. Biow-Beirn-Toigo Albert Frank-Guenther Law
Morgan, Edward, and the News	<b>American Federation of Labor</b> (Institutional)	ABC	Furman, Feiner & Co.
Multi-Message Series	<b>Florida Citrus Comm.</b> <b>Florida State Adv.</b> (Commerce) <b>Dodge Motor Division</b> <b>Donohue &amp; Co.</b> (Ennds) <b>Grove Laboratories, Inc.</b> (Bromo-Quinine) <b>Al Paul Lefton</b> (Eye-Gene) <b>Norwich Pharmacal Co.</b> (Pepto-Bismol)	MBS	Benton & Bowles Direct  Grant Adv., Inc. Benton & Bowles  Benton & Bowles  Benton & Bowles Benton & Bowles



COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Morrow, Edward R., News	<b>Pearson Pharmacal Co.</b> (Ennds & Eye-Genes)		<b>Benton &amp; Bowles</b>
	<b>R. Reynolds Tobacco Co.</b> (Cigarettes)		<b>Wm. Esty Co., Inc.</b>
	<b>S.O.S. Co.</b> (Scouring Pads)		<b>McCann-Erickson</b>
	<b>RCA Laboratories</b> (Rytubol)		<b>B B D &amp; O</b>
	<b>Willard Storage Battery Co</b>		<b>Maldrum &amp; Fewsmith, Inc.</b>
	<b>American Oil Co.</b>	<b>CBS</b>	<b>Joseph Katz Co.</b>
	(Armco Gas, Lubricants)		
	<b>Ford Motor Co.</b>		<b>J. Walter Thompson</b>
	<b>Pacific Dealers</b> (Oldsmobiles)		<b>D. P. Brother &amp; Co.</b>
	<b>Swift &amp; Co.</b> (Pard Dog Food)		<b>J. Walter Thompson</b>
<b>Music Appreciation</b>	<b>Book of the Month Club, Inc.</b>	<b>ABC, CBS</b>	<b>Schwab &amp; Beatty, Inc.</b>
	(Phonograph Records)		
<b>Musterole Weekend News</b>	<b>The Musterole Co.</b>	<b>ABC</b>	<b>Erwin Wasey Co.</b>
<b>My Little Margie</b>	<b>Campana Sales Co.</b> (Ayds, Italian Balm)	<b>CBS</b>	<b>Wallace Ferry Hanly Co.</b>
<b>My True Story</b>	<b>Philip Morris &amp; Co., Ltd.</b>		<b>The Biow Co., Inc.</b>
	<b>Sterling Drug, Inc.</b>	<b>ABC</b>	<b>Dancer-Fitzgerald-Sample, Inc.</b>

**N**

<b>National Farm &amp; Home Hour</b>	<b>Allis-Chalmers Mfg. Co.</b> (Farm Equipment)	<b>NBC</b>	<b>Bert S. Gittins</b>
<b>News of the World</b>	<b>Miles Laboratories, Inc.</b> (Alka-Seltzer, One-A-Day Vitamins, Nervine, Tabcin)	<b>NBC</b>	<b>Geoffrey Wade Adv.</b>
<b>New York Day-by-Day</b>	<b>O'Cedar Corp.</b> (Polishes, Waxes, Mops, Cleaners)	<b>ABC</b>	<b>Turner Adv. Agcy.</b>
<b>Nick Carter</b>	<b>Harrison Products, Inc.</b> (No-Doz, Shut-Eye)	<b>MBS</b>	<b>Sidney Garfield &amp; Assoc.</b>
<b>Norman, Phil, Takes Ten</b>	<b>Star Import Co.</b> (Clocks)	<b>CBS</b>	<b>Fitzmorris Adv.</b>
	<b>KEVO Co.</b> (Kevo-ettes & Energy Foods)		<b>Dean Simmon Adv.</b>
<b>No School Today</b>	<b>Table Products Div. of Safeway Stores, Inc.</b> (Salad Dressings, Sandwich Spreads)	<b>ABC</b>	<b>Hoefler, Dietrich &amp; Brown, Inc.</b>

**O**

<b>O'Cedar News</b>	<b>O'Cedar Corp.</b> (Polishes, Waxes, Mops, Cleaners)	<b>ABC</b>	<b>Turner Adv. Agency.</b>
<b>Old Fashioned Revival Hour</b>	<b>Gospel Broadcasting Assn.</b> (Institutional)	<b>ABC</b>	<b>R. H. Alber Co.</b>

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
One Man's Family	<b>Toni Co.</b> (Toni Home Permanent, Silver Curl Home Permanent, Tonette Home Permanent, Pamper Shampoo)	NBC	Weiss & Geller
On the Line With Bob Considine	<b>Mutual Benefit Health &amp; Accident Assn.</b> (Institutional)	MBS	Bozell & Jacobs
Orange Bowl Game	<b>Gillette Co.</b> (Razors, Blades, Shaving Cream)	CBS	Maxon, Inc.
Our Gal Sunday	<b>American Home Products Corp.</b> (Anacin, Chef Boy-Ar-Dee, Quality Foods, Kolyros Chlorophyll Toothpaste)	CBS	John F. Murray Adv.
	<b>General Motors Corp.</b> (Buicks, Frigidaires)		Kudner Agency
	<b>Gillette</b> (Toni Permanents)		Weiss & Geller
	<b>Procter &amp; Gamble Co.</b> (Tide)		Benton & Bowles
	<b>General Foods Corp.</b> (Swans Down)		Young & Rubicam
Our Miss Brooks	<b>Anacin</b>	CBS	John F. Murray Adv. Agcy.

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**P**


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Packard News	<b>Studebaker-Packard Co.</b>	ABC	Benton & Bowles
Pardo, Don, News	<b>Brown &amp; Williamson Tobacco Co.</b> (Viceroy's)	NBC	Ted Bates & Co.
Paul, Les, & Mary Ford	<b>Burton Dixie Corp.</b> (Bedding Mfrs.)	MBS	Robert Wesley & Assoc.
Peale, Dr. Norman Vincent	<b>Doeskin Products, Inc.</b>	NBC	Grey Adv. Agency
People Are Funny	<b>Toni Co.</b> (Prom, White Rain)	NBC	Leo Burnett
	<b>Mars, Inc.</b> (Candy Bars)		Leo Burnett
People in the News	<b>Anahist Co., Inc.</b>	ABC	Ted Bates & Co.
Perry Mason	<b>Procter &amp; Gamble</b> (Soaps)	CBS	Benton & Bowles
Personality of the Day	<b>General Motors Corp.</b> <b>Buick Motor Car Div.</b>	ABC	Kudner Agency
Peterson, Elmer	<b>W. P. Fuller &amp; Co.</b> (Paints)	NBC	McCann-Erickson
Phonorama Time	<b>Philco Corp.</b> (Radios, Home Freezers, Air Conditioners, Refrigerators)	MBS	Hutchins Adv. Co.
Phrase That Pays	<b>Colgate-Palmolive Co.</b> (Ajax, Toothpaste, Vel)	NBC	Bryan Houston, Inc.
Preakness Stakes	<b>Gillette Co.</b> (Shaving Cream, Razors, Blades)	CBS	Maxon, Inc.
Putnam, George, Closeups	<b>Whitney Frozen Food Co.</b>	ABC	Weiner, Ohleyer, Reynolds & Baker

## Q

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Queen for a Day	P. Lorillard Co. (Old Gold Cigarettes)	MBS.	Lennen & Newell

## R

Radio Bible Class	Radio Bible Class (Institutional)	ABC, MBS	John M. Camp & Co.
Renfro Valley Sunday Morning Gatherin'	General Foods Corp. (All Products)	CBS	Young & Rubicam
Revival Time	Assemblies of God (Institutional)	ABC	Walter F. Bennett
Rhythm on the Road	American Oil Co. (Amoco Gas & Lubricants)	CBS	Joseph Katz Co.
Richfield Reporter	Richfield Oil Corp.	NBC	Hixson-Jorgeson, Inc.
Right to Happiness	Procter & Gamble Co. (Dreft, Oxydol, Press, Joy, Camay, Spin 'n' Span)	NBC	Dancer-Fitzgerald-Sample
Roadshow	RCA (Radios, TV Sets, Phonographs)	NBC	Kenyon & Eckhardt
Road of Life	Procter & Gamble Co. (Ivory Soap, Spin 'n' Span)	CBS	Compton Adv.; Young & Rubicam
Robert, Oral	Healing Waters, Inc. (Institutional)	ABC	White Adv. Agcy.; C. L. Miller Co.
Rogers, Roy, Show	Dodge Brothers Corp.	NBC	Grant Adv.
Romance of Helen Trent	American Home Products (Aero Wax, Bisodol, Heet, Wizard Wick) General Motors Corp. (Buicks, Frigidaire) General Foods Corp. (Swans Down Flour) Nail-Gro, Inc. Toni Co. (Prom Home Permanent)	CBS	John F. Murray Adv. Agency  Kudner Agency Young & Rubicam Thwing & Altman, Inc.
Rosemary	Procter & Gamble Co. (Camay, Giant Size Ivory, Ivory Snow)	CBS	Benton & Bowles

## S

Samsonite Travel Bureau	Schwayder Bros., Inc. (Samsonite Luggage)	NBC	Grey Adv. Agency
Scoreboard	Theo. Hamm Brewing Co. (Hamm's Beer)	CBS	Campbell Mithun
Second Chance	Curtis Publishing Co. (Ladies' Home Journal) RCA (Radios, Television Sets)	NBC	B B D & O Kenyon & Eckhardt



COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Second Mrs. Burton	<b>Armour &amp; Co.</b> (Meats, Chili, Hash, Treet, Beef Stew, Dash Dog Food)	CBS	Henri, Hurst & McDonald, Inc.
	<b>General Foods Corp.</b> (Swans Down Flour)		Young & Rubicam
	<b>Hazel Bishop, Inc.</b> (Lipstick)		Raymond Spector Co.
	<b>Pharmaco, Inc.</b> (Feen-a-Mint)		Doherty, Clifford, Steers & Shenfield
Sergeant Preston of the Yukon	<b>Quaker Oats Co.</b> (Quaker Puffed Grains)	MBS	Wherry, Baker & Tilden, Inc.
Shipstad & Johnson Ice Follies of 1956	<b>Shipstad &amp; Johnson</b>	ABC	Walter McCreery Adv.
Shore, Dinah, Show	<b>Chevrolet Motor Div. of General Motors Corp.</b>	NBC	Campbell-Ewald Co.
Silver Eagle	<b>General Mills, Inc.</b> (Cake Mixes)	ABC	Dancer-Fitzgerald-Sample, Inc.
Sinatra, Frank, Show	<b>Toni Co.</b> (Bobbi Home Permanent)	NBC	Tatham Laird, Inc.
\$64,000 Question	<b>Revlon</b> (Cosmetics)	CBS	Norman, Craig & Kummel
Space Patrol	<b>The Nestle Co.</b> (Candy Bars, Cookie Mix, Cocoa, Instant Chocolate)	ABC	McCann-Erickson
Sports Time With Harry Wismer	<b>General Tire &amp; Rubber Co.</b> (Tires and Tubes)	MBS	D'Arcy Adv. Co.
Spotlight on Sports	<b>National Carbon Co.</b> (Eveready Flashlight Batteries)	ABC	Wm. Esty Co.
Standard Hour	<b>Standard Oil Co. of California</b> (Institutional)	NBC	B B D & O
Stella Dallas	<b>Sterling Drug, Inc.</b> (Drug Products)	NBC	Dancer-Fitzgerald-Sample
	<b>Toni</b> (Shampoo)		Weiss & Geller
Stern, Bill (Sports Today)	<b>All-State Insurance</b> (Automobile Insurance)	ABC	Christiansen Adv.
	<b>Anheuser-Busch, Inc.</b> (Budweiser & Michelob Beer)		D'Arcy Adv.
Stop the Music	<b>Exquisite Form Brassiere, Inc.</b>	CBS	Grey Advertising
	<b>Quality Goods Manufacturers</b> (Anson Men's Jewelry or Jacoby-Bender Watch Bands)		Grey Adv. Agcy.
Story Master Story Time	<b>General Products Corp.</b>	ABC, CBS	Dean Simmons Adv. Agcy.
	<b>Florida Citrus Commission</b>	MBS	Benton & Bowles
	<b>The Grove Laboratories, Inc.</b> (Bromo Quinine)		Benton & Bowles
	<b>The Norwich Pharmacal Co.</b> (Pepto-Bismol)		Benton & Bowles
Strike It Rich	<b>Colgate-Palmolive Co.</b> (Dental Cream, Halo, Fab)	NBC	Wm. Esty
Sugar Bowl Football Game	<b>American Chicle</b> (Dentyne)	ABC	Dancer-Fitzgerald-Sample

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>C. A. Swanson &amp; Sons</b> (Poultry, Meat Products)		Tatham Laird Co.
	<b>Top Pop Products</b> (EZ Pop Popcorn)		W. B. Doner
Sunoco Three Star Extra	<b>Sun Oil Co.</b> (Sunoco Gas, Fuel Oil)	NBC	Ruthrauff & Ryan
Sunshine Boys	<b>General Food Corp.</b>	ABC	Young & Rubicam
Surprise Theatre	<b>Sleep-EZE Co., Inc.</b> (Sedatives)	CBS	B. A. Stebbins Adv.
Swaps-Nashua Match Race	<b>Lewis-Howe Co.</b> (Tums)	CBS	Ruthrauff & Ryan
Symphonette	<b>Longines-Wittnauer</b> Watches	CBS	Victor Bennett Co.
<b>T</b>			
Telephone Hour	<b>Bell Telephone System</b> (Institutional)	NBC	N. W. Ayer & Son
Tennessee Ernie	<b>American Home</b> Products Corp. (Chef-Boy-Ar-Dee)	CBS	Young & Rubicam
	<b>Buick Div. of General</b> Motors Corp.		Kudner Agency
	<b>Campana Sales Co.</b>		Wallace Ferry Henley Co.
	<b>Carter Products, Inc.</b> (Little Liver Pills)		Ted Bates
	<b>CBS Columbia</b> (Radios, TV Sets)		Ted Bates
	<b>Harrison Products, Inc.</b> (No-Doz)		Sidney Garfield & Assoc.
	<b>Philip Morris &amp; Co.</b> (Cigarettes)		Biow, Beirn & Toigo WVA
Texaco Sports Final with Tom Harmon	<b>The Texas Co.</b> (Petroleum Products)	CBS	Kudner Agency
Texaco Weekend News	<b>The Texas Co.</b> (Petroleum Products)	ABC	Kudner Agency
This Farming Business	<b>Skelly Oil Co.</b> (Petroleum Products)	NBC	Bruce B. Brewer
This Is Nora Drake	<b>Bristol-Myers Co.</b> (Ipana, Mum, Rollette, Anmens, Minit-Rub, Bufferin, Sal Hepatica)	CBS	Doherty, Clifford, Steers, Shenfield
	<b>Toni Co.</b> (Home Permanents, Creme Shampoo)		Weiss & Geller, Inc.
This Woman's Secret	<b>White King Soap Co.</b>	NBC	Raymond Morgan
Thomas, Lowell	<b>United Motors Div. of</b> General Motors Corp. (Delco Batteries)	CBS	Campbell-Ewald
Thomas, Shirley, in Hollywood	<b>Lewis Food Co.</b> (Dog Food)	NBC	Rockett-Lauritzen
Time for Betty Crocker	<b>General Mills, Inc.</b> (Cake Mixes, Cereal, Flour)	ABC	Dancer-Fitzgerald-Sample
Tomorrow's World	<b>Aquafilter Corp.</b> (Cigarette Holders)	MBS	L. H. Hartman
Top of the Morning	<b>Bank of America</b> National Trust & Savings Assn.	CBS	Charles R. Stuart





COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Trout, Robert, News	Chevrolet Div. of General Motors Plymouth Div. of Chrysler Corp.	CBS	Campbell-Ewald N. W. Ayer & Son
True Detective Mysteries	Curtiss Candy Co.	MBS	C. L. Miller Co.
Two for the Money	P. Lorillard Co. (Old Gold Cigarettes, Old Gold Filter Kings)	CBS	Lennen & Newell

V

Vandercook, John W., News	Congress of Industrial Organizations (Institutional)	ABC	Henry J. Kaufman Assn.; Reggie Schuebel
Van, Lyle, News	Esso Standard Oil Co.	MBS	Marschalk & Pratt Co.
Voice of Firestone	Firestone Tire & Rubber Co.	ABC	Sweeney & James
Voice of Prophecy	Voice of Prophecy, Inc.	MBS, ABC	Western Adv., Inc.

W

Wakely, Jimmy, Show	Bristol-Myers Co. (Sal Hepatica, Ipana)	CBS	Young & Rubicam
Wall St. Final	Harris, Upham & Co. (Institutional)	ABC	Lewin, Williams and Saylor, Inc.
Walton, Sidney, Show	Kiplinger Washington Agency	CBS	Albert Frank-Guenther Law
Warren, Wendy, and the News	Hazel Bishop, Inc. (Lipstick) Corn Products Sales Co. (Niagara Cold Water Starch) General Foods Corp. (Postum) Gulf Oil Corp. (Gasoline) Lettuce, Inc. Pharmaco, Inc. (Fenamin) Procter & Gamble Co. (Gleem)	CBS	Raymond Specter & Co. C. L. Miller Co. Benton & Bowles Young & Rubicam John Cohan Adv. Doherty, Clifford, Steers & Shenfield Compton Adv., Inc.
Weekend	Curtis Publishing Co. (Better Farming) RCA (Radios, TV Sets, etc.)	NBC	Young & Rubicam Kenyon & Eckhardt
When a Girl Marries	Carnation Co. (Evaporated Milk) National Biscuit Co. (Food Products) Park & Tilford (Tintex) Stanback Co., Ltd. (Powders) Stokley-VanCamp, Inc. (Food Products)	ABC	Erwin Wasey & Co. Ted Bates & Co. Storm & Klein Piedmont Adv. Calkins & Holden



COMMERCIAL AM PROGRAMS



PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Whispering Streets	Carnation Co. (Evaporated Milk)	ABC	Erwin Wasey & Co.
	General Mills, Inc. (Cake Mixes, Cereal, Flour)		BBD & O
	Seeman Brothers, Inc. (Detergents, Household Deodorants)		Wm. H. Weintraub
Whistler, The	Lever Bros. Co. (Rinso)	CBS	Ogilvy, Benson, Mather, Inc.
Wildroot News	Signal Oil Co.	ABC	Barton A. Stebbins Adv. Agency
	Wildroot Co., Inc. (Toilet Preparations)		BBD & O
Wills, Johnnie Lee	General Mills, Inc. (Larro Formulated Feeds)	NBC	Zimmer-Keller & Calvert
Winchell, Walter	American Safety Razor Corp. (Blades)	ABC, MBS	McCann-Erickson
	Bayuk Cigars		D'Arcy Adv. Co.
	Trans-World Airlines (Travel)		BBD & O
Wings of Healing	Dr. Thomas Wyatt (Institutional)	ABC	Century Adv. Agency
Woman in My House	Procter & Gamble (Crisco, Tide)	NBC	Compton Advt.
Women's News Desk, With Ruth Ashton	American Maize Products (Instant Pudding)	CBS	N. W. Ayer & Son; Kenyon & Eckhardt
Woolworth Hour	F. W. Woolworth Co.	CBS	Lynn Baker, Inc.
World of Sports	Jackson Brewing Co.	MBS	Fitzgerald Adv.
World Tomorrow, The	Radio Church of God (Institutional)	ABC	Huntington, Parmalec Adv.

**Y**

Years of Crisis	American Oil Co. (Amoco Gas and Lubricants)	CBS	Joseph Katz Co.
Your Success	General Motors Corp. (Buick Motor Car Div.)	ABC	Kudner Agency
You Bet Your Life	DeSoto Motor Corp.	NBC	BBD & O
Young Dr. Malone	General Foods Corp. (Swans Nestin Flour)	CBS	Young & Rubicam
	Gillette (Toiletries)		Weiss & Geller
	Procter & Gamble (Joy)		Biow, Beirn & Toigo
Young Widder Brown	Sleep-eze Co., Inc.	NBC	M. B. Scott, Inc.
	Sterling Drug, Inc. Toni Co. (Prom, Tameo, White Rain)		Dancer-Fitzgerald-Sample Leo Burnett
Your Hit Parade	American Tobacco Co. (Luckies)	CBS	BBD & O
Your Land and Mine	General Motors Corp. (Cars and Automotive Services)	ABC	Kudner Agency

# **Programs TV-1955**

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**ADVERTISING AGENCIES**

**NETWORKS**

**PRODUCTS**

**SPONSORS**

**TITLES**

# COMMERCIAL TV PROGRAMS OF 1955

(NETWORK)

The following pages contain an alphabetical listing by program title of the four national television networks' commercial programs during 1955. The programs listed are for the 12-month period ending Dec. 31, 1955. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Programs are all of 13-week duration or longer. Compilation has been made through the cooperation of ABC, CBS and NBC.

## A

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Abbott & Costello	Campbell Soup Co. (soup, baked beans, Y 8)	CBS-TV	Leo Burnett Co.
Academy Award Nominations	General Motors Corp. (autos)	NBC-TV	D. P. Brother & Co.
Academy Award Presentations	General Motors Corp. (autos)	NBC-TV	D. P. Brother & Co.
Adventures of Ozzie & Harriet	Hotpoint Co. (home appliances)	ABC-TV	Maxon Inc.
	Lambert Co. (tooth paste)		Lambert & Feasley
	Quaker Oats Co. (pancake mixes)		J. Walter Thompson
	Telechron Co. (clocks & timers)		N. W. Ayer & Son, Inc.
Alfred Hitchcock Presents	Bristol Myers Co. (Sal Hepatica)	CBS-TV	Young & Rubicam
All-Star Football Game, 1955	Atlantic Refining Co. Miller Brewing Co. Union Oil Co. of Calif. Standard Oil of Indiana	ABC-TV	N. W. Ayer & Son Mathisson & Assoc. Young & Rubicam D'Arcy Adv., Inc.
Amateur Hour	Pharmaceuticals, Inc. (Medicinals)	ABC-TV	Edward Kletter Assoc., Inc.
America's Greatest Bands	Nestle Co. (chocolates)	CBS-TV	Bryan Houston Inc.
	Procter & Gamble Co. (Gleem, Puff)		Compton Advt. Co.
Appointment With Adventure	P. Lorillard Co. (cigarettes)	CBS-TV	Young & Rubicam
Armstrong Circle Theatre	Armstrong Cork Co. (building material)	NBC-TV	Batten, Barton, Durstine & Osborn
Art Linkletter's Houseparty	Hawaiian Pineapple Co. Kellogg Co. (breakfast, dog food)	CBS-TV	N. W. Ayer & Son Leo Burnett Co.
	Lever Bros. Co. Pillsbury Mills, Inc. (flour mixes)		Batten, Barton, Durstine & Osborn Leo Burnett Co.
Arthur Murray Party	Toni (shampoo)	NBC-TV	Tatham-Laird Inc.
Autry, Gene	Wm. Wrigley Jr. Co. (gum)	CBS-TV	Ruthrauff & Ryan Inc.

**B**

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Barker Bill's Cartoons	General Mills, Inc. (Sugar Jets)	CBS-TV	Wm. Esty Co., Inc.
Baseball Game of the Week	Falstaff Brewing Corp. (beer)	CBS-TV	Dancer, Fitzgerald & Sample Inc.
Beat the Clock	Sylvania Electric Products	CBS-TV	J. Walter Thompson
Benny, Jack, Show	American Tobacco Co. (Lucky Strike Cigarettes)		Batten, Barton, Durstine & Osborn
Best of Broadway	Westinghouse Electric Corp.	CBS-TV	McCann-Erickson
Big Payoff, The	Colgate-Palmolive Co. (toilet soaps, detergents)	CBS-TV	Wm. Esty Co., Inc.
Big Story, The	American Tobacco Co. Simoniz Co. (wax)	NBC-TV	Sullivan, Stauffer, Colwell & Bayles Sullivan, Stauffer, Colwell & Bayles
Big Surprise, The	Purex Corp. (bleaches) Speidel Corp. (watch bands)	NBC-TV	Weiss & Geller Sullivan, Stauffer, Colwell & Bayles
Big Ten Basketball Games	Amana Refrigerator Inc. Maytag Co. (home appliances)	CBS-TV	Maury, Lee and Marshall McCann-Erickson
Big Top	National Dairy Products Co. (ice cream, dairy products)	CBS-TV	N. W. Ayer & Son, Inc.
Big Town	AC Spark Plug Div. of General Motors Lever Brothers (Lifebuoy, Rinso)	NBC-TV	D. P. Brother J. Walter Thompson
Blue Ribbon Bouts	Pabst Brewing Co. (beer)	CBS-TV	Warwick & Legler
Bolger, Ray, Show	Lehn & Fink Products Corp. (cosmetics)	ABC-TV	Lennen & Newell
Breakfast Club	Edison Chemical Co. (Dermassage) Quaker Oats	ABC-TV	David Etelson & Assoc. J. Walter Thompson
Break the Bank	Chrysler Corp. (Dodge)	ABC-TV	Grant Advt. Inc.
Brighter Day	Procter & Gamble (Ivory Flakes)	CBS-TV	Young & Rubicam
Buick-Berle Show	General Motors Corp. (Buicks)	NBC-TV	Kudner Agency
Burns and Allen	Carnation Co. (evaporated milk) B. F. Goodrich Co. (tires, tubes)	CBS-TV	Erwin, Wasey & Co. Batten, Barton, Durstine & Osborn
Buttons, Red, Show	General Motors Corp. (Pontiacs) General Foods Corp. (Maxwell House Coffee)	NBC-TV	MacManus, John & Adams Benton & Bowles

**C**

Caesar's Hour	American Chicle Co. (gum) Radio Corp. of America Speidel Corp. (watch bands)	NBC-TV	Dancer, Fitzgerald & Sample Kenyon & Eckhardt Sullivan, Stauffer, Colwell & Bayles
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COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Camel News Caravan	R. J. Reynolds Tobacco Co. (Camels, Cavaliers)	NBC-TV	Wm. Esty
Cameo Theatre	International Cellucotin Products Co. (Kleenex)	NBC-TV	Foote, Cone & Belding
Captain Gallant of the Foreign Legion	H. J. Heinz (food products)	NBC-TV	Maxon Inc.
Capt. Hartz & His Pets	Hartz Mountain Products (bird seed)	NBC-TV	George H. Hartman
Captain Kangaroo	Participations	CBS-TV	
Captain Midnight	General Mills, Inc. (breakfast cereals)	CBS-TV	Tatham-Laird Inc.
	Wander Co. (Ovaltine)		Tatham-Laird Inc.
Carson, Jack, Show	General Motors Corp. (Pontiacs)	NBC-TV	MacManus, John & Adams
Cavalcade of America	E. I. DuPont de Nemours (institutional)	ABC-TV	Batten, Barton, Durstine & Osborne
Cavalcade of Sports	Gillette Safety Razor Co. (razors, shaving cream)	NBC-TV	Maxon Inc.
	Olin Mathieson Chemical Co. (cosmetics)	ABC-TV	Cunningham & Walsh
Chance of a Lifetime	Emerson Drug Co. (Bromo-Seltzer)		Lennen & Newell
Chevy Show, The	General Motors Corp. (Chevrolets)	NBC-TV	Campbell-Ewald
Climax	Chrysler Corp.	CBS-TV	McCann-Erickson
Coca, Imogene, Show	Griffin Mfg. Co., Inc. (shoe polish)	NBC-TV	Birmingham, Castelman & Pierce
	Johnson & Johnson (surgical dressing, baby foods)		Young & Rubicam
	Lewis Howe Co. (Tums)		Young & Rubicam
	S.O.S. Co. (scouring pads)		McCann-Erickson
Coke Time	The Coca Cola Co.	NBC-TV	D'Arcy Advt. Co.
Colgate Comedy Hour	Colgate-Palmolive Co. (dental, shaving creams)	NBC-TV	Ted Bates Co.
Commando Cody	General Foods Corp. (Post cereals)	NBC-TV	Benton & Bowles
Como, Perry, Show	Liggett & Myers Tobacco Co. (Chesterfields)	CBS-TV	Cunningham & Walsh
Concerning Miss Marlowe	Miles Laboratories Inc. (medicinals)	NBC-TV	Geoffrey Wade
	Procter & Gamble Co. (Tide)		Compton Advt. Co.
Contest Carnival	Quaker Oats Co. (breakfast foods)	CBS-TV	Wherry, Baker, Tilden
Crossroads	General Motors Corp. (Chevrolets)	ABC-TV	Campbell-Ewald Co.
Crosby, Bob	American Dairy Association (milk, milk products)	CBS-TV	Campbell-Mithun
	General Mills, Inc. (baking mixes, cereals)		Knox Reeves Advt.



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	S.O.S. Co. (scouring pads)		McCann-Erickson
	C. A. Swanson & Sons (poultry, meat products)		Tatham-Laird, Inc.
Crusader	R. J. Reynolds Tobacco Co.	CBS-TV	W. Esty Co.
Cummings, Bob, Show	R. J. Reynolds Tobacco Co. (Winstons)	NBC-TV, CBS-TV	W. Esty & Co.

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## D

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Daly, John, & the News	Miles Laboratories, Inc. (medicinals)	ABC-TV	Geoffrey Wade Advt.
	Tidewater Associated Oil Co. (motor oil, gasoline)		Buchanan & Co.
Damon Runyon Theatre	Anheuser Busch, Inc. (beer)	CBS-TV	D'Arcy Advt.
Danger	Block Drug Co., Inc. (tooth paste, powders)	CBS-TV	Harry B. Cohen Adv. Co.
	Nash-Kelvinator Corp. (appliances)		Geyer Advt. Agy.
	Revlon Products Corp. (cosmetics)		Weintraub & Co.
Date With Life	Borden Co. (milk products)	NBC-TV	Young & Rubicam
Dear Phoebe	Campbell Soup Co.	NBC-TV	Batten, Barton, Durstine & Osborn
December Bride	General Foods Corp. (instant coffee)	CBS-TV	Benton & Bowles
Ding Dong School	Colgate-Palmolive Co. (dental cream)	NBC-TV	Ted Bates & Co.
	General Mills Inc. (cereals, and mixes)		Tatham-Laird Inc.
	Gerber Products Co. (baby foods)		D'Arcy Advt. Agy.
	International Shoe Co.		D'Arcy Advt. Co.
	Manhattan Soap Co.		Scheideler, Beck, Werner
	Wander Co. (Ovaltine)		Tatham-Laird Inc.
Disneyland	American Dairy Assoc. (milk, milk products)	ABC-TV	Campbell-Mithun
	American Motors Corp. (autos, appliances)		Geyer Advt.
	Derby Foods (food products)		McCann-Erickson
Disneyland Park	American Motors Corp. (autos, appliances)	ABC-TV	Geyer Advt. Agy.
	Gibson Art Co. (greeting cards)		Stockton, West, Barkhart, Inc.
	Swift & Co. (meat, meat products)		McCann-Erickson
Do It Yourself	Reynolds Metals Co. (aluminum building products)	NBC-TV	Buchanan & Co.
Down You Go	American Home Products (Anacin)	ABC-TV, CBS-TV	Biow, Beirn & Toigo
	Procter & Gamble Co. (Shasta Shampoo)		Biow, Beirn & Toigo
	Western Union Telegraph Co.		Albert Frank-Guenther Law

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Dr. Spock	Beechnut Packing Co. (baby foods)	NBC-TV	Kenyon & Eckhardt
Dragnet	Liggett & Myers Tobacco Co. (Chesterfields)	NBC-TV	Cunningham & Walsh
<b>E</b>			
Edwards, Douglas, with the News	American Home Products Corp. (Afta-in, Aero Shave)	CBS-TV	The Biow Co.
	American Tobacco Co. (Pall Malls)		Sullivan, Stauffer, Colwell & Bayles
	Avco Mfg. Co. (home appliances)		Earle Ludgin & Co.
	Pharmaceuticals, Inc. (Gentol)		Edward Kletter Associates, Inc.
Elgin TV Hour	Elgin National Watch Co.	ABC-TV	Young & Rubicam
Ethel & Albert	General Foods Corp. Ralston Purina Co. (cereals, food products)	CBS-TV	Benton & Bowles Guild, Bascom & Bonfigli

**F**

Faith For Today	Faith for Today, Inc. (institutional)	ABC-TV	World Bcstrs. Assoc.
Father Knows Best	Scott Paper Co.	NBC-TV	J. Walter Thompson
	P. Lorillard Co. (Kents)	CBS-TV	Young & Rubicam
Famous Film Festival	American Chicle Co. (Dentyne)	ABC-TV	Dancer-Fitzgerald & Sample
	Beltone Co. (hearing aids)	ABC-TV	Olian & Bronner
	Block Drug Co. (Amm-i-dent)		Harry B. Cohen Adv. Co.
	Carter Products Inc. (Little Liver Pills)		Ted Bates & Co.
	Chrysler Corp.		McCann-Erickson
	Florists' Telegraph Delivery Assn.		Grant Adv. Inc.
	Hearing Aid Div. of Zenith Radio		Batten, Barton, Durstine & Osborn
	Hoover Vacuum Cleaner Co.		Leo Burnett & Co. Inc.
	Johnson & Johnson (band aids)		Young & Rubicam
	Lewis-Howe Co. (Tums)		Dancer-Fitzgerald & Sample
	Phillip Morris & Co. (cigarettes)		Biow, Beirn & Toigo, Inc.
	National Presto Industries (kitchen appliances)		Gourfain-Cobb & Assoc.
	O'Cedar Corp. (mops and polishes)		Turner Adv. Agcy.
	Procter & Gamble (Shasta Shampoo)		Biow, Beirn & Toigo, Inc.
	Toastmaster Products (automatic toasters)		Erwin, Wasey & Co., Ltd.
	Toni Co. (hair grooming aids)		Weiss & Geller
	Vick Chemical Co. (Sofskin Cream)		Morse International Inc.

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Feather Your Nest	Colgate-Palmolive Co. (dental cream)		Wm. Esty Co.
Fireside Theatre	R. J. Reynolds Tobacco Co. Procter & Gamble (Ivory, Crisco, Duz)	NBC-TV	Wm. Esty Co. Compton Advt. Inc.
First Love	Andrew Jergens Co. (cosmetics)	NBC-TV	Robert W. Orr
Ford Star Jubilee	Ford Motor Co.	CS-TV	J. Walter Thompson
Ford Theatre	Ford Motor Co.	NBC-TV	J. Walter Thompson
Four Star Playhouse	Bristol Myers Co. (Bufferin, Ipana) Singer Sewing Machine Co.	CBS-TV	Young & Rubicam
Froman, Jane, Show	General Electric Co.	CBS-TV	Young & Rubicam
Frontier Fury	Reynolds Metals Co. General Foods Corp. (Post Cereals)	NBC-TV NBC-TV	Batten, Barton, Durstine & Osborn Clinton E. Frank Benton & Bowles

## G

General Electric Program	General Electric (appliances)	CBS-TV	Young & Rubicam
General Electric Theatre	General Electric (institutional)	CBS-TV	Batten, Barton, Durstine & Osborn
Gillette Sport's Newsreel	Gillette Safety Razor Co.	NBC-TV	Maxon Inc.
Gleason, Jackie, Show	Nestle Co., Inc. (Nescafe) Schick, Inc. (electric shavers) W. A. Sheaffer Pen Co.	CBS-TV	Bryan Houston Inc. Kudner Agency Inc. Russell M. Seeds
Gobel, George, Show	Armour & Co. (Dial Soap, shampoo) Pet Milk (evaporated milk)		Foote, Cone & Belding Gardner Advt. Co.
Godfrey, Arthur, & His Friends	General Motors Corp. (home appliances) Pillsbury Mills, Inc. (flour, mixes) CBS Columbia (radio, TV receivers) The Toni Co. (home permanents)	CBS-TV	Foote, Cone & Belding Leo Burnett Co. Ted Bates Co. Weiss & Geller Inc.
Godfrey, Arthur, Time	Bristol Myers Co. (Bufferin) Corn Products Refining Co. (salad oil) Dow Chemical Co. (Saran Wrap) General Motors Corp. (home appliances) Kellogg Co. (cereals & dog foods) The Kendall Co. (elastic stockings) Lever Bros. (dental cream) Minnesota Mining & Mfg. Co. (Scotch Tape) The Toni Co. (Toni Home Permanents)		Young & Rubicam C. L. Miller Co. MacManus, John & Adams Foote, Cone & Belding Foote, Cone & Belding Leo Burnett Co. McCann-Erickson Batten, Barton, Durstine & Osborn Weiss & Geller

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Godfrey's, Arthur, Talent Scouts	CBS Columbia (radio, TV receivers) Thomas J. Lipton Co. (tea, soup mixes)	CBS-TV	Ted Bates & Co. Young & Rubicam
Golden Windows	Procter & Gamble (Cheer)	NBC-TV	Young & Rubicam
Goodyear Television Playhouse	Goodyear Tire & Rubber Co. (tires, Neolite soles)	NBC-TV	Young & Rubicam
Grand Ole Opry	Ralston Purina Co. (Purina Chows)	ABC-TV	Gardner Adv. Co.
Greatest Moments in Sports	Mutual Benefit Health & Accident Assoc. of Omaha	NBC-TV	Bozell & Jacobs
Guilding Light	Procter & Gamble (Ivory Soap, Crisco, Gleem)	CBS-TV	Compton Advt. Inc.
Gunsmoke	Liggett & Myers Tobacco Co.	CBS-TV	Cunningham & Walsh

## H

Hallmark Hall of Fame	Hallmark Cards, Inc. (greeting cards)	NBC-TV	Foote, Cone & Belding
Halls of Ivy	International Harvester Co. (machinery)	CBS-TV	Leo Burnett Co., Inc.
	National Biscuit Co. (crackers, baked goods)	CBS-TV	McCann-Erickson
Happy Felton's Spotlight Gang	Sweets Co. of America (candy)	NBC-TV	Mosselle & Eisen
Hollywood Backstage	Charles Antell Inc. (hair preparations)	ABC-TV	Product Services Inc.
Home	Aluminum Co. of America (ALCOA) (Aluminum Wearever Foil, Wearever Aluminum Utensils)	NBC-TV	Fuller, Smith & Ross, Inc.
	American Viscose Corp. (chemical & synthetic fibers)		N. W. Ayer & Son, Inc.
	Beatrice Foods Co. (LaChoy Chinese Foods)		Foote, Cone & Belding
	Birge Co., Inc. (wallpapers)		Hutchins Adv. Co.
	Bissell Manufacturing Co. (carpet sweepers)		N. W. Ayer & Son
	Black & Decker Co. (portable electric drill)		Van Sant Dugdale & Co.
	Bourjois, Inc. (gift sets of cologne, powder & perfume)		Lawrence C. Aumbiner Agency
	California Packing Co. (Del Monte canned vegetables, fruits, juices & ketchup)		McCann-Erickson, Inc.
	Caloric Appliance Corp. (gas ranges)		Geare-Marston, Inc.
	Cluett Peabody Co., Inc. (Arrow Shirts)		Young & Rubicam
	Culligan, Inc. (water softener)		Alex G. Granz, Inc.

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Daystrom Furniture</b> <b>Dow Chemical Co.</b> (Saran fabric, Styron products)		<b>N. W. Ayer &amp; Son</b> <b>MacManus, John &amp; Adams</b>
	<b>Firestone Industrial Products Co.</b> (Foamex mattresses)		<b>Grey Adv. Agency</b>
	<b>General Foods</b> (Instant Maxwell House Coffee)		<b>Benton &amp; Bowles, Inc.</b>
	<b>Gibson Refrigerator Co.</b> (refrigerators & ranges)		<b>Henri, Hurst &amp; McDonald</b>
	<b>Glass Containers Manufacturers Institute</b> <b>Glidden Co.</b> (paint)		<b>Kenyon &amp; Eckhardt</b> <b>Meldrum &amp; Tewsmith, Inc. Adv.</b>
	<b>Gruen Watch Co.</b> <b>H. J. Heinz Co.</b> (baby food, ketchup, soups, stews)		<b>Grey Adv. Agency</b> <b>Maxon, Inc.</b>
	<b>Johnson &amp; Johnson</b> (elastic hose, baby products & surgical dressings)		<b>N. W. Ayer &amp; Son, Inc.</b>
	<b>Lanolin Plus, Inc.</b> (liquid makeup, shampoo)		<b>Duggan-Phelps Adv.</b>
	<b>Lemon Products Board</b> (frozen lemonade)		<b>McCann-Erickson, Inc.</b>
	<b>Onieda, Ltd.</b> (silverplate)		<b>BBD &amp; O</b>
	<b>Parker Brothers, Inc.</b> (games)		<b>Badger, Browning &amp; Parcher, Inc.</b>
	<b>Prince Gardner Co.</b> (leather billfolds, wallets, key cases)		<b>Grey Adv. Agency</b>
	<b>Sawyer's, Inc.</b> (Viewmaster & Keels)		<b>Carvel, Nelson &amp; Powell Adv.</b>
	<b>Sunbeam Corp.</b> (women's electric shavers)		<b>Perrin-Paus Co.</b>
	<b>Swift &amp; Company</b> (Swift's Turkeys)		<b>McCann-Erickson, Inc.</b>
	<b>Upjohn Co.</b> (Unicap vitamins)		<b>Wm. Douglass McAdams, Inc.</b>
	<b>Vick Chemical Co.</b> (Sofskin hand cream)		<b>Morse International, Inc.</b>
<b>Hope, Bob, Show</b>	<b>General Foods Corp.</b> (Swansdown)	<b>NBC-TV</b>	<b>Young &amp; Rubicam</b>
<b>Horizons</b>	<b>Ciba Pharmaceutical Products Inc.</b> (institutional)	<b>ABC-TV</b>	<b>Kieswetter, Baker, Hegedorn &amp; Smith</b>
<b>Howdy Doody</b>	<b>Campbell Soup Co.</b> (food products)	<b>NBC-TV</b>	<b>Leo Burnett</b>
	<b>Colgate Palmolive Co.</b> (dental cream)		<b>Ted Bates &amp; Co.</b>
	<b>Continental Baking Co., Inc.</b> (bread, cake)		<b>Ted Bates &amp; Co.</b>
	<b>International Show Co.</b> <b>Kellogg Co.</b> (cereals)		<b>Henri, Hurst &amp; McDonald</b> <b>Leo Burnett</b>
	<b>Luden's, Inc.</b> (candy, cough drops)		<b>J. M. Mathes Inc.</b>
	<b>Standard Brands Inc.</b> (pudding, margarine)		<b>Ted Bates &amp; Co.</b>
	<b>Welch Grape Juice Co.</b>		<b>Kenyon &amp; Eckhardt</b>

**I**

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
I Love Lucy	Phillip Morris & Co. (cigarettes) Procter & Gamble Co. (Cheer)	CBS-TV	Biow, Beirn & Toigo Biow, Beirn & Toigo
I Married Joan	General Electric Co. (appliances)	NBC-TV	Young & Rubicam
Inner Flame	General Foods Corp. (food products)	CBS-TV	Young & Rubicam
It Pays to Be Married	Procter & Gamble	NBC-TV	Benton & Bowles
It's a Great Life	Chrysler Corp. (autos)	NBC-TV	McCann-Erickson
It's Always Jan	Procter & Gamble	CBS-TV	Compton Advt. Agy.
I've Got a Secret	R. J. Reynolds Tobacco Co. (Cavaliers)	CBS-TV	Wm. Esty Co., Inc.

**J**

Jan Murray Time	The Toni Co. (grooming aids)	NBC-TV	Weiss & Geller
Johnny Carson Show	General Foods Corp. (Instant Sanka) Revlon Products Corp. (cosmetics)	CBS-TV CBS-TV	Young & Rubicam Norman, Craig & Kummel
Justice	Borden Co. (milk, milk products)	NBC-TV	Young & Rubicam
Juvenile Jury	Pharmaceuticals (Ceritol)	CBS-TV	Edward Kletter Assoc., Inc.

**K**

Kraft Television Theatre	Kraft Foods Co. (cheese, milk products)	ABC-TV, NBC-TV	J. Walter Thompson
Kukla, Fran & Ollie	Gordon Baking Co. (bread)	ABC-TV	D'Arcy Advt. Co.

**L**

Lassie	Campbell Soup Co.	CBS-TV	Batten, Barton, Durstine & Osborn
Lee, Pinky, Show	Participations	NBC-TV	
Lewis, Robert Q., Show	Best Foods Inc. (mayonnaise) Helene Curtis Industries Inc. (hair dressings) Corn Products Refining (salad oil) Doeskin Products (tissues) General Mills Inc. (food products) S. C. Johnson Co. (cleaners, polishers)	CBS-TV CBS-TV	Dancer-Fitzgerald-Sample Earle Ludgin & Co. C. L. Miller Grey Advt. Agy. Batten, Barton, Durstine & Osborn Needham, Louis & Brorby



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Miles Laboratories</b> (vitamins, medicinals)		Geoffrey Wade Adv.
	<b>C. A. Swanson &amp; Son</b> (poultry, meat)		Tatham-Laird
Liebman, Max, Presents	<b>Hazel Bishop Inc.</b> (cosmetics)	NBC-TV	Raymond Spector
	<b>Oldsmobile Div. of General Motors</b>		D. P. Brother & Co.
	<b>Sunbeam Corp.</b> (electrical appliances)		Perrin-Paus Co.
Life Begins at 80	<b>Pharmaceuticals, Inc.</b> (Serutan, Geritol, KDX, Zaramin & other products)	ABC-TV	Edward Kletter Assoc.
Life of Riley	<b>Gulf Oil Corp.</b> (gas, oil, lubricants, tires, insecticides)	NBC-TV	Young & Rubicam
Life Is Worth Living, with Bishop Fulton J. Sheen	<b>Admiral Corp.</b> (household appliances)	ABC-TV	Russell M. Seeds Co.
Life With Father	<b>CBS Columbia</b> (TV, radio sets)	CBS-TV	Ted Bates Co.
	<b>General Mills</b> (Cheerios, Gold Medal Flour)		Dancer-Fitzgerald-Sample
Linc-Up, The	<b>Brown &amp; Williamson Tobacco Corp.</b> (Viceroy Cigarettes)	CBS-TV	Ted Bates & Co.
Lone Ranger	<b>American Dairy Assoc.</b>	ABC-TV, CBS-TV	Campbell-Mithun
	<b>General Mills, Inc.</b> (Cheerios & Wheaties)		Dancer-Fitzgerald-Sample
Longines Chronoscope	<b>Longines-Wittnauer Watch Co.</b>	CBS-TV	Victor A. Bennett Co.
Love of Life	<b>American Home Products Corp.</b> (Anacin, Bisodol, Heet, Kriptin)	CBS-TV	The Biow Co.
Lucy Show, The	<b>Lehn &amp; Fink Products</b> (cosmetics)	CBS-TV	McCann-Erickson
Lux Theatre	<b>Lever Brothers Co.</b> (Lux Soap, Flakes, Liquid Spray, Rinso, Margarine, Pepsodent)	NBC-TV	J. Walter Thompson

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**M**


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Macy's Thanksgiving Day Parade	<b>Ideal Toy Co.</b>	NBC-TV	Grey Adv., Inc.
Make Room for Daddy	<b>American Tobacco Co.</b> (Pall Mall Cigarettes)	ABC-TV	Sullivan, Stauffer, Colwell & Bayles
	<b>Dodge Div. of Chrysler Corp.</b> (Dodge Cars)		Grant Adv. Inc.
Mama	<b>General Foods Corp.</b> (Maxwell House Coffee, Minute Rice)	CBS-TV	Benton & Bowles
March of Medicine	<b>Smith, Kline &amp; French Laboratories</b> (pharmaceuticals)	NBC-TV	Doremus-Eshleman Co.



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Martin, Tony, Show	Toni Co. (Cosmetics)	NBC-TV	Tatham-Laird
Masquerade Party	Knomark Mfg. Co., Inc. (Esquire Boot Puller)	ABC-TV	Emil Mogul Co.
	Pharmaceuticals, Inc. (Serutan, Cortol, RDX, Zarumin, etc.)		Edward Kletter Assoc.
	Remington Rand, Inc. (Remington Electric Shavers)		Young & Rubicam
Matinee	B. T. Babbitt (Bab-O)	NBC-TV	Dancer-Fitzgerald-Sample
	Motorola (TV sets)		Leo Burnett Co.
	Procter & Gamble Co. (Dreft, Tide)		Benton & Bowles
Maurice Evans Series	Hallmark Cards, Inc.	NBC-TV	Foote, Cone & Belding
Medic	Dow Chemical Co. (Saran Wrap, Saron Fabric, Styron Plastics)	NBC-TV	MacManus, John & Adams
Medical Horizons	Ciba Pharmaceutical Prods.	ABC-TV	J. Walter Thompson
Meet Millie	Carter Products, Inc. (Arriad, Rise Shave Cream, Nair, Carter's Little Liver Pills)	CBS-TV	Sullivan, Stauffer, Colwell & Bayles, Inc.
	Pharmaceuticals, Inc. (drug products)		Edward Kletter & Assoc.
Meet the Press	Pan American World Airways	NBC-TV	J. Walter Thompson
	Johns-Manville Corp.		J. Walter Thompson
Mickey Mouse Club	Armour & Co. (Pet food products, oil products, m. packing, house sausage, liver)	ABC-TV	Tatham-Laird, Inc.
	Bristol-Myers Co., The (dentifrices)		Doherty, Clifford, Steers & Shenfield
	Campbell Soup Co. (soups, pork & bean, tomato juice, artich. spaghetti & savans, macaroni & vegetable juices)		Leo Burnett Co.
	Carnation Milk Co. (malted, instant, evaporated & fresh milk, chocolate drink, soft cheese, ice cream, dry milk solids)		Erwin Wasey & Co.
	Coca Cola Co. (carbonated beverages)		D'Arcy Adv. Co.
	General Mills, Inc. (all cereals, prepared baking mixes—excluding cake frosting, prepared cookie mixes & bakery products)		Knox Reeves Adv., Wm. Esty Co
	S. C. Johnson & Son, Inc. (waxes, cleaners, polishes, and applicators)		Needham, Louis & Brorby, Inc.

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Lettuce, Inc. of Calif. &amp; Arizona</b> (fresh fruits & vegetables)		John Cohan Adv.
	<b>Mars, Inc.</b> (candy)		Leo Burnett Co.
	<b>Mattel, Inc.</b> (toys)		Carson, Roberts, Inc.
	<b>Morton Salt Co. S.O.S. Co., The</b> (securing pads, Tufty & Soil-Off)		Needham, Louis & Brorby McCann-Erickson
	<b>TV Time Foods</b> (popcorn)		Ruthrauff & Ryan
	<b>Vick Chemical Co.</b> (Vaporub, cough syrup, cough drops, Softskin, Medi-mist nasal spray)		BBD & O
	<b>Welch Grapejuice Co., Inc.</b> (jams, jellies, preserves, & grape juice)		Kenyon & Eckhardt
MGM Parade	<b>American Tobacco Co.</b> (Pall Mall Cigarettes)	ABC-TV	Sullivan, Stauffer, Colwell & Bayles
	<b>General Foods</b> (Maxwell House Coffee, Minute Rice & others)		Benton & Bowles
Milland, Ray, Show (Meet Mr. McNulty)	<b>General Electric Co.</b> (TV, radio sets, small appliances)	CBS-TV	Maxon, Inc.
Millionaire, The	<b>Colgate-Palmolive Co.</b> (Lustre-Creme Shampoo)	CBS-TV	Ted Bates Co.
Miss America Pageant	<b>Philco Corp.</b> (radios, TV sets, electrical appliances)	ABC-TV	Hutchins Adv. Co.
Mr. Citizen	<b>Liggett &amp; Myers Tobacco Co.</b> (Chesterfield Cigarettes)	ABC-TV	Cunningham & Walsh
Mr. Peeper	<b>Reynolds Metals Co.</b> (aluminum building products, Reynolds Wrap)	NBC-TV	Clinton E. Frank
Modern Romances	<b>Colgate-Palmolive Co.</b> (Colgate Dental Cream)	NBC-TV	Bryan Houston, Inc.
	<b>Miles Laboratories, Inc.</b>		Geoffrey Wade Adv.
Montgomery, Robert, Presents	<b>The American Tobacco Co.</b> (Lucky Strike, Hatter's Tarryton Cigarettes)	NBC-TV	BBD & O
	<b>S. C. Johnson &amp; Son, Inc.</b> (Glo-Coat, Pride, Car-Plate & Car-Nix, Jubilee Wax, paste wax)		Needham, Louis & Brorby
Moore, Gary, Show	<b>Best Foods, Inc.</b> (Rit, Shindola)	CBS-TV	Earle Ludgin & Co.
	<b>Borden Co.</b> (Instant Noodle, Sharlac)		Doherty, Clifford, Steers & Shenfield
	<b>Bristol Myers Co.</b> (Ipana AC)		Doherty, Clifford, Steers & Shenfield
	<b>Chun King Sales, Inc.</b> (Chinese oriental foods)		J. Walter Thompson

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Comstock Foods</b> (Vegetable, fruit pie filling, apple sauce)		Leo Burnett Co.
	<b>Converted Rice, Inc.</b> (Uncle Ben's Converted Rice)		Leo Burnett Co.
	<b>Economics Laboratory, Inc.</b> (Soilax)		Scheidler, Beck & Werner, Inc.
	<b>Kellogg Co.</b> (cereals, dog food)		Leo Burnett Co.
	<b>C. H. Masland &amp; Sons</b> (trugs)		Anderson & Cairns, Inc.
	<b>Miles Laboratories, Inc.</b> (Alka-Seltzer, vitamins)		Geoffrey Wade Adv.
	<b>Prudential Insurance Co.</b>		Calkins & Holden
	<b>Scott Paper Co.</b>		J. Walter Thompson
	<b>Simoniz Co.</b> (Simoniz & other products)		Tatham-Laird, Inc.
	<b>A. E. Staley Co.</b> (laundry starch, syrup)		Ruthrauff & Ryan
	<b>Swift &amp; Co.</b> (Swift'ning)		J. Walter Thompson
	<b>The Toni Co.</b> (home permanents, hair-care products, cosmetics)		Leo Burnett Co.
	<b>Yardley &amp; Co., Ltd.</b> (soap, bath oil)		N. W. Ayer & Son, Inc.
Musical Chairs	<b>Griffin Mfg. Co.</b> (shoe polish)	NBC-TV	Birmingham, Castleman & Pierce, Inc.
My Favorite Husband	<b>Procter &amp; Gamble</b> (Cheer)	CBS-TV	Young & Rubicam
	<b>Simmons Co.</b> (Beautyrest, Hide-A-Bed)		Young & Rubicam
My Little Margie	<b>Scott Paper Co.</b> (napkins, towels, wax paper)	NBC-TV	J. Walter Thompson

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## N

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Name's the Same	<b>Ralston-Purina Co.</b> (Wheat Chex, Rice Chex, Instant Ralston, Regular Ralston, Ry-Krisp)	ABC-TV	Guild, Bascom & Bonfigil
Name That Tune	<b>Americano Home Products Corp.</b> (Anacin, Kolyndol, Bisodol, Heet)	CBS-TV	Sullivan, Stauffer, Colwell & Bayles
	<b>Carter Products, Inc.</b> (Arrid, Rise, shave cream, Nair)		Sullivan, Stauffer, Colwell & Bayles
Navy Log	<b>Maytag Co.</b> (washing machines)	CBS-TV	McCann-Erickson Co.
	<b>W. A. Sheaffer Pen Co.</b>		Russel Seeds Co.
New Stu Erwin Show, The	<b>Liggett &amp; Myers Tobacco Co.</b> (Chesterfield Cigarettes)	ABC-TV	Cunningham & Walsh, Inc.
Norby	<b>Eastman Kodak Co.</b>	NBC-TV	J. Walter Thompson

## O

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Omnibus	Aluminum Co. of Canada (institutional)	CBS-TV	J. Walter Thompson
	Norcross, Inc. (greeting cards)		Albert Kimball Co.
	Scott Paper Co. (Cut-Rite Wax Paper, Scottie Facial Tissues)		J. Walter Thompson
	Zenith Radio Corp. (electronic equip.)		Young & Rubicam
On Your Account	Procter & Gamble Co. (Tide, Prolif)	CBS-TV	Benton & Bowles, Inc.
Orange Bowl Game	Gillette Safety Razor Co.	CBS-TV	Maxon, Inc.
Our Miss Brooks	General Foods Corp. (Swansdown Flour, Instant Sanka Coffee, Birdseye Frozen Foods, Jello Instant-Pudding)	CBS-TV	Young & Rubicam
Ozark Jubilee	American Chicle Co. (Beeman's Pepsin)	ABC-TV	Ted Bates & Co.
	American Home Products Corp. (Kolykos, Anacin & Neet)		Biow-Beirn-Toigo
	Charles Antell, Inc. (hair preparations)		Product Services

## P

Pall Mall Theater	The American Tobacco Co. (Pall Mall Cigarettes)	ABC-TV	Sullivan, Stauffer, Colwell & Bayles
Pantomime Quiz	General Foods Corp. (Maxwell House Coffee)	CBS-TV, ABC-TV	Benton & Bowles
	Revlon Products Corp. (lipstick, hair spray)		Sullivan, Stauffer, Colwell & Bayles
Penny to a Million	Brown & Williamson Tobacco Corp. (Raleigh Cigarettes, Sir Walter Raleigh Tobacco)	ABC-TV	Russel M. Seeds
	W. A. Shaeffer Co. (Fine Line Pens)		Russel M. Seeds
People Are Funny	The Frawley Corp. (Paper-Mate Pens)	NBC-TV	Foote, Cone & Belding
	The Toni Co. (Cosmetics)		Leo Burnett, Inc.
People's Choice, The	The Borden Co. (milk products)	NBC-TV	Young & Rubicam
epsi-Cola Playhouse	Pepsi-Cola Co.	ABC-TV	The Biow Co.
Person-To-Person	American Oil Co. (Armo-n Gas)	CBS-TV	The Joseph Katz Co.

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	Hamm Brewing Co. Noxzema Chemical Co. (Noxzema Skin Cream, shave cream)		Campbell-Mithun, Inc. Sullivan, Stauffer, Colwell & Bayes
Philco Convention	Philco Corp. (radios, TV sets, electrical appliances)	ABC-TV	Hutchins Adv. Co.
Philco Television Playhouse	Philco Corp. (radios, TV sets, ranges, refrigerators)	NBC-TV	Hutchins Adv. Co.
Pinky Lee Show	International Shoe Co. Luden's, Inc. (cough drops)	NBC-TV	D'Arcy Adv. Co. J. M. Mathes, Inc.
	John Morrell & Co. Sweets Co. of America, The		Campbell-Mithun, Inc. Moselle & Eisen
Place the Face	Hazel Bishop (cosmetics)	NBC-TV	Raymond Spector Co.
Plymouth News Caravan	Plymouth Div., General Motors Corp.	NBC-TV	N. W. Ayer & Son
Pond's Theater	Pond's Extract Co. (Angel Skin, dry skin cream, cold cream, lipstick, makeup, milk, angel face)	ABC-TV	J. Walter Thompson
Pontiac Hour	General Motors Corp. (autos)	NBC-TV	MacManus, John & Adams
Portia Faces Life	General Foods Corp. (Swansdown Cake Mixes, Instant Postum, Baker's Coconut, Bran Flakes, La Frances, Satina)	CBS-TV	Young & Rubicam, Inc.
Pride of the Family	Cmpbell Soup	CBS-TV	BBD & O
Private Secretary	American Tobacco Co. (Lucky Strike Cigarettes)	CBS-TV	BBD & O
Producer's Showcase	Ford Motor Co. (cars, trucks, parts, services)	NBC-TV	Kenyon & Eckhardt
	Radio Corp. of America (TV sets, phonographs, records, radios, service, tubes, tape recorders, batteries, air condi- tioners)		Kenyon & Eckhardt
Pro-Football	Falstaff Brewing Corp.	ABC-TV	Dancer-Fitzgerald- Sample
Public Defender	Philip Morris & Co., Ltd. (cigarettes)	CBS-TV	Biow-Beirn-Toigo
	Revlon Products Corp. (cosmetics)		Wm. H. Weintraub

**R**

Raye, Martha, Show	Hazel Bishop, Inc. (lipstick, nail polish, & rouge)	NBC-TV	Raymond Spector Co.
Red Barber's Corner	State Farm Mutual Ins.	CBS-TV	Needham, Louis & Brorby



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Rin-Tin-Tin	National Biscuit Co. (all products)	ABC-TV	Kenyon & Eckhardt
Road of Life	Procter & Gamble Co. (Drene, Ivory Flakes)	CBS-TV	Compton Adv. Agcy.
Robin Hood	Johnson & Johnson (baby products) Wildroot Co., Inc. (hair tonic)	CBS-TV	Young & Rubicam BBD & O
Rogers, Roy, Show	General Foods Corp. (Instant Puddings, Games Dog Food)	NBC-TV	Benton & Bowles
Rooney, Mickey, Show	Green Giant Co. (food products) Pillsbury Mills, Inc. (flour)	NBC-TV	Leo Burnett Co. Leo Burnett Co.
Rose Bowl Football Game	Gillette Safety Razor Co.	NBC-TV	Maxon, Inc.

## S

Schlitz Playhouse of Stars	Schlitz Brewing Co.	CBS-TV	Lennen & Newell, Inc.
Screen Director's Playhouse	Eastman Kodak Co. (photographic)	NBC-TV	J. Walter Thompson
Search for Beauty	Charles Antell (cosmetics)	NBC-TV	Product Services
Search for Tomorrow	Procter & Gamble Co. (Joy, Spic & Span, Cheer)	CBS-TV	Biow-Beirn & Toigo
Secret Storm	American Home Products Corp. (Aero Wax, Wizard Wick, Anacin, Heer)	CBS-TV	Biow-Beirn & Toigo
See It Now	Aluminum Co. of America (Alcoa Aluminum Products)	CBS-TV	Fuller & Smith & Ross, Inc.
Sergeant Preston of the Yukon	Quaker Oats Co. (breakfast food)	CBS-TV	Wherry, Baker & Tilden, Inc.
Shore, Dinah, Show	Chevrolet Motor Div., of General Motors Corp. (Parts and Services)	NBC-TV	Campbell-Ewald
\$64,000 Question	Revlon Products (cosmetics)	CBS-TV	Wm. H. Weintraub
Skelton, Red, Show	S. C. Johnson & Son, Inc. (Johnson's Wax, cleaner, polisher) Pet Milk Co. (evaporated milk)	CBS-TV	Needham, Louis & Brorby Needham, Louis & Brorby
Smilin' Ed McConnell	Brown Shoe Co., Inc. (Buster Brown Shoes)	ABC-TV	Leo Burnett Co.
Soupy Sales	The Gordon Baking Co. (Silvercup Bread)	ABC-TV	D'Arcy Adv. Co.
So This Is Hollywood	The Toni Co. (grooming aid)	NBC-TV	Tatham-Laird, Inc.



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
So You Want to Lead a Band	Brillo Mfg. Co. (Brillo Pads)	ABC-TV	J. Walter Thompson
Space Patrol	The Nestle Co. (chocolate, cocoa products)	ABC-TV	Cecil & Presbrey
	Ralston-Purina Co. (Rice Chex, Wheat Chex, Ry-Krisp)		Gardner Adv. Agcy.
Spotlight Playhouse	S. C. Johnson & Son, Inc. (wax, cleaners)	CBS-TV	Gardner Adv. Agency
	Pet Milk Co.		Gardner Adv. Agency
Stafford, Jo, Show	Gold Seal Co. (glass wax)	CBS-TV	Campbell-Mithun, Inc.
Stage 7	Bristol Myers Co. (Sal Hepatica)	CBS-TV	Young & Rubicam
Stage Show	Nestle Co. (chocolate)	CBS-TV	Bryan Houston, Inc.
Star Stage	Campbell Soup Co. Chesebrough-Ponds (cosmetics)	NBC-TV	BBD & O J. Walter Thompson
Star Time Playhouse	Maytag Co. (home appliances)	CBS-TV	Russel Seeds Co.
	W. A. Sheaffer Pen Co.		Russel Seeds Co.
Star Tonight	Brillo Mfg. Co., Inc. (Brillo Pads & other products)	ABC-TV	J. Walter Thompson
Stop the Music	Exquisite Form, Inc. (brassieres)	ABC-TV	Grey Adv. Agency
	Necchi Sewing Machine (Necchi & Elva Sewing Machines)		Grey Adv. Agency
	Quality Goods Manufacturers (watch bands, jewelry, Van Heusen Shirts)		Grey Adv. Agency
Stork Club	Gemex Co., Inc. (watch bands)	ABC-TV	BBD & O
Strike It Rich	Colgate-Palmolive Co. (Colgate Dental Cream, Yel, Super Suds, Palmolive Soap, Fab, Ajax)	CBS-TV	Wm. Esty Co., Inc.
Studio One	Westinghouse Electric Corp. (kitchen appliances, radio & TV sets, Turbojet Plane Motors)	CBS-TV	McCann-Erickson
Sugar Bowl	American Chicle Co. (Dentyne)	ABC-TV	Dancer-Fitzgerald-Sample, Inc.
	C. A. Swanson & Sons (poultry, meat products)		Tatham-Laird, Inc.
	Top Pop Products Co. (EZ Pop Popcorn)		W. B. Doner & Co.
Sugar Bowl, Pre-Game Huddle	R. J. Reynolds Tobacco Co. (Camel & Cavalier Cigarettes)	ABC-TV	Wm. Esty & Co.
Sullivan, Ed, Show	Lincoln-Mercury Dealers	CBS-TV	Kenyon & Eckhardt

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
Sunday News Special	Norwich Pharmacal Co. (Pepto Bismol, aspirin, Ungentine)	CBS-TV	Benton & Bowles, Inc.
Super Circus	Shunky Chocolate Co. (candy)	ABC-TV	Hilton & Riggio, Inc.
	Dixie Cup Co. Hartz Mountain Products (bird seed)		Hicks & Greist, Inc. George H. Hartman
	Kellogg Co. (Corn Flakes, other cereals)		Leo Burnett Co., Inc.
	Mars, Inc. (candy products)		Leo Burnett Co., Inc.
	Roto Broil Corp. of America		Products Services
Swift's Show Wagon	Swift & Co. (meat)	NBC-TV	J. Walter Thompson

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**T**


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Tales of the Texas Rangers	General Mills, Inc.	CBS-TV	Tatham-Laird
Ted Mack's Matinee	Charles Antell (cosmetics)	NBC-TV	Products Services
Tennessee Ernie Ford	Miles Laboratories, Inc.	NBC-TV	Geoffrey Wade Adv.
Texaco Star Theatre	The Texas Co. (gasoline)	NBC-TV	Kudner Agency
Thanksgiving Day Football	General Tire & Rubber Co.	ABC-TV	D'Arcy Adv. Co.
Thanksgiving Day Parade	Chrysler Corp.	ABC-TV	McCann-Erickson, Inc.
This Is Your Life	Hazel Bishop, Inc. (lipstick, rouge)	NBC-TV	Raymond Spector
	Procter & Gamble Co. (dentifrices, shampoos, home permanents)		Compton Adv.
Those Whiting Girls	General Foods Corp. (Swansdown Products)	CBS-TV	Young & Rubicam
	Procter and Gamble Co. (Lilt Home Permanent)		Biow, Beirn & Toigo
Toast of the Town, With Ed Sullivan	Lincoln-Mercury Dealers	CBS-TV	Kenyon & Eckhardt
Today	Aluminum Co. of America (aluminum screening)	NBC-TV	Ketchum, McLeod & Grave
	Aluminum Goods Mfg. Co. (electric kitchen utensils)		Cramer-Krasselt
	American Home Products Corp. (Anacin)		Biow-Beirn-Toigo
	Beltone Hearing Aid Co. (hearing aid)		Olian & Bronner
	Bissell Mfg. Co. (carpet sweepers)		N. W. Ayer & Son Inc.
	Black and Decker Co. (portable electric drill)		Van Sant Dugdale & Co.
	E. L. Bruce (floor wax)		Christiansen Adv. Agy.



COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Cadillac Motor Car Div.</b> General Motors Corp. (autos)		MacManus, John & Adams
	<b>Calgon Inc.</b> (water conditioner)		Ketchum, MacLeod & Grove
	<b>Calif. Packing Co.</b> (Del Monte canned foods)		McCann-Erickson
	<b>Campbell Soup Co.</b> (Campbell Kids Promotion)		Grey Advt. Agy.
	<b>Cluett Peabody Co., Inc.</b> (shirts)		Young and Rubicam
	<b>Crowell-Collier Pub. Co.</b> (Colliers Magazine)		Kudner Agency, Inc.
	<b>Evenrude Motors</b> (Outboard Motors)		Cramer-Krasselt Co.
	<b>General Electric Co.</b> (Telechron Clocks)		N. W. Ayer & Son, Inc.
	<b>General Foods</b> (Instant Maxwell House Coffee)		Benton & Bowles, Inc.
	<b>Clidden Co.</b> (paint)		Meldrum & Tewsmith, Inc.
	<b>Gold Filled Manufacturers Assn.</b> (jewelry & accessories)		Sutherland-Abbott Adv.
	<b>Grave Laboratories</b> (Fitch Shampoo, hair oil & hair tonic, 4-way cold tablets)		Harry B. Cohen Adv. Co.
	<b>Gruen Watch Co.</b>		Grey Adv. Agency
	<b>International Salt Co.</b>		BBD & O
	<b>Johnson &amp; Johnson</b> (back plasters)		N. W. Ayer & Son
	<b>John Oster Manufacturing Co.</b> (Osterizer Blender)		Henri-Hurst & McDonald
	<b>Lemon Products Board</b> (frozen lemonade)		McCann-Erickson, Inc.
	<b>Mobile Homes Manufacturing Assoc.</b> (Trailers)		J. Walter Thompson Co.
	<b>Parker Brothers, Inc.</b> (games)		Badger, Browning & Parcher, Inc.
	<b>Polk-Miller Products Corp.</b> (Keepsake diamond rings)		N. W. Ayer & Son
	<b>Shwayder Brothers, Inc.</b> (Samsonite Luggage)		Grey Adv. Agency
	<b>Sunbeam Corp.</b> (women's electric shavers)		Perrin-Paus Co.
	<b>Swift &amp; Company</b> (Swift's Turkeys)		McCann-Erickson, Inc.
	<b>J. A. Wright &amp; Co.</b> (silver cream)		H. B. Humphrey, Alley & Richard, Inc.
Tom Corbett, Space Cadet	<b>Friedman-Shelby Dic. of International Shoe</b> (Red Cross Shoes)	NBC-TV	D'Arcy Adv. Co.
Tonight	<b>Aluminum Co. of America (ALCOA)</b> (Christmas gifts of aluminum)	NBC-TV	MacManus, John & Adams
	<b>Armour &amp; Co.</b> (Holiday turkeys)		John W. Shaw Ad., Inc.

TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Black &amp; Decker Co.</b> (portable electric drill)		VanSant Dugdale & Co.
	<b>Bourjois, Inc.</b> (gift sets of cologne, powder, perfume)		Lawrence C. Aumbiner Agency, Inc.
	<b>California Packing Co.</b> (Del Monte canned vegetables, fruits, juices & ketchup)		McCann-Erickson
	<b>Camfield Manufacturing Co.</b> (electric skillet, coffeemaker, toaster)		Hanson & Hanson, Inc.
	<b>Evenrude Motors</b> (outboard motors)		Cramer-Krasselt Co.
	<b>General Foods</b> (Instant Maxwell House Coffee)		Benton & Bowles, Inc.
	<b>General Time Corp.</b> (Westclox watches & clocks)		BBD & O
	<b>Lee Limited</b> (Sof-Set Hair Spray)		Foote, Cone & Belding
	<b>Mail Pouch Tobacco Co.</b> (Kentucky Club Tobacco)		Charles W. Hoyt Co.
	<b>Mobile Homes Manufacturing Assoc.</b> (trailers)		J. Walter Thompson
	<b>Olin Mathieson Chemical Corp.</b> (flashlights, dry cell batteries)		D'Arcy Adv. Co., Inc.
	<b>Polaroid Corporation</b> (Land Camera)		Doyle, Dane & Bernback
	<b>A. H. Pond Co.</b> (Keepsake diamond rings)		Gluck Adv. Co.
	<b>Sandura Co., Inc.</b> (Vinyl countertops, floor covering)		Hicks & Greist, Inc.
	<b>Sunbeam Corp.</b> (women's electric shavers)		Perrin-Paus Co.
	<b>Union Underwear Co.</b>		Grey Adv. Agency
	<b>Waring Products Corporation</b> (Waring Blenders)		Anderson & Cairns, Inc.
Topper	<b>Procter &amp; Gamble Co.</b> (permanent wave)	CBS-TV, ABC-TV	Benton & Bowles
	<b>R. J. Reynolds Tobacco Tobacco</b> (Camel Cigarettes)		Wm. Esty Co., Inc.
	<b>Standard Brands, Inc.</b> (Tenderleaf Tea, Chase & Sanborn Coffee, Margarine, Royal desserts)		Compton Adv., Inc.
Treasury Men in Action	<b>Chevrolet Motor Div., General Motors Corp.</b>	ABC-TV	Campbell-Ewald Co.
Truth or Consequences	<b>P. Lorillard Co.</b> (Old Gold Cigarettes, Muriel Cigars, Briggs Tobacco)	NBC-TV	Lennen & Newell



## COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
TV Reader's Digest	Studebaker-Packard Corp.	ABC-TV	Ruthrauff & Ryan, Roche, Williams & Cleary, Inc.
TV's Top Tunes	Liggett & Myers Tobacco	CBS-TV	Cunningham & Walsh
Twenty Questions	Florida Citrus Commission	ABC-TV	J. Walter Thompson
Two for the Money	P. Lorillard Co. (Old Gold Cigarettes)	CBS-TV	Lennen & Newell, Inc.

## U

Uncle Johnny Coons	Lever Brothers Co. (Good Luck Margarine)	CBS-TV	McCann-Erickson, Inc.
Undercurrent	Brown & Williamson Tobacco Corp. (Viceroy's) Procter & Gamble (Cheer)	CBS-TV	Ted Bates Co.  Biow, Beirn & Toigo
United States Steel Hour, The	United States Steel (Institutional)	CBS-TV, ABC-TV	BBD & O

## V

Valiant Lady	General Mills, Inc. (Gold Medal Flour, Pie Crust Mix, Softa- silk, Bisquick) The Toni Co. (Prom, White Rain)	CBS-TV  CBS-TV	Dancer-Fitzgerald-Sample, Inc.  Leo Burnett Co.
Vise, The	Sterling Drugs (aspirin, milk of magnesia, toothpaste)	ABC-TV	Dancer-Fitzgerald-Sample
Voice of Firestone	Firestone Tire & Rubber Co. (tires, tubes, spark plugs, TV sets)	ABC-TV	Sweeney & James Co.

## W

Wanted	American Home Products Corp.	CBS-TV	Biow, Beirn & Toigo
Warner Brothers Presents	General Electric Co. (radio, television sets, small appliances) Liggett & Myers Tobacco Co. (Chesterfield & LGM Cigarettes)	ABC-TV	Maxon, Inc.  Cunningham & Walsh



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Monsanto Chemical Co.</b> (soap and/or detergents, except facial soaps; starches, bleaches, chemical garden products, basic chemicals & plastics and institutional)		<b>Needham, Louis &amp; Brorby, Inc.</b>
<b>Way of the World</b>	<b>Borden Co.</b> (milk)	<b>NBC-TV</b>	<b>Young &amp; Rubicam</b>
<b>Wednesday Night Fights, The</b>	<b>The Mennen Co.</b> (shaving creams, after shave lotions, shampoos, spray deodorant, skin bracer, after shave talcum, bath talc)	<b>ABC-TV</b>	<b>McCann-Erickson</b>
	<b>Pabst Brewing Co. &amp; subsidiary &amp; affiliated companies</b> (beer, ale and non-alcoholic beverages)		<b>Warwick &amp; Legler, Inc.</b>
<b>Welcome Travelers</b>	<b>Procter &amp; Gamble Co.</b> (Oxydol, Dett, Ivory Snow, Camay)	<b>CBS-TV</b>	<b>Dancer-Fitzgerald-Sample, Inc.</b>
<b>Welk, Lawrence, Show</b>	<b>Dodge Div., Chrysler Corp.</b>	<b>ABC-TV</b>	<b>Grant Adv., Inc.</b>
<b>What's My Line?</b>	<b>Jules Montenier, Inc.</b> (Stopette, Poof, Finesse)	<b>CBS-TV</b>	<b>Earle Ludgin Co.</b>
	<b>Remington Rand, Inc.</b> (Remington Electric Shavers)		<b>Young &amp; Rubicam, Inc.</b>
<b>Who Said That?</b>	<b>Admiral Corp.</b> (air conditioners, home freezers, refrigerators, electric ranges)	<b>ABC-TV</b>	<b>Russel M. Seeds Co.</b>
	<b>Shaeffer Pen</b>		<b>Russel M. Seeds Co.</b>
<b>Wide Wide World</b>	<b>General Motors Corp., A.C. Spark Plug Div.</b>	<b>NBC-TV</b>	<b>D. P. Brother &amp; Co.</b>
	<b>Guide Lamp Div. of General Motors</b>		<b>D. P. Brother &amp; Co.</b>
	<b>United Motor Service Div. of General Motors Corp.</b> (auto accessories)		<b>Campbell-Ewald</b>
<b>Wild Bill Hickok</b>	<b>Kellogg Co.</b>	<b>CBS-TV</b>	<b>Leo Burnett Co.</b>
<b>Willy</b>	<b>General Mills, Inc.</b> (flour, mixes, cereals)	<b>CBS-TV</b>	<b>Dancer-Fitzgerald-Sample, Inc.</b>
<b>Winchell, Paul-Jerry Mahoney Show</b>	<b>Sweets Co. of America</b> (candy)	<b>NBC-TV</b>	<b>Moselle &amp; Eisen</b>
<b>Winchell, Walter</b>	<b>American Safety Razor Corp.</b> (blades, razors, shaving creams, brushes)	<b>ABC-TV</b>	<b>D'Arcy Adv. Co.</b>



## COMMERCIAL TV PROGRAMS



TITLE	SPONSOR-PRODUCT	NETWORK	ADVERTISING AGENCY
	<b>Bayuk Cigar Co.</b> (Phillies & Webster Cigars)		<b>D'Arcy Adv. Co.</b>
<b>Windows</b>	<b>American Oil Co.</b> <b>Hamm Brewing Co.</b>	<b>CBS-TV</b>	<b>Joseph Katz</b> <b>Campbell Mithun, Inc.</b>
<b>Winky Dink &amp; You</b>	<b>Ideal Toy Corp.</b>	<b>CBS-TV</b>	<b>Grey Adv. Corp.</b>
<b>World of Mr. Sweeny, The</b>	<b>Atlantic Sales Corp.</b> (R. T. French Mustards)	<b>NBC-TV</b>	<b>J. Walter Thompson</b>
<b>Wyatt Erp</b>	<b>General Mills, Inc.</b> (baking mixes, cereals, flour, frosting & dog food) <b>Parker Pen Company</b>	<b>ABC-TV</b>	<b>Dancer-Fitzgerald-Sample, Inc.</b>  <b>Tatham-Laird, Inc.</b>

**Y**

<b>You Are There</b>	<b>Electric Companies</b> <b>Advertising Program</b> (electric power) <b>Prudential Insurance Co.</b>	<b>CBS-TV</b>	<b>N. W. Ayer &amp; Son</b>  <b>Calkins &amp; Holden, Inc.</b>
<b>You Asked For It</b>	<b>Rosefield Packing Co.,</b> <b>Ltd.</b> (Skippy Peanut Butter)	<b>ABC-TV</b>	<b>Guild, Bascomb &amp; Bonfigli</b>
<b>You Bet Your Life</b>	<b>DeSoto Div. of</b> <b>Chrysler Motor Corp.</b> (cars, services, used cars)	<b>NBC-TV</b>	<b>BBD &amp; O</b>
<b>You'll Never Get Rich</b>	<b>Amana Refrigerator</b> <b>R. J. Reynolds Tobacco Co.</b>	<b>CBS-TV</b>	<b>Maury, Lee &amp; Marshall</b> <b>Wm. Esty Co., Inc.</b>
<b>Young, Loretta, Show</b>	<b>Procter &amp; Gamble Co.</b> (Tide, Lilt, Gleem)	<b>NBC-TV</b>	<b>Compton Adv., Inc.</b>
<b>Your Favorite Playhouse</b>	<b>Bristol Myers Co.</b> (Sal Hepatica, Ipana)	<b>CBS-TV</b>	<b>Young &amp; Rubicam, Inc.</b>
<b>Your Hit Parade</b>	<b>American Tobacco Co.</b> (Lucky Strike Cigarettes) <b>Warner-Hudnut, Inc.</b> (Quick Home Permanents)	<b>NBC-TV</b>	<b>BBD &amp; O</b>  <b>Kenyon &amp; Eckhardt</b>
<b>Youth Wants to Know</b>	<b>General Dynamics Corp.</b> (institutional)	<b>NBC-TV</b>	<b>Morey, Humm &amp; Johnstone, Inc.</b>

**Z**

<b>Zoo Parade</b>	<b>American Chicle Co.</b> (chewing gum) <b>Quaker Oats Co.</b> (Ken-L Ration, meal, biscuit)	<b>NBC-TV</b>	<b>Dancer-Fitzgerald-Sample</b>  <b>Needham, Louis &amp; Brorby</b>
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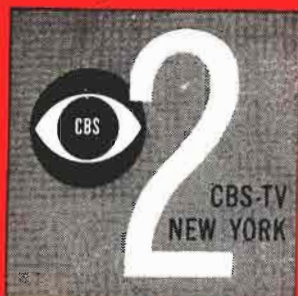
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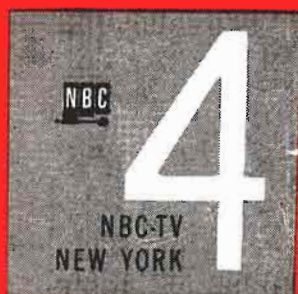
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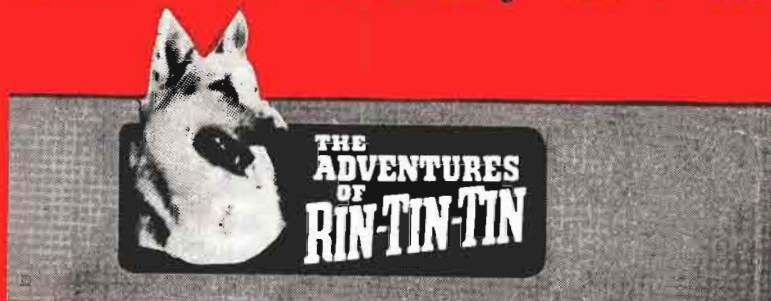
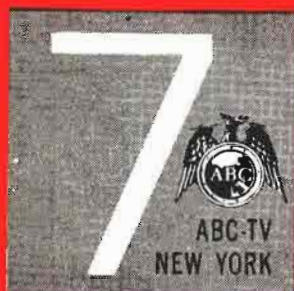
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In this great land of ours science flourishes under freedom. It is one of the conspicuous dimensions of freedom. But its victories will be empty unless we safeguard our heritage of liberty, unless we protect at every step our freedom to think, to research, to invent and to develop.

A handwritten signature in cursive script, reading 'David Sarnoff'. The signature is written in a dark ink and is positioned above the title 'Chairman of the Board'.

Chairman of the Board

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