

**RADIO**

**ANNUAL**

**TELEVISION**

**YEAR BOOK**

**1957**



LOOK! ZIV

NO. 1 NO. 2 NO. 3 NA

IN TWO CONSECUTIVE

"HIGHWAY PATROL"

Starring BRODERICK CRAWFORD



NATIONALLY

NO. 1 SYNDICATED PROGRAM  
Pulse Multi-Market Survey Covering 10 or More Markets

"The Man Called X"

Starring BARRY SULLIVAN



NATIONALLY

NO. 2 SYNDICATED PROGRAM  
Pulse Multi-Market Survey Covering 10 or More Markets

"I LED 3 LIVES"

Starring RICHARD CARLSON



NATIONALLY

NO. 3 SYNDICATED PROGRAM  
Pulse Multi-Market Survey Covering 10 or More Markets



# SHOWS RATE

# TIONALLY!

## PULSE\* REPORTS!

\*TELEPULSE MULTI-MARKET SURVEYS

**AUG. 1956**

22-MARKET AVERAGE

**17.8**

**SEPT. 1956**

22-MARKET AVERAGE

**17.9**

**AUG. 1956**

14-MARKET AVERAGE

**16.8**

**SEPT. 1956**

14-MARKET AVERAGE

**17.8**

**AUG. 1956**

21-MARKET AVERAGE

**16.1**

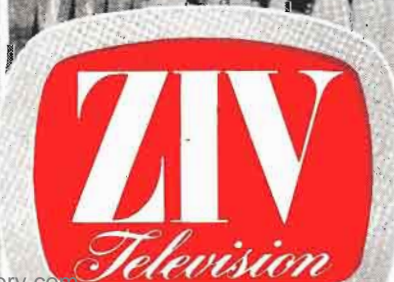
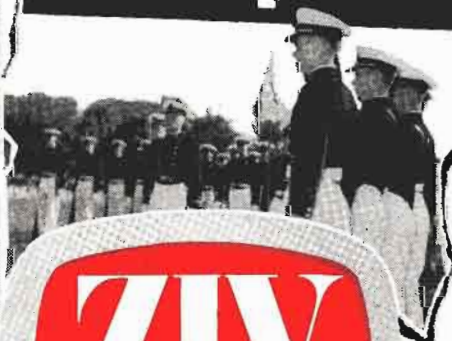
**SEPT. 1956**

19-MARKET AVERAGE

**17.3**

**NOW! READY!  
ZIV'S NEXT BIG  
RATING  
WINNER!**

**"MEN OF  
Annapolis"**







# DENNIS JAMES

*Representatives:*

WM. MORRIS AGENCY



**RADIO DAILY  
TELEVISION DAILY**

presents the

**1957**  
**TWENTIETH ANNUAL EDITION**

**RADIO ANNUAL  
and  
TELEVISION YEAR BOOK**

**CHAS. A. ALICOATE**  
Editor-in-Chief

Copyright 1957 by  
**RADIO DAILY CORP., 1501 Broadway, New York 36, N. Y.**





advertisers  
who  
look  
for  
lightning-fast  
results  
are

**SOLD**

**ON  
SPOT**

**Capital Airlines and its agency, L. Edwin Ryan, are Sold on Spot as a basic advertising medium.**

To get its fast-growing Viscount service off and winging in a new market, Capital Airlines relies on Spot Radio. Ten days before a new Viscount flight schedule goes into operation, Capital opens full blast with a six-week saturation schedule. A hard-hitting, year-round campaign follows, precision-timed to reach the businessman who must travel. Early in the morning, late in the afternoon, early *and* late in the evening, Spot *sells* the businessman on the economy, luxury and speed of Capital's Viscount flights.



Left to right:  
 Sam Hunsaker, Acct. Exec.,  
 Lewis Edwin Ryan Adv.;  
 Joel S. Daniels, Jr., Adv. Mgr.,  
 Capital Airlines;  
 James W. Austin, V.P., in charge of  
 Sales & Traffic, Capital Airlines;  
 William J. Green, Director Radio-TV,  
 Lewis Edwin Ryan Adv.;  
 Marty Pollins, Radio Sales  
 Representative, NBC Spot Sales

Sells? In July, 1955, Capital inaugurated a new Viscount service between Washington and Chicago. By October, 1956, they had tripled the service and zoomed from less than 20% to more than a 50% share of a greatly-expanded market! In Washington, and in Chicago, as in every on-line city served by NBC Spot Sales, Capital uses NBC Spot Sales-represented stations.

Here's how James W. Austin, Capital's Vice-President in charge of Sales and Traffic, sums it up:

"Capital's problem is to sell seats and to sell them right now, to cover the market completely and to provide the flexibility

we need in each market. Spot Radio is a 'must' in our advertising program."

If you're looking for lightning-fast results for your product or service, look to . . .



Representing these leadership stations

- HARTFORD-NEW BRITAIN—WNBC
- NEW YORK—WRCA, WRCA-TV
- SCHENECTADY-ALBANY-TROY—WRGB
- PHILADELPHIA—WRCV, WRCV-TV
- WASHINGTON—WRC, WRC-TV
- MIAMI—WCKT
- BUFFALO—WBUF

- CLEVELAND—WHK
- LOUISVILLE—WAVE, WAVE-TV
- CHICAGO—WMAQ, WNBD
- ST. LOUIS—KSD, KSD-TV
- DENVER—KOA, KOA-TV
- SEATTLE-TACOMA—KOMO, KOMO-TV
- LOS ANGELES—KRCA
- PORTLAND, ORE.—KPTV
- SAN FRANCISCO—KNBC
- HONOLULU—KCU, KONA-TV



**FOR WORLD-WIDE NEWS ...**  
**FOR CLEAR, COMPREHENSIVE**  
**COVERAGE ...**

The image shows two large, stylized letters, 'A' and 'P', side-by-side. They have a textured, brownish-red appearance, resembling a coarse fabric or a heavy paper. The 'A' is a simple, bold, sans-serif font. The 'P' is also bold and sans-serif, with a rounded top and a vertical stem. The letters are set against a plain white background.

**FOR**  
**RADIO and TELEVISION**

50 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

4

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# Foreword



WITH this volume RADIO-TELEVISION DAILY presents to the radio and television industry and the field of electronics THE RADIO ANNUAL and TELEVISION YEAR BOOK of 1957. Backed by twenty years of intensive effort and the complete support and co-operation of every branch of the industry, this book has become universally recognized as the standard guide and reference work of the electronic field.



GLANCING backwards for the moment we see nineteen hundred and fifty-six as the greatest milestone in the many years of progress in this great industry. With its tremendous stations everywhere, its enormous investments, its millions and millions of viewers and listeners, its international prestige and its wholesome force for good, radio and television compellingly stands today as the giant of the amusement and public service kingdom. Color on TV for more general use is just over the hill and it is not unlikely that a third dimension will be knocking at the door soon.

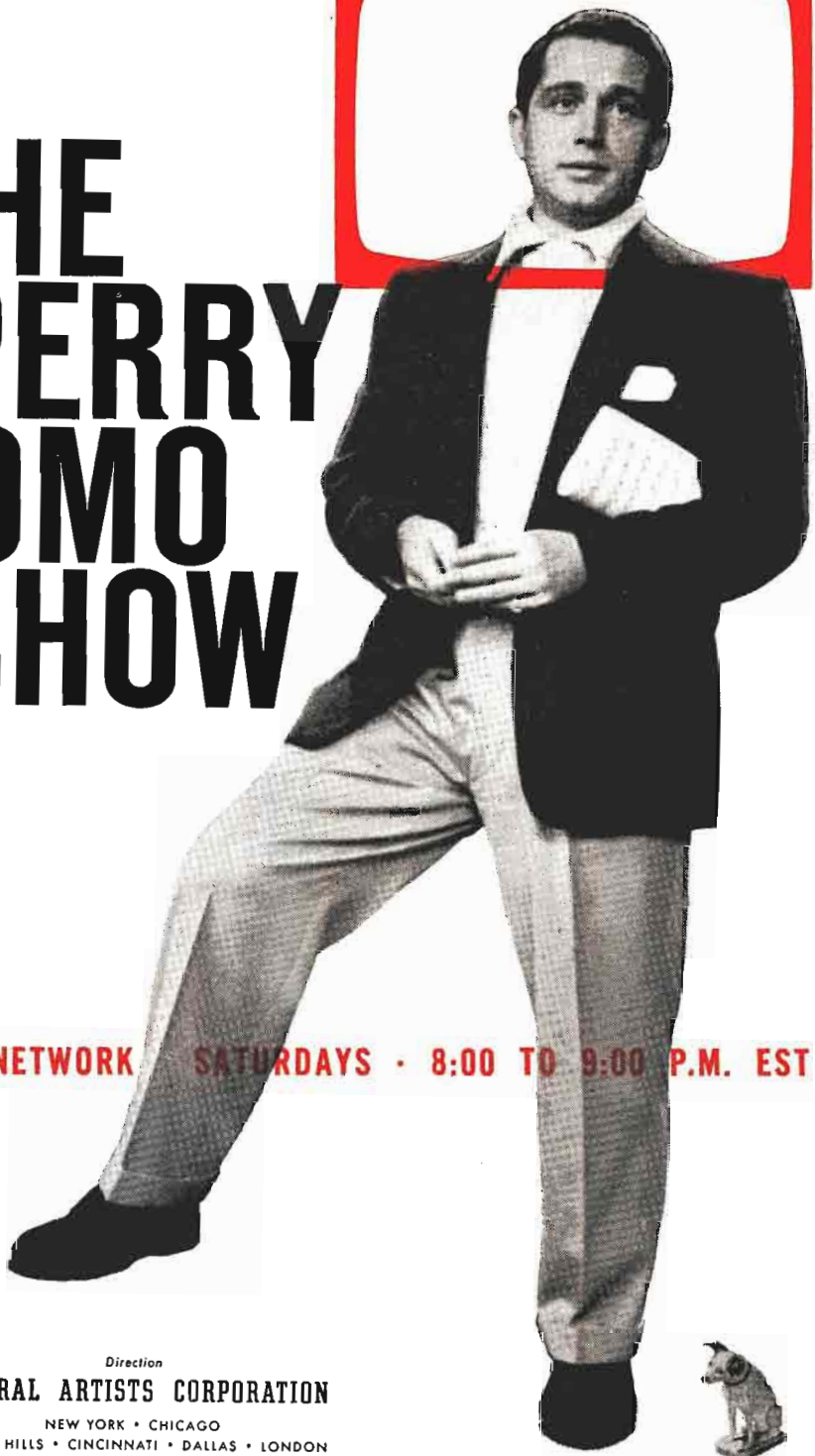


TO those from every corner of the country and every branch of broadcasting who have contributed and co-operated in the compiling of statistics and information in the following pages, RADIO-TELEVISION DAILY is indeed grateful.

*Chas. A. Alicante,*  
Publisher



# THE PERRY COMO SHOW



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



*Direction*  
**GENERAL ARTISTS CORPORATION**

NEW YORK • CHICAGO  
BEVERLY HILLS • CINCINNATI • DALLAS • LONDON

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1957

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**HARRY WISMER**

Broadcasting and Telecasting

**TOP SPORTING EVENTS**

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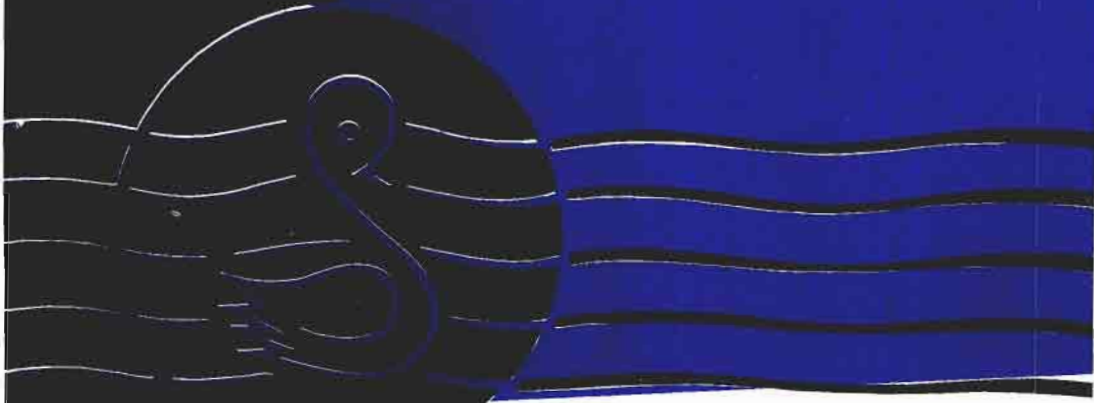
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*"The Symbol of  
Quality Musical Commercials"*



# GOLDSWAN PRODUCTIONS, INC.

*Always on the* **SPOT**

730 5th Avenue  
New York, N. Y.

Circle 7-2388

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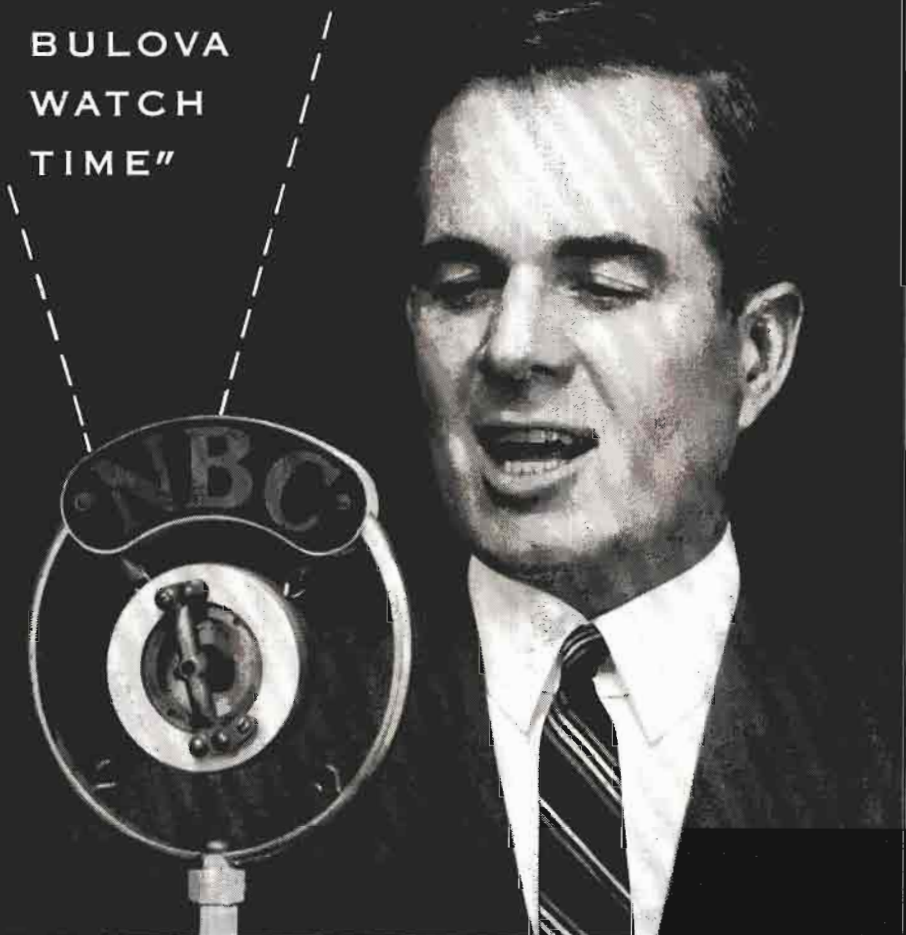
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# "9 P.M. B-U-L-O-V-A

BULOVA  
WATCH  
TIME"



This . . . the world's most famous commercial time signal was first heard in 1927! It became the announcement most familiar to the radio audience . . . just as today Bulova is seen most often on television.

The first commercial announcement ever made on television — 2 P.M., July 1, 1941, over WNBT, New York, was also sponsored by BULOVA. Now — Bulova has over 96 million spot impressions weekly; almost 114 million impressions on the Jackie

Gleason Show and other top network programs!

As a pioneer user of radio and television spots, Bulova salutes the stations which have served it so well, and wishes them continued prosperity!

**B · U · L · O · V · A**  
WATCH COMPANY, INC.

Bulova Park, N. Y.

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# "LES PAUL & MARY FORD AT HOME"



LES PAUL & MARY FORD "AT HOME" TV SHOW

**GAC**

**Capitol**  
RECORDS

**Gibson Guitars**

*Personal Management*  
GRAY GORDON-MEL SHAUER  
TEmpleton 8-2746

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

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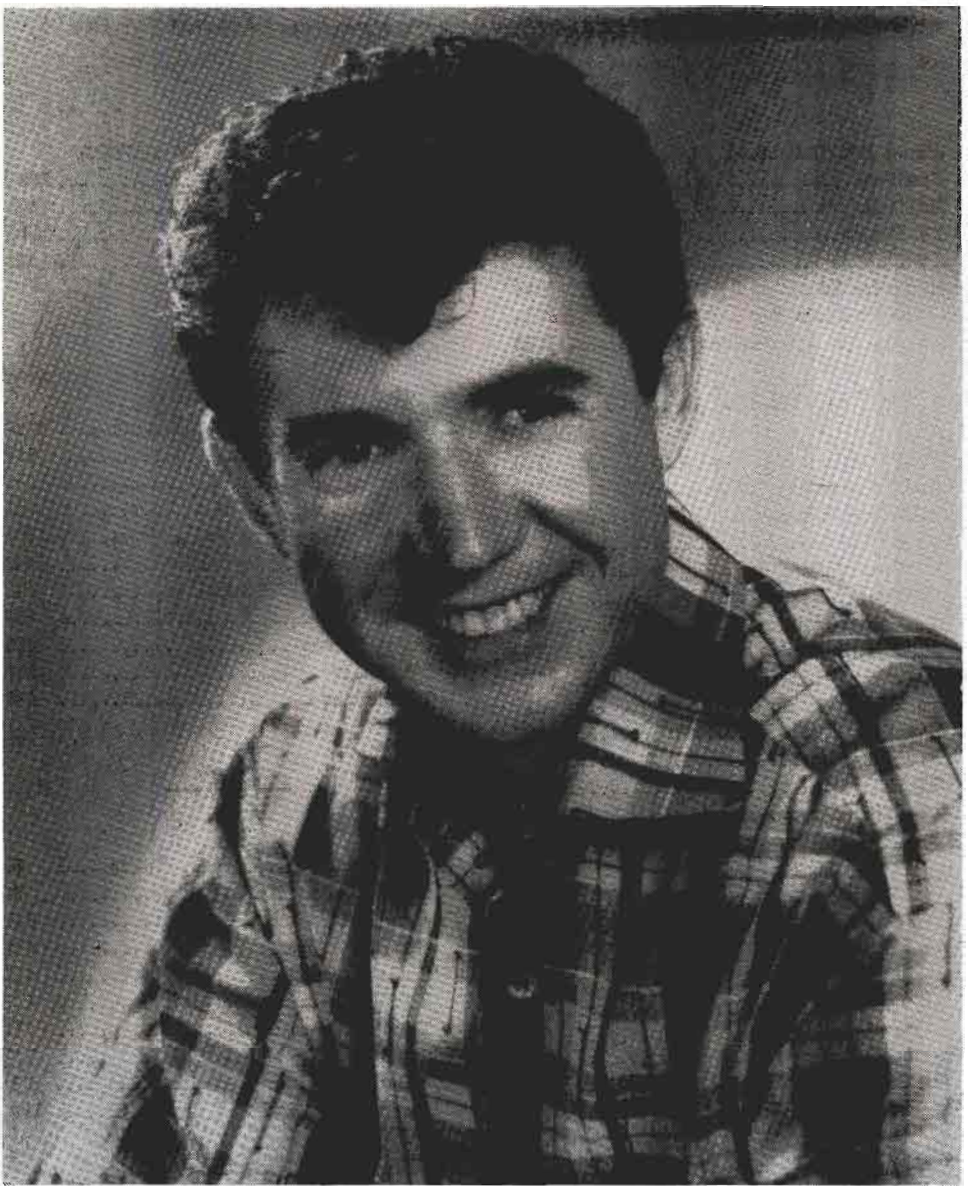
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## SONNY JAMES

*Personal Manager:*

**Ed McLemore**  
Riverside 8-4374

**Cadiz & Industrial Blvd.**  
Dallas, Texas

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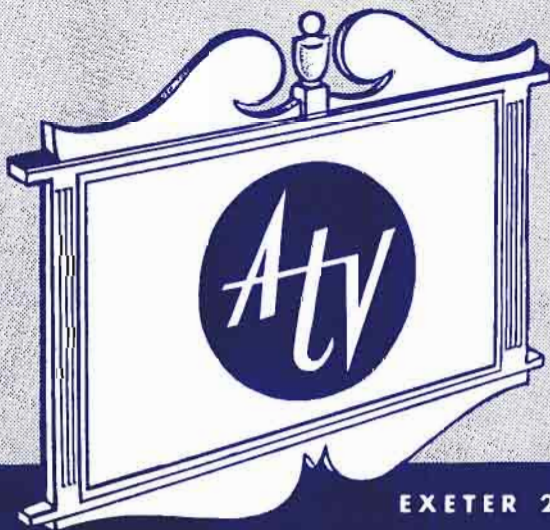
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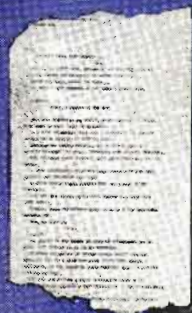
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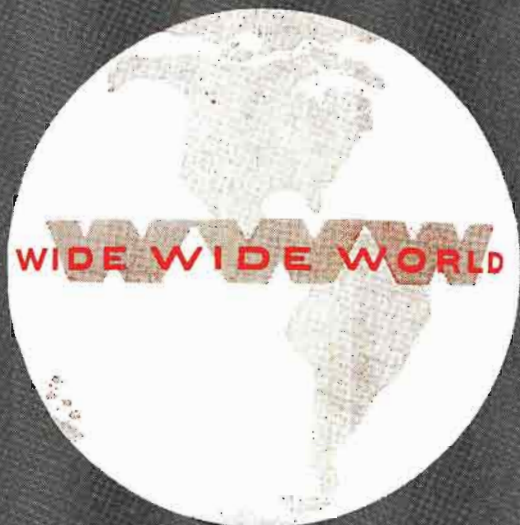
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**Barry Wood**



**Herbert Sussan**



**Gerald Green**



**Garry Simpson**

# FCC REPORTS ON RADIO-TV INDUSTRY FINANCIAL FIGURES

Financial figures for the radio-television industry released by the Federal Communications Commission indicate a continued increase in total revenue. Combined radio and television profits in 1955 are reported at 48.5% above the preceding year. Among the interesting financial particulars reported, though, is the fact that the four nationwide radio networks and three regional radio networks (including nineteen owned and operated stations) had total revenues 11.6% below that of 1954. The total of the country's other radio stations reported a revenue increase of 3.9%.

## BROADCAST REVENUES, EXPENSES AND INCOME OF NETWORKS AND STATIONS OF RADIO<sup>1</sup> AND TELEVISION BROADCAST SERVICES 1954-1955

Service	1955	1954 (\$ Millions)	Percent Increase or (Decrease) in 1955
<b>Total Broadcast Revenues</b>			
Radio .....	\$ 453.4	\$ 449.5	0.9
Television .....	744.7	593.0	25.6
Industry Total .....	\$1,198.1	\$1,042.5	14.9
<b>Total Broadcast Expenses</b>			
Radio .....	\$ 407.4	\$ 407.7	(0.1)
Television .....	594.5	502.7	18.3
Industry Total .....	\$1,001.9	\$ 910.4	10.1
<b>Broadcast Income (before Federal Income Tax)</b>			
Radio .....	\$ 46.0	\$ 41.8	10.0
Television .....	150.2	90.3	66.3
Industry Total .....	\$ 196.2	\$ 132.1	48.5

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

Note: 1955 regional data cover the operations of 4 nationwide networks and 3 regional networks, 2,704 AM and AM-FM and 38 independent FM stations. 1954 data are for the same networks and 2,555 AM-FM and 43 independent FM stations. 1955 TV data cover the operations of 4 networks and 437 stations; (3 networks after September 15, 1955 when Du Mont ceased network operations). 1954 data are for 4 networks and 410 stations.



Best Wishes  
From



Guy Lombardo  
and  
His Royal Canadians

25 Consecutive Years At The Roosevelt Hotel  
50,000,000 Decca Recordings  
TV-Won Industry Award For  
"Best Non-Network Music Film Series"  
An MCA-TV Film Syndication Presentation

# Analysis of U.S. Stations in Operation

## AM Stations

	Licensed & Operating	CP's	Total Authoriza- tions
1956			
January 1 .....	2824	111	2935
February 1 .....	2834	120	2954
March 1 .....	2841	123	2964
April 1 .....	2858	115	2973
May 1 .....	2872	118	2990
June 1 .....	2890	118	3003
July 1 .....	2896	124	3020
August 1 .....	2922	119	3041
September 1 .....	2939	112	3051
October 1 .....	2958	106	3064
November 1 .....	2969	121	3090
December 1 .....	2987	121	3108

## FM Stations

January 1 .....	540	17	557
February 1 .....	538	16	554
March 1 .....	539	13	552
April 1 .....	536	12	548
May 1 .....	534	13	547
June 1 .....	532	15	547
July 1 .....	530	16	546
August 1 .....	530	19	549
September 1 .....	525	20	545
October 1 .....	527	19	546
November 1 .....	528	20	548
December 1 .....	528	22	550

## TV Stations

January 1 .....	482	108	590
February 1 .....	484	105	589
March 1 .....	485	106	591
April 1 .....	488	109	597
May 1 .....	489	114	603
June 1 .....	495	112	607
July 1 .....	496	113	609
August 1 .....	499	116	615
September 1 .....	507	113	620
October 1 .....	507	113	620
November 1 .....	509	114	623
December 1 .....	511	117	628

Source: FCC





## RETMA Figures on Radio and Television Set Factory Shipment—1956

	<i>AM-FM Radio</i>	<i>Table Models, Over \$15 AM-FM, FM</i>	<i>TV, UHF Tuner</i>	<i>Other TV</i>
January .....	995,519	14,835	83,344	527,921
February .....	984,317	17,346	74,758	446,389
March .....	1,070,877	15,995	74,123	482,994
April .....	928,598	15,074	43,134	359,176
May .....	864,776	14,653	40,496	225,088
June .....	1,006,514	18,218	76,954	446,420
July .....	730,477	8,367	84,062	500,113
August .....	872,029	21,107	98,777	555,704
September .....	1,398,170	22,850	120,020	881,571
October .....	1,368,890	25,457	124,857	720,710
November .....	1,428,717	19,901	107,199	511,657
December .....	1,665,416	22,832	99,260	492,472

# HOPE



1957

# CHEVROLET

# NETWORK TELEVISION GROSS TIME CHARGES

## Network Television

	<i>Nov. 1956</i>	<i>Nov. 1955</i>	<i>% Change</i>	<i>Jan.-Nov. 1956</i>	<i>Jan.-Nov. 1955</i>	<i>% Change</i>
American .....	\$ 6,619,109	\$ 6,496,236	+ 1.9	\$ 70,026,679	\$ 45,091,856	+55.3
Columbia .....	19,866,463	16,866,314	+17.8	203,124,982	171,931,960	+18.1
DuMont .....	..	..	..	..	3,102,708	..
National .....	17,678,312	15,489,279	+14.1	170,305,798	147,373,918	+15.6
<b>Total .....</b>	<b>\$44,163,884</b>	<b>\$38,851,829</b>	<b>+13.7</b>	<b>\$443,457,459</b>	<b>\$367,500,442</b>	<b>+20.7</b>

## 1956 Network Television Totals

	<i>ABC</i>	<i>CBS</i>	<i>NBC</i>	<i>Total</i>
January .....	\$ 6,382,046	\$ 17,820,455	\$ 14,695,116	\$ 38,897,617
February .....	6,418,210	16,928,361	13,845,000	37,191,571
March .....	6,747,928	17,884,976	15,955,688	40,588,592
April .....	6,173,922	17,688,950	15,136,596	38,979,468
May .....	6,639,132	18,260,894	15,710,403	40,610,420
June .....	6,119,917	17,935,789	14,186,929	38,242,635
July .....	5,532,030	18,481,719	13,733,765	37,747,514
August .....	6,842,292	19,430,748	16,323,549	42,596,589
September .....	5,673,910	18,399,872	14,889,920	38,963,702
October .....	6,878,183	20,446,755	18,150,520	45,475,458
November .....	6,619,109	19,866,463	17,678,312	44,163,884
December .....	6,699,450	20,395,400	17,666,721	44,761,571
<b>Total .....</b>	<b>\$76,726,129</b>	<b>\$223,520,382</b>	<b>\$187,921,123</b>	<b>\$488,167,634</b>

Effective September 15, 1955, DuMont Television Network changed from a national network to a local operation.

Source: Publishers Information Bureau, Inc.



*BEST WISHES*



**MR. TELEVISION**

# MONTHLY COMPARISON OF NATIONAL SPOT RADIO TIME SALES

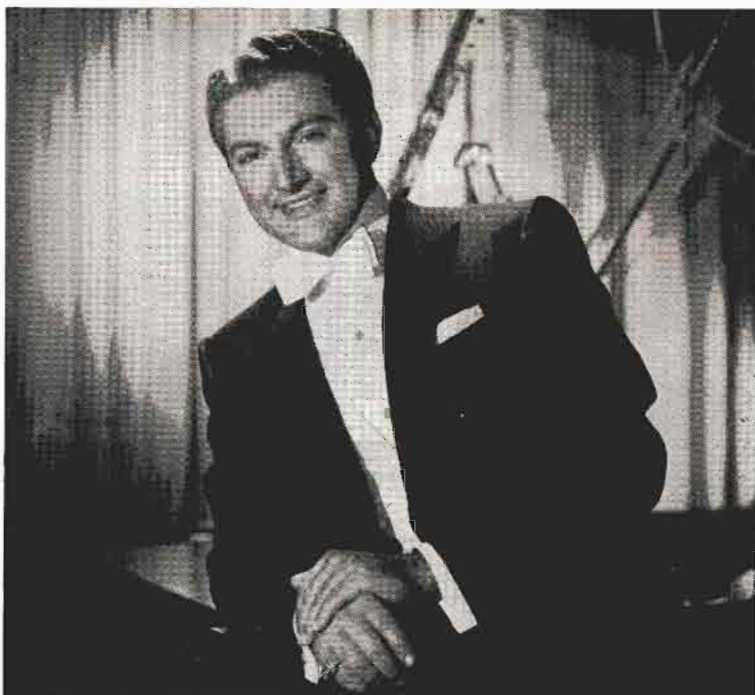
	1956*	1955†	% Change
January .....	\$10,758,000	\$ 9,031,000	19.1
February .....	11,643,000	9,384,000	24.0
March .....	12,349,000	10,756,000	14.8
April .....	10,278,000	9,828,000	4.6
May .....	12,396,000	9,631,000	28.7
June .....	11,791,000	9,238,000	27.6
July .....	10,719,000	8,474,000	26.4
August .....	11,207,000	8,707,000	28.7
September .....	11,683,000	10,004,000	16.8
October .....	16,004,000	12,231,000	30.8
November .....	16,708,000	12,286,000	36.0
December .....	13,386,000	10,830,000	23.6
<hr/>			
Total for the Year .....	\$149,921,000	\$120,400,000	24.5

\* Revised estimates.

† Final figures for year.

Index, National Spot Radio, October 1956, 143.2, using 1954 FCC figures as base year.

Source: Station Representatives Association, Inc.



*Liberace*  


*George Liberace!*





## Political Campaign Costs on Radio-TV

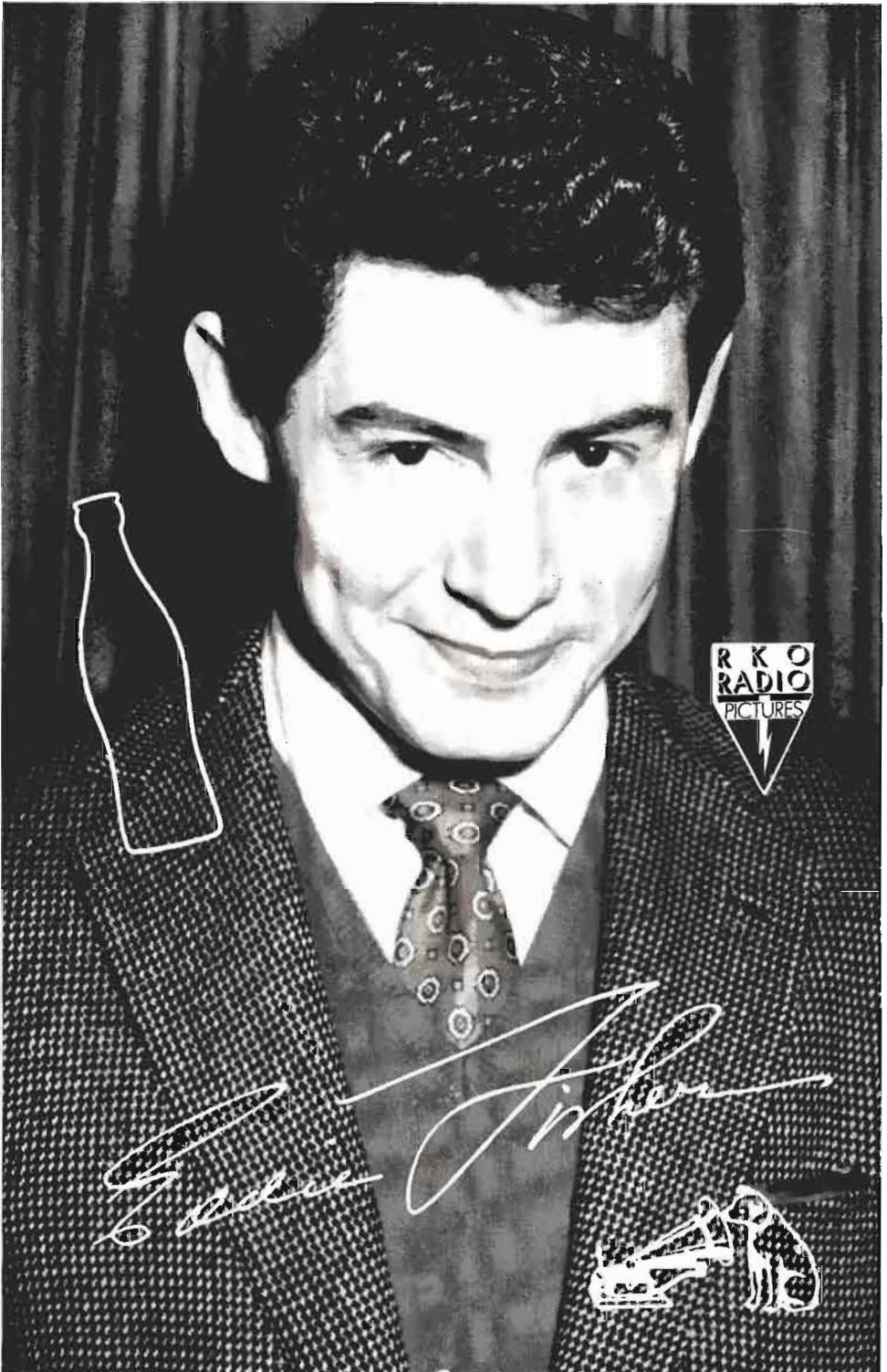
<i>Network</i>	<i>Democrats</i>	<i>Republicans</i>	<i>Free Time</i>	
			<i>D.</i>	<i>R.</i>
ABC-TV .....	\$ 288,461	\$ 170,682	15 min.	15 min.
ABC Radio .....	38,874	19,070	15	15
CBS-TV .....	495,455	916,148	180	228
CBS Radio .....	93,818	66,110	247	260
NBC-TV .....	413,525	646,243	400	471
NBC Radio .....	26,647	49,694	323	439
Mutual Radio .....	16,956	9,771	15	0
Non-Network (TV) .....	1,549,000	2,004,000	..	..
Non-Network (Radio) .....	1,196,000	1,500,000	..	..
(Networks only)				
Totals .....	\$4,118,736	\$5,381,718	19 hrs., 55 min.	23 hrs., 40 min.

Source: Senate Privileges & Elections Subcommittee Report.

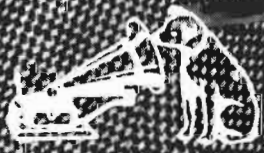
## Political Campaign Costs on Radio-TV by State

<i>State</i>	<i>Radio</i>		<i>TV</i>	
	<i>Dem.</i>	<i>GOP</i>	<i>Dem.</i>	<i>GOP</i>
Alabama .....	\$ 3,050	\$ 1,658	\$ 5,522	\$ 292
Arizona .....	17,657	10,802	39,672	14,854
Arkansas .....	6,494	2,597	7,545	1,635
California .....	82,946	77,074	116,357	181,592
Colorado .....	22,179	28,350	15,030	33,293
Connecticut .....	22,321	47,517	26,663	38,676
Delaware .....	6,128	10,430	3,320	4,495
Florida .....	26,686	18,169	46,610	37,606
Georgia .....	18,158	1,898	11,938	6,214
Idaho .....	10,659	11,055	7,765	14,821
Illinois .....	90,849	87,454	101,143	105,089
Indiana .....	26,569	45,980	58,455	80,025
Iowa .....	28,121	25,643	23,215	20,650
Kansas .....	16,862	22,093	25,495	31,993

(Continued on Page 45)



*Leslie Fisher*



# Political Campaign Costs on Radio-TV by State

<i>State</i>	<i>Radio</i>		<i>TV</i>	
	<i>Dem.</i>	<i>GOP</i>	<i>Dem.</i>	<i>GOP</i>
Kentucky .....	26,698	22,362	15,902	23,040
Louisiana .....	11,220	9,534	16,160	15,859
Maine .....	4,548	4,847	5,634	9,103
Maryland .....	19,707	22,535	25,317	35,036
Massachusetts .....	41,475	58,217	54,063	97,358
Michigan .....	43,608	91,771	87,988	171,173
Minnesota .....	38,454	41,533	41,032	42,080
Mississippi .....	1,370	1,258	3,134	1,299
Missouri .....	30,478	20,668	42,110	37,435
Montana .....	24,104	28,981	11,607	14,482
Nebraska .....	5,747	4,163	4,782	9,871
Nevada .....	8,090	9,133	9,962	10,589
New Hampshire .....	1,195	3,378	924	6,132
New Jersey .....	7,148	24,110	4,544	1,860
New Mexico .....	26,931	20,470	28,974	18,657
New York .....	71,303	110,075	133,158	96,200
North Carolina .....	7,895	5,559	5,405	6,548
North Dakota .....	6,059	8,859	14,393	13,582
Ohio .....	45,426	91,142	46,544	160,391
Oklahoma .....	12,622	11,149	16,864	23,983
Oregon .....	53,195	73,008	55,090	59,599
Pennsylvania .....	77,950	92,729	124,316	162,402
Rhode Island .....	6,581	4,576	23,119	13,381
South Carolina .....	3,193	669	6,135	850
South Dakota .....	8,591	10,565	13,144	13,986
Tennessee .....	7,363	12,959	8,566	19,329
Texas .....	43,250	60,658	46,012	108,219
Utah .....	4,384	13,441	7,711	22,929
Vermont .....	2,208	2,615	2,202	4,942
Virginia .....	10,196	14,535	5,441	9,846
Washington .....	55,084	47,898	85,482	65,315
West Virginia .....	28,355	41,063	22,876	17,959
Wisconsin .....	11,886	36,296	22,487	53,478
Wyoming .....	3,504	7,168	1,233	1,288
District of Columbia.....	1,415	8,630	6,658	15,042

Source: Senate Privileges & Elections Subcommittee Report.





# FCC Report on Broadcast Revenues of FM Stations

<i>Item</i>	<i>1955</i> <i>Number of</i> <i>Stations</i>	<i>Amount</i> <i>(\$ Millions)</i>	<i>1954</i> <i>Number of</i> <i>Stations</i>	<i>Amount</i> <i>(\$ Millions)</i>
-------------	--	---------------------------------------	--	---------------------------------------

### *Total FM Broadcast Revenues*

FM Stations Operated by:

AM licensees:

Reporting no FM revenues . . . . .	332	—	355	—
Reporting FM revenues . . . . .	123	\$0.9	130	\$1.1
Non-AM licensees . . . . .	38	1.0	43	0.8
Total FM Stations . . . . .	493	1.9	528	1.9

### *Total FM Broadcast Expenses*

FM Stations Operated by:

Non-AM licensees . . . . .	38	\$1.4	43	\$1.4
Industry Total . . . . .	—	(1)	—	(1)

### *FM Broadcast Income* *(before Federal Income Tax)*

FM Stations Operated by:

Non-AM licensees . . . . .	38	(0.4)	43	(0.6)
Industry Total . . . . .	—	(1)	—	(1)

( ) Denotes loss.

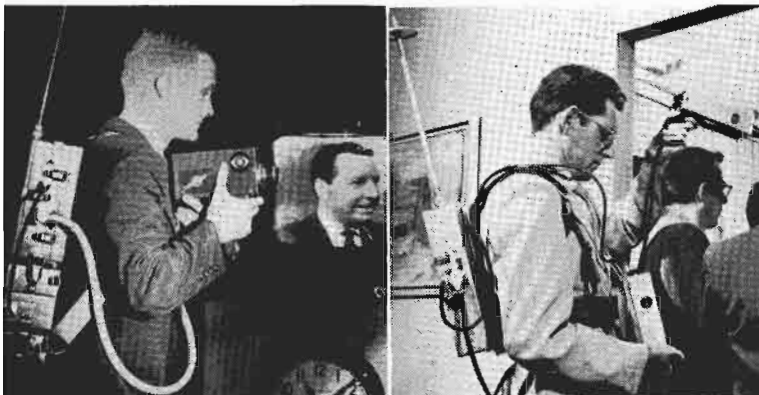
(1) In view of the difficulty in a joint AM-FM operation in allocating FM operation expense separately from AM station operation expense, licensees of such stations were not required to report FM station expense separately. As a result, FM industry totals for expense and income are not available. AM-FM licensees, however, were requested to report separately the revenues, if any, attributable to FM station operation if such data were readily available. In only a few instances did AM-FM licensees state they were unable to segregate the FM revenues.







# SIGNIFICANT DEVELOPMENTS IN TV BROADCASTING—1956-1957



A prime technical development of the past several months has been the employment of miniature-sized TV equipment. Shown above, left, is the CBS INTEC French developed portable which weighs 36 pounds including power supply, generator, and transmitter. At the right, the RCA portable TV station with a four pound camera and a 15 pound transmitter.



A major story of the year has been television's fight to gain entry to court-room hearings, from which cameras have ordinarily been barred. Above, Gabe Pressman, roving reporter for WRCA-TV, New York, leaving New York City Council hearings after protesting the exclusion, and attempting to remain.



# **JIMMIE DURANTE**

**MANAGEMENT:**  
**WILLIAM MORRIS AGENCY**  
**NEW YORK — CHICAGO — HOLLYWOOD**

# FAILURES OF ADVERTISING AGENCIES

## 1934-1956

<i>Year</i>	<i>Number</i>	<i>Liabilities</i>
1934	52	\$1,061,000
1935	32	1,218,000
1936	22	418,000
1937	16	297,000
1938	34	284,000
1939	46	414,000
1940	43	1,056,000
1941	16	205,000
1942	19	130,000
1943	6	111,000
1944	—	—
1945	1	4,000
1946	6	145,000
1947	12	304,000
1948	24	793,000
1949	34	746,000
1950	38	1,167,000
1951	34	1,043,000
1952	19	531,000
1953	24	466,000
1954	34	1,265,000
1955	31	815,000
1956	32	1,519,000

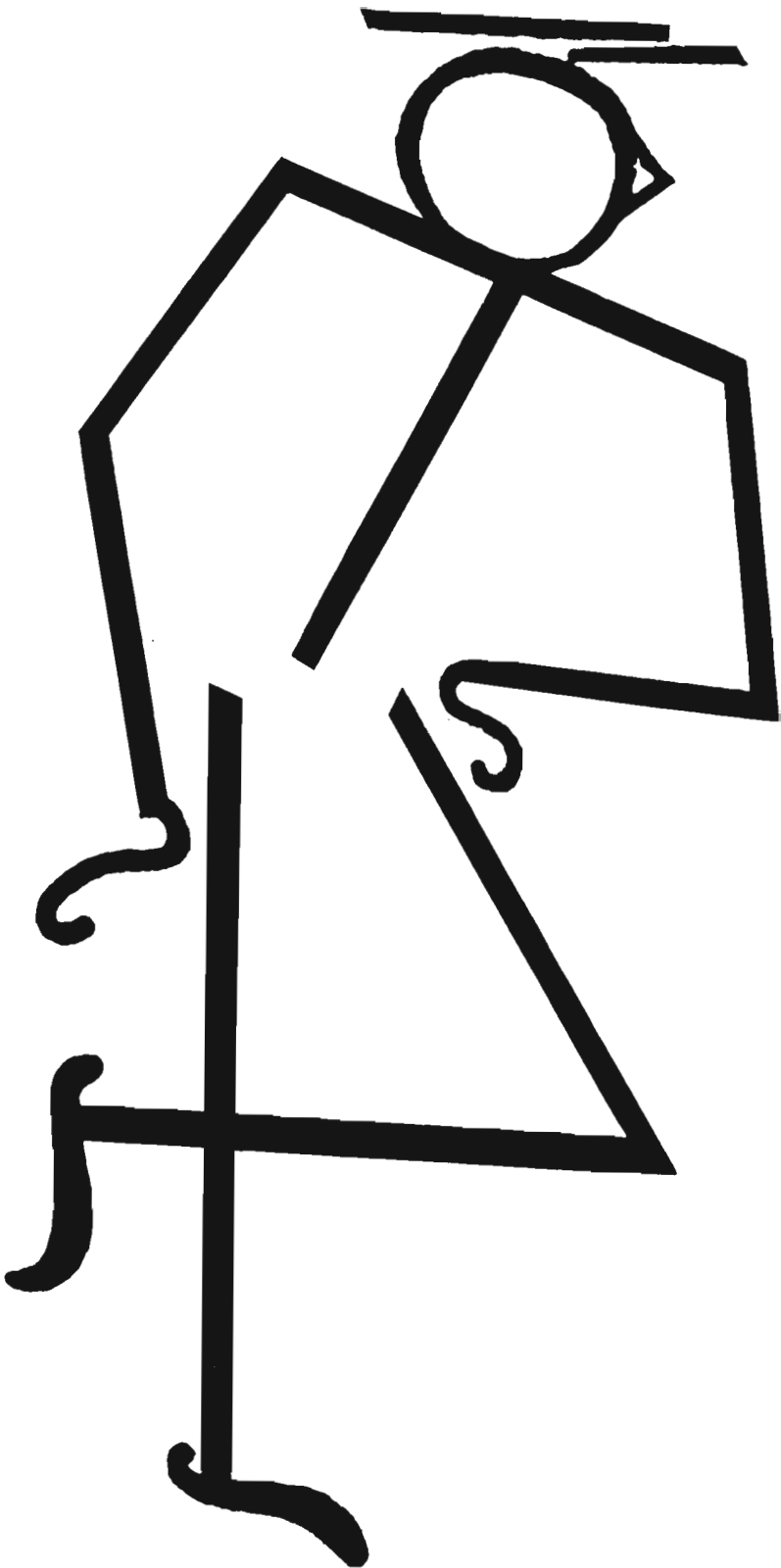
### Comparative Failure Trends

	<i>Percentage Change Number</i>	<i>1955-56 Liabilities</i>	<i>Av. Liability Per Failure in 1956</i>
Total Businesses, All Lines.....	+ 16	+ 25	\$44,356
Total Commercial Services.....	+ 18	+ 33	39,162
Advertising Agencies .....	+ 3	+ 86	47,469

Source: Dun & Bradstreet, Inc.

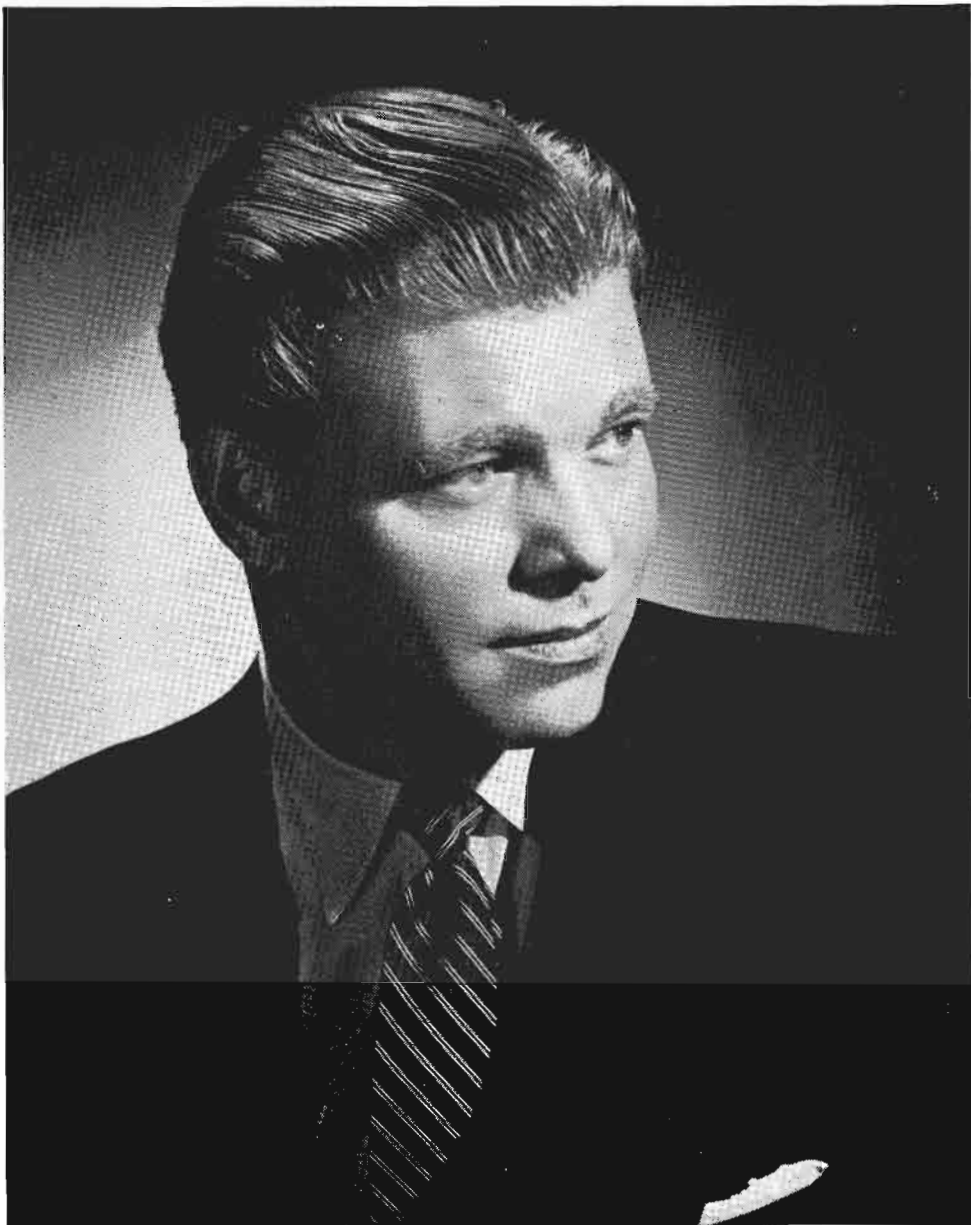
N.B. This record includes those businesses that ceased operations following assignment or bankruptcy; ceased with loss to creditors after such actions as execution, foreclosure, or attachment; voluntarily withdrew leaving unpaid obligations; were involved in court actions such as receivership, reorganization,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





**JACKIE GLEASON ENTERPRISES**

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



## **JACK LESCOULIE**

announcer for

JACKIE GLEASON

DAVE GARROWAY

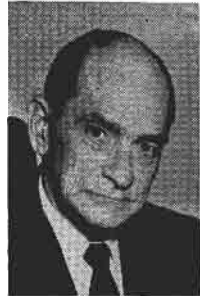
BUICK

The  
**DANNY THOMAS**  
Show

**ABC-TV**



# FCC Outlines Some Current Developments and Problems



By  
GEORGE C.  
McCONAUGHEY  
Chairman  
Federal Communica-  
tions Commission

## (1) *Brief Survey of Broadcasting*

**I**n the broadcast field AM stations now total 3,125, of which 3,005 are on the air. Commercial FM station authorizations have decreased to 554, with 529 operating. However, the number of non-commercial educational FM authorizations has risen to 141, of which 125 are in operation.



Commercial TV station authorizations now total 631 (426 VHF and 205 UHF). Of this number, 472 commercial TV stations are on the air (382 VHF and 90 UHF). In addition, 38 stations (all UHF) which went off the air still retain operating authorizations. TV stations holding construction permits number 121 (77 UHF and 44 VHF). These figures do not include new TV translator stations, of which 21 have been authorized to extend TV service to remote areas and five are already functioning. Of 46 noncommercial educational TV station grants (27 VHF and 19 UHF), 23 are on the air (18 VHF and 5 UHF).

Over 90 percent of the population is now within range of at least one TV station, 76 percent can receive two or more TV stations, and 60 percent can get three or more TV stations. More color TV programs and color TV sets are available.



In order to make UHF transmission more compatible with that of VHF, the Commission has initiated an immediate research and development program to increase the coverage of UHF stations, is acting on proposals to eliminate local VHF channels in UHF areas and, at the same time, assign more VHF outlets to other localities. Also, it is considering the possibility of ultimately shifting all or a geographical proportion of TV operation to the UHF band. Proposals for "boosters" and "subscription" TV service, and extended authority over community TV systems, are also receiving its attention.

The Commission expects to complete its special study of radio and TV network broadcasting by June 30, 1957.

## (2) *Problems of the Commission in 1957*

The close of last year found the Commission head-on with many problems posed by the growth of the nation's electrical communication facilities. They extend beyond broadcasting to other services bursting at the seams and interests demanding space in crowded parts of the spectrum.

New techniques may make it possible to double-up on some popular frequencies, while

new equipment holds promise of operating on still higher bands. However, the complicated problems involved in "single sideband," "split channel" and "over-the-horizon" transmission, as well as extension of the microwave facilities, require exacting engineering consideration.



At the same time, the mushrooming of transmitters coupled with the mounting popularity of electronic gadgets is causing an unprecedented amount of interference which is difficult to control.

In broadcasting, the AM band is so congested that only small local daytime-only stations seem able to shoehorn in. Commercial FM continues to lose stations numerically. In trying to help resolve UHF problems in TV, the Commission is deluged with conflicting deintermixture and other proposals which further complicate the situation.

Competition and interference considerations require one out of every three applications for new TV and AM stations go to hearing.



Also, court dictum now requires the Commission to hear, with priority, practically all protests to grants made without hearing. This not only bogs down the Commission's processes but holds up new services to the public.

If Commission procedures are considered slow, this is due largely to the extra steps that higher authority requires it to take. The FCC is saddled with more procedural time-consuming requirements than any other Federal agency. In particular, it needs relief from a 1952 amendment to its act which goes far beyond standard government procedure by precluding the Commission from consulting its own staff experts on problems involved in certain proceedings.

Despite a workload that has doubled and become more complex in the past few years, the Commission personnel remains numerically unchanged and overworked.

But whether or not the Commission is able to catch up with its work schedules, there is every indication that the electrical communications industry will, in practically every line, continue its present high rate of expansion and development.



**MEL ALLEN**

# Exciting Future Of Broadcasting Is In Impact On American Thought



By  
**HAROLD E.  
FELLOWS**  
President & Chairman  
of the Board  
N.A.R.T.B.

I'M sure it should be my design in this article to talk about the various accomplishments and problems of the National Association of Radio and Television Broadcasters during 1956 and to make some prediction of our program for the future.

However, I should like to take the liberty at the outset of making a few general comments about broadcasting itself, in both its video and aural aspects.



The most dramatic evidence of what television means to America is the estimated 1,481,570,000 home hours viewed each week by the public during the past year. And radio has reached such a point of saturation that people now listen not only in every room of their homes, but in cars, in their places of business, in their outdoor activities—in fact, everywhere they go.

Public comprehension of the vital role of both radio and television was enhanced by the observance of separate national weeks for each medium in 1956 and we hope this year's celebrations — May 5-11 for Radio and September 22-28 for TV — will be even more successful.

In the production sense, the past year has been a rich one indeed — bringing us again the national political conventions and the subsequent coverage of the campaigns themselves, and, in early 1957, by the inauguration.



The truly stupendous effect of this instrument of political life of today and tomorrow is rather difficult for any of us to comprehend. Television and radio today have dispelled some of the "fog" and the electorate's capacity to choose on the basis of merit—both in the case of candidates and issues—has been enhanced immeasurably.

In retrospect, we saw quite an advance in the field of entertainment during 1956. Some particularly fine Hollywood films have reached the home screen, adding to the riches television offers the public. Surely this new source of programming will give impetus to continued improvement in the "live" product. Competition has been a keystone in progress in this nation from time of genesis, and I don't doubt that this same factor will hold true in television broadcasting, as we know from experience that it did in radio.

We have seen the names of people in our own family of activity emblazoned in the headlines of our own trade papers — those who, in the background, have contributed so

much to the objectives toward which we aspire.

During the past year, the National Association of Radio and Television Broadcasters, representing an all-time high of 2,126 members, seemed to attain a better understanding of its industry's principles and plans in a very significant place — on Capitol Hill in Washington. The various hearings that were conducted by the Senate Interstate and Foreign Commerce Committee and the House Judiciary Committee and others, served only — although they seemed to be perhaps aggravating at the moment — to shed light that reflected some glory on the industry. I believe they helped us more than they hurt us.



In 1956 we saw organized TASO — the all-industry effort to contribute some practical analysis to the problem of full service in television, all of this at the suggestion of the Chairman of the Federal Communications Commission, the Honorable George C. McConaughy. TASO represents at the least a healthy evidence of industry cooperation with government — and at the most, we hope, a step in the direction to the solution of one of the most difficult problems broadcasting has ever faced.



There have been numerous "background" conferences between the Association and its executive personnel with broadcasters on such diverse subjects as music licensing, public relations, news broadcasting, standards and ethics, copyright, legislation, and even such subjects as changing the name of the Association back from the NARTB to the NAB. All of these conferences, leading eventually to recommendations to the policy-setting boards of the Association and the subsequent adoption of procedural plans, reflect the serious purpose of men working together.

We look forward to 1957 and the succeeding years as times of excitement and great development in both radio and television, and those of us at NARTB are happy that in some way we have a part in this adventure that lies ahead.





## Robert Q. Lewis

*Exclusive Management:*  
Ashley-Steiner, Inc.

*Press Relations*  
Solters, O'Rourke & Sabinson



# FCC Report on Broadcast Revenues, Expenses, and Income — 1954-1955

<i>Item</i>	<i>1955</i>	<i>1954</i> <i>(\$ Millions)</i>	<i>Percent Increase or (Decrease) 1955</i>
<i>Total Broadcast Revenues</i>			
4 Nationwide networks and 3 regional networks (including owned and operated stations) <sup>1</sup>	\$ 78.3	\$ 88.6	(11.6)
Other radio stations <sup>2</sup> .....	375.0	361.0	3.9
Total .....	\$453.3	\$449.6	0.8

<i>Total Broadcast Expenses</i>			
4 Nationwide networks and 3 regional networks (including owned and operated stations) <sup>1</sup>	\$ 72.4	\$ 80.4	(10.0)
Other radio stations <sup>2</sup> .....	335.0	327.3	2.4
Total .....	\$407.4	\$407.7	( 0.07)

<i>Broadcast Income (before Federal Income Tax)</i>			
4 Nationwide networks and 3 regional networks (including owned and operated stations) <sup>1</sup>	\$ 5.9	\$ 8.2	(28.0)
Other radio stations <sup>2</sup> .....	40.0	33.7	18.7
Total .....	\$ 45.9	\$ 41.9	9.5

<sup>1</sup> Includes the operations of 21 network owned stations in 1954 and 19 network owned stations in 1955.

<sup>2</sup> Includes 2,577 AM, AM-FM or Independent FM stations in 1954 and 2,724 in 1955.



# JIMMY NELSON — DANNY O'DAY HUMPHREY HIGSBY

and

## FARFEL

PERSONAL MANAGEMENT

**LOUIS W. COHAN**

7 WEST 24th ST.

NEW YORK, N. Y.

WA 9-0670

DIRECTION

Press Representative:

**Ted Nelson Assocs.**

730 - 5th Ave. — N.Y.C.

CI 6-8470



## Automobile Radio Set Sales—1956

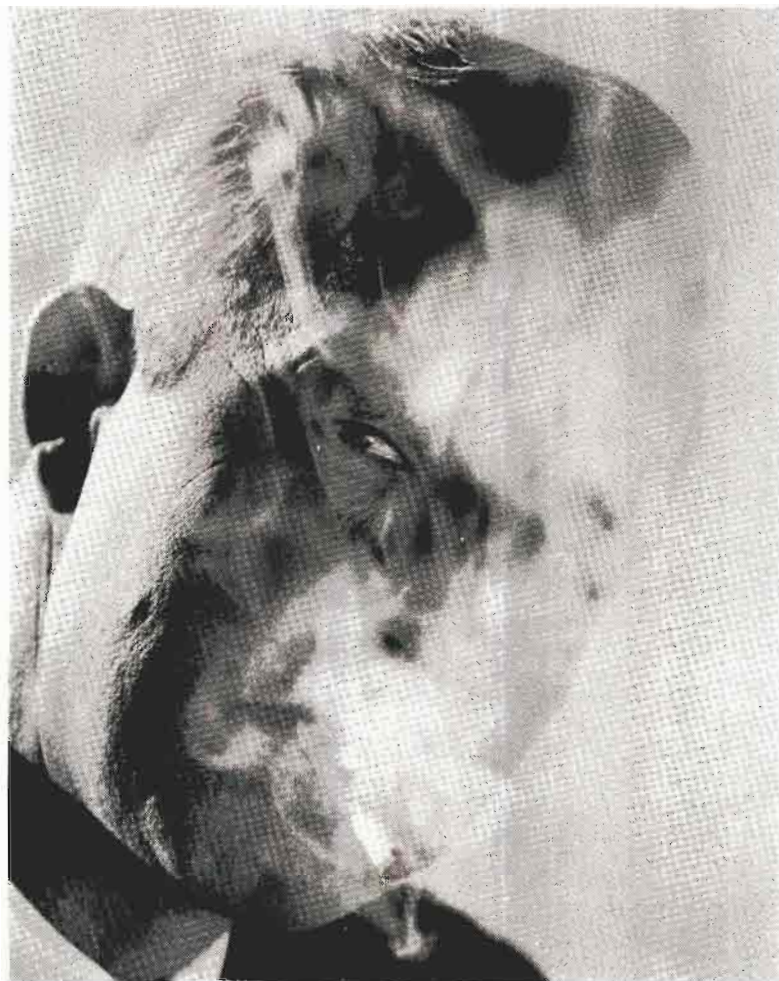
January .....	519,648	July .....	198,565
February .....	437,611	August .....	198,037
March .....	478,272	September .....	349,790
April .....	299,253	October .....	547,818
May .....	282,611	November .....	609,139
June .....	296,256	December .....	840,359
Total .....		5,570,409	

Source: RETMA figures

## Department of Commerce Report on Broadcast Industry Wages

	Average Employee Income	Total Employee Income	Expenditures Radio-TV Set Repairs	No. Engaged Radio-TV Production
1955 .....	\$6,333	\$465,000,000	\$664,000,000	74,000
1954 .....	6,029	430,000,000	600,000,000	72,000
1953 .....	5,889	379,000,000	533,000,000	65,000
1952 .....	5,559	355,000,000	476,000,000	61,000

**I'VE GOT MY EYE ON YOU!**



**DICK STARK**

*Exclusive Representative*  
**MARTIN GOODMAN**  
65 West 54th St.

Photo By  
Hans Namuth



# 1957—A Year of Opportunity and of Great Success for Radio



By  
DONALD H.  
MCGANNON  
President

Westinghouse Broad-  
casting Company, Inc.

**O**PPORTUNITY, they say, knocks but once. This certainly doesn't seem to be the case with radio, where opportunity's knock is sounding loud and clear for 1957.

Radio, which represented the beginning of the electronic era, responded so vigorously to the first knockings of opportunity that it became the focal point of entertainment within the home, and developed a public taste for entertainment and education to a degree never before known. Radio set density and penetration reached phenomenal heights, and its ability to sell goods and services contributed in large measure to the expansion of the entire national economy.



Then along came television, which took over the living room and scored so heavy an emotional impact that many are still convinced that it has started radio on the way out—though the fact is that radio is bigger today, in terms of advertising dollars spent and of sets in use, than it was in its so-called heyday a decade ago. In 1945, at the end of wartime and before there was any national television set density, broadcasting industry leaders felt they never had it so good, with a gross revenue for the year of \$425,000,000. In contrast, in 1955, when radio broadcasters in many cases complained of the great inroads made by television, radio's gross revenue was \$121,000,000 higher than the 1945 level. The 1956 figures are not in as of this writing, but the estimate is that they will be approximately the same as the 1955 gross.



But radio has taken on a new and far more personal form, and in that transformation the feature act and the highly produced show have given way to programming designed not so much for the listening of family groups but to entertain, inform and serve the individual. Radio has become the companion medium that goes with us everywhere, to the beach or the playground, to the summer cottage or on a Sunday drive. It goes with us to the beach chair in the back yard, to the work bench, to the garage. The changing character of radio listening is demonstrated by the continuing high sales figures for radio sets, with particular emphasis on portables and automobile radios underscoring the medium's role as a personal companion. And the changing character of radio listening is demonstrated further by the steady decline in audi-

ence for network programming and the corresponding decline in network revenues, in contrast with the increase in audience for locally-originated programming and the climb in local and national spot business.



For our part, we at Westinghouse Broadcasting Company have taken action during 1956 to make the most of the profound changes that have taken place and are taking place in radio. After many months of research and study, discussion and consideration, we arrived at a decision to operate our WBC radio stations locally, without network affiliation. In the light of our history of pioneering in the establishment of networks, and of our long and happy associations, this was a difficult decision, but one we felt was necessary. It is still too early for a mature appraisal of the results of our move, but such indications as we have up to now are favorable. October 1956, for example, was the best month, in gross billings, in the entire history of WBC radio. Westinghouse further indicated its faith in the future of the new radio by its purchase of WIND, Chicago, one of the nation's great independent stations.



We intend to continue to explore every new method we can devise to give better service to the people of our principal and surrounding communities, recognizing the difficulty of finding the middle course that will accomplish the noble while attracting ever larger audiences. We cordially invite and urge others in radio broadcasting to join with us in thinking and planning and dreaming—and acting—toward the greater future of radio.

Broadcasters can give radio and broadcasting a greater prestige and position through the service the medium can render. With thoughtful, resilient and, above all, enthusiastic planning, I am absolutely convinced that 1957 can and will be for radio . . .

A year of challenge;

A year of great success;

A year of opportunity;

A year in which we will bring a new dimension to radio.



**SID CAESAR**

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

**CARL REINER**



**HOWARD MORRIS**

## EARL WILD

PIANIST-COMPOSER

CI. 6-3225      117 W. 58 St.

Rep. Genia Cherkassky



## WILLIAM LEWIS

TENOR

SINGING STAR

"CAESAR'S HOUR"

CI. 6-3225      117 W. 58 St.

Rep. Genia Cherkassky



# ALL-AMERICAN FAVORITES OF 1956

## TELEVISION

### MAN OF THE YEAR

PERRY COMO

### WOMAN OF THE YEAR

DINAH SHORE

### DRAMATIC SHOW OF YEAR

PLAYHOUSE 90

### COMEDY SHOW OF THE YEAR

PHIL SILVERS SHOW

### MUSICAL SHOW OF YEAR

PERRY COMO SHOW

### COMMENTATOR OF YEAR

EDWARD R. MURROW

### DOCUMENTARY OF YEAR

SEE IT NOW

### QUIZ SHOW OF YEAR

\$64,000 QUESTION

### SPORTCASTER OF YEAR

MEL ALLEN

### COLOR PROGRAM OF YEAR

JACK AND THE BEANSTALK

### BEST FILMED SERIES

PROJECT 20

### CHILDREN'S SHOW OF YEAR

MICKEY MOUSE CLUB

### VARIETY SHOW OF YEAR

ED SULLIVAN SHOW

### VOCALIST OF THE YEAR

MALE—PERRY COMO

FEMALE—DINAH SHORE

## RADIO

BOB HOPE

PAULINE FREDERICK

CBS RADIO WORKSHOP

JACK BENNY

VOICE OF FIRESTONE

ROBERT TROUT

UN TASK FORCE

YOU BET YOUR LIFE

MEL ALLEN

### BEST NEW PROGRAM IDEA

NBC BANDSTAND

### BEST TRANSCRIBED SERIES

BIOGRAPHIES IN SOUND

NO SCHOOL TODAY

BREAKFAST CLUB

MALE—EDDIE FISHER

FEMALE—GISELLE MacKENZIE

### SONG HIT OF YEAR

CANADIAN SUNSET

FRIENDLY PERSUASION



Monday - Friday

**"The Tennessee Ernie Ford Show"**

NBC-TV

Thursday

**"The Ford Show"**

NBC-TV

Everyday

**Capitol Records**

# 1956 NETWORK NEWS SELECTIONS

The networks' evaluations of the top ten news stories follow:

## — ABC RADIO AND TV —

- 1—Crack in the Iron Curtain; de-stalinization, unrest in USSR and satellites; crisis in Hungary and Poland.
- 2—Middle East crisis, all inclusive, nationalization, invasion.
- 3—Desegregation in South.
- 4—Personal victory of President Eisenhower.
- 5—Andrea Doria sinking.
- 6—Contracting air space as denoted by Grand Canyon collision.
- 7—Business boom in U. S.
- 8—Marine training accident at Parris Island.
- 9—Don Larsen's perfect game.
- 10—Kelly-Rainier Wedding.

## — CBS RADIO —

- 1—Revolt in the satellite countries.
- 2—Suez crisis.
- 3—Political conventions.
- 4—President's decision to seek re-election.
- 5—Campaigns and election.
- 6—Andrea Doria-Stockholm collision.
- 7—Desegregation in the South.
- 8—United Nations in crisis.
- 9—Weinberger kidnapping.
- 10—Kelly-Rainier wedding.

## — CBS-TV —

- 1—Middle East Crisis.
- 2—Revolt in the Soviet Satellite states in Europe.
- 3—Role of United States in the Middle East and satellite crises.

- 4—President Eisenhower's illness and his decision to run again.
- 5—Presidential campaigns and President Eisenhower's re-election.
- 6—Sinking of the liner Andrea Doria.
- 7—Grace Kelly wedding.
- 8—Integration in the South.
- 9—Don Larsen's perfect no-hit game in the World Series.
- 10—The commercial air disaster over the Grand Canyon.

## — MBS —

- 1—Conventions and elections.
- 2—Year long situation in Middle East, culminating in attack.
- 3—Both weddings of year, Margaret Truman and Grace Kelly.
- 4—Sinking of Andrea Doria.
- 5—Desegregation in South.
- 6—Decision by Ford Motor Co. to put stock on open market.
- 7—Steel strike.
- 8—Communist attacks on Stalinism including revolts.
- 9—Don Larsen's no hitter.
- 10—Olympic games.

## — NBC RADIO AND TV —

- 1—Desegregation in South.
- 2—President's operation.
- 3—Andrea Doria sinking.
- 4—Conventions and elections.
- 5—Action in Egypt.
- 6—Hungary crisis.
- 7—Grace Kelly wedding.
- 8—Don Larsen's no-hitter.
- 9—Grand Canyon plane crash.
- 10—De-Stalinization Movement.





# JAN MURRAY

"TREASURE HUNT SHOW" — ABC-TV

*Management:*

WILLIAM MORRIS AGENCY



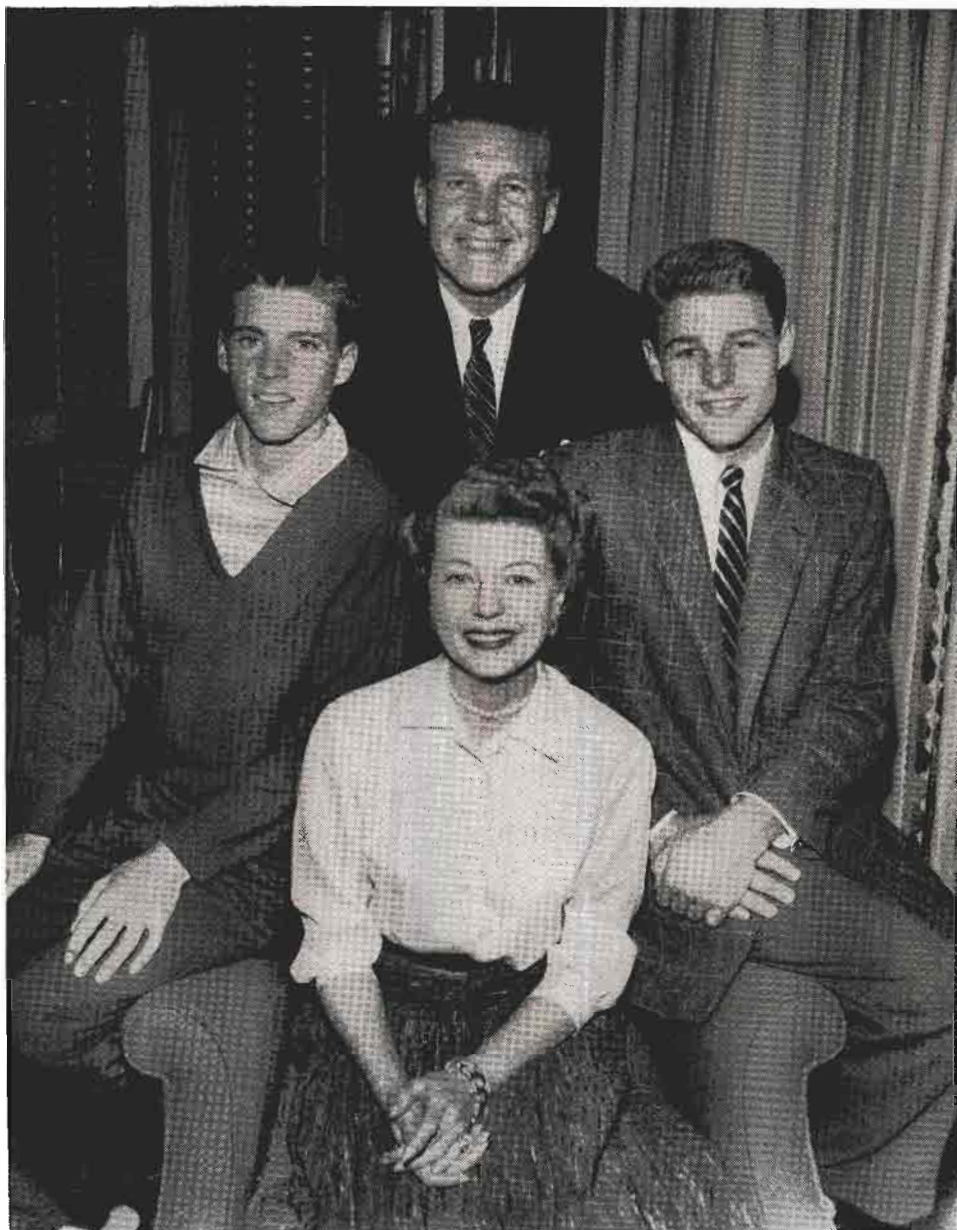
# TOP TEN RADIO-TV NEWS EVENTS OF 1956

RADIO-TELEVISION DAILY's *selections of the top 10 news events of 1956, covered by radio and TV follows:*

- 1—President Eisenhower's decision to run for office.
- 2—Campaign and Elections.
- 3—Andrea Doria sinking.
- 4—Desegregation in South.
- 5—Don Larsen's perfect World Series game.
- 6—Revolt in satellite countries.
- 7—Kelly-Rainier Wedding.
- 8—Grand Canyon air collision.
- 9—Middle East crisis.
- 10—DeStalinization movement in USSR.

## *Outstanding Broadcasts*

- ABC RADIO—Metropolitan Opera broadcasts.
- ABC TV—"Omnibus" history of Musical Comedy.
- CBS RADIO—"Christmas Sing With Bing."
- CBS TV—"Secret Life of Danny Kaye."
- NBC RADIO—"Biographies in Sound."
- NBC TV—"A Night to Remember."
- MBS—Account of Blocking of Suez Canal.



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

# FCC Reveals Growth of Broadcasting

*Editor's note: In its 22nd annual report to Congress, released late in 1956, the FCC traced the number of authorized, licensed and operating broadcast stations since 1949. The following chart shows Commission statistics from 1949 to 1956:*

Year	Grants	Deletions	Pending applications	Licensed	CP's on air	Total on air	CP's not on air	Total authorized
<b>COMMERCIAL AM</b>								
1949	200	55	382	1,963	43	2,006	173	2,179
1950	194	70	277	2,118	26	2,144	159	2,303
1951	116	35	270	2,248	33	2,281	104	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	148	29	226	2,565	18	2,583	114	2,697
1955	161	18	304	2,719	13	2,732	108	2,840
1956	197	18	389	2,871	25	2,896	121	3,020
<b>COMMERCIAL FM</b>								
1949	57	212	65	377	360	737	128	865
1950	35	169	17	493	198	691	41	732
1951	15	91	10	534	115	649	10	659
1952	24	36	9	582	47	629	19	648
1953	29	79	8	551	29	580	21	601
1954	27	54	5	529	24	553	16	569
1955	27	44	6	525	15	540	12	552
1956	31	37	10	519	11	530	16	546
<b>EDUCATIONAL FM</b>								
1949	18	7	9	31	3	34	24	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
1956	13	1	5	126	0	126	10	136
<b>COMMERCIAL TV</b>								
1949	15	7	338	13	56	69	48	117
1950	0	8	351	47	57	104	5	109
1951	0	0	415	81	26	107	2	109
1952	0	1	716	96	12	108	0	108
1953	381	6	572	101	97	198	285	483
1954	174	81	200	104	208	402	171	573
1955	67	58	127	137	321	458	124	582
1956	60	25	128	186	310	496	113	609
<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	24	30
1955	5	1	14	1	10	11	23	34
1956	7	0	11	1	19	20	21	41

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.

**MICKEY  
ROONEY**

**Personal  
Management:  
RED DOFF**



# Color Television Takes Shape As A Reality For RCA In 1957



By  
**DAVID SARROFF**  
Chairman of the Board  
Radio Corporation of  
America

**T**HROUGHOUT 1956 many statements were made publicly about the position of color television in the United States. Some of these were made by well-intentioned people interested in the progress of a new art and the promise of a new industry. Others were made by those whose objective is to retard the progress of color television in order to serve their short-term puprposes. In every pioneering industry there are those who prefer to see the other fellow undertake the risks of initial investments and do the spade work while they watch and wait. Sometimes they even try to impede the progress of the pioneer.



For RCA, which has pioneered in worldwide radio communications, in radio broadcasting, in black-and-white television, in electronics and compatible color, such man-made roadblocks do not represent a new experience. We recall, for example, that when RCA pioneered and established black-and-white TV, there were those in the industry who labelled us as "Televisionaries" and the head of one company asserted publicly that "television is economically so unsound that it will never succeed." As late as 1946, an officer of the same company testified before the Federal Communications Commission, "We are not making and do not plan to make any black-and-white receivers." But several years later, after RCA had demonstrated, beyond peradventure, the great success of TV and that the public embraced it eagerly, these same folks jumped on the bandwagon.



History often repeats itself, and I suspect that the same pattern will emerge in color TV as did in black-and-white TV. Today, we hear arguments in some quarters that it will be years before color can reach the stage of profitable operations. Moreover, some other irresponsible statements have been made that in its efforts to establish and promote color television as a new and regular service to the public, RCA in 1956 poured untold millions of dollars into this undertaking. I feel that the interests of the industry generally would be constructively served if the record of the actual facts of the situation were made public. Accordingly, here is the record, and here are the facts.

RCA introduced, for the first time, simplified large-screen 21-inch compatible color TV receivers for the Fall of 1955. During the remaining few months of that year, a small quantity of these sets was produced and sold;

the major portion was sold in 1956. By the end of last year we had sold and delivered 102,000 of these 21-inch color sets. During this period we also sold and delivered color picture tubes, color components and equipment. The total factory billing price of all these color sales amounted to approximately \$58,000,000.

After accounting for last year's costs of color developments and improvements, the extra costs of training personnel, of advertising and promotion campaigns involved in launching a new product and service, and the costs of providing color programs on the air, the net loss (after Federal taxes) of all RCA color activities for 1956 amounted to approximately \$6,900,000. This is certainly a reasonable expenditure to lay the foundation for a business that promises substantial profits in the near future.



This year will witness acceleration on all fronts of color TV as a new dimension in entertainment, education, news and sports, as well as advertising and merchandising.

RCA's goal for color television in 1957 is to produce and sell 250,000 color sets, to double the number of color programs on the air, to attract sponsors to the new and productive medium, and to encourage others in the industry to enter the field. Barring unforeseen circumstances, we expect, on this volume to earn, during the second half of 1957, a modest profit on the color sets and color tubes we sell. Thereafter, profits from operations in all branches of color TV should be substantial.



RCA is firmly convinced that color television will provide a greater and more interesting service to the public, a profitable business for broadcasters, manufacturers, distributors and dealers, and a rewarding medium for advertisers. The future of television is in color.

For 1956, the RCA volume of business totaled approximately \$1,125,000,000 — an increase of about six per cent over 1955. This was the second time in its 37-year history that RCA exceeded the one billion dollar figure.



# MIMI BENZELL

*Personal Management:*  
WALTER GOULD

OXford 7-3129

## Growth of Television Film Built On Imaginative Leadership



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

**T**HERE is one thing we at Ziv TV have learned to expect in the telefilm industry—it is the kind of dynamic business that isn't going to stand still for anyone. Our thinking and our planning must grow as the industry grows, and be prepared to meet challenges we would not have dreamed of a few seasons ago.

For example, we have set a \$12,500,000 production program of telefilms for syndication and network release in 1957. Part of this, of course, is continuing production this year on our telefilm series now on the air, such as "West Point," "Men of Annapolis," "Dr. Christian" and "Highway Patrol."



However, we realize that we must constantly plan and create new forms of telefilm entertainment. New programs, like "Harbor Command" starring Wendell Corey, are due to go into production, and altogether a total of 10 pilot films are on the drawing boards or in various stages of preparation.

Although we accept production of this scope as being part of our regular business, we occasionally remember—with something of a shock, I will admit—that a production program of the size we anticipate this year is the kind of production spending that was going on in the entire television industry combined just a few short seasons ago.



Production quality is not a lucky accident. Last year, to maintain a consistent quality level, we found we had to increase our telefilm production budgets an over-all average of 27%, as compared with budgets for similar situations the previous year.

Chiefly, these stepped-up costs to us, as producers, have come about through extra location costs of housing, transportation, overtime and residual payments to crews and talent, and the stepped-up prices of the raw materials of film production.

The ranks of our personnel, particularly creative film makers and technicians, is constantly growing. Last year, the number of members in the Ziv TV employee family swelled by nearly one-fourth. Outstanding producer-director-writer teams joined forces with us bringing their valuable fund of production know-how and special skills gained in years of TV and motion picture work. Our plans call for continued expansion of our creative staffs.

Our growth has been one of diversification, too. We now produce telefilms, and market them, to an astonishingly wide variety of customers. We sell to national advertisers, for placement on TV networks and major regional campaigns. We sell to regional advertisers. We sell to purely local firms who demand the utmost in program quality for use at the local level. We sell to stations, who in turn offer programs to their own lists of advertisers.



And, we market our telefilms, largely voiced with special sound-tracks in foreign languages, overseas. We have found that audiences in foreign lands have much in common with our U. S. audiences—they want to be entertained on TV. That's why we've found widespread acceptance for Ziv TV shows in such countries as Great Britain, France, Italy, Belgium, Monaco, West Germany and Switzerland in Europe; in Japan, the Philippines and Australia in the Orient; and to Mexico, Cuba, Guatemala, San Salvador, Venezuela, Dominican Republic, Puerto Rico, Brazil and Argentina in the Latin and South American areas.

There has been plenty of competition, as there is in any healthy business activity. But we feel the competition has served a strong purpose for us in sharpening our creative thinking, and creative marketing of our film product.



We are optimistic about the challenges facing our industry today. There is evidence that multi-market telefilm advertisers, those in the national and regional brackets, will spend more than \$125,000,000 for syndicated telefilms and telefilm time slots this year, with millions more due to be spent by purely local advertisers seeking the same high program quality. We are confident that we will play a major role in such telefilm plans.

At the same time, we are increasingly aware of the responsibilities that come with such an important role. You must keep raising your standards, setting new objectives, striving for better methods to create better film products to maintain a leadership position.



**Hearty Congratulations to  
LAWRENCE WELK  
and His Television Sponsors  
DODGE and PLYMOUTH!**



**"The LAWRENCE WELK Show . . . by far the outstanding buy.  
...A virtual give-away!...reaches a big audience... (even)  
more conspicuous for efficiency (direct sales results)!"**

*Billboard's FIRST A.R.B. Cost Per Thousand Survey Covering Men, Women and Children (January 26, 1957, edition)*

**(HOMES-DELIVERED CATEGORY)**

**FIRST** . . . Lawrence Welk Show (Dodge-ABC) Cost Per Thousand Homes . . . . . \$1.10  
**FIRST** . . . Lawrence Welk Show (Dodge-ABC) Cost Per Thousand Men Viewers . . . 1.12  
**FIRST** . . . Lawrence Welk Show (Dodge-ABC) Cost Per Thousand Women Viewers .92

**(COMEDY, VARIETY & MUSIC SHOWS)**

**FIRST** . . . Lawrence Welk Show (Dodge-ABC) Cost Per Thousand Homes . . . . . \$1.10  
**FIRST** . . . Lawrence Welk Show (Dodge-ABC) Cost Per Thousand Men Viewers . . . 1.12  
**FIRST** . . . Lawrence Welk Show (Dodge-ABC) Cost Per Thousand Women Viewers .92

**(AUTOMOTIVE & PETROLEUM SPONSORS)**

**FIRST** . . . Lawrence Welk Show (Dodge-ABC) Cost Per Thousand Homes . . . . . \$1.10  
**FIRST** . . . Lawrence Welk Show (Dodge-ABC) Cost Per Thousand Men Viewers . . . 1.12  
**FIRST** . . . Lawrence Welk Show (Dodge-ABC) Cost Per Thousand Women Viewers .92

●  
**GABBE, LUTZ, HELLER & LOEB**

Personal Management

1626 N. Vine Street  
 Hollywood 28, Calif.  
 Phone: HOLLYWOOD 9-1993

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 New York, N.Y.  
 Phone: CIRCLE 5-7998



# Television Sales Challenge Leaves Plenty Of Room For Wise Choice



By  
NORMAN E. CASH  
President, Television  
Bureau of Advertising

**T**HERE'S no guesswork in television, only change.

In this expanding economy, up-dating, trend-discerning and fact-analyzing are the handmaidens of research, and if they are to keep the pace they must be prepared to accept the new, the hitherto unknown and—yes, even the unexpected. This is the attitude and approach we at TvB have brought, and are continuing to bring, to the Bureau's projects, and much of our findings have demonstrated that yesterday's dogma is not necessarily today's fact, nor will a current truism be tomorrow's dictum.



Yet, much of what is already known and documented is useful. Accumulated knowledge gives perspective to the present and affords a signpost for the future. Applied to advertisers' media selection, the practical use of this philosophy has served to take the element of chance out of TV. With what is known, the productive purpose of providing a base for decision is at hand; with the constant addition of new information, a signpost pointing the direction for more effective use of the medium is assured.

Since 1949, when commercial TV really got off the ground, advertisers' investments indicate that *choice* of TV is a matter of "which direction" rather than "why."



The choice (happy title) is as far removed from chance as the first dollars invested in 1949 are from the booming bucks of 1956 . . . and the projection for '57 is ample confirmation that this is truly choice without chance.

Here's how it stacks up:

In network, starting with 1949 (in terms of millions of dollars) the "choosers" invested: \$29; \$85; \$180; \$256; \$320; \$422; \$540; \$640 . . . and we figure on \$720 million in '57. (Would you like to be an advertiser using network facilities who, when using

other media found his sales plateauing, and after his first introduction to TV increased his sales by 300 per cent? We refer to the TV endorsement by Revlon).

In spot, again starting from 1949 (in millions): \$9; \$31; \$70; \$94; \$145; \$207; \$260; \$325 . . . and in '57 it'll probably go to 389 million. (If you're further interested in the power of spot, we commend you to the successes of such brands as Lestoil, Viceroy, Kools, Robert Hall, Rayco and the omnipresent Tea Council).

In local, here's that story, in millions: \$19; \$55; \$81; \$103; \$140; \$180; \$224 . . . and we look to \$366 million in '57.

Summing up this felicitous trio, from 1949, we find these totals (in millions): \$57; \$170; \$332; \$453; \$606; \$809; \$1,025 . . . and an estimated \$1,475 million for '57.



You will note that local hasn't, as yet as many "choosers" as the other two (there are notable exceptions, leaders in their fields and markets such as Montgomery Ward, Sears Roebuck, Sibley's of Rochester). That's only because they haven't caught up with what the others know. But they're learning, and TvB is devoting energy and time to further this education. In fact, we're so bullish about local, we're figuring the greatest percentage increase (36 per cent) for 1957 over 1956 will be in that area.



To recap: almost 5,000 national and regional advertisers will have used television . . . and the more we know and learn about the medium, the less we know of *any* risk for the advertiser. This is about as fortuitous a setting for sales as man has ever devised.



Julius La Rosa

# Statistics Reveal Growth of Radio-TV in Latin America



By  
A. M. MARTINEZ  
Executive  
Vice-President  
Caribbean  
Networks, Inc.

IN the relative short period of one year, the radio and television industry in Latin America has taken huge steps. There seems to be a revival of radio at hand and television is fast getting to be a big brother.

For the first time in several years, Latin America showed a substantial increase of radio homes—20% more radio homes over 1955, or about 2,250,000 new homes which never had a radio set previously. In general terms the increases were greater in countries like Argentina (1,850,000), Brazil (3,838,000), Colombia (470,000), Cuba (1,100,000), Dominican Republic (98,000), Guatemala (68,500), Mexico (1,125,000), Nicaragua (69,000), Puerto Rico (440,000), Salvador (225,000) and Venezuela (500,000) where television has been doing well. All in all, there are some 11,500,000 radio homes today. The number of new radio stations has increased but only by 8%—the reverse of previous years when the number of radio stations increased rapidly.

The television picture is very sketchy at this writing but is summarized below:

Country	Stations	TV Homes
Argentina	1	70,000
Brazil	6	316,000
Colombia	3	50,000
Cuba	9	260,000
Dominican Republic	1	8,000
El Salvador	1	8,500
Guatemala	2	8,000
Mexico	10	230,000
Nicaragua	1	3,000
Puerto Rico	3	156,000
Uruguay	1	1,000
Venezuela	6	85,000

Of these 44 stations, 4 started in 1950, 4 in 1951, 7 in 1952, 6 in 1953, 6 in 1954, 5 in 1955 and 12 started in 1956. So you can see that 1956, compared with any previous year, showed an increase of more than 100%. At this stage there are 1,200,000 television homes concentrated in a few markets.

In the matter of radio and television programs, the following percentage figures will show, on the basis of one month's programming, the differences among 3 countries picked at random:

## Radio Programming — Percentage

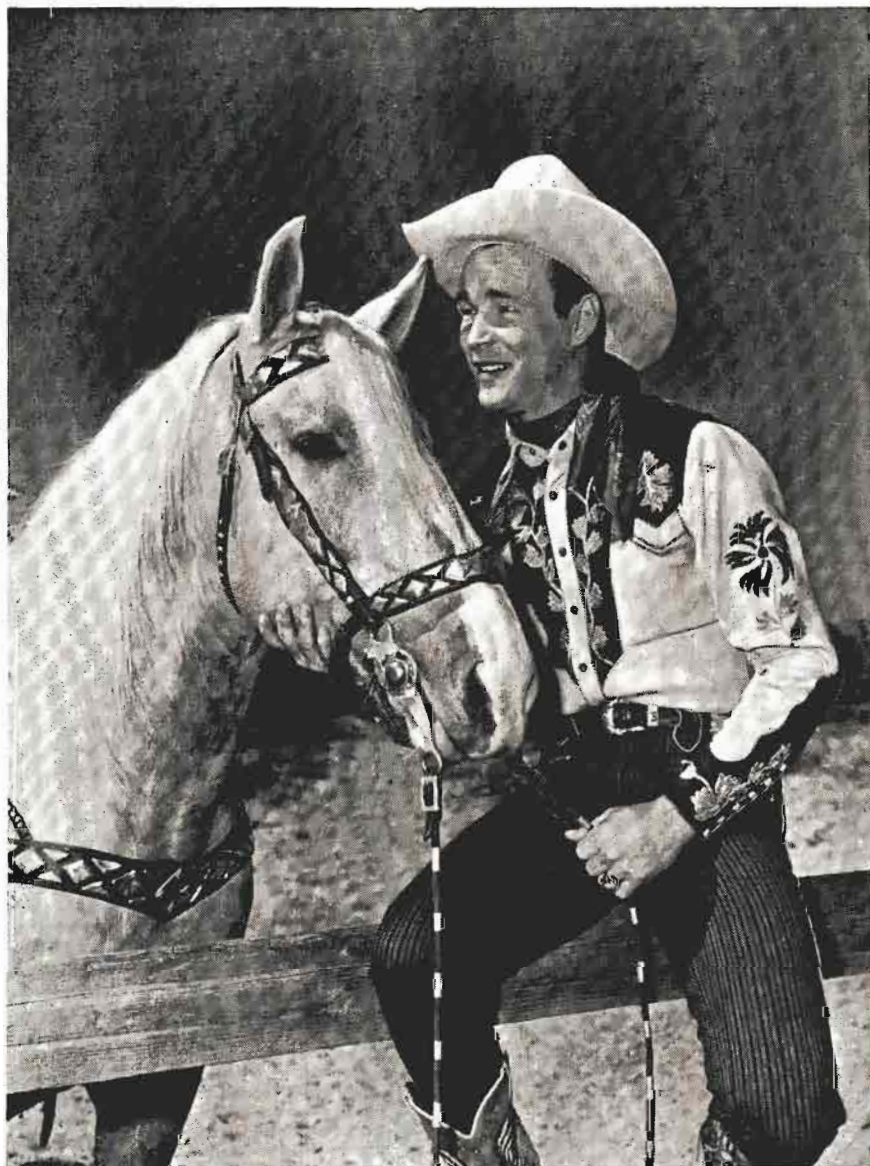
	Cuba	El Salvador	Panama
Adventure	—	—	7.7
Comedy	7.3	2.8	2.6
Disc Jockies	—	1.2	2.6
Drama—Soap Opera	36.7	30.2	35.2
Popular Music	13.5	52.8	29.8
News	15.2	3.8	12.0
Variety	17.6	1.2	6.7
Quiz	—	3.6	.4
All others	9.7	4.4	3.0
	100.0	100.0	100.0

## Television Programming — Percentage

	Cuba	El Salvador	Puerto Rico
Adventure	—	4.8	1.4
Comedy	6.9	—	1.4
Children	3.2	22.2	7.4
Cooking	6.4	—	5.3
Drama	12.8	7.2	3.9
Educational	4.3	—	—
Long Feature Films	12.1	44.4	31.3
News	16.5	7.1	3.5
Quiz	5.3	—	3.5
Sports	12.2	3.2	1.8
Western Films	—	1.6	9.2
Variety	16.5	7.9	26.0
All others	3.8	1.6	5.39
	100.0	100.0	100.0

It is estimated that the radio and television budgets for 1957 are in the neighborhood of \$49,000,000—an increase of 25% over 1956. Of this total, 59% is allocated to radio and 41% to television. Because of television's tremendous impact, and the fact that the advertiser can reach between 6 and 8 people per home, the budgets for 1957 show the larger increase.





**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*

*Public Relations*

*Commercial Tie-Ups*

ART RUSH, INC.

A. L. RACKIN

ROY ROGERS ENTERPRISES

357 No. Canon Drive — Beverly Hills, California



# Progress in Solving Problems Is Marked by CBC in 1956



By  
**E. L. BUSHNELL**  
Assistant  
General Manager  
Canadian Broadcasting  
System

**B**BROADCASTING in Canada has progressed, in 1956, through what may prove to be its biggest year.

As this country enters its 21st year of national network broadcasting, it has a service which reaches a population scattered over one of the largest countries in the world. Ninety-five percent of the population of roughly 16,000,000 is within range of national radio service and about 86 percent is now within range of Canadian television.

This has been no easy job, and it has been complicated by the fact that Canada is a two-language country. We have five networks: Trans-Canada and Dominion in English-language radio; the French radio network, and the English and French television networks.



These networks, very similar to those in the United States, are made up of publicly-owned CBC stations and privately-owned stations, with the CBC operating the networks. The operations require public money in addition to advertising revenue because of the size of the country and the costs of program production in two languages. Another complication is that Canada, which invented the world system of time zones, has six of them to contend with—two more than the United States.

It is against this background that we are proud to record the following progress: at the beginning of 1956, 77 percent of all Canadians were within range of Canadian TV. We closed the year, as mentioned above, with about 86 percent. Forty-seven percent of all Canadian homes had television sets a year ago. Today more than sixty percent of Canadian households own television. The total number of TV sets in use in Canada today is 2,680,000, of which 650,000 were purchased by Canadians during 1956.



In radio the figures eclipse those for television. During the past year 675,000 radios were sold in Canada, an increase of 65,000 over 1955.

Television, which is barely more than four years old in this country, now is available in every sizeable centre. There are 41 television stations. This number is necessary to reach a population which might be reached by one station alone in a centre such as New York City. Such is the challenge of TV in this country.

The past year saw the extension of the

microwave network westward as far as Winnipeg—making possible instantaneous transmission to 18 stations from Winnipeg to Quebec City—as well as the linking together of four stations in the Maritimes.



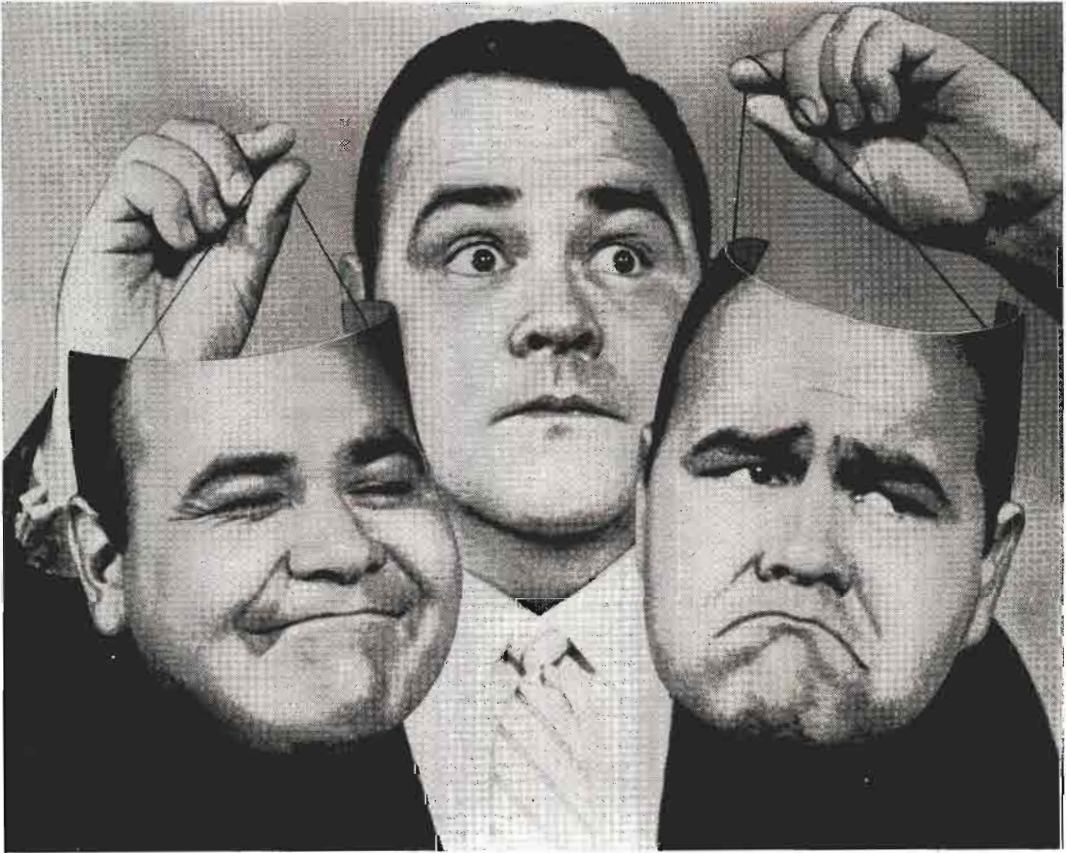
In programming, too, it was a year of change and development. Canadians watched the first television coverage of a Canadian political convention. Experienced gleaned from coverage of U. S. political conventions helped make it a striking success. Canada's football classic, the Grey Cup Game, which a year before came to central Canada from Vancouver by courtesy of U. S. network facilities, this year went from Toronto to Vancouver by the same route.

In radio, Canadians saw the first major change in programming in several years as CBC program planners adjusted network radio to meet its new role alongside television. The Canadian system involves co-operation with privately-owned stations, which assist in obtaining national distribution for CBC-produced programs.



While this was going on, the CBC marked twenty years of national network broadcasting on November 2nd, 1956. We feel that the accomplishments of Canadian broadcasting in 1956, and indeed over the past twenty years, reflect the interest of Canadians everywhere in their national system. But the year will be remembered more for one important event than for all its physical development in Canadian radio and television.

This event was the Royal Commission on Broadcasting, which sat throughout the greater part of the year. The three-man commission, headed by R. M. Fowler, President of the Canadian Pulp and Paper Association, held sessions in all regions of Canada, visited the United States and studied European systems. We feel it is significant that we should have this long and careful look at some of the problems confronting us in radio and television at a time when both media are developing so rapidly all over the world.



# JONATHAN WINTERS

The Jonathan Winters Show  
NBC-TV

Exclusive representative Martin Goodman  
65 W. 54th St., N. Y.

# Problem of Prime Time Slots For Syndicated Film Discussed



By  
DAVID V. SUTTON  
Vice President in Charge  
MCA TV Film Syndica-  
tion Division

ALTHOUGH syndicated film had another successful year in 1956, the impression continues to exist that the securing of good availabilities for syndication is impossible or too difficult to justify the results. It is not our contention that this phase of syndicated TV is especially easy, but I believe all of us would subscribe to the theory that no facet of the industry is free from complications.



It is a myth that prime time for syndicated film programs cannot be obtained. Our experience has proved that prime time *is* available in many markets. It remains only for the advertising agency, working closely with the program distributor, to make an all-out effort to line up the desirable evening hours. Like every other type of total push, it can and does pay off. The results of prime playing time are so significant saleswise to the sponsor and the station that it is worth the extra effort to secure good time.

MCA TV recently introduced a new half-hour film series for syndication, "State Trooper," which was purchased by Falstaff Brewing Corp. for 71 markets covering 28 states from Florida to California. Its agency, Dancer-Fitzgerald-Sample, paying no heed to idle trade talk, set about lining up the best time available on the stations involved. It succeeded in nailing down better than 91% Class A time in all of its markets. Sixty-five of these time segments fell into the 7:30-10:30 p.m. category, and six were placed in 6:30-7:00 and 7:00-7:30 p.m. slots, which are also considered prime time in many markets.



This fine schedule is not to be considered an isolated case. Agencies also have been able to secure prime time for such other syndicated favorites as "Soldiers of Fortune," "The Rosemary Clooney Show," "Dr. Hudson's Secret Journal," "Man Behind the Badge" and "The Adventures of Kit Carson," to name a few. Other syndicators, as well, have enjoyed good programming schedules with many of their outstanding shows.

The clearing of prime time for any type of television program is, of course, a real problem for agencies and stations alike. The competition for coveted time is strongly influenced by the networks' placement of high-rating, expensive programs and by outstanding feature films.

So the problem is indeed a real one, but it is certainly not an insurmountable one. Just

how Dancer-Fitzgerald-Sample went about securing 91% "A" time must remain their secret, but there are certain evident techniques which might bear retelling at this point:

1. An agency has a better chance to win prime time if it offers a station a solid 52 weeks of programming. Common sense will tell us that a 13-week contract, which pulls a show off the air perhaps at the very time when it is building up its viewing audience, is not wise prime-time programming.



2. Other things being equal, a higher quality show has a greater chance to snare good viewing time than a quickie with its poor production values and down-beat rating potential. It is the responsibility of the producer to make sure that the product which he produces is of such quality that it can play against the stiffest competition in preferred time. Most stations face their greatest competition during the prime time period.



3. A half-hour syndicated show, with total family appeal, and which meets the requirements of long contract and high quality, is a good bet for station acceptance in the best time. These filmed programs show consistent high ratings even when slotted against much-ballyhooed feature pictures, in marginal time. In more desirable time slots, they do even better. In Houston, to quote one example, the November (1956) ARB showed the syndicated "Rosemary Clooney Show" scoring 21.8 in a 6:30-7:00 p.m. time period to rank third among all syndicated film shows. "City Detective," aired from 8:00-8:30 p.m., ranked first among all syndicated film shows with a rousing 43.7 in Pensacola, according to the same survey. The same program, in its *third* run, ranked third among all syndicated film shows in Chicago with a 14.3 in a 9:30-10:00 time segment.

Every situation, of course, presents its own problems. However, the securing of prime time does not have to be one of the big ones. If you're willing to go out and do something about it, it can be done.



NOW **TV** AND **TOPS** AGAIN!

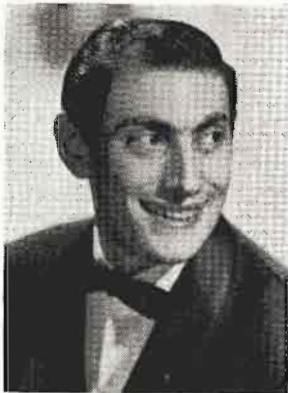


"JOE"

THE

**AMES  
BROS.**

Show  
on Film



"VIC"



"GENE"

**205 STATIONS**

**205 CITIES**

**205 REASONS**

why the AMES BROS.  
have been TOP  
VIEWING through-  
out the nation !



"ED"

Exclusively **RCA VICTOR RECORDS**

Personal Management  
**BILL FICKS**



# CARTB Expands, Plans For Future Along With Canadian Broadcasting



By  
T. J. ALLARD  
Executive Vice-President  
Canadian Assn. of  
Radio & Television  
Broadcasters

THE year 1956 was the busiest in C.A.R.T.B.'s 32 year old history. Our radio membership went up 6.6% and our television membership 12%, so that our association now represents 145 of the 160 independently-owned and operated radio stations and 28 of the 31 independently-owned and operated television stations in this country.



The most significant event in 1956 for the Canadian broadcaster were the hearings of the Royal Commission on Broadcasting, a government-appointed, three-man Commission which travelled across Canada, from spring until fall, hearing briefs concerning the future of Canadian radio and television broadcasting. The recommendations of the Commission were scheduled to be laid before the government some time in March, 1957.

In its briefs to the Commission, C.A.R.T.B.'s main requests were for: (1) the establishment of a separate regulatory board to ameliorate the situation whereby the government-owned Canadian Broadcasting Corporation is both competitor with, and regulator of, the non-government broadcasting stations; (2) the immediate licensing of non-government television broadcasting stations in all areas of Canada, including the main metropolitan centres which are now reserved exclusively for government-owned television; and (3) permission to form private networks.



The Canadian Association of Radio and Television Broadcasters was encouraged both by the press support we received for our case and by the number of organizations, Chambers of Commerce, Boards of Trade and women's groups, which endorsed our case in their own briefs before the Commission. Support was especially strong for our contention that television stations, operated by private enterprise, should be allowed to open in areas served at present only by the CBC television system.

The separate regulatory body was also endorsed by a good many organizations and individuals on the grounds that the existing situation where the CBC not only acts as

competitor for the same business and audience, while being subsidized by the government, but also acts in the capacity of judge and jury in decisions concerning the licensing and operating of privately-owned stations, and controls the only national networks allowed in Canada, is undemocratic.

As supplements to its briefs, C.A.R.T.B. also submitted to the Commission the results of polls taken by independent research organizations which showed that over 57% of voters favoured the separate regulatory board and that the government-owned TV monopoly was frowned on by 77.8% of the population.

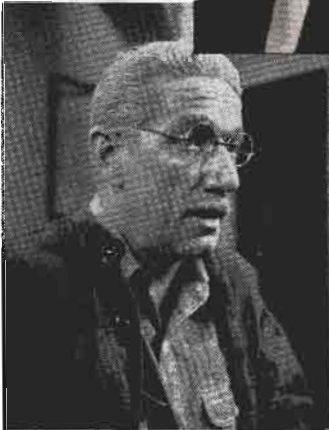


The Association also presented a brief to the Gordon Commission, a commission exploring Canada's economic future. The point was made before this latter commission that Canadian broadcasting could expand enormously, in the way that U. S. broadcasting has expanded, if government-imposed shackles were removed.

The Sales and Research office in Toronto expanded its research and statistical material supplied to agencies, advertisers, reps and stations this year, and has also undertaken negotiations with the main broadcast measurement organizations with the view to improving statistics in this field. The Television Seminar, inaugurated last year and due to be repeated annually from now on, was also a big success. Out of this Seminar, for one thing, came the initial plans for the C.A.R.T.B. Television Sales office which will be opened in Toronto early in 1957.



Canada has now reached the point of 96.7% radio saturation and about 80% TV saturation, but Canadians are still buying both radio and television sets at record rates. In 1956, Canadians bought 536,000 new radios and 484,800 new television sets.



Richard  
Boone

Tuesday, June 19, 1956  
Radio Daily - Television Daily

# TV Reviews

## "Lux Video Theatre" NBC-TV, Thursdays "A House Of His Own"

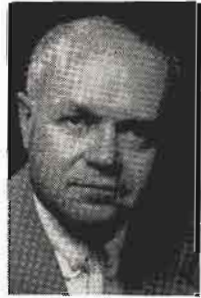
(Reviewed in Hollywood)  
Executive producer — Stanley Quinn;  
Producer — Cal Kuhl; Director — Norman  
Morgan; Unit Manager — Larry Fielder;  
Teleplay by — Loring Mandel; Story editor:  
— Richard McDonagh; Musical director —  
Rudy Schragar.

• Possibly the best show NBC TV  
one of the most powerful hour-long  
dramas presented on TV, "A House of  
His Own," proved a most auspicious  
Series." of the "Summer Preview

This Loring Mandel story, under  
option by Paramount Pictures, was  
a sensitive and provocative presen-  
tation of a contemporary problem—  
that of judgment and condemnation  
by press and public opinion versus  
action resulting from understanding  
and due process of law.  
No one facet of production stood  
out. It was a blending of artistic and  
technical skill to achieve a thor-  
oughly satisfactory dramatic expe-  
rience.

A new Richard Boone, unencumbered  
by scope, gave a moving performance  
as the brilliant and bitter man, impris-  
oned for 36 years for a crime com-  
mitted at the age of 17, who has  
consistently been recommended for  
parole and as consistently been  
blocked by the efforts of a civic-  
minded do-gooder, enacted with  
finesse and credibility by Mabel Al-  
bertson.

# Feature Film Library Releases Prove Challenge to Programmers



By ROGER W. CLIPP  
Vice President  
Radio and Television  
Division  
Triangle Publications,  
Inc.

**T**HE year 1956 saw the sudden release of a tremendous number of major studio feature films for television use. As a result, public interest in feature films is at an all-time high, and the feature bonanza must rate as one of the top industry stories of the year.

Proper use of feature film libraries demands a "new look" in the basic framework of feature film utilization new methods of editing and cutting, new concepts in show-casing, elevated standards of production and commercial insertion. In short, purchasers of this new quality product have found it wise to reappraise their feature film programming from start to finish.



During the past six months, Triangle has purchased four major film packages released for television—the RKO, 20th Century Fox, MGM and Warner Brothers rosters. The utilization of this property to its best advantage required a new perspective on feature films—one in keeping with the quality of these outstanding features.

Owning the rights to a film library of this scope is not unlike suddenly acquiring rights to the services of Perry Como, Bob Hope, Jackie Gleason and Walt Disney. With such a roster of attractions we would have to throw out the old philosophy of "fit the product to the availability" and set about revising our basic scheme of programming and product handling to gain the full measure of value inherent in what we have bought.



We are dealing with a product finer than any ever before offered on local television. These films represent the best work of an entire industry for a period of twenty-five years. We can transpose them to television *only* if we are absolutely consistent in our treatment of them. We cannot afford to dissipate the values of a good product with haphazard handling, or with old techniques devised for the inferior features of yesterday's TV.

Operational patterns which have been developed have guided the program development of all four Triangle television stations. A careful analysis of the programming of feature films before the purchase of these major libraries revealed the need for revisions. What was adequate programming policy for the old films was inadequate to meet the demands of the new. Lack of prime

time slots for features, scheduling of features in fringe time periods, and the excessive editing required to fit the films into a standard format were all out of step with current needs.

We decided that our top executives would benefit from an education in the needs of the product. For several weeks our key personnel devoted long hours to film previewing and "skull sessions" analyzing the basic issues of the problem and drafting concrete proposals for revamping the program day to fit the new needs. Out of these sessions came four basic decisions that form the heart of the Triangle feature policy.



First: Wherever possible, use prime weekend time for feature display. Saturday evening and Sunday afternoon shows were scheduled and their consistently high ratings have justified this invasion of what was once considered "network only" time.

Second: Lengthen the programs. Most of the really fine films in the library are too long to fit into a "regular" 90 minute format without excessive editing. Our weekday features were extended to 120 minutes, evening films are run complete to conclusion. In those few periods on the schedule where no more than 90 minutes is available, only shorter films are scheduled.

Third: Advance the start of the nighttime films to an earlier hour. Where feature films were once programmed only to extend the program day, good features draw big audiences, and are handicapped by an 11:15 or 11:30 PM start. Our films starts have now been moved into the formerly "untouchable" 10-11 PM time period.



Finally: Re-run policy. Since the film library is not a transient thing, but rather something which will figure heavily in operations for ten years or more, proper exposure sequence is important. If the same films are repeated too frequently, the impact of the films is lost. Naturally the films are run in a preference sequence, with the more valuable time periods getting first call on top films.

*Complete facilities for :*

television

theatrical

commercial

industrial

*films*

motion picture center

846 north cahuenga boulevard

hollywood 38, california

*Desilu*

*Desi Arnaz, President*



# IAAB Plays Active, Vital Role in Latin American Broadcasting



By  
**RICARDO VIVADO**  
President  
Inter-American Ass.  
of Radio Broadcasters

IAAB represents the private and free radio broadcasting of the American Continents. It is formed by the Associations, Chambers and Federations of Radio Broadcasters existing in the countries of the Continents, from Canada and the United States down to those in the extreme south, which, in turn, comprise nearly five thousand radio and television stations.

Its aims, among several, are to defend the principles of democracy, in particular those relative to freedom of speech and of information, and the system of private and free enterprise for radiobroadcasting; to promote the broadcasters' collaboration with activities of public interest; to contribute towards raising the cultural level of the people through technical perfection and better programs and the intellectual and artistic exchange between all broadcasters of America; to establish norms of professional ethics to be upheld by all people participating in broadcasting.



IAAB has intervened before the governments of Argentine, Costa Rica and Paraguay in connection with matters of high interest. Before the first, asking for return of radiobroadcasting to private hands; before the second, to ask for the issue of concessions to private individuals for the installation of TV stations; and before the third, to request the release of a broadcaster and lifting the closure of his station. It has addressed the recently elected Presidents of Ecuador and Bolivia, to offer its cooperation and technical assistance, in order that radio broadcasting in these nations may have the necessary liberty, adequate structures and means to develop and perform the corresponding mission of public interest.



On the 4th of October, "Radio Day", IAAB celebrated its 10th anniversary, as it was founded on this same day in 1946 in Mexico City. The activities of the past ten years show that IAAB is an institution with solid principles and a perfectly cemented existence, which will be called upon to have

a valuable influence in the progress of continental radio broadcasting and in the unification and the realization of its ideals of perfection and of service to the people.



IAAB's Central Office publishes a monthly news bulletin which is distributed to the associations, so that they may issue it to their stations, and is editing pamphlets with the same purpose. Three have already been distributed: "Private and Free Radiobroadcasting for the Argentine", which contains a memorial presented by IAAB to the President of the Argentine, his excellency Pedro E. Aramburo; "Freedom of Information in the Countries of America", in which a chapter from the report of the Board at its meeting in Lima is reproduced on this matter; the texts of the Constitution of the countries of the Americas on freedom of thought; and President Eisenhower's speech at the 1955 Convention of NARTB "Broadcasting Stations Must Have a Soul" advises on the management of a radio station. There is another pamphlet in the press on guidance for the organization of broadcasting associations, and two more shortly ready for publication.



The organization has maintained active, cooperative contact with the U.N., OAS and UNESCO. It was invited by OAS to send a special observer to the Inter-American Tourist Convention, which took place in San José de Costa Rica in April of 1956, and by UNESCO to participate in the conference on educational films for TV held in Tangiers and Paris.

IAAB is in full activity and preoccupied with its 5th General Meeting held in the first days of May of this year, which will mean a new impulse and a decided advance.



Burr Tillstrom's  
**KUKLA, FRAN  
and OLLIE**



with **Fran  
Allison**

Produced by BEULAH ZACHARY

Directed by LEWIS GOMAVITZ

Assistant to Burr Tillstrom—JOSEPH LOCKWOOD

Music by CAESAR GIOVANNINI

# Increased Telefilm Product Gains Advertisers' Approval



By  
JOHN L. SINN  
President  
Ziv Television  
Programs

WHEN we began to produce and distribute television film shows just a few short years ago, we had two objectives in mind—to create top-quality film programming, and to do all we could to aid advertisers who wanted flexibility in their TV campaigns.

The ratings we've scored on first-run shows and rerun films tell the story of audience acceptance of our programs in over 300 cities in this country.



Telefilms are now established as a basic part of the means at advertisers' disposal for reaching huge audiences with a minimum of circulation he doesn't need or want.

We are happy and proud to have on our client roster, which now stands at over 2,800 by the way, many of the blue-chip names in the advertising field: Proctor & Gamble, Chesterfield, Schaeffer Pen, National Biscuit Co., Pabst Blue Ribbon, Pet Milk, Budweiser Beer, Sealy Mattress, Swift & Co., Raleigh Cigarettes, General Cigar, Emerson Drug and many more regional advertisers such as Fuller Paint Co., Ohio Oil Co., Olympia Brewing, Kroger Stores and Ballantine Brewing.

Many of these advertisers are using spot-placed telefilms to solve specialized marketing problems they face. It may be a question of boosting a sagging sales curve in a particular area that is lagging behind others. It may be a question of reinforcing advertising impact already at work in a market, or series of markets, where magazine readership is low or a network show is carried in poor time on a delayed basis. It may be a test campaign to launch a new product, and to test new commercials, within the frame of a first-rank show that commands large and loyal audiences.



But many advertisers have bought telefilms for large regional or near-national spreads—such as the recent purchase by Hamm Brewing of our "Harbor Command" series for 55 markets, the Carnation Milk-Fuller Paint purchase of "Men of Annapolis" for some 20 West Coast markets, the P. J. Ballantine renewal of "Highway Patrol" for the Eastern seaboard—for another reason. To these advertisers, the syndicated telefilms they've bought are not supplementing anything; they are the primary spearhead of major advertising campaigns involving millions of dollars in program costs, time charges, and promotional budgets.

To meet this steady demand, we are undertaking our biggest production program, one that is budgeted at \$12.5 million. We feel this alone is a tremendous vote of confidence in the outlook of the television film industry, and in the outlook for choice time periods on top stations in which advertisers can air their telefilm programs.



One of the backstage secrets of the success of our telefilms with advertisers and audiences alike, we feel, is the fact that each Ziv TV teleseries launched in the syndication market in the past several seasons has been accompanied by an extensive merchandising campaign. These pre-planned, blueprinted campaigns are being used increasingly; a recent checkup showed that a gain of over 40% had been scored in their use.

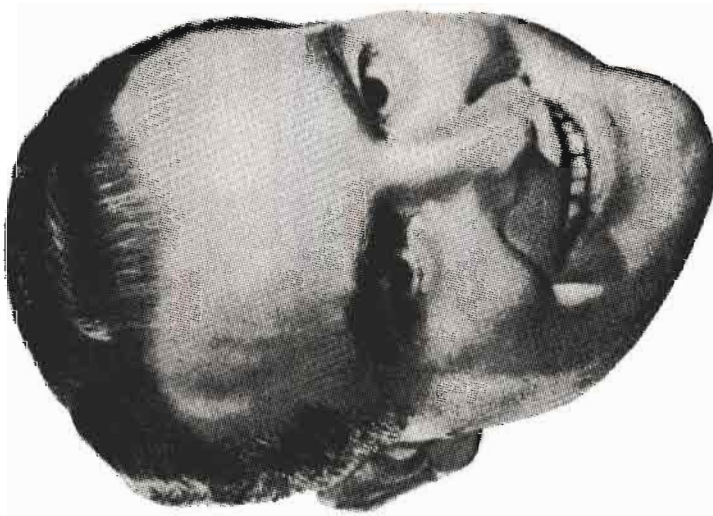
Even the best telefilm show is on a starvation diet if it has to exist in a promotional vacuum. Our advertisers have made sizable audience gains by utilizing Ziv-created merchandising aids, which range from window, store and lobby displays, to posters, cards, mailers, giveaways, premiums and contests. By even the most conservative estimate, nearly 20,000,000 viewers are being reached each week all over the country with the total weight of promotional campaigns being put behind all of the Ziv TV shows.



We've noticed another trend in the last season or two which seems to clinch the case for advertiser acceptance of syndicated telefilms. There has been a noticeable swing toward purchasing of telefilms directly by major agencies and advertisers, until nearly 70% of our billings are with clients or their agencies—even though there have been striking gains made in the sale of telefilms to local stations of all sizes.

There is a broad pattern in all this. Television advertisers have gained considerable experience in the past decade. They have tested, watched, and measured TV. The important role of telefilm advertising in the plans of all categories and sizes of advertisers is a tribute to the high scores won by telefilms in media evaluation.

these are **RALPH EDWARDS' TV SHOWS**



this is **RALPH EDWARDS**

**"THIS IS YOUR LIFE"**

Ralph Edwards, Creator,  
Producer, Narrator  
NBC-TV Wednesday, 10 P.M. E.S.T.

**"TRUTH OR CONSEQUENCES"**

Bob Barker, Emcee  
NBC-TV Monday through Friday  
11:30 A.M. E.S.T.

**"IT COULD BE YOU"**

Bill Leyden, Emcee  
NBC-TV Monday through Friday  
12:30 P.M. E.S.T.

Available Immediately

**"PLACE THE FACE"**

**"FUNNYBONERS"**

**"FORTUNE UNLIMITED"**

**"END OF THE RAINBOW"**



# Understanding Woman's Place in Broadcasting Means Profits



By EDYTHE FERN  
MELROSE  
President  
American Women in  
Radio and Television

**T**HERE are many places in the radio and television industry where women are seriously needed if we are to remain in a strong and prosperous position in the advertising world. The technical phases involving the sending of signals belong to the world of men. But how deeply have you thought about the receiving end of this dynamic advertising and its true relation to the woman's world?



Let's start out with things you already know, such as—"In 1954 women spent 236.5 billion dollars as purchasing agents for families. The purchases included everything from food to clothing, housing, recreation, medical care, cars, etc." (Fortune Magazine—"What Makes Women Buy.") TvB's survey states—"Women who shop for Food Have A BILLION-DOLLAR REACH . . . with more women between the age of 25-to-45 watching television than any other member of the family". What they prefer seeing is listed, with Women's Participating Programs one of the top five. But, there follows: "Comparatively smaller number of facts can be reported concerning these since fewer women's shows were available for sale". That was in 1954 and already it's '57. What's happened to women's programs since then sounds like a requiem!

Women's programs provide only one of the important places where women are needed in our industry, but, it's so important, let's continue to discuss it. Sending forth a strong signal to gain coverage is man's first concern and investment. Regardless of cost, investment has no value unless people dial that station's specific signal. So, man's first, and constant aim, is to win people for his signal.



But sheer numbers of people is never enough. Who is doing the dialing? Is this a potential purchaser? Sponsors reach the end of fiscal years. Here is where they must talk in terms of dollars, not exposures; profits, not merely people. Does your signal deliver merely people—or do the purchasing agents tune in for your signal? Can they, do they, spend money in response to desires and decisions sent out as information and suggestions via your signal, or the signal you may have used as an advertiser or time buyer?

Let's look at these potential "Pocketbook People" we hope we have on the receiving end. They are women. And look inside their pocketbooks there are billions for buying.

Doesn't all this make woman's place in this industry very simple? Plus her need and contribution in the normal, clerical field, she is invaluable in every facet of this industry which creates ideas, plans advertising campaigns, writes copy, produces programs or talks through our media as person-to-person to purchasing agents in skirts.



This is '57—a year when we must run our own industry by winning back the loyalty and purchasing power we may have lost because we failed to fulfill our mission in this media. There is great need for providing programs and information which women will find exciting, interesting, and dramatic because the programs help put a bit more interest, excitement and drama into their own lives.

As employees, women, with intelligence, aptitude, vision and imagination, can attract and help hold the billion-dollar purchasing agents.



Spend just one day studying a competitive medium. Study the woman's section of a good newspaper, the top magazine, then study the personnel. Those sections for women are colorful, exciting and have strong attraction for women, and they are planned by women. Good money was paid for it because the advertiser was convinced women, with money to spend, were turning those pages for ideas they found interesting, informative, exciting and persuasive.

Smart men must learn to work with women on the trial and error method just as they do when hiring men. If one woman didn't work out, don't throw up your hands and say, "We tried it." Shift, change, consult and advise until the entire organization is helping handle the problem. However, select a woman who talks like a woman, thinks like a woman (with good sense), who can help interpret women and one who still has retained sufficient glamour to inspire other women (and men). There's unlimited opportunity to place women in your industry where they can help you make unlimited money.



*Lee Graham*

## "Freedom" Committee Fights for Access to Public Information



By  
ROBERT D. SWEZEY  
Chairman, Freedom  
of Information  
Committee  
N.A.R.T.B.

FOR many practical broadcasters, I am afraid the phrase "freedom of information" has a remote and academic ring. As a matter of fact, however, the work of the NARTB Freedom of Information Committee is of basic and immediate importance, for in certain respects the success of that work will actually determine the future stature of radio and television. It is perfectly obvious that unless radio and television secure, with the particular tools of their trade, access to courtroom and legislative proceedings, public hearings, and the like, which is equal in all respects to that accorded the printed media, they will be precluded to a large degree from doing the type of things they actually do best—the coverage of events of paramount importance as they occur.



Radio and television have a very fair and sympathetic argument. All they are asking is that they be given an equal break with other media. If they fail to obtain this, they will operate under a tremendous handicap in the news and special events field.

I have been impressed with the number and diversity of forums in which this question of equal access has arisen—Capitol Hill, state legislative proceedings, courts of all degrees, municipal councils, directors' and trustees' meetings of educational and other public institutions.

Much progress was made during 1956. One of our principal areas of dispute is with the courts, and more specifically with Canon 35 of the Judicial Ethics of the American Bar Association, which has been adopted in some twenty states and which provides categorically that television and radio, along with news cameras, are calculated to interfere with an orderly court procedure, and therefore should be barred. Successful demonstrations have now been made, in several states, of the possibility of the completely orderly and unobtrusive operation of radio and television equipment under actual trial conditions. This entire issue was effectively argued before the Supreme Court of Colorado, and the right of access established for the broadcasters in that state.



We have still to contend with a close-minded attitude on the part of some of the judiciary. This was recently illustrated in a San Diego County Court when the judge threatened to cite a station for contempt for interviewing discharged witnesses, and attempted to bar television personnel from

taking notes in the courtroom. A California Appeals Court ruled that the TV people might take notes at any public hearing so long as their actions do not interfere with orderly conduct of the proceedings before the court or its officers.

There is still hope that a Committee established several years ago, but recently reorganized, composed of representatives of the American Bar Association and of news media may be helpful in eliminating or satisfactorily amending Canon 35 to remove the wholly unfair and unwarranted restriction upon radio and television coverage.



The position of radio and television with respect to equal access to legislative sessions and committee hearings seems to be somewhat better established and recognized. There are now some sixteen states at least which permit us general access. Within the last few weeks the members of the Texas legislature voted 140 to 4 in favor of a rule change permitting radio coverage, live and recorded, and television coverage, live and film, of its proceedings, including sessions of the House and meetings of its Committees.

In each case in which progress has been achieved, it has been largely due to the work of local broadcasters who have promptly taken the action indicated.



It is a little disheartening to encounter decisions such as that recently made by a city council to permit no further broadcasting of its meetings because "members might make embarrassing grammatical errors." It is even more alarming to have a governor, in this particular instance the governor of my adopted state of Louisiana, place a complete ban on all radio and television reporters at his press conferences. Over a period of weeks the restriction has been alleviated to the extent that we can now take full notes and silent film. These situations merely serve to point up the importance and immediacy of our problem. There is but one answer—wherever there is a closed door or a closed mind we must work patiently and insistently until it is opened to us. Ultimately, I am sure we will win.





**THE WORLD**



The NBC Radio Network's "HOT LINE" Service, now in operation, gives new stature to radio news coverage. An open line, linking NBC Radio Central to every affiliate, is ready throughout the broadcast day. When news breaks anywhere in the world, immediate notice clears all stations automatically, to bring NBC Radio audiences instant word.

The NBC Radio Network brings the nation another exclusive service: NETWORK NEWS ON THE HOUR. Not just a rehash of wire services, each broadcast carries fresh news—live, direct reports by NBC correspondents around the world,

## ON A NEW "HOT LINE"



on-the-spot coverage of important local stories by Network Associate newsmen at NBC's affiliates. Throughout the entire week, the first five minutes of every hour keep America on top of the news.

The "HOT LINE" Service and NEWS ON THE HOUR form a one-two news punch that make the NBC Radio Station in every market THE source for swift, reliable, complete news coverage. This is the combination that is giving listeners more reason than ever to keep tuned through the day to NBC Radio.

Advertisers were quick to recognize the value of this vital development. Bristol-Myers purchased half of all the NEWS ON THE HOUR broadcasts; Brown and Williamson took the other half—to make one of the biggest radio network sales in years.

The dynamic energy of NBC Radio can generate sales for you, too. Your NBC Radio Network representative will tell you how. Call him today.

**NBC RADIO NETWORK**  
a service of 

## Radio and Television

# TELEPHONE NUMBERS

in New York

### AM Radio Stations

WABC	.....	SUsquehanna	7-5000
WBXN	.....	MElrose	5-0333
WCBS	.....	PLaza	1-2345
WEVD	.....	PLaza	7-0880
WFAS	.....	WHite Plains	9-6400
WGBB	.....	FRooseport	9-1400
WHLI	.....	OLympia	8-1100
WHOM	.....	CRicle	6-3900
WINS	.....	BRyant	9-6000
WKBS	.....	PLioneer	6-6700
WLIB	.....	MONument	6-1800
WMCA	.....	MU	8-1500
WMGM	.....	MURray Hill	8-1000
WRCA	.....	CRicle	7-8300
WNEW	.....	PLaza	3-3300
WNYC	.....	WHitehall	3-3600
WOR	.....	LONGacre	4-8000
WOV	.....	CRicle	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
WBFM	.....	LEXington	2-4927
WNRC	.....	New Rochelle	6-0800
WHLI-FM	.....	IVanhoe	1-8000
WMGM-FM	.....	MURray Hill	8-1000
WRCA-FM	.....	CRicle	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	.....	CRicle	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.	.....	CRicle	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.	.....	PL	3-4250
B'air-TV, Inc.	.....	TE	8-5800
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
Melchor Guzman Co., Inc.	.....	CRicle	7-0624
H-R Representatives, Inc.	.....	OXford	7-3120
Headley-Reed Co.	.....	MURray Hill	5-8701
George P. Hollingsbery Co.	.....	OXford	5-5560
The Katz Agency, Inc.	.....	PLaza	9-4460
Robt. S. Keller, Inc.	.....	WA	4-6599
Joseph Hershey McGillvra, Inc.	.....	MURray Hill	2-8755
Robert Meeker Associates, Inc.	.....	MURray Hill	2-2170
NBC Spot Sales	.....	CRicle	7-8300
Pan American Bcstg. Co.	.....	MURray Hill	5-1300
John E. Pearson Co.	.....	PLaza	1-3366
John H. Perry Associates	.....	MURray Hill	7-5047
Peters, Griffin, Woodward	.....	YU	6-7900
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.	.....	PL	7-5700
Badger & Browning & Hersey, Inc.	.....	CRicle	7-3719
Ted Bates & Co.	.....	JUDson	6-0600
Batten, Barton, Durstine & Osborn	.....	ELdorado	5-5800
Benton & Bowles, Inc.	.....	MURray Hill	8-1100
Franklin Bruck Advertising Corp.	.....	CRicle	7-7660
Bryan 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.	.....	PL	4-1100
Cunningham & Walsh, Inc.	.....	MURray Hill	3-4900
Dancer-Fitzgerald-Sample	.....	OREgon	9-0600
D'Arcy Advertising Co.	.....	PLaza	8-2600
Doherty, Clifford, Steers & Shenfield, 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.	.....	OX	7-4500
William Esty & Co.	.....	OXford	7-1600
Foote, Cone & Belding	.....	MURray Hill	8-5000
Albert Frank-Guenther Law	.....	CORlandt	7-5060
Fuller & Smith & Ross, Inc.	.....	MURray Hill	6-5600
Gardner Advertising Co.	.....	COLUMbus	5-2000
Geycr Advertising, Inc.	.....	PLaza	1-3300
Grant Advertising	.....	OX	7-5800
Grey Adv. Agency, Inc.	.....	PLaza	1-3500
Charles W. Hoyt Co., Inc.	.....	MURray Hill	2-2000
Duane Jonas Co., Inc.	.....	MU	7-0270
Kastor, Farrell, Chesley & Clifford, Inc.	.....	PLaza	1-1400
The Joseph Katz Co.	.....	MURray Hill	7-0750
Kenyon & Eckhardt, Inc.	.....	MURray Hill	8-5700
Abbott Kimball Co., Inc.	.....	YU	6-7800
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.	.....	TE	8-8030

## RADIO-TV TELEPHONE NUMBERS IN NEW YORK

J. M. Mathes, Inc.	Lexington	2-7450
Maxon, Inc.	Plaza	9-7676
McCann-Erickson, Inc.	Judson	6-3400
Emil Mogul Co., Inc.	TE	8-7100
Marey, Humm & Warwick, 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	YU	6-7575
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-Telesharing	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	PL	7-2800
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	PL	5-3990
Columbia Artists Management, Inc.	Circle	7-6900
Consolidated Concerts Corp.	Columbus	5-3580
Frank Cooper Associates	PL	1-0725
Gale, Inc.	Plaza	7-7100
William McCaffrey Agency	ELdorado	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	Plaza	1-1930
NAPA	Circle	7-8194
Professional Music Men, Inc.	Columbus	5-7362
SESAC, Inc.	JU	6-3450
Song Writers' Protective Assn.	Circle	6-2536
Station Representatives Assn.	Murray Hill	5-4141
Writer's Guild of America	Plaza	7-3317

### Radio-TV Programs 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	LO	8-3100
American Institute Food Products	Judson	6-7600
Audio-Video Recording Co.	Plaza	7-3091
Barry & Enright	Templeton	2-8600
Bosch Radio & TV Productions	Murray Hill	2-8877
V. S. Becker Advtg. Service	Murray Hill	2-0777
The Bruce Chopman 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
Long-Worth Feature Programs, Inc.	Judson	6-5700
Charles Michelson, Inc.	Plaza	7-0695
William Morris Agency, Inc.	Judson	6-5100
Motion 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
Pyramid Productions, Inc.	Plaza	1-0430
Radio Artists Corp.	Murray Hill	8-0940
Radio Features of America	Judson	2-5130
Reomack 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.	JU	6-3450
K. R. Smith	Rye, N. Y., RYE	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.	ELdorado	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
Frederic 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
WBEZ	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
WEFM	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
Forjoe & Co.	DElaware	7-1874
Free & Peters, Inc.	FRanklin	2-6373
Headley-Reed Co.	FRanklin	2-4686
George P. Hollingbery	DEarborn	2-6060
H-R Representatives	RAndolph	6-6431
The Katz Agency	CEntral	6-7343
Robt. S. Keller, Inc.	STate	2-5096
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	7-4008
Edward Petry & Co., Inc.	WHitehall	4-0011
William G. Rambeau Co.	ANdover	3-5566
Paul H. Roymer Co.	SUPERior	7-4473
Sears & Ayer, Inc.	SUPERior	7-8177
Walker Co.	ANdover	3-5771
Weed & Co.	WHitehall	4-3434
Adam Young, Jr., Inc.	ANdover	3-5448

### Advertising Agencies

Aubrey, Finlay, Marley & Hodgson, Inc.	Financial	6-1600
N. W. Ayer & Son, Inc.	ANdover	3-7111
A. N. Baker Adv. Agency, Inc.	FRanklin	2-8895
BBD&O	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, Joice & 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.	WHitehall	4-3400
Olian & Bronner, Inc.	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
R. Jack Scott	WHitehall	4-6886
Russel M. Seeds Co.	WHitehall	3-2133
Tatham-Laird, Inc.	HARRISON	7-3700
J. Walter Thompson Co.	MOhawk	4-6700
Wade Advertising Agency	STate	2-7369
Weiss and Geller	WHitehall	3-2100
Young & Rubicam	Financial	6-0750

### Radio-TV Program and Transcription Cos.

Louis G. Cowan & Co.	RAndolph	6-2022
Columbia Records, Inc.	WHitehall	4-6000
Decca Records, Inc.	MOhawk	4-4800
Feature Productions	MIchigan	2-6015
Mel Galliant & Assoc.	DElaware	7-5216
L. S. Toogood Recording Co.	CEntral	6-5275
William Morris Agency	WHitehall	3-1744
Jewell Radio & TV Productions	MOhawk	4-5757
Herbert S. Laufman	RAndolph	6-4086
Jules Power Prod.	DElaware	7-7422



## Radio and Television

# TELEPHONE NUMBERS

in Chicago

Les Lear Productions Corp.	FRanklin	2-7840
Modern Recording Studio	FIncial	6-4183
Monogram — Chicago	ANdover	3-7169
Morton Radio Productions, Inc.	CEntral	6-4144
Music Corp. of America	DElawore	7-1100
NBC Radio Recording Division	SUperior	7-8300
RCA Manufacturing Co.	WHitehall	4-4600
Walter Schwimmer Co.	FRanklin	2-4392
Standard Radio Trans. Service, Inc.	STate	2-5322
Hal Tate Radio Productions	FIncial	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
<b>RADIO-TV DAILY</b>	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	DEcatur	2-9300
National Press Club	REpublic	7-2500

## RADIO-TV DAILY

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	KEmore	6-9000
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	KEllogg	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	KEllogg	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	KEllogg	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	NOrmandy	3-3311
KFAC	WEbster	8-0161
KFI	DUnkirk	2-2121
KFOX	NEvada	6-7868
KPOP	DUnkirk	8-2345
KFWB	HOLlywood	3-5151
KGER	NEvada	6-4774
KGJ	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
KDAY (Santa Monica)	HOLlywood	9-5111
KPOL	WEbster	8-2345
KRKD	HOLlywood	5-2181
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	NO	3-3311
KFAC-FM	WEbster	8-0161
KNX-FM	HOLlywood	9-1212
KRKD-FM	MADison	5-2121
KWKW-FM (Pasadena)	RYan	1-6744
KCBH	BR	2-7105

### Television Stations

KABC-TV	NOrmandy	3-3311
KCOP	HOLlywood	2-7311
KHJ-TV	HOLlywood	2-2133
KRCA	HOLlywood	9-6161
KNXT	WEbster	8-3060
KTLA	HOLlywood	9-3181
KTTV	HOLlywood	2-7111

### Networks

American Broadcasting Company (Television Center)	NOrmandy	3-3311
American Broadcasting Company (Radio Center)	HOLlywood	2-3141
Columbia Broadcasting System	HOLlywood	9-1212
CBS-Radio	HOLlywood	9-1212
CBS Television—Television City	WEbster	8-3000
Mutual-Don Lee Broadcasting System	HOLlywood	2-2133
National Broadcasting Company	HOLlywood	9-6161

### Station Representatives

American Jewish Broadcasting	BRadshaw	2-7931
AM Radio Sales Co.	HOLlywood	5-0695
Avery-Knodel, Inc.	DUnkirk	5-6394
Walter Biddick Co.	Richmond	9-6184
Best, H. L. F.	OLive	5-8326
John Blair & Co.	DUnkirk	7-1333
Blair-TV, Inc.	DUnkirk	1-3811

Bolling Company, Inc.	BRadshaw	2-0544
The Branham Co.	WEbster	1-1551
Broadcast Times Sales	HOLlywood	5-1755
Burke-Stuart	OLive	2-1313
Burn-Smith Co., Inc.	DUnkirk	2-3200
CBS-Radio Spot Sales	HOLlywood	9-1212
Cowling, Charles	HOLlywood	5-2453
Forje & Co.	MADison	6-8329
Gill-Perna	DUnkirk	7-4388
W. S. Grant Co.	HOLlywood	3-7194
Headley-Reed Co.	HOLlywood	7-1480
H-R Representatives Inc.	HOLlywood	7-1480
The Katz Agency	DUnkirk	5-6284
King, Frank & Co.	DUnkirk	5-6213
Meeker Co.	HOLlywood	2-2351
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
Peters, Griffin, Woodward, Inc.	HOLlywood	9-1688
Edward Petry Co.	TUcker	3171
Radio TV Representatives, Inc.	OLympia	5-7597
Wm. G. Rambeau Co.	HOLlywood	5-2453
Paul H. Ramyer	HOLlywood	2-2376
Venard, Rintoul, McConnell	DUnkirk	8-4151
Video Views	HOLlywood	3-4179
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	3-3114
Ad Associates	WEbster	3-7501
Ad Larson	NOrmandy	4-6652
Admar Service Adv.	Thornwall	8-0708
Advertising Engineers Corp.	MUtual	5039
Advertisers Production Agency	Richmond	9-7761
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	Richmond	9-2404
Atherton Advertising Agency	OLive	3-2246
ATN Service Adv.	WEbster	8-4323
Ayer, N. W., & Son, Inc.	HOLlywood	3-4871
Baldwin, Ben, Adv. Agency	HOLlywood	2-0908
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	POplar	6-4334
Bell, Howard, Advertising	PLeasant	3-2339
Bennett, Harry, Adv. Agency	DUnkirk	7-8371
Benton & Bowles, Inc.	HOLlywood	4-9151
Berghoff Associates, Inc.	OLive	5-7536
Besel Advertising	AN	3-5121
Bishop & Assoc. Inc.	NOrmandy	2-1158
Bloch Advertising Agency	HOLlywood	2-5668
Bogerts, The	HOLlywood	3-6871
Boyd, John R., Co.	LUdlow	9-1644
Bowes, Chas. Adv. Co.	DUnkirk	1-3881



## RADIO-TV TELEPHONE NUMBERS IN LOS ANGELES



Bozell & Jacobs, Inc.	Bradshaw	2-2081	Irwin, Howard & Associates	Dunkirk	8-1219
Brand, Michael, Assoc.	Crestview	6-2991	Johnson, J. Howard	Madison	5-8044
Broadcasting Advertising	Bradshaw	2-4840	Juneau, C. B., Inc.	Olive	3-1770
Brooke, Smith, French & Dorrance of the Pacific Coast, Inc.	Mutual	8154	Kaufmann, Hans E., & Co.	Hollywood	3-3800
Brooks Advertising Agency	Hollywood	4-1158	Keane, Raymond, Adv. Agcy., Inc.	Webster	3-9221
Brown, Byron H., & Assoc.	Olympia	3-2320	Keefer, Ray & Assoc.	Angelus	1-6141
Buchanan & Co., Inc.	Olive	2-0810	Kellogg, Edward S., Co.	Dunkirk	7-5213
Bull, Frank & Co.	Hollywood	5-4195	Kelso, M. H., & Co.	Dunkirk	2-2072
Burnett, Leo, Co., Inc.	Hollywood	4-7374	Kenyon & Eckhardt, Inc.	Hollywood	3-2101
Buxton, Erwin	Ryan	1-5541	Killingsworth Co., Inc.	Dunkirk	5-6111
California Adv., Agency	Hollywood	3-3189	Klitten, Martin R., Co., Inc.	Dunkirk	7-8396
Calkins, Holden, Inc.	Webster	6-5145	Landsdale, The Company	Dunkirk	5-2007
Calvert & Perry	Granite	2-9544	Lawrence Co., The	Bradshaw	2-5820
Campbell-Ewald Co.	Dunkirk	9-1334	Lennen & Newell, Inc.	Crestview	1-7221
Caples Co., The	Dunkirk	7-4255	Lenz, J. M., Advertising	Webster	6-1682
Carlson, Milton, Co.	Dunkirk	8-9464	Little & Co.	Dunkirk	9-1267
Carson-Roberts Inc.	Bradshaw	2-8366	Logan, Dudley L., Adv.	Dunkirk	2-8471
Case, Roger T., Assoc.	Hemlock	7-3503	Mack-Wharton, Advertising	Webster	8-5187
Castor & Assoc.	Oleader	2-1315	MacManus, John & Adams, Inc.	Webster	3-9569
Citizen Advertising Agency, Inc.	Vandyke	2463	Mann Advertising Co., Inc.	Dunkirk	2-1179
Clark, Darwin H., Co.	Madison	5-2441	Martha's Adv. Service	Madison	6-4897
Cloward, Velma, Advertising	Dunkirk	4-2558	Marto, Walter, Adv. Agcy.	Sycamore	6-2239
Collard, Clark, Adv. Agency	Dunkirk	7-3388	Mayers Co., Inc., The	Dunkirk	8-2111
Cole, Fischer & Rogaw	Crestview	6-3195	Mayne Charles H., Co.	Olive	3-0990
Cole, Val Advertising Agency	Crestview	5-8462	Mays & Co., Advertising	Trinity	8534
Compton Advertising, Inc.	Hollywood	9-8107	McCann-Erickson, Inc. (Los Angeles)	Dunkirk	5-3301
Consolidated Adv. Directors	Crestview	6-4012	McCreary, Walter, Inc.	BR	2-2168
Cormier, Ray, Adv.	Hollywood	2-1217	McElroy Advertising Agency	Richmond	9-2047
Crank Chef, Co.	Hollywood	3-5128	McHugh-Cather Co.	Bradshaw	2-0233
Culbertson, Robert C. Adv.	Olive	5-8514	McKee, Burns Advertising	Hollywood	7-4218
Culp, Earl R., Co.	Dunkirk	2-8406	McLain, W. R. & Associates	Northway	3-8209
Cunningham & Walsh, Inc.	Crestview	4-7241	McNeill & McCreary	Hollywood	4-7252
Dancer-Fitzgerald-Sample, Inc.	Hollywood	2-3256	Meany, Phillip J., Co., Adv.	Michigan	3601
D'Arcy Adv. Co.	Dunkirk	5-3171	Meehl, Michael, Adv.	Ryan	1-8017
Davis, Charlie, Advertising	AXminster	3-5508	Meltzer, Richard, Adv.	Webster	8-2993
Davis-Harrison-Simmons, Inc.	Hollywood	3-7101	Meyerhoff, Arthur A., Agency	Crestview	4-6863
Dennis, Robt., Adv.	Cleveland	5-6367	Miner, Dan B., Co.	Dunkirk	8-3301
Donald, Dick, Adv.	Dunkirk	8-2371	Moody, Thomas, & Associates	Dunkirk	2-0544
Doyle, Dane & Bernbach	Dunkirk	8-2233	Mooge-Privett, Inc.	Webster	6-7243
Dazier & Eastman Adv.	Richmond	9-7091	Morgan, Raymond R., Co.	Hollywood	3-4194
Durstine, Roy S., Inc.	Dunkirk	8-3411	Mottl & Siteman Adv. Agcy.	Webster	8-6288
Dreyfus Co. Adv.	Olive	5-8255	Mullens, Earl	Hollywood	7-6318
Ebberts, Dan, Adv. Serv.	Ludlo	9-1916	Neale Advertising Association	Hollywood	1-9955
Edwards, Adv. Agency, The	Olive	5-7850	Needham, Louis & Brorby, Inc.	Hollywood	2-2391
Ehler, Grace	Madison	6-2221	Nelson Advertising Service	Dunkirk	7-8368
Eisaman-Johns, Advertising	Crestview	1-5196	Newman, Mike, & Assoc.	Dunkirk	9-6649
Enterprise Adv. Agency	Madison	6-3392	Olen, David, Advertising	Olive	5-7290
Empire Adv. Corp.	Olive	3-2764	Paldee Co., The	Hollywood	2-7306
Erwin, Wasey, & Co., Ltd.	Webster	1-1211	Patch & Curtis, Adv. Agcy., Inc. (Long Beach, Calif.)	LB	6-1259
Fagan, O. K. Advertising Agcy.	Vandyke	2192	Patton, George Advertising	Hollywood	2-0841
Farfax, Inc.	OXnard	4-5270	Perrett Co., The	Mutual	2388
Fehlman, Warren P. Adv. Co.	OXnard	4-5270	Porter, Wesley H., Adv.	AXminster	3-0400
Foote, Cone & Belding (Hollywood)	Hollywood	9-6265	Productive Advertising	AXminster	1-1322
Foote, Cone & Belding (Los Angeles)	Madison	9-3611	Raymond, J. W. Adv. Agcy.	Richmond	7-5391
Gardner, H. M., & Assoc.	Olive	5-7620	Raymond, Larry Co.	Webster	6-8125
Geissinger, W. B., & Co.	Webster	3-7178	Rirger, Lee, Advertising	Webster	3-8131
General Advertising Agency, Inc.	Hollywood	3-5128	Robin, Lee & Arnold	Crestview	4-5853
Gerstenkorn, Henry Co.	Dunkirk	7-4285	Robinson, Elwood J., Adv.	Mutual	6293
Gill Clifford Agency	Olive	5-8388	Roche-Eckhoff & Lee	Olive	5-7670
Glasser-Goiley, Inc.	Dunkirk	4-2141	Rockett-Lauritzen	REpublic	4-2106
Glenn Advertising, Inc.	Webster	3-9369	Ross, Charles, Adv. Agency	Hollywood	2-1184
Goldstone, Tobias	Crestview	6-1071	Ross, Ellsworth, Inc.	Dunkirk	8-3608
Gonda, Francis D., Adv. Agency	Hollywood	2-6017	Ross, Roy, Inc.	Hollywood	9-6263
Goodman, Anderson Advertising	Webster	8-3993	Ruthrauff & Ryan, Inc.	Dunkirk	8-0571
Gregory-House, Inc.	Hollywood	4-7511	Scholtz Advertising Service	Michigan	2396
Guenin-Johnstone Advertising	Dunkirk	5-1788	Schurrer, Lou, Adv.	Hollywood	3-3800
Guild, Bascom & Bonfigli	Hollywood	9-8217	Scott, M. B. Inc., Advertising	Crestview	4-7585
Hadlock & Associates	Hollywood	2-6731	Sebrell, J. B. Adv. Agcy.	Madison	6-9397
Harrington-Richards	Webster	3-5577	Seeds, Russell M., Co., Inc.	Crestview	4-7613
Harvey, William W., Inc.	Hollywood	2-0874	Shane, Leonard, Agency, The	Crestview	9-2258
Heintz & Co., Inc.	Madison	9-3181	Sheldon, Lisle Adv.	Hollywood	3-2366
Hicks & Griest	Dunkirk	5-1721	Shelley, James P.	Webster	8-2077
Hill, Don	MI	5149	Sieck, H. Charles, Inc., Ltd.	Bradshaw	2-6403
Hixson & Jorgensen, Inc.	Dunkirk	8-3121	Simmons, Dean	Webster	1-1311
Hoel, John D., Adv. Agency	Ryan	1-7131	Smalley, Levitt & Smith	Mutual	5336
Houston Adv. Services Co.	Dunkirk	9-4171	Smith & Ganz, Inc. Adv.	Oldfield	2-4151
Howard, Bob Advertising Agency	Crestview	6-1829	Speer Advertising Agency	Richmond	7-9626
Hubley Adv. Agency	Dunkirk	2-2366	Stahl, Charles N. Adv. Agency	Hollywood	2-7344
Hunter & Wilhite Advertising	Hollywood	4-4191	Stebbins, Barton A., Adv.	Dunkirk	8-8131
Irwin Co., Inc.	Bradshaw	2-5455	Stebbins, Hal, Inc.	Richmond	9-5317
			Steller, Millar & Lester, Inc.	Dunkirk	7-5377



Stadel Adv.	Hollywood	9-7163
Straus, J. M. & Co.	Dunkirk	3-5072
Stromberger, LaVane & McKenzie	Dunkirk	5-2211
Sudlor Co.	Bradshaw	2-3438
Sullivan Stauffer Colwell & Bayles, Inc.	Hollywood	4-2119
Swoffard & 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
Webster, R. W., Adv.	MAdison	9-2283
Weinberg, Milton, Adv. Co.	OLive	3-2300
Weiser, Marty	CRestview	5-4535
Welsh, Hollander & Coleman	Dunkirk	9-1171
Wessells, 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
Wilder, Alvin	WEbster	8-2781
Williams, Dallas & Sons	Hollywood	2-6396
Willis, Harry G., & Assoc.	CHapman	5-3325
Wynne-Alexander Advertising Agency	PY	1-2319
Youna. M. M. Adv.	Hollywood	2-2684
Young & Rubicam, 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	PLeasant	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
MacGregor, 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
Telefilm, Inc.	Hollywood	9-7205
Telepix Corp.	Hollywood	4-7391
TV Spots	Hollywood	5-5171
TeeVee 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	4-5915
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
	or BRAdshaw	2-4531
Artists, Ltd.	CRestview	67015
Auer, Miles, Bohm	Hollywood	9-1691
Bender-Ward	OLympia	2-1465
Bergerman, Stanley, & Co.	CRestview	6-9667
Bernie, Herman	CRestview	50117
Brandies, Bob, Agency	Hollywood	5-6978
Business Administration Co.	CRestview	67071
Candelario's, (Sante Fe., N. Mex.)		2-1391
Charney, William B.	Hollywood	9-1131
Columbia Artists Management	MAdison	62327
Cooper, Ray	CRestview	69769
Stanley Cowan, Inc., 9163 Sunset—B. Hills	CRestview	6-3103
Darrow, Agency	GRAnite	2-9514
Demling, Gus	CRestview	12161
Deuser, Lewis J.	CRestview	19134
Doak, Virginia	BRAdshaw	2-6211
Draesemer, Isabelle, Agency	Hollywood	4-1782
	& WEbster	5-1759
Edington-Cloutman Agency	CRestview	4-5141
Fame Agency, 8208 Sunset—L. A. 46	Hollywood	5-2254
Famous Artists	CRestview	15222
Feins, Bernard	CRestview	51155
Frings, Kurt	CRestview	1-6115
Frye, Clinton L.	Hollywood	9-4567
Garfield, Milton, Agency	CRestview	5-5074
General Artists	BRAdshaw	2-4259
Gertz, Mitchell	CRestview	45491
Gold, Sid	CRestview	4-7247
Goldstone, Jules	CRestview	51191
Goldstone Tobias	CRestview	61071
Gordon-Molson	CRestview	16111
Gregory Ass'ts.	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
Herdan-Sherrell	CRestview	15236
Hershon, Red, Agency	CRestview	46381
Herzbrun, Walt	CRestview	64157
H.I.T. Agency	CRestview	1-3132
Howard, Sam, Agency	CRestview	4-7367
Hyde Agency	Hollywood	2-0426
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
Leppard, Fred	Hollywood 4-7546
Lesser, Ted	MUtual 7356
Levee, M. C.	CRestview 6-6285
Levee, Sid	CRestview 66285
Lewis, Henry	CRestview 55129
Linder, Jack	Hollywood 7-4480
Longenecker, 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
Seamen, Geo.	Hollywood 21161
Sennes, Frank	CRestview 46975
Shauer, M. A.	CRestview 11103
Shaw-Glenn Agency	CRestview 5-8582
Sherman, Edward	CRestview 50186
Shiffrin, William	CRestview 17261
Short, Antrim	CRestview 54137

Shurr, Louis	CRestview 11116
Small, Paul	CRestview 4-5877
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
Wargin, Milan, Agency	Hollywood 3-0604
Weiner, Jack	CRestview 67081
Weintraub, Murry	CRestview 1-1137
Welch, Suey, Agency	Hollywood 4-2461
Wendling, Chas.	CRestview 62348
White, Wm. B.	CRestview 46301
Wiley, Richard	CRestview 54179
Wilkins, Paul	CRestview 16188
Willson, Henry	CRestview 6-3201
Winkler, Daniel M.	CRestview 17244
Woliver Agency	Hollywood 5-8888
Wookey, Betty, Agency	Hollywood 2-2301

**Publications**

Billboard Publishing Co.	Hollywood 9-5831
Broadcasting-Telecasting	Hollywood 3-8181
Film Daily, The	Hollywood 9-5358
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-Radio 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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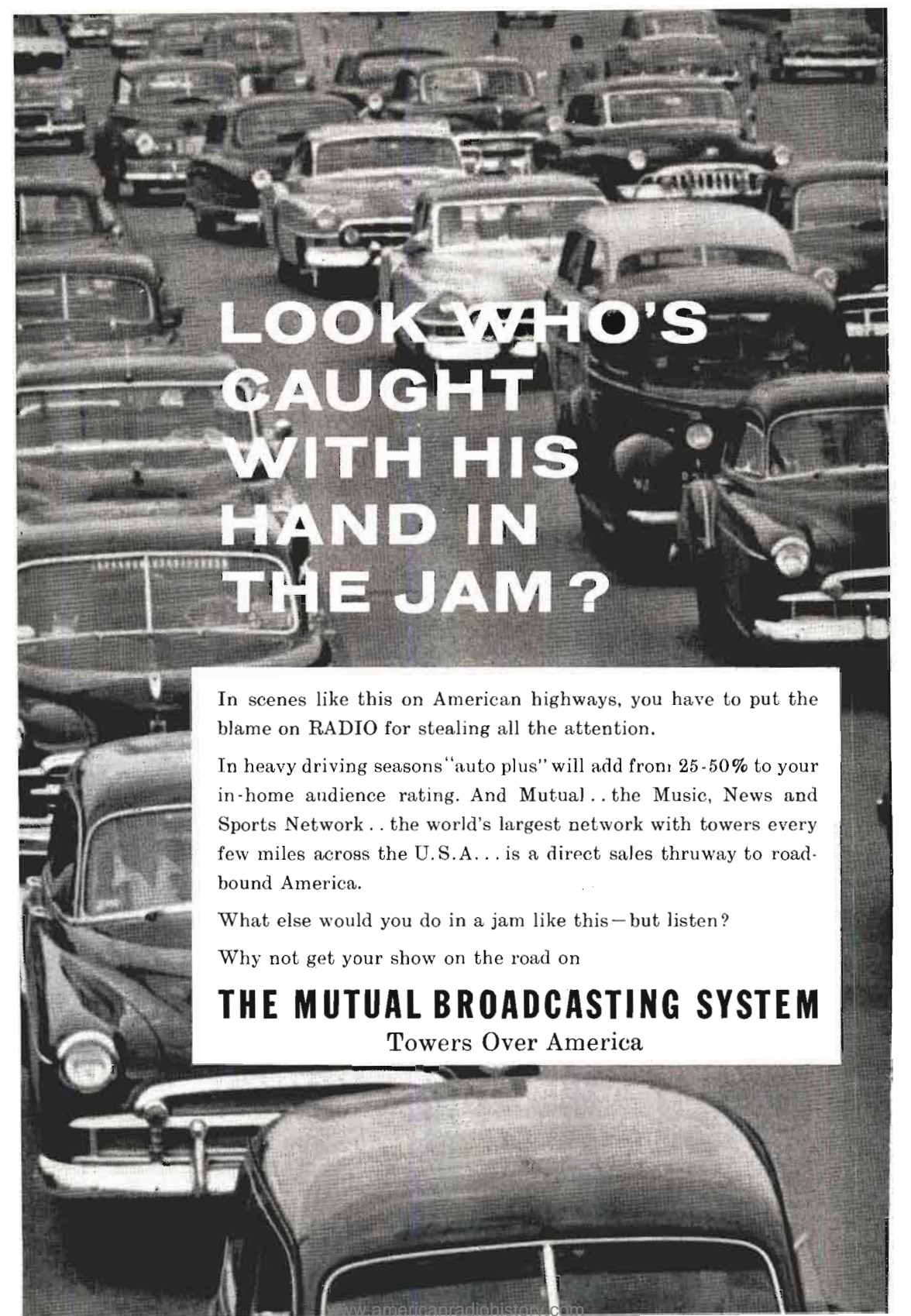
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Towers Over America



# Feature Film Releases Cause New Attitudes in TV Programming



By  
MICHAEL M.  
SILLERMAN  
Executive Vice President  
Television Programs  
of America, Inc.

THAT sage philosopher, Goodman Ace, once made a pungent observation to the effect that "Time wounds all heels." I have often thought that this is much more than a typically Ace-high play on words; it's an acutely discerning comment on the inevitability of right landing right side up.



All this comes to mind looking back at the past year during which feature films hit television with so much force, so much force, in fact, that there were more dire prognosticators around than unanswered questions in the "\$64,000 Question" vault. These prognosticators predicted, variously, the end of syndicated TV film, a stampede of advertisers cancelling all other media so they could climb on the feature film band wagon, the end or at least a sharp curtailment in live programming by the networks, and an unending parade of film buyers to the cashiers' windows of feature film distributors, with said film buyers plunking down large stacks of boodle and pleading to be sold more and more features.

Of course, none of these things has happened. This supply of pre-1948 feature films has been introduced in an orderly manner. But, just in the event any one needs to be reminded, the networks have continued programming live as before, and indeed, are making plans for even more lavish, high-budgeted shows. New syndicated film properties are being produced as they have been for ten years or so with millions budgeted for the purpose. Advertisers—local, regional and national—have continued investing not only in every kind of medium, but in the wide diversity of buys available in TV—programs, spots, participations, time signals, weather reports, station breaks, and of course, the new supply of feature films. Please note, the line reads new supply of feature films—not new feature films, which they most assuredly are not.



For in all the excitement attendant upon the deluge of features finally being made available to TV, it seems to me that several important points have been overlooked. Perhaps the most important is that these feature films would, of necessity, be programmed in time previously allotted for the old, old feature films. In most instances, this has been true and will continue to be true. Another is that no one program type in TV can meet the needs of all clients—any one-dish diet becomes boring. But just as some advertisers

use black and white magazine space, others use color spreads; others use one page units and others short one column inserts, so do the needs of TV advertisers vary in every instance. Some need their own exclusive program, affording maximum sponsor identification, merchandising and promotion. Others need alternations, supplementary spot campaigns or participations in feature films. Television is an amalgam of various kinds of programs and powerful sales devices—thus its marked success. Feature films are part of that amalgam, but so is every other program type.



But, while feature films didn't up-end TV as so many forecast, they did contribute in other ways. They injected an additional source of program supply, and hastened the departure of some outmoded properties. They centered attention anew on film programming and they gave television, as a medium, something new to talk about. All this is salutary in a business which requires new blood and new ideas constantly, and where program longevity most often is a fraction of what it was in radio. Furthermore, feature films helped in sharpening the competitive phases of programming (although it doesn't seem that it could get more competitive) thus accounting for budget increases for new shows, both by the networks and the film producers. Both the public and advertisers are benefiting.

Another consequence of the opening of the feature film vaults was to refine the quality of feature film TV shows. Both film buyers and the audience became more selective. In the case of TPA, this helped, dramatically and new interest centered on our own feature films, the Edward Small package. Presumably, it's the fact that quality begets quality.

Undoubtedly, new program forms will be introduced to TV within the near future, just as has happened since the start of broadcasting. These new program forms, and all those we know now, will last and be successful just so long as they observe the age-old entertainment maxim—"The show's the thing." Or, as Goodman Ace might say, "Time cancels all flop shows."

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



## WOMEN'S PROGRAMS

Fashion  
Cuisine  
Home Life



## ENTERTAINMENT

Theatre  
Arts  
Books

**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

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

## **Hearst Metrotone News, Inc.**

New York—450 West 56th Street.....PLaza 7-4120

### Executives

Exec. Vice-President.....C. B. Stratton  
Production Director.....William T. Montague  
News Editor.....Marshall P. Davidson

## **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  
Television Sales Manager.....Robert H. Reid

## **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

North American 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

## **United Press Associations**

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

### Executives

President & General Manager.....Frank H. Bartholomew  
V.P. & General European Mgr.....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

**“HEY, JEANNIE!”**



**JEANNIE CARSON**

**COAST-TO-COAST**

**SATURDAY NIGHTS, 9:30**

**CBS-TV**

# Feature Films Have Revolutionary Impact On TV Spot Selling



By  
FRANK M. HEADLEY  
President  
H-R Television, Inc.

TELEVISION history will record 1956 as the year of the great feature film breakthrough. The considerable impact feature film is having on the entire television industry is no longer news, but the far-reaching effects and long-range ramifications of this new programming force is still to be fully realized, and I might add, difficult to predict.

All of the major American motion picture studios save Paramount (and it is on the brink) are saturating the airwaves with hundreds of pre-1948-vintage features, and the clicking of the TV dials echoed by the clicking of the audience survey comptometers add up to solid audiences all across the country for the big name movies.



As stations in almost all markets bought and scheduled more and more good feature film (increasingly in prime time), old programming and time-buying formulas were scrapped and new techniques created to fit the changing times. Although the stir caused by the feature film revolution is being felt by all facets of the industry, nowhere is the impact more pronounced than in national spot.

Perhaps the one most important ramifications of the feature-film breakthrough is the fact it has increased competition among television stations—especially in markets having three or more stations. In effect, therefore, it has tended to minimize the differences between network affiliations. Until the past year, independent TV stations in all but the largest markets had to fight hard to keep themselves in the black. Today, because of the advent of feature films, such properties, if well run, can look forward to increasing profit taking.



There are three basic sales plans for offering feature films on a national spot basis: 1) the saturation sale, in which the station runs a single feature for the better part of a week, and the advertiser is sold a participation in each showing of the film, 2) as a spot carrier, in which a new feature is scheduled each evening, 3) on a sponsorship basis, in which an advertiser is sold the entire time period in which the top-grade features are run.

1) There are many variations of the saturation sale. Some stations run the same film twice during the same day or same evening, or even on a back-to-back continuous basis. All of the saturation plans are based on accumulation of unduplicated audiences,

and the resulting high cumulative weekly ratings.

2) As a spot carrier, in which a new feature is scheduled each evening, the movies must successfully compete with the network shows against which they are pitted, and must come up with equal or better ratings. That they can do this has been amply demonstrated. For example, during a single week in November 1956, according to A.R.B., KBET-TV, Sacramento, ran three features which dominated the market in their time periods, outrating such top network offerings as "Robert Montgomery Presents," "The Lawrence Welk Show," and "This is Your Life."



3) The third sales plan, the sale of the entire feature film time period to a single sponsor, has its share of proponents. Although the over-all cost is higher, this plan has appeal for multi-product sponsors. In addition, there is widespread belief that full sponsorship of a feature film program has prestige value by identifying sponsors with first-rate motion pictures. Finally, this plan offers merchandising tie-ins with dealers and distributors and guarantees impact through repetition.

Good feature films constitute good programming, and as such provide benefits to stations, representatives, advertisers and networks. Advertisers, particularly have gained, and in numerous respects. Film programs enable advertisers to purchase minute participations in time periods having "class A" ratings. Furthermore they afford a vehicle for attracting an all-family audience with a high adult composition.



However, feature films have their drawbacks, too. Package costs are high, and most stations find they must expend extensive air time in airing multiple showings. Furthermore, all packages contain many more "B" and "C" features than three to four starrers, and the total supply of features is limited. However, the immediate future is extremely bright, and the long-range view is not exactly dim, either.

# Entertainment Productions, Incorporated



*\$64,000 Question*

*Conversation*

*Giant Step*

*Down You Go*

*The Big Surprise*

*Stop The Music*

*\$64,000 Challenge*

*Quiz Kids*



**HARRY FLEISCHMAN**, *President*    **STEVEN CARLIN**, *Executive Producer*

*575 Madison Ave., New York 22, N. Y. PLaza 9-3700*





# Large Negro Market Attracts Increasing Industry Attention



By  
EDITH DICK  
Station Manager  
WWRL, New York City

**N**EGRO radio, with a vast buying audience of nearly 17,000,000 persons and with over \$15,000,000 annual income to spend, is attracting increasing attention from broadcasters, advertisers, and agencies, alike.

This huge audience offers a market greater than all of Canada with per capita income higher than the Canadians.



Census Bureau figures reveal one out of every ten Americans is a Negro; that the Negro population is increasing faster than the white; and the Negro income level has been increasing notably faster than the white. Study the Negro market and you will discover that New York City's nearly 1,300,000 Negro population exceeds the entire population of Pittsburgh, Boston, St. Louis or San Francisco.

Just as the Negro population has increased so has its ability to buy more and better things. Over 91 per cent of Negroes able to work are employed. Negroes today are building bigger homes, buying higher priced cars, wearing better clothes and enjoying more luxuries.

In New York City, it is estimated, Negroes spend \$250,000,000 annually on food, nearly 10 per cent own their own homes, more than 50 per cent use bottled beer, while 56 per cent of the men and 46 per cent of the women smoke cigarettes.



A recent survey revealed over 700 stations nationwide are broadcasting some type of Negro programming while 220 stations direct part or all of their broadcasts to the Negro audience. Nationally, 95 per cent of Negroes have radios. In New York City, Negro set ownership approaches a saturation 98 per cent.

National advertisers have recognized the growing importance of the responsive Negro market and are using it in greater numbers and with increasing frequency. Three years ago about 100 national advertisers utilized Negro radio. Today, between 300 to 400 national advertisers are beaming their messages to this huge specialized market. And for specific reasons: it gets an audience, it convinces them and it sells them. Negro listeners, advertisers have learned, are more responsive, more brand conscious and more loyal to advertisers than the average audience.

Specialized programming directed toward the Negro market can pay off in audience ratings and business for the independent sta-

tion which must compete against high-budgeted, star-studded television and network radio shows. Pulse surveys have revealed more Negroes listen to WWRL than the network, big name personalities and shows. Likewise, the surveys disclosed, more Negroes listen to WWRL's "Dr. Jive" disc jockey show than to broadcasts of New York's three major baseball teams combined. WWRL's Negro programs pull thousands of letters weekly without giveaway gimmicks.



Negroes are intensive radio listeners and deeply loyal to Negro-appeal stations and their personalities. The station which seeks to appeal to the Negro audience must know and understand the Negro. A record library and a Negro disc jockey alone won't create a business bonanza and a pyramiding Pulse.

WWRL, which in 1940 pioneered Negro broadcasting in New York City, utilizes appealing personalities, carefully selected music, special events, newscasts of interest to and about the Negro, women's shows, forums on timely Negro issues, and local and national sports news about Negroes. WWRL, and its personalities, take an active sincere interest in the welfare, growth and betterment of the Negro community it serves. WWRL's "Dr. Jive" serves as "Mayor" of Harlem, elected in a popularity contest, and leads the fight against juvenile delinquency. Its performers appear at Negro benefit shows, aid charity causes and serve on community drives.



In addition to offering the advertiser a large, responsive audience, WWRL backs sponsors with an intensive merchandising and promotion program. This includes program advertisements in Negro newspapers, floor displays, window posters and shelf tapes in drug stores, groceries and supermarkets in Negro communities; appearances by station personalities at store promotions, direct mail promotion to store outlets, testimonials by WWRL performers, plus a Negro merchandising staff; all utilized to help keep the sponsors' products moving off the store shelf.

# **ROBERT MONTGOMERY**

Presents

## **THE JOHNSON'S WAX PROGRAM**

and

## **THE MENNEN HOUR**

**NBC — TELEVISION**

**MONDAYS — 9:30-10:30 PM EST**

# PGW-“Project Information” and Univac to Spur Spot Industry



By RUSSEL  
WOODWARD  
Exec. Vice President  
Peters, Griffin,  
Woodward, Inc.

AT Peters, Griffin, Woodward, Inc., we have never been too concerned with “what has been” as much as we have with “what will be.” Our sights are set on the tomorrow of our business—not the yesterday.

With this outlook foremost in mind, PGW, during a record-shattering year for overall National Spot appropriations, launched a number of projects designed more for the representative field as a whole rather than Peters, Griffin, Woodward, in particular. We have spent a good portion of our business years enhancing and furthering the representative field and not just our own activities because we firmly believe that one is only as good as the other. We like to think of our growth as a reflection of the growth of the whole Spot Broadcasting business. Our projects, innovations, ideas, and strides are designed primarily with that in mind.



One such project during the past year was our PGW-“Project Information.” This giant project was based on 114 different studies of market conditions resulting in separate market and station references for every radio and television station represented by PGW. The project was, and is currently being, distributed to advertising agencies and advertisers across the nation.

PGW’s “Project Information” is a continuation of the company’s policy of providing unusual service in behalf of the Spot Broadcasting industry to both advertisers and station clients.



Of the quarter million printed materials in our “Project Information”, some are designed for the use of agency media departments, some for account executives and plans boards, and some for marketing and advertising managers.

PGW-“Project Information” for radio and television is an encyclopedia of market data containing both “Market” and “Station” stories, each featured by the latest reliable station contour maps, pictures, and all types of sales figures. Other features include individual market weather conditions, college

enrollments, a listing of all retail outlets, and a list of competing broadcasting stations as well as pertinent information on local newspapers.



We like to think too of another PGW giant stride conceived during the past year. After months of joint study between Peters, Griffin, Woodward, Inc., and Remington Rand engineers, an electronic system, utilizing the principles of the famed Univac, will store information on programs, availabilities, and rates for both radio and television. When this kind of information is required for an advertiser or advertising agency, the electronic system automatically and immediately reproduces the answers. Jones Scovern, Vice President of Peters, Griffin, Woodward, Inc., who directed the research and study leading to the development of the electronic system, summed up the reasons why PGW took the automation initiative: “Spot Radio and Spot Television today represent a very important part of the advertiser’s budget, and as radio and television representatives, it is incumbent upon us to provide complete, accurate information at the earliest possible moment. Some years ago PGW developed standard availability confirmations and schedule change forms, as well as a simplified method of handling broadcast contracts. While these have been very successful, the growth of spot radio and spot television poses new problems. The duplication of typing information from one form to another, and checking for accuracy, consumes many hours of secretarial time—work that will be done automatically—electronically”.



As a result of this pioneering work of expanding information, and introducing engineering electronics into the needs of the broadcasting industry, by Peters, Griffin, Woodward and Remington Rand, other station representative firms will have the planning, experimentation, and experience available to them.

# Lever Brothers Company

PRESENTS ON TELEVISION

FOR 1957 EVENING ENJOYMENT —

## LUX VIDEO THEATRE

- ★ Live from Hollywood
- ★ In Color
- ★ Hour-long
- ★ Top Stars
- ★ Famous Movie
- ★ Stories

THURSDAYS  
on **NBC**

## ON TRIAL

- ★ Action Drama in the Courtroom
- ★ Starring Joseph Cotten

FRIDAYS  
on **NBC**

## SIR LANCELOT

- ★ The Knights of the Round Table
- ★ Exciting, Colorful Stories
- ★ Action-packed

MONDAYS  
on **NBC**

FOR 1957 DAYTIME ENJOYMENT —

## THE GARRY MOORE SHOW

Mondays — Wednesdays —  
Fridays on **CBS**

## ART LINKLETTER'S HOUSE PARTY

Mondays — Wednesdays —  
Fridays on **CBS**



# **BUSINESS**

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**ADVERTISING AGENCIES**

**PERSONNEL LISTINGS**

**RADIO SPONSORS**

**TELEVISION SPONSORS**

**AGENCY TIMEBUYER**

**BIOGRAPHIES**

**1957**

ETHEL MERMAN · JOHN CASSAVETES · JESSICA  
 TANDY · HUME CRONYN · JOHN KERR · CLIFF  
 ROBERTSON · CAMERON MITCHELL · JAMES  
 GREGORY · MARSHALL THOMPSON · BIFF  
 Mc GUIRE · MACDONALD CAREY · KIM HUNTER ·  
 RALPH BELLAMY · PAT O'BRIEN · IMOGENE  
 COCA · EVERETT SLOANE · JACK WARDEN ·  
 ALBERT SALMI · PHILIP ABBOTT · LOIS  
 SMITH · GRACIE FIELDS · JACKIE COOPER ·  
 EVELYN VARDEN · LUTHER ADLER · VIRGINIA  
 VINCENT · MARK RICHMAN · PAUL NEWMAN ·  
 LISA DANIELS · NORMAN LLOYD · FRITZ  
 WEAVER · GEORGANN JOHNSON · GYPSY  
 ROSE LEE · LEORA DANA · FRANCHOT TONE ·  
 ARNOLD MOSS · JOHN SHARPE · BENNYE  
 GATTEYS · JIMMY BOYD · ANN SHERIDAN ·  
 THEODORE BIKEL · WILLIAM LEMASSENA

*These are the compelling talents who helped make 1956  
such a successful year for Television's finest entertainment.*



**U. S. STEEL HOUR · Produced by the THEATRE GUILD**



# 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 1957 revealed these percentage increases:*

	Jan. '56 Per Cent	Apr. '56 Per Cent	July '56 Per Cent	Oct. '56 Per Cent
UNITED STATES TOTAL.....	74	75	76	78
REGIONS:				
Northeast .....	86	88	88	88
South .....	61	63	64	68
North Central .....	77	77	79	80
Mountain & Southwest.....	60	60	62	65
Pacific .....	74	74	76	77
CITY SIZE:				
Farm .....	51	53	54	57
Under 2,500 .....	63	64	67	69
2,500 to 50,000.....	62	62	65	66
50,000 to 500,000.....	80	80	82	83
500,000 and Over.....	89	89	89	90
TOTAL FAMILY INCOME:				
Upper Fourth .....	86	86	87	89
Next Fourth .....	81	82	85	86
Next Fourth .....	75	75	76	77
Lowest Fourth .....	54	56	58	59
EDUCATION OF FAMILY HEAD:				
Grade School .....	67	68	70	71
High School .....	82	82	83	85
College .....	79	79	79	81
SIZE OF FAMILIES:				
1 & 2 Members.....	66	67	69	70
3 Members .....	77	78	81	83
4 & 5 Members.....	84	84	85	86
6 Members & Over.....	74	74	74	74
AGE OF HOUSEWIFE:				
Under 35 Years.....	81	81	82	84
35 thru 44 years.....	79	79	82	84
45 Years & Over.....	67	68	70	71
PRESENCE OF CHILDREN:				
5 Years & Under.....	80	80	81	83
6-12 Years .....	82	82	83	84
13-20 Years .....	76	76	78	80
No Children .....	68	63	70	71

Source: Market Research Corporation of America.

ETHEL BARRYMORE • JAMES EARL RAY • ART CARNEY • ETHEL MERMAN  
 BRIAN DONLEVY • ZACHARY SCRIBNER • SHELLEY WINTERS • WARD BOND  
 PAUL DOUGLAS • CLAUDE RAINS • JACQUES BERTRAND • JACK OAKIE • JOANNE DRU  
 EDMOND O'BRIEN • BARRY BURTON • RITA RIVA • BARBARA BRITTON  
 PETER LORRE • ETHEL BROWNE • BOB HOPE • BOB ROBINSON • TOM DRAKE  
 DICK POWELL • MARSHALL KILPATRICK • JAMES EARL RAY • JAMES EARL RAY • GUY MADISON  
 MARGUERITE PLAZZA • JAMES EARL RAY • JAMES EARL RAY • DIANA LYNN • RORY  
 CALHOUN • RED SKELTON • JAMES EARL RAY • DOROTHY McGUIRE • GENE  
 NELSON • JEFF HUNTER • JAMES EARL RAY • BETTY GRABLE • ROBERT  
 PRESTON • PAUL HENREID • JAMES EARL RAY • ARNOLD • TONY MARTIN  
 MARGARET O'BRIEN • JAMES EARL RAY • JAMES EARL RAY • WARD DUFF • SIR CEDRIC  
 HARDWICKE • MAUREEN O'NEILL • JAMES EARL RAY • WENDELL COREY • SYLVIA  
 SIDNEY • TERESA WRIGHT • JAMES EARL RAY • ANNIE • VANESSA BROWN  
 PAT O'BRIEN • LLOYD BRUCE • JAMES EARL RAY • ALYN MAXWELL • JOHNNIE  
 RAY • DAN DALEY • JAMES EARL RAY • JAMES EARL RAY • DENNIS O'KEEFE



# “CLIMAX!” AND “SHOWER OF STARS”

**TOPS IN TV DRAMA AND VARIETY**

Now in its third year of “Climax!” and “Shower of Stars” with top caliber stories and star casts, Chrysler Corporation is proud to present this outstanding television

entertainment. Your host, **Bill Lundigan**, welcomes you to each of these thrilling dramatic or musical productions, telecast live every week from Television City, Hollywood.

**Thursday nights 8:30 to 9:30 EST—CBS-TV.**

**CHRYSLER CORPORATION**  **THE FORWARD LOOK**

**PLYMOUTH • DODGE • DESOTO • CHRYSLER • IMPERIAL**



# Network, Agency, or Indie Packager for TV Production?



By  
BARTON A.  
CUMMINGS  
President  
Compton Advertising,  
Inc.

THERE is no neat and easy answer to the perennial question—which is preferable, an agency, network or independently produced program? That was the position taken by Lewis H. Titterton, who is in charge of TV programming at our agency when I discussed the matter with him. Together we took a nostalgic look at the history of radio programming which demonstrated clearly that in the early days the networks produced practically all programs, in the next period the agencies took over the bulk of the work, but in the heyday of radio in the late 1930's and post-war 1940's networks took a back seat while agencies shared most of the programming with independent package producers.



In the relatively short span of television we have seen an even greater fluctuating change in emphasis. Again in the earliest days the great bulk of programs were produced by networks with the agencies rather rapidly increasing their share of the work. However, the immensely greater expense of television programming over that of radio and the problem of absorbing into the agencies the vast number of new people necessary to handle agency-produced programs soon caused the mushrooming of the independent package producers.

Because competition is stimulating and healthy in the program field as in any other, and because there is room for all comers as sources of original program ideas, we believe that agencies, networks and packagers can jointly provide better programming than could any single one if it were to dominate the field to the exclusion of the others. Currently this agency is providing for its clients all three kinds of television programs. What to us is most important is effective control where possible over the costs and quality of a program, regardless of its origin.



A network controlling facilities is in a position to experiment with new patterns and new and rewarding channels. The fact that a network has numerous potential sponsors for any one show it develops makes bold and imaginative new programming possible. The networks can and do create the large programs which require multiple sponsorship and for this reason cannot be produced by the agencies.

The independent packager, working in an

intensely competitive field and with limited network time periods available for the launching of his programs, has the difficult task of creating exciting ideas while molding them along fairly traditional lines.



There are times when neither the network nor the packager has a program that satisfies the specific advertising or merchandising needs of an advertiser. When this is the case, it is obviously the duty of the agency to create such a program. If the program by its nature is complex and requires a substantial staff, it is always possible for the agency to arrange to have the program packaged by one of the competent package producers. Where this is done the agency, knowing every item in the budget in just as much detail as though the program were agency-produced, can effectively fight the battle of spiralling program costs.



Where an advertiser through its agency buys one or more segments of a network package of which other segments are sponsored by other advertisers, it is obviously impossible for any one agency to exercise legal right of approval over all arrangements of the show. Where, however, an agency buys a complete package for one of its clients it is in most cases possible to obtain effective control, not in order to place a heavy hand on or to impede the imaginations of the creative people associated with the program, but by objective criticism to improve and sharpen a program's material.

We believe from experience that there is not only room for the three sources of shows, but there is a real necessity for all and that the earlier the agencies can work with the networks and package producers during the period when a show is in its planning stage, the better the results will be.

**AMERICAN-STANDARD**  
*Plumbing Fixtures,  
 Heating-Cooling Equipment*  
 "Home"†

**THE AMERICAN TOBACCO COMPANY**  
*Lucky Strike Cigarettes*  
 "Your Hit Parade"\*  
 "The Jack Benny Program"\*

"Private Secretary,"\* starring  
 Ann Sothern

**ARMSTRONG CORK COMPANY**  
*Resilient Floors*  
 "Armstrong Circle Theatre"\*

**BRISTOL-MYERS COMPANY**  
 "Ban" Deodorant—*Trushay*,  
 "Alfred Hitchcock Presents"\*†

"Arthur Godfrey and His Friends"\*†  
 "Arthur Godfrey Time"\*†  
 "Garry Moore Show"\*†  
 "Playhouse 90"\*†

**CAMPBELL SOUP COMPANY**  
 "Lassie"  
 "On Trial"\*

**DE SOTO-PLYMOUTH DEALERS  
 OF AMERICA**

"You Bet Your Life,"\* starring  
 Groucho Marx

**E. I. DU PONT DE NEMOURS & CO. (INC.)**  
 "Du Pont Theater"

**GENERAL ELECTRIC COMPANY**  
 "The General Electric Theater"  
 "Cheyenne"\*

**THE B. F. GOODRICH COMPANY**  
 "Life-Saver" Tubeless Tires  
 "The George Burns & Gracie Allen  
 Show"\*

**GENERAL MILLS, INC.**  
*Betty Crocker Mixes, and Other  
 General Mills Products*  
 "Bob Crosby Show"\*†  
 "Garry Moore Show"\*†  
 "Valiant Lady"†  
 "Giant Step"  
 "Lone Ranger"†

**LEVER BROTHERS COMPANY**  
 "Art Linkletter's House Party"\*†  
 "On Trial"\*

**REVLON PRODUCTS CORP.**  
*'Satin-Set,' 'Touch-and-Glow,'  
 Lipsticks and 'Futurama,' and  
 Nail Enamel*  
 "The \$64,000 Question"  
 "The \$64,000 Challenge"†

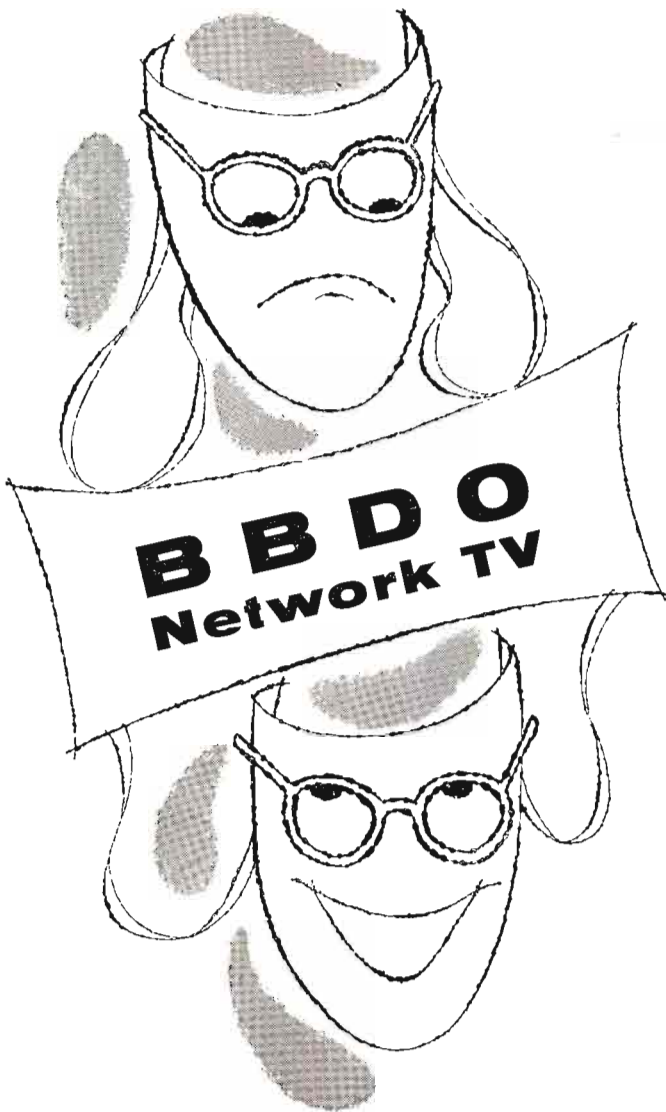
**UNITED STATES STEEL CORP.**  
 "United States Steel Hour"\*

**VICK CHEMICAL COMPANY**  
*Vicks Products Division*  
 "The Big Story"\*  
 "The Jonathan Winters Show"

**VITAMIN CORPORATION  
 OF AMERICA**  
 "The Steve Allen Show"†  
 "Today"†  
 "Tonight"†

**WILDROOT COMPANY, INC.**  
*Wildroot Cream-Oil Hair Tonic*  
 "The Adventures of Robin Hood"\*

\* Alternate weeks \*\* Segment  
 † Participating



**B B D O** ADVERTISING

**BATTEN, BARTON, DURSTINE & OSBORN, INC.**  
 NEW YORK • ATLANTA • BOSTON • BUFFALO • CHICAGO • CLEVELAND • DALLAS • DETROIT  
 HOLLYWOOD • LOS ANGELES • MINNEAPOLIS • PITTSBURGH • SAN FRANCISCO • SEATTLE • TORONTO

# Advertising Council Boasts Fine Public Service Record



By  
**GORDON C. KINNEY**  
Director of Radio and  
Television, The Adver-  
tising Council, Inc.

THE past year, in the area of public service broadcasting and advertising, was perhaps the most eventful and significant in over a decade. Certainly, it was The Advertising Council's biggest peacetime year. The volume of advertising contributed by advertising media and advertisers to public service projects reached the total of \$149,069,000 as against the 1955 total of \$120,000,000. Not since World War II has public service advertising reached such a high point.



And during this year broadcasters and their advertisers — local, regional and national — gave *more* support to *more* public interest information projects than they had in any previous year. They mounted the largest Register And Vote Campaign in history and closed 1956 by conducting the tremendously effective Hungarian Emergency Relief Campaign—all the while giving forceful assistance to 14 other vital public interest programs and 46 additional causes. This record includes only Advertising Council projects, and does not include hundreds of purely local community projects which radio and television stations assisted generously in their localities.



Network and regional advertisers alone contributed in 1956 a total circulation of 10,612,353,000 radio and television home impressions to those campaigns supported by the Council (in 1955 the total was 6,174,667,000). These 10½ billion home impressions resulted from sponsored programs only. The additional circulation contributed by local stations and by network sustaining shows easily would double this figure. These estimates are based on ratings of individual programs, provided to the Council free by The A. C. Nielsen Company. A home impression is one message heard once in one home.

While the scope of this public service is impressive, fortunately the *campaign results* also are impressive—results of which broadcasters can be proud.

Here are but a few such results registered in 1956:

The ACTION campaign stimulated 13,200 individual requests for assistance. Sponsors of the BETTER SCHOOLS campaign reported 12 to 15 thousand local citizens committees working for better schools. Four years ago there were 17.

PTA membership totals 10,130,000, an increase of 720,718 over the year before.

The HUNGARIAN EMERGENCY RELIEF campaign successfully reached its goal of 5 million dollars for the Red Cross and 1½ million CARE.

The annual average of forest fires in recent years was 300,000. In 1956 it dropped to 166,000. The area burned dropped from 30,000,000 acres to 8,000,000 acres.



In 1952 the enrollment of volunteers as plane spotters in the Ground Observer Corps was under 90,000. Today it is 400,000. In addition a million men and women have been trained as observers. In the 1956 drive, the Red Cross raised \$84,950,756 and achieved a membership of 24,000,000 people.

Two million \$1 packages have been sent to hungry people as a result of the CARE Food Crusade.

The greatest total vote in history was cast in 1956 — 62,118,936, as compared with the 1952 total of 61,351,919. A total of 80,158,364 registered in 1956, an increase in registration of 4,578,579 over 1952.

During the ten years the Council has assisted on the STOP ACCIDENTS campaign, the traffic accident death rate per 100 million vehicle miles was reduced from 11.3 to a low of 6.3. Although selling U. S. Savings Bonds is an up-hill fight, holders of U. S. Savings Bonds reached an all-time high the past year. 40 million Americans now own E and H bonds worth 41 million dollars.



From all indications the public relations of the Council, and through it the public relations of broadcasting, of advertising and of business, continue to forge ahead. Whereas, not too many years ago, certain groups in America—educators, clergymen and perhaps physicians — were critical of "advertising", today these very groups form perhaps the loudest cheering section for the mass communications media.



**ON-TARGET TELEVISION**



**KUDNER AGENCY, INC.**

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



# ADVERTISING AGENCIES


**RADIO ACCOUNTS**

**TV ACCOUNTS**

**PERSONNEL**

1957

# THE FIRST HUNDRED MILLION DOLLAR YEAR



A couple of months ago a milestone was passed when McCann-Erickson TV-Radio billing hit a rate of a hundred million dollars annually. A glance at the accompanying charts shows that this covers every radio and TV network, hundreds of local stations—every kind of programming—every type of commercial. Like all agencies, and most people, we like to set ourselves goals. Probably it was one of our goals to be the first to reach the hundred million mark in this field—but right now there's only time to thank the many people responsible for having done it. The networks and stations who have done so much to bring these media to their present high point of effectiveness . . . the producing outlets and the talent agencies who have contributed so much to the quality of our product.

**McCann-Erickson, Inc.**

## Network and Regional TV Programs

### NIGHTTIME

#### Special Programs

Cinderella  
Great Sebastians, The  
Mayerling  
Mr. Broadway  
Romeo and Juliet  
Ruggles of Red Gap  
Shower of Stars

#### One Hour

Climax  
Disneyland  
Jackie Gleason Show  
Robert Montgomery Presents  
Studio One  
Warner Brothers Presents  
Wednesday Night Fights

### Half Hour

Adventures of Jim Bowie  
Crunch and Des  
Death Valley Days  
Dragnet  
Esso Golden Playhouse  
Gale Storm Show, The  
Lone Ranger  
National Biscuit  
Theatre  
Noah's Ark  
Texas in Review

### Quarter Hour

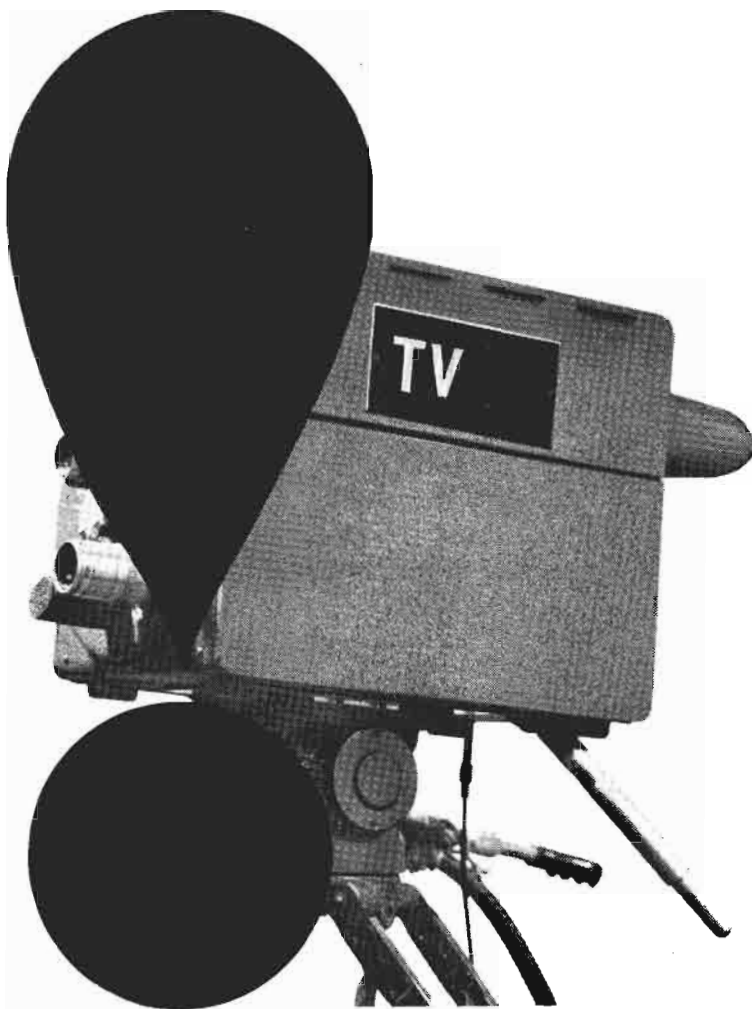
Coke Time  
Esso Reporter  
Powerland U.S.A.  
Sohio Reporter

### DAYTIME

**Half Hour**  
Lone Ranger  
Sky King

**Quarter Hour**  
Bob Crosby  
Don McNeil  
Garry Moore  
Home  
House Party  
It Could Be You  
Mickey Mouse Club  
Ohio Story  
Our Miss Brooks  
Queen For A Day  
Tennessee Ernie  
Ford  
Today  
Valiant Lady

New York, Boston, Atlanta, Cleveland, Detroit, Chicago, Louisville, Houston, Dallas, San Francisco, Los Angeles, Portland and offices throughout the world.



## Clients using other than Network Programs:

### TELEVISION

American Safety Razor Corp.  
 American Trust Co.  
 Bell Brand Foods, Ltd.  
 Bulova Watch Co.  
 California Packing Corp.  
 California Spray Chemical Corp.  
 California Wine Association  
 Chesebrough-Pond's Inc.  
 Chrysler Division  
 Cleveland Electric Illuminating Co.  
 Coca-Cola Bottling Companies (Various Cities)  
 Columbia Records, Inc.  
 Cowles Magazines, Inc.  
 Columbus & Southern Ohio Electric Co.  
 Esso Standard Oil Company  
 Gray Drug Stores, Inc.  
 Liggett & Myers  
 Lincoln Bank & Trust Co.  
 Lucky Lager Brewing Company  
 Mead-Johnson & Co.  
 The Mennen Company

Milk Foundation, Inc.  
 National Biscuit Company (Various Products)  
 National Lead Co.  
 The Nestlé Company, Inc. (Various Products)  
 Ohio Bell Telephone Company  
 Pacific Power & Light Company  
 Rival Packing Co.  
 S. O. S. Company  
 Southern California and Southern Counties Gas Companies  
 Standard Oil Company (Ohio)  
 Stegmaier Brewing Co.  
 Swift & Company (Various Products)

### RADIO

Allied Chemical & Dye Corp. Barrett Division  
 American Safety Razor Corp.  
 American Trust Co.  
 Bulova Watch Co.  
 California Packing Corp. (Del Monte)

California Spray Chemical Corp.  
 California Wine Association  
 Central Vermont Railway  
 Chesebrough-Pond's Inc.  
 Chrysler Division  
 Cleveland Electric Illuminating Co.  
 Coca-Cola Bottling Companies (Various Cities)  
 Columbia Records, Inc.  
 Esso Standard Oil Co.  
 Gray Drug Stores, Inc.  
 The Halle Bros. Co.  
 Hampden Brewing Co.  
 Humble Oil Co.  
 Liggett & Myers  
 Lucky Lager Brewing Company  
 Lyon Tailoring Inc.  
 Manufacturers Trust Company  
 Mead-Johnson & Co.  
 The Mennen Company  
 The Milk Foundation  
 The Milnot Co.  
 National Biscuit Company (Various Products)  
 National City Bank of Cleveland  
 The Nestlé Company, Inc. (Various Products)  
 Norwegian Cannery Assoc.

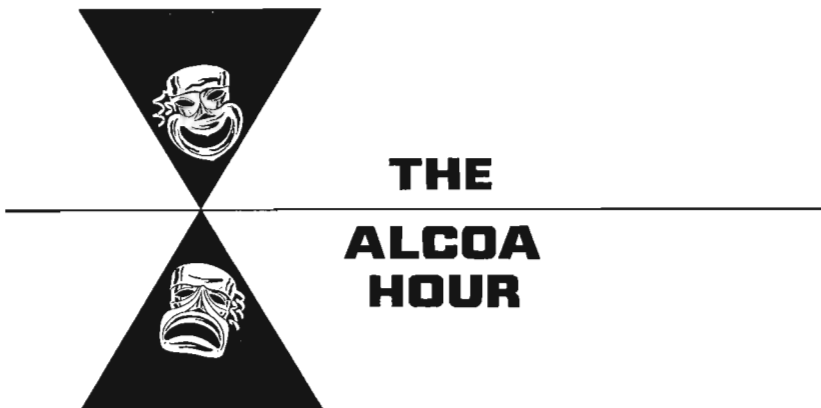
Ohio Bell Telephone Company  
 Pacific Power & Light Company  
 Rival Packing Co.  
 Seeck & Kade, Inc.  
 S. O. S. Company  
 Southern California and Southern Counties Gas Companies  
 Standard Oil Company (Ohio)  
 Stegmaier Brewing Co.  
 Swift & Company  
 Tidy House Products Co.

*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**



# ADVERTISING AGENCIES

## — AGENCY RECOGNITION SYMBOLS —

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

### A. D. ADAMS ADVERTISING

562 Fifth Ave., New York 36, N. Y.

Phone: Circle 6-2940

ABP

Owner.....A. D. Adams  
 Dynavox Corp. (phonographs), Long Island City, N. Y.

### AD FRIED ADVERTISING AGENCY

160 Santa Clara Ave., Oakland, Calif.

Phone: Higate 4-6580

AFA—NBP—CNPA—SCAAA

Owner, Radio & TV Dir.....Ad Fried  
 Radio & TV Time Buyer..Louise Sirignano  
 Music Dir., & Librarian.....Elaine Fried  
 TV Art Dir.....Gerhardt Jacobi  
 Prod. Dir.....Al Wilson  
 Acct. Executives..Ad Fried, Louise Sirignano,  
 Al Wilson, Elaine Fried, Gerhardt Jacobi.

*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.; Grimshaw Nurseries (Dwarf Trees), Hayward, Calif.; Mica-Seal Mfg. Co. (Waterproofing Paints), Berkeley, Calif.; Oakland Light Opera Assn. Joaquin Miller Park, Oakland, Calif. (Musicals); Thermae 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 (Surpluses), 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.

### WILLIAM HART ADLER, INC.

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

Phone: Whitehall 4-5210

AAAA—ABP—ABC—ANPA—APA—NOAB  
 Pres.-Treas.....William Hart Adler  
 Vice Pres.....Thorpe E. Wright  
 Vice-Pres.....A. B. Stone  
 V.P., Art Director.....Leslie Meyers  
 Time Buyer.....Alidor Belskis  
 Publicity Director.....Ben Graves  
 Asst. to Pres.....John J. Petrie  
 Media Director.....Betty Sickinger

#### Branch Office

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

Manager.....J. C. Berens  
*Radio Accounts:* Aladdin Industries, Inc., (Lamps, Vacuum bottles, Kerosene Products), Nashville, Tenn.

*TV Accounts:* Aladdin Industries, Inc.; Conlon-Moore Corp., (major appliances), Chicago.



**YOUNG & RUBICAM, INC.**  
ADVERTISING

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

**ADMASERS ADVERTISING, INC.**

15th & New York Ave., N.W.  
 Washington 5, D. C.  
 Phone: District 7-0551  
 President.....John E. Waterfield  
 Secretary.....E. H. Bell

**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., (Carbu-  
 retor Cleaner); Stephano Bros., (Cigarettes);  
 Wolf's Head Oil Refining Co., (Motor Oil);  
 First Camden National Bank & Trust Co.,  
 Camden, N. J.; Girard Trust Corn Ex. Kk.,  
 Philadelphia, Pa.; Spaulding Bakeries, Inc.,  
 Binghamton, N. Y.; Sunshine Packing Corp.  
 (Frozen Foods); North East, Pa.; Exide Au-  
 tomotive Div. (Batteries), Philadelphia;  
 Campbell Chain Co. (Auto Tire Chains),  
 York, Pa.; Fels and Co. (Laundry Products),  
 Philadelphia, Pa.; Carling Brewing Co.  
 (Mid-Atlantic Territory), Cleveland, Ohio.

*TV Accounts:* Booth Bottling Co., Phila-  
 delphia, Pa.; Mrs. Paul's Kitchens, Inc., Phila-  
 delphia; Spaulding Bakeries, Inc., Bingham-  
 ton, N. Y.; Exide Automotive Div. (Batter-  
 ies) Philadelphia; Campbell Chain Co.,  
 York, Pa.; Fels and Co., Philadelphia; Car-  
 ling Brewing Co. (Mid-Atlantic Territory),  
 Cleveland, Ohio.

**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  
 Act. 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: \$336,152.47.

**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.....Joan Brutus

*Radio Accounts:* Carpenter Oil Co. (Gas,  
 Oil & Automotive Products); Evans Lau-  
 ndry; Glaser's Provision's Co., Inc. (Prepared  
 Meat Products); T. H. Maenner Co. (Real  
 Estate); Merchants Biscuit Co.; Omaha Pub-  
 lic Power District (Public Utility); P. F.  
 Peterson Baking Co., Omaha, Cedar Rapids,  
 Davenport, Des Moines; Tekseed Hybrid Co.  
 (Hybrid Corn); U. S. National Bank; Fair-  
 mont Foods Co. (Dairy, Frozen Foods);  
 Woodmen Accident Co. (Insurance); Lin-  
 coln, Nebr.; Commercial Savings & Loan  
 Assoc.; Dundee Presbyterian Church; Gere-  
 lick Motors; George H. Lee Co. (Poultry  
 Remedies); Securities Acceptance Corp.;  
 Sidles Conditioned Air Co.; Uncle Sam  
 Breakfast Foods Co.

*TV Accounts:* Fairmont Foods Co. (Dairy  
 Products & Frozen Foods); Merchants Bis-  
 cuit Co. (Cookies and Crackers); Omaha  
 Public Power District (Public Utility);  
 Paxton & Vierling Steel Co. (Industrial  
 Steel Products); P. F. Petersen Baking Co.  
 (Pastries) Omaha, Cedar Rapids, Davenport,  
 Des Moines; Tekseed Hybrid Co. (Hybrid  
 Corn); Sidles Conditioned Air Co. (Air-  
 Conditioning Equipment); U. S. National  
 Bank; Woodmen Accident Co. (Insurance),  
 Lincoln, Nebr.; Commercial Savings & Loan  
 Assoc., Omaha; O. A. Cooper Feeds (Live-  
 stock Feeds), Humboldt, Iowa; T. H. Maen-  
 ner (Real Estate); Nebraska-Iowa Electrical  
 Council; Uncle Sam Breakfast Food Co., all  
 Omaha.

**ALLIED ADVERTISING AGENCIES**

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

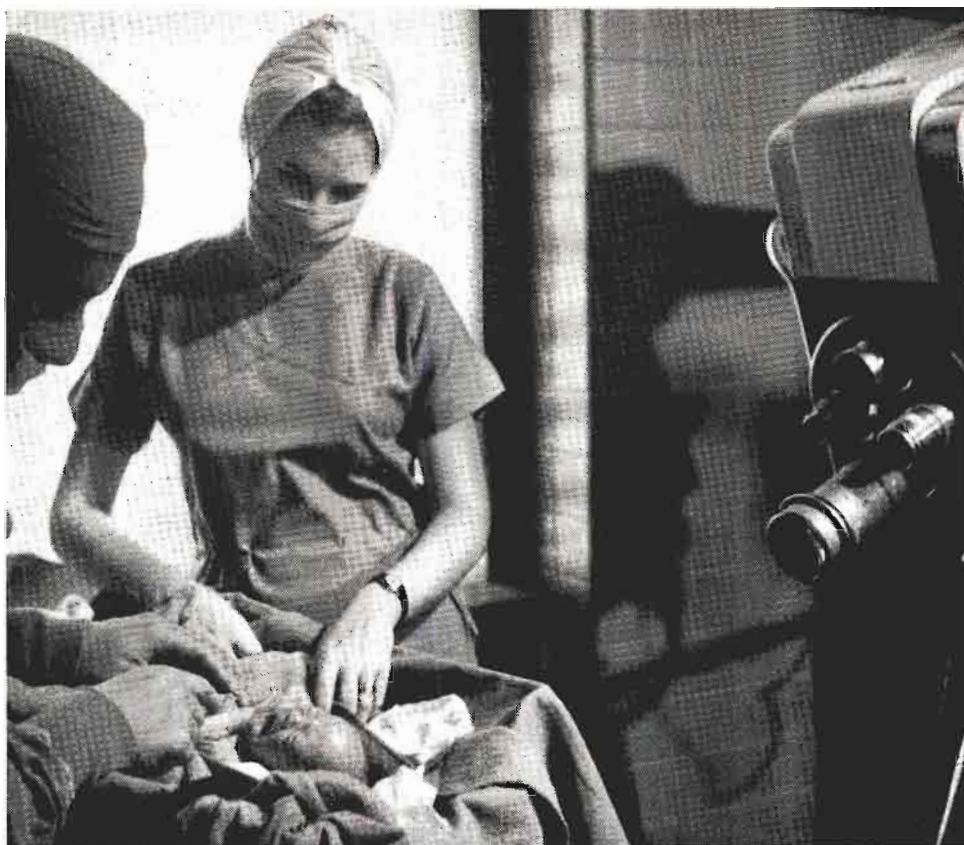
President, Gen. Mgr.....W. Fehr Gardner  
 Radio-TV Director.....Stuart Heinemann  
 Treasurer .....Maxine Blankenship  
 Art Director.....Jack Robins  
 Account Execs.....Dick Gardner, Milton  
 Hoffman

*Radio Accounts:* Arden Farms (Dairy  
 Products); Gold Furniture Co.; Pavo de  
 Grande, Inc. (Turkeys); Dr. F. E. Campbell  
 (Dental Services); West Pico Furniture Co.  
 (Furniture); First Nazarene Church; United  
 Sporting Goods; Calif. Record Distributors,  
 Pacific Hi-Fi House (Electronic Equipment),  
 all Los Angeles, Calif.

*TV Accounts:* Gold Furniture Co.; Prid-  
 ham Davis (Optometrist); Arden Farms  
 (Dairy Products); Pavo de Grande (Tur-  
 keys); Westons 909 Garage, Globe Dept.  
 Stores, Dr. F. E. Campbell (Dental Services),  
 West Pico Furniture Co., Bowles & Co. (Real  
 Estate), all Los Angeles, Calif.

**ANDERSON & CAIRNS, INC.**

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



Unable to breathe adequately, this premature baby must have oxygen administered into its lungs. New methods like this are keeping infants as tiny as 1 pound 8 ounces *alive and able to develop naturally*



## TELEVISION: from the premature babies' nursery, Baltimore's Sinai Hospital

**T**HIS TELECAST described the new methods which are helping to save premature babies.

This is one of a series dealing with new medical techniques in the treatment of mental disease, diabetes, and so on.

These telecasts come from medical schools and hospital research centers.

To make these broadcasts possible, the schools and hospitals, obviously, have had to see the educational value of the series. Their sympathy with the purposes of the series has led them, with the American Medical Association, to

give their wholehearted co-operation.

To be of value, of course, these programs have had to be *authentic* portrayals of the new techniques under discussion. The doctors, the nurses, the patients—*all are real*.

"Medical Horizons," as this television series is called, was developed with CIBA Pharmaceutical Products Inc. by the J. Walter Thompson Company to meet very special and professional problems. *It is produced and directed by J. Walter Thompson Company.*

### J. WALTER THOMPSON COMPANY

New York, Chicago, Detroit, San Francisco, Los Angeles, Hollywood, Washington, D.C., Miami





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 President.....John A. Cairns  
 Exec. V.P.....Thomas Vohs  
 Treasurer .....Abraham Fisher  
 Vice Pres., Radio-TV.....Victor Seydel  
 Assistant .....Ann Burkholder  
 Producer .....Frank Lowe

*Radio Accounts:* Aborn Coffee, Union Carbide & Carbon (Dynel Div.); New York, N. Y.; Dow Corning Corp. (Silicone Division), Midland, Mich.; Wynn Oil Co., Mineola, N. Y.; Alderney Dairy, Newark, N. J.; Seeman Bros. (White Rose Tea); National Home Furnishing Show, N. Y. C.

*TV Accounts:* C. H. Masland & Sons, (Rugs and Carpets), Carlisle, Pa.; Associated Bulb Growers of Holland; Aborn Coffee, New York, N. Y.; Wynn Oil Co. (Friction Proofing) Mineola; N. Y.; Nat'l. Home Furnishings Show; Seeman Bros. (White Rose Tea) N. Y. C.

**ATHERTON ADVERTISING AGENCY**

8455 Melrose Pl., Los Angeles 46, Calif.

Phone: OLive 3-2246

AAAA-ABP-ANPA-APA

Owner.....Alfred A. Atherton  
 Media Dir.....Alice Asdour

*Radio Accounts:* Acousticon, Div. of Dictograph Products, Inc.—West Coast only—(Acousticon Hearing Aids), San Francisco, Calif.; Pacific Hawaiian Products Co. (Soft Drink), Fullerton, Calif.

*TV Account:* Pacific Hawaiian Products Co. (Soft Drink), Fullerton, Calif.

**ATHERTON & CURRIER, INC.**

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

Phone: ORegon 9-5055

ABP-ANPA-AFA

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 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  
 Media Director.....Hubert Sweet  
 Research Director.....Jay Schiller  
 Marketing Director.....William Updegraff

*Branch Office*

Concourse Bldg., Toronto, Ont., Canada  
 V.P., Gen. Mgr.....William McDonald

**ATLANTIC ADVERTISING COMPANY**

220 West 42nd St., New York 36, N. Y.

Phone: LOngacre 5-2674

PPA

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

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

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

Phone: FInancial 6-1600

AAAA-ABC-ABP-ANPA

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 President.....Earl H. Hodgson  
 Treasurer.....Ann E. Ferngren  
 Vice-Presidents.....Robert C. Marley,  
 Joe H. Serkowich, Kenneth Hill

Director of Media.....Gene Fromherz  
 Asst. to Media Director....Margaret Nelson  
 Radio-TV Time Buyer.....Pat Kral

*Radio Accounts:* International Harvester Co. (Farm Equipment Div.); International Mineral & Chemical Co. (Potash Div.); Terry Foods, Inc.; Illinois Farm Supply Co. (Fertilizer, Feed, Petroleum), Williamson Candy Co. (Oh Henry!), all Chicago.

*TV Accounts:* Illinois Farm Supply Co.; Terry Foods, Inc. (Frozen Prepared Beef Prod.) Williamson Candy Co. (Oh Henry!).

**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: PLaza 7-5700

Vice-Pres. & Dir. of  
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 V.P., Radio-TV Plans.....T. J. McDermott  
 Programming &

Production .....T. H. Calhoun  
 Copy Chief.....John W. Esau  
 Radio-TV Research.....H. L. Smith, Jr.  
 Film Production.....G. D. Gudebrod  
 Radio-TV Traffic.....Joseph Battaglia  
 Broadcast Media.....George McCoy  
 Sports.....C. W. Wilds  
 Chief Time Buyer.....R. S. Bunbury  
 Time Buyers.....P. F. Kizenberg, E. Oglc,  
 J. N. Sinnot, H. Hartwig, F. McClafferty,  
 V. Ritter, W. Millar, I. Ziegler, S. Israel,  
 A Randall.

*Branch Offices*

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

Phone: PLaza 7-5700

Vice-President.....John D. Upton  
 920 Statler Office Bldg., Boston 16, Mass.

Phone: HUbbard 2-4970

Vice President.....F. Craig Greiner  
 135 S. LaSalle St., Chicago 3, Ill.

Phone: ANdover 3-7111

Vice-President.....Allen R. Memhard, Jr.  
 Radio-TV Prod.....James E. Robertson

4170 Penohscott Bldg., Detroit 26, Mich.

Phone: WOodward 5-3322

Vice-President .....John Garherson  
 714 Taft Bldg., Hollywood 28, Calif.

Phone: HOllywood 3-4871

Manager .....Glenhall Taylor  
 235 Dillingham Bldg., Honolulu 16, Hawaii

Phone: 50-3681

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,

**J. M. MATHES**

**I N C O R P O R A T E D**

**260 MADISON AVENUE**

**NEW YORK 16, N. Y.**

---

**SERVING**  
**IN TELEVISION,**  
**RADIO AND**  
**MOTION PICTURES**

- Bakelite Company, Division of Union Carbide and Carbon Corporation
- Bates Fabrics, Inc.
- Bermuda Trade Development Board
- Brown Company
- Canada Dry Ginger Ale, Inc.
- Carbola Chemical Company, Inc.
- Judson Dunaway Corporation
- Economics Laboratory, Inc.
- Luden's, Incorporated
- Northam Warren Corporation
- The Pure Food Company, Inc.
- Union Carbide and Carbon Corporation
- Wagner Baking Corporation

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., Michigan Bell Telephone Company, Plymouth Cooperative Advertising Program, Seabrook Farms Company, Sheffield Farms Company, Tasty Baking Company, United Air Lines, Avis Rent-A-Car System, Ohio Oil Co., Stephen F. Whitman & Sons, Inc., Howard D. Johnson, Polk-Miller Products Corp., Hamilton Watch Co., Phillip Morris Co.; Gordon Baking Co.; Plymouth Factory Cooperative Adv. Pgm.; Sealtest Supplee Div., Nat'l. Dairy Products Corp.

**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, 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 Company, Plymouth Cooperative Advertising Program, Plymouth Division of Chrysler Corporation, Polk-Miller Products Corporation, Seabrook Farms Co., SeaPak Corp., Stephen F. Whitman & Sons, Inc., Howard D. Johnson, Johnson and Johnson, The First Penns-Banking & Trust Co., Sheffield Farms, Phillip Morris Co.; Gordon Baking Co.; Plymouth Factory Coop. Adv. Pgm.

**AYLIN ADVERTISING AGENCY**

904 Lovett Blvd., Houston, Texas  
Phone: JACKson 9-3766  
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 & Pilot, Inc. (Chain Supermarkets), 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, Texas; 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; Bank of the Southwest, Houston, Tex.; Merchants Nat'l. Bank, Port Arthur, Tex.; C. B. Delhomme (Boat Sales & Service), Houston.

**TV Accounts:** Henke & Pilot Supermarkets, Houston, Texas; Rheem Manufacturing

Co. (heaters, air conditioners, ranges), 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; Bank of the Southwest, Houston.

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Asst. Radio, TV Dir.....Arnold Acton  
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Radio Time Buyers.....Manny Brown, Jim Humphreys  
Mng., TV Dept.....Hazel Blair  
TV Time Buyer.....Don Farrow  
Prod. (Radio).....John Powell  
Radio Comm. & Traffic.....Marj Bell  
1557 MacKay St., Montreal, Que.

Phone: Plateau 3959

Manager.....John Hull  
Production.....T. V. M. Holloway

**Radio Accounts:** General Foods, Ltd.; Adams Brands Sales, Ltd.; Frigidaire Products of Canada, Ltd.; The Carnation Co., Ltd.; Pharmaco, Inc. (Feen-a-mint); Supreme Drug, Ltd. (Poligrip and Poli-dent); Manufacturers Life Inc. Co.; Canadian Cannery Ltd.

**TV Accounts:** Frigidaire Products of Canada, Ltd.; Adams Brands Sales Ltd.; General Foods, Ltd.; Canadian Cannery Ltd., Canadian Kodak Co., Ltd.; Carnation Co. Ltd.; Pharmaco, Inc. (Feen-a-mint); Kaufman Rubber Co.; Magic Popcorn Co.; Supreme Drug Ltd. (Polident & Poligrip)

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*Accounts:* Coast Fisheries Div. of Quaker  
 Oats Co. (Puss 'n Boots Cat Food) Wilming-  
 ton, Calif.; Whitehall Pharmacal Co. (Jo-  
 Cur Wave Set Lotion, Heather Rouges) New  
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 Copy Assistant.....D. Kogler  
*Radio Accounts:* Dairymen's League Co-  
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 tions), Syracuse, N. Y.; Will & Baumer Can-  
 dle Co. (Candles), Syracuse, N. Y.; A. V.  
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 Phone: DU 4-1193  
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 ings Bank (Banking), Rohr Aircraft Cor-  
 poration (Aircraft Parts), San Diego Gas &  
 Electric Co. (Public Utility), J. Jessop and  
 Sons (Jeweler).

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 hist Co., Inc. (Cold Preparations), Yonkers  
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 Soap, Palmolive Shave Creams, Palmolive  
 After-Shave Lotions, Palmolive Shampoo,  
 Colgate Dental Cream, Colgate Baby Line,  
 Octagon Products, Industrial), Jersey City,  
 N. J.; Continental Baking Co., Inc. (Wonder  
 Bread, Hostess Cakes), New York, N. Y.;  
 Fleischmann Distilling Corp. (Whiskies and  
 Gin), New York, N. Y.; Grocery Store Pro-  
 ducts Co. (Kitchen Bouquet, B in B Mush-  
 rooms, Cream of Rice), West Chester, Pa.;  
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 tions, Uncle Ben's Converted Rice), Newark,  
 N. J.; Dromedary Co., Division of National  
 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), Louis-  
 ville 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 Margar-  
 ine, Pets Food Div.—Hunt Club, Walter  
 Kendall Fives, Old Trusty); Whitehall Phar-  
 maceutical Co. (Anacin, Buffered Anacin, Buf-  
 fered Aspirin, Compound W., Substance "D,"  
 Freezone, Heat Liniment, Hopper Clay Pack,  
 Outgro, Preparation H, Primatene, Sperti  
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*Radio & TV Accounts:* American Home, American Institute of Men's and Boy's Wear, American Radiator & Standard Sanitary Corp., American Safety Razor, American Tobacco Co., Armstrong Cork, Bristol Myers, California Oil, Campbell Soup, Con Edison, Continental Can, Curtis Circulation Co., Saturday Evening Post, Holiday, Ethyl, First National City Bank, General Baking, G. E. Live Better Electrically, G. E. Institutional, General Mills, International Salt, Lever Bros., National Cranberry, National Gypsum, N. Y. Telephone, Oneida, Penick & Ford, Philco Corp., Readers Digest, Revlon, Schaefer, Schenley, United Fruit, U. S. Steel, Vieks Chemical, Boston 5 Cent Savings Bank, 1st National Bank of Boston, New England Coke, Shreve, Crump & Low, Southern New England Telephone, Stearns Co., Bausch & Lomb, Marine Trust, J. R. Wood, Barcalo, Niagara Mohawk, Pfeiffer's Foods, Wildroot, Libby, McNeill & Libby, Westlox, B. F. Goodrich, Timken, DeSoto, Rexall Drug, V.C.A., Cream of Wheat, Doughboy Industries, F & M Savings Bank, Gamble-Skogmo, Hormel, Iron Mining, DuPont, Minnesota Mining, Northern Pacific, Northrup King, Northwestern Bell, Rapinwax, Scott-Atwater, Toro Manufacturing, Fort Pitt Brewing, Sea Breeze, Cling Peach, MJB, Pacific Gas & Electric, Pacific Telephone & Telegraph, Spreckels Sugar, Standard Oil of California, Sunlite Bakery, Bank of America, Peter Hand Brewery, Ladies Home Journal.

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*TV Accounts:* Quaker City Chocolate & Confectionery Co., Inc., Phila., Pa.; Phila. Dairy Products Co., Inc.; General Electric (TV, Elec. Blankets, etc.), Philadelphia, Pa.; J. Frank & Sons (Soft Drink Bottlers), Philadelphia, Pa.; C. F. Simonin's Sons, Inc., Philadelphia, Pa.; Blue Magic, Inc. (Liquid Starch), Philadelphia.

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*Radio Accounts:* Bowers Battery (Batteries & Spark Plugs), Reading; Maier's Bakery, Reading; St. Lawrence Dairy Co., Reading, Pa.; Reading Trust Co. (Banking).

*TV Accounts:* Curtis, Stephens, Embry Co., Inc. (Shoes); Polly-Betts Undies; Willson Sun Glasses; Fairy Silk Mills (Lingerie); Maier's Bakery, Reading, Pa.

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 Mutual Life Insurance Co. of N. Y.; Continen-  
 tal Oil Co.

*TV Accounts:* American Express Co.; Gen-  
 eral Foods Corp.; Procter & Gamble Co.;  
 AVCO Manufacturing Co.; Pepperell Manu-  
 facturing Co.; Norwich Pharmacal Co.; Car-  
 lings Brewing Co., Inc.; French Government  
 Tourist Office; Diamond Match Co.; Continen-  
 tal Oil Co.; General Electric Co., Chemi-  
 cal Div.

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 Media Dir..... Jeanne Shaeffer  
 Publicity, Research Dir..... Pat Dunn

*Radio Accounts:* Produce Equipment Co.,  
 Alladin Plastics; Baby Line Furniture Corp.;  
 California Maple, (Wood Products); Horns-  
 by & McKinley Co. (Metal Housewares) all  
 Los Angeles; Klasco Products Co. (Deodor-  
 ants), Downey, Calif.; Pride Products (Juv-  
 enile Products) Glendale, Calif.; Stanley  
 Chevrolet, Norwalk, Calif.; Jaysie Mfg. Corp.  
 (Shutters), D. Fernmon & Co. (Brassieres),  
 Los Angeles, also mail order accounts.

*TV Accounts:* Alladin Plastics (House-  
 wares); Baby Line Furniture Corp.; Horns-  
 by & McKinley Co.; Klasco Products; Pride  
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 Corp.; D. Fernmon & Co.

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*Radio Accounts:* Coyne Electrical School  
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 Bleach), Jackson, Miss.; Helene Curtis In-  
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 Shampoo, Beauty Shop Supplies & Equip-  
 ment), Chicago; General Finance Loan Co.,  
 Chicago; Maybelline Co., Chicago; Consoli-  
 dated Royal Chemical Corp.

*TV Accounts:* Florsheim Shoe Co., Chi-  
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 Co., Jackson, Miss.

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Media Director.....Lee Frankel  
Research Director.....Alfred E. Byra  
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Donald Josephson, Cornell Freudenthal,  
Mort Hock, Fred Golden, Philip Solomon,  
Alfred Byra, Barbara E. Jones.

*Radio Accounts:* Merkel, Inc. (Meat) Jamaica, N. Y.; Temple Frosted Foods (Chinese Foods) Brooklyn, N. Y.; L. B. Darling Co. (Frozen Meats) Worcester, Mass.; Barbizon (School of Modeling) New York, N. Y.; Gold King (Frozen Shrimp) Thunderbolt, Ga.; Warner Bros. (Movies)

*TV Accounts:* Gold King, Merkel, Inc., Barbizon, Temple Frosted Foods, Warner Bros.

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The Penthouse, Times Tower, Times Square  
New York 36, N. Y.

Phone: BRyant 9-5228  
ABP—APA

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TV Consultant.....Sidney Morse  
Media Dir.....R. L. Orton  
Copy Chief.....Martin Kawaller

*Radio Accounts:* State of New York, Saratoga Springs Authority, (Geyser Sparkling Water, Saratoga SPA Health Resort); Eastern Wine Corp. (Chateau Martin Wine); Schapiro Kasher Wine Co., (Kasher Wine); Martin Beverages; William R. McCoo Co., Inc. (Falernum Almond Syrup); Du-Ev Chemical Products Co. (Degreaser Detergent); Anmo-Lan, Inc. (Bonnie Lanolin Ammonia).

*TV Accounts:* Delca Fish Preservators, Inc. (Delca Herring Tidbits); Eastern Wine Corp. (Chateau Martin Wine); State of New York (Saratoga Geyser Water); Delicia, Inc. (Delicia Sugar Wafers).

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Copy Dir.....W. G. Morrissey  
Design Dir.....M. H. Silten  
Media, Research Dir.....R. S. Liptak  
Media Buyer.....Christina Muirhead  
Production Mgr.....Maida Rector

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**BOONE & CUMMINGS**

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

ABP

Partners.....Malcolm Cummings,  
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Radio-TV Director.....Lauri Schutt  
*Radio Accounts:* DeMontrond Buick; First City National Bank, Straus-Frank (Worthington Air Conditioners); Danburg's (Dry Goods & Appliances); Southwestern Savings & Loan, Loew's State Theatre; Sharpstown (New Homes); South Main State Bank, Palms Shopping Center, all Houston, Tex.

*TV Accounts:* DeMontrond Buick, First City National Bank, Straus-Frank, Dexter Diaper, Southwestern Savings & Loan, Palms Shopping Center, Sharpstown, Loew's Theatre, Lakewood Heights (Vacation Lots), all Houston, Tex.

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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.; California Prune Advisory Board (California Prunes), San Francisco, Calif.; Lucky Stores (Super Markets), Oakland, Calif.

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*Radio & TV Accounts:* Mutual of Omaha; Brandeis Store, Omaha; United Gas Corp., Houston; Storz Brewing Co., Omaha; Skinner Mfg. Co., Omaha.

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Secretary.....Roberta A. Rodgers

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*Radio Accounts:* Baird-North, Inc., Oliver Johnson Co., Inc., Mule Battery Mfg. Co., Rocky Point Park, Inc., Roger Williams Savings Fund & Loan Assoc., Strand Theater, Weybosset Markets, White Pontiac Co. (Automobile Agency); Hillside Farms, Inc. (Dairy).

*TV Accounts:* White Pontiac Co.; Hillside Farms Inc.; Roger Williams Savings Fund & Loan Ass'n; Strand Theatre; Weybosset Market.

**J. CARSON BRANTLEY ADV. AGENCY**

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*Radio Accounts:* Carolina Beverage Corp. (Cheerwine), Isenhour Brick & Tile Co., Salisbury; Duke Power Co., Charlotte; Owen Drug Co. (O-N for Colds), Salisbury, N. C., L. B. Coulter Co. (Cosmetics), Free Enterprise Train, (National Train Tour), Salisbury, N. C.; Banna Co. (Banatol), Salisbury, N. C.

*TV Account:* Carolina Bev. Corp. (Cheerwine), Isenhour Brick & Tile, Banna Co., All Salisbury, N. C.

Estimated Radio Billings: \$130,000.00

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

310 Pine St., Green Bay, Wisc.

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ABP—ANPA—ABC

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**TV Accounts:** Woodlot Seed Co. (Tree & Shrub Seeds), Norway, Mich.; Greenheck Bros. Mfg. Co. (Kaddy Kooler), Schofield, Wis.; Essential Products Co., Berlin Chapman Co., Berlin, Wis. (Overhead Garage Doors), Little Chute, Wis.

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**Radio Accounts:** Int'l Breweries, Inc.;  
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**TV Accounts:** Mullins Mfg. Corp., The  
 Ironite, Inc., Int'l Breweries, Inc.

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Phone: TRinity 0558

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 Secretary .....Barbara Vosburgh

**Radio-TV Accounts:** Bekins Van and Storage  
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Phone: HOLlywood 2-7675

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 720 Fifth Ave., New York, N. Y.  
 Phone: COLUMbus 5-1004

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 Motors Corp. (Automobiles), Lansing, Mich.  
**TV Accounts:** AC Spark Plug Div., Gen.  
 Motors Corp. (Spark Plugs Oil Filters, Fuel  
 Pumps, etc.), Flint, Mich.; Oldsmobile Div.,  
 Gen. Motors Corp. (Automobiles), Lansing,  
 Mich.; Harrison Radiator Div. (Radiators,  
 defrosters, heaters, thermostats, car air  
 conditioning systems, etc.), Lockport, N. Y.;  
 Hyatt Bearing Div. (Hy-Roll Bearings, etc.)  
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*Branch Office*

532 N. Cherokee Ave., Los Angeles, Calif.  
Phone: HOLlywood 3-8892

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*Radio Accounts:* Coty, Inc. (Cosmetics),  
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Sitruie, Inc. (Paper Products) New York  
City; North American Accident Insurance  
Co., Newark, N. J.; Yonkers Raceway, Yon-  
kers, N. Y.; Roosevelt Raceway, Westbury,  
N. Y.

*TV Accounts:* Coty, Inc., Rad White Cryst-  
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Roosevelt Raceway.

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*Branch Offices*

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Phone: OLYmpia 2-0810

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235 Montgomery Street, San Francisco  
Acct. Exec.....John McNeely  
*Radio Accounts:* Tidewater Oil Co., New  
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Metals Co. (Farm Building Products, Alumi-  
num Foil) New York, N. Y.; Air France  
(Airline) New York, N. Y.; United Para-  
mount Theatres Corp. (Motion Pictures)  
New York; Western Airlines, Los Angeles,  
Calif.; Wilbur Clark's Desert Inn (Resort)  
Los Angeles; Paramount Pictures (Motion  
Pictures) Los Angeles.

*TV Accounts:* Reynolds Metals Co. (Alumi-  
num) New York; Tidewater Oil Co., New  
York, San Francisco; Western Airlines, Los  
Angeles; United Paramount Theatres Corp.;  
Paramount Pictures, Los Angeles, Calif.

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Phone: HOLlywood 4-7374

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*Radio Accounts:* Harris Trust & Savings  
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(Gasoline, oil, lubricants, tires, batteries and  
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can Products, Quality campaign, Tomato  
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nut Butter, Secret Deodorant) Cincinnati,  
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hon Beer, Eastside Old Tap Lager, Old Tank-  
ard Ale) Chicago, Ill.; Eastside Brewery,  
Los Angeles, Calif.

*TV Accounts:* Bauer & Black; Brown Shoe  
Co. (Air Step, Buster Brown, Life Stride,  
Naturalizer, Pedwin, Risque, Robin Hood,  
Roblee, Westport) St. Louis, Mo.; Kellogg  
Co. (Cereals and dog food) Battle Creek,  
Mich.; Pillsbury Mills (Baking Mixes) Min-  
neapolis, Minn.; The Pure Oil Co. (Gasoline,  
oil, lubricants, tires, batteries and accesso-  
ries) Chicago; Blue Jay Products, Chicago;  
Campbell Soup Co. (Frozen Soups, Franco-  
American Products Quality Campaign, To-  
mato Juice) Camden, N. J.; Commonwealth  
Edison Co., Chicago; Green Giant Co. (Peas,  
cream style corn, Niblets Brand Whole Ker-  
nel Corn, Mexicorn, Kounty Kist Brand  
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Co. (Vacuum cleaners, floor polishers, small  
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bert Wise and John Young.

*Radio Accounts:* August Wagner Breweries; City National Bank & Trust; Dollar Federal Savings; Farm Bureau Co-op of Ohio (Feeds, fertilizers, gas, oil, appliances); Lazarus Basement (Department Store); T. Marzetti Co. (Salad Dressings); Buckeye Foods Co. (Potato Chips); Glick's Furniture; Ohio State Fair, all Columbus, Ohio

*TV Accounts:* August Wagner Breweries, Dollar Federal Savings, Lazarus Basement, Marzetti's, Ohio State Fair, Buckeye Foods, all Columbus, Ohio; Styron-Beggs Co. (Cough Syrup), Newark, Ohio; Marble Cliff Lumber Co.; Majestic Paint; Nationwide Insurance Agents, all Columbus, Ohio.

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

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

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Exec. Vice-President.....Edward F. Chase  
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Media Dir.....David R. Williams  
Radio-TV Dir.....Harold Cabot, Jr.

*Radio & TV Accounts:* New England Tel. & Tel., Boston, Mass.; Clicquot Club, Millis, Mass.; S. S. Pierce Co., Boston; New England Electric System and Gas Division, Boston; Boston Gas Co., Boston, Mass.; Carling Black Label Beer (N.E.), Cleveland, Ohio.

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Phone: PLaza 5-6900

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*TV Accounts:* Marshall Field & Co., Chicago, Ill.; Oakite Products, Inc. (cleaning compound), New York City; Prudential Insurance Company of America, Newark, N. J.; New York Stock Exchange.

**CAMPBELL-EWALD COMPANY**

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*Branch Offices*

488 Madison Ave., New York 22, N. Y.  
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230 N. Michigan Avenue, Chicago 1, Ill.  
Phone: CEntral 6-1946

V.P. and Mgr.....Reginald G. Carey  
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# What's happened to all the advertising ideas?

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 Bryan & Bullington Sts., Dallas 1, Texas  
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Manager.....Ross C. Morgan, Jr.  
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 Phone: HOLlywood 9-2931

Manager.....Richard L. Eastland  
 Account Exec. for Radio, TV..Willard Hanes  
 441 Vine St., Cincinnati 2, Ohio  
 Phone: MAIn 1-0500

Manager.....James E. Defebaugh  
 1700 Broadway, Denver 2, Colo.  
 Phone: TABoR 5-5231

Manager.....Richard H. Katerndahl  
*Radio Accounts:* Chevrolet Motor Div.,  
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 Co.; Allen B. DuMont Laboratories, Inc.;  
 General Motors Acceptance Corp.; General  
 Retail Corp., Div. of General Shoe Corp.;  
 Goebel Brewing Co.; National Bank of De-  
 troit; 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.;  
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 Corp.; Goebel Brewing Co.; National Bank  
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 Kenneth Ruvle, James Smith, Lee A. Ter-  
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 Nicholas Coleman, Peter Edmonds, Wil-  
 liam Fuhrer, Walter Geckler, Earl Kirm-  
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 Nevin, Palmer Packard, Robert Pile, Wil-  
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 Ralph Wittgraf, Robert Wold.

*Branch Office*

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 V.P., Acct. Exec.....Phelps Johnston  
 Acct. Executives...Harold Bogigian, Perry  
 Brand, Thomas Crews, Al Ericsson, Harry  
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213 Hollywood-Taft Bldg., Hollywood 28, Cal.  
 Phone: HOLlywood 2-0715

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 TV Dir.....Ernest P. Andrews  
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 Hamm Brewing Co., St. Paul, Minn.; The  
 Kroger Co. (Grocery Products), St. Louis,  
 Mo.; Land O'Lakes Creameries (Dairy Pro-  
 ducts) Minneapolis, Minn.; The Larsen Co.  
 (Canned Foods) Green Bay, Wis.; John Mor-  
 rell & Co., Red Heart Div., (Dog, Cat Food),  
 Chicago; Nash Coffee Co., St. Paul, Minn.;  
 Nash-Finch Co. (Canned Foods) St. Paul,  
 Minn.; Northern States Power (Electric  
 Power and Prod) Minneapolis, Minn.;  
 Northwestern National Bk. (Banking Ser-  
 vice) Minneapolis, Minn.; F. H. Peavey &  
 Co. (Feeds), Minneapolis; Pillsbury Mills,  
 Inc. (Flour, Refrigerated Products, Feeds)  
 Minneapolis; Quality Chekd Dairy Products,  
 Chicago; Top Value Enterprises (Trading  
 Stamps) Dayton, Ohio; Zinsmaster Baking  
 Co. (Bakery Goods), Minneapolis; Misha-  
 waka Rubber & Woolen Mfg. Co. (Clothing)  
 Mishawaka, Ind.

*TV Accounts:* American Dairy Assn.  
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 Green Bay, Wis.; Fenn Bros. (Candy) Sioux  
 Falls, S. Dak.; Gold Seal Co. (Glass Wax,  
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 Bismarck, N. Dak.; Theo Hamm Brewing Co.,  
 St. Paul, Minn.; Kemps Ice Cream Co. Min-  
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 ducts) St. Louis, Mo.; Land O'Lakes Cream-  
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 Co. (Clothing), Mishawaka, Ind.; John Mor-  
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Art Dir.....William E. Burgess  
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*TV Accounts:* D'amico Fifth Ave., (Beauty Consultant)

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Media Dir.....Hy Crandall  
Time Buyer.....Sally Luchs  
TV Director.....Fred Ladd  
*Radio Accounts:* Wall-Tex Co. (Wall fabric) Brooklyn, N. Y.; Charles Antell, Inc. (Men's hair products) Baltimore, Md.  
*TV Accounts:* Charles Antell, Inc. Hanovia Chem. & Mfg. Co., (health lamps), Miracle Adhesive Corp.

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*Radio & TV Accounts:* Fleetwood Coffee Co., Chattanooga, Tenn.

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*Branch Offices*

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V.-P., Gen Mgr.....D. W. Jackson  
*Radio Accounts:* Sundial Shoe Co., Manchester, N. H.; Better Home Heat Council (Oil Heat), Boston, Mass.; Bassick Co. (Casters)

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ANPA

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*Accounts:* Belcher Oil Co., Florida National Bank & Trust Co., Jewish Floridian, Maule Industries, Inc., Radio Station WIOD, Ponce Products (Cement), Chemical Research Corp., Miami Diaper Service, El Comodoro Hotel, Urmev Hotel, U-Steer It, Inc., All Miami, Fla.; Milwaukee Beverages, Inc., Milwaukee, Wis.

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Treas., Dir. of TV.....David S. Roberts  
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Programming.....Lewis H. Titterton

V.P. Chg. Radio-TV Dept.....Storrs Haynes

V.P. & Dir. of Media.....Frank B. Kemp  
Publicity Dir.....Elle Kofler

*Branch Offices*

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Phone: HAarrison 7-6935

V.P., Manager.....L. O. Holmberg

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Phone: BRoadway 1-9475

Manager.....Richard M. Davis

8733 Sunset Blvd., Los Angeles 46, Calif.

Phone: CRestview 4-7548

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703 Market St., San Francisco, Calif.

Phone: GARfield 1-4854

V.P., Mgr.....Norman E. Mork

Equitable Bldg., Hollywood 28, Calif.

Phone: HOLlywood 9-8107

Manager .....James Pollak

*Radio & TV Accounts:* The Allis-Chalmers Mfg. Co.; American Can Co.; M. K. Goetz Brewing Co. (Country Club Beer); The Goodyear Tire & Rubber Tire Co.; New York Life Insurance Co.; Personal Products Corp. (Yes Tissues); Phelps-Dodge, Copper Prods. Corp.; The Procter & Gamble Co.; Kelly-Springfield Tire Co.; The Socony Mobil Oil Co.; Standard Brands, Inc. (Chase & Sanborn Coffee, Instant Chase & Sanborn Coffee).

**COMSTOCK & COMPANY**

651 Delaware Avenue, Buffalo 2, N. Y.

Phone: Lincoln 6187

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Account Executives...Henry W. Comstock,  
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Radio & TV Dir.....Daune J. Miller,  
Eugene F. Novak

*Radio Accounts:* Frontier Oil Refining Co., Div. Ashland Oil & Refining Co.; Hospital Service Corp. of Western New York, (Hospital & Surgical Plans); Manufacturers and Traders Trust Co. (Banking Services); WGR Corporation, (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.; O'Keefe Brewing Co., Ltd., Toronto, Ont.

*TV Accounts:* Art Metal Construction Co. (Steel Office Furniture, Visible Index Systems, Filing & Indexing Supplies); Frontier Oil Refining Co., Div. Ashland Oil & Refining Co., Inc.; Hospital Service Corp. of Western N. Y. (Hospital & 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.; O'Keefe Brewing Co., Toronto, Ont.

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

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Secretary.....Robert Conahay III  
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Rust Bldg., Tacoma 2, Washington  
 Phone: MARKET 8155

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 PPA

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 Victor Kaufman  
 Art Dir.....Daniel J. Snope  
 Production Mgr.....Mildred Nelson  
 Acct. Executives.....Roscoe A. Smith  
 Victor Kaufman, Kay Shinn, Harold C. Dixon, Gordon Bennett, James Shulz  
*Accounts:* Buckley-King Funeral Ser.; Douglas Fir Plywood Assn.; Fuel Oil Service Co.; Harmon, F. S. Mfg. Co.; Kirk, G. R. Co.; KTNT-TV, Tacoma, Wash.; Laucks Laboratories Inc.; Northwest Syndicate; 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 73456  
 AAAA—ABP—ANPA

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 Gen. Mgr.....Charles Huey  
 Copy Chief, Radio-TV Dir...Wm. H. Holchak  
 Media Dir., Time Buyer...Bernice Cullen  
 Art., Prod. Mgr.....E. E. Ogilvie  
 Public Relations Dir.....Ernie Brant  
*Radio Accounts:* Express-Publishing Co.; Perry Shankle Co. (Wholesale Distr.); Hoffman-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.; Quaker Oats Co.; Pioneer Flour Mills.  
*TV Accounts:* H. E. Butt Grocery Co.; Hoffman-Hayman Coffee Co.; Express-Publishing Co.; Interstate Theatres; Pioneer Flour Mills; Security Finance Co.; Sommers Drug Stores; Studer Photo Co.; Lone Star Brewing Co.

**CO-ORDINATED ADV. CORP.**

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 V. P., Art Dir.....Louis DeNunzio  
 Copy Chief.....Maryhelle Lantsberry  
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 Office Manager.....Mrs. John Bilyi  
 TV Director.....J. Kirkconnell  
 Radio Bestg. Dir.....Paul Stern  
 Art Director.....R. Rivers  
 Radio Bestng. Dir.....Mrs. Mario Flamini  
*Radio Accounts:* ABC Chicks, Lancaster, Pa.; Jim Brady Shoes, Philadelphia; Brooks Clothing, Philadelphia; Badder & Snoke (Shoes) Philadelphia; Colonial Floor Covering, Philadelphia; Fox Petroleum Co. (Fuel Oil) Philadelphia; M & M Auto Seat Cover Co., Philadelphia; Minit Man Car Wash Co., Philadelphia; Manchester Laundry, Philadelphia; Mort Co. (Hardware), Almonesson, N. J.; Sunset Beach (Amusement Park) Almonesson, N. J.; Tappins (Jewelry) Newark, N. J.; Day Stores (Clothing) New York, N. Y.; Viking Theatre, Philadelphia; Van Sciver Co. (Furniture) Philadelphia; Xcel Products Co. (Metal Storm Sash, Metal Awnings) Philadelphia.

*TV Accounts:* Jim Brady Shoes, Philadelphia, Pa.; Export Import Clothing, Chester, Pa.; M & M Auto Seat Cover Co., Philadelphia; Minit Man Car Wash Co., Philadelphia; Tappins Jewelry Stores, Newark, N. J.; Thornton-Fuller Co. (Automobiles) Philadelphia, Pa.; Viking Theatre, Philadelphia; Xcel Products Co., Philadelphia.  
*Estimated Radio & TV Billings:* \$350,000.

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913 Washington St., Wilmington 99, Del.  
 Phone: OLYmpia 5-6185  
 ABP—ANPA—AAAA—AFA

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 Sec.-Treas.....Kathleen A. Walsh  
 Vice Pres.....Ruth Craig  
 Account Executives.....J. Gorman Walsh, Kathleen A. Walsh, William H. Gordy, George H. Straley  
 Radio, TV Time Buyers..J. Gorman Walsh, Ralph R. Swann  
*Radio Accounts:* Joseph Bancroft & Sons Co. (Textile Finishing) 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. (Blue Cross) Wilmington, Del.  
*Estimated Radio Billings:* \$40,000.

**CRAMER-KRASSELL CO.**

733 North Van Buren St., Milwaukee 2, Wis.  
 Phone: BRoadway 6-3500

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 Exec. Vice-Pres.-Treas.....C. W. Faude  
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 Dir. of Marketing.....H. V. Swenson  
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 Plan), Milwaukee; Milwaukee Gas Light Co.,  
 First Federal Savings & Loan Association of  
 Wisconsin (Savings & Loan Assoc.), Milwau-  
 kee, Wis.; The Milwaukee Co. (Invest-  
 ments), Milwaukee; Wisconsin Telephone  
 Co.; First Wisconsin Nat'l Bank; Frank's  
 Pure Food Co., Racine, Wis.; William Heine-  
 mann Creameries, Kewaskum, Wis.;

*TV Accounts:* Milwaukee Gas Company  
 (Gas Utility), Milwaukee, Wis.; Wisconsin  
 Telephone Co., Milwaukee; Aluminum Goods  
 Mfg. Co. (Mirro Cooking Utensils), Manito-  
 woc, Wis.; Associated Hospital Service; First  
 Federal Savings & Loan Ass'n; First Wiscon-  
 sin Nat'l Bank; Evinrude (Outboard  
 Motors), Milwaukee, Wis.; Frank's Pure  
 Food Co., Racine, Wis.; Heinemann Dairy

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ANPA

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 Asst. to Radio-TV Dir.....Shirley Holdridge

*Radio Accounts:* Block Drug Company (various drug products), Jersey City; Albert Ehlers, Inc. (coffee), Cott Beverage Co. (soft drinks), New Haven; Rap-idol Distributing Corp. (Blensol), New York; Casco Products Corp. (Steam Irons, Heating Pads), Bridgeport, Conn.; Flav-r Straws Inc. (Straws), New York, N. Y.; Grove Laboratories (Citroid Compound), St. Louis, Mo.; David Kahn, Inc. (Wear-ever Pens & Pencils), N. Bergen, N. J.; Chas. Pfizer & Co. (Candettes), Brooklyn, N. Y.; Ave Marie Institute (Blue Army), Washington, N. Y.; Plough Inc. (Mistol Mist), Brooklyn, N. Y.; Rilling Dermetics (Oramist), New York, N. Y.; Guardian Chemical (Sorisol).

*TV Accounts:* Revlon Products, Inc. (Medicated Silicare, Sun Bath, Baby Silicare), New York; Chas. Pfizer & Co. (Candettes), Brooklyn, N. Y.; Cott Beverage Corp. (Soft Drinks), New Haven, Conn.; Albert Ehlers, Inc. (Coffee), Brooklyn, N. Y.; Casco Products Corp. (Steam Irons, Heating Pads), Bridgeport, Conn.; Century Brewery Corp. (Regent Beer), Norfolk, Va.; Flav-r Straws, Inc., New York; Grove Laboratories (Citroid Compound), St. Louis, Mo.; David Kahn, Inc. (Wearever pens & pencils), N. Bergen, N. J.; Ave Marie Institute (Blue Army), Washington, N. J.

**DOYLE DANE BERNBACH, INC.**

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 Exec. Vice Pres.....Ned Doyle  
 V.P., Gen. Mgr.....Maxwell Dane  
 Plans, TV Director.....Marvin Corwin  
 Time Buyers.....Jean Simpson,  
 Jan Gilbert, Jerry Sachs  
 Media Director.....Harry Parnas  
 Radio-TV Producer.....Jim Gross  
 Radio-TV Prod., Bus. Mgr.....Joan Walker

*Branch Office*

606 S. Hobart Blvd., Los Angeles 5, Calif.  
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Vice President.....T. H. Factor  
 Media Dir., Space,  
 Time Buyer.....Bernice Levitas  
 Radio, TV Dir., Talent Buyer... Ben Norman  
 Radio-TV Prod.....Bob Gips

*Radio Accounts:* Boston & Maine R. R., Boston, Mass; Chemstrand Corp. (Acrilan & Nylon), New York, N. Y.; Fairmont Foods Co. (Frozen Foods), Omaha, Nebr.; Forest

Lawn Memorial Park (Cemetery), Glendale, Calif.; E. & J. Gallo Winery, Modesto, Calif.; A. Goodman & Sons (Noodles, soups, etc.), Long Island City, N. Y.; Henry S. Levy & Sons (Bread), Brooklyn, N. Y.; Max Factor & Co. (Cosmetics), Hollywood, Calif.; Mission Appliance, Hawthorne, Calif.; Revel, Inc. (Hobby Kits), Venice, Calif.; Regal Shoe Co. (Shoes), Whitman, Mass.; Sav-On Drugs, Los Angeles, Calif.

*TV Accounts:* American Lead Pencil Co., Hoboken, N. J.; Chemstrand Corp. (Acrilan & Nylon), New York, N. Y.; Fairmont Foods Co. (Frozen Foods), Omaha, Nebr.; E. & J. Gallo Winery, Modesto, Calif.; A. Goodman & Son (Noodles, soups, etc.), Long Island City, N. Y.; Hess Brothers Dept. Store, Allentown, Pa.; Hunter Douglas Aluminum Corp. (Venetian Blinds), New York, N. Y.; Max Factor & Co. (Cosmetics), Hollywood, Calif.; Mission Appliance, Hawthorne, Calif.; New Haven Railroad, Boston, Mass.; Polaroid Corp. (Cameras), Cambridge, Mass.; Revell, Inc. (Hobby Kits), Venice, Calif.; Regal Shoe Co. (Shoes), Whitman, Mass.; Sav-On-Drugs, Los Angeles, Calif.

*Estimated Radio & TV Billings:* \$585,000.

**ROY S. DURSTINE, INC.**

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AAAA—ABC—ANPA

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*Branch Offices*

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Vice Pres.....William D. Sloan  
 Time Buyer.....Virginia Weigle  
 1736 Stockton St., San Francisco, Calif.  
 Phone: EXbrook 7-0456

Vice Pres.....Robert Whitehead  
 Time Buyer.....Edith Curtiss

*Radio Accounts:* Alemite Co. of Northern Calif. (Motor Oil), San Francisco, Calif.; Ambassador Hotel, Los Angeles, Calif.; White Rock Co. (Dietonic Beverages) Los Angeles, Calif.; Lady's Choice Foods (Canned Foods), San Francisco, Calif.; Roman Meal Co. (Cereal & Muffin Mix), San Francisco, Calif.; Sir Francis Drake Hotel, San Francisco, Calif.; Flako Products Div., Quaker Oats Co. (Flako Pie Crust Mix, Flakorn Muffin Mix), New York City; Doyle Packing Co. (Strongheart Dog Food), New York; Mason, Au & Magenheimer (Mason Mints & Dots), New York.

*TV Accounts:* Wine Advisory Board of California, San Francisco; Alemite Co. of



Northern California, San Francisco; White Rock Co. (Dietonic Beverages), Los Angeles, Calif.; Lady's Choice Foods, Inc., San Francisco; Roman Meal Co., San Francisco; Mason, Au & Magenheimer, New York; Doyle Packing Co. (Strongheart Dog Food), New York; John Wilkins Coffee Co. (Instant Coffee), New York.

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

203 N. Wabash Ave., Chicago 1, Ill.  
Phone: ANover 3-3867, DEarborn 2-5976  
ABP

President .....Edward Edelstein  
..Radio Accounts: Glostex Products (Seat Covers); Conway Camera Co.  
Estimated Radio Billings: \$20,000.

**ELLINGTON & CO., INC.**

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Exec. Producer.....A. Burke Crotty

Radio & TV Time Buyer.....Dan Kane  
TV Production.....J. T. Ellington Jr.

Radio Accounts: Celanese Corporation of America (Yarns, Fabrics, Plastics), New York, N. Y.; McKesson & Robbins (Drugs); Cunard Steamship Lines; Cities Service Oil Co.; Spring Mills (Sheets); Vick Chemical Corp. (Sofskin); Houbigant (Perfumes & cosmetics); Alexander Smith (carpets), all New York.

TV Accounts: Celanese Corp. of America (Yarns, fabrics, plastics); Cunard Steamship Lines; Cities Service Oil Co.; Springs Mills; Vick Chemical Corp.; Houbigant; Alexander Smith, all New York.

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V.P., Motion Picture Div....Robt. L. Friend  
Publicity Dir.....Sylvia Edlen  
Production Manager.....Stanley S. Base

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 1st National Bank Bldg., Okla. City, Okla.  
 Phone: REgent 6-5429

Mgr.....Warren Humphrey  
 610 Church St., Toronto, Ont., Can.  
 Phone: WALnut 1-5187

Mgr.....Ralph L. Lawson

*Radio Accounts:* Barbasol Co. (Shaving Cream, Skin Freshener, Lotion, Deodorant) Indianapolis, Ind.; Campana Sales Co. (Ayds, Italian Balm), Batavia, Ill.; Consolidated Cigar Sales Co. (Harvester & Dutch Masters Cigars), New York, N. Y.; John H. Dulany & Son (Frozen Foods), Fruitland, Md.; Carling Brewing Co. (Stag Beer), St. Louis, Mo.; Sioux Honey Assn. (Sioux Bee Honey), Sioux City, Iowa; Chilean Nitrate Educational Bureau (Nitrate Fertilizers), New York, N. Y.; Michigan Peat, Inc. (Soil Conditioner), New York, N. Y.; Helbros Watch Co. (Helbros Watches), New York, N. Y.; Albers Milling Co. (Cereals, Dog Foods, Cat Food, Feeds), Los Angeles, Calif.; Arizona Brewing Co. (A-1 Pilsner Beer), Phoenix, Ariz.; Carnation Co. (Evaporated Milk, Malted Milk, Crunch, Fresh Milk Products, Ice Cream, Gold Cross), Los Angeles, Calif.; Instant Milk Co. (Carnation Instant Milk, Carnation Instant Chocolate Drink), Los Angeles, Calif.; Los Angeles Soap Co. (White King Soap, "D" Granulated Detergent, Liquid Detergent, Cleanser, Water Softener, Cold Cream, Complexion Soap, Sierra Pine Soap, Lemon Soap), Los Angeles, Calif.

*TV Accounts:* Carling Brewing Co. (Stag Beer), St. Louis, Mo.; Helbros Watch Co. (Helbros Watches), New York, N. Y.; Toastmaster Products, Div. McGraw Electric Co. (Toastmaster, Automatic Toasters, Waffle Bakers, Hot Food Servers), Elgin, Ill.; Barbasol Co. (Shaving Cream, Skin Freshener, Lotion, Deodorant), Indianapolis, Ind.; Campana Sales Co. (Ayds, Italian Balm), Batavia, Ill.; Consolidated Cigar Sales Co. (Harvester and Dutch Masters Cigars), New York, N. Y.; John H. Dulany & Son (Frozen Foods), Fruitland, Md.; Albers Milling Co. (Cereals, Dog Foods, Cat Food, Feeds), Los Angeles, Calif.; Arizona Brewing Co. (A-1 Pilsner Beer), Phoenix, Ariz.; Carnation Co. (Evaporated Milk, Malted Milk, Crunch, Fresh Milk Products, Ice Cream, Gold Cross), Los Angeles, Calif.; Instant Milk Co. (Carnation Instant Milk, Carnation Instant Chocolate Drink), Los Angeles, Calif.;

Los Angeles Soap Co. (White King Soap, "D" Granulated Detergent, Liquid Detergent, Cleanser, Water Softener, Cold Cream, Complexion Soap, Sierra Pine Soap, Lemon Soap), Los Angeles, Calif.; Van Camp Sea Foods, Inc. (Chicken of the Sea Tuna, White Star Tuna, Chicken of the Sea Oyster Stew, Chicken of the Sea Oysters, Genova "Tonno"), Terminal Island, Calif.; General Time Corp. (Seth Thomas Clocks), LaSalle, Ill.; Hamilton Beach Co. (Household Appliances), Racine, Wis.

**WILLIAM ESTY COMPANY, INC.**

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 V.P., Asst. to Pres...Dr. Wallach H. Wulfeck  
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 V.P., TV Dir.....Samuel Northcross  
 Radio Director.....Wendell Adams  
 V.P. Chg. TV Commercial..Stanley A. Lomas  
 V.P. & Media Dir.....John Peace  
 Radio Time Buyer.....Richard Grahl

*Branch Office*

6331 Hollywood Blvd., Hollywood 28, Cal.  
 Phone: HOLlywood 2-6305

TV Comm. Prod.-Dir.....Arnold J. Wester  
*Radio Accounts:* 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; General Mills; Pacquin, Inc. (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:* National Carbon Co. ("Eveready" Batteries, "Prestone" anti-freeze), New York; R. J. Reynolds Tob. Co. (Camel Cigarettes, Cavalier Cigarettes), Winston-Salem, N. C.; General Mills; Pacquin, Inc.; R. J. Reynolds Tobacco Co. (Winston Cigarettes, Prince Albert Smoking Tobacco), Winston-Salem, N. C.; P. Ballantine & Sons (Beer & Ale), Newark, N. J.

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 Vice-Pres. ....Audrey Ettinger  
 Art Dir.....Martin Stein  
 Copy Chief.....Bill Stearns  
 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.; Worklon Inc.



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Art Director..... Thomas M. Costa  
Continuity Director..... Mary Jane Kerns  
*Radio Accounts:* Allan's Travel Bureau, Ass'n of Commerce & Industry, B & F Toggery (Men's Clothing); Bootery (Shoes); Bressmer's Dept. Store, The Bowl (Bowling); Bridge Jewelry Sotre, Capitol Radio, Chapman-Propane (Fnel); Dellerts (Wallpaper & Paint); Downtain's TV & Appliances; Drake-Scruggs (Trucking); Drone Ford Sales; Dunbar & Co. (Trucking); Eckholdt Kennels (Dog Kennels) Eisner's Food Stores; First National Bank, H & W Motor Sales (Cars); Jack Harmon Serv. Sta.; John Harms & Sons (Farm Machinery); Harvey Bros. (Wearing Apparel); In 'n Out Car Wash; Kennedy Laundry & Dry Clnrs.; LaBonte's Luggage Shop; Modern Business Machines; North American Van Line; Photo-Craft Shop (Photo Supplies); Ray's Brand Products (Meats, Chili); Rorlands Dept. Store; Sally Ward (Launderers & Dry Clnrs.); Security-Federal Savings & Loan; Senate Theatre (Movie Theatre); Seven-Up (Soft Drink); Simmons Office Supply, Skelly Oil, all Springfield, Ill.

*TV Accounts:* First National Bank, Springfield, Ill.

**FARQUHAR AND COMPANY, INC.**

First National Bank Building, Utica 2, N. Y.  
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ABP—APA

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Vice-President..... Ted R. Darvoe  
Secretary..... Roger H. Williams  
Treasurer..... Jay C. Anderson  
Media Dir..... Eleanor Crimmins  
*Radio Accounts:* Jean's Beans (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.; Radio Station WIBX, Utica, N. Y.

*TV Accounts:* Harry Heiman Inc. (Chrysler-Plymouth Dist.), Utica; Ribyat's Furniture, Utica; C. Al Durr Packing Co. Inc. (Meat Products), Utica, N. Y.; Jean's Beans (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.

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Radio-TV Dir., Time Buyer... Morton Yanow  
Director Graphic Arts..... Allen Greenfield  
Art Director..... Edward Schorr  
Production Manager..... Marvin Wermen  
Research Director..... Paul Feigenbaum  
Dir. Media, Plans, Mdsng..... Jay Beneman  
Act. Execs..... Harry Feigenbaum,  
David Wermen, Leonard Schorr, Jay Beneman

*Radio Accounts:* Yankee Maid Meat Products; Kings Wine; Pioneer Belts; Professional Laundry Foundation; Midwest Laundry Foundation; Lou Block Motors; Sears-Roebuck; Federal Savings & Loan Assn.; Royalist Cigars.

*TV Accounts:* Blumenthal Brothers Chocolate Co.; Pennsylvania Range Boiler Co.; Kings Wine; Sears-Roebuck; Professional Laundry Foundation; Midwest Laundry Foundation.

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Secy.-Treas..... Lucille Pierce Ferguson  
Art Director..... Gilbert Meekins  
Act. Exec..... G. Kenneth Adams  
Time Buyer..... Nan Hannum

*Radio Accounts:* Schindler Peanut Products (Peanut Butter & Peanuts), Wash. & Balt.; Mann's Potato Chips, Wash. & Richmond; Smith's Transfer & Storage Co., Washington; Lincoln Warehouse Corp., New York; Little Tavern Shops (Restaurants), Washington & Baltimore.

*TV Accounts:* Smith's Transfer & Storage Co., Washington, D. C.; Mrs. Keane's Beefsteaks (Frozen), Washington, D. C., Virginia and New England; Solarine (Floorwax), Washington, D. C., Baltimore & Philadelphia.

**LAWRENCE FERTIG & CO., INC.**

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Sec'y, Vice-President..... Philip Lukin  
Media Director..... Miss Selma Grosswirth  
Art Directors... Tony Palazzo, Stanley Dusek  
Production Manager..... Joseph Cesare  
*Accounts:* DeKuyper, John, & Son Inc., Jersey City, N. J.; Medal Distilled Products Inc.; Beverly Hills, Calif.; National Distillers Products Corp., N. Y., N. Y.

**ROBERT G. FIELDS & CO.**

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ABP

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Secretary ..... A. Harrell  
Account Executive..... R. L. Fields  
*Radio Accounts:* Jacobs Packing Co. (Meats); Palmer-Hooper Motors (Lincoln

Mercury cars); Blood Bank Foundation (Plasma); Spring Hill Cemetery (Burial Plots); St. Bernard Coal Co. (Coal and Building Supplies), all Nashville, Tenn.

*TV Accounts:* Nashville Bank & Trust Co.; Jacobs Packing Co. (Meats); J. C. Bradford & Co. (Securities); St. Bernard Coal Co., all Nashville, Tenn.

**FIORE & FIORE CORP.**

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

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 Secy.-Treas.....B. V. Fiore  
 Media Research Dir.....Ursula Pisto  
 Merch. Dir.....John Critelli  
 Acct. Executives.....B. E. Geise,  
 William Prusan, William Bloomer, A. Bryant

*Radio & TV Accounts:* Leslie Toy Co., Brooklyn, N. Y.; Watchung Lake (Resort), Watchung, N. J.; Custom Paint & Chemical Co. (Floor Products), Pemsauken, N. J.; Anbesol Co. (Antiseptic), Newark, N. J.; Sardeau, Inc. (Bath Oil), N. Y. C.

*Estimated Radio & TV Billings:* \$755,000.

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 TV Time Buyer.....Helene Heinz  
 Copy Chief.....Alan Fishburn  
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 Publicity Director.....Herb Carlin  
 Radio Time Buyer.....Phyllis Cummings

*Radio Accounts:* Allied Artists Pictures (Motion Pictures); Sittler Bros. (Horse-radish); Bell Savings & Loan Assn. (Institutional); Morae Pharmacal (Insombutal); Clark Theater (Motion Pictures); Davis Oldsmobile; Jensen Movers; Charles Kee-shin, Inc. (Poultry); Oncrete Products, Inc. (Paint); Nat'l. Foundation for Infantile Paralysis (Charity); North American Mushroom, all Chicago, Ill.

*TV Accounts:* Bell Savings & Loan Assn., Chicago; Tam O' Shanter Country Club, (Golf Tournaments), Chicago; Chas. Kee-shin Poultry Co. (Frozen Poultry), Chicago; Oncrete Products (Paint); North American Mushroom.

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 Radio-TV Dir.....William Thomas  
 Assistant Director.....Daniel J. Norton  
 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 Orleans, La.; La. Coca Cola Bottling Co., New Orleans, La.; La. Power & Light Co., Algiers, La.; McIlhenney Co. (Tahasco Sauce), Avery Island, La.

*TV Accounts:* Blue Plate Foods, Inc. (Mayonnaise-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.; Maison Blanche Dept. store, New Orleans.

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**FOLEY ADVERTISING AGENCY**

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Pres., Art & Radio Dir.....Robert B. Foley

*Radio Accounts:* I. J. Fox, Inc. (Retail Furrier), Nokes-Findlay Wallpaper & Paint Co., Cleveland; Stanley Furniture Co. (Furniture & Appliances), Cleveland.

**RICHARD A. FOLEY ADV. AGENCY, INC.**

1528 Walnut St., Philadelphia 2, Pa.

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 V.P., Copy Dir.....Frank J. Corkery  
 Vice Presidents.....Frank M. Knight, Jr.,  
 Earle Steiert, Russell Gray, 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), Wilmington, Del.; Louis Burk Co. (pork products), Phila.; B & O Railroad (Transportation), Baltimore.

*TV Accounts:* Abbotts Dairies (ice cream, milk), Philadelphia; Baltimore & Ohio Railroad (passenger travel), Baltimore; Louis Burk Company (pork products), Philadelphia; 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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Pickett, Penelope Simmons

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V.P., Production Mgr....Edward L. Tollefson  
Treas. & Asst. Sec.....Jos. K. King  
V.P., Dir. of Copy.....A. J. Bremner  
V.P., Dir. of Mer.....W. Robert Eagan  
V.P. & Media Dir.....Gordon Buck  
V.P. & Dir. Radio-TV

Production.....John B. Simpson

Educational Dir.....Leah Anderson  
V.P., Dir. Research.....John Rigotti  
Radio & TV Bus. Mgr.....Harry Dieter  
Radio & TV Time Buyer.Genevieve Lemper  
Office Mgr.....M. R. Loehrke

Statler Center, 900 Wilshire Boulevard

Los Angeles 17, Calif.

Phone: MADison 9-3611

Exec. V.P.....Roy Campbell  
V.P., Chrm. Plans Bd.....Nelson Carter  
V.P., Business Mgr.....C. Burt Oliver  
V.P., Broadcasting.....Gene Fox  
Dir. of Research.....Charles Melvin  
Dir. of Media, Research.....Gene Duckwall  
Mgr. Prod. Dept.....Charles Dennis  
Asst. Mgr. Prod. Dept.....Bob Marlatt  
Radio Time Buyer.....Lydia Reeve  
235 Montgomery St., San Francisco 4, Calif.  
Phone: SUTter 1-2355

V.P., Mgr.....John R. Little  
V.P. & Art Dir.....G. Frederick Cole  
V.P. & Mgr. Prod.....Albert A. Sperisen  
Media Dir.....Llew Jones  
Broadcasting Dir.....Helen Stenson  
6233 Hollywood Blvd., Hollywood 28, Calif.

Phone: HOLlywood 9-6265

V.P., Gen. Mgr.....Edmund Cashman  
806 Main St., Houston 2, Texas

V.P., Mgr.....Edwin H. Badger  
Pacific Building, Portland 4, Oregon

Phone: BROADway 3272

Mgr.....Leith F. Abbott  
1060 National Bank Bldg., Detroit 26, Mich.

Phone: WOODward 3-9770

V.P., Office Mgr.....Charles S. Winston, Jr.  
V.P., Associate Mgr.....Clyde Rapp

*Radio Accounts:* Armour Auxiliaries (Dial Soap & Shampoo, Liquid Chiffon), Chicago; Beatrice Foods (Meadow Gold Products), Chicago; Breast-O'-Chicken Tuna, Inc., San Diego, Calif.; Bullock's Downtown, Los Angeles, Calif.; Calavo Growers of California, Los Angeles; Clairol, Inc. (Hair preparations), New York, N. Y.; First National Bank, Chicago; Gulf Brewing Co., Houston, Tex.; Hawaiian Pineapple Co., Ltd. (Fruit juice concentrate), San Jose, Calif.; Hughes Aircraft Co., Culver City, Calif.; S. C. Johnson & Son (Auto Waxes, Insecticides), Racine, Wis.; Kimberly-Clark Corp. (Kleenex Tissues, Table Napkins, Towels), Neenah, Wis.; LaChoy Food Products, Archbold, Ohio; Lever Brothers Co. (Pepsodent toothpaste, Pepsodent antiseptic, Pepsodent toothbrushes), New York; Lockheed Aircraft Corp., Burbank, Calif.; Minneapolis-Honeywell Regulator Co. (Temperature Controls), Minneapolis, Minn.; Pacific Mutual Life Insurance Co., Los Angeles; Paper Mate Co. (Pens & Desk Sets), Chicago; Perkins Products Co. (Kool-Aid, Kool-Shake, Good Seasons), Chicago; Purex Corp., Ltd., Southgate, Calif.; Rheingold Brewing Co., Brooklyn, N. Y.; Rolley, Inc., San Francisco; Roma Wine Co. San Francisco; Security-First National Bank, Los Angeles; Southern-Pacific Co., San Francisco; Southern-Pacific Lines (Texas and New Orleans Div.) Houston, Tex.; Stauffer System, Los Angeles; Sunkist Growers, Inc., Los Angeles; Thomas Organ Co., Sepulveda, Calif.; Trans-World Airlines, New York.

*TV Accounts:* Armour Auxiliaries (Dial Soap & Shampoo, Liquid Chiffon), Chicago; Beatrice Foods Meadow Gold Products), Chicago Breat-O'-Chicken Tuna, Inc., San Diego, Calif.; Bullock's Downtown, Los Angeles; Calavo Growers of California, Los Angeles; Chicago Tribune (Sunday newspaper), Chicago; Clairol, Inc. (Hair preparations), New York; First National Bank, Chicago; Gulf Brewing Co., Houston, Tex.; Hallmark Cards, Inc. (Greeting Cards), Kansas City, Mo.; Hawaiian Pineapple Co., Ltd. (Fruit juice concentrate), San Jose, Calif.; S. C. Johnson & Son (Auto Waxes, Insecticides), Racine, Wis.; Kimberly-Clark Corp. (Kleenex Tissues, Table Napkins, Towels), Neenah, Wis.;





Kraft Foods Co. (Confections), Chicago; LaChoy Food Products, Archbold, Ohio; Lever Brothers Co. (Pepsodent toothpaste), New York; Minneapolis-Honeywell Regulator Co. (Temperature Controls), Minneapolis, Minn.; Paper Mate Co. (Pens & Desk Sets), Chicago; Perkins Products Co. (Kool-Aid, Kool-Shake, Good Seasons), Chicago; Purex Corp., Ltd., Southgate, Calif.; Rheingold Brewing Co., Brooklyn, N. Y.; Rolley, Inc., San Francisco, Roma Wine Co., San Francisco; Security-First National Bank, Los Angeles; Stauffer System, Los Angeles; Sun-kist Growers, Inc., Los Angeles; Thomas Organ Co., Sepulveda, Calif.

**ALBERT FRANK-GUENTHER LAW INC.**

131 Cedar St., New York 6, N. Y.  
Phone: COrtlandt 7-5060  
ABP—ANPA—APA—NOAB—PPA  
ABC—AAAA

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President.....Frank J. Reynolds Sr.  
Vice-Pres.....Victor J. Cevalco  
Exec. Vice-Pres.....Richard A. Cullinan  
Vice-Pres. & Treas.....S. A. Speake  
Vice-Pres. & Sec.....E. G. McAdie  
Vice-Presidents.....Frank D. Cruikshank,  
Howard C. Allen  
Dir. of Radio & TV.....Robert W. Day  
Time Buyer.....Lawrence Butner

**FRANK, CLINTON E., INC.**

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

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Vice Presidents.....Hill Blackett, Jr.,  
M. W. Grinstead, Philip E. Bash  
Secretary.....Wayne R. West  
Media Director.....Jack L. Matthews  
Time Buyer.....Helen Davis  
1680 N. Vine St., Hollywood 28, Calif.  
Managers....Robert G. Nye, Richard Davis  
285 Madison Ave., New York 16, N. Y.  
Managers.....Jack Miller, Lee Davis

**FRANKEL, JONES, CO.**

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

NOAB—ABP—ANPA—APA—PPA—NBP  
President.....Jones B. Frankel  
Account Executives.....Jones B. Frankel,  
A. G. Gaines, Howard S. Stone, C. E. Rose  
Space Buyer.....Dorothy Cain  
Radio-TV Director.....Henry Sherry  
Radio Accounts: Lion Chemical Co., Rolin  
Sales

TV Account: Rosin-Starr.

**FREDERICK-CLINTON CO., INC.**

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

ABP—ANPA—APA—PPA  
Chm. of Board.....F. C. Burger  
Pres., Treas., Radio-TV Dir,

Time Buyer.....H. S. Rieff  
Exec. V.P., Secretary.....R. S. Buckbinder  
V.P., Art Director.....Edward Gambole  
Prod. Mgr.....M. Goldstein  
Radio Accounts: Adler Shoes, New York;  
Vim Electric Co. (RCA, Thor, Hallcrafters),  
New York, WMGM, Radio, New York.  
TV Accounts: Adler Shoes for Men,  
N. Y. C.; Empire Plastic; Vim Radio & Tele-  
vision (Appliances), N. Y. C.

**CURT FREIBERGER & CO.**

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

AAAA—ANPA—ABP—PPA—NBP—APA  
President.....C. J. Freiburger  
Vice President.....Anne Freiburger  
Robertson, Robert Lochrie  
Sec'y & Treas.....Doris R. Fleischer  
Prod. Mgr.....Virginia Murry

Radio Accounts: American Beauty Macaroni Co. (macaroni products), Denver; Central Bank & Trust Co. (banking), Denver; Associated Grocers of Colo. (groceries), Denver; Colorado Potato Flake Co. (potato chips), Denver; Guardian Savings & Loan Ass'n. (savings & loan), 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 products), Denver; Central Bank & Trust Co. (banking), Denver; Zefer Products (salad dressings), Denver; American Beauty Macaroni Co. (macaroni products), Denver; Gus' Butter Maid Bake Shop (bakery goods), Denver; B. K. Sweeney Mfg. Co. (Distributors), Denver.

**FRIEND-REISS ADVERTISING**

221 W. 57 St., New York, N. Y.  
Phone: PLaza 7-8030

Partner, Administration.....B. M. Reiss  
Partner, Creative Divisions.....Harold Reiss  
Partner, Development.....Lee Friend  
Art Director.....Martin Graber  
Media Director.....A. Louis Goldfarb  
Production Manager.....Julius Brown  
Radio-TV Director.....Edward Ratner

*Branch Offices*

Kemper Bldg., Syracuse, N. Y.  
Phone: SYracuse 3-3181

Manager .....George Ball  
Assistant Manager.....Claude Parton  
22 Elizabeth St., Utica, N. Y.  
Phone: UTica 4-2155

Manager .....George Ball  
Radio Accounts: Cameo Curtains, Inc., New York, N. Y.; Levolor Lorentzen, Inc. (Venetian Blinds), New York, N. Y.; Krug Baking Co., Jamaica, N. Y.; Greenwood Foods, Inc. (Packaged beets & relish, Harvard beets, Sweet'n Sauerkraut), Waterloo, N. Y.; DeJur Amsco Corp. (Photographic Equipment) Long Island City, N. Y.; Shirtcraft Inc. (Shirts and Airman jackets) New York, N. Y.; Lafayette Radio, New York.



*TV Accounts:* Cameo Curtains, Inc. (Curtains — Draperies); Levolor Lorentzen, Inc.; DeJUR Amco Corp.; Shircraft Co.; Toy Guidance Council, Inc. (Educator Toys), New York.

**FRITZ, JIMMY & ASSOCIATES**

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

Managing Partner.....Jimmy Fritz  
Secretary.....Marion Vaughn  
Account Execs. ....H. A. Helm, David Camm  
Production.....Don Cordray

*Radio Accounts:* Advance Muffler Service, Compton, Calif.; Citizens Filing Service (Land), Hollywood; McDaniel's Markets, Los Angeles; Wilshire Federal Savings, Los Angeles; Valley Ford (Autos), Burbank, Calif.; Pasadena Firemen's Fund (Entertainment), Pasadena; Century Oldsmobile, Van Nuys, Calif.; Stansbury Buick, Burbank; Paine & Co. (Potato Chips), Los Angeles.

*TV Accounts:* Citizens Filing Service, McDaniel's Markets, Valley Ford, Pasadena Firemen's Fund, Holt Motors (Dodge-Plymouth), Los Angeles; Stansbury Buick, Phil Hall Buick, Hollywood; Maunch-Davis Buick, Los Angeles.

*Estimated Radio-TV Billings:* \$216,000.

**HARRY M. FROST CO., INC.**

260 Tremont St., Boston 16, Mass.  
Phone: Liberty 2-6140  
ANPA—APA—PPA

President, Treasurer.....Karl M. Frost  
Vice Presidents.....Florence A. Dondero,  
Raymond E. McLaughlin  
V.P., Radio & TV Dir...Harvey P. Newcomb  
V.P., Production Manager.Harold E. Besson  
Radio & TV

Time Buyer.....Virginia M. Fairweather  
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), Boston, Mass.; Eastern Racing Assoc. (Suffolk Downs), East Boston, Mass.; Boston Nash Co. (Automobile Service), Boston, Mass.; Mass. Wharf Co. (Fuel Prods.), Cambridge, Mass.

*TV Accounts:* Durkee-Mower, Inc. (Marshmallow Fluff), Lynn, Mass.; Gentles Baking Company (Gentles Bread), Boston, Mass.; General Electric Supply Corp. (Electrical Appliances), American Crabmeat Co. (3 Little Kittens Cat Food), Boston Nash Dealers (Automobile Service), Boston Mass.; LePages, Inc. (Glue Products), Gloucester, Mass.

**FULLER & SMITH & ROSS, INC.**

1501 Euclid Ave., Cleveland 15, O.  
Phone: CHerry 1-6700

AAAA—ABP—ANPA—APA—NOAB—PPA  
Chairman.....E. L. Andrew  
President (N. Y.).....R. E. Allen  
Secretary-Treasurer.....C. C. Reidenbaugh  
Exec. V.P., Mgr. (Cleveland)...J. C. Maddox

Media Dept. Mgr. (Clvld.)...W. G. Chalkley  
Asst. Treas., Media Dept. Mgr.  
(Chicago).....C. W. Billingsley  
Film Visual Dept.

(Cleveland Office).....David Adam  
Dir., Radio-TV.....Tom Slater

*Branch Offices*

230 Park Ave., New York 17, N. Y.  
Phone: MUrray Hill 6-5600

Vice-Pres. & Mgr.....R. Nicholson  
105 W. Adams St., Chicago 3, Ill.  
Phone: ANdover 3-5041

Chm. Exec. Conim. & Mgr.....E. J. Lauesen  
*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), 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.

**FURMAN, FEINER & CO., INC.**

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

Pres., Radio Time Buyer...Norman Furman  
Vice-President.....Irving J. Gottlieb  
Art Director.....Edwin R. Swaback  
Acct. Execs.....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.

**GARDNER ADVERTISING CO.**

915 Olive St., St. Louis 1, Mo.  
Phone: Central 1-3200

President.....Charles E. Claggett  
Sec. & Treas.....H. S. Gardner, Jr.  
V.P. Chg. Radio-TV.....William Fisher

*Branch Office*

9 Rockefeller Plaza, New York 20, N. Y.  
Phone: COlumbus 5-2000

Vice-President.....Roland Martini  
*Radio Accounts:* Pet Milk Co. (Evaporated milk, instant Pet Nonfat Dry Milk, Justo); Anheuser-Busch, Inc. (Busch Bavarian Beer); Ralston Purina Co. (Feeds and Dog Chow); Southwestern Bell Telephone Co.; Union Electric Co. of Missouri; First National Bank; St. Louis Independent Packing Co. (Ham, Table-Ready Meats, Bacon); Barton Manufacturing Co. (Shoe Polish); Wabash Railroad; Procter & Gamble (Dun-

can Hines Cake Mixes), all St. Louis, Mo.  
*TV Accounts:* Pet Milk Co. (Pet Evaporated Milk, Instant Pet Nonfat Dry Milk, Pet-Ritz Frozen Pies); Monsanto Chemical Co.; First National Bank; Procter & Gamble; Barton Manufacturing Co.; Eli Lilly Co.; Union Electric Co.; Anheuser-Busch, Inc. (Busch Bavarian Beer); St. Louis Independent Packing Co.; Ralston Purina Co.; Wabash Railroad; Southwestern Bell Telephone Co., all St. Louis, Mo.

**GAYNOR COLMAN PRENTIS & VARLEY, INC.**

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

President ..... Paul Gaynor  
 Exec. Vice Pres..... John J. Ducas  
 Vice Pres..... Leslie B. Cort  
 Treas. & Media Dir..... Edwin J. Marra  
 Creative Director..... Alan Slatter  
 Art Director..... Charles Carl  
 Publicity Director..... F. D. Walker  
 Production Manager..... George J. Cisneros  
 Traffic Manager..... Harry Shearman  
 Account Executives..... Richard D. Falcon.  
 Paul V. Higgins, John Halloran, Thomas Darge, Richard Logan, Arthur Larsen

*Accounts:* All American Engineering Co., Wilmington, Del.; American Moninger Greenhouse Co., Brooklyn, N. Y.; J. & E. Atkinson, Ltd., New York; Austenal, Inc., New York; Automatic Switch Co., Orange, N. J.; B. G. Corp., Ridgefield, N. J.; British European Airways, New York; Brush Aboe, New York; California Eastern Aviation, Washington, D. C.; H. W. Carter & Co., Colford, England; Crowley's Milk Co., Binghamton, N. Y.; Thomas A. Edison, West Orange, N. J.; Fairchild Engine & Airplane Corp., Hagerstown, Md.; General Electric Co., Cincinnati, Ohio; Gibraltar Tourist Bureau, Gibraltar; J. Goddard & Sons, New York; Institute of the Aeronautical Sciences, New York; Jaeger Co., New York; Lines Brothers, London; Liquidometer Corp., Long Island City, N. Y.; Link Aviation, Binghamton, N. Y.; Lundy Manufacturing Corp., Long Island City, N. Y.; J. A. Maurer, Long Island City, N. Y.; William MacDonald & Sons, Glasgow, Scotland; McGraw-Hill Publishing Co. (Aviation Week), New York; Precision Film Laboratories, New York; Pyrene-C-O-Two Corp. (Div. of Fyr-Fyter Co.), Newark, N. J.; Rotol Ltd., Gloucester, England; Saint's Satin Wax, London; Social Research, Chicago; Stonco Electric Products Co., Kenilworth, N. J.; Vertol Aircraft Corp., Morton, Pa.; Universal Leaseways System, Cleveland, Ohio; Thomas O. Woolf & Son Co., New York; Witco Chemical Co., New York.

**GEARE-MARSTON, INC.**

(Subsidiary of Ruthrauff & Ryan)  
 22nd & Locust St., Philadelphia 3, Pa.  
 Phone: LOcust 4-3551

AAAA-ABC-ABP-ANPA

President..... Norman W. Geare  
 V.P., Creative Dir..... James B. Briggs  
 Vice President..... Horace D. Nalle

V.P., Dir. of Service..... Karl L. Gauck  
 V.P.-Media Director..... Frank C. Murphy  
 Secretary..... William G. Huckel  
 Treasurer..... Elizabeth A. Heath  
 Art Director..... Richard G. Cummins  
 Production Manager..... Jesse A. Plumley  
 Research Director..... George E. O'Connor  
 Radio & TV Dir.... Frederick C. McCormack  
 Radio & TV Time Buyer... Joan O. McCrea

*Branch Office*

420 Lexington Ave., New York 17, N. Y.  
 Phone: LExington 2-0880

Vice-President..... Charles S. O'Donnell  
*Radio Accounts:* Strawbridge & Clothier (Dept. Store), Western Saving Fund Society, Philadelphia, Pa.; Pennsylvania Salt Mfg. Co. (Chemicals), Philadelphia, Pa.; American Cyanamid Co. (Food Industry Div. "Acronize") New York; Bachmann Brothers, Inc. (Solarex Sun Glasses), Philadelphia; Caloric Appliance Corp. (Gas Ranges), Philadelphia; Personal Products Corp. (Jonny Mop Div., Disposable Toilet Cleaners) Milltown, N. J.; Lawn-Boy (Rotary Powered Mowers) Lamar, Mo.; Firetabs Corp. (Charcoal Briquettes) Bala-Cynwyd, Pa.; E. K. Tryon Co. (Hardware Wholesale Distributor), Philadelphia.

*TV Accounts:* American Cyanamid Co.; Caloric Appliance Corp.; Personal Products Corp.; Lawn-Boy; Pennsylvania Salt Mfg. Co.; Strawbridge and Clothier; E. K. Tryon Co.; Western Saving Fund Society; Valspar Corp. (Paint and Varnish) Philadelphia.

**GETSCHAL CO., INC.**

49 E. 51st St., New York 22, N. Y.  
 Phone: PLaza 8-1100

President ..... Budd Getschal  
 Exec. Vice Pres..... Thomas D. Murray  
 Media Director..... Gerald Gilbert  
*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.**

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

AAAA-ABP-ANPA-ABC

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 President..... Sam M. Ballard  
 V.P., Sec'y..... John R. Geyer  
 Treasurer..... John R. Kunz  
 V.P., Creative Dir..... W. M. Mitchell  
 V.P., Mktg. Dir..... R. C. Robertson  
 Vice Pres., Acct. Supervisor.. Frank Kearney  
 Vice Pres..... Winslow H. Case  
 Vice Pres..... Donald Gill  
 V.P. Copy Directors..... Edward Zern,  
 A. Vernon Bowen, Whiting Hall  
 Vice-Presidents ..... A. LaSala,  
 R. P. Wilson  
 V.P. & Art Director..... A. A. Surin  
 V.P., Radio-TV Creative Dir.... Ray J. Mauer  
 Time Buyers..... Elizabeth Powell,  
 E. S. Richardson  
 Prod. Mgr..... LeRoy Emmerich  
 Business Manager..... D. W. McGuinn



Film Supervisor.....James Harkey  
Media Dir.....Lewis H. Happ

*Branch Offices*

14250 Plymouth Rd., Detroit 32, Mich.  
Phone: Webster 3-5520

Vice Presidents....N. Nyland, John Henry  
931 Third National Bldg., Dayton 2, Ohio  
Phone: Fulton 4-145

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, Griffin Shoe Polish); Olivetti Corp. of Am. (Typewriters & Business Machines), N. Y. C.; Paul Masson Vineyards (Wines, Champagnes, Brandy), San Francisco.

*TV Accounts:* American Home Foods; American Motors Corp.; Boyle-Midway Div., Am. Home Prod.; Paul Masson Vineyards.

**GIBBONS ADVERTISING AGENCY, INC.**

802 Daniel Bldg., Tulsa 3, Okla.  
Phone: 4-2444

ABC-ABP-ANPA-AFA-SNPA-APA  
NOAB-AAAN

President.....J. Burr Gibbons  
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, antifreeze & motor oil & batteries), Tulsa, Oklahoma City; Mitchell Mfr. Co. (Auto Seats), Ft. Smith, Ark.; Sand Springs Farms (turkeys and eggs), Sand Springs, Okla.; V-Chek, Inc., Tulsa; Pedrick Laboratories, Inc. (Vigo Dog & Cat Food), Sand Springs, Okla.; Comet Moving & Storage Co. (moving and storage), Tulsa; Community Fiance Corporation (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 Finance Corp., Ardmore & Duncan, Public Service Co. of Okla., V.-Chek, Inc., Tulsa.

**GIBRALTAR ADV. AGENCY, INC.**

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

President.....Charles J. Basch, III  
Vice-President.....Leo Berman

Treasurer.....Clarence Schmidt  
Sec'y., Radio-TV Dir.,

Time Buyer.....Frances Scott  
Radio & TV Time Buyer.....Gloria Lubin  
Publicity Director.....Buddy Basch  
*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 (Cahana Club); Seagram Laboratories (No-Lax), New York.

**GILLHAM ADVERTISING AGENCY**

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

Phone: 4-5516

ABP-ANPA-APA-PPA

President-Treasurer.....M. C. Nelson  
Senior Vice-President.....Lon Richardson  
Vice-President.....Robert F. Rohlfing  
Vice-President.....Wendell J. Ashton  
Vice President.....J. Y. Tipton  
Vice-President.....Herber G. Wolsey  
TV-Radio.....Arthur Atack, George Barrus  
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., Streator Chevrolet Co., Union Pacific Railroad, Utah Oil Refining Co., Utah Power & Light Co., First Security Banks.

*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., Union Pacific Railroad, First Security Banks.

**BERT S. GITTINS ADVERTISING**

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

ABP-ANPA-NOAB-PPA-APA

President.....Bert S. Gittins  
Prod. Dir.....Stewart Carlson  
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.; 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.

**GLENN ADVERTISING INC.**

304 First Life Bldg., 301 E. 5th St.  
Fort Worth 2, Texas  
Phone: ED 2-4476



**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.,  
 Duke Burgess  
 Secretary.....Grace Gallison

*Branch Offices*

1725 Republic National Bank Bldg., Dallas,  
 Tex.

Phone: RI 6686

V.P., Mgr.....Ward M. Wilcox  
 1505 Transit Tower, San Antonio, Tex.

Phone: CA 7-2369

Vice President.....Robert O. Halleron, Jr.  
 803 Lovett Blvd., Houston, Texas

Phone: CA 4-2729

Manager.....Rex Potter  
 6399 Wilshire Blvd., Los Angeles, Calif.

Phone: WE 3-9369

Manager.....Raymond Prochnow

*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 Ma-  
 terials), Fort Worth; Gebhardt Chili Powder  
 Co. (Chili Products), San Antonio; Globe  
 Laboratories (Veterinarian Pharmaceutics),  
 Fort Worth; Lone Star Brewing Co., San  
 Antonio; Republic National Bank, Dallas;  
 Radio Station KITE, San Antonio, Tex.;  
 WBAP-AM-FM-TV, 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 An-  
 tonio; Republic National Bank; Dallas;  
 Texas & Pacific Railway, Dallas; Texas In-  
 dustries, Inc. (Building Materials), Dallas.

**GOODKIND, JOICE & MORGAN,  
 INC.**

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 Copy Chief.....Garrick M. Taylor  
 Secy. & Media Dir...Florence A. Neighbors  
 Treas., Prod. Mgr.....J. Alden Joice  
 Vice President.....Henry Nathan

*Radio Accounts:* Planters Nut & Chocolate  
 Co., Goldenrod Ice Cream Co., Planters  
 Nut & Chocolate 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 Nut & Chocolate Co., Wilkes-  
 Barre, Pa.

**GOTHAM-VLADIMIR  
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Secretary.....Chester A. Priest  
 Dir. Radio & Television...Arthur A. Kron  
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*Radio Accounts:* Lutheran Laymen's  
 League (Lutheran Church-Missouri Synod),  
 St. Louis, Mo.; L. A. V. (Venezuelan Air-  
 lines), New York, N. Y.; Japan Canned Crab-  
 meat Sales Co., Tokyo.

**GOURFAIN-COBB  
 AND ASSOCIATES**

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

Phone: WH 4-5230

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 Vice President.....Dade Ellison  
 Production Manager.....Myron Stewart  
 Media Director.....Louise Adams

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Sec'y. Media Dir.....Blanche Jampol  
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 Vice-Presidents.....Valeria T. Feely,  
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Secretary.....Mary Waller Grant  
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 Media Director.....Reginald L. Dellow  
 Asst. Dir. Radio-TV Media....Fred Norman  
 Time Supervisor.....Dene Voigt  
 Radio & TV Dir. (Chicago)...Jeanne Ruzek  
 Production Mgr.....Harry White  
 Chicago Art Dir.....Fleetwood Burt  
 Asst. Art Dir.....Albert Fischer  
 V.P. Personnel.....Donald C. Turner  
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Int'l Div.....Fred Spence  
 Copy Group Head.....Wallace Capel  
 Acct. Executives.....Will C. Grant,  
 Howard A. Jones, W. R. Watson, Andrew  
 Shepard, Glen Shears, Carl Post, Fred  
 Spence, Donald Matthews, Jack MacDon-  
 ald



*Branch Offices*

- 711 Third Ave., New York 17, N. Y.  
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29th Floor, Guardian Bldg., Detroit 26, Mich.  
Phone: WOODwood 3-9400
- Exec. V.P.....Lawrence McIntosh  
2003 Davis Bldg., Dallas 3, Tex.  
Phone: Prospect 8121
- V.P. Chg. Dallas Office.....Donald Wagnitz  
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 2-9609
- Mgr. & Acct. Exec.....John A. Giesy  
One Nob Hill Circle, San Francisco 5, Calif.  
Phone: SUTter 1-8424
- V.P. Chg. San Fran. Off.....Jack Edwards  
13th St. at Second Ave., S.W., Miami 36, Fla.  
Phone: FRanklin 3-6611
- 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; Coca Cola (Foreign), N. Y.; Colgate-Palmolive Ltd.; Dodge Brothers Corp., Div. of Chrysler Corp.; Drake Hotel; Florida Power & Light Co.; Iodent Chemical Co.; LACSA—Costa Rican Airlines.

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Phone: WALnut 2-4808
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Partner-TV Dir.....Edmund H. Rogers  
Partner.....Robert W. Graham  
Partners.....Sherman G. Landers,  
Russell K. Carter, William B. Edwards,  
Atherton Seeley, David B. Arnold, Thelma Beresin, Franklin P. Jones, Granville Worrell, Albert R. Bochrach
- Radio-TV Dept.....Walter M. Erickson  
Production Mgr.....Alex Irvine  
Media Director.....David B. Arnold
- Radio Accounts:* The M. A. Hanna Company (Coal), Philadelphia, Pa.; Philadelphia Saving Fund Society (Banking Services), Philadelphia, Pa.; American Chemical Paint Co. (Plant Foods), Ambler, Pa.; Telephone Co. of Pa. (Services), Philadelphia; Diamond State Telephone Company (Services); Delaware; Lee Tire & Rubber Co. (Tires), Conshohocken; Charles Marchand Co. (Hair Rinses), N. Y., N. Y.; Vogel-Ritt (Termite & Pest Control), Philadelphia.
- TV Accounts:* Fidelity-Philadelphia Trust Co. (Banking Services), Philadelphia, Pa.; Philadelphia Saving Fund Society (Banking Services), Philadelphia, Pa.; American Chemical Paint Co. (Plant Foods), Ambler, Pa.; The Bell Telephone Co. of Penna. (Ser-

vices), Philadelphia; Diamond State Telephone Co. (Services), Delaware; Charles Marchand Company (Hair Rinses), N. Y. C.; Philadelphia; Lee Tire & Rubber Co. (Tires).

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Production Mgr.....Joseph Boggiano  
Radio & TV Dir.....Harvey Schulman  
V.P., Media Dir.....Herb Hauser  
Art Directors.....Oscar Krauss, Otto Luther  
*Accounts:* Fabian Theatres Corp., N. Y., N. Y.; Fine Arts Theatre, N. Y.; Palladium Radio Productions, Inc.; Paris Theatre; Rank, J. Arthur, N. Y.; Reade, Walter, Theatres, N. Y.; Stanley Warner Cinerama Corp., N. Y.; United Artists Corp.; Associated Artists; DCA; Little Carnegie Theatre, Sutton Theatre.

**GREY ADVERTISING AGENCY, INC.**

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V.P. & Radio-TV Dir....Alfred L. Hollender  
V.P., Radio-TV.....Hal Davis  
V.P., Mgr. Prod.....Ralph Froelich  
V.P. Media Dir.....E. L. Decker  
V.P., Acct. Supvs.: Ralph Axthelm, Leroy Block, B. I. Brownold, Samuel Dalsimer, Theo. Kaufman, Ben Laitin, Joseph Lorin, Edward Meyer, David Rand, Edmund R. Richer, Jules Singer, Jerome Stolzoff, John A. Kuneau.

*Radio Accounts:* Phillips-Jones, Inc. (Van Heusen Shirts & Men's Wear), New York, N. Y.; Esquire, Inc. (Coronet Magazine); Union Pharmaceutical Corp. (Inhiston); Anson, Inc. (Anson Men's Jewelry); Associated Products, Inc. (Deodorant Pads); 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); Esquire, Inc. (Coronet Magazine); Krueger Brewing Company, Inc. (Beer & Ale); The Mennen Company (Quinsana Foot Powder & Mennen Baby Products); Prince Gardner (Wallets); Campbell Soup Co. (Campbell Kids); Jean R. Graef, Inc. (Girard Perregaux Watches); Phillips-Jones Corp.; Radio Corp. of America; Gruen Watch Co.; Block Drug's Poligrip & Polident; National Broadcasting Co.; RCA Victor Records.

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*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; Cockshutt 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.

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Account Exec. ....Norman Vinitsky  
Production ...Karin Johnson, Lois Huseby

*Radio & TV Accounts:* Authorized TV (Television Service), Minneapolis; Authorized Agency (Picture Tube Insurance), Minneapolis; Downtown Chevrolet (Automobiles), Minneapolis; Thompson Construction Co. (Homes), Minneapolis; Old Home Creameries (Cottage Cheese, Butter), Minneapolis & Moose Lake; Sesame Lift-A-Dor (Garage Door Operators), Minneapolis, Duluth, Rochester, LaCrosse; Pepsi Cola (Bottling) Twin Cities; Minnesota Bowling Proprietors, Minneapolis.

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V.P., Media Dir. ....Rod Macdonald  
V.P., Dir. Copy-TV Depts. ...Courtenay Moon  
Media Dir. ....Richard Tyler

Time Buyers ..... Jan Brown,  
Janice Carrel, Marcelee Sanders.

*Branch Offices*

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Program Director .....Dave Fulmer  
*TV Accounts:* Ralston Purina Co.; Skippy  
Peanut Butter, Div. of The Best Foods;  
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Art Directors.....Stuart Campbell,  
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Acct. Executives.....Graeme Macleod,  
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Lurie, Sy Ethan, Stanley Evans

*Accounts:* American Tobacco Co., Stanley  
Evans, Roi-Tan Cigars; Dunhill, Alfred  
of London, Inc., New York, N. Y.;  
Heublein, G. F. & Bro., Inc., Hartford,  
N. Y.; Heublein, G. F. & Bro., Inc., Hartford,  
Conn. (Smirnoff Vodka, Bell's Scotch);  
London Character Shoes, New York, N. Y.;  
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N. Y. (Savarin Coffee).

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Sec'y & Treas.....Virginia Mears  
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Production Mgr.....Louis Fillipo  
Acct. Executives.....William P. Gunn,  
George J. Walsh, John J. Crimmins, John  
A. Finneran, Dennis Sullivan, Sadye Curtis,  
George P. Butterly

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Mortgage Co.; Jenkins-Gibson & Co.; N. Y.  
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Popular Priced Resorts Assn.; Romweber  
Furniture Co.; Shawnee Press; Waring,  
Fred. Enterprises; Wolfe, William P., Organization;  
Stephen Wise Free Synagogue;  
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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.; Schenectady Savings & Loan Assn.

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Phone: 2-3022

ABP—NBP—APA

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*Accounts:* Allen-Klapp Co. (Newspaper Representatives) Chicago; American Magnetics Co. (Magnetic Separators) Moline, Ill.; Anthes Force Oiler Co. (Truck Safety Equipment) Ft. Madison, Ia.; Baker's Dairy, Moline, Ill.; Blackhawk Films (Home Movie Films) Davenport, Ia.; Eastin Pictures, (Educational Films) Davenport, Ia.; H-O-N Co., The (Office Equipment), Muscatine, Ia.; Holst-Kakert Co. (Carpet Cleaning) Moline, Ill.; Lofgren Distributing Co. (Radio and TV) Moline, Ill.; Moline Accessories Corp. (Elevator Parts) Moline, Ill.; Moline Iron Works (Castings) Moline, Ill.; Prime-Mover Co. (Materials Handling Equipment) Muscatine, Ia.; Rock Island Argus (Newspaper) Rock Island, Ill.; Stampings, Inc. (Bottled Gas Housings) Davenport, Ia.; Uptown National Bank, Moline, Ill.; Van Vooren Products (Welding Equipment) East Moline, Ill.; Veterans Information Service, Moline, Ill.; Station WHBF AM-FM-TV, Rock Island, Ill.; Warsaw Brewing Corp., Warsaw, Ill.; Z-F Co. (Grease-seal and Underground Pumping Stations) Moline, Ill.

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J. M. Nixon, E. W. Phillips, John M. Sullivan, Charles R. Milne

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 Rochester Corp., 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 Savings & 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.

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Vice Pres. .... Thomas-Kivlan, David R. Coey  
V. P., Art Dir. .... Alfred Fester  
Secretary ..... George H. Hartman, Jr.  
Treasurer ..... Frank R. Hartman  
Copy Chief ..... Thomas Whitehead  
Media Dir., Radio-TV Time

Buyer ..... Virginia Caldwell  
Production Mgr. .... Philip Navigato  
Radio & TV Director ..... John D. Berg  
Radio & TV Talent Buyer ..... Jack Leonard  
Research Dir. .... Burton Wasserman

*Branch Office*

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

Phone: MURray Hill 9-8637

Radio-TV Dir. .... John Berg

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7 King St. E., Toronto, Ontario, Canada

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Radio-TV Director ..... R. D. Amos  
Asst. Dir. .... C. M. Harrison  
Timebuyer ..... M. Martin  
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:** Canadian Cannery Ltd. (Aylmer Soups); Procter & Gamble Ltd.; R. D. Fleck Co. Ltd. (Minibrix); Brading Breweries Ltd.; Loblaw's Ltd.; St. Lawrence Starch Co. Ltd.; Visking, Ltd.; Canada Permanent Trust.

**HERALD ADVERTISING AGENCY, INC.**

441 Lexington Ave., New York 17, N. Y.  
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 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.; Lantre Ltd.; Lightfoot Schultz Co.; Lynn Handbags, Inc.; O'Toole, Edward Co. Inc.; Radio Station WQAN, Scranton, Pa.; Scranton Times.

**AL HERR ADVERTISING AGENCY**

225 E. Michigan St., Milwaukee 2, Wis.  
 Phone: Broadway 1-2710  
 AAAA-ABP-ANPA-APA

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 Vice-President.....John Rock  
 Radio and TV Dir.....Pat Kocian

**Radio Accounts:** Pate Oil Company (Gasoline, Lubricants, etc.), Milwaukee, Wis.; Kellers, Inc. (Beverage Distributor), Milwaukee, Wis.; Milwaukee Florists Assn. (Flowers), Milwaukee, Wis.; Luick Dairy Company (Dairy Products), Milwaukee, Wis.; Luick Ice Cream Company (Ice Cream), Milwaukee, Wis.; Ace Foods, Inc. (Restaurant & Caterers), Milwaukee, Wis.

**TV Accounts:** Pate Oil Company (Gasoline, Lubricants, etc.), Milwaukee, Wis.

**HICKS & GREIST, INC.**

555 Fifth Ave., New York 20, N. Y.  
 Phone: MUrray Hill 7-5600  
 ABP-ANPA-AFA-ABC

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V.P., Dir., Radio-TV.Theodore J. Grunewald  
 Time Buyer.....Vincent J. Daraio,  
 TV-Radio Copy.....L. Lokes

**Branch Office**

3450 Wilshire Blvd., Los Angeles 5, Calif.  
 Phone: DUmkirk 5-1721

V.P., Gen. Mgr.....Robert Black  
**Radio Accounts:** Brill Foods (Canned Specialties) Newark, N. J.; Better Heat with Oil Council, New York; Dixie Cup Co. (Paper Cups, plates) Easton, Pa.; Lewyt Corp., (Vacuum Cleaners) Long Island City, N. Y.; Sandura Corp. (Floor, Wall & Counter Cover.) Philadelphia; Servel, Inc. Taylor-Reed Corp. (Q-T Frosting, Cocoa Marsh, Spandy E-Z Pop) Glen Brook, Conn.

**TV Accounts:** Dixie Cup, Lewyt Corp., Walter Johnson (Powerhouse candy and other candy products) Chicago; Taylor-Reed Corp. Sandura Corp.

**HILL & KNOWLTON, INC.**

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

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**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.  
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 Production Manager.....Daniel Casey  
 Acct. Executives.....Louis J. Riggio,  
 James Williamson, Frank Fox, Wm. Tirrell,  
 Joseph P. Quin, Jr., Robert Fine

**Accounts:** Bjelland, Chr., Co., Inc., New York City; Chess, Mary, Inc. (Cosmetics), New York City; Emerol Mfg. Co., Inc. (Marvel Mystery Oil), New York City; National Yeast Corp., Belleville, N. J.; Parfums Evyax, New York City; Savoy-Plaza Hotel, New York City; Shirriff'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  
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 Treasurer.....Myron Eastwood, Jr.



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 Production Mgr. . . . . Bertlia L. Aldrich  
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**HOUCK & COMPANY, INC.—  
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 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.; Radio Station WSLS, Roanoke, Va.

**BRYAN HOUSTON, INC.**

730 Fifth Ave., New York 19, N. Y.  
 Phone: PLaza 7-6400

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 V.P. Dir. Research. . . . . Frederick L. Ryner  
 V.P. Dir. Radio-TV. . . . . Wm. B. Templeton  
 V.P. Dir. Media. . . . . H. Dobbertein  
*Radio Accounts:* Colgate-Palmolive Co. (Ajax, Cashmere Bouquet Soap); Nestle Company (Nescafe Instant Coffee).  
*TV Accounts:* Colgate-Palmolive Co. (Ajax, Cashmere Bouquet Soap, Cashmere Bouquet Hand Lotion, Cashmere Bouquet Lipstick, Veto Cream, Veto Spray); Nestle Co. (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, A. E. VanWagner  
 Dir. Radio-TV. . . . . Henry C. Hart, Jr.  
*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, Hammers), Collinsville.

Conn.; Nashua Corp., (Paper Packaging), Nashua, N. H.; Cryovac Co. (Food Packaging) Cambridge, Mass.; Rumford Chemical Works (Cleaner) East Providence, R. I.; Westfield Mfg. Co. (Columbia Bicycles), Westfield, Mass.

*TV Accounts:* Industrial Natl. Bank (Banking), Providence, R. I.; Westfield Mfg. Co. (Bicycles), Westfield, Mass. The Collins Co.  
*Estimated Radio-TV Billings:* \$125,000.

**CHARLES W. HOYT CO., INC.**

380 Madison Ave., New York 17, N. Y.  
 Phone: MUrray Hill 2-2000  
 AAAA

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

*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  
AAAA—ABP—ANPA

Chrm. of Board .....Richard S. Humphrey  
President ..... Charles A. Holcomb  
V.P., Media Dir., Secy...Harry M. Billerbeck  
Treasurer.....Carroll L. Cheverie  
Radio-TV Dir. ....Ransom P. Dunnell

*Branch Office*

1235 Statler Bldg., Boston 16, Mass.  
Phone: LLiberty 2-6100

Vice President.....Joseph T. Coenen

**HUTCHINS ADVERTISING CO., INC.**

42 East Ave., Rochester 4, N. Y.  
Phone: HAmilton 6.1160

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

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,  
Rittenhouse Co., Inc., E. J. Scheer, Inc.,  
Schuler Potato Chip Co., Scrantom's Book  
and Stationery Co., Waldert Optical Co., Inc.  
*TV Accounts:* Lincoln Rochester Trust  
Co., 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  
Media Dir.....A. R. Conte

**JOHNSTON, FRANK B. ADV., INC.**

117 Liberty St., New York 6, N. Y.  
Phone: BArelay 7-3337  
APA—ANPA—PPA

President .....F. B. Johnston  
Art Dir., Prod. Mgr. ....John Inglehart  
Acct. Execs. ....Morton S. Krieger,  
John Caruso, Harry Carter

**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,  
Evelyn Ranch

Film Buyer .....Jan Lattier  
Mgr., Client Services .....H. S. Lenz

*Branch Office*

580 Fifth Ave., New York 36, N. Y.  
Phone: PLaza 7-4600

V.P. ....W. A. Powers

**KAL, EHRLICH & MERRICK, INC.**

315 Star Bldg., Washington 4, D. C.  
Phone: EXecutive 3-3700

ANPA

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  
Account Executives.....Joseph Weinstein,  
Alexander Charles, Wm. B. Mullett, Philip  
Berne, Wm. Roberts, Frederick M. Har-  
ris, R. Edward Hotze, Charles Smith.

**KAMIN ADVERTISING AGCY.**

4610 Main St., Houston 2, Texas  
Phone: JACkson 6-1181

ANPA—APA

President .....Lester Kamin  
Exec. V.P., Media Dir.,

Time Buyer.....B. L. Blumberg  
V.P., Art Dir., Prod. Mgr...W. R. Stevenson  
V.P., Radio, TV Dir.....Murray Getz  
Comptroller.....Irving L. Samuels  
Acct. Executives.....Lester Kamin,  
Sig Smith, Rita Sullivan, Murray Getz,  
B. L. Blumberg

**KANE, LAWRENCE, INC.**

171 Madison Ave., New York 16, N. Y.  
Phone: MUrray Hill 5-7216

ABP—PPA

President .....Lawrence Kane  
V.P., Prod. Mgr. ....Thomas Neefus  
Sec'y.....Rowena Pearl  
Treas., Art Dir. ....Norman Brenner  
Acct. Execs. ....Lawrence Kane,  
Thomas Neefus, Alvin Gardner, Marvin  
Richwald

**H. W. KASTOR & SONS ADV. CO.**

75 E. Wacker Dr., Chicago 1, Ill.  
Phone: CEntral 6-5331

ABC—ANPA—APA—NOAB

President.....A. G. Kastor  
V.P. & Gen. Mgr..... Marvin Harms  
Vice-President .....Herman Kastor  
Vice Pres.....John T. Urice  
V.P. & Copy Chief.....Ashley Belbin  
Media Dir.....Harvey Mann  
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—ABC—APA  
Chairman.....H. Kastor Kalin  
Pres. & Treas.....Willoughby S. Chesley  
V.P., Sec'y, Copy Chief.....C. E. J. Clifford  
V.P., Media Dir., Radio Time and TV  
Buyer.....Jack B. Peters  
Radio, TV Dir., Time Buyer....H. B. Walsh  
Radio Accounts: Hickok Mfg. Co., Rochester, 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—ANPA—ABP—APA

Bd. Chairman .....Joseph Katz  
V.P. & Treas.....C. M. Harrison  
V.P., Mgr. ....Morton Salan  
V.P. & Art Dir.....George C. Adams  
Media Buyer .....Jean Mitchell  
Vice President .....Stanley Blumberg  
Radio-TV Dir.....Frederick Elrick

*Branch Office*

Amoco Bldg., 555 Fifth Ave., New York, N. Y.  
Phone: Murray Hill 7-0250

Pres.....John T. McHugh  
Sr. Vice Pres.....Harry Kullen  
V.P. & Radio-TV Dir.....Robert G. Swan  
Assoc. Radio-TV Dirs.....Richard Katz,  
Alice Polver

Radio Accounts: American Oil Co. (Amoco-Gas), New York, N. Y.; Charles Antell, Inc. (Charles Antell Formula 9, Shampoo, Hair Spray), Baltimore, Md.; Gibbs & Co., Inc. (Gibbs Pork & Beans, Catsup, Canned Vegetables), Baltimore; Madera Bonded Wine & Liquor Co. (Madera & Mt. Zion Wines) Baltimore.

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; Eastern Venetian Blind Co., Baltimore; Gibbs & Co., Inc. (Pork & Beans, Catsup, Canned Vegetables), Baltimore; Madera Bonded Wine & Liquor Co. (Madera & Mt. Zion Wines), Baltimore; Radio Station WITH, Baltimore, Md.; WLEE, Richmond, Va.; WWDG, Washington, D. C.; WXEX-TV, Richmond-Petersburg, Va.

**HENRY J. KAUFMAN & ASSOCIATES**

1419 H St., N.W., Washington 5, D. C.  
Phone: District 7-7400

ABP—ANPA—APA

General Manager.....Henry J. Kaufman  
Creative Director.....Wm. F. Sigmund  
Radio Director.....Jeffrey A. Abel  
TV Director.....Robert S. Maurer  
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

Chairman of Board .....P. R. Hume  
President .....J. T. Nolan, Jr.  
Secretary.....H. J. Darby  
V.P., Radio-TV Director.....A.A. Radkey

**KEILSON CO.**

117 W. 46th St., New York 36, N. Y.  
Phone: JUDson 2-1797

President .....Meyer Keilson  
Sec'y-Treas.....P. Keilson  
Scripts & Commercials.....Janet Sternberg  
Media Dir.....Phyllis Pion

**HELEN A. KENNEDY ADVERTISING**

360 - 17th St., Oakland 12, Calif.  
Phone: TEmplebar 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.

**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  
V. Chmn. of Bd. ....Edwin Cox  
Sr. V.P., Corporate Service,

Treas. ....David C. Stewart  
Vice Presidents.....Garth Montgomery,  
E. W. Newson, William Green, Donald Maggini, G. Lathrop, G. T. C. Fry, Douglas Coyle, George Oswald, Norman Bertels, Richard Allewelt, Robert Barker, William King, Budd Hemmick, William Rienecke, William Berech, Frederic Flanagan, Sidney Silleck, Donald M. Smith, Jr., Joseph Lieb, Robert Cole, John Soughan, Douglas Keys, Peter Stewart, William Weber, Robert Shirey, Stephens Dietz, Clinton Wheeler, Jr., Kevin Kennedy, L. Dickson Griffith, Samuel Alter, Edward Mante, Lester Swenson, Robert Young, Jr.

Art Manager.....Edward Mante  
V.P., Media Dir.....Joseph P. Braun  
V.P., Prom. Dir.....Hal Davis  
V.P., Dir. of Radio-TV.....J. S. Bealle  
Sr. V.P., Mktg. Services .....G. Maxwell Ule

*Branch Offices*

645 Griswold St., Detroit 26, Mich.  
Phone: WOODward 5-0300

Vice Pres., Mgr.....David Gillespie  
620 Market St., San Francisco  
Mgr., Vice Pres.....Sydney G. Walton  
321 Bloor St., E., Toronto, Ont.  
Mgr., Vice Pres.....Donald E. Smith  
Nat'l. Bank Bldg., Phila. 7, Pa.  
Phone: RITtenhouse 6-8020  
Equitable Bldg., Hollywood 28, Calif.  
Phone: HO: 3-2101



ADVERTISING AGENCIES

V.P., Mgr.....Jack Runyon  
795 Peachtree St. N. E., Atlanta 3, Ga.  
Phone: TRinity 5-7761

V.P., Mgr.....John Shannon  
221 N. LaSalle St., Chicago, Ill.  
FInancial 6-4020

V.P., Mgr.....Walter Lawrence  
*Radio Accounts:* Beech-Nut Packing Co. (Chewing Gum, Coffee, Baby Foods), Canajoharie, N. Y.; Ford Motor Co. (Institutional), Dearborn, Mich.; Shell Oil Co. (Institutional); Chase Manhattan Bank; Equitable Life Assurance Society; Radio Corp. of America (RCA Institutional Advertising); Pepsi Cola.

*TV Accounts:* Same as above with the exception of Beech-Nut (no television).

**J. M. KESLINGER & ASSOCIATES**

37 Saybrook Place, Newark 2, N. J.  
Phone: MArket 3-0007

Owner, Pres.....J. M. Kesslinger  
Media Director.....H. C. R. Kesslinger  
Research Director .....Mitchell Krauss  
Account Executives .....Joseph M. Dietz,  
Morton Howard Roth, Paul Weisman  
*Radio Accounts:* Guardian Life Insurance Co., New York City; O. E. Linck Co. (Agricultural Prods.) Clifton, N. J.; Quicke Products, Inc. (Hand Cleaner) Yonkers, N.Y.

**KETCHUM, MacLEOD & GROVE, INC.**

411 Seventh Ave., Pittsburgh 19, Pa.  
Phone: COurt 1-5100  
AAAA-ABP-ANPA

President .....George Ketchum  
Exec. V.P., Administration...W. S. Redpath  
Exec. V.P., Service.....E. T. Parrack  
Radio & TV Dir.....Edgar J. Donaldson  
Feature Film Buyer.....Donald L. Fox  
Radio-TV Producers.....William B. Kroske,  
Norton T. Gretzler, Warren C. Rossell  
Radio-TV Time Buyer....James L. Shannon

*Branch Offices*

155 E. 44th St., New York, N. Y.  
Phone: MUrray Hill 7-5640

Assoc. Dir. Radio-TV...Edmund Anderson  
8 E. Long St., Columbus 5, Ohio  
Phone: CApital 4-9632

Radio-TV Producer....Melvyn F. Johnston  
*Radio Accounts:* Braum Baking Co., Pittsburgh; Chevrolet Dealers, Maryland, Virginia Zones; Dairymens Cooperative Sales Assn., Pittsburgh; East Ohio Gas Co., Cleveland; Hospital Service Assn., Manufacturers Light & Heat Co., Natural Gas Companies, Peoples Gas Co., Rieck Dairy Co., Vimco Macaroni Co., Westinghouse Electric Corp., Aluminum Co. of America, Pittsburgh Brewing Co., Thorofare Markets, Inc., Reymer & Bros., Westinghouse Broadcasting Co., all Pittsburgh, Pa.

*Television Accounts:* Aluminum Co. of America, Braum 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., Thorofare Markets, Inc., Westinghouse Electric Corp., all of Pittsburgh; East Ohio Gas Co., Cleveland; Ohio Fuel Gas Co., Columbus, Ohio; Pittsburgh Brewing Co.

**ABBOTT KIMBALL CO., INC.**

250 Park Ave., New York 17, N. Y.  
Phone: PLaza 3-9600

AAAA-ABP-ANPA-APA-NOAB  
President .....Abbott Kimball  
V.P.....Lawrence D. Reedy  
Chrm. Plans Board, V.P.....H. B. LeQuatte  
Vice Pres.....H. V. Coughlin  
V.P., Media .....Wm. Engelmann  
Radio-TV Time Buyer .....B. Reid  
Prod. Mgr. ....Joseph Kiebrick

*Branch Offices*

520 N. Michigan Ave., Chicago 11, Ill.  
Phone: MICHigan 2-0300

638 S. Van Ness St., Los Angeles 5, Cal.  
Phone: DUNkirk 7-7305

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.,  
*TV Accounts:* Firth Carpet Co., N.Y.C.

**LEW KING, VEHON & WOLF, INC.**

218 W. Adams, Phoenix, Ariz.  
Phone: ALpine 4-5548

President.....Lew King  
Vice Pres., Secy.....S. E. Vehon  
Treasurer.....George J. Wolf  
Radio-TV Dir. ....Jack Beveridge  
Copy Chief.....James Silvius  
Production Mgr.....Leonard Flake  
*Radio Accounts:* Associated Dairy Products (Webster's Dairy) Glendale, Ariz.; Meham Pontiac, Glendale, Ariz.; Mission Beverage Co., Phoenix, Ariz.; Economy Finance (Finance & Loan) Phoenix, Ariz.; Desert Enterprises (Hotels & Motels) Phoenix, Ariz.

*TV Accounts:* Associated Dairy Products (Webster's Dairy) Glendale, Ariz.; Lloyds Trailer Sales, J. J. Newberry (Variety Store), Mission Beverage Co., Mort Braver's Radio & TV, Arizona Furniture Store, Karl's Shoe Store, Economy Finance Co. (Loans), all Phoenix, Ariz.

**KIRCHER, HELTON & COLLETT, INC.**

2600 Far Hills Ave., Dayton 9, Ohio  
Phone: WALnut 3191

AAAA-ABP

Pres.....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  
Radio & TV Dir.....Donald R. Lyons  
*Radio Accounts:* Gem City Savings Assn., The Rike-Kumler Co. (Department Store),

The Univis Lens Co. (Glasses, Frames & Lens), Lowe Brothers Paint Store, Good Housekeeping Shop, all Dayton, Ohio.

*TV Accounts:* Gem City Savings Assn., The Rike-Kumler Co., Jack M. Werst (Jewelers), The Univis Lens Co., Lowe Brothers Co., Good Housekeeping Shop, Gem City Ice Cream Co., all Dayton, Ohio.

*Estimated Radio & TV Billings:* \$100,000.

**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, Atlanta, Ga.

**PHILIP KLEIN ADV., INC.**

Penn Square Bldg., Philadelphia 2, Pa.

Phone: RI 6-7070

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

Media Dir.....Kay Swart

Pub. Dir.....Henry Klein

Acct. Executives.....Philip Klein,

Morton Koshland, Herbert Ringold

*Accounts:* Al-Hy Lingerie Co.; Admiral

Travel Service; Alexander Young Distilling

Co., American Friends Service Committee;

Art Alliance; Atlas Import & Export Co.;

Bamberger, A. J.; Buten, M., & Sons;

Co.; Chaim Solomon Cemetery; Cooper

Supply; Da-Zee Hosiery Co.; Distillers

Warehousing Co.; Equitable Credit Co.;

Fairchild & French Laboratories; Frankford

Grocers; Goldban Pharmaceutical Co.; Gorse,

George; Herbach & Rademan; Industrial

Trust Co.; Jacquin, Charles, et Cie; Junto

(Adult Education School); King David Cem-

etery; Levering Coffee Co.; Levine, Joseph;

Lionel Friedman Inc.; Luria Brothers &

Co. Inc.; Mifflin Chemical Co.; National

Mental Health Foundation, Inc.; Oleen Sham-

poo Co.; Olive Products Co.; Paper-Mate

Pen Co.; Penn State Cigar Co.; Pancoast;

Price, Charles Morris, School of Advertising;

Professional Products Inc.; Puritan Station-

ery Co.; Read Drug Co.; Reed, William A.

Co.; Shaffer Food Stores; Sixty-Ninth St. Busi-

nessmen's Assn.; Snellenburg, N.; Society

of Industrial Realtors; Stonhard Co.; Sun

Ray Drug Stores; Wirkman Emanuel;

Young, Alexander.

**WALTER J. KLEIN CO.**

1214 Elizabeth Ave., Charlotte 4, N. C.

Phone: FR 7-1646

ABC—ABP—ANPA—AFA

Owner .....Walter J. Klein

Radio-TV Dir.....Alan Burke

Photography Dir.....Glen B. Moody

Acct. Execs.....Charles L. Moss, Robert N. Buckler, Guy Zwahlen

*Branch Offices*

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

Phone: MUrray Hill 7-8351

Chief Exec.....Charles J. Basch III

1110 E. Franklin Extension, Chapel Hill, N. C.

Phone: 8-5675

Chief Exec.....Guy Zwahlen

*Radio Accounts:* Jesse Jones Sausage Co.

(Meat Products) Raleigh, N. C. & Danville,

Va.; Maola Milk & Ice Co. (Dairy Products)

New Bern, N. C.; M & J Finance Corp. (Auto

Finance) Offices in N. C. & S. C.; Roberson's

BIG Beverages (Soft Drinks) Washington,

N. C.; Southern Appliances, Inc. (Major Ap-

pliances) Charlotte, N. C.; Station WRAL-

TV, Raleigh, N. C.; Tall Fashions (Ladies

Ready-to-Wear Chain) Washington, D. C.;

Pilot Life Insurance Co. (Multiple-Line In-

surance) Greensboro, N. C.; Textile Workers

Union of America (Trades Union) New

York, N. Y.

*TV Accounts:* Jesse Jones Sausage Co.

(Meat Products) Raleigh, N. C. & Danville,

Va.; Jewel Box Associates (Jewelry Store

Chain), Greensboro, N. C.; Maola Milk & Ice

Cream Co. (Dairy Products) New Bern,

N. C.; American Hardware & Equip. Co.

(Hardware & Housewares) Charlotte, N. C.;

Carolina Power & Light Co. (Public Utili-

ties) Raleigh & Asheville, N. C.; Belk's De-

partment Stores (Department Store Ass'n.)

Charlotte, N. C.; Thomas & Howard (Food

Products) Charleston, S. C.; Blue Magic, Inc.

(Easy Monday Starch) Bryn Mawr, Pa.;

United Dairies (Dairy Products) Gastonia,

Shelby, Statesville, Concord, N. C.; Chimney

Rock Park (Attraction) Chimney Rock,

N. C.; Southern Appliances, Inc. (Major Ap-

pliances) Charlotte, N. C.; Eckerd's Drugs,

Inc. (Drug Store Chain) Charlotte, N. C.;

Walker-Martin (Major Appliances) Raleigh,

N. C.; J. I. Case Co. (Farm Machinery) Char-

lotte, N. C.; York Drug Co. (Kennedy's Mix-

ture) York, S. C.; Suburban Rulane Gas Co.

(Public Utilities) Charlotte, N. C.; North

Carolina Dairy Products Ass'n. (Trade

Ass'n.) Raleigh, N. C.; Marnat Packing Co.

(Big Time Dog Food) Bennettsville, S. C.;

Virginia Plastics & Chemical Co. (Handiflex

mops) Roanoke, Va.; Old World Formulas,

Inc. (Grecian Formula No. 16) Chicago;

North Carolina Food Dealers Ass'n. (Trade

Ass'n.) Charlotte, N. C.; Pilot Insurance

Co., Greensboro, N. C.; Tussy Cosmetics, Re-

gional, (Tussy Cosmetics) New York, N. Y.;

Tall Fashions (Ladies Wear) Washington,

D. C.; Roberson's BIG Beverages (Soft

Drinks) Washington, N. C.; Geer Drug Co.

(Drug Products) Spartanburg, S. C.

**EDWARD KLETTER ASSOCIATES, INC.**

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

Phone: PLaza 1-1900

President .....Edward Kletter

Exec. Vice Pres.....Daniel Potter



Director.....William C. Keenan  
 Dir. Marketing & Research.....Philip Agisim  
 Print Media Dir.....Thomas A. Doyle  
 Art, Production Dir.....Sydney Reich  
 Art Manager.....Erno Slovak  
 Production Mgr.....Jay Stuart  
 Accounting Mgr.....Florence Shapin  
 Publicity.....Pearl Sheridan  
 Creative Prod., Dir., Live TV Commercials  
     Charles M. Boland  
 Radio-TV Director.....Don Blauhut  
 Radio-TV Manager...Alvin L. Hollander, Jr.  
 TV Film Director.....Lloyd Durant  
 Radio-TV Media Dir.....Herbert Gruber  
 Time Buyer.....Ruth M. Bayer  
 Talent Buyer.....Helen O. Lawin  
*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.

**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

**ABNER E. KOHN ADVERTISING**

15 Bond St., Great Neck, N. Y.  
 Phone: GReat Neck 2-8408

President.....Abner E. Kohn  
 Vice Pres.....Florence Ziegler

**KRUPNICK & ASSOCIATES, INC.**

520 North Grand Blvd., St. Louis 3, Mo.  
 Phone: JEFFerson 3-1723

ABP—ANPA—APA

President.....Sam Krupnick  
 Exec. V.P.....Tom Connelly  
 V. P., Creative Dir....Raymond Armbruster  
 Secretary-Treasurer.....Edgar Kluge  
 Media Mgr.....Fred Wuellner

**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.  
 Exec. V.P., Copy Chief. William J. Griffin, Jr.  
 Sr. V.P., Exec. Dir., Radio,  
     TV.....Myron P. Kirk  
 V.P. & Copy Chief.....Amedee J. Cole  
 Exec. V.P.....Vincent Aiello  
 Vice President.....S. R. Kudner  
 V.P., Sec'y.....C. M. Rohrbaugh  
 Asst. Sec'y, Controller.....H. R. Titman  
 Vice Pres., Acct. Execs.....E. J. Owens,  
     Martin Rice, J. J. Cochran, J. W. Millard,  
     Fred Zeder

Asst. Dir. Media (Time).....John Marsich  
 Mgr. Radio, TV Dept.....A. W. Reibling

*Branch Offices*

New Center Bldg., Detroit, Mich.  
 Phone: Trinity 5-5315

Exec. Rep.....John H. Sheldon  
 681 Market St., San Francisco 5, Calif.  
 Phone: GARfield 1-5433

Representative.....J. H. Hornell  
 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  
 3325 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.

*TV 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 & Klein; 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  
 AAAA

President.....Harold E. Kuttner  
 Vice Presidents.....Florence E. Kuttner,  
     Chester D. Kuttner, Stanley Kuttner, Mary  
     Brown  
 Copy Chief.....Martin Maller  
 Art Directors....Forest Lightle, Jane Smith  
 Radio TV Director.....Norbert Leeb

*Branch Office*

130 W. 57th St., New York, N. Y.  
 Phone: JUDson 6-2358

Office Mgr.....Dina Cohen  
*Radio Accounts:* American Community Bldrs. (Home Builders) Park Forest, Ill.;

Kimball Hill (Home Builders) Rolling Meadows, Ill.; Gottfried Motors (Chrysler-Plymouth Dealer) Chicago; Shoppers World (Discount Dept. Store) Chicago; Fidelity Builders (Home Builders) Arlington Heights, Ill.; Ironite (Distributor) Chicago.

*TV Accounts:* Community Builders (Home Builders & Remodelers) Skokie, Ill.; Capitol Dairy, Chicago; Gottfried Motors (Chrysler-Plymouth Dealer) Chicago; Ironite (Automatic Ironer Distributor).

Estimated Radio-TV Billings: \$425,000.

**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 Buyer.....Mrs. L. Simmons  
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.; Kelley-Clarke Co. (Canned Salmon), Seattle; Union Planters National Bank, Memphis; Pantazc Drug Stores, Memphis.

*TV Accounts:* Plough Inc., Memphis; Hadacol, Inc., Lafayette, La.; Union Planters-Nat'l. Bank, Memphis, Tenn.

**LAMBERT & FEASLEY, INC.**

430 Park Ave., New York 22, N. Y.  
Phone: Murray Hill 8-6464  
ANPA—APA—PPA—NOAB

Pres. ....Frank W. Mace  
V.P., Gen. Mgr.....J. L. Johnston, Jr.  
V.P., TV-Radio Dir.....John Bates  
*Radio Accounts:* Phillips Petroleum Co. (Gasoline, Motor Oil), Bartlesville, Okla.; DeVilbiss Co., Drilling Specialties Co.; Lambert-Hudnut Div. of Warner-Lambert Pharmaceutical Co.; Phillips Chemical Co., Prophy-Lac-Tic Brush Co.

**LANDI, ERBERTO, ADV. CO.**

853 Seventh Ave., New York 19, N. Y.  
Phone: JUdson 6-0588

Owner .....Erberto Landi  
Media Dir.....Rose Peters Gatto  
Publicity Dir.....Rose George  
*Radio Accounts:* Aiello Dairy Farms Co. (Italian Dairy Products) Brooklyn, N. Y.; Alba Drug Products (Vitamin Capsules) New York City; Geo. A. Hormel & Co. (Meat Products-Italian Field) Austin, Minn.; Ferrara Conf. Co. (Italian Candy & Pastries) New York City; Etna Importing Co. (Ciclope Wine) Bronx, N. Y.; Corona Products (Coffee) South Ozone Park, N. Y.; Tolibia Cheese Corp., Fond-du-lac, Wis.; Aequalina Mfg. Co. (Washing Liquids, Bleach, Starch, Blue) Brooklyn, N. Y.; Fontana Hollywood Corp. (Wines) New York, N. Y.; Italian Drug Imp. Co., New York, N. Y.

*TV Accounts:* Geo. A. Hormel & Co., Alba

Drug Products, Aiello Dairy Farms Co., E. Fucini & Co. (Italian Bitters) New York City; Fontana Hollywood Corp., Tolibia Cheese Corp., Italian Drug Importing Co., New York City.

Estimated Radio-TV Billings: \$110,000.

**PHILIP J. LANE ADVERTISING**

55 E. End Ave., New York 17, N. Y.  
Phone: RE 7-5577

Owner, Acct. Exec. ....Philip J. Lane  
**LANG, FISHER & STASHOWER, INC.**

1010 Euclid Ave., Cleveland 15, O.  
Phone: PRospect 1-0300  
AAAA

President.....H. Jack Lang  
V.-P.-Treasurer.....Fred P. Stashower  
Vice-Pres. & Sec.....Alvin B. Fisher  
Vice President.....Martin J. Cohn  
Manager.....John D. Cremer  
Asst. Mgr.....David J. Stashower  
Chief Time Buyer &

Field Service Mgr.....Garry C. McKelvey  
Asst. Time Buyer.....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); 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; Stouffer's Frozen Foods, Cleveland, Ohio; Sugardale Provision Co., Canton, 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; Sugardale Provision Co. (Meats) Canton, 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 .....Jack Ragel  
Roy A. Boyer, John Singleton  
Print Media Managers.....Sheila Sullivan  
Philip Gore, Annette Malpede  
Broadcast Media Mgrs.....Harold Bennett,  
Donald Grasse, Mary Rodger, Leone Lemberg, John Deacon  
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



T. Casey, A. Cruttenden, Howard Gorman,  
W. Leary.

*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: HOllwood 1-9228

Manager.....William N. Burch  
*Accounts:* Abbott Laboratories (Sucaryl),  
Chicago; Armour & Co. (Ham, Bacon, Sausage  
Products, Canned Meats), Chicago;  
General Mills, Inc., Kix, Trix, Surechamp),  
Minneapolis; Parker Pen Co. (Parker "51,"  
"21," Jotter Ball Point Pens, Liquid Lead  
Pencils, Desk Sets, Supercrome Inks and  
Quink), Janesville, Wis.; 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), New-  
port, 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  
Space Buyer.....E. V. Righter

*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

Acct. Execs.....Herschel M. Brown,  
James C. McDonough

*Radio Accounts:* Phila. Electric Co. (Light  
& Power), Crawford Clothes, Inc., Schmidt's  
Beer & Ale, RCA Home Appliances &  
Electronics.

*TV Accounts:* Sylvan Seal Milk Co.  
(Milk), 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., Management Acct.

Supvr.....Walter M. Swertfager  
Sr. V.P., Exec. Art Dir.....Richard Mancini  
Sr. V.P., Radio-TV Dir.....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., Secy.-Treas.....John D. Speirs  
V.P., Media Dir.....Anthony DePierro  
Sr. V.P., Marketing.....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  
V.P., Radio-TV Business

Mgr.....Francis C. Barton, Jr.  
V.P., Comm. Prod.....Anthony J. Pan

*Branch Offices*

308 N. Rodeo Drive, Beverly Hills, Calif.  
*Radio & TV Accounts:* American Airlines,  
Chicopee Mills, AD, Colgate Instant Barber,  
Shave, Deodorant Beauty Bar Soap

**AUSTIN C. LESCARBOURA & STAFF**

The Adshop, Croton-on-Hudson, N. Y.  
Phone: CRoton 1-3444

Pres.....Austin C. Lescarboura  
V.P., Treas.....Stanley A. Lescarboura  
Secretary.....Fred P. Donati  
Publicity Dir.....Frances Howe  
Secretary.....Miriam Lescarboura

*Radio Accounts:* Aerovox Corporation  
New Bedford, Mass.; Clarostat 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 Instruments), Clif-  
ton, N. J.; Henry L. Crowley & Co. (Pow-  
dered Iron Cores and Steatite Parts), West  
Orange, N.J.; Industrial Instruments (Elec-  
trical Test Instruments), Jersey City, N. J.;  
Hudson Wire Company, Ossining, N. Y.;  
Technical Appliance Corp. (TV Antennas),  
Sherburne, N. Y.; Sealectro Corp. (Teflow  
Insulators and Terminals), New Rochelle,  
N. Y.

**LEWIN, WILLIAMS & SAYLOR  
INCORPORATED**

130 E. 59th St., New York 22, N. Y.  
AAAA—ABP—ANPA  
Phone: MUrray Hill 8-6200

Board Chairman.....A. W. Lewin  
President.....Sidney Matthew Weiss  
Exec. V.P.....W. T. Pollock  
Sr. Vice Presidents.....J. P. Brodie,  
A. Green, A. Kaplan

*Branch Office*

11 Commerce St., Newark 2, N. J.  
Phone: MI 3-3200

V.P.....Leonard Newsteder  
*Radio Accounts:* Costa Ice Cream Co.,  
Newark, N. J.; Newark Packing Co. (Aster  
Peanut Candy) Newark, N. J.; Forstner, Inc.  
(Jewelry) Irvington, N. J.; Norman M.  
Morris Corp. (Omega Watches) New York,  
N. Y.; Linguaphone Institute (Linguaphone)  
New York, N. Y.

*TV Accounts:* Newark Packing Co., School  
of Speedwriting, New York, N. Y.; General  
Slicing Machine Co., Walden, N. Y.

**SAVAGE-LEWIS, INC.**

1807 Lyndale Ave. So., Minneapolis 5, Minn.  
Phone: FEderal 9-7286  
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. . . . Charles J. Leighton  
 Research and Media Dir. . . Robert L. Sturgis  
 Prod. Manager . . . . . Roger Jolicoeur  
 Copy Director . . . . . Judd L. Meester  
 Vice President . . . . . Robert L. Sturgis  
 Art Director . . . . . John K. Henry

*Radio Accounts:* G. W. Sugar (Sugar), Minneapolis, Minn.; Red Owl Stores (Groceries), Hopkins, Minn.; The Farmhand Co. (Farm Machinery), Hopkins, Minn.; Twin City Chevrolet Dealers (Automobiles), Minneapolis, Minn.

*TV Accounts:* Red Owl Stores (Groceries), Hopkins, Minn.; William A. Barnes (Food Products), Minneapolis, Minn.; The Dayton Co. (General Mdse., Minneapolis, Minn.; The Lavoris Co. (Mouthwash), Minneapolis, Minn.

**LILLER, NEAL & BATTLE**

810 Walton Bldg., Atlanta 3, Ga.  
 Phone: JA 4-8032

AAAA—ABC—ANPA—APA—ABP—AFA  
 Partners & Acct. Execs. . . . . C. K. Liller,  
 W. W. Neal, G. L. Watts, Howard Axelberg  
 Partner, Media Dir. . . . . Sarah Williams  
 Public Relations . . . . . Richard Hodges  
 Account Executives . . . . . John K. Outley,  
 Clay Scofield, Chuck Shields  
 Time Buyers . . . . . Pam Tabberer,  
 Sherry Phillips, Barbara Aerce

*Branch Offices*

595 Madison Ave., New York 17, N. Y.  
 Phone: PLaza 9-6120

Manager . . . . . Helen Gordon  
 701 Security Federal Bldg., Columbia, S. C.  
 Phone: 44458

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.

*Estimated Radio & TV Billings:* \$985,000.

**LIVINGSTON & ASSOCIATES**

218 E. Ontario St., Chicago 11, Ill.  
 Phone: Whitehall 3-1755

President . . . . . Fred Livingston  
 Vice President . . . . . Paul Faltysek  
 Treasurer . . . . . Sherry Thorne  
 Account Executives . . . William J. O'Brien,  
 Annette Shapiro, Louis Livingston

*Branch Office*

501 Madison Ave., New York, N. Y.  
 Phone: PLaza 8-1703

Executive-in-charge . . . . Richard Bernstein  
*Estimated Radio & TV Billings:* \$146,000.

**LIONEL & SIMONS, INC.**

6425 Hollywood Blvd., Hollywood 28, Calif.  
 Phone: Hollywood 2-7429

President . . . . . Lionel Fink  
 Vice President . . . . . J. L. Simons  
 Art Director . . . . . David Blower  
 Art Supervisor . . . . . Paul Lee  
 Copy Chief . . . . . Rita Burton  
 Sr. Acct. Exec. . . . . Robert Reese  
 Office Mgr. . . . . Jacqueline Rose

*Radio Accounts:* Empire Furniture Co., Los Angeles, Calif.; Allied Furniture Co., Los Angeles, Calif.; Barry's Jewelers, Cal-Bilt Upholstery Co., Los Angeles; Hudson's Jewelers, Los Angeles.

*TV Accounts:* CalBilt Upholstering Prods., Los Angeles; Hudson's Jewelers, Los Angeles; Ed-Len Rug Cleaners, South Gate, Calif.; Orne (Sun Tan Lotion) Hollywood, Calif.

**W. E. LONG CO.**

(Independent Bakers' Cooperative)  
 188 W. Randolph St., Chicago 1, Ill.  
 Phone: RAndolph 6-4606

President . . . . . C. Frank Summy, Jr.  
 Gen. Mgr. . . . . E. E. Hanson  
 Advtg. Dir. . . . . Wm. Goodman  
 Dir. of Radio & TV . . . . David R. Hayes  
 Asst. Dir. . . . . John Pesich

*Radio Accounts:* Amrhein's Bakery, Inc., Springfield, Ill.; Mrs. Boehme's Bakery, San Angelo, Tex.; Butter Krust Baking Co., Sunbury, Pa.; Carpenter Baking Co., Milwaukee, Wis.; Cotton Bros. Baking Co., Montpelier, Vt.; Dietzen's Bakeries, Anderson, Ind.; Fluhrer 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.; 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; Silver Loaf Baking Co., Spokane, Wash.; Franco-Superior Baking Co., San Diego, Calif.; Old Homestead Baking Co., Denver, Colo.; Star Baking Co., Colorado Springs, Colo.

*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.

*Estimated Radio & TV Billings:* \$450,000.

**LOWE & STEVENS**

685 W. Peachtree St., N.E., Atlanta 8, Ga.  
 Phone: TRinity 2-9694  
 AAAA—ABP—ANPA

Partners.....Robert C. Lowe, Jr., John H. Stevens  
 Vice President.....Jules Clyde Gerding  
 Art Director.....J. D. Hawkins  
 Production Mgr.....O. L. Shelley  
 Media Director.....Audrey Jones  
*Radio Accounts:* White Provision Co. (Cold Cuts, Wieners, Sausage); Roman Cleanser Co. (Bleach), both Atlanta, Ga.  
*TV Accounts:* Atlanta Transit System (Service), Atlanta, Ga.; Roman Cleanser Co. (Bleach) Detroit, Mich.; Electric Sales & Service (Necchi-Elna Sewing Machines), White Provision Co.; Carrier Atlanta Corp. (Air Conditioners) all Atlanta, Ga.  
*Estimated Radio-TV Billings:* \$65,562.93.

**LUCKOFF & WAYBURN PRODUCTIONS**

320 W. Lafayette Blvd., Detroit 26, Mich.  
 Phone: Woodward 2-0707  
 ABP—ANPA  
 President, Treas.....Louis H. Luckoff  
 Vice President.....Leon S. Wayburn  
 Secretary .....Robert Goldfarb  
 Dir. Radio-TV & TV Time Buyer  
 Alan E. Luckoff  
 Media Dir., Radio Time Buyer...Edith Rose  
 TV Time Buyer.....Donald DeCook  
 Radio-TV Time Buyer.....Georgia Harrison  
*Radio Accounts:* State Sample Dept. Store, Cole & Erwin Jewelry Co., Twin Pines Dairy, Detroit & Northern Savings & Loan Assn., Simmons & Clark Jewelers, Detroit Times, United Shirt Distributors, all Detroit, Mich.; Triangle Furniture, Royal Oak, Mich.  
*TV Accounts:* State Sample Dept. Store, Detroit Times, Meyer Jewelry Co., Gordon-Chapman (Grenadier Mattress); Twin Pines Dairy, Detroit & Northern Savings & Loan Assn., Koolvent Awnings, Gage Oldsmobile, all Detroit.  
*Estimated Radio & TV Billings:* \$1,050,000.

**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. Execs.....Fred Klein, Kenneth Mason, Clifford Schaible, J. E. Chapman, George Rink, Ralph Whiting.  
 V.P., Time Media Dir.....Jane Daly  
 Time Buyer.....Ruth Babick  
*Radio Accounts:* Rit Products Corp., The Best Foods, Inc., W. F. McLaughlin & Co.  
*TV Accounts:* 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. Exec.....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: EMpire 4-2451  
 AAAA—ABP—ANPA—APA  
 President.....W. D. Lyon  
 Vice President.....R. B. Creswell  
 Acct. Execs.....R. P. Zirbel, R. H. Schubert  
 Media Dir.....R. P. Ames  
 Radio-TV Dir.....Robert D. Colburn  
 Radio & Time Buyer.....Eileen Burns  
*Branch Office*  
 373 Orpheum Electric Bldg., Sioux City, Ia.  
 Phone: 8-5545

Manager.....H. Don Carlos  
*Radio Accounts:* Ames Incross (Hybrid Chicks), Des Moines, Iowa; Better Homes & Gardens (Magazine) Des Moines, Iowa; Crescent Electric Supply Co. (Electrical Appliances & Supplies) Dubuque, Iowa; First National Bank, Sioux City, Iowa; Guaranty Bank & Trust Co., Cedar Rapids, Iowa; Home Town Dairies, Iowa City, Iowa; Hotel Roosevelt, Cedar Rapids, Iowa; Iowa Dairy Industry Commission, Des Moines, Iowa; Rockford Brick & Tile Co., Rockton, Iowa; Kay Dee Feed Co. (Farm Feeds) Le Mars, Iowa; Wells Blue Bunny Co. (Dairy) LeMars; Kent Feed Co. (Farm Feeds) Muscatine, Iowa; Peterson Furniture Co., Cedar Rapids, Iowa; United Hagie Hybrids (Hybrid Seed Corn) Des Moines, Iowa.  
*TV Accounts:* Cownie-Williges (Furriers), Sioux City, Iowa; First National Bank, Sioux City, Iowa; Home Town Dairies, Iowa City, Iowa; Kent Feed Co. (Farm Feeds) Muscatine, Iowa; Peterson Furniture Co., Cedar Rapids, Iowa; Tolerton-Warfield (Food Brokerage) Sioux City, Iowa; John B. Turner Co. (Morticians) Cedar Rapids, Iowa; Wells Blue Bunny (Dairy) LeMars, Iowa; The Gerkin Co. (Hardware) Sioux City, Iowa; Whink Products (Household Aids) Eldora, Iowa.

**MacFARLAND, AVEYARD & CO.**

333 N. Michigan Ave., Chicago 1, Ill.  
 Phone: RANdolph 6-9360  
 ANPA—ABP—AAAA—ABC  
 Chairman .....Hays McFarland  
 President.....A. E. Aveyard  
 Exec. V.P., Gen. Mgr.....Allen B. Dieus  
 V.P., Creative Dir.....G. F. Drake  
 Vice-Pres.....W. C. Power, David W. Stotter,

Robert Bullen, Robert Byars, George Stokes  
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 Research Director.....William Bradley  
 Media Director.....A. S. Trude, Jr.  
 V.P., Radio-TV Dir.....J. C. Shelby  
 Asst. Radio-TV Dir.....W. B. Goodrich  
 Prod. Mgr.....W. E. Christopher  
*Radio Accounts:* Stewart-Warner Corp.,  
 Alemit Corp., Chicago, Ill.; Drewrys Ltd.,  
 U. S. A., Inc. (Beer); Heidelberg Brewing  
 Co., Tacoma, Wash.; Zenith Radio Corp.  
 (Hearing Aids) Chicago.  
*TV Accounts:* Drewrys Ltd., U. S. A., Inc.  
 (Beer & Ale), South Bend, Ind.; Stewart-  
 Warner Corp., Alemit Division, Chicago,  
 Ill.; Heidelberg Brewing Co. (Beer & Ale),  
 Tacoma; Standard Knitting Mills (Health-  
 knit), Knoxville; Martin-Senour Paints,  
 Chicago.

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 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

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 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: CEntral 5-3144  
 Vice Pres.....W. F. Harrison  
*Radio & TV Accounts:* Aluminum Goods  
 Ltd., British & American Motors (Canada)  
 Ltd., Broadhurst Lee Co., Ltd., Canada Dry  
 Limited, Canada Paint Co., Ltd., Canadian  
 Bank of Commerce, Canadian General Elec-  
 tric Co., Capilano Brewery, 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,  
 Nalley's Ltd., O'Cedar Co. of Canada, Sher-  
 win Williams Co. of Canada Ltd., Standard  
 Brands Ltd., Tuckett Ltd., Henry K. Wan-  
 pole & Co., Ltd., Zero Manufacturing Co.,  
 Ltd., Dominion Stores Ltd.

**MacMANUS, JOHN & ADAMS, INC.**

Bloomfield Hills, Mich.  
 Phone: Midwest 6-1000  
 ANPA—AAAA—ABC—NOAB—PPA  
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 Exec. Vice Pres.....John R. Mac Manus  
 V.P., Asst. to Chmn.....Frank T. Skinner  
 V.P., Sec'y., Asst. Treas...Leo A. Hillebrand  
 V.P., Gen. Mgr.....Fred J. Hatch  
 V.P., Media Dir.....Elmer W. Froehlick  
 Radio-TV Time Buyer.....C. N. Campbell  
 V.P., Dir. of Radio-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., Mgr.....Henry G. Fownes, Jr.  
 Media Director.....Roger C. Bumstead  
 Time Buyer.....Dorothy Hanley  
 1632 Russ Bldg., San Francisco, Calif.  
 Phone: GARfield 1-4746  
 Manager.....Jack Holmes  
 6399 Wilshire Blvd., Los Angeles 48, Calif.  
 Manager.....Robert Guggenheim  
 Phone: WE 3-9569  
 MacManus, John & Adams, of Canada, Ltd.  
 600 University Ave., Toronto 2, Ont.  
 Phone: EMpire 2-1366  
 V.P., Manager.....Leslie S. McMahon

*Radio Accounts:* Pontiac Motor Division,  
 Pontiac, Mich.; Cadillac Motor Division,  
 Dearborn, Mich.; Dow Chemical Co., Mid-  
 land, Mich.; Gerrity-Michigan Corp., Adrian,  
 Mich.

*TV Accounts:* Pontiac Motor Div., Pontiac,  
 Mich.; Cadillac Motor Car Div., Detroit,  
 Mich.; Dow Chemical Co., Midland, Mich.

**MALCOLM-HOWARD**

**ADV. AGENCY**

203 N. Wabash, Chicago I, Ill.  
 Phone: Andover 3-0022  
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 Owner.....Arthur M. Holland  
 Art Director.....Arthur Anderle  
 Copy Chief.....William Bent  
 Radio-Time Buyer.....Evelyn Burke  
 Publicity Director.....Stewart Sherling  
 Radio-TV Dept.....Alden Richman.  
 Dale Kocirik, Edw. Drucker

*Radio Accounts:* Hollands (jewelry), Chi-  
 cago; Roller Derby, N. Y. C.

*TV Accounts:* Courtesy Motors, Chicago;  
 Mages Sporting Goods, Chicago; Leo Rose  
 Co. (clothing), Chicago; Rubin's (apparel),  
 Chicago; Holland, Inc. (jewelry), Chicago;  
 Associated 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 6, D. C.  
 Phone: ME 8-0360  
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 Vice Pres., Art Dir.....Richard P. Elst



ADVERTISING AGENCIES

Radio-TV Dir.....Richard T. Williams  
*Radio Accounts:* American Sta-Dri Co. (Paint), Brentwood, Md.; Safeway Stores, Inc. (Groceries), Washington, D. C.; C. F. Sauer Co. (Mayonnaise, Spices), Richmond, Va.; Woodfield Fish & Oyster Co., Galesville, Md.

*TV Accounts:* American Sta-Dri Co. (Masonry Paint), Brentwood, Md.; Capitol Frito Co., Bethesda, Md.; W. S. Pope & Sons, (Cheese), Philadelphia, Pa.; National Fruit Product Co., Inc., (Applesauce), Winchester, Va.; Safeway Stores, Inc. (Groceries), Washington, D. C.; C. F. Sauer Co. (Mayonnaise), Richmond, Va.; Woodfield Fish & Oyster Co., Galesville, Md.

**MARKS-AIKEN COMPANY, INC.**

110 W. 40th St., New York 16, N. Y.  
 Phone: LA 4-3895

ABP

Pres., Media Dir.....Sigmund C. Aiken  
 Production Mgr.....Ira Bernstien  
 Art Director.....Pete Costanza

**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 Kauffman  
 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:* Swauk, Inc., (Men's Jewelry and Accessories), N. Y., N. Y.

**MARTIN CO., THE., ADV.**

201 N. Wells St., Chicago 6, Ill.  
 Phone: DE 2-5910

ABP-APA

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 V.P., Copy.....N. E. Anderson  
 V.P., Radio-TV.....E. J. Lewinski  
 V.P., Public Relations.....O. L. McDonald  
 Acct. Execs.....M. T. Martin, Richmond  
 Lloyd, Orville McDonald, E. J. Lewinski,  
 Norman Anderson, L. W. Roush, W. M. Wider

Chamber of Commerce Bldg., Nashville, Tenn.  
 Office Manager.....Dick Bransford  
 310 W. Liberty St., Louisville, Ky.

Space Buyer.....LaVerne Busey  
 2102 Jackson St., Dallas, Tex.

Space Buyer.....Laura Smith  
 3920 Lindell Blvd., St. Louis 8, Mo.

Office Mgr.....Robert Moldafsky

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34 W. 46th St., New York 36, N. Y.  
 Phone: JUDson 6-4270

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 Exec. V.P.....Bruce Marchin  
 Secretary.....Gloria Marchin  
 Treasurer.....Ruth Weltman  
 V.P., Art Dir.....Charles Jefferson  
 Copy Chief.....Ed Jacobson  
 Media Dir.....Rose Hoanzl

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260 Madison Ave., New York 16, N. Y.  
 Phone: LEXington 2-7450

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 Brayton, James Sawyer

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 Asst. Dir. Radio-TV....Richard S. Jackson  
 Time Buyer.....Edna S. Cathcart  
 V.P., Publ. Dir.....Arthur Monroe  
 V.P., Media Dir.....Douglas Hathaway

*Radio Accounts:* Brown Co. (Paper Products) Boston, Mass.; Canada Dry Ginger Ale, New York; Carbola Chemical Co. (Carbola Paint, CCC Insecticide, Triple 20 Plant Food, Carbola Fly Bait), Natural Bridge, N. Y.; Judson Dunaway Corp. (Delete, Vanish), Dover, N. H.; Northam Warren Corp. (Cutex Lipstick, Nail Polish, Odorono) Stamford, Conn.; Pure Food Co. (Devised Chicken, Chicken A La King, Herb-Ox Bouillon Cubes, Westchester Boned Chicken, Lentil Soup, Clear Chicken Broth), Mamaroneck, N. Y.; Economics Laboratory (Soilax) New York, N. Y.; Union Carbide & Carbon Corp. (6-12 Insect Repellent) New York.

*TV Accounts:* Canada Dry Ginger Ale, New York; Carbola Chemical Co. (Paint, Insecticide, Fly Bait, Triple 20 Plant Food), Natural Bridge, N. Y.; Economics Laboratory (Soil-Off) New York; Luden's, Inc. (Fifth Avenue Candy Bar, Cough Drops) Reading, Pa.; Northam Warren Corp., Stamford, Conn.; Pure Food Co. (Westchester Boned Chicken) Mamaroneck, N. Y.; Union Carbide & Carbon Corp. (Institutional) New York, N. Y.

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411 E. Mason St., Milwaukee 2, Wis.  
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87 Weybosset St., Providence 3, R. I.  
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 Radio Director..... Sylvia Ovalles  
 Production Mgr..... Dorothy M. Barry  
 Radio, TV Time Buyer..... Joseph M. Finkle

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2761 E. Jefferson Ave., Detroit 7, Mich.  
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 Secretary..... G. Reginald McKiel  
 Radio & TV Dir..... Edwin 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. Martin Krautter  
*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 Receiver Dept.)  
 Bridgeport, Conn.; Hotpoint, Inc. (appli-  
 ances), Chicago, Ill.; Pfeiffer Brewing Co.,  
 Detroit, Mich.; Gillette Safety Razor Co. of  
 Canada, Ltd., Montreal, Que.; Jacob Schmidt  
 Brewing Co., Detroit, Mich.; Griesedieck  
 Bros. Brewery Co., St. Louis, Mo.

**McCANN-ERICKSON, INC.**

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Sr. Vice Pres..... C. A. Posey  
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 V.P. chg. Radio-TV..... George Haight  
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 liams, Jr., E. F. Wilson, Victor M. Ratner,  
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 kins, Lansing B. Lindquist, Myron Mc-

Donald, John H. O'Toole, Jr., Wallace  
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 647 Griswold St., Detroit 26, Mich.

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 900 Lovett Blvd., Houston 6, Texas

Vice Pres. Mgr..... Joseph B. Wilkinson  
 Vice Pres..... Kern Tips  
 1034 Gibraltar Life Bldg., Dallas 1, Texas

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

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 114 Sansome St., San Francisco 4, Calif.

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 V.P.-Mgr..... Reg W. Twiggs

V.Ps..... J. Neil Reagan, Wm. Conine  
 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

Chairman..... Robert E. Healy

*Radio Accounts:* Advertising Committee  
 of the Norwegian Canning Industry, Ameri-  
 can Safety Razor Corp., American Trust Co.,  
 California Paeking 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, Hamptden 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., S.O.S. Company, Southern Cali-  
 fornia & Southern Counties Gas Companies,  
 Standard Oil Company (Ohio), Stegmaier  
 Brewing Co., Swift & Company, Nestle Co.  
 (Quik, Ever Ready Sweet Milk Coroa, Semi-  
 Sweet Morsels, Cookie Mix, Gravey Mix,  
 White Sauce Mix), Mennen Co. (Foam Shave  
 Afta 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 Chemical Corp., California Wine Association, Chesebrough Mfg. Co., Chrysler Corp., Chrysler Division, Cowles Magazines, Inc., Derby Foods, Inc., Gray Drug Stores, Inc., Lincoln Bank & Trust Co., Lucky Lager Brewing Company, National City Bank of Cleveland, Ohio Bell Telephone Company, Owens-Corning Fiberglas Corp., Pacific Power & Light Co., S.O.S. Company, Southern California & Southern Counties Gas Companies, Standard Oil Company (Ohio), Stegmaier Brewing Co., Swift & Company, Westinghouse Electric Corporation, Nestle Co. (Quik, Ever Ready Sweet Milk Cocoa, Semi-Sweet Morsels, Cookie Mix, Gravey Mix, White Sauce Mix), Mennen Co. (Foam Shave, Afta Shave), Lehn & Fink (Lysol & Dorothy Gray Cosmetics) Nat'l Biscuit Co.

**MARSCHALK & PRATT**

*Division of McCann Erickson*

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

Phone: TEmpleton 8-8030

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V.P., Radio-TV.....Russ Johnston  
Assoc. Dir. Radio-TV...Glen A. Bammann  
*Radio Accounts:* International Nickel Co. (Institutional) New York; Asphalt Institute (Asphalt roads and highways) College Park, Md.; Newport News Shipbuilding & Dry Dock Co. (Shipbuilding, ship repair), Newport News, Va.; Coca Cola Bottling Co. of New York.

*TV Accounts:* Coca Cola Bottling Co. of New York; National-Lead Co. ("Dutch Boy" paints) New York; Newport News Shipbuilding & Dry Dock Co., Newport News, Va.

**WALTER McCREERY, INC.**

9344 Wilshire Blvd., Beverly Hills, Calif.

Phone: CRestview 5-5533

AAAA—ANPA—APA—PPA

Chm. Bd. & Pres.....Walter K. McCreery  
Radio-TV Dir.....Howard Flynn  
Radio Time Buyer.....Virginia White  
*Radio-TV Accounts:* Harris & Frank (retail clothing), Los Angeles; Ice Follies, Los Angeles; Murphy Oldsmobile, Los Angeles; So. Calif. Muffler Co. (exhaust systems), Los Angeles; San Fernando Valley Times, No. Hollywood; Fad Nylons (Hosiery) Beverly Hills, Calif.; Pardee Phillips Const. Co. (Homes) Los Angeles, Calif.; Sunset Mortgage Co., Sherman Oaks, Calif.

**J. ROBERT MENDTE, INC.**

317 South 16th St., Philadelphia 2, Pa.

Phone: KIngley 6-1130

ABP—APA—PPA—NBP

President.....J. Robert Mendte

Vice Pres.....J. W. Holland  
Treas.....N. L. Hughes  
Prod. Mgr.....Dennis McClatchey  
Art Director.....Andrew Audet  
Copy Chief.....Mariel Haggerty

*Radio Accounts:* J. Bird Moyer Co. (MOY Dental Holding Powder) Philadelphia; Wilson Lines (River Excursions) Philadelphia; Riverview Beach Park (Amusement Park) Pennsville, N. J.; Krylon, Inc. (Spray Enamels) Norristown, Pa.; Venice Maid Co. (Spaghetti Sauces) Vineland, N. J.

*TV Accounts:* J. Bird Moyer Co., Wilson Lines, Riverview Beach Park, Krylon, Inc., Venice Maid Co., Finnaren & Haley Co. (Chain of Paint Stores) Philadelphia.

**GEORGE T. METCALF, COMPANY**

31 Canal St., Providence 3, R. I.

Phone: UN 1-2634

ABP

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Exec. V.P.....Walter Hyland  
V.P., Sec'y.....Sheldon Spencer  
Prod. Mgr.....Allan Campbell  
Art Dir.....David Bond  
Copy Chief.....Frank Jones  
Acct. Exec.....Robert O. Meehan, J. T. Metcalf, Jr., Walter Hyland, Sheldon Spencer, E. L. Wanner, G. Van Eck

*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.; Cold Spring Bleachery; Coto-Coil Co.; Cottrell Paper Co.; Cumberland Engineering Co.; Dixon Corp.; Eppley Laboratory, Inc.; Foster Machine Co.; Franklin Process Co.; Hero Mfg. Co.; Hobbs Mfg. Co.; Marshall & Williams Corp.; Martin-Copeland Co.; Metro-Atlantic, Inc.; Mount Hope Machinery Co.; Phalo Plastics Corp.; Premiere Thread Co.; Riggs & Lombard, Inc.; Sargeant & Wilbur, Inc.; Sentry Co.; Synthetic Yarns, Inc.; Taunton Municipal Lighting Plant; Technic Inc.; Universal Converting Corp.; Wardell Braiding Machine Co.; WJAR-TV, Providence; Wood, J. W. Elastic Web Co.

*TV Accounts:* James Hanley Co. (Export Beer & Hanley Ale).

**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.....Allen Bethe  
Dir. of Radio & TV.....S. L. Novy  
Radio-TV 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

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Carpenter, Arthur Trask, Sherman Slade,  
Fred Kaplan

Secretary-Treasurer.....M. R. Sweeney  
V.P. in Chg. Radio & TV....Hildred Sanders  
Asst. Radio & TV Directors.....Albert B.  
Buffington, James Andrews  
Time Buyers..Kay Ostrander, Sylvia Schultz  
593 Market St., San Francisco, Calif.  
Phone: YUkon 2-4408

Exec-in-Chg. ....Charles Walden  
*Radio & TV Accounts:* American Beauty  
Macaroni; Buick Dealers Association; Bu-  
Tay Products, Ltd. (Rain Drops, George,  
Diaper Sweet); Freeman's Certi-Fresh Foods-  
(Fish); Thrifty Drug Stores, Inc. (Drug  
Store Chain); Clifton's Cafeterias; Green  
Spot, Inc. (Orange Drink); Interstate Bak-  
eries Corp. (Bread); Von's Grocery Co.  
(Supermarket); Kerr Glass Corp., (Canning  
Equipment); Santa Fe Vintage (Wines);  
Luer Packing Co. (Meats); James O. Welch  
Co. (Candy); Hoffman TV (Television  
sets); Buena Park Mutual Homes, All Los  
Angeles.

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

Phone: TEmpleton 8-7100

ABP—ANPA—PPA

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Secretary-Treasurer.....Helene Mogul  
Exec. Vice-Pres.....Charles L. Rothschild  
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Myron A. Mahler  
V.P., Creative Dir.—Print Media

Seth D. Tobias  
Vice President, Copy Chief....Nat Wildman  
Vice President.....Rino Negri, Milton  
Guttenplan  
Traffic Production Supvr.....Al Mauro  
Controller, Asst. to Pres....Norman N. Cohen  
V.P., Media & Research Dir....Joel Martin  
V.P., Dir. Marketing & Merch..Jules Leonard  
V.P., Radio-TV Dir.....Leslie Dunier  
Radio-TV—Prod., Dir.....Nat Eisenberg  
V.P., Exec. Art Dir.....William Jacoby  
V.P., Drugs, Toiletries, Cosmetics Div.

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Sr. Vice President.....Edward Klein  
Dir. Media & Research....Joel L. Martin  
Dir. Publ. Relations.....Harry Chapperon  
Account Executives.....Harold Balk,  
Murray Gross, Bernard Kramer, Malcolm  
D. Mogul, Joseph Rapaport, William Sham-  
broom, Lawrence Wisser, Wm. Conover  
*Accounts:* Adam Hat Manufacturers, New

York; Berolio Import Co. (Berio & Fran-  
cesconi Olive Oil) New York; Ferber Corp.  
(VU-writer Pens & Pencilettes ( Englewood,  
N. J.; Gem Oil Corp. (Edible Oils) Brook-  
lyn, N. Y.; Gold Medal Candy Corp. (Bon-  
omo's Turkish Taffy, Bonomo's Peanut Brit-  
tle, Cocilana Cough Nips) Brooklyn, N. Y.;  
Gradiatz, Annis & Co. (Gold Label Cigars)  
Tampa, Fla.; Knomark Mfg. Co. (Esquire  
Shoe Polishes) Brooklyn, N. Y.; Luria  
Engineering Co. (Prefabricated Steel Bldgs.)  
New York; Monarch Wine Co. (Manische-  
witz, Gold Ribbon Wines) Brooklyn, N. Y.;  
Park & Tilford Distillers Corp. (P & T  
Reserve, P & T Reserve, P & T Private Stock,  
Psychaud Cordials, Dry Monopole Cham-  
pagne, Tintex, Winx) New York; Rayco Mfg.  
Co. (Auto Seat Covers) Paterson, N. J.;  
Revlon Products (Silken Net, Aquamarine  
Shampoo, Lotion, Spray Mist, Revlon  
Deodorant Stick) New York; Ronzoni Mac-  
aroni Co. (Spaghetti & Macaroni Products &  
Spaghetti Sauce) Long Island City, N. Y.;  
Stone-Tarlow Co. ("Elevators" Shoes) Brock-  
ton, Mass.; Barney's Clothes (Men's & Boys'  
Clothing) New York; National Shoes (Fam-  
ily Shoe Chain) New York; Rayco Auto  
Seat Covers (Auto Seat Covers) Paterson,  
N. J.

**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 Presidents..B. L. Schurman, Carl Press,  
Mablon Sheridan

*Radio Accounts:* Coney Island, Inc., Coca-  
Cola Botling Co., Thomas Foods, Inc.

*TV Accounts:* Coney Island, Inc., Coca-  
Cola Botling Co., Thomas Foods, Inc., Adam  
Wuest, Inc.

**MOREY, HUMM & WARWICK, INC.**

350 Fifth Ave., New York 1, N. Y.

Phone: LO 4-2240

ABP—ANPA—APA—AAA—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  
Radio & TV Dir.....W. L. Wernicke  
Time Buyer.....Kathryn Shanahan  
Research Dir.....Dr. Howard D. Hadley  
Secy.-Treas.....William G. Carmody  
Asst. to Pres.....David J. Wasko  
Media Director.....Frank B. McElmoyl  
Copy Chief.....Fred C. Maine  
Dir. of Public Rel.

Publicity.....Warren Cox  
Production Manager.....Paul Silardi

*Radio accounts:* Sinclair Refining Co.,





Richfield Oil Corp. of N. Y., Holland House Coffee.

*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—APA—AAAA—NOAB

President.....Raymond R. Morgan  
Exec. Vice-Pres.....Robert C. Temple  
Vice-President.....J. Paul McKinney  
Art Director.....Wm. Martin  
Time Buyer.....Terri Brady

*Branch Office*

260 California St., San Francisco 11, Calif.

Phone: EX 7-0426

V.P., Manager.....Porter Anderson  
Palmolive Bldg., Chicago 11, Ill.

Rep.....Goodkind, Joice & Morgan  
Co., J. A. Folger & Co., Nehi Beverage Co.,  
Victory Packing 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

President.....J. Patterson  
Export V.P.....C. O. Sloane  
Domestic V.P.....R. A. Dearth  
Treasurer.....J. A. Riedell  
Media Dir.....O. E. Christy  
Radio, TV Time Buyer.....R. A. McArdle  
Export Media Mgr.....Aurora Blando  
Dir. of Radio-TV Prod.....S. Lyon  
Group Prod. Mgrs.....W. W. Williams,  
C. Wright, D. Wheatley

Group Art Directors.....P. Zangas,  
E. P. Ellis, W. Boege

Art Studio Dir.....S. Maltzman  
Account Executives.....Reg Coghlan,  
R. Short, E. Eads, R. Andrews, E. J. Rowland,  
Rolt Smith

*Radio and TV Accounts:* Vick Chemical  
Co. (Vick Products), Prince Matchabelli,  
Inc. Alfred D. McKelvy Co. (Seaforth Men's  
Toiletries).

**MOSER & COTINS, INC.**

10 Hopper St., Utica 3, N. Y.

Phone: 3-7544

ABP—ANPA—APA—PPA—NBP—NOAB

Pres., Acct. Suprv.....Arthur S. Cotins  
Exec. V.P., Dir. Creative Services

A. M. Huntington  
V.P., Treas.....L. B. Reigler  
V.P., Sec'y.....Harry T. Duffy  
Media Dir.....Mrs. L. B. Mang  
Production Manager.....Fred Michel  
V.P., Merch. Director.....R. Del Dunning  
Account Executives.....L. B. Reigler,  
Geo. P. Hodges, Robert F. MacFarland,  
Harry T. Duffy

*Radio Accounts:* Mohawk Valley Investing  
Co., Utica, N. Y.; Fitzgerald Bros. Brewing  
Co. (Beer & Ale), Troy, N. Y.; Sarah Cov-  
entry, Inc. (Costume Jewelry) Newark, N. J.

*TV Accounts:* Fitzgerald Bros. Brewing  
Co. (Beer & Ale), Troy, N. Y.; Honey But-

ter Products Corp. (Honey-Butter), Ithaca,  
N. Y.; Sarah Coventry, Inc. (Costume Jew-  
elry), Newark, N. Y.; Procino-Rossi Corp.  
(Macaroni, Spaghetti & Egg Noodles) Au-  
burn, N. Y.; Agricultural Insurance Co.  
(Property Insurance), Watertown, N. Y.

**MOSS ASSOCIATES, INC.**

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.....Florence Ellis  
Radio & TV Dir.....Betty Math

**C. WENDEL MUENCH & COMPANY**

75 E. Wacker Drive, Chicago 1, Ill.

Phone: FInancial 6-3481

ABP—ANPA—APA—NOAB

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,  
C. W. Muench, R. T. Hickman, Robert  
Moore, Weldon Yocum

*Branch Office*

2102 Jackson, Dallas 1, Texas

Phone: RANdolph 2554

*Radio Accounts:* Freshrap Div., Badger  
Paper Mills, Inc. (Waxed Paper), Peshtigo,  
Wis.; Balentine Packing Co. (Meat Pro-  
ducts), Greenville, S. C.; Bosch Brewing Co.,  
Houghton, Mich.; Consolidated Foods Corp.,  
Chicago, Ill.; Doyle, Inc. (Dog Food), Chi-  
cago; L. C. Forman & Sons (Condiments),  
Pittsford, N. Y.; Fox DeLuxe Foods, Inc.  
(Poultry & Meat Products), Chicago, Ill.;  
Fuji Trading Co. (Chop Suey Foods), Chi-  
cago, Ill.; LaCrosse Breweries, Inc., LaCrosse,  
Wis.; Monarch Brewing Co., Chicago, Ill.;  
Neuhoff Brothers Packers (Meat Products),  
Dallas, Tex.; Toffenetti Restaurants, Chicago,  
Ill.

*TV Accounts:* Freshrap Div., Badger  
Paper Mills (Waxed Paper), Peshtigo, Wis.; Bal-  
entine Packing Co. (Meat Products), Green-  
ville, S. C.; Bosch Brewing Co., Houghton,  
Mich.; Fox DeLuxe Foods, Inc. (Poultry &  
Meat), Chicago; LaCrosse Breweries, Inc.,  
LaCrosse, Wis.; Monarch Brewing Co., Chi-  
cago; Neuhoff Brothers Packers (Meat Pro-  
ducts), Dallas, Tex.

**NATIONAL EXPORT ADVERTISING  
SERVICE, INC.**

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

Phone: MUrray Hill 9-6835

AIAA

President.....Thomas W. Hughes  
Vice-Presidents.....Joseph W. Madden,  
Walter Kelly

Art Director.....Anthony Saris  
Radio & TV Director.....James G. Zea

*Radio and TV Accounts:* Borden Co.,

Esterbrook Pen, H. J. Heinz Lambert Co.,  
Lever Brothers (U.S.), Quaker Oats 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 Director.....E. R. Lagerwall  
Prod. Mgr.....Samuel Boyd,  
Lawrence W. Alpaugh

Media Dir.....Harry C. Ledingham  
Acct. Executives.....H. Victor Grohmann,  
John M. Handley, John M. Keil, Alfred  
Burnham, Howard Heinsius

*Accounts:* America House; Centrline  
Corp.; Chatham Mfg. Co.; Cosby Brush &  
Import Co. Inc.; Flower City Charcoal 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.; White Turkey; Woodside Mills Inc.;  
Zenith-Godley Co. Inc.

**NEEDHAM, LOUIS & BRORBY, INC.**

Prudential Plaza, Chicago 1. Ill.  
Phone: WHitehall 4-3400

AAAA—ANPA—ABP—APA—ABC

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. Coninos  
Sec'y-Treas.....Max D. Anwyl  
V.P. Chg. TV-Radio Prog.....Alan Wallace  
Pub. Rel. Dir.....Wm. Miner

*Branch Offices*

1680 North Vine St., Hollywood 28, Calif.  
Phone: HOLlywood 2-2391

Mgr. ....Michael Gradle  
730 Fifth Ave., New York 19, N. Y.  
Phone: PLaza 7-0333

V.P. & Mgr.....Frederick A. Mitchell  
V.P., Media Dir.....Gordon Vanderwarker  
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

President.....Ralph A. Nelms  
Secretary .....Annabelle Gray  
Account Executive.....J. H. Richards  
Art Director.....Richard Wilcox  
TV Director.....Alta V. Howell  
*Radio Accounts:* Wilson Bros. Mfg. Co.  
(Hooked Rug Materials), Springfield; Wilke  
Laboratories (Poultry & Livestock Reme-  
dies), West Plains; Independent Stave Co.  
(Wood Products), Lebanon; Reynolds Mfg.  
Co. (Reyco Tandem), Springfield, Mo.

**GEORGE R. NELSON, INC.**

Phone: FRanklin 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.....Tillie Reing

*Radio Transcription Production Accounts:*  
General Electric Company, Electronics Divi-  
sion (G. E. Radios and TV Sets), Syracuse,  
N. Y.; Saratoga Association (Racing Associa-  
tion), Saratoga & New York, N. Y.; Gen-  
eral 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  
Mrs.), Amsterdam, N. Y.; Pepsi-Cola Com-  
pany, 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.; WROW, WROW-TV, Albany,  
N. Y.

*Television Film Production Accounts:*  
Pepsi-Cola Company (Soft Drink Mfrs.),  
New York, N. Y.; Saratoga Association (Rac-  
ing 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—APA—PPA

Pres., Acct. Exec.....Hunter Lynde  
V.P., Copy Chief.....David E. Robeson  
Secv. Public Rel. Dir....Ronald G. Sercombe  
Radio-TV Dir., Time Buyer..John Hopkins  
*Radio Accounts:* Swisher, J. H., & Son,  
Inc. (King Edward Cigars), Jacksonville, Fla.

**NORMAN, CRAIG & KUMMEL, INC.**

488 Madison Ave., New York 22, N. Y.  
 Phone: PLaza 1-0900  
 ANPA—PPA—NOAB—APA  
 Chmn. of the Bd. .... William H. Weintraub  
 President ..... Elkin Kaufman  
 Exec. V.P., Chrm.  
 Plans Bd. .... Norman B. Norman  
 V.P., Secretary ..... Eugene Kummel  
 V.P., Treas. .... B. David Kaplan  
 V.P., Radio & TV ..... Walter Craig  
 Senior V.P. .... John Davenport Scheuer  
 V.P., Copy Director ..... Richard Bowman  
 V.P., Marketing Dir. .... John B. Morris  
 V.P., Fashion Coordinator,

Copy Director ..... Kay Daly  
 Vice President ..... Richard Bouton  
 V.P., Prod. Mgr. .... William Zerweck  
 Mgr., Print Media Dept. .... George Coleman  
 General Mgr. .... Roselou Flanagan  
 V. P., Broadcast Media Dir. .... Reggie Schuebel  
 Operations Supervisor .... Ronald R. Mullins  
 Group Copy Supervisors ..... Adrian Bryan  
 Courie, Harriet Pirk, Paul Carey, Florence  
 St. George

TV-Radio Production Suprv. .... Sheldon Platt  
 Print Media Dir. .... Eugenie C. Stamler  
 Space Buyer ..... Martin Prager  
 Executive Art Dir. .... Robert Smith  
 Art Director ..... Constance Valesey  
 Time Buyer ..... Jeanne Sullivan  
 TV Art Director ..... Benjamin Colarossi  
 Account Executives ..... H. G. Bissinger,  
 Richard Bouton, Warren Fales, Chester  
 Herzog, David Luxner, L. J. McGrady, Rob-  
 ert Russell, Gerald Shapiro, James M.  
 Shivas, Thomas T. Stafford, E. L. Whitney

*Branch Offices*

8733 Sunset Blvd., Los Angeles, Calif.  
 Phone: CRestview 6-6129

Manager ..... John Christ  
 608 Madison Ave., Toledo 4, Ohio  
 Phone: CHerry 4-2593

Executive ..... L. J. McGrady  
 Manager ..... George Paneff  
*Radio & TV Accounts:* Democratic Na-  
 tional Committee, Washington, D. C.; G.H.P.  
 Cigar Co., New York; Hudson Pulp & Paper  
 Corp., New York; Ronson Corp., Newark,  
 N. J.; Seeman Bros., (Air-Wick, Nylast)  
 New York; Selchow & Righter Co., New  
 York; Speidel Corp., Providence, R. I.;  
 Warner-Lambert Pharmaceutical Co., Lam-  
 bert-Hudnut Div. (Sportsmen Toiletries)  
 Morris Plains, N. J.; Willys Motors, Toledo,  
 Ohio.

*Estimated Radio & TV Billings:* \$9,650,000.

**NORTH ADVERTISING, INC.**

Merchandise Mart, Chicago 54, 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 Accounts:* The Toni Co.  
 (Charm Kurl Home Permanent, Deep Magic  
 Facial Cleansing Lotion, Prom Home Per-  
 manent and End Curl Prom, Silver Curl,  
 New Ventilated Spin Curlers, Toni Home  
 Permanent and Tip Toni, Tonnette Child-  
 ren's Home Permanent) Chicago; Eng-  
 lander Co., Inc. (Mattresses), Chicago; Lan-  
 vin Parfums, Inc. (Arpege, My Sin Perfumes  
 and associated products) New York.

**R. T. O'CONNELL COMPANY**

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

Phone: PLaza 3-5412

ABP—PPA—APA—AAAA

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

AAAA—ANPA

President ..... David Ogilvy  
 Sr. V.P., Treas. .... Shelby H. Page  
 Sr. V.P. .... James J. McCaffrey  
 Sr. V.P., Acct. Sup. .... Herbert W. Warden  
 Vice Pres. .... Charles Strauss  
 Sr. V.P., Copy Chief. .... Judson H. Irish  
 V.P., Chg. Prod. .... David Margaretten  
 V.P., Art Dir. .... Rollin C. Smith, Jr.  
 Radio-TV Dir. .... Phillip L. Tomalin  
 TV-Radio Acct. Execs. .... Richard Simon,  
 David Evans

Radio Production Mgr. .... Rex Coston  
 TV Production Mgr. .... Anthony Rizzo  
 Media Dir. .... Emerson Elliott  
 Business Mgr. .... Evelyn Ward  
 Casting Dir. .... Tina Smith  
 Art Director ..... Robert Patterson  
*Radio Accounts:* Lever Bros. (Dove, Good  
 Luck) New York, N. Y.; Pepperidge Farm  
 (Bread) Norwalk, Conn.; Diamond Crystal  
 (Salt) St. Clair, Mich.; Pepsi Cola (Schwep-  
 pes Quinine Water) New York, N. Y.; Tetley  
 Tea Co. (Tea) New York, N. Y.; Philhar-  
 monic-Symphony Society of New York (Sub-  
 scription Tickets, Single Tickets) New York,  
 N. Y.; Melville Shoe Corp. (Thom McAn  
 Shoe) New York, N. Y.

*TV Accounts:* Lever Bros. (Dove, Good  
 Luck, Lucky Whip) New York, N. Y.; Arm-  
 strong Cork (Cushiontone) Lancaster, Pa.;  
 Helena Rubinstein (Reduce-Aids, Nudit,  
 Colortone Shampoo, Naildress) New York,  
 N. Y.; Melville Shoe Corp. (Thom McAn  
 Shoes) New York, N. Y.; Pepsi Cola  
 (Schweppes Quinine Water) New York,  
 N. Y.; Diamond Crystal (Salt).

*Estimated Radio-TV Billings:* \$4,500,000.

**OLMSTED & FOLEY**

1200 2nd Ave. So., Minneapolis 3, Minn.

Phone: FEderal 3-8166

AAAA-ABC-ABP-ANPA-AFA

Exec. Partner.....Ward H. Olmsted

Exec. Partner.....John T. Foley

Partners.....G. C. Hellickson,

Ward W. Olmstead, John K. Mortland

Radio-TV Dir.....B. G. Morison

Producers.....Ned W. Axt, Diane F. Syme

Time Buyer.....W. T. Way

*Radio Accounts:* Avochem, Inc. (Softize Fabric Conditioner); 1st Nat'l Bank of Minneapolis; Hotel Leamington; North Am. Life & Casualty Co.; Northland Milk 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.; Boutells (Furniture & Appliances), Minneapolis; Clover Leaf Creamery, Minneapolis; Donaldson Co. (Killer Kane) St. Paul, Minn.; Fort Dodge Laboratories (Vet. Pharmaceuticals M.L.V.) Fort Dodge, Iowa; Sears, Roebuck & Co.; Waterbury Heating Supply Co. (Furnaces) Minneapolis, Minn.

*TV Accounts:* Avochem, Inc. (Softize Fabric Conditioner); Clover Leaf Creamery Co.; 1st Nat'l Bank of Minneapolis; Hotel Leamington; Northland Milk Co.; The Waterbury Co., all Minneapolis, Minn.; Marshall-Wells Co. (Paints-Appliances), Duluth, Minn.; Poplar Canning Co. (Native Pie Mixes), Poplar, Wis.; Owatonna Canning Co. (Festal Products), Owatonna, Minn.; Waterbury Htg. Supply Co. (Furnaces), Minneapolis, Minn.

**ROBERT W. ORR & ASSOCIATES, INC.**

4 W. 58th St., New York 19, N. Y.

Phone: PLaza 9-8050

ANPA-ABC-ABP-AFA

President.....Robert W. Orr

Vice-Pres. ....Eldon Sullivan

Research .....Donald Johnstone

Admn. V.P., Treas.....Robert P. Clark

Radio-TV Director.....Lou Ergmann

*Radio Accounts:* Andrew Jergens Co. (Jergens), Cincinnati, O.; Nat'l Guard Bureau, Washington, D. C.; Cinzano, Inc., New York; Rockwood & Co., Brooklyn, N. Y.

*TV Accounts:* Andrew Jergens Co.; Nat'l Guard Bureau; Rockwood & Co.

**W. WALLACE ORR, INC.**

1518 Walnut St., Philadelphia 2, Pa.

Phone: KIingsley 6-4140

President.....W. Wallace Orr

V.P. & Asst. to Pres...George J. Kerrigan, Jr.

Sec'y & Treas.....Willard W. Hughes

Art Dir.....Wellington H. Kashner

Copy Chief.....R. Joseph Kuklich

Space & Time Buyer.....Greta Dunsmore

*Radio Accounts:* Atlantic City Racing Assn., Pleasantville, N. J.; Beach Front Gardens (Motel) Atlantic City, N. J.; M. A.

Bruder & Sons, Inc. (Paint Mfgr.) Philadelphia; Stanwood Gardens (Real Estate Development) Philadelphia; Swanwyck Estates (Real Estate Develop.) Wilmington, Del.; Harry F. Michell Co. (Garden Supplies) Philadelphia.

*TV Accounts:* Atlantic City Racing Assn., Pleasantville, N. J.; Beach Front Gardens, Atlantic City, N. J.; Monte Carlo Beach Motels, Atlantic City, N. J.; M. A. Bruder & Sons, Inc. (Paint Mfgr.) Philadelphia.

**MERRITT OWENS ADV. AGENCY, INC.**

365 New Brotherhood Bldg.,

Kansas City 1, Kans.

Phone: DR 1-7250

ABP-ANPA-APA-FAAG

President .....Merritt Owens

Art Dir., Prod. Mgr.....Tom Horan

Account Executives.....Merritt Owens,

Robert Edwards, Frank Lisec

*Radio Accounts:* Inter-State Building &

Loan Assn., Kansas City.

*TV Accounts:* Zephyr Ventilated Awning Co., Kansas City, Kans.; Feld Chevrolet (Cars & Trucks), Kansas City.

**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.....Seymour Altman

Art Dir.....Elmer Pfeffer

Prod. Mgr.....Irving Ginsberg

Radio Time Buyer.....Betty Silon

Media Dir., Space Buyer.....Irving Krouse

Research Dir.....Jay Dresner

Pub. Dir.....June Rutkofsky

Acct. Executives.....David E. Winnick,

Lawrence Nelson, Aaron W. Davis, Jay

Dresner, Betty Silon, Peter Frenkel, Elias

Schonberger.

*Accounts:* Downs, Grace; Furniture Specialties Corp.; Klein & Teicholz; Modern Maid Products Co.; Orenstein, N. & Son; Overhead & Modernfold Door; Seminole Furniture Corp.; Stainless Food Equipment Co. Inc.; Wagner Mfg.

**PACIFIC NATIONAL ADVERTISING AGENCY**

2124 4th Ave., Seattle 1, Wash.

Phone: ELiot 1401

AAAA-ANPA

Chrm. of Board.....Wm. H. Horsley

President .....Trevor Evans

Vice Presidents.....George Griffis,

Milton Foland

Secretary .....Frank Horsley

Treasurer.....Calvin W. Franklin

Radio-TV Dir., Talent Buyer..Grant Merrill,

Media Dir., Time Buyer.Gertrude M. Nyman





Manager .....Martin Boss  
715 Cascade Bldg., Portland, Oregon  
Phone: Capitol 2-1021

V.P., Manager.....Milton A. Foland  
48 Second St., San Francisco 5, Calif.  
Phone: DOuglas 2-6947

Manager .....Harvey Strobusch  
*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), Wash. State Fruit Commission, Yakima, Wash.; Federal Old Line Insurance Co. (Insurance); Lang & Co. (Gold Shield Coffee) Seattle, Wash.; Nalley's, Inc., (Praise Salad Dressing) Tacoma, Wash.; Oil Heat Institute of Washington, Seattle.

*TV Accounts:* Fisher Flouring Mills Company; Ivar Haglund—Acres of Clams; Imperial Candy Company; Washington State Fruit Commission; Carstens Packing Company; Montag, Inc.; Lang & Co.; Oil Heat Institute of Washington.

**PARIS & PEART**

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

Phone: MUrray Hill 9-2424

ABP—ANPA—APA—PPA—ABC—NOAB  
NBP

President.....A. G. Peart  
Exec. V.P., Treas.....J.A.H. Rchm  
Sec'y., Comptroller .....Thayer Durell  
Marketing, Research Dir.....H. L. Mooney  
Art Director.....F. Yelinek  
Production Mgr.....R. Kreinik  
Vice Presidents.. W. F. James, G. M. Cleland  
Act. Executives.....A. A. Bindrim,  
W. F. Byrne, F. S. Ferry, D. C. Kreinik,  
D. C. Porteous, R. E. Walsh, W. J. De-  
Stefan, G. R. Gibson, J. C. Holme, K. E.  
Lee

Time Buyer.....Virginia Burke  
Plans Board Dir.....Maurice A. Umans  
Copy Director.....Dorothy Parker  
Media Dir.....W. M. Symmes

*Accounts:* A & P Coffee Div.; A & P Nat'l. Bakery Div.; Business Organization, Inc., N. Y.; Colonna, J., Bros.; Cottage Products, Inc.; Excelsior Quick Frosted Meat Prod. Inc.; Fruit Products Corp.; Great Atlantic & Pacific Tea Co., N. Y.; Ice Cream Novelties Div.; Joe Lowe Corp.; Kannengiesser & Co.; MCA-TV, Ltd., N. Y.; Nakat Packing Co.; Penn. Refining Co.; Quaker Maid Co., Inc.; Sage Laboratories Inc.; Sarra 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.; Anderson, Clayton & Co., Dallas, Tex.; Breakstone Bros., Div. of Nat'l. Dairy Products Corp. New York; Bremer Broadcasting Corp. (WATV), Newark, N. J.; No-Cal Corp., Brooklyn, N. Y.; Producers Distributors Agency, New York; Radio Rubber Corp., New Brunswick, N. J.; Vanity Fair Paper Mills, New York; Remington Rand Div. of Sperry Rand Corp., New York; Remington Rand Electric Shaver Div.

of Sperry Rand Corp., Bridgeport, Conn.; Remington Rand Univac Div. of Sperry Rand Corp., New York.

**PEARSON ADV. AGENCY, INC.**

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

Phone: YUkon 6-7795

ANPA

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—ABC—ABP—AFA

Chr. Exec. Committee.....Harry Peck  
Chairman of Board.....Sidney Garfield  
President .....Harry Krawit  
Exec. V.P.....Norman Mack  
Vice Presidents.....Sidney Alexander, John Schuman, Herman Stolley

Secretary .....Lee Lessen  
Media Dir.....Frieda Weiss  
TV, Radio Dir.....Sylvan Taplinger  
Time Buyer.....Russ Alben  
*Radio Accounts:* Howard Store Corp. (Clothes) Brooklyn, N. Y.; Van Munching & Co. (Heineken's Beer) New York, N. Y.; Bruns, Nordeman & Co. (Stocks & Bonds) New York, N. Y.

*TV Accounts:* U. S. Time Corp. (Timex Watches) New York, N. Y.; Sweet Orr & Co. (Workwear) New York, N. Y.; D'Orsay Sales Co. (Intoxication Perfume) New York, N. Y.

**PERRIN-PAUS COMPANY**

8 South Michigan Ave., Chicago 3, Ill.

Phone: RA 6-7923

ABP—ANPA—AAAA—AFA—ABC

President.....Earl R. Perrin  
Vice-President, Sec'y.....Donald L. Paus  
Ast. to Pres.....Linnea Vanderlaag

*Branch Office*

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

Phone: PL 7-6120

**PHILLIPS-RAMSEY CO.**

304 Ivy, San Diego 1, Calif.

Phone: BELmont 4-6401

APA—NBP—TAAN

Chairman.....W. L. Phillips  
President.....Charles C. Ramsey  
Vice Pres.....James Holloway  
Sec'y.-Treas. ....Herbert Fredman  
Media Director.....Robert L. Phillips  
Radio-TV Dir.....Mrs. Orva W. Huff

*Radio Accounts:* Silver Gate Savings & Loan Assn., First National Bank, Alsynite Co. of America (Translucent Fiberglass Panels); Golden Tulip Foods (Manufacturers of Potato Chips); Lion Clothing Co. (Men's & Women's Wearing Apparel); Community Chest of San Diego; Mrs. Conkling's Bakery; Food Basket (Supermarket Chain); Severin Building Co.; Walker Scott Corp. (Department Store); Hazard Concrete Products Co.



*TV Accounts:* Alsynite Co. of America, Food Basket, Silver Gate Savings & Loan Assoc., Walker Scott Corp., Golden Tulip Foods, Lion Clothing Co., all San Diego.

**PITLUK ADVERTISING COMPANY**

123 Auditorium Circle, San Antonio 5, Texas  
Phone: NCApitol 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. Excers.....C. Carolus, Jack D. Mitchell,  
Sam Riklin, Louis Pitluk

Copy Chief.....Harvey Christiansen  
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**

1188 S. Muirfield Rd., Los Angeles 19, Calif.  
Phone: HOLLYWOOD 5-0580

Owner, Sales Mgr.....Irwin T. Porter  
Partner, Time Buyer....Gertrude T. Porter  
Account Executive.....Jean Norab

*Radio Accounts:* Wright Carpet, Inc., Los Angeles; Resnik Bros. (Automobile Repairs) Los Angeles; Ackerman Cosmetics (Creams, Lotions, etc.) Los Angeles; Keys Meat Market (Butcher) North Hollywood; Pecks Model Agency, Hollywood, Calif.; Prekut Homes (Building Contractors) Los Angeles; Kenosha Transport Corp. (Automobile Transportation) Los Angeles; Angelus Furniture Co., Los Angeles, Calif.

**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. Dirs.....Gene Dennis,  
Al Christy

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, TV Account:* Falls City Brewing Co.

Inc. (Falls City Beer), Louisville, Ky.

**J. G. PROCTOR COMPANY, INC.**

250 Park Ave., New York 17, N. Y.  
Phone: YUkon 6-7725

PPA

President.....J. G. Proctor  
V.P. & Acct. Exec.....Ray Hanna

Secretary.....M. S. Proctor  
Art Dir. & Prod. Mgr.....M. Sholle

*Accounts:* Addis Co.; Allied Purchasing Corp.; British Continental Sales Co.; Chauncy Woolen Mills; Fairchild Sons; Fouke Fur Co.; Fredrica Furs Inc.; Freed's Fur Shop; 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; Titcher-Goettinger Co.; Zimmerman-Scher Co.

**PRODUCT SERVICES**

17 East 45th Street, New York City  
Phone: MURray Hill 7-0204

ABP

President.....Les L. Persky  
Exec. V.P., Gen. Mgr....Lester J. Blumenthal

V.P., Acct. Supv.....Harold L. Tuers  
Art Director.....Allen G. Davis

TV Production Mgr.....Frank D. Jacoby  
Publicity Director.....Ruth Davis

Time Buyer.....Mort Reiner  
Acct. Exec.....Lester Blumenthal, N. R.

Lorman, Harold Tuers  
*Radio Accounts:* Strauss Stores Corp., N. Y. & Conn. (Auto Accessory Chain).

*TV Accounts:* Roto-Broil Corp. of America (rotisseries); Pro-Kleen Industries (Rug & Upholstery Cleaner); Olympic Radio & Television, Inc. (Electronic and Communication Equipment).

**CHARLES O. PUFFER ADVERTISING**

75 E. Wacker Dr., Chicago 1, Ill.  
Phone: Financial 6-0519

ABP—APA

President.....Charles O. Puffer  
Art Director.....Henry Garcia

Prod. Mgr.....Glorya Bakken  
Publicity Dir.....Jack Hess

Acct. Executives.....Charles O. Puffer,  
Lloyd Kuehn, Jack Hess

*Accounts:* Ceco Steel Products Corp., Jenn-Air Products Co., Inc., E. J. Lachmann Co., National Chiropractic Ass'n, Wisconsin Malt-ing 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... 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, Larson, J. C., Co. Inc.; McFadden 3 Sisters Springs, Radio Stations KGLO, WTAD; Rolscreen Co.; Sawyer Biscuit Co. (Western Div.); Station WOC, Tri-City Bcstg. Co.; Western Grocer Marshalltown, Ia.

**THE RANDALL COMPANY**

75 Pearl St., Hartford 3, Conn.  
Phone: JACkson 7-1179

President..... Wilbur W. Randall  
Acct. Exec..... Donald R. Schively  
Art Director..... Robert I. Berger  
Radio & TV Director.... Florence F. Grady  
*Radio Accounts:* Stackpole Moore & Tyron (Clothing), Hartford, Conn.; Hoffman Wallpaper, Sir Allo Shoe Clinic, Wachtel's Department Store, all Hartford, Conn.  
*TV Accounts:* Hartford Gas Co., State Line Potato Chip Co., N. Wilbraham, Mass.; Crown Petroleum, Hartford, Conn.; Sir Allo Shoe Clinic, Hartford, Conn.

**REACH, YATES & MATTOON, INC.**

720 Fifth Ave., New York 19, N. Y.  
Phone: PLaza 7-7676

AAAA-ABP-ANPA-APA-NBP-NOAB  
PPA

Bd. Chrm., Pres..... Chas. Dallas Reach  
Exec. V.P..... Harold H. Black  
V.P., Radio & TV Dir.... Norman Gladney  
V.P., Art Dept..... L. L. Schultz  
Media Dir..... Richard B. Gordon  
Production Mgr..... Frank Sharpe  
Acct. Execs..... Harold H. Black, Frederick O. Perkins, Stephen Holdempf, Jr.

*Branch Office*

69 Washington St., Newark 2, N. J.  
Phone: MARket 3-5100

Pres..... Francis R. Risley  
*Radio Accounts:* 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., Kearney, N. J.

*TV Accounts:* 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: FEderal 9-0071

ABP-ANPA-APA-NOAB-PPA-NBP  
Chrm. of Bd..... E. E. Sylvestre  
President..... Wayne Hunt  
Exec. V.P..... R. W. Stafford  
Sec'y..... Mary Gale  
Treasurer..... L. J. Beltrand  
Vice-Presidents..... J. H. Sarles,  
Helen A. Brown, 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  
Radio-TV Prod. Mgr..... Wm. S. Shepherd  
Time Buyer..... H. Wendell Eastling  
*Radio Accounts:* General Mills, Inc., Pacific Gamble Robinson Co., Midland National Bank, Art Instruction, Inc., Minneapolis Brewing Co.

*TV Accounts:* Art Instruction, Inc., General Mills, Minneapolis Brewing Co., Pacific Gamble Robinson Co., Minneapolis.

*Estimated Radio-TV Billings:* \$3,925,000.

**REINCKE, MEYER & FINN, INC.**

520 N. Michigan Ave., Chicago 11, Ill.  
Phone: WHitehall 4-7440

ABP-ABC-AFA-ANPA-AAAA  
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: KENmore 6-3900

ANPA-PPA-ABP-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-APA-NOAB  
President..... Emil Reinhardt  
Time Buyer..... A. Leo Bowman  
TV & Radio Dir..... Cecil Webb, Jr.  
Media Dir..... Adeline Schow  
Acct. Exec..... Bernard Blake  
*Radio Accounts:* Walter N: Boysen Company (Paints) Oakland and Los Angeles.

Kilpatrick's Bakeries, Inc. (Bread), San Francisco; Radio Station KROW, Oakland, Calif.; Par-T Pak Beverages (Soft Drinks), 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.; Yami Yogurt Distr., Burlingame; KCRA, Inc. (TV Station) Sacramento, Calif.

**E. W. REYNOLDS LIMITED**

154 University Ave., Toronto Ont., Canada  
Phone: Empire 2-2381

Chairman of Bd.....Edward W. Reynolds  
President.....C. Warren Reynolds  
Vice Pres.....N. Stuart Walton  
V.P., Radio-TV.....H. E. Karpus  
Vice Pres.....H. D. R. Newby  
Time Buyer.....Helen Anderson

**Branch Office**

1440 St. Catharines St., W., Montreal, Quebec  
Phone: UN 6-1775

Manager.....R. C. Elvin  
*Radio & TV Accounts:* General Mills (Canada) Ltd. (Baking Products & Cereals); Nestle (Canada) Ltd. (Quik, Evap. Milk, Maggi Boullion); Dairy Farmers of Canada (Dairy Products); Eversharp, Inc. (Razors and Pens); Fleers Buhble Gum; R. M. Hollingshead Co. (Auto Additives); Honey Dew Coffee Shops (Restaurants); Hunt's Bakery Ltd. (Baked Goods); Mutual of Omaha (Insurance); Silhouette Products, Ltd. (Cosmetics); Sisman Shoe Co. (Shoes); Willards Chocolates (Candy), all Toronto.

**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  
Spot Time Buyer.....James M. Kelly  
Vice Presidents.....Ernest A. Gray,  
Ellsworth D. Hill, John Graff, John Hamm,  
Sandford Smith, Kenneth Young  
V.P., Dir. Research.....John E. Shepherd  
Secy., Treas.....Duane W. Beurmann  
Network Time Buyer, Stat. Rel.,  
Program Dev.....Keith Shaffer

V.P., Dir. Radio-TV.....Seymour J. Frolick  
**Branch Offices**

221 N. La Salle St., Chicago, Ill.  
Phone: Financial 6-3585

Manager.....George T. Jahnke  
550 Sherbrooke W., Montreal, Que.  
Phone: AVenue 8-3191

Manager.....William F. Walsh  
**HARRINGTON & RICHARDS: Division of**  
F. D. Richards, Inc.

256 Sutter St., San Francisco, Calif.  
Phone: EXbrook 2-6025

Manager.....Alfred E. Smith  
5816 Wilshire Blvd., Los Angeles, Calif.  
Phone: WEBster 3-5577

Manager.....Greacen Mitchell  
*Radio Accounts:* United States Rubber Co. (Tire Div., Footwear Div., U. S. Royal Golf Balls, International Div., Chemical Div.) New York; MacMillan Petroleum Corp. (Royal Scot Div.) Los Angeles, Calif.; Morris Plan Co. of Calif., San Francisco; American Machine & Foundry (Bowling Equipment, Pinspotters, Roadmaster Bicycles, DeWalt Power Tools), New York; Avoset Co. (Qwip Whipped Cream) Los Angeles; National Sugar Refining Co. (Quaker Cane Sugars) New York; Bank of California, San Francisco; Eastern Air Lines and Colonial Air Lines, Div. of EAL New York; Squirt Beverage Co., Beverly Hills, Calif.; Waterman Pen Co., Seymour, Conn.; Western Pacific Railroad Co., San Francisco.

*TV Accounts:* United States Rubber Co. (International Div., Tire Div., Footwear Div., Textile Div., Chemical Div., Mechanical Goods Div.) New York; American Machine & Foundry Co. Avoset Co., Eastern Air Lines & Colonial Air Lines Div. of EAL; Squirt Beverage Co., Waterman Pen 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 28, Calif.  
TV, Radio Office.....Morey K. Reiss

**DAN RIVKIN ADVERTISING**

1418 Walnut St., Philadelphia 2, Pa.  
Phone: PE 5-5766

Owner.....Dan Rivkin  
*Radio Accounts:* Spiro's Apparel, Schulte Optical Co. (Optical), Philadelphia, Pa.; New York Sample Dress Shop, Phila., Pa.; Moskin Clothes, Ford Optical Co., Ismak Rug Mills.

**W. S. ROBERTS, INC.**

1401-05 Fox Bldg., Philadelphia 31, Pa.  
Phone: RIttenhouse 6-8763

**ABP**

President.....Wilmer S. Roberts  
V.P., Radio & TV.....Franklin S. Roberts  
*Radio Accounts:* Broad Motors (Ford Dealer); B. F. Goodrich Retail Stores (Tires, Batteries); Lerner Markets (Food Chain); Irones Co. (Ironing Board Covers), all Philadelphia, Pa.; Corleto Buick, Inc., Philadelphia; McKean Chevrolet, Philadelphia; Whitehill Distributors (Garbage Disposals); The Critic (Mail Order Gifts), Philadelphia; General Electric Appliances Co.

*TV Accounts:* Broad Motors (Ford Dealers); Philadelphia Gas Works (Utility); Bryant Air Conditioning Corps. (Heating Equip., Air Conditioning), All Philadelphia, Pa.; General Electric Appliances Co.



**ROBERTS & REIMERS, INC.**

551 Fifth Ave., New York 17, N. Y.  
Phone: MURray Hill 2-3175  
ANPA—APA—PPA

President.....Robert Power Reimers  
Vice Presidents.....Leon Kelley, M. W. Nichols  
V.P., Media Dir.....John K. Lucken  
Secretary.....Jac M. Wolff  
Prod. Mgr.....Sidney Menchel  
Art Director.....Hugh Ryan  
Acct. Execs.....Leon Kelley, M. W. Nichols, John Lucken, Teresa Roberts, John Yeargain

**MARSHALL ROBERTSON  
ADVERTISING AGENCY**

1550 Speer Blvd., Denver 4, Colo.  
Phone: KE 4-6268  
ABC—ANPA

Pres., Partner.....Marshall G. Robertson  
Sec.-Treas., Partner.....Mary A. Robertson  
V.P., Acct. Exec.....John Eby  
Radio Manager.....Margaret Pierson  
TV Manager.....Jack Helling  
Art Director.....Lavern Everson  
Account Executives.....R. W. McWilliams, James H. Briggs

*Radio Accounts:* City Elite Laundry, Denver, Colo.; Colo. Hospital Service (Insurance), Denver, Colo.; Wyo. Hospital Service (Insurance), Cheyenne, Wyo.; Cottrell's Clothing Store (Men's Clothes) Denver, Colo.; Dale Dance Studio, Denver; Elcar Fence Co., Denver; Elitch's Gardens (Recreation Park) Denver; First National Bank of Englewood, Englewood, Colo.; Fontius Shoe Store, Frumess Jewelry Co., Grayson's Apparel, TV Station KTVR, Lindner's Pkg. & Prov. Co. (Meat Products); Miller's Super Markets (Groceries); O'Meara Motor Co. (Automobile Sales); Pioneer Saving Stamps, Star Bakery, Walden Heating Co. (Heating Appliances); Weicker Storage Co. (Moving and Storage), all Denver, Colo.

*TV Accounts:* Cassidy Hicks Wallpaper Co., Clinton Aviation, Colorado Seed Co., Cottrell's Clothing Store, Dale Dance Studios, Elcar Fence Co., Elitch's Gardens (Recreation Park); First National Bank of Englewood, Frumess Jewelry Co., Grayson's Apparel, Lindner's Pkg. & Prov. Co., Miller's Super Markets, O'Meara Motor Co., Pioneer Saving Stamps, Star Bakery, Walden Heating Co., Weicker Transfer & Storage Co.

**ELWOOD J. ROBINSON & CO.**

1111 Wilshire Blvd., Los Angeles 17, Calif.  
Phone: MUTual 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 Receivers), Los Angeles, Calif.; California Federal Savings & Loan Assoc., Los Angeles, Calif.; Dried Fig Advisory Bd., Fresno, Calif.; The Hale Co. (Home Builders), Garden 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.; Grerty-Michigan Corp. (Dishwasher), Adrian, Mich.; Loma Linda Food Co. (Ruskets, Gravy Quik), Arlington, Calif.; Los Angeles Dept. of Water & Power; Los Angeles, Calif.; Utility Appliance Corp. (Heating Equip., Coolers & Fans, Gaffers & Sattler and Occidental Gas Ranges), Los Angeles, Calif.; Wilco Co. (Foaming Clear-ex, Bif Insecticides).

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

135 S. LaSalle St., Chicago 3, Ill.  
Phone: RANDolph 6-9760

ANPA—ABP—APA—NBP—PPA—ABC  
President.....J. P. Roche  
Treasurer.....D. J. Kelly  
V.P., Acct. Supv.....Walker B. Sheriff  
Vice-Presidents...S. Weston, Lloyd Maxwell, J. V. Gilmour, John Hayes Kelly, M. F. Williamson, W. H. Savin, George Lyman, James M. Cleary, R. H. Stracke, Frank Hakewill

Radio, TV Director.....Kirby Roche  
Acct. Exec.....E. C. Olson

*Radio Accounts:* Chicago, Milwaukee, St. Paul & Pacific R.R. (The Milwaukee Road), Chicago; Hardware Mutual Casualty Co., Stevens Point, Wis.; John Puhl Products (Fleecy White Bleach), 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.....Robert Spencer, Gerald Addis, Edw. Lovinger

Radio Director.....Trina Shuchat  
Art Director.....Patricia Boyd  
TV Director.....Ira Segall  
Film Director.....Sue Wurtzburg  
Production.....Helen Wurtzburg

*Radio Accounts:* Western Tire Auto Stores (Dept. Store); Fizz-Up (Beverage); Chicago Furniture Mart; Kay-Den Beauty Salon; Roxy Rug Co., all Chicago.

*TV Accounts:* Walton Motors, Inc. (Automobiles); Western Tire Auto Stores; All Star Motors (Automobiles); Leader Pontiac; Fizz-Up; Chicago Furniture Mart; Glen Motors; Nortown Olds, 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**

InsurOmedic Bldg., Dallas 1, Tex.

Exec. V.P. & Mgr.....R. E. Brooks  
903 McGee St., Kansas City 6, Mo.

V.P. & Mgr.....R. S. Brigham

**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. Burselson & 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

Bd. Chrm., Pres.....Russell C. Ronalds  
Exec. Vice-President.....F. deB. Walker  
Sec'y-Treas. ....Angus Ahern  
V.P., TV, Radio Dir.....Peter Colick  
Media Dir.....R. M. Gleeson

**Branch Offices**

108 Peter St., Toronto, Ont., Canada

Phone: EMpire 3-0237

Exec. V.P., 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:** 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, 11  
V.P., Gen. Mgr.....John A. Boulle  
V.P., Media Director.....G. M. Rundbaken  
Production Manager.....Ethel Whelan  
Radio-TV Dir.....Channing Hadlock

**Radio Accounts:** Bankers Trust Co., New York, N. Y.; H & M Packing Co. (Coronet Prune Juice), Brooklyn, 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 Pharmacal Co., Astoria, L. I., N. Y.

**ROSENGARTEN & STEINKE, INC.**

483 Union Ave., Memphis 3, Tenn.

Phone: JACkson 7-4566

APA—ABP—AAAN

President .....Norton Rosengarten  
Exec. Vice Pres.....Lynn Steinke  
Copy Chief.....W. L. Chesman  
Radio-TV Dir.....Jay Scott

**Accounts:** Air Temperature, Inc. (Heating & Air Conditioning) Memphis, Tenn.; American Distilling Co. Pekin, Ill.; Barzizza Bros., (Foods) Memphis, Tenn.; Black & White Stores, Memphis, Tenn.; Britling Cafeterias, Memphis, Tenn.; Burling, Nat. Packing Co. (meat packers) Memphis, Tenn.; Kraus & Co. (Cleaners) Memphis, Tenn.; Layne & Bowler, Inc. (Wells and Pumps) Memphis; Marl Metal Mfg. Co. (Dinette Furniture) Memphis; Memphis Furniture Co.; Memphis Publishing Co.; Mills-Morris Co. (Distributors) Memphis; Sanitary Bag & Burlap Co. (Panhandler Pot Holders) Memphis; Southern Leather Co., Memphis; Stewarts, Inc. (Food Products), Memphis; WHBQ, WHBQ-TV, Memphis, Tenn.

**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. Supr.....Carroll F. Sullivan  
V.P. & Art Dir.....John W. Hutton  
V.P., Acct. Supr.....William Gerstenberger,  
Wm. W. Shaul

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  
V.P., Dir. Prod. Analysis..Kenneth S. Loring  
Personnel Dir.....George Macier  
Librarian .....Florence Armstrong

**Branch Offices**

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

Phone: MURray Hill 7-2944

Acct. Executive.....John Roche  
1680 North Vine St., Hollywood 28, Calif.  
Phone: HOLlywood 9-6263

ADVERTISING AGENCIES

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:* Aseptic-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.; Export Div., Chrysler Corp.; Honey  
 Co.; Modern Homes Corp.; Murray Corp. of  
 Am.; Plymouth Div., Chrysler Corp.; Pre-  
 pared Products Co., Inc.; Servel, Inc., Air  
 Conditioning Div.

**RUDER & FINN, INC.**

130 E. 59th St., New York 22, N. Y.  
 Phone: PLaza 9-1800

Chairman of Board..... William Ruder  
 President ..... David Finn  
 V.P., Operations..... Paul B. Zucker  
 V.P., Administration..... Felix Kaufman  
 Account Group Suprvs..... Charles Lipton,  
 Robert Fleisher  
 Dir., Creative Services..... Richard Weiner  
 Dir., Communications..... William Cahn  
*Accounts:* Bettinger Corp.; Borgenicht,  
 Jack; Gibraltar Corrugated Paper Co. Inc.;  
 Inskip, J. S.; Ruder Brothers.

**CHARLES L. RUMRILL & CO., INC.**

339 East Ave., Rochester 4, N. Y.  
 Phone: Baker 5-7900

APA—NBP—AAAA—ABP—ANPA—PPA  
 President..... C. L. Rumrill  
 Treas. .... H. R. Hanson  
 Exec. V.P. .... G. M. Prince  
 Vice Presidents..... N. A. Gallegher,  
 J. R. VanArsdale, C. N. Gleason, F. F.  
 Harned, W. T. Jensen, B. W. Jones, J. S.  
 Warren, Jr.

Secretary..... G. G. Wallington  
 Radio-TV Director..... Dorian St. George  
 Asst..... Grace M. Danelo  
*Radio Accounts:* Community Savings Bank,  
 Rochester, N. Y.; Genesee Valley Union  
 Trust Co., Rochester, N. Y.; Kordite Co.  
 (Polyethylene Plastics) Macedon, N. Y.;  
 Symonds Farms (Frozen Food) Utica, N. Y.;  
 Fanny Farmer Candy Shops, Rochester,  
 N. Y.; Eastman Kodak Co. (Photo Supplies  
 & Serv.) Rochester, N. Y.

*TV Accounts:* Otto Bernz Co. (Torches,  
 Campstoves, Lanterns) Rochester; Brighton  
 Place Dairy, Rochester; Community Savings  
 Bank, Rochester; Eastman Kodak Co.,  
 Rochester; Endicott Johnson Co. (Shoes),  
 Endicott, N. Y.; Fanny Farmer Candy Shops,  
 Rochester; Genesee Valley Union Trust Co.,  
 Rochester; Kordite Co., Macedon, N. Y.;  
 Richardson Corp. (Fountain Fruits & Syrups)  
 Rochester; Stromberg Carlson Co. (Elec-  
 tronic equipment) Rochester, N. Y.; Sym-  
 onds Farms (Frozen Food) Utica, N. Y.

*Estimated Radio & TV Billings:* \$365,000.

**LOWE RUNKLE CO.**

1305 Liberty Bank Bldg., Okla. City 2, Okla.

Phone: REgent 6-3521  
 AAAA—ABP

President ..... Lowe Runkle  
 Vice-Presidents ..... Roger Pishny,  
 Howard Neumann, Monty Mann.  
 Radio, TV Director..... Martin H. Fuller  
*Radio Accounts:* Cain's Coffee Co. (Coffee,  
 Tea, Spices); Local Federal Savings and  
 Loan; Liberty National Bank (Banking);  
 Kerr-McGee Oil Industries, Okla. Gas &  
 Electric Co.; Meadow Gold Dairy; Dulaney  
 Distributing Co. (Appliance Distributors);  
 Air Products (Distributors), 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; Superior Feed  
 Mills, Meadow Gold Dairy, Kerr-McGee Oil  
 Industries, Oklahoma Gas & Electric Co.

**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, Jr.  
 Chrmn. of the

Bd..... Paul E. Watson (Chicago)  
 Vice Chrm. of Bd..... Robert Watson  
 President..... F. Kenneth Beirn  
 V.P., Sec'y-Treas..... J. Lewis Ames  
 V.P., Dir. of Radio & TV..... George Wolf  
 V.P., Radio & TV

Copy Chief..... Douglas MacNamee  
 Suprv. of Film Prod..... Philip Feld  
 TV Art Dir..... Ken Haverstick  
 Bus. Mgr., Radio-TV Dept... Havis Medwick  
 V.P., Media Dir..... Daniel M. Gordon  
 Prod. Supervisors. Dorothy Rivers, Ted Storb  
 Mgr., Time Buyers..... Vincent DeLuca  
 Time Buyers..... Mary Dowling,  
 Edward Sherimian  
 Radio-TV Writers..... Louis deMillhau,  
 Marianne Zeamer

*Branch Offices*

360 North Michigan Ave., Chicago 1, Ill.  
 Phone: FIancial 6-1833

Exec. V.P..... H. B. Groseth  
 Exec. V.P..... R. W. Metzger  
 V.P., Manager..... William W. Watson  
 V.P. Dir. of Radio-TV... George B. Anderson  
 Production Manager..... Jerry Sperling  
 Dir. of Sales Training, Visual

Comm. .... Don Durian  
 V.P., Chief Time Buyer..... Holly Shively  
 Time Buyers..... Irene Hess, Edmund Kasser  
 Carew Tower, Cincinnati 2, Ohio

Phone: GARfield 1-5800  
 Manager ..... Alex G. Pappas  
 1412 Main St., Dallas 2, Texas  
 Phone: RIverside 6453

Manager..... Alex G. Pappas  
 7430 Second Boulevard, Detroit 2, Michigan  
 Phone: TRinity 4-2200

Exec. V.P..... Tod Reed



5615 Fannin St., Houston 4, Texas  
 Jackson 4-7531  
 V.P., Manager.....Theodore F. Keady  
 3440 Wilshire Blvd., Los Angeles 5, Calif.  
 Phone: DUNKirk 8-0571  
 V.P. & Pacific Coast Mgr....John H. Weiser  
 Dir., Radio-TV.....Edward E. Simmons  
 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: MIDway 5-7711  
 Manager.....William M. Amundson  
 235 Montgomery St., San Francisco 4, Calif.  
 Phone: EXbrook 2-4616  
 V.P., Manager.....Ray Mount Rogers  
 1218 Third Avenue, Seattle 1, Wash.  
 Phone: ELIott 1572  
 V.P. & Manager.....F. G. Mullins  
 840 National Press Bldg., Washington 4, D. C.  
 Phone: EXecutive 3-6730  
 V.P., Manager.....Donald J. Wilkins  
*Radio Accounts:* Addit Co. (Addit) Detroit, Mich.; Allied Florists Assn. of Illinois (Florists) Chicago, Ill.; Apparatus Distributors (G.E. Distributor) New York, N. Y.; Arthur Murray School of Dancing (Dancing Instruction) New York, N. Y.; Blue Cross-Blue Shield (Hospital & Medical Insurance) St. Paul, Minn.; Bon Ami Co. (Jet Bon Ami) New York, N. Y.; Climalene Co. (Climalene) Canton, Ohio; Ed James Buick Co. (Automobiles) Los Angeles, Calif.; Erickson Petroleum Corp. (Gas & Oil Operation) Minneapolis, Minn.; Frito New York, Inc. (Fritos, Chee-Tos, Ta-Tos) New York, N. Y.; Frito Tri-State Corp., Philadelphia, Pa.; Frito Wisconsin, Inc., Monroe, Wis.; First National Bank of St. Paul, St. Paul, Minn.; General Electric Supply Co. (Distributor of Appliances) Houston, Tex.; Janney, Semple, Hill & Co. (Paints & Hardware) Minneapolis, Minn.; Kenton Pharmaceutical Co. (Sal-Fayne) Cincinnati, Ohio; Lewis-Howe Co. (Tums) St. Louis, Mo.; Nalley's Inc. (Mayonnaise, Salad Dressing) Seattle, Wash.; Pacific Coast Paper Mills of Washington, Inc. (M-D Tissue) Seattle, Wash.; Pacific Finance Corp. (Loans) Los Angeles, Calif.; Puget Sound Power & Light Co. (Utility) Seattle, Wash.; Red Top Brewing Co. (Red Top Beer) Cincinnati, Ohio; Safeway Stores, Inc. (Skylark Bread) San Francisco, Calif.; Seattle-First National Bank, Seattle, Wash.; Staley, A. E. Mfg. Co. (Sta-Puf, Sta-Flo) Decatur, Ill.; Sunheat Fuel Oil, Philadelphia, Pa.; Sun Oil Co. (Blue Sunoco Gasoline) Philadelphia, Pa.; Texas State Optical Co. (Opticians & Optometrists) Beaumont, Tex.; Wrigley, Wm., Jr., Co. (Double-Mint Gum) Chicago, Ill.  
*TV Accounts:* Addit Co. (Addit) Detroit, Mich.; American Home Products Corp., Whitehall Pharmaceutical Div. (Neet) New York, N. Y.; Apparatus Distributors (G.E. Distributor) Brooklyn, N. Y.; Blue Cross-Blue Shield (Hospital & Medical Insurance) St. Paul, Minn.; Bon Ami Co. (Jet Bon Ami)

New York, N. Y.; Brown & Williamson Tobacco Co. (du Maurier Cigarettes) Louisville, Ky.; Climalene Co., (Climalene) Canton, Ohio; Ed James Buick Co. (Automobiles) Los Angeles, Calif.; Erickson Petroleum (Gas & Oil Operation) Minneapolis, Minn.; Frito Co. (Fritos, Chee-tos, Ta-Tos) Fritos of Cleveland, Barberton, Ohio; Frito New York, Inc., Mamaroneck, N. Y.; Frito Tri-State Corp. Philadelphia, Pa.; Frito Co., Western Div., Los Angeles, Calif.; Frito-Wisconsin, Inc., Monroe, Wis.; General Electric Supply Co. (Distributor of Appliances) Houston, Tex.; Gulf States Utilities Co. (Utility) Houston, Tex.; Janney, Semple, Hill & Co. (Paint & Hardware) Minneapolis, Minn.; Kenton Pharmaceutical Co. (Sal-Fayne) Cincinnati, Ohio; Lewis-Howe Co. (Tums) St. Louis, Mo.; Lone Star Gas Co. (Natural Gas Service, Gas Appliances) Dallas, Tex.; Nalley's, Inc. (Mayonnaise, Tang Salad Dressing, Canned Meat Products) Tacoma, Wash.; Red Top Brewing Co. (Red Top Beer) Cincinnati, Ohio; Safeway Stores, Inc., Fairfax Baking Co. (Skylark Bread) San Francisco, Calif.; Seattle First National Bank (Banking) Seattle, Wash.; Serta Associates, Inc. (Mattresses & Box Springs) Chicago, Ill.; Staley A. E., Manufacturing Co. (Sta-Flo, Sta-Puf) Decatur, Ill.; Sun Oil Co. (Blue Sunoco Gasoline) Philadelphia, Pa.; Texas State Optical Co. (Optometrists and Opticians) Beaumont, Tex.; TV Time Foods, Ind. (TV Time Uopcorn) Chicago, Ill.; Wrigley, Wm. Jr. Co. (Doublemint Gum) Chicago, Ill.

**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  
 Acct. Exec.....Samuel E. Hunsaker,  
 Walter Kerwin, James Gould, Samuel Pat-  
 terson  
 Art Directors.....James W. Steele  
 William R. Clifford  
 Dir., Radio-TV.....William J. Green  
 Copy Chief.....Louise S. Cohle  
 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  
 Account Executives.....Murray Hirsch





Bernard Cooper, William Pitts, George B. Pampel, Glenda Sullivan, Ted Breining  
**Radio Accounts:** The Autoyre Co. (Kitchen & Bathroom Accessories) New York; Peter Pan Foundations (Brassieres & Girdles) New York; Mother's Food Products (Gefilte Fish), Newark, N. J.; Nationwide Insurance (Auto, Fire, Life Insurance) Columbus, Ohio; Chauquin, Inc. (Wines, Cognac) Morrisville, Pa.

**TV Accounts:** Peter Pan Foundations, New York; Emenee Industries, Inc. (Musical Toys), New York, N. Y.

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

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

Phone: YUkon 6-7575

AAAA-ABP-ANPA-ABC

President.....Stanley J. Keyes, Jr.  
 Vice-Pres.-Art Director...Alfred A. Anthony  
 Acct. Executives...Marshall Murphy, Sydney Huntley, Roy Williams, John Lawton  
 Production Manager.....William Korcak  
 V.P., Media Dir.....James J. Freeman  
 V.P., Public Rel. Director...Torrey Stearns

**Branch Offices**

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

Phone: PLaza 2-0809

Manager .....Roy Williams  
**Radio Accounts:** Davison Chemical Co., Div. of W. R. Grace & Co. (Fertilizers), Baltimore, Md.; Josiah Wedgwood & Sons, (Chinaware), 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-ABC

President .....Walker Saussy  
 Vice Presidents.....Joseph Shields, Jr., D. W. Ziegelsch  
 Radio Time Buyer.....Stanley Starr  
 Acct. Executives.....Jules Robert, Wallace Dorion, Jr.  
 Secretary .....Dorothea Schlesinger  
 Treasurer.....Alvin C. Camus  
 Production Mgr.....Donald Levy  
 Art Director.....J. J. Wolf, Jr.  
 Radio-TV Dir.....John Browne

**Radio Accounts:** American Brewing Co., Miami, Fla.; Elmer Candy Co. (Elmer Candies); Wm. B. Reily Co., Inc. (Luzianne & R. T. Coffees); L. A. Frey & Sons, (Meat Products) Henderson Sugar Refinery, New Orleans; Hibernia Homestead (Bldg. Loan & Savings) New Orleans.

**TV Accounts:** American Brewing Co., Miami, Fla.; Elmer Candy Co.; Wm. B. Reily Co., Inc. (Luzianne R. T. Coffee), Henderson Sugar Refinery; Hibernia Homestead (Building Loans); White Bros. (Jewelry Store); General Electric Supply Co.; L. A. Frey & Sons (Meat Products), New Orleans & Lafayette, La.

**FRANK B. SAWDON, INC.**

60 E. 56th St., New York 22, N. Y.

PLaza 1-2156

President.....Frank B. Sawdon  
 Vice-President, Media Dir.....Jerry Bess  
 Time Buyer.....Tom Mannos  
 Radio-TV Production.....Jack Wilcher  
 Coordinator.....James Hackett

**Branch Office**

8721 Sunset Blvd., Hollywood, Calif.

Phone: CRestwood 4-7585

Office Manager.....M. B. Scott  
**Radio Accounts**—Robert Hall Clothes, Inc. (Men's, Women's & Children's Apparel), New York, N. Y.; Abelson's, Inc. (Jewelers), Newark, N. J.; Radio Station WIND, Chicago.

**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).

**SCHENKER COMPANY**

2301 Wabansia Ave., W., Chicago 47, Ill.

Phone: ARmitage 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.

**SCHNEIDER, JOSEPH P., ADV., INC.**

11 E. 44th St., New York 17, N. Y.

Phone: MUrray 7-8294

President.....Joseph P. Schneider  
 Exec. V.P.....Alfreda Walsh  
 Secretary .....Philip Nemiroff  
 Prod. Mgr.....Mark Barry  
 Space Buyer.....Margaret Cassidy



**SCHOLTS ADVERTISING SERVICE**

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

Owner.....T. D. Scholts  
Radio-TV Dir.....Kenneth C. Higgins

**GORDON SCHONFARBER & ASSOCIATES, INC.**

58 Weybosset St., Providence 3, R. I.  
Phone: GASpee 1-4813-4-5  
ABP—ANPA—AFA—ABC

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.....Roger M. Shea

*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; J. S. Inskip, Inc. (Foreign Cars), Providence; B. A. Ballou Co., Inc. (Jewelry), Providence; Providence Retail Trade Board (Chamber of Commerce); California Artificial Flower Co., Providence, R. I.; Johnson & Wales Business School, Providence; Monogram Shop (Monogramming, Gifts) Providence; R. I. Provision Co. (Meat Packer) Johnston, R. I.; William H. Harris (Furrier) Providence, R. I.

*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.

**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, Jesse Livermore, Don Reed  
Sec.-Treas.....E. V. Owen  
Time Buyer .....Merle Myers  
Radio-TV Director.....R. B. Young  
Dir. Film Prod.....Alan 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

Vice Pres. in Chg.....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 & Pabasonone), Fort Wayne, Ind.; Lanolin Plus (Cosmetics).

*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.; Topco Assocs. (Canned Foods), Chicago, Lanolin Plus.

**ED SHAPIRO INC.**

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

President .....Edward Shapiro  
Vice-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.

**JOHN W. SHAW ADVERTISING, INC.**

51 E. Superior St., Chicago 11, Ill.  
Phone: MOhawk 4-6323  
ANPA

President & Treas.....John W. Shaw  
Vice-Presidents.....David E. Guerrant,  
P. L. O. Smith, Sigmund T. Seaman,  
Norman R. Anderson

Secretary .....Robert C. Milner  
Time Buyers.....Robert A. Landers,  
Isabel McCaulay

*Radio Accounts:* Colgate-Palmolive Co. (Shaving Preparations) New York, N. Y.; Dormeyer Corp. (Electric Appliances-Power Tools); Lumbermens Mutual Casualty Co. (Insurance); Quaker Oats Co. (Corn Goods, specialty products); Webcor, Inc. (Fonographs, Tape Recorders, Diskchangers) all Chicago.

*TV Accounts:* Colgate-Palmolive Co., Dormeyer Corp.; Quaker Oats Co., Webcor, Inc.

**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., Media Dir., Radio-TV

Producer .....Earle W. Hoffman  
V.P. Art.....Andre B. Paquette  
Time Buyer.....Marie E. Kachinski

*Radio Accounts:* Craftsman Insurance Co. (A. & H. Insurance); New England Provision Co. (Meats); Barcolene Co. (Detergents); Sears Roebuck & Co. (Boston & Suburban Retail Stores); Elm Farm Foods Co. (Retail Food Chain); Luby Chevrolet Co.; Magee's (Appliance Dealer), all Boston, Mass.

*TV Accounts:* Craftsman Insurance Co., New England Provision Co.; The Barcolene Co.; Elm Farm Foods Co.; Magee's; Luby Chevrolet Co.; Penobscot Shoe Co.

*Estimated Radio & TV Billings* \$550,000.

**SIMON & GWYNN**

3329 Poplar Ave., Memphis 11, Tenn.  
Phone: 62-1691  
SNPA—ANPA—APA—NOAB—ABP  
FAAG

Partners.....Milton Simon, H. N. Gwynn  
Art Prod. Mgr.....Carlos Gordon  
*Radio-TV Accounts:* American Snuff Co.,  
Donald Furniture Co., The HumKo Co., Ro-  
bilio & Cuneo (Ronco Foods), American  
Tea & Coffee Co.; WMC, WMCT, Memphis,  
Tenn.

**SIMONS-MICHELSON CO.**

1126 Lafayette Bldg., Detroit 26, Mich.  
Phone: Woodward 3-3000  
AAAA—ANPA—ABP

Partners.....Leonard N. Simons,  
Lawrence J. Michelson  
Prod. Mgr.....Arthur H. Copland  
Account Exec.....Richard N. Hughes  
Art Director.....Al Sielaff  
Radio-TV Dir., Time Buyer...George J. Hill  
*Radio Accounts:* Cunningham's Drug  
Stores (Drug, etc.), Keopplinger Bakery  
(Baked Goods), Krun-Chee Potato Chips  
(Potato Chips), (Pretzels), Marshall Drug  
Company (Drugs), Cleveland, Ohio; Benja-  
min Rich (Real Estate), Sealy Mattress Co.  
(Mattresses), Taylor's Inc. (Dodge-Ply-  
mouth), Detroit, Mich.; Velvet Peanut Prod-  
ucts (Peanut Butter); E & B Brewing Co.  
People's Outfitting Co. (Dept. Store); Dos-  
sins 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; Schmidt's (Beer),  
Detroit; Wrigley's Super Markets, Detroit;  
Arkay (Prepared Foods); Wrigley Markets;  
Gold Bell (Gift Stamps); Epps Four Great  
Stores (Sporting Goods).

*TV Accounts:* Cunningham's Drug Stores  
(Drugs, etc.); Dossin's Food Products (Pep-  
si Cola); Keopplinger Bakery (Baked  
Goods); Krun-Chee (Potato Chips); Peo-  
ple's Outfitting Co. (Dept. Store); Sealy  
Mattress Co. (Mattress Mfg.); Taylor's Inc.  
(Automotive); Velvet Peanut Products (Pea-  
nut Butter); E & B Brewing Co.; Hanson  
Chevrolet; Leo Adler Co. (DeSoto-Ply-  
mouth); Mohawk Lumber Co.; Wrigley's  
Super Markets; City Bank, Detroit, Mich.;  
Lix.

*Estimated Radio-TV Billings:* \$1,150,000.

**W. J. SMITH CO.**

Commonwealth Bldg., Louisville 2, Ky.  
JU 1019 4-2163  
APA—SNPA—ANPA

Pres. & Treas., Prod. Mgr.....W. J. Smith  
Vice-Pres. & Secy.....G. B. Smith  
Media Dir. & Copy Chief.....H. D. Peltier  
Radio Dir.....I. M. Diebold  
Account Executives.....P. M. Shaughnessy,  
H. D. Peltier, W. J. Smith, Maurice H.

Byrne  
*Radio Account:* Peerless Mfg. Co.  
**SMITH, TAYLOR & JENKINS, INC.**

223 Fourth Ave., Pittsburgh 22, Pa.  
Phone: Atlantic 1-9312  
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. Petrency,  
J. J. Matelan, R. K. Pearson, William D.  
Morrissey, Charles McClelland

**SON DE REGGER ADV. AGENCY  
INC.**

321 Eleventh 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  
Media Dir.....Theresa Kalashian  
Acct. Exec.....Robert F. Hayward  
*Radio Accounts:* 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.....Bernard Luden  
Research Director.....Charles Goldberg  
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.....Frederic Berg  
Copy Chief.....Madeline Clark  
Production Mgr.....Diane Davis  
Space & Time Buyer.....Martha Mathews  
Radio-TV Dir., Acct. Exec...Harry J. Accurso

**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:** Besdin Furniture Supermarket (Furniture), Syracuse; Empire Card Co. Inc. (Greeting Cards), Elmira, N. Y.; Gardner & North Roofing & Siding Corp.; Hotel Syracuse; Ononadaga Supply Co., Inc. (Appliances), Syracuse; Outdoor Store (Sporting Goods), Syracuse; Penfield Manufacturing Co. (Mattresses) Syracuse; Spector-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.

*Estimated Radio-TV Billings:* \$100,000.

**SPITZER & MILLS LIMITED**

50 King Street W., Toronto 1, Can.

Phone: EMpire 6-2811

CAAA—CDNPA

President.....G. F. Mills  
Exec. Vice-Pres.....J. W. Spitzer  
Gen. Mgr. & Sec.-Treas.....W. H. Reid  
Radio TV Director.....T. R. Hart  
Time Buyer.....E. McCeullagh

**Branch Office**

3405 Addington Ave., Montreal, Quebec

Phone: WA 0344

Co. Mgrs.....D. McCrimmon, J. Randle  
Radio-TV Dir.....P. E. Corbeil

**Radio-TV Accounts:** Colgate-Palmolive Ltd. (Palmolive Soap, Halo Shampoo, Fah Detergent, Colgate Toothpaste, Palmolive Shave Preparations, Toronto, Ont.; Quaker Oats Co. (All Products) Peterboro, Ont.; Kimberly-Clark Prod. Ltd. (Kleenex & Delsey) Toronto, Ont.; Wm. E. Coult's Co., Ltd. (Hallmark Greeting Cards) Toronto, Ont.; The Tea Council (Tea) Toronto, Ont.; The Toni Co. (Home Permanents) Montreal, Que.; Paper-Mate Co. (Pens) Montreal, Que.; Bell Telephone Co. (Yellow Pages) Montreal, Que.; B. F. M. Ltd. (Colibri Lighters) Montreal, Que.; McCormicks Biscuit Co. (Biscuits) London, Ont.; Exquisite Form Brassieres (Bras & Girdles) Toronto; John Ingles Co., Ltd. (White Goods) Toronto; Lehu & Fruk, Ltd. (Lysol) Toronto; Dorothy Gray, Ltd. (Cosmetics) Toronto; Lesquen-

dier Ltd. (Cosmetics) Toronto, Ont.

*Estimated Radio-TV Billings:* \$1,500,000.

**BARTON A. STEBBINS ADVTG.**

3142 Wilshire Blvd., Los Angeles 5, Calif.

Phone: Dunkirk 8-8131

ABP—ANPA—AAAA

Owner.....Barton A. Stebbins  
Acct. Exerutives.....A. W. Gudelman,  
Nat Jeffras, Judd Graham

Time Buyer.....A. W. Gudelman

**Radio Accounts:** Vitalfa Corp. (Brewster's Food Supplement) Roseda, Calif.; Certified Grocers of Calif. (Royal Host, Perfect Host, and Guest coffees) Los Angeles, Calif.; Old Fashion Products (Foster's Freeze) Compton, Calif.

**TV Accounts:** Certified Grocers of Calif.; Old Fashion Products; Signal Oil Co. (Gasoline) Los Angeles, Calif.

**STEBBINS, HAL, INC., ADV.**

714 W. Olympic Blvd., Los Angeles 15, Calif.

Phone: Richmond 9-5317

PPA—ANPA—ABP—APA—AAAA—ABC

NBP

President .....Hal Stebbins  
Vice Presidents..Paul Winans, Robert Laws  
Sec., Treas.....Edna Page Ackerman  
Art Dir.....Jack Eipper, Jack Vibber  
Prod. Mgr.....Al Schuknocht  
Acct. Execs.....Harvey Hickman, Richard  
Lewis, Margot Stevens

**STERLING ADV. AGENCY**

535 5th Ave., New York 17, N. Y.

Phone: MURray Hill 7-3400

ANPA—PPA—BP

Chr. Bd., Pres.....S. M. Brown  
Treasurer .....Herbert Goldsmith  
Media Director.....Alfred B. Udow

**Radio Accounts:** Milium Division, Deering, Milliken & Co., (Lining Material); Fashion-o-rama Mgt. Corp. (Fashion Exposition) both New York, N. Y.

**TV Accounts:** Milium Division, Deering, Milliken & Co.

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

1300 First Natl. Bank Bldg., Cincinnati 2, O.

Phone: Dunbar 1-5600

AAAA—ABP—ANPA—APA—PPA—NOAB  
Chrmn. of Board.....William Z. Burkhardt  
VP, Sec. & Copy Chief.....Ranald S. West  
Pres., Dir. of Contact..Joseph D. Nelson, Jr.  
Exec. V.P., Treas.....C. Thomas Martin  
Time Buyer, Art Dir.....Robert Helmich  
Television Director.....Gary Lee  
Pgm. Mgr., Radio-TV.....Robert Huber

**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.....Norman Ludlow  
Office Manager.....Janet Thomas

*Radio and TV Accounts:* Harry Forman Cl. *Radio and TV Accounts:* Gioia Macaroni Company (manufacturers of macaroni products), Buffalo; 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; Snyder's Seat Covers, 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  
Publicity Dir.....William McMorro

*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 Lohster Newburgh), Pine Point, Me.; Hickox Secretarial School, Boston; Radio Station WMEX, Boston.

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

477 Madison Ave., New York 22, N. Y.  
Phone: MURray Hill 8.1600

ANPA-APA-NOAB-PGA-NBP-AAAA  
President.....Raymond F. Sullivan  
Vice-Pres.....Donald D. Stauffer

Vice-Pres.....S. Heagan Bayles  
Vice-Pres., Secy.....John P. Cohane  
Vice-Pres. ....Ralph Smith  
Vice-Pres. & Treas....T. Newton Weatherby  
Vice-Pres.....Lloyd W. Baillie  
V.P. & Copy Chief.....Joseph Leopold  
V.P. & Media Dir.....Francis Minehan  
V.P. & Merch. Dir.....Daniel O'Meara  
Vice-Pres.....Mary A. Ayres  
Vice-Pres.....Herbert A. Vitriol

Vice-Pres.....A. K. Spencer  
Vice-Pres.....Luther H. Wood  
Vice-Pres. ....Maitland Jones  
Vice-Pres.....John H. Hosch, Jr.  
Vice-Pres.....Ida S. Raisback  
Vice-Pres. ....Barrett Welch  
Vice-Pres.....William M. Spire  
Vice-Pres.....Horace Hagedorn  
Vice-Pres. ....Joseph Hardie  
V.P., 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  
V.P., Network Operations.....George Frey  
V.P., TV-Radio Pgm. Dev. Robert W. Ballin

*Branch Office*

6253 Hollywood Blvd., Hollywood 28, Calif.  
Phone: Hollywood 4-2119

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

*Accounts:* American Petroleum Institute (Institutional); American Tobacco Co. (Pall Mall Cigarettes, La Corona Cigars, Antonio y Cleopatra Cigars, Half and Half Smoking Tobacco); Best Foods, Inc. (H-O Oats, H-O Cream Farina, Presto Self Rising Cake Flour); Block Drug Co. (Nytol Sleeping Tablets, Green Mint Mouthwash, Pyclope Tooth Brushes); Blue Coal Corp. (Blue Coal); Carter Products (Arrid Cream Deodorant, Rise Instant Lather); J. H. Filbert, Inc. (Mrs. Filbert's Margarine, Mayonnaise and Salad Dressing); Gunther Brewing Co. (Gunther Premium Dry Beer & Ale); Hudnut Sales Co. (Cosmetic Div., DuBarry Preparations, Hudnut "Light and Bright"); Junket Brand Foods Div., Chr. Hansen's Laboratory (Junket Rennet Powder & Tablets, Quick Fudge & Frosting Mix, Danish Dessert, Freezing Mix, Sherbet Mix, Fondant Mix); Lambert-Hudnut Div., Warner-Lambert Pharmaceutical Co. (Richard Hudnut Quick Home Permanent, Pin-Quick, Children's Quick, Enriched Creme Shampoo, Creme Rinse, Rinse 'n Set); V. La Rosa & Sons (Macaroni, Spaghetti Sauces, Pizza Pie Mix, Prepared Italian Food Specialties); Lever Brothers Co. (Lifebuoy Soap, Silver Dust Blue, Hum); Noxzema Chemical Co. (Noxzema Skin Cream, Brushless Shave Cream, Suntan Lotion); Smith Brothers (Cough Drops & Cough Syrup); The Sperry and Hutchinson Co. (S & H Cash Discount Stamps); Whitehall Pharmacal Co. (BiSo-Dol Mints, BiSoDol Powder, InfraRUB).

**TALAD CORPORATION**

730 Fifth Ave., Suite 1901, New York 19, N. Y.  
Phone: COlumbus 5-3550

President .....Charles Bernard  
Sec'y.-Treas. ....Philip R. Leeds  
Art Director.....Leonard Kessler  
Asst. to Pres.....Rita Hughes  
*Radio Account:* Superior Insurance Plan.



**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  
 Dir., Radio-TV.....Dan Seymour  
 V.P. & Dir. of Media.....Arthur A. Porter  
 Admn., Radio-TV.....John F. Devine  
 TV Group Heads.....Robert E. Buchanan,  
 Storrs Haynes, Al Morrison  
 Associate Media Dirs.....Alvin Dreyer,  
 James O. Luce, Anne Wright, Gerald Ver-  
 non, Richard Jones, Jack Green

*Branch Offices*  
 410 No. Mich. Ave., Chicago, Ill.  
 Phone: MOhawk 4-6700  
 Vice Pres., Mgr.....George C. Reeves  
 Radio-TV Mgr.....John E. Mosman  
 Media Dir.....John de Bever  
 535 Griswold St., Detroit, Mich.  
 Phone: WO 2-8890

V.P., Mgr.....John L. McQuigg  
 Radio-TV Acct. Suprv.....Donald Thorburn  
 Radio-TV Rep.....Eldon Hazard  
 6399 Wilshire Blvd., Los Angeles, Calif.  
 Phone: WE 3-7201  
 V.P., Mgr.....Cornwell Jackson  
 220 Miracle Mile, Coral Gables, Fla.  
 Phone: MIami 83-5487

Manager.....Eugene Austin  
 320 California St., San Francisco, Calif.  
 Phone: GA 1-3510  
 V.P., Mgr.....Harry A. Lee  
 Time Buyer.....Frances Austin  
*Radio Accounts:* Joseph Schlitz Brewing  
 Co., Pharma-Craft Corp.; Mentholatum, Shell  
 Oil Co., Chun King Sales, Inc., Scott Paper  
 Co., Murine, Panagra, Ford Div., Ford Motor  
 Co., Ward Baking Co.

*TV Accounts:* Ciba Pharmaceutical Prod.,  
 Inc., Pan American, Johns-Manville, Alu-  
 minum Ltd., Lever Bros., Standard Brands,  
 Inc., Mentholatum, Blue Cross, Blue Shield,  
 Scott Paper Co., Chesebrough-Pond's, East-  
 man Kodak, Kraft Foods Co., Ford Div.,  
 Ford Motor Co., Bril'o, Seven-Up, Joseph  
 Schlitz Brewing Co.

**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  
 Vice-Pres.....F. Haas, F. Nye

*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.; Dellwood  
 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.; Gristede 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.; Gristede Bros., Inc. (Grocers), New  
 York, N. Y.; New Jersey Egg Institute (Jer-  
 sey Jill Eggs), Lakewood, N. J.; Terry Candy  
 Co., Elizabeth, N. J.

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

2501 Cedar Springs Road, Dallas 1, Texas  
 Phone: RI 8-4741  
 AAAA—ABP—ANPA—AFA  
 President.....Morris Hite  
 Exec. Vice-Pres.....Clay W. Stephenson, Jr.  
 Media Dir.....Ernestine Parker  
 Radio, TV Director.....Lawrence E. DuPont  
*Branch Office*  
 2332 W. Holcombe, Houston 25, Texas  
 Phone: MO 7-3306  
 1501 Canal St., New Orleans 16, La.  
 Canal 9278

*Radio Accounts:* Borden Co. (Southern  
 District); Duncan Coffee Co., Houston; Im-  
 perial Sugar Co., Sugarland; Burrus Mill &  
 Elevator Co. (flour), Dallas; Adleta Com-  
 pany, 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 Dis-  
 trict); Duncan Coffee Co., Houston; Im-  
 perial Sugar Co., Sugarland; Kings Candy  
 Co., Ft. Worth; Haggag 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  
*Accounts:* Bernheimer, D. F., & Co.;  
 Colonial Boat Works; Dyson Shipping,  
 N. Y.; Emery, John S. Co.; Fishetti Bros.;  
 General Register Corp.; Haeuser Shellac Co.  
 Inc.; Jadov, B. Inc.; K & W Products Corp.;  
 Meyer, N. S.; Mohegan Int'l.; Pan-Atlantic  
 Steamship Line; 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  
 Senior Acct. Exec.....Robert E. Dwyer  
 Acct. Exec.....Lawrence W. Davidson  
 Research Dir.....Gordon Norberg  
 Art Director.....J. B. Hoopes  
 Dir. Radio Pgms.....P. C. Lund  
 Media Director.....Louis J. Nelson



Space, Time Buyer.....David S. Williams  
Dir. of Network TV Pgms.....Jack Farnell  
Dir. of TV Film Dept.....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.  
Vice Pres.....Forest F. Owen, Jr.  
Director, Radio-TV Oper.....Edgar Pierce  
10 East 49th St., New York, N. Y.  
Phone: PLaza 5-4156

Eastern Radio, TV Dir...Henry J. Opperman  
*Radio Accounts:* Miles Laboratories, Inc. (Alka-Seltzer, One-A-Day (Brand) Vitamins, Nervine, Tabcin), Elkhart, Ind.; Miles California Co., (Bactine) Los Angeles, Calif.; Aireloom Bedding (Mattresses & Springs), Alhambra, Calif.; Durham Chemical Co., Los Angeles; See's Candy Shops, Los Angeles & San Francisco; Joe Maggio; Greene & Henkle; National Van Lines; Paper Products Co.

*TV Accounts:* Miles Laboratories, Inc. (Alka-Seltzer, Nervine, Tabcin, One-A-Day Brand) Vitamins, Elkhart, Ind.; Alberto-Culver Co. of Hollywood (Alberto VO-5), Chicago; Miles California Co., (Bactine) Los Angeles, Calif.; Joe Maggio, Inc., Holtville, Calif.; See's Candy Shops, Los Angeles & San Francisco, National Van Lines, Los Angeles; Paper Prod. Co. (Napkins, etc.), Los Angeles.

**HUGO WAGENSEIL & ASSOC. CO.**

Talbott Bldg., Dayton 2, Ohio  
Phone: HEmlock 5542

AAAA-ABP-APA-PPA-ANPA  
CAAN

President .....Hugo Wagenseil  
Vice President.....Paul B. Willis  
Vice President.....W. H. Ford  
Radio Director.....F. R. Harwood  
V.P., Creative Dir.....Harley C. Case

**W. S. WALKER ADVERTISING CO.**

Oliver Bldg., Mellon Sq., Pittsburgh 22, Pa.  
Phone: GRant 1-1900

ABP-ANPA

President.....C. P. Richardson  
Exec. V.P.....F. L. Newmeyer, Jr.  
Vice Presidents.....A. F. Young,  
Norman Burk

Sec'y.-Treas.....George Luchik  
Radio-TV Dir.....Robert B. Stevens

*Radio Accounts:* Aunt Hannah's Bakery (Food Products) Pittsburgh, Pa.; Sterling Oil Div. of Quaker State Oil Refining Corp. (Gas & Oil) Emlenton, Pa. & St. Marys, W. Va.; Disco Div. of Pittsburgh Consolidation Coal Co., Pittsburgh, Pa.; I. N. Hagan Co. (Milk and Ice Cream) Uniontown, Pa.;

Pittsburgh Coke & Chemical (Insecticides) Pittsburgh, Pa.; Allegheny Ludlum Steel Corp. (Stainless & Special Alloys, Steels) Pittsburgh, Pa.; Blackstone Corp. (Laundry Equipment) Jamestown, N. Y.; Niagara Therapy Mfg. Corp. (Massage Equipment) Adamsville, Pa.

*TV Accounts:* Aunt Hannah's Bakery, Sterling Oil Div. of Quaker State Oil Refining Corp., Blackstone Corp., Niagara Therapy Mfg. Corp., I. N. Hagan Co., Pittsburgh Coke & Chemical, Allegheny Ludlum Steel Corp., Disco Div. of Pittsburgh Consolidation Coal Co.

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

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

ABP-ANPA-PPA

President.....Norman D. Waters  
Vice Presidents....Bliss Woodward, Marvin Sherres  
Secretary.....Elaine L. Waters  
Space Buyer.....Bernard Beallor  
Production Mgr.....Herbert Jacobs  
Office Manager.....Mimi Luden  
Art Director.....Robert Bergman  
Mechanical Art.....Robert R. Brown  
Account Execs.....Norman Waters,  
Bliss Woodward, Leonard Koven, Marvin Sherres, 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, J. C. Silverman, 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; Michaels Brothers (Dept. Store), Schane Pontiac Corp., Sonotone of New York; Big 4 Buick



Dealers; Radio-TV Training Assn.; Nat'l. Home Study School; 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; Dale Dance Studios; Davega Stores; Monarch Buick Co., Zenith Radio Corp. of N. Y.; Schane Pontiac Corp., 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-AFA

President.....H. Paul Warwick  
Vice-Presidents .....Henry Legler,  
S. O. Youngheart, Arthur Deerson, Thomas  
H. Shanley, C. E. Staudinger  
Radio & TV Director... William P. Warwick  
Asst. Radio-TV Dir... Robert Steen, Joe Gratz

*Radio Accounts:* Jacob Ruppert (Knickerbocker Beer) New York, N. Y.; Ex-Lax, Inc. (Chocolated Laxative) Brooklyn, N. Y.; Williams Baking Co. (Bread and Baked Goods) Scranton, Pa.

*TV Accounts:* Ex-Lax, Inc. (Laxative), Brooklyn, N. Y.; Jacob Ruppert (Knickerbocker Beer) New York, N. Y.; Schick, Inc. (Electric Shavers) Lancaster, Pa.

*Estimated Radio & TV Billings:* \$6,350,000.

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

1231 Banksville Rd., Pittsburgh 16, Pa.  
Phone: LOcust 3-1570

President.....G. S. Wasser  
Vice Pres.....E. J. Laughlin  
Media Director.....Harry Anderson  
Art Dir.....A. S. Ziaukas  
Radio, Television Director.....Alvin Roth  
Acct. Execs.....Owen Daley, Paul LeBoeuf  
Copy Chief.....Sally Kohl

*Radio & TV Accounts:* Country Belle Coop. (Farmers Dairy Products), Krogers (Food Markets), Coca Cola Bottling Co. of Pittsburgh, Pittsburgh, Pa.; City Products Corp. (Ice), Pittsburgh, Pa.; Rosenbaums Dept. Store, Pittsburgh, Pa.; Timken Silent Automatic Div. of Scaife Co. (Furnaces) Oakmont, Pa.; Morrison & McCluan (Frozen Foods) Pittsburgh, Pa.

**WATTS, PAYNE-ADV., INC.**

900 S. Main St., Tulsa 3, Okla.  
Phone: DIAMond 3-8108  
AAAA

Chairman of the Board.....Don Watts  
Pres., Treas.....Oscar E. Payne  
Vice Presidents.....Leslie S. Hauger,  
Don Dyer  
Secy., 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 Coordinator.....Larry Bettis  
Radio-TV Copy Writer.....Sally Milstead  
Radio-TV Traffic.....Carolyn Johns  
Radio-TV Director.....Don Mitchell

*Radio Accounts:* Oklahoma Tire & Supply Co., Mid-West Chevrolet, Prather's Prescriptions, 7-Up Distributors, Mason's Furniture & Appliances, Pepsi Cola Distributors, United Federal Savings & Loans, Watts, Plumbing & Electric, Bell Oil & Gas, Hawks Dairies, Angel's Drive-In, Commonwealth Life Ins., Downtown Tulsa, Unlimited, Brown-Dunkin Dept. Store, Tulsa, Okla.

*TV Accounts:* Oklahoma Tire & Supply, Mid-West Chevrolet, Bell Oil & Gas, Mason's Furniture & Appliance, Jitney Jungle, (Grocery Chain); Hanna Lumber Co., Burt's Ice Cream, Okla. Natural Gas, all Tulsa, Okla.

**WEBB ASSOCIATES, INC.**

330 Fifth Ave., New York, N. Y.  
Phone: LO 5-6462

President .....M. A. Weiss  
Sec'y., Treas.....Andrew Weiss  
Art Director.....Trudy Kadisch  
Production Mgr.....Irwin Bogin  
Media Director.....Audrey Bernfeld  
TV Director.....Bernard Schiff  
Acct. Execs.....M. A. Weiss, Andrew Weiss,  
L. Sturms, Vi Porte

**EDWARD H. WEISS & CO.**

London Guarantee Bldg.  
360 N. Michigan Ave., Chicago, Ill.  
Phone: CEntral 6-7252

President .....Edward H. Weiss  
Exec. Vice Pres.....Irving D. Auspitz  
V.P., Dir. of Media.....Jack Bard  
V.P., Copy Dir.....Byron A. Bonnheim  
V.P., Acct. Supvr.....Bernard J. Gross  
Dir. Motivation  
Research .....Mary Jane Grunsfeld  
V.P., Acct. Supvr.....Robert Harris  
V.P., Acct. Supvr.....Jerome Joss  
V.P., Creative Dir.....Lee King  
V.P., Sec'y., Radio-TV Dir.,  
Acct. Supvr.....Marvin L. Mann  
V.P., Acct. Supvr.....Kenneth Murison  
Treas., Business Mgr.....Ernest Stern



*Branch Office*

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

*Accounts:* American National Bank & Trust Co., Amity Leather Products Co., Rolfs Div. (Personal leather goods); Autopoint Co. (Ballpoint Pens); James B. Beam Distilling Co. (Jim Beam Bourbon, Beam Bottled in Bond Bourbon, Beam's Pin Bottle Bourbon); Clear Springs Distilling Co. (Baranof Vodka, Bhukov Vodka, Chateaux Vodka, Chateaux Flavore<sub>d</sub> Vodkas, Dark Eyes Vodka, Ph. Boillieux Brandy); John B. Canepa Co. (Red Cross Macaroni, Spaghetti, Elbow Macaroni, Mostaccioli, Rigatoni and Shells); Carr, Adams & Collier (Bilt-Well Kitchen and Storage Cabinets, Bilt-Well Windows); College Inn Food Products Corp., Cromwell Paper Co., Helene Curtis Industries; Kings Men; Lentheric, Inc.; Jose Escalante & Co.; General American Transportation Corp.; Parker Kalon; H. W. Gossard Co.; Inland Steel Co.; Mogen David Wine Corp.; Perk Dog Food Co.; Purex Corp.; Manhattan Soap Co.; Sealy, Inc.; Sealy Mattress Co. of Chicago; Selby Shoe Co.; The Solvents & Chemical Group; Visking Co.

**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

**WESLEY ASSOCIATES, INC.**

247 Park Ave., New York 17, N. Y.  
Phone: ELdorado 5-2680

ABP—ANPA—PAP—NBP—PPA—NOAB  
President.....Leland G. Wesley  
Exec. V.P.....Lindsay Fairweather  
Chm. Plans Bd.....Atherton Pettingell  
Vice President.....LeGrand L. Redfield  
Art Director.....C. A. Rathkopf  
Fashion Art Dir.....G. Heller  
Prod. Mgrs...Herman Hecker, Ed Fitzgerald  
Media Dir.....Jos D. Knap Jr.

**WESTERN ADVERTISING AGENCY, INC.**

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

APA—ABP—NOAB

President.....Edward E. Keeler  
Vice Presidents.....William Willson,  
C. M. Grove  
Sec'y. ....Frederick Botsford  
Prod. Mgr.....Leo Carillo  
Media Dir.....Norrine Freeman

**WEXTON COMPANY, INC.**

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

ABP—ANPA

President .....Larry Schwartz  
Vice Presidents.....Ted Gravenson,  
Ed Greenberg  
Secy.-Treas. ....Howard Wechsler  
Acct. Supervisor.....George Gilbert  
Radio-TV Dir.....Larry Schwartz  
*Radio Accounts:* W. Gobel (Hummel Fig-  
urines), Bavaria.  
*TV Accounts:* Burndy Engineering Co.  
(Electrical Products), Norwalk, Conn.;  
Metal Foil Products Mfg. Co., (Broil-A-Foil  
Trays) Linden, N. J.; O'Quin Charcoal  
Sauce, N. Y. C.

*Estimated TV Billings:* \$200,000.

**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  
Dir. of Radio & TV.....Louis E. Tilden  
Media Dir.....Gordon Hendry  
Vice Pres., Creative Dir....James D. Nevins  
*Radio Accounts:* American Investment Co.  
of Ill. (Loan Corp.), St. Louis; Boatmen's  
Bank, St. Louis; H. C. Cole Milling (Flour),  
Chester, Ill.; Manhattan Coffee Co., St.  
Louis, Mo.; Kerr-McGee Oil Industries,  
(Deep Rock Oil) Oklahoma City, Okla.;  
Carling Brewing Co. (Black Label Beer)  
Cleveland, Ohio; Chevrolet Dealers Assn. of  
Greater St. Louis; Miller Products Co. (In-  
sect Repellent); Katy Railroad, St. Louis.  
*TV Accounts:* American Investment Co. of  
Ill.; Chevrolet Dealers of Greater St. Louis;  
Manhattan Coffee Co., Carling Brewing Co.,  
Miller Products Co. (Insect Repellent), all  
St. Louis, Mo.; Kerr-McGee Oil Industries,  
Oklahoma City, Okla.

**WINIUS-BRANDON COMPANY**

1706 Olive St., St. Louis 3, Mo.  
Phone: CHEstnut 1-6380

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  
Asst. Radio-TV Dir....Herbert P. Halpern  
Vice Pres., Acct. Exec.....Walter Winius  
Vice Pres.....William H. Austin

**WOODWARD & BYRON, INC.**

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



Ch. of Bd., Treas.....Mark B. Byron  
 Pres., Media Dir...Van Lear Woodward, Jr.  
 Vice Pres.....Thomas F. Cosgrove  
 Secretary .....John Boyd  
 Pub. Rel. Dir.....Thomas McNeil  
 Vice Pres. ....Edw. Wade

V.P., Mgr.....Aldis P. Butler  
 6253 Hollywood Blvd., Hollywood 28, Calif.  
 Phone: Hollywood 9-2731  
 V.P. Radio-TV Dir.....Walter Bunker  
 120 Montgomery St., San Francisco 4, Calif.  
 Phone: EXbrook 7-1838

**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, Radio Dir.....A. J. Lewis  
 Acct. Execs.....Tim Collins

V.P., Mgr.....Edward A. Merrill, Jr.  
 611 Wilshire Blvd., Los Angeles 17, Calif.  
 Phone: MADison 6-7641

V.P., Mgr.....Jack W. Smock

*Radio Accounts:* Thomas J. Lipton, Inc.; Piel Bros., Inc.; General Foods Corp.; General Electric Co.; Gulf Oil Corp.; Procter & Gamble Co.; American Home Foods, Inc.; Metropolitan Life Insurance Co.; Bristol-Myers Co.; Duffy-Mott; Calso Water Co.; Union Oil Co.; Simoniz Co.; Borden Co.; Drackett Co.; General Cigar Co., Inc.; Hunt Foods, Inc.; Singer Sewing Machine Co.; Time Inc.; P. Lorillard Co.; American Bakeries Co.; Johnson & Johnson; Northern Paper Mills; Simmons Co.

**YOUNG & RUBICAM, INC.**

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

AAAA

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  
 V.P., 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

*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.; Sanforized Div. of Cluett, Peabody & Co., Inc.; Drackett Co.; Hunt Foods, Inc.; Remington-Rand, Inc.; American Bakeries; Time, Inc.; Northern Paper Mills; Kaiser Aluminum Co.; Metropolitan Life; National Shawmut Bank; Lincoln Div. of the Ford Motor Co.; Hammond Organ Co.; Calso Water Co.; W. P. Fuller Co.; United Vintners; Union Oil Co.; Simoniz Co.

V.P., Dir. Copy, Radio-TV  
 Com's.....George H. Gribbin  
 V.P., Dir. Radio-TV

Commercials .....Charles Feldman  
 V.P., Asst. to Pres.....Thomas Lapham  
 Vice-Presidents .....Milford Baker,  
 Harry B. Carpenter, George B. Dippy, J.  
 Brooks Emory, Jr., Frank L. Henderson,  
 Alexander Kroll, A. Gardiner Layng,  
 Walter K. Nield, William L. Shinnick,  
 Walter R. C. Washburn, Edward Bood,  
 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, Thomas Cox, Douglas Murphey, Edgar Van Winkle.

*Branch Offices*

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

Phone: FInancial 6-0750

V.P., Mgr.....Eldon E. Smith

V.P., Mgr.....John F. Whedon

645 Griswold St., Detroit 26, Mich.

Phone: WOODward 1-0067

**YOUNT COMPANY**

12 East 10th Street, Erie, Pa.

Phone: 2-2816

Owner.....M. A. Yount  
 Acct. Executive.....M. John Yount  
 Production Mgr....Richard A. Lewandoski  
 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.

**WHO'S WHO**  
in  
**AD AGENCY**  
**TIME BUYERS**

~~~~~  
**BIOGRAPHICAL SKETCHES**  
**OF SOME OF THE TOP-**  
**LEVEL TIME BUYERS**

**1957**

**SULLIVAN, JEANNE**, head time buyer at Norman, Craig & Kummel, Inc. B., 1924, New York, New York. Single. Entered agency field in 1943 at Duane Jones, as secretary. Promoted to time buyer post in 1945. She moved to Wyatt & Schuebel in 1951 as head time buyer. Left agency with Miss Schuebel in April, 1956, for Norman, Craig & Kummel as head time buyer. Member of Radio and Television Executives Society.



**LINDEN, HEINZ**, time and space buyer, Benton & Bowles, Inc., B. 1923, Berlin, Germany. Attended Marburg University, LL.B., 1948. Entered the agency field in 1953 at Benton & Bowles as a trainee. In 1954 he moved to the media analysis group. The same year Linden became assistant print buyer and was made print buyer in 1955. He became time and space buyer in 1956. Services Crest Toothpaste.



**SCHUBERT, GENEVIEVE**, time buyer, Compton Advertising, Inc. B. in N.Y.C. Single. Attended Columbia University Evening Session. Entered Badger, Browning & Hersey Advertising Agency in 1945 as estimator. She moved to Ted Bates & Co. as time buyer in 1949, and switched to Compton in 1951 as time buyer. She services Nehi Corp., Remington-Rand & Sterling Brewers now.



**WASSERMAN, ANITA**, time buyer at Lawrence C. Gumbinner Advertising Agency, Inc. B., New York City. Attended Hunter College, B.A., 1948. Single. Did free-lance writing for radio. In 1947, was associated with Worldwide Broadcasting Foundation. Joined Gumbinner in 1949 as secretary. Became an assistant time buyer. In 1953, was named time buyer. Accounts serviced are Chap Stick, Q-Tips, Sacramento Tomato Juice, Roi-Tan Cigars, and Filter Tip Tareyton Cigarettes.



**ZEMLOWITZ, JEAN**, media director and time buyer at Birmingham, Castleman & Pierce. B. 1930, N. Y. C., N. Y. Attended City College, BBA, 1951. Single. Entered Lewin, Williams & Saylor, 1951 as copy typist. Then she progressed to traffic manager and finally copywriter. She moved to Ritter, Sanford & Price as copy chief in 1954, and in 1956 came to Birmingham, Castleman & Pierce as media director.



**BRAY, JACK T.**, time buyer at Cunningham & Walsh, Inc. B., 1931, Bronx, N.Y. Attended Fordham University, B.A., 1952. Single. Entered agency field in 1956 as assistant buyer at Benton & Bowles. At one time Bray was a page at NBC. Following 10 months association with B&B, he joined Cunningham & Walsh as a time buyer on their new account, Texaco. Also services Chase Manhattan Bank, N.Y. Daily News, Narragansett Beer, Pax Lawn Mower, & Brooklyn Union Gas.





**GONSIER, IRA**, time buyer at Sullivan, Stauffer, Colwell & Bayles, Inc. B. 1928, New York City. Attended CCNY, BS, 1949, New York University, M.A., 1951. M. Nora Lowenthal, 1952; Children, Amy Lee, 1955. Entered agency field in 1951 as research assistant at The Biow Co. Moved to Harry B. Cohen in 1952 as estimator, then assistant time buyer



then time buyer. In 1956, switched to SSC&B as a time buyer.

**LA MONTAGNE, A. LEO**, time buyer at Product Services, Inc. B. 1925, Boston, Mass. Attended University of Chicago. Single. Entered agency field in 1954 at Product Services, Inc., in research department. Became an estimator in 1955, and was promoted to time buyer in 1956. Primarily buy time for Dermagne and Tintair. LaMontagne currently resides in Manhattan. Resided in various countries, including France, England, and Mexico, where he attended various schools.



**DUCEY, JAMES J.**, media buyer at Cunningham & Walsh, Inc. B. 1926, Bronx, N. Y. Attended St. Johns Univ., B.A. 1950. M. Anna Marie Smith, 1954. Entered agency field with William Esty in 1952 as assistant buyer. In 1954, joined Cunningham & Walsh as media buyer. Services Brisk and Super Suds, both Colgate products; also services C. R. Squibb and Folgers Coffee. Served in U.S. Navy, 1954-1956.



**HACKETT, JAMES J.**, time buyer at Frank B. Sawdon, Inc. B., 1929, New York City. Attended Swarthmore College. M. Joan Parkins, 1954; children, Dennis Reynolds, 1957. Entered agency field in 1953 at Cecil, Presbrey & Co., as media trainee. Following association with organization, Sept., 1953, joined Sawdon as radio-TV coordinator. Services Robert Hall Clothes. Served in U.S. Army, 1950-1952 as corporal. Member of Delta Upsilon, college fraternity.



**CLAPP, ROGER H.**, time buyer at Benton & Bowles, Inc. B., 1928, Scarsdale, New York. Attended Amherst College, B.A., 1954. M. Patricia Townshend, 1954. Entered agency field in 1954, when he came to Benton & Bowles in the mail room. In May, 1955, he moved to media analysis as an assistant time and print buyer, and the following year, was named time buyer on Regular Maxwell House Coffee, Yuban and Bliss.



**SUREN, STEPHEN M.**, time buyer at Sullivan, Stauffer, Colwell & Bayles, Inc. B. Brinkerton, Pa. Attended University of Kentucky, and graduated from University of Illinois, B.A., 1940. M. Clara Szauter; children, Barbara Ann, 1956. Entered agency field in 1947 at SSC&B in checking department. Moved to estimating department in 1948, became head estimator in 1950. The following year, was named time buyer.



**SPRAGUE, JEREMY D.**, time buyer at Cunningham & Walsh, Inc., B., New York City. Attended Columbia University, B.A., 1955. Single. Entered agency field in 1949 in mail room at Compton. He became radio-TV estimator while there, then joined media research and was promoted to time buyer. In 1954 he joined

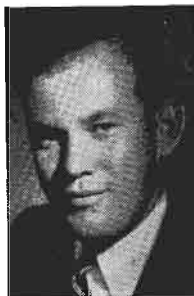


Walsh as time buyer. Sprague served in the U.S. Navy, 1951-1952, petty officer. Member of New York Athletic Club.

**STEARNS, JAN. G.**, time buyer at Doyle Dane Bernbach, Inc. B., 1917, Bangor, Me. Attended Greenbriar College. M. Luellen L. Stearns, 1957. Entered broadcasting in 1943, at WMAS, Springfield, Mass. In 1945 went to Harold Cabot, Boston ad firm, to set up radio department, followed by TV. Became media dir. at Cabot in 1951. Left in 1952 to go to Sherman Marquette, which later became Bryan Houston. Joined present agency in 1955.



**ZUVER, RICHARD**, time buyer at Compton Advertising, Inc. B., 1931, Massillon, Ohio. Attended Trinity College, class of 1955. Single. Zuver entered the agency field in 1954, at Young & Rubicam, Inc. where he was located in the merchandising department. The following year, he moved to Compton in media statistics. He worked as an assistant time buyer, and in 1956, was named time buyer handling Ivory Soap, and Dash Detergent accounts.



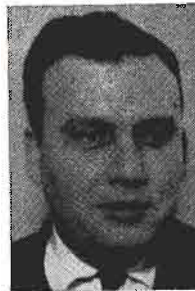
**O'DEA, THOMAS J.**, time buyer at Sullivan, Stauffer, Colwell & Bayles. B. 1930, New York City. Attended New York Univ., M. Joan Cook, 1954; children, Noreen, 1955, Eileen, 1956. Entered agency field in mail room of Wm. Esty, 1949. In 1951 was associated with U.S. Air Force, until 1952. Rejoined Esty as media coordinator. Became network time buyer in 1953-1954. From 1954-1956, did spot time buying. Joined SSC&B in 1956.



**WALSH, JOHN JR.**, time buying manager, D. P. Brother Advertising Agency. B., 1922, Detroit. Attended University of Detroit, and Sacred Heart Seminary College, B.A., 1945. M. Marjorie Convery, 1950; children, Elaine, 1951, Terrence, 1955, Jane, 1956. Walsh was first affiliated with the Maxon Advertising Agency, as an assistant to the media director in the agency's Detroit office. He spent nine years as assistant to the media director, and joined D. P. Brother, 1956.



**KANE, MARTIN T.**, manager of broadcast of media, Ogilvy, Benson & Mather, Inc., B. 1921, Stamford, Conn. Attended Dartmouth, B.A., 1943. M. Marie Naphen, 1949; children, Thomas, 1950; Peter, 1953; Elizabeth, 1955; William, 1956. Entered advertising at Ruthrauff & Ryan as assistant buyer, 1948. Moved to McCann-Erickson in 1950 as time buyer and two years later became a time buyer to Ogilvy, Benson & Mather. Made a manager in 1955.



**RICHARDSON, EDWARD S.**, time buyer



at Geyer Advertising Agency, Inc., B. 1922, Denver, Colo. Attended CCNY, BBA, 1949. M. Estelle Barash, 1946; children, Kerry, 1950, Scott, 1954. Entered agency field in 1950 in accounting dept. at James A. Coveny, Inc. Moved to W. Earl Bothwell, 1951 in accounting dept. in 1952, to Geyer Adv. as an estimator,

then space buyer. In July, 1956, made a space and time buyer.

**DELUCA, VINCENT T.**, manager, media



time buying division, Ruthrauff and Ryan, New York. Attended Manhattan College, BBA, 1951. M. Ann Harnaga, May 1954; children, Rosanne. DeLuca entered broadcasting at Kenyon and Eckhardt in 1951. His other time buying experience includes employment at Foote, Cone and Belding in 1953 and in 1954 he entered

Cecil and Presbrey Advertising Agency. Services the Flav-r Straws, Sun Oil Co. and New Jet Bon Ami accounts.

**DEKKER, WILLIAM C.**, vice president



and director of all media, McCann-Erickson Inc., New York Home Office. Attended Univ. of New Hampshire, B.A., 1933; married, 3 children. Joined McCann-Erickson in 1943 to form Central Radio Dept., after serving with Procter and Gamble, New York Herald Tribune and Ted Bates Inc. Made director of

radio time and station relations in 1949; director of all media in the home office, 1952.

**BESS, JERRY**, V.P. in charge of radio &



TV at Frank B. Sawdon, Inc., B., 1921, South Orange, N. J. Attended Indiana University, B.S., 1943. M. Jean Abelson, 1948; children, John, 1951, Andrea, 1953. Served in U.S. Army 1943 - 1946, First Lt. pilot in air force. Following discharge, went to Louis G. Cowan, Inc. In 1947, he joined Sawdon as time buyer.

Member of Radio & Television Executives Society.

**LAMBERT, DAVID L.**, time buyer at



Benton & Bowles, Inc. B. 1924, Washington, Pa. Attended University of Pennsylvania (Wharton), B.S., 1949. Joined Benton & Bowles in 1954 after various associations with manufacturers. He worked in Benton & Bowles' media research department and became assistant media buyer in 1956.

Lambert was made a full time and space buyer in 1956. Services Parliament Cigarettes, Benson & Hedges Cigarettes & Association of Am. Railroads.

**CATHCART, EDNA**, time buyer at J. M.



Mathes, Inc. B., New York City. Widow; children, Mrs. James R. Hutchins, 1927. Entered agency field at Young and Rubicam in station relations department as secretary in 1934. Three years later, joined J. M. Mathes as secretary, working with radio director. In 1942, was promoted to time buyer. Handles all radio and television time buying for all J. M. Mathes accounts. Member of RTES.

**RATNER, EDWARD**, radio-TV director of Friend-Reiss. B. 1924, Brooklyn, N.Y. Attended New York University, B.A. 1948. M. Frances Granoff, 1947; children, Debra Anne, 1952, Linda Joan, 1955. Has had varied career in writing. Entered advertising as radio-TV copy chief at Product Services, Inc. Lives in Jersey City. Is member of Radio Writers



Guild and director of Metropolitan Advertising Men.

**MARSICH, JOHN P.**, ass't. media director in charge of radio-TV time buying at the Kudner Agency, 575 Madison Ave., N.Y. Attended New York University. B.S. in Business Administration, 1939. M. Gaye Reed, 1954; no children. Entered broadcasting via NBC in 1940 serving through 1949 with 3 year hiatus in United States Navy. By 1949 he had advanced to supervisor of production costs on all NBC network shows. He served in that capacity until August of the same year, when he joined Kudner Agency.



**SIMPSON, JEAN L.**, radio-TV time buyer for Doyle, Dane and Bernbach. B. 1926, Passaic, N. J. Oberlin College, B.A., 1947. M. John E. Crocco, 1952. Entered agency field in 1950 at Anderson, Davis & Platte, continuing after merger as Anderson & Cairns. She is a member of Radio-Television Executives Society. Handles spot radio, spot



TV and network TV. Her outside interests lie mainly in the field of architecture, her husband's profession.

**GLADNEY, NORMAN**, V.P. in charge of TV and radio, Reach, Yates & Mattoon, Inc. B. Sept. 5, 1922, New York City. Attended New York Univ. M. Marion Sonder, 1948; children, Jeffery and Liza. Entered broadcasting as a radio announcer for WLIB, New York City. From there he went to WITH, Baltimore, then to WWDC, Washington, D. C. Served as director of TV and radio sales promotion for the Bulova Watch Co. until May, 1956 when he joined Reach, Yates & Mattoon, Inc.

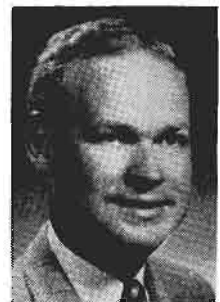


**JONES, EVELYN LEE**, business manager and head time buyer radio-TV departments, Donahue & Coe, Inc. B., 1910, Baltimore, Md. Attended Rochester University, Columbia University. M. Charles Reed Jones, 1934. Handled advertising, publicity, exploitation for independent motion picture companies 1933-1942. Joined Donahue & Co in 1943,



worked as copy writer. Shifted to radio-TV department in 1946. Publicity chairman, 1953. Board of directors 1954-56 of Advertising Women of New York, Inc. Prior to joining the agency, she was at City Hall as Civilian Defense Volunteer Aide to the late Fiorello H. LaGuardia.

**DAY, ROBERT W.**, vice president in charge of radio & television, head time buyer, Albert Frank-Guenther Law, Inc. B. 1917, Springfield, Mass. Attended Harvard University, B.A. 1939. M. Joan Thompson, 1939; children, Carolyn, 1941, Susan, 1943, Robert W., 1945, Linda, 1951. Entered advertising in 1942 with Broadcast Advertising, Boston; U. S. Navy, 1942-45; Advertising Manager, John Hancock, 1945-49; H. B. Humphrey, New York, 1949-50; Albert Frank-Guenther Law, 1950-57.





**REINER, MORT**, time buyer at Product Services, Inc., B., 1926, New York, N.Y. Attended Syracuse University, B.S., 1950. Single. Entered agency field in 1950 at Pedlar and Ryan, Inc., in media department. Became an assistant time buyer and left agency in 1952 for the Biow Co. Joined Biow as assistant time buyer. Left there in Nov., 1955 for Product



Services, Inc. as time buyer. Services Glamorene, Tintair and Continental Wax.

**GORDON, ROSANNE**, time buyer at Product Services, Inc. B., 1928, New York, N. Y. Attended New York University, 1949. Single. Entered broadcasting at Headley-Reed Co., 1949. Left in 1954 for Franklin Bruck Agency. In 1955, moved to Street & Finney, Inc., as assistant time buyer and estimator. Left in 1956 for Television Advertising Associates, Inc. as time buyer. Joined Product Services, Inc., in Feb., 1957. Handles Tintair and Dermagene.



**BAER, NORMAN**, radio-TV director & time buyer, Lewin, Williams & Saylor, Inc. B., 1926, New York City. Attended Cornell Univ., University of Missouri and New York Univ., B.A., 1946 (NYU). M. Jo Bernstein, 1949; children, Ellen, 1953. Entered broadcasting in 1948 as writer for DuMont Television Network. Did free lance work until 1952. Went into



packaging business with Jerry Gross, and was radio-TV dir. at Hilton & Riggio. In 1956, he came to his present position.

**BERLA, PETER A.**, time buyer at Benton & Bowles, Inc., B. 1930, Newark, N. J. Berla attended Cornell University, receiving a B.A. degree in 1952. Single. He entered the advertising agency field in 1954, in the research department at Benton & Bowles. Two years later, in 1956, he moved to the media department as a time and space buyer. Served as a first lieutenant in the U.S. Air Force, from 1952-1954.



**HUGHES, GORDON R.**, time buyer, Marschalk & Pratt. B. 1931, New York, N. Y. Attended Columbia University, B.S., 1953. Single. Entered broadcasting in 1953 at Ruthrauff & Ryan. Came to Marschalk & Pratt in February, 1956. He services Coca-Cola Bottling Co., Bulova Razor and Mennen Stick Deodorant accounts. In 1951, Hughes was



employed in the mail room at Ruthrauff & Ryan while continuing his studies at night. At R & R he was a member of RTES.

**ZIEGLER, ISABEL**, time buyer at N. W. Ayer & Son, Inc. B., Bayonne, N. J. Attended Simmons College, B.S., 1950. Single. Entered agency field in 1950 at J. Walter Thompson as a secretary. Was then promoted to estimator and assistant buyer. In 1951, moved to the Biow Co., as estimator and assistant buyer. Was later promoted to time buyer. Left Biow in March, 1956 for N. W. Ayer. Services Philip Morris, Inc.





**ROSS, ALICE**, radio-TV time buyer, Franklin Bruck Adv. B. London, England. Attended Columbia University, B.A. 1932. M. Harry J. Alderman, 1946; entered agency work at Lawrence C. Gumbiner Agency in 1937; then to Franklin Bruck as space buyer in 1943; left in 1945 for book business and a year later returned to advertising at Joseph Katz. Came to



Franklin Bruck in 1953. Services Coty, Sitruie Tissues, Charles Chester Shoes, North American Accident Insurance, Artistic Cards, Fashion Frocks, Rad Bleach.

**GERSTLE, JUSTIN T.**, media buyer at Benton & Bowles, Inc. B. 1930, New York, N. Y. Attended Yale University, B.A., 1951. Single. Entered agency field in 1952, working in the mail room at Benton & Bowles. Six months later, he moved into the agency's store research department. In April, 1954, he moved to media dept. as an assistant time buyer. In July, 1955, was named time buyer. Account handled now is Procter & Gamble's Tide.



**DAVIS, HAL**, time buyer, Compton Advertising, Inc. B. 1925, Newburgh, N. Y. Attended Marietta College, B.A. 1949. M. Jeanne Rothschild, 1950; children, Wendy Jean, 1952, Gregory Joseph, 1955. Entered advertising as time buyer for Benton & Bowles, 1949-50. Served as time buyer for Doherty, Clifford, Steers & Shenfield, Inc., 1951-



53; came to the Erwin Wasey Agency in 1953-56. Joined Compton Advertising, Inc. in 1956.

**PETERS, LEONORA F.**, time buyer at N. W. Ayer & Son. B. Edinburgh, Scotland. M. Charles Peters, 1947; entered agency field in 1946 as estimator at Kastor, Farrell, Chesley & Clifford. Became an assistant time and space buyer. Moved to Biow Co. in 1951 as estimator and assistant time buyer. Was promoted to time buyer. Left in July, 1956 and in Dec., 1956, joined Ayer as assistant on Philip Morris Account.



**MULLIGAN, BERTRAND F.**, head time buyer at Compton Advertising, Inc. B. 1925, Staten Island, N. Y. He attended University of Miami. M. Thelda Cordani, 1955. Entered broadcasting as an announcer with radio stations. He served in Sales Service Department of the American Broadcasting Co., New York, and joined Compton Advertising, Inc. in



1953, and became the head time buyer in February 1957.

**LIDDEL, ROBERT**, time buyer at Compton Advertising, Inc. B. 1929, Washington, D. C. Attended University of Virginia, B.A. 1952. M. Virginia Sheaff, 1952; children, Robert, Jr., 1956. Entered broadcasting at Compton in 1952 as media research clerk. Became a time buyer in January, 1954. Services the Comet, Crisco, Drene and Duz accounts for Procter & Gamble.



**BRADY, JONATHAN**, media buyer, Fuller & Smith & Ross, Inc. B. 1925, New York City. Attended Columbia University. M. Mary Leech, 1951; entered agency work in 1944 at Federal Agency, then to BBDO and Cunningham & Walsh as media buyer. Joined Wilding Picture Prod. as sales executive. Moved to Fuller & Smith & Ross in 1956. Services Aluminum Cooking Utensil, Borden Co., Commercial Solvents, Grumman Aircraft, Westinghouse, Hercules Powder. Belongs to Amateur Comedy Club.



**PETTICK, BEN**, time buyer at Product Services, Inc. B. 1916, New York City. M. Selma Persky, 1942; children, Barbara, 1946, Norah, 1947, Donna, 1956. Entered agency field in 1954 in the research department at Product Services, Inc. He was named time buyer in 1956 and is still working in research. Served U. S. Army, 1941-1945. Pettick resides with his family in Fresh Meadows, N. Y.



**GALKER, WILLIAM**, media director and time buyer at Ben Sackheim, Inc. B. 1925, Brooklyn, N. Y. Attended Brooklyn College and Long Island Univ., B.A., 1948. Single. Entered advertising field in 1952 in production at Ben Sackheim. Became traffic manager at the agency in 1953; moved to space and time buyer in 1955. Later became media director. Member of Alpha Mu Sigma, college fraternity, and Long Island University Alumni Association.



**GRIFFITH A. HUNDLEY**, director radio and TV, Doremus & Co. B. 1929, Buena Vista, Va. Attended Virginia Military Institute, Columbia University, BFA, 1956. M. Charlotte B. Burford, 1951; children, Lizabeth, 1956. Korean War, 1950-53, Coast Guard. Entered advertising at Doremus. Member Radio-TV Executives Society, Sons of the American Revolution; is a Boy Scout Master. Hobbies are photography, amateur hi fi, flying, carpentry.



**O'LEARY, TIMOTHY J.**, head time buyer at Calkins & Holden, Inc. B. 1930, New York City. Attended Fordham University, B.S., 1954. M. Isabelle Smaldone, 1955. Entered agency field in 1949 as office boy at William Esty. In 1951, moved to Esty's media department as assistant buyer, later becoming time buyer. In 1954, joined Calkins & Holden as head time buyer. Professional member of Ben Duffy Chapter of Alpha Delta Sigma, advertising honorary.



**ERHARDT, WARREN R.**, media buyer, Fuller & Smith & Ross, Inc., B. 1924, Milwaukee, Wis. Attended Marquette University, Milwaukee, Wis. Ph.B., 1950. M. Selma Gerber, 1957. Worked in publicity and public relations for legitimate theaters from 1950-54. Entered advertising at Fuller & Smith & Ross in the media department. Services Alcoa Steamship, Commercial Solvents Corp., Hewitt-Robins Co., Inc., Tile Council of America, Commercial Factors Corp., Package Machinery Co., Westinghouse X-ray. Interests include legitimate theater.



**OSTRANDER, KAY**, time buyer for Dan B. Miner Company in Los Angeles, went to work as a secretary for McNeil & McCleery 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.

**POWELL, ELIZABETH**, time buyer at Geyer Advertising Agency. B. New York City. Attended the University of Toronto, B.A. Single. Entered agency field in 1940 as secretary at Duane Jones. In 1942 joined the Biow Company as assistant time buyer. Joined BBDO as time buyer in 1946. Went to the Humphrey Company in 1948 as time buyer, then to the Geyer Company in 1950.



**FULTON, MILDRED**, broadcast supervisor for McCann-Erickson's Bulova Watch Company, has served in the same capacity for 10 years. M. George G. Backus. Mildred moved with Bulova from the Biow Company to McCann-Erickson in January 1955. 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. She moved to New York in 1945 to work with Free & Peters.

**GLYNN, THOMAS J.**, supervising buyer, J. Walter Thompson. B. 1927, Queens Village, Long Island, N. Y. Attended St. John's University in Brooklyn, BBA, 1950. M. Fairlie Fraser, 1951; child Barbara Jeanne, 1953. Entered agency work in 1950 at J. Walter Thompson in traffic dept., market research, then buying. Service Ford Motor Co. account. Member of RTES, St. John's Alumni Club. Golf, music, interior decorating, woodworking. Lives in Westport, Conn.



**GEFFERT, JAMES T.**, time buyer at Cunningham & Walsh, Inc. B. 1930, Hazleton, Pa. Attended Pennsylvania State Univ., B.A., 1952. Single. Entered agency field in 1954 as clerical assistant to the creative director at Dowd, Redfield & Johnstone, Inc. Moved to media department as estimator and assistant space buyer. Left in 1956 for Cunningham and Walsh as space and time buyer. Member of Beta Kappa Phi, and Alpha Delta Sigma, professional ad honorary.



**BURBECK, JOSEPH G.**, time buyer, Compton Advertising, Inc. B. 1931, Bayshore, L. I. Attended Dartmouth College, B.A. 1953. Single. Served in U.S. Navy 1953-55. Joined Compton Advertising, Inc. in 1955 starting in media statistics, working up to assistant time buyer and finally time buyer. Services Big Top Peanut Butter and Peanuts, Ivory Flakes, Duncan Hines Cake Mixes. Sailing, skiing and golf are his hobbies.







**PEARSON, TONI**, time buyer at Parker Advertising, Inc. B. 1923, Sunol, Neb. Attended George Washington University. Children, Glenn Edwards, Jr. Entered Agency field in 1946 at Kal, Erlich and Merrick Advertising, Washington, D. C. Became radio-TV director for Alvin Epstein in 1949. Joined Advertising Consultants in 1954. Came to New York to Parker Advertising. Buys time for Sun'n Soil, Scott Mitchell House, Benton Typewriter, Lobex Corporation.



**GAVIN, JOE**, media buyer at Cunningham & Walsh. B. 1927, Parsons, Pa. Attended Seton Hall Univ., B.S., 1951. M. Joan Burke, 1951; children, Thomas, 1953, Michael, 1955, Joseph, 1956. Entered agency field in 1950 as office boy at Franklin Bruck through 1953, moving up from office boy to time buyer. Moved to Cunningham & Walsh in 1953 as time buyer. Service Sunshine Biscuits, Smith-Corona.



**WEIDER, ETHEL**, head time buyer of Compton Advertising, Inc. B. 1917, New York, N. Y. Served as time buyer and supervisor of time buying section at the Biow Advertising Agency from 1945-56. Joined Compton Advertising, Inc., as head time buyer in 1956. Services Gleem and all Procter and Gamble products in Canada. Special interests are reading and theater.



**PRANZO, GARY**, time buyer at Cunningham and Walsh, Inc. B. 1932, Brooklyn, N. Y. Attended CCNY, B.B.A., 1955. M. Rose Meci, 1955. He entered agency business in Feb., 1956 as an estimator for Cunningham & Walsh, In Jan., 1957 he was named time buyer at the organization. Pranzo served in U.S. Army 1953-1955 as corporal. He majored in advertising at CCNY.



**FROST, ALICIA B.**, media buyer for St. George & Keyes, Inc. B. 1920, Plainfield, N. J. Entered advertising in 1946 with Spitzer & Mills in Toronto. Employed in their public relations office. Miss Frost joined Platt-Forbes Agency (now Platt, Dyson & O'Donnell, Inc.) working in the media department from 1948-51. Entered similar capacity at Ruthrauff & Ryan in 1951. In 1953 she joined St. George & Keyes working up to present position of media buyer.



**DALTON, PETER J.**, time buyer at Benton and Bowles, Inc. B. 1929, New York City. Attended University of Pennsylvania (Wharton), B.S., 1951. M. Joan Potter, 1956. Entered advertising agency field in 1952 in the mail room of Benton and Bowles. Later he moved to the Store Audit Research Department in 1953. He then moved to media department in media analysis in 1954. He became time buyer in 1956. Services Ivory Snow.



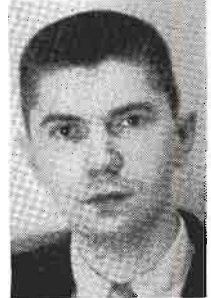


**GREIG, HUMBOLDT J.**, head time buyer at C. J. La Roche & Co. B. 1906, Boise, Id. Attended University of Oregon, B.A., also Univ. of Washington Law School. M. children; Gail, 1937. Came to La Roche & Co. from WIBG, Philadelphia, where he was vice president. Prior to this he was president and general manager of Eastern Radio Corp., in Reading,



Pa. Was sales manager and assistant to president for network division of DuMont TV, 1948-1949.

**RITTER, VAL C.**, time buyer at Cunningham & Walsh. B., 1926, New York City. Attended Hofstra College, B.S., 1951. M. Priscilla Oster, 1956. Entered agency field in 1951 as media coordinator at William Esty. Left in 1953 to Dancer-Fitzgerald-Sample as an assistant time buyer. Became time buyer at D-F-S. In 1955, left to go to N.W. Ayer & Son as time buyer. Stayed at D-F-S until March 1, 1957. Services Folger Coffee.

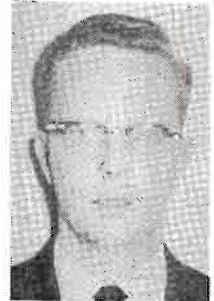


**SACHS, JEROME M.**, time buyer at Doyle Dane Bernbach, Inc. B. 1927, New York, N. Y. Attended CCNY B.B.A., 1955. Single. Entered agency field in 1945 with J. D. Tarcher Co. Stayed at agency until 1950, assuming various posts. Served in U.S. Army, 1951-1952. Joined Cecil & Presbrey, Inc. in time buying division, 1953-1954. In 1955, moved to Franklin



Bruck as time buyer. In the same year, joined present agency as time buyer.

**PICKETT, RICHARD**, radio-TV buyer, Foote, Cone & Belding. B. 1929, New York, N. Y. Attended Fordham University, B.A., 1952. Single. Pickett began his career in February, 1953 at William Esty Agency as a time buyer. In July 1955 he left Esty to join Foote, Cone & Belding as time buyer. Accounts serviced are Lever Brothers and Savarin Coffee. Hobby is boating.



**GAYSTER, NAT**, TV time buyer, Ted Bates & Co. B. 1926, New York City. City College of New York, B.B.A., 1951. M. Roberta Sherr, 1953. Children, Elaine, 1954. Entered agency work in 1947 with Ruthrauff & Ryan in accounting department working as asst. dept. head of estimating. Left in 1952 to The Biow Co. as radio-TV time buyer, leaving in



1956 to join Ted Bates as time buyer. Services Whitehall Pharmacal company. Likes golfing.

**RASMUSSEN, BERNIE**, manager of broadcast media, Fuller & Smith & Ross. B. 1919, Brooklyn, N. Y. Attended Fordham University, B.S. 1940. M. Mary Dooley, 1946; children, Paul, 1947; Catherine, 1950; John, 1953; Steven, 1954; James, 1957. Entered agency work in 1946 with Ruthrauff & Ryan as asst. time buyer, becoming business mgr. of radio-TV dept. Came to Fuller & Smith & Ross in 1952. Services Alcoa, Hercules Powder, Sherwin-Williams, Linen Thread Co., Commercial Solvents Corp., Edison Electric Institute.





**ISRAEL, SOL**, time buyer at N.W. Ayer & Son, B. 1930, New York, N. Y. Attended City College of N. Y., B.B.A., 1957. M. Bea Yasnoff, 1951; children, Steven, 1955. Entered agency field 1953 with Biow Co. as a research analyst. Promoted to assistant time buyer. Left in 1956, for N.W. Ayer as time buyer. Now services Armour, Avis Rent-A-Car, and Electric Companies of America Adv. Program.



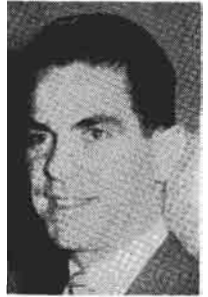
**GLATZER, ROBERT A.**, time buyer at Ben Sackheim, Inc. B. 1932, New York, New York. Attended Haverford College, B.A., 1954. Single. Entered agency field in March, 1956 at Ben Sackheim as a trainee. Became Ben Sackheim's assistant in May, 1956, and was named time buyer in Sept., 1956. Handles Peter Pan Foundations, Inc., Nationwide Insurance Co., American Cyanamid Co., Burlington Mills, Inc., Autoyre Division of Ekco Productions Co.



**SINNOTT, JEANNE**, time buyer at N.W. Ayer & Son, B. 1930, New York, N. Y. Attended Our Lady of Good Counsel College, B.S. 1951. M. John J. Sinnott, Jr., 1956. Entered broadcasting, 1951, Paul H. Raymer Co., moved to Blair TV in 1954; joined N.W. Ayer as time buyer in 1955. Handles Whitman Chocolates, Yardley of London, Gen. Electric Telechron Clock Div., Insurance Co. of N. Am., Hamilton Watch, Charles Hires Co., First Penn Co. for Banking & Trust



**SISK, JOHN J., Jr.**, radio-TV time buyer, J. Walter Thompson. B. 1929, New York City. Attended Iona College, New Rochelle, N. Y. B.A. 1951. Single. Started at Al Paul Lefton Agency in 1952 as a time buyer, leaving there in 1954 to Kudner Agency as time buyer, then moved to J. Walter Thompson in Oct. 1956. Services Lever Brothers, New York Athletic Club, Iona College Alumni Assn., Baseball.



**SIMMONS, PENELOPE**, radio-tv time buyer, Foote, Cone & Belding. B. New York City. Attended New York University. Widow. children, John Simmons; Patricia Giardini; John Campbell; Entered advertising in 1935 with Federal Advertising Agency as buyer, and remained until 1952. In June 1952 joined Foote, Cone, & Belding as time buyer. Works on Imperial Sprezz, Clairol. Interested in crocheting, hiking, and her grandchildren.



**MARSHALL, FRANK**, time buyer, J. Walter Thompson Co. B. 1924, Paterson, N. J. Attended Holy Cross College, Worcester, Mass., B.S., 1948. M. Lois Metcalf, 1953; children, Kevin, 1955; Richard, 1956. Started agency work at J. Walter Thompson in 1951 as time buyer. Services Aluminium of Canada, Atlanta Sales, Blue Cross, Blue Shield, Ciba Pharmaceutical, Francis I. DuPont, Johns-Manville, Owens-Illinois, U.S. Lines Co., W. F. Young, Inc. Member of RTES.



**DIAMOND, LYNN**, 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.

**CLARK, PAUL**, radio-TV time buyer, Foote, Cone & Belding, B. 1928, Jamestown, N. Y. Attended Alfred University, Alfred, N. Y., B.A., 1953. M. Polly Griffen, 1954; children, Elliot, 1955. Entered agency business in 1953 at Mc-Cann-Erickson as time buyer. In August 1956 went to Foote, Cone & Belding as time buyer. Services T W A, General Foods, Rheingold, and Watchmakers of Switzerland. Hobbies are golf, tennis and photography.



**HIRSCH, DANIEL**, media supervisor and time buyer, Sullivan, Stauffer, Colwell & Bayles. B. 1930, New York City. Attended Columbia College, B.A. 1951, Columbia University, M.B.A., 1954. Single. In 1951 entered agency work with The Biow Company in research, merchandising and media. In 1953-1956 for the Harry B. Cohen Agency as time buyer. In 1956



he came to Sullivan, Stauffer, Colwell & Bayles. Services Gunther Brewing Co., Best Foods, Inc., Whitehall Pharmacal Co.

**SINNOTT, JACK**, radio-TV time buyer, Ted Bates & Co., Inc. B. 1927, Terrytown, N. Y. Attended University of Miami, (Fla.) B.A., 1951. M. Jeanne Nolan, 1956; Entered agency work in March, 1951 at BBDO in mail room advancing to time buyer. In 1953 to Benton & Bowles as time buyer, then joined Ted Bates in 1955 as time buyer. Services Kool Cigarettes, Tube Rose Snuff. Member of CARTA, and Young Republican Club.



**FOR COMPLETE ADVERTISING AGENCY LISTINGS OF PERSONNEL, ADDRESSES, TELEPHONE NUMBERS AND RADIO AND TV ACCOUNTS, SEE PAGE 135**



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# Agency's Production Role Is Many-Sided Challenge

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By MARION  
HARPER, JR.  
President,  
McCann-Erickson, Inc.

WE ALL know that good television has several well-established sources. Whether a program is produced by an advertising agency, a package producer, or a network is, in our judgment, secondary to the question: What program and production standards will provide the most effective vehicle for our clients' sales? Our concern with programming is that simple.

Television sponsors enjoy gratifying results with programming from all three sources. None has a monopoly in quality and effective programming.



Television does, of course, present uniquely complicated and specialized challenges. Its programming involves one of the most speculative areas in all business investment—namely, show business. The very clichés, “hottest thing in show business,” or “box-office poison” (which may be applied to the same personality or format within a period of months) indicate the unpredictability of public taste. As in any art or entertainment form, there is no sure-fire formula in television.

Moreover, while investors in other forms of show business profit from a show's popularity alone, the television sponsor must depend upon more than popularity. Through both program and commercial he must create a favorable image for his company, which will be translated into actual sales.

It is such considerations as these which compel a responsible agency to take all possible steps to see that television is employed on the sponsor's behalf with the greatest expertness and economy, whatever the program source. As the agency with the largest commitment in television, we regard this as basic.



A reflection of this policy at McCann-Erickson is that Terence Clyne, Vice President in Charge of Television, is also chairman of the Plans Review Board. In this dual role, he is able to bring a broad perspective to the client's specific requirements, and to the best uses of television to meet them.

Under his leadership we have carried out a program of developing both staff and facilities to serve our clients' needs with self

sufficiency. The result is an assembly of talent capable of conceiving, planning, building, writing, and producing all kinds of television shows.

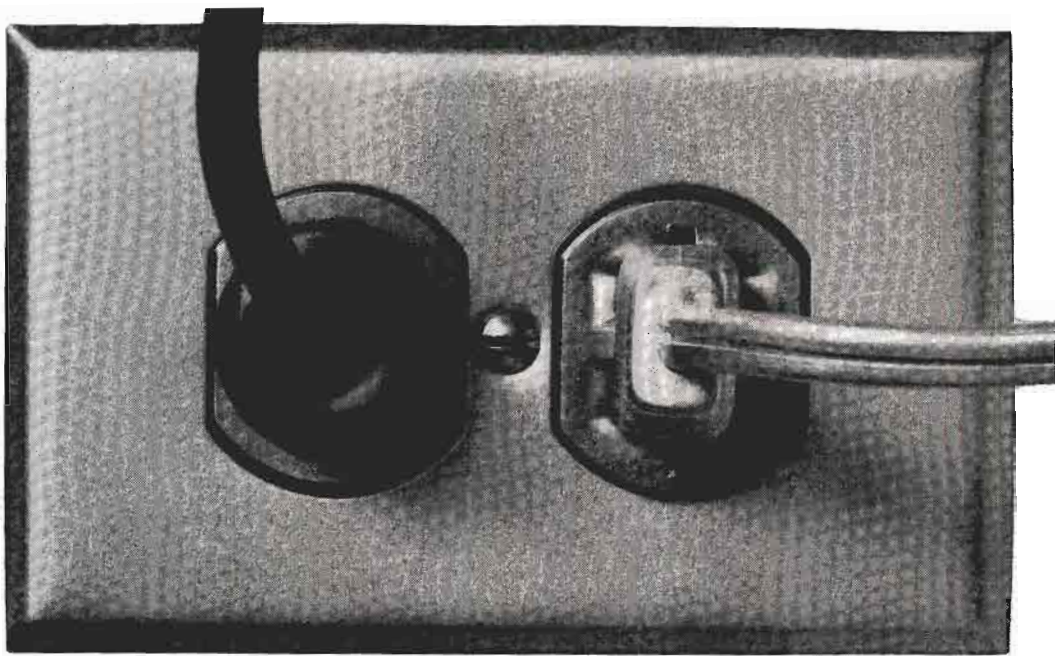
The criterion of sales development requires that an agency have competence not only in programming, but in other major areas of television: appraisal of all kinds of television properties; evaluation of network, national spot, and local television; and the whole specialized field of producing commercials. All these areas require specialized and skilled staff.



Our interest in television is as strong in the international as in the domestic field. Here we have even greater responsibility for competence in all phases of television, since the medium is so new in most countries beyond our borders. In many cases, complete agency service is required from starting date to air-time, not just to insure sales effectiveness, but simply to get a program on the air. Already, we have had gratifying success in Latin America, where television has found an immediate welcome. In the British Isles, despite a non-commercial tradition, we have made encouraging progress; as we have on the European continent, where commercial television is just beginning.



In all this activity, our purpose remains the same: to employ television, as we employ all other media, in a way that will bring the best return on our clients' investment. We have no ambition for a “corner” on the programming provided for our clients. We believe that healthy and vigorous competition for programming excellence between networks, agencies, and package-producers should be encouraged. We believe it can lead to advances both in programming and in economy—and make television an ever better and more effective sales-development instrument for our clients.



**why**

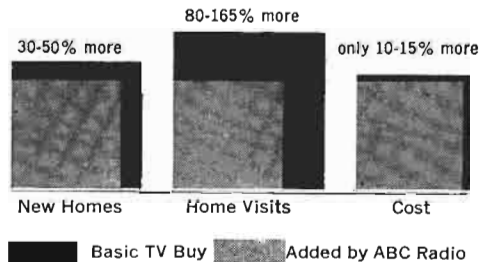
# two?

**One is for television...one is for radio.** They go together. Most homes have both — and use both.

They sell together, too. These days you don't use television to reach one audience and radio to reach another. Most of the time they're selling to exactly the same prospects...but at different times, in different ways. Today, radio and television are a team.

That's why today's Nielsen-minded TV advertiser has come more and more to consider, in conjunction with his basic TV buy, the ideally complementary medium of network radio. He sees in network radio not the "old" medium of "filling in where TV isn't" (a fast-shrinking 21% of U. S. homes), but a "new" medium that **adds** important audience in terms of TV homes not otherwise reached by the basic TV

properties and **adds** important frequency and multiple-home visits to those homes reached by TV. For example, special Nielsen duplication analyses show what ABC Morning Radio or ABC Weekend Radio add in one month to a prime TV franchise\*:



That's why today the new medium for television advertisers is network radio!

\*Based on actual duplication analyses of ABC Radio and representative TV shows — Studio One, Groucho Marx, Lawrence Welk, Robin Hood, Alfred Hitchcock, Do You Trust Your Wife?, etc. Special analysis of your TV franchise on request.



# CANADIAN ADVERTISING AGENCIES

Following Is a List of CARTB Sanctioned Advertising Agencies

| Agency                                 | Address                   | City      | Phone      | Radio-TV            | Broadcast          |
|----------------------------------------|---------------------------|-----------|------------|---------------------|--------------------|
| Aikin, Earl, Ltd.                      | 35 Hayden Street          | Toronto   | WA. 2-3138 | Time Buyer          | Dept. Director     |
| Ardiel Advertising Agency, Ltd.        | 4 Lawn Blvd.              | Toronto   | MA. 6541   | Phyllis Judson      | Ken Wright         |
|                                        | 37 James Street S.        | Hamilton  | JA. 7-9284 | Don DeNike          | Don DeNike         |
| Associated Broadcasting Co. Ltd.       | 1139 Bay St.              | Toronto   | WA. 4-1111 | Jim Elliott         | Jim Elliott        |
| Atherton & Currier, Inc.               | 100 Adelaide St. W.       | Toronto   | EM. 3-5418 | Eleanor Austen      | Eleanor Austen     |
| Baker Advertising Agency, Ltd.         | 1315 Yonge St.            | Toronto   | WA. 4-2101 | Dick King (Radio)   | Jack Horler        |
|                                        |                           |           |            | Don Farrow (TV)     |                    |
| Batten, Barton, Oursline & Osborn Inc. | 1557 Mackay St.           | Montreal  | HA. 9247   |                     | Roger Lack         |
| Bennett & Northrop, Inc.               | 160 Bloor St. E.          | Toronto   | WA. 4-3787 |                     | S. Ramsey Lees     |
| Bingham, John McKenney, Ltd.           | Maritime Life Bld.        | Halifax   | 3-8164     | Llewellyn Lewis     | Llewellyn Lewis    |
|                                        | 32 Front Street W.        | Montreal  | EM. 2-2641 | McCrae J. Cooper    | McCrae J. Cooper   |
|                                        | 4643 Cavendish Blvd.      | Preston   | WA. 5032   | Stan Lorrman        | Stan Lorrman       |
|                                        | 541 William Street        | Winnipeg  | DL. 3-4464 | E. Gordon Lowen     | E. Gordon Lowen    |
|                                        | 257 Osborne St.           | Vancouver | CE. 4154   | Ronald A. Kearns    | Ronald A. Kearns   |
| Bleasdale Advertising, Ltd.            | 1664 West Broadway        | Victoria  | 2-6741     | Harry Bleasdale     | Harry Bleasdale    |
| Breithaupt, Milsom Ltd.                | 1104 Douglas Street       | Toronto   | HU. 1-5251 |                     | D. L. Breithaupt   |
| Brooks Advertising, Ltd.               | 44 Eglinton Ave. W.       | Toronto   | EM. 8-2396 | Roy Partridge       | Roy Partridge      |
| Brown and Mitchell Ltd.                | 21 Dundas Square          | Vancouver | TA. 7277   | John Maxwell        | Elwyn Morton       |
| Burnett, Leo Co. of Canada, Ltd.       | 735 Davie St.             | Toronto   | EM. 6-5801 | Ralph Novek         | James B. McRae     |
| Burns Advertising Agency, Ltd.         | 133 Richmond St. W.       | Montreal  | FI. 5257   | Arnold Clare        | Ralph Novek        |
|                                        | 1247 Guy Street           | Toronto   | WA. 2-6698 | John Heaton (Radio) | Robert McCausland  |
|                                        | 556 Yonge St.             | Toronto   | WA. 2-2103 | Doc Savage (TV)     | S. W. Caldwell     |
| Caldwell, Spence Agency                | 447 Jarvis Street         | Toronto   | UN. 6-7711 | John Blandford      | John Blandford     |
| Canadian Advertising Agency, Ltd.      | Sun Life Building         | Montreal  | EM. 3-3051 | Irvin Teitel        | Irvin Teitel       |
|                                        | 80 King Street W.         | Toronto   |            |                     |                    |
|                                        | Electric R'w'y Chambers   | Winnipeg  | TA. 1938   | K. L. Johnson       | K. L. Johnson      |
|                                        | 615 Dominion Bank Bld.    | Vancouver | PL 9581    | Bob Howe            | Norman Cardon      |
| Cardon, Rose Ltd.                      | 1231 St. Catherine St. W. | Montreal  | WA. 4-2505 | Earl Box            | Bob Howe           |
| Carter, Garry J. of Canada, Ltd.       | 59 Avenue Road            | Toronto   | UN. 1-1771 | John Logan          | Wm. B. Hannah      |
| Cockfield, Brown & Co., Ltd.           | Canada Cement Bld.        | Toronto   | WA. 4-5492 | John Burke-Gaffney  | Wis McQuillin      |
|                                        | 185 Bloor St. E.          | Winnipeg  | 923538     | Geoff Holloway      | John Burke-Gaffney |
|                                        | 1164 Melville St.         | Vancouver | PA. 1111   | Nan Frazer          | Geoff Holloway     |
| Collyer Advertising, Ltd.              | 822 Dominion Sq. Bld.     | Montreal  | UN. 6-3411 |                     | Nan Frazer         |



|                                                            |                          |           |            |                      |
|------------------------------------------------------------|--------------------------|-----------|------------|----------------------|
| Copeland, Don H. Advertising, Ltd.                         | 442 Sherbourne St.       | Toronto   | WA. 2-5969 | (Mrs.) Vera Copeland |
| Crombie Advertising Co., Ltd.                              | 391 St. James Street W.  | Montreal  | MA. 5246   | Vic Gray             |
|                                                            | 24 King Street West      | Toronto   | EM. 4-7204 | Ed Davey             |
| <b>Dancer-Fitzgerald Sample Advertising (Canada, Ltd.)</b> |                          |           |            |                      |
| Denne, A. J. & Co., Ltd.                                   | 200 St. Clair Avenue W.  | Toronto   | WA. 4-8425 | Gilbert Nunns        |
| Desbarats Advertising Agency                               | 90 King St. W.           | Toronto   | EM. 4-3444 | Ralph McKeown        |
| Dominion Broadcasting Co.                                  | 487 Leguachetiere St. W. | Montreal  | UN. 6-4835 | Duncan Desbarats     |
| Erwin Wasley of Canada, Ltd.                               | 4 Albert Street          | Toronto   | EM. 3-3383 | Hal B. Williams      |
| Ferres Ferguson Assoc. Ltd.                                | 610 Church Street        | Toronto   | WA. 1-5187 | Bruce Gale           |
| Ferres Advertising, Ltd.                                   | 985 Sherbrooke St. W.    | Montreal  | AV. 8-8102 | G. R. Ferguson       |
| Foote, Cone & Belding, Canada, Ltd.                        | 63 Duke Street           | Hamilton  | JA. 9-1116 | E. Boyd Heaven       |
| Foster Advertising, Ltd.                                   | 80 Richmond St. W.       | Toronto   | EM. 2-2686 | H. R. Hutchins       |
|                                                            | 149 Alcorn Avenue        | Toronto   | WA. 4-4681 | Alex Mackay          |
|                                                            | Sun Life Bld.            | Montreal  | UN. 6-7901 | Mary Newton          |
| Gibbons, J. J., Ltd.                                       | 165 McDermot Avenue      | Winnipeg  | 922151     | Charlotte Toupin     |
|                                                            | 46 St. Clair Avenue E.   | Toronto   | WA. 4-8391 | Walter Reeves        |
|                                                            | Dominion Sq. Bld.        | Montreal  | UN. 6-5895 | Rupert Burdick       |
|                                                            | 272 Main Street          | Winnipeg  | 927373     | Bruce Johnston       |
|                                                            | 1840 McIntyre St.        | Regina    | 3-2787     | R. P. Wilson         |
|                                                            | 513 8th Avenue West      | Calgary   | 2-5437     | Bill Bell            |
|                                                            | 206 Petroleum Bld.       | Edmonton  | 2-7512     | Tom McMillan         |
| Gislasen-Reynolds, Ltd.                                    | 1533 West Pender St.     | Vancouver | PA. 0157   | (Mrs.) Hazel Bakes   |
| Goodwin Advertising Ltd.                                   | 651 Church Street        | Toronto   | WA. 4-7364 | Jack Reynolds        |
| Grant Advertising (of Canada) Ltd.                         | 207 W. Hastings St.      | Vancouver | PA. 3474   | T. H. Goodwin        |
|                                                            | 90 Richmond St. W.       | Toronto   | EM. 3-3396 | J. G. Wren           |
|                                                            | 1324 Sherbrooke St. W.   | Montreal  | MA. 7515   | P. Petel             |
| Grosberg, Pollock & Gwartzman Ltd.                         | 78 Charles St. W.        | Toronto   | EM. 8-7081 | H. J. Pollock        |
| Hayhurst, F. H. Co., Ltd.                                  | 7 King Street East       | Toronto   | EM. 6-0731 | Bob Amos             |
| Heggie Advertising Co., Ltd.                               | 150 Drummond Street      | Montreal  | HA. 0131   | Marcel Dubuc         |
| Huot, J. E. Publicitee Ltee.                               | 57 Bloor Street West     | Toronto   | WA. 2-5125 | John Chilman         |
| Hutchins Advertising Co. of Canada, Ltd.                   | 353 St. Nicholas         | Montreal  | PL. 4131   | B. E. Rioux          |
| Imperial Advertising, Ltd.                                 | 35 Hayden Street         | Montreal  | WA. 4-3753 | Pat. Hennessy        |
| Industrial Advertising Agency, Ltd.                        | 407 Barrington Street    | Halifax   | 3-9373     | A. H. Evelyn         |
| Jarvis, Albert, Ltd.                                       | 631 Spadina Avenue       | Toronto   | WA. 4-6671 | (Mrs.) Vera Percival |
|                                                            | 94 Yonge Street          | Toronto   | EM. 3-2438 | Evan Morton          |
|                                                            | 1265 Stanley Street      | Montreal  | UN. 6-4806 | George Temple        |
| Kelley, Russell T. Co., Ltd.                               | 447 Main Street E.       | Hamilton  | JA. 2-1155 | Gordon Hinch         |
|                                                            | 480 Leguachetiere St. W. | Montreal  | UN. 6-4835 | Duncan Desbarats     |
|                                                            | 1455 West Georgia St.    | Vancouver | PA. 9174   | M. Tyler             |
| Kenyon & Eckhardt, Ltd.                                    | 80 King St. W.           | Toronto   | EM. 3-8314 | Lloyd Hefford        |
| Locke, Johnson & Co., Ltd.                                 | 255 Davenport Road       | Toronto   | WA. 4-8481 | John Holden          |
| Lowick, James & Co., Ltd.                                  | 1178 West Pender St.     | Vancouver | TA. 6221   | William E. Bellman   |
|                                                            | 800 Bay Street           | Toronto   | WA. 3-9887 | S. B. Hayward        |

# CANADIAN ADVERTISING AGENCIES

| Agency                                     | Address                                                                                                                                                                                                                                                               | City                                                                                                                       | Phone                                                                                                                     | Radio-TV<br>Time Buyer                                                                                                                                                                                                                        | Broadcast<br>Dept. Director                                                                                                                                                                                                    |
|--------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Maclaren Advertising Co., Ltd.             | 402 Montreal Trust Bld.<br>Toronto Gen. Trusts Bld.<br>401 Kerr Block<br>Imperial Bank Bld.<br>623 Dominion Sq. Bld.<br>111 Richmond St. W.<br>410 Dominion Sq. Bld.<br>237 Queen Street<br>911 Elec. R'l'y Chambers<br>1240 West Pender St.<br>200 Bloor Street East | Winnipeg<br>Calgary<br>Regina<br>Edmonton<br>Montreal<br>Toronto<br>Montreal<br>Ottawa<br>Winnipeg<br>Vancouver<br>Toronto | 931629<br>24445<br>37570<br>24072<br>UN. 6-8391<br>EM. 4-0231<br>UN. 6-9751<br>5-4301<br>926321<br>MA. 6268<br>WA. 2-2133 | John Hart<br>Leslie White<br>George R. Bothwell<br><br>Dave McMaster<br>Mary Moran<br>Larry Trudel<br>W. F. Harrison<br>E. P. Thomson<br>John Hoyland<br>Shirley Carter (Radio)<br>Greg Paul (TV)<br>Gabby Langlais (Radio)<br>Mary Kaye (TV) | John Hart<br>Leslie White<br>George R. Bothwell<br><br>Dave McMaster<br>Hugh Horier<br>Larry Trudel<br>W. F. Harrison<br>E. P. Thomson<br>John Hoyland<br>Alan B. Cullimore<br>Larry Dampier<br>W. E. McCauley<br>Austin Moran |
| McCann-Erickson, Inc.                      | 1980 Sherbrooke St. W.                                                                                                                                                                                                                                                | Montreal                                                                                                                   | GL. 6121                                                                                                                  |                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                |
| McCauley-Knight Ad. Agency                 | 6 Adelaide St. E.                                                                                                                                                                                                                                                     | Toronto                                                                                                                    | EM. 6-3939                                                                                                                | Alex B. Shepherd                                                                                                                                                                                                                              |                                                                                                                                                                                                                                |
| McConnell Eastman & Co., Ltd.              | Huron & Erie Bldg.<br>147 University Ave.<br>Dominion Sq. Bldg.<br>173 Portage Ave.<br>1198 West Pender St.<br>153 St. Clair Ave. W.<br>1175 Bay St.                                                                                                                  | Toronto<br>London<br>Toronto<br>Montreal<br>Winnipeg<br>Vancouver<br>Toronto<br>Toronto                                    | 44528<br>EM. 3-7004<br>UN. 6-7941<br>935541<br>MA. 2161<br>WA. 4-6681<br>WA. 2-4864                                       |                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                |
| McCracken, W. A., Ltd.                     | Bank of Commerce Bldg.<br>371 Richmond St.                                                                                                                                                                                                                            | Windsor<br>London                                                                                                          | CL. 2-7297<br>3426                                                                                                        | (Mrs.) Evelyn Duncan<br>John Finn<br>Bill Mills                                                                                                                                                                                               | A. E. McGregor,<br>F. J. Deaville<br>Glen Smith<br>Andy McGuire                                                                                                                                                                |
| McGregor-Deaville Advertising              | 1510 Drummond St.<br>47 Fraser Ave.<br>250 Portage Ave.<br>591 Burrard St.                                                                                                                                                                                            | Montreal<br>Toronto<br>Winnipeg<br>Vancouver                                                                               | MA. 4152<br>KE. 3561<br>923491<br>MA. 3284                                                                                | Joan Bridge<br>Beverly Nicholl<br>Andy Brown<br>John Cummings<br>Phyllis Scott<br>Kay Schneider                                                                                                                                               | Wif. Charland<br>Keith Chase<br>Don MacMillan<br>Andy Brown<br>John Cummings<br>Eddie Gould<br>Gerald Wren<br>E. Maloney<br>M. Tyler<br>Michael Jackson<br>Michael Jackson<br>Wib Perry                                        |
| McGuire Advertising, Ltd.                  | 112 1 Bay Street,                                                                                                                                                                                                                                                     | Toronto                                                                                                                    | WA. 4-5736                                                                                                                | D. Ryan<br>M. Tyler<br>Michael Jackson<br>Joyce Rhodes<br>George Vale                                                                                                                                                                         |                                                                                                                                                                                                                                |
| McKim Advertising, Ltd.                    | 209 Shaldo Bldg.                                                                                                                                                                                                                                                      | Calgary                                                                                                                    | 692370<br>44910                                                                                                           |                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                |
| Muter, Culliner, Frankfurter & Gould, Ltd. | 1455 West Georgia St.<br>464 Yonge Street                                                                                                                                                                                                                             | Edmonton<br>Toronto                                                                                                        | PA. 9174<br>WA. 4-3708                                                                                                    |                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                |
| Nattall & Maloney, Ltd.                    | 222 Simcoe Street                                                                                                                                                                                                                                                     | Toronto                                                                                                                    | EM. 6-9266                                                                                                                |                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                |
| O'Brien Advertising, Ltd.                  |                                                                                                                                                                                                                                                                       |                                                                                                                            |                                                                                                                           |                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                |
| Orr, William R., Ltd.                      |                                                                                                                                                                                                                                                                       |                                                                                                                            |                                                                                                                           |                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                |
| Otto, Robert & Co. (Canada), Ltd.          |                                                                                                                                                                                                                                                                       |                                                                                                                            |                                                                                                                           |                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                |



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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*

Dr. Burton Paulu, Station KUOM, University of Minnesota, Minneapolis, Minnesota

### *Vice-President*

Richard Hull, Station WOSU-AM-FM-TV, Ohio State University, Columbus 10, Ohio

### *Treasurer*

Robert Coleman, Stations WKAR-AM-FM, Michigan State University, East Lansing, Michigan

### *Secretary*

Jack McBride, Station KUON-TV, University of Nebraska, Lincoln, Nebraska

## DIRECTORS

### *Region I*

Arthur Weld, Jr., Station WAER-FM, Syracuse University, Syracuse 10, N. Y.

### *Region II*

Vernon Bronson, Station WTHS-FM-TV, Dade County Bd. of Public Instruction, Miami, Florida

### *Region III*

Ola Hiller, Station WFBE-FM, Flint Public Schools, Flint, Michigan

### *Past President & Member of the Board*

Frank E. Schooley, Stations WILL-AM-FM-TV, University of Illinois, Urbana, Illinois

### *Region IV*

Richard A. Vogl, WOI-AM-FM, Iowa State University, Ames, Iowa

### *Region V*

Robert Schenkkan, Director Radio-TV, University of Texas, Austin, Texas

### *Region VI*

Edwin Adams, Director, School of Communication, University of Washington, Seattle, Washington

### *Executive Director*

Harry J. Skornia, 14 Gregory Hall, Urbana, Ill.

### *Associate Director*

Harold E. Hill, 14 Gregory Hall, Urbana, Ill.



# NAEB MEMBERSHIP LIST

## Active Membership of the National Association of Educational Broadcasters

### ALABAMA

| City       | Call Letters | Licensee                          | Executive                         |
|------------|--------------|-----------------------------------|-----------------------------------|
| Andalusia  | WAIQ (TV)    | Alabama Educational TV Commission | Raymond D. Hurlbert, Gen. Mgr.    |
| Birmingham | WBIQ (TV)    | Alabama Educational TV Commission | Raymond D. Hurlbert, Gen. Mgr.    |
| University | WUOA (FM)    | Univ. of Alabama                  | Graydon Ausmus, Director Radio-TV |

### CALIFORNIA

|                |           |                                           |                                          |
|----------------|-----------|-------------------------------------------|------------------------------------------|
| Berkeley       | KPFA (FM) | Pacific 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 Jr. College & Vocational School | Paul R. Roman, Program Dir.              |
| San Francisco  | KQED (TV) | Bay Area ETV Assn. 165 Post Street        | James Day, General Mgr.                  |
| Stockton       | KCVN (FM) | College of the Pacific                    | John Crabbe, Dir.                        |

### COLORADO

|               |           |                       |                                          |
|---------------|-----------|-----------------------|------------------------------------------|
| Colo. Springs | KRCC (FM) | Colorado College      | Woodson Tyree, Dir. Speech, Drama, Radio |
| Denver        | KRMA (TV) | Denver Public Schools | James Case, Prod. Dir., Mgr.             |

### FLORIDA

|             |           |                                |                                   |
|-------------|-----------|--------------------------------|-----------------------------------|
| Miami       | WTHS (FM) | Dade City Bd. of Public Instr. | Vernon Bronson, Asst. Dir.        |
| 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 of Radio |

### GEORGIA

|         |           |                    |                                |
|---------|-----------|--------------------|--------------------------------|
| Atlanta | WABE (FM) | Board of Education | Haskell Boyter, Dir. Radio Ed. |
|---------|-----------|--------------------|--------------------------------|

### ILLINOIS

|            |           |                                        |                                            |
|------------|-----------|----------------------------------------|--------------------------------------------|
| Carbondale | WBTU (FM) | Southern Ill. Univ.                    | B. C. Robbins, Dir. Bestg.                 |
| Chicago    | WBZZ (FM) | Board of Education                     | George Jennings, Director Div. Radio-TV    |
| Chicago    | WTTW (TV) | Chicago Educational TV Assn.           | John W. Taylor, Exec. Dir.                 |
| DeKalb     | WNIO (FM) | Northern Illinois St. Teachers College | Robert V. Esmond, Dir., Radio-TV           |
| Elgin      | WEPS (FM) | Elgin Public Schools                   | E. H. Hoke, Dir. Audio-Visual Education    |
| Evanston   | WNUR (FM) | Northwestern Univ.                     | Donley Fedderson, Chrm. Radio-TV           |
| Macomb     | WWKS (FM) | Western Ill. State Coll.               | Jennette Terrill, Dir.                     |
| 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  | WFIU (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                    | Herald T. Ross, Manager                     |
| Huntington   | WVSH (FM) | School City of Huntington            | M. McCabe Day, Director Audio-Visual Center |
| Indianapolis | WIAN (FM) | Indianapolis Pub. Schools            | Betty Barth, Dir. Radio-TV                  |
| Lafayette    | WBAA (AM) | Purdue Univ.                         | Jim Miles, Dir. of Broadcasting             |
| Muncie       | WWHI (FM) | Wilson Jr. H.S.                      | John V. Majer, Principal                    |
| New Albany   | WNAS (FM) | New Albany City Schools              | Vernon McKown, Director Audio-Visual Instn  |
| New Castle   | WYSN (FM) | New Castle-Henry Twnsp. 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                      | R. C. Mulhall, Mgr.                   |
| Ames       | WOI (FM)  | Iowa State College                      | R. C. Mulhall, Mgr.                   |
| Decorah    | KWLC (AM) | Luther College                          | Esther J. Olson, Dir.                 |
| 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                        |

### KANSAS

|         |           |                               |                            |
|---------|-----------|-------------------------------|----------------------------|
| Emporia | KSTE (FM) | Kansas State Teachers College | Tex Smiley, Dir., Radio-TV |
|---------|-----------|-------------------------------|----------------------------|



# NAEB ACTIVE MEMBERSHIP



| City                  | Call Letters | Licensee                                              | Executive                                            |
|-----------------------|--------------|-------------------------------------------------------|------------------------------------------------------|
| Lawrence              | KFKU (AM)    | Univ. of Kansas                                       | R. Edwin Browne, 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            | WFFK (FM)    | Louisville Free Public Library                        | Dorothy L. Day, Head Audio-Visual Dept.              |
| Louisville            | WFPL (FM)    | Louisville Free Public Library                        | Dorothy L. Day, Head Audio-Visual Dept.              |
| <b>LOUISIANA</b>      |              |                                                       |                                                      |
| Baton Rouge           | WLNU (FM)    | Louisiana State University                            | Mrs. Lucile Ruby, Coordinator, Radio-TV              |
| <b>MARYLAND</b>       |              |                                                       |                                                      |
| Baltimore             | WBAC (FM)    | Baltimore Jr. College<br>Alameda & 33rd St.           | Clarence T. DeHaven, Manager                         |
| <b>MASSACHUSETTS</b>  |              |                                                       |                                                      |
| Amherst               | WMUA (FM)    | Univ. of Mass.                                        | Janet P. Nichols, Manager                            |
| Boston                | WBUR (FM)    | University of Boston                                  | Melvin Brodshaug, Act. Chr., 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                             |
| <b>MICHIGAN</b>       |              |                                                       |                                                      |
| Ann Arbor             | WUOM (FM)    | Univ. of Michigan                                     | Waldo Abbot, Director of Broadcasting                |
| Detroit               | WDR (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             | WMCR (FM)    | Western Michigan College of Educ.                     | Wallace Garneau, Dir. of Broadcasting                |
| <b>MINNESOTA</b>      |              |                                                       |                                                      |
| Minneapolis           | KUOM (AM)    | Univ. of Minnesota                                    | Burton Paulu, General Manager                        |
| Northfield            | WCAL (AM)    | St. Olaf College                                      | Milford C. Jensen, General Manager                   |
| <b>MISSOURI</b>       |              |                                                       |                                                      |
| St. Louis             | KETC (TV)    | St. Louis Ed. TV Association                          | George Arms, Operations Mgr.                         |
| St. Louis             | KSLH (FM)    | Board of Education<br>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<br>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<br>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              | WKCR (FM)    | Columbia College                                      | Jeffrey P. Kuklin, Gen. Mgr.                         |
| New York              | WNYC (AM)    | Municipal Broadcasting System<br>2500 Municipal Bldg. | Seymour N. Siegel, Director                          |
| New York              | WNYC (FM)    | Municipal Broadcasting System                         | Seymour N. Siegel                                    |
| Springville           | WSPE (FM)    | Griffith Instit. & School<br>85 Buffalo St.           | Henry Bartkowski, Director                           |
| Syracuse              | WAER (FM)    | Syracuse University                                   | Kenneth G. Bartlett, Dir. of Broadcasting            |
| Troy                  | WHAZ (AM)    | Rensselaer Polytechnic Institute                      | Hiram D. Harris, Manager                             |
| <b>NORTH CAROLINA</b> |              |                                                       |                                                      |
| Chapel Hill           | WUNC (TV)    | Consolidated Univ. of North Carolina                  |                                                      |

NAEB ACTIVE MEMBERSHIP

| City                      | Call Letters           | Licensee                                                    | Executive                                                       |
|---------------------------|------------------------|-------------------------------------------------------------|-----------------------------------------------------------------|
| Chapel Hill<br>Greensboro | WUNC (FM)<br>WGPS (FM) | Univ. of North Carolina<br>Greensboro Public<br>Schools     | John Young, Manager<br>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                    | WYOU (FM)              | Ohio Univ.                                                  | Arehic Greer, Acting Dir. of Radio                              |
| Bowling Green             | WBGU (FM)              | Bowling Green State<br>Univ.                                | Sidney Stone, Director                                          |
| Cincinnati                | WCET (TV)              | Greater Cinci. TV Ed.<br>Foundation                         | Uberto Neely, General Mgr.                                      |
| Cleveland<br>Columbus     | WBOE (FM)<br>WCBE (FM) | Board of Education<br>Bd. of Educ., City<br>School District | Katherine Mitchell<br>John H. Sittig, Dir.                      |
| Columbus                  | WOSU (AM)              | Ohio State Univ.                                            | Richard B. Hull, Director                                       |
| Columbus                  | WOSU (FM)              | Ohio State Univ.                                            | Richard B. Hull                                                 |
| Delaware                  | WLSN (FM)              | Ohlo Wesleyan Univ.                                         | Gerald Kroeger, Dir., Radio-TV                                  |
| Kent                      | WKSU (FM)              | Kent State Univ.                                            | Walton D. Clarke, Dir. of Radio                                 |
| Oxford                    | WMUB (FM)              | Miami Univ.                                                 | Stephen C. Hathaway, Dir., Radio-TV                             |
| Toledo                    | WTDS (FM)              | Toledo Public Schools<br>1901 Central Ave.                  | Harry D. Lamb, Dir. Radio-TV                                    |
| <b>OKLAHOMA</b>           |                        |                                                             |                                                                 |
| Norman                    | WNAD (AM)              | Univ. of Oklahoma                                           | Hugh Mix, Dir., Educ. Best. Services                            |
| Norman                    | WNAD (FM)              | Univ. of Oklahoma                                           | Hugh Mix                                                        |
| Norman                    | KETA (TV)              | Okla. Ed. TV Authority                                      | John Dunn, Director                                             |
| Norman                    | KOKH (FM)              | Board of Education                                          | Miss Elaine Tucker, Program Director                            |
| Norman                    | KOED (TV)              | Oklahoma Ed. TV<br>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. Kretzinger, Acting Dir. of Radio                          |
| Portland                  | KBPS (AM)              | Portland Public Schools                                     | Mrs. Patricia Swenson, Manager                                  |
| <b>PENNSYLVANIA</b>       |                        |                                                             |                                                                 |
| Grove City                | WSAJ (AM)              | Grove City College                                          | Dale O. Smock, Chief Engineer                                   |
| Philadelphia              | WPWT (FM)              | Philadelphia Wireless<br>Tech. Instit.                      | William W. Zerling                                              |
| Philadelphia              | WHYY (FM)              | Radio & TV Corp.<br>Metro. Phila. Educ.                     | R. S. Burdick, Dir.                                             |
| Philadelphia              | WRTI (FM)              | Temple Univ.                                                | John B. 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<br>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                         |
| Memphis                   | WKNO (TV)              | Memphis Comm. TV<br>Foundation                              | Harold Martin, Mging. Dir.                                      |
| <b>TEXAS</b>              |                        |                                                             |                                                                 |
| Abilene                   | KACC (FM)              | Abilene Christian College                                   | Lowell G. Perry                                                 |
| El Paso                   | KVOF (FM)              | Texas Western College                                       | Virgil C. Hicks, Radio Instructor                               |
| Honston                   | KUHF (FM)              | Univ. of Houston                                            |                                                                 |
| Houston                   | KUHT (TV)              | Univ. of Houston                                            |                                                                 |
| <b>UTAH</b>               |                        |                                                             |                                                                 |
| Logan                     | KVSC (FM)              | Utah State Agri. Collego                                    | Burrel F. Hansen, Director                                      |
| <b>VIRGINIA</b>           |                        |                                                             |                                                                 |
| Norfolk                   | WMTI (FM)              | Col'ge of William &<br>Mary                                 | B. C. Dickerson, Head                                           |
| <b>WASHINGTON</b>         |                        |                                                             |                                                                 |
| Pullman                   | KWSC (AM)              | State College of<br>Washington                              | Allen Miller, Manager                                           |
| Seattle                   | KCTS (TV)              | Comm. TV Service                                            | Loren Stone, Mgr.                                               |
| 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<br>Radio Council                            | H. B. McCarty, Director                                         |
| <b>HAWAII</b>             |                        |                                                             |                                                                 |
| Honolulu                  | KUOH (FM)              | University of Hawaii                                        | Louis Steed, Dir., Univ. Radio                                  |
| <b>PUERTO RICO</b>        |                        |                                                             |                                                                 |
| San Juan                  | WIPR (AM)              | Oficina de Radio-<br>emision Publica                        | Francisco Arrivi, Manager                                       |

# Equipment and Costs for Low Power TV Station

*The following material is taken from the hearings, in 1956, before the Senate Committee on Interstate and Foreign Commerce, and refers specifically to Station KINY-TV in Juneau, Alaska. It is typical, however, of many low power TV broadcasting operations.*

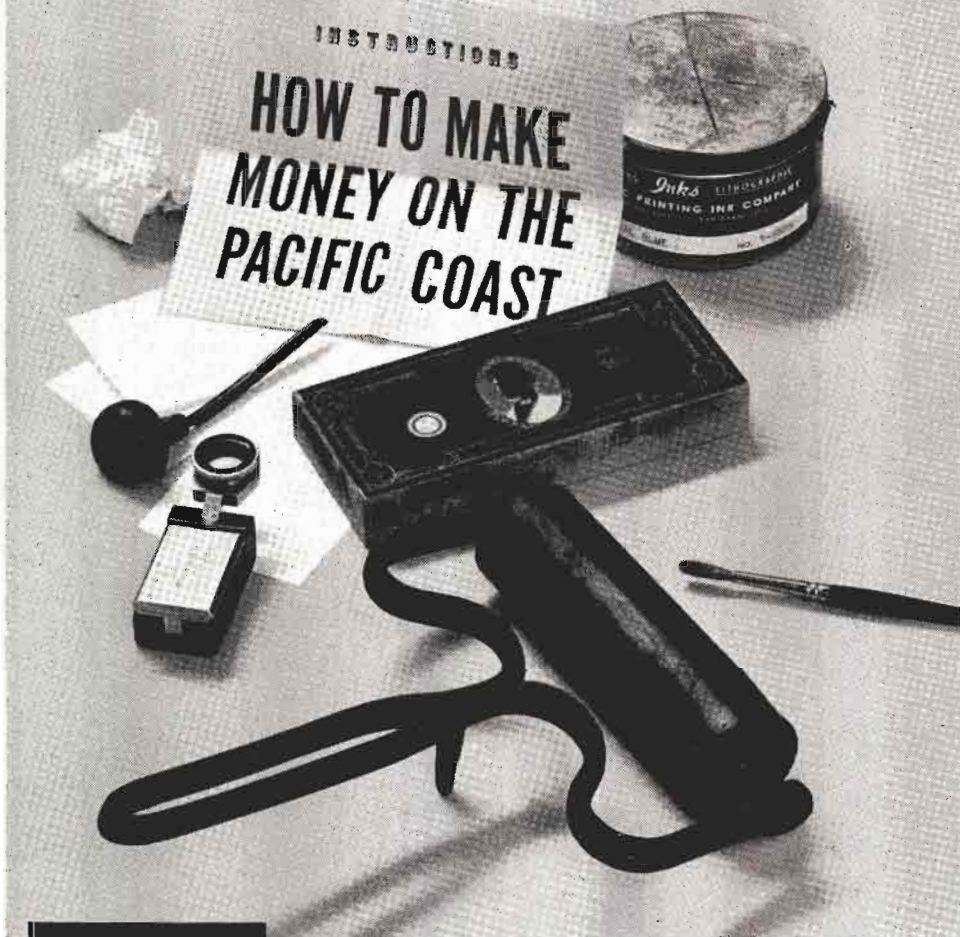
| Item | Quantity | Description                                                                                                                                                                                               | Price       |
|------|----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| 1    | 1        | VST-150 VHF transmitter, 150 watts, specify VHF channel, including 1 set of operating tubes and crystals .....                                                                                            | \$ 6,450.00 |
| 1A   | 1        | Substitute for item 1 if station is to be UHF: UST-150 UHF transmitter, 150 watts, specify UHF channel, including one set of operating tubes and crystals, at \$11,370.....                               |             |
| 2    | 1        | AV12-DM demodulator, VHF. Add \$10 for UHF channel, specify channel. Requires 7-inch rack space..                                                                                                         | 275.00      |
| 3    | 2        | Design 614 CBVM Bell-Howell 16 millimeters TV projectors, includes pedestal and remote operation facility, at \$1,995.....                                                                                | 3,990.00    |
| 4    | 1        | Gray Telojector, 2 by 2 slide projector.....                                                                                                                                                              | 695.00      |
| 4A   | 1        | Optional substitute for item 4, Selectro-Slide Jr., 2 by 2 slide projector, with 7-inch lens, Spindler & Sauppe, at \$297.....                                                                            |             |
| 5    | 1        | VA-19 video clamp amplifier.....                                                                                                                                                                          | 185.00      |
| 6    | 1        | 2,200 TIC synchronizing generator, for rack mounting, including PS-12C regulated power supply and PS-14 bias power supply. Includes built-in linearity pattern generator. Requires 38½-inch rack space... | 2,650.00    |
| 6A   | 1        | 410-A synchronizing generator, for rack mounting binary counter type, includes built-in power supply. Requires 10½-inch rack space, at \$1,850.....                                                       |             |
| 6B   | 1        | Optional substitute for item 6, 400-B synchronizing generator, portable type, complete at \$1,500.....                                                                                                    |             |
| 7    | 1        | VSTA-4 VHF vee antenna, 4 stacked elements, omnidirectional, 5 decibal power gain, specify VHF channel .....                                                                                              | 1,900.00    |
| 7A   | 1        | Substitute for item 7 if station is to be UHF: USTA-8 UHF antenna, 8 stacked elements, omnidirectional, 9 decibel power gain, specify UHF channel, at \$3,500.....                                        |             |
| 8    | 2        | 300-D Vidicon camera chains, portable, at \$4,600....                                                                                                                                                     | 9,200.00    |
| 8A   | 2        | Optional substitute for item 8, 300-D Vidicon camera chains, studio type, at \$4,900.....                                                                                                                 |             |
| 9    | 1        | A-069-3 film camera lens, 3-inch, F/2.5.....                                                                                                                                                              | 88.00       |
| 10   | 1        | A-069-1 live camera lens, 1-inch, F/1.5.....                                                                                                                                                              | 98.00       |
| 10A  | —        | Optional additional lenses:<br>A-069-2 camera lens, ½-inch, F/1.5 at \$99.....<br>A-069-4 camera lens, 2-inch, F/1.9 at \$88.....                                                                         |             |
| 11   | 1        | B-052-1 interconnecting cable, pulse, 1 required per camera chain in excess of 10.....                                                                                                                    | 60.00       |
| 12   | 1        | C-077-1 optical multiplexer, complete with stand and single field lens.....                                                                                                                               | 245.00      |
| 13   | 1        | C-080 film camera mounting pedestal.....                                                                                                                                                                  | 120.00      |
| 14   | 1        | Gray Telojector mounting pedestal.....                                                                                                                                                                    | 195.00      |
| 14A  | 1        | Optional substitute for item 14, slide projector mounting pedestal for item 4A consisting of C-0922 base, C-022 pedestal, and B-541 adapter plate, at \$100 .....                                         |             |



**EQUIPMENT AND COSTS FOR LOW POWER TV STATIONS**

| <i>Item</i>            | <i>Quantity</i> | <i>Description</i>                                                                                                                                                                                                                                                                                                                                                                                       | <i>Price</i>       |
|------------------------|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| 15                     | 1               | AVC-L audio-video operating console providing audio, video, and projection switching control, with facilities for handling 4 audio and 4 video inputs with monitor and preview switching, and remote control of 2 film projectors and 2 slide projectors; includes CP-11, CP-14, and CP-15 panels, CH-2B console and audio amplifiers (2 preamps, 1 program amplifier and 1 monitor amplifier) . . . . . | 2,100.00           |
| 15A                    | 1               | Video mixing option: Add video fade and lap dissolve facilities, includes conversion of CP-15 to CP-15A by addition of switch row and fader mechanism, 2 VA-18 modular amplifiers for mixing and RA-8 rack mounting chassis (installed in AVC-1 at factory if ordered with AVC-1, otherwise available as a field modification kit), at \$330. . . . .                                                    | .....              |
| 15B                    | 1               | TT-14B 3-speed 12-inch transcription turntable with cabinet, 106SP tone arm, 2 reluctance cartridges and diamond stylii, 602B equalizer, complete. . . . .                                                                                                                                                                                                                                               | 350.00             |
| 15C                    | 1               | Audio preamplifier option: Add preamplifier (5116) and tray (5106) to AVC-1 console for converting high-level input to low-level input; includes operating tubes (installed in AVC-1 at factory if ordered with AVC-1, otherwise supplied as field kit), at \$109. . . . .                                                                                                                               | .....              |
| 16                     | 1               | M16A master monitor . . . . .                                                                                                                                                                                                                                                                                                                                                                            | 2,150.00           |
| 17                     | 2               | PS-12C regulated power supplies for M16A and audio-video amplifiers, requires 10½ inches rack space, at \$280 . . . . .                                                                                                                                                                                                                                                                                  | 560.00             |
| 18                     | 1               | CH-3A console housing with sliders, blower and filter; for M16A master monitor. . . . .                                                                                                                                                                                                                                                                                                                  | 370.00             |
| 19                     | 1               | CH-2A console housing, flat top, for portable Vidicon camera controls and power supplies. . . . .                                                                                                                                                                                                                                                                                                        | 160.00             |
| 20                     | 1               | Relay kit for remote control of slide projector, item 4A, at \$30. . . . .                                                                                                                                                                                                                                                                                                                               | .....              |
| 21                     | 1               | PS-13 low-voltage power supply, 24-volt direct current, 5 amperes, requires 7 inches rack space. . . . .                                                                                                                                                                                                                                                                                                 | 235.00             |
| 22                     | 2               | K-56 Setchell-Carlson 17-inch picture monitors (camera monitors), at \$199. . . . .                                                                                                                                                                                                                                                                                                                      | 398.00             |
| 23                     | 1               | K-56S Setchell-Carlson 17-inch picture and sound monitor (announce monitor) . . . . .                                                                                                                                                                                                                                                                                                                    | 214.00             |
| 24                     | 2               | R-1 racks, with rear doors. . . . .                                                                                                                                                                                                                                                                                                                                                                      | 184.00             |
| 25                     | 1               | A-072-1 camera tripod and friction head, heavy duty. . . . .                                                                                                                                                                                                                                                                                                                                             | 150.00             |
| 26                     | 1               | B-030-1 3-wheel dolly. . . . .                                                                                                                                                                                                                                                                                                                                                                           | 45.00              |
| 27                     | 1               | Senior Colortran lighting kit, code KSR. . . . .                                                                                                                                                                                                                                                                                                                                                         | 265.00             |
| 28                     | 1               | TA-3 plug-in meter for checking power supplies and calibrating M16A master monitor. . . . .                                                                                                                                                                                                                                                                                                              | 60.00              |
| 29                     | 2               | SP-2 side panels for operating console lineup, left and right, at \$5. . . . .                                                                                                                                                                                                                                                                                                                           | 10.00              |
| 30                     | 2               | SP-1 side panels for R-1 rack, left and right, at \$14. . . . .                                                                                                                                                                                                                                                                                                                                          | 28.00              |
| 31                     | 1               | Hewlett-Packard model 335 E TV station monitor, aural modulation, and aural/visual carrier frequency monitor . . . . .                                                                                                                                                                                                                                                                                   | 2,050.00           |
| 32                     | 1               | AV12 rebroadcast receiver, VHF. Add \$10 for UHF channel, specify channel. . . . .                                                                                                                                                                                                                                                                                                                       | 225.00             |
| 33                     | 2               | 635 EV microphone dynamic, omnidirectional, at \$41.40 . . . . .                                                                                                                                                                                                                                                                                                                                         | 82.80              |
| 33A                    | 2               | 420 EV desk stand for microphone, at \$12. . . . .                                                                                                                                                                                                                                                                                                                                                       | 24.00              |
| 34                     | —               | Towers, on application. . . . .                                                                                                                                                                                                                                                                                                                                                                          | .....              |
| 35                     | —               | Transmission line, on application. . . . .                                                                                                                                                                                                                                                                                                                                                               | .....              |
| 36                     | —               | Other accessories, on application. . . . .                                                                                                                                                                                                                                                                                                                                                               | .....              |
| <b>Total . . . . .</b> |                 |                                                                                                                                                                                                                                                                                                                                                                                                          | <b>\$35,811.80</b> |

## Don Lee's Do-it-yourself Hints



*Mutual*  
**DON LEE**  
 RADIO  
 1313 North Vine Street  
 Hollywood 28, California

**DON'T MISUNDERSTAND US, WE DON'T RECOMMEND COUNTERFEITING...**

We're talking about the best advertising medium on the Pacific Coast—Don Lee Radio.

In a recent survey Dr. Ernest Dichter asked Pacific Coast merchants which radio network, in their opinion, people listen to most—60% said Don Lee.

Use the Radio Network both merchants *and* listeners prefer—the nation's greatest regional network—Don Lee.

To make money in the West's two largest most concentrated markets, Don Lee recommends its network key stations, KHJ and KFRC.

**DON LEE IS PACIFIC COAST RADIO**

Represented nationally by H-R Representatives, Inc.



# RADIO NETWORKS

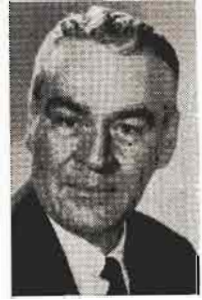
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AFFILIATED STATIONS  
OWNED & OPERATED  
STATIONS  
EXECUTIVE PERSONNEL  
U. S. A. NETWORK MAPS

1957

---

## Resurgence of Network Radio Striking, Yet Understandable

---



GEORGE COMTOIS  
Vice-President, Sales  
ABC Radio Network

THE outlook for network radio is so good for 1957 that Dec. 28, 1956 ABC Radio announced an increase in network radio rates effective April 1, 1957.

ABC Radio's decision to raise rates on the segmented programs in our Morning Bloc under the ABC-Dispersion Plan is based on the fact that progress on the road back for network radio can best be accelerated by providing the industry at large with a more accurate reflection of the real worth of a network radio buy in the rates charged for that buy. While the ABC Radio rate increases are modest, they signify the increasing recognition, importance and value of network radio as a national medium.

◊

Radio has passed through a difficult period over the past decade because it has taken advertisers time to discover that \$1,000 spent in 1956 to reach 1,500,000 homes per minute is an even better buy than \$5,000 spent in 1946 to reach 5,000,000 homes per minute. While this may seem to be a very simple thing to "discover," one must remember that the buyer of advertising has traditionally been used to buying something that *assembles* a crowd for him—like the high rated radio show of yesterday and the high rated TV show of today.

In 1956, while fewer crowds were *assembled* at any one time by radio, radio as an individual listening medium *followed* more individuals than ever before—in 47,000,000 homes with radios in 35,000,000 autos with radios, in 142,000,000 individual radio set locations throughout America. With radio rates lowered in keeping with the smaller crowds *assembled*, the point was finally reached where radio was at once broad enough (thanks to the phenomenal continuing growth of set circulation) in minute-by-minute cost to actually enable an advertiser to economically pursue the media man's dream of *following* the individuals wherever they are.

◊

Moreover, this technique of mass penetration and saturation, made possible by the new pattern of radio's cost and circulation today, furthers one of the most important selling techniques of advertising—namely, *repetition*. Not only does the radio advertiser get more homes per minute for less money today than he did ten years ago, he broadcasts his message more often, with greater

frequency than ever before possible for that money. The advertisers who know about radio's change—in *method* of buying and *costs* of buying—are enthusiastic about radio because it is the most successful, economical medium they have ever used. Small advertisers have perhaps been the first to learn about radio's change and new vitality, because their inability to afford TV on a large scale has made them more expert on the use of radio and other media. Also, the small advertiser can usually feel results and trace those results to his use of radio more handily than the large advertiser.

◊

The sheer weight of research evidence brought to bear in network radio's behalf has operated in the past year to saturate the buyers of advertising with the realization of network radio's strength. The demonstrable power of the medium has, in 1956, helped move network radio from the Time buyer's desk to the Plan Board table. Similarly, the advertiser is concerning himself more and more with his radio appropriations and not delegating complete responsibility for "fill-in" coverage. The great thing for network radio has been the growing realization by both agency and advertiser in case after case that with over 75% of all homes now TV-equipped the only way to consider network radio is on the basis of total U.S. homes delivered.

◊

The resurgence of network radio is really not so surprising. Actually, trade opinion on the value of the medium has tended to follow public opinion—which has certainly changed. Advertest Research has asked TV owners every year since 1949 in a continuing study if they think TV will replace radio and if they think they will continue to listen to radio. In 1949 52% said TV would replace radio. In 1956 only 11% thought so and 89% reported they will continue to listen to radio.

In all areas, on all fronts 1957 will be a year of greater strength for the radio medium, greater progress for networks and greater rewards and advantages for those who make use of its facilities.



# A M E R I C A N BROADCASTING COMPANY, INC.

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

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

Telephone Number: SUsquehanna 7-5000

American Broadcasting-Paramount Theaters, Inc.

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|                        |                         |
|------------------------|-------------------------|
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| Charles T. Fisher, Jr. | Walter P. Marshall      |
| E. Chester Gersten     | Edward J. Noble         |
| Leonard H. Goldenson   | Robert H. O'Brien       |
| H. Hugh McConnell      | R. B. Wilby             |

**American Broadcasting Company**  
(A Division of American  
Broadcasting-Paramount Theaters,  
Inc.)

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| J. Russell Gavin     | Assistant Treasurer                                                                                         |

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| Richard Hamilton    | Supr. of Communications              |
| George Milne        | Traffic Coordinator                  |
| Clure Owen          | Administrative Assistant             |
| John Preston        | Director of Engineering              |
|                     | Facilities & General Services        |
| Lawrence A. Ruddell | Recording Director                   |
| Joseph J. Spagnola  | Director of Office & Studio Services |
| William Trevarthen  | Director of Engineering Operations   |
| Reginald Willcocks  | Traffic Manager                      |

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|                    |                                                                                                    |
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| Michael P. Boland  | Assistant Treasurer                                                                                |
| Joseph Fitzpatrick | Internal Auditor                                                                                   |
| J. Russell Gavin   | Assistant Treasurer                                                                                |
| Edward Graesse     | Manager of Treasury Affairs                                                                        |
| Marie McWilliams   | Director of Personnel                                                                              |

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|-------------------|-------------------------------|
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| Omar Elder        | Secy. & Asst. General Counsel |
| Richard L. Freund | Dir. of Labor Relations       |

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| Thomas Velotta        | Vice President & Administrative Officer of News, Special Events, Sports & Public Affairs |
| Donald Coe            | Director of Special Events & Operations                                                  |
| Ruth Crawford         | Librarian                                                                                |
| Francis N. Littlejohn | Director of News & Public Affairs                                                        |
| William Whitehouse    | Director of Sports                                                                       |

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| Walter A. Gustafson | Supr. of Sound Effects    |
| William Hamilton    | Eastern Program Manager   |
| James McConnochie   | Mgr. of Announcing Div.   |
| J. Ward Mitchell    | Mgr. of Script            |

## NEW YORK

7 West 66th Street

New York 23, New York

Stephen Riddleberger Administration V.P.





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George Sax..... National Dir. of Program  
Operations & Cooperative Program Mgr.  
Frank Vagnoni..... Manager of Music Division—  
Radio

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Press Information, Advertising  
John H. Eckstein..... Director of Advertising  
Hank Warner..... Dir. Press Information

### Continuity Acceptance

Grace Johnsen..... Dir. of Continuity Acceptance

### Research & Sales Development

Dean Shaffner..... V.P., Research and Sales Dev.  
Edward Armsby..... Mgr. of Sales Development  
Lawrence Pollock..... Manager of Research

### Sales

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S. William Aronson..... Director of Sales Service  
Margaret Fischer..... Mgr. of Order Processing  
Leslie Harris..... Eastern Sales Manager  
Peter Wade..... Director of Station Clearance

### Station Relations

Edward DeGray..... V.P., Charge of Station Relations

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20 North Wacker Drive  
Chicago 6, Illinois

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Elliott W. Henry, Jr..... Director of  
Publicity & Promotion  
William P. Kusack..... Manager of Engineering  
Department  
Ernest Walker..... Sales Mgr., Central Division

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Robert Baker..... Radio Studio Manager  
Joseph C. Cassel..... Contoller  
Harold Christian..... V.P. in Charge of  
Merchandising & Research  
Page Heldenbrand..... Promotion Manager  
Charles Kocher..... Chief Engineer  
Harold Neal..... V.P. in Charge of Radio  
Olive Davis..... Traffic Manager, Radio

## HOLLYWOOD

1539 N. Vine Street  
Hollywood 28, California

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J. Clifford Anderson..... Director of Labor Relations  
William P. Baxley..... Sales Manager, KABC Radio  
Dorothy L. Brown..... Continuity Acceptance Editor,  
Western Division  
Dresser Dahlstead..... Program Manager, Western  
Division  
Ralph C. Denechand..... Asst. to Chief Engineer,  
Western Division

Theodore Grenier..... Chief Engineer, Western  
Division  
John S. Hansen..... General Manager of KABC  
Allen E. Maynard..... Purchasing Agent and  
Building Maintenance Supervisor  
Courtney McLeod..... Dir. of Network Traffic,  
Station Clearance & TV Sales Service,  
Western Division  
Robert P. Myers..... Pacific Coast Counsel—ABC  
Daniel P. O'Reilly..... News Editor, Western Div.  
Florence T. Schiro..... Personnel Director  
John C. Wagner..... Contoller, Western Division  
Harry Woodworth..... Director of Radio, Western  
Division

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277 Golden Gate Ave.  
San Francisco 2, California

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San Francisco Office  
Russ Baker..... Program Manager  
Jon Barkhurst..... Dir. of Station & Program  
Exploitation  
Harry Jacobs..... Chief Engineer & Building  
Maintenance Manager  
Edith Kirby..... Traffic Manager  
David E. Lundy..... Asst. Sales Mgr., KGO  
Lorraine Pederson..... Continuity Acceptance Editor  
Victor Reed..... Manager of News &  
Special Events & Advertising, Promotion &  
Publicity  
David Sacks..... Sales Manager—KGO and KGO-TV  
Henry Saroyan..... Contoller & Purchasing Agent  
Edward Smith..... Production Manager  
Mary Jean Wolf..... Sales Service Manager

## WASHINGTON

1735 DeSales Street, N.W.  
Washington, D. C.

Robert H. Hinckley..... Vice President in  
Charge of Washington Office

## NEW YORK

7 West 66th Street  
New York 23, New York

Stewart Barthelmess..... General Manager  
Myrtle Tower..... Program Director  
Robert Noble..... Sales Manager

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N. C.



## Network Radio Suits Needs of Major Advertising Firms



By  
ARTHUR HULL  
HAYES  
President  
CBS Radio

THE trend for radio is upward. Almost 14,000,000 new radios were sold last year which indicates that more listeners are listening. More advertisers are buying time. Why? I think the reason is that radio has maintained its unique effectiveness for entertaining, informing and persuading large audiences. Certainly, if the developments of the past year are a reliable barometer, the CBS Radio Network, in particular, has every reason to look forward confidently during the ensuing months.



One of the first principles of advertising is that, in order to be effective, it must be repetitive and it must reach a lot of people. Because the radio medium does fulfill this function, more and more national advertisers are recognizing this fact, and they recognize further that they can secure effective advertising at the right price.

At any given moment, for example, the entire nation-wide audience for radio *can* be reached only through the use of virtually all of the 2971 commercial AM radio stations deployed across the country. But how many—if any—advertisers can buy time on *all* of these stations on a consistent and repetitive basis? Here, therefore, is where network radio is tremendously advantageous and demonstrates its effectiveness. And this is why, for an increasing number of advertisers, the answer continues to lie in network radio. Although only about 42 per cent of the commercial radio stations are affiliated with networks, these network stations account roughly for about two-thirds of the families listening to week-day, mid-day radio—a formidable percentage figure.



In this area the CBS Radio Network is dominant. CBS Radio's 201 affiliated stations, representing about seven per cent of all commercial stations in the United States, account for more than 26 per cent of the week-day, mid-day listening. This is more than the listening commanded by *any* other network and as much as the listening to the next two networks combined. CBS Radio has retained and has increased its audience domi-

nance because it has maintained the quality of its programs and has not slackened its alertness to listeners' tastes and preferences. This emphasis on the importance of programming is, in fact, the foundation on which CBS Radio has rested from its very beginnings. And attention to programming quality gives advertisers access, not only to larger audiences, but to more responsive ones.



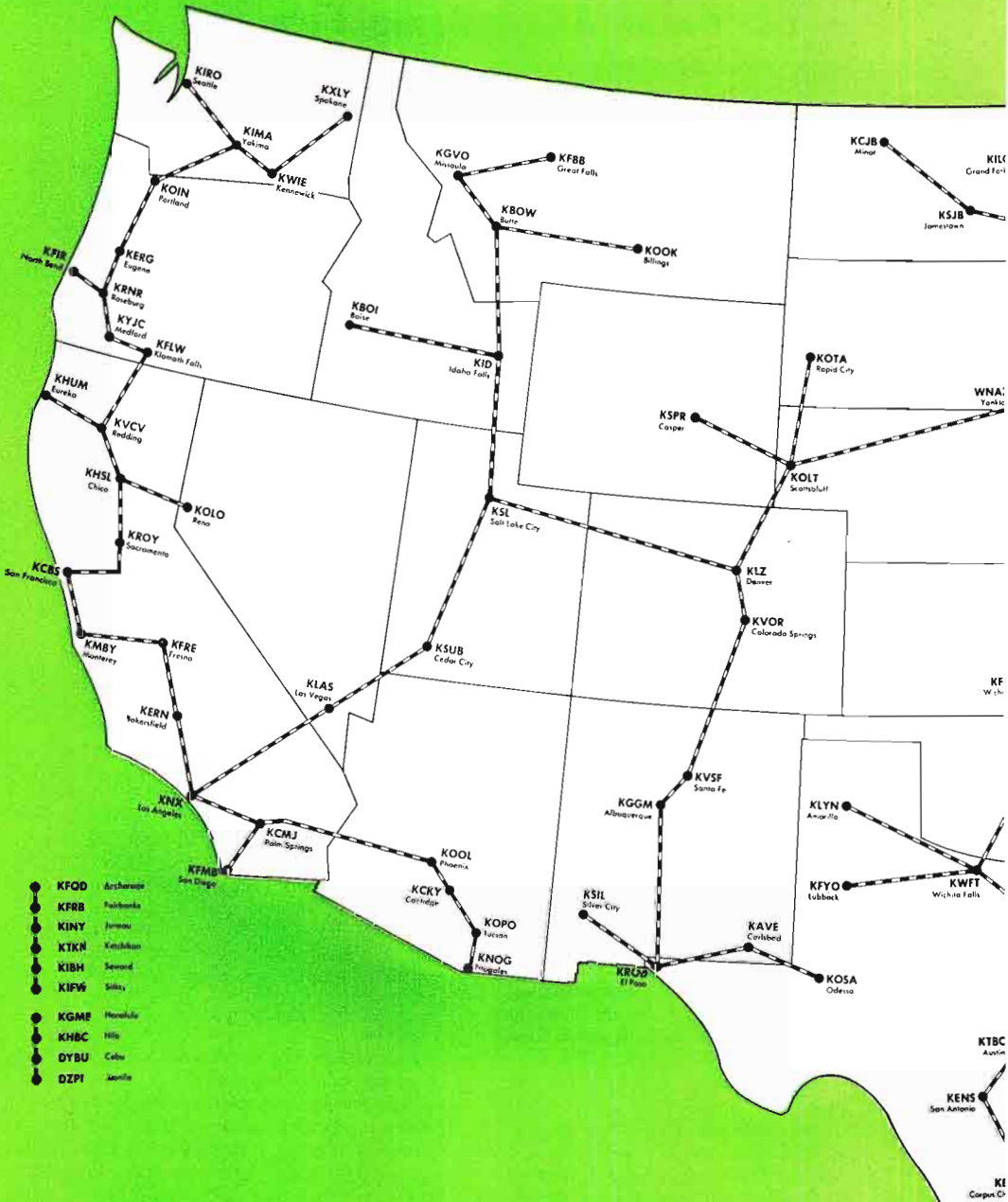
These factors are the basis for the confidence which major advertisers are displaying in radio as a potent selling medium. CBS Radio, for example, can point to a number of tremendously important business organizations which have allocated a sizable portion of their advertising dollar to impressive time purchases on the network. Gross time purchases of a million dollars or more were made by the following in recent months: Colgate-Palmolive, \$3 million; Lever Brothers, \$3 million; Slenderella International \$1 million; Standard Brands, \$1½ million; Scott Paper Co., \$1,000,000. In addition, time purchases from the CBS Radio Network included renewals by such companies as Chevrolet, Delco, Brown & Williamson and the Wm. Wrigley Co. Where such advertisers lead, it is inescapable that others follow. The reason is simple: it's good business to buy radio!



The final barometer of advertising interest in network radio is the fact that, at this writing, 91 per cent of the CBS Radio Network's daytime programming is sold out—an improvement of more than 100 per cent on the status which was reported six months ago.

There can be little doubt about radio's continued growth and vitality. Certainly the developments of the past year seem to be a reliable indicator toward the continued growth and health of radio, both for 1957 and the years beyond.

# CBS RADIO







# 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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Don Ball ..... Director



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### Chicago Office, 410 Michigan Ave.

Roger K. Huston.....Manager

### Los Angeles Office, 6120 Sunset Blvd.

Jack Donahue.....Manager

### San Francisco Office, Palace Hotel

Robert Price.....Manager

### Detroit Office, Fisher Bldg.

Alexander Knox, Jr.....Manager

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John Jefferson.....Assistant Director, Public Affairs

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Lucile Singleton.....Manager of Record and Script Library  
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Raymond Hughes.....Manager, Magazine Division  
Howard Berk.....Trade News Editor  
Melvin Spiegel.....Manager

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George E. Hurst.....Sales Manager  
Sam Slate.....Program Manager  
Dave Driscoll.....Director of News and Public Affairs  
Murray Gross.....Promotion Manager  
Milton Rich.....Manager, Press Relations

### KCBS and KCBS-FM

#### Palace Hotel, San Francisco 5

##### KCBS and KCBS-FM

Henry Untermeyer.....General Manager  
Roland Kay.....Sales Manager  
Evelyn Clark.....Promotion Manager  
Pede Worth.....Program Director  
Don Mozley.....News Director

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Mark Russell.....Program Manager  
Foster Brown.....Promotion Manager  
Frank Zwart.....News Director

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Donald Ross.....Sales Manager  
Robert Sutton.....Program Manager  
John Asher.....Promotion Manager  
John Beck.....News Director  
Maury Webster.....Director of Operation

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E. H. Shomo.....Assistant General Manager  
James Hensley.....Sales Manager  
Thomas A. Bland.....Program Director  
C. W. Doebler.....Promotion Manager  
Will Garry.....News Director

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Robert Sinent.....Sales Manager  
Ken Ovenden.....Program Manager  
Joseph Cullaine.....Promotion Manager  
Charles Ashley.....News Director

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Richard Hess.....Research Manager  
Fred Heywood.....Sales Promotion Manager

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## **Atlanta Office, 800 Peachtree St.**

George R. Swearingen, Jr.....Sales Manager

## **Detroit Office, Fisher Bldg.**

Ralph H. Patt.....Sales Manager

## **Los Angeles Office, Columbia Square**

Roland H. McClure.....Sales Manager

## **San Francisco Office, Palace Hotel**

Byron Nelson.....Sales Manager

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Howard Miller.....Manager, Coverage and  
Marketing Research

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Murray Salberg.....Manager of Program  
Promotion  
Arnold Benson.....Director Station Promotion  
Service  
Richard Golden.....Director, Network Sales  
Presentations  
Edward Kaytin.....Associate Director,  
Network Sales Presentations  
Naomi Andrews.....Network Copy Chief  
Irving Miller.....Director, Art Service,  
CBS-Owned Stations Promotion  
Joseph Tole.....Production Manager

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## Network Radio Structure Seen as Filling Manifold Needs

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By  
JOHN B. POOR  
President  
Mutual Broadcasting  
System

**R**ADIO'S resurgence is the misnomer that's making the rounds.

It is not a resurgence. Dictionaries define the word as a "rising or a tendency to rise." And where radio is concerned that is definitely incorrect.

The phrase that should be used these days is "radio's recognition." For that is what we have today—a recognition by all advertisers that radio is the big medium for flexible and elastic impact on the biggest possible mass audience in the world. And it is done by network radio at a minimum in cost.



This year 1957 actually marks a carry-over of a rekindled interest by national advertisers in network radio's commercial impression impact. This closer attention to network radio's potentials became markedly apparent in 1956 when our own Research Department checked the commercial minute impressions on network radio ordered over a specified period of time that year against a similar period in the preceding year 1955 — and showed there was a big increase.

I have constantly harped on the fact that network radio's big problem was the simple fact it was being eclipsed by network television. And, taking my theme from Mark Twain's famed Connecticut Yankee story, I point out these days that network radio's solution to the problem is to remove itself from the picture medium's shadow.

We did that in 1956. And we are setting our sights not to increase that campaign throughout 1957 and the years ahead. We know we're on the right track.



We have many criteria to prove our points. Firstly, last year appliance makers made and sold twice as many radio sets as they did television. As I noted above, last year more and more advertising agencies began counseling clients to spread advertising dollars more sagely by increasing allocations for network radio. We know, too, that now as never before the great American public is a mobile force—constantly on the move via new cars and newer highways.

All these are signs of the times that none of us—whether we be network operators, affiliates or national and regional advertisers—can overlook. Americans are moving out of their homes these evenings. They're traveling. They're attending drive-in theaters and enclosed theaters. They're visiting people. They've stopped hibernating.

And wherever they go there's radio. When these words are printed there will be upwards of 150 million radio sets in use throughout the country. There are more than 40 million radio-equipped cars, trucks and busses. It's the biggest mass audience in the world. And it can only be reached by radio—with network radio most efficient in this process.



There are skeptics who talk down the advantages of network radio. Fortunately, they are few today.

I have seen at first hand that local programming kept strictly on a local level has manifold limitations and is far from the answer to good programming, economically sound and progressive radio programming.



That has to be an interlocking of local interests between the specifics for neighborhood (areas of 100 to 200 square miles within the radial transmitting distances of average a.m. stations) and local programming and the spectacular, colorful broadcasting that radio listeners have come to depend on these days—the type of interstudded programming that only a network can provide.

Only a network can go round the world—for news where it is actually happening—for events as they actually occur. This is network radio's big plus.

And never again in our lifetime will we see it overshadowed.







# MUTUAL BROADCASTING SYSTEM

## *Executives and Staff*

1440 Broadway, New York 18, N. Y.

Telephone: LOnacre 4-8000

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Teleradio Pictures, Inc., in Charge of Network  
Sales  
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Adolph Opfinger.....Labor Negotiations  
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Margaret Lanigan..Supervisor, File and Reception  
Audrey Zelter.....Supervisor, Listeners' Service  
Augusta Hall.....Telephone Supervisor  
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Wire Communications

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Russel, Jr.....of Kirkland, Fleming, Green,  
Martin & Ellis, Washington, D. C. & Chicago  
Elisha Goldfarb.....MBS, N. Y.

#### Program

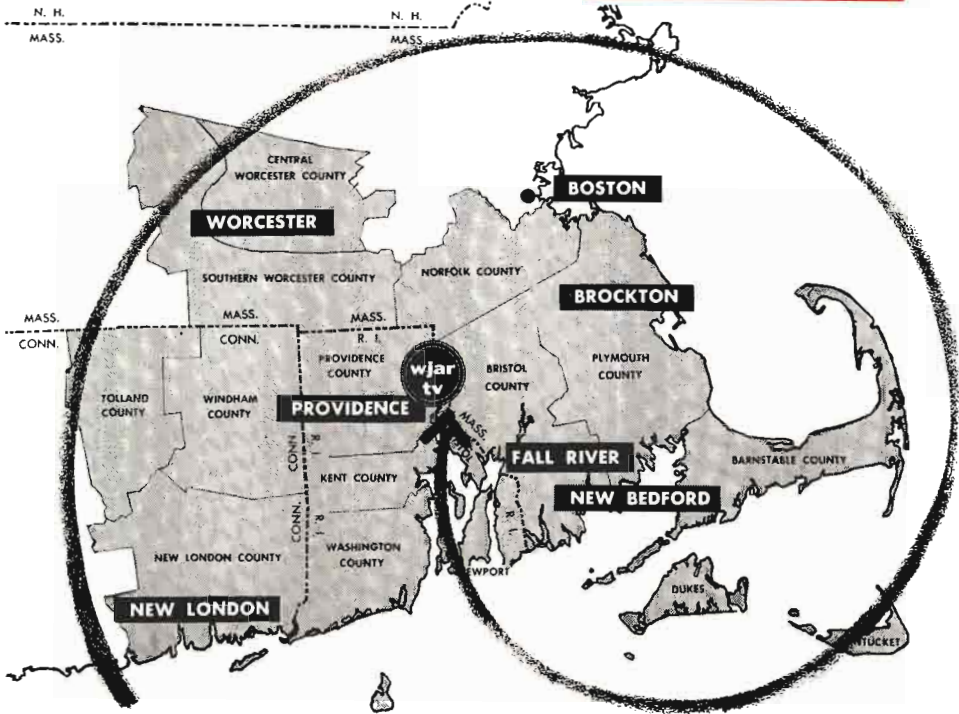
Brad Simpson.....Director of Programs  
Harold M. Wagner...Manager of Program Oper.  
Robert Maley..Director of Radio and TV Clearance  
Ann Brown.....Music Copyright Supervisor  
Nathan Abramson...Manager of Entertainment  
Bureau  
John D. Whitmore.....Exec. Producer  
in Charge of News and Special Events  
Art Gleeson.....Director of Sports

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Station Relations  
Charles King.....Director of Station Relations



This is the Southeastern  
New England Market... **810,700 Homes!**



**WJAR-TV Channel 10**  
Reaches More of These Homes  
Every Day Than Any Other  
Television Station\*

\*A. C. NIELSEN  
NCS No. 2 Survey  
Spring, 1956  
Check your Nielsen for extent  
of Channel 10 bonus area.

Represented by  
WEED Television



PROVIDENCE, RHODE ISLAND  
A service of The Outlet Company



# Turnabout in the Fortunes of Network Radio Described



By  
**MATTHEW J.  
CULLIGAN**  
Vice President  
NBC Radio Network

**T**HE miraculous turnabout in the fortunes of network radio that has occurred during the past few months is definitely not a matter of luck, the failure of competition, or the charity of advertisers and agencies. It is the result, we at NBC think, of identifiable, measurable causes, all of which contribute in varying degrees. As I see it, there are seven forces which have brought about the greatly improved atmosphere for network radio. You can weigh them according to your own orientation:

1. **Stability of Audience** — Television smashed into radio nine years ago with devastating effect, particularly at night. Night-time radio lost 69% of its audience to television. To a lesser degree, daytime radio was affected. About 27% of radio's daytime audience was lost to television. But happily, the decline in radio audiences was arrested about 18 months ago, and audience levels stabilized for six months, then started a gradual, small increase. Network radio rates, however, declined faster and for a longer period than audience levels, resulting in the phenomenon of an underpriced national advertising medium.

2. **Research**—Leading national advertisers have completed research studies which have had a drastic effect on their thinking. One large soap company conducted a continuing research project over a two-year period and made a discovery which led to their purchase of \$4,000,000 in network radio. Other research is now underway, and we believe the conclusions are inevitable—that as a supplement to an existing campaign, network radio is definitely superior to any other medium—television, print or newspapers.

3. **Merchandisability** — This is an intangible, but it certainly should be considered. For more than six years television has had an almost unique explosive power with elements of the distributive and retailing trade. Almost any television caused excitement among a sales force and the trade. And no radio advertising had much effect in exciting the trade. This feverish excitement has run its course, and television no longer completely dominates the scene.

4. **Economics of Television** — The rising costs of television have militated against continuity for many advertisers. There is considerable concern about the "valleys of forgetfulness" between television exposures. Network radio is being used by bellwether advertisers to bridge the gaps between tele-

vision exposures and print exposures in weekly and monthly magazines.

5. **New Equipment**—A whole new area of service to the public is being opened via new radio equipment—such as the NBC Hot Line Service which restores to the American scene the electronic equivalent of the old newspaper's EXTRA, which was relegated to the graveyard by the speed and flexibility of radio news coverage.

6. **Need for Networks**—In recent months there have been ringing confirmations of the need for radio networks by the people whose opinions really matter. Our NBC affiliates demonstrated this beyond all doubt by accepting a change in network option time, permitting us to take under network option the first five minutes of every hour from 7:00 A.M. to 11:00 P.M. Advertisers and agencies, recognizing network radio as a supermarket way to buy, have shown their support by some recent purchases of network radio.

7. **"Imagery Transfer"**—And finally, a concept . . . "Imagery Transfer," which struck sparks immediately among the best minds in the advertising business. The NBC Radio Network has undertaken a detailed study of "Imagery Transfer" and will shortly publish a book, called "The Scientific Basis for Imagery Transfer." The net effect of Imagery Transfer will be, in my judgment, the acceptance of network radio as a necessary part of any balanced national advertising campaign.

I would like to make three predictions about Network Radio.

1. Network Radio will be with us at least as long as any present major advertising medium—including television, magazines or newspapers.

2. The period between the Fall of 1956 and the Spring of 1957 was the turning point in the trend of Network Radio.

3. New radio audience research will be devised in 1957 which will for the first time illuminate the true audience levels of radio, including portable sets in the home, car radios and out-of-home portables.





# NATIONAL BROADCASTING COMPANY, INC.

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

Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROCAST NEW YORK

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Dr. Bernard Handler.....Company Physician  
Eugene J. Hayman..Labor Relations Administrator  
H. O. Lumb.....Manager, Personnel  
Harvey Stackman.....Manager, Organization  
Development  
Edwin Stolzenberger.....Labor Relations  
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Drew Van Dam.....Manager, Training and  
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Milton E. Williams.....Manager, Safety

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Public Relations

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Acceptance  
Carl Watson.....Manager of  
Continuity Acceptance

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Promotion  
Edwin Vane..Mgr., National Audience Promotion  
John Graham.....Art Director  
Donald J. Foley....National Sales Promotion Mgr.

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Mike Horton.....Director of Information  
Cornelius Sullivan.....Public Relations  
Representative  
Charles Henderson...Dir., Radio Network Pub.,  
O & O Stations, NBC Spot Sales  
Milton Brown.....Program Publicity Manager  
Kathryn Cole.....Manager of Information  
William Anderson.....Manager of Business  
and Trade Publicity  
Sidney Desfor.....Mgr. Photo Unit  
Robert R. Brown...Mgr., Institutional Publicity  
William B. Miller....Night Executive Officer

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Allen R. Cooper..Manager of Markets and Media  
James Cornell.....Manager of Audience  
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Technical Operations  
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Technical Operations  
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James E. Denning..Director, Talent and Program  
Contract Administration  
Martin J. Begley.....Casting Director  
Charles J. Moos..Manager, Talent and Program  
Contract Administration

## 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  
Edward Stanley.....Manager of Public Service  
Programs  
Barry Wood.....Director of Special Events  
Arch Robb.....Mgr. of Special Events

## RADIO NETWORK DIVISION

Matthew J. Culligan.....Vice President, Radio  
Network  
Norman S. Livingston...Director, Radio Network  
Programs

William K. McDaniel...V.P., Radio Network Sales  
 Frederick L. Horton... Director, Radio Network Sales  
 Wm. Fairbanks... Eastern Sales Manager  
 Howard Gardner... Director, Radio Network Sales Development  
 Robert C. Hitchens... Sales Presentation Manager  
 Sackett Miles... Manager, Radio Sales Service and Traffic  
 Theodore Zaer... Manager, Business Affairs

**NBC OWNED STATIONS AND NBC SPOT SALES DIVISION**

Thomas B. McFadden... Vice President, NBC Owned Stations and NBC Spot Sales  
 Donald E. Bishop... Director, Publicity and Community Services  
 Thomas S. O'Brien... Director, Business Affairs

**National Spot Sales**

John Reber... Director in Charge of National Spot Sales  
 Richard H. Close... Director, Represented Stations  
 William Buschgen... Division Manager, Radio Spot Sales  
 George Dietrich... Director, Radio Spot Sales  
 Mort Gaffin... Mgr., New Business & Promotion

**WRCA—WRCA-FM, New York**

William N. Davidson... General Manager  
 Frederick E. Acker... Business Manager  
 Peter Affe... Manager, Studio and Film Operations  
 William A. Berns... Manager, News and Special Events  
 Max Buck... Director, Advertising, Promotion and Merchandising  
 Arthur Hamilton... Station Manager  
 John R. O'Keefe... Publicity Director  
 George C. Stevens... Sales Director  
 Stephen White... Program Manager

**WMAQ, WMAQ-FM, Chicago**

Jules Herbeux... V.P. & Gen. Mgr. WMAQ, WMAQ-FM  
 Henry T. Sjogren... Assistant General Manager  
 John M. Keys... Director, Advertising and Promotion  
 Leonard Anderson... Mgr., Integrated Services  
 Chet Campbell... Mgr., Press  
 Howard C. Luttgens... Mgr., Tech. Operations  
 Rolland J. Reichert... Mgr., Operations  
 Edmund Souhami... Mgr., Personnel & Legal  
 Harry D. Trigg... Director of Programming  
 Neil Murphy... Station Business Manager  
 John F. Whalley... Dir., Business Affairs & Financial Planning

**KNBC, KNBC-FM, San Francisco**

George W. Fuerst... Gen. Mgr. and Sales Mgr. KNBC, KNBC-FM  
 Bert A. Meda... Business Mgr.  
 Jack R. Wagner... Mgr., Programs  
 Jos. Baker... Mgr., Tech. Operations

**WRC, WRC-FM, Washington**

Carleton D. Smith... Vice President and General Manager for WRC, WRC-FM  
 William E. Coyle... Dir., Advertising, Promotion and Public Relations  
 Joseph Goodfellow... Director of Sales  
 James Kovach... Director of Programs  
 John Lavan... Station Business Manager  
 Lefferts A. McClelland... Director of Operations  
 John G. Rogers... Engineer-in-Charge

**WRCV, WRCV-TV, Philadelphia**

Lloyd E. Yoder... Vice President and Gen. Mgr.  
 Stanley Broza... Director, Programs  
 George Mathews... Business Manager  
 Curtis Peck... Director, Operations  
 Harold Waddell... Director, Radio Sales  
 Theodore Walworth... Director, Television Sales

**WASHINGTON EXECUTIVE OFFICE**

Frank M. Russell... Vice President—Washington

**PACIFIC DIVISION**

John K. West... Vice President for the Pacific Division  
 Frank Cleaver... General Program Executive  
 Lewis S. Frost... Manager, Radio Network Programs, Pacific Division  
 Sheldon B. Hickox, Jr... Director of Station Relations  
 Harold Kemp... General Program Executive  
 John R. Kennedy... Liaison Engineer  
 Thomas W. Sarnoff... V.P., Dir., Production and Business Affairs  
 Ralph F. Shawhan... Director, Press and Publicity  
 Oscar C. Turner... Personnel & Labor Relations Mgr.

**FOREIGN OFFICES**

**England**

Edwin Newman, Robert Abernathy, National Broadcasting Company, Inc., 2 Mansfield Street, London W1, England.

**France**

Paul Archinard, Leif Eid, 52 Avenue des Champs Elysees, Room 533, Paris 8, France.

**Japan-Korea**

George Thomas Folster, Nikkatsu Building, Number 1-1, Yura Kucho Chiyodaku, Tokyo, Japan.

**Germany**

Frank Bourgholtzer, Press Center (American), APO 757, c/o PM, New York, New York.

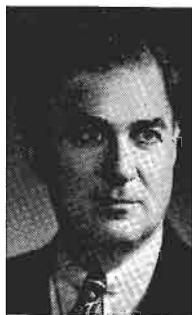
**Rome**

Robert A. Hecox, Seconda Piano AP, Piazza Graziolo 5, Rome, Italy.

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## Keystone Web Services Needs Of Hometown And Rural America

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By  
SIDNEY J. WOLF  
President  
Keystone  
Broadcasting System

THE rich bread basket which makes up Home Town and Rural America is one of the most desirable market places in the nation. Its statistics alone prove that as a market it can scarcely be overlooked as a source of tremendous revenue for advertisers in almost every conceivable field. 28,058,420 radio homes comprise an audience of over 87,000,000 listeners. Included in this group are over 4,000,000 farms where television is not a strong factor. Keystone Broadcasting System covers this vast market with radio service that has a large and loyal following. Keystone Broadcasting System provides the advertiser with access to this market that can be compared to nothing else available to him. Advertisers who have used Keystone are staunch advocates of the power of radio . . . specifically Keystone . . . in Home Town and Rural America.



One of the outstanding advantages of Keystone service to its clients is the ease and simplicity with which large market areas can be covered by the simple writing of an order. Keystone's administrative facilities enable the advertiser to choose sections of the country as he sees fit and Keystone takes over from there. The programming problems and paper work are out of the advertiser's hair because Keystone's services are such that they are almost automatic. With more than 920 stations in the Keystone family, it becomes possible for the advertiser to choose where and how many stations will best fit his particular problem. 90 or 900, according to

the dictates of his merchandising program, Keystone tailors Home Town and Rural America to fit each individual need.



Probably the great plus factor in KBS service is a tremendous extra that is provided by the unusual effort put forth by Keystone affiliates in behalf of merchandising. Time after time advertisers have expressed wonderment at the real "get up and go" of Keystone merchandising. This is no idle statement — Keystone's records are full of merchandising stories that are literally worth their weight in gold . . . and all at the local level where they do the most good. The unusual relationship that Keystone maintains with its affiliates is fertile ground for merchandising growth that we believe is unparalleled in the field.



Yes, Keystone is still growing. Every year sees new members added to the already large family. And new members mean even greater services to Keystone's present customers and future advertisers. Keystone is looking forward to 1957 as a year which will realize an even greater boon to Keystone clients and greater results from rich, enthusiastic Home Town and Rural America and the over 920 Keystone affiliate stations.

# KEYSTONE BROAD

## ALABAMA

WRFS Alexander City  
 WCTA Andalusia  
 WANA Anniston  
 WEDR Birmingham  
 WEJB Brewton  
 WRAG Carrollton  
 WKLF Clanton  
 WKUL Gullman  
 WMSL Decatur  
 WXAL Demopolis  
 W00F Dothan  
 WULA Eufaula  
 W0WF Fayette  
 W0WL Florence-Musclo Shoals  
 WZOB Fort Payne  
 WETO Gadsden  
 WGVV Greenville  
 WGSV Guntersville  
 WJBB Haleyville  
 WERH Hamilton  
 WBHP Huntsville  
 WPBB Jackson  
 W0WB Jasper  
 W0WZ Mobile  
 W0FC Monteville  
 WCRL Oneonta  
 WJHO Opelika  
 WPID Piedmont  
 WELR Roanoke  
 W0WR Russellville  
 WROS Scottsboro  
 W0BB Selma  
 WFBF Sylacauga  
 WHTB Talladega  
 W0TB Troy  
 WTBC Tuscaloosa  
 W0US Tuskegee  
 WETU Wetumpka

## ARIZONA

KCKY Coolidge  
 KAWT Douglas  
 KCLS Flagstaff  
 KDJI Holbrook  
 KNOG Nogales  
 KRIZ Phoenix  
 KOLD Yuma

## ARKANSAS

KVRC Arkadelphia  
 KBTA Batesville  
 KBBA Benton  
 KAMD Camden  
 KCON Conway  
 KARR Crossett  
 KDQN De Queen  
 KDMS El Dorado  
 KXJK Forrest City  
 KHOZ Harrison  
 KFFA Helena  
 KXAR Hope  
 KBHS Hot Springs  
 KBTM Jonesboro  
 KVLK Little Rock  
 KBOK Malvern  
 (Formerly KDAS)  
 KUSA McGehee  
 KTML Marked Tree  
 KENA Mena  
 K0BM Monticello  
 KTLB Mountain Home  
 KOSE Osceola  
 KDRS Paragard  
 KOTN Pine Bluff  
 KP0C Pocahontas  
 KXRJ Russellville  
 KWCB Searcy  
 KUOA S'loam Springs  
 KBRS Springdale  
 KWAK Stuttgart

## CALIFORNIA

KIBS Bishop  
 KFMX Coalinga  
 KRDU Dinuba  
 KICD El Centro  
 KBAB El Cañon  
 (San Diego)  
 K0AC Fort Bragg  
 KGST Fresno  
 K0VR Lodi  
 KGER Long Beach  
 KYNS Merced  
 K0FE Needles  
 K0OR Orvis  
 KP0L Paso Robles  
 K0FP Petaluma  
 K01P Porterville  
 KBTF Red Bluff  
 K0FC San Luis Obispo  
 K0SA Santa Maria  
 K0SA Santa Paula  
 KR0G Sonoma  
 KSUE Susanville  
 KTKR Taft  
 K0UR Turlock  
 KUDU Ventura

KHUB Watsonville  
 KAGR Yuba City

## COLORADO

KGIW Alamosa  
 KRLN Canon City  
 KVFC Cortez  
 KRAI Craig  
 K0LD Denver  
 K0UR Durango  
 KHIL Fort Lupton  
 (Brighton)  
 KFTM Fort Morgan  
 KBNZ La Junta  
 KLMR Lamar  
 K0VC Leadville  
 K0PV Loveland  
 KSLV Monte Vista  
 KDZA Pueblo  
 KVRH Salida  
 KCRT Trinidad

## DELAWARE

WSUX Seaford

## FLORIDA

WAPG Arcadia  
 WTRL Bradenton  
 WTAN Clearwater  
 WKKO Cocoa  
 WCNU Crestview  
 WDFC Dade City  
 WDBF Delray Beach  
 WFBK Fernandina Beach  
 WINK Fort Myers  
 W0RN Fort Pierce  
 WGGG Gainesville  
 WGMA Hollywood  
 WJVB Jacksonville Beach  
 (Jacksonville)  
 WKWF Key West  
 WRWB Kissimmee  
 WIPC Lake Wales  
 WLBE Leesburg  
 W0NN Live Oak  
 W0YS Marianna  
 WBSR New Smyrna Beach  
 W0MC Ocala  
 W0PF Palatka  
 W0LP Panama City  
 W0PY Perry  
 W0VA Plant City  
 W0FO St. Augustine  
 W0TR Sanford  
 W0XY Sarasota  
 W0CM Sebring  
 W0TU Stuart  
 W0EN Tallahassee  
 W0BK Tampa

## GEORGIA

WAAG Adel  
 WJAZ Albany  
 W0EC Americus  
 WGAU Athens  
 W0MR Bainbridge  
 W0AB Baxley  
 W0MG Brunswick  
 W0GA Cairo  
 W0LB Camilla  
 W0YL Carrollton  
 W0BF Cartersville  
 W0AA Cedartown  
 W0MJ Cordele  
 W0FS Covington  
 W0LD Dalton  
 W0WD Dawson  
 W0AM Decatur  
 (Formerly WGLS)  
 W0MG Douglas  
 W0ML Dublin  
 W0SG Elberton  
 W0BF Fitzgerald  
 W0FP Fort Valley  
 W0GA Gainesville  
 W0KU Griffin  
 W0EH Hawkinsville  
 W0BR Jesup  
 W0LD Lafayette  
 W0LG La Grange  
 W0MG Madison  
 W0FM Marietta  
 W0MV Milledgeville  
 W0MR Monroe  
 W0GA Moultrie  
 W0BN Perry  
 W0RA Rome  
 W0SN Sandersville  
 W0FR Savannah  
 W0NS Statesboro  
 W0GA Swainsboro  
 W0ST Thomasville  
 W0TA Thomson  
 W0LE Toccoa  
 W0EM Valdosta  
 W0VP Vidalia  
 W0AY Waycross  
 W0RO Waynesboro

WRLD West Point  
 WIMO Winder

## HAWAII

KILA Hilo  
 KAIM Honolulu

## IDAHO

KGEM Boise  
 KBAR Burley  
 (Formerly KB10)  
 K0RT Grangeville  
 K0FI Idaho Falls  
 KRPL Moscow  
 KWIK Pocatello  
 KPST Preston  
 KRXX Rexburg  
 KSPT Sandpoint  
 KLIX Twin Falls

## ILLINOIS

W0KZ Alton  
 W0BYS Canton  
 W0RY Carlinville  
 W0NT Centralia  
 W0EC Charleston  
 W0TY Danville  
 W0RA Effingham  
 W0FI Fairfield  
 W0EB Harrisburg  
 W0PF Herrin  
 W0KE Kewanee  
 W0RC Lincoln  
 W0SM Litchfield  
 W0KA Macomb  
 W0MK Metropolis  
 W0MC Mt. Carmel  
 W0NI Murphysboro  
 W0LN Olney  
 W0RS Paris  
 ... Rockford (See  
 Beloit, Wisconsin)  
 ... Rock Island-Moline  
 (See Davenport, Iowa)

## INDIANA

W0CB Anderson  
 W0NL Booneville  
 W0LO Frankfort  
 W0KAM Grason  
 (Formerly Warsaw)  
 W0TZ Jasper  
 W0KTL Kendallville  
 W0TO Linton  
 W0RX Madison  
 W0RI Marion  
 W0RU Peru  
 W0PW Portland  
 W0SL Salem  
 W0JD Seymour  
 W0VA South Bend  
 W0TC Tell City  
 W0VR Terre Haute

## IOWA

K0AS Ames  
 K0JAN Atlantic  
 K0CG Center  
 K0CHA Charles City  
 K0CHE Cherokee  
 K0SB Creston  
 K0FM Davenport (Rock  
 Island-Moline, Illinois)  
 K0ED Decatur  
 K0LL Estherville  
 K0FAD Fairfield  
 K0GI Fort Madison  
 K0XIC Iowa City  
 K0RIB Mason City  
 K0LEE Ottumwa  
 K0JFJ Oskaloosa

## KANSAS

K0OK Arkansas City  
 K0ARE Atchison  
 K0CRB Chanute  
 K0NCK Concordia  
 K0TD El Dorado  
 K0VE Emporia  
 (Formerly KTSW)  
 K0MD Fort Scott  
 K0UL Garden City  
 K0WB Goodland  
 K0YS Hays  
 K0WB Hesperian  
 K0ND Independence  
 K0JK Junction City  
 K0LD Leaverton  
 K0MAN Manhattan  
 K0NDY Manhattan  
 K0NEX McPherson  
 K0RG Newton  
 K0LKC Parsons  
 K0KEK Pittsburg  
 K0WSK Pratt  
 K0RSL Russell  
 K0TOP Topeka

## KENTUCKY

W0RT Bardstown  
 W0BL Benton  
 W0LBJ Bowling Green  
 W0TC Campbellsville  
 W0IN Columbia  
 W0CT Corbin  
 W0ZIP Covington  
 (Cincinnati, Ohio)  
 W0CPM Cumberland  
 W0YN Cynthiana  
 W0HR Danville  
 W0EL Elizabethtown  
 W0KY Frankfort  
 W0FK Franklin  
 W0KAY Glasgow  
 W0HLN Harlan  
 W0HBN Harrodsburg  
 W0KC Hazard  
 W0SON Henderson  
 W0KOA Hopkinsville  
 W0LBN Lebanon  
 W0LEX Lexington  
 W0FWM Manchester  
 W0KLC Manchester  
 W0TM Marshall  
 W0MIK Middlesboro  
 W0NKY Neen  
 W0MI Owensboro  
 W0SIP Paintsville  
 W0PKE Pikeville  
 W0RT Prestonsburg  
 W0PKY Princeton  
 W0KY Richmond  
 W0RS Russellville

## LOUISIANA

K0DBS Alexandria  
 K0TRY Bastrop  
 W0KC Bogalusa  
 W0RB Covington  
 K0LA De Ridder  
 W0FR Hammond  
 K0IL Houma  
 K0LEG Jonesville  
 K0EF Jennings  
 K0LLA Leesville  
 K0APB Marksville  
 K0LIC Monroe  
 K0MRC Moreau City  
 K0NOC Natchitoches  
 K0NE New Iberia  
 K0REH Opelousas  
 K0SLO Opelousas  
 K0RUS Ruston  
 K0BSF Springhill  
 K0SUL Sulphur  
 K0VCL Winnfield

## MAINE

W0BM Hermon  
 W0RUM Rumford  
 W0GHM Skowhegan

## MARYLAND

W0EM Cambridge  
 W0YE Odessa  
 (Baltimore)  
 W0PTX Lexington Park

## MASSACHUSETTS

W0HL Holyoke  
 (Springfield)  
 W0HL Medford (Boston)

## MICHIGAN

W0AL Albion  
 W0FYC Alma  
 W0ATZ Alpena  
 W0LEW Bad Axe  
 W0BRN Big Rapids  
 W0ATT Cadillac  
 W0RFP Flint  
 W0BFC Fremont  
 W0ATC Gaylord  
 W0IKB Iron River  
 W0MS Ironwood  
 W0JD Ishpeming  
 W0LA Jackson  
 W0TE Manistee  
 W0M3 Marquette  
 W0DN Menominee  
 (Formerly WMAW)  
 W0CEN Mt. Pleasant  
 W0SIS Muskegon  
 W0AP Owosso  
 W0BN Petoskey  
 W0LS Port Huron  
 W0TCM Traversa City

## MINNESOTA

K0ASM Albany  
 K0XRA Alexandria  
 K0BUN Bemidji  
 K0BMW Breckenridge  
 K0LKC Cloquet

K0ROX Crookston  
 K0DLM Detroit Lakes  
 W0ELY Ely  
 W0EVE Eveleth  
 K0ZY Grand Rapids  
 K0FB International Falls  
 K0TF Little Falls  
 K0RS Morris  
 K0NJ New Ulm  
 K0FO Owatonna  
 (Formerly K0KB)  
 W0AVN Stillwater  
 (Formerly W0SHB)

## MISSISSIPPI

W0MPA Aberdeen  
 W0LE Batesville  
 W0GCM Biloxi-Gulfport  
 W0BIP Booneville  
 W0DOB Canton  
 W0LGC Centerville  
 W0ROX Clarksdale  
 W0CLD Cleveland  
 W0LU Columbia  
 W0CBI Columbus  
 W0CMA Corinth  
 W0MAG Forest  
 W0JPR Greenville  
 W0GRM Greenwood  
 W0AG Granger  
 W0FOR Hattiesburg  
 W0MDS Hazlehurst  
 W0CPC Houston  
 W0NLA Indianola  
 W0KOZ Kosciusko  
 W0AML Laurel  
 W0MBC Macon  
 W0WPF McComb  
 W0MOX Meridian  
 W0MIS Natchez  
 W0NAU New Albany  
 W0SUH Oxford  
 W0PMS Passapatania  
 W0HOC Philadelphia  
 W0RWJ Picayune  
 W0SSO Starkville  
 W0LEO Tipton  
 W0QBC Vicksburg  
 W0AB Washington  
 W0ROR West Point  
 W0WZF Yazoo City

## MISSOURI

K0BHM Branson  
 K0GMO Cape Girardeau  
 K0WRT Booneville  
 K0DMO Carthage  
 K0GHM Brookfield  
 K0CRV Caruthersville  
 K0CHR Charleston  
 K0HI Chillicothe  
 K0KDC Clinton  
 K0RIA Columbia  
 K0DEX Dexter  
 K0REI Farmington  
 K0JCF Festus  
 W0OS Jefferson City  
 K0IRX Kirksville  
 K0LWT Lebanon  
 K0TCB Lebanon  
 K0NIM Marionville  
 K0NCH Moberly  
 K0RM Monticello  
 K0LRS Mountain Grove  
 K0BTN Neosho  
 K0NEM Nevada  
 K0WCP Newell Bluff  
 K0TTR Rolla  
 K0SGM St. Genevieve  
 K0SMO Salem  
 K0ROD Sedalia  
 K0ICK Springfield  
 K0ALM Thayer  
 K0TTN Trenton  
 K0LW Union  
 K0K0V Warrensburg  
 K0WRE Warrenton  
 K0WPM West Plains

## MONTANA

K0BMY Billings  
 K0BMN Bozeman  
 K0BOW Butte  
 K0DBM Dillon  
 K0BGF Great Falls  
 K0RMS Helena  
 K0CAP Helena  
 K0GEZ Kalispell  
 K0L10 Lewistown  
 K0PRK Livingston  
 K0ATI Miles City  
 K0BTM Missoula  
 K0IYI Shelby

## NEBRASKA

K0COW Alliance  
 K0WBE Beatrice  
 K0CSR Chadron



# CASTING SYSTEM

KJSK Columbus  
KHAS Hastings  
KGFV Kearney  
KLMS Lincoln  
K9RL McCook  
KODY North Platte  
KOGA Ogallala  
KVHC O'Neill  
KSID Sidney  
KAWL York

## NEVADA

KFTI Carson City  
KRAM Las Vegas  
KATO Reno  
KWIN Winnemucca

## NEW HAMPSHIRE

WMOU Berlin  
WJWG Conway  
WLNH Laconia

## NEW JERSEY

WLDB Atlantic City  
WNNJ Newton  
WCMC Wildwood

## NEW MEXICO

KALG Alamogordo  
KABQ Albuquerque  
KSPV Artesia  
KAVE Carlsbad  
KLMX Clayton  
KCBY Clovis  
KDSJ Domingue  
KSEV Hobbs  
KOB Las Cruces  
KEMM Fortales  
KLFH Roswell  
KCLS Silver City  
KCHS Truth or Consequences  
KTNM Tucuman

## NEW YORK

WABD Albany  
WBRV Boonville (Rome-Utica)  
WFLR Dundee  
WOSC Fulton  
WJOC Jamestown  
WLHF Little Falls  
WJCL Malone  
WALL Middletown  
WJRY Plattsburg  
WNBZ Saranac Lake  
WIPS Ticonderoga  
WDLA Walton

## NORTH CAROLINA

WRCS Asheville  
WAEZ Albemarle  
WGRW Asheville  
WBBB Burlington  
WGO Concord  
WCKB Dunn  
WCDJ Edenton  
WONC Elizabeth City  
WFAI Fayetteville-Fort Bragg  
WBOE Forest City  
WVFG Fuquay Springs (Raleigh)

WLC Gastonia  
WFMC Goldsboro  
WHNC Henderson  
WHKP Hendersonville  
WHPE High Point  
WJNC Jacksonville  
WELS Kinston  
WFAW Laurinburg  
WLOE Lenoir  
WJRI Lenoir  
WBUY Lexington  
WTSB Lumberton  
WPHH Marshall  
WKP Monroe  
WHIP Mooresville  
WMBL Morehead City  
WPAQ Mount Airy  
WOOV New Bern  
WNC Wikesboro  
WMSN Raleigh  
WFCR Reidsville  
WCBT Ronaoka Rapids  
WCEC Rocky Mount  
WSTP Salisbury  
WGGP Sanford  
WHS Shelby  
WADE Wadesboro  
WLSE Wallace  
WHED Washington  
WHCC Waynesville

WENC Whiteville  
WAAA Winston-Salem

## NORTH DAKOTA

KDLR Devils Lake  
KDX Dickinson  
KNMX Grand Forks  
KEYJ Jamestown  
KBOM Mandan-Bismarck (Formerly KGU)

KOVC Valley City  
KEYZ Williston (Formerly KWBM)

## OHIO

WOHP Bellefontaine  
WILE Cambridge  
WAND Canton  
WBEX Chillicothe  
WCCC Cincinnati (See Covington, Kentucky)  
WLER Dover  
WQHI East Liverpool  
WFOB Fostoria  
WJEH Gallipolis  
WSRW Hillsboro  
WTRQ Ironton  
WLNJ Jackson  
WPTW Piqua  
WLEC Sandusky  
WCHO Washington Court House  
WVST Wooster  
WYON Youngstown (See Farrell, Pennsylvania)

## OKLAHOMA

KADA Ada  
KUSD Ardmore  
KLTB Bixby  
KWCO Chickasha  
KUSH Cushing (Formerly KWHP)  
KRHD Duncan  
KSEO Durant  
KSA Elk City  
KCRG Enid  
KAT Frederick  
KGYN Guymon  
KTJS Hobart  
KTHN Hugo  
KTMG McAlester  
KGLC Miami  
KBIX Muskogee  
KNOR Norman  
KBYE Oklahoma City  
KBBG Okmulgee  
KVLH Paris Valley  
KCOO Poteau  
KDLB Pryor  
KWSH Tri-City (Wewoka-Seminole-Holdenville)  
KVIN Vinita

## OREGON

KWIN Ashland  
KAST Astoria  
KBRK Baker  
KEND Bend  
KWRO Coquille  
KASH Eugene  
KOHU Hermiston  
KRTV Hillsboro (Portland)  
KLBH La Grande  
KOKK Lakeview  
KCAL Lebanon  
KMPM McMinnville  
KEDY Medford  
KSRV Ontario (Portland) (See Wewaka-Seminole-KODL The Dalles)

## PENNSYLVANIA

WNCC Barnesboro  
WBCB Bedford  
WLOA Bradock (Pittsburgh)  
WISS Butler  
WCPL Carbondale (Scranton)  
WESA Charleroi  
WCVI Connettsville  
WOTR Cory  
WESA Ephrata  
WLEU Erie  
WFAW Farrell (Youngstown, Ohio)  
WHUN Huntington  
WADW Indiana  
WADP Kane  
WACB Kittanning  
WAKU Latrobe

WKRZ Oil City  
WPAZ Pottstown  
WPAM Pottsville  
WPMF Punxsutawney  
WKMC Rearing Springs  
WKBI St. Marys  
WATS Sayre  
WMAJ State College  
WVWZ Waynesboro  
WLYC Williamsport  
WNOW York

## PUERTO RICO

WUOA San Juan

## RHODE ISLAND

WADK Newport

## SOUTH CAROLINA

WAKN Aiken  
WANS Anderson  
WBAW Barnwell  
WBLR Batesburg  
WBEU Beaufort  
WAGS Bishopville  
WACA Camden  
WHAN Charleston  
WCRE Charaw  
WGGD Chester  
WOLC Columbia  
WDSG Dillon  
WJAP Easley  
WOLS Florence  
WFGN Gaffney  
WGSW Greenwood  
WEAB Greer (Greenville)  
WHSC Hartsville  
WJCM Lancaster  
WJAY Milledgeville  
WMYB Myrtle Beach  
WBDK Newberry  
WTDN Orangeburg  
WCHI Reek Hill  
WNSW Seneca  
WJAN Spartanburg  
WFIG Sumter  
WBCU Union

## SOUTH DAKOTA

KBRK Brookings  
KJIV Huron  
KGFY Pierre  
KISD Sioux Falls  
KWAT Watertown  
KYNT Yankton

## TENNESSEE

WJAR Athens  
WFHG Bristol (Bristol, Tenn.-Va.)  
WMSF Chattanooga  
WJZM Clarksville  
WKRM Columbia  
WHUB Cookeville  
WDBL Covington  
WAEW Crossville  
WPKN Dickson  
WDSB Dyersburg  
WMSB Erwin  
WEKR Fayetteville  
WHIN Gallatin  
WGRV Greenville  
WHBT Harriman  
WRIJ Humboldt  
WBJK Jackson  
WKKV Knoxville  
WFLC La Follette  
WDEE Lawrenceburg  
WDBR Lebanon  
WJLJ Lenoir City  
WJHM Lewisburg  
WDXL Lexington  
WGAP Maryville  
WMMT McMinnville  
WCRK Morristown  
WNSM Murfreesboro  
WNAH Nashville  
WLK Newport  
WKEO Oak Ridge  
WTPR Paris  
WTRB Ripley  
WORM Savannah  
WEPG South Pittsburg  
WDBL Springfield  
WDEH Sweetwater  
WJIG Tullahoma  
WENK Union City  
WCDT Winchester

## TEXAS

KVLF Alpine  
KZIP Amarillo  
KBUD Athens

KTXN Austin  
KRUN Ballinger  
KRCT Baytown  
KIOX Bay City  
KTXC Big Spring  
KNEL Brady  
KSTB Breckenridge  
KWHB Brenham  
KBOR Brownsville  
KBWD Brownwood  
KBEN Carrizo Springs  
KCTX Childress  
KSTA Coleman  
WTAW College Station  
KMCB Colorado City  
KAND Corsicana  
KIVY Crockett  
KXIT Dalhart  
KDLK Del Rio  
KNDT Denton  
KDFD Dumas  
KERC Eastland  
KBLP Fallsburg  
KFFD Floydada  
KFFST Ft. Stockton  
KNAF Fredericksburg  
KBRZ Freeport  
KJAC Gainesville  
KJUF Galveston  
KCFI Gonzales  
KCVI Greenville  
KFLW Hamilton  
KPAN Hereford  
KDBR Hillsboro  
KSNH Huntsville  
KJPE Jacksonville  
KTXJ Jasper  
KNEJ Junction  
KERR Kermit  
KCCA Kilgore  
KAPT Lamesa  
KV07 Laredo  
KVOW Littlefield  
KFRD Lovelock  
KBSA Lufkin  
KPHH Marshall  
KCMR McCombs  
KJBC Midland  
KOPF Mineral Wells  
KVKM Monahans  
KIMP Mt. Pleasant  
KOSF Naacogoches  
KCNB New Braunfels  
KRIG Odessa  
KOGT Orange  
KNET Palestine  
KPAT Pampa  
KFTV Paris  
KJUN Pecos  
KVOP Plainview  
KBOP Pleasanton  
KMSJ Pecos  
KVOJ Ovanah  
KTXL San Angelo  
KKNY San Marcos  
KSNL Seminole  
KCEY Seymour  
KEVA Sharrock  
KLAN Sherman  
KSNY Snyder  
KFRW Stamford  
KSTV Stephenville  
KESL Sulphur Springs  
KXDX Sweetwater  
KTAE Taylor  
KTEM Temple  
KTFB Texarkana  
KTLW Texas City  
KDEE Tulia  
KTBG Tyler  
KVOU Uvalde  
KVCW Vernon  
KVIC Victoria  
KBEC Waxahatchie

## UTAH

KBHU Brigham City  
KVNJ Logan  
KKGQ Ogden (Formerly KOPP)  
KQAL Price  
KEYY Provo  
KSPD Salt Lake City  
KVEL Vernal  
KTUT Toole City

## VERMONT

WSKI Montpelier  
WBYB Rutland

## VIRGINIA

WKL Blackstone (See Bristol, Tennessee)  
WNA Charlottesville  
WBCR Christiansburg  
WKEY Covington  
WVCA Culpeper  
WEVA Emporia

WFAX Falls Church  
WFVA Fredericksburg  
WFRF Front Royal  
WBOB Galax  
WMNA Gretna  
WHAP Hopewell  
WREL Lexington  
WBRG Lynchburg  
WMEV Marion  
WVVA Martinsville  
WVVA Norton  
WVSV Petersburg  
WPUV Pulaski  
WRIC Richlands  
WRLP South Boston  
WJPM Suffolk  
W30F Virginia Beach  
WNNT Warsaw  
WAY3 Waynesboro  
WVNC Winchester  
WVVE Wytheville

## VIRGIN ISLANDS

WVVI Christiansted (St. Croix)

## WASHINGTON

KXRO Aberdeen  
KPNB Bellinham  
KELA Centralia  
KCLX Colfax  
KCOL Corralle  
KSNK Kirkland (Seattle)  
KMLK Longview  
KEMM Mies Lake  
KGY Olympia  
KPNP Port Angeles  
KARY Prussia  
KATE Pullman  
KENE Tenipah  
KHFS Vancouver (Portland, Oregon)  
KUEI Walla Walla  
KLEI Wenatchee

## WEST VIRGINIA

WVPL Charleston  
WBAR Clarksburg  
WDEE Elkins  
WCS Fairmont (Formerly WVVV)  
WPLH Huntington  
WKRY Keyser  
WVOW Logan  
WEPH Martinsburg  
WHJC Matwan  
WABR Morgantown  
WVDD New River (Wheeling)  
WE New Martinsville  
WFOH Princeton  
WHAW Weston

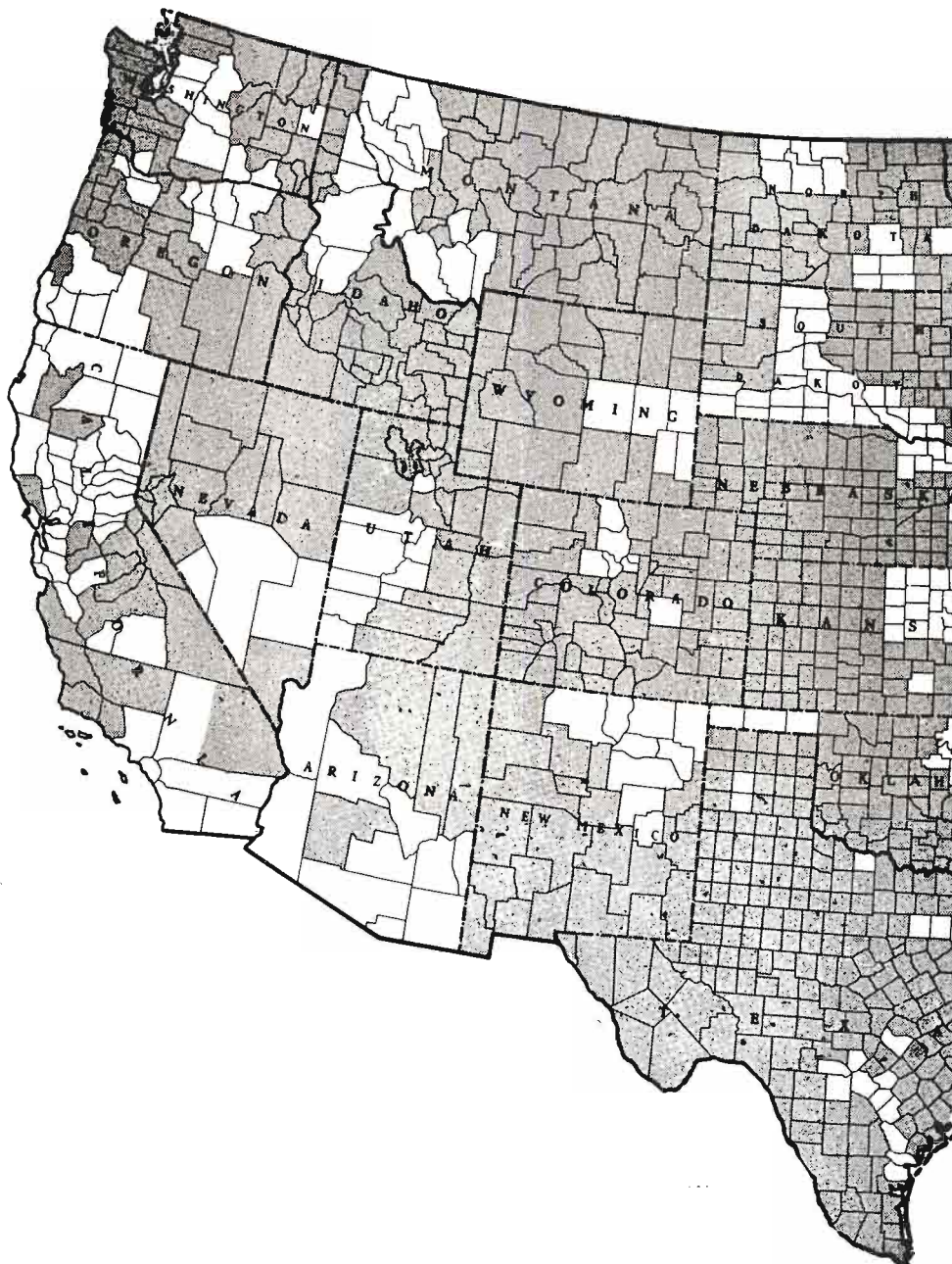
## WISCONSIN

WHPY Appleton  
WATW Ashland  
WELB Beloit (Rockford, Illinois)  
WJGM Green Bay  
WJMK Hartford  
WJAN Janesville (See Beloit)  
WDL La Crosse  
WLDY Ladysmith  
WJGM Medford  
WMNE Menomonie  
WFOX Milwaukee  
WOSH Oshkosh  
WSPF Park Falls  
WPLH Plymouth  
WJ3J Ponnate  
WEDB Peshtigo  
WCO Richland Center  
WTCN Shawano  
WCOV Sparta (Formerly WKLJ)  
WSPD Stevens Point  
WOKW Sturgeon Bay  
WTRW Two Rivers  
WTTN Watertown  
WAUX Waukesha  
WOSA Wausau  
WDXW Waupaca

## WYOMING

KATI Casper  
KVVO Cheyenne  
KLUK Evanston  
KOVE Lander  
KOWB Laramie  
KPOW Powell  
KRAV Rawlins  
KVRB Rock Springs  
KWOY Sheridan  
KRTR Thermopolis  
KRGOS Torrington  
KWOR Worland

# KEYSTONE BROAD





# CASTING SYSTEM



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

FOR PERSONNEL SEE PAGE 288

# NOW!

Give Your Radio Station the

# "World Tailored Personality"

NEW SOUND! NEW COLOR! NEW EXCITEMENT! NEW SALES PUNCH!

EVERYTHING TODAY'S ADVERTISERS  
ARE LOOKING FOR!



READ HOW STATIONS  
WITH "THE WORLD  
PERSONALITY"

SELL AND  
SELL AND  
SELL!

## WSSC Sumter, S. C.

Grosses **\$3,240.00** in sales to 8 sponsors of "Radio's Voice of Fortune." First 6 weeks of broadcast pay World Service for year.

## WWSC Glen Falls, N. Y.

Reports **\$1,200.00** sale coupling one "Radio's Selling Headline" with World Football Jingles.

## WEEK Peoria, Ill.

Adds over **\$7,500.00** billing monthly with World Time Signal Jingles, Weather Jingles, Radio's Selling Headlines, Bundle of Joy, etc.

## WAYB Waynesboro, Va.

Covers cost of World Service for year with sales of 2 World Jingles.

## WCTT Corbin, Ky.

Grosses **\$2,925.00** from sale of "Voice of Fortune" to 3 sponsors in retail food lines.

## WMPS Memphis, Tenn.

Plough, Inc., owners of WJJD, Chicago, WCOP, Boston, WCAO, Baltimore, WMPS, Memphis, all World Affiliates, report "World paid for itself many times . . . made many sales with jingles!"



TODAY OVER  
**1000**  
**STATIONS**

STAND OUT  
 AS RADIO'S  
 PROGRESSIVE  
 WIDE-AWAKE  
 STATIONS...

DOMINATE  
 RADIO'S  
 VAST  
 AUDIENCE...

SELL AND SELL  
 AND SELL WITH  
 THE "WORLD-  
 TAILORED  
 PERSONALITY"!

—YOU, TOO, CAN SELL AND SELL AND SELL  
 TO FIND OUT HOW, MAIL COUPON TODAY!

**WORLD**  
**SALES AND**  
**PROGRAM SERVICE**

"WORLD-TAILORED PERSONALITY" MEANS  
**COMMERCIAL JINGLES**

Tailored for insertion locally of advertiser's  
 name and selling copy!  
 Covering scores of advertiser classifica-  
 tions, they SELL AND SELL AND SELL  
 FOR WORLD STATIONS!



"WORLD-TAILORED PERSONALITY" MEANS  
**MUSICAL TUNE-IN JINGLES**

Designed to individualize and sell your  
 news, music, sports and service features!  
 Your whole town will be whistling and  
 singing these happy rhymes that  
 SELL AND SELL AND SELL YOUR  
 STATION'S "PERSONALITY"!



"WORLD-TAILORED PERSONALITY" MEANS  
**MERCHANDISING IDEAS**

including "Radio's Voice of Fortune" . . . "Radio's  
 Selling Headlines" . . . "Sell Sounds and Sound  
 Effects" . . . and many others!

World's vast array of sensational selling tools  
 —furnished free of extra charge with World  
 Sales & Program Service—SELLS AND SELLS AND  
 SELLS FOR YOUR STATION EXCLUSIVELY!

**WORLD BROADCASTING SYSTEM, INC.**  
 488 Madison Ave., New York 22, New York

**RUSH** full facts on how we can give  
 our stations the **WORLD-TAILORED**  
**PERSONALITY** that sells!

INDIVIDUAL . . . . .  
 TITLE . . . . .  
 COMPANY . . . . .  
 ADDRESS . . . . .  
 CITY . . . . . ZONE . . . . . STATE . . . . .

# K E Y S T O N E

## 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, N. Y.

Phone: PLaza 7-1460

|                             |                                           |
|-----------------------------|-------------------------------------------|
| Noel A. Rhys.....           | Vice-President and Eastern Sales Director |
| Charles A. Hammarstrom..... | Account Executive                         |
| Eve Waldo.....              | Office Manager                            |
| Martin Mills.....           | Research Director                         |

### *Chicago*

111 W. Washington St., Chicago 2, Ill.

Phone: STate 2-8900

|                                            |                                   |
|--------------------------------------------|-----------------------------------|
| Sidney J. Wolf.....                        | President                         |
| Edwin R. Peterson.....                     | Vice-President                    |
| Arthur Wolf.....                           | Secretary-Treasurer               |
| Paul Kolar.....                            | Comptroller                       |
| William Wolf, E. Richard Peterson, Jr..... | Account Executives                |
| Blanche Stein.....                         | Director of Station Relations     |
| Anita Larie.....                           | Auditor                           |
| Jane C. McFadgen.....                      | Traffic Manager, Program Director |

### *Los Angeles*

3142 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUNKirk 3-2910

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

### *San Francisco*

75 Post Street, San Francisco, Calif.

Phone: SUTter 1-7440

|                 |                   |
|-----------------|-------------------|
| Don Kerwin..... | Account Executive |
|-----------------|-------------------|

**SERVICES OFFERED:** The Keystone Broadcasting System is a transcription network covering principally hometown and rural America. Keystone services these local radio stations in their programming with transcriptions and makes the stations' time available to national advertisers at an attractive network package price.

At present, there are more than 900 Keystone affiliates located in towns with 10,000 to 250,000 population. Most of these Keystone stations serve areas which are beyond clear reception of metropolitan radio stations and which are beyond television coverage. Based on Nielsen reports, or one-half-millivolt where the Nielsen report is not available, there are over 29,000,000 radio homes in the Keystone Primary Coverage Area.

# Agency Tries To Meet Client's Requirements For "Ideal Show"



By  
**GEORGE HAIGHT**  
Vice President  
and Manager  
of TV-Radio  
Program Services Div.  
McCann-Erickson, Inc.

AMONG advertisers and agencies, television is usually referred to as "the newest sales tool" and along with their employment of this most provocative and effective medium, there are many who say that they have taken on a whole new set of problems. One wonders how new these problems really are.



Our clients look to us for special knowledge of television. They, after all, have complicated problems of their own in the operation of the manufacturing and distributive processes which their products and services require. They cannot be expected to be fully informed in the fields for which we are retained to further and protect their interests. They not only look to us for this service; but they also endow us with, and we willingly accept, the responsibility for the conduct of their television affairs.

At McCann-Erickson this year, we expect to bill more than one hundred million dollars in the broadcast media, the lion's share of which goes to television. Television represents a sizable percentage of our total billing. Some of our clients are spending in excess of 75% of their advertising monies on this influential instrument; and we must be thoroughly prepared to advise, to create, to judge, to estimate, to research and to receive their approbation as well as their disapproval.



These television affairs all add up to basically one thing—"the show." Now, from an advertisers' point of view, what is a good show? The ideal, of course, is the best entertainment possible, at a reasonable cost, capable of charming not only the largest possible audience, but the type of audience that might be induced to buy the advertiser's product. The advertiser today expects his agency to supply him with a show as near as possible to this ideal. And he holds the agency responsible. If the show falters, the advertiser turns to the agency and demands that the show improve. If the show fails, the advertiser wants out. It's as realistic as that.

Since we have the full responsibility for our advertisers' shows, it naturally follows that we must be directly involved with what goes into those shows. Not only do we feel that being on the scene is the best way to protect our clients' investments, but more important we know that we must make gen-

uine, constructive contributions to any and all of our programs. We have had occasion recently to contribute in a very real sense to maintaining the high standards of "*Climax!*", "*Studio One*" and "*Jim Bowie*," to name but three of McCann-Erickson's current television entries in which our professional people have been able to make good use of their program and production experience.



Wherever possible, future shows for which McCann-Erickson is responsible will have a clear definition in contract of the function of the agency in terms of co-creativity. There are times when it is difficult to obtain program production co-control, especially when a popular personality is involved. But more and more as the results come in, we believe that McCann-Erickson's professional contributions will be not only accepted but welcomed.

Of course, it goes without saying that our participation in the production of our clients' programs is by no means a cure-all or guarantee of success. We have had and probably will continue to have an occasional miss. The fact remains, however, that it has been our experience that where we have "co-produced" a show the results have been better than they have been where our participation was limited.



The day may soon come when pilot films, made on speculation and offered on the open market for sale, will be a thing of the past. We have had several discussions with two large film show suppliers on this subject, suggesting that perhaps under the pilot system the cart is before the horse, or the egg before the turkey. Each of these outfits agreed that there is some merit in a new system where the advertiser's marketing problem might be the starting point—with a show created to fit that specific need, less money might be lost.



*Famous on the local scene...*

## STORER BROADCASTING COMPANY



**WSPD-TV**  
Toledo, Ohio

**WJW-TV**  
Cleveland, Ohio

**WJBK-TV**  
Detroit, Mich.

**WAGA-TV**  
Atlanta, Ga.

**WBRC-TV**  
Birmingham, Ala.

**KPTV**  
Portland, Ore.

**WGBS-TV**  
Miami, Fla.

**WSPD**  
Toledo, Ohio

**WJW**  
Cleveland, Ohio

**WJBK**  
Detroit, Mich.

**WAGA**  
Atlanta, Ga.

**WBRC**  
Birmingham, Ala.

**WWVA**  
Wheeling, W. Va.

**WGBS**  
Miami, Fla.

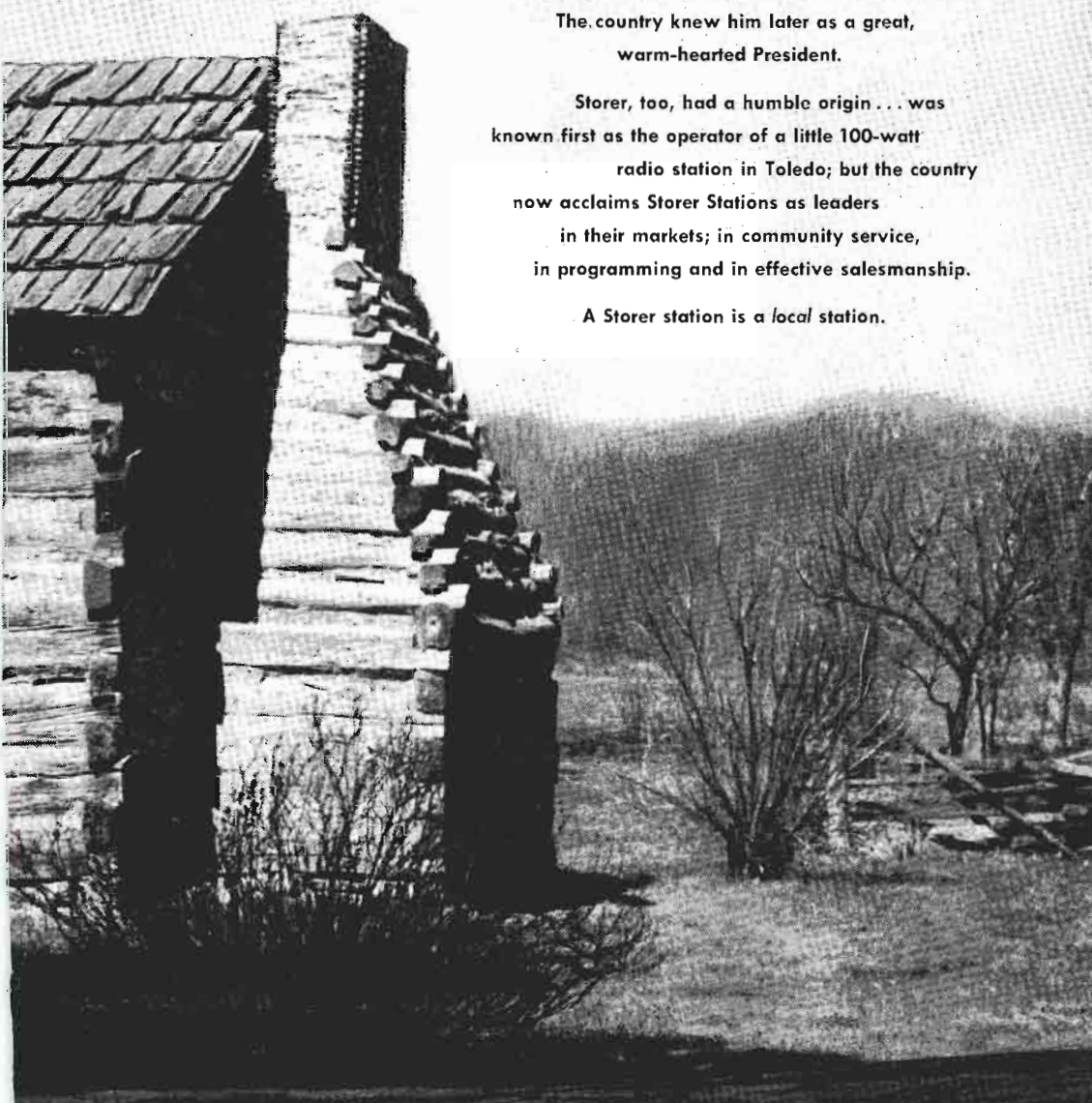


*yet known throughout the nation.*

The folks at Knobs Creek, Ky., first knew  
Lincoln as a boy who lived in this cabin.  
The country knew him later as a great,  
warm-hearted President.

Storer, too, had a humble origin... was  
known first as the operator of a little 100-watt  
radio station in Toledo; but the country  
now acclaims Storer Stations as leaders  
in their markets; in community service,  
in programming and in effective salesmanship.

A Storer station is a local station.



SALES OFFICES { 625 Madison Avenue, New York 22 • Plaza 1-3940  
LEW JOHNSON—midwest sales manager • 230 North Michigan Avenue, Chicago 1 • Franklin 2-6498  
GAYLE GRUBB—vice-president and Pacific coast sales manager • 111 Sutter Street, San Francisco • Sutter 1-8689

# FEDERAL COMMUNICATIONS COMMISSION

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

Phone: EXecutive 3-3620

Personnel as of February 1, 1957

## Commissioners

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**GEORGE C. McCONAUGHEY**

(Term Expires June 30, 1957)

*Administrative Assistant:* ROBERT D. L'HEUREUX

*Legal Assistant:* CHARLES M. GOWDY

*Engineering Assistant:* CHRISTIAN E. ROGERS, JR.

**ROSEL H. HYDE**

(Term Expires June 30, 1959)

Legal Assistant—DEE W. PINCOCK

**T. A. M. CRAVEN**

(Term Expires June 30, 1963)

Legal Assistant—ROBERT M. KOTEEN

**ROBERT T. BARTLEY**

(Term Expires June 30, 1958)

Legal Assistant—MAX D. PAGLIN

Engineering Assistant—

HORACE E. SLONE

**JOHN C. DOERFER**

(Term Expires June 30, 1961)

Legal Assistant—EVELYN F. EPPLLEY

Engineering Assistant—

JAMES B. McELROY

**ROBERT E. LEE**

(Term Expires June 30, 1960)

Legal Assistant—

DAVID C. WILLIAMS

Engineering Assistant—

WILLIAM B. CAMPBELL

**RICHARD A. MACK**

(Term Expires June 30, 1962)

Legal Assistant—H. EARL BARRER

Engineering Assistant—

JOHN E. DOANE

## Office Of The Secretary

*Secretary*

**MARY JANE MORRIS**

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### MAIL AND FILES DIVISION

Mary E. Sprague, *Chief*

### DOCKETS DIVISION

Jessie R. Blaine, *Chief*

### TECHNICAL ASSISTANCE DIVISION

Gordon J. Kent, *Chief*

### MINUTE DIVISION

Annette Hutterly, *Chief*

### LIBRARY DIVISION

Helen A. Clark, *Chief*

### MESSANGER DIVISION

John W. Brown, *Chief*

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JAY A. KYLE, *Assistant Chief Hearing Examiner*

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Basil P. Cooper  
Thomas H. Donahue  
Annie N. Huntting

Hugh B. Hutchison  
H. Gifford Irion  
Herbert Sharfman  
Elizabeth C. Smith

**Office of Opinions and Review**

JOHN L. FITZGERALD, *Chief*  
 HORACE E. SLONE, *Asst. Chief (Engineering)*

*Attorneys*

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| William S. Davis, Jr. | Donald J. Berkemeyer |
| Raymond L. Hodges     | Charles Frederick    |
| Sarah Ann Mobley      | Forest McClenning    |
| Wallace E. Hutton     | David W. Warren, Jr. |

*Engineers*

|                           |                  |
|---------------------------|------------------|
| Chester F. Naumowicz, Jr. | Hideyuki Noguchi |
| George K. Ashenden, Jr.   |                  |

*Accountant*

Charles S. Borum

**Office of Administration**

*Executive Officer and Acting Budget Officer*  
 ROBERT W. COX

Richard F. Solan, *Administrative Assistant*

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Paul H. Sheehy, *Chief*

**BUDGET AND FISCAL DIVISION**

Robert W. Cox, *Acting Chief*

**ORGANIZATION AND METHODS DIVISION**

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**PERSONNEL DIVISION**

Gilbert H. Hatfield, *Personnel Officer*

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Salina M. Lndo, *Asst. Chief*  
*of Information Branch*

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 Lily M. Marshall

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 Virgil R. Simpson, *Assistant Chief Engineer*  
 John A. Willoughby, *Assistant to the Chief Engineer*

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Albert L. McIntosh, *Asst. Chief Engineer*

**TECHNICAL RESEARCH DIVISION**

Ralph J. Renton, *Asst. Chief Engineer*

**LABORATORY DIVISION**

Edward W. Chapin, *Asst. Chief Engineer*

**CONTROL OF ELECTROMAGNETIC RADIATION GROUP**

Kenneth W. Miller, *U. S. Supervisor*

**Broadcast Bureau**

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 James E. Barr, *Assistant Chief*  
 Lavelle W. Hughes, *Administrative Assistant*

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*Aural New & Changed Facilities Branch*  
 Wallace E. Johnson, *Chief*  
*Existing Facilities Branch*  
 Harold L. Kassens, *Chief*  
*Technical & Allocations Branch*  
 Bruce S. Longfellow, *Chief*  
*TV Applications Branch*  
 (Vacant)  
*Hearing Branch*  
 Robert J. Rawson, *Chief*

**RULES AND STANDARDS DIVISION**

Hart S. Cowperthwait, *Chief*  
 Herbert M. Schulkind, *Asst. Chief*

**ECONOMICS DIVISION**

Hyman H. Goldin, *Chief*  
 James B. Sheridan, *Acting Chief*

**RENEWAL AND TRANSFER DIVISION**

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*Transfer Branch*  
 Robert H. Alford, *Chief*  
*Renewal Branch*  
 Millard F. French, *Chief*  
*Compliance Branch*  
 LeRoy Schaaff, *Chief*  
*Control Section*  
 Melba Z. Templeman, *Chief*

**LICENSE DIVISION**

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 Marguerite M. Hubbard,  
*Asst. Chief*  
*TV Branch*  
 Marguerite Van Dyke, *Chief*  
*AM Branch*  
 Quentin S. Proctor, *Chief*  
*FM Branch*  
 Helen Marston, *Chief*

## Regional Managers

EMERY H. LEE  
 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  
 323-A Customhouse  
 San Francisco 26, Calif.

GEORGE V. WILTSE  
 Region 4  
 802 Federal Office Building, Seattle 4, Wash.

LEE R. DAWSON  
 Region 5  
 P.O. Box 1124, Lanikai Oahu, Hawaii

WILLIAM J. McDONNEL  
 Region 6  
 832 U. S. Court House, Chicago 4, Ill.

## District Offices and Engineers in Charge

1. NATHAN A. HALLENSTEIN  
 1600 Customhouse  
 Boston 9, Massachusetts

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

ANDREW BAHLEY  
 214 P. O. Building  
 Savannah, Georgia

7. ARTHUR S. FISH  
 312 Federal Building  
 Miami 1, Florida

Sub-Office

CHALMER H. NEEB  
 409-410 P. O. Building  
 Tampa 2, Florida

8. VACANCY  
 400 Audubon Building  
 New Orleans 16, Louisiana

Sub Office

GEORGE E. FRANKLIN  
 419 U. S. Court House & Customhouse Bldg.  
 Mobile 10, Alabama

9. LOUIS L. McCABE  
 324 U. S. Appraisers Building  
 Houston 11, Texas

Sub-Office

ERIC D. COBURN  
 329 P. O. Building  
 Beaumont, Texas

10. VACANCY  
 500 Terminal Annex Building  
 Dallas 2, Texas

11. BERNARD H. LINDEN  
 539 U. S. P. O. and Court House Building  
 Los Angeles 12, California

Sub-Office

NEY R. LANDRY  
 15-C U. S. Customhouse  
 San Diego 1, California

Ship Office

J. LEE SMITH  
 Room 326, U. S. P. O. and Courthouse  
 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  
 802 Federal Office Building  
 Seattle 4, Washington

15. WILLIAM E. CLYNE  
 521 Customhouse  
 Denver 2, Colorado

16. DONALD A. MURRAY  
 208 Uptown P. O. and Federal Bldg.  
 St. Paul 2, Minnesota

17. HAROLD T. GALLAHER  
 3100 Federal Office Bldg.  
 Kansas City 6E, Missouri

18. HAROLD D. HAYES  
 826 U. S. Court House  
 Chicago 4, Illinois

19. EDWIN S. HEISER  
 1029 New Federal Building  
 Detroit 26, Michigan

20. PAUL A. HOLLOWAY  
 328 P. O. Building  
 Buffalo 3, New York

21. PAUL R. FENNER  
 502 Federal Bldg.  
 Honolulu 1, Hawaii

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| Director                  | District | States Comprising District                                                                                                            |
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| Herbert L. Krueger.....   | 1        | Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.                                                           |
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| 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.                          |
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| James H. Moore.....       | 4        | District of Columbia, North Carolina, South Carolina, Virginia and Maryland, including the counties of Prince Georges and Montgomery. |
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| Owen F. Uridge.....       | 5        | Alabama, Florida, Georgia, Puerto Rico and Virgin Islands.                                                                            |
| WCKR, Miami, Florida      |          |                                                                                                                                       |
| F. C. Sowell.....         | 6        | Arkansas, Louisiana, Mississippi and Tennessee.                                                                                       |
| WLAC, Nashville, Tenn.    |          |                                                                                                                                       |
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| Edward F. Baughn.....     | 8        | Indiana and Michigan.                                                                                                                 |
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| William Holm.....         | 9        | Illinois and Wisconsin.                                                                                                               |
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| Ben Sanders.....          | 10       | Iowa, Missouri and Nebraska.                                                                                                          |
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| Director                   | District | States Comprising District                                                                                                                                                                                                                                                                                   |
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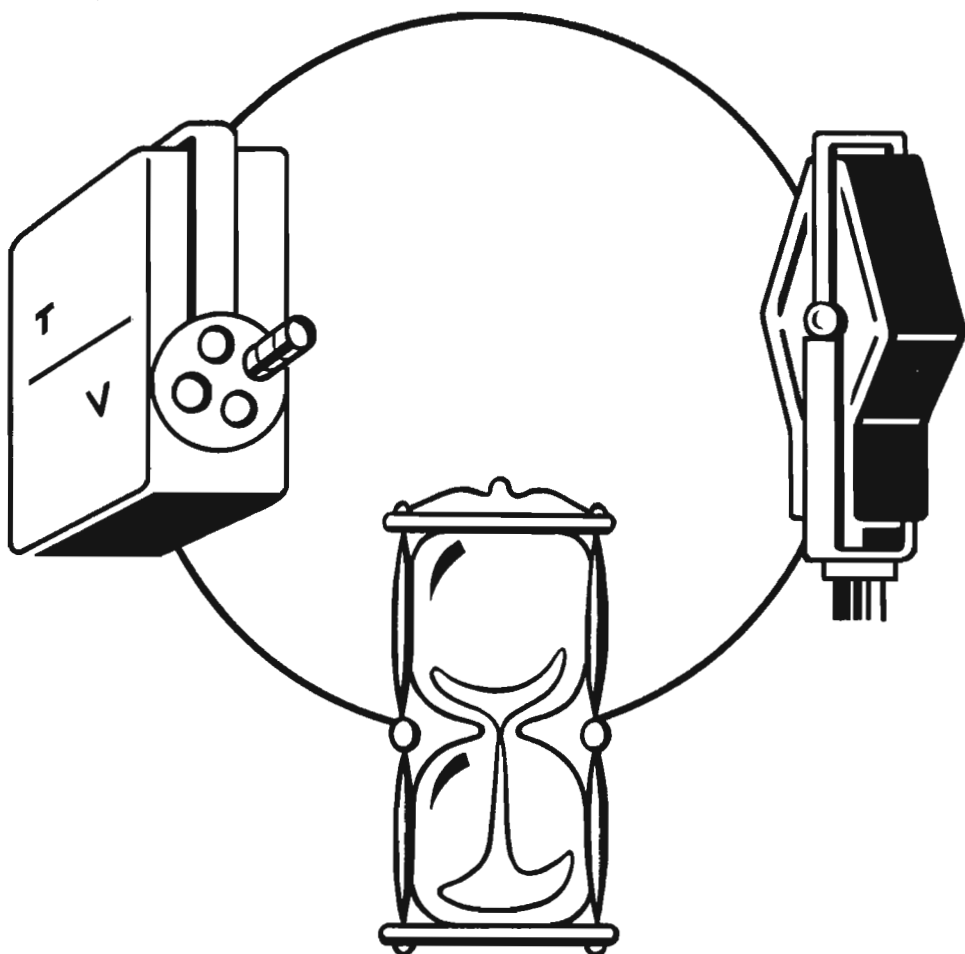


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 333 No. Michigan Ave., Chicago 1, Ill.  
 Phone: CEntral 6-5977  
 Executive .....Barney Clark  
 300 Walthow Bldg., Kansas City 6, Mo.  
 Phone: VICTor 3864  
 Executive-in-charge.....Joseph H. Story, Jr.  
 609 Union Commerce Bldg., Cleveland, Ohio  
 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  
 President.....Jose Ramon Quinones  
 Exec. Vice Pres.....A. M. Martinez  
 Vice Pres.....Juan J. Cerna  
 Sec., Treas.....Mildred R. Chafey

**CBS RADIO SPOT SALES**

485 Madison Ave., New York 22, N. Y.  
 Phone: PLaza 1-2345  
 Gen. Mgr.....Gordon F. Hayes  
 Eastern Sales Mgr.....Milton F. Allison  
 Sales Div. Mgr.....Ray H. Kremer  
 Director of Research.....Richard Hess  
 Sales Prom. Mgr.....Fred Heywood

**Branch Offices**

410 N. Michigan Ave., Chicago 11, Ill.  
 Phone: Whitehall 4-6000  
 Manager .....Thomas H. Peterson  
 902 Fisher Bldg., Detroit 2, Mich.  
 Phone: Trinity 2-5500  
 Manager.....Ralph Patt, Jr.  
 Palace Hotel, San Francisco 5, Calif.  
 Phone: YUKon 2-7000  
 Manager.....Byron Nelson  
 6121 Sunset Blvd., Hollywood 28, Calif.  
 Phone: HOLlywood 9-1212  
 Manager .....Roland McClure  
 805 Peachtree St., N. E., Atlanta 5, Ga.  
 Phone: TRinity 6-0727  
 Manager.....George Swearingen

**CBS TELEVISION SPOT SALES**

Service of CBS Television  
 485 Madison Ave., New York 22, N. Y.  
 Phone: PLaza 1-2345  
 Vice-Pres. in Charge.....Craig Lawrence  
 Gen. Mgr.....John A. Schneider  
 Business Manager.....Ben Margolis  
 Dir., Sales Devel.....Frank Elliott, Jr.  
 Prom. Mgr.....B. F. Colvig  
 Research Manager.....Robert F. Davis  
 Eastern Sales Mgr.....Tom W. Judge

**Branch Offices**

410 N. Michigan Ave., Chicago 11, Ill.  
 Phone: Whitehall 4-6000  
 Midwestern Sales Mgr.....Arthur C. Elliot  
 805 Peachtree St., Atlanta, Ga.  
 Phone: TRinity 6-0727  
 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  
 Vice-President .....Irvin Gross

*Branch Office*

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

Phone: CE 6-6357

Manager ..... Merrill Carroll

1569 Russ Building, San Francisco 4, Calif.

Phone: YU 2-1204

Manager ..... Richard E. Green

2107 Book Building, Detroit 26, Mich.

Phone: Woodward 2-3665

Manager..... Joseph R. Spadea

581 Boylston St., Boston 16, Mass.

Phone: Copley 7-1180

Manager ..... Richard Woodies

**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 ..... Ken Peterson

780 Penobscot Bldg., Detroit, Mich.

Phone: Woodward 1-6036

Manager ..... Paul Pequinot

1021 William-Oliver Bldg., Atlanta, Ga.

Phone: JACKson 4-7088

Manager ..... Karry Cannon

**COLLEGE RADIO CORPORATION**

14 West 45th Street, New York 36, N. Y.

Phone: OXFord 7-0890

President ..... Edwards R. Hoppie

Vice-president..... Robert R. Vance, Jr.

*Branch Office*

(W. S. Grant Co.)

703 Market Street, San Francisco, Calif.

Phone: EXbrook 2-7247

General Manager..... Sam Elkins

**CONTINENTAL RADIO SALES**

21st & Panama St., Philadelphia 3, Pa.

Phone: Rlttenhouse 6-8139

Manager ..... R. Butche

*Branch Offices*

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

Manager ..... Stephanie Matyas

Phone: LE 2-2450

228 No. La Salle St., Chicago, Ill.

Manager ..... R. Olson

Phone: FRanklin 2095

**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., Beverly Hills, Cal.

Phone: Crestview 5-2022

Executive-in-Charge..... Lee 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: FR 2-0016

Manager ..... Hal Holman

111 N. La Cienga Blvd., Los Angeles 57, Calif.

Phone: OLeander 5-7597

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 3-9332

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..... John B. Shelton

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

*Branch Offices*

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

Phone: Delaware 7-1874

Manager ..... Tom Cinquina

451 N. LaCienega Blvd., Los Angeles, Calif.

Phone: OLeander 5-7755

Manager ..... Lawrence Krasner

593 Market St., San Francisco 5, Calif.

Phone: SUTter 1-7569

Manager ..... Charles E. Haddix

Glen Bldg., Atlanta, Ga.

Phone: JACKson 3-0518-9

Times Square Bldg., Seattle, Wash.

Phone: MUtual 1088

Manager ..... Robert L. Swanson

**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  
 80 Boylston St., Boston, Mass.  
 Phone: Liberty 2-6481  
 Manager . . . . . Harry Wheeler

**W. S. GRANT CO., INC.**

703 Market Street, San Francisco 3, Calif.  
 Phone: EXbrook 2-6685  
 President, General Mgr. . . . . Sam Elkins  
 Vice-president . . . . . Herb Stiller  
*Branch Offices*  
 60 East 56th St., New York 22, N. Y.  
 Phone: PLaza 1-2156  
 35 East Wacker Drive, Chicago 1, Ill.  
 Phone: DEarborn 2-0826  
 6606 Selma Avenue, Hollywood 28, Calif.  
 Phone: HOLlywood 3-7194

**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  
 Vice-Pres. . . . . Dwight S. Reed  
 Vice-Pres. & Sec. . . . . Frank E. Pellegrin  
 Vice-Pres. . . . . Paul R. Weeks

*Branch Offices*

35 East Wacker Drive, Chicago 1, Ill.  
 Phone: Randolph 6-6431  
 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: JACKson 8-1601  
 Manager . . . . . Jack Lee  
 101 Marietta St. Bldg., Atlanta, Ga.  
 Phone: CYpress 7797  
 Manager . . . . . Bill McRae  
 416 Rio Grande Bldg., Dallas 2, Texas  
 Phone: Randolph 5149  
 Gen. Manager . . . . . Clarke Brown  
 910 Royal St., New Orleans, La.  
 Phone: CAnal 3917  
 Manager . . . . . Thomas J. Craig

**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,  
 Eugene Malone  
 Promotion Mgr. . . . . Helen J. Harney

*Branch Office*

Tribune Tower, Chicago, Ill.  
 Phone: WHITEhall 4-0510  
 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  
 Director . . . . . Frank W. Miller, Jr.  
 V.P., Sales Mgr., TV. . . . . Jack Hardingham  
 V.P., Sales Mgr., Radio. . . . . Austen Smithers

*Branch Offices*

230 N. Michigan Ave., Chicago 1, Ill.  
 Executives V.P.-in-Charge. John H. Wrath,  
 Geno Cioe  
 Marietta & Forsythe Sts., Atlanta 3, Ga.  
 Executives-in-charge. . . . . Eli W. Sweatman,  
 Wade C. Campbell  
 110 Sutter St., San Francisco, Cal.  
 Executive-in-Charge. . . . . Fred B. Adair, Jr.  
 Taft Bldg., Hollywood & Vine, Hollywood,  
 Cal.  
 Executives-in-charge. . . . . Clark N. Barnes,  
 Arthur Astor  
 Phila. National Bank Bldg., Philadelphia, Pa.  
 Executive-in-charge. . . . . Robert S. Dome

**HOAG-BLAIR CO.**

405 Lexington Ave., New York, N. Y.  
 Phone: MU 4-3722  
 President . . . . . Robert B. Hoag  
 Vice-President . . . . . Wells Barnett  
 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 North Michigan Ave., Chicago 1, Ill.  
Phone: DEarborn 2-6060

Chairman of the Bd...George P. Hollingbery  
Vice-chairman.....F. E. Spencer, Jr.  
President (Radio).....Fred Hague  
President (TV).....Harry Wise, Jr.  
Radio Sales Manager.....Frank McCarthy  
TV Sales Manager.....Warren Nelson

*Branch Offices*  
500 Fifth Ave., New York 36, N. Y.  
Phone: OXFord 5-5560

Executive-in-Charge.....F. E. Spencer, Jr.  
134 Peachtree St., Atlanta 3, Georgia  
Phone: JACkson 4-5710

Executive-in-Charge.....Richard N. Hunter  
1967 Guardian Building, Detroit 26, Mich.  
Phone: WOODward 1-3555

Executive-in-Charge.....Joseph D. Payne, Jr.  
3325 Wilshire Blvd., Los Angeles, Calif.  
Phone: DUNkirk 5-2071

Executive-in-Charge.....Roy Edwards  
720 Roanoke Bldg., Minneapolis 2, Minn.  
Phone: FEderal 3-0519

Executive-in-Charge.....Ted Adams  
417 Montgomery St., San Francisco 4, Calif.  
Phone: DOuglas 2-2541

Executive-in-Charge.....George Lindman  
Tower Building, Seattle 1, Wash.  
Phone: ELIott 1868

Executive-in-Charge.....Hugh Feltis

**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  
260 Kearney St., San Francisco 8, Calif.  
Phone: EXbrook 2-6444

Manager.....John Funk

**INDIE SALES, INC.**

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

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

228 N. LaSalle St., Chicago 1, Ill.  
Phone: STate 5096

111 N. La Cienega Blvd., Los Angeles 48, Cal.  
Phone: OLeander 5-8326

Park Ave. Bldg., Detroit 26, Mich.  
Phone: WOODward 2-7298

P. O. Box 6102, Atlanta, Ga.  
Phone: EXchange 1490

**INTER-AMERICAN PUBLICATIONS, INC.**

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

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

**INTERSTATE UNITED NEWSPAPERS —RADIO DIVISION**

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

Radio Dir.....Joseph L. Wootton  
*Branch Office*

410 South Michigan Ave., Chicago, Ill.

Exec-in-Charge.....L. J. Pollard

**THE KATZ AGENCY, INC.**

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*

Prudential Plaza, Chicago 1, Ill.  
Phone: MOhawk 4-7150

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.  
1321 Fulton Bank Bldg., Atlanta 3, Ga.

Phone: JACkson 5-1637

Manager.....Keith Byerly  
2006 Bryan St., Dallas 1, Texas

Phone: RIVERSide 4036

Manager.....D. Rutledge  
Russ Bldg., San Francisco 4, Calif.

Phone: DOuglas 2-7628

Manager.....Stanley J. Ruelman  
3325 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUNkirk 5-6284

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

*Branch Office*

228 N. La Salle St., Chicago 1, Ill.  
Phone: STate 2-5096

Manager.....Hooper Jones

**KENTUCKY RADIO SALES**

1404 Heyburn Bldg., Louisville, Kentucky  
Phone: JUNiper 4-0367

President.....Harry McTigue

**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

**NONA KIRBY CO.**

507 Statter 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.....Robert B. Pierce

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

Phone: DUmkirk 4-7352

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

605 Market St., San Francisco, Calif.

Phone: YUKon 2-3954

Manager.....A. S. Babcock

419 Boylston St., Boston 16, Mass.

Phone: COMmonwealth 6-0718

Manager.....Louis J. Borgatti

P.O. Box 127, Bedford, Indiana

Phone: BEdford 9194

**MEEKER COMPANY, INC.**

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

Phone: MUrray Hill 2-1710

President.....Bob Meeker

Vice-president, Radio Dir.....Lou Moore

Vice-president, TV Dir.....Ed Filion

Eastern TV Sales Mgr.....Chuck Standard

Act. Executives..Dave Grimm, Paul Murray

Sales Prom. Dir.....Vic Piano

Research Dir.....Mimi Von Zelowitz

*Branch Offices*

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

Phone: CE 6-1742

Vice-president.....Carl Jewett

Midwest Sales Dev. Mgr.....Norm Cissna

Account Executive.....Lois Thompson

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

Sales Manager.....Jerry Moore

339 Russ Building, San Francisco 4, Calif.

Phone: YU 6-4940

West Coast Mgr.....Don Pontius

Office Manager.....Lucille Riggs

**CLYDE MELVILLE CO.**

Melba Bldg., Dallas 1, Tex.

Phone: RIverside 8-5239

Pres. ....Clyde Melville

**NBC SPOT SALES**

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

Phone: CIrcle 7-8300

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

Business Mgr.....Anthony C. Krayer

Eastern Radio Sales Mgr.....Larry Surles

Director, Radio Sales.....George Dietrich

Mgr. Represented Stas.....Richard Close

Adv., Prom. Mgr.....Wilbur Fromm

Eastern TV Sales Mgr.....Jack Ryan

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

Sales Service Mgr.....Caroline Herbert

Sales Dev., Research Mgr..Daniel Lissance

Director, TV Sales.....Edwin Jameson

*Branch Offices*

Merchandise Mart, Chicago 54, Ill.

Phone: SUperior 7-8300

Central Radio Sales Mgr.....Fred Lyons

Central TV Sales Mgr.....John Mulholland

Sunset & Vine, Hollywood 28, Calif.

Phone: HOLlywood 9-6161

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

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

Taylor & O'Farrell Sts., NBC Bldg.

San Francisco 2, Calif.

Phone: GREystone 4-8700

West Radio Mgr.....Edward Macauley

TV Salesmen...R. Anderson, Ken Johnson

Penobscot Bldg., Detroit, Mich.

Phone: WOODward 1-1610

Radio Sales Rep.....William Buschger

TV Sales Representative...John C. Treacy

1026 South Blvd., Charlotte, N. C.

Phone: CHarlotte 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

**NATIONAL TIME SALES**

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

Phone: MUrray Hill 5-1300

*Radio and TV Department*

Sales Manager.....Arthur Gordon

Sales Promotion Dir.....Al Alperton

*Branch Offices*

672 LaFayette Park Pl., L. A. 5, Calif.

Phone: DU 3-3200

Exec.-in-Charge.....Harlan Oakes

110 Sutter St., San Francisco, Calif.

Phone: SUtter 1-7971

Exec.-in-Charge.....Norman Cunningham

**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

Manager.....Harlan Oakes

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

Phone: MUrray Hill 5-1300

Manager.....Arthur Gordon

600 Insurance Bldg., San Antonio, Texas

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:* Sutter 1-7971  
 Executive-in-charge....Norman Cunningham

**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, Mike Wurster,  
 Richard T. Allen

**John E. Pearson Television, Inc.**

President.....John E. Pearson  
 Vice Presidents.....Russel Walker,  
 William M. Wilson, Frank Reed, James  
 Bowden, C. P. Stitt, Robert Baird

*Branch Offices*

333 No. Michigan Ave., Chicago 1, Ill.  
*Phone:* State 2-7494  
 Executive-in-charge.....James Bowden  
 3242 W. 8th St., Los Angeles 5, Calif.  
*Phone:* Dunkirk 5-5084  
 Executive-in-charge.....David Cassidy  
 58 Sutter St., San Francisco 4, Calif.  
*Phone:* DOuglas 2-7159  
 Executive-in-charge.....Martin H. Percival  
 1410 Northwestern Bank Bldg.,  
 Minneapolis, Minn.  
*Phone:* FEderal 8-5689  
 Exec-in-chg.....C. P. Stitt  
 Fidelity Union Bldg., Dallas, Texas  
*Phone:* RIverside 7-3723  
 Executive-in-charge.....Tom Murphy  
 508 Glenn Bldg., Atlanta, Ga.  
*Phone:* JACkson 5-2912  
 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.....John H. Weir, Jr.  
*Branch Offices*  
 224 S. Michigan Ave., Chicago 3, Ill.  
*Phone:* Harrison 7-4008  
 Manager.....F. 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  
 411 Glenn Building, Atlanta 3, Georgia  
*Phone:* MUrray 8-3988  
 Manager.....J. D. Whitehead  
 233 Sansome Street, San Francisco 8, Calif.  
*Phone:* YUkon 6-2981  
 Manager.....W. A. Ayres  
 111 N. La Cienega Blvd., Beverly Hills, Calif.  
*Phone:* OLYmpia 2-1313  
 Manager.....Lee F. O'Connell

**PETERS, GRIFFIN, WOODWARD, INC.**

250 Park Ave., New York 17, N. Y.  
*Phone:* YUkon 6-7900  
 President.....H. Preston Peters  
 Exec. V.P.....Russel Woodward  
 Vice Pres-TV.....Lloyd Griffin  
 V.P., Treas.....Jones Scovern  
 Ass't. V.P.....Lon A. King

*Radio Department*

Ass't. Sales Mgr.....John A. Thompson  
 New Business Dev...Thomas B. Coleman, Jr.  
 Prom., Research Dir....Frank B. Woodruff  
 Ass't. to Dir.....Martin V. Zuzulo

*TV Department*

Eastern Sales Mgr.....John W. Brooke  
 Sales Prom., Service.....John F. Hurlbut  
 New Business Dev....George C. Castleman

*Branch Offices*

Prudential Plaza, Chicago 1, Illinois  
*Phone:* FRanklin 2-6373  
 Vice Pres.....John A. Cory  
 Midwest Sales Mgr. (Radio)..Arthur Bagge  
 Midwest Sales Mgr. (TV)..William Tynan  
 Glenn Bldg., Atlanta 3, Ga.  
*Phone:* MUrray 8-5667  
 Manager.....Barton C. Isbell, Jr.  
 TV Sales Mgr.....William J. Stubbs  
 Penobscot Bldg., Detroit 26, Mich.  
*Phone:* WOODward 1-4255  
 Vice Pres.....William W. Bryan  
 TV Sales.....Louis J. Hummel, Jr.  
 406 West 7th St., Forth Worth, Texas  
*Phone:* Edison 6-3349  
 Radio, TV Sales.....W. Hal Thompson  
 1750 North Vine St., Hollywood 28, Cal.  
*Phone:* HOllywood 9-1688  
 V.P., West Coast Mgr.....Hal W. Hoag  
 TV Sales.....John A. Serrao  
 Russ Bldg., San Francisco 4, Cal.  
*Phone:* SUTter 1-3796  
 Radio Sales.....Frank A. Tessin  
 TV Mgr.....William A. Exline

**EDWARD PETRY & CO., INC.**

3 East 54th St., New York 22, N. Y.  
*Phone:* MUrray Hill 8-0200  
*Radio Department*  
 President.....Edward Petry  
 Exec. Vice-Pres.....Edward E. Voynow  
 Vice-Pres.....William B. Maillefert  
 Eastern Sales Mgr.....E. E. Eshleman  
 Sales Prom. Mgr.....William Steese  
 Asst. Sales Prom. Mgr.....John F. Keiner  
*TV Department*  
 V.P., Eastern Sales Mgr...Thomas E. Knode  
 Sales Prom. Mgr.....Robert L. Hutton, Jr.  
 Eastern Sales Mgr.....Martin Nierman  
 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.**  
7 East 47th St., 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  
217 Glenn Bldg., Atlanta, Ga.  
Phone: WALnut 3872

Manager .....Gene Tibbett

**RADIO REPRESENTATIVES LIMITED**

76 St. Clair Ave., West Toronto 1, Ont., Can.  
Phone: WALnut 4-0727

Pres., Gen. Mgr.....T. Gordon Ferris  
Sales Exec.....George Schmidt  
Radio Sales Mgr.....Bob Munro  
TV Sales Mgr.....Bill Stoeckel  
Sec., Treas.....Victoria Murphy

**Branch Offices**

908 Dominion Square Bldg., Montreal, Que.  
Canada  
Phone: UNiversity 6-8058

Manager.....W. C. Dippie  
Lindsay Bldg., Winnipeg, Manitoba, Canada  
Phone: 9-6374

Manager .....M. J. MacLennan  
804 Hornby St., Vancouver, B. C.  
Phone: MUtual 3-6131

Manager .....Ed Hall

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

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

**WILLIAM G. RAMBEAU CO., INC.**  
347 Madison Ave., New York 17, N. Y.  
Phone: Murray Hill 6-5940

President .....William G. Rambeau  
Vice-President.....George W. Kupper  
Treasurer.....Mary A. Rambeau  
Account Executives.....George W. Kupper,  
George Olsen, William G. Rambeau

**Branch Offices**

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

Executive-in-Charge .....Mary Rudd  
1350 No. Highland Ave., Hollywood 28, Calif.  
Phone: HOLlywood 4-6017

Executive-in-Charge .....Ed Lytle  
927 Mills Bldg., San Francisco, Calif.  
Phone: EXbrook 2-4073

Executive-in-Charge .....Evelyn Wiggins  
530 Roanoke Bldg., Minneapolis 2, Minn.  
Phone: LINcoln 7017

Executive-in-charge .....Vivian Bulmer

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

Executive V.P.....F. C. Brokaw  
V.P., TV.....Stuart M. Kelly  
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: JACKson 5-6508

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  
110 Sutter St., San Francisco, Calif.  
Phone: YUkon 6-4112

Exec-in-Charge .....Daren McGavren  
1741 Ivar Ave., Los Angeles, Calif.  
Phone: HOLlywood 4-2856

Executive-in-Charge.....Donald J. Quinn



**HORACE N. STOVIN & COMPANY**

406 Jarvis St., Toronto 5, Ontario, Canada

Phone: WALnut 4-5768

President.....H. N. Stovin  
 Exec. V.P.....W. D. Byles  
 Radio Sales Mgr.....A. C. Harrison  
 TV Sales Mgr.....J. L. Raeburn  
 608 Keefer Bldg., Montreal, Quebec  
 Phone: UNiversity 6-6291

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

Manager.....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

*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

Exec-in-Charge.....Wilt Gunzendorfer  
 Mills Bldg., San Francisco, Calif.  
 Phone: GA 1-7950

Exec-in-Charge.....Duncan A. Scott

**WAGNER-SMITH ASSOCIATES**

280 Madison Ave., New York, N. Y.

Phone: Murray Hill 4-4244

National Sales Mgr.....Roy V. Smith

*Branch Office*

830 Securities Bldg., Seattle, Wash.

Phone: SE 6-6633

West Coast Mgr.....William J. Wagner

**WALKER REPRESENTATION CO., INC.**

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

Phone: MUrray Hill 3-5830

President.....J. Wythe Walker  
 Vice-president.....C. Otis Rawalt  
 Account Executives...Lionel Colton, George Bingham

*Branch Offices*

360 N. Michigan Ave., Chicago, Ill.

Phone: ANdover 3-5771

Manager.....Charles Halteman  
 100 Boylston St., Boston, Mass.  
 Phone: HUbbard 2-4370

Vice-president.....William Creed  
 672 S. LaFayette Park Place, L. A., Calif.  
 Phone: DUmkirk 2-3200

Manager.....Harlan Oakes  
 110 Sutter St., San Francisco, Calif.  
 Phone: SUtter 1-7971

Manager.....Norm Cunningham  
 1223 A Mortgage Guarantee Bldg., Atlanta, Ga.

Phone: ALPine 5084

Manager.....Tom Atkinson

**GRANT WEBB & CO.**

509 Madison Ave., N. Y. 22, N. Y.

Phone: MU 8-7550

President.....Grant Webb  
 Vice-president.....Edmond P. Ryan  
 Dir. of Research.....Frances Sweat

*Branch Offices*

1302 Cadillac Tower, Detroit 26, Mich.

Phone: WOodward 1-8290

Manager.....Mabel Lucas  
 69 W. Washington St., Chicago 2, Ill.

Phone: STate 2-3155

Manager.....Warren Knudson  
 155 Montgomery St., San Francisco 4, Calif.

Phone: EXbrook 2-6127

Manager.....James Stewart  
 8622 Wilshire Blvd., Beverly Hills, Calif.

Phone: OLeander 5-8998

Manager.....Joseph Turner

**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,  
 William Codus, Winston L. Kirby, Philip  
 D'Antoni, Joseph Aley, Robert Lobdell  
 Sales Prom. Mgr.....Winifred Schaefer  
 Publicity.....Mrs. Dorothy Kaufman

*Branch Offices*

Prudential Plaza, Chicago 1, Ill.

Phone: WHitehall 4-3434

Executive-in-Charge.....Neal Weed  
 1610 Book Bldg., Detroit 26, Mich.

Phone: WOodward 1-2685

Executive-in-Charge..Daniel W. Bowen, Jr.  
 Glenn Bldg., Atlanta 3, Ga.

Phone: Cypruss 4081

Exec-in-Charge.....George Griesbauer  
 5331 Hollywood Blvd., Hollywood 28, Calif.

Phone: HOLlywood 2-6676

625 Market St., San Francisco 5, Calif.

Phone: EXbrook 7-0335

Executive-in-Charge.....Boyd Rippey  
 Statler Bldg., Boston 16, Mass.

Phone: HUbbard 2-5677

Executive-in-Charge.....John G. White  
 505 Fifth Ave., Des Moines 9, Iowa

Phone: CHerry 3-3930

Exec-in-Charge.....Bill Scharton

**WEED TELEVISION CORP.**

579 Fifth Avenue, New York 17, N. Y.

Sales Staff.....Bates Halsey, Joseph R.  
 Miller, Walter Newton, Mathias O'Gorman,  
 David L. O'Shea, Joseph Wells, Theodore  
 Wrobel, Sheldon Van Dolen



Traffic ..... Florence Eimer  
 Sales Promotion..... Winifred Schaefer  
 Publicity..... Mrs. Dorothy Kaufman  
 Prudential Plaza, Chicago 1, Ill.  
 Vice-president ..... Neal Weed  
 Staff..... George Lindsay, Robert  
 Lethbridge, Samuel Eadie, Joseph M.  
 Fisher, Jr.  
 1610 Book Bldg., Detroit 26, Mich.  
 Executive-in-Charge..... Bernard P. Pearse  
 Glenn Bldg., Atlanta 3, Ga.  
 Executive-in-Charge..George L. Griesbauer  
 6331 Hollywood Blvd., Hollywood 28, Calif.  
 Executive-in-Charge.....Edwin C. Metcalfe  
 625 Market St., San Francisco 5, Calif.  
 Executive-in-Charge ..... Don Staley  
 Statler Bldg., Boston 16, Mass.  
 Executive-in-Charge.....Robert R. Reardon  
 505 Fifth Ave., Des Moines 9, Iowa  
 Executive-in-Charge.....Bill J. Scharton

**ADAM YOUNG, INC.  
YOUNG TV CORP.**

3 East 54th St., N. Y. 22, N. Y.  
Phone: PLaza 1-4848

President..... Adam J. Young  
V.P. & Sales Mgr..Stephen A. Machcinski, Jr.  
Ass't. Sales Mgr..... Robert Burke

**Branch Offices**

Prudential Plaza, Chicago 1, Ill.  
Phone: MIchigan 2-6190

Exec-in-Charge.....William J. Reilly  
 6331 Hollywood Blvd., Los Angeles 28, Calif.  
 Phone: HOLlywood 2-2289  
 Exec-in-Charge.....William L. Wallace  
 317 North Eleventh 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 2-6617  
 Manager .....Nona Kirby

**YOUNG INTERNATIONAL, LTD.**

3 East 54th St., N. Y. 22, N. Y.  
Phone: PLaza 5-4848

President.....Adam J. Young Jr.  
Vice-President.....Stephen A. Mann

**Branch Offices**

Prudential Plaza, Chicago 1, Ill.  
Phone: MIchigan 2-6190

Manager .....William J. Reilly  
6331 Hollywood Blvd., Los Angeles 28, Cal.  
Phone: HOLLYwood 9-0965

Manager.....William L. Wallace  
317 North Eleventh 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

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**1957**

**PETERS, H. PRESTON**, President of Peters, Griffin, Woodward, Inc., is a twenty-five year veteran of the broadcasting industry. He was one of the original members of the present organization which was launched in 1932. After graduating from Amherst College, he joined the Chicago Tribune, and three years later he moved over to the representative firm. On May 11, 1942 he was named president of Free & Peters, Inc., and in 1956 became president of Peters, Griffin and Woodward, Inc.



**PEARSON, JOHN E.**, President of John E. Pearson Television, Inc. B. 1906, Cape Girardeau, Mo. Attended Central High School, Cape Girardeau. Married; children, Millie Lou, John Wayne, James Edward. Entered broadcasting as announcer and salesman for KWTO-KGBX, Springfield, Mo. in 1932, working simultaneously as freelance newsman and sports writer. Formed John E. Pearson Co. in January, 1940 and John E. Pearson Television, Inc. in September, 1953. Member of Greenwich Country Club.



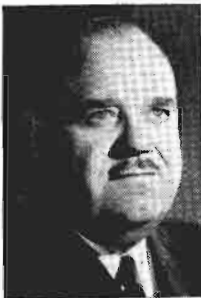
**HOLLINGBERY, GEORGE P.**, President, George P. Hollingbery Co., Radio & Television Station Representatives. B. Lawrence, Kansas. Attended Kansas University. Married; children, Betsy, Ann, Deborah, George, Jr. Started the Hollingbery Company in 1936 following twelve years with the Chicago Herald Examiner as National Advertising Manager. In addition to the headquarters office in Chicago, the company maintains offices in New York, Atlanta, Detroit, Los Angeles, and San Francisco.



**BLAIR, JOHN P.**, President of John Blair & Company. B. Chicago, Ill. Attended University of Wisconsin, B.A. 1922. Entered advertising in 1922 with General Outdoor Advertising Company, San Francisco; Joined J. Walter Thompson, San Francisco, in 1926; McGregor & Sollie Transcription Company, San Francisco, in 1931. Formed John Blair & Company in 1933, Blair-TV in 1948, and Blair Television Associates in 1954. President of SRA, 1953-54. Member, University Club of Chicago, Yale Club of New York, Chicago and New York Yacht Clubs.



**CARSON, H. R.**, President, All-Canada Radio Facilities Ltd., Calgary, Alta.; Quality Records Ltd., Toronto, Ont.; V.P., Taylor, Pearson & Carson Ltd., Edmonton, Alta.; Dir., Sicks' Breweries Ltd. & Wentworth Radio Bestg Co. Ltd., Hamilton, Ont.; CKWX (Radio) Ltd., Vancouver, B.C.; Island Bestg Co. Ltd., Victoria, B.C. B. 1895, Miami, Manitoba, Canada. M. Anne Staples, 1925; one son, Richard. Engaged in automotive jobbing business, Lethbridge, Alta., 1923-29; V.P., Taylor, Pearson & Carson since 1929.



**KATZ, EUGENE**, President of The Katz Agency Inc. which his grandfather, Emanuel Katz, founded in 1888. Attended Dartmouth College and Oxford University. M. Florine Klingenstein, 1933; children, Barbara, 1936, John Daniel, 1938. Chief, Bureau of Intelligence, Office of War Information, Overseas Branch, 1943. Succeeded his father, George R. Katz, as president of The Katz Agency, Inc. in 1952. Member and Director of the Station Representatives Association.

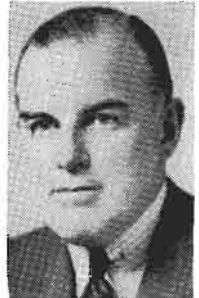




**RAYMER, PAUL H.**, President, Paul H. Raymer Co., Inc. B., Beaver Penna., 1896. Cornell University, A.B. 1920. M. Janet Underhill 1922; Children, Janet, 1922. M. Melvina Schulz 1944; children, Victoria Elizabeth 1946, Paul H., Jr., 1948. U. S. Naval Aviator, Commissioned Ensign US NRF 1918. Account executive 1922-29, H. K. McCann Co., now McCann-Erickson, Inc. President, The New Yorkers Co. President and founder special tabloid daily New York morning newspaper "Today-In-New York."



**WEED, JOSEPH J.**, President, Weed Television Corporation. B. 1901, New York, N. Y. B.A., Fordham University, 1923. M. E. Ruth Pedersen, 1935; children, Joseph William, 1936, Mary Elizabeth, 1937, Cornelius John, 1939. Entered advertising with New York American as salesman, 1923. Entered broadcasting in 1933 as national representative of the New England Network. Founded Weed & Company in partnership with his brother, Neal, in 1936. Organized Weed Television Corp. in July, 1953.



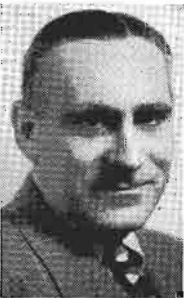
**YOUNG, ADAM**, President of Adam Young Inc., Young Television Corp., Canadian Station Representatives, Ltd., Young International, Ltd. B. 1913, New York, N. Y. M. Margaret Kelly, 1936; children, Richard A., Susan M., Sharon A., Vincent J. Entered broadcasting in 1936 with NBC, working in program and research departments, and artist service bureau. Radio Director, Kiesewtter, 1936; Sales Mgr., J. H. McGillvra Co., 1937; organized Adam Young Inc., 1944.



**HEADLEY, FRANK M.**, President, H-R. Representatives, Inc. and H-R Television, Inc. B. 1908, Webster City, Iowa. Creighton University School of Law, Omaha, LL.B., 1930. M. Ruth Mallery, 1938; children, Frank M., Jr. and Kathryn Mallery. Entered broadcasting as Manager, Radio Division, Kelly-Smith, 1936-39, which became Headley-Reed Co. in 1939. Assumed presidency Headley-Reed, 1939-50; formed H-R firms in 1950. President, SRA.



**OBERFELDER, TED**, President, Burke-Stuart Co., Inc. B. 1909, Boston, Mass. New York University, 1929. M. Joan Doernberg; children, Judy Ann, 1936. Entered broadcasting with Hearst Radio as Promotion Director, 1934-37. Prom. Mgr. The Philadelphia Enquirer, 1937-41. Dir. Prom. and Publicity WCAU, Phila., 1941-43, and WFIL, Phila., 1943-45. Joined ABC in 1945 as Manager of Audience Promotion; Elected V.P. in charge of Owned and Operated Stations, 1952; Pres. Burke-Stuart, 1956.



**REBER, JOHN H.**, Director of NBC Spot Sales, B., 1919, New Rochelle, N. Y. Attended Amherst, B.A., 1941 (PBK); M. Helen Vogt, 1942; children, John Vogt, 1943, Gail, 1945, Thomas Hutchins, 1953. Entered broadcasting as programming assistant, later assistant to Director of Television, NBC, 1946-48. Named Program Manager of the then WNBT, 1948-50. Named Sales Manager, WNBT (now WRCA-TV), 1950-52. Became National Manager NBC TV Spot Sales 1952-56.



**PETRY, EDWARD**, president, Edward Petry & Co., Inc. B. 1896, Brooklyn, N. Y. M. Elizabeth Kehoe, 1923; children, Carol, 1931, Barbara, 1936. Entered broadcasting in 1925 as General Manager of WGL, New York. Joined NBC within the year and in 1926 opened NBC's Chicago office; Account Executive, Addison Vars Agency, 1928, Biow Agency, 1929.



In 1932 he organized Edward Petry & Co., Inc. which under his leadership became the first station representative firm to standardize and maintain station rates.

**VENARD, LLOYD GEORGE**, President Venard, Rintoul & McConnell, Inc. Entered broadcasting in 1934 as salesman for WGAR. Cleveland. Later appointed Merchandising and Promotion Manager of that station, specializing in local contracts for national food and drug accounts. Joined Edward Petry & Co. in 1939 and remained in the New York office for more than ten years as account executive. Assumed management of O. L. Taylor Co. and served as President until formation of Venard, Rintoul & McConnell, Inc. in 1954.



**CHRISTAL, HENRY I.**, president of Henry I. Christal Company, Inc., which he founded in 1952 as an organization devoting its activities exclusively to radio station representation. He was one of the founding partners in Edward Petry & Co., Inc. and was secretary-treasurer and sales manager from 1932 to 1951. His affiliations prior to 1932 were



Scott-Howe-Bowen, Conde Nast Publications and the Detroit Times. He operates a dairy farm in Yorktown Heights, New York, where he raises prize Guernseys.

**CORCORAN, EUGENE F.**, President, The Branham Company. Mr. Corcoran refers to himself as having been born at the Branham Company. He began with the firm in 1913 as what he terms "glorified office boy." Except for a short absence during World War I, he has known no business life other than with Branham. In his climb from novice to president, he has witnessed the growth of his company from a firm of two offices and several salesmen to an organization with eleven offices and 130 employees.



**BOLAM GUY**, President, American Sales & Service Agency; Representative Radio & Teleluxembourg. B. 1900, London, England. Naturalized U. S. citizen. Elementary education in England; attended New York University and C.C. N.Y., majoring in radio and films. Married; daughter, Pat. Entered radio in 1925 as salesman for the De Forest



agency; Head of Radio, J. Walter Thompson, London, 1933-41; War service until 1946; Present post since December, 1926.

**WALKER, J. WYTHE**, President, The Walker Representation Company. B. Fayetteville, Ark. Graduated Northwestern University. M. Frances Stone, 1935; children, Prudence, 1938, J. Wythe, Jr., 1945. Entered broadcasting in 1930 as salesman for radio station WBBM, Chicago. In 1940 he formed The Walker Representation Company with branch offices in New York, Chicago, Boston, Atlanta, Los Angeles, and San Francisco. Member, Bonniebriar County Club, Arkansas Historical, Whittling, and Inside Straight Club.



**AVERY, LEWIS HAVENS**, President,



Avery-Knodel, Inc. B. 1902, Seneca Falls, N. Y. Mynderse Academy, 1916-19; Union College, 1919-22, business administration 1923-25. M. Helen Smith, 1927; children, Aliph Sybil, Jared Charles. Publicity Dept. General Electric, Schenectady, N. Y., 1925-28; Adv. Mgr. of Mohawk-Hudson Power Corp., Albany, N. Y.,

1928-30; Copywriter BBDO, 1930; account executive, Buffalo, 1930-32; Dir. Sales Buffalo Bestg. Co., 1932-40; Sales Mgr., Free & Peters, Chicago, 1940-42.

**SCHNEIDER, JOHN A.**, General Manager of CBS Television Spot Sales. B.,



1926, Chicago, Illinois. University of Notre Dame, B.S., 1948. M., Elizabeth Simpson, 1950; children, Richard W., 1951, William A., 1954. Entered broadcasting as salesman WGN, Chicago, 1948. Also with WMAQ, Chicago, 1949. Joined CBS Spot Sales, Chicago, 1950. Account Executive, CBS Spot Sales, New York, 1951-53. Midwestern Manager, CBS Television Spot Sales, 1954. Eastern Sales Manager, Television Spot Sales, 1955.

**MARTINEZ, A. M.**, Exec. Vice-President Caribbean Networks, Inc. B. 1901, Mexico City, Mexico. M. Bertha Scharf, 1932; child, Albert Thomas, 1942. Entered advertising in 1925 with Ruthrauff & Ryan, Inc. 1925-27. Wales Advertising Co. 1927-28, Foreign Advertising & Service Bureau, Inc. 1928-29, Millseo Agency, Inc. 1929-32. Pioneered Latin American radio station representation in 1932 with Conquest Alliance Co. 1932-40, established Radio Division, Melchor Guzmán Co., Inc. 1940-53.



**BEESON, STERLING B.**, President, Headley-Reed Co. B. 1908, Toledo, Ohio. Attended Miami Military Institute, Germantown, Ohio; Georgia Military Academy, College Park, Ga.; Columbia Univ., New York City. M. Jacquelynn Wake, 1946; children, Lydia Anne, 1949, and Sterling Bruce, 1954. Entered broadcasting in 1935 through merchandising dept. of WXYZ, Detroit. In 1937 he created, wrote and sold programs on free-lance basis for WTOL, Toledo. Joined McGillvra, 1939; Headley-Reed, 1941.



**HAYES, GORDON F.**, General Manager of CBS Radio Spot Sales, B., 1908, Melott, Indiana. Attended Indiana University School of Journalism, A.B., 1933. M. Jessie Mae Dowell, 1934; son, Norman Keith, 1938. Joined Scripps-Howard chain as member of advertising sales staff Washington Daily News, Washington, D. C., 1933-39. Advertising Manager, Washington Daily News 1939-43. Entered broadcasting as account executive for WTOP, Washington, D. C. 1943-45. Joined CBS Radio Spot Sales, 1945.



**BOLLING, GEORGE W.**, President, The Bolling Company, Inc. U. S. Naval Academy, 1923. M. Maxine Weaver; Children, George W. Bolling, III. Youngtown Sheet and Tube Co. as civil engineer. Consulting engineer to the City of Chicago. Joined Westinghouse Radio Station KYW as first radio salesman in Chicago, appointed commercial manager of KWY, 1925; Hays-MacFarland Agency, Radio Director; Ass't Gen. Mgr. Michigan Network, 1933; John Blair & Co., 1936-46.



**DEVNEY, EDWARD J.**, Owner of Devney & Company. B. 1913, Cleveland, Ohio. M. Lillian Ryan 1947; Children, Anne Marie, 1949, Brian, 1951. Entered broadcasting as salesman for WJAY, Cleveland, 1936. Salesman, WIBC, Indianapolis, 1938. Salesman, Howard Wilson Co., New York, 1940. Entered Air Force in 1942 as Pvt. Discharged in



1946 as Capt. Eastern Manager of Howard Wilson Co. until joining Headley-Reed as account executive in 1947. Joined William G. Rambeau Co. in 1949 as V.P.

**KELLER, ROBERT S.**, President of Robert S. Keller, Inc. B. 1902 Chicago, Ill., Harvard University 1919 - 23; M. Amy Atkinson (deceased) 1934. Entered broadcasting 1926 as program director WOMT, Manitowoc, Wisconsin. Served in program department NBC New York 1929-32. Partner in KAD Productions, New York, 1933-34. Staff organist and Chief Copyright WMCA New York 1934-37. Station relations for Associated Music Publishers, Inc. New York 1937-44. Manager Burn-Smith Co., Inc., New York 1944.



**STONE, PEGGY**, Vice-President Radio-TV Representatives, Inc. B. 1905 New York, N.Y. Attended Columbia University Extension School. M. 1922, Children, Thomas E., 1923; Greta, 1928; Stephen, 1930. Entered Broadcasting as Secretary to Sam Pickard, V.P. Station Relations, CBS, March, 1929. Later, Assistant in Station Relations until 1938.



Joined Hearst-Radio, Inc., 1938 Vice-President in charge of station relations; later formed Spot Sales; Broadcast Sales: In 1946 joined Taylor-Howe Snowden.

**EVERETT, MAX M.**, President of Everett - McKinney, Inc. B. 1909, Iowa. Attended Drake University, Des Moines, Iowa. M. Irma Appelquist, 1923; children, Monte Allen, 1925, Jane Ellen, 1928. From space salesman for Better Homes & Gardens, entered broadcasting in 1942 as National Sales Manager of radio station KOIL, Omaha, and KFAB-KFOR, Lincoln, Nebraska. Joined Edward Petry Company, New York, in 1943; then to J. P. McKinney & Son in 1944 as Managing Director of Radio.



**BERNARD, CHARLES**, President of Charles Bernard & Company. B. 1921. Baltimore, Md. Attended Johns Hopkins University until enlistment in Air Force, Feb., 1942. Entered broadcasting in 1946 as sports announcer for WITH, Baltimore. Switched to sales at WISD, Baltimore, 1947; WCAO, Baltimore, 1949; WOV, New York, 1950. In



1951 became agent for MCA, then to ABC; later to WINS-Crosley and DuMont Sales. Returned to ABC, 1953-55. In 1956, formed Charles Bernard & Co.

**BERNALD, EUGENE**, President of Pan American Broadcasting Company. Attended Columbia University, 1929. M. Mary Blanche; children, Mary Ann, Eugene Robert, Edward Arthur, Barbara. Director of Imperial Broadcasting Company, Inter-American News, International Media Company, Active Asia Foundation, American - Korean Foundation, planning board for government radio stations overseas. Member, Inter-American Association of Broadcasters. World Communications Council.





**KOSTE, JACK**, President of Indie Sales Incorporated. B. 1914, New York, N. Y. Attended C.C.N.Y. School of Business. M. Catherine E. Luoma, 1940; children, Peter Lawrence, 1942, Craig Alan, 1947. Entered advertising in 1933 with William Esty & Company; Sales Manager with Spot Sales, Inc., and Forjoe & Company from 1944 to 1949;

Vice President and National Sales Director of the Liberty Network, 1951; Established Indie Sales Incorporated in 1949, serving since then as President.

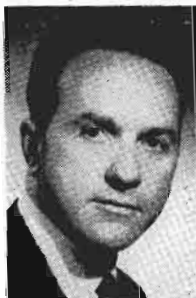


**MALONE, THOMAS F.**, Vice President, Canadian Station Representatives, Ltd. B. 1911, Yonkers, New York. Attended Villanova University, B.A. 1933. M. Anne McRae, 1938; children, Suzanne, 1942, Thomas, 1945, Rita, 1952. Entered broadcasting in 1937 as Theater Manager with CBS; joined CBS Sales Department in 1943; became associated with Adam Young, Inc. in 1945. When Adam Young, Inc. organized Canadian Station Representatives, Ltd. in 1954, he was elected Vice President of this corporation.



**WEBB, LAWRENCE**, Managing Director of Station Representatives, Inc., 101 Park Avenue, New York 17, New York. Native of Ohio, he attended Ohio University. Single. Entered broadcasting with radio station WJW, Cleveland, serving as Office Manager, Treasurer, Assistant General Manager and Vice President from 1940 to 1953. Lawrence

served as National Sales Manager for stations WLOK and WLOK-TV, Lima, Ohio from 1953 to 1955. He joined Station Representatives Association, Inc., in 1955.



**COOKE, DONALD R.**, President of Donald Cooke Incorporated. B. 1917, Montreal, Quebec, Canada. Attended Western University, London, Canada, B.A. 1942. M. Mae Cooke; one son, Donald R., 1945. Served as announcer and commercial salesman with radio station WELL, Battle Creek, Michigan, 1944; Account Executive for O'Neil, Larson & McMann, 1945; Account Executive for William G. Rambeau Co., Inc., 1945-46; Formed Donald Cooke Incorporated in March, 1946. Member, RTES.



**BREEN, EDWARD J.**, Partner, Breen & Ward. B. 1922, New York, N. Y. Attended Wharton School, University of Pennsylvania, B.S. 1948; Columbia University Graduate School of Business, M.S., Advertising, 1953. M. Virginia J.; children, John P. Dennis A., Judith A. Naval officer during World War II and Korean conflict. Entered broadcasting as television salesman, Albany, N. Y.; Vice President in Charge of Broadcast Sales, Grant Webb & Company, 1954-56. Member, American Marketing Association.



**MEEKER, ROBERT D. C.** President of The Meeker Company, Inc. B. 1911, Aurora, Ill. Attended Princeton University, Class of '32. M. Shirley L. Steinman 1939; children, Pamela 1940, Robert D. C. Jr. 1942, divorced 1946. Married Dorothy H. Frost 1947, children, James B. 1951. Entered advertising in research and sales, Metro Group, N. Y., 1934-37. Acc't Exec., Pedlar & Ryan, N. Y., 1936-40. N. Y. sales manager, Lancaster Newspapers, Inc., 1940-42. Founded the Meeker Company in 1946.



**RAMBEAU, WILLIAM G.**, President,



William G. Rambeau Company, first exclusive national station representative. Married; children, Mary Gillogly Rambeau, Mary Lee Rambeau, Mrs. Richard Hough, Mrs. Peter Spoehr. Wholesale Mgr., GM Trucks, Chicago; Ad exec, Class Journal Co.; Account Exec., Country Gentleman and Saturday Evening Post; V.P. in

Charge of Sales and Advertising, Warner Electric Brake Corp. Founded William G. Rambeau Company in 1931. Member, Union League Club of New York, Chicago A.C.



**BLOOM, JOSEPH**, President, Forjoe &



Co., Inc. and Forjoe-TV, Inc. B.S., C.C. N.Y.; LLB, New York University. M. Paceli Bloom, former leading soprano with Philadelphia Opera Company; son, Stephen, 1943. Entered broadcasting in 1936 and established his representation firm in 1938. Clubs include Radio Executive Society, Metropolitan Museum of Art, Mu-

seum of Natural History, Brandeis University Alumni Association, City College Alumni Association. Hobbies: piano, chess, photography.

**KING, A. LEWIS**. Attended New York



University. After several newspaper and Wall St. jobs, entered broadcasting in 1925 as salesman for WAAT, Newark, New Jersey, simultaneously operating advertising agency for clients who required service. Later worked in sales at WNEW and WHN (now WMGM), New York. Currently functioning as ad-

vertising agency, station representative, TV film producer, and announcer. Broadcasting half-hour radio and TV program, "Boating with Lew King." Member RTES.



**GUZMAN, MELCHOR**, President, Mel-



chor Guzman Company, Inc. B. 1895, Cochabamba, Bolivia. Attended Dakota Wesleyan University, University of Chicago, Northwestern University. M. Carmen D. Guzman; children, Carmen and Ruth. Entered Radio in 1935 and TV in 1950. Member, Rotary Club, International Advertising Association, Radio

Electronics Television Manufacturers Association. Residence, 250 Clinton Road, Garden City, Long Island. Offices, 45 Rockefeller Plaza, New York City.

**TELEPHONE NUMBERS  
OF  
IMPORTANT STATION REPS  
SEE PAGES  
100 to 107**

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# What Happened to the Woman Broadcaster and Her Program?

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By  
JEAN GIBSON  
Radio-Television Daily

NO ONE will deny the television impact of a dancer in a swirling skirt, a chic model in the latest fashion, or a pretty hostess with plunging neckline, cooking in her kitchen. And a sultry-voiced actress still packs evocative punch on the radio.

But what has happened to the woman broadcaster?

Certainly most women broadcasters have talent, poise, and show a well-turned ankle. They have verve and TV-genic features. A surprising number are honest-to-goodness good reporters. Even more are top-rated salesmen.



Female broadcasters have long faced the fact that in their careers the demand on a woman is greater than on a man in the same capacity, especially in the news field. A few women broadcasters are doing an exceptional job of entertaining the female portion of the American public. But a great many more deserve a chance.

For years, the woman broadcaster and her program grew in importance. Nearly every radio station had at least one woman on the air. When television came of age, it too used women and their programs.

What, then, went wrong with this type of show? What made her disappear? Was it the switch many radio stations made to a news and music programming format? Why did TV drop many of its women's shows?

Women's programs succeeded because of their flexibility. They failed because of it too. Almost anything could be used on their program to satisfy advertisers of other shows. Commercials, given in a conversational style, were encouraged to be longer and many more were used than would be tolerated on any other program.



The woman's show also suffered greatly from two labels: 1. woman's program and 2. service program.

To program directors, (some women commentators were guilty too) the words "woman's program" meant only homemaking reports, recipes and sewing hints. Some of these homemaking hints helped the program, but the over-abundance—well that was one of the first mistakes.

A woman listener needs to "get out of the kitchen" even though she is hearing a program while fixing dinner or washing dishes.

Stations underestimated the female audience. The female listeners wanted something besides kitchen shows. They wanted to hear what was going on in the world; they wanted to hear interviews with interesting people — people who have accomplished something, not the station manager's wife who happens to be Mrs. Club Woman and just has to tell about the rummage sale the club is sponsoring. Of course, this cut down on the time Mr. Important could be interviewed.



This brings us to another reason women broadcasters and their programs left the air. Mrs. Club Woman got the air time free of charge as a service from the station. Other women who knew the "right" person at the station got free service announcements on the woman's show. When this was coupled with the ever-present low budget for the program the listeners dropped off.

The thinly disguised commercials, the household hints, the dull interviews tired many women broadcasters. Like Doberman of the Phil Silvers "Sgt. Bilko" show, their complaint was "But Sarge; why does it always have to be me?"

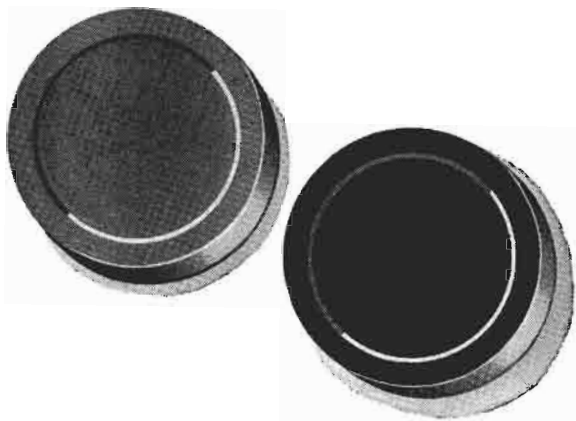
What can be done to bring the woman broadcaster back to the air? Even when she was most popular the "talking woman" was still in the minority. The situation is not hopeless.

First she could build her name by appearing on panel shows, both radio and TV. Or, as many women are doing now, give commercials. She could moderate a quiz or panel show. From here, she would find an easier stepping stone back to a show of her own.



But first she must get a new label for her show, a new approach and face broadcasting with her own special integrity and keep it that way.

Women lost their programs because the approach was wrong and audiences were changed. But never underestimate the power of a woman — especially a woman broadcaster.



## **WBC** buttons up

RADIO

**WBZ+WBZA** Boston-Springfield—51,000 Watts

**KDKA** Pittsburgh—50,000 Watts

**KYW** Cleveland—50,000 Watts

**WOWO** Fort Wayne—50,000 Watts

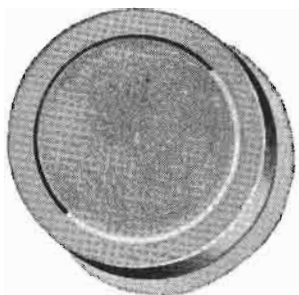
**WIND** Chicago—5,000 Watts

**KEX** Portland—50,000 Watts

**WESTINGHOUSE BROADCASTING**

WIND REPRESENTED BY A M RADIO SALES • KPIX REPRESENTED BY THE KATZ AGENCY, INC





## the big audiences

### TELEVISION

**WBZ-TV** Boston—Channel 4—NBC

**KDKA-TV** Pittsburgh—Channel 2—NBC-CBS-ABC

**KYW-TV** Cleveland—Channel 3—NBC

**KPIX** San Francisco—Channel 5—CBS

WBC programs for the big audiences, delivers the customers in 7 of the country's biggest markets. That's why no selling campaign is complete without the WBC stations. To complete *your* campaign, call A. W. "Bink" Dannenbaum, WBC VP Sales, MUrray Hill 7-0808, New York.



**COMPANY, INC.**

ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

# ESTIMATED FAMILIES FOR 1957

| STATE                | Population<br>March 1, 1957<br>(Estimated) | Families   | Radio<br>Homes | TV<br>Homes | Radio<br>Stations<br>in State |
|----------------------|--------------------------------------------|------------|----------------|-------------|-------------------------------|
| ALABAMA              | 3,174,000                                  | 816,000    | 784,000        | 472,000     | 93                            |
| ARIZONA              | 1,113,000                                  | 312,000    | 298,000        | 188,000     | 32                            |
| ARKANSAS             | 1,831,000                                  | 510,000    | 504,000        | 263,000     | 51                            |
| CALIFORNIA           | 13,923,000                                 | 4,467,000  | 4,420,000      | 3,986,000   | 156                           |
| COLORADO             | 1,654,000                                  | 493,000    | 462,000        | 304,000     | 46                            |
| CONNECTICUT          | 2,285,000                                  | 686,000    | 660,000        | 594,000     | 26                            |
| DELAWARE             | 421,000                                    | 124,000    | 116,000        | 108,000     | 8                             |
| DISTRICT OF COLUMBIA | 871,000                                    | 251,000    | 245,000        | 223,000     | 8                             |
| FLORIDA              | 3,990,000                                  | 1,148,000  | 1,124,000      | 836,000     | 108                           |
| GEORGIA              | 3,744,000                                  | 979,000    | 952,000        | 684,000     | 103                           |
| IDAHO                | 633,000                                    | 186,000    | 177,000        | 104,000     | 27                            |
| ILLINOIS             | 9,529,000                                  | 2,934,000  | 2,870,000      | 2,496,000   | 88                            |
| INDIANA              | 4,491,000                                  | 1,372,000  | 1,302,000      | 1,186,000   | 57                            |
| IOWA                 | 2,718,000                                  | 840,000    | 812,000        | 712,000     | 54                            |
| KANSAS               | 2,146,000                                  | 681,000    | 662,000        | 487,000     | 44                            |
| KENTUCKY             | 3,044,000                                  | 835,000    | 812,000        | 512,000     | 64                            |
| LOUISIANA            | 3,052,000                                  | 839,000    | 804,000        | 576,000     | 65                            |
| MAINE                | 910,000                                    | 264,000    | 252,000        | 197,000     | 19                            |
| MARYLAND             | 2,869,000                                  | 792,000    | 748,000        | 677,000     | 30                            |
| MASSACHUSETTS        | 4,841,000                                  | 1,449,000  | 1,420,000      | 1,298,000   | 79                            |
| MICHIGAN             | 7,661,000                                  | 2,232,000  | 2,198,000      | 1,967,000   | 79                            |
| MINNESOTA            | 3,271,000                                  | 955,000    | 920,000        | 728,000     | 50                            |
| MISSISSIPPI          | 2,137,000                                  | 552,000    | 532,000        | 234,000     | 64                            |
| MISSOURI             | 4,291,000                                  | 1,309,000  | 1,274,000      | 1,074,000   | 73                            |
| MONTANA              | 638,000                                    | 198,000    | 187,000        | 72,000      | 30                            |
| NEBRASKA             | 1,428,000                                  | 432,000    | 424,000        | 317,000     | 28                            |
| NEVADA               | 247,000                                    | 82,000     | 78,000         | 42,000      | 15                            |
| NEW HAMPSHIRE        | 563,000                                    | 170,000    | 168,000        | 164,000     | 13                            |
| NEW JERSEY           | 5,566,000                                  | 1,664,000  | 1,658,000      | 1,470,000   | 23                            |
| NEW MEXICO           | 855,000                                    | 232,000    | 224,000        | 98,000      | 32                            |
| NEW YORK             | 16,195,000                                 | 5,055,000  | 4,998,000      | 4,748,000   | 107                           |
| NORTH CAROLINA       | 4,479,000                                  | 1,107,000  | 1,098,000      | 726,000     | 121                           |
| NORTH DAKOTA         | 661,000                                    | 177,000    | 171,000        | 96,000      | 15                            |
| OHIO                 | 9,231,000                                  | 2,801,000  | 2,695,000      | 2,572,000   | 82                            |
| OKLAHOMA             | 2,251,000                                  | 671,000    | 658,000        | 497,000     | 49                            |
| OREGON               | 1,781,000                                  | 567,000    | 556,000        | 374,000     | 58                            |
| PENNSYLVANIA         | 11,160,000                                 | 3,632,000  | 3,584,000      | 3,018,000   | 129                           |
| RHODE ISLAND         | 832,000                                    | 252,000    | 244,000        | 226,000     | 11                            |
| SOUTH CAROLINA       | 2,387,000                                  | 588,000    | 562,000        | 398,000     | 59                            |
| SOUTH DAKOTA         | 701,000                                    | 198,000    | 189,000        | 108,000     | 16                            |
| TENNESSEE            | 3,494,000                                  | 954,000    | 905,000        | 647,000     | 87                            |
| TEXAS                | 9,088,000                                  | 2,626,000  | 2,575,000      | 1,911,000   | 216                           |
| UTAH                 | 817,000                                    | 226,000    | 215,000        | 177,000     | 21                            |
| VERMONT              | 369,000                                    | 107,000    | 104,000        | 76,000      | 13                            |
| VIRGINIA             | 3,693,000                                  | 956,000    | 916,000        | 743,000     | 72                            |
| WASHINGTON           | 2,713,000                                  | 839,000    | 824,000        | 615,000     | 64                            |
| WEST VIRGINIA        | 1,982,000                                  | 535,000    | 498,000        | 360,000     | 44                            |
| WISCONSIN            | 3,806,000                                  | 1,109,000  | 1,100,000      | 878,000     | 70                            |
| WYOMING              | 323,000                                    | 94,000     | 91,000         | 46,000      | 19                            |
| TOTAL                | 169,859,000                                | 50,298,000 | 49,070,000     | 40,285,000  | 2,795                         |

# **AMPLITUDE MODULATION STATIONS—AM**

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**STATIONS  
ALPHABETICALLY LISTED  
BY STATES—CITIES  
RADIO HOMES BY STATE  
U. S. STATION INDEX  
KEY PERSONNEL**

**1957**

Because it works,  
more advertisers  
use **WOR** Radio  
than any other  
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*



# Index of Standard Stations of U. S.

CKLW — Detroit, Mich.	Windsor, Ont.	477	KBAB — El Cajon, Calif.	369
KAAA — Kingman, Ariz.		359	KBAM — Longview, Wash.	647
KABC — Los Angeles, Calif.		372	KBAR — Burley, Idaho	419
KABI — Ketchikan, Alaska.		666	KBBA — Benton, Ark.	361
KABQ — Albuquerque, N. M.		516	KBCH — Oceanlake, Ore.	577
KABR — Aberdeen, S. D.		604	KBEC — Waxahachie, Tex.	634
KACT — Andrews, Tex.		614	KBEE — Modesto, Calif.	374
KADA — Ada, Okla.		569	KBEL — Idabel, Okla.	571
KAFP — Petaluma, Calif.		376	KBEN — Carrizo Springs, Tex.	617
KAFY — Bakersfield, Calif.		367	KBGF — Great Falls, Mont.	506
KAGH — Crossett, Ark.		362	KBHS — Hot Springs, Ark.	363
KAGR — Yuba City, Calif.		385	KBIA — Columbia, Mo.	495
KAHU — Waipahu, Hawaii		669	KBIF — San Francisco-Fresno, Calif.	380
KAKC — Tulsa, Okla.		573	KBIG — Avalon, Calif.	367
KAKE — Wichita, Kans.		448	KBIM — Roswell, N. M.	518
KALB — Alexandria, La.		455	KBIS — Bakersfield, Calif.	367
KALE — Richland, Wash.		649	KBIX — Muskogee, Okla.	571
KALG — Alamogordo, N. M.		516	KBIZ — Ottumwa, Iowa	442
KALI — Pasadena, Calif.		376	KBKI — Alice, Tex.	614
KALL — Salt Lake City, Utah.		636	KBKR — Baker, Oreg.	574
KALM — Thayer, Mo.		504	KBKW — Aberdeen, Wash.	646
KALT — Atlanta, Tex.		615	KBLA — Burbank, Calif.	368
KAMD — Camden, Ark.		362	KBLF — Red Bluff, Calif.	376
KAMO — Rogers, Ark.		365	KBLI — Blackfoot, Idaho	419
KAMQ — Amarillo, Tex.		614	KBLO — Hot Springs, Ark.	363
KANA — Anaconda, Mont.		505	KBLP — Falfurrias, Tex.	622
KAND — Corsicana, Tex.		619	KBMI — Henderson, Nev.	511
KANE — New Iberia, La.		458	KBMN — Bozeman, Mont.	505
KANI — Kaneohe, Oahu, Hawaii		668	KBMW — Breckenridge, Minn.	484
KANN — Sinton, Tex.		633	KBMX — Coalinga, Calif.	369
KANS — Wichita, Kans.		448	KBMY — Billings, Mont.	505
KANV — Shreveport, La.		460	KBND — Bend, Oreg.	574
KAOK — Lake Charles, La.		457	KBNZ — La Junta, Col.	388
KAPA — Raymond, Wash.		648	KBOA — Kennett, Mo.	499
KAPB — Marksville, La.		458	KBOE — Oskaloosa, Iowa	442
KAPK — Minden, La.		458	KBOI — Boise, Idaho	419
KARE — Atchison, Kans.		443	KBOK — Malvern, Ark.	364
KARK — Little Rock, Ark.		363	KBOL — Boulder, Colo.	385
KARM — Fresno, Calif.		370	KBOM — Mandan, N. Dak.	557
KASA — Elk City, Okla.		570	KBON — Omaha, Neb.	509
KASH — Eugene, Oreg.		575	KBOP — Pleasanton, Tex.	630
KASI — Ames, Iowa.		438	KBOR — Brownsville, Tex.	617
KASL — Newcastle, Wyo.		664	KBOW — Butte, Mont.	505
KASM — Albany, Minn.		484	KBOY — Medford, Oreg.	576
KAST — Astoria, Oreg.		574	KBRC — Mount Vernon, Wash.	648
KATE — Albert Lea, Minn.		484	KBRK — Brookings, S. D.	604
KATI — Casper, Wyo.		664	KBRL — McCook, Neb.	509
KATL — Miles City, Mont.		507	KBRO — Bremerton, Wash.	646
KATO — Reno, Nev.		511	KBRB — Springdale, Ark.	365
KATR — Corpus Christi, Tex.		618	KBRZ — Freeport, Tex.	623
KATY — San Luis Obispo, Calif.		380	KBSF — Springhill, La.	461
KATZ — St. Louis, Mo.		501	KBST — Big Springs, Tex.	616
KAUS — Austin, Minn.		484	KBTA — Batesville, Ark.	361
KAVE — Carlsbad, N. M.		517	KBTK — Missoula, Mont.	507
KAVL — Lancaster, Calif.		371	KBTM — Jonesboro, Ark.	363
KAVR — Apple Valley, Calif.		387	KBTN — Neosho, Mo.	500
KAWL — York, Neb.		510	KBTO — El Dorado, Kans.	444
KAWT — Douglas, Ariz.		359	KBUC — Corona, Calif.	369
KAYE — Puyallup, Wash.		648	KBUD — Athens, Tex.	615
KAYL — Storm Lake, Iowa.		443	KBUH — Brigham City, Utah	635
KAYO — Seattle, Wash.		649	KBUN — Bemidji, Minn.	484
KAYS — Hays, Kans.		445	KBUR — Burlington, Iowa	438
KAYT — Rupert, Idaho		421	KBUS — Mexia, Tex.	628

# 6 COMPLETE BMI PROGRAM PACKAGES



## ● THE AMERICAN STORY

Newest of the BMI scripts . . . prepared by BMI in association with the Society of American Historians. Each fifteen-minute program consists of a single narrative written by an outstanding American historian, expert in the period or subject. Here are the fascinating and inspiring stories of our country from the age of discovery to the age of the atom. Top prestige programming.

## ● STORIES FROM THE SPORTS RECORD

Music and sports team up in this series devoted to eye-witness accounts of dramatic action on the baseball diamond, in the prize ring, on the gridiron and elsewhere . . . A complete script package available three times weekly as a 15-minute presentation.



## ● THE BOOK PARADE

Sparkling 15-minute scripts written by the most prominent of literary figures. This series is being hailed as "a conspiracy against ignorance" and has skyrocketed into national prominence. Another BMI script for top prestige programming.

## ● MILESTONES

Full half-hour presentations . . . simple to do, saleable, excellent listening. Usually four per month, sometimes five. Each script commemorates a special date or event of national importance.



## ● ACCORDING TO THE RECORD

Timely facts about the unusual, with musical cues that fit neatly into a dynamic 5-minute show . . . Highly commercial . . . Available 7 times per week for 52 week. *Now in its 13th successful year.*

## ● MEET THE ARTIST

Behind the scenes . . . three-a-week 15-minute scripts loaded with factual biographical material about recording artists in the public favor. Fills a vital need in areas where such data is not easily available. Highly commercial.



BMI scripts are perfectly suited both to the station with a small staff, limited facilities and curtailed budgets, as well as to the large operation with full orchestra and complete program staff. Your program manager is receiving all of the BMI program scripts. Put them to work. If your script packages are not being received, write immediately to BMI Stations Service Department.

**BROADCAST MUSIC, INC.** 589 FIFTH AVENUE  
NEW YORK 17, N. Y.

NEW YORK ● CHICAGO ● HOLLYWOOD ● TORONTO ● MONTREAL

KBVM — Lancaster, Calif. ....	371	KCLW — Hamilton, Tex. ....	623
KBWD — Brownwood, Tex. ....	617	KCLX — Colfax, Wash. ....	646
kBWL — Blackwell, Okla. ....	570	KCMC — Texarkana, Tex. ....	633
KBYE — Oklahoma City, Okla. ....	571	KCMJ — Palm Springs, Calif. ....	375
KBYR — Anchorage, Alaska ....	666	KCMO — Kansas City, Mo. ....	499
KCAL — Redlands, Calif. ....	377	KCMR — McCamey, Tex. ....	628
KCAP — Helena, Mont. ....	506	KCNA — Tucson, Ariz. ....	360
KCAR — Clarksville, Tex. ....	617	KCNC — Fort Worth, Tex. ....	622
KCBC — Des Moines, Iowa ....	439	KCNI — Broken Arrow, Neb. ....	507
KCBD — Lubbock, Tex. ....	627	KCNO — Alturas, Calif. ....	367
KCBQ — San Diego, Calif. ....	378	KCNY — San Marcus, Tex. ....	632
KCBS — San Francisco, Calif. ....	379	KCOB — Newton, Iowa ....	441
KCCT — Corpus Christi, Tex. ....	618	KCOG — Centerville, Iowa ....	438
KCFH — Cuero, Tex. ....	619	KCOH — Houston, Tex. ....	624
KCHA — Charles City, Iowa ....	438	KCOK — Tulare, Calif. ....	384
KCHE — Cherokee, Iowa ....	439	KCOL — Ft. Collins, Colo. ....	387
KCHI — Chillicothe, Mo. ....	495	KCON — Conway, Ark. ....	362
KCHJ — Delano, Calif. ....	369	KCOR — San Antonio, Tex. ....	631
KCHR — Charleston, Mo. ....	495	KCOW — Alliance, Neb. ....	507
KCHS — Truth or Consequences, N. M. ...	519	KCOV — Corvallis, Oreg. ....	574
KCHV — Coachella, Calif. ....	369	KCOY — Santa Maria, Calif. ....	381
KCID — Caldwell, Idaho ....	420	KCRA — Sacramento, Calif. ....	377
KCIJ — Shreveport, La. ....	460	KCRB — Chanute, Kans. ....	443
KCIL — Houma, La. ....	457	KCRC — Enid, Okla. ....	570
KCIM — Carroll, Iowa ....	438	KCRE — Crescent City, Calif. ....	369
KCJB — Minot, N. Dak. ....	558	KCRG — Cedar Rapids, Iowa ....	438
KCKN — Kansas City, Kans. ....	445	KCRS — Midland, Tex. ....	628
KCKY — Coolidge, Ariz. ....	358	KCRT — Trinidad, Colo. ....	389
KCLA — Pine Bluff, Ark. ....	365	KCRV — Caruthersville, Mo. ....	495
KCLE — Cleburne, Tex. ....	617	KCSB — San Bernardino, Calif. ....	378
KCLF — Clifton, Ariz. ....	358	KCSJ — Pueblo, Colo. ....	389
KCLO — Leavenworth, Kans. ....	445	KCSR — Chadron, Neb. ....	508
KCLS — Flagstaff, Ariz. ....	359	KCTI — Gonzales, Tex. ....	623
KCLV — Clovis, N. M. ....	517	KCTX — Childress, Tex. ....	617

## RICHARD P. DOHERTY

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KCUE — Red Wing, Minn. ....	487	KDRS — Paragould, Ark. ....	365
KCUL — Fort Worth, Tex. ....	622	KDSJ — Deadwood, S. Dak. ....	604
KCVL — Colville, Wash. ....	646	KDSX — Denison-Sherman, Tex. ....	621
KCVR — Lodi, Calif. ....	372	KDTA — Delta, Colo. ....	386
KCYL — Lampasas, Tex. ....	626	KDTH — Dubuque, Iowa ....	440
KDAC — Fort Bragg, Calif. ....	369	KDUB — Lubbock, Tex. ....	627
KDAL — Duluth, Minn. ....	485	KDUZ — Hutchinson, Minn. ....	486
KDAV — Lubbock, Tex. ....	627	KDWT — Stamford, Tex. ....	633
KDAY — Santa Monica, Calif. ....	383	KDYI — Salt Lake City, Utah ....	636
KDB — Santa Barbara, Calif. ....	381	KDZA — Pueblo, Colo. ....	389
KDBC — Mansfield, La. ....	457	KEAN — Brownwood, Tex. ....	617
KDBS — Alexandria, La. ....	455	KEBE — Jacksonville, Tex. ....	625
KDDD — Dumas, Tex. ....	621	KECC — Pittsburg, Calif. ....	376
KDEC — Decorah, Iowa ....	439	KECK — Odessa, Tex. ....	629
KDEF — Albuquerque, N. M. ....	516	KEED — Springfield, Ore. ....	579
KDEN — Denver, Colo. ....	386	KEEN — San Jose, Calif. ....	380
KDET — Center, Tex. ....	617	KEEP — Twin Falls, Idaho ....	421
KDEX — Dexter, Mo. ....	495	KELA — Centralia-Chehalis, Wash. ....	646
KDHL — Fairbault, Minn. ....	485	KELD — El Dorado, Ark. ....	362
KDIX — Dickinson, N. Dak. ....	557	KELK — Elko, Nev. ....	511
KDJI — Holbrook, Ariz. ....	359	KELO — Sioux Falls, S. Dak. ....	604
KDKA — Pittsburgh, Pa. ....	590	KELP — El Paso, Tex. ....	621
KDKD — Clinton, Mo. ....	495	KELY — Ely, Nev. ....	511
KDLA — DeRidder, La. ....	456	KENE — Toppenish, Wash. ....	651
KDLK — Del Rio, Tex. ....	620	KENA — Mena, Ark. ....	364
KDLM — Detroit Lakes, Minn. ....	485	KENI — Anchorage, Alaska ....	666
KDLR — Devils Lake, N. Dak. ....	557	KENL — Arcata, Calif. ....	367
KDMA — Montevideo, Minn. ....	487	KENM — Portales, N. M. ....	518
KDMO — Carthage, Mo. ....	495	KENN — Karnes City-Kenedy, Tex. ....	626
KDMS — El Dorado, Ark. ....	362	KENO — Las Vegas, Nev. ....	511
KDNT — Denton, Tex. ....	621	KENS — San Antonio, Tex. ....	631
KDOK — Tyler, Tex. ....	634	KENT — Shreveport, La. ....	460
KDON — Salinas, Calif. ....	377	KEOK — Fort Dodge, Iowa ....	440
KDRO — Sedalia, Mo. ....	503	KEPO — El Paso, Tex. ....	621





KERB — Kermit, Tex.	626	KFUN — Las Vegas, N. M.	518
KERC — Eastland, Tex.	621	KFVS — Cape Girardeau, Mo.	495
KERG — Eugene, Oreg.	575	KFWB — Hollywood, Calif.	371
KERN — Bakersfield, Calif.	367	KFXD — Nampc, Idaho	420
KERV — Kerrville, Tex.	626	KFXM — San Bernardino, Calif.	378
KEUN — Eunice, La.	456	KFYN — Bonham, Tex.	616
KEVA — Shamrock, Tex.	632	KFYO — Lubbock, Tex.	627
KEVE — Minneapolis, Minn.	486	KFYR — Bismarck, N. Dak.	556
KEVL — White Castle, La.	461	KGA — Spokane, Wash.	650
KEVT — Tucson, Ariz.	360	KGAF — Gainesville, Tex.	623
KEX — Portland, Ore.	577	KGAK — Gallup, N. M.	517
KEXO — Grand Junction, Colo.	388	KGAL — Lebanon, Oreg.	576
KEXX — San Antonio, Tex.	631	KGAS — Carthage, Tex.	617
KEYE — Perryton, Tex.	630	KGAY — Salem, Oreg.	579
KEYJ — Jamestown, N. Dak.	557	KGB — San Diego, Calif.	378
KEYS — Corpus Christi, Tex.	618	KGBC — Galveston, Tex.	623
KEYY — Provo, Utah	636	KGBT — Harlingen, Tex.	623
KEYZ — Williston, N. Dak.	558	KGBX — Springfield, Mo.	503
KFAB — Omaha, Neb.	509	KGCX — Sidney, Mont.	507
KFAC — Los Angeles, Calif.	372	KGDE — Fergus Falls, Minn.	485
KFAD — Fairfield, Iowa	440	KGDN — Edmonds, Wash.	647
KFAL — Fulton, Mo.	496	KGEE — Bakersfield, Calif.	368
KFAM — St. Cloud, Minn.	488	KGEK — Sterling, Colo.	389
KFAR — Fairbanks, Alaska	666	KGEM — Boise, Idaho	419
KFBB — Great Falls, Mont.	506	KGER — Long Beach, Calif.	372
KFBC — Cheyenne, Wyo.	664	KGEZ — Kalispell, Mont.	506
KFBI — Wichita, Kans.	448	KGFF — Shawnee, Okla.	573
KFBK — Sacramento, Calif.	377	KGFI — Hollywood, Calif.	371
KFDA — Amarillo, Tex.	614	KGFL — Roswell, N. M.	518
KFDM — Beaumont, Tex.	616	KGFW — Kearney, Neb.	508
KFDR — Grand Coulee, Wash.	647	KGFX — Pierre, S. Dak.	604
KFEL — Pueblo, Colo.	389	KGGF — Coffeyville, Kans.	443
KFEQ — St. Joseph, Mo.	501	KGGM — Albuquerque, N. M.	516
KFFA — Helena, Ark.	363	KGHF — Pueblo, Colo.	389
KFGO — Fargo, N. Dak.	557	KGHI — Little Rock, Ark.	363
KFGT — Fremont, Neb.	508	KGHL — Billings, Mont.	505
KFH — Wichita, Kcms.	448	KGHM — Brookfield, Mo.	495
KFI — Los Angeles, Calif.	372	KGIL — San Fernando, Calif.	379
KFIR — North Bend, Ore.	577	KGIW — Alamosa, Colo.	385
KFIZ — Fond Du Lac, Wis.	657	KGKB — Tyler, Tex.	634
KFJB — Marshalltown, Iowa	441	KGKL — San Angelo, Tex.	631
KFJI — Klamath Falls, Oreg.	576	KGKO — Dallas, Tex.	619
KFJZ — Fort Worth, Tex.	622	KGLC — Miami, Okla.	571
KFKA — Greeley, Colo.	388	KGLN — Glenwood Springs, Colo.	388
KFLD — Floydada, Tex.	622	KGLO — Mason City, Iowa	441
KFLW — Klamath Falls, Oreg.	576	KGLU — Saiford, Ariz.	360
KFMA — Davenport, Iowa	439	KGMB — Honolulu, Hawaii	667
KFMB — San Diego, Calif.	378	KGMC — Englewood, Colo.	387
KFMJ — Tulsa, Okla.	573	KGMO — Cape Girardeau	495
KFML — Denver, Colo.	386	KGMS — Sacramento, Calif.	377
KFMO — Flat River, Mo.	496	KGNB — New Braunfels, Tex.	629
KFNF — Shenandoah, Iowa	442	KGNC — Amarillo, Tex.	614
KFOR — Lincoln, Neb.	508	KGNO — Dodge City, Kans.	444
KFOX — Long Beach, Calif.	372	KGO — San Francisco, Calif.	379
KFPW — Fort Smith, Ark.	362	KGON — Oregon City, Ore.	577
KFQD — Anchorage, Alaska	666	KGOS — Torrington, Wyo.	665
KFRB — Fairbanks, Alaska	666	KGRH — Fayetteville, Ark.	362
KFRC — San Francisco, Calif.	379	KGRI — Henderson, Tex.	623
KFRD — Rosenberg, Tex.	631	KGRT — Las Cruces, N. M.	518
KFRE — Fresno, Calif.	370	KGST — Fresno, Calif.	370
KFRM — Concordia, Kans.	444	KGU — Honolulu, Hawaii	637
KFRQ — Longview, Tex.	627	KGVL — Greenville, Tex.	623
KFRU — Columbia, Mo.	495	KGVO — Missoula, Mont.	507
KFSA — Fort Smith, Ark.	362	KGW — Portland, Ore.	577
KFSB — Joplin, Mo.	497	KGWA — Enid, Okla.	570
KFSC — Denver, Colo.	386	KGY — Olympia, Wash.	648
KFSD — San Diego, Calif.	378	KGYN — Guymon, Okla.	571
KFST — Ft. Stockton, Tex.	622	KGYW — Vcllejo, Calif.	384
KFTM — Fort Morgan, Colo.	387	KHAS — Hastings, Neb.	508
KFTV — Paris, Tex.	630	KHBC — Hilo, Hawaii	667

KHBG — Okmulgee, Okla.	572	KJBS — San Francisco, Calif.	379
KHBM — Monticello, Ark.	364	KJCF — Festus, Mo.	496
KHBR — Hillsboro, Tex.	624	KJCK — Junction City, Kans.	445
KHCD — Clifton, Ariz.	358	KJEF — Jennings, La.	457
KHFS — Vancouver, Wash.	651	KJET — Beaumont, Tex.	616
KHJ — Los Angeles, Calif.	373	KJFJ — Webster City, Iowa	443
KHMO — Hannibal, Mo.	496	KJNO — Juneau, Alaska	666
KHOB — Hobbs, N. M.	517	KJOE — Shreveport, La.	460
KHON — Honolulu, Hawaii	667	KJOY — Stockton, Calif.	383
KHOZ — Harrison, Ark.	363	KJR — Seattle, Wash.	649
KHQ — Spokane, Wash.	650	KJRG — Newton, Kans.	446
KHSL — Chico, Calif.	368	KJSK — Columbus, Neb.	508
KHUB — Watsonville, Calif.	384	KJUN — Redmond, Ore.	578
KHUM — Eureka, Calif.	369	KKOG — Ogden, Utah	636
KHUZ — Borger, Tex.	616	KLAC — Hollywood, Calif.	371
KIBE — Palo Alto, Calif.	376	KLAD — Klamath Falls, Oreg.	576
KIBH — Seward, Alaska	666	KLAK — Lakewood, Colo.	388
KIBL — Beeville, Tex.	616	KLAM — Cordova, Alaska	666
KIBS — Bishop, Calif.	368	KLAN — Renton, Wash.	648
KICA — Clovis, N. M.	517	KLAS — Las Vegas, Nev.	511
KICD — Spencer, Iowa	443	KLBM — La Grande, Oreg.	576
KICK — Springfield, Mo.	504	KLBS — Houston, Tex.	624
KICO — Calexico, Calif.	368	KLCB — Libby, Mont.	506
KID — Idaho Falls, Idaho	420	KLCN — Blytheville, Ark.	361
KIDO — Boise, Idaho	419	KLCO — Poteau, Okla.	572
KIEM — Eureka, Calif.	369	KLEA — Lovington, N. M.	518
KIEV — Glendale, Calif.	370	KLEE — Ottumwa, Iowa	442
KIFI — Idaho Falls, Idaho	420	KLEM — Le Mars, Iowa	441
KIFN — Phoenix, Ariz.	359	KLEN — Killeen, Tex.	626
KIFW — Sitka, Alaska	667	KLER — Lewiston, Idaho	420
KIGW — Alamosa, Colo.	385	KLFT — Golden Meadow, La.	457
KIHN — Hugo, Okla.	571	KLFY — Lafayette, La.	457
KIHO — Sioux Falls, S. Dak.	604	KLGN — Logan, Utah	635
KIHR — Hood River, Ore.	576	KLGR — Redwood Falls, Minn.	488
KIJV — Huron, S. Dak.	604	KLIC — Monroe, La.	458
KIKI — Honolulu, Hawaii	667	KLIF — Dallas, Tex.	619
KILA — Hilo, Hawaii	667	KLIK — Jefferson City, Mo.	497
KILO — Grand Forks, N. Dak.	557	KLIL — Estherville, Iowa	440
KIMA — Yakima, Wash.	651	KLIN — Lincoln, Neb.	508
KIMN — Denver, Colo.	386	KLIR — Denver, Colo.	386
KIMO — Independence, Mo.	496	KLIX — Twin Falls, Idaho	421
KIMP — Mount Pleasant, Tex.	629	KLIZ — Brainerd, Minn.	484
KIND — Independence, Kans.	445	KLKC — Parsons, Kans.	446
KINE — Kingsville, Tex.	626	KLLA — Leesville, La.	457
KING — Seattle, Wash.	649	KLLL — Lubbock, Tex.	627
KINY — Juneau, Alaska	666	KLMO — Longmont, Colo.	388
KIOA — Des Moines, Iowa	439	KLMR — Lamar, Colo.	388
KIOX — Bay City, Tex.	615	KLMS — Lincoln, Neb.	509
KIPA — Hilo, Hawaii	667	KLMX — Clayton, N. M.	517
KIRO — Seattle, Wash.	649	KLO — Ogden, Utah	635
KIRX — Kirksville, Mo.	500	KLOG — Kelso, Wash.	647
KISD — Sioux Falls, S. Dak.	605	KLOH — Pipestone, Minn.	487
KIST — Santa Barbara, Calif.	381	KLOK — San Jose, Calif.	380
KIT — Yakima, Wash.	651	KLOQ — Yakima, Wash.	652
KITE — San Antonio, Tex.	631	KLOU — Lake Charles, La.	457
KITI — Chehalis-Centrodia, Wash.	646	KLOV — Loveland, Colo.	388
KITN — Olympia, Wash.	648	KLPM — Minot, N. Dak.	558
KITO — San Bernardino, Calif.	378	KLPR — Oklahoma City, Okla.	572
KIUL — Garden City, Kans.	444	KLPW — Union, Mo.	504
KIUN — Pecos, Tex.	630	KLRA — Little Rock, Ark.	363
KIUP — Durango, Colo.	387	KLRS — Mountain Grove, Mo.	500
KIVY — Crockett, Tex.	619	KLTF — Little Falls, Minn.	486
KIWW — San Antonio, Tex.	632	KLTI — Longview, Tex.	627
KIXL — Dallas, Tex.	619	KLTZ — Glensgow, Mont.	505
KIXX — Provo, Utah	636	KLUB — Salt Lake City, Utah	637
KIYI — Shelby, Mont.	507	KLUF — Galveston, Tex.	623
KJAN — Atlantic, Iowa	438	KLUK — Evanston, Wyo.	664
KJAY — Topeka, Kans.	448	KLVC — Leadville, Colo.	388
KJBC — Midland, Tex.	628	KLVL — Pasadena, Cal.	630
		KLVT — Levelland, Tex.	626

KLWN — Lawrence, Kans.	445	KNUI — New Ulm, Minn.	487
KLWT — Lebanon, Mo.	500	KNUZ — Houston, Tex.	624
KLX — Oakland, Calif.	374	KNX — Los Angeles, Calif.	372
KLYN — Amarillo, Tex.	614	KOA — Denver, Colo.	387
KLZ — Denver, Colo.	386	KOAL — Price, Utah	636
KMA — Shenandoah, Iowa	442	KOAM — Pittsburg, Kans.	446
KMAC — San Antonio, Tex.	632	KOB — Albuquerque, N. M.	516
KMAE — McKinney, Tex.	628	KOBE — Las Cruces, N. M.	518
KMAK — Fresno, Calif.	370	KOBY — San Francisco, Calif.	379
KMAN — Manhattan, Kans.	446	KOCA — Kilgore, Tex.	626
KMAP — Bakersfield, Calif.	368	KOCO — Salem, Ore.	579
KMBC — Kansas City, Mo.	499	KOCS — Ontario, Calif.	375
KMBL — Junction, Tex.	626	KOCY — Oklahoma City, Okla.	572
KMBY — Monterey, Calif.	374	KODE — Joplin, Mo.	497
KMCM — McMinnville, Ore.	576	KODI — Cody, Wyo.	664
KMCO — Conroe, Tex.	618	KODL — The Dalles, Ore.	575
KMDO — Fort Scott, Kans.	444	KODY — North Platte, Neb.	509
KMED — Medford, Ore.	576	KOEL — Oelwein, Iowa	441
KMHL — Marshall, Minn.	486	KOFE — Pullman, Wash.	648
KMHT — Marshall, Tex.	628	KOFI — Kalispell, Mont.	506
KMIL — Cameron, Tex.	617	KOFO — Ottawa, Kans.	446
KMJ — Fresno, Calif.	370	KOGA — Ogallala, Neb.	509
KMLB — Monroe, La.	458	KOGT — Orange, Tex.	629
KMLW — Marlin, Tex.	628	KOH — Reno, Nev.	511
KMMJ — Grand Island, Neb.	508	KOHU — Hermiston, Ore.	575
KMMO — Marshall, Mo.	500	KOIL — Omaha, Neb.	510
KMNS — Sioux City, Iowa	442	KOIN — Portland, Ore.	578
KMO — Tacoma, Wash.	650	KOJM — Havre, Mont.	506
KMOD — Modesto, Calif.	374	KOKO — Warrensburg, Mo.	504
KMON — Great Falls, Mont.	506	KOKX — Keokuk, Iowa	441
KMOR — Oroville, Calif.	375	KOL — Seattle, Wash.	649
KMOX — St. Louis, Mo.	501	KOLD — Yuma, Ariz.	361
KMPC — Los Angeles, Calif.	373	KOLE — Port Arthur, Tex.	630
KMRC — Morgan City, La.	458	KOLJ — Quanah, Tex.	631
KMUR — Murray, Utah	635	KOLO — Reno, Nev.	511
KMUS — Muskogee, Okla.	571	KOLR — Sterling, Colo.	389
KMVI — Wailuku-Maui, Hawaii	668	KOLS — Pryor, Okla.	573
KMYC — Marysville, Calif.	373	KOLT — Scottsbluff, Neb.	510
KMYR — Denver, Colo.	386	KOMA — Oklahoma City, Okla.	572
KNAF — Fredericksburg, Tex.	622	KOMB — Cottage Grove, Ore.	574
KNAK — Salt Lake City, Utah	636	KOME — Tulsa, Okla.	573
KNAL — Victoria, Tex.	634	KOMO — Seattle, Wash.	649
KNBC — San Francisco, Calif.	379	KOMW — Omak, Wash.	648
KNBR — North Platte, Neb.	509	KONE — Reno, Nev.	512
KNBX — Kirkland, Wash.	647	KONG — Visalia, Calif.	384
KNBY — Newport, Ark.	364	KONI — Phoenix, Ariz.	360
KNCK — Concordia, Kans.	444	KONO — San Antonio, Tex.	632
KNCM — Moberly, Mo.	500	KONP — Port Angeles, Wash.	648
KNCO — Garden City, Kans.	444	KOOK — Billings, Mont.	505
KNDK — Hettinger, N. Dak.	557	KOOL — Phoenix, Ariz.	359
KNDY — Marysville, Kans.	446	KOOS — Coos Bay, Ore.	574
KNEA — Jonesboro, Ark.	363	KOPO — Tucson, Ariz.	360
KNEB — Scottsbluff, Neb.	510	KOPR — Butte, Mont.	505
KNED — McAlester, Okla.	571	KORA — Bryan, Tex.	617
KNEL — Brady, Tex.	616	KORC — Mineral Wells, Tex.	628
KNEM — Nevada, Mo.	500	KORE — Eugene, Ore.	575
KNET — Palestine, Tex.	629	KORK — Las Vegas, Nev.	511
KNEW — Spokane, Wash.	650	KORN — Mitchell, S. Dak.	604
KNEX — McPherson, Kans.	446	KORT — Grangeville, Idaho	420
KNGS — Hanford, Calif.	370	KOSA — Odessa, Tex.	629
KNIM — Maryville, Mo.	500	KOSE — Osceola, Ark.	364
KNOC — Natchitoches, La.	458	KOSF — Nacogdoches, Tex.	629
KNOE — Monroe, La.	458	KOSI — Aurora, Colo.	385
KNOG — Nogales, Ariz.	359	KOSY — Texarkana, Ark.	367
KNOK — Fort Worth, Tex.	622	KOTA — Rapid City, S. Dak.	604
KNOR — Norman, Okla.	571	KOTN — Pine Bluff, Ark.	365
KNOW — Austin, Tex.	615	KOTS — Deming, N. M.	517
KNOX — Grand Forks, N. Dak.	557	KOVC — Valley City, N. Dak.	558
KNPT — Newport, Ore.	577	KOVE — Lander, Wyo.	664

KOVO — Provo, Utah	636	KRGI — Grand Island, Neb.	508
KOWB — Laramie, Wyo.	664	KRGV — Weslaco, Tex.	635
KOWH — Omaha, Neb.	510	KRHD — Duncan, Okla.	570
KOWL — Bijou, Calif.	368	KRIB — Mason City, Iowa	441
KOXR — Oxnard, Calif.	375	KRIC — Beaumont, Tex.	616
KOY — Phoenix, Ariz.	360	KRIG — Odessa, Tex.	629
KOYN — Billings, Mont.	505	KRIO — McAllen, Tex.	628
KOZE — Lewiston, Idaho	420	KRIS — Corpus Christi, Tex.	618
KOZY — Grand Rapids, Minn.	485	KRIZ — Phoenix, Ariz.	360
KPAC — Port Arthur, Tex.	630	KRKD — Los Angeles, Calif.	373
KPAL — Palm Springs, Calif.	376	KRKO — Everett, Wash.	647
KPAM — Portland, Ore.	578	KRLC — Lewiston, Idaho	420
KPAN — Hereford, Tex.	623	KRLD — Dallas, Tex.	620
KPAS — Banning, Calif.	368	KRLN — Canon City, Colo.	385
KPAT — Pampa, Tex.	629	KRLW — Walnut Ridge, Ark.	367
KPBM — Carlsbad, N. M.	517	KRMD — Shreveport, La.	461
KPDN — Pampa, Tex.	630	KRMG — Tulsa, Okla.	573
KPDQ — Portland, Ore.	578	KRMO — Monett, Mo.	500
KPEP — San Angelo, Tex.	631	KRMS — Osage Beach, Mo.	501
KPET — Lamesa, Tex.	626	KRMW — The Dalles, Ore.	575
KPHO — Phoenix, Ariz.	359	KRNO — San Bernardino, Calif.	378
KPIG — Cedar Rapids, Iowa	438	KRNR — Roseburg, Ore.	578
KPKW — Pasco, Wash.	648	KRNT — Des Moines, Iowa	440
KPLC — Lake Charles, La.	457	KROC — Rochester, Minn.	488
KPLK — Dallas, Ore.	575	KROD — El Paso, Tex.	621
KPLN — Camden, Ark.	362	KROF — Abbeville, La.	455
KPLT — Paris, Tex.	630	KROG — Sonora, Calif.	383
KPMC — Bakersfield, Calif.	368	KROP — Brawley, Calif.	368
KPOA — Honolulu, Hawaii	668	KROS — Clinton, Iowa	439
KPOC — Pochontas, Ark.	365	KROW — Oakland, Calif.	375
KPOJ — Portland, Ore.	578	KROX — Crookston, Minn.	485
KPOL — Los Angeles, Calif.	373	KROY — Sacramento, Calif.	377
KPOP — Los Angeles, Calif.	372	KRPL — Moscow, Idaho	420
KPOW — Powell, Wyo.	665	KRRV — Sherman-Denison, Tex.	632
KPQ — Wenatchee, Wash.	651	KRSD — Rapid City, S. D.	604
KPRC — Houston, Tex.	624	KRSL — Russell, Kans.	446
KPRK — Livingston, Mont.	507	KRSN — Los Alamos, N. M.	518
KPRL — Paso Robles, Calif.	376	KRTN — Raton, N. M.	518
KPRO — Riverside, Calif.	377	KRTR — Thermopolis, Wyo.	665
KPRS — Kansas City, Mo.	499	KRTV — Hillsboro, Ore.	576
KPST — Preston, Idaho	421	KRUL — Corvallis, Ore.	574
KPTL — Carson City, Nev.	511	KRUN — Ballinger, Tex.	615
KPUG — Bellingham, Wash.	646	KRUS — Ruston, La.	460
KQIK — Lakeview, Ore.	576	KRUX — Phoenix, Ariz.	360
KQUE — Albuquerque, N. M.	516	KRVN — Lexington, Neb.	508
KQV — Pittsburgh, Pa.	591	KRWC — Forest Grove, Ore.	575
KRAI — Craig, Colo.	386	KRWS — Post, Tex.	630
KRAK — Stockton, Calif.	383	KRXK — Rexburg, Idaho	421
KRAL — Rawlins, Wyo.	665	KRXL — Roseburg, Ore.	578
KRAM — Las Vegas, Nev.	511	KSAL — Salina, Kans.	446
KRAY — Amarillo, Tex.	614	KSAM — Huntsville, Tex.	625
KRBA — Lufkin, Tex.	628	KSAN — San Francisco, Calif.	379
KRBC — Abilene, Tex.	614	KSBW — Salinas, Calif.	377
KRCO — Prineville, Ore.	578	KSCB — Liberal, Kans.	445
KRCT — Baytown, Tex.	615	KSCJ — Sioux City, Iowa	442
KRDG — Redding, Calif.	376	KSCO — Santa Cruz, Calif.	381
KRDO — Colorado Springs, Colo.	385	KSD — St. Louis, Mo.	503
KRDU — Dinuba, Calif.	369	KSDA — Redding, Calif.	377
KRE — Berkeley, Calif.	368	KSDN — Aberdeen, S. Dak.	604
KREH — Oakdale, La.	460	KSDO — San Diego, Calif.	379
KREI — Farmington, Mo.	496	KSEI — Pocatello, Idaho	420
KREL — Baytown, Tex.	615	KSEK — Pittsburg, Kans.	446
KREM — Spokane, Wash.	650	KSEL — Lubbock, Tex.	627
KREO — Indio, Calif.	371	KSEM — Moses Lake, Wash.	647
KRES — St. Joseph, Mo.	501	KSEO — Durant, Okla.	570
KREW — Sunnyside, Wash.	650	KSET — El Paso, Tex.	621
KREX — Grand Junction, Colo.	388	KSEW — Sitka, Alaska	667
KRFC — Rocky Ford, Colo.	389	KSEY — Seymour, Tex.	632
KRFO — Owatonna, Minn.	487	KSFA — Nacogdoches, Tex.	629



KSFE — Needles, Calif. ....	374	KTFI — Twin Falls, Idaho .....	421
KSFO — San Francisco, Calif. ....	380	KTFS — Texarkana, Tex. ....	633
KSGM — Ste. Genevieve, Mo. ....	501	KTFY — Brownfield, Tex. ....	617
KSIB — Creston, Iowa .....	439	KTHE — Thermopolis, Wyo. ....	665
KSID — Sidney, Neb. ....	510	KTHS — Little Rock, Ark. ....	364
KSIG — Crowley, La. ....	456	KTHT — Houston, Tex. ....	625
KSII — Gladewater, Tex. ....	623	KTIB — Thibodaux, La. ....	461
KSIL — Silver City, N. M. ....	519	KTIL — Tillamook, Ore. ....	579
KSIM — Sikeston, Mo. ....	503	KTIM — San Rafael, Calif. ....	381
KSIS — Sedalia, Mo. ....	503	KTIP — Porterville, Calif. ....	376
KSIV — Woodward, Okla. ....	573	KTIX — Seattle, Wash. ....	649
KSIX — Corpus Christi, Tex. ....	618	KTJS — Hobart, Okla. ....	571
KSJB — Jamestown, N. Dak. ....	557	KTKN — Ketchikan, Alaska ....	666
KSJO — San Jose, Calif. ....	380	KTKR — Taft, Calif. ....	384
KSKY — Dallas, Tex. ....	620	KTKT — Tucson, Ariz. ....	360
KSL — Salt Lake City, Utah. ....	637	KTLD — Tallulah, La. ....	461
KSLM — Salem, Ore. ....	579	KTLN — Denver, Colo. ....	387
KSLO — Opelousas, La. ....	460	KTLO — Mountain Home, Ark. ....	364
KSIV — Monte Vista, Colo. ....	389	KTLU — Rusk, Tex. ....	631
KSMA — Santa Maria, Calif. ....	381	KT LW — Texas City, Tex. ....	634
KSML — Seminole, Tex. ....	632	KTMC — McAlester, Okla. ....	571
KSMN — Mason City, Iowa ....	441	KTMS — Santa Barbara, Calif. ....	381
KSMO — Salem, Mo. ....	503	KTNM — Tucumcari, N. M. ....	519
KSNY — Snyder, Tex. ....	633	KTNT — Tacoma, Wash. ....	650
KSO — Des Moines, Iowa ....	440	KTOE — Mankato, Minn. ....	486
KSOK — Arkansas City, Kans. ....	443	KTOH — Lihue, Kauai, Hawaii ....	668
KSON — San Diego, Calif. ....	379	KTOK — Oklahoma City, Okla. ....	572
KSOO — Sioux Falls, S. Dak. ....	605	KTOO — Henderson, Nev. ....	511
KSOP — Salt Lake City, Utah ....	636	KTOP — Topeka, Kans. ....	448
KSPA — Santa Paula, Calif. ....	383	KTOW — Oklahoma City, Okla. ....	572
KSPI — Stillwater, Okla. ....	573	KTRB — Modesto, Calif. ....	374
KSPO — Spokane, Wash. ....	650	KTRC — Santa Fe, N. M. ....	519
KSPT — Sandpoint, Idaho ....	421	KTRE — Lufkin, Tex. ....	628
KSRO — Santa Rosa, Calif. ....	383	KTRF — Thief River Falls, Minn. ....	488
KSRV — Ontario, Ore. ....	577	KTRH — Houston, Tex. ....	625
KSST — Sulphur Springs, Tex. ....	633	KTRI — Sioux City, Iowa ....	443
KSTA — Coleman, Tex. ....	618	KTRM — Beaumont, Tex. ....	616
KSTB — Breckenridge, Tex. ....	616	KTRN — Wichita Falls, Tex. ....	635
KSTL — St. Louis, Mo. ....	501	KTRY — Bastrop, La. ....	455
KSTN — Stockton, Calif. ....	383	KTSA — San Antonio, Tex. ....	632
KSTP — St. Paul-Minneapolis, Minn. ....	488	KTSM — El Paso, Tex. ....	621
KSTT — Davenport, Iowa ....	439	KTTN — Trenton, Mo. ....	504
KSTV — Stephenville, Tex. ....	633	KTTR — Rolla, Mo. ....	501
KSUB — Cedar City, Utah ....	635	KTTS — Springfield, Mo. ....	504
KSUE — Susanville, Calif. ....	384	KTUC — Tucson, Ariz. ....	361
KSUL — Sulphur, La. ....	461	KTUE — Tulsa, Tex. ....	634
KSUM — Fairmont, Minn. ....	485	KTUL — Tulsa, Okla. ....	573
KSUN — Bisbee, Ariz. ....	358	KTUR — Turlock, Calif. ....	384
KSVC — Richfield, Utah ....	636	KTW — Seattle, Wash. ....	649
KSVP — Artesia, N. M. ....	517	KTXC — Big Springs, Tex. ....	616
KSWA — Graham, Tex. ....	623	KT XJ — Jasper, Tex. ....	626
KSWI — Council Bluffs, Iowa ....	439	KTXL — San Angelo, Tex. ....	631
KSWO — Lawton, Okla. ....	571	KTXN — Austin, Tex. ....	615
KSW S — Roswell, N. M. ....	519	KTYL — Mesa, Ariz. ....	359
KSYC — Yreka, Calif. ....	385	KUAM — Agana, Guam ....	667
KSYD — Wichita Falls, Tex. ....	635	KUBA — Yuba City, Calif. ....	385
KSYL — Alexandria, La. ....	455	KUBC — Montrose, Colo. ....	389
KTAC — Tacoma, Wash. ....	650	KUDL — Kansas City, Mo. ....	499
KTAE — Taylor, Tex. ....	633	KUDU — Ventura, Calif. ....	384
KTAN — Sherman, Tex. ....	632	KUGN — Eugene, Ore. ....	575
KTAR — Phoenix, Ariz. ....	360	KUIN — Grants Pass, Ore. ....	575
KTAT — Frederick, Okla. ....	570	KUJ — Walla Walla, Wash. ....	651
KTBB — Tyler, Tex. ....	634	KUKI — Ukiah, Calif. ....	384
KTBC — Austin, Tex. ....	615	KULA — Honolulu, Hawaii ....	668
KTBS — Shreveport, La. ....	461	KULE — Ephrata, Wash. ....	647
KTCB — Malden, Mo. ....	500	KULP — El Campo, Tex. ....	621
KTEL — Walla Walla, Wash. ....	651	KUMA — Pendleton, Ore. ....	577
KTEM — Temple, Tex. ....	633	KUNO — Corpus Christi, Tex. ....	619
KTER — Terrell, Tex. ....	633	KUOA — Siloam Springs, Ark. ....	365

KURV — Edinburg, Tex. ....	621	KWCO — Chickasha, Okla. ....	570
KUSH — Cushing, Okla. ....	570	KWDM — Des Moines, Iowa ....	440
KUSN — St. Joseph, Mo. ....	501	KWED — Seguin, Tex. ....	632
KUTI — Yakima, Wash. ....	651	KWEI — Weiser, Idaho ....	421
KVFD — Fort Dodge, Iowa ....	440	KWEM — Memphis, Tenn. ....	610
KVAN — Vancouver, Wash. ....	651	KWEW — Hobbs, N. M. ....	518
KVAS — Astoria, Ore. ....	574	KWFC — Hot Springs, Ark. ....	363
KVBC — Farmington, N. M. ....	517	KWFR — San Angelo, Tex. ....	631
KVCL — Winnfield, La. ....	461	KWFT — Wichita Falls, Tex. ....	635
KVCV — Redding, Calif. ....	377	KWG — Stockton, Calif. ....	383
KVEC — San Luis Obispo, Calif. ....	380	KWGB — Goodland, Kans. ....	445
KVEL — Vernal, Utah ....	637	KWHI — Brenham, Tex. ....	616
KVEN — Ventura, Calif. ....	384	KWHK — Hutchinson, Kans. ....	445
KVET — Austin, Tex. ....	615	KWHN — Fort Smith, Ark. ....	362
KVFC — Cortez, Colo. ....	386	KWHO — Salt Lake City, Utah ....	637
KVFD — Fort Dodge, Iowa ....	440	KWHW — Altus, Okla. ....	569
KVGB — Great Bend, Kans. ....	445	KWIE — Kennewick, Wash. ....	647
KVI — Seattle, Wash. ....	649	KWIK — Pocatello, Idaho ....	421
KVIC — Victoria, Tex. ....	634	KWIL — Albany, Ore. ....	574
KVIM — New Iberia, La. ....	458	KWIN — Ashland, Ore. ....	574
KVIN — Vinita, Okla. ....	573	KWIQ — Moses Lake, Wash. ....	647
KVKM — Monahans, Tex. ....	629	KWIZ — Santa Ana, Calif. ....	381
KVLB — Cleveland, Tex. ....	618	KWJB — Globe, Ariz. ....	359
KVLC — Little Rock, Ark. ....	364	KWJJ — Portland, Ore. ....	578
KVLF — Alpine, Tex. ....	614	KWK — St. Louis, Mo. ....	501
KVLH — Pauls Valley, Okla. ....	572	KWKC — Abilene, Tex. ....	614
KVMA — Magnolia, Ark. ....	364	KWKH — Shreveport, La. ....	461
KVMC — Colorado City, Tex. ....	618	KWKW — Pasadena, Calif. ....	376
KVNA — Flagstaff, Ariz. ....	359	KWLK — Longview, Wash. ....	647
KVNC — Winslow, Ariz. ....	361	KWLM — Wilmar, Minn. ....	489
KVNI — Coeur d'Alene, Idaho ....	420	KWNA — Winnemucca, Nev. ....	512
KVNU — Logan, Utah ....	635	KWNO — Winona, Minn. ....	489
KVOA — Tucson, Ariz. ....	361	KWNW — Wenatchee, Wash. ....	651
KVOC — Casper, Wyo. ....	664	KWOA — Worthington, Minn. ....	489
KVOD — Denver, Colo. ....	387	KWOC — Poplar Bluff, Mo. ....	501
KVOE — Emporia, Kans. ....	444	KWOE — Clinton, Okla. ....	570
KVOG — Ogden, Utah ....	636	KWON — Bartlesville, Okla. ....	569
KVOL — Lafayette, La. ....	457	KWOR — Worland, Wyo. ....	665
KVOM — Morrilton, Ark. ....	364	KWOS — Jefferson City, Mo. ....	497
KVON — Napa, Calif. ....	374	KWOW — Pomona, Calif. ....	376
KVOO — Tulsa, Okla. ....	573	KWPC — Muscatine, Iowa ....	441
KVOP — Plainview, Tex. ....	630	KWPM — West Plains, Mo. ....	504
KVOR — Colorado Springs, Colo. ....	385	KWRC — Pendleton, Ore. ....	577
KVOS — Bellingham, Wash. ....	646	KWRE — Warrenton, Mo. ....	504
KVOU — Uvalde, Tex. ....	634	KWRF — Warren, Ark. ....	367
KVOW — Littlefield, Tex. ....	627	KWRL — Riverton, Wyo. ....	665
KVOX — Moorhead, Minn. ....	487	KWRN — Reno, Nev. ....	512
KVOY — Yuma, Ariz. ....	361	KWRO — Coquille, Ore. ....	574
KVOZ — Laredo, Tex. ....	626	KWRT — Boonville, Mo. ....	495
KVPI — Ville Platte, La. ....	461	KWRW — Guthrie, Okla. ....	570
KVRC — Arkadelphia, Ark. ....	361	KWSD — Mt. Shasta, Calif. ....	374
KVRH — Salida, Colo. ....	389	KWSH — Wewoka, Okla. ....	573
KVRS — Rock Springs, Wyo. ....	665	KWSK — Pratt, Kans. ....	446
KVSA — McGehee, Ark. ....	364	KWSO — Wasco, Calif. ....	384
KVSF — Santa Fe, N. M. ....	519	KWTC — Barstow, Calif. ....	368
KVSM — San Mateo, Calif. ....	381	KWTO — Springfield, Mo. ....	504
KVSO — Ardmore, Okla. ....	569	KWTX — Waco, Tex. ....	634
KVWC — Vernon, Tex. ....	634	KWWL — Waterloo, Iowa ....	443
KVWO — Cheyene, Wyo. ....	664	KWYO — Sheridan, Wyo. ....	665
KWAD — Wadena, Minn. ....	488	KXA — Seattle, Wash. ....	650
KWAK — Stuttgart, Ark. ....	365	KXAR — Hope, Ark. ....	363
KWAL — Wallace-Kellogg, Idaho ....	421	KXEL — Waterloo, Iowa ....	443
KWAT — Watertown, S. Dak. ....	605	KXEO — Mexico, Mo. ....	500
KWBB — Wichita, Kans. ....	448	KXGI — Fort Madison, Iowa ....	441
KWBE — Beatrice, Neb. ....	507	KXGN — Glendive, Mont. ....	505
KWBG — Boone, Iowa ....	438	KXIC — Iowa City, Iowa ....	441
KWBR — Oakland, Calif. ....	375	KXIT — Dalhart, Tex. ....	619
KWBW — Hutchinson, Kans. ....	445	KXJK — Forrest City, Ark. ....	362
KWBY — Colorado Springs, Colo. ....	386	KXL — Portland, Ore. ....	578
KWCB — Searcy, Ark. ....	365		

KXLA — Pasadena, Calif. ....	376	WAEL — Mayaguez, P. R. ....	669
KXLE — Ellensburg, Wash. ....	647	WAEW — Crossville, Tenn. ....	607
KXLF — Butte, Mont. ....	505	WAFB — Baton Rouge, La. ....	455
KXLJ — Helena, Mont. ....	506	WAFD — Staunton, Va. ....	645
KXLK — Great Falls, Mont. ....	506	WAGA — Atlanta, Ga. ....	410
KXLL — Missoula, Mont. ....	507	WAGC — Chattanooga, Tenn. ....	606
KXLO — Lewistown, Mont. ....	506	WAGF — Dothan, Ala. ....	353
KXLQ — Bozeman, Mont. ....	505	WAGG — Franklin, Tenn. ....	607
KXLR — Little Rock, Ark. ....	364	WAGM — Presque Isle, Me. ....	463
KXLW — St. Louis, Mo. ....	503	WAGN — Menominee, Mich. ....	482
KXLY — Spokane, Wash. ....	650	WAGR — Lumberton, N. C. ....	551
KXO — El Centro, Calif. ....	369	WAGS — Bishopville, S. C. ....	598
KXOA — Sacramento, Calif. ....	377	WAHR — Miami Beach, Fla. ....	403
KXOC — Chico, Calif. ....	369	WAIM — Anderson, S. C. ....	598
KXOK — St. Louis, Mo. ....	503	WAIN — Columbia, Ky. ....	449
KXOL — Fort Worth, Tex. ....	622	WAIP — Prichard, Ala. ....	356
KXOX — Sweetwater, Tex. ....	633	WAIR — Winston-Salem, N. C. ....	556
KXRA — Alexandria, Minn. ....	484	WAIT — Chicago, Ill. ....	424
KXRJ — Russellville, Ark. ....	365	WAJF — Decatur, Ala. ....	352
KXRO — Aberdeen, Wash. ....	646	WAJR — Morgantown, W. Va. ....	654
KXRX — San Jose, Calif. ....	380	WAKE — Atlanta, Ga. ....	411
KXXX — Monterey, Calif. ....	374	WAKN — Aiken, S. C. ....	598
KXXX — Colby, Kans. ....	444	WAKR — Akron, Ohio ....	558
KXYZ — Houston, Tex. ....	625	WAKU — Latrobe, Pa. ....	586
KYA — San Francisco, Calif. ....	380	WALA — Mobile, Ala. ....	355
KYCA — Prescott, Ariz. ....	360	WALB — Albany, Ga. ....	408
KYES — Roseburg, Ore. ....	579	WALD — Walterboro, S. C. ....	603
KYJC — Medford, Ore. ....	577	WALE — Fall River, Mass. ....	470
KYME — Boise, Idaho ....	419	WALK — Patchogue, N. Y. ....	539
KYNO — Fresno, Calif. ....	370	WALL — Middletown, N. Y. ....	526
KYNT — Yankton, S. Dak. ....	605	WALM — Albion, Mich. ....	474
KYOK — Houston, Tex. ....	625	WALT — Tampa, Fla. ....	407
KYOR — Blythe, Calif. ....	368	WAMI — Opp, Ala. ....	356
KYOS — Merced, Calif. ....	374	WAML — Laurel, Miss. ....	492
KYOU — Greeley, Colo. ....	388	WAMM — Flint, Mich. ....	478
KYSM — Mankato, Minn. ....	486	WAMO — Homestead-Pittsburgh, Pa. ....	585
KYUM — Yuma, Ariz. ....	361	WAMS — Wilmington, Del. ....	394
KYW — Cleveland, Ohio ....	564	WAMW — Washington, Ind. ....	437
KZIP — Amarillo, Tex. ....	614	WAMY — Amory, Miss. ....	489
KZUN — Opportunity, Wash. ....	648	WANA — Anniston, Ala. ....	350
WAAA — Winston-Salem, N. C. ....	556	WAND — Canton, Ohio ....	559
WAAB — Worcester, Mass. ....	474	WANE — Ft. Wayne, Ind. ....	433
WAAF — Chicago, Ill. ....	424	WANN — Annapolis, Md. ....	464
WAAG — Adel, Ga. ....	408	WANS — Anderson, S. C. ....	598
WAAT — Newark, N. J. ....	514	WANT — Richmond, Va. ....	643
WABA — Aguadilla, P. R. ....	669	WAOK — Atlanta, Ga. ....	410
WABB — Mobile, Ala. ....	355	WAOV — Vincennes, Ind. ....	437
WABC — New York, N. Y. ....	527	WAPA — San Juan, P. R. ....	670
WABG — Greenwood, Miss. ....	491	WAPF — McComb, Miss. ....	493
WABI — Bangor, Me. ....	462	WAPG — Arcadia, Fla. ....	397
WABJ — Adrian, Mich. ....	474	WAPI — Birmingham, Ala. ....	350
WABL — Amite, La. ....	455	WAPL — Appleton, Wis. ....	656
WABM — Houlton, Me. ....	462	WAPO — Chattanooga, Tenn. ....	606
WABO — Waynesboro, Miss. ....	494	WAPX — Montgomery, Ala. ....	355
WABR — Winter Park, Fla. ....	408	WARA — Attleboro, Mass. ....	468
WABY — Albany, N. Y. ....	519	WARB — Covington, La. ....	456
WABZ — Albemarle, N. C. ....	545	WARD — Johnstown, Pa. ....	586
WACA — Camden, S. C. ....	598	WARE — Ware, Mass. ....	473
WACB — Kittanning, Pa. ....	586	WARK — Hagerstown, Md. ....	466
WACE — Chicopee-Springfield, Mass. ....	469	WARL — Arlington, Va. ....	639
WACL — Waycross, Ga. ....	418	WARM — Scranton, Pa. ....	592
WACO — Waco, Tex. ....	634	WARN — Fort Pierce, Fla. ....	399
WACR — Columbus, Miss. ....	490	WARU — Peru, Ind. ....	436
WADC — Akron, Ohio ....	558	WASA — Havre De Grace, Md. ....	466
WADE — Wadesboro, N. C. ....	555	WASK — Lafayette, Ind. ....	435
WADK — Newport, R. I. ....	597	WASL — Annapolis, Md. ....	464
WADP — Kane, Pa. ....	586	WATA — Boone, N. C. ....	545
WADS — Ansonia, Conn. ....	391	WATC — Gaylord, Mich. ....	478
WAEB — Allentown, Pa. ....	581	WATE — Knoxville, Tenn. ....	609

WATG — Ashland, Ohio	559	WBIE — Marietta, Ga.	416
WATH — Athens, Ohio	559	WBIG — Greensboro, N. C.	548
WATK — Antigo, Wis.	656	WBIP — Booneville, Miss.	489
WATM — Atmore, Ala.	350	WBIR — Knoxville, Tenn.	608
WATN — Watertown, N. Y.	544	WBIS — Bristol, Conn.	391
WATO — Oak Ridge, Tenn.	612	WBIW — Bedford, Ind.	431
WATR — Waterbury, Conn.	394	WBIZ — Ecu Claire, Wis.	657
WATS — Sayre, Pa.	592	WBKH — Hattiesburg, Miss.	491
WATT — Cadillac, Mich.	475	WBKV — West Bend, Wis.	663
WATW — Ashland, Wis.	656	WBLE — Batesville, Miss.	489
WATZ — Alpena, Mich.	474	WBLJ — Dalton, Ga.	413
WAUD — Auburn, Ala.	350	WBLK — Clarksburg, W. Va.	653
WAUG — Augusta, Ga.	411	WBLT — Bedford, Va.	639
WAUX — Waukesha, Wis.	663	WBLY — Springfield, Ohio	567
WAVE — Louisville, Ky.	452	WBMA — Beaufort, N. C.	545
WAVI — Springfield-Dayton, Ohio	567	WBMC — McMinnville, Tenn.	610
WAVL — Apollo, Pa.	581	WBMD — Baltimore, Md.	464
WAVN — Stillwater, Minn.	488	WBML — Macon, Ga.	415
WAVU — Albertville, Ala.	350	WBMS — Boston, Mass.	468
WAVY — Portsmouth, Va.	643	WBNL — Boonville, Ind.	431
WAVZ — New Haven, Conn.	392	WBNS — Columbus, Ohio	564
WAYB — Waynesboro, Va.	645	WBNX — New York, N. Y.	527
WAYE — Dundalk, Md.	465	WBNY — Buffalo, N. Y.	522
WAYN — Rockingham, N. C.	553	WBOB — Galax, Va.	641
WAYS — Charlotte, N. C.	546	WBOC — Salisbury, Md.	467
WAYX — Waycross, Ga.	419	WBOF — Virginia Beach, Va.	645
WAYZ — Waynesboro, Pa.	594	WBOK — New Orleans, La.	458
WAZF — Yazoo, Miss.	494	WBOP — Pensacola, Fla.	405
WAZL — Hazleton, Pa.	585	WBOS — Boston, Mass.	469
WBAC — Cleveland, Tenn.	606	WBOW — Terre Haute, Ind.	437
WBAL — Baltimore, Md.	464	WPZ — Lock Haven, Pa.	587
WBAM — Montgomery, Ala.	355	WBRC — Birmingham, Ala.	351
WBAP — Fort Worth, Tex.	622	WBRE — Wilkes-Barre, Pa.	594
WBAR — Bartow, Fla.	397	WBRR — Pittsfield, Mass.	472
WBAT — Marion, Ind.	435	WBRR — Marion, N. C.	552
WBAW — Barnwell, S. C.	598	WBRR — Big Rapids, Mich.	475
WBAX — Wilkes-Barre, Pa.	594	WBRO — Waynesboro, Ga.	419
WBAY — Green Bay, Wis.	658	WBRT — Bardstown, Ky.	449
WBBA — Pittsfield, Ill.	429	WBTV — Boonville, N. Y.	521
WBBC — Burlington, N. C.	546	WBRY — Waterbury, Conn.	393
WBCC — Flint, Mich.	478	WBSC — Bennettsville, S. C.	598
WBBCF — Rochester, N. Y.	540	WBSE — Hillsdale, Mich.	479
WBBCM — Chicago, Ill.	424	WBSSM — New Bedford, Mass.	472
WBBCN — Perry, Ga.	416	WBSSR — Pensacola, Fla.	405
WBBO — Forest City, N. C.	548	WBT — Charlotte, N. C.	546
WBBCQ — Augusta, Ga.	411	WBTA — Batavia, N. Y.	521
WBBCW — Youngstown, Ohio	569	WBTH — Williamson, W. Va.	656
WBBCZ — Ponca City, Okla.	572	WBTM — Danville, Va.	640
WBCK — Battle Creek, Mich.	475	WBTN — Bennington, Vt.	637
WBCCM — Bay City, Mich.	475	WBTO — Linton, Ind.	435
WBCCO — Bessemer, Ala.	350	WBUD — Trenton, N. J.	515
WBCCR — Christianburg, Va.	640	WBUT — Butler, Pa.	582
WBCCU — Union, S. C.	603	WBUX — Doylestown, Pa.	584
WBCEC — Pittsfield, Mass.	472	WBUY — Lexington, N. C.	551
WBEE — South Chicago, Ill.	426	WBVL — Barboursville, Ky.	449
WBEJ — Elizabethton, Tenn.	607	WBVP — Beaver Falls, Pa.	582
WBEL — Beloit, Wis.	657	WBYS — Canton, Ill.	423
WBEN — Buffalo, N. Y.	521	WBZ-WBZA — Boston-Springfield, Mass.	468
WBET — Brockton, Mass.	469	WCAE — Pittsburgh, Pa.	591
WBEU — Beaufort, S. C.	598	WCAM — Camden, N. J.	514
WBEV — Beaver Dam, Wis.	657	WCAO — Baltimore, Md.	465
WBEX — Chillicothe, Ohio	561	WCAP — Lowell, Mass.	471
WBFC — Fremont, Mich.	478	WCAR — Pontiac, Mich.	482
WBFD — Bedford, Pa.	582	WCAS — Gadsden, Ala.	354
WBGR — Jesup, Ga.	415	WCAT — Athol, Mass.	468
WBHB — Fitzgerald, Ga.	414	WCAU — Philadelphia, Pa.	589
WBHF — Cartersville, Ga.	412	WCAW — Charleston, W. Va.	652
WBHP — Huntsville, Ala.	354	WCAX — Burlington, Vt.	637
WBIA — Augusta, Ga.	411	WCAZ — Carthage, Ill.	423



WCBA — Corning, N. Y. . . . .	522	WCOJ — Coatesville, Pa. . . . .	583
WCBC — Anderson, Ind. . . . .	431	WCOL — Columbus, Ohio . . . . .	564
WCBD — Zion, Ill. . . . .	431	WCOM — Parkersburg, W. Va. . . . .	655
WCBI — Columbus, Miss. . . . .	490	WCOR — Cornelia, Ga. . . . .	413
WCBL — Benton, Ky. . . . .	449	WCOP — Boston, Mass. . . . .	468
WCBM — Baltimore, Md. . . . .	465	WCOR — Lebanon, Tenn. . . . .	609
WCBS — New York, N. Y. . . . .	527	WCOS — Columbia, S. C. . . . .	599
WCBT — Roanoke Rapids, N. C. . . . .	553	WCOU — Lewiston, Me. . . . .	462
WCBY — Cheboygan, Mich. . . . .	475	WCOV — Montgomery, Ala. . . . .	356
WCCC — Hartford, Conn. . . . .	391	WCOW — Sparta, Wis. . . . .	662
WCCM — Lawrence, Mass. . . . .	471	WCPA — Clearfield, Pa. . . . .	583
WCCO — Minneapolis, Minn. . . . .	487	WCPC — Houston, Miss. . . . .	492
WCCP — Savannah, Ga. . . . .	417	WCPH — Etowah, Tenn. . . . .	607
WCDJ — Edenton, N. C. . . . .	547	WCPM — Cumberland, Ky. . . . .	450
WCDL — Carbondale, Pa. . . . .	582	WCPO — Cincinnati, Ohio . . . . .	561
WCDT — Winchester, Tenn. . . . .	613	WCPS — Tarboro, N. C. . . . .	555
WCEC — Rocky Mount, N. C. . . . .	553	WCRA — Effingham, Ill. . . . .	426
WCED — Dubois, Pa. . . . .	584	WCRB — Waltham, Mass. . . . .	473
WCEF — Parkersburg, W. Va. . . . .	655	WCRE — Cheraw, S. C. . . . .	599
WCEH — Hawkinsville, Ga. . . . .	415	WCRI — Scottsboro, Ala. . . . .	357
WCEM — Cambridge, Md. . . . .	465	WCRK — Morristown, Tenn. . . . .	611
WCEN — Mt. Pleasant, Mich. . . . .	482	WCRL — Oneonta, Ala. . . . .	356
WCFL — Chicago, Ill. . . . .	424	WCRM — Elkhart, Ind. . . . .	433
WCFV — Clifton Forge, Va. . . . .	640	WCRO — Johnstown, Pa. . . . .	586
WCGA — Calhoun, Ga. . . . .	412	WCRS — Greenwood, S. C. . . . .	601
WCGC — Belmont, N. C. . . . .	545	WCRT — Birmingham, Ala. . . . .	351
WCHA — Chambersburg, Pa. . . . .	583	WCRV — Washington, N. J. . . . .	516
WCHF — Chippewa Falls, Wis. . . . .	657	WCRW — Chicago, Ill. . . . .	424
WCHI — Chillicothe, Ohio . . . . .	561	WCSC — Charleston, S. C. . . . .	599
WCHJ — Brookhaven, Miss. . . . .	489	WCSH — Portland, Me. . . . .	462
WCHL — Chapel Hill, N. C. . . . .	546	WCSI — Columbus, Ind. . . . .	433
WCHN — Norwich, N. Y. . . . .	539	WCSS — Amsterdam, N. Y. . . . .	519
WCHO — Washington Court House, Ohio . . . . .	568	WCTA — Andalusia, Ala. . . . .	350
WCHS — Charleston, W. Va. . . . .	652	WCTC — New Brunswick, N. J. . . . .	514
WCHV — Charlottesville, Va. . . . .	639	WCTT — Corbin, Ky. . . . .	450
WCIL — Carbondale, Ill. . . . .	423	WCUE — Akron, Ohio . . . . .	558
WCIN — Cincinnati, Ohio . . . . .	561	WCUM — Cumberland, Md. . . . .	465
WCJU — Columbia, Miss. . . . .	490	WCVA — Culpeper, Va. . . . .	640
WCKB — Dunn, N. C. . . . .	547	WCVI — Connellsville, Pa. . . . .	583
WCKI — Greer, S. C. . . . .	601	WCVS — Springfield, Ill. . . . .	430
WCKR — Miami, Fla. . . . .	403	WCYB — Bristol, Va. . . . .	639
WCKY — Cincinnati, Ohio . . . . .	561	WDAD — Indiana, Pa. . . . .	585
WCLA — Petersburg, Va. . . . .	643	WDAE — Tampa, Fla. . . . .	407
WCLB — Comilla, Ga. . . . .	412	WDAF — Kansas City, Mo. . . . .	499
WCLD — Cleveland, Miss. . . . .	490	WDAK — Columbus, Ga. . . . .	413
WCLG — Morgantown, W. Va. . . . .	654	WDAN — Danville, Ill. . . . .	425
WCLI — Corning, N. Y. . . . .	522	WDAS — Philadelphia, Pa. . . . .	589
WCLO — Janesville, Wis. . . . .	658	WDAY — Fargo, N. Dak. . . . .	557
WCLS — Columbus, Ga. . . . .	412	WDDB — Escanaba, Mich. . . . .	477
WCLT — Newark, Ohio . . . . .	567	WDBF — Delray Beach, Fla. . . . .	398
WCMA — Corinth, Miss. . . . .	490	WDBJ — Roanoke, Va. . . . .	644
WCMB — Harrisburg, Pa. . . . .	585	WDBL — Springfield, Tenn. . . . .	613
WCMC — Wildwood, N. J. . . . .	516	WDBO — Orlando, Fla. . . . .	404
WCME — Brunswick, Me. . . . .	462	WDBQ — Dubuque, Iowa . . . . .	440
WCMI — Ashland, Ky. . . . .	449	WDCF — Dade City, Fla. . . . .	397
WCMN — Arecibo, P. R. . . . .	669	WDCL — Tarpon Springs, Fla. . . . .	407
WCMS — Norfolk, Va. . . . .	642	WDDT — Greenville, Miss. . . . .	490
WCMW — Canton, Ohio . . . . .	559	WDEB — Gulfport, Miss. . . . .	491
WCMY — Ottawa, Ill. . . . .	429	WDEC — Americus, Ga. . . . .	409
WCNB — Connersville, Ind. . . . .	433	WDEF — Chattanooga, Tenn. . . . .	606
WCNC — Elizabeth City, N. C. . . . .	547	WDEH — Sweetwater, Tenn. . . . .	613
WCNH — Quincy, Fla. . . . .	405	WDEL — Wilmington, Del. . . . .	394
WCNR — Bloomsburg, Pa. . . . .	582	WDEV — Waterbury, Vt. . . . .	638
WCNT — Centralia, Ill. . . . .	423	WDEW — Springfield, Mass. . . . .	473
WCNU — Crestview, Fla. . . . .	397	WDGY — Minneapolis, Minn. . . . .	486
WCNX — Middletown, Conn. . . . .	392	WDIA — Memphis, Tenn. . . . .	610
WCOA — Pensacola, Fla. . . . .	405	WDIG — Dothan, Ala. . . . .	353
WCOE — Meridian, Miss. . . . .	493	WDIX — Orangeburg, S. C. . . . .	602
WCOG — Greensboro, N. C. . . . .	549	WDKD — Kingstree, S. C. . . . .	601
WCOH — Newnan, Ga. . . . .	416		

WDKN — Dickson, Tenn. ....	607	WEJL — Scranton, Pa. ....	593
WDLA — Walton, N. Y. ....	543	WEKR — Fayetteville, Tenn. ....	607
WDLB — Marshfield, Wis. ....	660	WEKY — Richmond, Ky. ....	454
WDLC — Port Jervis, N. Y. ....	540	WEKZ — Monroe, Wis. ....	661
WDLP — Panama City, Fla. ....	404	WELC — Welch, W. Va. ....	655
WDMG — Douglas, Ga. ....	414	WELI — New Haven, Conn. ....	392
WDMJ — Marquette, Mich. ....	482	WELL — Battle Creek, Mich. ....	475
WDNC — Durham, N. C. ....	547	WELM — Elmira, N. Y. ....	522
WDNE — Elkins, W. Va. ....	653	WELO — Tupelo, Miss. ....	494
WDOB — Canton, Miss. ....	490	WELP — Easley, S. C. ....	600
WDOD — Chattanooga, Tenn. ....	606	WELR — Roanoke, Ala. ....	357
WDOG — Marine City, Mich. ....	482	WELS — Kinston, N. C. ....	551
WDOK — Cleveland, Ohio. ....	562	WELY — Ely, Minn. ....	485
WDON — Wheaton, Md. ....	467	WEMP — Milwaukee, Wis. ....	660
WDOR — Sturgeon Bay, Wis. ....	662	WENA — Bayamon, P. R. ....	669
WDOS — Oneonta, N. Y. ....	539	WENC — Whiteville, N. C. ....	555
WDOT — Burlington, Vt. ....	637	WENE — Binghamton, N. Y. ....	521
WDOV — Dover, Del. ....	394	WENK — Union City, Tenn. ....	613
WDQN — Du Quoin, Ill. ....	425	WENT — Gloversville, N. Y. ....	523
WDRC — Hartford, Conn. ....	391	WENY — Elmira, N. Y. ....	522
WDRF — Chester, Pa. ....	583	WEOA — Evansville, Ind. ....	433
WDSC — Dillon, S. C. ....	600	WEOK — Poughkeepsie, N. Y. ....	540
WDSG — Dyersburg, Tenn. ....	607	WEOL — Elyria, Ohio ....	565
WDSM — Superior, Wis. ....	663	WEPG — South Pittsburgh, Tenn. ....	613
WDSR — Lake City, Fla. ....	401	WEPM — Martinsburg, W. Va. ....	654
WDSU — New Orleans, La. ....	458	WERC — Erie, Pa. ....	584
WDUN — Gainesville, Ga. ....	414	WERD — Atlanta, Ga. ....	411
WDUX — Waupaca, Wis. ....	663	WERE — Cleveland, Ohio ....	561
WDUZ — Green Bay, Wis. ....	658	WERH — Hamilton, Ala. ....	354
WDVA — Danville, Va. ....	640	WERL — Westerly, R. I. ....	597
WDVH — Gainesville, Fla. ....	399	WESA — Charleroi, Pa. ....	583
WDVM — Pocomoke City, Md. ....	466	WESB — Bradford, Pa. ....	582
WDWD — Dawson, Ga. ....	413	WESC — Greenville, S. C. ....	601
WDWS — Champaign, Ill. ....	423	WESO — Southbridge, Mass. ....	472
WDXB — Chattanooga, Tenn. ....	606	WEST — Easton, Pa. ....	584
WDXE — Lawrenceburg, Tenn. ....	609	WESX — Salem, Mass. ....	472
WDXI — Jackson, Tenn. ....	608	WETB — Johnson City, Tenn. ....	608
WDXL — Lexington, Tenn. ....	609	WETO — Gadsden, Ala. ....	354
WDXN — Clarksville, Tenn. ....	606	WETU — Wetumpka, Ala. ....	358
WDZ — Decatur, Ill. ....	425	WETZ — New Martinsville, W. Va. ....	655
WEAB — Greer, S. C. ....	601	WEVA — Emporia, Va. ....	640
WEAM — Arlington, Va. ....	639	WEVD — New York, N. Y. ....	527
WEAN — Providence, R. I. ....	597	WEVE — Eveleth, Minn. ....	485
WEAR — Pensacola, Fla. ....	405	WEW — St. Louis, Mo. ....	503
WEAS — Decatur, Ga. ....	413	WEWO — Lourinburg, N. C. ....	551
WEAT — West Palm Beach, Fla. ....	408	WEXL — Royal Oak, Mich. ....	483
WEAU — Eau Claire, Wis. ....	657	WEYE — Sanford, N. C. ....	554
WEAV — Plattsburg, N. Y. ....	540	WEZB — Birmingham, Ala. ....	351
WEAW — Evanston, Ill. ....	426	WFAA — Dallas, Tex. ....	620
WEBB — Dundalk, Md. ....	466	WFAH — Alliance, Ohio ....	558
WEBC — Duluth, Minn. ....	485	WFAI — Fayetteville, N. C. ....	548
WEBJ — Brewton, Ala. ....	352	WFAH — Fairfax, Pa. ....	584
WEBK — Tampa, Fla. ....	407	WFAS — White Plains, N. Y. ....	544
WEBQ — Harrisburg, Ill. ....	426	WFAU — Augusta, Me. ....	462
WEBR — Buffalo, N. Y. ....	522	WFAX — Falls Church, Va. ....	640
WEBY — Milton, Fla. ....	403	WFBC — Greenville, S. C. ....	601
WEDC — Chicago, Ill. ....	424	WFBB — Fernandina Beach, Fla. ....	398
WEDO — McKeesport, Pa. ....	587	WFBG — Altoona, Pa. ....	581
WEDR — Birmingham, Ala. ....	351	WFBL — Syracuse, N. Y. ....	542
WEEB — Southern Pines, N. C. ....	554	WFBM — Indianapolis, Ind. ....	434
WEED — Rocky Mount, N. C. ....	554	WFBR — Baltimore, Md. ....	465
WEEI — Boston, Mass. ....	468	WFCB — Dunkirk, N. Y. ....	522
WEEK — Peoria, Ill. ....	429	WFCR — Fairfax, Va. ....	640
WEEU — Reading, Pa. ....	592	WFDF — Flint, Mich. ....	478
WEEX — Easton, Pa. ....	584	WFEA — Manchester, N. H. ....	513
WEGO — Concord, N. C. ....	547	WFEB — Sylacauga, Ala. ....	357
WEIC — Charleston, Ill. ....	423	WFEC — Miami, Fla. ....	402
WEIM — Fitchburg, Mass. ....	470	WFGM — Fitchburg, Mass. ....	470
WEIR — Weirton, W. Va. ....	655	WFGN — Gaffney, S. C. ....	600

WFHG — Bristol, Va. . . . .	639	WGCM — Gulfport, Miss. . . . .	491
WFHR — Wisconsin Rapids, Wis. . . . .	663	WGEE — Geneva, Ala. . . . .	354
WFIG — Sumter, S. C. . . . .	603	WGEM — Quincy, Ill. . . . .	429
WFIL — Philadelphia, Pa. . . . .	589	WGES — Chicago, Ill. . . . .	424
WFIN — Findlay, Ohio . . . . .	565	WGET — Gettysburg, Pa. . . . .	584
WFIW — Fairfield, Ill. . . . .	426	WGEZ — Beloit, Wis. . . . .	657
WFKN — Franklin, Ky. . . . .	450	WGFS — Covington, Ga. . . . .	413
WFKY — Frankfort, Ky. . . . .	450	WGGA — Gainesville, Ga. . . . .	414
WFLA — Tampa, Fla. . . . .	407	WGGG — Gainesville, Fla. . . . .	399
WFLB — Fayetteville, N. C. . . . .	548	WGGH — Marion, Ill. . . . .	427
WFLO — Farmville, Va. . . . .	641	WGH — Norfolk-Newport News, Va. . . . .	642
WFLW — Monticello, Ky. . . . .	453	WGHM — Waterville, Me. . . . .	464
WFMC — Goldsboro, N. C. . . . .	548	WGHN — Grand Haven, Mich. . . . .	478
WFMD — Frederick, Md. . . . .	466	WGIG — Brunswick, Ga. . . . .	412
WFMH — Cullman, Ala. . . . .	352	WGIL — Galesburg, Ill. . . . .	426
WFMJ — Youngstown, Ohio . . . . .	569	WGIR — Manchester, N. H. . . . .	513
WFMO — Fairmont, N. C. . . . .	547	WGIV — Charlotte, N. C. . . . .	546
WFMW — Madisonville, Ky. . . . .	452	WGKA — Atlanta, Ga. . . . .	411
WFNC — Fayetteville, N. C. . . . .	548	WGKV — Charleston, W. Va. . . . .	652
WFNM — DeFuniak Springs, Fla. . . . .	398	WGL — Ft. Wayne, Ind. . . . .	433
WFNS — Burlington, N. C. . . . .	546	WGLC — Centerville, Miss. . . . .	490
WFOB — Fostoria, Ohio . . . . .	565	WGMA — Hollywood-Miami, Fla. . . . .	399
WFOM — Marietta, Ga. . . . .	416	WGMS — Washington, D. C. . . . .	395
WFOR — Hattiesburg, Miss. . . . .	491	WGN — Chicago, Ill. . . . .	424
WFOX — Milwaukee, Wis. . . . .	660	WGNC — Gastonia, N. C. . . . .	548
WFOY — St. Augustine, Fla. . . . .	405	WGNI — Wilmington, N. C. . . . .	556
WFPA — Ft. Payne, Ala. . . . .	353	WGNS — Murfreesboro, Tenn. . . . .	611
WFPG — Atlantic City, N. J. . . . .	514	WGNY — Newburgh, N. Y. . . . .	526
WFPM — Fort Valley, Ga. . . . .	414	WGOL — Goldsboro, N. C. . . . .	548
WFPR — Hammond, La. . . . .	457	WGOV — Valdosta, Ga. . . . .	418
WFRC — Reidsville, N. C. . . . .	553	WGPA — Bethlehem, Pa. . . . .	582
WFRL — Freeport, Ill. . . . .	426	WGPC — Albany, Ga. . . . .	408
WFRM — Coudersport, Pa. . . . .	583	WGR — Buffalo, N. Y. . . . .	522
WFRO — Fremont, Ohio . . . . .	566	WGRA — Cairo, Ga. . . . .	412
WFRP — Savannah, Ga. . . . .	417	WGRC — Louisville, Ky. . . . .	452
WFRX — West Frankfort, Ill. . . . .	431	WGRD — Grand Rapids, Mich. . . . .	478
WFTC — Kinston, N. C. . . . .	551	WGRM — Greenwood, Miss. . . . .	491
WFTG — London, Ky. . . . .	452	WGRV — Greeneville, Tenn. . . . .	607
WFTL — Ft. Lauderdale, Fla. . . . .	398	WGRY — Gary, Ind. . . . .	434
WFTM — Maysville, Ky. . . . .	453	WGSA — Ephrata, Pa. . . . .	584
WFTR — Front Royal, Va. . . . .	641	WGSM — Huntington, N. Y. . . . .	525
WFTW — Ft. Walton Beach, Fla. . . . .	399	WGST — Atlanta, Ga. . . . .	411
WFUL — Fulton, Ky. . . . .	450	WGSV — Guntersville, Ala. . . . .	354
WFUN — Huntsville, Ala. . . . .	354	WGSW — Greenwood, S. C. . . . .	601
WFUR — Grand Rapids, Mich. . . . .	478	WGTA — Summerville, Ga. . . . .	417
WFVA — Fredericksburg, Va. . . . .	641	WGTC — Greenville, N. C. . . . .	549
WFGV — Fuquay Springs, N. C. . . . .	548	WGTL — Kannapolis, N. C. . . . .	550
WFYC — Alma, Mich. . . . .	474	WGTM — Wilson, N. C. . . . .	556
WGAA — Cedartown, Ga. . . . .	412	WGTN — Georgetown, S. C. . . . .	600
WGAC — Augusta, Ga. . . . .	411	WGTO — Haines City, Fla. . . . .	399
WGAD — Gadsden, Ala. . . . .	354	WGUY — Bangor, Me. . . . .	462
WGAF — Valdosta, Ga. . . . .	418	WGVA — Geneva, N. Y. . . . .	523
WGAI — Elizabeth City, N. C. . . . .	547	WGVM — Greenville, Miss. . . . .	491
WGAL — Lancaster, Pa. . . . .	586	WGWC — Selma, Ala. . . . .	357
WGAN — Portland, Me. . . . .	463	WGWR — Asheboro, N. C. . . . .	545
WGAP — Maryville, Tenn. . . . .	609	WGY — Schenectady, N. Y. . . . .	541
WGAR — Cleveland, Ohio . . . . .	562	WGYV — Greenville, Ala. . . . .	354
WGAT — Utica, N. Y. . . . .	543	WHAB — Baxley, Ga. . . . .	412
WGAU — Athens, Ga. . . . .	409	WHAI — Greenfield, Mass. . . . .	471
WGAW — Gardner, Mass. . . . .	471	WHAK — Rogers City, Mich. . . . .	483
WGAY — Silver Spring, Md. . . . .	467	WHAL — Shelbyville, Tenn. . . . .	613
WGBA — Columbus, Ga. . . . .	413	WHAM — Rochester, N. Y. . . . .	540
WGBB — Freeport, N. Y. . . . .	523	WHAN — Charleston, S. C. . . . .	599
WGBF — Evansville, Ind. . . . .	433	WHAP — Hopewell, Va. . . . .	641
WGBG — Greensboro, N. C. . . . .	549	WHAR — Clarksburg, W. Va. . . . .	653
WGBI — Scranton, Pa. . . . .	592	WHAS — Louisville, Ky. . . . .	452
WGBR — Goldsboro, N. C. . . . .	548	WHAT — Philadelphia, Pa. . . . .	589
WGBS — Miami, Fla. . . . .	402	WHAV — Haverhill, Mass. . . . .	471
WGCB — Red Lion, Pa. . . . .	592	WHAW — Weston, W. Va. . . . .	656
WGCD — Chester, S. C. . . . .	599	WHAY — New Britain, Conn. . . . .	392

WHB — Kansas City, Mo. ....	499	WHOP — Hopkinsville, Ky. ....	451
WHBB — Selma, Ala. ....	357	WHOS — Decatur, Ala. ....	352
WHBC — Canton, Ohio ....	559	WHOT — Campbell, Ohio ....	559
WHBF — Rock Island, Ill. ....	430	WHOW — Clinton, Ill. ....	425
WHBI — Newark, N. J. ....	514	WHP — Harrisburg, Pa. ....	585
WHBL — Sheboygan, Wis. ....	662	WHPB — Belton, S. C. ....	598
WHBN — Harrodsburg, Ky. ....	450	WHPE — High Point, N. C. ....	550
WHBO — Tampa, Fla. ....	407	WHRV — Ann Arbor, Mich. ....	475
WHBQ — Memphis, Tenn. ....	610	WHSC — Hartsville, S. C. ....	601
WHBS — Huntsville, Ala. ....	354	WHSY — Hattiesburg, Miss. ....	491
WHBT — Harriman, Tenn. ....	607	WHTB — Talladega, Ala. ....	357
WHBU — Anderson, Ind. ....	431	WHTC — Holland, Mich. ....	479
WHBY — Appleton, Wis. ....	656	WHTN — Huntington, W. Va. ....	653
WHCC — Waynesville, N. C. ....	555	WHUB — Cookeville, Tenn. ....	607
WHCO — Sparta, Ill. ....	430	WHUC — Hudson, N. Y. ....	525
WHCU — Ithaca, N. Y. ....	525	WHUM — Reading, Pa. ....	592
WHDF — Houghton, Mich. ....	480	WHUN — Huntington, Pa. ....	585
WHDH — Boston, Mass. ....	468	WHVF — Wausau, Wis. ....	663
WHDL — Olean, N. Y. ....	539	WHVH — Henderson, N. C. ....	550
WHDM — McKenzie, Tenn. ....	610	WHVR — Hanover, Pa. ....	585
WHEB — Portsmouth, N. H. ....	513	WHWB — Rutland, Vt. ....	638
WHEC — Rochester, N. Y. ....	540	WHWL — Nanticoke, Pa. ....	587
WHED — Washington, N. C. ....	555	WHXY — Bogalusa, La. ....	456
WHEE — Martinsville, Va. ....	642	WHYL — Carlisle, Pa. ....	583
WHEN — Syracuse, N. Y. ....	541	WHYN — Holyoke-Springfield, Mass. ....	471
WHEP — Foley, Ala. ....	353	WIAC — San Juan, P. R. ....	671
WHER — Memphis, Tenn. ....	610	WIAM — Williamston, N. C. ....	555
WHFB — Benton Harbor-St. Joseph, Mich. ....	475	WIBA — Madison, Wis. ....	659
WHFC — Chicago, Ill. ....	424	WIBB — Macon, Ga. ....	415
WHGB — Harrisburg, Pa. ....	585	WIBC — Indianapolis, Ind. ....	434
WHGR — Houghton Lake, Mich. ....	480	WIBG — Philadelphia, Pa. ....	589
WHHH — Warren, Ohio ....	568	WIBM — Jackson, Mich. ....	480
WHHM — Memphis, Tenn. ....	610	WIBR — Baton Rouge, La. ....	456
WHIE — Griffin, Ga. ....	414	WIBU — Poynette, Wis. ....	661
WHIL — Medford, Mass. ....	472	WIBV — Belleville, Ill. ....	423
WHIM — Providence, R. I. ....	597	WIBW — Topeka, Kans. ....	448
WHIN — Gallatin, Tenn. ....	607	WIBX — Utica, N. Y. ....	543
WHIO — Dayton, Ohio ....	565	WICA — Ashtabula, Ohio ....	559
WHIP — Mooresville, N. C. ....	552	WICC — Bridgeport, Conn. ....	391
WHIR — Danville, Ky. ....	450	WICE — Providence, R. I. ....	597
WHIS — Bluefield, W. Va. ....	652	WICH — Norwich, Conn. ....	393
WHIT — New Bern, N. C. ....	552	WICK — Scranton, Pa. ....	592
WHIZ — Zanesville, Ohio ....	569	WICY — Malone, N. Y. ....	526
WHJB — Greensburg, Pa. ....	585	WIDE — Biddelford, Me. ....	462
WHJC — Mctewan, W. Va. ....	654	WIEL — Elizabethtown, Ky. ....	450
WHK — Cleveland, Ohio ....	562	WIFM — Elkin, N. C. ....	547
WHKK — Akron, Ohio ....	558	WIGM — Medford, Wis. ....	660
WHKP — Hendersonville, N. C. ....	550	WIKB — Iron River, Mich. ....	480
WHKY — Hickory, N. C. ....	550	WIKC — Bogalusa, La. ....	456
WHLB — Virginia, Minn. ....	488	WIKL — Newport, Vt. ....	638
WHLA — Niagara Falls, N. Y. ....	539	WIKK — Erie, Pa. ....	584
WHLF — South Boston, Va. ....	645	WIKY — Evansville, Ind. ....	433
WHLI — Hempstead, N. Y. ....	525	WIL — St. Louis, Mo. ....	503
WHLL — Wheeling, W. Va. ....	656	WILD — Birmingham, Ala. ....	351
WHLM — Bloomsburg, Pa. ....	582	WILE — Cambridge, Ohio ....	559
WHLN — Harlan, Ky. ....	450	WILK — Wilkes-Barre, Pa. ....	594
WHLP — Centerville, Tenn. ....	605	WILM — Wilmington, Del. ....	394
WHLS — Port Huron, Mich. ....	483	WILO — Frankfort, Ill. ....	434
WHMA — Anniston, Ala. ....	350	WILS — Lansing, Mich. ....	481
WHMP — Northhampton, Mass. ....	472	WILY — Pittsburgh, Pa. ....	591
WHNC — Henderson, N. C. ....	550	WIMA — Lima, Ohio ....	566
WHNY — McComb, Miss. ....	493	WIMO — Winder, Ga. ....	419
WHO — Des Moines, Iowa ....	440	WIMS — Michigan City, Ind. ....	436
WHOA — San Juan, P. R. ....	670	WINA — Charlottesville, Va. ....	639
WHOC — Philadelphia, Miss. ....	494	WINC — Winchester, Va. ....	645
WHOK — Lancaster, Ohio ....	566	WIND — Chicago, Ill. ....	424
WHOL — Allentown, Pa. ....	581	WING — Dayton, Ohio ....	565
WHOM — New York, N. Y. ....	531	WINI — Murphysboro, Ill. ....	429
WHOO — Orlando, Fla. ....	404	WINK — Ft. Myers, Fla. ....	399



WINN — Louisville, Ky. . . . .	452	WJHO — Opelika, Ala. . . . .	356
WINR — Binghamton, N. Y. . . . .	521	WJHP — Jacksonville, Fla. . . . .	401
WINS — New York, N. Y. . . . .	531	WJIG — Tullahoma, Tenn. . . . .	613
WINX — Rockville, Md. . . . .	466	WJIM — Lansing, Mich. . . . .	481
WINZ — Miami, Fla. . . . .	402	WJIV — Savannah, Ga. . . . .	417
WIOK — Tampa-St. Petersburg, Fla. . . . .	407	WJJD — Chicago, Ill. . . . .	424
WION — Ionia, Mich. . . . .	480	WJL — Niagara Falls, N. Y. . . . .	539
WIOU — Kokomo, Ind. . . . .	435	WJJM — Lewisburg, Tenn. . . . .	609
WIP — Philadelphia, Pa. . . . .	590	WJKO — East Longmeadow, Mass. . . . .	470
WIPC — Lake Wales, Fla. . . . .	402	WJLB — Detroit, Mich. . . . .	477
WIPS — Ticonderoga, N. Y. . . . .	543	WJLD — Birmingham, Ala. . . . .	351
WIRA — Fort Pierce, Fla. . . . .	399	WJLK — Asbury Park, N. J. . . . .	513
WIRB — Enterprise, Ala. . . . .	353	WJLS — Beckley, W. Va. . . . .	652
WIRC — Hickory, N. C. . . . .	550	WJMA — Orange, Va. . . . .	643
WIRE — Indianapolis, Ind. . . . .	434	WJMB — Brookhaven, Miss. . . . .	489
WIRJ — Humboldt, Tenn. . . . .	608	WJMC — Rice Lake, Wis. . . . .	662
WIRK — West Palm Beach, Fla. . . . .	408	WJMJ — Philadelphia, Pa. . . . .	590
WIRL — Peoria, Ill. . . . .	429	WJMO — Cleveland, Ohio . . . . .	562
WIRO — Ironton, Ohio . . . . .	566	WJMR — New Orleans, La. . . . .	459
WIRY — Plattsburg, N. Y. . . . .	540	WJMS — Ironwood, Mich. . . . .	480
WIS — Columbia, S. C. . . . .	599	WJMW — Athens, Ala. . . . .	350
WISC — Madison, Wis. . . . .	659	WJMX — Florence, S. C. . . . .	600
WISE — Asheville, N. C. . . . .	545	WJNC — Jacksonville, N. C. . . . .	550
WISH — Indianapolis, Ind. . . . .	434	WJNO — West Palm Beach, Fla. . . . .	408
WISL — Shamokin, Pa. . . . .	593	WJOB — Hammond, Ind. . . . .	434
WISN — Milwaukee, Wis. . . . .	660	WJCC — Jamestown, N. Y. . . . .	526
WISO — Ponce, P. R. . . . .	669	WJOI — Florence, Ala. . . . .	353
WISP — Kinston, N. C. . . . .	551	WJOL — Joliet, Ill. . . . .	427
WISR — Butler, Pa. . . . .	582	WJON — St. Cloud, Minn. . . . .	488
WIST — Charlotte, N. C. . . . .	546	WJOT — Lake City, S. C. . . . .	602
WITA — San Juan, P. R. . . . .	671	WJOY — Burlington, Vt. . . . .	637
WITH — Baltimore, Md. . . . .	465	WJPA — Washington, Pa. . . . .	594
WITY — Danville, Ill. . . . .	425	WJPD — Ishpeming, Mich. . . . .	480
WITZ — Jasper, Ind. . . . .	435	WJPF — Herrin, Ill. . . . .	426
WIVI — Christiansted, V. I. . . . .	671	WJPG — Green Bay, Wis. . . . .	658
WIVK — Knoxville, Tenn. . . . .	608	WJPR — Greenville, Miss. . . . .	491
WIVY — Jacksonville, Fla. . . . .	399	WJPS — Evansville, Ind. . . . .	433
WIZE — Springfield, Ohio . . . . .	568	WJQS — Jackson, Miss. . . . .	492
WIZZ — Streator, Ill. . . . .	431	WJR — Detroit, Mich. . . . .	477
WJAC — Johnstown, Pa. . . . .	586	WJRD — Tuscaloosa, Ala. . . . .	358
WJAG — Norfolk, Neb. . . . .	509	WJRI — Lenoir, N. C. . . . .	551
WJAK — Jackson, Tenn. . . . .	608	WJSB — Crestview, Fla. . . . .	397
WJAM — Marion, Ala. . . . .	355	WJTN — Jamestown, N. Y. . . . .	525
WJAN — Spartanburg, S. C. . . . .	603	WJUN — Mifflintown, Pa. . . . .	587
WJAR — Providence, R. I. . . . .	597	WJVA — South Bend, Ind. . . . .	437
WJAS — Pittsburgh, Pa. . . . .	591	WJVB — Jacksonville Beach, Fla. . . . .	401
WJAT — Swainsboro, Ga. . . . .	417	WJW — Cleveland, Ohio . . . . .	564
WJAX — Jacksonville, Fla. . . . .	401	WJWG — Conway, N. H. . . . .	512
WJAY — Mullins, S. C. . . . .	602	WJWL — Georgetown, Del. . . . .	394
WJAZ — Albany, Ga. . . . .	408	WJWS — South Hill, Va. . . . .	645
WJBC — Haleyville, Ala. . . . .	354	WJXN — Jackson, Miss. . . . .	492
WJBC — Bloomington, Ill. . . . .	423	WJZM — Clarksville, Tenn. . . . .	606
WJBK — Detroit, Mich. . . . .	477	WKAB — Mobile, Ala. . . . .	355
WJBO — Baton Rouge, La. . . . .	456	WKAI — Macomb, Ill. . . . .	427
WJBS — DeLand, Fla. . . . .	398	WKAL — Rome, N. Y. . . . .	541
WJBW — New Orleans, La. . . . .	459	WKAM — Goshen, Ind. . . . .	434
WJCD — Seymour, Ind. . . . .	437	WKAN — Kankakee, Ill. . . . .	427
WJCM — Sebring, Fla. . . . .	406	WKAP — Allentown, Pa. . . . .	581
WJDA — Quincy, Mass. . . . .	472	WKAQ — San Juan, P. R. . . . .	671
WJDB — Thomasville, Ala. . . . .	357	WKAT — Miami Beach, Fla. . . . .	403
WJDX — Jackson, Miss. . . . .	492	WKAY — Glasgow, Ky. . . . .	450
WJEF — Grand Rapids, Mich. . . . .	478	WKBC — North Wilkesboro, N. C. . . . .	552
WJEH — Gallipolis, Ohio . . . . .	566	WKBH — La Crosse, Wis. . . . .	659
WJEJ — Hagerstown, Md. . . . .	466	WKBI — St. Mary's, Pa. . . . .	592
WJEM — Valdosta, Ga. . . . .	418	WKBJ — Milan, Tenn. . . . .	611
WJER — Dover, Ohio . . . . .	565	WKBL — Covington, Tenn. . . . .	607
WJET — Erie, Pa. . . . .	584	WKBN — Youngstown, Ohio . . . . .	569
WJHB — Talladega, Ala. . . . .	357	WKBO — Harrisburg, Pa. . . . .	585
WJHL — Johnson City, Tenn. . . . .	608	WKBR — Manchester, N. H. . . . .	513
		WKBV — Richmond, Ind. . . . .	436

WKBW — Buffalo, N. Y. . . . .	521	WKVA — Lewiston, Pa. . . . .	587
WKBZ — Muskegon, Mich. . . . .	482	WKVM — San Juan, P. R. . . . .	671
WKCT — Bowling Green, Ky. . . . .	449	WKWF — Key West, Fla. . . . .	401
WKDA — Nashville, Tenn. . . . .	611	WKWK — Wheeling, W. Va. . . . .	656
WKDK — Newberry, S. C. . . . .	602	WKXL — Concord, N. H. . . . .	512
WKDL — Clarksdale, Miss. . . . .	490	WKXV — Knoxville, Tenn. . . . .	639
WKDN — Camden, N. J. . . . .	514	WKXY — Scrasota, Fla. . . . .	406
WKEI — Kewanee, Ill. . . . .	427	WKY — Oklahoma City, Okla. . . . .	572
WKEU — Griffin, Ga. . . . .	414	WKYB — Paducah, Ky. . . . .	453
WKEY — Covington, Va. . . . .	640	WKYR — Keyser, W. Va. . . . .	654
WKGK — Knoxville, Tenn. . . . .	609	WKYW — Louisville, Ky. . . . .	452
WKHM — Jackson, Mich. . . . .	480	WKZO — Kalamazoo, Mich. . . . .	481
WKIC — Hazard, Ky. . . . .	451	WLAC — Nashville, Tenn. . . . .	611
WKID — Urbana, Ill. . . . .	431	WLAD — Danbury, Conn. . . . .	391
WKIK — Leonardtown, Md. . . . .	466	WLAF — LaFollette, Tenn. . . . .	609
WKIN — Kingsport, Tenn. . . . .	608	WLAG — LaGrange, Ga. . . . .	415
WKIP — Poughkeepsie, N. Y. . . . .	540	WLAK — Lakeland, Fla. . . . .	402
WKIT — Mineola, N. Y. . . . .	526	WLAM — Lewiston, Me. . . . .	462
WKIX — Raleigh, N. C. . . . .	553	WLAN — Lancaster, Pa. . . . .	586
WKJB — Mayaguez, P. R. . . . .	669	WLAP — Lexington, Ky. . . . .	451
WKJG — Ft. Wayne, Ind. . . . .	434	WLAQ — Rome, Ga. . . . .	416
WKKO — Cocoa, Fla. . . . .	397	WLAR — Athens, Tenn. . . . .	605
WKLA — Ludington, Mich. . . . .	481	WLAS — Jacksonville, N. C. . . . .	550
WKLC — St. Albans, W. Va. . . . .	655	WLAT — Conway, S. C. . . . .	600
WKLE — Washington, Ga. . . . .	418	WLAU — Laurel, Miss. . . . .	493
WKLF — Clanton, Ala. . . . .	352	WLAV — GrandRapids, Mich. . . . .	479
WKLK — Cloquet, Minn. . . . .	485	WLAY — Muscle Shoals, Ala. . . . .	356
WKLO — Louisville, Ky. . . . .	452	WLBB — Carrollton, Ga. . . . .	412
WKLV — Blackstone, Va. . . . .	639	WLBC — Muncie, Ind. . . . .	436
WKLX — Paris, Ky. . . . .	454	WLBE — Leesburg, Fla. . . . .	402
WKLY — Hartwell, Ga. . . . .	414	WLBG — Laurens, S. C. . . . .	602
WKLZ — Kalamazoo, Mich. . . . .	480	WLBH — Mattoon, Ill. . . . .	428
WKMC — Roaring Spring, Pa. . . . .	592	WLBJ — Bowling Green, Ky. . . . .	449
WKMF — Flint, Mich. . . . .	478	WLBK — De Kalb, Ill. . . . .	425
WKMH — Detroit, Mich. . . . .	477	WLBK — Lebanon, Ky. . . . .	451
WKMI — Kalamazoo, Mich. . . . .	481	WLBK — Lebanon, Pa. . . . .	586
WKMT — Kings Mountain, N. C. . . . .	551	WLSB — Birmingham, Ala. . . . .	352
WKNA — Charleston, W. Va. . . . .	653	WLBZ — Bangor, Me. . . . .	462
WKNB — New Britain, Conn. . . . .	392	WLCM — Lancaster, S. C. . . . .	602
WKNE — Keene, N. H. . . . .	512	WLCO — Eustis, Fla. . . . .	398
WKNK — Muskegon, Mich. . . . .	482	WLCR — Torrington, Conn. . . . .	393
WKNX — Saginaw, Mich. . . . .	483	WLCS — Baton Rouge, La. . . . .	456
WKNY — Kingston, N. Y. . . . .	526	WLCC — La Crosse, Wis. . . . .	659
WKOA — Hopkinsville, Ky. . . . .	451	WLDB — Atlantic City, N. J. . . . .	513
WKOK — Sunbury, Pa. . . . .	593	WLDL — La Crosse, Wis. . . . .	659
WKOP — Binghamton, N. Y. . . . .	521	WLDS — Jacksonville, Ill. . . . .	427
WKOV — Wellston, Ohio . . . . .	568	WLDY — Ladysmith, Wis. . . . .	659
WKOW — Madison, Wis. . . . .	659	WLEA — Hornell, N. Y. . . . .	525
WKOX — Framingham, Mass. . . . .	471	WLEC — Sandusky, Ohio . . . . .	567
WKOY — Bluefield, W. Va. . . . .	652	WLEE — Richmond, Va. . . . .	644
WKOZ — Kosciusko, Miss. . . . .	492	WLET — Toccoa, Ga. . . . .	418
WKPA — New Kensington, Pa. . . . .	589	WLEU — Erie, Pa. . . . .	584
WKPT — Kingsport, Tenn. . . . .	608	WLEW — Bad Axe, Mich. . . . .	475
WKRC — Cincinnati, Ohio . . . . .	561	WLEX — Lexington, Ky. . . . .	451
WKRK — Mobile, Ala. . . . .	355	WLFA — Lafayette, Ga. . . . .	415
WKRK — Columbia, Tenn. . . . .	606	WLFH — Little Falls, N. Y. . . . .	526
WKRO — Cairo, Ill. . . . .	423	WLIB — New York, N. Y. . . . .	535
WKRS — Waukegan, Ill. . . . .	431	WLK — Newport, Tenn. . . . .	612
WKRT — Cortland, N. Y. . . . .	522	WLIL — Lenoir City, Tenn. . . . .	609
WKRZ — Oil City, Pa. . . . .	589	WLIP — Kenosha, Wis. . . . .	659
WKSJ — Milford, Del. . . . .	394	WLLH — Lowell-Lawrence, Mass. . . . .	471
WKSJ — Pulaski, Tenn. . . . .	612	WLLY — Richmond, Va. . . . .	644
WKST — New Castle, Pa. . . . .	587	WLMJ — Jackson, Ohio . . . . .	566
WKTG — Thomasville, Ga. . . . .	418	WLNA — Peekskill, N. Y. . . . .	539
WKTL — Kendallville, Ind. . . . .	435	WLNH — Laconia, N. H. . . . .	512
WKTU — Mayfield, Ky. . . . .	453	WLOA — Braddock, Pa. . . . .	582
WKTQ — South Paris, Me. . . . .	464	WLOE — Leaksville, N. C. . . . .	551
WKTY — La Crosse, Wis. . . . .	659	WLOF — Orlando, Fla. . . . .	404
WKUL — Cullman, Ala. . . . .	352	WLOG — Logan, W. Va. . . . .	654

WLOH — Princeton, W. Va. ....	655	WMGW — Meadville, Pa. ....	587
WLOI — La Porte, Ind. ....	435	WMGY — Montgomery, Ala. ....	356
WLOK — Memphis, Tenn. ....	610	WMID — Atlantic City, N. J. ....	513
WLOL — Minneapolis, Minn. ....	487	WMIE — Miami, Fla. ....	403
WLON — Lincolnton, N. C. ....	551	WMIK — Middlesboro, Ky. ....	453
WLOS — Asheville, N. C. ....	545	WMIL — Milwaukee, Wis. ....	660
WLOU — Louisville, Ky. ....	452	WMIN — St. Paul, Minn. ....	488
WLOW — Norfolk, Va. ....	642	WMIQ — Iron Mountain, Mich. ....	480
WLOX — Biloxi-Gulfport, Miss. ....	489	WMIS — Natchez, Miss. ....	493
WLPM — Suffolk, Va. ....	645	WMIX — Mt. Vernon, Ill. ....	428
WLPO — La Salle, Ill. ....	427	WMJM — Cordele, Ga. ....	413
WLRP — New Albany, Ind. ....	436	WMLP — Milton, Pa. ....	587
WLS — Chicago, Ill. ....	425	WMLS — Sylacauga, Ala. ....	357
WLSD — Big Stone Gap, Va. ....	639	WMLT — Dublin, Ga. ....	414
WLSE — Wallace, N. C. ....	555	WMLV — Millville, N. J. ....	514
WLSH — Lansford, Pa. ....	586	WMMB — Melbourne, Fla. ....	402
WLSI — Pikeville, Ky. ....	454	WMMN — Fairmont, W. Va. ....	653
WLSM — Louisville, Miss. ....	493	WMMT — McMinnville, Tenn. ....	610
WLSV — Wellsville, N. Y. ....	544	WMMW — Meriden, Conn. ....	391
WLTC — Gastonia, N. C. ....	548	WMNB — North Adams, Mass. ....	472
WLVA — Lynchburg, Va. ....	641	WMNC — Morganton, N. C. ....	552
WLYC — Williamsport, Pa. ....	594	WMNE — Menomonie, Wis. ....	660
WLW — Cincinnati, Ohio ....	561	WMOA — Marietta, Ohio ....	566
WLYN — Lynn, Mass. ....	471	WMOD — Moundsville, W. Va. ....	654
WMAQ — Forrest, Miss. ....	490	WMOG — Brunswick, Ga. ....	412
WMAJ — State College, Pa. ....	593	WMOH — Hamilton, Ohio ....	566
WMAK — Nashville, Tenn. ....	611	WMOK — Metropolis, Ill. ....	428
WMAL — Washington, D. C. ....	395	WMON — Montgomery, W. Va. ....	654
WMAM — Marinette, Wis. ....	660	WMOP — Ocala, Fla. ....	404
WMAN — Mansfield, Ohio ....	566	WMOR — Morehead, Ky. ....	453
WMAP — Monroe, N. C. ....	552	WMOU — Littleton, N. H. ....	512
WMAQ — Chicago, Ill. ....	425	WMOX — Meridian, Miss. ....	493
WMAS — Springfield, Mass. ....	473	WMOZ — Mobile, Ala. ....	355
WMAX — Grand Rapids, Mich. ....	479	WMPA — Aberdeen, Miss. ....	489
WMAY — Springfield, Ill. ....	430	WMPM — Smithfield, N. C. ....	554
WMAZ — Macon, Ga. ....	415	WMPS — Memphis, Tenn. ....	610
WMBC — Macon, Miss. ....	493	WMRB — Greenville, S. C. ....	601
WMBD — Peoria, Ill. ....	429	WMRE — Monroe, Ga. ....	416
WMBG — Richmond, Va. ....	644	WMRF — Lewistown, Pa. ....	587
WMBH — Joplin, Mo. ....	497	WMRI — Marion, Ind. ....	435
WMBL — Morehead City, N. C. ....	552	WMRN — Marion, Ohio ....	566
WMBM — Miami Beach, Fla. ....	403	WMRO — Aurora, Ill. ....	423
WMBN — Petoskey, Mich. ....	482	WMRP — Flint, Mich. ....	478
WMBO — Auburn, N. Y. ....	521	WMRY — New Orleans, La. ....	459
WMBR — Jacksonville, Fla. ....	401	WMSA — Massena, N. Y. ....	526
WMBS — Uniontown, Pa. ....	594	WMSC — Columbia, S. C. ....	599
WMC — Memphis, Tenn. ....	610	WMSL — Decatur, Ala. ....	352
WMCA — New York, N. Y. ....	527	WMSN — Raleigh, N. C. ....	553
WMCD — Welch, W. Va. ....	656	WMT — Cedar Rapids, Iowa ....	438
WMCH — Church Hill, Tenn. ....	606	WMTA — Central City, Ky. ....	449
WMCK — McKeesport, Pa. ....	587	WMTA — Vance, Ky. ....	455
WMCW — Harvard, Ill. ....	426	WMTE — Manistee, Mich. ....	481
WMDC — Hazlehurst, Miss. ....	492	WMTM — Moultrie, Ga. ....	416
WMDD — Fajardo, P. R. ....	669	WMTR — Morristown, N. J. ....	514
WMDN — Midland, Mich. ....	482	WMTS — Murfreesboro, Tenn. ....	611
WMEG — Eau Gallie, Fla. ....	398	WMUS — Muskegon, Mich. ....	482
WMEN — Tallahassee, Fla. ....	406	WMUU — Greenville, S. C. ....	601
WMEV — Marion, Va. ....	642	WMVA — Martinsville, Va. ....	642
WMEX — Boston, Mass. ....	468	WMVG — Milledgeville, Ga. ....	416
WMFC — Monroeville, Ala. ....	355	WMVO — Mt. Vernon, Ohio ....	567
WMFD — Wilmington, N. C. ....	556	WMYB — Myrtle Beach, S. C. ....	602
WMFG — Hibbing, Minn. ....	486	WMYR — Ft. Myers, Fla. ....	399
WMFJ — Daytona Beach, Fla. ....	397	WNAB — Bridgeport, Conn. ....	391
WMFR — High Point, N. C. ....	550	WNAC — Boston, Mass. ....	468
WMFS — Chattanooga, Tenn. ....	606	WNAE — Warren, Pa. ....	594
WMGA — Moultrie, Ga. ....	416	WNAG — Granada, Miss. ....	491
WMGE — Madison, Ga. ....	415	WNAH — Nashville, Tenn. ....	611
WMGM — New York, N. Y. ....	529	WNAM — Neenah, Wis. ....	661
WMGR — Bainbridge, Ga. ....	412	WNAR — Norristown, Pa. ....	589

WNAT — Natchez, Miss. ....	493	WOMT — Manitowoc, Wis. ....	659
WNAU — New Albany, Miss. ....	493	WOND — Pleasantville, N. J. ....	515
WNAV — Annapolis, Md. ....	464	WONE — Dayton, Ohio ....	565
WNAX — Yankton, S. D. ....	605	WONN — Lakeland, Fla. ....	402
WNEF — Binghamton, N. Y. ....	521	WONW — Defiance, Ohio ....	565
WNBH — New Bedford, Mass. ....	472	WOOD — Grand Rapids, Mich. ....	479
WNBS — Murray, Ky. ....	453	WOOF — Dothan, Ala. ....	353
WNBT — Wellsboro, Pa. ....	594	WOOK — Washington, D. C. ....	395
WNBZ — Saracac Lake, N. Y. ....	541	WOOV — New Bern, N. C. ....	552
WNCA — Silver City, N. C. ....	554	WOPA — Oak Park, Ill. ....	429
WNCC — Barnsboro, Pa. ....	582	WOPI — Bristol, Tenn. ....	605
WNDB — Daytona Beach, Fla. ....	398	WOR — New York, N. Y. ....	529
WNDR — Syracuse, N. Y. ....	542	WORA — Mayaguez, P. R. ....	669
WNDU — South Bend, Ind. ....	437	WORC — Worcester, Mass. ....	474
WNEB — Worcester, Mass. ....	474	WORD — Spartanburg, S. C. ....	603
WNEL — Caguas, P. R. ....	669	WORK — York, Pa. ....	595
WNER — Live Oak, Fla. ....	402	WORL — Boston, Mass. ....	468
WNES — Central City, Ky. ....	449	WORM — Savannah, Tenn. ....	612
WNEW — New York, N. Y. ....	529	WORX — Madison, Ind. ....	435
WNEX — Macon, Ga. ....	415	WORZ — Orlando, Fla. ....	404
WNGO — Mcayfield, Ky. ....	453	WOSA — Wausau, Wis. ....	663
WNHC — New Haven, Conn. ....	392	WOSC — Fulton, N. Y. ....	523
WNIX — Springfield, Vt. ....	638	WOSH — Oshkosh, Wis. ....	661
WNJR — Newark, N. J. ....	514	WOTR — Corry, Pa. ....	583
WNLA — Indianola, Miss. ....	492	WOTW — Nashua, N. H. ....	513
WNLC — New London, Conn. ....	393	WOV — New York, N. Y. ....	537
WNLK — Norwalk, Conn. ....	393	WOW — Omaha, Neb. ....	510
WNMP — Evanston, Ill. ....	426	WOWL — Florence, Ala. ....	353
WNNC — Newton, N. C. ....	552	WOWO — Ft. Wayne, Ind. ....	433
WNNJ — Newton, N. J. ....	514	WOXF — Oxford, N. C. ....	553
WNNT — Warsaw, Va. ....	645	WOZK — Ozark, Ala. ....	356
WNOE — New Orleans, La. ....	459	WPAB — Ponce, P. R. ....	670
WNOG — Naples, Fla. ....	404	WPAC — Patchogue, N. Y. ....	539
WNOK — Columbia, S. C. ....	600	WPAD — Paducah, Ky. ....	454
WNOP — Newport, Ky. ....	453	WPAG — Ann Arbor, Mich. ....	475
WNOR — Norfolk, Va. ....	643	WPAL — Charleston, S. C. ....	599
WNOS — High Point, N. C. ....	550	WPAM — Pottsville, Pa. ....	591
WNOW — York, Pa. ....	595	WPAQ — Mt. Airy, N. C. ....	552
WNOX — Knoxville, Tenn. ....	609	WPAR — Parkersburg, W. Va. ....	655
WNPT — Tuscaloosa, Ala. ....	358	WPAT — Paterson, N. J. ....	515
WNRC — New Rochelle, N. Y. ....	527	WPAW — Pawtucket, R. I. ....	597
WNRG — Grundy, Va. ....	641	WPAX — Thomasville, Ga. ....	418
WNRI — Woonsocket, R. I. ....	597	WPAY — Portsmouth, Ohio ....	567
WNRV — Narrows, Va. ....	642	WPAZ — Pottstown, Pa. ....	591
WNTM — Vero Beach, Fla. ....	407	WPBB — Jackson, Ala. ....	355
WNVA — Norton, Va. ....	643	WPBC — Minneapolis, Minn. ....	487
WNXT — Portsmouth, Ohio ....	567	WPCF — Panama City, Fla. ....	405
WOAI — San Antonio, Tex. ....	632	WPCO — Mount Vernon, Ind. ....	436
WOAP — Owosso, Mich. ....	482	WPCT — Putnam, Conn. ....	393
WOAY — Oak Hill, W. Va. ....	655	WPDM — Potsdam ....	540
WOBS — Jacksonville, Fla. ....	401	WPDQ — Jacksonville, Fla. ....	401
WOBT — Rhinelander, Wis. ....	652	WPDR — Portage, Wis. ....	661
WOC — Davenport, Iowa ....	439	WPDY — Clarksburg, W. Va. ....	653
WOCB — West Yarmouth, Mass. ....	474	WPEN — Philadelphia, Pa. ....	590
WOCH — Mount Vernon, Ind. ....	436	WPEO — Peoria, Ill. ....	429
WOHI — East Liverpool, Ohio ....	565	WPEP — Taunton, Mass. ....	473
WOHO — Toledo, Ohio ....	568	WPET — Greensboro, N. C. ....	549
WOHP — Bellefontaine, Ohio ....	559	WPFA — Pensacola, Fla. ....	405
WOHS — Shelby, N. C. ....	554	WPFB — Middletown, Ohio ....	567
WOIC — Columbia, S. C. ....	600	WPFD — Darlington, S. C. ....	600
WOKE — Oak Ridge, Tenn. ....	612	WPPF — Park Falls, Wis. ....	661
WOKJ — Jackson, Miss. ....	492	WPGC — Morningside, Md. ....	466
WOKO — Albany, N. Y. ....	519	WPGW — Portland, Ind. ....	436
WOKW — Sturgeon Bay, Wis. ....	662	WPIC — Sharon, Pa. ....	593
WOKY — Milwaukee, Wis. ....	660	WPID — Piedmont, Ala. ....	356
WOKZ — Alton, Ill. ....	423	WPIK — Alexandria, Va. ....	639
WOL — Washington, D. C. ....	395	WPIN — St. Petersburg, Fla. ....	406
WOLF — Syracuse, N. Y. ....	542	WPIT — Pittsburgh, Pa. ....	591
WOLS — Florence, S. C. ....	600	WPKE — Pikeville, Ky. ....	454
WOMI — Owensboro, Ky. ....	453	WPKO — Waverly, Ohio ....	568



WPKY — Princeton, Ky. . . . .	454	WRIC — Richlands, Va. . . . .	643
WPLA — Plant City, Fla. . . . .	405	WRIO — Rio Piedras, P. R. . . . .	670
WPLH — Huntington, W. Va. . . . .	653	WRIS — Roanoke, Va. . . . .	644
WPLM — Plymouth, Mass. . . . .	472	WRIT — Milwaukee, Wis. . . . .	660
WPLY — Plymouth, Wis. . . . .	661	WRIV — Riverhead, N. Y. . . . .	540
WPME — Punxsutawney, Pa. . . . .	592	WRJN — Racine, Wis. . . . .	661
WPMP — Pascagoula, Miss. . . . .	494	WRJW — Picayune, Miss. . . . .	494
WPNF — Brevard, N. C. . . . .	545	WRKD — Rockland, Me. . . . .	463
WPNX — Phenix City, Ala. . . . .	356	WRLD — West Point, Ga. . . . .	419
WPON — Pontiac, Mich. . . . .	482	WRMA — Montgomery, Ala. . . . .	356
WPOP — Hartford, Conn. . . . .	391	WRMN — Elgin, Ill. . . . .	426
WPOR — Portland, Me. . . . .	463	WRNL — Richmond, Va. . . . .	644
WPPA — Pottsville, Pa. . . . .	591	WRNY — Rochester, N. Y. . . . .	541
WPRA — Mayaguez, P. R. . . . .	669	WROB — West Point, Miss. . . . .	494
WPRC — Lincoln, Ill. . . . .	427	WROD — Daytona Beach, Fla. . . . .	398
WPRE — Prairie Du Chien, Wis. . . . .	661	WROK — Rockford, Ill. . . . .	430
WPRO — Providence, R. I. . . . .	597	WROM — Rome, Ga. . . . .	416
WPRP — Ponce, P. R. . . . .	670	WRON — Ronceverte, W. Va. . . . .	655
WPRS — Paris, Ill. . . . .	429	WROS — Scottsboro, Ala. . . . .	357
WPRT — Prestonburg, Ky. . . . .	454	WROV — Roanoke, Va. . . . .	644
WPRY — Perry, Fla. . . . .	405	WROW — Albany, N. Y. . . . .	519
WPTF — Raleigh, N. C. . . . .	553	WROX — Clarksdale, Miss. . . . .	490
WPTR — Albany, N. Y. . . . .	519	WROY — Carmi, Ill. . . . .	423
WPTS — Pittston, Pa. . . . .	591	WRPB — Warner Robbins, Ga. . . . .	418
WPTW — Piqua, Ohio . . . . .	567	WRR — Dallas, Tex. . . . .	620
WPTX — Lexington Park, Md. . . . .	466	WRRF — Washington, N. C. . . . .	555
WPUV — Pulaski, Va. . . . .	643	WRRR — Rockford, Ill. . . . .	430
WPVL — Painesville, Ohio . . . . .	567	WRRZ — Clinton, N. C. . . . .	546
WQAM — Miami, Fla. . . . .	403	WRSW — Warsaw, Ind. . . . .	437
WQBC — Vicksburg, Miss. . . . .	494	WRTA — Altoona, Pa. . . . .	581
WQIK — Jacksonville, Fla. . . . .	401	WRUF — Gainesville, Fla. . . . .	399
WQOK — Greenville, S. C. . . . .	600	WRUM — Rumford, Me. . . . .	464
WQSN — Charleston, S. C. . . . .	599	WRUN — Utica, N. Y. . . . .	543
WQUA — Moline, Ill. . . . .	428	WRUS — Russellville, Ky. . . . .	454
WQXI — Atlanta, Ga. . . . .	411	WRVA — Richmond, Va. . . . .	644
WQXR — New York, N. Y. . . . .	539	WRWB — Kissimmee, Fla. . . . .	401
WRAC — Racine, Wis. . . . .	661	WRXO — Roxboro, N. C. . . . .	554
WRAD — Radford, Va. . . . .	643	WSAC — Radcliff, Ky. . . . .	454
WRAG — Carrollton, Ala. . . . .	352	WSAI — Cincinnati, Ohio . . . . .	561
WRAK — Williamsport, Pa. . . . .	594	WSAL — Logansport, Ind. . . . .	435
WRAL — Raleigh, N. C. . . . .	553	WSAM — Saginaw, Mich. . . . .	483
WRAP — Norfolk, Va. . . . .	643	WSAN — Allentown, Pa. . . . .	581
WRAW — Reading, Pa. . . . .	592	WSAR — Fall River, Mass. . . . .	470
WRAY — Princeton, Ind. . . . .	436	WSAT — Salisbury, N. C. . . . .	554
WRBC — Jackson, Miss. . . . .	492	WSAU — Wausau, Wis. . . . .	663
WRBL — Columbus, Ga. . . . .	413	WSAV — Savannah, Ga. . . . .	417
WRC — Washington, D. C. . . . .	395	WSAY — Rochester, N. Y. . . . .	541
WRCA — New York, N. Y. . . . .	533	WSAZ — Huntington, W. Va. . . . .	654
WRCD — Dalton, Ga. . . . .	413	WSB — Atlanta, Ga. . . . .	411
WRCO — Richland Center, Wis. . . . .	662	WSBA — York, Pa. . . . .	595
WRCS — Ahsokie, N. C. . . . .	545	WSBB — New Smyrna Beach, Fla. . . . .	404
WRCV — Philadelphia, Pa. . . . .	589	WSBC — Chicago, Ill. . . . .	425
WRDB — Reedsburg, Wis. . . . .	662	WSBS — Great Barrington, Mass. . . . .	471
WRDO — Augusta, Me. . . . .	462	WSBT — South Bend, Ind. . . . .	437
WRDW — Augusta, Ga. . . . .	412	WSCR — Scranton, Pa. . . . .	593
WREB — Holyoke-Springfield, Mass. . . . .	471	WSDR — Sterling, Ill. . . . .	431
WREC — Memphis, Tenn. . . . .	611	WSEV — Sevierville, Tenn. . . . .	613
WREL — Lexington, Va. . . . .	641	WSFA — Montgomery, Ala. . . . .	356
WREN — Topeka, Kans. . . . .	448	WSFB — Quitman, Ga. . . . .	416
WREV — Reidsville, N. C. . . . .	553	WSFC — Somerset, Ky. . . . .	455
WRFC — Athens, Ga. . . . .	409	WSFT — Thomaston, Ga. . . . .	417
WRFD — Worthington, Ohio . . . . .	569	WSGA — Savannah, Ga. . . . .	417
WRFW — Eau Claire, Wis. . . . .	657	WSGC — Elberton, Ga. . . . .	414
WRFS — Alexander City, Ala. . . . .	350	WSGN — Birmingham, Ala. . . . .	352
WRGA — Rome, Ga. . . . .	416	WSGW — Saginaw, Mich. . . . .	484
WRGS — Rogersville, Tenn. . . . .	612	WSHE — Sheboygan, Wis. . . . .	662
WRHC — Jacksonville, Fla. . . . .	401	WSIC — Statesville, N. C. . . . .	554
WRHI — Rock Hill, S. C. . . . .	602	WSID — Baltimore, Md. . . . .	465
WRIB — Providence, R. I. . . . .	597	WSIG — Mount Jackson, Va. . . . .	642

WSIP — Paintsville, Ky. ....	454	WTAB — Tabor City, N. C. ....	555
WSIR — Winter Haven, Fla. ....	408	WTAC — Flint, Mich. ....	478
WSIV — Pekin, Ill. ....	429	WTAD — Quincy, Ill. ....	430
WSIX — Nashville, Tenn. ....	612	WTAG — Worcester, Mass. ....	474
WSJM — Saint Joseph, Mich. ....	483	WTAL — Tallahassee, Fla. ....	406
WSJS — Winston-Salem, N. C. ....	556	WTAM — Decatur, Ga. ....	414
WSKI — Montpelier-Barre, Vt. ....	637	WTAN — Clearwater, Fla. ....	397
WSKN — Saugerties, N. Y. ....	541	WTAO — Cambridge, Mass. ....	469
WSKY — Asheville, N. C. ....	545	WTAQ — La Grange, Ill. ....	427
WSLB — Ogdensburg, N. Y. ....	539	WTAR — Norfolk, Va. ....	643
WSLI — Jackson, Miss. ....	492	WTAW — College Station, Tex. ....	618
WSLM — Salem, Ind. ....	436	WTAX — Springfield, Ill. ....	430
WSLS — Roanoke, Va. ....	645	WTAY — Robinson, Ill. ....	430
WSM — Nashville, Tenn. ....	612	WTBC — Tuscaloosa, Ala. ....	358
WSMB — New Orleans, La. ....	459	WTBF — Troy, Ala. ....	357
WSMI — Litchfield, Ill. ....	427	WTBO — Cumberland, Md. ....	465
WSMT — Sparta, Tenn. ....	613	WTCB — Flomaton, Ala. ....	353
WSNJ — Bridgeton, N. J. ....	514	WTCH — Shawano, Wis. ....	662
WSNW — Seneca, S. C. ....	603	WTCJ — Tell City, Ind. ....	437
WSNY — Schenectady, N. Y. ....	541	WTCM — Traverse City, Mich. ....	484
WSOC — Charlotte, N. C. ....	546	WTCN — Minneapolis-St. Paul, Minn. ....	487
WSOK — Nashville, Tenn. ....	612	WTCO — Campbellsville, Ky. ....	449
WSON — Henderson, Ky. ....	451	WTCR — Ashland, Ky. ....	449
WSOO — Sault Ste. Marie, Mich. ....	484	WTCS — Fairmont, W. Va. ....	653
WSOY — Decatur, Ill. ....	425	WTCW — Whitesburg, Ky. ....	455
WSPA — Spartanburg, S. C. ....	603	WTEL — Philadelphia, Pa. ....	590
WSPB — Sarasota, Fla. ....	406	WTHI — Terre Haute, Ind. ....	437
WSPC — Anniston, Ala. ....	350	WTIC — Hartford, Conn. ....	391
WSPD — Toledo, Ohio ....	568	WTIK — Durham, N. C. ....	547
WSPN — Saratoga Springs, N. Y. ....	541	WTIL — Mayaguez, P. R. ....	669
WSPR — Springfield, Mass. ....	473	WTIM — Taylorville, Ill. ....	431
WSPT — Stevens Point, Wis. ....	662	WTIP — Charleston, W. Va. ....	653
WSRC — Durham, N. C. ....	547	WTIV — Titusville, Pa. ....	593
WSRS — Cleveland, Ohio ....	564	WTIX — New Orleans, La. ....	459
WSSB — Durham, N. C. ....	547	WTJH — East Point, Ga. ....	414
WSSC — Sumter, S. C. ....	603	WTJS — Jackson, Tenn. ....	608
WSSO — Starkville, Miss. ....	494	WTKM — Hartford, Wis. ....	658
WSSV — Petersburg, Va. ....	643	WTMA — Charleston, S. C. ....	599
WSTA — St. Thomas, V. I. ....	671	WTMC — Ocala, Fla. ....	404
WSTC — Stamford, Conn. ....	393	WTMJ — Milwaukee, Wis. ....	661
WSTN — St. Augustine, Fla. ....	406	WTMV — East St. Louis, Ill. ....	426
WSTP — Salisbury, N. C. ....	554	WTNC — Thomasville, N. C. ....	555
WSTR — Sturgis, Mich. ....	484	WTND — Orangeburg, S. C. ....	602
WSTU — Stuart, Fla. ....	406	WTNJ — Trenton, N. J. ....	515
WSTV — Steubenville, Ohio ....	568	WTNS — Coshocton, Ohio ....	565
WSUH — Oxford, Miss. ....	493	WINT — Tallahassee, Fla. ....	407
WSUN — St. Petersburg, Fla. ....	406	WTOB — Winston-Salem, N. C. ....	556
WSUX — Seaford, Del. ....	394	WTOC — Savannah, Ga. ....	417
WSVA — Harrisonburg, Va. ....	641	WTOE — Toledo, Ohio ....	568
WSVS — Crewe, Va. ....	640	WTOF — Spruce Pine, N. C. ....	554
WSWN — Belle Glade, Fla. ....	397	WTOK — Meridian, Miss. ....	493
WSWW — Platteville, Wis. ....	661	WTOL — Toledo, Ohio ....	568
WSYB — Rutland, Vt. ....	638	WTON — Staunton, Va. ....	645
WSYD — Mount Airy, N. C. ....	552	WTOP — Washington, D. C. ....	395
WSYL — Sylvania, Ga. ....	417	WTOR — Torrington, Conn. ....	393
WSYR — Syracuse, N. Y. ....	542	WTOW — Towson, Md. ....	467

WTPR — Paris, Tenn. ....	612	WVOT — Wilson, N. C. ....	556
WTPS — New Orleans, La. ....	460	WVOW — Logan, W. Va. ....	654
WTRB — Ripley, Tenn. ....	612	WVPO — Stroudsburg, Pa. ....	593
WTRC — Elkhart, Ind. ....	433	WVSC — Somerset, Pa. ....	593
WTRL — Bradentown, Fla. ....	397	WWBG — Bowling Green, Ohio	559
WTRN — Tyrone, Pa. ....	593	WWBZ — Vineland, N. J. ....	516
WTRP — LaGrange, Ga. ....	415	WWCO — Waterbury, Conn. ....	394
WTRR — Sanford, Fla. ....	406	WWCA — Gary, Ind. ....	434
WTRW — Two Rivers, Wis. ....	663	WWDC — Washington, D. C. ....	395
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WTRY — Troy, N. Y. ....	543	WWGP — Sanford, N. C. ....	554
WTSA — Brattleboro, Vt. ....	637	WWGS — Tifton, Ga. ....	418
WTSB — Lumberton, N. C. ....	551	WWHG — Hornell, N. Y. ....	525
WTSL — Lebanon, N. H. ....	512	WWIL — Ft. Lauderdale, Fla. ....	398
WTSN — Dover, N. H. ....	512	WWIN — Baltimore, Md. ....	465
WTSR — St. Petersburg, Fla. ....	406	WWIT — Canton, N. C. ....	546
WTSV — Claremont, N. H. ....	512	WWJ — Detroit, Mich. ....	477
WTTB — Vero Beach, Fla. ....	407	WWKY — Winchester, Ky. ....	455
WTHH — Port Huron, Mich. ....	483	WWL — New Orleans, La. ....	459
WTTM — Trenton, N. J. ....	515	WWNC — Asheville, N. C. ....	545
WTTN — Watertown, Wis. ....	663	WWNH — Rochester, N. H. ....	513
WTRR — Westminster, Md. ....	467	WWNR — Beckley, W. Va. ....	652
WTTT — Bloomington, Ind. ....	431	WWNS — Statesboro, Ga. ....	417
WTUP — Tupelo, Miss. ....	494	WWNY — Watertown, N. Y. ....	544
WTUS — Tuskegee, Ala. ....	358	WWOC — Manitowoc, Wis. ....	660
WTUX — Wilmington, Del. ....	394	WWOD — Lynchburg, Va. ....	642
WTVB — Coldwater, Mich. ....	477	WWOK — Charlotte, N. C. ....	546
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WTVN — Columbus, Ohio ....	564	WWON — Woonsocket, R. I. ....	597
WTWA — Thomson, Ga. ....	418	WWPA — Williamsport, Pa. ....	595
WTWN — St. Johnsbury, Vt. ....	638	WWPB — Miami, Fla. ....	403
WTXL — Springfield, Mass. ....	473	WWPF — Palatka, Fla. ....	404
WTYC — Rock Hill, S. C. ....	602	WWPG — Palm Beach, Fla. ....	494
WTYN — Tryon, N. C. ....	555	WWRL — Woodside, N. Y. ....	544
WTYS — Marianna, Fla. ....	402	WWSC — Glens Falls, N. Y. ....	523
WULA — Eufaula, Ala. ....	353	WWSR — St. Albans, Vt. ....	638
WUSJ — Lockport, N. Y. ....	526	WWST — Wooster, Ohio ....	568
WUST — Washington, D. C. ....	395	WWSW — Pittsburgh, Pa. ....	591
WVAM — Altoona, Pa. ....	581	WWVA — Wheeling, W. Va. ....	656
WVCG — Coral Gables, Fla. ....	397	WWWB — Jasper, Ala. ....	355
WVCH — Chester, Pa. ....	583	WWWF — Fayette, Ala. ....	353
WVDA — Boston, Mass. ....	469	WWWR — Russellville, Ala. ....	357
WVEC — Hampton, Va. ....	641	WWWW — Rio Piedras, P. R. ....	670
WVET — Rochester, N. Y. ....	541	WWYL — Pineville, W. Va. ....	655
WVIM — Vicksburg, Miss. ....	494	WXAL — Demopolis, Ala. ....	353
WVJP — Caguas, P. R. ....	669	WXGI — Richmond, Va. ....	644
WVJS — Owensboro, Ky. ....	453	WXLW — Indianapolis, Ind. ....	435
WVKO — Columbus, Ohio ....	564	WXOK — Baton Rouge, La. ....	456
WVLK — Lexington, Ky. ....	452	WXRA — Buffalo-Kenmore, N. Y. ....	522
WVLN — Olney, Ill. ....	429	WXRF — Guayama, P. R. ....	669
WVMC — Mount Carmel, Ill. ....	428	WXYZ — Detroit, Mich. ....	477
WVMI — Biloxi, Miss. ....	489	WYCL — York, S. C. ....	673
WVNA — Tusculumbia, Ala. ....	358	WYOU — Newport News, Va. ....	642
WVNJ — Newark, N. J. ....	514	WYVE — Wytheville, Va. ....	645
WVOK — Birmingham, Ala. ....	352	WYZE — Atlanta, Ga. ....	411
WVOP — Vidalia, Ga. ....	418	WZIP — Covington, Ky. ....	450
WVOS — Liberty, N. Y. ....	526	WZOB — Ft. Payne, Ala. ....	353

# Alabama

Pop. March 1 (Est.) 3,174,000—Families 816,000  
Radio Homes 784,000—TV Homes 472,000—Stations in State 93

## WAVU—Albertville—1948

Frequency: 630 Kc. Power: 1000 Watts d.  
Owned-Oper. By. Sand Mt. Bcstg. Service  
Business-Studio Address P. O. Box 250  
News Service AP, UP  
Transcription Service World  
Gen. Mgr. Pat M. Courington  
Comm. Mgr. James Thompson  
Prog. Dir. Bill Hagler

## WRFS—Alexander City—1947 KBS

Frequency: 1050 Kc. Power: 1000 Watts  
Owned-Operated By Piedmont Service Corp.  
Business-Studio Address 12 Main St.  
News Service UP  
Transcription Service Thesaurus  
Representative Sears & Ayers, Dixieland  
General Mgr. Jim Whatley

## WCTA—Andalusia—1946 MBS

Frequency: 920 Kc. Power: 5000 Watts  
Owned-Operated By Andalusia Bcstg. System  
Address Sanford Rd.  
News Service AP  
Transcription Service RCA  
Representative Dixieland  
Membership NARTB, RAB  
Pres., Gen. Sta. Mgr., Comm.

Mgr. Dige Bishop  
Sales Prom. Manager Don Cooke  
Program Director Jeanette Powell  
Publicity Director Bob Duck  
Chief Engineer Emil Wasilowski

## WANA—Anniston—1954—KBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned Gadsden Radio Co.  
Address Box 509  
News Service UP  
Rep. McGillvra, Inc.  
Owner C. L. Graham  
General Mgr. Mac M. Thomas

## WHMA—Anniston—1938—ABC

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By Anniston Bcstg. Co., Inc.  
Business-Studio Address Radio Bldg.  
Newspaper Affil. Anniston Star  
News Service UP  
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  
News Service AP  
Transcription Service Standard  
Representative Walker, Dixieland  
Pres., Gen. Mgr. W. S. Weatherly  
Comm. Mgr. Rosebud Waldrop  
Prog. Dir. Bettie R. Ferguson  
Chief Engineer Frank Cole

## WJMW—Athens—1948

Frequency: 730 Kc. Power: 1000 Watts d.  
Owned-Operated By Athens Bcstg. Co., Inc.  
Business-Studio Address Hine St.  
Trans. Ser. SESAC  
News Service AP  
Pres.-Gen. Mgr. Homer F. Dunnivant  
Program Dir. Robt. V. Dunnivant  
Chief Eng. William G. Mitchell

## WATM—Atmore—1948

Frequency: 1590 Kc. Power: 1000 Watts d.  
Owned-Operated By Southland Bcstg. Co.  
Address P. O. Box 59  
News Service AP  
Membership NARTB  
Transcription Service World  
Gen. Mgr., Ch. Eng. T. C. Miniard  
Comm. Mgr. Julia Miniard

## WAUD—Auburn—1947—ABC

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By Auburn Bcstg. Co.  
Address Box 391  
News Service AP  
Representative Dixieland  
Membership NARTB  
Pres., Gen.-Sta. Mgr. Elmer G. Salter  
Sales Prom. Dir., Comm. Mgr. Bobbie Sanders  
Chief Engineer Ed Holliday

## WBCO—Bessemer—1950

Frequency: 1450 Kc. Power: 250 Watts  
Owned Bessemer Bcstg. Co., Inc.  
Business Address Box 510  
Representative Forjoe, Dora-Clayton  
Membership NARTB  
Pres. J. E. Lanier  
Gen., Sta., Comm. Mgr., Pub. Dir. Dean R. Upson

## WAPI—Birmingham—1922 NBC

Frequency: 1070 Kc. Power: 10,000 Watts  
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 A. Furr  
Mgr., Radio Sales W. O. Mogge  
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 1729 2nd Ave., N.  
 News Service AP  
 Transcription Service Standard  
 Representative Katz  
 Membership NARTB, RAB  
 President George B. Storer  
 Managing Dir. Lionel Baxter  
 Nat. Sales Mgr. G. O. Privett  
 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.  
 News Service UP  
 Membership NARTB  
 Owners W. A. & G. K. Chapman  
 Gen., Com., Mgr. Rudy C. Clark

## WEDR—Birmingham—1949

Frequency: 1220 Kc. Power: 1000 Watts d.  
 Owned-Operated By Edwin H. Estes  
 Business Address 1417 Fourth Ave., N.  
 News Service UP  
 Representative John E. Pearson  
 Owner Edwin H. Estes  
 Gen. Mgr. William R. Kennedy

## WEZB—Birmingham—1953

Frequency: 1320 Kc. Power: 1 Kw. d.  
 Owned: Gene Newman Radio, Inc.  
 Address Dinkler-Tutwiler Hotel  
 News Service UP  
 Membership NARTB  
 Gen., Comm. Mgr. Gene Newman  
 Local Sales Gaines Allen  
 Prog. Dir. Gene Newman

## 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  
 News Service UP  
 Transcription Service Langworth  
 Representative Weed, Clarke Brown  
 President Sherwood D. Gordon  
 Gen. Mgr. T. W. Thuman  
 Program Director William Burns  
 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  
 News Service UP  
 Representative W. J. Rambeau  
 President George Johnston, Jr.  
 Gen. Manager James Connolly  
 Program Director Truman Puckett

# WBRC — Radio

## Birmingham, Alabama

has the exclusive Franchise  
 for

# BIRMINGHAM BARON BASEBALL

## 1957 - 1958



PHONE YOUR KATZ MAN  
 FOR DETAILS

Sales Prom., Comm. Mgr. . . . . Otis Dodge  
 Pub. Dir. . . . . Doc Lee  
 Chief Engineer . . . . . Cliff Goggins

**WLBS—Birmingham—1946**

Frequency: 900 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . WLBS, Inc.  
 Address . . . . . 710 S. 22nd St.  
 News Service . . . . . UP  
 Pres., Gen. Mgr. . . . . Faye N. Puett  
 Sales Mgr. . . . . W. L. Steadman  
 Program Dir. . . . . Grady Puett  
 Sales Mgr. . . . . J. T. Tuggle  
 News Dir. . . . . Doug Carter  
 Program Dir. . . . . W. L. Steadman

**WSGN—Birmingham—1926**  
 ABC

Frequency: 610 Kc. Power: 5Kw. d., 1 Kw. n.  
 Owned . . . . . Winston-Salem Broadcasting Co.  
 Address . . . . . 2320 7th Avenue South  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Rep. . . . . Venard, Rintoul & McConnell, Inc.  
 President . . . . . James W. Coan  
 Gen., Sta. Mgr. . . . . Ben K. McKinnon  
 Comm. Mgr. . . . . Henry Sullivan  
 Prog. Dir. . . . . Horace D. Pumphrey  
 Pub. Dir. . . . . Sylvia J. Moore  
 Chief Engineer . . . . . Emmett J. Smith

**WVOK—Birmingham—1947**

Frequency: 690 Kc. Power: 50,000 Watts d.  
 Owned-Oper. By . . . . . Voice of Dixie, Inc.  
 Address . . . . . P. O. Box 2468  
 News Service . . . . . UP  
 Representative . . . . . Radio-TV Reps., Inc.  
 Membership . . . . . NARTB  
 Pres., Gen., Sta. Mgr. . . . . Iralee W. Bennis  
 Comm., Sales Mgr., Prog., Pub. Dir. . . . . Ira Leslie  
 Chief Engineer . . . . . R. G. Blaskow

**WEBJ—Brewton—1947**  
 MBS-KBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Brewton Bcastg. Co.  
 Business Address . . . . . Box 870  
 News Service . . . . . AP  
 Membership . . . . . NARTB, RAB  
 Representative . . . . . Dora-Clayton, Hil F. Best  
 Pres. . . . . W. Emmett Brooks  
 V.P. . . . . W. E. Brooks, Jr.

**WRAG—Carrollton—1951**

Frequency: 590 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Pickens County Bcastg. Co.  
 Address . . . . . Box 71  
 News Service . . . . . UP  
 Representative . . . . . Continental  
 President . . . . . R. E. Hook  
 Sta. Mgr. . . . . Carl Sauceman  
 Treasurer . . . . . W. E. Farrar

**WKLF—Clanton—1947—KBS**

Frequency: 980 Kc. . . . . Power: 1000 Watts d.

Owned-Operated By . . . . . Southeastern Bcastg. Co.  
 Address . . . . . P. O. Box 110  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Continental Radio Sales  
 Membership . . . . . NARTB  
 General Mgr. . . . . L. L. Hudson  
 Pgm. 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.  
 News Service . . . . . AP  
 Transcription Service . . . . . Associated  
 Membership . . . . . NARTB  
 General Mgr. . . . . B. C. Eddins  
 Commercial Mgr. . . . . James Miller

**WKUL—Cullman—1946**  
 MBS-KBS

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Cullman Bcastg. Co.  
 Address . . . . . Drawer 620  
 News Service . . . . . UP  
 Pres., Gen., Sta. Mgr. . . . . Hudson C. Millar, Jr.  
 Sales Mgr., Pub. Dir. . . . . Eve Buetner  
 Prog. Dir., Chief Eng. . . . . Art Bachmann

**WAJF—Decatur—1953**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . J. B. Falt, Jr.  
 Business Address . . . . . 112 Grant St.  
 News Service . . . . . UP  
 Station Representative . . . . . Dixieland  
 Gen., Sta., Comm. Mgr. . . . . Ralph Mann  
 Program Dir. . . . . Jerry Griggs

**WHOS—Decatur—1948**

Frequency: 800 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . No. Alabama Bcastg. Co.  
 Business-Studio Address . . . . . Johnston St.  
 News Service . . . . . AP  
 Representative . . . . . T. F. Clarke  
 Transcription Service . . . . . World, Thesaurus  
 Membership . . . . . NARTB, RAB  
 Partners . . . . . Jeffie Jones, John J. Jones  
 Gen., Comm. Mgr. . . . . J. C. Fouts  
 Pgm. Dir., Sales Mgr. . . . . C. Skinner  
 Chief Eng. . . . . E. Buxton

**WMSL—Decatur—1935**  
 KBS-MBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned . . . . . Tennessee Valley Bcastg. Co.  
 Address . . . . . 701 Bank St.  
 News Service . . . . . AP  
 Membership . . . . . NARTB  
 Representative . . . . . Dora-Clayton  
 President . . . . . Frank Whisenant  
 Sta. Mgr. . . . . L. Blizzard  
 Pgm. Dir. . . . . Elice Mullican  
 Chief Engineer . . . . . Alvin Millwood

**WXAL—Demopolis—1948**  
**MBS-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By... Demopolis Bcstg. Co.  
 Address... Radio Bldg., U.S. Hwy. 80  
 News Service... AP  
 Transcription Service... World  
 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  
 News Service... AP  
 Transcription... World  
 Representative... Joseph Hershey McGillvra  
 Membership... NARTB  
 General Manager... Fred C. Moseley

**WDIG—Dothan—1947—ABC**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By... Houston Bcsters.  
 Business-Studio Address... 208 N. Oates St.  
 Trans. Service... Thesaurus  
 Representative... Hil F. Best  
 Gen. Mgr... Jess Swicegood

**WOOF—Dothan—1948—KBS**

Frequency: 560 Kc. Power: 5000 Watts d.  
 Owned-Oper. By... The WOOF Trust  
 Business-Studio Address... Columbia Highway  
 Representative... Thomas F. Clark  
 News Service... AP  
 Membership... NARTB  
 General Manager... Agatha Gay  
 Sta., Sls., Prog. Dir... R. A. Dowling, Jr.  
 Commercial Mgr... Arthur Gay  
 Chief Engineer... J. Hubbard

**WIRB—Enterprise—1948**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By... The Wiregrass Bcstg. Co.  
 Address... Dothan Highway  
 News Service... AP  
 Transcription Service... World  
 Gen. Mgr... R. E. James  
 Comm. Mgr... Fred S. Watson

**WULA—Eufaula—1948**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By... Ala.-Ga. Bcstrs., Inc.  
 Address... Box 301  
 News Service... UP  
 Gen. Mgr., Co-Owner... Edward B. Fussell  
 S.a. Mgr., Co-Owner... R. Hoffman

**WWWF—Fayette—1949—KBS**

Frequency: 990 Kc. Power: 1000 Watts d.  
 Owned-Operated By... Bankhead Bcstg. Co., Inc.  
 Address... Jasper, Ala.  
 Membership... RAB  
 Representative... Hil F. Best  
 News Service... UP  
 President... W. W. Bankhead

Sta. Mgr... Jack Black  
 Chief Engineer... J. Dickinson

**WTCB—Flomaton—1955**

Frequency: 990 Kc. Power: 500 Watts d.  
 Owned... Tri-City Broadcasting Co., Inc.  
 Address... P. O. Box 386  
 News Service... UP  
 Representative... Hil F. Best  
 President... William L. Kline  
 Gen., Sales Prom. Mgr... Sam B. Ford  
 Comm. Mgr., Pub. Dir... Milliard L. Harris  
 Program Director... Paul S. Wood  
 Chief Engineer... Hoyt T. Bonds

**WJOI—Florence—1945—MBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By... Florence Bcstg. Co., Inc.  
 Address... 850 S. Court St.  
 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  
 Comm. Mgr... Jim Connolly  
 Chief Engineer... Paul Shannon

**WOWL—Florence—1945—ABC**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By... Radio Muscle Shoals, Inc.  
 Business Address... 840 Cypress Mill Rd.  
 News Service... AP  
 Representative... Rambeau and Dora Clayton  
 Membership... NARTB  
 President... Richard B. Biddle  
 General Mgr... R. S. Walker, Sr.  
 Commercial Manager... R. Fuller  
 Sales Prom. Mgr... Dennis Jones  
 Program Director... Mel Hunt  
 Chief Engineer... Lawrence Rohling

**WHPE—Foley—1953**

Frequency: 1310 Kw. Power: 1000 Watts d.  
 Owned-Oper. By... Alabama Gulf Radio Inc.  
 Address... P. O. Drawer F  
 News Service... AP  
 Transcription Service... Thesaurus  
 Representative... Dixieland  
 Membership... RAB  
 President... Howard E. Pill  
 Program Dir... Dick Killebrew  
 Sales Mgr... Jim Stewart

**WFPA—Ft. Payne—1949**

Frequency: 1400 Kc. Power: 250 watts  
 Owned... Gothberg Community Bcstg.  
 Address... Box 391  
 Representative... Hil F. Best  
 Pres... George Gothberg  
 Gen. Mgr... Ozelle Gothberg  
 Comm., Sls. Mgr... Adis Childers  
 Program Dir... D. Holderfield  
 Chief Engineer... P. Helms

**WZOB—Ft. Payne—1950—KBS**

Frequency: 1250 Kc. Power: 1000 Watts d.

Owned-Operated By..... Glenn M. Gravitt  
 Address..... P. O. Box 255  
 News Service..... UP  
 Transcription Service..... Thesaurus  
 General Manager..... Glenn M. Gravitt  
 Comm. Mgr..... N. B. Haston  
 Program Dir..... Jack C. Dobbs

### WETO—Gadsden—1950—KBS

Frequency: 930 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... Gadsden Radio Co.  
 Address..... 722 S. 12th St.  
 News Service..... UP  
 Representative..... McGillvra  
 Owner..... Cary L. Graham  
 General Mgr..... Mac Thomas

### WGAD—Gadsden—1947—ABC

Freq.: 1350 Kc..... Power: 5 Kw. D., 1 Kw. N.  
 Owned-Oper. By..... Coosa Bcstg. Co., Inc.  
 Address..... Box 351  
 News Service..... AP  
 Representative..... Rambeau, D. Clayton  
 Membership..... NARTB  
 Pres., Gen. Mgr..... William A. Mapes  
 Program Director..... Bill Cornelius  
 Comm. Mgr..... A. Brooks  
 Chief Engineer..... H. Williams

### WCAS—Gadsden—1947 MBS

Frequency: 570 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Etowah Bdcstrs., Inc.  
 Address..... 750 Forest Ave.  
 Transcription Service..... Associated  
 Representative..... Grant Webb  
 Membership..... NARTB  
 Gen. Mgr..... J. P. Kirby

### WGEA—Geneva—1953

Frequency: 1150 Kc..... Power: 1000 Watts d.  
 Owned..... Radio South Alabama, Inc.  
 Address..... P. O. Box 5  
 News Service..... AP  
 Transcription Service..... World  
 Rep..... Continental Radio Sales, Dora-Clayton  
 Membership..... RAB  
 President..... Howard Pill  
 Vice-President..... Allen Woodall  
 Secy., Gen., Prom. Mgr..... Emery Evans  
 Treasurer..... Miles Ferguson  
 Program. Pub. Dir..... Jimmy Helms  
 Chief Engineer..... Erwin Pebworth

### WGYV—Greenville—1948 KBS

Frequency: 1380 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... Greenville Bcstg. Corp.  
 Business Address..... P. O. Box 227  
 News Service..... UP  
 Representative..... Hil F. Best, Dixieland  
 Gen., Sta., Comm. 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  
 News Service..... UP  
 Representative..... Dixieland  
 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.  
 Address..... Box 191  
 Representative..... Dora-Clayton  
 President..... W. P. Thielens  
 Gen. Sta. Mgr..... J. L. Slatton  
 Program Director..... Roger Smith  
 Publicity Dir..... Pat Slatton  
 Chief Engineer..... Paul Kelly

### WERH—Hamilton—1950 KBS

Frequency: 970 Kc..... Power: 5000 Watts d.  
 Owned-Oper. By..... Hugh J. Fite  
 Address..... Box 187  
 Phone: 3481..... Air Time: Daytime  
 News Service..... UP  
 Transcription Service..... SESAC  
 Representative..... Hill F. Best Co.  
 Owner, Gen. Mgr..... Hugh J. 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..... Fifth Avenue  
 Owner..... Wilton H. Pollard  
 Manager..... Fred Still  
 Program Dir..... Barbara Atkins

### WFUN—Huntsville—1946

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Huntsville Bcstg. Co., Inc.  
 Address..... 410 W. Holmes  
 News Service..... UP  
 Representative..... Sears & Ayers, Dora-Clayton  
 Gen. Mgr..... J. B. Falt, Jr.  
 Sta. Mgr..... John Garrison

### WHBS—Huntsville—1946 ABC

Freq.: 1550 Kc..... Power: 5 Kw. d., 500 W. n.  
 Address..... P. O. Box 986  
 Phone: Jefferson 2-8471..... Air Time: Full  
 Newspaper Affiliation..... Huntsville Times  
 News Service..... AP



Rep. . . . . Harry 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 . . . . . AP  
 Representative . . . . . Indie,  
 . . . . . Sears & Ayers  
 Pres., Gen. Mgr. . . . . T. H. Gaillard, Jr.

**WWWB—Jasper—1946**

Frequency: 1360 Kc. . . . . Power: 1 Kw. d.  
 Owned-Operated By . . . . . Bankhead Bcstg. Co., Inc.  
 Address . . . . . Bankhead-Long Bldg.  
 News Service . . . . . UP  
 Representative . . . . . Hil F. Best  
 Membership . . . . . NARTB, RAB  
 President . . . . . W. W. Bankhead  
 Gen. Mgr. . . . . William C. Edgemon  
 Program Dir. . . . . Marion B. Grant

**WRLD—Lanett—1940**  
 (See West Point, Go.)

**WJAM—Marion—1951**

Frequency: 1310 Kc. . . . . Power: 5000 Watts d.  
 Owned-Oper. By . . . . . Neely & Neely  
 Address . . . . . Box 221  
 Transcription Service . . . . . Capitol  
 Membership . . . . . NARTB  
 News Service . . . . . AP  
 President, Gen. Mgr. . . . . K. W. Neely  
 Comm., Sta. Mgr., Chief Eng. . . . . Virgil Moore  
 Prog., Pub. Dir. . . . . Stan Hendricks

**WABB—Mobile—1948—ABC**

Frequency: 1480 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Mobile Press Register, Inc.  
 Business Address . . . . . 304 Government St.  
 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  
 V. P., Gen. Mgr. . . . . 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  
 Owned . . . . . Pursley Broadcasting Service, Inc.  
 Address . . . . . 525 Donald Street  
 Representative . . . . . Forjoe, Dora-Clayton  
 President . . . . . Louise P. Pursley  
 General, Sta. Mgr. . . . . R. H. Moore  
 Commercial Manager . . . . . W. C. Carter  
 Sales Promotion Manager . . . . . A. D. Zbinden  
 Program Director . . . . . J. T. Jackson  
 Chief Engineer . . . . . Cliff Sizemore

**WKRK—Mobile—1946—CBS**

Freq.: 710 Kc. . . . . Power: 1 Kw. d. 500 W. n.  
 Owned-Operated By . . . . . WKRK-TV, Inc.  
 Address . . . . . 62 St. Louis St.  
 News Service . . . . . AP  
 Representative . . . . . Avery-Knodel  
 Membership . . . . . NARTB  
 President . . . . . Kenneth R. Giddens  
 Gen. Mgr. . . . . W. S. Baskerville, Jr.

**WMOZ—Mobile—1952**

Frequency: 960 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Edwin H. Estes  
 Address . . . . . Stephen Road  
 Representative . . . . . John E. Pearson  
 News Service . . . . . UP  
 Owner . . . . . Edwin Estes

**WMFC—Monroeville—1952**  
**KBS**

Frequency: 1220 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Monroe Bdcstg. Co.  
 Address . . . . . H'way 84  
 Representative . . . . . Continental  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Business Maanager . . . . . 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 . . . . . 116 Catoma St.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard, World  
 Representative . . . . . Walker Co.  
 Membership . . . . . NARTB, RAB  
 Pres., Gen., Sta. Mgr. . . . . Thomas E. Martin  
 V.P., Comm. Manager . . . . . Hoke Williford  
 Program Dir. . . . . Lee Gooch  
 Chief Engineer . . . . . M. K. Lock

**WBAM—Montgomery—1953**

Frequency: 740 Kc. . . . . Power: 50 Kw. d.  
 Owned . . . . . Deep South Bcstg. Co.  
 Address . . . . . Highway 231  
 Representative . . . . . Radio-TV Reps.  
 Gen. Mgr. . . . . W. J. Brennan  
 Nat. Sales Mgr. . . . . Ira Leslie



## WCOV—Montgomery—1939

### CBS

Frequency: 1170 Kc. Power: 10 Kw. d., 1 Kw. n.  
 Owned-Oper. By Southern Bcstg. Co.  
 Address Adrian Lane  
 News Service UP  
 Representative Paul H. Raymer Co.  
 Membership NARTB  
 President Oscar P. Covington  
 General Manager Hugh M. Smith  
 Station Manager Joe Petranka

## WMGY—Montgomery—1946

Frequency: 800 Kc. Power: 1000 Watts d.  
 Owned-Operated By Dixie Bcstg. Co.  
 Business-Studio  
 Address 358 N. Capitol Pkwy.  
 News Service UP  
 Rep. Keller, Dora-Clayton  
 General Mgr. L. D. Hargreaves  
 Sales Mgr. Randy Rainwater

## WRMA—Montgomery—1953

Frequency: 950 Kw. Power: 1000 Watts d.  
 Owned-Oper. By Southland Bcstg. Co.  
 Business Address 135 Commerce St.  
 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 Chas. Holt & Assoc.  
 Business Address P. O. Box 2566  
 News Service AP  
 Representative Headley-Reed  
 Membership RAB  
 Manager Robert Robinson  
 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  
 News Service UP  
 Trans. Service World  
 Membership NARTB  
 Rep. Hil F. Best  
 Pres., Gen. Mgr. M. C. Gregory  
 Sales Mgr. Julian A. Flint

## WCRL—Oneonta—1952

### KBS

Frequency: 1750 Kc. Power: 250 Watts d.  
 Owned-Oper. Blount County Bcstg. Serv., Inc.  
 Address H'way 32

News Service AP  
 Trans. Service Capitol, World, Thesaurus  
 General Mgr. L. D. Bentley, Jr.  
 Commercial Mgr. Max G. Bynum  
 Program Dir. Beecher Hyde

## WJHO—Opelika—1940

### MBS-KBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned Oper. By Opelika-Auburn Bcstg. Co.  
 Address 1400 Auburn Road  
 News Service UP  
 Transcription Service World  
 Representative Indie Sales, Inc., Dora-Clayton  
 Membership NARTB, RAB  
 Gen. Mgr., Ch. Eng. John E. Smollon  
 Comm. Mgr. Lurline M. Smollon  
 Program Director Edwin P. Rowell  
 Pub. Dir. Ennis Caldwell

## WAMI—Opp—1952

Frequency: 860 Kw. Power: 1000 Watts d.  
 Owned-Oper. By Opp Bcstg. Co.  
 Business Address Box 169  
 News Service UP  
 Gen. Mgr. Beri Moore

## WOZK—Ozark—1953

Frequency: 900 Kw. Power: 1000 Watts d.  
 Owned-Oper. By Ozark Bcstg. Corp.  
 Address Box 742  
 News Service AP  
 Gen. Mgr., Ch. Eng. Howard Parrish, Jr.  
 Commercial Mgr. Wade Sullivan  
 Program Dir. Miriam Brown

## WPNX—Phenix City—1952

### ABC-MBS

Frequency: 1460 Kc. Power: 1000 Watts  
 Owned-Oper. By Community Bcstg. Co.  
 Address Phenix Girard Bank Bldg.  
 Pres. Roy M. Greene  
 Sta., Comm. Mgr. Sam Keel  
 Prog. Dir. Ralph Burgess  
 Chief Engineer Arnold White

## WPID—Piedmont—1953—KBS

Frequency: 1280 Kw. Power: 1000 watts d.  
 Owned-Oper. By Piedmont Broadcasting Co.  
 Address P.O. Box 223  
 News Service UP  
 Membership NARTB  
 President C. L. Graham  
 General Manager Mac M. Thomas  
 Station Mgr. Jesse D. Smith  
 Program Director Frances Howren  
 Chief Engineer J. A. Livingston

## WAIP—Prichard—1954

Frequency: 1270 Kc. Power: 1000 Watts d.  
 Owned-Operated By Prichard Bcstg. Co.  
 Address 74 Main St.  
 News Service AP  
 Representative Walker

Gen. Mgr. .... Herbert Johnson  
 Sales Prom. Mgr. .... Jack Frost  
 Comm. Mgr. .... Jim Smith  
 Program Dir. .... Hy Davis  
 Publicity Dir. .... Evelyn Martin  
 Chief Eng. .... Eugene Miller

**WELR—Roanoke—1949—KBS**

Frequency: 1360 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By .... Roanoke Bcstg. Co.  
 Address .... 801 N. Main St.  
 News Service ..... UP  
 Membership ..... NARTB  
 Pres., Gen. Mgr. .... J. W. Buttram  
 Prog. Dir., Chief Eng. .... La Verne Foster, Jr.

**WWR—Russellville—1949  
 KBS**

Frequency: 920 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By .... Bankhead Bcstg. Co., Inc.  
 Address .... Underwood Rd.  
 News Service ..... UP  
 Rep. .... Hil F. Best  
 Membership ..... RAB  
 Gen. Mgr. .... Hal Kirby  
 Pgm. Dir. .... Jim Elliott

**WCRI—Scottsboro—1950**

Frequency: 1050 Kc. .... Power: 250 Watts d.  
 Owned-Operated By .... Pat M. Courington  
 Address .... P. O. Box 394  
 News Service ..... AP  
 Trans. Service ..... Thesaurus  
 Gen. Mgr. .... Pat M. Courington  
 Sta., Comm. Mgr., Chief Eng. .... J. L. Fisher  
 Program Director .... Helen Arnold  
 Sales Mgr. .... K. H. Frazier

**WROS—Scottsboro—1952**

Frequency: 1330 Kw. .... Power: 1000 Watts d.  
 Owned-Oper. By .... Rose M. Kirby  
 Business Address .... 717 Scott St.  
 News Service ..... UP  
 Gen., Com. Mgr. .... Rose M. Kirby  
 Program Dir. .... Clyde R. Varner  
 Chief Engr. .... Lonnie W. Prickett

**WGWC—Selma—1946—CBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By .... Dallas Broadcasters, Inc.  
 Address .... Box 686  
 Representative .... Hal Holman  
 News Service ..... UP  
 Membership ..... NARTB  
 President .... Oscar Covington  
 Station Manager .... Erle Hanna  
 Gen. Manager .... Hugh Smith  
 Comm. Manager .... Charles Stewart, Jr.  
 Program Director .... Carolyn Perrin  
 Chief Eng. .... Stanley Smith

**WHBB—Selma—1935  
 NBC-KBS**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By .... Selma Bcstg., Inc.

Business Address .... P. O. Box 26  
 Pres., Gen. Mgr. .... John F. Townshend

**WFEB—Sylacauga—1945  
 MBS-KBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By .... Alabama Bcstg. Co.  
 Address .... 527 No. Broadway  
 News Service ..... UP  
 Membership ..... NARTB  
 President .... E. E. Forbes, Sr.  
 Gen., Sta., Comm. 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 .... P. O. Box 511  
 News Service ..... AP  
 Membership ..... NARTB  
 Pres., Gen. Manager .... Curtis O. Liles, Jr.  
 Commercial Manager .... Marion W. McEwen  
 Chief Engineer .... Walter Welch

**WHTB—Talladega—1945  
 MBS**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By .... Voice of Talladega, Inc.  
 Address .... Fort Lashley Ave.  
 News Service ..... AP  
 Representative .... Continental  
 Owner .... Cecil Hornady  
 Gen. Mgr. .... Myron T. Snoddy

**WJHB—Talladega—1956**

Frequency: 1580 Kc. .... Power: 1000 Watts  
 Owned .... Confederate Broadcasting Co.  
 Address .... 104 West Battle Street  
 News Service ..... UP  
 Representative .... McGillvra  
 General Mgr., Chief Eng. .... Ned Butler  
 Station Manager .... James Hemphill  
 Commercial Manager .... W. K. Johnston  
 Program Director .... Wallace Hobgood

**WJDB—Thomasville—1956  
 KBS**

Frequency: 630 Kc. .... Power: 1000 Watts  
 Owned .... J. Dige Bishop  
 Address .... Andalusia, Ala.  
 News Service ..... UP  
 Representative .... Dixieland  
 President .... J. Dige Bishop  
 General Manager .... Cecil Goodreau

**WTBF—Troy—1947  
 MBS-KBS**

Frequency: 970 Kc. .... Power: 5000 Watts  
 Owned-Operated By .... Troy Bcstg. Corp.

**Address** ..... College Drive  
**News Service** ..... AP  
**Transcription Service** ..... World, Keystone  
**Membership** ..... NARTB  
**Pres.** ..... J. Roy Crow  
**Gen. Mgr.** ..... Jess Jordan  
**Comm. Mgr.** ..... Robert Tolbert  
**Prod. Mgr.** ..... Asa Dudley  
**Ch. Eng.** ..... Joe Gilchrist

**WJRD—Tuscaloosa—1936**  
**NBC**

**Freq.**: 1150 Kc. .... **Power**: 5 Kw. d., 1 Kw. n.  
**Owned-Oper. By** ..... Wilhelmina Echols  
**Business-Studio Address** 2216½ Broad St.  
**News Service** ..... UP  
**Representative** ..... Rambeau, Dixieland  
**Membership** ..... NARTB, RAB  
**General Manager** ..... John C. Cooper Jr.  
**Station Manager** ..... Roy McAllister  
**Commercial Manager** ..... Leyman Mayer  
**Sales Prom. Mgr.** ..... Charles G. Gardner  
**Prog. Director** ..... Donald Wallace  
**Publicity Dir.** ..... Wendal Harris  
**Chief Engineer** ..... Percy Sexton

**WNPT—Tuscaloosa—1951**  
**ABC**

**Freq.**: 1280 Kc. **Power**: 1000 W. d., 500 W. n.  
**Owned-Oper. By** ..... W. Alabama Bdcstg. Co.  
**Address** ..... P.O. Box 181  
**Representative** ..... Indie Sales  
**News Service** ..... AP  
**Trans. Ser.** ..... Lang-Worth  
**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  
**News Service** ..... AP  
**Transcription Service** ..... World  
**Representative** ..... Sears & Ayer  
**Membership** ..... NARTB, RAB  
**Station Mgr.** ..... Bert Bank  
**Comm. Mgr.** ..... E. E. Manning, Jr.  
**Program Dir.** ..... Jack Mock  
**Chief Engineer** ..... Jim Rutledge

**WVNA—Tuscumbia—1955**

**Frequency**: 1590 Kc. .... **Power**: 5 Kw. d.  
**Owned-Oper. By** ..... Power Center Bcstg. Co.  
**Address** ..... 112 S. Main St.  
**News Service** ..... UP  
**Representative** ..... Devney, Whitehead  
**Transcription** ..... Thesaurus  
**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  
**News Service** ..... UP  
**Sta. Manager** ..... J. A. Bowers  
**Comm. Mgr., Prog. Dir.** ..... Jack Huffman  
**Chief Engineer** ..... Oscar Lanman

**WETU—Wetumpka—1954**  
**KBS**

**Frequency**: 1250 Kc. .... **Power**: 1000 Watts  
**Owned** ..... Elmore Service Corp.  
**Address** ..... Box 60  
**Transcription Ser.** ..... Thesaurus  
**News Service** ..... UP  
**Station Rep.** ..... Sears & Ayers, Dixieland  
**President** ..... Lem Coley  
**General Mgr.** ..... Ed Morgan  
**Chief Engineer** ..... David Conley

**Arizona**

Pop. March 1 (Est.) 1,113,000—Families 312,000  
 Radio Homes 298,000—TV Homes 188,000—Stations in State 32

**KSUN—Bisbee—1933**  
**MBS-DON LEE**

**Frequency**: 1230 Kc. .... **Power**: 250 Watts  
**Owned-Operated By** ..... Carleton W. Morris  
**Address** ..... Drawer C, Lowell St.  
**Transcription Service** ..... Thesaurus  
**News Service** ..... UP  
**President** ..... C. W. Morris  
**Gen., Sta., Comm. Mgr.** ..... Arlo Woolery  
**Prog. Dir.** ..... Ray Helgesen

**KCLF—Clifton—1950**

**Frequency**: 1400 Kc. .... **Power**: 250 Watts  
**Owned-Oper. By** ..... Gila Bcstg. Co.  
**Address** ..... Box 548

**Sta. Rep.** ..... Best  
**News Service** ..... UP, AP, INS  
**Gen. Mgr.** ..... Paul Merrill  
**Sta., Comm. Mgr.** ..... Eric L. Manola

**KHCD—Clifton—1956**

**Frequency**: 1450 Kc. .... **Power**: 250 Watts  
**Owned** ..... Darwin Broadcasting Co.  
**Address** ..... P.O. Box 608  
**News Service** ..... UP  
**Representative** ..... Grant Webb  
**Station Manager** ..... Jack Campbell

**KCKY—Coolidge—1948**  
**CBS**

**Frequency**: 1150 Kc. .... **Power**: 1,000 Watts



**Owned-Oper. By**.....Gila Bcstg. Co., Inc.  
**Address**.....Roosevelt & Main Streets  
**Transcription Service**.....Lang-Worth  
**News Service**.....UP  
**Representative**.....Hil F. Best  
**President**.....Louis F. Long  
**General Manager**.....Bill Parady  
**Comm. Mgr.**.....Bill Worley  
**Prog. Dir.**.....Hal McWilliams  
**Chief Eng.**.....Frank Hancock  
**Sls. Prom. Mgr.**.....Oliver Grieve  
**Publicity Dir.**.....Buddy Martin  
**Chief Engineer**.....Earl Hickman

**KAWT—Douglas—1947**  
**MBS-KBS—DON LEE**

**Frequency:** 1450 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....Carlton W. Morris  
**Address**.....Drawer 1118  
**Transcription Service**.....Lang-Worth, World  
**Representative**.....Best  
**Sta. Mgr.**.....Ed Williams

**KCLS—Flagstaff—1950**  
**NBC**

**Freq.:** 600 Kc.....**Power:** 5 Kw. d., 500 W. n.  
**Owned-Operated By**.....Saunders Bcstg. Co.  
**Address**.....Box 1677  
**Pres., Gen., Sta., Comm.** Charles J. Saunders  
**Prog. Dir.**.....Robt. Townsend  
**Chief Engineer**.....Jim Robinson

**KVNA—Flagstaff—1950**  
**DON LEE**

**Freq.:** 690 Kc.....**Power:** 1 Kw. d., 500 W. n.  
**Owned-Oper. By**.....Frontier Television Co., Inc.  
**Address**.....P.O. Box 300  
**Transcription Service**.....Lang-Worth, Thesaurus  
**Representative**.....John Hershey McGillvra, Inc.  
**Membership**.....NARTB  
**Gen. Mgr.**.....Ed Whelan  
**Asst. Mgr.**.....Herb Jepko  
**Prog. Dir.**.....Bill Foley  
**Ch. Eng.**.....Len Benson

**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  
**Representative**.....Paul H. Raymer  
**Station Manager**.....Willard Shoecraft

**KDJI—Holbrook—1955—KBS**

**Frequency:** 1270 Kc.....**Power:** 1000 W. d.  
**Owned-Oper. By**.....Northeastern Ariz. Bcstrs.  
**Address**.....Box 31  
**News Service**.....UP  
**Transcription**.....Lang-Worth, SESAC  
**Representative**.....Moore, Best  
**Membership**.....NARTB  
**General Manager**.....Donald E. Jacobs, Jr.  
**Program Director**.....Bill Cross  
**Chief Engineer**.....Gary F. Grant

**KAAA—Kingman—1949**

**Frequency:** 1230 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Stonybrook Broadcasting Co.  
**Business Address**.....P. O. Box 1208  
**News Service**.....AP  
**Membership**.....NARTB  
**Co-Partners**.....Wallace E. Stone,  
 John F. Holbrook  
**Commercial Manager**.....Bernard Wilson  
**Program Director**.....John F. Holbrook  
**Publicity Director**.....W. E. Stone  
**Chief Engineer**.....B. Wilson

**KTYL—Mesa—1946**

**Freq.:** 1310 Kc.....**Power:** 1 kw. d.; 500 w. n.  
**Owned-Oper. By**.....Harkins Bdcstg. Co.  
**Address**.....P. O. Box 231  
**News Service**.....UP  
**Transcription Service**.....Standard  
**Membership**.....NARTB  
**President**.....Walter Hershfield  
**General Manager**.....Dwight Harkins  
**Station Manager**.....Jack Harris  
**Comm. Manager**.....Martin Welch  
**Publicity Director**.....Bonnie Neitherton  
**Chief Engineer**.....Ben Smith

**KNOG—Nogales—1948—CBS**

**Frequency:** 1340 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....C. F. & A. B. Montano  
**Address**.....Box 1681  
**News Service**.....UP  
**Representative**.....Best  
**Gen., Comm. Mgr.**.....C. F. Montano  
**Asst. Mgr., Prog. Dir.**.....A. B. Montano  
**Chief Engineer**.....Miles Shepherd

**KOOL—Phoenix—1947—CBS**

**Frequency:** 960 Kc.....**Power:** 5000 Watts  
**Owned-Operated By**.....KOOL Radio-TV Inc.  
**Business-Studio Address**.....511 W. Adams  
**News Service**.....UP  
**Representative**.....AM Radio Sales  
**Transcription**.....Standard  
**Membership**.....NARTB  
**President**.....Gene Autry  
**V.P., General Manager**.....Tom Chauncey  
**Asst. Gen. Mgr., Prog. Dir.**.....Homer L. Lane  
**Chief Engineer**.....Milford Richey  
**Sales Mgr.**.....Kenneth Morton

**KPHO—Phoenix—1940—ABC**

**Frequency:** 910 Kc.....**Power:** 5000 Watts  
**Owned**.....Meredith Publishing Co.  
**Address**.....631 No. 1st Ave.  
**Transcription Service**.....Associated  
**News Service**.....UP  
**Representative**.....Katz  
**Membership**.....NARTB, RAB  
**Gen. Mgr.**.....Richard B. Rawls  
**Asst. Sta. Mgr.**.....Gene Sperry  
**Commercial Mgr.**.....E. Parker  
**Nat. Sales Mgr.**.....John R. Crowley

**KIFN—Phoenix—1949**

**Frequency:** 860 Kc.....**Power:** 1000 Watts d.

Owned-Operated By..... Western Bcstg. Co.  
Address..... Box 430  
News Service..... UP  
Station Representative..... Harlan Oakes, NTS  
Gen. Mgr..... Frank P. Redfield  
Commercial Mgr..... J. K. Redfield

**KOY—Phoenix—1922—MBS**

Frequency: 550 Kc. Power: 5 Kw. d., 1 Kw. N.  
Owned-Oper. By..... KOY Bcstg. Co.  
Address..... 840 N. Central Ave.  
News Service..... UP  
Transcription Service..... World  
Representative..... John Blair  
Membership..... NARTB, RAB  
Pres., Gen. Mgr..... John L. Hogg  
Comm. 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..... Anjo Bdcstrs. & Telecstrs. Inc.  
Address..... Rm. 103, Mayer Heard Bldg.  
News Service..... INS  
S'a. Rep., Grant Webb, Clarke Brown, T. Moore  
President..... Annie Dee Davis  
General Manager..... James T. Ownby  
Prog. Dir..... Dee Junker  
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.  
News Service..... AP  
Station Representative..... Burn-Smith  
Membership..... NARTB  
Pres., Gen., Sta. Manager..... Howard M. Loeb  
Comm., Prom. Mgr..... Sheldon Engel  
Pub., Prog. Dir..... Bob Johnson  
Chief Engineer..... Andy Lane

**KRUX—Phoenix—1947**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By..... Bartell Broadcasters, Inc.  
Bus.-Studio Address..... Sahara Hotel  
News Service..... UP  
Transcription..... SESAC  
Representative..... Adam Young  
Membership..... NARTB  
President..... Gerald A. Bartell  
Exec. Vice-Pres., Gen. Mgr..... John F. Box, Jr.  
Comm. Mgr..... W. H. Robbins, Jr.  
Program Dir..... Frank Pollack  
Chief Engineer..... Ev Fliegal

**KTAR—Phoenix—1922—NBC**

Frequency: 820 Kc. Power: 5000 Watts  
Owned-Operated By..... KTAR Bcstg. Co.  
Business Studio Address..... 1101 North Central  
News Service..... AP  
Trans. Ser..... Standard, Capitol  
Representative..... Paul H. Raymer  
Membership..... NARTB  
Chrmn. of the Board..... John J. Louis

Pres., Gen. Mgr..... Richard O. Lewis  
Commercial Manager..... E. W. Harvey  
Prog. Director..... Blue Wright  
Chief Engineer..... Harold Haughawout

**KYCA—Prescott—1940—NBC**

Frequency: 1490 Kc. Power: 250 Watts  
Owned Oper. By..... Southwest Bcstg. Co.  
Business-Studio Address..... East Gurley St.  
Representative..... Paul H. Raymer  
Pres., Gen. Mgr..... Harold Ritter

**KGLU—Safford—1938—NBC**

Frequency: 1480 Kc. Power: 1000 Watts  
Owned-Operated By..... Gila Bcstg. Co.  
Business-Studio Address..... 520 Main St.  
News Service..... AP, UP  
Transcription Service..... Thesaurus  
Representative..... Paul H. Raymer  
General Mgr..... Paul Merrill  
Station Mgr..... Harl Barnett  
Commercial Mgr..... Tom Moore

**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  
News Service..... AP  
Representative..... Gill-Perna, Tracy Moore  
Pres., Gen. Mgr..... Harry B. Chambers  
Prog. Dir..... Russ Wonnacott  
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  
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.  
News Service..... AP  
Representative..... AM Radio Sales  
Membership..... NARTB  
President..... Gene Autry  
Manager..... Stan Norman  
Comm. Mgr..... Bill Riley  
Sales Mgr..... Jim Dewson  
Prog. Director..... Ed Tucker  
Pub. Director..... Pat Wiener  
Chief Engineer..... Verne Cimiotti

**KTKT—Tucson—1949**

Frequency: 990 Kc. Power: 10,000 Watts  
Owned-Operated By..... Thomas J. Wallace  
Business-Studio Address..... Box 5585  
Membership..... NARTB  
Representative..... Forjoe

**News Service**.....UP  
 General Mgr.....Thomas J. Wallace  
 Station Manager.....George Wallace  
 Commercial Mgr.....Richard Grand  
 Chief Eng.....Thomas J. Wallace, Jr.

**KTUC—Tucson—1929**  
**MBS-DON LEE**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Tucson Bcstg. Co.  
 Business-Studio Address...900 E. Broadway  
**News Service**.....UP  
 Trans. Service.....World, Associated, SESAC  
 Rep.....Radio-TV Reps  
 Membership.....NARTB, RAB  
 Pres., Gen., Sta. Mgr., Pub. Dir....Lee Little  
 Comm. Mgr.....Mac C. Matheson  
 Sales Mgr.....Greoge Bradley  
 Chief Engineer.....Edgar N. Bouchard

**KVOA—Tucson—1929—NBC**

Frequency: 1290 Kc.....Power: 1000 Watts  
 Owned-Operated By..Arizona Bcstg. Co., Inc.  
 Business-Studio Address...209 W. Elm  
 Transcription Service.....Capitol  
 Representative.....Paul H. Raymer  
 News Service.....UP  
 President.....C. D. McKinnon  
 Sales Mgr.....Ray Owen

**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  
 News Service.....AP, UP

Transcription.....Standard  
 Sta., Comm. Mgr.....Chuck Mizner  
 Sales Prom. Mgr.....Warner Stensland  
 Program Dir.....Jerry Graham  
 Pub. Director.....Connie Mizner  
 Chief Engineer.....Woody Woodsworth

**KOLD—Yuma—1951**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Broadcasters, Inc.  
 Address.....P. O. Box 1430  
 News Service.....AP  
 Membership.....NARTB  
 Representative.....Tracy Moore,  
 . Keystone  
 Gen. Mgr.....Fred Pegler  
 Program Dir.....Sheldon Gibbs  
 Chief Engineer.....Jose Armendariz

**KVOY—Yuma—1950**  
**MBS—DON LEE**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KYMA-YUMA, Inc.  
 Address.....P. O. Box 671  
 Representatives.....Radio-TV Reps.  
 Trans.....World, SESAC  
 Membership.....NARTB, RAB  
 Pres., Gen Mgr.....William B. Lindsey

**KYUM—Yuma—1940—NBC**

Frequency: 560 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Yuma Bcstg. Co.  
 Business Address.....P.O. Box 352  
 Transcription Service.....Thesaurus, Capitol  
 Representative.....Paul H. Raymer  
 Membership.....NARTB  
 Station Mgr.....R. C. Smucker

**Arkansas**

Pop. March 1 (Est.) 1,831,000—Families 510,000  
 Radio Homes 504,000—TV Homes 263,000—Station in State 51

**KVRC—Arkadelphia—1947**  
**MBS-KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By..Arkadelphia Bcstg. Co.  
 Business-Studio Address...Arkadelphia  
 Business-Studio Address...South Third Street  
**News Service**.....AP  
 Representative.....Hil F. Best  
 President.....Cecil. Cupp, Sr.  
 Gen., Sta., Comm., Prom., Mgr., Prog., Pub., Dir.  
 Bill Deaton  
 Chief Engineer.....Ray Burns

**KBTA—Batesville—1950**  
**MBS-KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned.....White River Valley Bdcsts. Co.  
 Address.....P. O. Box 1112  
**News Service**.....AP  
 Representative.....Best  
 Transcription Service.....World

Membership.....NARTB  
 Pres., Gen., Sta., Comm., Sales Mgr.  
 J. F. Higginsbottom  
 Program Director.....Myrline Morgan  
 Chief Engineer.....Morris Cofer

**KBBA—Benton—1953**

Frequency: 690 Kw.....Power: 250 Watts d.  
 Owned-Oper. By.....Benton Bcstg. Service  
 Business Address.....Box 294  
**News Service**.....AP  
 Pres., Gen. Mgr.....Lavelle Langley  
 Sls. Prom. Mgr., Prog. Dir.....Phillip R. Craig  
 Comm. Mgr., Chief Eng.....Preston Bridges

**KLCN—Blytheville—1922**

Frequency: 910 Kc.....Power: 5000 Watts d.  
 Owned-Operated By.....Harold L. Sudbury  
 Address.....Sudbury Bldg., Main St.  
 Station Representative.....John E. Pearson  
 Gen. Mgr.....Harold L. Sudbury  
 Sales Promotion Manager.....J. T. Sudbury  
 Program Director.....Carl Frame



**KAMD—Camden—1946—MBS  
ABC**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....Camden Radio Inc.  
Address.....South California St.  
Newspaper affil.....News  
News Service.....AP  
Representative Venard, Rintoul & McConnell  
News Service.....AP  
Membership.....NARTB, RAB  
President, Gen. Mgr.....Walter E. Hussman  
Sta. Mgr.....Donald Cathey  
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.....Hil 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.....ASTC Campus  
Transcription Service.....World, SESAC  
Gen. Mgr.....James E. Clayton  
Program 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.  
News Service.....AP  
Representative.....Bogner-Martin, Melville  
Gen. Mgr.....Julian Haas  
Chief Engineer.....Gene Kidd

**KDMS—El Dorado—1950**

Frequency: 1290 Kc.....Power: 1,000 Watts d.  
Owned-Oper. By.....El Dorado Bcstg. Co.  
Address.....208 N. Cleveland  
News Service.....UP  
Transcription Service.....Thesaurus  
Rep.....Dora-Clayton, Melville, Rambeau  
Membership.....NARTB  
Gen. Mgr.....E. R. Hall  
Sls. Mgr.....Rodney P. Smith  
Prog. Dir., Chief Eng.....J. Andrew Wright

**KELD—El Dorado—1935—ABC**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Radio Enterprises, Inc.  
Business-Studio Address.....208½ N. Washington  
News Service.....AP  
Transcription Service.....World  
Representative.....Bogner & Martin  
Membership.....NARTB  
Pres., Gen., Sta., Com. Mgr.....W. N. McKinney

Sales Mgr.....J. R. Duerson  
Program Director.....Jerome Orr  
Chief Engineer.....Troy B. Eddins

**KGRH—Fayetteville—1946**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Fayetteville Bcstg. Co., Inc.  
Business-Studio Address.....103 West Mountain  
News Service.....AP  
Representative.....Walker  
Membership.....NARTB  
President.....Hayden McIlroy  
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.  
News Service.....UP  
Transcription Service.....Lang-Worth  
Representative.....H. F. Best  
Gen., Sta. Mgr.....William Fogg  
Sls., Comm. Mgr.....James Pearson  
Pub. Dir.....Bob Webber  
Program Dir.....H. W. Smith  
Chief Engineer.....Walter Smith, Jr.

**KFPW—Fort Smith—1930  
CBS**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....Tulsa Bcstg. Co.  
Business Address.....Sta. B Box 98  
News Service.....UP, AP  
Representative.....Avery-Knodel  
Membership.....NARTB  
Station Manager,  
Sales Mgr.....J. Paul McCaslin

**KFSA—Fort Smith—1947  
ABC**

Frequency: 950 Kc. Power: 1 Kk. d. 500 W. n.  
Owned.....Fort Smith Broadcasting Co.  
Address.....920 Rogers Ave.  
Newspaper Affiliation  
Southwestern Publishing Co.  
News Service.....UP  
Transcription.....Thesaurus  
Representative.....John E. Pearson  
Membership.....NARTB  
President.....Donald W. Reynolds  
General Manager.....J. W. Slates  
Comm., Prom. Mgr., Pub Dir.....Leo House  
Program Director Director.....Harry Freeman  
Chief Engineer.....Robert W. Platt, Jr.

**KWHN—Ft. Smith—1947**

Frequency: 1320 Kc.....Power: 5000 Watts  
Owned-Operated By.....KWHN Bcstg. Co., Inc.  
Business-Studio Add.....421-423 Garrison Ave.  
News Service.....AP



Trans. Ser..... Standard  
 Representative.....Rambeau  
 Gen. Mgr., Sec.Treas..... J. H. Friedman  
 Station Mgr..... Jimmy Barry  
 Program Dir..... Glenn A. O'Neal

**KHOZ—Harrison—1946**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By... Harrison Bcstg. Corp.  
 Bus-Studio Address..... Harrison  
 News Service..... UP  
 Transcription Service..... Thesaurus  
 Gen. Mgr..... R. S. Wheeler, Jr.  
 Comm. Mgr..... Everett S. Horton  
 Station Mgr..... Harry Temple

**KFFA—Helena—1941  
 KBS-MBS**

Frequency: 1360 Kc.....Power: 1,000 Watts  
 Owned-Operated By..... Helena Bcstg. Co.  
 Address..... 215 York St.  
 News Service..... AP  
 Representative..... Best  
 Membership..... NARTB  
 Pres., General Manager... Sam W. Anderson  
 Comm. Mgr..... Cecil R. Scaife  
 Sales Prom. Mgr..... Katherine Kizer  
 Program Director..... Larry Parker  
 Chief Engineer..... Charles Smith

**KXAR—Hope—1947—MBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By..... Hope Bcstg. Co.  
 Address..... P. O. Box 138  
 News Service..... AP  
 Gen. Mgr..... L. B. Tooley  
 Comm. Mgr..... Wes Ninemire

**KBHS—Hot Springs—1953**

Frequency: 590 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By..... Resort Bcstg. Co., Inc.  
 Address..... 113 3rd St.  
 News Service..... UP  
 Transcription..... World  
 Sta. Rep..... Sears & Ayer  
 President..... A. M. McGregor  
 V.P., General Mgr..... Gene Kelley  
 Station, Sales Prom. Mgr..... Ed Appler  
 Program Director..... Steve Nichols  
 Publicity Director..... Haines Howser  
 Chief Engineer..... Clint Norman

**KBLO—Hot Springs—1953**

Frequency: 1470 Kw.....Power: 1000 Watts d.  
 Owned-Oper. By..... Bullard Enterprises  
 Address..... 1011 Central Ave.  
 Representative..... Indie, Dora-Clayton  
 News Service..... AP  
 General Mgr..... Carl Van Sittert  
 Commercial Mgr..... C. J. Dickson  
 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.  
 Representative... Venard, Rintoul & McConnell  
 News Service..... AP  
 Trans..... World  
 Membership..... NARTB, RAB  
 President, Gen. Mgr..... Walter E. Hussman  
 Comm. Mgr..... Jack Wolever  
 Chief Engineer..... William A. Carr

**KBTM—Jonesboro—1930  
 MBS-KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By..... Regional Bcstg. Co.  
 Address..... 603 Madison St.  
 Representative..... Burn-Smith  
 News Service..... AP  
 Trans..... World  
 Owner, Mgr..... Harold E. King  
 Sta. Mgr..... Clarence Adams  
 Comm. Mgr..... James Barnes  
 Promotion Dir..... Marion Boyne

**KNEA—Jonesboro—1950**

Frequency: 970 Kc.....Power: 1000 Watts d.  
 Owned-Operated By..... Radio Jonesboro, Inc.  
 Address..... New Citizens Bank Bldg.  
 News Service..... UP  
 Transcription Service..... World, Thesaurus  
 Representative..... Gill-Perna  
 President..... Ernest Farabee  
 General Manager..... Harold Gregson  
 Comm. Mgr..... Bob Blackwood  
 Prog. Dir..... Bill Leach  
 Chief Eng..... Wesley Bell

**KARK—Little Rock—1928  
 NBC**

Frequency: 920 Kc.....Power: 5000 Watts  
 Owned-Oper. By..... Arkansas Radio & Equip. Co.  
 Address..... 10th & Spring Sts.  
 News Service..... AP, UP  
 Representative..... Edward Petry  
 Membership..... NARTB  
 V.P., Gen. Mgr..... T. K. Barton  
 Commercial Mgr..... Ernest Howard  
 Prom. Dir..... Shirley Kennedy  
 Program Director..... Ernest M. Howard

**KGHI—Little Rock—1927**

Freq.: 1250 Kc.....Power: 1 Kw. d. 500 w. n.  
 Owned-Operated By..... KGHI-Radio Arkansas  
 Address..... P. O. Box 3099  
 Representative..... Burn-Smith  
 Transcription Service..... World  
 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.....WTCR Inc  
 Business-Studio Address.....Gazette Bldg.  
 News Service.....AP  
 Transcription.....Standard  
 Representative.....Paul Raymer  
 Chairman of the Board.....Connie B. Gay  
 President.....Jane E. Trimmer  
 Exec. V.P.....Donald J. Tucker  
 General Mgr.....N. S. Twell

**KTHS—Little Rock—1924**  
**CBS**

Frequency: 1090 Kc.....Power: 50,000 Watts  
 Owned-Oper.....Radio Bcstg., Inc.  
 Business-Studio Address.....P. O. Box 269  
 Newspaper Affil.....Shreveport Times  
 News Service.....AP, UP  
 Representative.....Branham  
 General Manager.....W. H. Bronson  
 Comm. Manager.....B. G. Robertson  
 Sales Prom. Mgr.....A. C. Dowden  
 Program Director.....George F. Moore  
 Chief Engineer.....Cecil L. Sultt

**KVLC—Little Rock—1948**

Frequency: 1050 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Southwestern Bcstg. Co.  
 Address.....Southern Natl. Insurance Bldg.  
 Representative.....Radio Representatives,  
 Clarke Brown, O'Connell  
 News Service.....AP  
 Prog. Dir.....Charlie Simms  
 General Mgr.....Dale Mahurin  
 Asst. Sta. Mgr.....Henry H. Steele

**KXLR—N. Little Rock—1946**  
**MBS**

Freq.: 1150 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Ark. Airwaves Co.  
 Address.....Cotton Belt Bldg.  
 Representative.....Pearson  
 News Service.....AP  
 President.....John F. Wells  
 Commercial Mgr.....Melton Lancaster

**KVMA—Magnolia—1948**  
**MBS**

Frequency: 630 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Magnolia Bcstg. Co.  
 Business-Studio Address.....212 N. Jefferson St.  
 Representative.....John E. Pearson  
 News Service.....AP  
 Transcription.....World  
 Membership.....NARTB  
 Gen. Mgr.....William M. Bigley

**KBOK—Malvern—1951—KBS**

Frequency: 1420 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Malvern Bcstg. Co.  
 Address.....Young Insurance Bldg.  
 Representative.....Devney, Melville  
 News Service.....AP  
 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 Bcstrs. Inc.  
 Address.....Box 1220  
 Representative.....Best  
 News Service.....AP  
 Transcription.....Capitol  
 Pres., Gen. Mgr.....Abbott F. Kinney

**KENA—Mena—1955—KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....R. B. Bell  
 Address.....S. Reine St.  
 Representative.....Hil F. Best  
 News Service.....AP  
 General Mgr.....Larry Shepard  
 Comm. Mgr.....Bill Hughes  
 Ch. Eng.....O. D. Frederick

**KHBM—Monticello—1955**  
**KBS**

Frequency: 1430 Kc.....Power: 1 Kw.  
 Owned-Oper. By.....College Bcstg. Co.  
 Address.....Box 446  
 Representative.....Continental Radio Sales  
 News Service.....UP  
 Transcription.....SESAC, Standard  
 Membership.....NARTB  
 Gen., Sta., Comm., Sls. Mgr.....Bill Wells  
 Prog. Dir.....Sue Wells  
 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  
 News Service.....AP  
 Transcription Service.....Standard, World  
 Pres., Gen., Sta., Pub. Mgr.....J. C. Willis  
 Prog. Director.....Hugh C. Jones  
 Comm. Mgr., Ch. Eng.....Weldon Sludge

**KTLO—Mountain Home—1953**  
**KBS**

Frequency: 1490 Kw.....Power: 250 Watts  
 Owned-Oper. By.....Mountain Home Bcstg. Corp.  
 Address.....Mountain Home  
 Representative.....Best  
 News Service.....UP  
 Transcription.....World  
 Pres., Gen. Mgr.....A. Stricklen  
 Commercial Mgr.....Bob Pratt

**KNBY—Newport—1949**

Frequency:  
 1280 Kc.....Power: 1000 Watts d., 500 W. n.  
 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  
**Representative**.....Hil F. Best  
**News Service**.....AP  
**Trans.**.....World  
**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  
**News Service**.....AP  
**Membership**.....NARTB  
**General Manager**.....T. Rand  
**Commercial Manager**.....Doayne F. Bateman  
**Business Manager**.....T. M. Self  
**Prog. Dir.**.....W. Wheelis  
**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.  
**News Service**.....AP  
**Station Representative**.....Hil Best  
**General Mgr.**.....Kenneth Keesterson  
**Commercial Manager**.....Clyde Martin  
**Pgm. Dir.**.....Charles Penix

**KOTN—Pine Bluff—1934**  
**MBS-KBS**

**Frequency: 1490 Kc.**.....**Power: 250 Watts**  
**Owned-Operated By**...Universal Bcstg. Corp  
**Address**.....P. O. Box 957  
**News Service**.....AP  
**Transcription Service**.....Thesaurus, World  
**Pres., Gen. Mgr., Chief Engr.**.....B. J. Parrish  
**Prom. Mgr.**.....J. Wallace  
**Program Director**.....Hilda Matz  
**Pub. Director**.....Alva Holt

**KPOC—Pocahontas—1950**  
**KBS**

**Frequency: 1420 Kc.**.....**Power: 1,000 Watts d.**  
**Owned-Operated By**...Pocahontas Radio, Inc.  
**Address**.....P. O. Box 250  
**News Service**.....AP  
**Transcription**.....World  
**General Mgr.**.....Adrian L. White  
**Program Dir.**.....Bill Nicholson  
**Sales Mgr.**.....Virgil Pace

**KAMO—Rogers—1954**

**Frequency: 1390 Kc.**.....**Power: 1000 Watts**  
**Owned**.....KAMO, Inc.  
**Address**.....Am. Natl. Bank Bldg.  
**Station Rep.**.....G. Don Thompson  
**Pres., Gen. Mgr.**.....G. Don Thompson  
**Prog., Pub. Dir.**.....Chuck Davis  
**Chief Engineer**.....W. E. Dacus

**KXRJ—Russellville—1947**  
**MBS-KBS**

**Frequency: 1490 Kc.**.....**Power: 250 Watts**  
**Owned-Oper. By**.....Valley Broadcasters, Inc.  
**Address**.....Box 191  
**News Service**.....AP  
**Pres., Gen., Sta. Mgr.**.....C. R. Horne  
**Comm. Mgr.**.....L. L. Bryan  
**Sales Prom. Mgr.**.....Don Sammons  
**Prog. Director**.....Ora Mae Lee  
**Chief Engineer**.....William C. McKenney

**KWCB—Searcy—1951—KBS**

**Frequency: 1300 Kc.**.....**Power: 1000 Watts d.**  
**Owned**.....White County Bcstg. Co., Inc.  
**Address**.....P. O. Box 95  
**News Service**.....AP  
**Representative**.....Hil F. Best  
**Membership**.....NARTB  
**Pres., Comm. Mgr., Sta., Comm. Mgr.**  
 Carl N. Dodd  
**Prom. Mgr., Prog., Pub. Dir.**.....Don P. Jones  
**Chief Eng.**.....Homer M. Harris

**KUOA—Siloam Springs—1923**  
**MBS-KBS**

**Frequency: 1290 Kc.**.....**Power: 5,000 Watts d.**  
**Owned-Operated By**.....Kuoa, Inc.  
**Business-Studio Address**.....Siloam Springs  
**News Service**.....UP  
**Representative**.....Dora-Clayton  
**Transcription Service**.....Lang-Worth  
**Membership**.....NARTB  
**President**.....Dr. John E. Brown, St.  
**Gen. Mgr., Sta., Comm. Mgr., Ch. Eng.**  
 Cecil Smith  
**Program Director**.....Ralph Kennedy, Jr.

**KBRS—Springdale—1949**  
**ABC-KBS**

**Frequency: 1340 Kc.**.....**Power: 250 Watts**  
**Owned-Oper.**...Northeast Ark. Bcstg. & TV Co.  
**Address**.....P. O. Box 29  
**Newspaper Affiliation**...Southeastern Pub. Co.  
**News Service**.....AP  
**Representative**.....Hil F. Best  
**President**.....Donald W. Reynolds  
**Gen., Sta. Mgr.**.....Roy J. Bowman  
**Comm. Manager**.....Hubert Phillips  
**Chief Engineer**.....William Ussery

**KWAK—Stuttgart—1948**  
**MBS-KBS**

**Frequency: 1240 Kc.**.....**Power: 250 Watts**  
**Owned-Operated By**...Stuttgart Bcstg. Corp.  
**Business Address**.....1818 S. Buerkle  
**Representative**.....Hil F. Best  
**News Service**.....AP  
**Transcription**.....World, Standard  
**President**.....Beloit Taylor  
**Gen. Manager**.....Melvin P. Spann  
**Station Mgr.**.....June S. Spann  
**Comm. Mgr.**.....L. A. Sabo  
**Chief Engineer**.....Marvin Hefington



In a single day, KNX reaches more homes in Metropolitan Los Angeles than the three leading independent stations *combined*.

## **That's saturation!**

And KNX saturation *sinks in*. Your sales message is backed by programming that demands attention: drama, discussion, comedy, sports, variety and news... not a lulling repetition of top tunes.

When you talk "saturation" get *saturation*.

Buy **KNX RADIO**, the most *listened to* station in Los Angeles.

Represented by  
CBS Radio Spot Sales.



**KOSY—Texarkana—1951**  
**MBS**

Freq.: 790 Kc. Power: 1 Kw. d., 500 w. n.  
Owned-Operated By..... Gateway Bcstg. Co.  
Address..... State Line Ave.  
Representative..... Pearson  
Trans..... Thesaurus  
Gen. Manager..... Tom E. Dillahunty  
Sales Manager..... Herman Cecil

**KRLW—Walnut Ridge—1951**

Frequency: 1320 Kc. Power: 1000 Watts d.  
Owned-Oper. By..... Lawrence Co. Bcstg. Co.

Address..... Walnut Ridge  
News Service..... UP  
Trans..... Thesaurus  
Gen. Mgr..... Wm. H. Cate

**KWRF—Warren—1953**

Freq.: 860 Kc. Power: 250 Watts  
Owned..... Pines Bcstg. Co.  
Address..... Box 480  
News Service..... AP  
Transcription Service..... World  
Representative..... Hil F. Best  
Gen., Sta. Mgr..... Lee Reaves  
Comm. Mgr..... H. A. Harris  
Chief Engineer..... P. L. Demaree

**California**

Pop. March 1 (Est.) 13,923,000—Families 4,467,000  
Radio Homes 4,420,000—TV Homes 3,986,000—Stations in State 156

**KCNO—Alturas—1951—ABC**

Frequency: 570 Kc. Power: 1000 Watts d.  
Owned-Operated By..... Interstate Bcstg. Co., Inc.  
Address..... P. O. Box 207  
News Service..... UP  
Trans. Ser..... Standard, Capitol  
Representative..... Best  
Pres., Gen. Mgr..... H. L. Chandler, Jr.  
Comm., Sta. Mgr..... R. W. Ball, Jr.  
Chief Eng..... J. M. Condrey

Comm., Prom. Mgr., Pub. Dir. R. J. McAndrews  
Operations Manager..... Cliff Gill  
Program Director..... Alan Lisser  
Chief Engineer..... Buell Dalton

**KAFY—Bakersfield—1946**  
**MBS**

Frequency: 550 Kc. Power: 1000 Watts  
Owned-Operated By..... Radio Station KAFY  
Address..... 1669 Chester Ave.  
News Service..... UP  
Representative..... McGavren-Quinn  
Transcription..... SESAC  
Membership..... NARTB  
Gen., Sta., Comm. Mgr..... Benton Paschall  
Sales Promotion Manager..... Frank Cassidy  
Program Director..... Glenn Lockhart  
Publicity Director..... Hal Laffoon  
Chief Engineer..... Carl Carlson

**KAVR—Apple Valley—1954**

Frequency: 960 Kc. Power: 5 Kw. d.  
Owned..... Apple Valley Bcstg. Co.  
Address..... Apple Valley Inn  
News Service..... UP  
Membership..... NARTB  
Transcription..... World  
President..... Newton T. Bass  
Managing Dir..... J. C. Thomas  
Commercial Mgr..... R. T. McKenzie

**KBIS—Bakersfield—1950**

Frequency: 1490 Kc. Power: 1000 Watts  
Owned-Oper. By..... Marmat Bcstg. Co.  
Studio Address..... 2013 Chester Ave.  
News Service..... UP  
Transcription Service..... Lang-Worth  
Representative..... Young  
Pres., Gen., Sta. Mgr..... Hal Brown  
Comm. Mgr..... Don Hopkins  
Chief Engineer..... Jack Duemler  
Prog. Dir..... P. Battisti

**KENL—Arcata—1956**

Frequency: 1340 Kc. Power: 250 Watts  
Owned..... Vern Emmerson  
Address..... 225 Shirley Boulevard  
News Service..... AP  
Transcription..... SESAC  
Representative..... W. T. Grant  
Membership..... NARTB  
Gen., Sta. Mgr..... Vern Emmerson  
Comm. Mgr..... Eberle Shultz  
Program Dir..... Lee Norton  
Chief Engineer..... Vince Lambert

**KERN—Bakersfield—1932**  
**CBS**

Frequency: 1410 Kc. Power: 1000 Watts  
Owned-Operated By..... McClatchy Bcstg. Co.  
Business Address..... Sacramento  
News Service..... UP  
Transcription Service..... Capitol  
Representative..... Paul H. Raymer  
Membership..... NARTB, RAB  
President..... Eleanor McClatchy  
Sta., Comm., Prom. Mgr., Prog., Pub. Dir.  
Walter Baziuk  
Chief Engineer..... Verne Shatto

**KBIG—Avalon—1952**

Frequency: 740 Kc. Power: 10,000 Watts  
Owned-Operated By..... John Poole Bcstg. Co.  
Address..... 6540 Sunset Blvd., Hollywood  
News Service..... UP, AP  
Transcription Service..... Standard  
Representative..... Weed  
Membership..... NARTB, RAB  
President, Gen. Mgr..... John Poole

**KGEE—Bakersfield—1946**  
**NBC**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....KGEE, Inc.  
Business-Studio Address....1415 17th Street  
**News Service**.....UP  
Representative.....Hollingsbery  
Membership.....RAB  
Pres., Prom. Mgr., Pub. Dir.  
C. Dexter Haywood  
Gen., Sta., Comm. Mgr. ....Herbert H. Wixson  
Program Director.....Thad Bulkeley  
Chief Engineer.....Edwin Andreas

**KMAP—Bakersfield—1955**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned.....Morris Mindel  
Address.....P.O. Box 693  
**News Service**.....UP  
Representative.....Forjoe  
Membership.....NARTB  
Station Manager.....Jeanne Backer

**KPMC—Bakersfield—1932**  
**ABC**

Frequency: 1560 Kc.....Power: 10,000 Watts  
Owned-Oper. By.....Pioneer Mercantile Co.  
Address.....307 E. 21st St.  
Representative.....Burn-Smith  
Harlan G. Oakes  
Membership.....NARTB  
Gen., Sta. Mgr.....L. A. Schamblin

**KPAS—Banning—1947**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned.....San Jacinto Bctsg. C.  
Address.....4425 W. Ramsey St.  
**News Service**.....UP  
Transcription Service.....World  
Representative.....Grant Webb  
Manager.....Melvin F. Berstler  
Commercial Mgr.....G. F. Kraus

**KWTC—Barstow—1947**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By.....Mojave Valley Bctsg. Co.  
Address.....Box 697  
**News Service**.....UP  
Representative.....O'Connell

**KRE—Berkeley—1923**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....Central Calif. Bcstrs., Inc  
Address-Trans.....601 Ashby Avenue  
**News Service**.....AP  
Representative.....W. S. Grant  
Membership.....NARTB  
General Mgr.....Arthur Westlund  
Sta. Mgr.....Don Hambly  
Chief Engineer.....Robert K. Morrison

**KOWL—Bijou—1956**

Frequency: 1490 Kc.....Power: 250 Watts

Owned.....Radio Station KOWL  
Address.....Lake Tahoe, Bijou  
General Sales Mgr.....Sam Taylor, Jr.

**KIBS—Bishop—1953—KBS**

Frequency: 1230 Kw.....Power: 250 Watts  
Owned-Oper. By.....Inyo Bcstg. Co.  
Address.....Box 757  
**News Service**.....UP  
Transcription Service.....Capital, SESAC  
Representative.....Broadcast Time Sales  
Pres., Gen. Mgr., Pub. Dir.....J. Oliver  
Station Mgr.....Dorothy Cowley  
Commercial Mgr., Prom. Mgr.....R. S. Deming  
Prog. Dir.....George Hobkirk  
Ch. Engineer.....Paul Shirk

**KYOR—Blythe—1948**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned.....Imperial Broadcasting Systems, Inc.  
Address.....Box 668  
**News Service**.....UP  
Representative.....John E. Pearson  
President, Gen. Mgr.....Frank K. Danzig  
V.P., Gen. Sales Mgr.....A. Bartlett Ross, Jr.  
Station Mgr.....Vic Lundberg  
Commercial Mgr.....Sam Christie  
Program Dir.....Lee Young  
Chief Engineer.....Carl S. Johnson

**KROP—Brawley—1946—ABC**

Frequency: 1300 Kc....1000 Watts d., 500 n.  
Owned-Oper. By.....Imperial Bcstg. System  
Address.....6331 Hollywood Blvd.  
Representative.....John E. Pearson Co.  
Station Manager.....Ed Silvera  
Program Dir.....Chap Rollins

**KBLA—Burbank—1952**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Bdcstrs. of Burbank  
Address.....11516 Oxnard St., N. Hollywood  
**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  
**News Service**.....AP  
Station Representative.....D. Cooke, O'Connell  
Owner.....Charles R. Love  
General Manager.....W. L. Gleeson  
Station Manager.....Ray Mitchell  
Comm. Manager.....Bob Purcell  
Program Dir.....H. Herbert  
Chief Engineer.....E. Barranza

**KHSL—Chico—1935—CBS**

Frequency: 1290 Kc.....Power: 5000 Watts  
Owned-Operated.....Golden Empire Bcstg. Co.  
Address.....Box 303  
Representative.....Avery-Knodel  
Membership.....NARTB

Pres., Gen. Mgr. . . . . Mrs. H. McClung  
 Station Manager . . . . Charles H. Kinsley, Jr.

**KXOC—Chico—1949**  
**MBS**

Frequency: 1060 Kc. . . . . Power: 10,000 Watts  
 Owned-Oper. By . . . . Broadmoor Bcstg. Corp.  
 Address-Trans. . . . . Radio Lane  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Branham, McGavren-Quinn  
 Membership . . . . . RAB, NARTB  
 President . . . . . J. O. Gross  
 Gen., Sta., Mgr. . . . . Ted L. Snider  
 Comm. Mgr. . . . . R. Gheller  
 Prog. Director . . . . . Ned Tollinger  
 Publicity Dir. . . . . L. Barksdale  
 Chief Engineer . . . . . Bill Pope

**KCHV—Coachella—1954**

Frequency: 970 Kc. . . . . Power: 1 Kw.  
 Owner . . . . . Coachella Valley Bcstg. Co.  
 Address . . . . . Avenue 50  
 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 Bdcstg. Co.  
 Address . . . . . Box 1179  
 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 . . . . 758 East Colorado St.,  
 Pasadena  
 News Service . . . . . UP  
 Trans. . . . . Lang-Worth  
 Pres., Gen. Mgr. . . . . Henry Fritzen  
 Sta., Comm. Mgr. . . . . Charles M. Ferguson  
 Chief Engineer . . . . . Robert Cochems

**KCRE—Crescent City—1950**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . Del Norte Bcstg. Co.  
 Address . . . . . Box 248  
 Representative . . . . . Ayres  
 Transcription . . . . . Standard, SESAC, World  
 Pres., Gen. Mgr., Sta. Mgr. . . . Robert E. Grey  
 Chief Engineer . . . . . Herb W. Hall

**KCHJ—Delano—1950**

Frequency: 1010 Kc. . . . . Power: 1000 W. d.  
 Owned-Oper. By . . . . Charles Herman Johns  
 Address . . . . . County Line Rd.  
 News Service . . . . . UP  
 General Mgr. . . . . Jean J. Johns  
 Program Dir. . . . . Joe McFolin

**KRDU—Dinuba—1946—KBS**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . Radio Dinuba Co.  
 Business-Studio Address . . . . Box 157  
 News Service . . . . . AP  
 Representative . . . . . W. Ayres  
 Pres., Gen., Sta. Mgr. . . . . Egon A. Hofer  
 Chief Engineer . . . . . Warren Nystrom

**KBAB—El Cajon—1955**  
**KBS-ABC**

Frequency: 910 Kc. . . . . Power: 1 Kw.  
 Owned-Operated By . . . . Babcock Bcstg. Corp.  
 Address . . . . . 200 E. Main St.  
 Representative . . . . . Bolling  
 Transcription Service . . . . . Thesaurus  
 President . . . . . L. H. Kornik  
 Gen., Sta. Manager . . . . . N. E. Key  
 Comm. Mgr., Pub. Dir. . . . . John Stam  
 Program Dir. . . . . W. Sweet  
 Chief Engineer . . . . . Robert E. Lee

**KXO—El Centro—1927**  
**MBS-DON LEE**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . Valradio Inc.  
 Business Address . . . . . Box 140  
 News Service . . . . . UP  
 Representative . . . . . Paul H. Raymer  
 Membership . . . . . NARTB  
 Pres., Gen. Mgr. . . . . Riley R. Gibson  
 Commercial Manager . . . . . Marc Hanan  
 Prog. Dir. . . . . Bob Weaver  
 Chief Engineer . . . . . Jim Pollard

**KHUM—Eureka—1947—CBS**

Freq.: 980 Kc. . . . . Power: 5 Kw., d., 500 W. n.  
 Owned-Oper. By . . . . Carroll R. Hauser  
 Address . . . . . Box 1015  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Pearson, MacGavren  
 Pres., Gen. Mgr. . . . . C. R. Hauser  
 Sta. Mgr., Pgm., Pub. Dir. . . . Frank R. Brown  
 Comm., Prom. Mgr. . . . . Frank M. Smith  
 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.  
 Trans. Ser. . . . . MacGregor, World  
 Membership . . . . . NARTB, RAB  
 Representative . . . . . John Blair  
 President, Manager . . . . . Wm. B. Smullin  
 General Manager . . . . . John Bauriedel  
 Commercial Mgr. . . . . Robert Stach  
 Prom. Mgr. . . . . B. Adams  
 Program Dir. . . . . Eddy Arnold  
 Chief Engineer . . . . . Bert Speer

**KDAC—Fort Bragg—1948**  
**KBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts

Owned.....Mendocino Coast Bcstg. Co.  
 Address.....Box 616  
**News Service**.....**AP**  
 Owner.....Edward Martle  
 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.  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....Bolling  
 President.....Mrs. Hattie Harm  
 General-Station Manager...Clyde F. Coombs  
 Comm. Mgr.....George Nickson  
 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.  
 Representative.....John Blair  
 Pres., Gen. Mgr.....P. R. Bartlett  
 Com. Mgr.....Donald Barry  
 V. P. Eng.....Keith L. Mealey  
 Program Dir.....Robert Fulton

**KGST—Fresno—1949**

Frequency: 1600 Kc.....Power: 1000 Watts d.  
 Owned-Operated By...Delle Broadcasting Co.  
 Address.....1244 'O' St.  
 News Service.....UP  
 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  
 Representative.....McGavren  
 President.....R. O. McMahan  
 Gen., Sta. Mgr.....Coyle Chambers  
 Chief Engineer.....Ed Nickels

**KMJ—Fresno—1925—NBC**

Frequency: 580 Kc.....Power: 5000 Watts  
 Owned-Operated By.....McClatchy Bcstg. Co.  
 Business-Studio Address..1515 Van Ness Ave.  
 Transcription Service.....Associated  
 Representative.....Paul H. Raymer  
 Membership.....NARTB, RAB  
 Station Manager.....David T. Harris

**KYNO—Fresno—1947**

**MBS-DON LEE**

Frequency: 1300 Kc.....Power: 1000 Watts

Owned-Oper. By.....Radio KYNO  
 Address.....2125 N. Barton Ave.  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Hollingbery  
 Membership.....NARTB, RAB  
 General, Sta. Manager.....L. E. Chenault  
 Sales Prom. Mgr.....Jim Carroll  
 Program Director.....Jack Grady  
 Chief Engineer.....Bert Williamson

**KIEV—Glendale—1933**

Frequency: 870 Kc.....Power: 250 Watts d.  
 Owned-Operated By....Cannon System, Ltd.  
 Address.....102 N. Glendale Ave.  
 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  
 News Service.....UP  
 Rep.....Harlan G. Oakes  
 Membership.....NARTB, RAB  
 President.....Earl J. Fenston  
 Gen., Sta. Mgr.....M. Offenbach  
 Commercial Mgr.....Forrest Howard  
 Publicity Dir.....Dave Camp  
 Prog. Dir., Ch. Eng.....Stan Vestal



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

**KFWB—Hollywood—1926**

Frequency: 980 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....KFWB Inc.  
 Business-Studio Add....6419 Hollywood Blvd.  
 Representative.....Branhan, MsGavren, Quinn  
 Pres., Gen. Mgr.....Harry Maizlish  
 Dir. of Oper.....Sydney Yallen  
 General Sales Mgr.....Frank King

**KDAY—Hollywood—1947**

(See Santa Monica For Listing)

**KGFJ—Hollywood—1926**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Ben S. McGlashan  
 Business-Studio Address....6314 Sunset Blvd.  
 News Service.....UP  
 Owner.....Ben S. McGlashan  
 General. Station Manager...Thelma Kirchner  
 Sales Mgr.....Molly C. Low  
 Prog., Pub. Dir.....Dan Speare  
 Prom. Mgr.....Juanita McCurdy  
 Chief Engineer.....Homer Obuchon

**KLAC—Hollywood—1924**

Freq.: 570 Kc.....Power: 5 Kw. d.; 1 Kw. n  
 Owned-Operated By...Hall Broadcasting Co.  
 Address.....6363 Sunset Blvd  
 Representative.....Adam J. Young  
 Membership.....NARTB, RAB  
 President, Gen. Mgr.....M. W. Hall  
 Gen. Sales Manager.....Felix D. Adams

**KREO—Indio—1946—ABC**

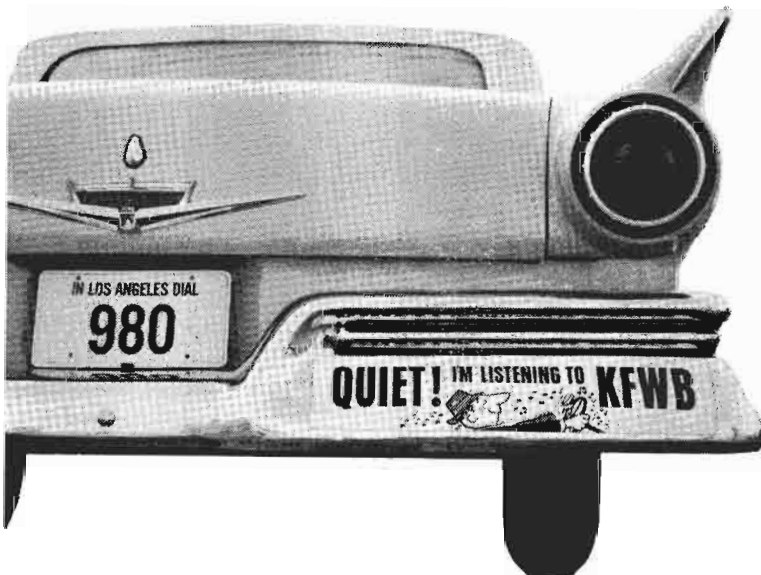
Frequency: 1400 Kc.....Power: 250 Watts  
 Owned...Imperial Broadcasting System, Inc.  
 Address.....P.O. Box 697  
 News Service.....UP  
 Representative.....John E. Pearson  
 President, Gen. Mgr.....Frank K. Danzig  
 V.P., Gen. Sales Mgr.....A. Bartlett Ross, Jr.  
 Station Mgr.....Douglas Caplette  
 Commercial Mgr.....Bill Gibeau  
 Program Director.....Don Retz  
 Chief Engineer.....Cliff Lantz

**KAVL—Lancaster—1950**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Antelope Bcstg. Co.  
 Address.....P. O. Box 1192  
 Transcription Service.....Lang-Worth  
 Membership.....NARTB, RAB  
 Station Representative..Broadcast Time Sales  
 News Service.....UP  
 President.....W. B. Carter  
 General Mgr.....H. L. Comstock  
 Sls. Prom. Mgr.....Dean Roper  
 Chief Engineer.....Carl Pendergraft

**KBVM—Lancaster—1956**

Frequency: 1380 Kc.....Power: 1000 Watts  
 Owned.....Brokaw Broadcasting Co.  
 Address.....112 East Avenue "J"  
 News Service.....AP



A bumper crop  
 of Listeners  
 at home and on  
 the road  
 in Los Angeles.

National  
 Representatives:  
 Branham Co.  
 San Francisco:  
 McGavren-Quinn.  
 Robert M. Purcell,  
 Vice President  
 and General Manager  
 5000 Watts  
 day and night...  
 clear regional  
 channel.



Representative ..... Adam Young  
 Pres., Gen. Mgr. .... Hal Brown  
 Station, Sales Mgr. .... Frank Wilbur

**KCVR—Lodi—1946—KBS**

Frequency: 1570 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... H. W. & D. A. Brown  
 Business Address ..... P. O. Box 800  
 Transcription Service ..... Standard  
 Station Representative ..... Wm. Ayres  
 News Service ..... UP  
 Gen. Mgr. .... Herbert W. Brown  
 Sta. Mgr., Prog. Dir. .... Dedah M. Corlett  
 Sales Mgr. .... J. A. Duguid  
 Chief Engineer ..... George Sampson

**KFOX—Long Beach—1924**

Frequency: 1280 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Hogan Bcstg. Corp.  
 Address ..... 220 E. Anaheim Street  
 News Service ..... UP  
 Membership ..... NARTB, RAB  
 Representative ..... Headley-Reed  
 President ..... Arthur B. Hogan  
 Gen., Sta., Comm. Mgr. .... Hal Shideler  
 Pub. Dir. .... Walt Abbott  
 Chief Engineer ..... J. C. Warren

**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  
 News Service ..... AP  
 Representative ..... Walker  
 Membership ..... NARTB  
 Gen., Sta., Comm. Mgr. .... Clinton H. Fowler  
 Beverly Hills Sales Mgr. .... Cornelius O. Lee

**KABC—Los Angeles—1929**  
**ABC**

Frequency: 790 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... AB-PT, Inc.  
 Address ..... 1539 N. Vine St.  
 News Service ..... AP, INS  
 Representative ..... Katz  
 Membership ..... NARTB, RAB  
 Vice-President ..... Earl J. Hudson  
 General Manager ..... John Hansen  
 Promotion Manager ..... David Nowinson  
 Commercial Mgr. .... William Baxley  
 Program Director ..... Dresser Dahlstead  
 Publicity Director ..... Nell Cleary  
 Chief Engineer ..... Ted Grenier

**KFAC—Los Angeles—1931**

Frequency: 1330 Kc. .... Power: 5000 Watts  
 Owned-Oper. By... Los Angeles Bcstg. Co., Inc.  
 Bus-Studio Address ..... 5773 Wilshire Blvd.  
 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.  
 News Service ..... AP, UP  
 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., Pub. Dir. .... Edward H. Grigg  
 Co-Chief Eng. .... 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.  
 News Service ..... AP, UP  
 Representative ..... CBS Radio Spot Sales  
 Membership ..... NARTB, RAB  
 Comm. Mgr. .... Donald M. Ross  
 Sales Promotion Mgr. .... John Asher

(See Page 366)

**KPOP—Los Angeles—1925**

Frequency: 1020 Kc. .... Power: 5,000 Watts  
 Owned-Operated By ..... Standard Bcstg. Co.  
 Business-Studio Add. .... 338 S. Western Ave.  
 News Service ..... AP, UP  
 Trans. Ser. .... Lang-Worth, MacGregor

**ENJOY  
 LOW COST  
 SO. CALIF.  
 SALES IMPACT**

WITH

TEXACO  
 PEPSODENT  
 PET MILK  
 RICHARD HUDNUT  
 VITALIS  
 SCHILLING SPICES  
 CHESTERFIELDS  
 LAMB GROWERS  
 COCA COLA  
 (4 MELS)

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5000w.      LOS ANGELES      1020kc.

Represented by: BROADCAST TIMES SALES  
 New York   Chicago   Detroit   Dallas  
 FRANK KING CO.      San Francisco





Business Address..... P. O. Box 631  
 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..... Anne Bailey  
 Chief Engineer..... Loyd McQueary

Owned-Oper. By..... KMBY Bcstg. Co.  
 Business Address..... 468 Calle Principal  
 News Service..... UP  
 Transcription Service..... World  
 Station Representative..... Pearson  
 Pres., Gen., Sta. Mgr..... B. P. Timothy  
 Prog. Dir..... Florence Timothy  
 Publicity Dir..... J. T. Timothy  
 Chief Engineer..... G. Hammond

**KYOS—Merced—1936**  
**MBS**

Frequency: 1480 Kc..... Power: 5000 Watts  
 Owned-Operated By..... KYOS, Inc.  
 Business Address..... Box 717  
 News Service..... UP  
 Representative..... Headley-Reed  
 Transcription..... Lang-Worth  
 Membership..... NARTB  
 Pres., Gen. Sta. Mgr..... Robert S. Garrett  
 Commercial Manager..... Gene Bell  
 Program Director..... John McAdams  
 Sales Prom. Mgr..... G. Lorensen  
 Chief Engineer..... Cecil Lynch

**KXXL—Monterey—1955**

Frequency: 630 Kc..... Power: 1 Kw.  
 Owned-Operated By..... Pacific Ventures, Inc.  
 Address..... 546 Hartnell Plaza  
 News Service..... AP  
 Transcription..... RCA, Standard  
 Representative..... Burn-Smith  
 President..... Norman Blitz  
 Gen. Mgr..... Al Madden  
 Comm. Mgr..... Robert G. Campbell  
 Program Director..... Jack G. Hamilton  
 Publicity Director..... Gerry Clemens  
 Chief Engineer..... Herman Stalberg

**KBEE—Modesto—1951**

Frequency: 970 Kc..... Power: 1000 Watts  
 Owned..... McClatchy Blstg. Co.  
 Address..... 14th & Eye Sts.  
 News Service..... UP  
 Representative..... Paul Raymer  
 Manager..... Hugh Shelley

**KWSD—Mt. Shasta—1947**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Shasta Cascade Bcstg. Corp.  
 Address..... Mt. Shasta  
 Representative..... Continental, McGavren,  
 BTS  
 Membership..... NARTB  
 Co-Owner..... Arthur Adler  
 Co-Owner..... David H. Rees

**KMOD—Modesto—1950—ABC**

Frequency: 1360 Kc..... Power: 1000 Watts  
 Owned-Operated By..... Radio Modesto, Inc.  
 Address..... Orangeburg Ave.  
 News Service..... AP  
 Representative..... Headley-Reed  
 Membership..... NARTB  
 President..... John Griffin  
 General Manager..... Don C. Reeves  
 Comm. Manager..... Judd Sturtevant  
 Sales Prom. Mgr., Pub. Dir..... D. Callahan  
 Program Director..... Gene D'Accardo  
 Chief Engineer..... Mel Freedman

**KVON—Napa—1947**

Frequency: 1440 Kc..... Power: 500 Watts  
 Owned-Oper. By..... J. L. & A. M. Powell  
 Address..... Foster Rd.  
 Rep..... O'Connell, Ayres  
 Membership..... RAB  
 Owner, Gen. Mgr..... J. L. Powell  
 Comm. Mgr..... Burke Riley

**KTRB—Modesto—1933**

Frequency: 860 Kc..... Power: 10,000 d.; 1000 n.  
 Owned-Operated By..... KTRB Bcstg. Co., Inc.  
 Address..... P. O. Box 593  
 News Service..... UP  
 Transcription Service..... Cole, Standard  
 Representative..... McGavren-Quinn  
 Membership..... NARTB  
 Pres.-Gen.-Station Mgr..... William H. Bates, Jr.  
 Comm., Sales Prom. Mgr..... Richard Brown  
 Prog., Pub. Dir..... Carl Porviance  
 Chief Engineer..... William H. Bates, Jr.

**KSFE—Needles—1952—KBS**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Needles Bdcstg. Co.  
 Address..... P. O. Box C-2  
 News Service..... INS  
 Station Representative..... Continental  
 Transcription Service..... Thesaurus  
 Owner, Mgr..... B. J. Fitzpatrick

**KMBY—Monterey—1949**  
**CBS**

Frequency: 1240 Kc..... Power: 250 Watts

**KLX—Oakland—1922**

Frequency: 910 Kc..... Power: 5000 Watts  
 Owned-Operated By..... Tribune Building Co.  
 Business Studio Address..... 401 13th St.  
 Newspaper Affiliation..... Oakland Tribune  
 News Service..... AP  
 Transcription Service..... World, Standard  
 Representative..... Weed  
 President..... J. R. Knowland, Jr.  
 Gen., Sta. Mgr..... Bud Foster  
 Prog. Dir..... Bill Laws  
 Publicity Director..... Jean Williams  
 Comm., Sales Mgr..... S. Johnston  
 Chief Eng..... Roswell S. Smith



### **KROW—Oakland—1925**

Frequency: 960 Kc.....Power: 1000 Watts  
 Owned-Operated By.....KROW, Inc.  
 Address.....464 19th St.  
 News Service .....UP  
 Representative .....Raymer  
 Membership .....NARTB, RAB  
 President.....Sheldon F. Sackett  
 General Manager.....J. G. Paltridge  
 Sales Mgr.....Russ Coglin

### **KWBR—Oakland—1920**

Frequency: 1310 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Warner Bros. Radio  
 Business-Studio Address.....327 22nd St.  
 News Service.....UP  
 Transcription.....Capitol  
 Representative.....Forjoe  
 Pres., Gen. Mgr.....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.  
 News Service .....UP  
 Newspaper Aff.....Daily Report  
 Transcription Service .....World  
 Representative .....Hil F. Best  
 Membership .....NARTB

President.....Mrs. Jerene A. Harnish  
 General Mgr.....Peter R. Odens  
 Comm. Mgr.....P. Boshosin  
 Program Director.....Mel Hall  
 Chief Engineer.....Charles Tucker

### **KMOR—Oroville—1948—KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Oroville Bcstrs.  
 Address.....Arlin Rhine Dr.  
 News Service .....UP  
 Membership .....NARTB  
 Representative .....Ayres, Continental  
 General Mgr.....C. Ross McCarthy  
 Sales, Prom. Mgr.....Harry Ebeling  
 Program Dir.....Vic Ives  
 Chief Engineer .....Robert Fuller

### **KOXR—Oxnard—1955**

Frequency: 910 Kc.....Power: 1 Kw.  
 Owned-Oper. By..Oxnard Broadcasting Corp.  
 Address.....613 S. "C" St.  
 News Service .....AP  
 Representative .....Tracy Moore  
 President.....Paul R. Schneider  
 General Manager.....Charles A. Farmer  
 Sales Manager .....Robert F. Brown

### **KCMJ—Palm Springs—1946 CBS**

Frequency: 1340 Kc.....Power: 250 Watts

**MORE NEWS  
 MORE FEATURES  
 MORE REGIONAL COVERAGE**

**AP**

**... and MORE RADIO AND TELEVISION STATIONS  
 depend on  
 THE ASSOCIATED PRESS**



**Owned-Operated By**..Palm Springs Bcstg. Co.  
**Business Address**.....Box KK  
**News Service**.....UP  
**Representative**.....McGavren  
**Transcription Service**.....World  
**Membership**.....RAB  
**President**.....David H. Margolis  
**Sta., Sls., Pub. Mgr.**.....Robert D. Blashek  
**Gen., Comm. Mgr.**.....Norman Lofthus  
**Program Director**.....Arthur Sipherd  
**Chief Engineer**.....Del Davitt

**KPAL—Palm Springs—1954**

**Frequency:** 1450 Kc.....**Power:** 250 Watts  
**Owner**.....Desert Radio-Telescating Co.  
**Address**.....El Mirador Hotel  
**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**.....P.O. Box 1151  
**News Service**.....UP  
**Trans.**.....Standard, London  
**Membership**.....RAB  
**General Mgr.**.....Edward Davis  
**Program Director**.....Rik Aladdin

**KALI—Pasadena—1950**

**Frequency:** 1430 Kc.....**Power:** 5000 Watts  
**Owned**.....Consolidated Broadcasting Co.  
**Address**.....758 East Colorado Street  
**News Service**.....UP  
**President, Gen. Mgr.**.....Henry Fritzen  
**Station Mgr., Prog. Dir.**.....Virginia O'Laughlin  
**Comm., Sales Prom. Mgr.**.....Chester W. Erickson  
**Publicity Dir.**.....Edgar R. Mills  
**Chief Engineer**.....Hervey E. Fritch

**KWKW—Pasadena—1942**

**Frequency:** 1300 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**..Southern Calif. Bcstg. Corp.  
**Address**.....800 Sierra Madre Villa  
**News Service**.....AP  
**Membership**.....NARTB  
**President**.....Marshall S. Neal  
**Gen. Station Mgr.**.....William J. Beaton  
**Program Dir.**.....Ernesto Cervera  
**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.  
**News Service**.....AP  
**Trans. Ser.**.....World  
**Membership**.....RAB  
**President-Gen. Sta. Mgr.**.....Loyal K. King

**KPRL—Paso Robles—1946**  
**MBS-KBS**

**Frequency:** 1230 Kc.....**Power:** 250 Watts

**Owned-Oper. By**.....D. J. & Bernard Schwartz  
**Business-Studio Address**.....32nd & Oak Sts.  
**News Service**.....AP  
**Representative**.....W. S. Grant  
**Gen., Sta., Mgr., Chief Eng.**.....Dale Schwartz  
**Comm., Sales Mgr., Pub. Dir.**..Bernard Schwartz  
**Prog. Dir.**.....Dorothy Schwartz

**KAFP—Petaluma—1950**  
**KBS**

**Frequency:** 1490 Kc.....**Power:** 250 Watts  
**Owned**.....Redwood Empire Bcstg. Co.  
**Address**.....Box 590  
**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.  
**News Service**.....UP  
**Representative**.....W. S. Grant  
**Pres., Gen. Mgr.**.....John C. MacFarland

**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.  
**News Service**.....UP  
**General Mgr.**.....Dean H. Wickstrom  
**Comm., Prom. Mgr.**.....Jim Robertson  
**Prog., Pub. Dir.**.....F. E. Wickstrom  
**Chief Engineer**.....Jim Flint

**KTIP—Porterville—1947**  
**ABC-KBS**

**Frequency:** 1450 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....Ralph F. Miller  
**Business-Studio Address**.....Box 1312  
**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**

**Frequency:** 1490 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**..Tehama Broadcasting Co.  
**Address**.....Tremont Hotel  
**Representative**.....Tracy Moore  
**President**.....W. W. Boone  
**Station Mgr.**.....W. F. Baumgarten

**KRDG—Redding—1956**  
**MBS-DON LEE**

**Frequency:** 1230 Kc.....**Power:** 250 Watts  
**Owned**.....Redding Broadcasting Co.



Address.....1214 Locust Street  
 News Service.....AP  
 Representative....Tracy Moore, Hil F. Best  
 General Manager.....Howard N. Martineau  
 Comm. Manager.....Lee Craig  
 Program Director.....Edith Martineau  
 Chief Engineer.....Lynn F. Olsen

**KSDA—Redding—1954**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owner.....Valr, Inc.  
 Address.....Box 1400  
 News Service.....AP  
 Representative.....Grant  
 General Mgr.....P. Farrelle  
 Commercial Mgr.....John N. Chames  
 Traffic Mgr.....Mrs. Lee Arnold

**KVCV—Redding—1936**  
 CBS

Frequency: 600 Kc.....Power: 1000 Watts  
 Owned-Oper. By....Golden Empire Bcstg. Co.  
 Address.....Box 511  
 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  
 Representative....Tracy Moore, Continental  
 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.....Imperial Broadcasting System, Inc.  
 Address.....3401 Russell Street  
 News Service.....UP  
 Representative....John E. Pearson  
 President, Gen. Mgr.....Frank K. Danzig  
 V.P., Gen. Sales Mgr.....A. Bartlett Ross, Jr.  
 Station Mgr.....John Wages  
 Program Director.....George Corneal  
 Chief Engineer.....James Gardner

**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.  
 News Service.....UP  
 Representative.....Petry  
 President-General Mgr.....Ewing C. Kelly  
 Business Director.....Irma Davis  
 Comm. Mgr.....Fred C. Beckwith  
 Sta. 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 Twenty-First & Q  
 Newspaper Affiliation..McClatchy Newspapers  
 News Service.....UP, AP  
 Representative.....Paul H. Raymer  
 Membership.....NARTB, RAB  
 President.....Eleanor McClatchy  
 Station Manager.....Keith B. Collins  
 Sales Mgr.....A. C. Williams  
 Program Manager.....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  
 News Service.....AP  
 Transcription Service.....World, Langworth  
 Representative.....Forjoe Co.  
 Membership.....NARTB  
 General Manager.....Irving J. Schwartz  
 Station Manager.....J. Matranga  
 Sales Manager.....R. O'Brien  
 Program Director.....Jack Nelson  
 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.....1010 11th St.  
 Representative.....Hollingbery  
 Membership.....RAB  
 Pres., Gen. Mgr.....Robert W. Dunn  
 Station Mgr.....Dean Seaton

**KXOA—Sacramento—1945**  
 MBS-DON LEE

Frequency: 1470 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Sacramento Bcstrs., Inc.  
 Business Address.....Highway 40  
 Representative...Moore & Lund, McGavren,  
 Branham  
 Pres., Gen. Mgr.....Lincoln Dellar  
 Station Mgr.....Howard Haman  
 Sales Mgr.....Howard Haman

**KDON—Salinas—1935**

Frequency: 1460 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Frank Oxarart  
 Business Address..The Arcade, Valley Center  
 News Service.....UP  
 Representative.....McGavren  
 Trans.....Capitol  
 Gen. Mgr.....Jack Feldmann, Jr.  
 Chief Engineer.....Omer Wright

**KSBW—Salinas—1947—MBS**

Frequency: 1380 Kc.....Power: 5000 Watts  
 Owned-Oper. By..Salinas Valley Bcstg. Corp.

Business Address.....238 John St.  
**News Service**.....**AP**  
 Transcription Service..... World  
 Representative ..... Headley-Reed  
 Membership ..... NARTB, RAB  
 Pres., Gen. Mgr.....John C. Cohan  
 Sta., Comm. Mgr.....W. M. Oates  
 Sales Prom. Mgr.....Dean Moxley  
 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.  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....W. S. Grant  
 Pres., Gen., Comm., Sales Mgr....F. A'Angelo  
 Sta. Mgr., Prog. Dir., Eng.....Jim Blaine  
 Pub. Dir.....M. Boznic

**KFXM—San Bernardino—1929**  
**MBS**

Frequency: 590 Kc.....Power: 1000 Watts  
 Owned.....KFXM Broadcasting Co.  
 Address.....512 Fifth Street  
 News Service.....UP  
 Transcription.....World  
 Representative.....McGavren-Quinn  
 Membership.....NARTB, RAB  
 Board of Dirs.....Howard Tullis,  
 John Hearne, Ben Paschall  
 Program Dir.....Howard Bailey  
 Chief Engineer.....George Ewing

**KITO—San Bernardino—1947**  
**ABC**

Frequency: 1290 Kc.....Power: 5000 Watts  
 Owned-Operated By  
 Cosmopolitan Bcstg. Corp.  
 Address.....Box 889  
 News Service.....UP  
 Representative.....Hollingbery  
 General Mgr.....Ray Rios  
 Asst. Mgr.....Perry Carle

**KRNO—San Bernardino—1948**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By..Western Empire Bcstrs., Inc.  
 Address.....990 Colton Ave  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Broadcast Time Sales  
 Pres., Gen. Mgr.....Norman H. Rogers  
 Station Manager.....George W. Brock  
 Sls. Prom., Comm. Mgr.....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.....KCBQ, Inc.  
 Bus.-Studio Address.....P. O. Box 1629  
 News Service.....UP  
 Representative.....Young  
 Membership.....NARTB

Managing Dir.....Lee B. Bartell

**KFMB—San Diego—1941**  
**CBS**

Frequency: 540 Kc.....Power: 5 Kw.  
 Owned.....Wrather-Alvarez Bcstng Co.  
 Bus.-Studio Address.....1405 Fifth Ave.  
 News Service.....AP  
 Representative.....Petry  
 Membership.....RAB, NARTB  
 Trans.....SESAC, Capitol  
 President.....J. D. Wrather, Jr.  
 General Mgr.....Maria Helen Alvarez  
 Station Manager.....A. M. Mortensen  
 Gen. Sales Mgr.....Joe Miller  
 Promotion Dir.....Dan Bellus

**KFSD—San Diego—1925—NBC**

Frequency: 600 Kc.....Power: 5000 Watts  
 Owned-Operated By.....KFSD, Inc.  
 Business-Studio Address....U. S. Grant Hotel  
 News Service.....INS  
 Transcription Service.....World  
 Representative.....Katz Agency  
 Membership.....NARTB, RAB  
 Station Manager.....F. T. Boise Jr.  
 Chief Engineer.....Leroy Bellwood  
 Eng. Supvr.....Norman Burwell

**KGB—San Diego—1926—MBS**

Frequency: 1360 Kc.....Power: 1000 Watts  
 Owned-Operated By.....KGB, Inc.  
 Address.....1017 First Ave.

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**News Service** ..... UP  
**Representative** ..... H-R  
**Membership** ..... RAB, NARTB  
**President** ..... Marion R. Harris  
**Vice-Pres., Sales 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 Bcstg. Co.  
**Bus. Studio Address**... 204 U.S. Natl. Bank Bldg.  
**News Service** ..... UP  
**Rep.** Pearson, McGavren, Feltis, Cox, Walter Lake  
**Vice-Pres., Gen. Mgr.** ..... Wilson Edwards  
**Prog. Dir., Chief Eng.** ..... Vern Milton

**KSON—San Diego—1946**

**Frequency:** 1240 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... Rabell Enterprises  
**Address** ..... U.S. Grant Hotel  
**Membership** ..... NARTB  
**Representative** ..... Forjoe  
**President** ..... Fred Rabell  
**Exec. V.P.** ..... Dorothy Rabell  
**Vice-Pres.** ..... Emery L. Chase

**KGIL—San Fernando—1947**

**Frequency:** 1260 Kc. .... **Power:** 1000 Watts d.  
**Owned-Oper. By** ... Pierce Brooks Bcstg. Corp.  
**Business Address** ..... 4919 Van Nuys Blvd.  
**News Service** ..... AP  
**Membership** ..... NARTB  
**Trans.** Capitol, World, Lang-Worth, Thesaurus, Assoc., Standard, McGregor  
**President** ..... Dr. Pierce B. Brooks  
**Gen., Comm., Sta. Mgr.** ..... Howard P. Gray  
**Program Dir.** ..... Allen McKee  
**Chief Engineer** ..... Jay Rice

**KCBS—San Francisco—1949**  
**CBS**

**Frequency:** 740 Kc. .... **Power:** 50,000 Watts  
**Owned-Operated By** ..... CBS  
**Address** ..... Sheraton Palace Hotel  
**News Service** ..... AP, UP, INS  
**Representative** ..... CBS Radio Spot Sales  
**Transcription Service** ..... ASCAP, SESAC, BMI  
**Membership** ..... NARTB, RAB  
**President (CBS)** ..... Frank Stanton  
**Gen., Sta. Mgr.** ..... Henry Untermeyer  
**Commercial Manager** ..... Roland Kay  
**Promotion Mgr.** ..... Evelyn Clark  
**Program Director** ..... Pede Worth  
**Publicity Director** ..... William Cullenward  
**Chief Engineer** ..... Alan Cormack

**KOBY—San Francisco—1947**

**Frequency:** 1550 Kc. .... **Power:** 10 Kw.  
**Owned-Oper. By** ... Mid-America Bdcstrs., Inc.  
**Address** ..... 505 Geary St.  
**News Service** ..... AP  
**Representative** ..... Forjoe  
**President** ..... David M. Segal  
**Station Mgr.** ..... Bill E. Brown

**Prom. Mgrs.** ..... W. Brazeal, J. McRea  
**Chief Engineer** ..... Ted Porter

**KFRC—San Francisco—1923**  
**MBS-DON LEE**

**Frequency:** 610 Kc. .... **Power:** 5000 Watts  
**Owned-Oper. By** ..... RKO Teleradio Pictures  
**Business-Studio Address**... 1000 Van Ness Ave.  
**News Service** ..... UP, INS  
**Representative** ..... H-R  
**Membership** ..... NARTB, RAB  
**Gen., Sta. Mgr.** ..... William D. Cabst  
**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** ..... 277 Golden Gate Ave.  
**News Service** ..... AP, INS  
**Representative** ..... John Blair  
**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.  
**News Service** ..... AP, INS  
**Representative** ..... Young  
**Membership** ..... NARTB  
**Gen. Mgr.** ..... Edwin P. Franklin  
**Sta., Comm., Prom. Mgr.** ..... Stanley G. Breyer  
**Merchand. Dir.** ..... Audrey P. Hunt  
**Prog., Pub. Dir.** ..... 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.  
**News Service** ..... AP, INS, UP  
**Trans.** ..... Thesaurus  
**Representative** ..... NBC Spot Sales  
**Membership** ..... NARTB, RAB  
**President (NBC)** ..... Robert Sarnoff  
**Gen., Sta., Comm. Mgr.** ..... George W. Fuerst  
**Program Director** ..... Jack Wagner  
**Publicity Director, Prom. Mgr.** ..... Jane Morrison  
**Chief Engineer** ..... J. W. Baker

**KSAN—San Francisco—1936**

**Frequency:** 1450 Kc. .... **Power:** 250 Watts  
**Owned** ..... Golden Gate Broadcasting Corp.  
**Address** ..... 1111 Market Street  
**News Service** ..... AP  
**Representative** ..... Stars National, Tracy Moore



President.....Sherwood H. Patterson  
 Gen., Sta. Mgr.....Len Cinnamond  
 Program Dir.....O'Dessa Monroe  
 Publicity Dir.....Gail Perry  
 Chief Engineer.....Harry Wickersham

**KSFO—San Francisco—1925**

Freq.: 560 Kc....Power: 5 Kw. d., 1 Kw. n.  
 Owned By.....Golden West Bcsters.  
 News Service.....UP  
 Business Address.....950 California St.  
 Transcription Service.....Standard  
 Representative.....AM Radio Sales  
 Membership.....NARTB  
 President.....Robert Reynolds  
 Gen., Sta. Mgr.....Roman W. Wassenberg  
 Sales Asst. Gen. Mgr.....Bert S. West  
 Program Dir.....Robert Hansen  
 Pub. Dir., Sales Prom. Mgr.....P. Ryan  
 Dir. of Engineering.....Lloyd C. Sigmon

**KYA—San Francisco—1926**

Freq.: 1260 Kc....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....KYA, Inc.  
 Business Studio Address.....Fairmont Hotel  
 News Service.....UP  
 Rep.....Barry, Taft, McGavren, Quinn  
 Membership.....RAB  
 V.P., Gen. Mgr.....Irving C. Phillips  
 Sales Mgr.....Deane Banta

**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.  
 News Service.....UP  
 Representative.....Weed  
 Transcription Service.....Associated  
 Membership.....RAB  
 Owner, President.....John H. Poole  
 Gen. Mgr.....Dave Maxwell  
 Comm., Prom. Mgr.....A. S. Purves  
 Prog., Pub. Dir.....Jim Bailey  
 Chief Engineer.....Bob Love

**KEEN—San Jose—1947**

Frequency: 1370 Kc. Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Operated By.....Unilted Bcstg. Co.  
 Business Studio Address.....Hotel De Anza  
 News Service.....UP  
 Representative.....W. S. Grant  
 Membership.....NARTB  
 President.....George M. Mardikian  
 V.P., Gen. Mgr.....Floyd Farr  
 Prog. Dir., Chief Eng.....G. Snell  
 Commercial Mgr.....Robert J. Blum  
 Sales Prom. Mgr.....Ray Holly

**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  
 News Service.....UP  
 Membership.....RAB

Representative.....O'Connell; Pickens  
 President.....E. L. Barker  
 Gen., Sta. Mgr.....R. E. Ryan  
 Sls. Prom., Pub. Dir.....Lois Johnson  
 Comm. Mgr.....G. Anderson  
 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  
 Paper Affil...Los Gatos Times, Gilroy Dispatch,  
 Saratoga Observer  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....Hall; BTS  
 President.....Patrick H. Peabody  
 Gen., Sta. Mgr.....Norman Paul  
 Comm., Sales Mgr.....Earle Russell  
 Publicity Director.....Gordon B. Greb  
 Prog. Dir.....Frank Darien  
 Chief Engineer.....Edward Meece

**KRRX—San Jose—1948**

Frequency: 1500 Kc....Power: 1000 Watts  
 Owned-Operated By.....San Jose Bcstg. Co.  
 Address.....Box 167  
 News Service.....AP  
 Representative.....McGavren, Tracy Moore,  
 Hugh Fellis  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Joe E. Levitt  
 Sta. Mgr., Comm. Mgr., Pub. Dir.  
 Gordon Graham  
 Program Director.....Frank G. Kilpatrick  
 Sales Prom. Mgr.....Oscar Bradley  
 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  
 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**

Frequency: 920 Kc. Power: 1 Kw. d., 500 w. n.  
 Owned-Oper. By.....Valley Enterprises Co.  
 Business Address  
 Mountain View & Hill Sts.  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....Headley-Reed  
 Membership.....NARTB, RAB  
 President.....John C. Cohan  
 Sales Manager.....Si Darragh  
 Nat. Sales Mgr.....William A. Morrison

**KVSM—San Mateo—1947**

Frequency: 1050 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. Intercontinental Bcastg. Corp.  
 Business Studio Address... 279 Baldwin Ave.  
 News Service ..... INS  
 Representative..... Harlan Oakes, McGavren  
 General Manager..... Jack Grant  
 Program Dir..... Ralph Emery  
 Chief Engineer..... Carl Rolliff

**KTIM—San Rafael—1947**

Frequency: 1510 Kc. Power: 1000 Watts d.  
 Owned-Operated By... Marin Bcastg. Co., Inc.  
 Business Address..... 1032 B Street  
 Newspaper Affil.... S. R. Independent Journal  
 News Service ..... UP  
 Representative ..... Hil F. Best  
 President..... Roy A. Brown  
 V.P., Gen., Comm. Mgr., Ch. Eng... H. E. Turner  
 Pub. Director..... Kitty Oppenheimer

**KWIZ—Santa Ana—1926**

Frequency: 1480 Kc. Power: 1000 Watts  
 Owned..... Voice of the Orange Empire Inc.  
 Business Address..... 105 E. 5th St.  
 News Service ..... UP  
 Representative..... W. S. Grant, Leader  
 President, Gen. Mgr..... Earnest L. Spencer  
 Sales Prom Mgr..... Donner P. Spencer  
 Comm. Manager..... Dick Leader  
 Prog. Director..... Ed Nix  
 Publicity Director..... Barbara Cullings  
 Pub. Rel. Dir..... Harry Harvey  
 Ch. Eng..... Roy Morris

**KDB—Santa Barbara—1921**  
**MBS-DON LEE**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By..... KDB Broadcasting Co.  
 Business-Studio-Transmitter ..... Radio Square  
 Membership ..... NARTB, RAB  
 News Service ..... UP  
 Representative ..... Gill-Perna, McGavren  
 Transcription ..... Standard  
 General Mgr..... Jim Harford  
 Sales Manager..... Len Menard  
 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.  
 News Service ..... UP  
 Representative..... George P. Hollingbery  
 Pres., Gen. Mgr..... Harry C. Butcher

**KTMS—Santa Barbara—1937**  
**ABC**

Frequency: 1250 Kc. Power: 1000 Watts  
 Owned-Oper. By. Santa Barbara News-Press  
 Business-Studio Address... de la Guerra Plaza  
 News Service ..... AP  
 Representative..... Paul H. Raymer

President..... Thomas M. Storke  
 Gen. Mgr..... Charles A. Storke  
 Sta. Mgr..... Joe Benes

**KSCO—Santa Cruz—1947**

Frequency: 1080 Kc. Power: 1000 d.; 500 n.  
 Owned-Operated By..... Radio Santa Cruz  
 Business Address..... P. O. Box 1080  
 News Service ..... AP  
 Trans..... Thesaurus, Standard  
 Membership ..... NARTB, RAB  
 Representative..... BTS  
 Pres., Gen., Sta., Comm. Mgr.... C. V. Berlin

**KCOY—Santa Maria—1946**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By..... Arenze B'casters  
 Business-Studio Address..... 801 So. B'way  
 Representative..... Best, McGavren-Quinn  
 News Service ..... AP  
 Membership ..... NARTB  
 Pres., Gen., Sta. Mgr..... James H. Ranger  
 Comm., Sls. Prom. Mgr..... Edmond L. Feely  
 Prom., Pub. Dir..... Ed L. Zuchelli

**KSMA—Santa Maria—1945**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By... J. Hagerman, J. I. Groom  
 Address..... 510 W. Morrison  
 News Service ..... UP  
 Sta. Rep..... Tracy Moore  
 Managers.. James M. Hagerman, John I. Groom

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DORA-CLAYTON, Atlanta, Georgia  
PEARSON & CO., San Francisco  
GEORGE A. BARON, Exec. V.P. & Gen. Mgr.

**KDAY—Santa Monica—1947**

Frequency: 1580 Kc. Power: 10,000 Watts, d.  
 Owned-Operated By Gotham Broadcasting Co.  
 Address 1 Pico Blvd.  
 Membership NARTB  
 Representative Forjoe, Dora-Clayton  
 President J. Elroy McCaw  
 V.P., General Manager G. A. Baron  
 Program Director P. Pete Smith  
 Chief Engineer Robert H. Dye

**KSPA—Santa Paula—1946**  
**KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By Santa Paula Bcstrs. Inc.  
 Business-Studio Address 110 Middle Rd.  
 Station Rep. O'Connell, Ayres  
 Pres., Gen., Sta. Mgr. Juan G. Salas  
 Prog. Dir., Comm. Mgr. Victor Salas  
 Sales Prom. Mgr., Chief Eng. H. J. Velasco

**KSRO—Santa Rosa—1937**

Frequency: 1350 Kc. Power: 1000 Watts  
 Owned-Oper. By Finley Bcstg. Co.  
 Business-Studio Add. Fresno & Finley Aves.  
 News Service UP  
 Representative McGavren-Quinn  
 President Mrs. E. L. Finley  
 Gen., Comm. Manager Frank McLaurin  
 Pub. Dir. Greg Prichard  
 Sales Prom. Mgr. Paul Corbin  
 Prog. Dir. Al E. Pearson  
 Chief Engineer Hilmar Cann

**KROG—Sonora—1949—KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned Bruce E. Ferrel  
 Address Modesto  
 News Service UP  
 Transcription Standard, SESAC  
 Representative W. S. Grant  
 Gen., Sta. Mgr., Ch. Eng. Walter T. Eggers  
 Comm., Sales Prom. Mgr. George E. Johnstad  
 Program Director Baci Ferrel  
 Publicity Dir. Ray Lukas

**KRAK—Stockton—1926**

Frequency: 1140 Kc. Power: 5000 Watts  
 Owned-Oper. By Golden Valley Bcstg. Co.  
 Business-Studio Address 409 E. Market St.  
 News Service UP  
 Transcription Service World  
 Representative John Blair  
 Membership RAB  
 President L. E. Chenault  
 V.P., Gen., Sta. Mgr. A. L. Torbet  
 Program Director Bob Brannan  
 Pub. Director J. Mackenzie  
 Comm. Manager Ted Carlsen  
 Chief Engineer J. Tyron Kelley  
 Sales Prom. Mgr. Burtca

**KSTN—Stockton—1949**

Frequency: 1420 Kc. Power: 1000 Watts  
 Owned-Operated By San Joaquin Bcstg. Co.  
 Business Address Hotel Clark  
 News Service UP  
 Representative Hollingbery  
 Membership NARTB, RAB  
 President Knox La Rue  
 Station Mgr. Dave Skinner  
 Sales Prom. Mgr. E. Tiscornia  
 Program Director Ellis Lind  
 Publicity Director Ray Golden  
 Chief Engineer Richard Van Schaick

**KWG—Stockton—1921—ABC**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned Western Broadcasting Co., Inc.  
 Address 411 East Market Street  
 News Service AP  
 Representative Bolling Co.  
 Membership NARTB  
 President, Gen., Sta. Mgr. Douglas D. Kahle  
 Comm., Sales Prom. Mgr. Robert Murray  
 Program Director James E. Longe  
 Publicity Dir. Robert Billman  
 Chief Engineer M. Bey Greene

**KJOY—Stockton—1947**

Frequency: 1280 Kc. Power: 1000 Watts  
 Owned-Oper. By Joseph Gamble Stations, Inc.  
 Business-Studio Address Hotel Stockton  
 News Service UP  
 Representative McGavren

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 President ..... J. E. Gamble  
 Gen., Sta., Comm. Mgr. .... Ort Lofthus  
 Prog. Dir. .... Dennis C. Kirwan  
 Chief Engineer ..... James Tracewell

**KSUE—Susanville—1948**  
**KBS**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned By ..... N. Hallowell, J. E. McKahan  
 News Service ..... UP  
 Representative ..... Tracy Moore  
 Membership ..... NARTB  
 Manager ..... Nolan Hollowell  
 Traffic Manager ..... G. W. Burr  
 Program Director ..... Ernest W. Moffett  
 Chief Engineer ..... Harold C. Houston

**KTKR—Taft—1948—KBS**

Frequency: 1310 Kc. .... Power: 500 Watts d.  
 Owned-Operated By ..... Taft Bcstg. Co.  
 Business Address ..... P.O. Box "WW"  
 News Service ..... UP  
 Membership ..... NARTB  
 Pres., Gen., Sta. Mgr. .... Kenneth Aitken  
 Comm. Mgr. .... Jack Smith  
 Chief Engineer ..... Kenneth Aitken  
 Prog. Dir. .... G. J. Tschumy, Jr.

**KCOK—Tulare—1945**  
**MBS-DON LEE**

Frequency: 1270 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... KCOK, Inc.  
 Business Address ..... P. O. Box 119  
 News Service ..... UP  
 Representative ..... Forjoe  
 General Manager ..... Sheldon Anderson  
 Station Manager ..... J. Alton Rinehart  
 Nat. Sales Mgr. .... Naum Healy

**KTUR—Turlock—1949**

Frequency: 1390 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Turlock Bcstg. Corp.  
 Address ..... P. O. Box 1390  
 News Service ..... UP  
 Representative ..... O'Connell  
 President ..... Wallace Lindskoog  
 Gen., Sta., Comm. Sls. Mgr. .... H. A. McMillen  
 Program Director ..... B. McMillen  
 Chief Engineer ..... Maxon Sayre

**KUKI—Ukiah—1950**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... M. E. Sims  
 Address ..... P. O. Box 638  
 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 Director ..... Lyle Jones  
 Chief Engineer ..... John Cheatham

**KGW—Vallejo—1947**

Frequency: 1190 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Vallejo Bcstg. Co.  
 Business-Studio Address ..... 3267 Sonoma Blvd.  
 News Service ..... UP  
 Representative ..... BTS  
 Co-Owners, Co-Mgrs. .... E. Peck, A. J. Krisik  
 Comm. Mgr. .... A. J. Krisik  
 Pub., Prog. Dir. .... Ellsworth Peck  
 Sls. Prom. Mgr. .... A. J. Krisik  
 Chief Engineer ..... William Roberts

**KVEN—Ventura—1948**  
**MBS-DON LEE**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Coast Ventura Co.  
 Address ..... Box 1611  
 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

**KUDU—Ventura—1947**

Frequency: 1590 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Voice of Ventura County  
 Business Address ..... South Mills Rd.  
 Representative ..... Walker, Oakes  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Manager ..... Bill E. Williams  
 Sales Mgr. .... Norton Gilson  
 Program Dir. .... Jim Williams  
 Chief Engineer ..... Cullen Tendick

**KONG—Visalia—1951**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... KYNO  
 Address ..... Box 1429  
 News Service ..... UP  
 Representative ..... Hollingbery  
 Gen., Sta. Mgr. .... Gordon L. Jacobs  
 Program Manager ..... Dave Belman  
 Chief Engineer ..... Leon K. Jones

**KWSO—Wasco—1950**

Frequency: 1050 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Maple Leaf Bcstg. Co.  
 Address ..... P. O. Box 366  
 Rep. .... Hil F. Best  
 News Service ..... AP  
 President ..... E. J. Peters  
 Station Mgr. .... Theo. G. Heinrichs

**KHUB—Watsonville—1937**  
**KBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Business Address ..... P. O. Box 349  
 News Service ..... UP  
 Representative ..... Hil F. Best  
 Membership ..... NARTB  
 Gen., Sales Mgr. .... William W. Morgan

**KSYC—Yreka—1947—ABC**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By Siskiyou Cty. Bcstg. Co., Inc.  
 Address.....Lawrence Lane, S. Oregon St.  
**News Service** .....AP  
**Transcription Service** .....Lang-Worth  
 Representative.....T. Moore  
 Membership.....NARTB  
 President.....E. G. Milbourne  
 General Manager.....D. C. Holfinger  
 Sta., Comm. Manager.....D. M. Comstock  
 Program Director.....Wesley Meyers  
 Chief Engineer.....W. R. Maginnis

**KAGR—Yuba City—1953**  
**KBS**

Frequency: 1450 Kc.....Power: 100 Watts  
 Owner.....James E. Jaeger  
 Address.....Box 247

News Service .....UP  
 Representative .....Best  
 President .....James E. Jaeger  
 Gen. Mgr., Chief Eng.....James E. Walley  
 Program Director.....Dean Coll

**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.  
**News Service** .....AP  
**Transcription Service** .....Thesaurus  
 Rep.....Ayers, O'Connell, Continental  
 Membership.....NARTB  
 President.....Chester V. Ullom  
 Gen. Manager.....Roger R. Hunt  
 Comm. Mgr.....Lloyd Klemp  
 Prog. Dir.....Ric Ryan  
 Pub. Dir.....Donald Brown  
 Chief Engineer.....Carlton E. Currie

**Colorado**

Pop. March 1 (Est.) 1,654,000—Families 493,000  
 Radio Homes 462,000—TV Hmes 304,000—Stations in State 46

**KGIW—Alamosa—1929—KBS**  
**MBS-IMN**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....D. L. & Katholeen Allen  
 Address.....Alamosa  
**News Service** .....UP  
 Rep.....Avery-Knodel  
 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  
**News Service** .....UP  
**Transcription Service** .....World  
 Representative.....Forjoe  
 Membership.....NARTB  
 President.....David M. Segal  
 Gen., Sta. Mgr.....Edward M. Guss  
 Comm. Mgr.....James F. Brown  
 Sls. Prom. Mgr.....Ted Cooper  
 Chief Engineer.....Lonnie A. Licata  
 Program Dir.....Bobby Beers  
 Publicity Director.....Jim Wayne

**KBOL—Boulder—1946**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Boulder Radio KBOL, Inc.  
 Address.....Box 146  
**News Service** .....AP  
**Transcription Service** .....Standard, Thesaurus  
 Station Rep.....Holman  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....Russel Shaffer  
 Sales Manager.....Gene Palm  
 Program Dir.....John Wilcox

**KRLN—Canon City—1946**  
**KBS-IMN**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Royal Gorge Bcstrs., Inc.  
 Business-Studio Address.....1615 Central Ave.  
**News Service** .....UP  
 Trans. Serv.....Keystone, Cole, BMI  
 Pres.-Gen.-Sta. Mgr.....Ray M. Beckner  
 Comm. Mgr.....Al Rinn  
 Pub. Dir.....Q. Bryan  
 Prog. Director.....R. Beckner, Jr.  
 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.  
**News Service** .....AP, UP  
 Representative.....John E. Pearson  
 Membership.....NARTB, RAB  
 Pres., Gen., Sta. Mgr.....Harry W. Hoth  
 Program Director.....John Finlayson  
 Business Mgr.....Donald Wilkinson  
 Chief Engineers.....H. Schubarth, C. Upton

**KVOR—Colorado Springs**  
**1924—CBS-IMN**

Frequency: 1300 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Riggs & Greene, Inc.  
 Address.....512 So. Tejon  
**News Service** .....UP  
 Representative.....Hollingbery  
 Membership.....NARTB  
 President.....John S. Riggs  
 General Manager.....John F. Hanssen



Program Director.....Ron Cook  
 Chief Engineer.....Sheridan Gilbert

**KWBY—Colorado Springs  
 1955**

Frequency: 740 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Music Broadcasting Corp.  
 Address.....Box 764  
 News Service.....UP  
 Representative.....Radio-TV Reps., Inc.  
 Pres., Gen. Mgr.....John L. Buchanan  
 Comm., Prom. Mgr., Pub. Dir.....Jack Wallace  
 Station Mgr.....Ralph Petti  
 Prog. Dir.....Robert Pittock  
 Chief Engineer.....O. E. Kelley

**KVFC—Cortez—1955  
 KBS-IMN**

Frequency: 740 Kc.....Power: 1 Kw.  
 Owned-Oper. By.....J. Hawkins & B. Hubbs  
 Address.....Box 1718  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Best  
 Gen., Sta. Mgr.....Jack Hawkins  
 Prog. Dir., Eng.....Jack James  
 Comm. Mgr.....George Fender  
 Sales Prom. Mgr.....Clyde Gores

**KRAI—Craig—1947**

Frequency: 550 Kc.....Power: 1 Kw. d., 500 W. n  
 Owned-Oper. By.....Northwestern Bcstg. Co.  
 Address.....P. O. Box 65  
 News Service.....UP  
 Representative.....Grant Webb  
 Transcription Service.....Thesaurus  
 Membership.....NARTB  
 President.....George Cory  
 Station Mgr.....Dick Bonderud  
 Treasurer.....Kenneth Stone  
 Sales Co-Ord.....Shulom Kurtz

**KDTA—Delta—1955**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Monarch Broadcasting Co.  
 Address.....P. O. Box 452  
 News Service.....UP  
 Transcription.....SESAC  
 Pres., Gen., Sta. Mgr.....D. E. Towne  
 Comm. Mgr.....D. W. Blair  
 Prog. Dir.....Rose Mary Towne

**KDEN—Denver—1956**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned.....KDEN Broadcasting Co.  
 Address.....1601 West Jewell Ave.  
 News Service.....AP  
 Partners.....Edwin E. Koepke, Frank E. Amole Jr.  
 Station Mgr.....Edwin E. Koepke  
 Comm. Mgr.....Wally Geiger  
 Sales Prom. Mgr.....Ken Brothers  
 Program Dir.....Lloyd Knight  
 Chief Engineer.....Walt Wilson

**KFML—Denver—1955**

Frequency: 1390 Kc.....Power: 1000 Watts d.

Owned-Oper. By....."Note" Bcstg. Co.  
 Address.....262 Fillmore St.  
 Representative.....Good Music Broadcasters  
 Membership.....NARTB  
 Pres., Gen. Mgr.....E. A. Bancker, Jr.  
 Comm. Mgr.....L. B. Switzer  
 Sales Prom. Mgr., Pub. Dir.....Amy Roosevelt  
 Program Dir.....Fred Hays  
 Chief Engineer.....A. L. Robertson

**KFSC—Denver—1954**

Frequency: 1220 Kc.....Power: 1 Kw.  
 Owned.....Francisco V. Sanchez  
 Address.....3340 Lafayette St.  
 News Service.....INS  
 Representative.....Oakes, National Time Sales  
 President.....F. V. Sanchez  
 Gen. Mgr.....Levi Beall  
 Comm. Mgr.....Joseph E. Flynn

**KIMN—Denver—1923—MBS  
 IMN**

Frequency: 950 kc.....Power: 5 kw.  
 Owned.....KIMN, Inc.  
 Address.....5350 W. 20th Ave.  
 News Service.....UP  
 Station Representative.....Avery-Knodel, Inc.  
 Membership.....RAB  
 Gen. Mgr.....Collin W. Lowder  
 Commercial Manager.....Kenneth E. Palmer  
 Nat. Sales Mgr.....Holly Moyer  
 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  
 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  
 Chief Engineer.....D. M. Smith

**KLZ—Denver—1922—CBS**

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Aladdin Bcstg. Corp.  
 Business-Studio Address.....131 Speer Blvd.  
 News Service.....UP, INS  
 Newspaper Affiliation.....Time, Inc.  
 Representative.....Katz  
 Membership.....NARTB, RAB  
 President.....Hugh B. Terry  
 Station Mgr.....Phil Hoffman  
 Comm. Mgr.....Lee Fondren  
 Sales Prom. Mgr.....Quintin McCredie  
 Program Coordinator.....Charles Roberts  
 Pub. Dir.....Earl Wennergren  
 Chief Engineer.....Harvey E. Wehrman

**KMYR—Denver—1941**

Frequency: 710 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Dolph-Petty Bdcstg. Co.  
 Address.....Security Life Bldg.



Station Representative..... Adam Young  
 General Manager..... Ken Hildebrandt  
 Sales Mgr..... Leonard Kehl

**KOA—Denver—1924—NBC**

Frequency: 850 Kc.....Power: 50,000 Watts  
 Owned-Oper. By..... KOA, Inc.  
 Business-Studio Address..1625 California St.  
 News Service..... AP, INS, UP  
 Transcription Service..... Thesaurus  
 Representative..... NBC Spot Sales  
 Membership..... NARTB, RAB  
 Pres., Gen. Mgr..... William W. Grant  
 Sta. Mgr..... Bob Hix  
 Sales Prom. Mgr..... Orville Rennie  
 Program Director..... Jim Atkins  
 Chief Engineer..... J. A. Slussea

**KTLN—Denver—1948**

Frequency: 1280 Kc.....Power: 5 Kw.  
 Owned-Oper. By..... Radio Denver, Inc.  
 Address..... 431 W. Colfax  
 News Service..... UP  
 Membership..... RAB  
 Representative..... Radio-TV Reps., Inc.  
 Pres., Gen., Sta. Mgr..... Richard B. Wheeler  
 Pub. Dir..... Rich Froemke  
 Gen. Sales Mgr..... Lee Mehlig  
 Program Director..... Percy Allen  
 Chief Engineer..... Norman Petersen

**KVOD—Denver—1925—ABC**

Frequency: 830 Kc.....Power: 5000 Watts  
 Owned-Operated..... Colorado Radio Corp.  
 Business-Studio Address  
 1022 Midland Savings Bldg.  
 News Service..... UP  
 Transcription Service..... Thesaurus  
 Representative..... Simmons Associates, Inc.  
 Membership..... NARTB  
 President..... George O. Cory  
 Sta. Mgr..... Douglas J. Taylor  
 Commercial Manager..... Bob Fehr  
 Sales Co-Ord..... Shulom Kurtz  
 Prog. Dir..... Bill Sharpe

**KIUP—Durango—1935  
 MBS**

Freq.: 930 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By..... San Juan Bcstg. Co.  
 Address..... P. O. Box 641  
 News Service..... UP  
 Transcription Service..... Thesaurus, World  
 Representative..... Holman Co., McGuire  
 President..... J. A. Segerberg  
 Gen., Sta. Mgr..... R. E. O'Brien  
 Sales Prom. Mgr..... Al Gare  
 Program Director..... Herb Jobs  
 Comm. Mgr..... Lindsey Becker  
 Publicity Director..... Frank Toomey  
 Chief Engineer..... Lou Shaw

**KGMC—Englewood—1952**

Frequency: 1150 Kc.....Power: 1000 Watts d.  
 Owned by..... Mc Ma Agency  
 Address..... 3355 S. Broadway  
 News Service..... UP

Transcription Service..... Standard  
 Membership..... NARTB  
 Sta., Sls., Comm., Gen. Mgr.. Grady F. Maples  
 Prog., Pub. Dir..... G. G. Entz  
 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.  
 News Service..... AP  
 Transcription Service..... Thesaurus  
 Membership..... NARTB, RAB  
 President..... Herb Hollister  
 Gen., Sta., Prom. Mgr., Pub. Dir... E. Atteberry  
 Comm. Manager..... Bill Hansen  
 Program Director..... Hollis Hoff  
 Chief Engineer..... Harry Winter  
 News Editor..... Mona Atteberry

**KFTM—Fort Morgan—1949**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By... Morgan County Bcstg. Co.  
 Address..... P. O. Box 431  
 News Service..... UP  
 Transcription Service..... World  
 Pres., Gen., Sta. Mgr..... R. H. Dolph  
 Comm. Mgr..... Lloyd Walker  
 Program Director..... Dawson Jelinick  
 Chief Engineer..... Robert Duffy  
 Sales Prom. Mgr..... Sam Kerr  
 Pub. Director..... Lou Anderson

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 RADIO AND  
 TELEVISION STATIONS  
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**KGLN—Glenwood Springs  
1950**

Frequency: 980 Kc.....Power: 1000 Watts  
Owned-Oper. By.....KGLN, Inc.  
Address.....P. O. Box C  
Representative.....Holman  
Membership.....NARTB  
News Service.....UP  
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.  
Transcription Service....Capitol, Thesaurus  
News Service.....INS  
Representative.....Harlan Oakes  
Membership.....NARTB  
President.....D. Spencer Grow  
Vice Pres., Gen. Manager...Abbott Tessman

**KREX—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  
Representative.....Hal Holman, McGuire  
Transcription Service....Lang-Worth, Standard  
Membership.....NARTB  
Pres., Gen. Mgr.....Rex Howell  
Station Mgr.....Jerry Fitch  
Sales Prom., Prog. Dir.....Warren Clark  
Pub. Director.....Bill Orr

**KFKA—Greeley—1921—IMN**

Frequency: 1310 Kc.....Power: 1000 Watts  
Owned-Oper. By...Mid-Western Radio Corp.  
Business-Studio Address....620—8th Ave.  
Representative.....Hal Holman  
News Service.....UP  
Transcription Service.....Thesaurus  
President.....H. E. Green  
Sta., Gen. Mgr., Pub. Dir....Ralph H. Green  
Comm. Mgr.....Virginia Sears  
Program Dir.....Joan Lynch  
Chief Engineer.....Harry Brewer

**KYOU—Greeley—1948**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Meroco Bcstg. Co.  
Address.....2424 Sixth Ave.  
News Service.....AP  
Representative.....McGillvra, Inc.  
President, Comm. Mgr.....Elwood H. Meyer  
Gen. Mgr., Prom. Mgr.....Everett Shupe  
Prog., Pub. Dir.....Donald Dilley  
Chief Eng.....Roland Reed

**KBNZ—La Junta—1937  
MBS-KBS-IMN**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....Otero Broadcasting Co.  
Address.....117 W. Third St.

News Service.....AP  
Representative.....Indie Sales  
Transcription.....Standard  
President.....M. S. Morrison  
Gen., Sta. Mgr., Chief Eng....R. D. McGregor  
Comm., Sis. Prom. Mgr.....Jack Lee  
Program Dir.....J. A. Doenges  
Pub. Dir.....J. O'Rourke

**KLAK—Lakewood—1955**

Frequency: 1580 Kc.....Power: 250 Watts  
Owned-Oper....Lakewood Bcstg Service, Inc.  
Address.....1315 Oak St.  
Representative.....Charles Bernard  
Membership.....NARTB  
Pres., Gen., Sta. Mgr.....Maurice J. DaVolt  
Business Manager.....Julia W. DaVolt  
Program Director.....Edythe G. Sweeney

**KLMR—Lamar—1948  
MBS-IMN**

Freq.: 920 Kc.....Power: 1000 W. d., 500 W. n.  
Owned-Oper. By.....SE Colorado Bcstg. Co.  
Address.....P. O. Box 632  
News Service.....UP  
Transcription Service.....World  
Representative.....Continental  
President.....Ralph Eaton  
Gen., Sta. Mgr.....Dennis Beham  
Sales Mgr.....William Jack  
Pub., Prog. Director.....William Adams

**KLVC—Leadville—1951**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned.....Raymond Tex Roberts  
Address.....520 W. 6th St.  
News Service.....UP  
Membership.....NARTB  
Representative.....IMN, Keystone  
Pres., Gen. Mgr., Pub. Dir., Raymond T. Roberts  
Comm., Prom. Mgr., Ch. Eng.  
Kenneth L. Roberts  
Program Dir.....Juanita Roberts

**KLMO—Longmont—1949**

Frequency: 1050 Kc.....Power: 250 Watts d.  
Owned-Operated By.....G. F. Maples  
Address.....Imperial Hotel  
News Service.....UP  
Representative.....Continental Radio Sales  
Gen., Prom. Mgr., Prog., Pub. Dir....R. J. Cutting  
Chief Engineer.....Joseph K. Jackson

**KLOV—Loveland—1955  
KBS**

Frequency: 1570 Kc.....Power: 250 Watts  
Owned-Oper. By.....Vogel & Smock  
Address.....1440 E. 6th St.  
News Service.....AP  
Transcription.....SESAC, Standard  
Membership.....NARTB  
General Mgr.....William R. Vogel  
Program Director.....David W. Martin  
Publicity Director.....Monroe T. Smock  
Chief Engineer.....Allen D. Maggard



**KSLV—Monte Vista—1954**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Colorado Radio Corp.  
 Address.....P. O. Box 631  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Webb  
 Membership.....NARTB  
 President, Gen. Mgr.....George O. Cory  
 Sta., Sales Prom. Mgr.....Herb C. Shields  
 Comm. Mgr.....Clifford J. Marce  
 Prog. Dir.....George Norvell  
 Chief Engineer.....Tom Weir

**KUBC—Montrose—1946**

Freq.: 580 Kc.....Power: 1 Kw., d., 500 W. n.  
 Owned-Operated By..Uncompaghre Bcstg. Co.  
 Business-Studio Address.....P. O. Box 279  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Webb  
 Membership.....NARTB, RAB  
 President.....R. C. McCafferty  
 Gen. Mgr.....Geo. Cory  
 Station Mgr.....Bob Hale  
 Comm. Mgr.....Charles Hosner  
 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.  
 Transcription Service.....Thesaurus  
 Representative.....John E. Pearson  
 Pres., Gen., Sls., Mgr.....Ray J. Williams  
 Oper. Mgr.....D. F. Durniak  
 Radio Mgr.....Cliff Hendrix  
 Chief Engineer.....Marion Cunningham

**KDZA—Pueblo—1947**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Pueblo Radio Co.  
 Address.....3011 Elizabeth  
 News Service.....AP  
 Representative.....McGillivra  
 Pres., Sta., Sls. Mgr.....Dee B. Crouch

**KFEL—Pueblo—1956**

Frequency: 970 Kc.....Power: 1000 Watts  
 Owned.....Frank Donald Hall  
 Address.....4411 Goodnight Ave.  
 News Service.....UP  
 Representative.....Continental Radio Sales  
 Owner, Mgr.....Frank Donald Hall  
 Chief Eng., Asst. Mgr.....John T. Roscos  
 Local Sales Rep.....Earl B. Miller

**KGHF—Pueblo—1928—ABC**  
**MBS-IMN**

Frequency: 1350 Kc..Power: 5000 d.; 1000 n.  
 Owned-Operated By..Colorado Bcstg. Co., Inc.  
 Address.....Canon City Road

News Service.....UP  
 Transcription Service.....World, SESAC  
 Representative.....Gill-Perna, Inc., IMN  
 Membership.....NARTB  
 President.....Gifford Phillips  
 Oper. Dir.....Robert D. Ellis  
 Prom. Mgr., Prog., Pub. Dir.....Ken Reyhons  
 Gen., Comm. Mgr.....William G. Stewart  
 Chief Engineer.....Henry Ankeny

**KRFC—Rocky Ford—1956**

Frequency: 1320 Kc.....Power: 1000 Watts d.  
 Owned...Arkansas Valley Broadcasting Co.  
 Address.....P. O. Box 632  
 News Service.....AP  
 Representative.....John E. Pearson  
 Partners.....Ray J. Williams, J. L. Littlejohn  
 General Manager.....J. L. Littlejohn  
 Comm. Manager.....Dick Frink  
 Program Director.....Letabeth Littlejohn  
 Chief Engineer.....Bob Jones

**KVRH—Salida—1948**  
**KBS-MBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned.....Heart of the Rockies Bcstg. Co.  
 Address.....P. O. Box 166  
 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.....127 No Div. Ave.  
 News Service.....UP  
 Trans. Service..Lang-Worth, MacGregor, Cole  
 Membership.....NARTB  
 Gen. Mgr., Ch. Eng.....Elmer G. Beehler  
 Sta., Comm. Mgr., Prog., Pub. Dir.....Al Ross

**KOLR—Sterling—1955**  
**MBS-IMN**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....High Plains Bcstg. Corp.  
 Address.....114 Main St.  
 News Service.....AP  
 Transcription.....Thesaurus  
 Representative.....Hal Holman  
 Pres., Gen. Mgr.....Robin A. Morrow  
 Station Manager.....John Gazzdik  
 Program Dir.....Max Rossean  
 Chief Eng.....Deane Johnson

**KCRT—Trinidad—1946—MBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KCRT, Inc.  
 Address.....Box 772  
 News Service.....UP  
 Membership.....NARTB  
 Representative.....Indie Sales  
 Pres., Gen. Mgr.....E. M. Cooper  
 Pub., Prog. Dir.....Pete Deluca  
 Sls. Prom. Mgr.....E. Griego



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**WTIC** HARTFORD  
CONNECTICUT

# Connecticut

Pop. March 1 (Est.) 2,285,000—Families 686,000  
Radio Homes 660,000—TV Homes 594,000—Stations in State 26

## WADS—Ansonia—1956

Freq.: 690 Kc. Power: 500 Watts d.  
Owned By: Valley Broadcasting Co.  
Address: Capitol Bldg., Main St.  
News Service: UP  
Representative: Walker  
Membership: NARTB, RAB  
Pres., Gen., Sta. Mgr.: Sydney E. Byrnes  
Comm. Mgr.: Howard Kester  
Sales Prom. Mgr.: Marvin Rothschild  
Program Dir.: Bernie Tracy  
Publicity Dir.: Barbara Criscuolo  
Chief Engineer: Lisle Dorrian

## WICC—Bridgeport—1926

Freq.: 600 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By: Bridgeport Bcstg. Co.  
Address: Box 9140  
News Service: AP, UP  
Transcription Service: Thesaurus  
Representative: Adam Young  
Pres., Gen. Mgr.: Philip Merryman  
Commercial Manager: Manning Slater  
Sales Prom Mgr.: Cameron Mackenzie  
Program Director: Frank Delfino  
Chief Engineer: Pat Uliano

## WNAB—Bridgeport—1941 ABC-MBS-YANKEE

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: WNAB, Inc.  
Business-Studio Address: 991 Broad St.  
News Service: UP  
Representative: Burke-Stuart  
President: Harold Thomas  
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.  
News Service: UP  
Representative: Clark  
President: Eric Hatch  
General Manager: R. C. Kilbourn

## WLAD—Danbury—1947

Frequency: 800 Kc. Power: 250 Watts d.  
Owned-Operated By: Berkshire Bcstg. Corp.  
Business-Studio Address: 207 Main St.  
News Service: AP  
Transcription Service: World, SESAC  
Representative: Indie Sales  
President: John P. Previdi  
Gen., Comm. Mgr., Pub. Dir., Prom. Mgr.: Sol Robinson  
Program Director: Paul Baker  
Chief Engineer: Rudi Cehak

## WCCC—Hartford—1947

Frequency: 1410 Kc. Power: 500 Watts d.

Owned-Oper. By: Greater Hartford Bcstg Corp.  
Address: Hotel Bond  
News Service: UP  
Station Rep.: Walker  
President: William M. Savitt  
Sec't. Treas.: M. Savitt  
Sta., Comm. Mgr.: R. H. Klein  
Sales Prom. Mgr.: Wm. Hennessey  
Program Director: Jack Brooks  
Publicity Director: Milt Berkowitz  
Chief Engineer: Michael Cookish

## WDRG—Hartford—1922—CBS

Frequency: 1360 Kc. Power: 5000 Watts  
Owned-Oper. By: The Connecticut Bcstg. Co.  
Business-Studio Address: 869 Blue Hills Ave.  
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.

## WPOP—Hartford—1935 MBS-ABC-YANKEE

Frequency: 1410 Kc. Power: 5,000 Watts  
Owned-Oper. By: Tele-Broadcasters of Conn., Inc.  
Business-Studio Address: 600 Asylum Ave.  
News Service: UP  
Representative: H-R Reps, Inc.  
Pres., Gen. Mgr.: H. Scott Killgore  
Commercial Mgr.: Phillip Zoppi

## WTIC—Hartford—1925—NBC

Frequency: 1080 Kc. Power: 50,000 Watts  
Owned-Oper. By: Travelers Bcstg. Service  
Business-Studio Address: 26 Grove St.  
News Service: AP, INS  
Transcription Service: Lang-Worth SESAC  
Representative: Christal  
Membership: NARTB, RAB  
Pres., Gen. Mgr.: Paul W. Morescy  
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  
Owned: Silver City Crystal Company  
Address: 8 West Main St.  
News Service: UP  
Representative: Thomas F. Clark  
Membership: RAB  
President: C. A. Schultz  
General Manager: C. A. Kruttschnitt  
Commercial Manager: James MacGovern  
Program Director: Les Fox  
Chief Engineer: John Roache



**WCNX—Middletown—1948**

Frequency: 1150 Kc. . . . . Power: 500 Watts d.  
 Owned-Oper. By. . . . . Middlesex Bcstg. Co.  
 Business-Studio Address. . . . . 460 Main St.  
 News Service . . . . . UP  
 Transcription . . . . . Thesaurus  
 Representative . . . . . Devney, Nona Kirby  
 Managing Dir. . . . . R. J. W. J. O'Brien  
 Station Mgr. . . . . Bill Glynn

**WHAY—New Britain—1949**

Frequency: 910 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By. . . . . Central Conn. Bcstg. Co.  
 Business Address . . . . . 22 Grove Hill  
 News Service . . . . . UP  
 Representative . . . . . Nona Kirby, R. O'Connell  
 Membership . . . . . NARTB  
 President . . . . . Patrick Goode  
 General Mgr. . . . . Aldo DeDominicis  
 Sta., Comm. Mgr. . . . . Charles Bell  
 Program Director . . . . . George Ehrlich  
 Pub. Dir. . . . . Carol Ginsburg  
 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.  
 News Service . . . . . AP, UP  
 Representative . . . . . Bolling  
 Membership . . . . . NARTB  
 Gen. Mgr. . . . . Peter B. Kenney  
 Comm., Sls. Prom. Mgr. . . . . Gustave Nathan

Program Director. . . . . Robert W. Bray  
 Oper. Mgr. . . . . John P. Shipley

**WAVZ—New Haven—1947**

Frequency: 1300 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By. . . . . WAVZ Bcstg. Corp.  
 Business-Studio Address. . . . . 152 Temple St.  
 News Service . . . . . AP  
 Representative . . . . . Hollingbery, Kettell Carter  
 Membership . . . . . NARTB  
 President. . . . . Victor W. Knauth  
 Exec. V.P., Sta. Mgr. . . . . Daniel W. Kops  
 Sls. Prom., Comm. Mgr. . . . . Richard J. Monahan  
 Program Director . . . . . E. J. Markle  
 Publicity Director . . . . . S. L. Barstein  
 Chief Engineer. . . . . Frederick Brill

**WELI—New Haven—1935**

Frequency: 960 Kc. . . . . Power: 5 Kw. d. 1 Kw. n.  
 Owned By. . . . . Conn. Radio Foundation, Inc.  
 Business-Studio Address. . . . . 221 Orange St.  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative. . . . . H. R. Reys., Rbt. Foster  
 Pres., Sta., 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**

ABC

Frequency: 1340 Kc. . . . . Power: 250 Watts

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**Business-Studio Address** . . . 1110 Chapel St.  
**News Service** . . . AP, INS  
**Newspaper Affil.** . . . Inquirer  
**Representative** . . . Katz Agency  
**Membership** . . . NARTB  
**General Mgr.** . . . Edward D. Toddei  
**Sales Manager** . . . J. Vincent Callanan  
**Sta., Prog. Mgr.** . . . Edward C. Obrist  
**Promotion Dir.** . . . John J. Curran  
**Chief Engineer** . . . Vinnie DeLourentis

**WNLC—New London—1936**  
**MBS-YANKEE**

**Frequency:** 1490 Kc. . . . . **Power:** 250 Watts  
**Owned-Operated By** . . . The Thames Bcstg. Corp.  
**Business-Studio Address** . . . 281 State St.  
**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.  
**Address** . . . 11 Wall St.  
**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.  
**News Service** . . . UP  
**Representative** . . . Everett-McKinney, R. C. Foster  
**Membership** . . . RAB  
**Pres., Gen., Sta. Mgr.** . . . D. Lasser  
**Sls. Prom. Mgr.** . . . 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.  
**Transcription Service** . . . World  
**Membership** . . . NARTB  
**President** . . . Roland A. Gayette  
**Gen. Mgr.** . . . Harry E. Breault  
**Pgm. Dir.** . . . Lester Douglas  
**Chief Engineer** . . . John Dufour

**WSTC—Stamford—1941—ABC**

**Frequency:** 1400 Kc. . . . . **Power:** 250 Watts  
**Owned-Oper. By** . . . W. Conn. Bcstg. Co.  
**Business-Studio Address** . . . 270 Atlantic St.  
**Newspaper Affiliation** . . . Stamford Advocate  
**News Service** . . . UP  
**Membership** . . . NARTB  
**Representative** . . . Everett-McKinney, Foster  
**President** . . . Kingsley Gillespie  
**Gen. Manager** . . . Julian Schwartz

**WLCR—Torrington—1947**

**Frequency:** 990 Kc. . . . . **Power:** 1000 Watts d.  
**Owned-Oper. By** . . . Litchfield Cty. Radio Corp.  
**Business-Studio Address** . . . 23 Main St.  
**Transcription Service** . . . SESAC  
**Representative** . . . Bogner & Martin  
**Membership** . . . NARTB  
**News Service** . . . AP  
**Pres., Gen. Mgr.** . . . Charles O. Scott  
**Station Mgr.** . . . Arthur Barnham  
**Comm. Mgr.** . . . Alex Pernal  
**Prog., Pub. Dir.** . . . Joe Storm  
**Chief Engineer** . . . Donald Morrison

**WTOR—Torrington—1948**  
**ABC**

**Frequency:** 1490 Kc. . . . . **Power:** 250 Watts  
**Owned-Oper. By** . . . Torrington Bcstg. Co., Inc.  
**Business-Studio Address** . . . 93 Perkins St.  
**Representative** . . . Rambeau  
**News Service** . . . AP  
**Pres., Gen., Sta. Mgr.** . . . Edmund Waller  
**Comm., Sls. Prom. Mgr.** . . . Al Ayre  
**Prog., Pub. Dir.** . . . David Eller

**WBRV—Waterbury—1934**  
**CBS**

**Frequency:** 1590 Kc. . . . . **Power:** 5000 Watts  
**Owned-Oper. By** . . . American-Republican, Inc.  
**Business-Studio Address** . . . P. O. Box 1627  
**News. Affil.** . . . American-Republican  
**News Service** . . . AP

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 WBRV story in  
 Waterbury with  
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 research service  
 or ask the  
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 man.

**WBRV**  
 CBS—5,000 Watts

Rep. .... Avery-Knodel, Kettel-Carter  
 Membership ..... NARTB  
 President ..... William J. Pope  
 Manager ..... J. Maxim Ryder  
 Pub. Dir., Sls. Prom. Mgr. .... Robert Holczer  
 Program Director ..... Waller O. Howard  
 Chief Engineer ..... Frank B. Hales

## WATR—Waterbury—1934 ABC

Frequency: 1320 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... WATR, Inc.  
 Business-Studio Address ..... 440 Meadow St.  
 News Service ..... UP  
 Representative ..... Burke-Stuart  
 Membership ..... NARTB

President ..... Harold Thomas  
 Gen. Mgr., Comm. Mgr. .... Sam Elman  
 Sales Prom. Mgr. .... Fred Erwin  
 Prog. Director ..... Wally King  
 Pub. Dir. .... Bob Gulespie  
 Chief Engineer ..... Andrew Toras

## WWCO—Waterbury—1946 MBS-YANKEE

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. .... New England Bcstg. Co., Inc.  
 Business-Studio Address ..... 65 Bank St.  
 News Service ..... AP  
 Representative ..... McGillvra  
 Membership ..... NARTB  
 Pres., Gen., Sta. Mgr. .... Lawrence Brandon  
 Comm. Mgr. .... Howard Mendel

## Delaware

Pop. March 1 (Est.) 421,000—Families 124,000  
 Radio Homes 116,000—TV Homes 108,000—Stations in State 8

## WDOV—Dover—1947

Frequency: 1410 Kc. .... Power: 1000 Watts d.  
 Owned ..... Dover Bcstg. Co.  
 Business Address ..... Denny's Rd.  
 Representative ..... Grant Webb  
 President ..... Renry Rau  
 V. P., Gen. Mgr. .... Maxwell Marvin  
 Station Mgr. .... W. S. Cook

## WJWL—Georgetown—1951

Frequency: 900 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Rollins Bcstg., Inc.  
 Address ..... DuPont Highway  
 Transcription Service ..... Thesaurus  
 Representative ..... Zimmer  
 President ..... O. Wayne Rollins  
 Gen., Sta., Comm., Sls. Mgr. .... Norman M. Glenn

## WKSB—Milford—1953

Frequency: 930 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By ..... Kent-Sussex Bcstg. Co.  
 Address ..... Box 444  
 Transcription Service ..... Lang-Worth  
 Gen., Comm., Prom. Mgr. .... H. M. Griffith, Jr.  
 Ch. Eng., Oper Mgr. .... C. V. Lundstedt

## WSUX—Seaford—1955

Frequency: 1280 Kc. .... Power: 500 Watts d.  
 Owner-Oper. By ..... Sussex Broadcasting Co.  
 Address ..... Dual Hwy. 13  
 Representative ..... Clark  
 Pres., Gen. Mgr. .... Elizabeth Evans  
 V. P., Ch. Eng. .... W. Courtney Evans

## WAMS—Wilmington—1947

Frequency: 1380 Kc. .... Power: 1000 Watts  
 Owned ..... Rollins Broadcasting Co.  
 Address ..... 414 French St.  
 News Service ..... AP  
 President ..... O. Wayne Rollins  
 General Manager ..... 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.  
 News Service ..... 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  
 Comm. Mgr. .... William McKibben  
 Prom. Dir. .... Paul I. Woodland  
 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.  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Bolling Co.  
 Membership ..... RAB, NARTB  
 President ..... Ewing B. Hawkins  
 V.P., Mgr. .... Jackson F. Lee  
 Program Director ..... Warren Keyser  
 News Director ..... Harry F. Thernal  
 Chief Engineer ..... H. Edwin Kennedy

## WTUX—Wilmington—1947

Frequency: 1290 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Port Frere Bcstg. Co., Inc.  
 Business-Studio Address ..... 1400 Market St.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Walker  
 Pres.-Sta. Mgr. .... Gordon K. MacIntosh  
 Comm. Mgr. .... William S. Ewing  
 General Mgr. .... Howard Robinson  
 Chief Engineer ..... David Martin

# Dist. of Columbia

Pop. March 1 (Est.) 871,000—Families 251,000  
Radio Homes 245,000—TV Homes 223,000—Stations in State 8

## WGMS—Washington, D. C. 1947—MBS

Frequency: 570 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By. RKO Teleradio Pictures, Inc.  
Address Hotel Harrington  
News Service AP  
Representative Adam Young  
President Thomas F. O'Neil  
Vice-President John B. Poor  
General Mgr. Robert F. Hurleigh  
General Sales Mgr. Henry V. Seay  
Program Dir. Phil Lampkin  
Sales Prom. Mgr. Florenz Hinz  
Nat. Sales Mgr. Wendell B. Campbell

## 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.  
Representative H-R  
Newspaper Affiliation The Evening Star  
News Service AP  
Membership NARTB, RAB  
President John W. Thompson, Jr.  
General Manager Fred S. Houwink  
Sta. Mgr. Robert W. Jonscher  
Sales Prom. Mgr. C. A. Macatee  
Comm. Mgr. Bertram Libin  
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.  
News Service UP  
Pres., Gen. Mgr. Henry Rau  
Comm. Mgr. Edwin Charles  
Pub. Director Charles Dillon  
Station Mgr., Prog. Dir. 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.  
Station Rep. United Bcstg., Harlan Oakes  
News Service UP  
Pres., Gen. Mgr. Richard Eaton  
Program Director Cliff Holland  
Comm., Sta. Mgr. Arthur A. Snowberger  
Station Mgr. Arthur A. Snowberger  
Comm. Mgr. Kenneth Wood

## 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  
News Service AP, INS, UP  
Trans. Serv. Thesaurus, Stand. Associated  
Representative NBC Spot Sales  
Membership NARTB, RAB  
President (NBC) Robert Sarnoff  
Vice-Pres. (Wash.) Frank Russell  
Vice-Pres., Gen., Sta. Mgr. Carlton D. Smith  
Director of Sales Joseph W. Goodfellow  
Commercial Mgr. Harry A. Karr, Jr.  
Pub., Prom. Dir. William E. Coyle  
Public Serv. Mgr. Burton Bridgens

## WTOP—Washington, D. C. 1927—CBS

Frequency: 1500 Kc. Power: 50,000 Watts  
Owned-Oper. Washington Post & Times Herald  
Address Broadcast House  
News Service AP, UP, INS  
Representative CBS Radio Spot Sales  
Membership RAB  
President John S. Hayes  
Station Manager Lloyd Dennis  
Comm. Mgr. R. W. Schellenberg  
Sls. Prom. Mgr., Pub. Dir. W. J. Wiggins  
Prog. Dir. P. A. Searight  
Chief Engineer Granville Klink

## WUST—Washington, D. C. 1951

Frequency: 1120 Kc. Power: 250 Watts d.  
Owned-Oper. By. Broadcast Management, Inc.  
Address 1343 U St.  
Representative Forjoe  
Pres., Gen. Mgr. Harold E. Sheifers  
Comm., Prom. Mgr. Jackson Lowe  
Program Mgr. Georgette Leighton  
Chief Engineer Arnold Beland

## 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.  
Trans. Service Lang-Worth, World  
Representative Blair  
News Service AP, UP  
Membership NARTB, RAB  
Pres., Gen. Mgr. Ben Strouse  
Comm. Manager Herman Paris  
Program Director Norman Reed  
Sls. Prom., Pub. Dir. Irving Lichtenstein  
Chief Engineer Ross H. Beville

- 
- **WJHP** AM/FM/TV Jacksonville
  - **WCOA** Pensacola
  - **WDLP** Panama City
  - **WTMC** Ocala
  - **WESH-TV** Daytona Beach

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# Florida

Pop. March 1 (Est.) 3,990,000—Families 1,148,000  
Radio Homes 1,124,000—TV Homes 836,000 Stations in State 108

## WAPG—Arcadia—1955—KBS

Frequency: 1480 Kc. Power: 1000 Watts d.  
Owned. Arcadia-Punta Gorda Bcstg. Co.  
Address. Box 676  
News Service. UP  
Owner. H. F. McKee  
Gen., Sta. Mgr., Ch. Eng. James L. Derrick

## WBAR—Bartow—1953

Frequency: 1460 Kc. Power: 1000 Watts d.  
Owned-Oper. By. WBAR, Inc.  
Address. Box 820, Lakeland Hwy.  
News Service. AP  
Membership. NARTB  
President. W. A. Wynne  
Gen., Sta., Comm. Mgr. John Burgeen  
Prog. Dir. Francis Pipes  
Chief Engineer. J. A. Duncan

## WSWN—Belle Glade—1947

Frequency: 900 Kc. Power: 1000 Watts d.  
Owned-Operated By. Seminole Bcstg. Co.  
Address. Scarborough Bldg.  
News Service. UP  
Transcription Service. Thesaurus  
Representative. Stars National  
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 KBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By. Trail Bcstg. Co.  
Address. Memorial Pier, P. O. Box 1060  
News Service. AP  
Representative. Hil Best  
Trans. Service. Standard, World, SESAC  
Sales Prom. Dir., Comm. Mgr. Ken McKendree  
Dir. of Operations. Charles A. Blake  
Chief Engineer. Carl B. DeLay

## WTAN—Clearwater—1948

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By. WTAN, Inc.  
Business Address. 200 Pierce Blvd.  
News Service. AP  
Representative. McGillvra  
Trans. Thesaurus, Columbia  
Membership. NARTB, RAB  
President. Wm. G. Wells  
Gen., Sta. Mgr., V.P. H. D. Parker  
Commercial Manager. F. L. Parker  
Prog. Dir., Eng. G. A. Robinson

## WKKO—Cocoa—1953

Frequency: 860 Kc. Power: 1 Kw. d.  
Owned-Operated By. James H. Sawyer  
Address. Box 1308

News Service. UP  
Transcription. Standard, SESAC  
Representatives. Hil F. Best, Dora Clayton  
Gen. Mgr. Carl G. Collins, Jr.  
Program Dir. Lowell Fenner, 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  
News Service. AP  
Transcription Service. Associated, SESAC  
Representatives. Clark, Good Music Bcsters.  
Membership. RAB, NARTB  
President-General Mgr. George W. Thorpe  
Asst. Sta. Mgr. Barbara Binns  
Comm. Mgr. Timothy Carney  
Program Director. Robert Hildreth  
Chief Engineer. Thomas Middleton

## WCNU—Crestview—1948 KBS

Frequency: 1010 Kc. Power: 1000 Watts d.  
Owned-Operated By. Gulf Shores Bcstg. Co.  
Business-Studio Address. Box 518  
News Service. AP  
Transcription Service. World, SESAC  
General Manager. S. F. Townsend

## WJSB—Crestview—1954

Frequency: 1050 Kc. Power: 1000 Watts  
Owned-Operated By. Crestview Bcstg. Co.  
Address. Box 267  
News Service. UP  
Transcription. Thesaurus  
Membership. NARTB  
Gen., Comm. Mgr. Everett H. McCrary  
Prog. Dir. Judith McCrary  
Ch. Eng. James Tennalis

## WDCF—Dade City—1954 KBS

Frequency: 1350 Kc. Power: 1 Kw. d.  
Owned. Pasco Bcstg. Co.  
Address. P. O. Box 952  
News Service. AP  
Transcription. Standard  
Pres., Gen. Mgr. E. P. Martin  
Sta. Mgr., Prog. Dir. Chaz Royce  
Chief Engineer. G. E. Strait

## WMFJ—Daytona Beach—1935

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By. WMFJ, Inc.  
Business-Studio Address. 600 N. Atlantic Ave.  
News Service. UP  
Membership. NARTB  
Representative. Joseph Hershey McGillvra  
President. Emil J. Arnold  
Gen. Mgr., Chief Eng. Jack Seigel  
Sta. Mgr. Lee W. Menard



Comm. Mgr. . . . . Carl Abel  
 Sales Prom. Mgr. . . . . Ben W. Taylor  
 Prog. Dir. . . . . Richard Marcellan

General Mgr. . . . . Jackson Lee  
 Program Dir. . . . . Jean Larkin

**WNDB—Daytona Beach—1948**  
**ABC-MBS**

Frequency: 1150 Kc. . . . . Power: 1,000 Watts  
 Owned-Operated By . . . . . News-Journal Corp.  
 Business-Studio Address . . . . . 128 Orange Ave.  
 News Service . . . . . AP  
 Representative . . . . . John H. Perry  
 Newspaper Affil. . . . . News-Journal Corp.  
 Membership . . . . . NARTB  
 President . . . . . Julius Davidson  
 Gen., Sta. Mgr. . . . . R. Y. Huffman  
 Comm. Mgr. . . . . Lyman L. McGrath  
 Sales Prom. Mgr. . . . . Daniel Carroll  
 Publicity Dir. . . . . M. E. Hcgman  
 Prog. Dir. . . . . Elizabeth J. Weed  
 Chief Engineer . . . . . F. A. Scott

**WMEG—Eau Gallie—1956**

Frequency: 920 Kc. . . . . Power: 1000 Watts d.  
 Owned . . . . . Mel-Eau Broadcasting Corp.  
 Address . . . . . Turtle Mound Road  
 News Service . . . . . UP  
 Transcription . . . . . Thesaurus, SESAC  
 President . . . . . Norman E. Jorgensen  
 General Manager . . . . . A. V. Cattleton  
 Asst. Mgr., Prog. Dir. . . . . Victoria C. Marten  
 Comm. Mgr. . . . . Dean C. Wilson  
 Chief Engineer . . . . . Robert C. Whiteley

**WROD—Daytona Beach—1947**  
**NBC**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned . . . . . Daytona Beach Bcstg. Corp.  
 Business Address . . . . . Box 991  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Membership . . . . . RAB, NARTB  
 Representative . . . . . Rambeau  
 Pres., Gen. Mgr. . . . . John S. Murphy  
 Sta. Mgr., Prog. Dir., Chief Eng.  
 James F. McDonough

**WLCO—Eustis—1955**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned . . . . . Radio Station WLCO  
 Address . . . . . Box 1505  
 News Service . . . . . AP  
 Transcription . . . . . Thesaurus  
 Representative . . . . . Continental Radio Sales  
 Owner, Gen. Mgr. . . . . Floyd W. Hess  
 Sta., Comm. Mgr. . . . . Morton C. Cook  
 Sales Prom. Mgr. . . . . Barbara A. Riddlebaugh  
 Program Dir. . . . . Thomas W. Osborne  
 Publicity Dir. . . . . W. B. Croke  
 Chief Engineer . . . . . Robert Blynn

Comm. Mgr. . . . . A. N. Sims  
 Sales Prom. Mgr. . . . . Ed New  
 Pub. Dir. . . . . Ray Ovington

**WFBF—Fernandina Beach**  
**1955—KBS**

Frequency: 1570 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Fernandina Beach Bcstrs.  
 Address . . . . . 118 Atlantic Ave.  
 News Service . . . . . UP  
 Representative . . . . . Keystone  
 Co-Owner, Gen., Sta. Mgr.  
 Marshall W. Rowland  
 Comm., Sales Prom. Mgr. . . . . R. E. Gleason  
 Prog. Dir., Chief Eng. . . . . G. J. Duck

**WFNM—De Funiak Springs**  
**1955**

Frequency: 1460 Kc. . . . . Power: 1 Kw. d.  
 Owned-Oper. By . . . . . Walton County Bcstg. Co.  
 Address . . . . . Box 387  
 News Service . . . . . UP  
 Manager . . . . . Ralph B. Mann  
 Program Director . . . . . Jimmy Whitaker

**WWIL—Ft. Lauderdale—1955**  
**KBS**

Frequency: 1580 Kc. . . . . Power: 1 Kw.  
 Owned-Operated By . . . . . Missouri Bcstg. Corp.  
 Address . . . . . Box 8067  
 Representative . . . . . Heady-Reed  
 News Service . . . . . AP  
 President . . . . . L. A. Benson  
 Prog. Dir. . . . . Bill Smith  
 Chief Eng. . . . . Daniel J. Curran

**WJBS—DeLand—1948—NBC**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned . . . . . John B. Stetson University  
 Address . . . . . P. O. Box 808  
 News Service . . . . . AP  
 Transcription . . . . . Associated  
 Representative . . . . . Donald Cooke  
 Membership . . . . . NARTB  
 President . . . . . Dr. J. Ollie Edmunds  
 General Mgr., Prog. Dir. . . . . R. H. Westervelt  
 Commercial Manager . . . . . Ken Brown  
 Chief Engineer . . . . . Lonnie Padron

**WFTL—Fort Lauderdale—1946**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Gore Publishing Co.  
 Bus-Studio Address . . . . . 1785 S. E. 15th St.  
 News Service . . . . . AP  
 Membership . . . . . RAB, NARTB  
 Transcription Service . . . . . World  
 Representative . . . . . Sears & Ayers  
 Gen., Sta., Comm. Mgr. . . . . R. L. Bowles  
 Sales Mgr. . . . . Art Harre  
 Program Director . . . . . Jack Swart  
 Chief Engineer . . . . . Richard P. Northey

**WDBF—Delray Beach—1954**

Frequency: 1420 Kc. . . . . Power: 500 Kw.  
 Owned . . . . . Delray Bcstg. Corp.  
 Address . . . . . Bon Air Hotel  
 News Service . . . . . UP  
 Transcription . . . . . Lang-Worth

**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, J. S. Ayers  
Membership... NARTB, RAB  
General Manager... A. J. Bauer

**WMYR—Ft. Myers—1952**

Freq.: 1410 Kc. Power: 5 kw. d., 500 w. n.  
Owned-Operated By... Robert Hecksher  
Address... Box 1486  
News Service... UP  
Membership... RAB  
Owner-Gen. Mgr... Robert Hecksher

**WARN—Fort Pierce—1953**  
KBS

Frequency: 1330 Kw. Power: 1000 Watts d.  
Owned-Oper. By... Hurricane Bcstg. Service, Inc.  
Address... P. O. Box 1343  
News Service... AP  
Transcription Service... Standard  
Representative... Continental  
Membership... NARTB  
Pres., Gen., Sta. Mgr... Murray C. Tillman  
Prog. Mgr... Willis M. Shawver Jr.  
Pub. Dir... Howard Sharp  
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  
News Service... AP  
Membership... NARTB  
Representative... Dixieland  
Pres., Gen. Mgr... James L. Howe  
Sta. Mgr... Sam Lawder  
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... Box 687  
News Service... AP  
Transcription... Thesaurus, Lang-Worth  
President... Wilbur R. Powell  
Gen. Mgr... Milford A. Reynolds  
Ch. Eng... James G. Waits

**WDVH—Gainsville—1954**

Frequency: 980 Kc. Power: 5 Kw. d.  
Owned-Operated By... WDVH, Inc.  
Address... Box 289  
News Service... UP  
Representative... Clark

President... R. A. Vaughn  
General Manager... Thomas R. Hanssen  
Commercial Manager... Jimmy Hales  
Program Director... Joe Hill

**WGGG—Gainesville—1948**  
ABC-KBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned... Alachua County Bcstg. Co., Inc.  
Business-Studio... 1230 Waldo Rd.  
News Service... UP  
Transcription Service... World  
Representative... Best  
Membership... NARTB  
Pres., Gen. Mgr., Pub. Dir., Ch. Eng.  
R. M. Chamberlin

Comm. Mgr., Prom. Mgr... 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.  
News Service... AP  
Trans. Service... Lang-Worth, Thesaurus  
Representative... Burn-Smith  
Membership... NARTB  
Director... Garland Powell  
Asst. Dir... E. R. Dantzer, Jr.  
Commercial Manager... R. L. Black, III  
Prog. Dir... Bob Smith  
Chief Engineer... Bertram McNamara

**WGTO—Haines City—1955**

Frequency: 540 Kc. Power: 10 Kw.  
Owned-Operated By... KWK, Inc.  
Address... 8th and Hinson Sts.  
Newspaper Affil... St. Louis Globe-Democrat  
News Service... UP  
Representative... Adam Young  
Membership... RAB  
President... Robert Convey  
Gen., Sta. Comm. Mgr., Prog. Dir... E. D. Hill  
Sales Prom. Mgr., Pub. Dir... Gary Miller  
Chief Engineer... Dave Shick

**WGMA—Hollywood-Miami**  
1953

Freq.: 1320 Kc. Power: 1000 Watts  
Owned... South Jersey Bcsting.  
Address... Box 539  
News Service... AP  
Station Representative... Hil F. Best  
President... Maj. Ranulf Compton  
Gen. Mgr... Gordon Giffen  
Sta. Mgr., Chief Eng... Charles C. Castle  
Comm. Mgr... Joseph M. Haddad  
Prom. Dir... George Daye  
Pub. Dir... Carolyn Malchiodi

**WIVY—Jacksonville—1948**

Frequency: 1050 Kc. Power: 1000 Watts d.  
Owned-Operated By... WIVY, Inc.  
Address... Box 228-A

**MORE** NEWS

**MORE** FEATURES

**MORE** REGIONAL COVERAGE

**AP**

... and **MORE** RADIO AND TELEVISION STATIONS

depend on

**THE ASSOCIATED PRESS**

News Service .....UP  
 Representative...Burke-Stuart, Clarke Brown  
 Pres., Gen. Mgr.....Edward J. Oberle  
 Station Mgr.....Larry Picus  
 Local Sales Manager.....Fred H. Schilling

**WJAX—Jacksonville—1925**  
**NBC**

Frequency: 930 Kc.....Power: 5,000 Watts  
 Owned-Operated By..City of Jacksonville, Fla.  
 Business-Studio Address.....1 Broadcast Pl.  
 Representative..John Blair; Harry E. Cummings  
 News Service .....AP  
 Membership .....RAB  
 Commissioner in Charge.....J. D. Kennedy  
 Gen., Sta. Mgr.....W. R. Terry  
 Comm. Mgr.....J. W. Douglass  
 Sales Prom. Mgr.....Starrling L. Coleman  
 Pub. Dir.....Larry Bodkin  
 Chief Engineer.....Kenneth L. Kroier

**WJHP—Jacksonville—1940**

Frequency: 1320 Kc.....Power: 5000 Watts  
 Owned-Operated By..Jacksonville Journal Co.  
 Bus.-Studio Address.....4038 Phillips Highway  
 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  
 Sales Prom. Mgr.....Charles Ost  
 Program Director.....Jerry Patterson  
 Publicity Director.....Martha Thomas  
 Chief Engineer.....Beecher Hayford

**WOBS—Jacksonville—1948**  
**1948**

Frequency: 1360 Kc.....Power: 5000 Watts d.  
 Owned-Oper. By....Rounsaville of Charlotte  
 Business-Studio Address.....1036 Mary St.  
 Transcription Service...SESAC, BML ASCAP  
 News Service .....UP  
 Station Representative.....Gil-Perna  
 Membership .....NARTB  
 President .....Robert W. Rounsaville  
 Gen., Sta. Mgr.....Carter S. Jones  
 Comm., Sales Prom. Mgr....David P. McLain  
 Program Director.....Johnny Shaw  
 Pub. Director.....Lee Smith  
 Chief Engineer .....Lyman J. Hall

**WMBR—Jacksonville—1934**  
**CBS**

Frequency: 1460 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Washington Post Co.  
 Address.....Broadcast House, Jacksonville 7  
 News Service .....UP  
 Newspaper Aff.....Washington Post Co.  
 Representative.....CBS Radio Spot Sales  
 Membership .....RAB  
 President.....Glenn Marshall Jr.  
 Sta., Comm. Mgr.....Sid Beighley

Sls. Prom. Mgr.....Norman Vincent  
 Program Director.....Ken French  
 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.  
 News Service .....UP  
 Transcription Service .....World  
 Rep.....Vernard, Rintoul & McConnell, Ayers  
 President.....James R. Stockton  
 Gen. Mgr., Vice-Pres.....Robert R. Feagin  
 Operations Mgr.....Richard C. Fellows  
 Chief Engineer.....Ernest E. Haralson

**WQIK—Jacksonville—1955**

Frequency: 1280 Kc.....Power: 1,000 Watts d.  
 Owned-Operated By.....Telerad, Inc.  
 Address .....Box 8186  
 Owner .....Carmen Macri  
 Manager .....Larry Glick

**WRHC—Jacksonville—1950**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....WRHC, Inc.  
 Address.....247 Margaret St.  
 Membership .....NARTB  
 Rep.....Interstate United Newspapers, Inc.  
 President .....Harold S. Cohn

**WJVB—Jacksonville Beach**  
**1947**

Frequency: 1010 Kc...Power: 1000 Watts d.  
 Owned-Oper. By..Jacksonville Beach Bcstg. Co.  
 Address.....12th Ave., N., Box 428  
 Representative.....Hil F. Best  
 News Service .....AP, UP  
 Pres., Gen. Mgr.....J. Lyle Williams, Jr.  
 General Manager .....Pat Shannon

**WKWF—Key West—1945**  
**MBS**

Frequency: 1600 Kc.....Power: 500 Watts  
 Owned-Operated By.....John M. Spottswood  
 Address.....P. O. Box 891  
 News Service .....UP  
 Owner, Gen. Mgr.....John M. Spottswood  
 Station Mgr.....Kermit H. Lewin  
 Sales Mgr.....Ray A. Schoneck  
 Chief Eng.....Charles R. Lowe

**WRWB—Kissimmee—1954**

Frequency: 1220 Kc.....Power: 250 Watts d.  
 Owned.....Frank A. Taylor  
 Address.....Lago Vista Radio Park  
 News Service .....UP  
 Transcription Service .....Standard  
 Owner, Gen. Mgr.....Frank A. Taylor  
 Prog., Comm. Mgr.....A. F. Hilburger

**WDSR—Lake City—1946**

Frequency: 1340 Kc.....Power: 250 Watts



**Owned-Operated By..Deep South Radioways**  
**Business-Studio Address**  
 South Gainesville Highway  
**News Service** .....UP  
**Partner, Gen., Sta. 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  
**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  
**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  
**News Service**.....AP  
**Representative**.....Hil F. Best  
**President**.....K. H. Berkeley  
**Gen., Comm. Mgr.**.....W. W. Van Steenburgh  
**Prog., Pub. Dir.**.....Eleanor Pryor  
**Chief Engineer**.....William Johnson

**WLBE—Leesburg—1949**  
**MBS**

**Frequency:** 790 Kc.....**Power:** 1000 Watts  
**Owned-Operated By**.....WLBE, Inc.  
**Address**.....Box 790  
**News Service**.....UP  
**Representative**.....Best, Keystone  
**Transcription Service**.....Standard  
**President**.....Paul A. Husebo  
**Gen., Sta., Comm. Mgr.**.....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**.....Suwannee Bcstg. Co.  
**Business Address**.....P. O. Box 655  
**News Service**.....UP  
**Transcription**.....Standard  
**Representative**.....Best  
**Owner, Gen. Mgr.**.....Norman O. Protsman  
**Station Mgr.**.....Ruth S. Gunter  
**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 Bcstg. Stas.  
**Address**.....Box 777  
**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.  
**News Service**.....UP  
**Transcription Service**.....World  
**President**.....Erna Bessler  
**V-P., Sales Prom. Mgr.**.....Vern L. Bessler  
**Sta., Comm. Mgr.**.....Richard Bate  
**Program Director**.....Karl Meier  
**Pub. Dir.**.....Gene Bueckmann  
**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.  
**Representative**.....Rambeau, Ayers  
**President**.....Harry Trenner  
**Gen., Sta. Mgr.**.....Herbert Schorr  
**Program Director**.....Rocky Groce  
**Comm. Mgr.**.....Sidney Drossner  
**Sales Prom. Mgr., Pub. Dir.**.....J. Arnold Schorr  
**Chief Engineer**.....William Reeder

**WGBS—Miami—1939—CBS**

**Freq.:** 710 Kc....**Power:** 50 Kw. d., 10 Kw. n.  
**Owned**.....Storer Bcstg. Co.  
**Address**.....1177 Kane Conc., Miami Beach  
**Newspaper Affiliation**.....Miami Beach Sun  
**News Service**.....UP  
**Transcription Service**.....Lang-Worth  
**Station Representative**.....Katz Agency, Inc.  
**Membership**.....NARTB, RAB  
**President**.....George B. Storer  
**Managing Director**.....Miller N. Babcock  
**Comm. Mgr., Sales Prom. Mgr.**.....C. Bud Dailey  
**Prog., Pub. Dir.**.....Donald E. Fischer  
**Chief Engineer**.....Edward C. Lockwood

**WINZ—Miami—1946**

**Freq.:** 940 Kc....**Power:** 50 Kw. d., 10-Kw. n.  
**Owned-Operated By**.....Rand Bcstg. Co.



Business Address... Biscayne Terrace Hotel  
 News Service ..... INS  
 Trans. Service ..... Associated, London  
 Representative ..... Petry  
 Pres., Gen. Mgr. .... Rex Rand  
 Sta., Sls. Prom. Mgr. .... B. E. Neary  
 Chief Engineer..... Walter Molic

**WCKR—Miami—1956—NBC**

Frequency: 610 Kc. .... Power: 5000 Watts  
 Owned-Operated By

Biscayne Television Corp.  
 Bus. Studio Address... Box M. Little River Sta.  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Representative..... Henry I. Christal  
 Membership ..... NARTB, RAB  
 President ..... Niles Trammell  
 General Manager..... Owen F. Uridge  
 Comm. Manager..... L. I. Zimmerman  
 Sales Prom. Mgr. .... Robert Nashick  
 Program Director..... Walter Svehla  
 Pub. Director..... Ruth Tanksley  
 Chief Engineer..... Gene Rider

**WMIE—Miami—1948**

Freq.: 1140 Kc. Power: 10 Kw. d., 5 Kw. n.  
 Owned-Operated By... Sun Coast Bcastg. Corp.  
 Address..... 139 N.E. 1st St.  
 News Service ..... INS  
 Representative..... Stars Natl., Inc.  
 President..... E. D. Rivers, Sr.  
 Gen., Sales Mgr..... Kurt Meer  
 Manager ..... Jack E. Nobles  
 Traffic-Prog. Co-Ord..... Miss S. J. Spiegel

**WQAM—Miami—1921**

Frequency: 560 Kc. Power: 5 Kw.d., 1 Kw. n.  
 Owned-Operated By..... Miami Bcastg. Co.  
 Business-Studio Address..... duPont Bldg.  
 News Service ..... UP  
 Representative ..... John Blair  
 Membership ..... NARTB  
 President ..... Todd Storz  
 Gen., Sta., Comm. Mgr. .... Jack Sandler  
 Sales Prom. Mgr. .... Sue Goldberg  
 Program Dir. .... David C. Croninger  
 Publicity Dir. .... Chuck Dougherty  
 Chief Engineer..... Morris Barwick

**WWPB—Miami—1947**  
**KEYSTONE**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Paul Brake  
 Business-Studio Address... 414 S.W. 2nd Ave.  
 News Service ..... AP  
 Representative ..... Walker  
 Owner, Mgr. .... Paul Brake  
 Assistant Mgr. .... Paul Keeffe

**WAHR—Miami Beach—1954**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By..... Alan H. Rosenson  
 Address ..... Box 1740  
 Pres., Chief Engineer..... Alan Rosenson

News Service ..... UP  
 Representative ..... Indie Sales  
 Gen., Comm. Manager.... Marshall Simmons

**WKAT—Miami Beach—1937**  
**MBS-ABC**

Freq.: 1360 Kc. .... 5 Kw. d., 1 Kw. n.  
 Owned-Operated By..... WKAT, Inc.  
 Trans.-Address..... 1759 Bay Road  
 News Service ..... UP  
 Membership ..... RAB  
 Representative ..... Headley-Reed  
 President..... A. Frank Katzentine  
 Exec. V. P., Gen. Mgr. .... John I. Prosser  
 Sales Mgr. .... Fred Wagenroord

**WMBM—Miami Beach—1947**

Frequency: 800 Kc. .... Power: 1000 Watts d.  
 Owned ..... R. W. Rounsaville  
 Address ..... MacArthur Causeway  
 Representatives . Gill-Perna, Dora-Clayton, Inc.  
 President, Gen. Mgr. .... R. W. Rounsaville  
 Asst. Mgr. .... Bert Noble  
 Station Manager..... Arnold Kaufman  
 Nat. Sales Mgr. .... Lee R. Smith

**WEBY—Milton—1954**  
**MBS**

Frequency: 1330 Kc. .... Power: 1 Kw.



**Runaway / no give-away**

It happened fast in Miami—and it happened without a single giveaway, or any contest in which listening was a requisite for winning.

In less than 3 months under new ownership, Storz Station programming catapulted WQAM to a decisive first place position. First in the morning, with 25.5% of audience. First in the afternoon, with 33.6%. First all day with a resounding 29.9%\*.

Already a fine buy to begin with—WQAM is now the buy in Miami. Talk to your nearest Blair man—or General Manager Jack Sandler.

\*Hooper, Dec. '56-Jan. '57, 7 a.m.-6 p.m., Mon.-Fri.

**WQAM—Miami**

Serving all of Southern Florida  
 with 5,000 watts on 560 kc.

**"A STORZ STATION"**

**Owned**.....C. W. Mapoles  
**Address**.....Ward Basin Rd.  
**News Service**.....UP  
**Trans. Service**.....World  
**Owner**.....C. W. Mapole  
**Station Mgr.**.....Earl Williford

**WNOG—Naples—1954**

**Frequency:** 1270 Kc.....**Power:** 500 Watts  
**Owned and Oper. By**.....Radio Naples Inc.  
**Address**.....East Tamiami Trail  
**News Service**.....UP  
**Transcription Service**.....World, Ziv  
**Representative**.....Hil F. Best  
**President, Gen. Mgr.**.....William J. Ryan  
**Commercial Manager**.....John E. Martin III  
**Sales Prom. Mgr.**.....Eileen Eilers  
**Program Director**.....David N. Pfaff  
**Publicity Director**.....B. Alfred Wood  
**Chief Engineer**.....David S. Traer

**WSBB—New Smyrna Beach  
 1951**

**Frequency:** 1230 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....Broadcasters, Inc.  
**Address**.....1210 S. Riverside Drive  
**News Service**.....UP  
**Owner**.....A. V. Tidmore  
**Station Manager**.....Rita Y. Locy  
**Commercial Manager**.....Garnet E. Smith  
**Sales Prom. Mgr.**.....Bill Palmer  
**Program Director**.....Bob White  
**Chief Engineer**.....Sim Easgleson, Sr.

**WMOP—Ocala—1953**

**Frequency:** 900 Kc.....**Power:** 1000 Watts  
**Owner**.....A. B. Letson  
**Address**.....311 Robertson Bldg.  
**Representative**.....Dora-Clayton  
**Pres., Gen. Mgr.**.....A. B. Letsom  
**Station Mgr.**.....James E. Kirk  
**Comm., Sls. Mgr.**.....Vernon Arnette

**WTMC—Ocala—1939  
 NBC**

**Frequency:** 1290 Kc...**Power:** 5 Kw. d., 1 Kw. n.  
**Owned-Operated By**...Ocala Bcstng. Co. Inc.  
**Address**.....14 S. Magnolia  
**Rep.**.....John H. Perry  
**President**.....John H. Perry, Jr.  
**Gen. Mgr.**.....Thomas S. Gilchrist, Jr.

**WDBO—Orlando—1924—CBS**

**Frequency:** 580 Kc.....**Power:** 5000 Watts  
**Owned-Operated By**...Orlando Bcstg. Co., Inc.  
**Business-Studio Address**.....P. O. Box 3707  
**News Service**.....AP, UI  
**Transcription Service**.....World, TheSauru  
**Representative**.....John Blair, Harry Cumming  
**Membership**.....NARTB  
**Pres., Gen., Sta. Mgr.**.....Harold P. Danforth  
**Comm. Mgr.**.....W. G. McBride  
**Program Director**.....Rosalind Boggs  
**Chief Engineer**.....J. E. Yarbrough

**WHOO—Orlando—1947—ABC**

**Freq.:** 980 Kc.....**Power:** 10 Kw. d., 5 Kw. n.  
**Owned-Oper. By**.....WHOO, Inc.  
**Address**.....Fairvilla Road  
**News Service**.....AP  
**Transcription Service**.....Standard  
**Representative**.....Forjoe  
**President**.....Edward Lamb  
**Gen., Sta., Mgr.**.....Al Stockmeier  
**Comm. Mgr.**.....Charles L. Reiner  
**Chief Engineer**.....Warren Chenevert

**WLOF—Orlando—1940**

**Frequency:** 950 Kc.....**Power:** 5000 Watts  
**Owned-Operated By**...Mid-Fla. Radio Corp.  
**Business-Studio Address**.....Box 5275  
**News Service**.....UP  
**Station Representative**.....Gill-Perna  
**Membership**.....NARTB  
**Exec. V.P., Gen., Comm. Mgr.**...Donn R. Collee

**WORZ—Orlando—1947  
 NBC-MBS**

**Frequency:** 740 Kc.....**Power:** 5 Kw.  
**Owned-Oper. By**...Central Florida Bcstg. Co.  
**Address**.....P. O. Box 1353  
**News Service**.....INS  
**Representative**.....Hollingberry  
**Membership**.....NARTB  
**Pres., Gen. Mgr.**.....Naomi Murrell  
**Comm., Sales Prom. Mgr.**...W. O. Murrell, Jr.  
**Publicity Dir.**.....W. O. Murrell  
**Program Director**.....S. W. Ison  
**Chief Engineer**.....W. R. Miller

**WWPF—Palatka—1947  
 KBS-MBS**

**Freq.:** 1260 Kc...**Power:** 1 Kw. d., 500 W. n.  
**Owned-Operated By**...Palatka Bcstg. Co.  
**Address**.....Box 86  
**News Service**.....UP  
**Membership**.....NARTB  
**Gen. Mgr., Chief Engr.**.....L. C. McCall  
**Program 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.  
**Transcription**.....Lang-Worth  
**News Service**.....UP  
**Rep.**.....Stars National, Inc.  
**Manager**.....Al Keirseay  
**Program Director**.....Bob Klingler

**WDLF—Panama City—1940  
 NBC-KBS**

**Frequency:** 590 Kc.....**Power:** 1000 Watts  
**Owned**.....Panama City Broadcasting Co.

Address.....323 West Beach Drive  
 Newspaper Affiliation... John H. Perry Papers  
 News Service..... UP  
 Transcription..... Lang-Worth  
 Representative..... John H. Perry  
 President..... John H. Perry  
 General Manager..... Cecil B. Kelley  
 Sta., Comm. Mgr..... Don Brookins  
 Sales Prom. Mgr..... Cal Howrigan  
 Program Director..... George Feger  
 Publicity Dir..... Betty Ausland  
 Chief Engineer..... Harold Phipps

**WPCF—Panama City—1949**  
**MBS**

Frequency: 1430 Kc.....Power: 5000 Watts  
 Owned-Operated By... Bay County Bcstg. Co.  
 Address.....300 E. 15th St.  
 News Service..... AP  
 Representative..... Walker, Dora-Clayton  
 Membership..... NARTB  
 Pres., Gen., Sta. Mgr..... E. L. DuKate  
 Program Director..... Larry Meehan  
 Chief Engineer..... Robert E. McConnell

**WBOP—Pensacola—1956**

Frequency: 980 Kc.....Power: 500 Watts d.  
 Owned.....WBOP Broadcasting Co.  
 Address.....709 S. Baylen St.  
 News Service..... UP  
 Transcription..... World  
 Pres., Gen. Mgr..... Vern L. Bessler  
 Vice-presidents... R. K. Schurr, E. V. Spencer  
 Secy-Treas..... M. W. Stacy  
 Station Manager..... Howard DeMere  
 Chief Engineer..... R. B. Bones

**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  
 Comm. Mgr., Prog. Dir..... Bo Mitchell  
 Chief Engineer..... Glen Nichols

**WCOA—Pensacola—1925**  
**NBC**

Frequency: 1370 Kc.....Power: 5000 Watts  
 Owned-Operated By..... WCOA, Inc.  
 Address.....118 E. Intendencia St.  
 Newspaper Affiliation..... News-Journal  
 News Service..... UP  
 Transcription Service..... Lang-Worth  
 Representative..... John H. Perry Associates  
 President..... John H. Perry, Jr.  
 Gen. Mgr., Sta. Mgr..... J. Holliday Veal  
 Comm. Mgr..... Ronald C. Tuten  
 Prom. Mgr., Pub. Dir..... Sally Henderson  
 Prog. Dir..... Doris Greco  
 Chief Eng..... Harold L. Heath

**WEAR—Pensacola—1947**  
**ABC**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper By..... Guliport Bcstg. Co.  
 Address..... P. O. Box 431  
 Sta. Rep..... Hollingbery  
 Pres., Gen. Mgr..... Mel Wheeler  
 Nat'l Sls. Mgr..... Milt de Reyna  
 Chief Engineer..... Jim Smith

**WPFA—Pensacola—1955**

Frequency: 790 Kc.....Power: 1,000 Watts d.  
 Owned-Operated By..... WPFA Bcstg. Co.  
 Address..... Box 27  
 News Service..... AP  
 Representative..... McGillvra  
 President..... J. W. O'Connor  
 General Manager..... John B. Hoag  
 Program Director..... Taris Savelle  
 Chief Engineer..... Leonard Zepp

**WPRY—Perry—1954**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By..... Taylor Co. Bcstg. Co.  
 Address..... P. O. Box 87  
 News Service..... AP  
 Trans..... Standard  
 President..... E. P. Martin  
 Station Manager..... William Owens  
 Program Director..... Cathy Landry  
 Chief Engineer..... Leonard Moore

**WPLA—Plant City—1949**

Frequency: 910 Kc.....Power: 1 Kw.  
 Owned-Operated By..... W. A. Smith  
 Address..... P. O. Box 1588  
 Station Representative..... Best  
 News Service..... UP  
 Transcription Service..... Standard  
 Membership..... NARTB, RAB  
 President..... W. A. Smith  
 Gen., Sta., Comm. Mgr., Chief Eng.

George Friend  
 Sales Prom. Mgr..... Al Berry  
 Program Director..... Ken Shroyer  
 Pub. Dir..... J. J. Wilson

**WCNH—Quincy—1948**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By..... Quincy Bcstg. Corp.  
 Address..... P. O. Box 190  
 News Service..... UP  
 Transcription..... Thesaurus  
 Membership..... NARTB  
 Pres., Gen. Mgr..... A. B. Letson  
 Comm., Sls. Prom. Mgr..... W. J. Taylor

**WFOY—St. Augustine—1936**  
**CBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By..... Ponce de Leon Bcsting  
 Address..... Magnolia Ave.  
 News Service..... UP  
 Representative..... McGavren-Quinn



Pres., Gen., Sta., Comm. Mgr.  
John E. Bernard Jr.  
Sales Prom. Manager.....Julian Fant  
Program Director.....Frankie C. Walker  
Publicity Director.....Alberta Dillin  
Chief Engineer.....Ernest Raistrick

**WSTN—St. Augustine—1954**

Frequency: 1420 Kc.....Power 1 Kw.  
Owned.....St. Augustine Bcstg. Co.  
Address.....66 Treasury St.  
News Service.....AP  
Transcription Service.....Thesaurus  
Station Rep.....Indie  
General Manager.....W. M. Harding  
Station Manager.....J. C. Leuschel  
Commercial Manager.....A. H. Beckwith  
Program Director.....T. Hopkins  
Publicity Director.....Jan Pepper  
Chief Engineer.....E. P. Gildow

**WPIN—St. Petersburg—1947**

Frequency: 680 Kc.....Power: 1000 Watts  
Owned-Oper. By Fla. W. Coast Bcstrs., Inc  
Address.....Royal Palm Hotel  
News Service.....AP  
Station Representative.....Walker  
Membership.....RAB  
President.....Dr. Charles Farrington  
General Manager.....Arthur Mundorff  
Sta. Comm. Mgr.....Richard Marsh  
Program Director, Pub. Dir.....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  
News Service.....AP  
Transcription Service.....World  
Representative.....Vernard, Rintoul, McConnell  
Membership.....NARTB  
General Manager.....Fred P. Shawn  
Commercial Manager.....John Hitchcock  
Sales Prom. Mgr.....Charles Mason  
Program Director.....Charles D. Bishop  
Publicity Director.....Jean Miller  
Chief Engineer.....Louis J. Link

**WTSP—St. Petersburg—1940**  
MBS

Frequency: 1380 Kc.....Power: 5000 Watts  
Owned-Oper. By.....WTSP, Inc.  
News Service.....UP  
Transcription.....Lang-Worth, Standard  
Representative.....Weed  
President.....N. Joe Rahall  
Gen. Mgr.....Marshall S. Cleaver  
Comm. Mgr.....L. Wildman  
Prog. Director.....Rob Allan  
Chief Engineer.....William D. Mangold

**WTRR—Sanford—1947—KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Radio Station WTRR

Business Address.....Box 1541  
News Service.....UP  
Pres., Gen., Sta. Mgr.....Myron A. Reck

**WKXY—Sarasota—1949—KBS**

Frequency: 930 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Sarasota Bcstg. Co.  
Address.....2500 Tenth St.  
Representative.....Clark  
Trans.....World  
Membership.....NARTB  
News Service.....AP  
General Manager.....A. G. Fernandez  
Prog. Dir.....Howard O. Ermisch  
Chief Eng.....Robert L. Kohlmeier

**WSPB—Sarasota—1939—CBS**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Operated By.....WSPB, Inc.  
Business Address.....Box 1110, City Island  
News Service.....UP  
Transcription Service.....Thesaurus  
Representative.....John E. Pearson  
Membership.....NARTB  
President.....Robert C. Jones, Jr.  
Gen., Sta. Mgr.....John B. Browning  
Comm. Mgr.....D. L. Fleischman  
Pub. Dir.....Emylu Richards  
Program Director.....David Hale  
Chief Engineer.....G. W. McGougan

**WJCM—Sebring—1950**  
MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Clearfield Bcstrs., Inc.  
Business Add.....Assembly Pt. on Dinner Lake  
Gen. Mgr.....A. J. Frank  
Commercial Mgr.....Ken Bowers

**WSTU—Stuart—1954**  
MBS-KBS

Frequency: 1450 Kc.....Power: 100 Watts  
Owned-Oper. By.....Blue Water Bcstg. Co.  
Address.....Box 518  
News Service.....AP  
Pres., Gen. Mgr.....Lester M. Combs  
Comm. Mgr.....Jim Mullins  
Prog. Dir.....Reggie Martin  
Chief Engineer.....Fred Chapman

**WMEN—Tallahassee—1954**  
KBS

Frequency: 1330 Kc.....Power: 5,000 Watts d.  
Owned-Oper. By.....WMEN, Inc.  
Address.....Hotel Floridan  
News Service.....UP  
Representative.....Dora-Clayton  
President.....B. F. J. Timm  
General Manager.....Don C. Price  
Prog. Dir.....L. Studsill  
Chief Engineer.....K. C. McNaron

**WTAL—Tallahassee—1935**  
CBS

Frequency: 1270 Kc.....Power: 5000 Watts



Owned-Operated By.....John H. Phipps  
 Business Address.....Box 3167  
 News Service.....AP  
 Representative.....Meeker, Cummings  
 Owner.....John H. Phipps  
 General Manager.....L. Herschel Graves  
 Station Mgr.....Ansley D. Cohen, Jr.  
 Sales Prom. Mgr.....R. Hollister  
 Publicity Dir.....C. M. Allen  
 Chief Engineer.....Sam Dudas

**WTNT—Tallahassee—1946**  
**ABC-MBS**

frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Tallahassee Appl. Corp.  
 Business-Studio Address.....Duval Hotel  
 News Service.....UP  
 Trans.....Associated  
 Representative.....McGillvra  
 Pres., Gen. Mgr.....Frank W. Hazelton  
 Vice-Pres.....Emanuel Joanos

**WALT—Tampa—1946**

Frequency: 1110 Kc.....Power: 1000 Watts d.  
 Owned.....Tampa Broadcasting Co., Inc.  
 Address.....401 West Tyler Street  
 News Service.....AP  
 Representative.....John E. Pearson  
 President.....E. J. Arnold  
 Vice-President, Gen. Mgr.....Robert Wasdon  
 Station Manager.....W. W. Johnson  
 Nat. Comm. Mgr.....George Fee  
 Local Sales Mgr.....Frank Edwards  
 Program Director.....Ed Bray  
 Production Mgr.....Charles Fuller  
 Chief Engineer.....Paul Gossett

**WDAE—Tampa—1922—CBS**

Frequency: 1250 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Tampa Times Co.  
 Business Address.....114 N. Franklin St.  
 Representative.....Katz  
 News Service.....AP, UP  
 President.....David E. Smiley  
 General Manager.....L. Spencer Mitchell  
 Nat. Adv. Mgr.....Robert M. Weeks

**WEBK—Tampa—1950**

Frequency: 1300 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Hillsboro Bcstg. Co.  
 Address.....1521 E. Broadway  
 News Service.....AP  
 Station Rep.....Devney  
 President, Gen. Mgr.....E. P. Martin  
 Prog. Dir., Pub. Dir.....Ronald Harpe  
 Chief Engineer.....Elmo B. Kitts

**WFLA—Tampa—1925—NBC**

Frequency: 970 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Tribune Co.  
 Business Address.....905 Jackson St.  
 News Service.....AP  
 Representative.....John Blair  
 Membership.....NARTB, RAB  
 Newspaper Aff.....Tribune

President.....John C. Council  
 Gen. Mgr., Vice-Pres.....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.....Gateway Broadcasters, Inc.  
 Business Address.....11,011 Florida Ave.  
 Membership.....RAB  
 News Service.....AP  
 President.....John A. Bolling  
 Gen. Mgr.....B. A. Martin  
 Program Director.....Bonita Fishback  
 Sls. Prom. Mgr.....Bob Ross  
 Chief Engineer.....Bill Polk

**WIOK—Tampa-St. Petersburg**  
**1954**

Frequency: 1150 Kc.....Power: 1000 Watts d.  
 Owned.....Robert W. Rounsaville  
 Address.....Box 1101, Washington Blvd.  
 News Service.....AP  
 Reps.....Gill-Perna, Dora-Clayton  
 Pres., Gen. Mgr.....Robert W. Rounsaville  
 Sta. Mgr.....Joe T. Starr  
 Asst. Manager.....Jack Everbach  
 Comm. Manager.....John Sanders  
 Prog. Dir., Chief Eng.....Warren Kaufman

**WDCL—Tarpon Springs—1953**

Frequency: 1470 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Freede-Miller Bcstg. Co.  
 Address.....Box 1470  
 Transcription.....World  
 News Service.....AP  
 Membership.....RAB  
 Pres., Gen., Sta. Mgr.....Hal M. Freede  
 Comm. Mgr., Sls. Prom. Mgr.....Gurney P. Sloan  
 Program Director.....Clair Linn  
 Pub. Director.....Beatrice A. Freede  
 Chief Engineer.....John A. Walker

**WNTM—Vero Beach—1954**  
**MBS**

Frequency: 1370 Kc.....Power: 1 Kw.  
 Owned.....WNTM, Inc.  
 Address.....P. O. Box 397  
 News Service.....INS  
 Rep.....Clarke Brown  
 Pres., Gen. Mgr.....(Mrs.) Naomi T. Murrell  
 Station Manager.....Gene Stuart

**WTTB—Vero Beach—1954**  
**ABC**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Tropics, Inc.  
 Address.....15-26 20th St.  
 Newspaper Affiliation.....Press-Journal  
 News.....AP  
 Representative.....Hil F. Best  
 President.....Merrill P. Barber  
 Sta. Mgr.....Stanley B. Wood



Sls. Prom. Mgr., Comm. Mgr. Howard L. Haid  
 Prog., Pub. Dir. R. Mansfield  
 Chief Engineer Stanley Wood

**WEAT—West Palm Beach  
 1948—NBC**

Frequency: 850 Kc. Power: 1 Kw. d. n.  
 Owned WEAT-TV Inc.  
 Address P. O. Box 70  
 News Service AP  
 Trans. Capitol  
 Station Rep. H-R  
 President Thomas F. O'Neil  
 Gen. Mgr. Bertran Lebharr, Jr.  
 Sales Mgr. Charles M. Stark  
 Prog. Dir. Peter F. Cole

**WJNO—West Palm Beach  
 1936—CBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By WJNO, Inc.  
 Business-Studio Address 1500 N. Flagler Dr.  
 News Service AP  
 Transcription Service World, Lang-Worth  
 Representative Robert Meeker, Ayres  
 Membership NARTB, RAB  
 President S. K. Russell  
 Gen. Mgr., Sta., Comm. Mgr. H. V. McMillan  
 Sales Mgr. Robert Monroe  
 Publicity Dir. Harry A. Forster  
 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 711 S. Flagler Drive  
 Representative T. F. Clark  
 News Service AP  
 Pres., Gen. Mgr. Joseph S. Field, Jr.  
 Sales & Operations Mgr. Rome Hartman

**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.  
 News Service AP  
 Membership RAB  
 Representative Devney & Co.  
 President Tom Moore  
 Gen. Mgr. Larry Rollins  
 Commercial Manager Earl Sturgeon  
 Program Director Richard Eyrych  
 Chief Engineer L. Orden Craig

**WABR—Winter Park—1954**

Frequency: 1440 Kc. Power: 1 Kw.  
 Owned Orange County Bcstrs. Inc.  
 Address P. O. Box 7547  
 Sta. Rep. Rambeau, Dora-Clayton  
 News Service UP  
 General Mgr. R. H. Gunckel, Jr.  
 Sales Manager Tom Sawyer  
 Chief Engineer J. R. Campbell

**Georgia**

Pop. March 1 (Est.) 3,744,000—Families 979,000  
 Radio Homes 952,000—TV Homes 684,000—Stations in State 103

**WAAG—Adel—1955—KBS**

Frequency: 1470 Kc. Power: 1,000 Watts  
 Owned-Oper. By Cook County Bcstg. Co.  
 Address P. O. Box 508  
 News Service UP  
 Membership NARTB  
 Pres., Gen. Mgr. W. M. Forshee  
 Sta. Mgr. E. Shepherd  
 Comm. Mgr., Prog. Dir. Don H. Wingate  
 Publicity Director Calvin Key  
 Sales Prom. Mgr., Chief Eng. C. Christensen

**WGPC—Albany—1933—CBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By Albany Bdcstg. Co.  
 Business-Studio Address New Albany Hotel  
 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

**WALB—Albany—1941—ABC**

Frequency: 1590 Kc. Power: 1000 Watts  
 Owned-Operated By Herald Publishing Co.  
 Address Stuart Ave.  
 News Service AP  
 Representative Burn-Smith, Ayers  
 Owner James H. Gray  
 General Manager Tom Stillwagon  
 Program Director Jack Mayer

**WJAZ—Albany—1952**

Frequency: 1050 Kc. Power: 1,000 Watts d.  
 Owned-Oper. By James S. Rivers, Inc.  
 Address Slappy Drive  
 Representative Thomas F. Clark  
 News Service UP  
 President James S. Rivers  
 General Mgr. Bruce Smith  
 Station Mgr. R. V. Rogers

**WDEC—Americus—1947**  
**MBS-KBS**

Frequency: 1290 Kc.....Power: 1000 Watts  
 Owned-Operated By..The Americus Bdcstg. Co.  
 Business-Studio Address.....Rembert Bldg.  
 News Service.....AP  
 Membership.....RAB  
 Representative.....Dora-Clayton, Indie Sales  
 Gen. Mgr.....Charles C. Smith  
 Chief Engineer.....Raymond C. LaPrade

**WGAU—Athens—1938**  
**CBS-KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Clarke Bcstng. Corp.  
 Address.....P. O. Box 1189  
 News Service.....AP  
 Representative.....Clarke Brown  
 Membership.....NARTB

Pres., Gen., Sta. Mgr.....H. Randolph Holder  
 Comm. Mgr.....J. Thomas Lloyd  
 Sales Prom. Mgr., Pub. Dir.....Bill Marston  
 Program Director.....Mary Betts  
 Chief Engineer.....Les Brooks

**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.  
 Sta. Rep.....Forjoe, Dixieland  
 News Service.....UP  
 Transcription Service.....World  
 Member.....NARTB, RAB  
 Pres., Gen., Sta. Mgr.....L. H. Christian  
 Comm. Mgr.....Dorothy N. Gayner  
 Sls. Prom. Mgr.....E. A. Thilenius  
 Program Director.....Gus Mann  
 Publicity Director.....Ed Thilenius  
 Chief Engineer.....Luctus D. Drewry

**MORE NEWS**  
**MORE FEATURES**  
**MORE REGIONAL COVERAGE**

**AP**

... and **MORE RADIO AND TELEVISION STATIONS**  
 depend on  
**THE ASSOCIATED PRESS**



### WAGA—Atlanta—1937—CBS

Frequency: 590 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Storer Bcstg. Co.  
 Bus.-Studio Address....1018 W. Peachtree St.  
 News Service .....AP  
 Representative .....Katz  
 Membership .....NARTB, RAB  
 President.....George B. Storer, Sr.  
 General Mgr.....Claude H. Frazier  
 Comm. Mgr.....Lewis Reynolds

Pub. Dir., Prom. Mgr.....Betty L. Merritt  
 Program Director.....J. Les Henrikson  
 Chief Engineer.....Hugo Bondy

### WAOK—Atlanta—1954

Frequency: 1380 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....WAOK Bcstg. Co., Inc.  
 Business Address.....70 Houston St. N.E.  
 News Service .....UP  
 Representative .....Forjoe

# 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  
 590 on the dial 5,000 watts  
 CBS-radio in Atlanta

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



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 . . . . . Ethel Holley

**WAKE—Atlanta—1946**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned . . . . . Bartell Broadcasters, Inc.  
 Address . . . . . Georgian Terrace Hotel  
 News Service . . . . . AP  
 Representative . . . . . Adam Young  
 President . . . . . Gerald A. Bartell  
 General Manager . . . . . Morton I. Wagner  
 Commercial Manager . . . . . Mrs. Jayne Swain  
 Program Dir. . . . . William Jones  
 Publicity Dir. . . . . Mrs. Betty Thomas  
 Chief Engineer . . . . . Morris Jones

**WERD—Atlanta—1948**

Frequency: 860 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Radio Atlanta, Inc.  
 Studio Address . . . . . 330 Auburn Ave., N.E.  
 News Service . . . . . UP  
 Membership . . . . . NARTB  
 Representative . . . . . Interstate  
 Pres., Gen. Mgr. . . . . J. B. Blayton, Jr.  
 Comm. Mgr., Sales Prom. Mgr. . . . .

Albert H. Saddler  
 Chief Eng. . . . . William F. Kennedy

**WGKA—Atlanta—1955**

Frequency: 1600 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Glenkaren Associates, Inc.  
 Address . . . . . 1140 Peachtree St., N.E.  
 News Service . . . . . UP  
 Transcription . . . . . SESAC  
 Membership . . . . . NARTB  
 President . . . . . Locke E. Glenn  
 General Manager . . . . . John P. Culver  
 Comm. Mgr. . . . . Lee Nance  
 Program Director . . . . . Norman Reyes  
 Chief Engineer . . . . . David Lyndon

**WGST—Atlanta—1923—ABC**

Frequency: 920 Kc. . . . . Power: 5 Kw. d.; 1 Kw. n.  
 Owned . . . . . Bd. of Regents, Univ. Sys. of Ga.  
 Bus.-Studio Address . . . . . Box 7254  
 News Service . . . . . AP  
 Representative . . . . . Avery-Knodel  
 Membership . . . . . NARTB, RAB  
 President . . . . . Freeman Strickland  
 Gen., Sta. Manager . . . . . Ben Akerman  
 Commercial Mgr. . . . . Al Ciraldo  
 Pub. Dir. . . . . Mrs. Mary H. Tallent  
 Prog. Dir., Ch. Eng. . . . . Ivan Miles

**WSB—Atlanta—1922—NBC**

Frequency: 750 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . Atlanta Newspapers, Inc.  
 Address . . . . . 1601 W. Peachtree St.  
 Newspaper Affiliation . . . . . Journal, Constitution  
 Representative . . . . . Edward Petry  
 Membership . . . . . NARTB, RAB  
 General Manager . . . . . John M. Outler, Jr.  
 Station Manager . . . . . Frank Gaither

**WQXI—Atlanta—1948**

Frequency: 790 Kc. . . . . Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Oper. By . . . . . Rounsaville of Atlanta, Inc.  
 Bus.-Studio Address . . . . . Peachtree At Mathieson  
 News Service . . . . . UP  
 Station Rep. . . . . Gill-Perna, Inc.  
 Membership . . . . . NARTB  
 Pres., Gen. Mgr. . . . . R. W. Rounsaville  
 Station Manager . . . . . John Fulton  
 Prom., Comm. Mgr. . . . . Frank Erwin  
 Program Dir. . . . . Bob Corley  
 Chief Engineer . . . . . Elton B. Chick  
 Nat. Sales Mgr., Pub. Dir. . . . . Lee Smith  
 Technical Director . . . . . Paul Cram

**WYZE—Atlanta—1956**

Frequency: 1480 Kc. . . . . Power: 5000 Watts  
 Owned . . . . . Greater South Broadcasting Co., Inc.  
 Address . . . . . 200 Henry Grady Bldg.  
 News Service . . . . . UP, AP, INS  
 Trans. . . . . Thesaurus, Associated, SESAC  
 Representative . . . . . Walker  
 President . . . . . P. H. Whitcraft  
 General Mgr. . . . . Sam W. Kane  
 Program Dir. . . . . Bob King

**WAUG—Augusta—1952**

Frequency: 1050 Kc. . . . . Power: 1,000 Watts  
 Owned . . . . . Garden City Bstg.  
 Address . . . . . Bon Air Hotel  
 Sta. Rep. . . . . Rambeau, Clarke Brown  
 News Service . . . . . UP  
 Gen., Sta. Mgr. . . . . Geo. C. Nicholson  
 Comm. 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 . . . . . Everett-McKinney, Inc., Forje  
 News Service . . . . . AP  
 Membership . . . . . NARTB  
 President . . . . . George Weiss  
 Gen., Sta., Comm. Mgr. . . . . Edward H. Dunbar  
 Prom. Mgr. . . . . William Kirchheim  
 Program Director . . . . . George W. Fisher  
 Chief Engineer . . . . . Kenneth Freeman

**WGAC—Augusta—1940—ABC**

Frequency: 580 Kc. . . . . Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Oper. By . . . . . The Twin States Bstg. Co.  
 Business-Studio Address . . . . . 664 Broad St.  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Avery-Knodel  
 Membership . . . . . NARTB, BAB  
 Pres., Gen. Mgr. . . . . A. D. Willard, Jr.  
 Commercial Mgr. . . . . Martin E. White  
 Program Dir. . . . . Stanley Carey  
 Chief Engineer . . . . . James Clegg

**WBIA—Augusta—1946—NBC**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned . . . . . Augusta Broadcasting Co.





Address ..... 15-Eighth Street  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Membership ..... NARTB  
 President, Gen. Mgr. .... W. Ray Ringson  
 Sta., Comm. Mgr. .... J. R. Owens, Jr.  
 Program Director ..... Ralph V. Lavender  
 Chief Engineer ..... Rabun F. Bobo

General Manager ..... E. Jere Turk  
 Comm. Mgr. .... Lew Carter  
 Prog. Dir. .... Jay Lingle  
 Pub. Dir. .... Mary J. McEvan  
 Chief Engineer ..... Cecil Tankersley

**WRDW—Augusta—1930—CBS**

Frequency: 1480 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Radio Augusta, Inc.  
 Address ..... 1302 Georgia Ave.  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Branham  
 Membership ..... RAB, NARTB  
 President ..... Pat H. Rice, Jr.  
 General Manager ..... J. W. Hicks  
 Sales Mgr. .... Bill Smart  
 Program Director ..... Jim Armistead  
 Promotion Mgr. .... Don Shepherd

**WGRA—Cairo—1950**

Frequency: 790 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Grady Mitchell Bcstg. Co.  
 Address ..... Bainbridge Rd.  
 Station Rep. .... Indie  
 News Service ..... UP  
 Trans. .... Standard  
 Gen. Mgr. .... Lowell E. Takles  
 Prom. Mgr. .... Bernice Porter

**WMGR—Bainbridge—1946**

Frequency: 930 Kc. .... Power: 5 Kc.  
 Owned-Operated By ..... Decatur Bcstg. Co.  
 Address ..... Box 375  
 Representative ..... Grant Webb  
 News Service ..... UP  
 General Manager ..... John A. Dowdy  
 Program Dir. .... H. M. Coleman  
 Chief Eng. .... Walter Freeman

**WCGA—Calhoun—1953**

Frequency: 900 Kw. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Gordon Cty. Bcstg. Co.  
 Address ..... 112½ Court Street  
 Rep. .... Indie Sales  
 General Manager ..... R. R. Magill  
 Sales Manager ..... Judy Magill  
 Program Director ..... Richard Bowman

**WHAB—Baxley—1954**

Frequency: 1260 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Tri-City Bcstg. Sys.  
 Address ..... Box 265  
 News Service ..... UP  
 Gen. Mgr. .... Farnell O'Quinn  
 Sta. Mgr. .... Iona Moody  
 Comm. Mgr. .... Ted Kirby  
 Sls. Prom. Mgr. .... Dane Bruce  
 Prog. Dir. .... Jerry Wilder  
 Pub. Dir. .... Hoyt Brown  
 Chief Engineer ..... Delmas Nichols

**WCLB—Camilla—1954—KBS**

Frequency: 1220 Kc. .... Power: 1000 Watts  
 Owned ..... Capel Bcstg. Co.  
 Address ..... P. O. Box 147  
 News Service ..... UP  
 Transcription Service ..... Standard  
 General Mgr. .... Russell A. Browne  
 Commercial Mgr. .... Charlie Browne  
 Chief Engineer ..... Dan O'Keefe

**WGIG—Brunswick—1949  
 ABC**

Frequency: 1440 Kc. .... Power: 1,000 Watts  
 Owned-Operated By ..... Brunswick Bcstg. Corp.  
 Business-Studio Address ..... 1514 Union St.  
 News Service ..... AP  
 Representative ..... McGillvra  
 S.a., Gen. Mgr. .... Hugh K. Tollison  
 Sales Represent. .... John Lane

**WLBB—Carrollton—1947  
 KBS**

Frequency: 1100 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Carroll Bcstg. Co., Inc.  
 Business-Studio Address ..... Bremen Road  
 Representative ..... Indie Sales  
 Pres., Gen., Sta. Mgr. .... Thomas K. Vassy  
 Comm. Mgr. .... J. D. Norton, Jr.

**WMOG—Brunswick—1940  
 MBS-KBS**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Radio Brunswick Inc.  
 Address ..... Box 572  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Indie Sales, Dora-Clayton  
 President ..... Allen Woodall

**WBHF—Cartersville—1946  
 MBS-KBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... W. R. Frier  
 Address ..... West Avenue  
 Newspaper Affil. .... Herald  
 News Service ..... UP  
 Station Manager ..... W. Ryan Frier

**WGAA—Cedartown—1941  
 KBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Business-Studio Address ..... P. O. Box 807  
 News Service ..... AP  
 Representative ..... Dora-Clayton  
 Sta. Mgr. .... Frank Proctor

**WCLS—Columbus—1955**

Frequency: 1580 Kc. .... Power: 1,000 Watts  
 Owned-Oper. By ..... Muscogee Bcstg. Co.

Address .....1028½ Broadway  
 Representative... United Bcstg., Dora-Clayton  
 Pres., Gen. Mgr.....Charlie H. Parish, Jr.

**WDAK—Columbus—1943**  
**NBC**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By...Radio Columbus, Inc.  
 Business-Studio Address.....Martin Bldg.  
 News Service.....AP  
 Transcription Service.....World  
 Station Representative.....Headley Reed  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....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  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....Forjoe, Dixieland  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....C. A. McClure  
 Station Mgr.....R. H. Ruppel  
 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.  
 News Service.....UP  
 Newspaper Affil.....Page Corp.  
 Sta. Rep.....Hollingbery  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....J. W. Woodruff Jr.  
 Sta., Comm. Mgr.....Walter Graham  
 Prog. Dir.....Eleanor Whitelaw  
 Pub. Dir.....G. Brougham  
 Prog. Dir.....David Lea  
 Chief Engineer.....Joseph Gamble

**WMJM—Cordele—1940**  
**MBS-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By..Southeastern Bcstg. System  
 Business-Studio Address...20th Ave. & B St.  
 News Service.....UP  
 Representative.....T. F. Clark  
 President.....James S. Rivers  
 General Mgr.....William E. Blizard, Jr.  
 Comm. Manager.....Willard Belote

**WCOR—Cornelia—1953**

Frequency: 1450 Kw.....Power: 250 Watts

Owned-Oper. By.....Habersham Bcstg. Co.  
 Address.....1 Burrell St.  
 Station Rep.....Indie  
 News Service.....UP  
 Pres., Gen. Mgr.....Jack Bradley  
 Sta. Mgr.....S. Y. Sosbee  
 Program Dir.....Jim Stevenson  
 Chief Engineer.....Bobby Wilkes

**WGFS—Covington—1953**  
**KBS**

Frequency: 1430 Kc.....Power: 1000 Watts  
 Owned.....Georgia Broadcasting Service  
 Address.....615 Monticello Street  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Sears & Ayers, Dixieland  
 President.....Lem Coley  
 General Mgr.....Charles Whatley  
 Sta. Mgr.....J. C. Lang  
 Comm. Mgr.....Jim Whatley  
 Chief Engineer.....Knox Carreker

**WBLJ—Dalton—1940**  
**MBS-KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Dalton Bdcstg. Corp.  
 Business-Studio Address.....Kenemer Bldg.  
 Transcription Service.....Thesaurus  
 Membership.....NARTB, RAB  
 General Manager.....William B. Davies

**WRCD—Dalton—1954**

Frequency: 1430 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Whitefield Bcstg. Co.  
 Address.....104 Pentz Street  
 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  
 News Service.....UP  
 Representative.....Indie Sales  
 Trans.....Standard  
 General Manager.....W. C. Woodall, Jr.  
 Program Director.....Barney Parnacott

**WEAS—Decatur—1947**

Frequency: 1010 Kc.....Power: 50 Kw.  
 Owned.....WEAS, Inc.  
 Address.....P. O. Box 67  
 News Service.....UP  
 Representative.....Stars National  
 Chairman of the Board.....E. D. Rivers, Jr.  
 President.....William H. Keller, Jr.  
 Station Manager.....Warren Roberts  
 Sales Mgr.....William Packham

**WTAM—Decatur—1949—KBS**

Frequency: 970 Kc. Power: 1000 Watts d.  
 Owned. Republic Broadcasting System, Inc.  
 Address 526 Church Street  
 News Service UP  
 Transcription Service Standard  
 President Gordon McLendon  
 Gen., Sta., Comm. Mgr. Henry W. Lanhan  
 Program Director Jerry F. Hewell  
 Chief Engineer Jim Hampton

**WDMG—Douglas—1946**

Frequency: 860 Kc. Power: 5000 Watts D.  
 Owned-Operated By WDMG, Inc.  
 Address Box 590  
 News Service UP  
 Representative Dora-Clayton  
 President B. F. J. Timm  
 General Mgr. Mary Jarrard  
 Comm. Mgr. Roy L. Jones

**WMLT—Dublin—1945  
 MBS-KBS**

Frequency: 1330 Kc. Power: 1 Kw.  
 Owned-Operated By Dublin Bdcstg. Co.  
 Business Address Franklin St.  
 News Service UP  
 General Manager W. Newton Morris  
 Sta. Mgr. Frank Floyd Jr.

**WTJH—East Point—1949**

Frequency: 1260 Kc. Power: 5000 Watts d.  
 Owned-Oper. By Southeastern Bcstg. Sys.  
 Address 2146 Dodson Drive  
 News Service AP  
 President James S. Rivers  
 Gen., Comm. Mgr. J. D. Davenport  
 Program Dir. Claude E. 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  
 News Service AP  
 Transcription Service World  
 Representative Dora-Clayton  
 Membership NARTB  
 President H. C. Vaughn  
 Gen. Mgr. Paul E. Reid  
 Sta., Comm. Mgr. Harry Roberts  
 Pub. Dir. Carlisle Ridgeway

Sales Prom. Mgr., Prog. Dir. 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  
 General Mgr. Denzil Mixon  
 Program Dir. Bob Bragg  
 Chief Eng. Bob Collins

**WDUN—Gainesville—1949**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By N.E. Ga. Bcstg. Co.  
 Address 1140 Thompson Bridge Rd.  
 News Service AP  
 Trans. Thesaurus  
 Representative Thomas F. Clark, Dixieland  
 Pres., Gen. Manager John W. Jacobs, Jr.  
 Comm. Mgr. Claire Palmour  
 Prog. Dir. Don Sheldon  
 Pub. Dir. John Currier  
 Chief Engineer Gilmer Hulsey

**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  
 News Service UP  
 Newspaper Affil. Daily Times  
 Membership RAB  
 President Charles A. Smithgall  
 General Manager Robert Schwab  
 Comm., Prom. Mgr. James A. Hartley  
 Traffic Mgr. Zada Webb  
 Chief Engineer Wilbert Darracott

**WKEU—Griffin—1934  
 MBS-KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By Radio Station WKEU  
 Address Macon Rd.  
 Membership RAB  
 General Manager A. W. Marshall, Jr.

**WHIE—Griffin—1952**

Frequency: 1320 Kw. Power: 1000 Watts d.  
 Owned-Oper. By Gateway Broadcasters, Inc.  
 Address Box 971  
 News Service UP  
 Transcription Service World  
 Representative Dora-Clayton  
 Membership NARTB  
 General Manager John A. Boling  
 Station Mgr. Johnny Williams  
 Program Director Bob Gilreath

**WKLY—Hartwell—1947**

Frequency: 980 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Louis L. Morris

**Business Address**.....Box 189, Hartwell  
**News Service**.....**UP**  
**Newspaper Affil.**.....Hartwell Sun  
**Transcription Service**.....World  
**Membership**.....**NARTB**  
**President**.....Louis L. Morris  
**Exec. V.P.**.....Max G. Pfaender

**Transcription Service**.....Thesaurus  
**News Service**.....**AP**  
**Representative**.....McGillvra  
**Partner, Gen. Mgr.**.....Byron H. Hurst, Jr.  
**Comm. Mgr.**.....George Pettett

**WCEH—Hawkinsville—1952**  
**KBS**

**Frequency:** 610 Kc.....**Power:** 500 Watts  
**Owned**.....Tri-County Bcstg. Co., Inc.  
**Address**.....Box 184  
**News Service**.....**UP**  
**Trans. Service**.....World  
**President**.....R. T. Ragan  
**Gen., Sta., Prom. Mgr., Pub. Dir., Comm. Mgr.**  
 J. D. Popwell  
**Prog. Dir.**.....Tony Pavone  
**Chief Eng.**.....W. R. Powell

**WBML—Macon—1940**  
**Frequency:** 1240 Kc.....**Power:** 250 Watts  
**Owned**.....Middle Georgia Bdcstg. Co.  
**Business-Studio Address**.....230 Second St.  
**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

**WBGR—Jesup—1949—KBS**

**Frequency:** 1370 Kc.....**Power:** 1000 Watts d.  
**Owned-Operated By**.....Altamaha Bcstg. Co.  
**Address**.....P. O. Box 147  
**News Service**.....**UP**  
**Representative**.....Dora-Clayton  
**President**.....W. G. Thomas, Sr.  
**Sta., Comm. Mgr.**.....Edward Lynch  
**Prog. Dir.**.....James Miller  
**Chief Engineer**.....Art Manning

**WIBB—Macon—1948**  
**Frequency:** 1280 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....Peach State Bcstg. Co., Inc.  
**Business-Studio Address**.....Professional Bldg.  
**News Service**.....**AP**  
**Representative**.....Walker  
**Membership**.....**NARTB**  
**Pres., Gen. Mgr., Chief Eng.**.....Thos. H. Maxwell  
**Commercial Manager**.....Donald C. Frost  
**Program Director**.....Gordon Price

**WLFA—Lafayette—1954**  
**KBS**

**Frequency:** 1590 Kc.....**Power:** 5 Kc.  
**Owned-Oper. By**.....Radio Dixie, Inc.  
**Address**.....Box 393  
**News Service**.....**UP**  
**Transcription Service**.....World  
**Representative**.....Hil F. Best Co.  
**President**.....J. A. Gallimore  
**Gen., Sta., Comm. Mgr., Pub. Dir.**.....C. W. Gwyn  
**Chief Engineer**.....Charles M. Lowry Jr.

**WMAZ—Macon—1922—CBS**  
**Frequency:** 940 Kc.....**Power:** 10,000 Watts  
**Owned-Oper. By**.....Southeastern Bcstg. Co.  
**Address**.....Bankers Insurance Bldg.  
**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

**WLAG—La Grange—1941**  
**MBS-KBS**

**Frequency:** 1240 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....LaGrange Bdcstg. Co.  
**Business-Studio Address**.....305-307 Broome St.  
**News Service**.....**UP**  
**Transcription Service**.....World  
**Representative**.....Indie Sales, Dora-Clayton  
**Newspaper Affil.**.....Daily News  
**Membership**.....**NARTB**  
**President**.....Roy C. Swank  
**Gen., Comm. Mgr.**.....Edwin Mullinax  
**Sales Prom. Mgr.**.....Bob Liles  
**Program Director**.....Jimmy Dunaway  
**Publicity Director**.....Patricia Smith  
**Chief Engineer**.....James McKay

**WNEX—Macon—1945**  
**MBS-ABC**  
**Frequency:** 1400 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....Macon Bcstg. Co.  
**Business-Studio Address**.....Bibb Bldg.  
**News Service**.....**AP**  
**Newspaper Affil.**.....Macon Telegraph Pub. Co.  
**Transcription Service**.....Thesaurus  
**Representative**.....Branham  
**General Manager**.....Alfred Lowe  
**Business Manager**.....Emory G. Stroberg  
**Sales Manager**.....Marion Bragg

**WTRP—LaGrange—1953**

**Frequency:** 620 Kw.....**Power:** 1000 Watts  
**Owned**.....Chattahoochee Bcstg. Co., Ltd.  
**Address**.....Hammett Bldg.

**WMGE—Madison—1955**  
**KBS**  
**Frequency:** 1250 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....Dairyland Bcstg. Co.  
**Address**.....Beacon Heights  
**News Service**.....**UP**  
**Trans.**.....World  
**General Mgr.**.....O. G. Swindle  
**Sales Mgr.**.....C. P. Raybon  
**Chief Eng.**.....W. R. Foster



**WBIE—Marietta—1955**

Frequency: 1050 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By. .... Marietta Bcstg. Co.  
 Address. .... 112½ Atlanta St.  
 News Service ..... AP  
 Pres., Comm. Mgr. .... Dudley D. McCaskill  
 Gen. Mgr., Chief Eng. .... James Wilder  
 Program Dir. .... Don Kordecki

**WFOM—Marietta—1946**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... F. Wilson & A. Jones  
 Address. .... S. Cobb Dr.  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 General Manager. .... Albert L. Jones

**WMVG—Milledgeville—1946  
 MBS-KBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... Jere N. Moore  
 Business-Studio Address ..... Box 476  
 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  
 News Service ..... AP  
 Membership ..... RAB  
 Pres., Gen. Mgr. .... Warren G. Gilpin  
 Sta., Comm. Mgr. .... Deral Morris  
 Pub. Dir. .... Dorothy B. Gilpin  
 Sales Prom. Mgr. .... C. Johnson  
 Prog. Dir. .... Mary Jane Campbell  
 Chief Engineer. .... Hamilton Masters

**WMGA—Moultrie—1939  
 ABC-KBS**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... WMGA  
 Business-Studio Address ..... Moultrie  
 News Service ..... UP  
 Representative. .... Everett-McKinney, Ayres  
 Gen. Mgr. .... John F. Pidcock  
 Station Mgr. .... Roy F. Zess  
 Prog. Dir., Pub. Dir. .... E. Griner  
 Comm. Mgr. .... Robert Lenihan  
 Chief Engineer. .... Homer Sloan

**WMTM—Moultrie—1953**

Frequency: 1300 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. .... Colquitt Bcstg. Co.  
 Address ..... Highway 33  
 News Service ..... AP  
 Representative ..... T. F. Clark  
 General Mgr. .... N. B. Mills

**WCOH—Newnan—1947—MBS**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... Newnan Bcstg. Co.  
 Address. .... P. O. Box 581  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Pres., Gen., Sta., Comm. Mgr., Prog., Pub. Dir.  
 J. O. Hardin, Jr.  
 Chief Engineer. .... William E. Davis, Jr.

**WBBN—Perry—1956**

Frequency: 980 Kc. .... Power: 500 Watts d.  
 Owned. .... Gateway Broadcasting Co.  
 Address. .... Highway 41 South  
 News Service ..... AP  
 Representative. .... Thomas F. Clark  
 Gen., Sta., Comm. Mgr. .... Al H. Evans  
 Prog. Dir. .... Joe Bilodeau  
 Chief Engineer. .... C. G. Huey

**WSFB—Quitman—1955**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned. .... Quitman Broadcasting Co.  
 Address ..... P. O. Box 632  
 News Service ..... UP  
 Transcription ..... Standard  
 Gen., Sta. Mgr. .... Emerson W. Browne  
 Comm., Sls. Prom. Mgr. .... David I. Masingill  
 Program Director ..... Margie Bowman  
 Chief Engineer. .... Emerson W. Browne

**WLAQ—Rome—1947—ABC**

Frequency: 1410 Kc. .... Power: 1000 Watts  
 Owned-Operated By. .... Mitchell Melof  
 Address ..... 230 Lakeview Ave., N. E.  
 News Service ..... AP  
 President ..... Mitchell Melof  
 General Manager. .... Don Mitchell  
 Chief Engineer. .... Jean Ludwick

**WRGA—Rome—1929  
 MBS**

Frequency: 1470 Kc. .... Power: 5000 Watts  
 Owned-Operated By. .... Rome Bcstg. Corp.  
 Bus.-Studio Address ..... Nat. City Bank Bldg.  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Representative. .... Walker, Dora-Clayton  
 Membership ..... NARTB  
 Pres., Gen. Mgr. .... Mather Payne  
 Secretary-treasurer ..... Charles Smithgall  
 Commercial Manager. .... Clarence Salmon

**WROM—Rome—1946**

Frequency: 710 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Coosa Valley Radio Co.  
 Business-Studio Address ..... P. O. Drawer 473  
 Representative ..... McGillvra  
 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  
News Service UP  
Membership NARTB  
Pres., Gen. Mgr. Carter C. Peterson  
Comm. Mgr. Weldon Herrin

**W SGA—Savannah—1946**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By Coastal Bcstg. Inc.  
Business-Studio Address 34 E. Bryan St.  
News Service AP  
Pres., Gen., Sta. Mgr. Donald K. Jones  
Commercial Manager John M. Williams

**WFRP—Savannah—1946**  
**ABC**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By Georgia Bcstg. Co.  
Business-Studio Address 219 E. Charlton St.  
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  
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.  
News Service AP  
Transcription Service Thesaurus  
Representative Blair  
Pres., Gen. Mgr. Harben Daniel  
Comm. Mgr. Robert Ward  
Program Dir. Bob Roth  
Sales Prom. Mgr. Elmer Alley  
Publicity Dir. Celia Fender  
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.  
News Service UP  
Representative Avery-Knodel  
Membership NARTB

Pres., Gen. Mgr. William T. Knight, Jr.  
Commercial Manager Ben Williams  
Program Director Ben H. Quick  
Sls. Prom. Mgr., Pub. Dir. Frank S. Bryson, Jr.  
Chief Engineer Gordon L. Hester

**WWNS—Statesboro—1946**  
**MBS-KBS**

Frequency: 1240 Kc. Power: 250 Watts  
Owned Statesboro Broadcasting System  
Address P. O. Box 146  
News Service UP  
Transcription World  
Gen. Mgr. Robert H. Thompson, Sr.  
Sta., Comm. Mgr. Jim Watson  
Sales Prom. Mgr. Robert H. Thompson, Jr.  
Program Dir., Ch. Eng. Jack V. LoPresti

**WGTA—Summerville—1950**

Frequency: 950 Kc. Power: 1000 Watts d.  
Owned-Oper. By Tri-State Bcstg. Co.  
Address Box 231  
News Service UP  
Transcription Service Capitol  
Station Rep. Stars Natl.  
General Manager William B. Farrar  
Comm. Mgr. Hoyt Raimey  
Chief Engineer James S. Stowers, Jr.

**WJAT—Swainsboro—1950**

Frequency: 800 Kc. Power: 1000 Watts d.  
Owned-Oper. By Jack & Nancy M. Thompson  
Address Covena Rd., Box 371  
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 Sylvania Broadcasting System  
Address P. O. Box 302  
News Service UP  
Transcription Service SESAC  
Owner and Gen. Mgr. Robert H. Thompson  
Sta., Comm., Sales Prom. Mgr. Edwin H. Bass  
Prog. Dir. Peter Franklin  
Pub. Director Shirley Scott  
Chief Engineer Edwin H. Bass

**WSFT—Thomaston—1947**  
**MBS**

Frequency: 1220 Kc. Power: 250 Watts d.  
Owned-Oper. By Thomaston Bcstg. Co.  
Business-Studio Address WSFT Bldg.  
Transcription Service World  
News Service UP  
Membership NARTB, RAB  
Representative Dora-Clayton  
Gen. Mgr. S. J. Carswell  
Sta. Mgr., Pro. Dir. Bill Haule  
Comm. Mgr. Claude Thames  
Chief Eng. Walt MacTammany



**WKTG—Thomasville—1946**

Frequency: 730 Kc. Power: 1000 Watts d.  
Owned-Oper. By... John H. Phipps Bcstg. Sta.  
Address ..... P. O. Box 358  
News Service ..... AP  
Transcription Service..... Thesaurus  
Representative ..... Thomas F. Clark  
President ..... John H. Phipps  
Gen. Mgr. .... Herschel L. Graves  
Sta., Comm., Sls. Prom. Mgr., Pub. Dir., L. T. Porter  
Prog. Dir. .... Frank Johnson  
Chief Engineer..... Leon Lloyd

**WPAX—Thomasville—1934**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By..... H. Wimpy  
Business-Studio Address... 117 Remington Ave.  
News Service ..... UP  
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.  
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 ..... Box 34  
News Service ..... AP  
Membership ..... NARTB  
Transcription ..... World  
Representative ..... Thomas F. Clark  
Pres., Gen. Mgr. .... Ralph N. Edwards  
Station Mgr. .... W. E. Sides  
Comm. Mgr. .... Evelyn K. Edwards

**WLET—Toccoa—1941**  
**MBS-KBS**

Frequency: 1420 Kc. Power: 5000 Watts d.  
Owned-Oper. By..... R. G. LeTourneau  
Address ..... 423 Prather Bridge Rd.  
News Service ..... UP  
Representative..... Thomas F. Clark, Dixieland  
President..... R. G. LeTourneau  
Sta., Comm. Mgr. .... Virgle E. Craig  
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-Oper. Georgia-Florida Radio & TV Co.  
Address ..... Box 1452  
News Service ..... UP  
Representative ..... Stars Nat'l, Dora-Clayton  
President..... Wm. H. Keller, Jr.  
Sta. Mgr. .... A. B. Smith  
Prog. Dir. .... Betty Friis  
Chief Engineer..... Irvin F. Key

**WJEM—Valdosta—1955**  
**KBS**

Frequency: 1150 Kc. Power: 1000 Watts  
Owned-Oper. By... Lowndes County Br'dcasters  
Address ..... Hwy. 84, Box 368  
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**

Frequency: 970 Kc. Power: 5 Kw.  
Owned-Operated By..... Vidalia Bcstg. Co.  
Address ..... Box 391  
Newspaper Aff. .... Advance  
News Service ..... UP  
Transcription Service ..... SESAC, Gospel  
Representative ..... Continental Radio Sales  
Membership ..... NARTB  
Pres., Gen., Sta. Mgr. .... Howard C. Gilreath  
Pub. Dir. .... R. E. Ledford  
Prog. Dir. .... Mrs. Ruby Bryant  
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  
News Service ..... AP  
Membership ..... RAB  
Gen., Bus., Comm. Mgr., Chief Eng. E. Nobles

**WKLE—Washington—1955**

Frequency: 1370 Kc. Power: 1000 Watts  
Owned-Oper. By..... Radio Station WKLE  
Address ..... Berkshire Dr.  
News Service ..... UP  
Transcription Service..... Thesaurus  
Pres., Owner ..... Max G. Piænder  
General Manager..... Grady Berry, Jr.  
Commercial Manager..... Burch Griffin  
Prom. Mgr. .... Richard Basinger  
Prog. Dir. .... I. Tucker Irvin  
Chief Eng. .... Broadus McLane

**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.  
 News Service .....UP  
 Newspaper Affil.. Waycross Journal American  
 Transcription Service ..... World  
 Membership ..... NARTB  
 Representative ..... Hal Holman, Dixieland  
 Station Mgr..... John J. Tobola

**WBRO—Waynesboro—1954**  
**KBS**

Frequency: 1310 Kc....Power: 1000 Watts d.  
 Owned.....Burke County Broadcasting Co.  
 Address ..... Box 151  
 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  
 News Service .....AP  
 Transcription Service ..... Thecaurus  
 Representative ..... Clarke  
 Membership ..... RAB, NARTB  
 President..... J. C. Hendersen  
 Sales Promotion Mgr.....Dorothy Forrester  
 Sta., Comm. Mgr..... J. M. Driskill  
 Prog. Pub. Director..... Aileen Love  
 Chief Engineer..... James E. McKay

**WIMO—Winder—1952—KBS**

Frequency: 1300 Kc....Power: 1000 Watts d.  
 Owned-Operated By ... Winder-Monroe Bcstg.  
 Business Address.....P. O. Box 526  
 News Service .....UP  
 Transcription Service ..... World  
 Representative ..... Hil F. Best  
 President..... W. C. Woodall, Jr.  
 Gen., Comm., Sta., Sls. Mgr..... C. H. Grider  
 Program Director..... Joy Simpson  
 Publicity Director..... R. A. Jones  
 Chief Engineer..... D. E. Stafford

**Idaho**

Pop. March 1 (Est.) 633,000—Families 186,000  
 Radio Homes 177,000—TV Homes 104,000—Stations in State 27

**KBLI—Blackfoot—1951**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.... Granite Dist. Bcstg. Corp.  
 Address..... P. O. Box 192  
 News Service ..... AP  
 Gen., Sta. Mgr.....T. L. Morrison  
 Prom. Mgr..... Don Nilsson  
 Commercial Mgr..... S. B. Chamberlain

**KBOI—Boise—1947—CBS**

Frequency: 950 Kc.....Power: 5000 Watts  
 Owned-Operated By.. Boise Valley Bcstrs., Inc.  
 Bus-Studio Address..... 1007 Jefferson  
 News Service ..... UP  
 Transcription Service ..... World  
 Rep..... Peters, Griffin, Woodward, Inc.  
 Membership ..... RAB, NARTB  
 Pres., Gen. Mgr.....H. Westerman Whillock  
 Sta., Comm. Mgr..... Earl Glade, Jr.  
 Sales Prom. Mgr., Pub. Dir..... Hal Knutson  
 Chief Engineer..... James Johtz  
 Prog. Dir..... W. Eames

**KGEM—Boise—1946—IMN**

Frequency: 1140 Kc.....Power: 10,000 Watts  
 Owned-Oper. By.... Idaho Bcstg. & Telev. Co.  
 Business-Studio Address.....5601 Cassia  
 News Service ..... UP  
 Representative ..... Avery-Knodel  
 General Mgr..... Cecil L. Heftel  
 Comm. Mgr..... M. L. Skinner  
 Sales Mgr..... Dwight Smart

**KIDO—Boise—1928—NBC**

Frequency: 630 Kc.....Power: 5000 Watts  
 Owned-Operated By..... KIDO, Inc.  
 Address ..... Chamber of Commerce Bldg.  
 News Service ..... AP  
 Representative ..... John Blair  
 Membership ..... NARTB, RAB  
 General Mgr..... Georgia M. Davidson  
 Commercial Mgr..... John Young

**KYME—Boise—1955**

Frequency: 740 Kc.....Power: 500 Watts d.  
 Owned-Oper. By..... Radio Boise, Inc.  
 Address ..... P. O. Box 2635  
 News Service ..... AP  
 Representative ..... McGavren-Quinn  
 Membership ..... NARTB  
 Pres., Gen. Mgr..... Roger L. Hagadone  
 Comm. Mgr..... Lou Clemens  
 Prog. Dir..... Bert Godfrey

**KBAR—Burley—1946**  
**ABC-KBS-IMN**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By ..... KBIO, Inc.  
 Business-Studio Address..... P. O. Box 461  
 News Service .....UP  
 Rep. .... McKinney, O'Connell, Moore & Lund  
 General Manager..... K. Clark  
 Comm. Mgr..... Robert Sumbardo



**KCID—Caldwell—1947**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By Caldwell Bcstg. Co.  
 Address Box 1052  
 News Service AP  
 Membership RAB, NARTB  
 Transcription Service Capitol  
 Station Rep. Harlan G. Oakes  
 Pres., Gen. Mgr. Clair B. Hull  
 Sta., Com., Prom. Mgr., Prog., Pub. Dir.  
 Duane D. Wolfe  
 Chief Eng. Tom Yomanaka

**KVNI—Coeur D'Alene—1946**  
**MBS-DON LEE**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By Pollock Bcstg. Co.  
 Business-Studio Address Blackwell Island  
 Rep. Ayres, Moore & Lund  
 Membership NARTB  
 Transcription Capitol  
 Manager Alan H. Pollock  
 Sales Mgr. Bernard V. Merriman

**KORT—Grangeville—1954**  
**KBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owner Far West Radio Inc.  
 Address Box 72  
 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  
 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 Secrist

**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  
 Newspaper Affil. Post Register  
 News Service AP  
 Representative Avery-Knodel  
 Membership NARTB  
 Pres., Gen. Sta. Mgr. J. M. Brady  
 Comm., Sls. Prom. Mgr. J. L. Thomas

**KLER—Lewiston—1953**

Frequency: 1300 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By Cole E. Wylie

Address 2829 Country Club Dr.  
 News Service AP  
 Representative Tracy Moore  
 Membership RAB  
 Owner Cole E. Wylie  
 Gen. Sta. 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.  
 Rep. Webb, H. S. Jacobson  
 News Service AP  
 President John H. Matlock  
 Station Manager Reg Roos

**KRLC—Lewiston—1935**  
**MBS**

Freq.: 1350 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By Donald Thomas  
 Bus-Studio Address Box 363  
 News Service UP  
 Transcription Service Thesaurus  
 Representative Forjoe, Art Moore  
 Membership NARTB, RAB  
 Gen. Mgr. Donald Thomas  
 Comm. Mgr. George Reeve  
 Sales Prom. Mgr. Thomas W. Read  
 Program Director Alben Nelson  
 Publicity Dir. Thomas Haveman  
 Chief Engineer William Neuman

**KRPL—Moscow—1947—KBC**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned KRPL, Inc.  
 Address 1328 Pullman Road  
 News Service AP  
 Transcription Service Keystone  
 Representative Moore, Hil F. Best  
 President Roy Anderson  
 General Mgr. Randolph Gretes  
 Comm. Mgr. James Sanberg  
 Program Director Robert Tompkins  
 Publicity Director Jack Hewitt  
 Chief Engineer John Lewis

**KFXD—Nampa—1930**  
**MBS-ITM**

Frequency: 580 Kc. Power: 5000 Watts  
 Owned-Oper. By Frank E. Hurt & Son  
 Business Address Box 891  
 News Service UP  
 Transcription Service Lang-Worth  
 Representative Avery-Knodel  
 Membership RAB, NARTB  
 Pres., Gen. Mgr. Edward P. Hurt  
 S'a., Ccmm. Sls. Prom. Mgr. Doyle Cain  
 Prog. 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

**News Service** ..... **UP**  
**Transcription Service**... Standard, Lang-Worth  
**Representative** ..... Weed, Feltis  
**Membership** ..... NARTB, RAB  
**Pres., Gen., Comm. Mgr.**..... Henry H. Fletcher  
**Program Director**..... Ruthie A. Fletcher  
**Chief Engineer**..... Ellis W. Call

**KWIK—Pocatello—1946**  
**KBS-IMN**

**Frequency:** 1240 Kc. .... **Power:** 250 Watts  
**Owned** ..... Pocatello TV Corp.  
**Address** ..... P. O. Box 768  
**Newspaper Aff.**..... Idaho State Jour.  
**News Service** ..... AP  
**Trans.** ..... World  
**Representative** ..... Avery-Knodel  
**Membership** ..... NARTB  
**President** ..... Hugh Wagnon, Jr.  
**General Manager**..... John R. Taylor  
**Commercial Mgr.**..... James H. Schoonover

**KPST—Preston—1948—KBS**

**Frequency:** 1340 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By**... Voice of The Rockies, Inc.  
**Address** ..... Preston  
**Representative** ..... Continental  
**News Service** ..... UP  
**General Mgr.**..... D. A. Nash, Jr.  
**Commercial Mgr.**..... M. S. Stocking

**KRXK—Rexburg—1950—KBS**

**Frequency:** 1230 Kc. .... **Power:** 250 Watts  
**Owned**.... Snake River Radio & TV Co., Inc.  
**Address**..... 445 S. 2nd East  
**News Service** ..... AP  
**Reps.**..... Bcst. Time Sls., West Coast Sales  
**Pres., Gen. Mgr.**..... Gene Shumate  
**Program Dir.**..... Jim Clawson  
**Sls. Mgr.**..... Wes Lawrence

**KAYT—Rupert—1955**

**Frequency:** 970 Kc. .... **Power:** 1000 Watts d.  
**Owned-Oper. By** ..... Inland Bcstg. Co.  
**Address** ..... Rupert  
**Rep.** ..... H. S. Jacobson  
**Membership** ..... NARTB, RAB  
**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  
**News Service** ..... AP  
**Sta. Rep.**..... Continental, Art Moore  
**Trans. Serv.**..... Standard, Lang-Worth  
**Membership** ..... NARTB, RAB  
**General Mgr.** ..... Norman Bauer

**KEEP—Twin Falls—1946**

**Frequency:** 1450 Kc. .... **Power:** 250 Watts  
**Owned By**..... Radio Sales Corp.

**Address** ..... P. O. Box 511  
**News Service** ..... UP  
**Station Rep.**..... Gill-Perna  
**Membership** ..... NARTB, RAB  
**President**..... Spencer D. Grow  
**Gen., Sta. Mgr.**..... F. L. Scott  
**Comm. Prom. Mgr.**..... Eugene W. Stevens  
**Prog. Dir.**..... Ron Bailie  
**Chief Engineer** ..... Lloyd James

**KLIX—Twin Falls—1946**  
**MBS-ABC-IMN**

**Frequency:** 1310 Kc. .... **Power:** 1000 Watts  
**Owned**..... Southern Idaho Bcstg. & TV Co.  
**Business-Studio Address**..... Elizabeth Blvd.  
**News Service** ..... AP  
**Transcription**.. Capitol, MacGregor, Associated  
**Rep.** ..... Avery-Knodel  
**Membership** ..... NARTB, RAB  
**President**..... A. L. Glassman  
**V.P., Gen. Mgr.**..... Frank C. McIntyre  
**Commercial Mgr.**..... Juneau H. Shinn  
**Sales Prom. Mgr.**..... Rosie Stover  
**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.  
**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-Kellogg**  
**1938—MBS**

**Frequency:** 620 Kc. .... **Power:** 1000 Watts  
**Owned-Oper. By** ..... Metals Bcstg. Co.  
**Bus.-Studio Address** ..... Box 930, Wallace  
**Transcription Service**..... World  
**News Service** ..... AF  
**Membership** ..... RAB  
**Representative** ..... Holman, Art Moore  
**Pres., Gen. Mgr., Pub. Dir.**..... R. Lee Black  
**Sta., Comm. Mgr.**..... Jack Barton  
**Prog. Dir.**..... W. E. Roberts  
**Chief Engineer** ..... Joe E. Martin

**KWEI—Weiser—1947**

**Frequency:** 1240 Kc. .... **Power:** 250 Watts  
**Owned-Operated By**..... Inland Bcst. Co.  
**Business-Studio Address**..... Box 791  
**News Service** ..... UP  
**Membership** ..... RAB, NARTB  
**Pres., Gen. Mgr.**..... M. V. Ling  
**Sta., Comm., Sls. Mgr., Prog. Dir.**... D. Quigley  
**Chief Engineer**..... Edwin C. Miller



delivering  
**MORE**



**WGN** Television—Channel 9  
Radio—720 on your dial

The Chicago Tribune Stations, Owned and Operated by WGN, Inc.

Midwest Office, 441 N. Michigan Ave., Chicago 11

Eastern Advertising Solicitation Office, 220 E. 42nd Street, New York 17

Also represented by Edward Petry & Company, Inc.

\*WGN-TV, offering the highest-rated local children's programs, and sports programs; top syndicated film features and feature film presentations—plus more competitive live

programming.

\*WGN-Radio sounds better and reaches more homes than any other Chicago advertising medium (N.C.S., 1952).

(See Page 424)

# Illinois

Pop. March 1 (Est.) 9,529,000—Families 2,934,000  
Radio Homes 2,870,000—TV Homes 2,496,000—Stations in State 88

## WOKZ—Alton—1948—KBS

Frequency: 1570 Kc. .... Power 1000 Watts  
Owned-Oper. By..... Palen Bcstg. Corp.  
Address ..... Hotel Stratford  
News Service ..... UP  
Rep. .... Sears & Ayer  
Membership ..... RAB  
Pres., Gen. Sta. Mgr..... Edward N. Palen  
Comm. Mgr., Pub. Dir..... W. Eccles Huff  
Sales Prom. Mgr..... Lloyd Smith  
Program Director..... Russ Benson  
Chief Engineer..... Nicholas Bono

## WMRO—Aurora—1938

Frequency: 1280 Kc. .... Power: 250 Watts, d.  
Owned-Operated By..... Martin R. O'Brien  
Business-Studio Address..... Aurora  
News Service..... INS  
Trans. Service..... Lang-Worth  
Manager..... Martin R. O'Brien  
Sales Prom. Mgr..... Vincent G. Cofey

## WIBV—Belleville—1947

Frequency: 1260 Kc. .... Power: 1000 Watts, d.  
Owned-Operated By..... Belleville Bcstg. Co.  
Bus.-Studio-Transmitter Address. 2100 W. Main  
News Service..... AP  
Representative..... Indie Sales  
Membership..... RAB  
President..... John W. Lewis  
Commercial Mgr..... Clarence Keller

## WJBC—Bloomington—1924 ABC

Frequency: 1230 Kc. .... Power: 250 Watts  
Owned-Oper. By..... Bloomington Bcstg. Co.  
Address..... 209 E. Washington  
Newspaper Affil..... Daily Pantagraph  
News Service..... UP  
Representative..... John E. Pearson  
Membership..... RAB, NARTB  
President..... Loring C. Merwin  
Exec. V.P., Gen. Mgr..... Vernon A. Nolte  
Comm., Prom. Mgr..... John McDermott  
Program Dir..... Warner Tidemann  
Chief Engineer..... Fred Bailey

## WKRO—Cairo—1942—MBS

Frequency: 1480 Kc. .... Power: 250 Watts  
Owned-Operated By..... Cairo Broadcasting Co.  
Business Address..... Box 311  
News Service..... UP  
Representative..... John E. Pearson  
Membership..... RAB  
Owner-Chief Engr..... Oscar C. Hirsch  
Gen.-Station-Comm. Mgr..... Merrill C. Currier  
Program Director..... E. S. Myers

## WBYS—Canton—1947

Frequency: 1580 Kc. .... Power: 250 Watts, d.  
Owned-Operated By..... Fulton Co. Bcstg. Co.  
Business-Studio-Transmitter..... East Linn Limits  
News Service..... AP  
Transcription Service..... Thesaurus

Membership ..... RAB, NARTB  
Gen., Comm. Mgr..... Charles E. Wright

## WCIL—Carbondale—1946

Frequency: 1020 Kc. .... Power: 1000 Watts, d.  
Owned-Operated By..... Southern Illinois Bcstg.  
Business-Studio Address..... 218 W. Main St.  
News Service..... AP  
Membership..... NARTB  
Gen., Comm., Mgr., Prog., Pub. Dir., Ch. Eng.  
Paul F. McRoy

## WROY—Carmi—1948

Frequency: 1460 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By..... Carmi Bdcstg Co.  
Address..... U. S. Route 460  
News Service..... UP  
Transcription Service..... Thesaurus, World  
Membership..... NARTB  
Gen., Sta. Mgr..... S. A. Hassan

## WCAZ—Carthage—1921

Frequency: 990 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By..... Superior Bcstg. Service, Inc.  
Address..... 502 Wabash Ave.  
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  
News Service..... UP  
Transcription Service..... Standard, Lang-Worth  
President..... C. W. Rodgers  
Station Mgr..... Ben Shore  
Commercial Mgr..... D. Cummings  
Sales Prom. Mgr..... C. Di Falco  
Prog. Dir..... Dick Bleser  
Chief Engineer..... R. Millmaker

## WDWS—Champaign—1937 CBS

Frequency: 1400 Kc. .... Power: 250 Watts  
Owner..... The Champaign News Gazette, Inc.  
Business Address..... 48 Main St.  
News Service..... UP  
Transcription Service..... World  
Newspaper Aff. .... News-Gazette  
Representative..... Robert Meeker & Associates  
Membership..... NARTB, RAB  
President..... Mrs. Helen M. Stevick  
Gen., Sta. Mgr..... Larry Stewart  
Program Dir..... Constance Vogt  
Chief Engineer..... Robert Brown

## WEIC—Charleston—1954 KBS

Frequency: 1270 Kc. .... Power: 1000 Watts  
Owner..... The Friendly City Bcstra.  
Address..... Box 107  
News Service..... INS  
Transcription..... Lang-Worth

Rep. . . . . Sears & Ayer  
 Pres., Ge. Mgr. . . . . Jack Owens  
 Program Mgr. . . . . Bob Hewitt  
 Commercial Mgr. . . . . Hugh Birdsong

### WAAF—Chicago—1922

Frequency: 950 Kc. . . . . Power: 1000 Watts, d.  
 Owned-Operated By . . . . . Corn Belt Pub., Inc.  
 Business Address . . . . . 221 N. LaSalle St.  
 Newspaper Affil. . . . . Young  
 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  
 Program Dir., Pub. Dir. . . . . Bill Bauer  
 Chief Engineer . . . . . Carl W. Ulrich

### WAIT—Chicago—1934

Frequency: 820 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Radio Station WAIT  
 Bus.-Studio Address . . . . . Daily News Plaza  
 News Service . . . . . UP  
 Transcription . . . . . Thesaurus, SESAC, Standard  
 Representative . . . . . Headley-Reed  
 Gen. Mgr., Prog. Dir. . . . . Robert O. Miller  
 Station Mgr. . . . . L. Webb  
 Comm. Mgr. . . . . Julius Miller  
 Sales Mgr. . . . . W. Travis  
 Chief Engineer . . . . . Harry Berg

### WGN—Chicago—1924

Frequency: 720 Kc. . . . . Power: 50,000 Watts  
 Owned-Operated By . . . . . Tribune Co.  
 Bus.-Studio Address . . . . . 435 N. Michigan Ave.  
 Newspaper Affiliation . . . . . The Chicago Tribune  
 News Service . . . . . AP, INS, UP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Edward Pety  
 Membership . . . . . NARTB, RAB  
 President . . . . . J. Howard Wood  
 V. P., Gen., Sta. Mgr. . . . . Ward L. Quaal  
 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 . . . . . 630 N. McClurg Ct.  
 News Service . . . . . AP, UP, INS  
 Sta. Rep. . . . . CBS Spot Sls.  
 Membership . . . . . RAB  
 General Manager . . . . . H. Leslie Atlass  
 Asst. Gen. Mgr. . . . . E. H. Shomo  
 Executive Ass't. . . . . C. W. Doebler  
 Sales Mgr. . . . . James P. Hensley  
 Promotion Mgr. . . . . Harry Wilber  
 Prod. Dir. . . . . Art Mercier

### WCFL—Chicago—1926

Frequency: 1000 Kc. . . . . Power: 50,000 Watts

Owned . . . . . Chicago Federation of Labor  
 Business-Studio Address . . . . . 666 Lake Shore Dr.  
 Transcription Service . . . . . Standard, World  
 Membership . . . . . RAB  
 News Service . . . . . AP, UP  
 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 . . . . . Clinton R. White  
 Address . . . . . 2756 Pine Grove Ave.

### WEDC—Chicago—1926

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Emil Denmark, Inc.  
 Address . . . . . 3860 W. Ogden Ave.  
 News Service . . . . . UP  
 President . . . . . Emil Denmark  
 Gen., Sta., Comm. Mgr., Prog. Dir. . . . . 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.  
 News Service . . . . . UP  
 General, Station Manager . . . . . John A. Dyer  
 Commercial Mgr. . . . . Elizabeth M. Hinzman  
 Sales Promotion Manager . . . . . K. P. Freda  
 Program Director . . . . . Herbert Rudolph  
 Pub. Dir. . . . . M. Moresco  
 Chief Engineer . . . . . William Shunk

### WHFC—Chicago—1925

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WHFC, Inc.  
 Address . . . . . 3350 S. Kedzie Ave.  
 General Manager . . . . . Richard W. Hoffman  
 Commercial Mgr. . . . . Florence Summers

### WIND—Chicago—1926

Frequency: 560 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Westinghouse Bcstg. Co.  
 Bus.-Studio Address . . . . . 400 N. Michigan Blvd.  
 News Service . . . . . UP, AP  
 Representative . . . . . AM Radio Sales  
 Membership . . . . . RAB  
 President, General Manager . . . . . Ralph L. Atlass  
 Sales Manager . . . . . John T. Carey

### WJJD—Chicago—1934

Frequency: 1160 Kc. . . . . Power: 50,000 Watts  
 Owned-Oper. By . . . . . Plough Bcstg. Co.  
 Bus.-Studio Address . . . . . 230 N. Michigan Ave.  
 News Service . . . . . UP  
 Trans. . . . . World  
 Representative . . . . . Radio-TV Representatives, Inc.  
 Membership . . . . . RAB  
 President . . . . . Abe Plough  
 Gen., Sta. Mgr. . . . . Frederick G. Harm  
 Commercial Mgr. . . . . James A. Jordan  
 Program Dir. . . . . Ralph Blank  
 Chief Eng. . . . . Walter F. Myers

**WLS—Chicago—1924—ABC**

Frequency: 890 Kc. Power: 50,000 Watts  
 Owned-Oper. By WLS, Inc.  
 Business Address 1230 Washington Blvd.  
 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  
 News Service AP, INS, UP  
 Transcription Service Thesaurus  
 Representative National Spot Sales  
 Membership NARTB  
 President Robert Sarnoff  
 General Manager Jules Herbuveaux  
 Director of Sales Russell Stebbins  
 Sales Manager Rudi Neubauer  
 Sales Promotion Manager John M. Keys  
 Program Director Harry Triggs  
 Prog. Mgr. Richard Johnson  
 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.  
 News Service UP  
 Representative Stars Nat'l, Inc.  
 President Louis B. Lee  
 Comm. Mgr. Marge Strasser  
 Prog. Dir. Odette La Mare  
 Chief Engineer Walter E. Byrnes

**WHOW—Clinton—1947**

Frequency: 1520 Kc. Power: 1000 Watts d.  
 Owned-Operated By Cornbelt Bcstg. Co.  
 Business Address 401½ S. Side Sq.  
 Representative Holman  
 Transcription Service SESAC  
 News Service AP  
 President J. R. Livesay  
 V.P., Gen., Sta. Mgr. Roland 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  
 Newspaper Affil. Commercial News  
 News Service AP  
 Transcription Service Thesaurus

Representative Everett-McKinney, Inc.  
 Membership NARTB, RAB  
 General Manager Robert J. Burrow  
 Sta. Mgr. Max Shaffer  
 Program Dir. Honore Ronan  
 Chief Engineer Norlyn Dossey

**WITY—Danville—1953**

Frequency: 980 Kc. Power: 1 Kw.  
 Owned Vermilion Bcstg. Corp.  
 Address P. O. Box 142  
 News Service UP  
 Transcription Service World  
 Representative Burns Smith  
 Membership RAB  
 President Gilbert E. Metzger  
 General Mgr. Charles A. Schacht, Jr.  
 Comm. Mgr. W. H. O'Toole  
 Sales Prom. Mgr. James McClain  
 Prog., Pub. Dir. Robert Bivans  
 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.  
 News Service UP  
 Transcription Service Thesaurus  
 Representative Peters, Griffin, Woodward  
 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  
 News Service AP  
 Newspaper Aff.

Lindsay-Schaub Newspapers, Inc.  
 Representative Weed  
 Membership NARTB, RAB  
 President Frederick W. Schaub  
 Gen. Mgr. M. H. Stuckwish  
 Comm. Mgr. Dale E. Eymann  
 Prog., Pub. Dir. Eugene Dorsey  
 Chief Engineer Allan Doyle

**WLBK—De Kalb—1947**

Frequency: 1360 Kc. Power: 500 Watts d.  
 Owned-Oper. By DeKalb Radio Studios, Inc.  
 Business-Studio Address 711 N. First St.  
 News Service AP  
 Transcription Thesaurus  
 Representative Sears & Ayer  
 Membership NARTB, RAB  
 Pres., Gen. Mgr. George C. Biggar  
 Commercial Manager Richard Meier  
 Program Director R. C. Brown  
 Publicity Dir. David Lee  
 Chief Engineer W. Dean Clayton

**WDQN—Du Quoin—1951**

Frequency: 1580 Kc. Power: 250 Watts



**Owned-Oper. By** ..... DuQuoin Bcstg. Co.  
**Address** ..... 30½ W. Main St.  
**News Service** ..... UP  
**Representative** ..... McGillvra  
**Owner, General Manager** ..... M. R. Lankford  
**Station Manager** ..... Phil Richardson  
**Sales Mgr.** ..... J. V. Walker  
**Program Director** ..... Art Smith  
**Chief Engineer** ..... Bert Pike

### WTMV—East St. Louis—1935

**Frequency:** 1490 Kc. .... **Power:** 250 Watts  
**Owned-Operated By** ..... On the Air, Inc.  
**Business-Studio Address** ..... Broadview Hotel  
**Representative** ..... Bogner & Martin  
**General Manager** ..... Frank J. Prendergast  
**Asst. Mgr.** ..... Elmer F. Wallrich  
**Program Director** ..... Dan Stengel

### 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. Sales Mgr.** ..... George Walker  
**Sales Mgr.** ..... Don Newlin  
**Prog. Dir., Ch. Eng.** ..... Tom Mathis

### WRMN—Elgin—1949

**Frequency:** 1410 Kc. .... **Power:** 500 Watts  
**Owned-Oper. By** ..... The Elgin Bdcstg Co.  
**Address** ..... 156 Division St.  
**Newspaper Affil.** Effingham News, Pekin Times  
**News Service** ..... UP  
**Representative** ..... Joseph Hershey McGillvra  
**General Mgr.** ..... J. Richard Sutter

### WEAW—Evanston—1946

**Frequency:** 1330 Kc. .... **Power:** 1000 Watts  
**Owned** ..... No. Shore Bcstg. Co., Inc.  
**Address** ..... 2425 Main  
**News Service** ..... UP  
**Transcription Service** ..... World  
**Representative** ..... Good Music Bctrs.  
**Membership** ..... NARTB, RAB  
**Pres., Gen. Sta. Mgr.** ..... Edward A. Wheeler  
**Commercial Manager** ..... Lawrence Gutter  
**Sales Prom. Mgr.** ..... Don Springgate  
**Pub. Dir.** ..... Ellen DeMoe  
**Program Director** ..... Virginia McCowan  
**Chief Eng.** ..... Don Larson

### WNMP—Evanston—1948

**Frequency:** 1590 Kc. .... **Power:** 1000 Watts d.  
**Owned-Oper. By** ..... Evanston Broadcasting Co.  
**Bus.-Studio-Transmitter** ..... 1580 Sherman Ave.  
**Transcription** ..... Capitol, SESAC  
**News Service** ..... INS  
**Membership** ..... NARTB, RAB  
**President** ..... Angus D. Pfaff  
**Publicity Dir.** ..... Larry Attebery  
**Program Dir.** ..... Hal Bohm

### WFIW—Fairfield—1953—KBS

**Frequency:** 1390 Kw. .... **Power:** 500 Watts d.  
**Owned-Oper. By** ..... Wayne County Bcstg. Co.  
**Address** ..... Box 72  
**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.  
**News Service** ..... AP  
**Representative** ..... Headley-Reed  
**Membership** ..... NARTB  
**Gen. Mgr., Chief Eng.** ..... Vincent S. Barker  
**Comm., Sales Prom Mgr.** ..... David Taylor  
**Prog. Dir.** ..... Bud Walters

### WGIL—Galesburg—1938

**Frequency:** 1400 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... Galesburg Bcstg. Co., Inc.  
**Business Address** ..... 312 Hill Arcade  
**Newspaper Affiliation** ..... Daily Register Mail  
**News Service** ..... UP  
**Membership** ..... RAB  
**Representative** ..... Wm. G. Rambeau  
**President** ..... Mrs. O. N. Custer  
**Gen. Sta. Mgr.** ..... W. C. Pritchard  
**Prog. Dir.** ..... A. H. Tallman  
**Chief Engineer** ..... R. L. Baughman

### WEBQ—Harrisburg—1923 KBS

**Frequency:** 1240 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... First Trust Association  
**Business-Studio-Transmitter** ..... 100 E. Poplar St.  
**News Service** ..... UP  
**Membership** ..... NARTB  
**Gen.-Station-Comm. Mgr.** ..... Inglis M. Taylor  
**Sales Prom. Mgr.** ..... Ken Hamilton  
**Program Director** ..... Norma Slaton  
**Publicity Director** ..... Charles Branum  
**Chief Engineer** ..... Elmer L. Gladson

### WMCW—Harvard—1954

**Frequency:** 1600 Kc. .... **Power:** 500 Watts  
**Address** ..... 205 E. Brainard  
 c/o ..... Mrs. Esther Blodgett

### WBEE—S. Chicago—1955

**Frequency:** 1570 ..... **Power:** 1000 Watts  
**Owner** ..... Rollins Bcstg. Co., Inc.  
**Address** ..... 6205 S. Cottage Grove  
**Representative** ..... Rollins Bcstg. Co.  
**President** ..... O. Wayne Rollins  
**General Mgr.** ..... Richard Scheele

### WJPF—Herrin—1940 MBS

**Frequency:** 1340 Kc. .... **Power:** 250 Watts







Membership ..... NARTB, 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.  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... Holman  
 Membership ..... NARTB, RAB  
 President, Gen. Station Mgr. .... J. R. Livesay  
 Commercial Manager .... Ken Wooddell  
 Sa'es P om. Mgr. .... Robert Veech  
 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.  
 News Service ..... UP  
 Transcription Service ..... SESAC  
 Representative ..... Holman  
 Membership ..... NARTB, RAB  
 Gen. Mgr., Sales Mgr. .... James H. Firmin

**WQUA—Moline—1946—ABC**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By .... WQUA, Inc.  
 Address .... 1319 Fifth Ave.

News Service ..... AP  
 Membership ..... RAB  
 Representative .... Geo. P. Hollingberry Co.  
 Pres., Gen. Mgr. .... G. LaVerne Flambo  
 Commercial Mgr. .... William J. Archer  
 Program Director .... Wilbur L. Mason  
 Chief Engineer .... Harold Higby

**WVMC—Mount Carmel—1948**  
**KBS**

Frequency: 1360 Kc. .... Power: 500 Watts  
 Owned ..... WVMC  
 Address .... North Cherry Road  
 News Service ..... UP  
 Representative ..... Hil F. Best  
 Membership ..... NARTB, RAB  
 Gen., Comm. Mgr. .... Charles H. Green  
 Program Director .... Gilbert T. Wallace  
 Publicity Director .... Albert Freedman  
 Chief Engineer .... Eugene Garrett

**WMIX—Mt. Vernon—1947**

Frequency: 940 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Mt. Vernon Radio & Tel. Co.  
 Address .... 121½ N. 9th Street  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... John E. Pearson Co.  
 President ..... John Russell Mitchell  
 General Manager .... R. J. Cheney  
 Comm. Mgr. .... C. Schoch  
 Sales Prom. Mgr. .... Bob Whitaker  
 Chief Engineer .... Ed Howell

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**MORE FEATURES**  
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**depend on**  
**THE ASSOCIATED PRESS**

**WINI—Murphysboro—1954**  
**KBS**

Frequency: 1420 Kc. Power: 500 Watts  
 Owned-Oper. By.....Midwest Bcstg. Sys.  
 Address.....P. O. Box 647  
 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  
 Representative.....Forjoe  
 General Mgr.....E. Sanderling  
 Station Mgr.....Al Michel

**WVLN—Olney—1947—KBS**

Frequency: 740 Kc. Power: 250 Watts d.  
 Owned-Operated By.....Olney Bcstg. Co.  
 Address.....302½ E. Main  
 News Service.....AP  
 Transcription Service.....SESAC, World  
 Representative.....Hal Holman  
 Membership.....NARTB  
 Pres., Gen., Sta. Mgr.....Marshall H. Poole  
 Prog. Dir., Comm. Mgr.....Charles R. Griggs  
 Pub. Dir.....Joe Kosack  
 Chief Engineer.....Paul Hartsey

**WCMY—Ottawa—1952**

Frequency: 1430 Kc. Power: 500 Watts d.  
 Owned-Operated By.....Carl H. Meyer  
 Address.....P. O. Box 687  
 News Service.....UP  
 Representative.....Sears & Ayer  
 Pres., Gen. Mgr., Ch. Eng.....Carl H. Meyer  
 Comm. Mgr.....D. M. Meyer  
 Sta. Mgr., Prog. Dir.....Robert Meyer  
 Publicity Dir.....Ron Wilson

**WPRS—Paris—1951**

Frequency: 1440 Kc. Power: 500 Watts d.  
 Owned-Operated By.....Paris Bcstg. Corp.  
 Address.....Box 262  
 News Service.....AP  
 Transcription Service.....Thesaurus, Capitol  
 Membership.....NARTB  
 Pres., Gen., Sta., Comm. Mgr.....A. Ferguson, Jr.  
 Sales Prom. Mgr., Pub. Dir.....James Savoye  
 Prog. Dir.....John Powell  
 Chief Eng.....C. Thomas

**WSIV—Pekin—1946**

Frequency: 1140 Kc. Power: 1000 Watts d.  
 Owned-Operated By.....Pekin Bcstg. Co., Inc.  
 Business-Studio Address.....15 South Capitol St.  
 News Service.....AP  
 Representative.....Sears & Ayer  
 Pres., Gen. Mgr.....W. Kenneth Patterson

Publicity Director.....Peg Horner  
 Sls. Prom., Comm., Sta. Mgr.....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  
 V.P., Gen. Mgr.....Fred C. Mueller

**WIRL—Peoria—1948**  
**ABC**

Frequency: 1290 Kc. Power: 5000 Watts  
 Owned-Oper. By.....Illinois Valley Bcstg. Co.  
 Bus-Studio Address.....121 N.E. Jefferson Ave.  
 News Service.....UP  
 Representative.....H-R  
 Membership.....RAB  
 President.....Timothy W. Swain  
 Gen. Mgr., V.P.....John H. Altorfer  
 Station Manager.....James T. Butler  
 Commercial Mgr.....Effie Sams  
 Sales Prom. Mgr.....Mort Cantor  
 Program Director.....Robyn Weaver  
 Publicity Director.....Patricia Palmer  
 Chief Engineer.....Rudy Luukinen

**WMBD—Peoria—1927—CBS**

Frequency: 1470 Kc. Power 5000 Watts  
 Owned-Oper. By.....WMBD, Inc.  
 Address.....212 South Jefferson Street  
 Transcription Service.....Thesaurus  
 Reps.....Peters, Griffin, Woodward, Inc.  
 Membership.....NARTB, RAB  
 Pres.....Charles C. Caley  
 Vice-Pres.....Robert O. Runnerstrom  
 Nat. Sales Mgr.....Robert M. Riley  
 Program Director.....Walter Thurman

**WPEO—Peoria—1946**

Frequency: 1020 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....WPEO, Inc.  
 Address.....922 Main St.  
 News Service.....AP  
 Representative.....Burke-Stuart Co.  
 Gen. Mgr.....John R. Livingston

**WBBA—Pittsfield—1954**

Frequency: 1580 Kc. Power: 250 Watts d.  
 Owned.....Pike Broadcasting Co.  
 Address.....Pittsfield  
 News Service.....UP  
 Representative.....Continental Radio Sales  
 President.....Kieth Moyer  
 General Manager.....Bill Meyer  
 Sta. Mgr., Chief Eng.....Frank Luepke

**WGEM—Quincy—1948—ABC**

Frequency: 1440 Kc. Power: 1000 Watts  
 Owned-Operated By.....Quincy Bcstg. Co.  
 Business-Studio Address.....Hotel Quincy

**Newspaper Affiliation**... Quincy Herald Whig  
**News Service** ..... UP  
**Transcription Service** ..... World  
**Representative** ..... Adam Young  
**President** ..... T. C. Oakley  
**General Manager**..... Joseph S. Bonansinga  
**Comm. Mgr.**..... J. Ben Stewart  
**Prog. Dir.**..... Fred Colgan  
**Pub. Dir.**..... Hal Heidbreder  
**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.  
**News Service** ..... AP, UP  
**Representative** ..... Weed & Co.  
**Membership** ..... NARTB  
**National Sls. Mgr.**..... Walter Rothschild  
**Ass't Nat'l Sls.**..... Wayne W. Cribb

**WTAY—Robinson—1956**

**Frequency:** 1570 Kc. .... **Power:** 250 Watts d.  
**Owned-Oper. By**..... Ann Broadcasting Corp.  
**Address** ..... Box 160  
**News Service** ..... AP  
**Representative** ..... Hil F. Best  
**President** ..... Keith Moyer  
**Gen., Comm. Mgr.**..... Edwin P. Phelps  
**Sta., Sales Prom. Mgr.**..... Willard Lindsay  
**Program Director**..... Alex Przytulca  
**Publicity Director**..... Wilma Renchen  
**Chief Engineer**..... Earl Johns

**WROK—Rockford—1929  
ABC**

**Freq.:** 1440 Kc. .... **Power:** 1 Kw. d.; 500 W. n.  
**Owned** ..... Rockford Broadcasters, Inc.  
**Bus.-Studio Address**..... Rockford News Tower  
**News Service** ..... AP  
**Transcription Service** ..... Thesaurus  
**Representative** ..... H-R  
**Membership** ..... NARTB  
**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.  
**News Service** ..... UP  
**Transcription Service** ..... World  
**Representative** ..... Radio-TV Reps.  
**President** ..... William E. Walker  
**V.P., Gen. Mgr.**..... William R. Walker  
**V.P., Sales Mgr.**..... Jack Harvey

**WHBF—Rock Island—1925  
CBS**

**Frequency:** 1270 Kc. .... **Power:** 5000 Watts  
**Owned-Operated By**.... Rock Island Bcstg. Co.  
**Business-Studio Address**..... 231 18th St.  
**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  
**Promotion Mgr.**..... Heber Darton  
**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.  
**News Service**..... UP  
**President**..... Robert O. Hirsch  
**General Manager**..... Oscar C. Hirsch  
**Station Sls. Prom. Manager**. Buford L. Mabrey  
**Commercial Manager**..... James F. Collins  
**Chief Engineer**..... James D. Collins

**WCVS—Springfield—1926  
MBS-ABC**

**Frequency:** 1450 Kc. .... **Power:** 250 Watts  
**Owned-Operated By**..... WCBS, Inc.  
**Business-Studio Address**..... P. O. Box 1088  
**News Service** ..... AP  
**Transcription Service**..... Standard  
**Membership** ..... NARTB  
**Representative**..... Bogner & Martin  
**Pres., Ch. Eng.**..... H. L. Dewing  
**Gen., Sta., Comm. Mgr.**..... C. W. Needl  
**Prog. Dir.**..... John Giel  
**Publicity Dir.**..... Bruce Still

**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  
**Representative**..... John E. Pearson  
**Membership** ..... RAB, NARTB  
**Pres., Gen., Sta., Comm. Mgr.**. Gordon Sherman  
**Program Director**..... Syl Blinkin  
**Prom., Pub. Dir.**..... Mel Kampe  
**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.  
**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. Swarngen

**WSDR—Sterling—1949**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By.... Blackhawk Bdcstg. Co.  
 Address..... 218 1st Ave.  
 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  
 Representative..... Best  
 News Service..... UP  
 Managing Partner..... S. P. Bellinger  
 General Manager..... Vernon R. Nunn

**WTIM—Taylorville—1949**

Frequency: 1410 Kc. Power: 1000 Watts d  
 Owned-Operated By..... Moyer Bcstg. Co.  
 Transcription Service.... Standard, Theasaurus  
 Representative..... Continental  
 President..... Roger Moyer  
 General Manager..... James C. Hilderbrand

**WKID—Urbana—1948**

Frequency: 1580 Kc. Power 250 Watts d

Owned-Operated By..... WKID Bcstg. Co.  
 Address..... P. O. Box 192  
 News Service..... UP  
 Representative..... John E. 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  
 News Service..... AP  
 Transcription Service..... World, Standard  
 Membership..... RAB  
 Representative..... McGillvra  
 President..... William F. Just  
 V. P., Gen. Mgr..... Joseph B. Kirby

**WFRX—West Frankfort—1951**

Frequency: 1300 Kc. Power: 1000 Watts d.  
 Owned..... Pyramld Radio Bcstg. & TV Co.  
 Address..... Box 359  
 News Service..... UP  
 Representative..... Indie Sales  
 Gen. Mgr..... Walter C. Schaffer

**WCBD—Zion—1947**

Frequency: 820 Kc. Power: 5000 Watts  
 Owned-Oper. By..... Michael J. Mintern  
 Business Address..... Administration Bldg.  
 Managing Director..... Michael J. Mintern  
 Commercial Manager..... Carl Q. Lee

**Indiana**

Pop. March 1 (Est.) 4,491,000—Families 1,372,003  
 Radio Homes 1,302,000—TV Homes 1,186,000—Stations in State 57

**WCBC—Anderson—1946**

Frequency: 1470 Kc. Power: 1000 Watts d.  
 Owned-Operated By..... Civic Bdcstg Corp.  
 Address..... Box 350  
 News Service..... AP  
 Transcription Service..... World, SESAC  
 Membership..... RAB, NARTB  
 Station Rep..... Hil Best  
 President..... Paul E. Billheimer  
 General Manager..... Gordon Beck  
 Program Director..... Charles Bates  
 Sales Manager..... Dave Grubbs

**WHBU—Anderson—1923**

CBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Operated By... Anderson Bcstg. Corp.  
 Business-Studio..... 640 Citizens Bank Bldg.  
 Transcription Service..... Standard  
 News Service..... UP  
 Representative..... Bolling Co.  
 Membership..... RAB, NARTB  
 President..... C. Bruce McConnell  
 General Manager..... John R. Atkinson

**WBIW—Bedford—1948—MBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By..... Radio Bedford, Inc.  
 Address..... P. O. Box 127

News Service..... AP  
 Transcription Service..... World  
 Representative..... McGillvra  
 Co-Manager..... J. H. McGillvra  
 Co-Manager..... A. I. McGillvra  
 Chief Engineer..... Carl J. Finger

**WTTS—Bloomington—1949**  
ABC

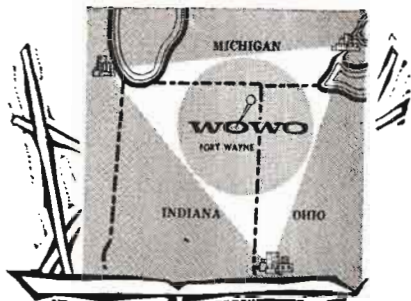
Freq.: 1370 Kc. Power 5 Kw. d., 500 W. n.  
 Owned-Oper. By..... Sarkes Tarzian, Inc.  
 Business-Studio Address... 535 S. Walnut St.  
 News Service..... AP  
 Representative..... Robert Meeker Associates  
 Membership..... RAB, NARTB  
 President..... Sarkes Tarzian  
 Gen. Mgr., Prog. Dir..... Glenn Van Horn  
 Sales Mgr..... Ray Bartlett

**WBNL—Boonville—1950**

KBS

Frequency: 1540 Kc. Power: 250 Watts d.  
 Owned-Oper. By..... Boonville Bcstg. Co.  
 Address..... Boonville  
 News Service..... UP  
 Representative..... Continental  
 General Mgr..... H. C. Sanders  
 Program Dir..... Norman Hall





## THEY'RE BLOWING OUR HORN!

Take it, Mr. Pulse!

The latest Pulse Report (Oct.-Nov., 1956) of the Fort Wayne area covers 26 counties.

Pulse surveyed 476 quarter hours—6 A.M. to 11 P.M., Monday through Sunday.

Pulse reports that, for the 3rd straight year, WOWO has . . .

*476 "FIRSTS" out of  
476 quarter hours surveyed*

The reason is no secret: results like these come from WOWO's bright new *music* programming . . . complete on-the-spot *news* reporting . . . plus *service* that keeps WOWO listeners informed on what's going on in their communities.

For hard-selling availabilities call Tom Longworth, WOWO Sales Manager, at Anthony 9436, in Fort Wayne. Or, A. W. "Bink" Dannenbaum, WBC VP-Sales, Murray Hill 7-0808, in New York.

In the tri-state Indiana-Ohio-Michigan Market, no selling campaign is complete without the WBC station . . .

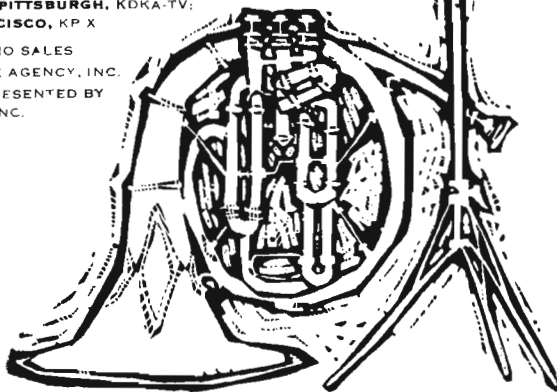
**WOWO** FORT WAYNE

**WESTINGHOUSE BROADCASTING COMPANY, INC.**

RADIO—BOSTON, WBZ+WBZA; PITTSBURGH, KDKA;  
CLEVELAND, KYW; FORT WAYNE, WOWO; CHICAGO, WIND;  
PORTLAND, KEX

TELEVISION—BOSTON, WBZ-TV; PITTSBURGH, KDKA-TV;  
CLEVELAND, KYW-TV; SAN FRANCISCO, KP X

WIND REPRESENTED BY A M RADIO SALES  
KPIX REPRESENTED BY THE KATZ AGENCY, INC.  
ALL OTHER WBC STATIONS REPRESENTED BY  
PETERS, GRIFFIN, WOODWARD, INC.



**WCSI—Columbus—1950**

Frequency: 1010 Kc. Power 500 Watts  
 Owned-Oper. By... Syndicate Theatres, Inc.  
 Address... 55½ E. Court  
 News Service... AP  
 Station Rep. ... Rambeau  
 President... J. P. Finneran  
 General Manager... Dick Jewell  
 Chief Engineer... Max Cockley

**WCNB—Connersville—1948**

Frequency: 1580 Kc. Power: 250 Watts d.  
 Owned-Operated By... News Examiner Co.  
 Business-Studio Address... 406 Central Ave.  
 News Service... UP  
 Newspaper Affil. ... News Examiner  
 Transcription Service... Thesaurus  
 Representative... Gill-Perna  
 Membership... NARTB  
 Comm., Sta., Mgr. ... E. M. Jackson  
 Prog. Dir., Asst. Mgr. ... Ralph T. Underwood  
 Chief Eng. ... Cecil Miller

**WCRM—Elkhart—1956**

Frequency: 1270 Kc. Power: 500 Watts d.  
 Owned... WCRM  
 Address... S. 17th and Mishawaka Rd.  
 News Service... AP  
 Transcription Service... World, SESAC  
 Representative... Hil F. Best  
 Membership... NARTB  
 General Manager... Clarence C. Moore  
 Sales Prom. Mgr. ... Keith Weldy  
 Prog. Dir. ... Harry Waterhouse  
 Chief Engineer... Jack Miller

**WTRC—Elkhart—1931—NBC**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By... Truth Radio Corp.  
 Business-Studio Address... Box 636  
 News Service... UP  
 Representative... H.R. Reps  
 Membership... NARTB  
 President... John F. Dille, Jr.  
 Station Manager... Donald McFall  
 Commercial Mgr. ... Don Freed  
 Sales Prom. Mgr. ... Ken Owens  
 Chief Engineer... Lester Zellmer

**WEOA—Evansville—1936  
CBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned... Ohio Valley TV Co.  
 Business-Studio Address... Box 395  
 News Service... UP  
 Membership... NARTB, RAB  
 Representative... Adam Young  
 General Manager... Cecil M. Sansbury

**WGBF—Evansville—1923  
NBC**

Frequency: 1280 Kc. Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Operated By... On The Air, Inc.  
 Business-Studio Ad. ... P. O. Box 485  
 Representative... Weed & Co.

News Service... AP  
 Transcription... SESAC  
 Membership... NARTB, RAB  
 President... Alvin Q. Eades  
 Ex. V.P., Gen. Sta. Mgr. ... Martin L. Leich  
 Sales Prom., Pub. Dir. ... Gene Crawford  
 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  
 News Service... AP  
 Transcription Service... Thesaurus  
 Representative... John E. Pearson Co.  
 Membership... RAB  
 Pres., Gen.-Sta. Mgr. ... John A. Engelbrecht  
 Chief Engineer... George F. Stolts

**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.  
 News Service... AP  
 Transcription Service... Standard, World  
 Representative... George P. Hollingbery  
 Membership... NARTB  
 President... Robert S. Davis  
 Gen., Sta., Comm. Mgr. ... Jack McLean  
 Prog., Pub. Dir., Sales Prom. Mgr. ... C. Caldwell  
 Chief Engineer... James Jared

**WOWO—Ft. Wayne—1926**

Frequency: 1190 Kc. Power: 50 Kw.  
 Owner... Westinghouse Broadcasting Co., Inc.  
 Bus.-Studio Address... 124 W. Washington Blvd.  
 News Service... UP  
 Transcription Service... Thesaurus  
 Rep. ... Peters, Griffin, Woodward, Inc.  
 Membership... RAB, NARTB  
 President... Donald H. McGannon  
 General Mgr. ... Carl W. Vandagriff  
 Commercial Manager... Tom Longsworth  
 Sales Prom. Mgr. ... Hilda C. Woehrmeyer  
 Publicity Dir. ... Carol A. Johnson  
 Chief Engineer... Hal Brokaw

**WANE—Ft. Wayne—1948  
CBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By... Indiana Broadcasting Corp.  
 Address... 1205 Fort Wayne Nat'l Bank Bldg.  
 News Service... AP  
 Transcription Service... Standard  
 Representative... H.R.  
 Membership... NARTB, RAB  
 President... C. Wrede Petersmeyer  
 General Manager... Reid G. Chapman  
 Commercial Manager... Merlin Smith  
 Program Director... Doug Hazley

**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.  
 Newspaper Affiliation. News Publ. Co.  
 News Service ..... UP  
 Representative ..... **Headley Reed**  
 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—1949 MBS-NBC

Frequency: 1380 Kc. Power: 5000 Watts  
 Owner. Northeastern Indiana Bcstg. Co., Inc.  
 Business-Studio Add. 220 E. Jefferson St.  
 News Service ..... UP  
 Membership ..... NARTB  
 Representative ..... **Raymer**  
 President. Clarence L. Schust  
 General Manager. Edward G. Thoms  
 Commercial Manager. Carleton B. Evans  
 Program Dir. Calo Mahlock  
 Sales Prom. Mgr. Wilson Schroeder  
 Chief Eng. Eugene A. Chase

### WILO—Frankfort—1953—KBS

Frequency: 1570 Kc. Power: 250 Watts  
 Owned. Lake Erie Radio & TV Corp.  
 Address. 52½ E. Washington St.  
 News Service ..... UP  
 Station Rep. Hill 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.  
 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 Bdcstg Co., Inc.  
 Address. Hotel Gary  
 News Service ..... AP  
 Membership ..... RAB, NARTB  
 Station Rep. John E. Pearson Co.  
 Pres., Gen., Mgr. Dee O. Coe  
 Sta., Comm. Mgr. Boyd Lawlor  
 Prog. Dir., Sales Prom. Mgr. Tom Whitmore  
 Chief Engineer. Victor Voss

### WKAM—Goshen—1949

Frequency: 1460 Kc. Power: 500 Watts d.  
 Owned-Operated By. Kosciusko Bcstg. Corp.  
 Address. 612 W. Pike St.  
 News Service ..... AP  
 Representative. Hal Holman Co.  
 Pres., Gen. Mgr. William N. Udelli

Sta. Mgr., Prog. Dir. R. S. Olson  
 Comm., Sales Mgr. C. J. Pajakowski  
 Pub. Dir. R. E. Pfister  
 Chief Engineer. Lester R. Rash

### WJOB—Hammond—1928

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By. South Shore Bcstg. Corp.  
 Address. 6405 Olcott  
 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. Roy Ellis  
 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.  
 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. Estel Freeman  
 Program Dir. Charles Breece  
 Chief Engineer. Harold Holland

### WIBC—Indianapolis—1938

Freq. 1070 Kc. Power: 50 Kw. d.; 10 Kw. n.  
 Owned-Operated By. WIBC, Inc.  
 Business-Studio Address. 2835 N. Illinois  
 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  
 Prog. Dir. William L. Dean  
 Chief Engineer. Robert W. Minton

### WIRE—Indianapolis—1924 NBC

Frequency: 1430 Kc. Power: 5000 Watts  
 Owned-Oper. By. Indianapolis Bcstg., Inc.  
 Business-Studio Add. 307 N. Pennsylvania St.  
 Newspaper Affil. Central Newspapers, Inc.  
 News Service ..... AP  
 Representative. Peters, Giriffin & Woodward  
 President. Eugene C. Pulliam  
 Gen., Sta. Mgr. William C. Worcester  
 Comm. Manager. Daniel C. Park  
 Prom. Mgr., Pub. Dir. Richard L. Higgs  
 Prog. Dir. Donald Bruce  
 Chief Eng. Eugene E. Alden

### 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.  
**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**.....AP  
**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  
**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.**.....Jack Brandt  
**Program Director**.....John Williamson  
**Pub. Director**.....Jim Eisenmenger  
**Chief Engineer**.....Peter Russo

### WKTL—Kendallville—1955 KBS

**Frequency:** 1570 Kc.....**Power:** 250 Watts d.  
**Owned-Oper. By**.....Noble-DeKalb Bcstg. Co.  
**Address**.....Box 47  
**News Service**.....AP  
**Trans.**.....World, SESAC, Thesaurus  
**Representative**.....Hil F. Best  
**Owner, Gen. Mgr.**.....Charles R. Palmquist, Jr.  
**Chief Engineer**.....D. L. Head

### WIOU—Kokomo—1948—CBS

**Frequency:** 1350 Kc.....**Power:** 1000 Watts  
**Owner**.....Booth Radio & TV Stations, Inc.  
**Business Address**.....212½ North Main St.  
**News Service**.....AP  
**Transcription Service**.....World  
**Representative**.....Weed  
**Membership**.....NARTB, RAB  
**President**.....John L. Booth  
**Comm., Gen., Sta. Mgr.**.....John Carl Jeffrey  
**Prog. Dir.**.....W. R. Cox  
**Chief Engineer**.....Elvin Cunningham

### WASK—Lafayette—1942 MBS

**Frequency:** 1450 Kc.....**Power:** 250 watts  
**Owned-Operated By**.....WFAM, Inc.  
**Business-Studio Address**.....McCarty Lane  
**News Service**.....UP  
**Representative**.....Wm. G. Rambeau  
**Membership**.....NARTB, RAB  
**President**.....O. E. Richardson  
**Asst. Mgr.**.....Richard Long  
**Prog. Director**.....Harry Bradway  
**Chief Engineer**.....Richard Cochran

### WLOI—La Porte—1948

**Frequency:** 1540 Kc.....**Power:** 250 Watts d.  
**Owned-Oper. By**...La Porte County Bcstg. Co.  
**Address**.....P. O. Box 385  
**Sta. Rep.**.....McGillvra  
**News Service**.....AP  
**President**.....Dee O. Coe  
**Gen. Mgr.**.....Robert L. Harris  
**Program Dir.**.....Lee Hixson  
**Chief Engineer**.....Victor Voss

### 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  
**News Service**.....AP  
**Membership**.....NARTB, RAB  
**General Manager**.....Richard E. Jackson

### WORX—Madison—1953—KBS

**Frequency:** 1270 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.....Electronic Labs  
**Address**.....Box 96  
**Representative**.....Hil F. Best Co.  
**News Service**.....UP  
**Transcriptions**.....MacGregor, Standard  
**Pres., Chief Eng.**.....C. E. Henson  
**General Manager**.....Herbert L. Arms  
**Comm. Mgr.**.....Lloyd L. Walker

### WBAT—Marion—1947—CBS

**Frequency:** 1400 Kc.....**Power:** 250 Watts  
**Owned-Operated By** ..Marion Radio Corp.  
**Business-Studio Address**...303½ S. Adams St.  
**News Service**.....AP  
**Transcription Service**.....Standard, SESAC  
**Representative**.....Best  
**Membership**.....NARTB, RAB  
**President**.....Lester G. Spencer  
**V. P., Gen. Mgr.**.....William Fowler

### WMRI—Marion—1955

**Frequency:** 860 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Chronice Publishing Co.  
**Address**.....Adams Street

Newspaper Affiliation..... Chronicle-Tribune  
 News Service ..... UP  
 Transcription ..... Thesaurus, Capitol  
 Representative ..... Bogner & Martin  
 Membership ..... NARTB  
 President ..... Gardner Thomas  
 General, Prom. Mgr..... Ken Klimier  
 Commercial Manager..... Robert Fincannon  
 Program Director..... Ralph Wayne  
 Chief Engineer..... Robert Crandal

### WIMS—Michigan City—1947

Freq.: 1420 Kc. Power: 1 Kw. d.; 500 Wts. n.  
 Owned..... Northern Indiana Bcsters., Inc.  
 Business-Studio Address..... Old Chicago Road  
 News Service ..... UP  
 Station Representative..... Wm. G. Rambeau  
 Pres., Gen. Mgr..... William N. Udell  
 Sales Prom. Mgr..... S. C. McDonnell  
 Comm. Manager..... Al Halus  
 Pub. Dir..... Charles Sharpless  
 Chief Engineer..... Robert J. Schilling

### WPCO—Mount Vernon—1955

Frequency: 1590 Kc. Power: 500 Watts d.  
 Owned..... Mt. Vernon Broadcasting Co.  
 Address ..... Box 231  
 News Service ..... UP  
 Pres., Gen. Mgr., Chief Eng..... H. C. Sanders  
 Sta., Comm. Mgr..... F. Courtney Smith  
 Program Dir..... Norman Hall

### WLBC—Muncie—1926—CBS

Frequency: 1340 Kc Power: 250 Watts  
 Owned-Operated By .. Tri City Radio Corp.  
 Business Address..... Box 271  
 News Service ..... AP  
 Transcription Service..... Standard, World  
 Representative ..... Hal Holman  
 Membership ..... NARTB  
 Pres., Gen. Sta. Mgr..... D. A. Burton  
 Commercial, Prom. Mgr..... Bill Craig  
 Program Director..... Lee Allerton  
 Chief Engineer..... Pat Finnegan

### WLRP—New Albany—1949

Frequency: 1570 Kc. Power: 1000 Watts d.  
 Owned-Operated By .. Ohio Valley Bcstg., Inc.  
 Address ..... Box 285  
 News Service ..... UP  
 Station Rep..... Hil F. Best Co.  
 Pres., Gen., Sta. Mgr..... Roy L. Hickox  
 Comm., Sales Prom. Mgr..... Lynn Stephens  
 Program Director..... Jerry Fordyce  
 Publicity Dir..... Bill Billum  
 Chief Engineer..... Tom Allebrandi

### WOCH—North Vernon—1955

Frequency: 1460 Kc. Power: 500 Watts  
 Owned ..... Dorrell Ochs  
 Address ..... P. O. Box 46  
 News Service ..... AP  
 Transcription ..... SESAC, Associated  
 Membership ..... NARTB  
 President, Gen. Mgr..... Dorrell Ochs  
 Sta., Sales Prom. Mgr..... Don Edwards  
 Comm. Mgr..... Marquerite Ochs

Program Dir..... Eddie Sears  
 Publicity Director..... Tom Porter  
 Chief Engineer..... Edwin Healy

### WARU—Peru—1954 KBS

Frequency: 1630 Kc. Power: 1000 Watts  
 Owned-Oper. By .. Wabash-Peru Bcstg Co., Inc.  
 Address ..... Peru  
 News Service ..... AP  
 Transcription ..... Thesaurus, Standard  
 Membership ..... NARTB  
 President, Gen. Mgr..... Dr. Wendell Hansen  
 Station Manager..... Howard Roby  
 Chief Engineer..... Bob Bassett

### WPGW—Portland—1950—KBS

Frequency: 1440 Kc. Power: 500 Watts d.  
 Owned-Oper. By..... Glenn West  
 Address ..... Box 608  
 News Service ..... UP  
 Transcription Service..... SESAC, World  
 Owner, Gen. Mgr..... Glenn West

### WRAY—Princeton—1950

Frequency: 1250 Kc. Power: 1000 Watts d.  
 Owned-Oper. By..... Princeton Bcstg. Co.  
 Address ..... Box 8  
 News Service ..... AP  
 Representative ..... McGillvra  
 Owner, Gen., Sta. Mgr..... M. R. Lankford  
 Program Director..... Stuart Lankford  
 Commercial Mgr..... D. T. Critchfield  
 Publicity Dir..... Richard Lankford  
 Chief Engineer..... Harold Bass

### WKBV—Richmond—1926 ABC

Frequency: 1490 Kc Power: 250 Watts  
 Owned-Operated By .. Central Bcstg. Corp.  
 Address ..... W. Main St.  
 News Service ..... UP  
 Transcription Service..... World  
 Representative ..... Robert Meeker  
 Membership ..... NARTB  
 Pres., Gen., Sta. Mgr..... Lester G. Spencer  
 Comm., Sls..... Roland L. Nusbaum  
 Sales Prom. Mgr., Pub. Dir..... W. Woehrmann  
 Program Director..... Marie Robbins  
 Chief Engineer..... L. J. Duning

### WSLM—Salem—1953—KBS

Frequency: 1220 Kw. Power: 1000 Watts d.  
 Owned-Oper. By..... Don H. Martin  
 Address ..... Radio Ridge  
 News Service ..... AP  
 Transcription Service..... Thesaurus, World  
 Representative..... Hil F. Best  
 Membership ..... RAB  
 Pres., Gen. Mgr..... Don H. Martin  
 Commercial Mgr..... Gene Baker  
 Sales Promotion Mgr..... Boyd Smedley  
 Pub. Dir..... Barney Schocke  
 Program Director..... Margaret Martin  
 Chief Engineer..... Darrell Dixon



## WJCD—Seymour—1949 KBS

Frequency: 1390 Kc. Power: 1000 Watts  
Owned-Oper. By Dr. Azra C. Baker  
Address Seymour  
News Service AP  
Transcription Capitol, Standard  
Membership NARTB  
General Manager Dr. Azra C. Baker  
Sta., Comm. Mgr. Bob Shippee  
Program Director Dick Lauf  
Publicity Director Bob Sparks  
Chief Engineer Eugene Perrigo

## WNDU—South Bend—1944 ABC

Frequency: 1490 Kc Power: 250 Watts  
Owned-Oper. By Michiana Telecasting Corp.  
Address Box 989  
News Service AP  
Membership NARTB, RAB  
Transcription Thesaurus  
Representative Edward Petry  
Vice-President Bernard Barth  
General Manager W. T. Hamilton  
Program Director Wm. Eiherton  
Sales Prom. Mgr. Clark Kelsey  
Sales Mgr. Daniel E. Martin  
Chief Engineer Basil O'Hagan

## WJVA—South Bend—1947

Frequency: 1580 Kc. Power: 250 Watts d.  
Owned-Oper. By Booth Radio & TV Sta., Inc.  
Address North Hickory Road  
Representative Pearson  
President John L. Booth  
Managing Dir. M. G. Creel

## WSBT—South Bend—1921 CBS

Frequency: 960 Kc. Power: 5000 Watts  
Owned-Operated By The South Bend Tribune  
Bus. Studio Address 300 W. Jefferson Blvd.  
Newspaper Affiliation South Bend Tribune  
News Service UP, INS  
Transcription Standard  
Representative Paul H. Raymer  
Membership NARTB, RAB  
Vice Pres. Franklin D. Schurz  
General Manager Neal B. Welch  
Nat'l Sales Mgr. Wilbur R. Darch  
Pub. Dir., Prom. Mgr. Judd Choler  
Program Dir. Paul F. Krueyer  
Chief Engineer Arthur R. O'Neil

## WTCJ—Tell City—1948

Frequency: 1230 Kc Power: 250 Watts  
Owned-Operated By James R. Brewer  
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 AP  
Representative Weed  
Membership NARTB, RAB  
President Alvin Eades  
Comm., Gen., Sta. Mgr. William F. Rippeloe  
Sis. Prom. Mgr., Pub. Dir. Ralph McHarque  
Program Dir. Bill Roberts

## WTHI—Terre Haute—1947 CBS

Frequency: 1480 Kc. Power: 1000 Watts  
Owned-Oper. By Wabash Valley Bdg. Corp.  
Address 918 Ohio St.  
News Service UP  
Transcription World  
Representation Bolling Co., Inc.  
Membership NARTB  
President Anton Hulman, Jr.  
Gen. Mgr. Joseph M. Higgins  
Station Mgr. Tom Lawrence

## WAOV—Vincennes—1940 MBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By Vincennes Sun Co.  
Business Address Vincennes  
News Service UP  
Newspaper Affil. Sun Commercial  
Representative Peters, Griffin & Woodward  
President Eugene C. Pulliam  
Gen. Mgr. Howard N. Greenlee  
Station Mgr. A. H. Edmondson, Sr.  
Comm., Prom. Mgr. William Litherland  
Prog. Dir. William B. Kepler  
Publicity Dir. William Arthur  
Chief Engineer Ralph Baldwin

## WRSW—Warsaw—1952

Frequency: 1480 Kc. Power: 500 Watts  
Owned-Oper. By Reub Williams & Sons, Inc.  
Address Times Building  
Newspaper Affil. Times-Union  
News Service UP  
Transcription Thesaurus  
President R. B. Williams  
General Manager C. R. Williams  
Station Manager William Mollenhour  
Commercial Manager Jack Essenberg  
Sales Prom., Pub. Mgr. William Long  
Program Director Marie Snyder

## WAMW—Washington—1955

Frequency: 1580 Kc. Power: 250 Watts  
Owned-Operated By Washington Radio, Inc.  
Address 615 S.E. 11th St.  
Newspaper Affil. Wash. Herald  
Representatives Hil F. Best Co.  
News Service AP  
Transcription Service Thesaurus, Capitol  
Membership NARTB  
President Mrs. H. B. Bausman  
General Manager Joe Edwards  
Commercial Manager Joe Floerke  
Prog. Dir. Gene Cabel

# Iowa

Pop. March 1 (Est.) 2,718,000—Families 840,000  
Radio Homes 812,000—TV Homes 712,000—Stations in State 54

## KASI—Ames—1948—KBS

Frequency: 1430 Kc. . . . . Power: 1000 Watts d.  
Owned-Operated By . . . . . Ames Bcstg. Co.  
Business-Studio Address . . . . . 328½ Main St.  
News Service . . . . . UP  
Transcription Service . . . . . Thesaurus  
Representative . . . . . Hil F. Best  
Gen., Sta. Mgr. . . . . Arthur A. Skinner  
Commercial Mgr. . . . . Marvin Ludens  
Program Director . . . . . Ruby Tillerson  
News Director . . . . . Basil Grimes

## KJAN—Atlantic—1950—KBS

Frequency: 1220 Kc. . . . . Power: 250 Watts d.  
Owned-Operated By . . . Nishna Valley Bcstg. Co.  
Address . . . . . No. Olive St.  
Transcription . . . . . World, Thesaurus  
Representative . . . . . Continental Radio Sales  
Membership . . . . . NARTB  
News Service . . . . . AP  
Pres., Publicity Dir. . . . . Robert Einhaus  
Gen., Sta. Mgr. . . . . F. G. Miller & H. A. Preston  
Comm., Sales Prom Mgr. . . . . E. G. Faust  
Prog. Dir. . . . . Roy Marsh  
Chief Engineer . . . . . Bob Freund

## KWBG—Boone—1950

Freq.: 1590 Kc. . . . . Power: 1 Kw. d.; 500 Wts. n.  
Owned-Operated By . . . . . Boone Bcstg. Co.  
Address . . . . . P. O. Box 36  
News Service . . . . . UP  
Representative . . . . . John E. Pearson  
General Manager . . . . . H. A. Garvey  
Sales Manager . . . . . R. G. Canier

## KBUR—Burlington—1941 ABC

Frequency: 1490 . . . . . Power: 250 Watts  
Owned-Operated By . . . . . Burlington Bcstg. Co.  
Business-Studio Address . . . . . Radio Road  
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 . . . . . Radio Park  
Transcription Service . . . . . Thesaurus  
News Service . . . . . AP  
Representative . . . . . Pearson  
Membership . . . . . NARTB  
General Mgr. . . . . M. W. McPherson  
Comm. 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.  
Newspaper Affil. . . . . Gazette  
News Service . . . . . AP, NS  
Representative . . . . . Everett McKinney  
Membership . . . . . NARTB  
President . . . . . Joseph F. Hladky, Jr.  
General Manager . . . . . Edna A. Herbst  
Sta., Comm. Mgr. . . . . Robert C. Richards  
Sales Prom. Mgr., Pub. Dir. . . . . Alvin Burshtan  
Prog. Director . . . . . Ralph D. Willey  
Chief Enigneer . . . . . 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.  
Representative . . . . . Devney  
News Service . . . . . UP  
President . . . . . John C. Kelly  
Gen., Sta. Mgr. . . . . James I. Mitchell  
Comm. Mgr. . . . . K. C. Delp  
Program Director . . . . . Robert Carpenter  
Pub. Director . . . . . Wayne C. Cornils  
Chief Engineer . . . . . La Mar Hay

## WMT—Cedar Rapids—1922 CBS

Frequency: 600 Kc. . . . . Power: 5000 Watts  
Owned . . . . . American Bcstg. Stations, Inc.  
Bus.-Studio Address . . . . . Paramount Theater Bldg.  
News Service . . . . . AP, INS, UP  
Trans. Serv., Thesaurus, Associated, Standard  
Representative . . . . . Katz  
Membership . . . . . NARTB, RAB  
President . . . . . William B. Dolph  
General Manager . . . . . William B. Quarton  
Sales Manager . . . . . Kenneth L. Hastie  
Promotion Mgr. . . . . Jim Bowermaster  
Program Manager . . . . . Dean Landfear  
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.  
News Service . . . . . AP  
Transcription Service . . . . . Thesaurus  
Representative . . . . . UMBS Sales  
General Manager . . . . . Clyde Holbrook  
Program Director . . . . . Don Carroll  
Continuity Dir. . . . . Don Simpson

## KCHA—Charles City—1949 KBS

Frequency: 1580 Kc. . . . . Power: 250 Watts d.

**Owned-Oper. By** ..... Radio Incorporated  
**Address** ..... 300½ N. Main St.  
**News Service** ..... AP  
**Pres., Gen. Mgr.** ..... Charles J. Ellis  
**Station Mgr.** ..... Vern Bromberg

### KCHE—Cherokee—1952

**Frequency:** 1440 Kc. .... **Power:** 500 Watts d.  
**Owned-Operated By** ..... Cherokee Bcstg. Co.  
**Address** ..... 219½ W. Main St.  
**News Service** ..... AP  
**Representative** ..... Best  
**Membership** ..... NARTB  
**Pres., Gen. Mgr.** ..... C. Resnikov

### KROS—Clinton—1941 MBS

**Frequency:** 1340 Kc. .... **Power:** 250 Watts  
**Owned-Operated By** ..... Clinton Bdcstg Corp.  
**Address** ..... 246 Fifth Avenue South  
**News Service** ..... UP  
**Transcription Service** ..... World  
**Representative** ..... Pearson  
**Membership** ..... NARTB, RAB  
**President, General Manager** ..... B. M. Jacobson  
**Oper. Dir., Ch. Eng.** ..... G. A. Parker

### KSWI—Council Bluffs—1947

**Frequency:** 1580 Kc. .... **Power:** 500 Watts d.  
**Owned-Operated By** ..... Nonpareil Bdcstg. Co.  
**Address** ..... 120 S. Main  
**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  
**Comm. Mgr.** ..... Don Gillman  
**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** ..... Radio Center  
**News Service** ..... AP  
**Transcription Service** ..... Thesaurus  
**Representative** ..... Pearson  
**President** ..... Arden D. McKee  
**Gen., Sta., Comm. Mgr.** ..... E. M. Horning  
**Prog., Pub. Dir.** ..... J. R. Mills  
**Chief Engineer** ..... William Zollman

### KFMA—Davenport—1952

**Frequency:** 1580 Kc. .... **Power:** 250 Watts d.  
**Owned-Oper. By** ..... KFMA Broadcasting Co.  
**Address** ..... 415 Perry St.  
**News Service** ..... UP  
**Station Representative** ..... McGillvra  
**Membership** ..... NARTB, RAB  
**Pres., Gen., Sta. Mgr.** ..... Lester L. Gould  
**Comm., Prom. Mgr.** ..... Howard N. Fisher  
**Prog., Pub. Dir.** ..... Bill Greener  
**Chief Engineer** ..... Walter Atamanec

### KSTT—Davenport—1946 MBS

**Frequency:** 1170 Kc. .... **Power:** 1000 Watts  
**Owned-Operated By** ..... Quint Cities Bcstg. Co.  
**Address** ..... 310 Harrison St.  
**News Service** ..... UP  
**Membership** ..... NARTB  
**Representative** ..... Walker Co.  
**Pres., Gen. Mgr.** ..... Frederick Epstein  
**Prog., Dir., Chief Eng.** ..... Joseph Coval

### WOC—Davenport—1922—NBC

**Frequency:** 1420 Kc. .... **Power:** 5000 Watts  
**Owned-Operated By** ..... Tri-City Bdcstg. Co.  
**Address** ..... 806 Brady Street  
**News Service** ..... UP  
**Transcription Service** ..... Lang-Worth  
**Representative** ..... Peters, Griffin, Woodward  
**Membership** ..... NARTB, RAB  
**President** ..... Col. B. J. Palmer  
**V.P. & Treasurer** ..... D. D. Palmer  
**Vice-Pres.** ..... Ralph Evans  
**Station Manager** ..... Ernest C. Sanders  
**Sales Manager** ..... Mark Wodlinger  
**Sales Prom. Mgr.** ..... Fred A. Reed  
**Program Dir.** ..... Raymond E. Guth  
**Pub. Dir.** ..... Paul Ives  
**Chief Eng.** ..... P. Arvidson

### KDEC—Decorah—1947 KBS

**Frequency:** 1240 Kc. .... **Power:** 250 Watts  
**Owned-Operated By** ..... Scenic Bcstg. Co.  
**Business-Studio Address** ..... 308½ W. Water St.  
**News Service** ..... AP  
**Membership** ..... NARTB  
**Representative** ..... Pearson  
**Pres., Gen. Mgr., Prog. Dir.** ..... Verne Koening  
**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  
**News Service** ..... INS  
**President** ..... Karl Peters  
**General Manager** ..... Rollo H. Bergeson  
**Commercial Manager** ..... Claire E. Grant  
**Sales Prom. Mgr.** ..... Don Purdy  
**Program Director** ..... Mary Schwind  
**Chief Engineer** ..... Robt. S. Brown

### KIOA—Des Moines—1948 ABC

**Freq.:** 940 Kc. .... **Power:** 10 Kw. d., 5 Kw. n.  
**Owned** ..... Town & Farm Co. Inc.  
**Address** ..... 10th & Mulberry  
**News Service** ..... INS, UP  
**Transcription Service** ..... World  
**Representative** ..... H-R Reps.  
**Membership** ..... RAB, NARTB  
**President** ..... Don Searle  
**General Mgr.** ..... Joe Rohrer



Exec. V.P. .... Bill Martin  
 Program Director ..... Jean Gitz  
 Chief Engineer ..... U. L. Lynch

**KRNT—Des Moines—1935**  
**CBS**

Frequency: 1350 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Cowles Bcstg. Co.  
 Business-Studio Address ..... 9th & Pleasant Sts.  
 Newspaper Affiliation ..... Register-Tribune  
 News Service ..... AP, UP  
 Station Representative ..... Katz  
 Membership ..... RAB  
 Transcription ..... Standard  
 General-Station Managr ..... Bob Dillon  
 Commercial Manager ..... Paul Elliott  
 Business Mgr. .... Richard Percival  
 Program Director ..... Dick Covey

**KSO—Des Moines—1921**

Frequency: 1460 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... KSO Inc.  
 Address ..... 1910 Ingersoll Ave.  
 News Service ..... INS  
 Transcription Service ..... Capitol  
 Representative ..... John E. Pearson  
 Membership ..... NARTB, RAB  
 President ..... Lyman S. Ayres  
 Exec. V.P. .... R. D. Enoch  
 General Manager ..... Raymond W. Baker  
 Sales Mgr. .... Rex Hargitt  
 Program Director ..... Lee R. Lemon  
 Chief Engineer ..... Samuel Mazza

**KWDM—Des Moines—1948**  
**MBS**

Frequency: 1150 Kc. .... Power: 1000 Watts  
 Owned-Operated By .. Des Moines Bcstg. Corp.  
 Business-Studio Address ..... 419½ Locust  
 News Service ..... INS  
 Representative ..... Indie Sales  
 Pres., Comm. Mgr. .... George W. Webber  
 General Manager ..... Robert L. Webber  
 Program Director ..... Edith L. Webber  
 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.  
 News Service ..... AP, INS, UP  
 Trans. Service ..... Thesaurus, SESAC  
 Representative ..... Peters, Griffin & Woodward  
 Membership ..... NARTB, RAB  
 President ..... Col. B. J. Palmer  
 V. Pres. & Resident Mgr. .... Paul A. Loyel  
 Exec. V. Pres. .... Ralph Evans  
 Sales Manager ..... Robert H. Harter  
 Asst. Manager ..... W. W. Woods  
 Program Director ..... Jack Kerrigan  
 Production Director ..... Cecil C. Huntzinger  
 Chief Engineer ..... Reed E. Snyder

**KDTH—Dubuque—1941—ABC**

Frequency: 1370 Kc. .... Power: 1000 Watts  
 Owner ..... Dubuque Telegraph-Herald  
 Bus.-Studio Address ..... Eighth Ave. & Bluff St.  
 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 ..... Robert Gribbon  
 Chief Engineer ..... Donald Abitz

**WDBQ—Dubuque—1933**  
**MBS**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Dubuque Bcstg. Co.  
 Business-Studio Address ..... 505 Main St.  
 News Service ..... UP  
 Representative ..... Robert Meeker  
 Membership ..... NARTB  
 General Manager ..... James R. King  
 Asst. Mgr. .... L. Vaughn Gayman  
 Program Mgr. .... Thomas G. Goodman

**KLIL—Estherville—1952**  
**ABC-KBS**

Frequency: 1340 Kc. .... Power: 100 Watts  
 Owned ..... Estherville Bcstg. Corp.  
 Address ..... 1151 Plymouth Bldg.  
 News Service ..... AP  
 Trans. Service ..... SESAC, World  
 Pres., Gen. Mgr. .... William E. Schons  
 Station Mgr. .... Jack Turnbull  
 Chief Eng. .... Cleon LeMont

**KFAD—Fairfield—1953—KBS**

Frequency: 1570 Kw. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Hiawatha Bcstg. Co.  
 Address ..... Hy. 34  
 Trans. Service ..... Thesaurus, World, Keystone  
 News Service ..... AP  
 President, Gen. Mgr. .... S. A. Chesely

**KEOK—Fort Dodge—1956**

Frequency: 540 Kc. .... Power: 1000 Watts d.  
 Owned ..... Fort Dodge Broadcasters, Inc.  
 Address ..... 540 A Street  
 News Service ..... AP  
 Representative ..... Everett-McKinney  
 Pres., Gen. Mgr. .... H. W. Cassill  
 Station Mgr. .... W. N. Schnepf  
 Chief Engineer ..... Wilbur Flaherty

**KVFD—Ft. Dodge—1939—MBS**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Northwest Bcstg. Co.  
 Business-Studio Address ..... Warden Bldg.  
 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.....Ruth McTigue  
 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.  
 News Service.....UP  
 Representative.....Sears & Ayer  
 President.....J. E. McNaughton  
 General Mgr.....John E. Armel  
 Prog. Dir.....Jack Lee

### **KXIC—Iowa City—1948—KBS**

Frequency: 800 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By..Johnson County Bcastg. Corp.  
 Bus.-Studio Address.....Box 751  
 News Service.....AP  
 Trans. Service.....Thesaurus  
 Representative.....Pearson  
 Membership.....NARTB, RAB  
 President.....Scott Swisher  
 General Sta. Mgr.....Gene Claussen  
 Commercial Mgr.....F. M. Broders  
 Program Dir., Pub. Dir.....Robert Hutchison  
 Chief Engineer.....Elliott Full

### **KOKX—Keokuk—1948**

Freq.: 1310 Kc.....Power: 1 Kw. d., 500 w. n.  
 Owned-Operated By.....Keokuk Bdcstg. Co.  
 Address.....5th & Main St.  
 News Service.....UP  
 Representative.....John E. Person  
 Membership.....NARTB  
 President.....H. W. Stadler  
 Gen., Sta., Comm. Mgr.....Robert W. Erickson  
 Prog. Dir., Chief Eng.....Joe Malkin

### **KLEM—Le Mars—1954**

Frequency: 1410 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....B & B Bcstg. Co.  
 Address.....Box 1410  
 Transcription.....Thesaurus  
 Manager.....George M. DeRuyter  
 Assistant Manager.....Robert Coddington

### **KFJB—Marshalltown—1923**

Frequency: 1230 Kc.....Power: 250 Watts  
 Operated By.....Marshall Electric Co.  
 Address.....133 E. Main St.  
 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 Mgr.....William P. White  
 Comm. Mgr.....William C. Doll  
 Program, Pub. Dir.....Max 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  
 News Service.....AP, UP  
 Representative.....Weed  
 Exec. V.P., Gen. Mgr.....Herbert R. Ohrt  
 Nat. Sales Mgr.....Walter J. Rothschild  
 Asst. Nat. Sales Mgr.....Wayne W. Cribb

### **KRIB—Mason City—1948**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KRIB Radio  
 Address.....402 - 19th S.W.  
 Representative.....Pearson  
 Transcription Service.....Thesaurus  
 News Service.....AP  
 Pres., Gen., Sta. Mgr., Prog. Dir.....Ed Lamson  
 Comm., Sales Prom. Mgr.....Emanuel Frank  
 Publicity Dir.....Nancy Kelly  
 Chief Engineer.....John Hibbard

### **KSMN—Mason City—1948**

Frequency: 1010 Kc.....Power: 1000 Watts  
 Owned-Oper. By..Land O' Corn Bdcstg Co., Inc.  
 Address.....Weir Building  
 News Service.....UP  
 Transcription.....Standard  
 Representative.....Hil F. Best  
 Membership.....NARTB  
 President.....Charles E. Warren  
 General Manager.....Ray Malmberg  
 Station Mgr.....John W. Powell  
 Program Dir.....Bob Booe  
 Chief Engineer.....Hubert Marshall

### **KWPC—Muscatine—1947**

Frequency: 860 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Muscatine Bcstg. Co.  
 Address.....Mulberry & Houser  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Pearson  
 Membership.....NARTB, RAB  
 Comm., Gen. Mgr.....George J. Vogler  
 Program Director.....Marion Templeman  
 Chief Engineer.....Lee McKee

### **KCOB—Newton—1955**

Frequency: 1280 Kc.....Power: 500 W. d.  
 Owned-Operated.....Newton Broadcasting Co.  
 Address.....Newton  
 News Service.....AP  
 Transcription.....World  
 General Manager.....John J. Brandt

### **KOEL—Oelwein—1950**

Frequency: 950 Kc.....Power: 1000 Watts  
 Owned-Oper. By..Northeast Iowa Radio Corp.  
 Address.....109 S. Frederick  
 Representative.....Pearson  
 Transcription Service.....Thesaurus, World  
 News Service.....UP  
 Membership.....NARTB, RAB



**President**.....C. W. Crahan  
**Gen., Sta. Mgr.**.....W. J. Teich  
**Comm., Prom. Mgr.**.....Donald McKee  
**Prog., Pub. Dir.**.....Dale Wood  
**Chief Engineer**.....Burt Murphy

### **KBOE—Oskaloosa—1950**

**Frequency:** 740 Kc.....**Power:** 250 Watts d.  
**Owned-Oper. By**.....Oskaloosa Bcstg. Co.  
**Address**.....Box 518  
**Transcription Service**.....Standard  
**News Service**.....AP  
**Representative**.....Pearson  
**Membership**.....NARTB  
**Gen., Sta., Comm. Mgr.**.....Glen Stanley  
**Program Director**.....Lew Hudson  
**Prod. Mgr.**.....Donn Kirton  
**Chief Engineer**.....Robert W. Moore

### **KBIZ—Ottumwa—1941—ABC**

**Frequency:** 1240 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....KBIZ, Inc.  
**Address**.....209 E. Second St.  
**News Service**.....AP  
**Transcription Service**.....World  
**Membership**.....NARTB, RAB  
**President**.....James J. Conroy  
**General Mgr.**.....Berg Allison  
**Station Mgr.**.....Alice E. Fisher  
**Commercial Mgr.**.....Elmer Smith  
**Program Director**.....Woody Hirsch  
**Sales Prom. Mgr., Pub. Dir.**.....Monty Moncrieff  
**Chief Engineer**.....Lloyd Hanson

### **KLEE—Ottumwa—1954** KBS

**Frequency:** 1480 Kc.....**Power:** 500 Watts  
**Owner**.....Mid-America Bcstg. Co.  
**Address**.....425½ West 2nd St.  
**News Service**.....UP  
**Representative**.....Devney  
**Membership**.....NARTB  
**President, Gen. Mgr.**.....David M. Segal  
**Sta., Comm., Prom. Mgr.**.....Ray L. Watton  
**Program Dir.**.....Von Neubauer  
**Publicity Mgr.**.....Myrna Peterson  
**Chief Engineer**.....David Barcus

### **KFNF—Shenandoah—1924** MBS

**Freq.:** 920 Kc...**Power:** 1 Kw. d., 500 Watts n.  
**Owned-Operated By**.....Capital Bcstg. Co.  
**Address**.....405 Sycamore  
**News Service**.....AP  
**Transcription Service**.....Thesaurus  
**Representative**.....Pearson  
**Membership**.....NARTB  
**President**.....Ethel Abbott  
**Sta., Gen. Mgr.**.....C. Earl Williams  
**Comm. Mgr., Pub. Dir.**.....Duane Modrow  
**Program Director**.....Earl Blakesley  
**Chief Engineer**.....Frams Cherny

### **KMA—Shenandoah—1925** ABC

**Frequency:** 960 Kc.....**Power:** 5000 Watts  
**Owned-Operated By**.....May Bcstg. Co.  
**Representative**.....Edward Petry  
**News Service**.....AP, UP  
**Membership**.....NARTB  
**President**.....Edward W. May  
**Gen. Mgr., Exec. V.P.**.....Owen Saddler  
**Sta., Comm. Mgr.**.....Anthony Koelker  
**Pub. Dir., Sales Prom. Mgr.**.....Floyd Nelson  
**Program Director**.....Dean Naven  
**Chief Engineer**.....R. J. Schroeder

### **KMNS—Sioux City—1954**

**Frequency:** 620 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.....Siouxland Bcstg. Co.  
**Address**.....620 Insurance Exchange Bldg.  
**News Service**.....UP  
**Representative**.....Pearson  
**President**.....Wm. F. Johns, Jr.  
**General Mgr.**.....R. J. Flynn  
**Commercial Mgr.**.....James R. Duryea  
**Sales Prom. Mgr.**.....Raymond Coffie  
**Program Director**.....Donald Frost  
**Publicity Dir.**.....Nancy Burns  
**Chief Eng.**.....Philip Maher

### **KSCJ—Sioux City—1927** ABC

**Frequency:** 1360 Kc.....**Power:** 5000 Watts  
**Owned-Operated By**.....Perkins Bros. Co.

**MORE NEWS**

**MORE FEATURES**

**MORE REGIONAL COVERAGE**

**AP**

... and **MORE**  
 RADIO AND  
 TELEVISION STATIONS  
 depend on  
**The Associated Press**

**Business-Studio Address**.....415 Douglas St.  
**News Service**.....AP  
**Trans. Service**.....World  
**Representative**.....George P. Hollingbery  
**Membership**.....NARTB  
**President**.....W. R. Perkins  
**Sta., Comm. Mgr.**.....Eugene T. Flaheerty  
**Sales Prom. Mgr., Pub. Dir.**... Jean Harraday  
**Program Dir.**.....Elizabeth Sammons  
**Chief Engineer**.....S. C. Dier

**KTRI—Sioux City—1938**

**Frequency:** 1470 Kc.....**Power:** 5000 Watts  
**Owned-Operated By**...Sioux City Bcstg. Co.  
**Address**.....400 Commerce Bldg.  
**News Service**.....UP  
**Representative**.....Everett-McKinney  
**Membership**.....RAB  
**President**.....John C. Kelly  
**Station Manager**.....H. W. Cassill  
**Chief Engineer**.....Sam Seldon

**KICD—Spencer—1941**

**Frequency:** 1240 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**..Iowa Great Lakes Bcstg. Co.  
**Address**.....Hwys. 18, 71  
**News Service**.....AP  
**Trans. Service**.....Thesaurus, Standard  
**Representative**.....Pearson  
**Membership**.....RAB, NARTB  
**Gen. Mgr.**.....Ben B. Sanders  
**Program Director**.....Mason Dixon

**KAYL—Storm Lake—1948**

**Frequency:** 990 Kc.....**Power:** 250 Watts d.  
**Owned-Operated By**...Cornbelt Bcstg. Co.  
**Address**.....Park Building  
**Transcription**.....World, Standard  
**News Service**.....AP  
**Membership**.....NARTB  
**President**.....O. J. Grau

**Gen., Comm. Mgr., Prog., Pub. Dir.**..P. R. Benson  
**Chief Engineer**.....Robert L. Lamb

**KWWL—Waterloo—1947**  
**MBS**

**Freq.:** 1330 Kc.....**Power:** 5 Kw. d., 1 Kw. n.  
**Owned-Operated By**..Black Hawk Bdcstg Co.  
**Address**.....Hotel Russell Lamson  
**News Service**.....AP  
**Representative**.....Avery-Knodel, Inc.  
**Membership**.....NARTB, RAB  
**Transcription**.....Capitol  
**Pres., Gen., Sta. Mgr.**.....Ralph J. McElroy  
**Sales Manager**.....Donald E. Inman  
**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  
**News Service**.....INS, UP  
**Representative**.....Bolling  
**President**.....Egmond Sonderling  
**V.P., Mgr.**.....Alan Henry  
**Sales Dir.**.....Al Laval  
**Dir. of Operations**.....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  
**News Service**.....AP  
**Transcription**.....Capitol, World  
**Membership**.....NARTB  
**President**.....Charles V. Warren  
**General Manager**.....Ray Malmberg

**Kansas**

Pop. March 1 (Est.) 2,146,000—Families 681,000  
 Radio Homes 662,000—TV Homes 487,000—Stations in State 44

**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  
**News Service**.....AP  
**Transcription Service**.....Thesaurus  
**V. P., General Manager**.....S. C. Thompson

**KARE—Atchison—1939**  
**KBS**

**Frequency:** 1470 Kc. ....**Power:** 1000 Watts  
**Owned-Oper. By**..Griffith-Buening Bdstg. Co.  
**Address**.....Fifth & Kansas Ave., Atchison  
**News Service**.....AP  
**Representative**.....Sears & Ayer  
**Membership**.....NARTB, RAB  
**Co-Owners**...J. M. Griffith, Paul H. Buening

**Gen. Mgr.**.....J. M. Griffith  
**Comm. Mgr.**.....Paul H. Buening  
**Program Director**.....Ed Arthur  
**Chief Engineer**.....L. H. Winegardner

**KCRB—Chanute—1952**

**Frequency:** 1460 Kc.....**Power:** 1000 Watts d.  
**Owned-Operated By**..Midwest Bdcstg System  
**Address**.....Box 132  
**News Service**.....UP  
**Representative**.....Best  
**Gen. Mgr., Chief Engr.**.....D. W. Hoisington  
**Comm., Sls., Prom. Mgr.**.....Fay Clopine  
**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  
**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.  
**News Service** ..... UP  
**Rep.** ..... H-R Reps.  
**Membership** ..... NARTB, RAB  
**Transcription** ..... SESAC, Thesaurus  
**President** ..... Don Searle  
**Exec. V.P.**..... William A. Martin  
**Regional Sales Mgr.**..... Bill Moore  
**Business Mgr.**..... Willard Morton

**KFRM—Concordia—1947**  
**ABC-MBS**

**Frequency:** 550 Kc..... **Power:** 5000 Watts d.  
**Owned-Oper. By**.....KMBC Bcstg. Co.  
**Address** ..... 11th and Central Sts.  
**Representative** ..... Peters, Griffin & Woodward  
**Membership** ..... NARTB, RAB  
**News Service** ..... AP  
**Transcription** ..... World  
**Pres., Comm. Mgr., Pub. Dir.**..... Don Davis  
**V. P., Sls. Mgr.**..... G. T. Higgins  
**Exec. V. P.**..... J. T. Schilling  
**Sta. Mgr., Prog. Dir.**..... Dick Smith  
**Chief Eng.**..... Henry Goldenberg

**KNCK—Concordia—1954**  
**KBS**

**Frequency:** 1390 Kc..... **Power:** 500 Watts  
**Owned**.....General Bcstg. Co., Inc.  
**News Service** ..... UP  
**Pres., Gen., Sta. Mgr.**..... W. F. Danenbarger  
**Comm. Mgr., Prog. Dir.**..... Oscar W. Allen  
**Pub. Director**..... B. James Farley  
**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.  
**Newspaper Affil.** Dodge City Publishing Co.  
**News Service** ..... AP  
**Representative** ..... Arthur H. Hagg Assoc.  
**Membership** ..... NARTB, RAB  
**President** ..... J. C. Denious, Jr.  
**Gen., Station Mgr.** ..... W. Elliott  
**Comm., Prom. Mgr.** ..... Ruth Petersen  
**Program Director** ..... Herschel Holland  
**Publicity Dir.** ..... Don Hopkins  
**Chief Eng.** ..... Bob Ellinger

**KBTO—El Dorado—1953**

**Frequency:** 1360 Kw..... **Power:** 500 Watts d.  
**Owned-Oper. By**..... El Dorado Bcstg. Co.  
**Address** ..... 205½ S. Main  
**News Service** ..... AP  
**Representative** ..... Indie Sales  
**Trans. Service** ..... Standard  
**Owner**..... O. A. Tedrick  
**General Manager**..... Jim Platt  
**Sales Prom. Mgr.**..... Jay Pratt  
**Program Dir.**..... Bob Lutz

**KVOE—Emporia—1939**  
**MBS**

**Frequency:** 1400 Kc..... **Power:** 250 Watts  
**Owned-Oper. By**..... Lyon Cty. Bcstg. Co., Inc.  
**Address** ..... Broadview Hotel  
**Newspaper Affil.** Great Bend Tribune, Herald  
 Press, Russell Daily News  
**News Service** ..... AP  
**Transcription Service** ..... Thesaurus  
**Membership** ..... NARTB, RAB  
**Representative** ..... Hal Holman  
**Pres., Gen. Mgr.**..... Sherwood R. Parks  
**Sales Manager**..... Richard Fraley  
**Program Director**..... Curt Stallings  
**Chief Engineer**..... Charles Stark

**KMDO—Fort Scott—1954**

**Frequency:** 1600 Kc..... **Power:** 500 Watts d.  
**Owned**..... Ft. Scott Bcstg. Co.  
**Address** ..... Ft. Scott  
**Representative** ..... Hil F. Best  
**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  
**News Service** ..... UP  
**Transcription Service** ..... SESAC  
**Representative** ..... Continental Radio Sales  
**Membership** ..... NARTB, RAB  
**President** ..... Ellsworth Sherman  
**General. Sta. Mgr.**..... John Hendry  
**Comm. Mgr.**..... Jim Nicholas  
**Program Director**..... Wilma Goulding  
**Chief Engineer**..... Gene Conjurske

**KIUL—Garden City—1935**  
**NBC**

**Frequency:** 1240 Kc..... **Power:** 250 Watts  
**Owned-Oper. By**..... KIUL, Inc.  
**Address** ..... Garden City  
**News Service** ..... AP  
**Representative** ..... Hal Holman  
**Transcription Service** ..... World, Thesaurus  
**Membership** ..... NARTB, RAB  
**President, General Mgr.**..... Robert Wells  
**Comm., Prom. Mgr.**..... Joe Weddle  
**Program Dir.**..... Tony Jewell  
**Publicity Dir.**..... Mary Connors  
**Chief Eng.**..... Joe Tennesen

**KWGB—Goodland—1947**  
**MBS-KBS**

Frequency: 730 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Goodland Bcstg. Co.  
 Address Hotel Howard  
 News Service UP  
 Transcription Service Capitol, Cole, Keystone  
 Owner, General Mgr. James E. Blair  
 Commercial Mgr. Bert Blair

**KVGB—Great Bend—1937**  
**NBC**

Frequency: 1590 Kc. Power: 5000 Watts  
 Owned-Operated By KVGB, Inc.  
 Address 2007 17th St.  
 Transcription Service Thesaurus, World  
 News Service AP  
 Representative John E. Pearson  
 Membership NARTB, RAB  
 V.P., Gen., Sta. Mgr. Grover C. Cobb  
 Asst. Mgr. Robert D. Hilgsndorf  
 Commercial Mgr. Dale W. McCoy Jr.

**KAYS—Hays—1948**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By KAYS, Inc.  
 Address 2450 Hall St.  
 News Service AP  
 Transcription World  
 Representative Hal Holman  
 Membership NARTB, RAB  
 President Ross Beach  
 Gen., Sta. Mgr. Bob Schmidt  
 Program Director Kay Melia  
 Prom. Director Don Treu  
 Commercial Manager Bud Ryan  
 Publicity Dir. Tad Felts  
 Chief Engineer Glenn Barnett

**KWBW—Hutchinson—1935**  
**NBC**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By Nation's Center Bcstg. Co.  
 Business-Studio Address 17th & Harding  
 News Service AP  
 Transcription Service World  
 Representative Devney  
 Membership NARTB  
 General Manager Fred Conger  
 Commercial Director Robert Hanna

**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.  
 Representative Everett-McKinney  
 Membership NARTB, RAB  
 Pres., Gen. Mgr. J. D. Hill

**KIND—Independence—1947**  
**MBS-KBS**

Frequency: 1010 Kc. Power: 250 Watts d.  
 Owned-Operated By Central Bcstg., Inc.

Bus.-Studio Transmitter 114 North 8th St.  
 News Service AP  
 Pres., Sta. Mgr. J. Nelson Rupard

**KJCK—Junction City—1949**  
**KBS**

Frequency: 1420 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Junction City Bcstg. Co.  
 Address 724½ No. Washington St.  
 Membership NARTB, RAB  
 News Service AP  
 Representative Indie Sales  
 Transcription Service Thesaurus  
 Pres., Gen. Mgr. R. L. Weir, Jr.  
 Program Director Bruce Karns  
 Sales Mgr. A. B. Valencia

**KCKN—Kansas City—1925**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Cy Blumenthal  
 Address Kansas City  
 News Service AP, UP  
 Transcription Lang-Worth, Standard  
 Membership NARTB, RAB  
 Representative Charles Bernard  
 President Cy Blumenthal  
 Exec. Dir. Ray Armand  
 Sales Mgr. Walt Lochman  
 General Mgr. Ed Charles  
 Prog. Dir. Dal Stallard  
 Engineer Steve Hart

**KLWN—Lawrence—1951**

Frequency: 1320 Kc. Power: 500 Watts d.  
 Owned-Operated By Lawrence Bcstrs. Inc.  
 News Service UP  
 Transcription Service Thesaurus, World  
 Representative Indie Sales  
 Membership NARTB, RAB  
 Gen., Sta. Mgr. Arden Booth  
 Comm. Mgr. Tom Beal  
 Program Director Prentiss Jefferson  
 Chief Engineer Earl Sundbye

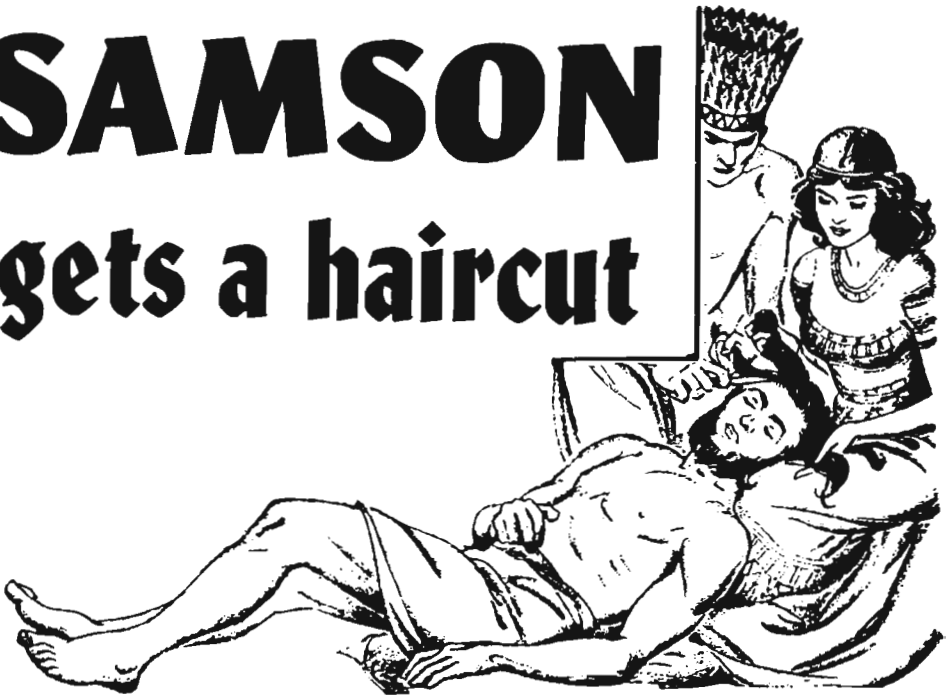
**KCLO—Leavenworth—1948**

Frequency: 1410 Kc. Power: 500 Watts d.  
 Owned-Oper. By Leavenworth Bcstg. Co.  
 Address P. O. Box 809  
 News Service UP  
 Representative Hil F. Best  
 General Mgr. Stephen P. Bellinger

**KSCB—Liberal—1948**

Frequency: 1270 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Seward County Bcstg. Co.  
 Business Address P. O. Box 311  
 News Service AP  
 Transcription Service Lang-Worth  
 Representative Hil F. Best  
 Membership NARTB, RAB  
 President Alf M. Landon  
 Gen., Sta. Manager Leon S. Salathiel  
 Prog. Dir. Richard Latsch  
 Chief Engineer Wayne Pash

# SAMSON gets a haircut



Poor soil conductivity can make a coverage weakling out of the most efficient 50 KW transmitter. On the other hand, *top* soil conductivity can turn a lower powered station into a coverage GIANT.

Located in America's highest rated conductive soil, WIBW's 5 KW signal smashes out 200 miles in every direction — over *twice* as far as 50 kilowatts could reach grounded in poor soil.

*Moral: Power Alone Is Not Enough*

**TOPEKA,  
KANSAS**

Ben Ludy, Gen. Mgr.  
WIBW & WIBW-TV  
in Topeka

Rep: Capper Publications, Inc.



**Our 30th Year**



**KMAN—Manhattan—1950**  
KBS

Frequency: 1350 Kc. Power: 500 Watts d.  
Owned-Oper. By.....Manhattan Bcastg. Co.  
Address.....114 No. 4th St.  
Transcription Service.....World  
Newspaper Affil.....Mercury  
News Service.....AP  
Membership.....NARTB  
President.....Fred A. Seaton  
Gen., Sta. Manager.....Lowell E. Jack  
Commercial Mgr.....Peter Wimsatt  
Chief Engineer.....Harld Luerhing

**KNDY—Marysville—1956**  
KBS

Frequency: 1570 Kc. Power: 250 Watts  
Owned.....Marshall Transmitter Inc.  
Address.....803½ Broadway  
News Service.....AP  
Transcription Service.....Thesaurus  
Membership.....NARTB  
Pres., Gen., Sta., Comm. Sales Prom. Mgr.  
Andrew J. E. Grauer  
Program, Pub. Director.....Al Hunter  
Chief Engineer.....Gary Vadnais

**KNEX—McPherson—1949**  
KBS

Frequency: 1540 Kc. Power: 250 Watts d.  
Owned-Operated By.....K. R. Krehbiel  
Newspaper Affil.....Daily Republican  
News Service.....AP  
Membership.....RAB  
Gen., Sta., Comm., Sales Mgr.....Henry Dais  
Prog., Pub. Dir.....M. Heitschmidt  
Chief Engineer.....Claude Hughes

**KJRG—Newton—1953—KBS**

Frequency: 950 Kc. Power: 500 Watts  
Owned.....Geo. Basil Anderson  
Address.....Box 77  
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 Bcastg. Co.  
Address.....P. O. Box 46  
News Service.....UP  
Membership.....RAB  
Transcription Service.....World  
Partners.....Roderick B. Cupp, E. W. Cupp  
General Mgr.....Roderick B. Cupp  
Commercial Mgr.....Ronald G. Reed  
Chief Eng.....G. Servatius

**KLKC—Parsons—1948—KBS**

Frequency: 1540 Kc. Power: 250 Watts d.  
Owned-Oper. By.....Community Bcastg. Co.

Address.....109½ S. Central  
News Service.....AP  
Station Mgr.....Richard R. Combs

**KOAM—Pittsburg—1937**  
NBC

Freq.: 860 Kc. Power: 10 Kw. d., 5 Kw. n  
Owned-Oper.....The Pittsburg Bcastg. Co., Inc.  
Address.....Professional Bldg.  
Representative.....John E. Pearson  
News Service.....AP  
Membership.....NARTB  
Pres., Gen., Sta. Mgr.....E. V. Baxter  
Commercial Mgr.....W. Stout  
Sales Prom. Mgr.....Paul Hudson  
Pub. Dir.....Warren Stout  
Chief Engineer.....Leo Stafford

**KSEK—Pittsburg—1947**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By.....Stauffer Publications, Inc.  
News Service.....AP  
Membership.....NARTB  
Newspaper Affil.....Headlight Sun, Topeka  
Capital, Journal  
Representative.....Cooke  
President.....O. S. Stauffer  
General Manager.....Thad M. Sandstrom  
Chief Engineer.....John Glynn

**KWSK—Pratt—1952**

Frequency: 1570 Kc. Power: 250 Watts  
Owned.....Clem Morgan  
Address.....207½-209½ S. Main  
News Service.....UP  
Trans. Ser.. Standard, Thesaurus, Lang-Worth  
Membership.....NARTB, RAB  
Gen., Sta. Mgr.....Clem Morgan  
Sales Prom. Mgr.....Dave Blevins  
Prom. Dir., Comm. Mgr.....F. Morgan  
Pub. Director.....Margaret Godfrey  
Chief Engineer.....Carl Lewis

**KRSL—Russell—1956—KBS**

Frequency: 990 Kc. Power: 250 Watts  
Owned.....Prairie States Broadcasting Co.  
Address.....Box 548  
News Service.....AP  
President, Chief Eng.....Melville L. Gleason  
Gen. Mgr.....William S. Scott  
Comm. Mgr.....Jan Dellinger

**KSAL—Salina—1937—MBS**

Frequency: 1150 Kc. Power: 5000 Watts  
Owned-Operated By.....KSAL, Inc.  
Bus.-Studio Address.....201 Iron Ave.  
Newspaper Affil.....Journal  
Transcription.....Lang-Worth  
Representative.....John E. Pearson  
Membership.....NARTB, RAB  
President.....R. J. Laubengayer  
Sta., Comm. Mgr.....R. V. Jensen  
Chief Eng.....Don Englehart

**WIBW—Topeka—1926—CBS**

Frequency: 580 Kc. Power: 5000 Watts  
Owned By.....Capper Publications, Inc.  
Business-Studio Address.....1035 Topeka Blvd.



Rep.....Capper Publs, Inc.  
 President.....Philip Zach  
 General-Station Manager.....**Ben Ludy**  
 Asst. Mgr., Chief Engr.....Lewis Dickensheets  
 Sales Mgr.....Hilton Hodges  
 Publicity Director.....Vic Boutwell

Sales Prom. Mgr.....Tom Leahy  
 Program Director.....Scot McCullough  
 Chief Engineer.....Ira E. Courtney

### KJAY—Topeka—1947

Frequency: 1440 Kc. Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Oper. By.....Robert Rohrs  
 Address.....908 Kansas Ave.  
 Representative.....Walker  
 News Service.....UP  
 Membership.....NARTB  
 President, Gen., Comm. Mgr.....Robert Rohrs

### KANS—Wichita—1936—NBC

Frequency: 1480 Kc. Power: 5 Kw. d.; 1 Kw. n.  
 Owned-Operated By.....K. Brown, F. Lynch  
 Business-Studio Address.....Kans Bcstg. Co.  
 Representative.....Simmons  
 News Service.....AP  
 Membership.....NARTB, RAB  
 General Mgr.....Frank J. Lynch  
 Sales Mgr.....Jim Yost  
 Program Dir.....J. Harmon

### KTOP—Topeka—1947 MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts  
 Owned.....Charles B. Axton  
 Address.....R. R. No. 6  
 News Service.....AP  
 Representative.....Stars National, Inc.  
 Membership.....NARTB  
 Pres., Gen., Sta. Mgr.....Charles B. Axton  
 Comm., Prom. Mgr.....Louise Axton  
 Program Director.....Merle Blair  
 Publicity Director.....Roger Wilson  
 Chief Engineer.....Henry Guch

### KFBI—Wichita—1922

Freq.: 1070 Kc. Power: 10 Kw. d., 1 Kw. n.  
 Owned-Operated By.....**KFBI Inc.**  
 Business-Studio Address.....Box 1402  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Membership.....NARTB  
 Representative.....**Avery Knodel**  
 Gen., Sta. Mgr.....Hale Bondurant  
 Program Dir.....Jim O'Neill  
 Comm. Mgr.....Lew Hunter  
 Pub. Director.....Adalee Smith  
 Chief Engineer.....**K. W. Pyle**

### WREN—Topeka—1926—ABC

Frequency: 1250 Kc. Power: 5000 Watts  
 Owned-Operated By...WREN, Bdcstg. Co., Inc.  
 Business-Studio Address.....411 W. 10th St.  
 News Service.....AP  
 Transcription Service.....Thesaurus, World  
 Representative.....Pearson  
 Membership.....NARTB, RAB  
 President.....Alf M. Landon  
 Gen., Sta. Manager.....Max G. Falkenstein  
 Program Manager.....Bob Richmond  
 Pub. Dir.....Bonnie Purnell  
 Chief Engineer.....Al King

### KFH—Wichita—1922—CBS

Frequency: 1330 Kc. Power: 5000 Watts  
 Owned-Operated By...Radio Station KFH Co.  
 Business-Studio Address.....**KFH Bldg.**  
 Newspaper Affiliation.....Eagle  
 News Service.....AP  
 Representative.....Blair  
 Membership.....RAB  
 President.....John Rigby  
 Exec. V.P.....M. M. Murdock  
 Gen. Mgr.....T. P. Bashaw  
 Comm. Mgr.....John Merrell  
 Program Supv.....Donald Anderson  
 Sales Prom. Mgr.....Russell Lowe  
 Chief Engineer.....Leslie Campbell

### KAKE—Wichita—1947—MBS

Frequency: 1240 Kc. Power: 250 Watts  
 Owned.....KAKE Broadcasting Co., Inc.  
 Address.....1500 North West St.  
 News Service.....AP  
 Representative.....McGillvra  
 Membership.....NARTB  
 President.....Mark H. Adams  
 Gen., Sta. Mgr.....Martin Umansky  
 Comm. Mgr.....Roger Pepperd

### KWBB—Wichita—1951

Frequency: 1410 Kc. Power: 1000 Watts  
 Owned-Oper. By...Wichita Beacon Bcstg. Co.  
 Address.....2829 Salina Ave.  
 Transcription Service.....Thesaurus, RCA  
 Representative.....Hollingbery, Clarke Brown  
 News Service.....AP  
 Membership.....NARTB, RAB  
 President.....O. E. Bradley  
 General Manager.....J. Milton Hall  
 Comm. Mgr.....Harold H. Hale  
 Program Director.....Virginia Welch  
 Chief Engineer.....Gene Williams

# Kentucky

Pop. March 1 (Est.) 3,044,000—Families 835,503  
Radio Homes 812,000—TV Homes 512,000—Stations in State 64

## WCMI—Ashland—1935—CBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned.....Edwina Broadcasting Co.  
Address.....120 20th Street  
News Service.....UP  
Representative.....George P. Hollingbery  
President.....George H. Clinton  
Gen., Comm., Sales Prom. Mgr., Pub. Dir.  
W. R. Martin  
Program Director.....Lota Caines  
Chief Engineer.....Robert L. Gilmore

## WTCR—Ashland—1954

Frequency: 1420 Kc. Power: 5000 Watts  
Owned.....WTCR, Inc.  
Address.....P. O. Box 848  
News Service.....AP  
Representative.....Rambeau, Dora-Clayton  
Membership.....NARTB  
President.....Jane E. Trimmer  
General Manager.....N. S. Tweel  
Comm. Mgr., Chief Eng.....Carroll G. Ogle  
Sales Prom. Mgr.....Jimmy Oakes  
Program Director.....Johnny Simpson  
Publicity Dir.....Ernest Sparkman

## WBVL—Barbourville—1955

Frequency: 950 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Brown Radio & TV Co.  
Address.....109 Sycamore St.  
News Service.....AP  
Transcription.....Thesaurus  
Representative.....Hil F. Best  
Pres., Gen. Mgr.....Dwight L. Brown  
Sales, Prom. Mgr.....Charles W. Read  
Program Dir.....Bessie L. McDonald  
Chief Eng.....Everett Lawson

## WBRT—Bardstown—1955

Frequency: 1320 Kc. Power: 1000 W. d.  
Owner.....Bardstown Bcstg.  
Address.....P. O. Box No. 1  
President.....V. R. Anderson

## WCBL—Benton—1954—KBS MBS

Frequency: 1290 Kc. Power: 1000 Watts  
Owned-Oper. By.....Purchase Bcstg. Co.  
News Service.....UP  
Representative.....Continental  
President.....J. Shelby McCallum  
Manager.....John Stewart  
Program Dir.....Jerry Crutchfield

## WKCT—Bowling Green—1947 ABC

Freq.: 930 Kc. Power: 1 Kw. d.; 500 Wts. n.  
Owned-Oper. By.....Daily News Bdcstg. Co.  
Address.....804½ College St.  
Newspaper Affiliation.....Park City Daily News  
News Service.....UP  
Representative.....Pearson

Membership.....NARTB  
President.....J. Ray Gaines  
Gen., Sta. Mgr., Sales Mgr.....Al Temple  
Comm. Mgr.....Jeff Wright  
Prog., Pub. Dir.....T. J. Eversole  
Chief Engineer.....Jack Hendricks

## WLBJ—Bowling Green—1939 MBS

Freq.: 1410 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By.....Greenwood Bcstg. Co.  
Address.....Fairview and Lennan Ave.  
Representative.....Walker  
Membership.....NARTB  
Asst. Gen. Mgr.....P. J. Bahakel  
Station Mgr.....Robert Procler  
Station Dir.....R. E. Giles, Jr.

## WTCO—Campbellsville—1948 KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By.....Taylor Co. Bcstg. Co.  
Address.....P. O. Box 28  
News Service.....UP  
Transcription.....SESAC  
Representative.....Hil F. Best  
President.....H. T. Parrott  
General Manager.....Redman L. Turner  
Station Manager.....Thomas Kerr  
Commercial Manager.....Lindsey Harden  
Chief Engineer.....J. B. Crowley

## WMTA—Central City—1954

Frequency: 1380 Kc. Power: 500 Watts  
Owner.....Central City, Greenville Bcstg. Co.  
Address.....110 North First St.  
Newspaper Affil.....Messenger, Times-Argus  
News Service.....UP  
Transcription.....SESAC  
Representative.....Hil F. Best  
Station Mgr.....Bobby Anderson

## WNES—Central City—1955

Frequency: 1600 Kc. Power: 500 Watts  
Owner.....Muhlenberg Bcstg. Corp.  
Address.....Box 325  
News Service.....AP  
Transcription.....World  
President.....Andy Anderson  
Gen., Mgr.....Ronald L. Beane  
Promotion Mgr.....Dean Harden

## WAIN—Columbia—1951

Frequency: 1270 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Tri-County Bcstg. Corp.  
Address.....Columbia  
News Service.....UP  
Station Representative.....Hil Best  
Trans. Ser.....MacGregor, World  
Pres., Sta., Gen. Mgr.....S. C. Bybee  
Program Director.....Oris Gowen  
Asst. Mgr., Sales Dir.....Lanier Burchell  
Chief Engineer.....Lewis Owens

**WCTT—Corbin—1947**  
**MBS-KBS**

Frequency: 680 Kc.....Power: 1000 Watts  
Owned-Oper. By....Corbin Times-Tribune, Inc.  
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  
Representative.....Kentucky Radio Sales  
Pres., Gen. Mgr.....Arthur L. Eilerman  
Commercial Mgr.....Francis X. McNerney

**WCPM—Cumberland—1951**  
**MBS-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Tri-City Bcstg. Co.  
Address.....P. O. Box 955  
Transcription Service .....Thesaurus  
News Service .....UP  
General Manager.....E. F. Shadbourne

**WHIR—Danville—1947**  
**MBS**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By..Commonwealth Bcstg. Corp.  
Address.....Burgin Road  
News Service .....AP  
Transcription Service .....Thesaurus  
Representative.....Hal Holman Co.  
Membership .....NARTB, RAB  
Comm. Mgr.....W. T. Isaac

**WIEL—Elizabethtown—1950**  
**KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By....Elizabethtown Bcstg. Co.  
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 Skinner  
Chief Engineer.....Thomas Baldwin

**WFKY—Frankfort—1946**  
**MBS-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By....Frankfort Bcstg. Co.

Address.....Kentucky Ave. Extended  
News Service .....AP  
Transcription Service.....Thesaurus  
Representative .....Burn-Smith  
Pres., Gen. Mgr.....Ken Hart  
Commercial Mgr.....Bud McClain  
Prog. Dir.....Mary Garland  
Chief Engineer.....Wally Roach

**WFKN—Franklin—1954**  
**KBS**

Frequency: 1220 Kc.....Power: 250 Watts  
Owned.....Franklin Bcstg. Co.  
Address.....103 N. High St.  
Representative.....Hil F. Best Co.  
News Service .....AP  
General Manager.....L. L. Valentine  
Commercial Mgr.....Howard H. Ogles  
News Director.....A. W. Kockritz, Jr.

**WFUL—Fulton—1951**

Frequency: 1270 Kc.....Power: 1000 Watts d.  
Owned-Operated By..West Tenn. Bcstg. Corp.  
Address.....Hwy. 166  
News Service .....UP  
Station Representative.....Hil Best  
Membership .....NARTB  
Transcription Service .....Thesaurus  
President.....Paul Westpheling  
Station Mgr.....Mrs. P. Westpheling  
Comm. Mgr.....J. O. Lewis

**WKAY—Glasgow—1946—KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By....Glasgow Bcstg. Co., Inc.  
Address.....510 Happy Valley Rd.  
News Service .....UP  
Transcription Service.....World, Standard  
Membership .....NARTB  
President.....Jack Pedigo  
Gen., Sta., Comm. Mgr., Chief Eng. Clovis Sadler  
Sales Prom. Mgr.....J. M. Barrick  
Pub., Prog. Dir.....Moena E. Sadler

**WHLN—Harlan—1941**  
**MBS**

Frequency: 1280 Kc.....Power: 1,000 Watts  
Owned-Oper. By.....Radio Harlan, Inc.  
Address.....Harlan  
News Service .....UP  
Transcription Service.....World  
Representative .....Burn-Smith  
Membership .....NARTB  
P. esident.....J. Francke Fox, Jr.  
Program Director.....Jack McCoy  
Gen. Mgr.....J. T. Morgan  
Chief Engineer.....Marvin Johnson

**WHBN—Harrodsburg—1955**  
**KBS**

Frequency: 1420 Kc.....Power: 1000 Watts  
Owned-Operated By.Pioneer Broadcasting Co.  
Address.....Box 246  
News Service .....UP  
General Manager.....Henry H. Royse

**WKIC—Hazard—1947**  
**MBS-KBS**

Frequency: 1430 Kc. Power: 1000 Watts  
Owned-Oper. by Mountain Broadcasting Service, Inc.  
Address Peoples Bank Building  
News Service UP  
Transcription Service World  
Representative Hil F. Best  
Membership NARTB  
President Fred B. Bullard  
Gen., Sta. Mgr. R. S. Mansfield  
Comm. Mgr. Julius Lasslo  
Prog. Dir. Norma Strong  
Chief Eng. Y. Bowling

**WSON—Henderson—1941**

Frequency: 860 Kc. Power: 500 Watts d.  
Owned-Oper. By Henderson Bcstg. Co., Inc.  
Bus-Studio Address 121 No. Main St.  
News Service UP  
Transcription Service World  
Membership NARTB  
P.es., Gen., Sta. Mgr. Hecht S. Lackey  
Comm. Mgr. Ewing Graham  
Pro., Pub. Dir., Sls. Prom. Mgr. M. E. Schaeffer  
Chief Engineer Doris E. Gibson

**WHOP—Hopkinsville—1940**  
**CBS**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By Hopkinsville Bcstg. Co., Inc.  
Address 1102 So. Virginia St.  
News Service UP  
Transcription Service World  
Representative Bogner & Martin  
Membership NARTB, RAB  
Pres., Gen., Sta. Mgr. F. E. Lackey  
Comm. Mgr. Katherine Peden  
Program Director Margaret Wyatt  
Sales Prom. Mgr., Pub. Dir. Joyce Ann Kane  
Chief Engineer Leo Y. Wilson

**WKO—Hopkinsville—1954**

Frequency: 1480 Kc. Power: 1000 Watts  
Owner Pennyryle Bcstg. Co.  
Address 808½ South Main St.  
Newspaper Affil. Kentucky New Era  
News Service AP  
Transcription Associated  
Representative Hil F. Best  
Pres., Gen. Sta. Mgr. Charles W. Stratton  
Sales Prom. Mgr. Susan Hyde  
Comm. Mgr., Pub. Dir. Don Ritter  
Prog. Dir. Bob Spradlin  
Chief Engineer Walter Wilson

**WLBN—Lebanon—1954**

Frequency: 1590 Kc. Power: 1 Kw., d.  
Owned Lebanon-Springfield Bcstg. Co.  
Address P. O. Box 647  
News Service AP  
Transcription World

Representative Hil F. Best  
Gen. Mgr. C. H. Hulse  
Sta., Comm. Sales Pro. Mgr. Charles Shuffett  
Chief Engineer C. H. Hulse, Jr.  
Program Director E. Jeffries  
Pub. Director Shirley Wilcher

**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.  
News Service UP  
Transcription Service World  
Representative John E. Pearson  
Membership NARTB, RAB  
Pres., Gen. Mgr. Gilmore N. Nunn  
Commercial Mgr. Miller Welch

**WLEX—Lexington—1946**

Frequency: 1300 Kc. Power: 1000 Watts  
Owned-Oper. By Central Ky. Bcstg. Co.  
Address 134 N. Limestone St.  
Membership NARTB  
Representative Bolling Co.  
News Service AP  
President J. D. Gay, Jr.  
V.P., Gen. Mgr. Earl L. Boyles  
Commercial Mgr. Lee Tackett  
Program Director Evelyn Bengé  
Chief Engineer J. M. Robertson

*a Whopper of a buy*

**WHOP**

fulltime CBS Radio  
for

Hopkinsville and Ft. Campbell,  
Kentucky

**FULLTIME LOCAL NEWS DEPT.**

**FULLTIME FARM DIRECTOR**

**FULLTIME WOMEN'S DIRECTOR**

F. Ernest Dutch Lackey  
*President & General Manager*

**WHOP + WHOP — FM**

1230 Kc  
250 watts

98.7 MC  
8800 watts



**WVLK—Lexington—1947**  
MBS

Frequency: 590 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . Bluegrass Bcstg. Co., Inc.  
Address . . . . . Phoenix Hotel  
Transcription Service . . . . . Thesaurus  
Representative . . . . . Burn-Smith  
Membership . . . . . NARTB  
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  
News Service . . . . . UP  
Transcription Service . . . . . Standard  
Representatives . . . . . Hil F. Best Co.  
Pres., Gen., Sta. Mgr. . . . . Elmo Mills  
Comm. Mgr. . . . . Raymond Asher  
Prog. Dir. . . . . Charles D. Nelson  
Chief Engineer . . . . . Russell Henson

**WAVE—Louisville—1933**  
NBC

Frequency: 970 Kc. . . . . Power: 5000 Watts  
Owned-Operated By . . . . . WAVE, Inc.  
Business Address . . . . . 334 E. Broadway  
Transcription Service . . . . . Thesaurus, Standard  
News Service . . . . . AP  
Rep. . . . . NBC Spot Sales, Bomar Lowrance  
Membership . . . . . NARTB  
General-Station Manager . . . . . Nathan Lord  
Commercial Manager . . . . . Woody Dulaney  
Program Director . . . . . James Caldwell

**WGRC—Louisville—1936**  
MBS

Frequency: 790 Kc. . . . . Power: 5000 d. 1000 n.  
Owned-Operated By . . . Northside Bcstg. Corp.  
Bus.-Studio Address . . . . . Ky. Home Life Bldg.  
News Service . . . . . AP  
Membership . . . . . NARTB  
Transcription . . . . . World  
Representative . . . . . Walker  
President . . . . . J. Porter Smith  
Gen. Mgr. . . . . Charles L. Harris  
Comm. Mgr. . . . . Tom Underwood  
Pgm. Dir. . . . . George Partridge  
Chief Engineer . . . . . W. J. Morrison

**WHAS—Louisville—1922**  
CBS

Frequency: 840 Kc. . . . . Power: 50,000 Watts  
Owned-Oper. By . . . . . WHAS, Inc.  
Address . . . . . 8th and Broadway  
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 . . . . . 412 Speed Building  
News Service . . . . . UP  
Representative . . . . . Forjoe & Co.  
President . . . . . Emil J. Arnold  
Commercial Manager . . Chas. A. Schacht, Jr.  
V. P., Gen., Sta. Mgr. . . . . Glen Harmon  
Comm. Mgr. . . . . James Nathan  
Promotion Mgr. . . . . Helen Roberts  
Continuity Dir. . . . . Addley C. Bourne  
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  
Representative . . . . . John Blair & Co.  
News. Affil. . . . . Lancaster (Ohio) Eagle-Gazette  
Transcription Service . . . . . Standard  
Membership . . . . . NARTB  
News Service . . . . . UP  
President . . . . . Charles Sawyer  
Exec. Vice-Pres. . . . . J. P. Williams  
Manager . . . . . W. H. Spencer  
Prom. Mgr., Prog. Dir. . . . . Pat Fredericks  
Pub. Dir. . . . . Ben Erskine  
Chief Engineer . . . . . William H. Faulkner

**WKYW—Louisville—1947**

Frequency: 900 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . Radio Kentucky, Inc.  
Bus.-Studio Address . . . . . 431 W. Jefferson St.  
News Service . . . . . AP  
Representative . . . . . Burn-Smith  
Transcription . . . . . Capitol, Standard, Associated  
President . . . . . F. Eugene Sandford  
V.P., Sta. Manager . . . . . Edwin E. S. Weldon

**WLOU—Louisville—1948**

Frequency: 1350 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By Rounsaville of Louisville, Inc.  
Business-Studio Address . . . . . 2549 S. Third St.  
News Service . . . . . UP  
Representative . . . . . Gill-Perna, Dorc-Clayton  
President . . . . . Robert W. Rounsaville  
Gen., Sta. Mgr. . . . . W. A. Selley, Jr.  
Comm. Mgr., Prog. Dir. . . . . W. E. Summer  
Sales Prom. Mgr. . . . . J. Schwartz  
Chief Engineer . . . . . Steve Dawson  
Technical Director . . . . . Paul Cram

**WFMW—Madisonville—1949**  
KBS

Frequency: 730 Kc. . . . . Power: 250 Watts d.  
Owned-Oper. By Messenger Bcstg. Co., Inc.  
Address . . . . . Box 351  
News Service . . . . . UP, AP  
Trans. Service . . . . . Capitol, Thesaurus, Standard  
Membership . . . . . NARTB  
Sta. Mgr. . . . . H. W. Wells



Comm. Mgr. .... Elmer L. Kelley, Jr.  
 Program Director ..... J. G. Gallin  
 Chief Eng. .... Charles Lee

**WKTM—Mayfield—1946**

Frequency: 1050 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Kentucky Bcstg. Co.  
 Studio Address ..... Box 232  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 Representative ..... Best  
 Owner, Gen. Mgr. .... Fred L. Thomas  
 Comm. Mgr. .... John M. Latham  
 Program Dir. .... Jerry Watson

**WNGO—Mayfield—1947**

Frequency: 1320 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... West Ky. Bcstg., Inc.  
 Address ..... P. O. Box 431  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth, World  
 Membership ..... NARTB, RAB  
 Representative ..... Indie Sales  
 Station Manager ..... T. E. Brewer  
 Program Director ..... O. L. Davis  
 Chief Engineer ..... John E. Shelton

**WFTM—Maysville—1948**  
**MBS-KBS**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ... Standard Tobacco Co., Inc.  
 Bus. Address ..... 626 Forest Ave.  
 News Service ..... UP  
 Transcription Service ..... World  
 Membership ..... NARTB  
 President ..... Charles P. Clarke  
 General Sta. Mgr. .... John W. Betts  
 Commercial Mgr. .... Herbert Williams  
 Program Director ..... Lawrence McGill  
 Chief Engineer ..... Chester A. Terry

**WMIK—Middlesboro—1948**  
**KBS**

Frequency: 560 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By ..... Cumberland Gap Bcstg.  
 Address ..... Box 698  
 Representative ..... McGillvra  
 Transcription Service ..... World  
 News Service ..... UP  
 Membership ..... RAB  
 President ..... Dr. U. G. Brummett  
 Gen., Sta., Comm. Mgr. .... Maurice K. Henry  
 Sales Prom. Dir. .... M. K. Henry  
 Program Director ..... Bill Baker  
 Chief Engineer ..... K. Bronell Reedy

**WFLW—Monticello—1955**

Frequency: 1570 Kc. .... Power: 250 Watts d.  
 Owned-Operated By ... Wolf Creek Bcstg. Co.  
 News Service ..... UP  
 Transcription ..... SESAC  
 Station Manager ..... James Shacklette

**WMOR—Morehead—1954**

Frequency: 1330 Kc. .... Power: 1000 Watts

Owned & Operated By ... Morehead Bcstg. Co.  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 Pres., Mgr. .... William J. Sample  
 Chief Eng. .... Earl S. Young

**WNBS—Murray—1948**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Murray Bcstg. Co.  
 Address ..... P. O. Box 548  
 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.  
 News Service ..... UP  
 President ..... James G. Lang  
 General Manager ..... Ann Rolles Lang  
 Sta. Mgr., Prog. Dir. .... R. D. Nunn  
 Comm. Mgr., Pub. Dir. .... R. L. Pike  
 Chief Engineer ..... Jack L. Tichenor

**WOMI—Owensboro—1938**  
**MBS-KBS**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ... Owensboro Bcstg. Co., Inc.  
 Address ..... Box 536  
 News Service ..... AP  
 Newspaper Affiliations ... Messenger, Inquirer  
 Representative ..... Burn-Smith  
 Membership ..... NARTB  
 President ..... Lawrence W. Hager  
 Gen., Sta., Comm. Mgr., Pub. Dir. 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.  
 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. .... Joe Bell  
 Program Director ..... Earl Fisher  
 Chief Engineer ..... 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.  
 Newspaper Affil. .... Paducah Sun-Democrat  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Pearson



Membership ..... NARTB  
 Pres., Gen. Mgr. .... E. J. Paxton, Jr.  
 Business, Prom. Mgr. .... S. Livingston  
 Prog. Dir., Ch. Eng. .... Ernest Pell  
 Publicly Dir. .... Mal Topping

**WPAD—Paducah—1930—CBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By .. Paducah Bdcstg. Co., Inc.  
 Address ..... 4th & Bway—Taylor Bldg.  
 News Service ..... UP  
 Trans. Serv. .... 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. .... Buss Rutter  
 Prom. Mgr. .... Benny Smith  
 Prog., Pub. Dir. .... Ray Mofield  
 Chief Engineer ..... U. C. Morris

**WSIP—Paintsville—1949**  
**MBS-KBS**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Big Sandy Bcstg. Co.  
 Address ..... 121 Main St.  
 News Service ..... AP  
 Membership ..... NARTB  
 Station Rep. .... Hil Best, Ky. Radio Sales  
 General Manager ..... Ted Arnold Silvert  
 Owner, General Manager ... Ted Arnold Silvert  
 Program Dir. .... Bill Barker  
 Chief Engineer ..... Eugene Baldrldge

**WKLX—Paris—1955**

Frequency: 1440 Kc. .... Power: 1000 Watts  
 Owned & Operated By .... Paris Bcstg. Co.  
 Address ..... 630 Main St.  
 News Service ..... UP  
 General Manager ..... Rex Osborne  
 Commercial Mgr. .... J. Shubinski  
 Chief Engineer ..... Vernon Hutchinson

**WLSI—Pikeville—1949**

Frequency: 900 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By .... Cumberland Pub. Co.  
 Address ..... Pikeville  
 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.  
 News Service ..... AP  
 Station Rep. .... Continental  
 Membership ..... NARTB  
 Pres., Gen. Mgr. .... Jack L. Hatcher

Sales Prom. Mgr. .... R. W. Tarbeck  
 Chief Engineer ..... James K. Hoskins

**WPRT—Prestonburg—1952**

Frequency: 960 Kc. .... Power: 1 Kw., d.  
 Owned ..... Kentucky Mt. Bcstg. Co.  
 Address ..... So. Lake Drive  
 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 ..... U. S. Highway 62 North  
 Trans. Service ..... Capitol  
 Station Rep. .... Continental  
 News Service ..... AP  
 Sta. Mgr. .... Leslie Goodaker  
 Comm. Mgr. .... Ellis Burnam  
 Publicity Dir. .... 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.  
 News Service ..... UP  
 Transcription ..... Lang-Worth  
 President ..... B. E. Cowan  
 Vice-Pres. .... Seymour Goodman  
 Secy.-Treas. .... Gerald W. Howard  
 Program Director ..... Clem Cockrel

**WEKY—Richmond—1953**  
**MBS-KBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned ..... WEKY, Inc.  
 Address ..... McKee Bldg.  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 President ..... Dages I. Boyle  
 General, Sta. Manager ..... O. C. Halyard Jr.  
 Comm. Mgr. .... Fred Welch  
 Program Director ..... John Sullivan  
 Promotion Mgr. .... Jack Pa rish  
 Pub. Dir. .... Ray Hooper  
 Chief Engineer ..... Paul Smith

**WRUS—Russellville—1953**  
**KBS**

Frequency: 800 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... So. Kentucky Bcsters.  
 Address ..... P. O. Box 110  
 News Service ..... UP  
 Transcription Service ..... World  
 Station Representative ..... Hil F. 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 .....Box 740  
News Service .....UP  
Transcription Service.....Theasurus  
Membership .....NARTB  
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. Holness Assn.  
Bus.-Studio Address .....Vancleve  
News Service .....AP  
Representative .....Continental  
President.....Dr. Lela G. McConnell  
General-Station-Comm. Mgr.....Wilfred Fisher

Program Dir.....Violet Person  
Chief Engineer.....Kenneth Amspaugh

**WTCW—Whitesburg—1953**

Frequency: 920 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Folkways Bcstg. Co., Inc.  
Address .....Whitesburg  
News Service .....UP  
Trans. Service .....SESAC  
President.....William R. McDaniel  
Station Mgr.....Donald W. Crosthwait

**WWKY—Winchester—1954**

Frequency: 1380.....Power: 1000 Watts  
Owner.....Winchester Bcstg. Co., Inc.  
Address .....Box 492  
News Service.....AP  
Transcription .....Theasurus  
President.....N. B. Ratliff  
General Manager.....Charles Drew  
Commercial Mgr.....Tom Wade  
Sales Prom. Mgr., Pub. Dir.....Jay Watters  
Program Director.....Herman Kelly  
Chief Engineer.....Tommy Bratton

**Louisiana**

Pop. March 1 (Est.) 3,052,000—Families 839,000  
Radio Homes 804,000—TV Homes 576,000—Stations in State 65

**KROF—Abbeville—1948**

Frequency: 960 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Abbeville Bcstg. Serv. Inc.  
Business Address.....P. O. Box 306  
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 Bdcstg. Co., Inc.  
Address.....601 Wash. St.  
News Service .....AP, UP  
Transcription Service .....World  
Representative .....Weed & Co.  
Membership .....NARTB, RAB  
President.....T. B. Lanford  
Gen. Manager.....Walter D. Melson  
Station Manager.....Alex Marchand  
Comm. Mgr.....Bill DeTournillon  
Sls. Prom. Mgr.....Barbara LeBlanc  
Program Director.....Jim Gaines  
Publicity Director.....Lajuan Covell  
Chief Engineer.....Eugene Millen

**KDBS—Alexandria—1953**

Frequency: 1410 Kc.....Power: 1 Kw.  
Owned.....Dixie Bcstg. Ser.  
Address.....915 Fourth St.  
News Service .....UP  
General Mgr.....Irving Ward-Steinman  
Commercial Mgr.....D. Ed Pebbles  
Station Director.....W. G. Lynch  
Chief Engineer.....Henry J. Lazarone

**KSYL—Alexandria—1947**

NBC

Frequency: 970 Kc.....Power: 1000 Watts  
Owned-Oper. By.....KSYL, Inc.  
Address .....Box 1489  
Rep.....Exerett-McKinney, Clarke Brown  
Membership .....NARTB  
Pres., Comm. Mgr.....Milton Fox  
Gen., Sta., Sls., Mgr., Pub. Dir.....Virgil G. Evans  
Program Director.....Bruce Rainey  
Chief Engineer.....Jim Perkins

**WABL—Amite—1955**

Frequency: 1570 Kc.....Power: 500 Watts  
Owned-Oper. By.....Amite Broadcasting Co.  
Address.....118 N.E.R.R. Ave.  
News Service .....UP  
Station Mgr.....A. M. Smith  
Commercial Mgr.....Hugh Wall

**KTRY—Bastrop—1948**

Frequency: 730 Kc.....Power: 250 Watts d.  
Owned-Oper. By.....Morehouse Bcstg. Co.  
Address .....Enterprise Bldg.  
News Service .....UP  
Transcription .....World  
Membership .....NARTB  
Manager.....Bill Davis  
Program Director.....Carl Livingston

**WAFB—Baton Rouge—1946**  
MBS

Frequency: 1460 Kc. Power: 5 Kw. d.; 1 Kw. n.  
Owned-Oper. By.....Modern Bcstg. Co.  
Address .....Government St.



**Representative**... Adam Young, Clarke Brown  
**News Service** ..... AP  
**Membership** ..... NARTB, RAB  
**Chairman of the Board**... Dwight M. Martin  
**President**..... Tom E. Gibbens  
**Vice-Presidents**.. Edgar B. Stern, Jr., Robert D. Swezey, A. Louis Read  
**Secretary**..... Louis A. Prejean  
**Treasurer**..... Francis H. Lee  
**Station Mgr.**..... Owen Elliott

**WIBR—Baton Rouge—1948**

**Frequency:** 1300 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**..... Community Bcstg. Co.  
**Address** ..... P. O. Box 1226  
**News Service** ..... AP  
**Membership** ..... NARTB, RAB  
**Representative** ..... Walker  
**President**..... G. T. Owen  
**V.P., Gen., Sta. Mgr.**..... Robert Earle  
**Comm. Mgr.**..... Olas Olsen  
**Prog. Dir.**..... Scott W. Erwin  
**Chief Eng.**..... E. E. Case

**WJBO—Baton Rouge—1934**  
**NBC**

**Frequency:** 1150 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By**.. Baton Rouge Bcstg. Co., Inc.  
**Business-Studio Address**..... 444 Florida St.  
**News. Affil.**... State Times, Morning Advocate  
**News Service** ..... AP, INS  
**Representative** ..... George P. Hollingbery  
**Membership** ..... RAB, NARTB  
**President**..... Douglas L. Manship  
**Gen., Sales Mgr.**..... Kelly Maddox  
**Comm. Mgr.**..... John D. Wooldridge  
**Pub. Dir.**..... Catherine Pearson  
**Program Director**..... Jim Cathey  
**Chief Engineer**..... Theodore Hubert

**WLCS—Baton Rouge—1946**

**Frequency:** 910 Kc.....**Power:** 1000 Watts  
**Owned-Operated By**..... Air Waves, Inc.  
**Business Address** ..... P. O. Box 240  
**News Service** ..... AP  
**Transcription Service**..... World  
**Representative** ..... Wm. G. Rambeau  
**Membership** ..... NARTB, RAB  
**President**..... Norman Saurage, Jr.  
**Gen. Manager**..... Lamar Simmons  
**Comm. Mgr.**..... T. A. LeBlanc  
**Prog. Dir.**..... Gene Nelson  
**Chief Eng.**..... Edward Van Valkenburg

**WXOK—Baton Rouge—1953**

**Frequency:** 1260 Kc....**Power:** 1000 Watts d.  
**Owned-Oper. By**..... WXOK, Inc.  
**Address**..... 243 Convention St.  
**Representative**..... Forjoe, Clayton Cosse  
**News Service** ..... UP  
**Transcription** ..... Cohen  
**President**..... Jules Paqlin  
**General Manager**..... S. Ray, Jr.  
**Station Manager**..... Thomas L. McGuire  
**Chief Engineer**..... Francis Fendlason

**WHXY—Bogalusa—1954**

**Frequency:** 920 Kc.....**Power:** 1 Kw. d.  
**Owned**..... Bogalusa Bcstg. Co.  
**Address**..... P. O. Box 689  
**News Service** ..... AP  
**Station Rep.**..... Clark  
**Station Mgr.**..... W. A. Stewart  
**Program Dir.**..... J. D. Davis

**WIKC—Bogalusa—1947—KBS**

**Frequency:** 1490 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.... Curt Siegelin, Admin.  
**Business Address**..... P. O. Box 811  
**News Service** ..... AP  
**Pres., Gen. Mgr.**..... Curt Siegelin  
**Comm. Mgr.**..... J. H. Knight  
**Prog. Dir.**..... D. Knight, Jr.  
**Pub. Dir.**..... Robt. Germain  
**Chief Eng.**..... William Morris

**WARB—Covington—1953**

**Frequency:** 730 Kc.....**Power:** 250 Watts d.  
**Owned-Oper. By**..... A. R. Blossman, Inc.  
**Address** ..... Box 568  
**News Service** ..... UP  
**President** ..... D. C. Blossman  
**General Mgr.**..... Mark Rey  
**Program Director**..... Rick Webb

**KSIG—Crowley—1947**

**Frequency:** 1450 Kc.....**Power:** 250 Watts  
**Owned-Operated By**..... KSIG Bcstg Co., Inc.  
**Bus.-Studio Address**.... 320 N. Parkerson Ave.  
**News Service** ..... AP  
**Representative**..... T. F. Clark  
**Membership** ..... NARTB  
**President**..... Hirsch J. School  
**General Manager**..... Louis M. Basso  
**Commercial Manager**..... Ninia G. Guidry  
**Prog. Director**..... Boyce Jim Trahan  
**Chief Engineer**..... W. H. Bland

**KDLA—DeRidder—1951**

**Frequency:** 1010 Kc....**Power:** 1000 Watts d.  
**Owned-Oper. By**.... Sabine Broadcasting Co.  
**Address** ..... P. O. Box 46  
**News Service** ..... UP  
**Transcription** ..... McGregor  
**Membership** ..... NARTB  
**Co-Owners**.. Cyril W. Reddoch and John B. McCrary  
**General Manager**..... Ralph L. Hooks  
**Comm., Sales Prom. Mgr.**.. Wayne L. Sanders  
**Prog. Dir., Ch. Eng.**..... Ted Thompson  
**Pub. Dir., Sta. Prom. Mgr.**.. Winsett Reddoch

**KEUN—Eunice—1952**

**Frequency:** 1490 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.... Tri-Parish Bcstg. Co.  
**Address** ..... Crowley Rd.  
**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., Box 368  
 News Service: UP  
 Transcription Service: Standard  
 Membership: NARTB, RAB  
 Representative: Best  
 General Manager: Leo J. Theriot  
 Sta. Mgr., Chief Eng.: H. Earl Herron  
 Comm. Mgr.: S. R. Vidrine

**WFPR—Hammond—1947**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By: Louisiana Bcstrs.  
 Business-Studio Address: Box 432  
 News Service: UP  
 Transcription Service: SESAC, World  
 Membership: NARTB  
 General Manager: Cyril W. Reddoch  
 Station Mgr.: Jack Moore

**KCIL—Houma—1947**

NBC

Frequency: 1490 Kc. Power: 250 Watts  
 Owned: KCIL, Inc.  
 Address: Bayou Black Drive  
 News Service: AP  
 Transcription Service: World  
 Station Rep.: Indie Sales  
 Membership: NARTB  
 President: Denver T. Brannen  
 Sec'y-Treas.: L. H. Thesmar  
 Commercial Mgr., Pub. Dir.: Les Ryder  
 Sales Prom. Mgr., Prog. Dir.: Virginia W. Ryder  
 Chief Engineer: T. J. Chancey

**KJEF—Jennings—1950**

MBS-KBS

Frequency: 1290 Kc. Power: 500 Watts d.  
 Owned-Oper. By: Jennings Bcstg. Co., Inc.  
 Address: 1521 Lake Arthur Ave.  
 News Service: UP  
 Membership: NARTB  
 Pres., Gen. Mgr., C. Eng.: Clovis L. Bailey  
 Prog. Dir.: Noel Wooley  
 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: 212 Jefferson St.  
 Representative: William G. Rambeau  
 Membership: NARTB  
 President: Paul H. De Clouet  
 General Manager: Dierrell Hamm  
 Sta. Mgr.: Kenneth L. Whitaker

**KVOL—Lafayette—1935—NBC**

Frequency: 1330 Kc. Power: 1000 Watts  
 Owned-Oper. By: Evangeline Bcstg. Co., Inc.  
 Address: P. O. Box 1070  
 Newspaper Affiliation: Daily Advertiser

News Service: AP  
 Representative: Meeker  
 Membership: NARTB, RAB  
 General Manager: George H. Thomas  
 Comm. Mgr.: Thomas G. Pears  
 Station Mgr.: E. H. Hughes  
 Publicity Dir.: Donna L. Cox  
 Prog. Dir.: J. Richard Aker  
 Chief Engineer: Myrle E. Case

**KAOK—Lake Charles—1947**

MBS

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By: KAOK, Inc.  
 Address: P. O. Box 1399  
 News Service: UP  
 Representative: Forjoe  
 President: Jules J. Paglin  
 Sta. Mgrs.: T. Gresham, R. Rhodes  
 Managing Director: Stanley W. Ray, Jr.

**KLOU—Lake Charles—1947**

Frequency: 1580 Kc. Power: 1000 Watts  
 Owned-Oper. By: Gulf Bcstg. Co., Inc.  
 Bus-Studio Address: Box 975  
 News Service: AP  
 Representative: Walker  
 Membership: NARTB  
 President: G. T. Owen  
 Vice-Pres.: Bob Earle  
 General Mgr.: R. S. Davison  
 Program Dir.: Rollie Rowlands  
 Chief Engineer: G. M. Meisner

**KPLC—Lake Charles—1935**

NBC

Frequency: 1470 Kc. Power: 5000 Watts  
 Owned-Oper. By: Calcasieu Bcstg. Co.  
 Address: P. O. Box 1521  
 News Service: AP  
 Transcription Service: World  
 Representative: Weed  
 Membership: NARTB  
 President: T. B. Lanford  
 Gen. Sta. Mgr.: P. E. Mills, Jr.  
 Commercial Mgr.: R. M. White  
 Sales Prom. Mgr.: Catherine Prater  
 Publicity Director: Merle Thomas  
 Prog. Dir., C. Eng.: A. B. Craft

**KLLA—Leesville—1956**

Frequency: 1570 Kc. Power: 250 Watts  
 Owned: Leesville Broadcasting Co.  
 Address: P. O. Box 1323  
 News Service: UP  
 Gen. Mgr.: Irving Ward-Steinman  
 Comm. Mgr.: Ed Marshall  
 Prog. Director: Bob Hamm  
 Woman's Editor: Gwene Heiser  
 Chief Engineer: Byron Stokes

**KDBC—Mansfield—1954**

Frequency: 1360 Kc. Power: 1 Kw. d.  
 Owned: DeSoto Bcstg. Corp.  
 Address: P. O. Box 740

News Service ..... UP  
 Trans. Ser. .... Standard  
 Representative ..... Hil F. Best  
 Gen., Comm. Mgr. .... Arthur L. Greene

**KAPB—Marksville—1954**  
**MBS-KBS**

Frequency: 1370 Kc. .... Power: 1000 Watts  
 Owner ..... Avoyelles Bcstg. Corp.  
 Address ..... 110 W. Mark St.  
 News Service ..... AP  
 Representative ..... Hil F. Best  
 Membership ..... NARTB  
 President ..... W. L. Billups  
 V.P. .... C. A. Coco  
 Gen. Mgr., Prog. Dir. .... Dave Chapman  
 Commercial Mgr. .... Willie J. Bordelon  
 Chief Engineer ..... Charlie Woodside

**KAPK—Minden—1952**

Frequency: 1240 Kc. .... Power: 100 Watts  
 Owned-Operated By ..... Parish Bcstg. Co.  
 Address ..... Box 588  
 News Service ..... UP  
 Pres., Gen. Mgr. .... Martin Kirsch, Jr.  
 Station 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.  
 Station Rep. .... Dora-Clayton  
 News Service ..... UP  
 General Mgr. .... 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 ..... DeSiard St.  
 News Service ..... UP  
 Representative ..... Pearson  
 President ..... Mrs. Robert Gaston, Jr.  
 V.P., Gen. Mgr. .... Charles Price  
 Sec'y-Treas. .... J. C. Liner III  
 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.  
 News Service ..... AP, UP  
 Representative ..... H.R. Reps  
 Membership ..... NARTB, RAB  
 President ..... James A. Noe  
 V.P., General Manager ..... Paul H. Goldman  
 Station Mgr. .... Richard G. Amundson  
 Ass'l. Gen. Mgr. .... Harry Arthur  
 Prog. Dir. .... Bill Enis

**KMRC—Morgan City—1954**  
**KBS**

Frequency: 1430 Kc. .... Power: 500 Watts

Owned ..... Tri-City Bcstg. Inc.  
 Address ..... P. O. Box 889  
 News Service ..... UP  
 Transcription ..... Thesaurus  
 Membership ..... NARTB  
 President ..... Warren J. Fortier  
 General Mgr. .... Earl Wooton  
 Treasurer ..... Mortimer Silverman, Jr.  
 Secretary ..... Louise Bensabet

**KNOC—Natchitoches—1947**  
**KBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Natchitoches Bcstg. Co.  
 Business-Studio Address ..... Box 74  
 News Service ..... AP  
 Transcription ..... World  
 Membership ..... NARTB  
 Pres., Gen. Mgr., Chief Eng. .... B. H. Bailey, Jr.  
 Sta., Comm., Sales Mgr., Prog., Pub. Dir. .... N. A. Fletcher

**KANE—New Iberia—1946**  
**ABC-KBS**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... New Iberia Bcstg. Co.  
 Address ..... Box 383  
 News Service ..... AP  
 Transcription Service ..... World  
 General Mgr. .... George H. Thomas  
 Sta. Mgr. .... Donald Bonin  
 Commercial Mgr. .... John Selleck  
 Program Dir. .... June Stein  
 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  
 General Manager ..... John H. Coco

**WBOK—New Orleans—1951**

Frequency: 800 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... WBOK, Inc.  
 Address ..... 505 Baronne St.  
 News Service ..... UP  
 Representative ..... Forjoe  
 President ..... Jules J. Paglin  
 Exec. V.P., Gen. Mgr. .... Stanley W. Ray, Jr.  
 Station Mgr. .... Ed Prendergast  
 Commercial Manager ..... Fred Schwarz  
 Sales Prom. Mgr., Prog. Dir. .... Dave Shaeffer  
 Publicity Director ..... Norman Duffour  
 Chief Engineer ..... Joan Rhodes

**WDSU—New Orleans—1923**  
**NBC**

Frequency: 1280 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... WDSU Bcstg. Corp.  
 Business-Studio Address ..... 520 Royal St.  
 News Service ..... AP, UP  
 Representative ..... John Blair  
 Membership ..... NARTB, RAB  
 President ..... Edgar B. Stern, Jr.

Exec. V.P. & Gen. Mgr. . . . . Robert Swezey  
 V. P. . . . . Louis Read  
 Manager . . . . . Harold Mathews  
 Program Dir. . . . . Hal Fredericks  
 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.  
 News Service . . . . . AP  
 Representative . . . . . Robert S. Keller  
 Gen. Mgr. . . . . Louise C. Carlson  
 Asst. Mgr. . . . . Ed Carlson  
 Program Dir. . . . . Vern Cook

**WJMR—New Orleans—1946**

Frequency: 990 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Supreme Bcstg Co., Inc.  
 Address . . . . . Jung Hotel  
 Representative . . . . . Burke-Stuart  
 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 . . . . . 2906 Tulane Ave.  
 Representative . . . . . Gill-Perna, Dixieland  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Membership . . . . . NARTB  
 President . . . . . Lester Kamin  
 Gen. Mgr. . . . . Mort Silverman  
 Sales Prom., Pub. Dir. . . . . Al Shea  
 Prog. Dir. . . . . Larry McKinley  
 Comm. Mgr. . . . . Mike Verges  
 Chief Engineer . . . . . Samuel Perkins

**WNOE—New Orleans—1925**

Frequency: 1060 Kc. . . Power: 50,000 d.; 5000 n.  
 Owned-Operated By . . . . . James A. Noe  
 Business-Studio Address . . . . . St. Charles Hotel  
 Representative . . . . . H-R  
 Membership . . . . . NARTB  
 President . . . . . James A. Noe  
 Gen. Mgr. . . . . Bill C. Baldwin  
 Comm. Mgr. . . . . Cleve J. Brien  
 Program Director . . . . . Larry Monroe  
 Sales Prom. Mgr., Pub. Dir. . . . . Tom Reed  
 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.  
 Station Rep. . . . . Weed  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Membership . . . . . NARTB  
 President . . . . . Henry G. Plitt  
 General, Sta. Mgr. . . . . John R. O'Meallie  
 Commercial Mgr. . . . . D. V. Donegan  
 Program Director . . . . . Marshall Pearce

Sales Prom. Mgr., Pub. Dir. . . Louie Grunswald  
 Chief Engineer . . . . . Harold Nebe

**WWEZ—New Orleans—1947**

Frequency: 690 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . WWEZ Radio Inc.  
 Bus.-Studio Address . . . . . 614 N. Rampart St.  
 Representative . . . . . Grant Webb  
 News Service . . . . . UP  
 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  
 News Service . . . . . UP, AP  
 Transcription Service . . . . . Standard, Thesaurus  
 Representative . . . . . Katz  
 Membership . . . . . NARTB  
 General Manager . . . . . W. H. Summerville  
 Comm. Manager . . . . . Larry Baird

**WTIX—New Orleans—1951**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Mid-Continent Bcstg. Corp.  
 Address . . . . . 624 Canal St.  
 News Service . . . . . UP  
 Membership . . . . . NARTB



**Still 1st, still rocketing**

Among New Orleans' 11 radio stations, WTIX (A Storz Station) has been a commanding first for some time now, and maintains or widens its first place audience position. For example, of 220 weekly Hooper quarter hours, 170 belong to WTIX, which also has 40 2nd place quarters, 10 thirds . . . and not a single one lower.

Another look at new data shows WTIX with double the audience of the nearest network competitor. And wait 'til you see the newest: Pulse! 'Nuff said. It's Storz Station news, music, ideas at work. Put Adam Young to work, or look up WTIX General Manager, Fred Berthelson.

**WTIX - New Orleans, La.**

**"A STORZ STATION"**



Station Representative ..... Young  
 President ..... Todd Storz  
 V.P., General Mgr..... Fred Berthelson  
 Program Director..... Eddie Clark

General Mgr..... Mort Silverman  
 Station Mgr..... Bob Shipley

**WTPS—New Orleans—1947**

Frequency: 940 Kc..... Power: 1000 d.; 500 n.  
 Owned-Oper. By ..... The Times Picayune  
 Business Address ..... 615 Howard Ave.  
 Transcription Service ..... Associated  
 News Service ..... AP  
 Membership ..... NARTB  
 Representative ..... Branham  
 General Mgr..... H. F. Wehrmann  
 Prog. Dir..... Carl J. Junker

**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.  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... Walker  
 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..... Sid Knight  
 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  
 News Service ..... UP  
 Membership ..... NARTB  
 Commercial Mgr..... Mel Bennett

**KJOE—Shreveport—1954**

Frequency: 1480 Kc..... Power: 1 Kw. d.  
 Owned ..... Audiocasting, Inc.  
 Address ..... 400 Sklar Bldg.  
 News Service ..... AP  
 Transcription ..... Lang-Worth  
 Station Representative ..... Forjoe  
 Membership ..... NARTB, RAB  
 Pres., Gen. Mgr..... Joe Monroe  
 Station Mgr..... Bobbye Ward  
 Comm., Prom. Mgr..... Vern Stierman  
 Program Dir..... Jerry Fullerton

**KSLO—Opelousas—1947**  
**ABC-KBS**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By ..... KSLO Bcstg. Co.  
 Address ..... KSLO Building  
 Representative ..... Sears & Ayer  
 News Service ..... UP  
 Membership ..... NARTB  
 General Mgr..... W. Eugene Jones  
 Comm. Mgr..... A. B. Read, Jr.  
 Prog. Dir..... W. Allegood  
 Chief Engineer..... Richard M. Cole

**KRUS—Ruston—1947—KBS**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By ..... Ruston Bcstg. Co.  
 Address ..... 105 Railroad  
 Newspaper Affil. .... Leader  
 News Service ..... UP  
 President..... C. E. Faulk, Jr.  
 Station Manager..... Kenneth L. Whitaker  
 Chief Eng..... A. T. Moore

**KANV—Shreveport—1954**

Frequency: 1050 Kc..... Power: 250 Watts  
 Owned ..... Northwest La. Bcstg. Corp.  
 Address ..... 2730 Talbot St., P. O. Box 3611  
 Sta. Rep. ....Dora-Clayton, United Bdcstng.. Oakes  
 President..... T. T. Hailey  
 Gen., Sta., Comm. Mgr..... Glenn V. Wilson  
 Prom., Prog., Pub. Dir..... 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.  
 Representative ..... Gill-Perna, Clarke Brown  
 News Service ..... UP, INS

**MORE NEWS**  
**MORE FEATURES**  
**MORE REGIONAL COVERAGE**

**AP**

... and **MORE**  
 RADIO AND  
 TELEVISION STATIONS  
 depend on  
**The Associated Press**



**KRMD—Shreveport—1928**  
ABC

Frequency: 1340 Kc. .... Power: 250 Watts  
Owned-Operated By..... Radio Station KRMD  
Bus.-Studio Address..... Box 1712  
Representative ..... Weed  
Membership ..... NARTB  
Station Dir..... W. L. Switzer  
Commercial Mgr..... Fred Hosli

**KTBS—Shreveport—1922**  
NBC

Frequency: 710 Kc. Power 10 Kw. d.; 5 Kw. n.  
Owned-Oper. By..... KTBS, Inc.  
Address ..... 312 East Kings Hwy  
News Service ..... UP  
Representative ..... Petry  
Pres., Gen. Mgr..... E. Newton Wray  
Comm. Mgr..... Podge Reed  
Promotion Manager..... Mary Lou O'Brien  
Sta. Mgr., Prog. Dir..... Michael Roppolo  
Pub. Dir..... Vernon Hyles  
Chief Engineer ..... C. H. Maddox

**KWKH—Shreveport—1925**  
CBS

Frequency: 1130 Kc. .... Power: 50,000 Watts  
Owned-Operated By.. International Bcstg. Corp.  
Bus.-Studio Address.... Commercial Building  
Newspaper Affiliation.... Shreveport Times  
News Service..... AP, UP  
Transcription Service ..... Standard  
Representative ..... Branham  
Membership ..... NARTB, RAB  
President..... William H. Bronson  
Exec. V.P., Gen. Mgr..... Henry B. Clay  
Comm., Asst. Mgr..... Fred Watkins, Jr.  
Prom. Mgr., Pub. Dir..... James T. Briggs  
Prog. Director..... Frank Page  
Tech. Dir..... W. E. Antony  
Chief Engineer..... O. S. Droke

**KBSF—Springhill—1954**

Frequency: 1460 Kc. .... Power: 1000 Watts  
Owned..... Springhill Broadcasting Co.  
Address ..... Box 597  
News Service ..... UP  
Transcription ..... Thesaurus  
Representative ..... Hil F. Best  
President ..... Roy M. Fish  
Gen., Sta. Mgr..... John K. Hill  
Comm., Sales Prom. Mgr., Pub. Dir.  
Arthur Dickerson  
Prog. Dir..... Howard Clark  
Chief Engineer..... Robert Wainwright

**KSUL—Sulphur—1955**

Frequency: 1310 Kc. .... Power: 500 W. d.  
Owned-Operated By..... Southern Bcstg. Co.  
Address ..... Box 895  
Representative ..... Best  
Transcriptions ..... Standard  
Membership ..... NARTB  
News Service ..... UP  
General Manager..... Carroll A. Wynn

**KTLD—Tallulah—1954**

Frequency: 1360 Kc. .... Power: 500 Watts  
Owned-Operated By..... Griffith Electric Co.  
Address ..... Box 1360  
News Service ..... UP  
Transcription ..... Thesaurus  
Representative ..... Hil Best  
Membership ..... NARTB  
President, C. Eng..... Howard E. Griffith  
Gen., Sta., Comm. Mgr..... Si Willing  
Program Director..... "Nap" Nappier

**KTIB—Thibodaux—1953**

Frequency: 630 Kc. .... Power: 500 Watts  
Owner..... Delta Bcstrs., Inc.  
Address ..... Lafourche Comet Building  
News Service ..... AP  
Representative..... Hil F. Best  
Membership ..... NARTB, RAB  
President..... F. H. Block  
General Mgr..... Ray Saadi

**KVPI—Ville Platte—1953**

Frequency: 1050 Kc. .... Power: 250 Watts d.  
Owned-Oper. By..... Ville Platte Bcstg. Co.  
Address ..... Box 566  
Membership ..... NARTB  
News Service ..... AP  
President..... Lionel B. Deville  
General Manager..... Chris Duplechain

**KEVL—White Castle—1955**

Frequency: 1590 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By..... Big League Bcstg. Co.  
Address ..... 700 Raymond  
Bldg., Baton Rouge, La.  
Membership ..... RAB

**KVCL—Winnfield—1955**

Frequency: 1270 Kc. .... Power: 1000 Watts d.  
Owned-Oper. By..... Southern Bcstg. Co.  
Address ..... Box 548  
News Service ..... UP  
Representative ..... Hil F. Best  
Manager..... William G. Darland, Jr.  
Program Dir..... Charles Christie  
Chief Eng..... John Burdue



# Maine

Pop. March 1 (Est.) 910,000—Families 264,000  
Radio Homes 252,000—TV Homes 197,000—Stations in State 19

## WFAU—Augusta—1946 MBS-YANKEE

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By...Twin City Bcstg. Co., Inc.  
Address.....160 Bangor St.  
Membership.....NARTB  
Transcription Service.....Standard  
Representative.....O'Connell, Wheeler  
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  
Representative.....Weed  
News Service.....UP  
Transcription.....Thesaurus  
Membership.....NARTB, RAB  
Manager.....Donald K. Powers

## WABI—Bangor—1922—ABC

Frequency: 910 Kc. Power: 5000 Watts  
Owned-Oper. By...Community Bcstg. Service  
Business-Studio Address.....57 State St.  
News Service.....AP  
Representative.....Hollingbery, Kettell-Carter  
Membership.....NARTB, RAB  
General Manager.....Leon Gorman, Jr.  
Operations Manager.....Walter Dickson  
Program Dir.....John F. MacRae  
Nat. Sales Mgr.....William J. Mullen

## WGUY—Bangor—1947—CBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned.....Bangor Bcstg. Corp.  
Address.....26 Central St.  
News Service.....UP  
Rep.....O'Connell, Wheeler  
President.....Sherwood J. Tarlow  
Commercial Mgr.....Nicholas A. Bell  
Gen., Sta., Comm. Mgr.....K. A. Manley  
Sales Prom. Mgr.....Philip Wolley  
Program Director.....Robt. G. Shaw  
Publicity Dir.....Dorothy Manley  
Chief Engineer.....Donald H. Sylvia

## WLBZ—Bangor—1926—NBC

Frequency: 620 Kc. Power: 5000 Watts  
Owned-Operated By.....Maine Bcstg. Co.  
Business-Studio Address.....100 Main St.  
Representative.....Weed  
Membership.....NARTB, RAB  
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.

News Service.....AP  
Transcription Service.....World  
Representative.....Raymer, Borgatti  
Membership.....NARTB, RAB  
Pres., Gen. Mgr.....Arthur Deters  
Comm. Mgr.....Carl Swanson  
Prog. Dir.....Tom Lummis

## WCME—Brunswick—1955

Frequency: 900 Kc. Power: 250 Watts  
Owned.....Westminster Broadcasting Co.  
Address.....River Road  
News Service.....AP  
Membership.....NARTB  
Pres., Gen. Mgr.....Robert H. Strawbridge  
Comm., Sales Prom. Mgr.....Clifford Kemberling  
Prog., Pub. Dir.....Glenn H. Hilmer  
Chief Engineer.....Melville Whitcomb

## WABM—Houlton—1950—MBS YANKEE-KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By.....Aroostook Bdcstg. Corp.  
Address.....1340 North Rd.  
News Service.....UP  
Transcription Service.....Thesaurus  
Representative.....Webb  
President.....Harry E. Umphrey  
General Manager.....Harold D. Glidden  
Sta. Mgr., Chief Eng.....Stanley Lyons

## WCOU—Lewiston—1938 MBS-YANKEE

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By...Twin City Bcstg. Co., Inc.  
Business-Studio Address.....223 Lisbon St.  
News Service.....UP  
Representative.....O'Connell, Wheeler  
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.  
News Service.....AP  
Transcription Service.....Thesaurus  
Rep.....Everett-McKinney, Kettel-Carter, O'Connell  
Membership.....NARTB  
Pres., Sta. Mgr.....F. Parker Hoy  
General Manager.....Frank S. Hoy  
Comm., Sales Prom. Mgr.....Romeo E. Sansoucy  
Program Director.....Harold W. Dutch

## WCSH—Portland—1925 NBC

Frequency: 970 Kc. Power: 5000 Watts  
Owned-Oper. By...Maine Radio & TV Co.

**Business-Studio Address**..... 157 High St.  
**News Service**.....UP  
**Representative**.....Weed  
**Membership**.....NARTB, RAB  
**President**.....Adeline B. Rines  
**General Manager**.....William H. Rines  
**Sta., Comm. Mgr.**.....Arthur Owens  
**Pub. Dir., Prom. Mgr.**.....L. T. Pitman  
**Prog. Dir.**.....Raymond Mercier  
**Chief Engineer**.....Charles R. Brown

**WGAN—Portland—1938—CBS**

**Frequency:** 560 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By**..Guy Gannett Bcstg. Services  
**Business-Studio Address**.....390 Congress St.,  
**News Service**.....AP, INS  
**Newspaper Affil.**.....Gannett Publishing  
**Representative**.....Avery-Knodel, Foster  
**Membership**.....NARTB  
**President**.....Jean Gannett Williams  
**Vice-Pres., Gen. Mgr.**.....Creighton E. Gatchell  
**Sta. Mgr.**.....Francis H. Farnum, Jr.  
**Commercial Mgr.**.....R. W. Jennings  
**Prog. Dir.**.....C. R. Sanford  
**Sales Prom. Mgr., Pub. Dir.**..Perleston L. Pert, Jr.  
**Chief Engineer**.....Roger W. Hodgkins

**WPOR—Portland—1946**  
**ABC-YANKEE-MBS**

**Frequency:** 1490 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....Oliver Bcstg. Corp.  
**Business-Studio Address**.....477 Congress St.  
**News Service**.....AP

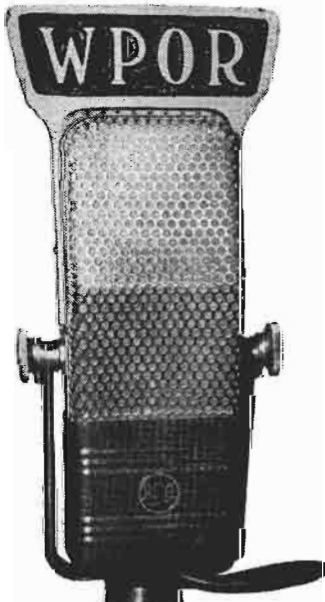
**Rep.**.....Kettel-Carter, Hollingbery  
**Membership**.....NARTB  
**Pres., Sta., Gen. Mgr.**.....Harold H. Meyer  
**Commercial Manager**.....William J. Mullen  
**Program Dir.**.....Robert O'Wrl  
**Chief Engineer**.....Thomas Conneen

**WAGM—Presque Isle—1931**  
**MBS-YANKEE**

**Frequency:** 1450 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....Aroostook Bcstg. Corp.  
**Address**.....489 Main St.  
**News Service**.....UP  
**Representative**.....Webb  
**Transcription Service**.....Thesaurus  
**President**.....Harry Umphrey  
**Pres., Gen. Mgr.**.....Harold D. Glidden  
**Sta. Dir.**.....Richard B. Marshall  
**Comm. Mgr.**.....Forrest J. Craig  
**Chief Engineer**.....Elmer Snow

**WRKD—Rockland—1952**  
**ABC**

**Frequency:** 1450 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Knox Bcstg. Co.  
**Address**.....493 Main St.  
**News Service**.....UP  
**Transcription Service**.....Standard  
**Representative**.....Kettell-Carter, Holman  
**President**.....Roland G. Ware  
**Station Manager**.....Paul R. Huber  
**Commercial Mgr.**.....Vere B. Crockett  
**Chief Engineer**.....Alfred M. Thurlow, Jr.



**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 — Kettell-Carter

AMERICAN • MUTUAL • YANKEE • DOWNEAST

**PORTLAND, MAINE**

**WRUM—Rumford—1953**  
KBS

Frequency: 790 Kc. Power: 1 Kw. d.  
Owned-Oper. By.....Rumford Bcstg. Co.  
Address.....89 Congress St.  
News Service.....AP  
Trans. Service.....World, SESAC  
Representative.....O'Connell  
Membership.....NARTB  
President.....Melvin L. Stone  
Gen. Sta. Mgr., Prog. Dir.....Ken J. Ellis  
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.  
News Service.....AP  
Transcription.....Thesaurus  
Pres., Comm. Mgr.....Gerald T. Higgins  
Station Mgr.....Eldon H. Shute, Jr.  
Program Dir.....Dick Dean  
Chief Eng.....Donald Winslow

**WGHM—Waterville—1956**

Frequency: 1150 Kc. Power: 1000 Watts d.

Owned.....Pineland Broadcasting Co.  
Address.....89 Congress St., Rumford  
News Service.....AP  
Transcription Service.....World  
Representative.....O'Connell, Holman, Wheeler  
President.....Melvin L. Stone  
Gen. Mgr.....Harold A. Andrews  
Comm. Mgr.....Donald L. Brough  
Sales Prom. Mgr.....Harry K. Huestis  
Program Director.....Ray Maxwell  
Publicity Director.....Jack Dalton  
Chief Engineer.....Edward J. Tremblay

**WTVL—Waterville—1946**  
ABC

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By.....Kennebec Bcstg. Co.  
Business-Studio Address.....36 Silver St.  
News Service.....UP  
Transcription Service.....Standard  
Representative.....Hollingbery, Kettell-Carter  
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

**Maryland**

Pop. March 1 (Est.) 2,869,000—Families 792,000  
Radio Homes 748,000—TV Homes 677,000—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  
News Service.....UP  
Membership.....NARTB  
Representative.....Dora-Clayton  
Gen., Sta., Comm. Mgr.....Morris H. Blum  
Chief Engineer.....M. W. Pittman

**WASL—Annapolis—1946**

Frequency: 810 Kc. Power: 250 Watts d.  
Owned-Oper. By.....Chesapeake Radio Corp.  
Business Address.....P. O. Box 1551  
News Service.....AP  
Transcription Service.....Thesaurus  
Pres., Gen. Mgr.....Robert L. Blalock  
Sta. Mgr.....Muriel Blalock  
Comm. Mgr.....Joseph Griscom  
Sales Prom. Mgr.....Robert L. Todd  
Prog. Dir.....Joseph Raymond  
Pub. Dir.....Melville Ruick  
Chief Engineer.....Joel J. Lehman

**WNAV—Annapolis—1949**

Frequency: 1430 Kc. Power: 1000 Watts  
Owned-Oper. By.....The Capitol Bcstg. Co.  
Address.....Box 829  
News Service.....AP  
Transcription Service.....Thesaurus, World

Representative.....ForJoe  
President.....Albert H. MacCarthy  
Sta., Comm. Sls. Prom. Mgr. M. A. Campbell, Jr.  
Program Director.....Betty Straubel  
Chief Engineer.....Alan B. Laflair

**WBAL—Baltimore—1925**  
NBC

Frequency: 1090 Kc. Power: 50,000 Watts  
Owned.....Hearst Corp. (Radio & TV. Div.)  
Address.....2610 North Charles St.  
Transcription Service.....Thesaurus, SESAC  
News Service.....AP, INS, UP  
Representative.....Christal  
V.P., & Gen. Mgr.....D. L. Provost  
V.P., (Engineering).....John Wilner  
V.P., & Sta. Mgr.....Leslie H. Peard, Jr.  
Program Manager.....H. E. Williams  
Pub. Dir.....W. W. Matthews  
Business Mgr.....W. C. Bareham

**WBMD—Baltimore—1947**

Frequency: 750 Kc. Power: 1000 Watts d.  
Owned-Operated By.....Key Bcstg. Corp.  
Business-Studio Address.....879 Park Ave.  
News Service.....UP  
Representative.....Charles Bernard  
Membership.....NARTB  
President.....George E. Hull  
Gen., Sta., Comm. Mgr.....H. Shelton Earp, Jr.

Program Dir.....Thomas H. O'Connor  
Chief Engineer.....Leo W. Karns

**WCAO—Baltimore—1922**

Frequency: 600 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Plough Bcstg. Co., Inc.  
Business-Studio Address...1102 N. Charles St.  
News Service .....AP  
Representative .....Radio-TV Reps.  
General Mgr.....Harold Burke  
Comm. Mgr.....Edward L. Anzmann, Jr.  
Program Dir.....Dick Covington

**WCBM—Baltimore—1924**  
**CBS**

Frequency: 680 Kc..Power: 10,000 d.; 5000 n.  
Owned-Oper. By.....Baltimore Bcstg. Corp.  
Bus.-Studio Address...Harford & North Aves.  
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

**WFBR—Baltimore—1922**  
**ABC**

Frequency: 1300 Kc.....Power: 5000 Watts  
Owned-Oper. By...The Baltimore Radio Show  
Address .....10 E. No. Ave.  
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 Hancouer  
Chief Engineer.....William R. Hoos

**WITH—Baltimore—1941**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Operated By...Maryland Bcstg. Corp.  
Business-Studio Address...7 E. Lexington St.  
News Service .....AP  
Transcription Service .....Standard  
Representative .....Forjoe, Select Sta. Reps.  
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.  
News Service .....INS, UP  
Representative...UBC, Oakes, Dora-Clayton  
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.  
News Service .....UP  
Representative .....Meeker  
Pres., Gen. Mgr.....Thomas F. McNulty  
Sls., Prom. Mgr.....A. B. Hartman  
Prog. Dir.....Jack Dawson  
Ch. Eng., Prog. Dir.....Clifford Inman

**WUST—Bethesda—1951**

(SEE WASHINGTON, D. C.)

**WCEM—Cambridge—1947**  
**KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....The Shore Bcstg Co.  
Address .....Queen Anne Ave.  
News Service .....AP  
Transcription .....SESAC  
Membership .....NARTB  
Pres., Gen. Mgr.....G. P. Richards  
Sta., Commercial Mgr.....Sam Cannon, Jr.  
Prog. Dir.....Bette B. Robbins

**WCUM—Cumberland—1948**  
**CBS**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By.....The Tower Realty Co.  
Address .....Box 360  
News Service .....AP  
Representative .....Thomas F. Clark  
Membership .....RAB  
President.....Karl F. Steinmann  
Gen. Mgr.....Eldred Steinmann  
Comm. Mgr.....Roy S. Knotts  
Prog. Dir.....James Webster

**WTBO—Cumberland—1928**  
**NBC**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned.....Cumberland Valley Bcstg. Co.  
Address .....Byrd Ave.  
News Service.....AP  
Transcription Service .....Thesaurus  
Representative .....Branham  
Membership .....NARTB  
Pres., Gen., Sta. Mgr....A. William German  
Sls. Prom. Mgr., Pub. Dir.. Virginia Rosenbaum  
Comm. Mgr.....Floyd V. Cozad  
Prog. Dir.....Chad Riley  
Chief Engineer.....R. Wirgman

**WAYE—Dundalk—1955**

Frequency: 860 Kc.....Power: 500 W. d.  
Owned-Operated By.....Erway Bcstg. Co.



Address.....Dunkirk Bldg., Balto.  
 Representative.....Best  
 News Service.....UP  
 President, Gen. Mgr.....Guy S. Erway  
 Commercial Mgr.....Frieda Boessel

**WEBB—Dundalk—1955**

Frequency: 1360 Kc.....Power 5000 W. d.  
 Owned-Operated By.....1360 Bdcstg Co., Inc.  
 Address.....Box 6222, Baltimore  
 Representative.....Gill-Perna  
 News Service.....AP  
 Membership.....NARTB  
 President.....Leon B. Back  
 Gen., Comm., Sales Prom. Mgr....B. A. Stecher  
 Sta Mgr., Pub. Dir.....Norman H. Baum  
 Prog. Dir.....Wiley E. Daniels  
 Chief Engineer.....Leroy Reckling

**WFMD—Frederick—1936**  
 CBS

Frequency: 930 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Monocacy Bcstg. Co.  
 Address.....1 West Seventh St.  
 News Service.....AP  
 Station Representative.....Gill-Perna  
 Membership.....RAB  
 President.....Laurence Leonard  
 Sta., Comm. Mgr.....Roger A. Beane  
 Program Director.....Eve Leonard  
 Pub. Dir.....Ted Work, III  
 Chief Engineer.....Howard Fisher

**WARK—Hagerstown—1947**  
 CBS

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....United Bcstg. Co., Inc.  
 Address.....128 S. Prospect St.  
 News Service.....UP  
 Station Rep.....United Bcstg.  
 President.....Richard Eaton  
 General Manager.....Samuel E. Phillips, Jr.  
 Sales Prom. Mgr.....Lyn Keller  
 Prog. Dir.....Richard Collyer  
 Chief Engineer.....G. Harold Brewer

**WJEJ—Hagerstown—1932**  
 MBS-ABC

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By...Hagerstown Bcstg. Co., Inc.  
 Business-Studio Address.....Franklin Court  
 News Service.....AP  
 Transcription.....Thesaurus  
 Representative.....Burn-Smith  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Grover C. Crilley  
 Sta., Comm., Sls., Prom. Mgr. W. H. Paulsgrove  
 Pub., Pgm., Dir.....Robert Leshner  
 Chief Engineer.....George McIntire

**WASA—Havre De Grace**  
 1948

Frequency: 1330 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By....Chesapeake Bcstg. Corp.  
 Address.....P. O. Box 97  
 News Service.....AP  
 Transcription Service.....Standard  
 Membership.....NARTB  
 President, General-Station Mgr..Jason T. Pate  
 Comm.-Sales Prom. Mgr....Charles W. Irwin  
 Chief Engineer.....Gerald D. Johnson

**WKIK—Leonardtown—1953**

Frequency: 1370 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By....Southern Md. Bcstrs. Inc.  
 Address.....Leonardtown  
 News Service.....UP  
 President.....J. L. Bittner  
 Comm., Sls. Prom. Mgr.....W. C. Redd

**WPTX—Lexington Park**  
 1953—KBS

Frequency: 920 Kc.....Power: 500 Watts  
 Owned.....Patuxent Radio Inc.  
 Address.....Daugherty Bldg.  
 Newspaper Affil.....Clearfield 'Progress'  
 News Service.....AP  
 President.....W. J. Thomas  
 Sitaion Manager.....Sam Stonebraker

**WPGC—Morningside—1954**

Frequency: 1580 Kc.....Power: 1000 Watts d.  
 Owner.....WPGC Inc.  
 Address. 4421 Southern Ave., S.E., Wash., D. C.  
 News Service.....AP  
 President.....M. Richmond  
 Manager.....Melvin Gene Winters  
 Prog. Dir.....John Marquette

**WDVM—Pocomoke City—1955**

Frequency: 540 Kc.....Power: 500 W. d.  
 Owned-Operated By..Eastern Shore Bcstg. Co.  
 Address.....Box 210  
 Representative.....Rollins  
 Transcription Service.....World  
 News Service.....AP  
 Owner.....G. Russell Chambers  
 Manager.....David Welbourne, Jr.  
 Prog. Dir.....Phillip Goethals  
 Chief Engineer.....Claude Jones

**WINX—Rockville—1951**

Frequency: 1600 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By..Montgomery Cty. Bcstg. Co.  
 Address.....2900 Tilden St.  
 News Service.....UP  
 Representative.....Whittig, Thomas  
 Membership.....NARTB  
 President.....Richard Eaton  
 Gen., Sta. Mgr.....Pierre Eaton  
 Comm., Sales Mgr.....Peter Giordano



Program Dir.....Richard Denham  
 Publicity Dir.....John Robbins  
 Chief Engineer.....Arthur A. Snowberger

**WBOC—Salisbury—1940**  
**MBS**

Frequency: 960 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By...The Peninsula Bcstg. Co.  
 Bus.-Studio Address.....Radio TV Park  
**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.  
**News Service** .....AP  
**Representative** .....Walker  
 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  
 Owned-Oper. By.....WTOW, Inc.  
 Address.....26 West Pennsylvania Ave.  
**News Service** .....AP  
**Representative** .....Breen & Ward  
 Pres., Gen. Mgr.....John S. Booth  
 Sta., Comm. Mgr.....Edward Hearn  
 Sales Prom. Mgr.....Glenn Brillhart  
 Program Director.....Edwin Bakey  
 Publicity Director.....John Steel  
 Chief Engineer.....C. Buffington

**WTTR—Westminster—1953**

Frequency: 1470 Kc. Power: 1000 Watts d.  
 Owned-Oper. By...Carroll County Bcstg. Corp.  
 Address.....Uniontown Road  
**News Service** .....UP  
**Transcription** .....Therausus  
 V.P., Gen., Comm. Mgr....Russell H. Morgan

**WDOH—Wheaton—1953**

Frequency: 1540 Kc. Power: 250 Watts  
 Owned.....Commercial Radio Equip. Co.  
 Address...1319 F St. N.W., Washington, D. C.  
 Gen. Mgr.....Everett L. Dillard  
 Commercial Mgr.....James A. Gustafson  
 Operations Mgr.....Fred Drake

**W  
B  
O  
C**

**NOW 5,000 WATTS**

**TWICE AS MANY PEOPLE NOW ENJOY  
 ONE OF AMERICA'S FINER STATIONS**

An Audience Loyal to the Station and Its Advertisers

With its 16 years' experience, know-how, and resources WBOC daily brings the best in radio to Del-Mar-Va.

**WEEKDAYS: 5:45 AM to 12:05 AM; Sundays: 8 AM to 12:05 AM**

**\$681,383,000 RETAIL SALES**

And WBOC is the **DOMINANT** advertising medium in this market . . . Used by 58% more advertisers day by day than any other medium (except WBOC-TV)

Contact *Burn-Smith Co., Inc.*, or

Now 172,392 **WBOC** Radio-TV Park  
 Radio Homes **Salisbury, Md.**

John W. Downing,  
 President

Charles J. Truitt,  
 Gen. Mgr.

# Massachusetts

Pop. March 1 (Est.) 4,841,000—Families 1,449,000  
Radio Homes 1,420,000—TV Homes 1,298,000—Stations in State 56

## WCAT—Athol—1956

Frequency: 1390 Kc. Power: 1000 Watts  
Owned-Oper. By James W. Miller  
Address First National Bank Bldg.  
News Service UP  
Representative Nona Kirby  
President James W. Miller  
V.P., Gen. Mgr. Robert F. Nims  
Program Dir. Brad Drawbridge

## WARA—Attleboro—1950

Frequency: 1320 Kc. Power: 1000 Watts  
Owned-Oper. By Attleboro Radio Assn.  
Address 8 N. Main St.  
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  
News Service UP  
Representative Indie Sales  
President Jack Berkman  
V.P., Gen. Mgr. Norman B. Furman  
Promotion Mgr. Harry Foster

## WBZ-WBZA

(Synchronous Operation)  
Boston-Springfield—1921

Frequency: 1030 Kc. Power: WBZ, 50,000  
Watts; WBZA, 1000 Watts  
Owned Westinghouse Bcstg. Co. Inc.  
Business-Studio Add. 1170 Soldiers Field Rd.  
News Service AP, UP  
Membership NARTB, RAB  
Representative Peters, Griffin, Woodward  
President D. H. McGannon  
Station Manager P. E. Mills  
Sales Mgr. William J. Williamson  
Prom. Mgr. Roy M. Schwartz  
Program Manager Grady Edney  
Publicity Dir. Robert Messinger  
Chief Engineer W. H. Hauser

## WCOP—Boston—1935

Frequency: 1150 Kc. Power: 5000 Watts  
Owned-Oper. By Plough Bdsq. Corp.  
Bus. Studio Address 234 Clarendon St.  
News Service AP, UP  
Transcription Service World  
Representative Radio-TV Reps.  
President Harold Krelstein  
Gen., Sta. Mgr. Roy V. Whisnand  
Commercial Mgr. P. T. McGovern  
Prog. Dir. Irvin Dierdorff  
Chief Engineer Roland C. Hale

## WEEI—Boston—1924

CBS

Frequency: 590 Kc. Power: 5000 Watts

Owned-Oper. By CBS  
Business-Studio Address 182 Tremont St.  
News Service AP, UP  
Membership NARTB, RAB  
Representative CBS Radio Spot Sales  
President Arthur Hull Hayes  
Gen. Mgr. Thomas Y. Gorman  
Sales Mgr. Robert Sinnott  
Sales Prom. Mgr. J. Cullinane  
Program Director K. R. Ovenden  
Publicity Director Marie H. Houlahan  
Chief Engineer Warren J. Stevens

## WHDH—Boston—1926

Frequency: 850 Kc. Power: 50,000 Watts  
Owned-Oper. By WHDH, Inc.  
Bus-Studio Address 6 St. James Ave.  
Newspaper Affil. Herald-Traveler  
Representative John Blair  
News Service AP  
Transcription Service BMI  
Membership NARTB, RAB  
President Robert B. Choate  
V.P., Managing Dir. William B. McGrath  
Commercial Manager Alexander M. Tanger  
Program Mgr. John M. Day  
Sales Prom. Mgr. 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.  
News Service INS  
Transcription Service SESAC  
Pres., Gen. Mgr. W. S. Pote  
Comm. Mgr. George Lasker  
Sales Promotion Manager Marie Mason  
Prog. Pub. Dir. George Kaplan  
Chief Engineer William Ferruzzi

## WNAC—Boston—1922

MBS-YANKEE-NBC

Frequency: 680 Kc. Power: 50 Kw.  
Owned Yankee Div., RKO Teleradio Pictures  
Bus. Studio Address 21 Brookline Ave.  
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  
Comm. Mgr. 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  
Representative Headley Reed Co.  
News Service AP  
Membership NARTB

**President**.....Joseph A. Dunn  
**Gen., Sta., Comm. Mgr.**.....Arthur E. Haley  
**Program Dir.**.....Stan Richards  
**Pub. Dir.**.....Polly Haddad  
**Chief Engineer**.....John Parker

**WVDA—Boston—1953—ABC**

**Frequency:** 1260 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By**.....Vic Diehm Assoc. Inc.  
**Address**.....Bradford Hotel  
**News Service**.....AP  
**Representative**.....Raymer  
**Membership**.....NARTB, RAB  
**President**.....Vic Diehm  
**Sta. Mgr.**.....Len Hornsby  
**Comm. Mgr.**.....Yale Lasker  
**Prog. Dir.**.....Jim Pansullo  
**Sales Prom. Mgr., Pub. Dir.**..Elaine McDonnell  
**Continuity Dir.**.....Arthur Lypscon  
**Chief Engineer**.....George Jowdy

**WBOS—Boston—1948**

**Frequency:** 1600 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By**...Champion Bcstg. Sys., Inc.  
**Address**.....790 Commonwealth Ave.  
**Representative**.....Wm. G. Rambeau Co.  
**News Service**.....UP  
**Gen. Mgr.**.....Ralph Weinman

**WBET—Brockton—1946**

**Frequency:** 1460 Kc.....**Power:** 1000 Watts d.

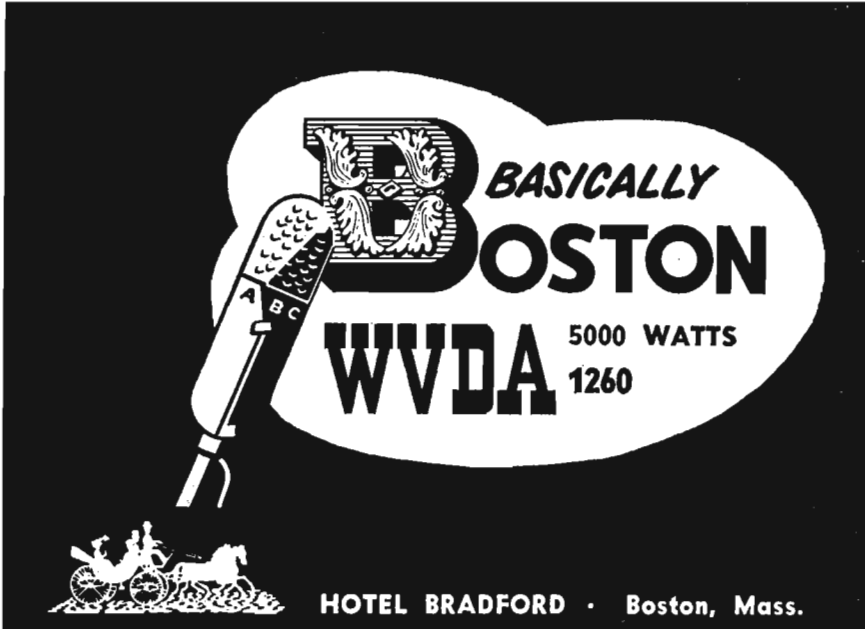
**Owned-Oper. By**....Enterprise Publishing Co.  
**Business-Studio Address**.....60 Main St.  
**Newspaper Affil.**.....Enterprise Pub. Co.  
**News Service**.....AP  
**Membership**.....NARTB, RAB  
**Representative**.....Walker  
**General Manager**.....Charles A. Fuller  
**Commercial Mgr.**.....Earle G. Clement  
**Program Manager**.....Arthur B. Jones  
**Chief Eng.**.....Charles O. Nowell

**WTAO—Cambridge—1948**

**Frequency:** 740 Kc.....**Power:** 250 Watts d.  
**Owned-Oper. By**....Middlesex Bcstg. Corp.  
**Address**.....439 Concord Ave.  
**News Service**.....UP  
**Representative**.....O'Connell  
**President**.....Frank J. Lyman, Jr.  
**General Manager**.....Wallace Dunlap  
**Comm. Mgr.**.....Perry J. Brown  
**Sls. Promotion Mgr.**.....Bob Allen  
**Publicity Dir.**.....Ken Wayne  
**Program Director**.....Edward Pennev, Jr.  
**Chief Eng.**.....John Ackles

**WACE—Chicopee-Springfield  
1946**

**Frequency:** 730 Kc.....**Power:** 1000 Watts d.  
**Owned-Operated By**....Regional Bcstg. Co.  
**Business Address**.....326 Chicopee St.  
**News Service**.....INS



**B** BASICALLY  
**BOSTON**  
**WVDA** 5000 WATTS  
 1260  
 HOTEL BRADFORD • Boston, Mass.

Member of the "VIC" DIEHM RADIO GROUP  
 [The Best of Buys In Radio Represented by Paul H. Raymer Company]

**WHOL • WAZL • WHLM • WIDE • WVDA**  
 Allentown, Pa.      Houston, Pa.      Bloomsburg, Pa.      Bradford-Saco, Me.      Boston, Mass. ABC  
 NBC-MBS      MBS-Yankee

Transcription ..... Thesaurus  
 Representative ..... Bolling  
 Membership ..... NARTB, RAB  
 President ..... John S. Begley  
 Gen. Mgr. .... Ralph J. Robinson  
 Prog. Dir. .... Sy Levy  
 Chief Engineer. .... H. R. Glinka

**WJKO—East Longmeadow  
 1949**

Frequency: 1600 Kc. .... Power: 5000 Watts d.  
 Owned-Oper. By ..... Springfield Bdcstg. Co.  
 Address ..... P. O. Box 898, Springfield  
 News Service ..... UP  
 Tran. .... RCA, CBS, Columbia, Decca, London  
 Representative ..... Gill-Perna, Nona Kirby  
 Comm. Mgr. .... E. G. Hewinson, Sr.  
 Gen. Mgr., Chief Eng. .... Chris M. Manitsas

**WALE—Fall River—1948  
 MBS-YANKEE**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Narragansett Bcstg. Co.  
 Address ..... 374 Central St.  
 News Service ..... UP  
 Representative ..... O'Connell, Wheeler  
 Membership ..... NARTB  
 Manager. .... George L. Sisson, Jr.  
 Commercial 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.  
 Bus-Studio Address. Walker St., So. Somerset  
 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: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By ..... WEIM, Fitchburg, Inc.  
 Business-Studio Address. .... 717 Main St.  
 News Service ..... UP  
 Membership ..... NARTB, RAB  
 Representative ..... Walker, Kettell-Carter  
 Transcription ..... World  
 President. .... Henry G. Molina, Jr.  
 General Mgr. .... James W. Chalmers  
 Chief Engineer. .... Ted Kallin

**WFGM—Fitchburg—1950**

Frequency: 1580 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Wachusett Bcstg. Corp.  
 Address ..... 455 Main Street  
 News Service ..... Walker

**MORE NEWS  
 MORE FEATURES  
 MORE REGIONAL COVERAGE**

**AP**

**... and MORE RADIO AND TELEVISION STATIONS  
 depend on  
 THE ASSOCIATED PRESS**

**Membership** ..... NARTB  
**President** ..... David M. Myers  
**Gen., Sta. Mgr.** ..... Ruane B. Hill  
**Commercial Mgr.** ..... Richard Ziegler  
**Sales Prom. Mgr.** ..... John Emanuelson  
**Program Director** ..... Tal Hood  
**Publicity Director** ..... Kirk Anderson  
**Chief Engineer** ..... Donald L. Coleman, Jr.

**WKOX—Framingham—1947**

**Frequency:** 1190 Kc. .... **Power:** 1000 Watts d.  
**Owned-Operated By** ..... WKOX, Inc.  
**Bus. Studio Address** ..... Mt. Wayte Ave.  
**Representative** ..... Kettell-Carter, Grant Webb  
**News Service** ..... UP  
**Membership** ..... NARTB  
**Station Manager** ..... Richard E. Adams  
**Commercial Manager** ..... Lewis F. Sargent  
**Program Dir.** ..... John Gentri

**WGAW—Gardner—1946—ABC**

**Frequency:** 1340 Kc. .... **Power:** 250 Watts  
**Owned** ..... Gardner Bcstg. Co.  
**Business Number** ..... 3 Pleasant St.  
**News Service** ..... UP  
**Representative** ..... Nona Kirby, Webb  
**Pres. & Treas.** ..... Emilien R. Robillard  
**V.P., Gen. Mgr.** ..... William C. Engel  
**Commercial Mgr.** ..... Robert McDonald  
**Program Director** ..... William Kennedy  
**Chief Engineer** ..... Gordon Wiley

**WSBS—Great Barrington—1956**

**Frequency:** 860 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... Berkshire Bcstg. Co., Inc.  
**Address** ..... Stockbridge Road  
**News Service** ..... UP  
**Pres., Gen., Comm. Mgr.** ..... John T. Parsons  
**Sales Prom. Mgr.** ..... Edward Comstock  
**Program Director** ..... Alan D. Vaber  
**Publicity Director** ..... Norman Hamm

**WHAI—Greenfield—1938**  
**MBS-YANKEE**

**Frequency:** 1240 Kc. .... **Power:** 250 Watts  
**Owned-Operated By** ..... Haigis Bdcstg. Corp.  
**Business-Studio Address** ..... 486 Main St.  
**News Service** ..... AP  
**Transcription** ..... SESAC  
**Representative** ..... Walker  
**Membership** ..... RAB, NARTB  
**Pres., Gen., Sta. Mgr.** ..... John W. Haigis, Jr.  
**Commercial Mgr.** ..... Harry J. Frank  
**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.  
**News Service** ..... UP  
**Representative** ..... Nona Kirby Co., Stars Nat'l  
**Treasurer** ..... E. I. Cetlin  
**General Manager** ..... Robert I. Kimel  
**Program Director** ..... James Simmons  
**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  
**Representative** ..... Branham, Weed  
**Membership** ..... NARTB  
**Gen. Mgr.** ..... Charles N. DeRose  
**Business Manager** ..... Patrick J. Montague

**WREB—Holyoke-Springfield**  
**1948**

**Frequency:** 930 Kc. .... **Power:** 500 Watts d.  
**Owned-Oper. By** ..... Valley Bcstg. Corp.  
**Address** ..... Holyoke Nat. Bank Bldg.  
**Trans. Ser.** ..... SESAC, Lang-Worth  
**News Service** ..... AP  
**Membership** ..... NARTB, RAB  
**Representative** ..... Kirby, WREB Radio Sales  
**Sta. Mgr.** ..... John H. Vendell, Jr.  
**Prog. Dir.** ..... William D. Trumbull  
**Sales Mgr.** ..... Robert H. Berger  
**Chief Engineer** ..... Frank T. Cook

**WCCM—Lawrence—1947**

**Frequency:** 800 Kc. .... **Power:** 1000 Watts d.  
**Owned-Oper. By** ..... Lawrence Bdcstg. Co.  
**Address** ..... 9 Valley Street  
**News Service** ..... UP  
**Pres., Gen. Mgr.** ..... Geo. H. Jaspert  
**Comm. Mgr., Prom. Mgr.** ..... Daniel Ruggles, III  
**Prog., Pub. Dir.** ..... Forrest N. Morgan, Jr.  
**Chief Eng.** ..... Norman Round

**WCAP—Lowell—1951**

**Frequency:** 980 Kc. .... **Power:** 1000 Watts d.  
**Owned-Operated By** ..... Northeast Radio Inc.  
**Address** ..... 243 Central St.  
**News Service** ..... UP  
**Representative** ..... Kettell-Carter, Webb  
**President** ..... Israel Cohen  
**Gen. Mgr.** ..... William J. Warren

**WLLH—Lowell-Lawrence**  
**1934—MBS-YANKEE**

**Frequency:** 1400 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... Merrimac Bdcstg. Co.  
**Address** ..... 39 Kearney Sq., Lowell  
**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.  
**News Service** ..... UP  
**Station Representative** ..... Walker  
**President** ..... Theodore Feinstein  
**General Manager** ..... Melvin Lahr



**WHIL—Medford—1952**

Frequency: 1430 Kc. Power: 1000 Watts d.  
 Owned-Operated By.....Conant Bcstg. Co.  
 Address.....99 Revere Beach Pkwy.  
 News Service.....UP  
 Rep.....Nona Kirby, Broadcast Time Sales  
 Pres., Gen., Sta. Mgr.....Sherwood J. Tarlow  
 Commercial Mgr.....Joseph Kruger  
 Prog. Director.....Bob Walsh  
 Sales Prom. Mgr.....E. O'Donnell  
 Pub. Dir.....Jim Aylward  
 Chief Engineer.....Sal Fulchino

**WBSM—New Bedford—1949**

Frequency: 1420 Kc. Power: 1000 Watts  
 Owned.....Bay State Broadcasting Co.  
 Address.....Pope's Island  
 News Service.....UP  
 Representative.....Bolling Co.  
 Membership.....NARTB  
 President.....Joseph P. Duchaine  
 Gen. Mgr.....Otto F. A. Arnold  
 Comm. Mgr.....Richard G. Evans  
 Prog. Dir.....Hal Peterson  
 Continuity Director.....Henry S. Galus

**WNBH—New Bedford—1921  
 MBS-YANKEE**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By.....E. Anthony & Sons, Inc.  
 Business-Studio Address.....432 County St.  
 News Service.....AP  
 Newspaper Affiliation.....Standard-Times  
 Representative.....Walker Co.  
 Manager.....Henry N. Solomon

**WMNB—North Adams—1947**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By.....Northern Berkshire Bcstg. Co.  
 Bus-Studio-Transmitter Address...466 Curran  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Representative.....McGillvra, Kirby  
 Membership.....NARTB  
 Pres., Gen., Comm. Mgr., Chief Eng.  
 J. Gordon Keyworth  
 Prog. Dir.....Roy M. Anderson

**WHMP—Northampton—1950**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By.....Pioneer Valley Bcstg. Co.  
 Address.....78 Main St.  
 News Service.....UP  
 Representative.....Nona Kirby, Webb  
 Membership.....NARTB  
 President.....John H. Williams  
 Gen., Sta., Comm. Mgr....Alexander W. Milne

**WBEC—Pittsfield—1947—ABC**

Frequency: 1420 Kc. Power: 1000 Watts  
 Owned-Oper. By.....Western Mass. Bcstg. Co.  
 Business-Studio Address.....33 Eagle St.  
 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-Operated By.....Greylock Bcstg. Co.  
 Business-Studio Address.....8 Bank Row  
 News Service.....UP  
 Representative.....Walker  
 Membership.....NARTB  
 President.....Leon Podolsky  
 Gen., Sta. Mgr.....Walter Kearsney  
 Comm., Prom. Mgr.....Martin Schechter  
 Program Dir.....Richard Bolender  
 Publicity Dir.....Robert Burbank  
 Chief Engineer.....Leonard Lavendol

**WPLM—Plymouth—1955**

Frequency: 1390 Kc. Power: 500 Watts  
 Owned-Oper. By.....Plymouth Rock Bcstg. Co.  
 Address.....294 Court St.  
 News Service.....UP  
 Representative.....Walker  
 Pres., Gen. Mgr.....Jack Campbell

**WJDA—Quincy—1947**

Frequency: 1300 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....South Shore Bcstg. Co., Inc.  
 Business-Studio Address.....Box 373  
 News Service.....UP  
 Representative.....Kirby  
 Membership.....NARTB  
 Pres., Gen., Sta. Mgr.....James D. Asher  
 Prog. Dir.....H. Winslow Bettinson  
 Comm., Sales Prom. 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.  
 News Service.....UP  
 Transcription Service.....World  
 Station Rep.....Nona Kirby  
 Gen. Mgr.....James D. Asher  
 Commercial Mgr.....Charles Asher  
 Sta. Mgr.....William C. Asher

**WESO—Southbridge—1955**

Frequency: 970 Kc. Power: 500 Watts  
 Owned.....WESO Broadcasting Corp.  
 Address.....291 Main Street  
 News Service.....UP  
 Representative.....Walker  
 Membership.....NARTB, RAB  
 President.....Joseph L. Rosenmiller  
 Vice-president.....Peter A. Bordes  
 Gen., Sta. Mgr.....Joseph C. Amatore  
 Comm. Mgr.....William Richard  
 Prog. Director.....Robert Binet  
 Chief Engineer.....Sumner Weisman

**WBZA-WBZ**  
(Synchronous Operation)  
Springfield-Boston—1921  
NBC

(See Boston Listing)

**WHYN**—Springfield—1941  
CBS

Frequency: 560 Kc. Power: 1000 Watts  
Owned-Oper. By. Hampden-Hampshire Corp.  
Address. 1300 Liberty St.  
Representative. Branham, Ward  
Membership. NARTB  
General Mgr. Charles N. DeRose  
Business Mgr. Patrick J. Montague

**WMAS**—Springfield—1932  
MBS-YANKEE

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By. WMAS, Inc.  
Business-Studio Address. 101 West St.  
News Service. UP  
Representative. H-R Reps., R. C. Foster  
Membership. NARTB  
President. Gerald Harrison  
Station Manager. Robert Donahue  
Comm. Mgr. Zack Land  
Prog. Dir. Roland Dumas  
Chief Eng. John Michnovcz

**WTXL**—Springfield—1949

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By. Telecolor Corp.  
Address. 34 Sylvan St.  
News Service. UP  
Transcription Service. World  
Representative. Walker  
Membership. NARTB, RAB  
Pres., Gen. Mgr. L. A. Reilly  
Commercial Manager. Holland D. Cameron  
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.  
News Service. UP  
Representative. Hollingbery, Kettell-Carter  
Membership. NARTB, RAB  
Pres., Gen. Mgr. Alan C. Tindal  
Commercial Manager. John J. Sullivan  
Sales Prom. Mgr., Prog., Pub. 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  
News Service. UP  
Representative. Walker Co.  
Membership. NARTB  
Pres., Gen. Mgr. J. Marshall McGregor  
Sta. Mgr., Prog. Dir. Joseph G. Quill

Comm. Mgr. Earle Blackwell  
Production Dir. Charles S. Williams  
Chief Engineer. Lawrence Prado

**WARE**—Ware—1948  
YANKEE-MBS

Frequency: 1250 Kc. Power: 1000 Watts d.  
Owned-Oper. By. Central Bcstg. Corp.  
Business-Studio Address. East St.  
News Service. AP  
Rep. Grant Webb, Nona Kirby  
President. H. Scott Killgore  
Gen., Sta. Mgr. William R. Sweeney  
Program Dir. Seth Larrabee

**WCRB**—Waltham—1948

Freq.: 1330 Kc. Power: 5 Kw. d.; 1 Kw. n.  
Owned. Charles River Bcstg. Co.  
Address. 750 South St.  
Station Rep. Good Music Broadcasters  
News Service. UP  
Membership. NARTB  
Pres., Gen. Mgr. Theodore Jones  
Sta. Mgr. Richard L. Kaye  
Sales Mgr. Theodore Jones  
Prom. Mgr. Fred L. Bosworth  
Prog. Dir. Robert Vail  
Pub. Dir. Emmanuel Gilbert  
Chief Eng. Leonard Buckwalter

**WDEW**—Westfield—1957

Frequency: 1570 Kc. Power: 1000 Watts d.  
Owned-Operated By. Westfield Bcstg. Co.  
Business-Studio Address. 249 Union St.

**WDEW**  
1000 WATTS  
WESTFIELD, MASS.

Serving Entire

**Springfield**

Area

Local Programming That's  
Fresh and Exciting

**Temperatures!**

**News!**

**Time!**

Music Everyone Likes

Phone ..... Air Time Daytime  
 News Service ..... UP  
 President ..... Albert L. Capstaff

**WTXL—West Springfield—1949**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Telecolor Corp.  
 Address ..... 34 Sylvan St.  
 News Service ..... UP  
 Representative ..... Walker  
 Membership ..... NARTB, RAB  
 Pres., Gen. Mgr. .... Lawrence A. Reilly  
 Asst. Gen. Mgr. .... James L. Spates  
 Commercial Mgr. .... Holland D. Cameron

**WOCB—West Yarmouth—1940**  
**MBS-YANKEE**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... E. Anthony & Sons  
 Address ..... New Bedford, Mass.  
 Representative ..... Walker  
 News Service ..... UP  
 Newspaper Affil. .... Standard Times  
 President ..... Basil Brewer  
 Sta. Mgr. .... Paul Stiles  
 Chief Engineer. .... Frank L. Lynch

**WAAB—Worcester—1931**  
**ABC-MBS-YANKEE-NBC**

Frequency: 1440 Kc. .... Power: 5000 Watts  
 Owned by ..... WAAB, Inc.  
 Bus.-Studio Address ... Waterman Bcstg. Corp.  
 News Service ..... UP  
 Transcription Service ..... World  
 Membership ..... NARTB, RAB  
 Rep. .... Grant Webb, Kettell-Carter  
 Pres., Gen. Mgr. .... Bernard E. Waterman  
 Comm. Mgr. .... C. Kaminski  
 Prog., Pub. Dir. .... T. C. Sawyer  
 Chief Engineer. .... George Capalbo

**WNEB—Worcester—1946**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... New England Bcstg. Co.  
 Address ..... 405 Main St.  
 News Service ..... UP  
 Representative ..... Bolling  
 Membership ..... NARTB, RAB  
 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.  
 Bus.-Studio Address ..... 50 Franklin St.  
 Representative ..... Forjoe, Wheeler  
 News Service ..... AP  
 Pres., Gen., Sta. Mgr. .... Robert F. Bryar  
 Comm., Sls. Prom. Mgr., Pub. Dir. .... A. A. Coblenz  
 Prog. Dir. .... Shirley Palmer  
 Chief Engineer. .... Herman A. Gruzin

**WTAG—Worcester—1924**  
**CBS**

Frequency: 580 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... WTAG, Inc.  
 Business-Studio Address ..... 20 Franklin St.  
 Newspaper Affil. .... Telegram & Gazette  
 News Service ..... AP  
 Representative ..... Henry L. Christal Co.  
 Membership ..... NARTB, RAB  
 President ..... Robert W. Booth  
 Vice Pres., Gen. Mgr. .... Herbert L. Krueger  
 Commercial Manager. .... Robert J. Brown  
 Local Sales Mgr. .... R. L. Gravel  
 Sales Prom. Head. .... Ben G. Oman, Jr.  
 Prod., Pgm. Dir. .... A. J. Brissette  
 Chief Engineer. .... E. A. Browning

**Michigan**

Pop. March 1 (Est.) 7,661,000—Families 2,232,000  
 Radio Homes 2,198,000—TV Homes 1,967,000—Stations in State 79

**WABJ—Adrian—1945—ABC**

Frequency: 1490 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Gerity Bcstg. Co.  
 Address ..... 2982 Treat Rd.  
 News Service ..... AP  
 Transcription ..... Lang-Worth  
 Representative ..... Michigan Spot Sales  
 Membership ..... NARTB, RAB  
 President ..... James Gerity, Jr.  
 Gen., Sta. Mgr., Comm. Mgr., Pub. Dir. .... R. W. Cessna  
 Program Director. .... Keith Roper  
 Chief Engineer. .... Galen Stutzman

**WALM—Albion—1952—KBS**

Frequency: 1280 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Calhoun Bcstg. Co.  
 Address ..... Box 346  
 News Service ..... UP  
 General Mgr. .... William J. Schwoebell

**WFYC—Alma—1948—KBS**

Frequency: 1280 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... WFYC, Inc.  
 Address ..... U. S. 27  
 News Service ..... UP  
 Membership ..... RAB  
 Trans. Service ..... Lang-Worth, World  
 General Manager. .... David W. Sommerville  
 Sales Mgr. .... David Van Sluyters

**WATZ—Alpena—1946**  
**MBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Midwestern Bcstg. Co.  
 Business Address ..... M-32 West  
 News Service ..... AP  
 Representative ..... Holman  
 President ..... 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.  
News Service...AP  
Representative...Walker  
Membership...NARTB  
Pres., Gen. Mgr...J. R. Chapman  
Comm. Mgr...Richard F. Harner  
Sls. Prom., Prog. Dir...Donald A. Herman  
Pub. Director...Richard P. Wotring  
Chief Engineer...Charles F. Richmond

**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.  
News Service...AP  
Transcription...Thesaurus  
Representative...Everett-McKinney, Inc.  
Membership...NARTB  
Pres., Gen. Sta. Mgr...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-Oper. By...Stevens Wismer Bcstg. Co.  
Address...935 S. Van Dyke Rd.  
Rep...Gill-Perna, Michigan Spot Sales  
Trns. 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.  
News Service...UP  
Transcription Service...World  
Representative...Burn-Smith  
Membership...NARTB, 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.  
News Service...AP  
Newspaper Affil...Enquirer and News  
Transcription Service...Thesaurus, Standard  
Representative...Meeker  
Membership...NARTB, RAB  
President...Robert Miller  
Gen. Sta., Comm. Mgr...P. J. Haller  
Program Dir...Robt. Geerdes  
Publicity Director...Jack Newman  
Chief Engineer...Earl J. Stone

**WBCM—Bay City—1925**  
ABC

Freq.: 1440 Kc. Power: 1 Kw. d., 500 W., n.  
Owned-Operated By...Michigan Bcstg. Co.  
Business-Studio Address...Wenonah Hotel  
News Service...UP  
Transcription Service...World  
Representative...George P. Hollingsbery  
Membership...RAB, NARTB  
President...Robert H. Holmes  
Gen., Sta., Comm. Mgr...Leo A. Jylha  
Prog., Pub. Dir...Hal Shore  
Chief Engineer...Ralph H. Carpenter

**WHFB—Benton Harbor—  
St. Joseph—1947**

Frequency: 1060 Kc. Power: 1000 Watts d.  
Owned-Oper. By...Palladium Publ. Co.  
Address...Michigan and Oak St., B. H.  
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...Dwight Edmunds  
Comm. Mgr...John Chase  
Chief Engineer...M. U. Robinson

**WBRN—Big Rapids—1953**

Frequency: 1460 Kc. Power: 1 Kw., d.  
Owned-Oper. By...WBRN, Inc.  
Address...P. O. Box 825  
News Service...AP  
Transcription Service...Thesaurus, SESAC  
Representative...Hil F. Best  
Membership...RAB  
Pres., Gen., Sta., Comm. Mgr. Spencer Denison  
Chief Engineer...R. F. Cook

**WATT—Cadillac—1945**  
MBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By...Midwestern Bcstg. Co.  
Business-Studio Address...U. S. 131, South  
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...Straits Bcstg. Co.  
Address...Mackinaw Ave.  
News Service...AP  
Transcription Service...Thesaurus  
Representative...Best  
Pres., Gen., Sta., Sls. P. om. Mgr...R. E. Hunt  
Commercial Mgr...Ben Morrow  
Program Director, Pub. Dir...Dick Welsh  
Chief Engineer...Norbert C. Poepelman

*For a real Sales*  
**KNOCKOUT**

*in the Detroit area*

CKLW-TV penetrates  
a population grand  
total area of 5,588,800  
in which 87% of all  
families own TV sets.

**CKLW-TV**  
channel 9

**325,000  
WATTS**

**CKLW**  
radio 800 kc

**50,000  
WATTS**

CKLW radio covers a  
15,000,000 population  
area in 5 important  
states. The lowest cost  
major station buy in  
the Detroit area.

**THE  
MOST  
POWERFUL  
RADIO  
AND TELEVISION  
COVERAGE  
IN THE  
MARKET!**

Young Television Corp.  
Adam Young, Inc.  
National Representatives

J. E. Campeau, Pres.  
Guardian Bldg., Detroit



**WTVB—Coldwater—1949**

Freq.: 1590 Kc. Power: 5 Kw. d., 500 Watts n.  
 Owned-Oper. By ...Twin Valley Bdcstrs. Inc.  
 Address .....Box 32  
 News Service .....AP  
 Trans. Service .....World  
 Representative .....Hil F. Best  
 President .....George Hosek  
 Sta., Comm. Mgr., Prog. Dir. E. Harold Munn,  
 Jr.  
 Sales Prom. Mgr. ....Normand Moore  
 Publicity Dir. ....Ronald T. Hutson  
 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  
 News Service .....INS, UP  
 Representative .....Adam Young  
 Transcription Service .....World, Thesaurus  
 Representative .....Adam Young  
 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.  
 Bus. Studio Address .....7441 Second Blvd.  
 News Service .....INS, AP  
 Representative .....Katz Agency  
 Membership .....NARTB, RAB  
 President .....George B. Storer, Sr.  
 Managing Director .....Harry Lipson  
 Gen. Sales Mgr. ....Herbert J. Weber, Jr.  
 Merchandising Mgr. ....Dean Davidson  
 Publicity Director .....Grace Schilbe  
 Chief Engineer .....Leonard Spragg

**WJLB—Detroit—1926**

Frequency: 1400 Kc. ....Power: 250 Watts  
 Owned-Oper. By ..Booth Radio & TV Stas.  
 Business Address .....Broderick Tower  
 News Service .....AP  
 Representative .....ForJoe  
 Membership .....NARTB  
 President .....John L. Booth  
 Gen., Sta. Mgr. ....Edwin E. Nyy  
 Commercial Mgr. ....Eric V. Hay

**WJR—Detroit—1922—CBS**

Frequency: 760 Kc. ....Power: 50,000 Watts  
 Owned-Oper. By WJR, The Goodwill Sta., Inc.  
 Address .....2100 Fisher Bldg.  
 News Service .....AP, INS, UP  
 Trans. Ser. ....Thesaurus, Lang-Worth  
 Representative .....Christal  
 Membership .....NARTB, RAB

President .....John F. Patt  
 V.P., & Gen. Mgr. ....Worth Kramer  
 Pub. Rel. Dir. ....James Quello  
 V.P., Operations Mgr. ....F. S. Moore  
 V.P., Radio Sales .....Elmer O. Wayne  
 Sales Prom. Mgr. ....Jack Brussel  
 Prog. Mgr. ....Ron Gamble  
 Chief Engineer .....A. Friedenthal

**WKMH—Detroit—1946**

Freq.: 1310 Kc. ....Power: 5 Kw.  
 Owned-Oper. By ...Knorr Broadcasting Corp.  
 Address .....WKMH Bldg., Dearborn  
 News Service .....UP, AP  
 Representative .....Headley-Reed  
 Transcription Service .....Lang-Worth  
 Membership .....NARTB  
 Pres., Gen. Mgr. ....F. A. Knorr  
 Sta. Mgr. ....John J. Carroll  
 Comm., Sales Prom. Mgr. ....J. O. Gilbert  
 Prog., Pub. Dir. ....Robt. Seymour  
 Chief Engineer .....Jerrald Martin

**WWJ—Detroit—1920—NBC**

Frequency: 950 Kc. ....Power: 5000 Watts  
 Owned-Oper. By ...The Evening News Assn.  
 Address .....622 W. Lafayette  
 Newspaper Affiliation .....Detroit News  
 News Service .....AP, UP  
 Transcription Service .....Thesaurus  
 Rep. .Peters, Griffin & Woodward, McDermott  
 Membership .....NARTB, RAB  
 President .....Warren S. Booth  
 General Manager .....Edwin K. Wheeler  
 Asst. Gen. Mgr. ....Don DeGroot  
 Program Mgr. ....M. C. Wissman  
 Station Mgr. ....Robert J. McIntosh  
 Sales Prom. Mgr. ....Glen Kyker  
 Business Mgr. ....Henry C. Rogers  
 Gen. Eng. Mgr. ....E. J. Love

**WXYZ—Detroit—1925—ABC**

Frequency: 1270 Kc. ....Power: 5000 Watts  
 Owned-Oper. By .....WXYZ, Inc.  
 Business Address .....1700 Mutual Bldg.  
 News Service .....AP, INS  
 Representative .....John Blair  
 Transcription Service .....Standard  
 Membership .....RAB, NARTB  
 President .....James G. Riddell  
 Commercial Manager .....Harold L. Neal  
 Pub. Dir. ....Douglas E. Nicol  
 Prom. Mgr. ....Page Heldenbrand  
 Asst. Radio Sales Mgr. ....Robert Baldrice  
 Chief Engineer .....Charles Kocher  
 (See Page 473)

**WDBC—Escanaba—1941  
 MBS**

Frequency: 680 Kc. ....Power: 1000 Watts  
 Owned-Operated By .....Delta Bcstg. Co.  
 Business-Studio Address .....606 Lud St.  
 News Service .....AP  
 Pres., Gen., Comm., Sales Prom. Mgr., Prog. Dir.  
 George D. Lindenthal  
 Station Manager .....F. J. Lindenthal



Publicity Director.....Wm. J. Duchaine  
Chief Engineer.....Henry C. Olsen

**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  
Representative.....Rambeau  
Pres., Gen. Mgr.....Richard S. Carter  
Comm. Mgr.....Ronald L. Craig  
Sales Prom. Mgr.....Charles Speights  
Prog. Director.....N. R. Gravelin  
Pub. Director.....Albert Binder  
Chief Engineer.....Charles Wallace

**WBBC—Flint—1947—MBS**

Frequency: 1330 Kc.....Power: 1000 Watts  
Owned-Oper. By...Booth Radio & TV Stations.  
Bus-Studio Address.....3076 E. Bristol Rd.  
Representative.....Weed  
News Service.....AP  
President.....John Lord Booth  
Sta., Gen., Mgr.....W. Gerald Schroeder

**WFDF—Flint—1922—NBC**

Frequency: 910 Kc.....Power: 1000 Watts  
Owned-Operated By.....The Trebit Corp.  
Address.....Garland at First Ave.  
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 Bcstg. Corp.  
Address.....112 W. Water St.  
Station Rep.....Mich. Spot Sls., Headley-Reed  
Membe-ship.....NARTB  
Pres., Gen. Mgr.....Fred A. Knorr  
Managing Director.....W. Eldon Garner

**WMRP—Flint—1946**

Frequency: 1570 Kc.....Power: 500 Watts d.  
Owned-Oper. By...Methodist Radio Parish, Inc.  
Address.....3217 Lapeer St.  
Representative.....Best  
News Service.....UP  
President.....Arthur Howard  
Gen. Mgr.....William H. Morford  
Chief Engineer.....Robert Swayze

**WTAC—Flint—1946—ABC**

Freq.: 600 Kc.....Power: 1 Kw. d., 500 W. n.  
Owned...KPOA-WFBL-KTVR, Founders Corp.  
Address.....420 Lexington Ave., N. Y. C.  
Station Representative.....Hollingbery  
News Service.....UP  
President.....John M. Shaheen  
Station Mgr.....David Mendelsohn  
Program Director.....Michael Joseph

Nat. Sls. Mgr.....T. J. Warner  
Comm. Mgr.....Walter L. Dennis  
Chief Engineer.....Robert Wheaton

**WBFC—Fremont—1954**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By...Capitol Radio Network  
Address.....Mt. Pleasant, Mich.  
News Service.....AP  
Transcription.....Lang-Worth, SESAC  
Representative.....Hil F. Best  
Membership.....NARTB  
President.....Paul A. Brandt  
Gen., Sta., Comm. Mgr.....Earl Peterson  
Sales Prom. Mgr., Prog. Dir.....Neal Johnson  
Publicity Dir.....Lou Walters  
Chief Engineers, Charles Holbrook, Dick Carter

**WATC—Gaylord—1950  
MBS**

Frequency: 900 Kc.....Power: 1000 Watts d.  
Owned-Oper. By...Midwestern Bcstg. Co.  
Address...Paul Bunyan Bldg., Traverse City  
Representative.....Holman, Mich. Spot Sales  
Gen. Mgr.....Les Biederman

**WGHN—Grand Haven—1956**

Frequency: 1370 Kc.....Power: 500 Watts  
Owned.....Grand Haven Broadcasting Co.  
Address.....128 Washington St.  
News Service.....UP  
Transcription Service.....Thesaurus  
President, Prog. Dir.....Bob Runyon  
Gen., Sta., Comm., Sls. Prom. Mgr...Bob Kirby  
Pub. Dir.....Delrose Heinzleman  
Chief Engineer.....Bob Schmitt

**WFUR—Grand Rapids—1947**

Frequency: 1570 Kc.....Power: 1000 Watts d.  
Owned-Oper. By...Furniture City Bcstg. Corp.  
Address.....399 Gafield Ave., S.W.  
News Service.....UP  
Transcription Service.....Associated  
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 Bcstg. Co.  
Business-Studio Add...35 Lafayette Ave., N.E.  
News Service.....AP  
Transcription Service.....Standard  
Representative.....Gill Perna  
Membership.....NARTB  
Pres., Gen. Mgr.....Paul F. Eichhorn  
Sta., Comm. Mgr., Prog. Dir.....Glenn Le Pard  
Publicity Dir.....Rudy Pessel  
Chief Engineer.....Richard Groenevelt

**WJEF—Grand Rapids—1945  
CBS**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. ...Amalgamated Properties, Inc.

Address ..... 187 Monroe N. W.  
 Transcription ..... Thesaurus  
 Representative ..... Avery-Knodel, Inc.  
 President..... John E. Fetzer  
 General Mgr..... Carl E. Lee  
 Station Manager..... Martin Giacomo  
 Chief Eng..... Bruce M. Glycadjis

**WLAV—Grand Rapids—1940**  
**ABC**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned..... Versluis Radio & Television, Inc.  
 Address..... 6 Fountain St., N.E.  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... Burke-Stuart  
 President..... Leonard A. Versluis  
 Gen., Sta., Comm. Mgr..... Lee G. Stevens  
 Prog. Dir..... Don Mullen  
 Chief Engineer..... Carroll Hutchings

**WMAX—Grand Rapids—1954**

Frequency: 1480 Kc.....Power: 1000 Watts d.  
 Owner ..... WMAX, Inc.  
 Address ..... Keith Theater Bldg.  
 News Service..... UP  
 General Manager..... Chas. A. Sprague  
 Commercial Mgr..... Joe Hooker  
 Promotion Mgr..... Ed Fitzgerald  
 Prog. Dir..... Bob Trap

**WOOD—Grand Rapids—1924**  
**NBC**

Frequency: 1300 Kc.....Power: 5000 Watts  
 Owned-Oper. By... Consolidated Radio & TV  
 Broadcasters, Inc.  
 Address..... 120 College Ave., S.E.  
 News Service ..... AP  
 Representative ..... Katz Agency  
 President ..... H. M. Bitner, Jr.  
 General Mgr..... Willard Schroeder  
 Radio Sales Mgr..... Michael Lareau  
 Prom. Mgr..... Clark Grant  
 Prog. Dir..... Franklin Sisson  
 Publicity Director..... Sharon Schneider  
 Chief Engineer..... Charles Robison

**WBSE—Hillsdale—1955**

Frequency: 1340 Kc.....Power: 100 W.  
 Owned-Operated By.. Baw Beese Bcstrs., Inc.  
 Address ..... 92½ Broad St.  
 Representative ..... Best  
 News Service ..... AP  
 Transcription ..... Thesaurus  
 Membership ..... NARTB, RAB  
 President ..... Stanley White  
 Gen., Sta. Mgr., Chief Eng..... E. H. Munn, Jr.  
 Comm. Mgr..... Lincoln A. Mayo

**WHTC—Holland—1948**

Frequency: 1450 Kc.....Power: 250 Watts

**WTAC**  
**RADIO**  
**DOMINATES!**

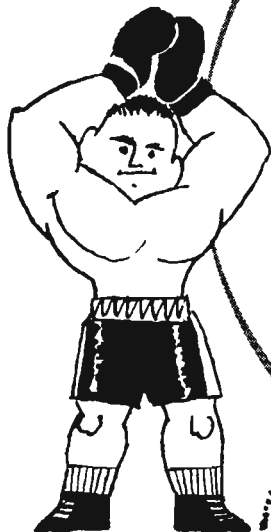
**FLINT, MICHIGAN**

**1<sup>st</sup> in the Market**

All day average 38.3—Nearest competitor 15.8 (Hooper)  
 In every quarter-hour, 6 A.M.—6 P.M. (Pulse)  
 In twenty of twenty-two half-hours, 7 A.M.—6 P.M. (Hooper)  
 National representative — George P. Hollingbery Co.

**FOUNDERS CORP.**

One of the Founders' group of stations, including  
 KPOA, Honolulu, and the Inter-Island Network;  
 WFBL, Syracuse, New York; and KTZR,  
 Channel 2, Denver, Colorado.





Owned-Operated By.....Holland Bcstg. Co.  
 Address ..... 5 E. 8th St.  
 News Service ..... AP  
 Representative ..... Best  
 President ..... W. A. Butler  
 Gen. Mgr..... Sandy Meek  
 Program Director..... Harold Franken  
 News, Pub. Dir..... Brig Young  
 Chief Engineer..... Juke Van Oss

**WHDF—Houghton—1929**  
**NBC**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By...Upper Michigan Bcstg. Co.  
 Address .....Houghton  
 News Service ..... AP  
 Transcription Service.....Thesaurus  
 Representative ..... Walker  
 Membership ..... NARTB  
 Chief Owner..... G. L. Burgan  
 General Manager..... Albert W. Payne  
 Program Director..... Earl Norden  
 Publicity Director..... F. Grant Richards  
 Chief Engineer..... George L. Burgan

**WHGR—Houghton Lake**  
**1954**

Frequency: 1290 Kc.....Power: 5 Kw.  
 Owned.....Sparks Bcstg. Co.  
 Address .....3431 Houghton Lake Dr.  
 News Service ..... AP  
 Representative ..... Hil F. Best  
 President..... Jacob B. Sparks  
 General Mgr..... Gordan A. Sparks  
 Sta. Mgr., Prog. Dir..... Robert D. Ditmer  
 Chief Engr..... Garnet G. Sparks

**WION—Ionia—1953**

Frequency: 1430 Kc.....Power: 500 Watts d.  
 Owned-Oper. By..... Ionia Bcstg. Co.  
 Address .....Box 143  
 News Service ..... AP  
 Representative ..... Best  
 Transcription Service ..... Thesaurus  
 Membership ..... NARTB  
 President..... Monroe MacPherson, Sr.  
 Gen. Mgr., Prog. Dir... Monroe MacPherson, Jr.  
 Commercial Mgr..... Kenneth R. Chapin  
 Chief Engineer..... Erwin Fuller

**WMIQ—Iron Mountain—1947**  
**ABC**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned... Iron Mountain-Kingsford Bcstg. Co.  
 Address ..... 211 East Ludington Street  
 Newspaper Affil..... News  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 Membership ..... NARTB  
 President..... Frank J. Russell  
 Gen., Sta., Comm., Prom. Mgr.. W. C. Johnson  
 Program, Pub. Dir..... Gil Heard  
 Chief Engineer..... Richard Gallup

**WIKB—Iron River—1949**  
**KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned By..... WIKB, Inc.  
 Address ..... 221 Genesse St.  
 Representative ..... Hil F. Best  
 News Service ..... AP  
 Transcription ..... Thesaurus  
 President..... H. H. Frailing  
 Gen., Sta., Comm. Mgr..... Bud Shields  
 Program, Pub. Dir..... Milo Jordan  
 Sales Prom. Mgr..... Bob Campbell  
 Chief Eng..... Les Patten

**WJMS—Ironwood—1931**

Frequency: 630 Kc.....Power: 1000 Watts  
 Owned-Oper. By...Upper Mich.-Wis. Bcstg. Co.  
 Business-Studio Address... 124 E. McLeod Ave.  
 Representative ..... Hil F. Best  
 Membership ..... NARTB, RAB  
 President, Gen. Mgr..... William L. Johnson

**WJPD—Ishpeming—1947**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By... Ishpeming Bcstg. Co.  
 Business-Studio Address ..... Jenks Block  
 News Service ..... AP  
 Transcription Service ..... World  
 Membership ..... NARTB  
 President ..... J. P. Deegan  
 Sta. Manager..... Harold Smith  
 Comm. Mgr..... Eldon Wallace  
 Prog. Dir..... Baker Urdan  
 Chief Engineer..... L. Roncoqione

**WIBM—Jackson—1925—ABC**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Booth Radio & TV Stations, Inc.  
 Address ..... 2511 Kibby Rd.  
 Station Representative ..... Weed  
 Membership ..... NARTB  
 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  
 Rep..... Headley-Reed, Mich. Spot Sales  
 Membership ..... NARTB  
 Pres., Gen. Mgr..... Fred A. Knorr  
 Managing Director..... Merritt W. Greene

**WKLZ—Kalamazoo—1956**

Frequency: 1440 Kc.....Power: 500 Watts  
 Owned..... The Circle Corporation  
 Address ..... 2315 Schippers Lane  
 News Service ..... UP  
 Pres., Gen., Comm. Mgr..... Joseph F. Butler  
 Sta. Mgr., Prog. Dir., Chief Eng.. R. E. Patterson  
 Sales Prom. Mgr., Pub. Dir... Leon B. Van Dam

**WKMI—Kalamazoo—1947**

Freq.: 1360 Kc. Power: 5 Kw. d. 1 Kw. n.  
 Owned-Oper. By Steere Bcstg. Co.  
 Business-Studio Address State Theatre Bldg.  
 News Service UP  
 Representative Broadcast Time Sales  
 Membership NARTB  
 President Howard D. Steere  
 Station Manager Emil J. Popke, Jr.  
 Commercial Mgr. Barney Doyle  
 Prog. Dir. Dan Daniels  
 Chief Engineer Kenneth Farrance

**WKZO—Kalamazoo—1923**  
 CBS

Frequency: 590 Kc. Power: 5000 Watts  
 Owned-Operated By Fetzer Bcstg. Co.  
 Business Address 124 W. Michigan Ave.  
 News Service AP  
 Transcription Service Thesaurus  
 Representative Avery-Knodel  
 Membership NARTB, RAB  
 President John E. Fetzer  
 V. P. & Mgr. Dir. Carl E. Lee  
 Radio Admin. Asst. Otis T. Gaston  
 Nat. Sales Director John W. O'Harrow  
 Program Director Charles T. Lynch  
 Chief Engineer Arthur E. Covell

**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  
 News Service AP

Representative Venard  
 Pres., Gen. Comm. Mgr. John C. Pomeroy  
 Sales Prom. Mgr., Pub. Dir. Stanley Kirby

**WJIM—Lansing—1934—ABC**  
 NBC

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By Gross Telecasting, Inc.  
 Address 2820 East Saginaw  
 News Service UP  
 Rep. Peters, Griffin, Woodward, Inc.  
 Membership RAB  
 President, Gen. Mgr. Harold F. Gross  
 Station Mgr. Howard K. Finch  
 Comm. Mgr. Garvin Meadowcroft  
 Prog. Dir. Bertrant Mitchell  
 Chief Eng. Carl Musson

**WKLA—Ludington—1944**  
 ABC

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By Raymond A. Plank  
 Address East Ludington Ave.  
 News Service UP  
 Representative Best  
 Membership NARTB, RAB  
 Pres., Gen., Stz. Mgr., Ch. Eng. Ray. A. Plank

**WMTE—Manistee—1951**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Manistee Radio Corp.  
 Address Box 322  
 News Service AP  
 Trans. Ser. Thesaurus



**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**





Representative ..... Best  
 Membership ..... NARTB  
 President..... James R. Sumbler  
 General Manager..... Stephen Cole  
 Comm. Mgr..... Edward H. Owens

**WDOG—Marine City—1950**

Frequency: 1590 Kc.....Power: 1000 Watts d.  
 Owned-Operated By..... Radio St. Clair, Inc.  
 Address..... Marine City Hwy.  
 News Service ..... UP  
 President ..... Jerry Coughlin  
 Station Mgr..... John S. Bell  
 Program Dir..... J. A. Sullivan  
 Ch. Engs..... Robert Burr, Carlton Goodwin

**WDMJ—Marquette—1931  
 MBS**

Frequency: 1320 Kc.....Power: 1000 Watts  
 Owned-Oper. By.. Lake Superior Bcstg. Co., Inc.  
 Bus.-Studio Address..... Mining Journal Bldg.  
 Newspaper Affil..... Mining Journal  
 Membership ..... NARTB, RAB  
 Representative..... Superior Ad Agency  
 General Manager..... Frank J. Russell, Jr.  
 Gen., Sta., Comm. Mgr..... Robert Luke

**WAGN—Menominee—1952**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By..... Men-Mar Bcstg. Co.  
 Address ..... Glickman Bldg.  
 News Service ..... UP  
 Pres., Gen. Sta. Mgr..... Vernon Uecker  
 Commercial Mgr..... Ed Swartzky  
 Chief Eng..... Loren B. Koestling

**WMDN—Midland—1948**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By..... Rich Publ. House, Inc.  
 Address ..... 124 McDonald Street  
 Newspaper Affil..... Daily News  
 News Service ..... AP  
 Transcription Service..... Thesaurus  
 Station Rep..... Hill F. Best  
 Membership ..... NARTB, RAB  
 President..... Phillip T. Rich  
 General Mgr..... Peter A. Wolf

**WCEN—Mt. Pleasant—1949**

Freq.: 1150 Kc.....Power: 1 Kw. d., 500 W. n.  
 Owned..... Paul A. Brandt  
 Address..... Mt. Pleasant, Mich.  
 News Service ..... AP  
 Trans. Ser..... Thesaurus, SESAC, Lang-Worth  
 Membership ..... NARTB  
 Representative..... Hill F. Best  
 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.

News Service ..... AP  
 Trans. Serv..... Lang-Worth  
 Representative ..... Meeker  
 Membership ..... NARTB  
 Pres., Gen. Sta., Comm. Mgr..... Arch Shawd  
 Program Director..... J. L. Roach  
 Pub. Dir., Sales Prom. Mgr..... B. L. Bennett  
 Chief Engineer..... George Krivitzyk

**WKNK—Muskegon—1949**

Frequency: 1600 Kc.....Power: 5000 Watts  
 Owned-Oper. By..... Nick and Gladys Kuris  
 Address ..... Federal Square  
 News Service ..... UP  
 Representative ..... Gill-Perna  
 President ..... Nick Kuris  
 Gen., Sta., Comm. Mgr..... W. B. Murphy  
 Sales Prom. Mgr..... Bill Musgrave  
 Program Director..... Grace Boes  
 Publicity Director..... Christmas Early  
 Chief Engineer..... James Swanson

**WMUS—Muskegon—1947  
 KBS**

Frequency: 1090 Kc.....Power: 1000 Watts d.  
 Owned-Oper. Greater Muskegon Bcstrs., Inc.  
 Business-Studio Address..... 517 W. Giles Rd.  
 News Service ..... AP  
 Station Rep..... McGillvra  
 V.P., Gen. Mgr..... Dalton C. Hille

**WOAP—Owosso—1948—KBS**

Frequency: 1080 Kc.....Power: 250 Watts d.  
 Owned-Operated By..... Owosso Bcstg. Co.  
 Address ..... Owosso  
 Representative..... Joseph Hershey McGillvra  
 President..... J. E. Campbell  
 General Manager..... M. H. Wirth  
 Sta., Comm. Prog. Mgr..... Merrill Walker  
 Chief Engineer..... Fran Bowles

**WMBN—Potoskey—1946  
 MBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By..... Midwestern Bcstg. Co.  
 Bus.-Studio Address..... Traverse City  
 Station Rep..... Holman, Mich. Spot Sales  
 General Manager..... Les Biederman

**WCAR—Pontiac—1939**

Frequency: 1130 Kc.....Power: 10,000 Watts  
 Owned-Operated By..... WCAR, Inc.  
 Address..... Box 55  
 News Service..... AP, UP, INS  
 General Manager..... H. Y. Levinson  
 Commercial Manager..... William G. Lenhard  
 Production Manager..... Lawrence W. Bova

**WPON—Pontiac—1954**

Frequency: 1460 Kc.....Power: 500 Watts  
 Owned..... Gerity Bcstg. Co.  
 Address ..... Adrian, Mich.  
 News Service ..... AP  
 Transcription Service..... Thesaurus

Station Representative Michigan Spot Sales  
 Membership ..... NARTB, RAB  
 President ..... James Gerity, Jr.  
 Gen., Sta. Mgr. .... Russell Gohring  
 Prog. Dir. .... Don Zee  
 Commercial Mgr. .... W. L. Belaney  
 Chief Engineer ..... Karl Kuck

**WHLS—Port Huron—1938**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By Stevens-Wismer Bcstg. Co.  
 Address ..... 932 Military St.  
 News Service ..... AP  
 T ans. Ser. .... Standard, Lang-Worth  
 Rep. .... Gill-Perna, Michigan Spot Sales  
 Membership ..... NARTB  
 General Manager ..... John F. Wismer  
 Station Mgr. .... Thomas G. Sicklesteel  
 Comm. Mgr. .... John Shepard  
 Chief Engineer ..... Harold Oliver

**WTTH—Port Huron—1947**  
 ABC

Frequency: 1380 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... The Times Herald Co.  
 Address ..... 606 Water St.  
 Newspaper Affil. .... Times-Herald  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Membership ..... NARTB, RAB  
 Sta. Mgr. .... Kenneth Blevins  
 General Manager ..... R. S. Sommerville  
 Sales Prom. Mgr. .... Ronald Mires  
 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.  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 Membership ..... NARTB  
 Pres., Gen., Sta. Mgr. .... Harvey A. Klann  
 Comm., Sales Prom., Pub. Mgr. .... Albert Klann

**WEXL—Royal Oak—1923**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Sparks Bcstg. Co.  
 Business Address ..... Box 190  
 News Service ..... AP, INS  
 Transcription Service ..... Thesaurus  
 Membership ..... NARTB  
 Pres., Gen. Mgr. .... Jacob B. Sparks  
 Manager ..... Gordon A. Sparks  
 Sales Manager ..... Ernest Holder  
 V.P., Chief Engineer ..... Garnet G. Sparks

**WSJM—Saint Joseph—1956**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Lake Broadcasters  
 Address ..... 220 State St.  
 News Service ..... UP  
 Transcription ..... Lang-Worth, SESAC  
 Representative ..... McGillvra  
 Membership ..... NARTB, TvB

President ..... Maurice G. Humphrey  
 General Mgr. .... Richard W. Lee  
 Comm. Mgr. .... Ralph W. Newland  
 Program Dir. .... Al Evans  
 V. P., Chief Eng. .... Carl L. Benson

**WKNX—Saginaw—1947**

Frequency: 1210 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By Lake Huron Bcstg. Corp.  
 Address ..... 221 So. Wash. Ave.  
 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  
 Commercial Mgr. .... R. M. Chandler  
 Business Manager ..... L. L. Purvis  
 Program Director ..... Charles Renwick  
 Chief Engineer ..... Max W. Thomas

**WSAM—Saginaw—1940**  
 NBC

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Knorr Bcstg. Corp.  
 Address ..... 15001 Michigan Ave., Dearborn  
 News Service ..... AP  
 Rep. .... Headley-Reed Co., Mich. Spot Sales  
 Membership ..... NARTB  
 President ..... Fred A. Knorr  
 Managing Dir. .... Richard Schueler  
 Chief Eng. .... O. A. Nordenskjold



**NEWSY  
 NEIGHBORHOOD**



In Port Huron let WHLS the community-minded station — featuring 4 full time newsmen— deliver your message between news-breaks.



**WSGW—Saginaw—1950**  
MBS

Frequency: 790 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . Booth Radio & TV Stations  
Address . . . . . 400 Mason Bldg.  
Representative . . . . . Pearson  
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

Freq.: 1230 Kc. Power: 250 W. d., 100 W. n.  
Owned-Operated By . . . Hiawathaland Bcstg. Co.  
Business-Studio Address . . . . 208 Ashmun St.  
Membership . . . . . NARTB  
News Service . . . . . AP

Transcription Service . . . . . Thesaurus, SESAC  
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 . . . . . P. O. Box 67  
Representative . . . . . Hil F. Best  
News Service . . . . . AP  
General Manager . . . . . E. Harold Munn Jr.  
Station Manager . . . . . Frank B. Cummins

**WTCM—Traverse City—1941**  
MBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Midwestern Bdcstg. Co.  
Address . . . . . Paul Bunyan Bldg.  
Rep. . . . . Hal Holman Co., Mich. Spot Sales  
Membership . . . . . NARTB  
General Manager . . . . . Les Biederman

**Minnesota**

Pop. March 1 (Est.) 3,271,000—Families 955,000  
Radio Homes 920,000—TV Homes 728,000—Stations in State 50

**KASM—Albany—1950—KBS**

Frequency: 1150 Kc. . . . . Power: 500 Watts d.  
Owned-Oper. By . . . . . Stearns Co. Bcstg. Co.  
Rep. . . . . Continental, UMBS Sales  
News Service . . . . . UP  
Translation . . . . . Lang-Worth  
Membership . . . . . NARTB  
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 Bdcstg. Co., Inc.  
Address . . . . . 332 South Broadway  
News Service . . . . . UP  
Transcription Service . . . . . Standard  
Representative . . . . . Meeker, Bulmer & Johnson  
Membership . . . . . RAB  
President . . . . . Bennett O. Knudson  
Gen. Mgr. . . . . E. A. Van Alstyne  
Program Director . . . . . Bill Rudd  
Sales Prom. Mgr. . . . . Tom Golden  
Pub. Dir. . . . . Elaine Carlsen  
Chief Engineer . . . . . Robert Holt

**KXRA—Alexandria—1949**  
KBS-ABC

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . Alexandria Bcstg. Co.  
Address . . . . . 1315 Broadway  
News Service . . . . . UP  
Representative . . . . . Upper Mid-West Bcstg.  
Membership . . . . . NARTB  
Pres., Comm., Sales Prom. Mgr. . . E. Q. Walters  
Station Manager . . . . . Kenneth A. Tessmer  
Program Director, Pub. Dir. . . . . K. C. Bechtel  
Chief Engineer . . . . . Kenneth Olson

**KAUS—Austin—1948**  
MBS-KBS

Frequency: 1480 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . . . Minnesota-Iowa TV Co.  
Business-Studio Address . . . . . Austin  
News Service . . . . . AP  
Representative . . . . . Avery-Knodel  
President . . . . . Chet Weseman  
Gen. Mgr., Prog. Dir. . . . . Gene P. Loffler  
Commercial Mgr. . . . . Ken Soderberg

**KBUN—Bemidji—1946**  
MBS

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned . . . . . Paul Bunyan Broadcasting Co.  
Address . . . . . 519 Beltrami Ave.  
News Service . . . . . UP  
Transcription Service . . . . . World  
President . . . . . Ben H. Potter Jr.  
Gen., Sta., Comm., Sales Prom. Mgr., Prog.,  
Pub. Dir. . . . . James R. Hambacher  
Chief Engineer . . . . . Robert D. Zellmer

**KLIZ—Brainerd—1946**

Frequency: 1380 Kc. . . . . Power: 1000 Watts  
Owned-Operated By . . . . . Brainerd Bcstg. Co.  
Business Address . . . . . 2700 E. Oak  
News Service . . . . . UP  
Transcription Service . . . . . World, Associated  
Representative . . . . . Walker  
Membership . . . . . NARTB  
Pres., Gen. Mgr. . . . . E. Thomas O'Brien  
Station Mgr. . . . . Earl R. Johnsen

**KBMW—Breckenridge—1948**  
KBS

Frequency: 1450 Kc. . . . . Power: 250 Watts

Owned-Oper. By.....Interstate Bdcstg. Corp.  
 Address...519 Dakota Ave., Wahpeton, N. D.  
 News Service.....UP  
 Station Representative.....Continental  
 Transcription Service.....Standard, World  
 Pres., Gen. Mgr.....Robert E. Ingstad  
 Sta., Comm. Mgr.....George Kaufmann

**WKLK—Cloquet—1949**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Cloquet Bcstg. Co.  
 Address.....Reliable Bldg.  
 News Service.....UP  
 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.  
 News Service.....UP  
 Transcription Service.....Thesaurus, World  
 Rep.....Donald Cook, Tracy Moore,  
 Upper Midwest Bcstg.  
 President, Prog. Dir.....Jerome A. Dahlberg  
 General Manager.....William J. Kiewel  
 Sales Prom., Comm. Mgr.....E. R. Melbye  
 Chief Engineer.....Earl Handyside

**KDLM—Detroit Lakes—1951  
 KBS**

Frequency: 1340 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Detroit Lakes Bcstg. Corp.  
 Address.....1340 Richwood Rd.  
 News Service.....UP  
 Transcription Service.....World  
 Membership.....NARTB  
 Representative.....Continental Radio Sales  
 Pres., Gen., Sta., Mgr.....G. L. Fox  
 Program Director.....Robt. Ackerman  
 Commercial Mgr.....Norman Engstrom  
 Sales Prom. Mgr.....D. Knutson  
 Chief Engineer.....W. Wilson

**KDAL—Duluth—1936—CBS**

Frequency: 610 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Red River Bcstg. Co., Inc.  
 Business-Studio Address.....216 Bradley Bldg.  
 News Service.....AP  
 Transcription Service.....Lang-Worth  
 Representative.....Avery-Knodel  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....Dalton Le Masurier  
 Sta., Comm. Manager.....Odin S. Ramsland

**WEBC—Duluth—1924  
 NBC**

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Head of the Lakes Bcstg. Co.  
 Business-Studio Address.....WEBC Bldg.  
 News Service.....UP  
 Representative.....Hollingbery  
 Membership.....NARTB  
 President.....Morgan Murphy

Vice Pres.....W. C. Bridges  
 General Manager.....Robert J. Rich  
 Program Director.....Dennis Murphy  
 Chief Engineer.....Norman Gill

**WELY—Ely—1954—KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owner.....Charles B. Persons  
 Address.....WELY Bldg.  
 News Service.....UP  
 Transcription Service.....World  
 Membership.....NARTB  
 Station Mgr., Chief Eng.....Charles B. Persons

**WEVE—Eveleth—1947  
 MBS-KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Carl Bloomquist  
 Address.....WEVE Bldg.  
 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.  
 News Service.....AP  
 Representative.....Rombeau, UMBS Sales  
 Trans. Serv.....Thesaurus  
 Membership.....NARTB  
 General Manager.....Frank Endersbe

**KDHL—Faribault—1948**

Frequency: 920 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....KDHL Bdcstg. Co.  
 Business-Studio Address.....213 Central Ave.  
 News Service.....UP  
 Transcription.....Capitol, World, Standard  
 Representative.....UMBS  
 Membership.....NARTB, RAB  
 General Mgr.....J. E. Hyde, Jr.  
 Commercial Mgr.....Palmer Dragston  
 Program Director.....Irv Kuelland

**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  
 News Service.....AP  
 Representative.....Bulmer & Johnson  
 Membership.....NARTB  
 Secy.-Treas., Gen. Mgr.....Harold L. Dell  
 Assistant Manager.....Frederick T. Dell

**KOZY—Grand Rapids—1948  
 MBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Itasca Bcstg. Co.



Address.....207 N. First Ave.  
 Membership.....RAB, NARTB  
 News Service.....UP  
 Pres., General Manager....Robert D. Kennedy

**WMFG—Hibbing—1935**  
**NBC**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By..Head of the Lakes Bcstg. Co.  
 Address.....WMFG Bldg.  
 News Service.....UP  
 Representative.....Hollingbery  
 Membership.....RAB  
 General Manager.....Harold Parise

**KDUZ—Hutchinson—1953**

Frequency: 1260 Kc.....Power: 1000 Watts d.  
 Owned.....North American Broadcasting Co.  
 Address.....Box 32  
 Representative.....Best  
 News Service.....UP  
 Transcription.....Standard  
 General Manager.....Albert Tedesco  
 Commercial Mgr.....Dean Nolt  
 Program Director.....Lorrain Lhotka  
 Station Manager.....Heinz Fruck  
 Sales Prom. Mgr.....C. R. Splittgerber  
 Chief Engineer.....Darrel Gander



**Nearly unanimous**

Hooper, Pulse, Nielsen and a host of Twin Cities advertisers agree—WDGY has the big audience for those big results. There's a new listen in Minneapolis-St. Paul. Hardly a factor less than a year ago—WDGY is now a major factor in any Twin Cities advertising campaign.

Storz Station programming quality plus 50,000 watt coverage are doing a big job for an increasing number of national and local accounts whose audience story is up to date. Is yours? See the Blair man, or General Manager Steve Labunski.

**WDGY - Mpls. - St. Paul**

50,000 watts and nearly perfect-circle daytime signal

**"A STORZ STATION"**

**KLTF—Little Falls—1950**

Frequency: 960 Kc.....Power: 500 Watts d.  
 Owned-Oper. By.....Little Falls Bcstg. Co.  
 Address.....105½ Broadway E.  
 News Service.....UP  
 Transcription Service.....World, Capitol  
 Pres., Gen. Sta. Mgr.....John H. Lemme  
 Commercial Manager.....Charles McCartney

**KTOE—Mankato—1950**  
**ABC**

Freq.: 1420 Kc.....Power: 5 Kw.  
 Owned-Oper. By..Minnesota Valley Bcstg. Co.  
 Address.....Box 550  
 News Service.....AP  
 Representative.....Pearson  
 President.....H. W. Linder  
 Gen., Comm. Mgr.....D. O. Linder  
 Program Dir.....Wayne Will  
 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.  
 Representative.....Meeker  
 Membership.....NARTB, RAB  
 Gen., Station, Comm. Mgr..Robert E. Dehaven

**KMHL—Marshall—1946**  
**ABC**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....Harry W. Linder  
 Business-Studio Address.....KMHL Bldg.  
 News Service.....AP  
 Representative.....John E. Pearson  
 Owner.....Harry W. Linder  
 General Manager.....Gilmore F. Frayseth

**WDGY—Minneapolis—1923**  
**MBS**

Freq.: 1130 Kc.....Power: 50 Kw. d., 25 Kw. n.  
 Owned-Oper. By.....Mid-Continent Bcstg. Co.  
 Address.....Builders Exchange Bldg.  
 News Service.....UP  
 Representative.....John Blair  
 Membership.....NARTB  
 President.....Todd Storz  
 General Mgr.....Stephen B. Labunski  
 Comm. Mgr.....Cinton B. Clarke, Jr.  
 Program Director.....Donald A. Loughname  
 Sales Prom. Mgr.....A. W. Carlson  
 Pub. Dir.....Ralph Martin  
 Chief Engineer.....Kenneth Olson

**KEVE—Minneapolis—1948**

Frequency: 1440 Kc.....Power: 5000 Watts d.  
 Owned-Operated By.....Western Bcstg.  
 Address.....805 N. Lilac Lane  
 News Service.....AP  
 Representative.....Gill-Perna  
 Transcription.....Standard  
 Membership.....RAB  
 President.....R. M. Purcell





V.P., Gen. Mgr. . . . . R. M. Lester, Jr.  
 Program Dir. . . . . Bob Kaye  
 Chief Engineer . . . . . Denvy Doty

**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.  
 News Service . . . . . AP, UP, INS  
 Transcription Service . . . . . Standard  
 Representative . . . . . CBS Radio Spot Sales  
 Membership . . . . . NARTB  
 Exec. V. P. . . . . F. Van Konyenburg  
 Gen., Sta. Mgr. . . . . Larry Haeg  
 Sales Manager . . . . . Phil Lewis  
 Director Research . . . . . C. H. Smith  
 Program Director . . . . . Bob McKinsey  
 Prom., Pub. Dir. . . . . C. Kaufman  
 Chief Engineer . . . . . Kermit Sueker

**WLOL—Minneapolis—1940**

Frequency: 1330 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . BFR Bcstg. Co.  
 Address . . . . . 554 Northwestern Bank Bldg.  
 News Service . . . . . UP, AP  
 Representative . . . . . AM Radio Sales  
 Membership . . . . . NARTB  
 President . . . . . Larry Bentson  
 Gen., Comm. Mgr. . . . . Wayne Williams  
 Prog. Dir. . . . . Ray Christensen  
 Pub. Director . . . . . Dan Anderson  
 Chief Engineer . . . . . Bryce Ekberg

**WPBC—Minneapolis—1949**

Frequency: 980 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . People's Bdcstg. Co.  
 Address . . . . . 1133 Stinson Blvd.  
 Representative . . . . . Sears and Ayer  
 News Service . . . . . UP  
 Pres., Gen., Sta., Comm. Mgr., M. V. Stewart  
 Sales Prom. Mgr. . . . . Jack I. Moore  
 Prog., Pub. Dir. . . . . Mrs. B. A. Stewart  
 Chief Engineer . . . . . Gene Chenetti

**WTCN—Minneapolis-St. Paul**  
**1931—ABC**

Freq.: 1280 Kc. . . . . Power: 5 Kw. d.; 1 Kw. n.  
 Owned . . . . . Minnesota TV Public Service Corp.  
 Address . . . . . Calhoun Beach Hotel  
 Rep. . . . . Katz Agency, Andy McDermott  
 Membership . . . . . RAB  
 President . . . . . Harry M. Bitner, Jr.  
 Gen., Sta. Mgr. . . . . Miller C. Robertson  
 Sales Manager . . . . . Bill Daley  
 Sales Promotion Mgr. . . . . 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.

News Service . . . . . AP  
 Representative . . . . . Pearson  
 Pres. . . . . H. W. Linder  
 Gen. Mgr. . . . . Willard Linder  
 Sta. Mgr. . . . . Byron Zurn  
 Comm. Mgr. . . . . Fred Ehlen  
 Chief Engineer . . . . . James Wood

**KVOX—Moorhead—1937**  
**MBS**

Freq.: 1280 Kc. . . . . Power: 1 Kw. d.; 500 Watts n.  
 Owned-Operated By . . . . . KVOX Bcstg. Co.  
 Address . . . . . Box 437  
 News Service . . . . . UP  
 Representative . . . . . McGillvra  
 President . . . . . E. J. McKellar  
 Gen., Station Mgr. . . . . M. M. Marget  
 Commercial Mgr. . . . . R. L. Owens  
 Sales Prom. Mgr. . . . . T. P. Hannaher  
 Prog. Dir. . . . . Art Steffes  
 Chief Engineer . . . . . Ed Klink

**KNUJ—New Ulm—1949**  
**KBS**

Frequency: 860 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . KNUJ, Inc.  
 Address . . . . . 304½ N. Minn. St.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth, World  
 Membership . . . . . NARTB, RAB  
 General Manager . . . . . George E. Korenchen

**KRFO—Owatonna—1950**

Frequency: 1390 Kc. . . . . Power: 500 Watts d.  
 Owned-Oper. By . . . . . Owatonna Bcstg. Co.  
 Address . . . . . 301 N. Cedar St.  
 News Service . . . . . UP  
 Transcription Service . . . . . Standard  
 Pres., Gen. Mgr. . . . . Robert W. Behring  
 Sta. Mgr., Chief Eng. . . . . Gerald J. Boos  
 Comm. Mgr., Publicity Dir. . . . . Charlie Va's  
 Sales Prom. Mgr. . . . . Dick Arnold  
 Prog. Director . . . . . Duane Allen

**KLOH—Pipestone—1955**

Frequency: 1050 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Pipestone Bcstg. Corp.  
 Address . . . . . 118 W. Main St.  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Continental  
 President . . . . . C. B. Thomas  
 General Manager . . . . . J. F. Kauper

**KCUE—Red Wing—1948**

Frequency: 1250 Kc. . . . . Power: 1000 Watts  
 Owned . . . . . Hiawatha Valley Bcstg. Co., Inc.  
 Address . . . . . Route 4  
 News Service . . . . . AP  
 Representative . . . . . William G. Rambeau  
 Gen. Mgr., V.P. . . . . Gene Elston  
 Comm. Mgr. . . . . Charles Bremer  
 Program Dir. . . . . Harley Flathers  
 Chief Engineer . . . . . Alan M. Kennedy, Jr.



**KLGR—Redwood Falls—1954**

Frequency: 1490 Kc. Power: 100 Watts  
 Owned-Oper. By.....KLGR Bcstg. Co.  
 Address.....209 S. Washington St.  
 News Service.....AP  
 Representative.....Pearson  
 Owner.....H. W. Linder  
 General Manager.....Willard Linder  
 Comm. Mgr.....Ward Shaw

**KROC—Rochester—1935**  
**NBC**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned.....Southern Minnesota Bcstg. Co.  
 Address.....100 1st Avenue Bldg.  
 Representative.....Meeker, Harry S. Hyett  
 Membership.....RAB  
 President.....Mrs. Gregory P. Gentling  
 Gen., Comm. Mgr.....G. David Gentling  
 Sta. Mgr.....Cal Smith

**KFAM—St. Cloud—1938**  
**NBC**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By.....Times Publ. Co.  
 Address.....Weber Bldg.  
 Newspaper Affil.....Daily Times  
 News Service.....AP  
 Representative.....Pearson  
 Membership.....NARTB, RAB  
 President.....Frederick C. Schilplin  
 Gen., Sta. Mgr.....D. F. Rainsberger  
 Sales Prom., Comm. Mgr.....Jack W. Lund  
 Program Director.....C. J. Wilms  
 Publicity Director.....Mrs. 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  
 Newspaper Affil.....Portage Daily Reg.  
 Representative.....Rambeau, Bulmer & Johnson  
 Membership.....NARTB  
 Pres., Gen., Sta. Mgr.....John Haerle

**KSTP—St. Paul—Minneapolis**  
**1928—NBC**

Frequency: 1500 Kc. Power: 50,000 Watts  
 Owned By.....KSTP, Inc.  
 Bus.-Studio Address.....3415 University Ave.  
 News Service.....AP, UP  
 Transcription Service.....Thesaurus, SESAC  
 Representative.....Edward Petry  
 President. Gen. Mgr.....Stanley E. Hubbard  
 Asst. 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  
 News Service.....AP  
 Representative.....Headley Reed Co.  
 V.P., Gen. Mgr.....Wm. F. Johns, Jr.  
 Sales Mgr.....Jack Hazlett  
 Program Director.....Ralph R. Smith

**WCOW—South St. Paul—1951**

Frequency: 1290 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Sparta-Tomah Bcstg. Co.  
 Address.....Sparta, Wis.  
 News Service.....UP  
 Representative.....Wm. G. Rambeau Co.,  
 Bulmer & Johnson  
 Pres., Gen. Mgr.....John D. Rice  
 Vice-Pres.....Victor Tedesco  
 Sales Mgr.....Hugh Dickie

**WAVN—Stillwater—1949**  
**KBS**

Frequency: 1220 Kc. Power: 250 Watts d.  
 Owned-Operated By.....St. Croix Bcstg. Co.  
 Address.....126½ S. Main St.  
 News Service.....UP  
 Pres., Gen., Sta. Mgr.....Richard K. Power  
 Comm. Mgr.....James H. McLaughlin  
 Sales Prom. Mgr.....Dewey S. Campbell  
 Prog. Dir.....J. Roger Erickson  
 Publicity Dir.....Henry Sampson  
 Chief Engineer.....Elmer L. Christenson

**KTRF—Thief River Falls**  
**1947**

Frequency: 1239 Kc. Power: 250 Watts  
 Owned-Operated By.....KTRF Radio Corp.  
 Address.....Box 69  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Bulmer & Johnson, Inc.  
 Membership.....RAB  
 Pres., Gen. Mgr.....Don Olsen  
 Chief Eng.....Fred Franklin

**WHLB—Virginia—1936—NBC**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By.....Head of the Lakes Bcstg.  
 Address.....WEBC Bldg.  
 News Service.....UP  
 Newspaper Affil.....Misabi Daily News  
 Membership.....NARTB  
 Transcription Service.....World  
 Representative.....Hollingbery  
 Pres., Gen. Mgr.....Walter C. Bridges  
 Sta., Comm., Prom. Mgr.....Baldino W. Rodorigo  
 Prog. Dir.....Richard Shumavc  
 Chief Engineer.....Norman Gill

**KWAD—Wadena—1948**  
**MBS**

Frequency: 920 Kc. Power: 1000 Watts  
 Owned-Oper. By.....KWAD Broadcasting Co.  
 Bus.-Studio Address.....First Natl. Bank Bldg.  
 News Service.....UP  
 Representatives.....Bulmer & Johnson  
 President.....Robert E. Ingstad

V.P., Gen. Mgr. .... Marlin T. Obie  
 Commercial Mgr. .... Harold O. Bakke  
 Chief Eng. .... Dave Sather

**KWLM—Willmar—1940—ABC**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Lakeland Bcstg. Co.  
 Business-Studio Address. .... 1340 N. 7th St.  
 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.  
 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  
 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  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Representative ..... Bulmer & Johnson  
 Membership ..... NARTB  
 President ..... R. W. Olson  
 General Manager. .... R. E. Shepard  
 Comm. Mgr. .... Arne Karhu  
 Prog. Dir. .... Walt Jensen  
 Chief Engineer. .... Clint Knapp

**Mississippi**

Pop. March 1 (Est.) 2,137,000—Families 552,000  
 Radio Homes 532,000—TV Homes 234,000—Stations in State 64

**WMPA—Aberdeen—1951**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Prairie Bdcstg. Co.  
 Address ..... Darracott Rd.  
 News Service ..... UP  
 Sta., Comm., Sales Prom. Mgr., Chief Eng.  
 Don Moore  
 Prog. Dir. .... Mat Moore

**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  
 News Service ..... AP  
 Transcription ..... Thesaurus  
 Representative ..... Hil F. Best  
 Membership ..... NARTB  
 President ..... Harold B. McCarley  
 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  
 Trans. Service ..... Standard, Lang-Worth  
 News Service ..... UP  
 Representative ..... Holman, Dora-Clayton  
 Membership ..... NARTB  
 General Manager. .... Ray Butterfield  
 Commercial Manager. .... Thomas B. Majure  
 Program Director. .... Mary Miques

**WVMI—Biloxi—1950**

Frequency: 570 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... Radio Associates  
 Address ..... P. O. Box 152  
 Rep. .... John Hershey McGillvra  
 Transcription Service. .... Thesaurus  
 News Service ..... UP  
 Pres., Gen., Sta. Mgr. .... Odes E. Robinson  
 Prog., Pub. Dir. .... Richard 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  
 News Service ..... UP  
 Transcription ..... World  
 Representative ..... Hil F. Best  
 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 ..... P. O. Box 644  
 News Service ..... AP  
 Representative ..... Hil F. Best  
 Membership ..... NARTB  
 Patrnrs. .... W. M. Jones, Laura Jane Huff  
 Gen., Comm., Prom. Mgr. .... W. M. Jones  
 Station Mgr. .... Doug Mathis

**WJMB—Brookhaven—1948**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... Brookhaven Bcstg. Co.  
 Address ..... W. Chickasaw St.

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 ..... Indie  
 Manager ..... Billy Harris  
 Program Dir. .... Martha Wren

**WGLC—Centreville—1951**

Frequency: 1580 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Southern Bcstg. Co.  
 Address ..... Centreville  
 News Service ..... **UP**  
 Transcription Service ..... Capitol  
 Representative ..... Continental Radio Sales  
 President ..... Alvin Sansing  
 Gen., Sta., Comm., Prom. Mgr. .... C. W. Wright  
 Prog., Pub. Dir. .... Thelma McCraine  
 Chief Engineer ..... E. Case

**WKDL—Clarksdale—1955**

Frequency: 1600 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Coahoma Bcstg. Co.  
 Address ..... 1 State St.  
 News Service ..... **UP**  
 Pres., Gen. Mgr. .... W. L. Kent  
 Sta., Comm. Mgr. .... Kersh Walters  
 Sales Prom. Mgr., Prog. Dir. .... Al B. Cassady  
 Chief Engineer ..... R. N. Meador

**WROX—Clarksdale—1944**  
**MBS-KBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Mrs. Birney Imes, Sr.  
 Address ..... College St., Columbus, Miss.  
 News Service ..... **AP**  
 Representative ..... McGillvra, Dixieland  
 Membership ..... NARTB  
 President ..... Mrs. Birney Imes, Sr.  
 General Manager ..... Bob McRaney, Sr.  
 Sta., Sales Prom. Mgr. .... P. B. Hinman  
 Commercial Manager ..... Helen Sugg  
 Chief Engineer ..... C. D. Graves

**WCLD—Cleveland—1949**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned ..... Voice of the Delta, Inc.  
 Address ..... H'way 61 So.  
 News Service ..... **AP**  
 Station Representative ..... Best  
 President ..... Joseph W. Carson  
 V.P., Gen. Mgr. .... George C. Shurden

**WCJU—Columbia—1946**  
**MBS-KBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Lester Williams, WCJU, Inc.

Address ..... P. O. Box 472  
 Newspaper Affiliation ..... The Progress  
 Pres., Gen. Manager ..... Lester Williams  
 Sta. Mgr., Chief Eng. .... Ray Tolar

**WACR—Columbus—1950**

Frequency: 1050 Kc. .... Power: 1 Kw. d.  
 Owned ..... J. W. Furr  
 Address ..... WACR Bldg.  
 Address ..... Main & 4th St. S.  
 News Service ..... **UP**  
 Representative ..... Best  
 Gen. Mgr. .... J. W. Furr  
 Sta. Mgr. .... Albert E. Cappe  
 Program Dir. .... C. Landis Rogers  
 Comm. Mgr. .... Sydney Thweatt  
 Chief Eng. .... Jay Aldridge

**WCBI—Columbus—1940**  
**MBS-KBS**

Frequency: 550 Kc. .... Power: 1 Kw. d., 500 W. n.  
 Owned ..... Columbus Bcstg. Co., Inc.  
 Newspaper Affil. .... Commercial Dispatch  
 News Service ..... **AP**  
 Station Representative ..... McGillvra  
 Membership ..... NARTB  
 President ..... B. Imes, Jr.  
 Gen., Pub. Mgr. .... Bob McRaney  
 Sta. Mgr. .... J. W. Eatherton  
 Prog. Dir. .... Jack Cochrane  
 Chief Engineer ..... Tom McFerrin

**WCMA—Corinth—1945**  
**MBS-KBS**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Corinth Bcstg. Co., Inc.  
 Business-Studio Address ..... Ray Bldg.  
 News Service ..... **UP**  
 Transcription Service ..... World  
 Representative ..... Headley-Reed  
 President ..... Aaron B. Robinson  
 Gen. Sta., Sales Prom. Mgr. .... John E. Bell  
 Prog., Pub. Dir. .... Thomas T. Weaver, Jr.  
 Commercial Manager ..... Joe P. Van Dyke  
 Chief Engineer ..... James D. Anderson

**WMAG—Forrest—1955**  
**KBS**

Frequency: 860 Kc. .... Power: 500 Watts d.  
 Owner-Operated By ..... Scott County Bcstg. Co.  
 Address ..... P. O. Box 188  
 News Service ..... **UP**  
 General Mgr. .... Hugh Hughes  
 Commercial Mgr. .... Willie Weems

**WDDT—Greenville—1956**

Frequency: 900 Kc. .... Power: 1000 Watts  
 Owned ..... The Delta Democrat Times  
 Address ..... 207 Main Street  
 Newspaper Affil. .... Delta Democrat Times  
 News Service ..... **AP**  
 Transcription ..... Thesaurus  
 Representative ..... Hil F. Best  
 President ..... Hodding Carter

Gen., Sta. Mgr., Pub. Dir. . . . . Ross Charles  
 Comm., Sales Prom. Mgr. . . . . William Deans  
 Program Director . . . . . Richard Breitenfeld  
 Chief Engineer . . . . . Algie Surat

**WGVM—Greenville—1948**

Frequency: 1260 Kc. . . . . Power: 1000 Watts d.  
 Owned-Operated By . . . . . Mid America Bcstg. Co.  
 Bus.-Studio Address . . . . . 118 So. B'way  
 News Service . . . . . UP  
 Membership . . . . . NARTB  
 Rep. . . . . Devney, Melville, Dixieland  
 Pres., General Manager . . . . . David M. Segal  
 Comm., Sta. Mgr. . . . . Jack Stull  
 Sales Prom. Mgr., Prog. Dir. . . . . Wallace D. Hoy  
 Pub. Dir. . . . . James B. Ashley  
 Chief Engineer . . . . . Joseph C. Gunter

**WJPR—Greenville—1939**  
 MBS

Freq.: 1330 Kc. . . . . Power: 1 Kw. d., 500 W. n.  
 Owned-Oper. By . . . . . Radio Service Co.  
 Business-Studio Address . . . . . 120 So. Poplar St.  
 News Service . . . . . AP  
 Representative . . . . . Bogner & Martin  
 Transcription Service . . . . . World  
 Membership . . . . . NARTB  
 Gen. Sta. Mgr. . . . . Emmett H. McMurry  
 Commercial Manager . . . . . Frank W. Baldwin  
 Program Director . . . . . Mildred Flowers  
 Sls. Prom. Mgr. . . . . Gene Underwood  
 Publicity Dir. . . . . Bea Armistead  
 Chief Engineer . . . . . Percy L. Kuhn

**WABG—Greenwood—1950**  
 ABC

Freq.: 960 Kw. . . . . Power: 1 Kw. d., 500 w. n.  
 Owned-Oper. By . . . . . Greenwood Bcstg. Co.  
 Address . . . . . P. O. Box 414  
 News Service . . . . . UP  
 Membership . . . . . NARTB  
 President, Gen. Mgr. . . . . Cy Bahakel  
 Sta. Mgr. . . . . Don Neil  
 Comm. Mgr. . . . . Tom Reardon  
 Prog. Dir. . . . . Erlene Leach  
 Chief Engineer . . . . . Robert Heath

**WGRM—Greenwood—1937**  
 NBC-KBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Operated By . . . . . Radio Station WGRM  
 Address . . . . . Walnut St.  
 News Service . . . . . UP  
 General Manager . . . . . F. C. Ewing  
 Commercial Mgr. . . . . Lew Sadler  
 Program Dir. . . . . Charles Hester  
 Chief Eng. . . . . Louis Pierce

**WNAG—Grenada—1949**  
 MBS-KBS

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Birney Imes, Jr.  
 Representative . . . . . McGillvra

Newspaper Affiliation . . . . . Dispatch  
 President . . . . . Birney Imes, Jr.  
 General Manager . . . . . Bob McCraney  
 Sta., Comm. Mgr., Prog., Pub. Dir. . . . . M. Looney  
 Chief Engineer . . . . . Jimmie Pinnix

**WDEB—Gulfport—1955**

Frequency: 1390 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . Denver T. Brannen  
 Address . . . . . P. O. Box 382  
 News Service . . . . . UP  
 T anscription . . . . . Standard  
 Representative . . . . . Thomas F. Clark  
 President . . . . . Denver T. Brannen  
 Gen., Sta., Comm. Mgr. . . . . L. H. Thesmar  
 Sales Prom. Mgr., Ch. Eng. . . . . Charles Pearson  
 Program Director . . . . . Charles Stookey  
 Publicity Director . . . . . Earl Blessey

**WGCM—Gulfport—1928**  
 ABC-KBS

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . WGCM Bcstg. Co.  
 Address . . . . . 15th Ave and 22nd St.  
 News Service . . . . . AP  
 Station Representative . . . . . Bogner & Martin  
 Membership . . . . . NARTB  
 Owner & Gen. Mgr. . . . . Hugh O. Jones  
 Sta., Sales Prom. Mgr. . . . . Holton Turnbough  
 Commercial Manager . . . . . Mrs. O. L. Owens  
 Prog. Dir. . . . . Tommie Meek  
 Chief Engineer . . . . . Donovan Murphy

**WBKH—Hattiesburg—1954**

Frequency: 950 Kc. . . . . Power: 5000 Watts  
 Owned . . . . . Deep South Radio, Inc.  
 Address . . . . . 305 Bay Street  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . McGillvra  
 Membership . . . . . NARTB  
 President . . . . . B. L. Blackledge  
 Gen. Mgr. . . . . F. M. Smith  
 Sales Prom. Mgr. . . . . Walter L. Smith  
 Prog. Director . . . . . Terry R. Speights  
 Chief Engineer . . . . . C. C. Vogel

**WFOR—Hattiesburg—1925**  
 NBC

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Forrest Bcstg. Co.  
 Address . . . . . 302 Hemphill St.  
 News Service . . . . . UP  
 Representative . . . . . Rambeau, Dixieland  
 President . . . . . C. J. Wright, Sr.  
 Program Director . . . . . Clifton Sessions  
 Station Mgr. . . . . E. M. Jenkins

**WHSY—Hattiesburg—1948**  
 ABC-MBS

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Hub City Bcstg. Co. Inc.  
 Address . . . . . Box 1008



**News Service** .....AP  
**Membership** ..... RAB  
**President**.....Charles W. Holt  
**Gen. Mgr.**.....Robert N. Robinson  
**Chief Engineer**.....Charles Sharpin

**WMDC—Hazlehurst—1953**  
**KBS**

**Frequency:** 1220 Kc.....**Power:** 250 Watts d.  
**Owned**.....Southwestern Bcstg. Co. of Miss.  
**Address**.....P. O. Box 571  
**News Service** .....UP  
**Representative** .....McGillvra  
**General Manager**.....Louis Alford  
**Sta. Mgr., Chief Engr.**.....Mack Smith  
**Program Director**.....Malcolm Jones  
**Comm. Mgr., Prog. Dir.**.....Malcolm Jones  
**Publicity Director**.....Bob Prather

**WCPC—Houston—1955—KBS**

**Frequency:** 1320 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....WCPC Bcstg. Co.  
**Address**.....Box 552  
**News Service** .....UP  
**Gen., Sta., Comm. Mgr.**.....Robin H. Mathis  
**Sales Mgr., Prog., Pub. Dir.**.....Ralph C. Mathis  
**Chief Engineer**.....John B. Skelton, Jr.

**WNLA—Indianola—1953**  
**KBS**

**Frequency:** 1380 Kc.....**Power:** 500 watts d.  
**Owned**.....Central Delta Bcstg. Co.  
**Address**.....134 Baker St.  
**News Service** .....UP  
**Membership** .....NARTB  
**Co-Owners**.....W. L. Kent; J. M. McLendon  
**Gen., Sta., Comm. Mgr.**.....Kit Carson  
**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**.....Lamar Life Insurance Company  
**Address**.....Jackson  
**News Service** .....UP  
**Transcription Service** .....Thesaurus  
**Representative** .....Hollingbery  
**Membership** .....NARTB  
**Gen., Sta. Mgr.**.....Fred L. Beard  
**Comm. Mgr.**.....Frank Gentry  
**Sales Prom. Mgr., Pub. Dir.**.....Chuck Allen  
**Prog. Dir.**.....Forrest Cox  
**Chief Engineer**.....Percy G. Root

**WJQS—Jackson—1947**  
**CBS**

**Frequency:** 1400 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Mississippi Bcstg. Co.  
**Business-Studio Address**.....Edwards Hotel  
**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**.....P. O. Box 786  
**News Service** .....UP  
**Representative**.....Webb, Clarke Brown  
**President**.....James T. Ownby  
**General Manager**.....Robert Statham

**WOKJ—Jackson—1954**

**Frequency:** 1590 Kc.....**Power:** 1 Kw. d.  
**Owned**.....Dixieland Bcstg. Co.  
**Address**.....P. O. Box 2667  
**News Service** .....UP  
**Station Rep.** .....McGillvra  
**General Manager**.....John M. McLendon  
**Sta., Sales Prom. Mgr.**.....Jay Gilbert  
**Comm. Mgr.**.....William Anderson  
**Prog. Dir.**.....Lee Nowell  
**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**.....125½ So. Lamar  
**News Service** .....AP  
**Representative**.....Rambeau, Dixieland  
**General Manager**.....W. V. Dubard

**WSLI—Jackson—1938—ABC**

**Frequency:** 930 Kc.....**Power:** 5000 Watts  
**Owned-Operated By**.....Capitol Bcstg Co.  
**Address**.....P. O. Box 8187  
**Newspaper Affil.** Daily News, Clarion Ledger  
**News Service** .....AP  
**Transcription** .....World  
**Representative** .....Weed  
**Membership** .....NARTB  
**President**.....T. M. Hederman, Jr.  
**General Manager**.....L. M. Sepaugh  
**Sta., Comm. Mgr.**.....Richard Voorhis  
**Sales Prom. Mgr.**.....Dorothy Dawley  
**Prog., Pub. Dir.**.....B. K. Smith  
**Chief Engineer**.....C. A. Perkins

**WKOZ—Kosciusko—1947**

**Frequency:** 1350 Kc.....**Power:** 5 Kc. d.  
**Owned-Oper. By**.....Cy N. Bahakel  
**Address**.....109 W. Jefferson  
**Membership** .....NARTB  
**News Service** .....UP  
**Transcription** .....World  
**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.  
**Transcription Service** .....World  
**Representative**.....George P. Hollingbery  
**Membership** .....NARTB, RAB  
**President**.....Harold Mattison  
**Gen., Sta. Mgr.**.....Granville Walters



Commercial Manager.....M. M. Cover  
 Program Director.....Granville 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.  
 News Service.....UP  
 Representative.....McGillvra  
 Membership.....RAB, NARTB  
 President.....C. T. McCallum  
 Gen., Sta. Mgr.....Norma H. Leggett  
 Comm., Sales Prom. Mgr.....David Stensrud  
 Pgm., Pub. Dir.....Jim Gibbon  
 Chief Engineer.....W. B. Carter

### **WLSM—Louisville—1953**

Frequency: 1270 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Louisville Bcstg. Corp.  
 Address.....Box 111  
 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.....WMBC Bldg.  
 News Service.....UP  
 Station Rep.....Hil Best  
 General Manager.....Bill Atkinson  
 Comm. Mgr.....E. C. Farr

### **WAPF—McComb—1948** **KBS**

Frequency: 980 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....S. W. Bcstg. Co. of Miss.  
 Address.....Pike Hotel  
 Station Rep.....McGillvra  
 Transcription Service.....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  
 News Service.....AP  
 Transcription Service.....Capitol  
 Representative.....Thomas F. Clark Co.  
 President.....Charles W. Holt  
 General Manager.....W. R. Tyler

### **WCOB—Meridian—1926—CBS**

Frequency: 910 Kc..Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By.....Mississippi Bcstg. Co., Inc.  
 Business-Studio Address.....Meridian  
 News Service.....UP  
 Transcription Service.....Standard  
 President, General Manager...Withers Gavin

### **WMOX—Meridian—1945**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Birney Imes, Jr.  
 Address.....P. O. Box 1511  
 News Service.....AP  
 Representative.....McGillvra  
 Transcription Service.....Thesaurus  
 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  
 Representative.....Walker  
 President.....Robert F. Wright  
 Gen., Sta., Comm. Mgr., Pub. Dir..F. Holifield  
 Sales Prom. Mgr., Prog. Dir., Chief Eng.  
 Dan Hollingsworth

### **WMIS—Natchez—1941** **NBC-KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned.....Natchez Broadcasting Co.  
 Address.....City Bank Building  
 News Service.....UP  
 Transcription Service.....World  
 Pres., Gen., Sta. Mgr.....P. K. Ewing, Jr.  
 Comm. Sales Prom. Mgr.....Eddie Phelan  
 Program Dir.....Johnny Littlejohn  
 Pub. Director.....Bill Wall  
 Chief Engineer.....George Wilson

### **WNAT—Natchez—1949** **MBS-ABC**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By.....Old South Bcstg. Co.  
 Address.....Eola Hotel  
 News Service.....UP  
 Membership.....NARTB  
 President.....Mrs. Laurie G. Ratcliffe  
 General Manager.....Paul Schilling

### **WNAU—New Albany—1955** **KBS**

Frequency: 1470 Kc.....Power: 500 Watts  
 Owned-Oper. By.....New Albany Bcstg. Co.  
 Address.....202 Bankhead St.  
 News Service.....AP  
 Transcription Service.....World  
 Gen., Sta. Mgr., Chief Eng....V. Keith Wroten  
 Comm., Sls. Prom. Mgr.....Daniel L. Skilton  
 Program Director.....Lee Elman

### **WSUH—Oxford—1955**

Frequency: 1420 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Colonel Rebel Radio  
 Address.....University Ave., East; Box 266  
 News Service.....UP



Transcription Service..... World  
Rep. .... Hil F. Best  
Pres., Gen. Sta. Comm. Mgr..... C. H. Quick  
Sales Prom. Mgr..... Quinon Ivy  
Program Director..... Netta Quick  
Pub. Dir..... Martha Lyles  
Chief Engineer..... Mitchell Self

### **WPMP—Pascagoula—1951** **KBS-ABC**

Frequency: 1580 Kc..... Power: 1000 Watts d.  
Owned-Operated By..... Crest Bcstg. Co., Inc.  
Address..... P. O. Box 391  
News Service ..... UP  
Membership ..... NARTB  
Representative ..... Hil F. Best  
Pres., Gen. Mgr..... William R. Guest, Jr.  
Sales Mgr..... Ollie Bales  
Program Dir..... Fred Strother  
Publicity Dir..... E. Rae Cole  
Chief Eng..... W. H. Collins

### **WHOC—Philadelphia—1948** **KBS**

Frequency: 1490 Kc..... Power: 250 Watts  
Owned-Oper. By..... William Howard Cole  
Address ..... Box 26  
News Service ..... UP  
Transcription Service ..... Capitol  
Representative ..... Hil F. Best  
President, Manager..... William Howard Cole  
Program Director..... Mrs. D. A. Nichelson  
Chief Eng..... Paul M. Miller

### **WRJW—Picayune—1949**

Frequency: 1320 Kc..... Power: 5000 d.  
Owned-Oper. By..... Tung Bcstg. Co.  
Address ..... Picayune  
News Service ..... AP  
Representative ..... McGillvra  
General Mgr..... Herb Withauer  
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.  
News Service ..... AP  
Transcription Service ..... Capitol  
Representative ..... Keystone  
Pres., Gen., Comm. Mgr..... Joe Phillips  
Prog., Pub. Dir..... Jayne McNeil  
Chief Engineer..... Travis Palmer

### **WELO—Tupelo—1944** **MBS-KBS**

Frequency: 580 Kc..... Power: 1000 Watts  
Owned-Operated By..... Tupelo Bcstg. Co.  
Bus.-Studio Address..... 212 S. Spring St.  
News Service ..... AP  
Transcription Service..... Thesaurus, Capitol  
Representative ..... McGillvra  
Station Manager..... Bob Evans

Commercial Manager..... E. L. Bowen, Jr.  
Prog. Dir..... Edward Cleary  
Pub. Dir..... Jack Christil  
Chief Engineer..... LeRoy Green Sr.

### **WTUP—Tupelo—1953**

Frequency: 1380 Kc..... Power: 1000 Watts d.  
Owned-Oper. By..... Lee Bcstg. Co.  
Address..... East Main St.  
Station Representative..... Hil F. Best  
Transcription ..... World  
General Mgr..... James E. Reese

### **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.  
Newspaper Affil..... Evening Post, Morning-Herald  
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..... 708 Clay St.  
Transcription ..... World  
Representative..... Thomas F. Clark, Dora-Clayton  
General Mgr..... John F. Shea  
Station Mgr..... Roy Harris

### **WABO—Waynesboro—1954**

Frequency: 990 Kc..... Power: 250 Watts  
Owner..... New Laurel Radio Sta., Inc.  
Representative ..... Hil F. Best  
President ..... Harold Matison  
General Manager..... Granville Walters  
Station Manager ..... Paul Carlisle  
Sales Prom. Mgr..... Martha King  
Prog. Dir..... Gene Perry  
Pub. Dir..... N. Shoemaker

### **WROB—West Point—1947**

Frequency: 1450 Kc..... Power: 250 Watts  
Owned-Operated By..... Bob McRaney, Sr.  
Address ..... WROB Bldg.  
Station Rep. .... McGillvra  
Pres., Gen. Mgr..... Bob McRaney Sr.  
Station Manager..... Jack King

### **WAZF—Yazoo City—1947** **MBS**

Frequency: 1230 Kc..... Power: 250 Watts  
Owned ..... WAZF, Inc.  
Address ..... Yazoo City  
Representative..... Hil F. Best  
Manager..... Bruce Gresham  
Prog. Dir..... Dennis Hancock, Jr.  
Chief Engineer..... Earl B. Neel, Jr.

# Missouri

Pop. March 1 (Est.) 4,291,000—Families 1,309,000  
Radio Homes 1,274,600—TV Homes 1,074,000—Stations in State 73

## KWRT—Boonville—1953

Frequency: 1370 Kc. Power: 1000 Watts  
Owner.....Wm. R. Tedrick  
Address.....KWRT Bldg.  
Representative.....Indie  
News Service.....AP  
Membership.....NARTB  
Transcription.....Standard  
Owner, Gen. Mgr.....W. R. Tedrick  
Sales Mgr.....James R. Gammon

## KGHM—Brookfield—1955 KBS

Frequency: 1470 Kc. Power: 500 Watts d.  
Address.....308 N. Main  
News Service.....AP  
Membership.....NARTB  
Representative.....Indie Sales, Inc.  
President.....Ira J. Williams  
Gen., Sta., Comm. Mgr.....Clair W. Peck  
Prog., Pub. Dir.....Ron Lutz  
Chief Engineer.....Robert Breeding

## 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  
News Service.....AP, UP  
Membership.....NARTB, RAB  
Representative.....John E. Pearson  
President, Gen. Mgr.....Oscar C. Hirsch  
Sta. Mgr.....Ralph L. Hirsch

## KGMO—Cape Girardeau—1952 KBS

Frequency: 1220 Kc. Power: 250 Watts d.  
Owned-Oper. By.....KGMO Radio-TV Inc.  
Address.....Hwys. 61 & 74

## KDMO—Carthage—1947 KBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By.....Carthage Bcstg. Co.  
Address.....1201 E. Chestnut  
News Service.....AP  
Station Rep.....Continental  
Membership.....NARTB  
Owner, Gen. Mgr.....J. J. Daly

## KCRV—Caruthersville—1950 KBS

Frequency: 1370 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Pemiscot Bcstg. Co.  
Address.....106½ W. 3rd St.  
Transcription Service.....Thesaurus  
News Service.....UP  
Membership.....NARTB  
Co-Partners.....Erie Taylor, Walter Y. Cleveland  
Gen., Sta., Comm. Mgr.....Ed Dyer, Jr.

Prog., Pub. Director.....Harry A. Moreland  
Chief Engineer.....Al Lawrence

## KCHR—Charleston—1953 KBS

Frequency: 1350 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....South Mo. Bcstg. Co.  
Address.....South Main St.  
Representative.....Continental Radio Sales  
News Service.....AP  
Transcription.....Thesaurus  
Membership.....NARTB  
Pres., Gen. Mgr., Chief Eng.....Kermit Barker  
Program Director.....James L. Byrd III

## KCHI—Chillicothe—1950

Frequency: 1010 Kc. Power: 250 Watts d.  
Owned-Oper. By.....Cecil W. & Jane Roberts, Inc.  
News Service.....AP  
Representative.....Hil F. Best  
Gen., Sta., Comm. Mgr.....Howard G. Rion

## KDKD—Clinton—1951—KBS

Frequency: 1280 Kc. Power: 1000 Watts d.  
Owned.....Osage Broadcasting Corp.  
Address.....Clinton  
News Service.....UP  
Representative.....Indie Sales  
Gen. Mgr.....William R. Tedrick  
Sta. Mgr.....Robert F. Morey  
Comm. Mgr.....Irving Nagie  
Prog. Dir.....Robert J. Noland  
Chief Engineer.....Stuart W. Underwood

## KBIA—Columbia—1955

Frequency: 1580 Kc. Power: 250 Watts d.  
Owned-Operated by.....Midwest Bdcstg. System  
Address.....Mexico Gravel Road  
Representative.....Best  
News Service.....AP  
Gen. Mgr.....Earl L. Whitner  
Sales Mgr.....Robert R. Stoner

## KFRU—Columbia—1925 ABC

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By.....KFRU, Inc.  
Business Address.....Box 89  
Station Rep.....Webb  
Membership.....NARTB, RAB  
President.....H. J. Walters, Jr.  
Station Manager.....Mahlon R. Aldridge  
Director of Sales.....Gregory Reeser

## KDEX—Dexter—1955

Frequency: 1590 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Stoddard County  
News Service.....UP  
Representative.....Sears and Ayer  
Membership.....NARTB, RAB  
General Manager.....Jerome B. Zimmer  
Sta. Mgr., Chief Eng.....L. D. Speidel  
Prog. Dir.....S. W. Stanton



**KREI—Farmington—1947**  
**KBS**

Frequency: 800 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By. . . . . Midwest Bcstg. System  
Address. . . . . Ozark Federal Bldg.  
News Service. . . . . AP  
Station Rep. . . . . Hil F. Best  
President. . . . . Cecil W. Roberts  
Gen., Sta. Mgr. . . . . Robert D. Rapp  
Comm. Mgr. . . . . Ernest Jones  
Prog. Dir. . . . . Martha M. Rapp  
Chief Engineer. . . . . Ralph J. Henry

**KJCF—Festus—1951**

Frequency: 1010 Kc. . . . . Power: 250 Watts d.  
Owned. . . . . Jefferson County Radio & TV Co.  
Address. . . . . P. O. Box 192  
News Service. . . . . UP  
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  
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 Bcstgs.  
Address. . . . . 5th and Market  
News Service. . . . . UP  
Representative. . . . . Indie Sales  
Transcription Service. . . . . Standard  
Membership. . . . . NARTB, RAB  
Gen. Mgr. . . . . Robert W. Nickles  
Station Dir. . . . . 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  
News Service. . . . . AP  
Representative. . . . . Grant Webb  
Membership. . . . . RAB  
President. . . . . Lester M. Smith  
Gen., Sta. Mgr. . . . . F. J. LeGrand  
Commercial Manager. . . . . William Stephenson  
Program Dir. . . . . Kenneth Albridge  
Pub. Dir. . . . . Robt. Dixon  
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

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Newspaper Affil. Daily News, Pictorial Shopper  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Representative ..... Hil F. Best  
 Membership ..... NARTB  
 President ..... Craig Siegfried  
 Gen., Sta., Comm. Mgr., Prog. Dir. Bill Hardt  
 Pub. Dir. .... Donna Tuttle  
 Chief Eng. .... R. Atkeisson

**KLIK—Jefferson City—1954**

Frequency: 950 Kc. .... Power: 5 Kw., d.  
 Owned. .... Empire Bcstg. Co.  
 Address ..... 410 E. Capital  
 Membership ..... NARTB  
 Transportation Service. .... Standard, World  
 News Service ..... UP  
 President. .... J. A. Shepherd  
 V.P., Gen. Mgr. .... A. E. Dahl  
 Comm. Mgr. .... James F. Jae  
 Sales Prom. Mgr. .... R. Phillips  
 Prog. Dir. .... Don Steele  
 Pub. Dir. .... Bill Cannady  
 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.  
 Newspaper Affiliation. .... News Tribune Co.  
 News Service ..... AP  
 Station Rep. .... Bogner & Martin  
 President. .... Mrs. L. R. Goshorn  
 General Manager. .... R. L. Rose  
 Station Manager. .... E. A. Richter

**KFSB—Joplin—1948**

Frequency: 1310 Kc. .... Power: 1000 Watts  
 Owned-Oper. By. .... Four States Bcsters, Inc.  
 Address. .... 1027 Main St.  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Meeker  
 Membership ..... NARTB  
 President ..... Harry Easley  
 Sta., Gen. Mgr. .... W. H. Clark  
 Comm. Mgr. .... Robert A. Barry  
 Program Director. .... Ed Johnson  
 Chief Engineer. .... Lloyd Frazier

**KODE—Joplin—1946—CBS**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... WSTV, Inc.  
 Address. .... 1928 W. 13 St.  
 Representative. .... William G. Rambeau  
 Membership ..... NARTB  
 Pres., Gen. Mgr. .... Austin A. Harrison

**WMBH—Joplin—1926—MBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... Joplin Bcstg. Co.  
 Business-Studio Address. .... Frisco Bldg.  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Representative. .... Sears & Ayer

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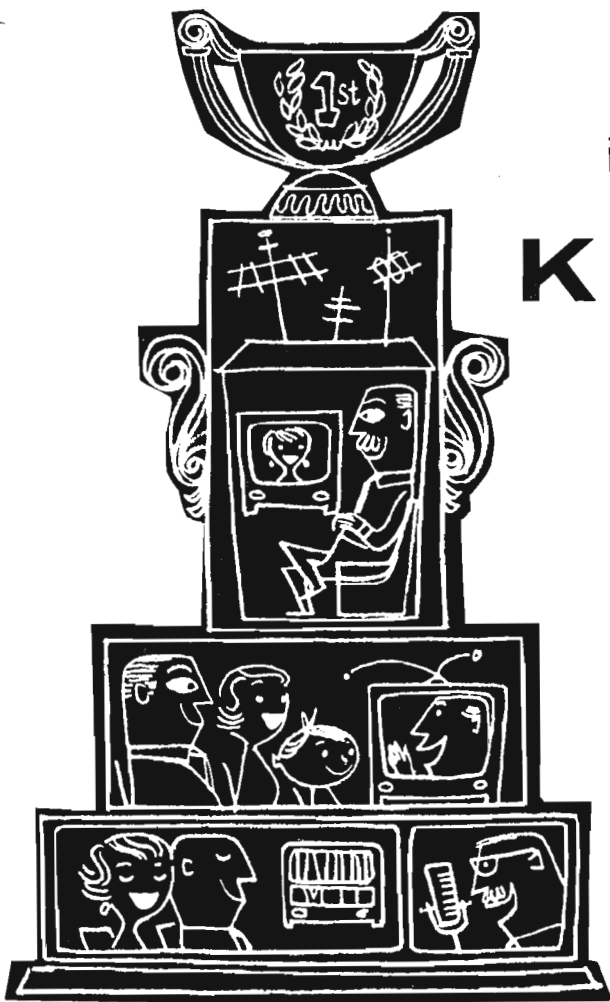
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**KCMO**

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for good viewing,  
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**TV**

—Channel 5 telecasting from the world's tallest self-supporting TV tower.

**AM**

—50,000 watts by day, 10,000 watts by night at 810 kilocycles, Kansas City's most powerful station.

**FM**

—at 94.9 megacycles, Kansas City's only fine music station.



**BASIC CBS**

\*  
wins more survey prizes, too,  
month after month.

Membership .....NARTB  
 Pres., Gen., Sta. Mgr.....D. J. Poynor

**KCKN—Kansas City—1925**

(See *Kansas City, Kansas, listing*)

**KCMO—Kansas City—1936**  
**CBS**

Freq.: 810 Kc.....Power: 50 Kw. d., 10 Kw. n.  
 Owned-Operated By.....KCMO Bcstg. Co.  
 Address.....125 E. 31st St.  
 News Service .....AP  
 Representative .....Katz  
 Membership .....NARTB, RAB  
 President.....E. T. Meredith  
 Gen., Sta. Mgr.....E. K. Hartenbower  
 Commercial Manager .....R. W. Evans  
 Sales Prom., Pub. Dir.....W. W. Cunningham  
 Program Director.....George Stump  
 Chief Engineer.....Karl Troeglen

**KFRM—Kansas City—1947**

For KFRM Listing—See Concordia, Kansas

**KMBC—Kansas City—1921**  
**ABC-MBS**

Frequency: 980 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....KMBC Bcstg. Co.  
 Address.....11th and Central Sts.  
 News Service .....AP, UP  
 Transcription Service .....World  
 Representative...Peters, Griffin, Woodward  
 Membership .....NARTB, RAB  
 Pres., Comm. Mgr., Pub. Dir...Donald D. Davis  
 Exec. V.P.....John T. Schilling  
 V. P., Sales Manager.....George J. Higgins  
 Station Manager, Prog. Dir.....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.  
 Station Rep. ....John E. Pearson  
 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.....Heart of America Bcstrs., Inc.  
 Address.....1012 Baltimore Bldg.  
 News Service .....UP  
 Station Representative.....Weed  
 Membership .....NARTB  
 President.....H. Scott Killgore  
 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.

News Service .....AP  
 Newspaper Affil.....Kansas City Star  
 Transcription Service....Standard, Thesaurus  
 Representative.....H. I. Christal  
 President.....Roy A. Roberts  
 Gen. Mgr.....H. Dean Fitzer  
 Station Manager.....V. S. Batton  
 Comm., Sls., Prom. Mgr.....E. Mcanne Russo  
 Pgm., Publ. Dir.....Julian Harris  
 Chief Engineer.....James Schmidt

**WHB—Kansas City—1922**

Freq.: 710 Kc.....Power: 10 Kw. d., 5 Kw. n.  
 Owned.....Mid-Continent Bcstg Co.  
 Address.....10th & McGee Sts.  
 News Service.....AP, UP, INS  
 Station Representative.....John Blair Co.  
 Membership .....NARTB  
 President.....Todd Storz  
 V.P. Gen. Mgr.....George W. Armstrong  
 Comm. Mgr.....Jack Sampson  
 Sales Prom. Mgr.....Ken Greenwood  
 Program Director.....John Pearson  
 Publicity Dir.....Robt. H. Harris  
 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



**87% renewal**

87% of WHB's largest billing local accounts in 1955 . . . renewed in 1956! WHB has a higher renewal percentage among both local and national advertisers than any other Kansas City Station.

Thus WHB is Kansas City's RESULTS station . . . and RATINGS station, because WHB is a dominant all-day first on every survey!

Latest Metro Pulse: WHB first 360 of 360 ¼'s!  
 Latest Area Pulse: WHB first 263 of 288 ¼'s!  
 Latest Area Nielsen: WHB first all day, every day!

Latest Hooper: WHB first all day, every day!  
 Talk ratings and results with Blair . . . or General Manager George W. Armstrong.

**WHB-Kansas City**

10,000 watts—710 kc.

**"A STORZ STATION"**



**News Service** .....AP  
**Transcription Service** .....Lang-Worth  
**Pres., Gen. Mgr.**.....Paul C. Jones  
**Station Manager**.....C. H. Harrison  
**Comm. Mgr.**.....Joe Bankhead  
**Prog. Dir.**.....John Reeder  
**Chief Eng.**.....R. H. Conner

**KIRX—Kirksville—1947**  
**KBS-ABC**

**Frequency:** 1450 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....North Mo. Bcstg. Co.  
**Bus-Studio Address**.....P. O. Box 726  
**News Service** .....AP  
**Transcription Service** .....Thesaurus  
**Membership** .....NARTB  
**Representative** .....Bogner & Martin  
**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-KBS**

**Frequency** 1230 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....Lebanon Bcstg. Co.  
**Bus-Studio Address**.....221 E. Commercial St.  
**News Service** .....UP  
**Transcription Service**.....Langworth, SESAC  
**General Manager**.....O. R. Wright  
**Program Director**.....Jack A. Sellers  
**Chief Eng.**.....Eugene Clay

**KTCB—Malden—1954—KBS**

**Frequency:** 1470 Kc.....**Power:** 1 Kw.  
**Owned**.....Tri-County Bcstg. Co.  
**Address**.....100 W. Main St.  
**News Service** .....UP  
**Transcription Service** .....Thesaurus  
**General Manager**.....Dick Wiethaus  
**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 Rep.  
 .....Pearson  
**News Service** .....UP  
**Membership** .....NARTB, RAB  
**General Manager**.....Harold Douglas

**KNIM—Maryville—1953**  
**KBS**

**Frequency:** 1580 Kc.....**Power:** 250 Watts  
**Owned** .....KNIM, Inc.  
**Address** .....Box 278  
**News Service** .....AP  
**Transcription Service** .....World  
**Membership** .....NARTB  
**President** .....Les Ware  
**Gen., Sta., Sales Prom. Mgr.**..Gilbert L. Poese  
**Prog. Dir., Chief Eng.**.....Jim Shaddock

**KXEO—Mexico—1947—MBS**

**Frequency:** 1340 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....Audrain Bcstg. Corp.  
**Address**.....1705 E. Liberty  
**News Service** .....AP  
**Transcription Service** .....Thesaurus  
**Membership** .....NARTB, RAB  
**Gen., Comm. Mgr.**.....W. Earl Dougherty  
**Chief Engineer**.....Hyle Lemen

**KNCM—Moberly—1950**

**Frequency:** 1230 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Jerrell A. Shepherd  
**Membership** .....NARTB  
**News Service** .....AP  
**Gen. Mgr.**.....Jerrell A. Shepherd  
**Comm. Mgr.**.....James Lipsey  
**Chief Engineer**.....Jim Young

**KRMO—Monett—1950**

**Frequency:** 990 Kc.....**Power:** 250 Watts d.  
**Owned-Oper. By**.....Monett Bcstg. Co.  
**Address**.....P. O. Box 270  
**News Service** .....AP  
**Rep.**.....Hil F. Best, M. Richard Bradley  
**Membership** .....NARTB  
**General Manager**.....L. C. McKenney  
**Program Director**.....Floyd Stewart  
**Sales Mgr.**.....Marion Pilant

**KLRS—Mountain Grove—1955**  
**KBS**

**Frequency:** 1360 Kc.....**Power:** 1000 Watts d.  
**Owner**.....Kickapoo Prairie Bcstg. Co.  
**Address**.....Box 308  
**News Service** .....UP  
**Transcription** .....Lang-Worth  
**Representative** .....Hil F. Best  
**President**.....Floyd W. Jones  
**Gen. Mgr., Prog. Dir.**.....John W. Billingsley  
**Comm. Mgr.**.....Chester Sieloff  
**Chief Engineer**.....Emory T. Caudill

**KBTN—Neosho—1954—KBS**

**Frequency:** 1420 Kc.....**Power:** 500 Watts d.  
**Owned**.....Neosho Broadcasting Co.  
**Address**.....212½ E. Main St.  
**News Service** .....AP  
**Transcription** .....Thesaurus  
**Representative** .....Hil F. Best  
**Gen. Mgr.**.....L. C. McKenney  
**Station Mgr.**.....Frank Edwards  
**Program Director**.....Bill Bennett  
**Chief Engineer**.....Bill Allen

**KNEM—Nevada—1949—KBS**

**Frequency:** 1240 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Radio KNEM, Inc.  
**Address**.....P. O. Box 15  
**News Service** .....UP  
**Station Rep.**.....Hil Best  
**Gen. Mgr.**.....Kenneth E. White

**KRMS—Osage Beach—1952**

Frequency: 1150 Kc.....Power: 1 Kw. d.  
Owned.....Lawrence Bcstg. Co., Inc.  
Address.....Highway 54  
News Service.....AP  
General Manager.....Arden Booth  
Station Manager.....George Strickland  
News Director.....Gordon Johnson

**KWOC—Poplar Bluff—1938**

Frequency: 930 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By...Poplar Bluff Bcstg. Corp.  
Address.....428 Vine St.  
Transcription Servie.....SESAC, Thesaurus  
News Service.....UP  
Representative.....John E. Pearson  
General Manager.....A. L. McCarthy  
Sales Manager.....L. G. Stovall

**KTTR—Rolla—1947—KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper By....."Show-Me" Bcstg. Co.  
Address.....P. O. Box 567  
News Service.....AP  
Pres., Gen., Sta. Mgr.....Luther W. Martin  
Comm. Mgr.....Ward C. Rinehart  
Prog. Dir.....Norma Fleming  
Promotion Mgr.....Murl Nash  
Chief Engineer.....Martin M. Mitchum

**KSGM—Ste. Genevieve—1947**

Frequency: 980 Kc.....Power: 500 Watts  
Owned-Oper. By.....Donze Enterprises, nc.  
Bus-Studio Address.....410 Merchant St.  
Newspaper Affil. ....Monitor  
News Service.....UP  
President, General Manager...Elmer L. Donze  
Chief Engineer.....Murel L. Rose

**KFEQ—St. Joseph—1923**  
MBS

Frequency: 680 Kc.....Power: 5000 Watts  
Owned-Oper. By...Midland Boradcasting Co.  
Business-Studio.....40th and Farron  
News Service.....AP  
Representative.....Simmons  
President.....Kenyon Brown  
V.P., Gen. Mgr.....G. Griswold  
Commercial Mgr.....J. Ted Branson  
Program Director.....Robert A. Whyte  
Chief Engineer.....J. Wesley Koch

**KRES—St. Joseph—1946**

Frequency: 1550 Kc.....Power: 5000 Watts  
Owned-Oper. By.....KRES Radio Corp.  
Address.....404 So. 8th  
News Service.....AP  
Representative.....Clark  
Pres., Gen. Mgr.....Tee Casper  
Comm., Prom. Mgr.....Robert Mosiman  
Sta. Mgr., Prog. Dir.....Richard Irving  
Pub. Dir.....Nita Lau  
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  
News Service.....UP  
Transcription.....World  
Membership.....NARTB  
Representative.....Hil F. Best Co.  
President.....J. D. Spears  
Gen. Mgr.....Peter T. Scott  
Comm. Mgr.....Hal Hamilton  
Prog. Director.....Vic Keans  
Chief Engineer.....Ralph Doggett

**KATZ—St. Louis—1955**

Frequency: 1600 Kc.....Power: 1000 Watts  
Owned-Oper. By.....St. Louis Bcstg. Co.  
Address.....812 Olive St.  
News Service.....AP  
Representative.....Forjoe & Co., Inc.  
Membership.....NARTB  
Pres., Gen. Mgr., Prog. Dir.. William F. Garrett  
Commercial Manager.....R. M. Hetherington  
Sales Prom. Mgr.....Ken Markel  
Pub. Dir.....Mike Rohan  
Chief Engineer.....Charles O. Rick

**KMOX—St. Louis—1925—CBS**

Frequency: 1120 Kc.....Power: 50,000 Watts  
Owned By.....Columbia Bcstg. System, Inc.  
Business-Studio Address.....401 So. 12th St.  
News Service.....AP, UP  
Representative.....CBS Radio Spot Sales  
Membership.....RAB, NARTB  
General Manager.....Robert Hyland, Jr.  
Station Mgr.....Charles Burge  
Sales Prom. Mgr.....Foster Brown  
Publicity Dir.....Paul Douglass  
Program Director.....George Clarke  
Chief Engineer.....Harry Harvey

**KSTL—St. Louis—1948**

Frequency: 690 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Radio St. Louis, Inc.  
Address.....Box 1440  
News Service.....UP  
Representative.....Everett McKinney  
Pres., Gen., Sta. Mgr.....Dick J. Kasten  
Comm. Mgr.....Arthur Goldford  
Program Director.....Tony Glenn  
Sales Prom. Mgr.....Wm. L. Vietmeier  
Publicity Director.....Doris Jennemann  
Chief Engineer.....Ira E. Pollock

**KWK—St. Louis—1927**

Frequency: 1380 Kc.....Power: 5000 Watts  
Owned-Operated By.....KWK, Inc.  
Address.....1215 Cole St.  
Newspaper Affiliation.....St. Louis Globe-Democrat  
Representative.....Katz  
Membership.....RAB  
President, General Mgr.... Robert T. Convey  
V. P., Comm. Dir.....V. E. Carmichael  
Sales Mgr.....Gil Johnston





## Dominance in St. Louis . . .

KSD and KSD-TV—pioneers in their respective media—this year observe the completion of 35 eventful years in radio and 10 exciting years in television.

Such pioneering naturally means foresighted leadership! And that leadership now means more than ever for achieving success in any campaign in St. Louis—America's ninth market!

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THE ST. LOUIS POST-DISPATCH STATIONS



Basic Affiliate

**SPOT SALES**  
*National  
Representative*





**KSD—St. Louis—1922—NBC**

Frequency: 550 Kc. Power: 5000 Watts  
 Owned-Oper. By The Pulitzer Publishing Co.  
 Business-Studio Address 1111 Olive St.  
 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  
 Comm. Manager Arthur J. Casey  
 Program Director Harold Grams  
 Promotion Mgr. Fred J. Mueller  
 Pub. Dir. Robt. Hannon  
 Chief Engineer J. E. Risk

**KXLW—St. Louis—1947**

Frequency: 1320 Kc. Power: 1000 Watts d.  
 Owned-Oper. By St. Louis County Bcstg. Co.  
 Address 2735 Bonaparte Ave., Brentwood  
 News Service UP  
 Representative Pearson  
 Membership NARTB, RAB  
 President John W. Kluge  
 Gen. Sta. Manager William W. Jefferay  
 Commercial Manager W. D. Herman  
 Prog. Director Marshall Zwick  
 Chief Engineer James F. Mitchell

**KXOK—St. Louis—1938—ABC**

Frequency: 630 Kc. Power: 5000 Watts  
 Owned-Oper. By KXOK, Inc.  
 Address Radio Park  
 News Service UP  
 Representative John Blair  
 Membership NARTB  
 President E. M. Roberts  
 General Manager C. L. Thomas  
 Comm. Mgr. W. C. O'Donnell  
 Sales Prom. Mgr., Pub. Dir. John J. Corrigan  
 Program Director Elmer Muschany  
 Chief Engineer Arthur F. Rokart

**WEW—St. Louis—1921**

Frequency: 770 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Barrington Co.  
 Address St. Louis 1, Mo.  
 News Service UP  
 Representative Bowling Co.  
 Pres., Gen. Mgr. Bruce Barrington  
 Prog., Pub. Dir. Don Phillips  
 Chief Engineer Charles C. Casey

**WIL—St. Louis—1922**

Frequency: 1430 Kc. Power: 5000 Watts  
 Owned-Operated By Missouri Bcstg. Corp.  
 Bus-Studio Address Coronado Hotel  
 Representative Headley-Reed  
 News Service AP  
 Pres., Gen. Mgr. L. A. Benson  
 V. P., Asst. Gen. Mgr. Nick Pagliara  
 Comm. Mgr. C. W. Beintker

Sales Prom. Mgr. Roland Rives  
 Prog. Dir. Roy A. May

**KSMO—Salem—1953—KBS**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By Zola Bcstg. Co.  
 Address P. O. Box 71  
 News Service AZ  
 Gen., Comm., Sales Prom. Mgr., Chief Eng. William B. Smith  
 Program Director Irene Smith

**KDRO—Sedalia—1939—MBS  
KBS**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By KDRO-TV & Radio, Inc.  
 Bus-Studio Address 2100 W. Broadway  
 News Service AP  
 Membership NARTB  
 Representative Pearson  
 President Milton J. Hinlein  
 General Manager Herbert W. Brandes  
 Sales Manager Jimmy Glenn  
 Program Director Jimmy Murray  
 Chief Eng. Bob Klein

**KSIS—Sedalia—1953**

Frequency: 1050 Power: 1000 Watts  
 Owner Yates Bcstg. Co.  
 Address KSIS Building  
 News Service AP  
 Transcription Lang-Worth, Thesau us  
 Pres., Gen., Comm. Mgr. Carl W. Yates, Jr.  
 Sta. Mgr., Prog. Dir. Bettie S. Yates  
 Chief Engineer Marion Pratt

**KSIM—Sikeston—1948**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. Sikeston Community Bcstg. Co.  
 Bus-Studio-Transmitter Address Hway. 60 W.  
 News Service AP  
 President Lyman R. Bowman, Jr.  
 Gen., Sta., Sls. Prom. Manager Richard L. Watkins, Jr.  
 Prog., Pub. Dir. Raymond B. Norton  
 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 605 Boonville Ave.  
 News Service AP  
 Newspaper Affil. Springfield Newspapers, Inc.  
 Transcription Service Thesaurus  
 Rep. Venard, Rintoul & McConnell  
 Membership NARTB  
 Pres., Gen. Mgr. K. G. Wells  
 Comm. Mgr., Prog. Dir. Don C. Dailey  
 Sls. Prom. Mgr. Dudley Morris  
 Publicity Dir. Wm. DeLange  
 Chief Engineer Richard Bowman



**KICK—Springfield—1949**

Frequency 1340 Kc.....Power 250 Watts  
 Owned-Oper. By...Kickapoo Prairie Bcstg. Co.  
 Address.....610 College St.  
 News Service .....UP  
 Representative .....Hil F. Best  
 Transcription .....Standard  
 Membership .....NARTB, RAB  
 President.....Floyd W. Jones  
 General Manager.....L. C. McKenney  
 Station Mgr.....Robert Vinyard, Jr.

**KTTT—Springfield—1941**  
**CBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By...Independent Bcstg. Co.  
 Address.....P. O. Box 1716 S. S. S.  
 Representative.....Sears & Ayer  
 Membership .....NARTB  
 Transcription Service .....World  
 News Service .....AP  
 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.  
 Bus-Studio Address...1121 South Glenstone  
 News Service .....UP  
 Representative.....John E. Pearson  
 Membership .....NARTB, RAB  
 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**

Frequency: 1290 Kc.....Power: 1 Kw. d.  
 Owned .....KALM  
 Address .....Box 327  
 News Service .....AP  
 Representative .....Best, Bradley  
 Pres., Gen. Sta. Comm. Mgr....R. F. Neathery

**KTTN—Trenton—1955—KBS**

Frequency: 1600 Kc.....Power: 500 Watts  
 Owned-Oper. By.....Trenton Bcstg. Co.  
 Address.....112 E. Ninth St.  
 News Service.....AP  
 Transcription .....World

Representative .....Bogner and Martin  
 Membership .....NARTB  
 General Manager.....Sam A. Burk  
 Station Manager.....Ed Hundley  
 Commercial Manager.....Bob Dennis  
 Prog. Dir.....Rick McHargue  
 Chief Engineer.....Lynn Bradley

**KLPW—Union—1954**

Frequency: 1220 Kc.....Power: 250 Watts  
 Owned.....Franklin County Bcstg. Co.  
 Address.....P. O. Box 72  
 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.  
 Address .....Box 395  
 News Service .....AP  
 President .....Lee E. Baker  
 Gen. Mgr.....C. L. Parks  
 Program Dir.....Bruce Lee  
 Publicity Director.....Gene Tipton  
 Chief Eng.....Charles Cunningham

**KWRE—Warrenton—1949**  
**KBS**

Frequency: 730 Kc.....Power: 500 Watts  
 Owned.....W. T. Zimmerman  
 Address .....Warrenton  
 News Service .....UP  
 Transcription Service .....SESAC  
 Representative .....Continental  
 Membership .....NARTB  
 Gen., Sta. Mgr.....W. T. Zimmerman  
 Comm. Mgr.....Russell Benton  
 Chief Eng.....Dick Cole

**KWPM—West Plains—1947**  
**KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Robert F. Neathery  
 News Service .....AP  
 Transcription Service .....Standard  
 Membership .....NARTB  
 Pres., Gen. Mgr., Eng....Robert F. Neathery  
 Sta., Comm. Mgr.....Fritze A. Dixon  
 Program Director.....A. Woodside  
 Pub. Dir.....Carl O. Johnson  
 Chief Eng.....L. Thompson

# Montana

Pop. March 1 (Est.) 638,000—Families 198,000  
Radio Homes 187,000—TV Homes 72,000—Stations in State 30

## KANA—Anaconda—1946

Frequency: 1230 Kc.....Power: 250 Watts d.  
Owned-Oper. By.....Anaconda Bcstg. Co.  
Address.....P. O. Box 727  
News Service.....UP  
Station Rep.....Gill-Perna  
President.....A. J. Mosby  
Station Mgr.....A. H. Smith  
Program Director.....King Harmon  
Comm. Mgr.....C. Moore

## KBY—Billings—1946 MBS-KBS-IMN

Frequency: 1240 Kc.....Power: 250 Watts  
Owned.....Billings Bcstg. Co.  
Address.....Box 2544  
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  
News Service.....UP  
Station Representative.....Katz  
Membership.....RAB, NARTB  
President.....P. N. Fortin  
General Manager.....Jeff Kiichli

## KOOK—Billings—1950—CBS

Frequency: 970 Kc.....Power: 5000 Watts  
Owned-Oper. By.....The Montana Network  
Address.....P. O. Box 2557  
News Service.....UP  
Transcription Service.....World  
Representative.....Headley-Reed  
Membership.....NARTB, RAB  
President.....Joseph S. Sample  
Station Manager.....V. V. "Bud" Clark  
Commercial Manager.....William P. McCracken  
Publicity Dir.....Conna G. May

## KOYN—Billings—1955

Frequency: 910 Kc.....Power: 1000 Watts  
Owned.....D. Gene Williams, Del Cody  
Address.....Riverside Drive, Box 956  
News Service.....UP  
Representative.....Hugh Feltis  
Partners.....D. Gene Williams, Del Cody  
General, Sta. Mgr.....Bob Eubanks  
Sales Prom. Mgr.....Lew Theusen  
Program Director.....Jerry Fay  
Chief Engineer.....Bill Banks

## KBMN—Bozeman—1950

Frequency: 1230 Kc.....Power: 250 Watts  
Owned.....Penn Engineering Co.

Address.....N. Seventh St.  
News Service.....UP  
Transcription Service.....World  
Representative.....Gill-Perna  
Manager.....Dale G. Moore  
Sales Mgr.....Bill Merrick

## KXLQ—Bozeman—1939 NBC

Frequency: 1450 Kc.....Power: 250 Watts  
Owned.....KRBM Bcstrs. Inc.  
Address.....Bozeman, Mont.  
News Service.....UP  
Representative.....Walker  
Pres., Gen., Sta. Mgr.....Ernest A. Neath  
Prog. Dir.....Dick Smiley  
Publicity Dir.....Marcellus Rapkoch  
Chief Engineer.....Pen Edwards

## KBOW—Butte—1947—CBS

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Copper City Radio Co.  
Address.....720 Yale Ave.  
Representative.....Cooke, Feltis  
News Service.....UP  
President.....Frank Reardon  
Exec. V.P.....Bill Carroll

## KOPR—Butte—1948 ABC-MBS-IMN

Frequency: 550 Kc.....Power: 1000 Watts  
Owned-Operated By.....Copper Bcstg. Co.  
Business-Studio Address.....Hotel Finlen  
News Service.....UP  
Membership.....NARTB, RAB  
Representative.....Avery-Knodell  
President.....George C. Hatch  
General Mgr.....Ed Cooney  
Comm. Mgr.....Dan Markham  
Program Director.....Jim Harrold  
Chief Engineer.....William Emerson

## KXLF—Butte—1929—NBC

Frequency: 1370 Kc.....Power: 5000 Watts  
Owned-Operated By.....KGR, Inc.  
Representative.....Walker, Pacific N.W. Bcstrs.  
Manager.....Arne Anzion  
Eastern Sales Mgr.....Wythe Walker  
Western Sales Mgr.....Tracy Moore

## KLTZ—Glasgow—1954

Frequency: 1240 Kc.....Power: 250 Watts  
Owner.....Glasgow Bcstg. Co.  
Address.....Box 909  
News Service.....AP  
Owners.....C. L. Scofield, W. L. Holter, J.  
Carston  
Station Manager.....William L. Beach

## KXGN—Glendive—1948

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....Glendive Bcstg. Co.  
Address.....Box 200

News Service . . . . . AP, UP  
 Transcription Service . . . . . Standard, World  
 Representative . . . . . Grant Webb  
 President . . . . . Lewis W. Moore  
 General Manager . . . . . Daniel C. Palen  
 Chief Eng. . . . . Donald J. Powers

**KBGF—Great Falls—1955**  
**KBS**

Frequency: 1405 Kc. . . . . Power: 250 W.  
 Owned-Operated By . . . . . Community Broadcasters  
 Address . . . . . Box 1405  
 News Service . . . . . UP  
 Representative . . . . . Webb, Feltis  
 Membership . . . . . NARTB  
 Pres., Gen. Mgr. . . . . Dan Snyder  
 Comm., Sales Prom. Mgr. . . . . Richard V. Coon  
 Prog. Dir. . . . . W. A. Zimlich  
 Chief. Eng. . . . . Eugene B. Bunker

**KFBB—Great Falls—1921**  
**CBS**

Frequency: 1310 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Wilkins Bcstg., Inc.  
 Business-Studio Address . . . . . Box 1139  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Station Rep. . . . . Bolling  
 Membership . . . . . NARTB, RAB  
 General Manager . . . . . J. P. Wilkins  
 Prog. Dir. . . . . Richard Osborn  
 Sta., Comm. Mgr. . . . . W. C. Blanchette  
 Pub. Dir. . . . . William E. Spahr  
 Chief Eng. . . . . Anthony Lopuch

**KMON—Great Falls—1947**  
**MBS-ABC-IMN**

Frequency: 560 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Montana Farmer Bcstg. Co.  
 Business Address . . . . . 121 Fourth St. N.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Avery-Knodel  
 Gen., Sales Mgr. . . . . Robert H. Warner

**KXLK—Great Falls—1947**  
**NBC**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Great Falls Bcstg. Co.  
 Representative . . . . . Walker, Pacific Northwest  
 Manager . . . . . T. L. Frayling  
 Eastern Sales Mgr. . . . . Wythe Walker  
 Western Sales Mgr. . . . . Tracy Moore

**KOJM—Havre—1946**  
**MBS-KBS-IMN**

Frequency: 610 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . No. Montana Bcstg. Co.  
 Address . . . . . Box 70  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated  
 Representative . . . . . Cooke, Inc., Avery-Knodel  
 Membership . . . . . NARTB

General Manager . . . . . Charlotte H. Brader  
 Comm. Mgr. . . . . Carlyle D. Leeds  
 Sales Prom. Mgr. . . . . S. G. Stephens  
 Prog. Dir. . . . . J. R. Saenger  
 Chief Eng. . . . . Harold Bustard

**KCAP—Helena—1949**  
**MBS-KBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Lewis & Clark Bcstg. Corp.  
 Address . . . . . 1705 Jerome St.  
 Representative . . . . . Webb, Feltis, Cox  
 Membership . . . . . RAB  
 President . . . . . James M. Flinn  
 Gen., Sta. Mgr. . . . . K. O. MacPherson

**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

**KGEZ—Kalispell—1927**  
**MBS-KBS-IMN**

Frequency: 600 Kc. . . . . Power: 1000 Watts  
 Owned-Operated By . . . . . KGEZ, Inc.  
 Business-Studio Address . . . . . Kalispell  
 News Service . . . . . UP  
 Transcription Service . . . . . SESAC  
 Station Rep. . . . . Donald Cooke Inc.  
 Membership . . . . . RAB  
 President . . . . . Frank Reardon  
 Gen. Manager . . . . . Richard V. Vick  
 Prog. Director . . . . . Robert Rigler  
 Chief Engineer . . . . . Duane J. Morgan

**KOFI—Kalispell—1955**

Frequency: 980 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Flathead Valley Bcstrs.  
 Address . . . . . Box 75  
 Representative . . . . . Art Moore  
 News Service . . . . . UP  
 General Manager . . . . . William H. Patterson  
 Commercial Mgr. . . . . Grover D. Allen  
 Prog. Dir., Ch. Eng. . . . . L. L. Sterling

**KXLO—Lewistown—1947**  
**MBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Montana Bcstg. Co.  
 Address . . . . . E. Main St.  
 News Service . . . . . UP  
 Representative . . . . . Grant Webb  
 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  
 News Service . . . . . UP  
 Trans. . . . . Lang-Worth, MacGregor, Keystone  
 Manager . . . . . Oliver G. Coburn  
 Program Dir. . . . . Lavina Kenyon



**KPRK—Livingston—1947**  
**MBS-IMN**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By..... Yellowstone Amusement Co.  
Address ..... Box 691  
News Service ..... UP  
Representative ..... Avery-Knodel  
Pres., Gen., Sta. Mgr. .... Paul B. McAdam  
Commercial Manager..... Jack Hinman  
Sales Prom. Mgr. .... Carl Argabrite  
Program Director..... Frank Lewis  
Publicity Dir. .... Nikki Kolence  
Chief Engineers. Harry Rolance, Larry Hecox

**KATL—Miles City—1941**  
**KBS-MBS-IMN.**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By..... Star Printing Co.  
Address ..... Box 720  
Newspaper Affiliation..... Daily Star  
News Service ..... UP  
Transcription Service..... Thesaurus  
Representative ..... Avery-Knodel  
Membership ..... NARTB  
Gen., Sta. Mgr. .... Ian A. Elliot  
Commercial Manager..... Fred B. Hunnes  
Sales Prom. Mgr. .... Norval B. Davis  
Prog. Dir. .... Thomas Biedrzycki  
Pub. Dir. .... Robert McKendrick  
Chief Engineer..... William Able

**KBTK—Missoula—1955**  
**MBS-KBS-IMN**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By..... Montana Bcstg. Co.  
Address ..... Box 1202  
Rep. .... Avery-Knodel, Intermountain  
Membe-ship ..... NARTB  
President ..... Marion E. Dixon  
General Manager..... William J. Strothman  
Comm. Mgr. .... Lou Torok  
Prog. Dir. .... Del Strothman  
Chief Eng. .... B. Hamilton

**KGVO—Missoula—1931—CBS**

Frequency: 1290 Kc. Power: 5000 Watts  
Owned-Operated By..... Mosby's, Inc.  
Bus.-Studio Address..... Radio Central Bldg.  
News Service ..... UP  
Transcription Service ..... Lang-Worth  
Representative ..... Gill-Perna  
Membership ..... NARTB, RAB  
Pres., Gen. Mgr. .... A. J. Mosby  
Sta., Comm. Mgr. .... Guy B. Farnsworth  
Sales Mgr., Prog. Dir. .... Don Bradley

**KXLL—Missoula—1948—NBC**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By..... Western Montana Assoc.  
News Service ..... UP  
Representative ..... Walker  
Pres., Gen., Sta. Mgr. .... Pat M. Goodover  
Comm., Prom. Mgr. .... Bob Gillis  
Program Director..... Chas. Cromwell  
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 ..... N. Marias Ave.  
Representative ..... Avery-Knodel  
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  
News Service ..... UP  
Representative ..... Gill Perna  
General Manager..... E. E. Krebsbach  
Station Mgr. .... E. Clair Krebsbach  
Comm. Mgr. .... Keith Krebsbach  
Sales Prom. Mgr. .... Don Cole  
Prog. Dir. .... Ben Innes  
Publicity Director..... Veryl Moser  
Chief Engineer..... Dale Wilson

**Nebraska**

Pop. March 1 (Est.) 1,428,000—Families 432,000  
Radio Homes 424,000—TV Homes 317,000—Stations in State 28

**KCOW—Alliance—1949—KBS**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By... Sandhills Bcstg. Corp.  
Trans. Address ..... 1100 West 10th St.  
News Service ..... UP  
Transcription Service ..... World  
Representative ..... McGillvra  
Membership ..... NARTB  
President ..... J. W. Cover  
General Manager..... Gene Ackerley  
Program Director..... Ted Ford  
Chief Engineer..... Dick A. Pace

**KWBE—Beatrice—1949**  
**KBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By..... Blue Valley Bcstg. Co.  
Address ..... Box 1450  
News Service ..... AP  
Transcription Service..... Thesaurus  
Membership ..... NARTB  
General Manager..... Bud Pentz

**KCNI—Broken Bow—1949**

Frequency: 1280 Kc. Power: 1000 Watts d.  
Owned-Oper. By..... Custer County Bstg. Co.  
Address ..... Box 561



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  
 News Service .....AP  
 Transcription Service .....Thesaurus  
 Membership .....NARTB, RAB  
 Co-Owners.....Bill Finch, Bob Fouse

### KJSK—Columbus—1948 KBS

Frequency: 900 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....George Basl Anderson  
 Business-Studio Address.....Box 460  
 News Service .....AP  
 Representative .....Biddick, Continental  
 Transcription Service .....Thesaurus  
 Membership .....NARTB  
 President, Gen. Mgr.....George Basil Anderson  
 Sta., Comm. Mgr., Prog. Dir.....Milo Kincaid  
 Sales Prom. Mgr.....Mel Krehbiel  
 Chief Engineer.....Bob Miller

### KFGT—Fremont—1939

Frequency: 1340 Kc.....Power: 100 Watts  
 Owned-Oper. By.....Snyder Enterprises  
 Business-Studio Address.....118 E. 5 St.  
 Membership .....NARTB  
 News Service .....AP  
 Transcription Service .....Capitol  
 President.....L. L. Snyder  
 Gen., Sta. Mgr.....H. C. Snyder  
 Comm. Mgr.....Donald Mundy  
 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  
 News Service .....UP  
 Representative .....H.R.  
 Membership .....RAB, NARTB  
 President.....Don Searle  
 Gen., Sta., Comm. Mgr.....Ken Titus  
 Prog. Dir.....Bill Delzell  
 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 KBS

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Nebraska Bcstg. Co.  
 Transmitter Address.....906½ W. Second St.  
 News Service .....INS  
 Representative .....Gill-Perna  
 Membership .....NARTB, RAB  
 General Mgr.....Roy Pearce  
 Prog. Dir.....Ed Knight  
 Chief Engineer.....Vance Filken

### KGFW—Kearney—1927 MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Central Neb. Bcstg. Corp.  
 Business-Studio Address.....Platte Valley Bldg.  
 News Service .....UP  
 Representative .....Hal Holman  
 Membership .....NARTB, RAB  
 General Mgr.....J. C. Mitchell  
 Sta. Mgr.....Bob Jenkins  
 Comm. Mgr.....Reiney Ehly  
 Sls. Prom. Mgr.....Mary Mitchell  
 Program Director.....Don Sherrill  
 Publicity Director.....Gene Larsen  
 Chief Engineer.....Wallace V. Rockefeller

### KRVN—Lexington—1951

Frequency: 1010 Kc....Power: 25,000 Watts d.  
 Owned-Oper. By.....Nebraska Rural Radio  
 Address.....104 W. 8th St.  
 Transcription Service .....Standard  
 News Service .....AP  
 Representative .....Raymer  
 Membership .....NARTB  
 President.....Jay A. Person  
 General Manager.....Max Brown  
 Asst. Sta. Mgr.....Gary Schroeder  
 Chief Engineer.....Robert Bitner

### KFOR—Lincoln—1924—ABC

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Cornbell Bcstg. Corp.  
 Bus.-Studio Address.....814 Stuart Bldg.  
 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

### KLIN—Lincoln—1955—MBS

Frequency: 1400 Kc.....Power: 250 W.  
 Owned-Oper. By.....Frudeger Bcstg. Co.  
 Address.....410 Sharpe Building  
 Representative .....Devney  
 News Service .....AP  
 Membership .....NARTB  
 Pres., Gen. Mgr.....Robert W. Frudeger  
 Comm. Mgr.....R. L. Hoffman

Prog. Dir.....L. Getchell  
Chief Eng.....Howard H. Frederick

**KLMS—Lincoln—1949**

Freq.: 1480 Kc....Power: 1 Kw. d., 1 Kw. n.  
Owned.....Lincoln Bcstg. Corp.  
Address.....130 N. 16th St.  
News Service.....UP  
Transcription Service.....Standard, World  
President.....Howard A. Shuman  
Gen., Sta., Comm. Mgr.....Frank Stubbs  
Chief Engineer.....Charles Winkler

**KBRL—McCook—1947**  
**MBS**

Frequency: 1300 Kc.....Power: 1 Kw. d.  
Owned.....McCook Bcstg. Co.  
Address.....West J St., Hiway 83  
News Service.....AP  
Transcription.....Standard  
Representative.....McGillvra, Inc.  
Membership.....NARTB  
Pres., Gen. Sta. Mgr., Chief Eng..L. W. Lenwell  
Prog. Dir.....Leon Little  
Comm., Sales Prom. Mgr.....Don Hays  
Pub. Director.....Robt. Morris

**WJAG—Norfolk—1922**

Frequency: 780 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....WJAC, Inc.  
Address.....309 Braasch Ave.  
Phone: 20.....Air Time: Daytime  
Representative.....Walker  
Newspaper Affil.....Huse Pub.  
Transcription Service.....World, Standard  
News Service.....AP  
Membership.....NARTB  
President.....Gene Huse  
Station Manager.....Bob Thomas  
Oper., Pub. Dir.....Don Broadstone  
Comm. Manager.....Evcans Meier  
Chief Engineer.....W. Geltman

**KNBR—North Platte—1952**

Frequency: 970 Kc....Power: 1000 Watts d.  
Owned-Oper. By.....John Townsend  
Address.....P. O. Box 778  
Representative.....Indie Sales  
News Service.....UP  
Transcription.....Thesaurus, SESAC  
Manager.....Bill Lemke

**KODY—North Platte—1930**  
**NBC-KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Radio Station KODY  
Bus.-Studio Trans. Add.....1521 W. 12th  
News Service.....AP  
Transcription Service.....World, Thesaurus  
Membership.....NARTB  
Representative.....Meeker  
Gen., Sta. Mgr.....John Alexander  
Sales Prom. Mgr.....Joe Gallagher  
Program Director.....Bill Wood  
Commercial Manager.....Joe di Natale  
Publicity Director.....Jerry Wing  
Chief Engineer.....Joe Stavas

**KOGA—Ogallala—1954**  
**KBS**

Frequency: 930 Kc.....Power: 500 Watts  
Owner.....Ogallala Bcstg. Corp.  
Address.....216 N. Spruce  
News Service.....UP  
Transcription.....Thesaurus  
Representative.....Indie Sales  
Membership.....NARTB  
Pres., General Manager...Newell Eastman

**KBON—Omaha—1942**  
**MBS-ABC**

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By.....Inland Bcstg. Co.  
Business-Studio Address..676 World Ins. Bldg.  
News Service.....AP  
Transcription.....Thesaurus  
Membership.....NARTB  
Representative.....Pearson  
Pres., Gen. Mgr.....Paul R. Fry  
Comm. Manager.....Ernest S. Priesman  
Sales Manager.....Ernest S. Priesman  
Program Dir.....Dean H. Murray  
Chief Engineer.....Ed Shulman

**KFAB—Omaha—1924—NBC**

Frequency: 1110 Kc.....Power: 50,000 Watts  
Owned-Operated By.....KFAB Bcstg. Co.  
Bus.-Studio Address.....5010 Underwood  
Rep.....Peter, Griffin, Woodward, Inc.

**MORE NEWS**

**MORE FEATURES**

**MORE REGIONAL COVERAGE**

**AP**

... and **MORE**

**RADIO AND**

**TELEVISION STATIONS**

depend on

**The Associated Press**

Newspaper Affil. .... Journal, Star  
 News Service ..... AP, INS  
 Membership ..... NARTB, RAB  
 President ..... Victor Toft  
 General Mgr. .... Lyle Bremser  
 Comm. Mgr. .... E. R. Morrison  
 Sales Prom. Mgr., Pub. Dir. .... Don Shoemaker  
 Program Director ..... Ken Headrick  
 Engineers ..... Art Stewart, Al Bates

**KOIL—Omaha—1925**  
**ABC**

Frequency: 1290 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. .... Central States Bcstg. Co.  
 Business-Studio Address. .... 511 So. 17th St.  
 Transcription Service. Capitol, Standard, World  
 News Service ..... INS, AP  
 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.  
 News Service ..... AP, INS, UP  
 Representative ..... Adam Young  
 Membership ..... NARTB, RAB  
 Transcription ..... World, Assoc., Standard



**5th year of dominance!**

For a long time now, KOWH has enjoyed almost as much of the Omaha daytime audience as all the other stations put together. (Hooper). Just about every daytime ¼ hour belongs to KOWH. And no matter who asks the question, the answer is KOWH. Latest Pulse: KOWH first 228 of 240 ¼'s. Latest Trendex: KOWH first every time period!

What's done it? Storz Station programming and broad (660 kc.) coverage—which have been bringing results to a host of local and national advertisers. You can be one, too. Ask the Adam Young man, or General Manager Virgil Sharpe.

**KOWH—Omaha**  
**"A STORZ STATION"**

President ..... Todd Storz  
 V.P., Gen. Mgr. .... Virgil Sharpe  
 Local Sales Mgr. .... Ed Morgan  
 Production Mgr. .... Grahame Richard  
 Program Dir. .... Bill Stewart

**WOW—Omaha—1923—CBS**

Frequency: 590 Kc. .... Power: 5000 Watts  
 Owned-Operated By. .... Meredith WOW, Inc.  
 Bus.-Studio Address. .... Insurance Bldg.  
 Representative ..... John Blair  
 Transcription Service ..... Standard, Capitol  
 Chairman of Board. .... Fred Bohlen  
 President. .... E. T. Meredith  
 Vice Pres., Gen. Mgr. .... Frank P. Fogarty  
 Sales Prom. Mgr. .... George Mirras  
 Sales Manager. .... Bill Wiseman  
 Program Director. .... Ray Olson  
 Chief Engineer. .... Glenn Flynn

**KNEB—Scottsbluff—1948**  
**MBS**

Freq.: 960 Kc. .... Power: 1 Kw. d., 500 Wts. n.  
 Owned-Oper. By. .... Platte Valley Bcstg. Corp.  
 Business-Studio Address. .... Golden Rule Bldg.  
 Transcription Service ..... Thesaurus, World  
 Membership ..... NARTB  
 Representative ..... Hal Holman  
 President. .... John R. Jrdon  
 General-Station Mgr. .... Russ M. Stewart  
 Commercial Mgr. .... Byron Joachim  
 Program Director. .... Wayne McIntosh  
 Chief Engineer ..... Leslie A. Proctor

**KOLT—Scottsbluff—1930**  
**CBS**

Freq.: 1320 Kc. .... Power: 5000 W. d. 1000 W. n.  
 Owned-Operated By. .... The Hilliard Co.  
 Address ..... W. 20th St.  
 Representative ..... Gill-Perna  
 News Service ..... UP  
 Membership ..... NARTB  
 Manager. .... L. L. Hilliard

**KSID—Sidney—1952**  
**ABC**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Wm. C. Grove, Inc.  
 Address ..... Legion Park  
 Representative ..... McGillvra  
 News Service ..... UP  
 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  
 News Service ..... AP  
 Membership ..... NARTB, RAB  
 President. .... M. L. Gleason  
 Sta. Mgr. .... T. L. Gleason  
 Comm., Sales Mgr. .... H. Hansen  
 Prog., Pub. Dir. .... G. C. Bryan  
 Chief Eng. .... E. Siemoneit

# Nevada

Pop. March 1 (Est.) 247,000—Families 82,000  
Radio Homes 78,000—TV Homes 42,000—Stations in State 15

## KPTL—Carson City—1955 KBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: E. L. & A. Bullis  
Address: Box 523  
News Service: UP  
Transcription Service: SESAC  
Representative: O'Connell  
General Manager: Edwin L. Bullis  
Comm., Sales Mgr., Prog., Pub. Dir.: R. Nelson  
Chief Engineer: Dave Williams

## KELK—Elko—1948 MBS-IMN

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Elko Bcstg. Co.  
Address: P. O. Box 790  
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: 1140 Ave. "F" East  
News Service: AP  
Co-Managers: D. I. Hansen, D. V. Bradley  
Sales Mgr.: David I. Hansen  
Program Dir.: Dale V. Bradley

## KBMI—Henderson—1954

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated: Moritz Zenoff  
Address: New Frontier Hotel  
Newspaper Affil.: Henderson Home News  
News Service: AP  
Representative: Forjoe  
Pres., Gen. Manager: Moritz Zenoff

## K-TOO—Henderson—1956

Frequency: 1280 Kc. Power: 5000 Watts  
Owned: K-TOO  
Address: P. O. Box 1848, Las Vegas  
News Service: AP  
Representative: McGavren-Quinn  
General Mgr.: Tom Magowan

## KENO—Las Vegas—1940 ABC

Frequency: 1460 Kc. Power: 1000 Watts  
Owned-Operated By: Nevada Bcstg. Co.  
Address: 810 Keno Lane  
Representative: W. S. Grant  
General Manager: Merl Sage

## KLAS—Las Vegas—1948 CBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By: Las Vegas Bcstrs., Inc.  
Address: Desert Inn, P. O. Box 1510

Transcription Service: Standard  
News Service: UP  
Transcription Service: World, Standard  
Representative: Weed & Co.  
Membership: RAB  
President: R. G. Jolley  
General Manager: Tom Ivory  
Commercial Manager: Bill Pursel  
Program Director: John C. Edington  
Publicity Director: Bette Swain  
Chief Engineer: John E. Witt

## KORK—Las Vegas—1951 NBC

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By: Southwestern Bcstg. Co.  
Address: Hotel Thunderbird  
Representative: Pearson  
President: Donald W. Reynolds  
General Manager: King Harmon  
Commercial Mgr.: Stuart Oakes

## KRAM—Las Vegas—1947

Freq.: 920 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By: Drake Motel Corp.  
Address: Hotel Riviera  
Representative: BTS  
President: David M. Margolis  
V.P., Gen. Mgr.: Larry Buskett  
Sales Mgr.: Don D. Stewart

## KATO—Reno—1946 MBS-DON LEE-KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By: Robert L. Stoddard  
Bus-Studio Address: Box 1170  
Representative: Walker, Broadcast Time  
Pres., Gen. Mgr.: R. L. Stoddard  
Comm. Mgr.: Walter States  
Prog. Dir.: Betty Stoddard  
Chief Engineer: Irvin Carlsen

## 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  
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: El Cortez Hotel  
News Service: UP  
Representative: Pearson  
Membership: RAB  
President: Donald W. Reynolds  
Gen., Sta., Comm., Sls. P. om. Mgr.: R. W. Co'on  
Pub. Dir.: Colleen Lubeke  
Chief Engineer: Jere Laird





**KONE—Reno—1955**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By Magowan & Jones  
 Address 700 Forest St.  
 Transcription Service Spot-Lite Spots  
 Representative McGavren-Quinn  
 Membership NARTB, RAB  
 News Service AP  
 General Manager George A. Carr  
 Sta. Mgr. Ken O'Connell  
 Chief Engineer W. Binford

**KWRN—Reno—1947—ABC**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By Radioreno, Inc.

Address Riverside Hotel  
 News Service UP  
 Station Rep. W. S. Grant  
 General Manager Naum Healy

**KWNA—Winnemucca—1955**  
**KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owner N. W. Radio & TV Corp.  
 Address Sonoma Inn Bldg.  
 News Service AP  
 Transcription SESAC  
 General Mgr. Ernest Damon  
 Sta., Comm. Prom. Mgr. Donald H. Erskine  
 Program Dir. Lavon Briggs  
 Chief Eng. Whitelaw R. Ross

**New Hampshire**

Pop. March 1 (Est.) 563,000—Families 170,000  
 Radio Homes 168,000—TV Homes 174,000—Stations in State 13

**WTSV—Claremont—1948**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By Grandview Inc.  
 Trans. Address 221 Washington St.  
 News Service UP  
 Representative A. Young, Wheeler  
 Membership NARTB  
 General Manager Ralph Gottlieb  
 Station Mgr. F. Richard Hill  
 Nat. Sales Mgr. Jack King

**WKXL—Concord—1946**  
**CBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By Capitol Bcatng. Co.  
 Business-Studio Address 110 N. Main St.  
 News Service UP  
 Representative Grant Webb  
 President H. Scott Kilgore  
 Gen., Sta., Comm., Sales Mgr. W. Sweeney  
 Prog., Pub. Dir. S. Larrabee  
 Chief Engineer Robert Wright

**WJWG—Conway—1955**

Frequency: 1050 Kc. Power: 1000 Watts d.  
 Owned WJWG, Inc.  
 Address Radio Building  
 News Service UP  
 Transcription World  
 Representative Stars National, Wheeler  
 President John W. Guider  
 Gen. Mgr. James P. Hinchey  
 Station Manager Bill Potter  
 Sales Prom. Mgr. Ed Conaty  
 Chief Engineer Armand St. Louis

**WTSN—Dover—1956**

Frequency: 1270 Kc. Power: 5000 Watts  
 Owned WTSN, Inc.  
 Address Back Road  
 News Service UP  
 Representative Wheeler, Adam Young  
 General Mgr. Ralph Gottlieb  
 Station Mgr. Edward X. Callahan

Comm. Mgr. Jock MacKenzie  
 Prog. Director Peter Johnson  
 Chief Engineer Albert J. Davis

**WKNE—Keene—1926**  
**CBS**

Frequency: 1290 Kc. Power: 5000 Watts  
 Owned-Oper. By WKNE Corp.  
 Address 17 Dunbar St.  
 News Service AP  
 Representative Meeker, Borgatti  
 Membership NARTB, RAB  
 President Joseph K. Close  
 Gen., Sta., Comm. Mgr. Frank B. Estes  
 Sls. Prom., Prog., Pub. Dir. Ted B. Sawyer  
 Chief Engineer Ernest Robarge

**WLNH—Laconia—1922**

Frequency: 1350 Kc. Power: 5000 Watts  
 Owned-Oper. By Northern Bcatg. Corp.  
 Bus-Studio Address Masonic Temple Bldg.  
 News Service UP  
 Representative Kettell-Carter, McGavren  
 Gen., Sta. Mgr. Arthur Rothafel  
 Commercial Manager Sydney Clarke  
 Program Director Irving W. Kaizer

**WTSL—Lebanon—1950**  
**ABC**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By WTSL Inc.  
 Address P. O. Box 1031, Hanover  
 News Service UP  
 Transcription Service RCA Victor  
 Station Rep. Adam Young  
 President William J. Barkley  
 General Manager Ralph Gottlieb  
 Station Mgr. Howard L. Chase  
 Program Director Joe Shaw  
 Chief Engineer Al Davis

**WMOU—Littleton—1946**  
**KBS**

Frequency: 1230 Kc. Power: 250 Watts

**Owned-Oper.**..... White Mtns., Bcstng. Co.  
**Address**..... Green Square  
**News Service**..... UP  
**Representative**..... Wheeler, Stars Natl.  
**Membership**..... NARTB  
**President**..... John W. Guider  
**General Mgr.**..... James P. Hinchey  
**Program Dir.**..... Charles Ross  
**Sales Prom. Mgr.**..... Sam Hickey  
**Chief Eng.**..... Herschel Howe

**President**..... Madeline M. Girolimon  
**General Manager**..... Warren H. Jourmay  
**Asst. Gen. Mgr.**..... Bernie Mack  
**Program Director**..... Donn Tibbetts  
**Chief Engineer**..... Harry Handfield

**WOTW—Nashua—1947**

**Frequency:** 900 Kc.....**Power:** 1000 Watts d.  
**Owned-Operated By**..... Nashua Bcstg. Corp.  
**Bus. Studio-Transmitter Location**..... Lund Rd.  
**News Service**..... UP  
**Representative**..... Walker  
**Membership**..... RAB, NARTB  
**Pres., Gen. Mgr.**..... Arthur A. Newcomb  
**Sta. Manager**..... R. E. Berry  
**Comm. Manager**..... Armand Bedard  
**Program Director**..... Merrill G. Smith  
**Publicity Director**..... Howard McKinney  
**Chief Engineer**..... R. C. Bingham

**WFEA—Manchester—1932**

**Frequency:** 1370 Kc.....**Power** 5 Kw.  
**Owned**..... Public Information, Inc.  
**Address**..... P. O. Box 149  
**News Service**..... AP  
**Station Rep.**..... Weed  
**President**..... Farris E. Rahall  
**General Mgr.**..... O. R. Davis  
**Station Mgr.**..... Norton L. Virglen, Jr.  
**Commercial Mgr.**..... Albert L. Auclair  
**Program Dir.**..... Alan Rock  
**Chief Engineer**..... Jay Kosik

**WHEB—Portsmouth—1932**

**frequency:** 750 Kc.....**Power:** 1000 Watts d.  
**Owned-Operated By**..... WHEB, Inc.  
**Address**..... N. H. National Bank Bldg.  
**News Service**..... AP  
**Transcription Service**..... World  
**Representative**..... Foster, Walker  
**Pres., Comm. Mgr.**..... Charles M. Dale  
**Station Manager**..... Thomas M. Dale  
**Program Dir.**..... George Pinkerton  
**Senior Engineer**..... Anthony Vaccaro

**WKBR—Manchester—1946**

**Frequency:** 1240 Kc.....**Power:** 250 Watts  
**Owned**..... Granite State Bcstg. Co.  
**Address**..... 155 Front St.  
**News Service**..... UP  
**Station Rep.**..... Wheeler, Young  
**Membership**..... NARTB  
**General Manager**..... Ralph Gottlieb  
**Sa., Sales Mgr.**..... Jack King

**WNNH—Rochester—1948**

**Frequency:** 930 Kc.....**Power:** 5000 Watts  
**Owned-Operated By**..... Stratford Bcstg. Corp.  
**Address**..... Rochester Hill Rd.  
**News Service**..... UP  
**Representative**..... Borgatti, O'Connell  
**Membership**..... RAB, NARTB  
**Pres., Gen. Mgr.**..... A. J. K. Malin  
**Commercial Mgr.**..... M. C. Ball  
**Station Mgr.**..... H. Martin  
**Prog. Dir.**..... J. Alan Jasper  
**Pub. Director**..... Mike Erlich  
**Chief Engineer**..... Roger Butterfield

**WGIR—Manchester—1941**

CBS

**F.requency:** 610 Kc..**Power:** 5 Kw. d., 1 Kw. n.  
**Owned**..... Northwest Broadcasting Corp.  
**Address**..... P. O. Box 487  
**News Service**..... UP  
**Transcription**..... World  
**Representative**..... O'Connell, Borgatti  
**Membership**..... NARTB

**New Jersey**

Pop. March 1 (Est.) 5,566,000—Families 1,664,000  
 Radio Homes 1,658,000—TV Homes 1,470,000—Stations in State 23

**WJLK—Asbury Park—1926**

**Frequency:** 1310 Kc.....**Power:** 250 Watts  
**Owned-Operated By**..... Asbury Park Press, Inc.  
**Address**..... Press Plaza  
**News Service**..... AP  
**Newspaper Affiliate**..... Press  
**Membership**..... NARTB  
**Station Manager**..... Everett Rudloff  
**Commercial Manager**..... Margaret Curtis  
**Prog. Mgr.**..... Charles F. Hill

**Address**..... Senator Hotel  
**News Service**..... UP  
**Representative**..... Broadcast Time Sales  
**Transcription**..... Lang-Worth, SESAC  
**Membership**..... NARTB  
**Pres., Gen. Mgr., Ch. Eng.**..... Leroy Bremner  
**Station Manager**..... John F. Moore  
**Business, Comm. Mgr.**..... Dorothy Bremner

**WMID—Atlantic City—1947**  
 ABC

**WLDB—Atlantic City—1955**  
 MBS-KBS

**Frequency:** 1490 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**..... Atlantic City Bcstg. Co.

**Frequency:** 1340 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**..... Mid-Atlantic Bcstg. Co., Inc.  
**Address**..... Brighton Hotel  
**News Service**..... AP  
**Transcription Service**..... Associated



Representative ..... Stars Natl.  
 President ..... Richard Endicott  
 General Manager ..... David H. Freedman  
 Program Director ..... Alan Owen  
 Chief Engineer ..... Edward Ross

### WFPG—Atlantic City—1940

#### CBS

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated by ..... WFPG, Inc.  
 Business Address ..... Steel Pier  
 News Service ..... UP  
 Membership ..... NARTB  
 Representative ..... Walker  
 Pres., Gen., Sta. Mgr. .... Jerome Sill  
 Program Dir. .... Ed Davis  
 Chief Engineer ..... Blair K. Thro.

### WSNJ—Bridgeton—1937

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Eastern States Bcstg. Corp.  
 News Service ..... UP  
 Transcription Service ..... Thesaurus  
 Station Representative ..... Clark  
 Membership ..... NARTB  
 President ..... Russell S. Henderson  
 V.P., Gen. Mgr., Sta., Comm. Mgr. .... Paul Alger  
 Prog. Director ..... Joseph McCulley  
 Publicity Director ..... Howard Auger  
 Chief Engineer ..... Ed Bold

### WCAM—Camden—1922

Frequency: 1310 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... City of Camden  
 Business Address ..... 6th & Market Sts.  
 Transcription Service ..... Standard  
 News Service ..... UP  
 Rep. .... Press Associates (Trenton, N. J.)  
 Membership ..... NARTB  
 Gen., Comm. Manager ..... John Cleary  
 Program Director ..... Jack La Mar  
 Sales Prom. Mgr. .... Jack Sillin  
 Publicity Dir. .... Joseph E. Hale  
 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.  
 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 ..... Lincoln Road  
 News Service ..... UP  
 Transcription ..... Lang-Worth  
 Representative ..... Broadcast Time Sales  
 President ..... John H. Norris  
 Station Mgr. .... Karl F. Scheying  
 Prog. Dir. .... Valerie C. Scheying  
 Publicity Director ..... Jack Lawyer  
 Chief Engineer ..... Joseph Karcher

### WMTR—Morristown—1948

Frequency: 1250 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Morristown Bcstg. Co.  
 Address ..... 10 Park Place  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Membership ..... NARTB  
 President ..... George S. Croy  
 General Manager ..... Kenneth A. Croy  
 Commercial Mgr. .... Henry Behre  
 Program Director ..... Bob Vesel  
 News Dir. .... Robert Stoecker  
 Chief Engineer ..... Dick Lundy

### WAAT—Newark—1930

Frequency: 970 Kc. .... Power: 5000 d., 1000 n.  
 Owned-Operated By ..... Bremer Bcstg. Corp.  
 Business-Studio Address. .... 1020 Broad St.  
 News Service ..... AP  
 Transcription Service ..... SESAC  
 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.  
 Pres., Gen. Mgr. .... James L. Shearer  
 Sta. Mgr., Prog. Dir. .... William Masi  
 Chief Engineer ..... Harold Michaels

### WNJR—Newark—1947

Frequency: 1430 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Rollins Bcstg. Co.  
 Bus. Add. .... 414 French St., Wilmington, Del.  
 Representative ..... Rollins Bcstg. Co.  
 News Service ..... UP  
 President ..... O. Wayne Rollins  
 Sta. Mgr. .... A. R. Lamphear  
 Chief Engineer ..... G. R. Chambers

### WVNJ—Newark—1947

Frequency: 620 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... Newark Bcstg. Corp.  
 Address ..... W. Mt. Pleasant Ave., Livingston  
 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.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth, Muzak  
 Membership ..... NARTB  
 President, Sta. Mgr. .... James L. Howe  
 Sta., Comm. Mgr. .... J. M. Vogdes  
 Prog. Dir. .... John Allen Potts  
 Sls. Prom., Pub. Dir. .... Stella Volpi  
 Chief Engineer ..... Victor Takach

### WNNJ—Newton—1953—KBS

Frequency: 1360 Kc. .... Power: 500 Watts

Owned.....S. C. Wolfe, Jr.  
 W. Fairclough, R. A. Mensel  
 News Service.....AP  
 Sta., Comm. Mgr., Ch. Eng., Robert C. Gessner  
 Program Director.....John Bennett  
 Sales Prom. Mgr.....Ronnie Hickman

**WPAT—Paterson—1941**

Frequency: 930 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WPAT, Inc.  
 Business-Studio Address.....66 Hamilton St.  
 News Service.....UP  
 President, General Manager.....D. J. Wright  
 V.P.'s. Charlse W. Parker, William J. Calvert  
 V.P., Sales Dir.....John F. Sloan  
 Music Dir.....David Gordon  
 Publicity Dir.....John Burt  
 Tech. Supervisor.....P. Di Savino

**WOND—Pleasantville—1950**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....S. Jersey Radio, Inc.  
 Address.....Old Turnpike  
 Transcription Service.....Standard, Thesaurus  
 News Service.....AP  
 Representative.....Forjoe  
 Membership.....NARTB, RAB  
 President.....Harlan G. Morrelle  
 General Manager.....T. K. Cassel  
 Prog. Dir.....Bob Richter  
 Comm. Mgr.....Jack Southard  
 Chief Engineer.....Milton Thurlow, Jr.

**WBUD—Trenton—1947**

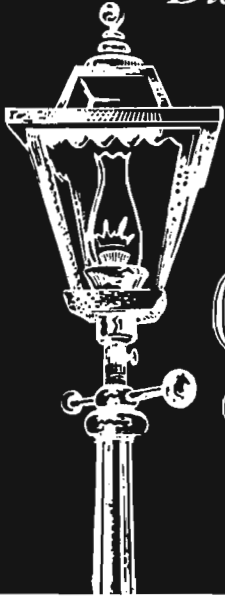
Frequency: 1260 Kc...Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....WBUD, Inc.  
 Address.....P. O. Box 158  
 News Service.....AP  
 Transcription..World, Lang-Worth, Thesaurus  
 Membership.....RAB  
 Station Rep.....United Bcstg.  
 Pres., Gen. Mgr.....Richard M. Hardin  
 Station Manager.....Teresa Rose  
 Comm. Manager.....William Garry  
 Sales Prom. Mgr.....John Fretz  
 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.  
 News Service.....UP  
 Membership.....RAB  
 Representative.....Grant Webb  
 President.....William DeFraitas  
 Gen., Sta., Comm. Sales Mgr....R. McFadden  
 Program Director.....Albert Leibert  
 Publicity Dir.....Louis N. Wagner  
 Chief Engineer.....Nicholas Dalessandro

**WTTM—Trenton—1942—NBC**

Frequency: 920 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Peoples Bcst. Corp.  
 Bus.-Stu. Add....Brunswick Ave., Lake Drive



*Distinctive  
Music...* For New York and New Jersey

# THE GASLIGHT STATION

**WPAT AM-FM**  
*"The Center of the Dial, 93"*  
**930 KC — 93.1 MC**

**Representative** ..... Forjoe  
**News Service** ..... AP  
**Membership** ..... NARTB, RAB  
**President** ..... M. D. Lincoln  
**General Manager** ..... Herbert E. Evans  
**Station Manager** ..... Fred E. Walker  
**Publicity Dir.** ..... K. M. Weber  
**Gen. Sales Mgr.** ..... Harry W. Barnham  
**Prog. Dir.** ..... Tom Durand  
**Chief Engineer** ..... Chester Sunderland

**WWBZ—Vineland—1946**

**Frequency:** 1360 Kc. .... **Power:** 1000 Watts  
**Owned-Operated By** ..... Community Bcstg. Serv.  
**Address** ..... S. Delsea Drive  
**Representative** ..... Gill-Perna  
**Transcription** ..... World  
**Membership** ..... NARTB  
**General Mgr.** ..... John G. Struckell

**WCRV—Washington—1955**

**Frequency:** 1580 Kc. .... **Power:** 250 Watts d.

**Owned** ..... Simon Geller  
**Address** ..... 3 Belvidere Avenue  
**News Service** ..... AP  
**Transcription Service** ..... SESAC  
**Representative** ..... Hil F. Best  
**Gen., Comm. Mgr., Prog. Dir. Chief Eng.**  
 Simon Geller

**WCMC—Wildwood—1951**  
**KBS**

**Frequency:** 1230 Kc. .... **Power:** 100 Watts  
**Owned-Operated By** ..... Francis J. Matrangola  
**Address** ..... 3010 N. J. Ave.  
**News Service** ..... AP  
**Membership** ..... NARTB  
**Owner, Gen. Mgr.** ..... Francis J. Matrangola  
**Comm. Mgr.** ..... Margaret Murphy  
**Prog. Dir.** ..... George Hart  
**Chief Engineer** ..... Carlton Owen

**New Mexico**

Pop. March 1 (Est.) 855,000—Families 232,000  
 Radio Homes 224,000—TV Homes 98,000—Stations in State 32

**KALG—Alamogordo—1950**  
**MBS-KBS-IMN**

**Frequency:** 1230 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... William Wayne Phelps  
**Address** ..... Box 268  
**News Service** ..... AP  
**Transcription** ..... Thesaurus  
**Membership** ..... NARTB, RAB  
**President** ..... William Phelps  
**General Manager** ..... Bob Hoffman  
**Comm. Mgr., Prog. Dir.** ..... Terry Clark  
**Publ. Dir.** ..... Jim Armstrong  
**Chief Engineer** ..... Bill Shimer

**KABQ—Albuquerque—1947**  
**KBS**

**Frequency:** 1340 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... Duke City Bcstg. Corp.  
**Address** ..... 317 Broadway, N.E.  
**News Service** ..... UP  
**Reps.** ..... Harlan G. Oakes; Nat'l Time Sales  
**Pres., Gen. Mgr.** ..... Edward M. Sleighel  
**Sales Prom. Mgr.** ..... Victor Siman  
**Program Dir.** ..... Jose Gallegos  
**Publicity Dir.** ..... Fred Chavez  
**Chief Engineer** ..... Charles Kohlousen

**KDEF—Albuquerque—1953**

**Frequency:** 1150 Kc. .... **Power:** 1 Kw. d.  
**Owned** ..... KDEF Bcstg. Co.  
**Address** ..... 506 2nd St. N.W.  
**Station Representative** ..... McGillvra  
**President, Gen. Mgr.** ..... Frank Quinn  
**Sta. Mgr.** ..... Wayne Griffin

**KGGM—Albuquerque—1927**  
**CBS**

**Frequency:** 810 Kc. .... **Power:** 5000 Watts  
**Owned-Oper. By** ..... New Mexico Bcstg. Co.  
**Business Address** ..... 1414 Coal St., S.W.  
**News Service** ..... AP  
**Representative** ..... Weed & Co.  
**Transcription Service** ..... World  
**Membership** ..... NARTB  
**Representative** ..... Weed  
**Pres., Gen. Mgr.** ..... A. R. Hebenstreit  
**Comm., Sis. Prom. Mgr.** ..... R. C. Rhoads  
**Program Director** ..... Robert Van Driel  
**Pub. Dir.** ..... Jim Laramoor  
**Chief Engineer** ..... Leonard F. Dodds

**KQUE—Albuquerque—1946**

**Frequency:** 920 Kc. .... **Power:** 1000 Watts  
**Owned-Oper. By** ..... KQUE Corp.  
**Address** ..... 301 Sixth, S.W.  
**News Service** ..... AP  
**Representative** ..... Everett-McKinney  
**Membership** ..... RAB  
**President** ..... H. W. Cassill  
**Sta. Mgr.** ..... Robert D. Williams  
**Chief Engineer** ..... Louis Gemoets

**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.  
**Newspaper Affil.** ..... Time, Inc.  
**News Service** ..... UP, INS  
**Transcription Service** ..... Lang-Worth  
**Representative** ..... Branham



Membership ..... RAB, NARTB  
 Pres., Gen. Mgr. .... Wayne Coy  
 Comm. Mgr. .... A. E. Mickel  
 Sales Prom. Mgr. .... Robert Pettingill  
 Program Director. .... Michael Dillon  
 Chief Engineer. .... George S. Johnson

### **KSVP—Artesia—1946** **KBS-MBS**

Freq.: 990 Kc. .... Power: 1 Kw. d., 250 Wts. n.  
 Owned-Operated By .... Artesia Bcstg. Corp.  
 Business-Studio Address ..... Box 38  
 News Service ..... AP  
 Transcription Service ..... Standard, Capitol  
 Representative ..... Keystone  
 Membership ..... RAB  
 President. .... Martin Yates III  
 Gen., Sta., Comm., Sls. Mgr., Prog., Pub. Dir.  
 David M. Bulton  
 Chief Engineer. .... L. O. Wilcox

### **KAVE—Carlsbad—1936** **CBS-KBS**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Voice of the Caverns, Inc.  
 Address ..... 2907 W. Church St.  
 News Service ..... AP  
 Representative ..... Branham  
 Membership ..... NARTB  
 President. .... N. H. Battison  
 General Manager. .... John H. Battison  
 Sta., Comm. Mgr. .... Don Husted  
 Publ., Prog. Dir. .... Bob Fuller  
 Chief Engineer. .... Bill Carnahan

### **KPBM—Carlsbad—1950**

Frequency: 740 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By .... Coronado Bcstg. Co.  
 Address ..... 313 W. Mermod  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Representative ..... McGillvra  
 Membership ..... RAB, NARTB  
 Pres., Gen., Sta. Mgr. .... D. A. Swayze  
 Sales Prom. Mgr. .... J. M. Dustin  
 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  
 Transcription Service ..... Thesaurus  
 News Service ..... UP  
 Representative ..... Ken Palmer  
 President ..... Arthur Jernigan  
 Gen., Comm., Prom. Mgr., Pub. Dir. Frank Vale  
 Program Dir. .... Henry Pruet  
 Chief Engineer. .... Robert D. Waters

### **KCLV—Clovis—1952**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... New-Tex Bdcstg.  
 Address ..... Box 688  
 News Service ..... UP

Transcription Service ..... Lang-Worth  
 Membership ..... NARTB  
 Representative ..... Pearson  
 President. .... Odis Echols, Sr.  
 Gen., Sta. Mgr., Prog. Dir. .... Odis Echols, Jr.  
 Comm., Sales Prom. Mgr. .... Albert Houpe  
 Chief Engineer. .... Clayton Fuchs

### **KICA—Clovis—1932**

Frequency: 980 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... KICA, Inc.  
 Address ..... P. O. Box 111  
 News Service ..... AP  
 Station Representative ..... John E. Pearson  
 Pres., Gen. Mgr. .... G. C. Packard  
 Comm. Manager. .... James Richardson  
 Program Director. .... Lou Pyka  
 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  
 News Service ..... UP  
 Transcription Service ..... World  
 General Manager. .... Robert W. Tobey

### **KVBC—Farmington—1951** **MBS**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Radio Station KVBC  
 Address ..... 413½ West Main St.  
 News Service ..... UP  
 Membership ..... RAB  
 Transcription Service ..... World  
 Pres., Gen., Sta. Mgr. .... C. O. Kendrick  
 Commercial Mgr. .... Bob Williams  
 Prog. Dir. .... Fred Finlay  
 Chief Eng. .... Harold Furstenberg

### **KGAK—Gallup—1946—ABC**

Frequency: 1330 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By. .... Thunderbird Bcstg. Co.  
 Address ..... P. O. Box 1231  
 News Service ..... AP  
 Transcription Service ..... World  
 Membership ..... NARTB, RAB  
 Pres., Gen. Mgr. .... Merle H. Tucker  
 Comm. Mgr. .... C. W. Horne  
 Chief Engineer. .... Paul R. Bateman

### **KHOB—Hobbs—1954**

Frequency: 1280 Kc. .... Power: 1000 Watts  
 Owned ..... Permian Basin Radio Corp.  
 Address ..... Box 247  
 News Service ..... AP  
 Transcription ..... Lang-Worth, World  
 Representative ..... Clyde Melville  
 Membership ..... NARTB  
 President. .... Charles R. Scott  
 Co-Managers ..... Charles R. Scott,  
 Quenton K. Crandall  
 Sales Prom. Mgr. .... Zeb Williams  
 Program Director. .... Ray Corbin  
 Chief Engineer. .... Pat H. Walton



**KWEW—Hobbs—1938**  
**MBS-KBS**

Frequency: 1480 Kc., Power: 1000 Watts  
Owned-Operated By.....KWEW, Inc.  
Address.....Box 787  
News Service.....UP  
Transcription Service.....Thesaurus  
Representative.....Branham  
President.....Theresa P. Whitmore  
Gen., Sta. Mgr.....Harry McAdams  
Comm., Sales Prom. Mgr.....Phil McGee  
Program Director.....Dortha Montgomery  
Chief Engineer.....Roy T. Evans

**KOBE—Las Cruces—1947**  
**MBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By.....Mesilla Valley Bcstg. Co.  
Bus.-Studio Address.....940 N. Main St.  
News Service.....UP  
Transcription Service.....Lang-Worth  
Representative.....Hil F. Best  
President.....Robert W. Tobey  
General Mgr.....Jim Gober  
Comm. Mgr.....Ben Norgress  
Sales Prom. Mgr.....Betty LeNoir  
Prog. Dir.....Charles Dennis  
Chief Engineer.....Ralph Day, Jr.

**KGRT—Las Cruces—1955**

Frequency: 570 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Taylor Enterprises, Inc.  
Address.....P. O. Box 525, Roswell  
President.....W. G. Taylor

**KFUN—Las Vegas—1941**  
**ABC**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By.....Southwest Bcsters, Inc.  
Business Address.....Box 710  
News Service.....AP  
Membership.....NARTB  
President, Gen. Mgr.....Ernest N. Thwaites  
Program Director.....Dorothy G. Thwaites  
Chief Engineer.....Julian H. Lendy

**KRSN—Los Alamos—1949**  
**MBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned.....Community Broadcasting Co.  
Address.....P. O. Box 749  
News Service.....AP  
Transcription.....APS  
Representative.....John E. Pearson  
Membership.....NARTB  
Partner, Sta. Mgr.....Virgil A. Parker, III  
Partner, Comm. Mgr.....Darrel K. Burns  
Program Director.....Lynn Miller  
Chief Engineer.....Jack Hardwick

**KLEA—Lovington—1952**

Frequency: 630 Kc. Power: 500 Watts d.

Owned.....Lea County Broadcasting Co.  
Address.....P. O. Drawer 865  
Newspaper Affil.....Press (weekly)  
News Service.....UP  
Transcription Service.....Standard  
Membership.....NARTB, RAB  
President.....David R. Worley  
General, Comm. Mgr.....Hoyt Caldwell  
Asst. Mgr.....Gil Haugen  
Prog. Dir.....Robert Burt  
Publicity Director.....Roy Faubion  
Chief Engineer.....Robert Purrington

**KENM—Portales—1950**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By.....Plains Bcstg. Co.  
Address.....Port Ales, N. Mex.  
News Service.....UP  
Trans. Serv.....Lang-Worth, McGregor  
Membership.....NARTB  
Pres., Co-Owner.....John Burroughs  
Gen. Mgr., Co-Owner.....Leola Randolph  
Chief Engineer.....Joe Randolph

**KRTN—Raton—1948**  
**ABC**

Frequency: 1490 Kc. Power: 250 Watts  
Owned.....Colfax County Broadcasting Co.  
Address.....P. O. Box 767  
News Service.....UP  
Transcription.....World  
Membership.....NARTB  
Owner.....Lloyd Hawkins  
Commercial Mgr.....C. Gail Boles  
Prog. Dir., Chief Engineer.....C. A. Williams

**KBIM—Roswell—1953**

Frequency: 910 Kc. Power: 5000 Watts  
Owned.....Taylor Bcstg. Co.  
Address.....P. O. Box 525  
News Service.....AP  
Membership.....NARTB  
Station Rep.....Clark  
President.....William C. Taylor  
General Manager.....G. F. "Jud" Roberts  
Sales Manager.....W. R. Lask  
Comm. Mgr.....Tommye Oldfield  
Prog. Dir.....John E. Davis  
Pub. Dir.....Don D. Delgado  
Chief Engineer.....Eugene Rader

**KGFL—Roswell—1927**  
**MBS-IMN**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By.....KGFL, Inc.  
Bus.-Studio Address.....Box 1019  
News Service.....UP  
Trans.....World, Lang-Worth  
Representative.....Branham  
President.....Theresa P. Whitmore  
Gen., Sta. Manager.....W. E. Whitmore, Jr.  
Comm. Manager.....Harry J. Porter  
Program Director.....Beverly Brigham  
Sales Prom. Mgr.....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  
 Representative..... Mesker, Melville  
 Membership..... NARTB  
 Owner & Gen. Mgr..... John A. Barnett  
 Station Mgr..... Ray Whitworth  
 Asst. Gen. Mgr..... W. L. Shackelford

**KTRC—Santa Fe—1946—ABC**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By..... J. Gibbs & Bayne A. Spring  
 Address..... 210 E. Marcy St.  
 Representative..... McGillvra  
 News Service..... UP  
 Membership..... NARTB  
 Pres., Gen., Sta., Comm. Mgr..... J. Gibbs Spring

**KVSF—Santa Fe—1936—CBS**

Frequency: 1260 Kc. Power: 1000 Watts  
 Owned-Oper. By..... New Mexico Bcstg. Co.  
 Business-Studio Address..... 759 Cerrillos Rd.  
 Representative..... Weed  
 News Service..... AP  
 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  
 News Service..... AP  
 Owner, Manager..... J. H. Duncan

**KCHS—Truth or Consequences  
1946—KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned By..... Southwestern Bcstg. Co.  
 Address..... P. O. Box 351  
 Representative..... Continental Radio Sales  
 Transcription..... Thesaurus  
 News Service..... AP  
 President, Gen. Mgr..... Rex Tynes  
 Sta., Comm., Prom. Mgr., Publ. Dir..... R. S. Fox  
 Program Dir..... Nan L. Fox

**KTNM—Tucumcari—1941  
MBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned..... Quay County Broadcasting Co.  
 Address..... P. O. Box 668  
 News Service..... AP  
 Transcription..... World  
 Representative..... Clyde Melville  
 Membership..... NARTB  
 Pres., Gen. Mgr..... Lloyd Hawkins  
 Sta. Mgr., Chief Engineer..... Howard Maud'in  
 Comm. Mgr., Pub. Dir..... Bill Walls  
 Program Director..... Mrs. Neil Mitchell

**New York**

Pop. March 1 (Est.) 16,195,000—Families 5,055,000  
 Radio Homes 4,998,000—TV Homes 4,748,000—Stations in State 107

**WABY—Albany—1933**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned By..... Eastern N. Y. Bcstg.  
 Business-Studio..... 80 Braintree St.  
 Representative..... Forjoe  
 News Service..... UP, AP  
 Asst. Sales Dir..... Edward L. Trudeau

**WOKO—Albany—1924  
ABC-MBS**

Frequency: 1460 Kc. Power: 5000 Watts  
 Owned-Oper. By..... Gov. Dongan Bcstg. Corp.  
 Business-Studio Address..... P. O. Box 1520  
 Representative..... Breen & Ward  
 Membership..... NARTB, RAB  
 News Service..... AP  
 President..... Carl L. Lindberg  
 Gen., Sta. Mgr..... Howard B. Hayes  
 Comm. Mgr..... C. Russell Ehresman  
 Sales Prom. Mgr..... Joseph Farrar  
 Program Dir..... Leo McDevitt  
 Publicity Dir..... Geoff Edwards  
 Chief Engineer..... Lloyd Snowdeal

**WPTR—Albany—1948**

Frequency: 1540 Kc. Power: 50,000 Watts  
 Owned-Oper. By..... Patroon Brcdstg. Co., Inc.

Address..... P. O. Box 1540  
 News Service..... AP  
 Transcription Service..... World  
 Station Representative..... Weed and Co.  
 Membership..... RAB  
 President..... J. Myer Schine  
 Gen. Mgr..... Duncan Mounsey  
 Asst. Gen. Mgr..... Kay Feily  
 Sales Mgr..... James F. Baker  
 Prom. Dir..... Herb Teison  
 Program Dir..... Richard Karnow  
 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  
 News Service..... UP  
 Station Representative..... Avery-Knodel  
 Membership..... NARTB, RAB  
 General Manager..... T. S. Murphy  
 Station Manager..... George M. Perkins  
 Sales Manager..... Harry V. Barker

**WCSS—Amsterdam—1948**

Frequency: 1490 Kc. Power: 250 Watts



The most attractive  
**"Package DEALS"**  
 in Western New York



**\$100 A WEEK** buys  
**ALL these and MORE!**

THE MOST POPULAR  
 "PERSONALITY PROGRAMS"  
 IN THE AREA!



For details call any office of AVERY-KNODEL or WKBW direct.

RADIO  
 CENTER

**WKBW**  
**BUFFALO'S MOST POWERFUL STATION**

BUFFALO  
 NEW YORK

**50,000 WATTS**

AVERY-KNODEL, INC.  
 National Representatives

**NBC NETWORK**

CLINTON H. CHURCHILL  
 Founder, President  
 and General Manager

Owned.....Community Service Bcstg. Co.  
Address.....Upper Locust Ave.  
News Service.....UP  
Representative.....McGillvra  
Membership.....RAB  
President.....Alphonse Di Mezza  
General Mgr.....Philip Spencer  
Commercial Mgr.....Grace Adams  
Program Director.....Sam Zurlo  
Chief Engineer.....Barry Frank

## WMBO—Auburn—1926 MBS

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....WMBO, Inc.  
Business-Studio Address.....141 Genesee St.  
Newspaper Affiliation.....Advertiser  
News Service.....AP  
Representative.....Thomas F. Clark  
Membership.....NARTB, RAB  
Transcription.....World  
General Manager.....Frederick L. Keesee  
Prog., Pub. Dir.....Robert B. Morgan

## 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  
Pres., Gen. Mgr.....Edmund R. Gamble  
Sales Prom. Mgr., Prog. Dir.....John Collins  
Commercial Mgr.....Charles Snow  
Publicity Dir.....Jack Derbyshire  
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  
News Service.....UP  
News. Affil..Ottaway Newspapers-Radio, Inc.  
Representative.....Radio Reps. Inc.  
Membership.....NARTB, RAB  
President.....James H. Ottaway  
Managing Director.....F. H. Brinkley  
Station Manager.....S. W. Ryder  
Asst. to Mgr.....H. Johansen, N. F. Flynn  
Program Director.....Len Hathaway  
Chief Engineer.....John Fischler

## 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.  
Representative.....George P. Hollingbery  
Membership.....NARTB, RAB  
News Service.....UP  
President.....Donald Kramer  
General Mgr.....Kenneth Leslie  
Sales Mgr.....Gordon Joy  
Asst. Mgr.....Joseph Ludka

## 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.  
News Service.....AP  
Transcription Service.....World  
Representative.....Bolling  
Membership.....NARTB, RAB  
Pres., Gen.-Sta. Mgr.....Andrew Jarema  
Comm., Prom. Mgr., Prog. Dir.....Wally Bauman  
Publicity Dir.....Bob Richards  
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.  
News Service.....AP  
Newspaper Affiliate.....Phila. Inquirer  
Representative.....Blair & Co.  
Membership.....NARTB  
Gen. Mgr.....George R. Dunham  
Sales Manager.....A. G. Hubbell  
Program Director.....Clark Pollock  
Promotion Mgr.....D. Winther  
Business Mgr.....E. William Farneti  
Chief Engineer.....Sherman Egan

## WBRV—Boonville—1955 KBS

Frequency: 900 Kc.....Power: 500 Watts d.  
Owned-Oper. By.....Black River Radio, Inc.  
Address.....Boonville  
News Service.....AP  
Membership.....NARTB, RAB  
Pres., Gen. Manager.....Livingston Lansing  
Station Manager.....Ed Slusarczyk  
News Director.....Richard Lucas  
Chief Engineer.....Gerald Prouty

## W K B W—Buffalo—1925—NBC

Frequency: 1520 Kc.....Power: 50,000 Watts  
Owned-Operated By.....WEBW, Inc.  
Business Address.....Radio Center, 1430 Main St.  
News Service.....UP  
Representative.....Avery-Knodel  
Membership.....NARTB  
Pres., Gen., Prom. Mgr.....Clinton H. Churchill  
Public Service Dir.....Dorothy L. Ireland  
V. P., Sta., Comm. Mgr.....Alfred E. Anscombe  
Program Dir.....William Meek  
Chief Engineer.....Leroy Fiedler

## WBEN—Buffalo—1930—CBS

Frequency: 930 Kc.....Power: 5000 Watts  
Owned-Operated By.....WBEN, Inc.  
Newspaper Affiliation.....Buffalo Evening News  
News Service.....AP, INS, UP  
Transcription Service.....Lang-Worth  
Representative.....Henry I. Christal  
Membership.....NARTB, EAB  
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

**WBNY—Buffalo—1935**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned.....Roy L. Albertson, Inc.  
 Address.....485 Main St.  
 News Service.....AP, UP  
 Rep.....Burke-Stuart, L. F. O'Connell  
 Membership.....NARTB  
 General Mgr.....Michael L. Merla  
 Director.....R. L. Albertson, Jr.

**WEBR—Buffalo—1924—MBS**

Frequency: 970 Kc.....Power: 5000 Watts  
 Owned-Operated By.....WEBR, Inc.  
 Business-Studio Address.....23 North St.  
 Newspaper Affiliation.....Courier-Express  
 News Service.....AP, INS, UP  
 Trans. Service.....Thesaurus, Standard, SESAC  
 Representative.....Katz  
 Membership.....NARTB, RAB  
 President.....William J. Conners, III  
 General Manager.....William Doerr  
 Comm. Mgr.....George T. Stagg  
 Pgm., Prom. Mgr.....Wm. Schweitzer  
 Chief Engineer.....Frank B. Ridgeway

**WGR—Buffalo—1922—ABC**

Frequency: 550 Kc.....Power: 5 Kw.  
 Owned.....WGR Corp.  
 Address.....Hotel Lafayette  
 News Service.....UP  
 Rep.....Peters, Griffin, Woodward, Inc.  
 Radio-TV Sales  
 Membership.....NARTB, RAB  
 President.....George F. Goodyear  
 General Mgr.....J. I. Bernard  
 Sta., Comm. Mgr.....Nat L. Cohen  
 Sales Prom. Mgr.....Ollie Howard  
 Program Dir.....Robert J. Strigl  
 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.  
 Representative.....Forjoe  
 Owner.....Leon Wyszatycki  
 Gen., Sta. Manager.....Ted Wyszatycki  
 Commercial Manager.....Jack Greenfield

**WXRA—Buffalo—Kenmore  
 1948**

Frequency: 1080 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....W. New York Broad. Co.  
 Address.....Box 85  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Hil F. Best  
 Gen. Manager.....Thaddeus Podbielniak  
 Comm. Manager.....B. W. Flanders  
 Prog. Dir.....Bradley D. Steiger  
 Pub. Dir.....Phillip J. Todaro

**WCBA—Corning—1949**

Frequency: 1350 Kc.....Power: 1000Watts d.  
 Owned...Wellsboro Corning Bcstg. Adv. Inc.  
 Address.....Box 133  
 News Service.....UP  
 Transcription Service.....Lang-Wor.h  
 Representative.....McGillvra, Inc.  
 Membership.....RAB  
 Pres., Gen. Mgr.....Paul L. Carpenter  
 Station Manager.....Paul E. Carpenter  
 Sta., Comm. Mgr.....Paul E. Carpenter  
 Program Director.....Richard Buzzerd

**WCLI—Corning—1947—ABC**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Radio Corning, Inc.  
 Address.....99 W. First St.  
 Station Representative.....Donald Cooke, Inc.  
 News Service.....AP  
 Membership.....NARTB  
 Pres., Gen. Mgr., Pub. Dir.....Gordon M. Jenkins  
 Sta. Mgr., Prog. Dir.....George P. Droelle, Jr.  
 Chief Engineer.....Maurice Sherman

**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.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Gill-Perna  
 Membership.....RAB, NARTB  
 President.....Leighton A. Hope  
 Gen., Sta., Comm., Sales Mgr., Prog. Dir.  
 W. L. Thompson  
 Chief Engineer.....Walter Chociay

**WFCB—Dunkirk—1949**

Frequency: 1410 Kc.....Power: 500 Watts  
 Owned-Operated By.....Dunkirk Broad. Corp.  
 Address.....316 Main St.  
 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

**WELM—Elmira—1947  
 CBS-ABC**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owner.....Radio Elmira, Inc.  
 Business-Studio Address.....222 E. Market St.  
 News Service.....AP  
 Station Representative.....Burn-Smith  
 Membership.....NARTB, RAB  
 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  
 News Service .....AP  
 Newspaper Affiliation...Gazette, Advertiser  
 Transcription Service .....World  
 Representative .....Everett-McKinney  
 Membership .....NARTB, RAB  
 General Manager.....Dale L. Taylor  
 Commercial Mgr.....Bill Pope  
 Prom. Mgr.....Bill Givens  
 Program Director.....Ted Hodge  
 Chief Engineer.....Thurlow A. Greene

**WGBB—Freeport—1924**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned.....Long Island's First Station, Inc.  
 Business-Studio Address...44 So. Grove St.  
 Trans. Serv.....Thesaurus, World  
 News Service .....AP  
 Membership .....NARTB  
 V.P., Gen. Mgr.....Edward J. Fitzgerald  
 Commercial Manager.....Murray C. Evans  
 Gen. Sales Mgr.....John Ackerman

**WOSC—Fulton—1949**

Frequency, 1300 Kc....Power: 1000 Watts d.  
 Owned-Oper. By.....Cassill Radio Corp.  
 Address.....W. Bridge & Water, Oswego  
 News Service .....UP  
 Transcription Service .....Thesaurus  
 Representative .....Hil F. Best  
 President.....Richard C. Mitchell  
 General Manager.....Jack Burgess

**WGVA—Geneva—1947—ABC**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Star Bcastg. Co., Inc.  
 News Service .....AP  
 Representative .....Cooke  
 President.....M. R. Forman  
 V.P., Gen. Manager.....Thomas L. Brown  
 Sta., Comm. Mgr.....Ernest F. Oliver

**WWSC—Glens Falls—1946  
 ABC**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Operated By...Gt. Northern Radio Co.  
 Address.....13 Warren St.  
 News Service .....AP  
 Newspaper Affil.....Post  
 Transcription Service.....SESAC, World  
 Representative .....R. O'Connell  
 Membership .....RAB  
 Pres., Gen Mgr.....Martin Kazig  
 Sta. Mgr., Chief Eng.....Thomas Humphrey  
 Comm., Prom. Mgr.....Frank Costello  
 Publicity Director.....V. E. Wiley  
 Prog. Director.....Thomas Costello

**WENT—Gloversville—1944  
 CBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....WENT Bcastg. Corp.  
 Business-Studio Address.....8 W. Fulton St.  
 News Service .....UP

**MORE NEWS**

**MORE FEATURES**

**MORE REGIONAL COVERAGE**

**AP**

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TELEVISION STATIONS

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The Associated Press

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AUDIENCE, IN THE MAJOR LONG ISLAND  
MARKET . . . THAN ANY NETWORK OR INDE-  
PENDENT STATION!**

(Pulse Report)

## NASSAU COUNTY

<b>POPULATION . . .</b>	<b>1,065,100</b>	<b>155% increase since '40</b>
<b>NET INCOME:</b>		
<b>TOTAL . . . . .</b>	<b>\$2,582,323,000</b>	<b>Greater than 13 states</b>
<b>PER FAMILY . . .</b>	<b>8,187</b>	<b>Ranks 4th among U. S. Counties</b>
<b>RETAIL SALES . . .</b>	<b>\$1,479,111,000</b>	<b>Greater than 12 states</b>
<b>AUTO REGISTRATIONS—</b>	<b>460,729 (1.45 cars per family) (MAY 1956)</b>	

### WHLI

#### BIG BONUS COVERAGE

*. . . Nassau, Parts of Queens,  
Suffolk & Brooklyn*

**POPULATION . . . . . 2,903,765**  
**NET INCOME . . . . . \$6,132,633,150**  
**RETAIL SALES . . . 3,268,444,450**

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**AM 1100  
FM 98.3**

**HEMPSTEAD  
LONG ISLAND, N. Y.  
PAUL GODOFSKY, Pres.**

*the voice of  
long island*

Joseph A. Lenn, Exec. V.P. Sales

Represented by Gill-Perna

**Transcription Service** ..... World  
**Membership** ..... NARTB  
**Representative** ..... Gill-Perna  
**Pres., Gen. Sta. Mgr.**..... Joseph H. Tobin  
**Program Director**..... Richard Stewart  
**Sales Prom. Mgr., Pub. Dir.**..... John Corbett  
**Chief Engineer**..... Richard Stewart

**WHLI—Hempstead—1947**

**Frequency:** 1100 Kc.....**Power:** 250 Watts d.  
**Owned-Oper. By**.....FM Bcstg. Corp.  
**Business-Studio Address**..... 384 Clinton St.  
**News Service** ..... UP  
**Transcription** ..... World, Thesaurus  
**Representative** ..... Gill-Perna  
**Membership** ..... RAB  
**Pres., Gen. Mgr.**..... Paul Godofsky  
**Comm. Manager**..... Joseph A. Lenn  
**Prog. Dir.**..... Jerry Carr  
**Publicity Director**..... John T. Clayton  
**Chief Engineer**..... Frank E. Knaack

**WLEA—Hornell—1951**  
**MBS**

**Frequency:** 1420 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....Hornell Bcstng. Corp.  
**Business-Studio Address**..... 97 Main St.  
**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  
**Comm. Mgr.**..... Kathleen Babcock  
**Pub. Dir.**..... Byron Emerson  
**Chief Engineer**..... Frederick Witter

**WWHG—Hornell—1946**

**Frequency:** 1320 Kc.....**Power:** 1000 Watts, d.  
**Owned-Oper. By**..... Ra-Tel Broadcasters, Inc.  
**Address** ..... 85 Canistee St.  
**News Service** ..... UP  
**Representative** ..... McGillvra  
**Membership** ..... NARTB  
**President** ..... Frederick D. Schottland  
**Gen. Mgr.**..... Sy Dresner  
**Comm. Mgr.**..... Sheff Davis  
**Sales Mgr.**..... Marian E. Gale  
**Prog. Dir.**..... Edward H. Spoo  
**Pub. Dir.**..... Cleora M. Carroll  
**Chief Engineer**..... Howard Huff

**WHUC—Hudson—1947**

**Frequency:** 1230 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**..... Colgren Bcstg. Co.  
**Address** ..... Union Turnpike  
**News Service** ..... UP  
**Representative** ..... McGillvra  
**Membership** ..... NARTB, RAB  
**General Manager**..... John Kearney  
**Commercial Manager**..... Robert Strakos  
**Sales Prom. Mgr., Pub. Dir.**..... Jennie W. Weaver  
**Prog. Dir.**..... J. P. Cranna  
**Chief Engineer**..... William Pappas

**WGSM—Huntington—1951**

**Frequency:** 740 Kc.....**Power:** 1000 Watts d.  
**Owned**.....Huntington-Montauk Bcstg. Co., Inc.  
**Address** ..... 379 New York Ave.  
**News Service** ..... UP  
**Representative** ..... Rambeau  
**Transcription Service** ..... World  
**Membership** ..... NARTB, RAB  
**Gen., Sta. Mgr.**..... Edward J. Fitzgerald  
**Sales Mgr.**..... John Ackerman

**WHCU—Ithaca—1921—CBS**

**Frequency:** 870 Kc.....**Power:** 1000 Watts d.  
**Owned-Operated By**.....Cornell University  
**Business-Studio Address** ..... Ithaca  
**News Service** ..... UP  
**Membership** ..... NARTB, RAB  
**Gen. Mgr.**..... Michael R. Hanna  
**Commercial Mgr.**..... H. E. M. Brockway  
**Program Director**..... Joseph A. Short  
**Publicity Director**..... Sam Woodside  
**Chief Engineer**..... Herbert P. Michels

**WJTN—Jamestown—1924**  
**ABC**

**Frequency:** 1240 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....James Bcstg. Co., Inc.  
**Bus.-Studio Address**.....Hotel Jamestown  
**News Service** ..... UP  
**Transcription Service**...Associated, McGregor

Reaching  
the Sedate,  
Remote,  
Conservative

**JAMESTOWN**  
NEW YORK MARKET

is an inside job  
and only

AM **WJTN** FM

will give you  
143,680  
In-Home  
Circulation

Based on 1956  
Nielsen figures  
...30% greater  
than 1952.

Represented by  
Venard, Rintoul & McConnell, Inc.



**Representative..Venard, Rintoul & McConnell**  
**Membership .....** NARTB, RAB  
**Pres., Gen., Sta. Mgr.....** Simon Goldman  
**Comm. Mgr., Sales Prom. Mgr..** J. Carl Willems  
**Program Director.....** George Pileeger  
**Pub. Dir.....** Almon Hazzard  
**Chief Engineer.....** Herbert Niklaus

**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.**  
**News Service .....** AP  
**Representative.....** Thomas F. Clark  
**Membership .....** NARTB  
**President, Gen. Manager....** Harold P. Kane  
**Comm. Mgr.....** Richard F. Rose  
**Prog. Dir.....** Ned McGrath  
**Chief Eng.....** B. W. Waterman

**WKNY—Kingston—1939**  
**MBS**

**Frequency: 1490 Kc.....** Power: 250 Watts  
**Owned-Oper. By.....** Kingston Bcstg. Corp.  
**Business-Studio Address..... 601 Broadway**  
**News Service .....** AP  
**Representative .....** Meeker  
**Membership .....** RAB, NARTB  
**President.....** Joseph K. Close  
**Gen., Sta., Comm., Sales Prom. Mgr.**  
 Robert M. Peebles  
**Prog. Dir.....** Robt. C. Norman  
**Chief Engineer.....** Allan J. Smith

**WVOS—Liberty—1947**

**Frequency: 1240 Kc.....** Power: 250 Watts  
**Owned-Oper. By... Sullivan County Bcstg. Co.**  
**Address .....** Liberty  
**News Service .....** UP  
**General Manager.....** S. D. Lubin  
**Sec'y-Treas.....** H. G. Borwick

**WLFH—Little Falls—1952**

**Frequency: 1230 Kc.....** Power: 250 Watts  
**Owned-Oper. By.....** Walter Gaines  
**Address .....** Second Street  
**News Service .....** AP  
**Representative .....** McGillvra  
**Owner .....** Walter Gaines

**WUSJ—Lockport—1948**

**Frequency: 1340 Kc.....** Power: 250 Watts  
**Owned-Oper. By.....** Union-Sun & Journal, Inc.  
**Trans.-Address .....** 320 Michigan St.  
**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  
**Prog. Director.....** Tony Allen  
**Pub. Dir.....** Tom Jolls  
**Chief Engineer.....** Thomas Ceravalo

**WICY—Malone—1946**  
**MBS-KBS**

**Frequency: 1490 Kc.....** Power: 250 Watts  
**Owned-Oper By.....** North County Bcstg. Co.  
**Address .....** 90-92 E. Main St.  
**News Service .....** UP  
**Membership .....** NARTB  
**Pres., Gen., Sta., Sales Mgr., Pub. Dir.**  
 Mitchell C. Tackley  
**Comm. Mgr.....** Alice M. Tackley  
**Prog. Dir.....** Donald J. Paye  
**Chief Engineer.....** Adolph Stromer

**WMSA—Massena—1945**  
**ABC**

**Frequency: 1340 Kc.....** Power: 250 Watts  
**Owned-Operated By.....** The Brockway Co.  
**Business Address.....** Central Building  
**News Service .....** UP  
**Transcription Service.....** Thesaurus  
**Newspaper Affil.....** Watertown Times  
**Representative .....** Weed  
**Membership .....** NARTB, RAB  
**President.....** John B. Johnson  
**General Manager.....** Louis Saff, 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.**  
**News Service .....** AP  
**Membership .....** NARTB, RAB  
**Pres., Gen., Comm. Mgr.....** James M. Patt  
**Program Director.....** Jerry Wax  
**Chief Engineer.....** Fred Schoelkopf

**WKIT—Mineola—1956**

**Frequency: 1520 Kc.....** Power: 250 Watts  
**Owned.....** KWIT, Inc.  
**Address... Roosevelt Field Shopping Center,**  
**Garden City**  
**News Service .....** UP  
**President .....** Sy Weintraub  
**V.P., Gen. Mgr.....** Armand Grant  
**Program Dir.....** Frank Costa  
**Publicity Director.....** Bob Jenkins  
**Chief Engineer.....** Stan LoPresto

**WGNV—Newburgh—1933**

**Frequency: 1220 Kc.....** Power: 1000 Watts d.  
**Owned.....** Orange County Bcstg. Co., Inc.  
**Business-Studio Address..... 161 Broadway**  
**News Service .....** AP  
**Membership .....** RAB  
**Representative .....** Kettell-Carter  
**Pres., Gen. Mgr.....** George W. Bingham  
**V.P., Sales Manager.....** Joseph Rake  
**Program Dir.....** Richard H. Raskin



**WNRC—New Rochelle—1950**

Frequency: 1460 Kc.....Power: 500 Watts d.  
Owned-Oper. By.....Radio New Rochelle, Inc.  
Address.....200 North Ave.  
News Service.....AP  
Membership.....NARTB  
President.....Donald Daniels  
General Mgr.....Nick Andrews  
Comm. Mgr.....Jules M. Labert  
Program Dir.....Robert Roberts  
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.  
News Service.....AP, INS  
Representative.....John Blair  
Membership.....NARTB, RAB  
President.....Leonard H. Goldenson  
Gen. Sta. Mgr.....Stewart Barthelmess  
Program Manager.....Myrtle Tower  
Adv., Prom. Mgr.....M. Wattenberg  
Merchand. Mgr.....John F. Dunn  
Sales Mgr.....R. E. Noble, Jr.  
Publicity Director.....S. Strasburg  
Chief Engineer.....Frank Marx

**WEVD—New York—1927**

Frequency: 1330 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Debs Memorial Radio Fund  
Business-Studio Address.....117 W. 46th St.  
Managing Dir.....Henry Greenfield

**WBNX—New York—1927**

Frequency: 1380 Kc.....Power: 5000 Watts  
Owned-Operated By.....WBNX Bcstg. Co., Inc.  
Bus.-Studio Address.....260 E. 161st St., N. Y. 51  
News Service.....AP  
Transcription Service.....SESAC  
Representative.....A. Lewis 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**

Frequency: 880 Kc.....Power: 50,000 Watts  
Owned By.....Columbia Bcstg. System, Inc.  
General Studio Address.....485 Madison Ave.  
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 Mgr.....Buck Hurst  
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.  
News Service.....AP  
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

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**1050** on your radio dial

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**711 FIFTH AVE. • NEW YORK 22, N. Y.**

**WMGM—New York—1922**

Frequency: 1050 Kc.....Power: 50,000 Watts  
 Owned-Oper. By...Marcus Loew Booking Agcy.  
 Business-Studio Address.....711 Fifth Ave.  
 News Service.....UP, AP  
 Representative.....Hollingsbery  
 Director.....Arthur M. Tolchin  
 Sales Manager.....Samuel Faust  
 Program Director.....Raymond Katz  
 Public Service, Pub. Director.....Jo Ranson

**WNEW—New York—1934**

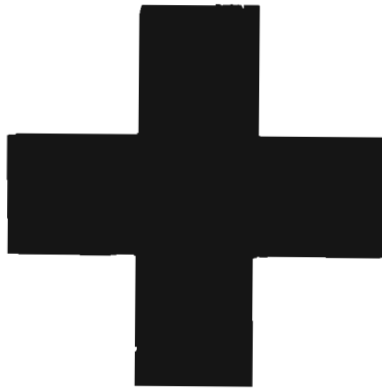
Frequency: 1130 Kc.....Power: 50 Kw.  
 Owned-Operated By.....WNEW Bcstg., Inc.  
 Business-Studio Address.....565 Fifth Ave.  
 Representative.....Dave Simmons, Inc.

Membership ..... RAB  
 Pres. & Gen. Mgr.....R. D. Buckley

**WOR—New York—1922—MBS**

Frequency: 710 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....RKO Teleradio Pictures  
 Business-Studio Address.....1440 Broadway  
 News Service.....INS, UP  
 Representative.....H-R Reps.  
 Membership.....NARTB, RAB  
 President.....Thomas F. O'Neil  
 Gen. Manager.....Robert Leder  
 Comm. Mgr.....W. McCormick  
 Adv., Prom. Dir.....Robert Sullivan  
 Program Director.....Robert S. Smith  
 Sales Director.....Robert Hoffman  
 Publicity Manager.....Richard Jackson  
 Chief Engineer.....Harry Tilley

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**WHOM—New York—1930**

Frequency: 1480 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Progress Bcstg. Corp.  
 Business Address.....136 W. 52nd St.  
 News. Affil.....Il Progresso Italo-Americano  
 News Service.....UP  
 President, Gen. Manager.....Fortune Pope  
 V.P., Sales Mgr.....Charles Baltin  
 Sales Prom. Mgr.....R. A. Fornier  
 Program Director.....Ralph Contantino  
 Chief Engineer.....George Steiger

**WINS—New York—1924**

Frequency: 1010 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Gotham Bcstg. Corp.  
 Address.....28 W. 44th St.  
 Membership.....RAB  
 Representative.....Young, Burke-Stuart  
 President.....J. Elroy McCaw  
 Vice-Pres.....John Keating  
 General Mgr.....H. G. Fearnhead

(See Page 532)

SEE PAGES 100-107 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



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BATTER-UP **WINS** PEPSODENT **WINS** KENT  
**WINS** REMINGTON RAND **WINS** COCA COLA  
MGM PICTURES **WINS** CHASE MANHATTAN  
**WINS** BALLANTINE **WINS** OLD SPICE **WIN**  
MACY'S **WINS** LUFTHANSA **WINS** SEVEN U  
**WINS** TEXACO **WINS** BANK FOR SAVINGS  
NUCOA **WINS** APPLBERRY **WINS** BIRDS EY  
**WINS** N. Y. TIMES **WINS** BRITISH OVERSE  
BORDENS INSTANT COFFEE **WINS** DUBONNI  
**WINS** ARTHUR MURRAY STUDIOS **WINS** VI  
LISTERINE **WINS** FORD **WINS** PHOTOPLAY  
**WINS** WINSTON CIGARETTES **WINS** BEECH  
BREAKSTONE DAIRIES **WINS** GERBER PROD  
**WINS** PONDS COLD CREAM **WINS** CADILLA  
AMERICAN AIRLINES **WINS** HERBERT TARE  
**WINS** CHOCK FULL O' NUTS **WINS** POMATE  
RISE SHAVING CREAM **WINS** LITE DIET **WI**  
**WINS** PEPSI COLA **WINS** TRANS WORLD AI  
HIT PARADE **WINS** WHEATENA **WINS** MIN  
**WINS** FRENCHETTE **WINS** BAYUK CIGARS  
DESOTO **WINS** PEPPERIDGE FARM BREAD **W**



**WRCA—New York—1926**  
**NBC**

Frequency: 660 Kc.....Power: 50 Kw.  
Owned.....National Bcstg. Co.  
Address.....30 Rockefeller Plaza  
News Service.....AP, INS, UP  
Transcription Service.....Thesaurus  
Station Rep.....NBC Spot Sales

Membership.....NARTB, RAB  
President.....Robert Sarnoff  
Gen. Manager.....William N. Davidson  
Station Mgr.....Arthur Hamilton  
Comm. Mgr.....George Stevens  
Sales Prom. Mgr.....Tony Kraemer  
Program Dir.....Steve White  
Publicity Mgr.....John O'Keefe  
Chief Engineer.....John H. Riedel

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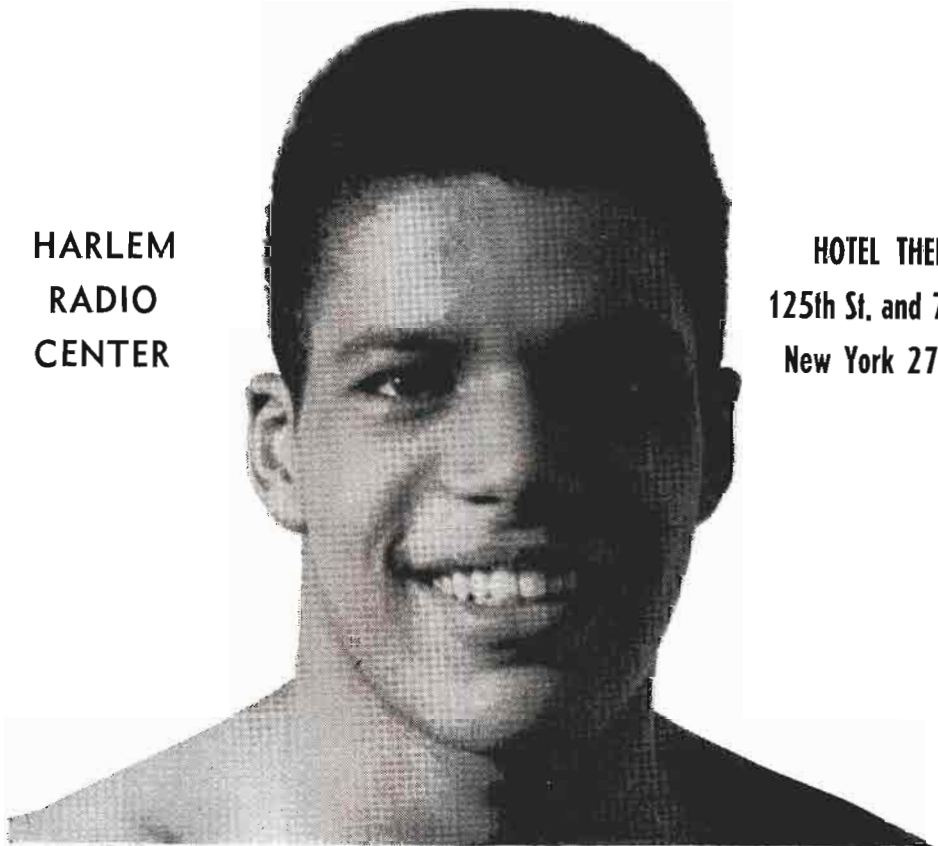
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1190 ON YOUR DIAL

- WLIB has more Negro listeners than any other New York station — network or independent (Pulse).
- WLIB is first in 29 out of 30 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.

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125th St. and 7th Ave.  
New York 27, N. Y.

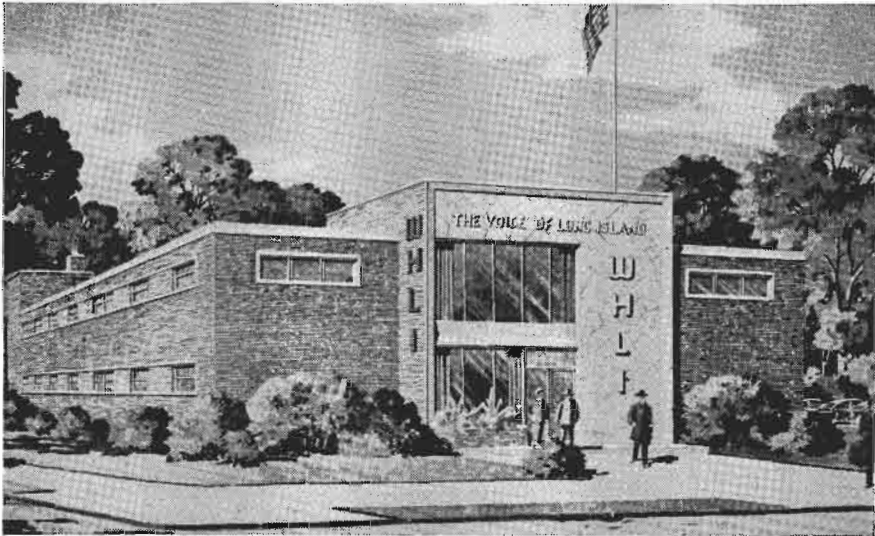


**WLIB—New York—1944**

Frequency: 1190 Kc....Power: 1000 Watts d.  
 Owned-Operated By.....New Bcstg. Co., Inc.  
 Business-Studio Address.....2090 7th Ave.  
 News Service .....AP

Representative .....Forjoe  
 Pres., Gen. Manager.....Harry Novik  
 Program Director.....Nat Rudich  
 Comm. Mgr.....Arthur Harrison  
 Pub. Dir., Sales Prom. Dir.....Mike Jablons  
 Chief Engineer.....Gordon A. Greenfield

# SEE **WHLI** LISTING ON PAGE 525



## **WHLI** "THE VOICE OF LONG ISLAND"

- *Newest and most modern radio equipment*
- *Best equipped radio broadcast studios and facilities*
- *Largest and most complete record library*
- *A large, trained, experienced staff of 42*

NOW... better than ever... able to serve the needs of Long Island with programs that have dominated Long Island listening for nearly ten years.

**WHLI** | A M 1100  
 F M 98.3  
 HEMPSTEAD | *the voice of*  
 LONG ISLAND, N. Y. | *long island*

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 JOSEPH A. LENN, EXEC. V. P. SALES  
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**5000 WATTS**

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**WOV—New York—1926**

Frequency: 1280 Kc.....Power: 5000 Watts  
Owned-Operated By.....WOV Bcstg. Corp.  
Business-Studio Address.....730 Fifth Ave.  
News Service .....AP, ANSA

Transcription Service.....MacGregor  
Representative ..... Pearson  
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

**SEE PAGE 329  
FOR COMPLETE  
RADIO STATION  
INDEX**

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**SEE PAGE 7  
FOR EDITORIAL INDEX**

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**SEE PAGE 27  
FOR ADVERTISING INDEX**

For 885,000 families  
in New York



nothing takes the  
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*Nothing takes the place of*

**WQXR** 50,000 WATTS  
*Radio Station of The New York Times*

WQXR's weekly audience—885,000 radio homes    WQXR's daily audience—559,000 radio homes\*

\*Pulse C/P.A. Dec. 1955, 17 county area only



**WQXR—New York—1936**

Frequency: 1560 Kc. Power: 50,000 Watts  
 Owned-Operated By.....Interstate Bcstg. Co.  
 Business-Studio Address.....229 W. 43rd St.  
 News Service.....N. Y. Times (Owner)  
 Transcription Service.....SESAC  
 Representative.....Paul H. Raymer  
 Membership.....RAB  
 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.....United Building  
 News Service.....UP  
 Transcription Service.....Thesaurus, Standard  
 Representative.....Headley-Reed  
 Membership.....NARTB  
 Owner, Gen. Manager.....Earl C. Hull  
 Business Manager.....R. J. Manning  
 Comm., Sales Prom. Mgr.....Edward F. Joseph  
 Program Director.....Earle Hamrick

**WJLL—Niagara Falls—1947**

Frequency: 1440 Kc. Power: 1000 Watts d.  
 Owned-Oper.....Niagara Frontier Bcstg. Corp.  
 Address.....129 Main St.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Pearson  
 Membership.....NARTB  
 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.  
 News Service.....UP  
 Transcription Service.....Thesaurus, World  
 Station Rep.....McGillvra  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....William J. Hall  
 Asst. Mgr., Prog. Dir.....Ray Whitlock  
 Chief Engineer.....Wiley R. Bates  
 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.  
 News Service.....UP  
 Pres., Comm. Mgr.....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 W. State Rd.  
 Newspaper Affiliation.....Times Herald  
 News Service.....AP  
 Transcription Service.....Associated  
 Representative.....Everett-McKinney  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....John R. Henzel  
 Sta. Comm., Mgr.....John F. Hastings  
 Prog. Dir.....Donald McLean  
 Publicity Director.....Helen Strong  
 Chief Engineer.....Wallace D. Taylor

**WDOS—Oneonta—1947**

Frequency: 730 Kc. Power: 500 Watts  
 Owned-Oper. By.....Ottaway Stations, Inc.  
 Bus.-Studio Address.....104 Chestnut St.  
 News Service.....UP  
 Newspaper Affiliation.....Oneonta Star  
 Transcription Service.....Associated  
 Representative.....Radio-TV Reps.  
 Membership.....RAB  
 President.....James H. Ottaway  
 Managing Director.....Francis H. Brinkley  
 Station Manager.....Harold E. Graves  
 Comm. Mgr.....Benjamin M. Turnbull  
 Prog. Dir.....Leland Hickling  
 Chief Engineer.....John Bonse

**WALK—Patchogue—1952**

Frequency: 1370 Kc. Power: 500 Watts d.  
 Owned-Oper. By.....Suffolk Bcstg. Corp.  
 Address.....P. O. Box 230  
 News Service.....AP  
 Newspaper Affiliation.....Suffolk Cons. Press  
 Transcription Service.....Capitol  
 Representative.....Grant Webb  
 Membership.....NARTB  
 Pres., Gen. Mgr.....W. K. Macy, Jr.  
 Comm. Mgr., Prom. Mgr.....John Regan  
 Prog., Pub. Dir.....Jack Ellsworth  
 Chief Engineer.....George Chandler

**WPAC—Patchogue—1951**

Frequency: 1580 Kc. Power: 1 Kw. d.  
 Owned-Oper. By.....Patchogue Bcstg. Co.  
 Address.....Box 651  
 News Service.....UP  
 Representative.....Keller  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Lee Morrison  
 Station Mgr.....Stam Allan  
 Comm. Mgr.....Herbert Morrison  
 Program Director.....Dick Hodkin  
 Sales Prom. Mgr.....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  
 News Service ..... UP  
 Transcription Service ..... World  
 Station Rep. .... Rambeau, Kettell-Carter  
 Membership ..... NARTB  
 Pres., Gen. Mgr., Ch. Eng. .... Irving E. Cottrell  
 Comm., Sales Prom. Mgr. .... Francis Lough

**WEAV—Plattsburg—1934**  
**ABC**

Frequency: 960 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Plattsburg Bcstg. Corp.  
 Studio Address ..... 38 Court St.  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Thomas F. Clark  
 Membership ..... NARTB, RAB  
 President ..... George F. Bissell  
 Gen. Mgr. .... A. E. Spokes  
 Chief Engineer ..... Larry Lapanne

**WIRY—Plattsburg—1950**  
**MBS-KBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Clinton Cty. Bcstg. Corp.  
 Trans. Loca. Address ..... 301-03 Cornelia St.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Representative ..... McGavren-Quinn  
 Membership ..... NARTB, RAB  
 Pres., Gen., Comm. Mgr. .... Joel H. Scheier  
 Station Mgr. .... Donald Pelkey  
 Program Director ..... Betty Kraus  
 Publicity Dir. .... Chester O. Bosworth, Jr.  
 Chief Engineer ..... Leroy L. Fuller, Jr.

**WDLG—Port Jervis—1953**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Port Jervis Bcstg. Co.  
 Address ..... Box 920  
 News Service ..... AP  
 Membership ..... NARTB  
 Transcription Service ..... World  
 President ..... Sidney Sakofsky  
 Gen. Mgr. .... Oscar Wein  
 Program Director ..... Robt. E. Shevlin  
 Chief Engineer ..... David J. Rosenzweig

**WPDM—Potsdam—1955**

Frequency: 1470 Kc. .... Power: 1 Kw., d.  
 Owned-Oper. By ..... St. Lawrence Radio, Inc.  
 Address ..... Potsdam  
 News Service ..... AP  
 President ..... F. R. Woodruff  
 Business Manager ..... David A. Kyle  
 Station Mgr. .... James Rogers III

**WEOK—Poughkeepsie—1948**

Frequency: 1390 Kc. .... Power: 1000 Watts, d.  
 Owned-Operated By ..... Mid-Hudson Bcsts. Inc.  
 Business-Studio Address ..... 385 Main St.  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Everett-McKinney  
 Membership ..... NARTB, RAB

President ..... Arthur J. Barry, Jr.  
 Gen. Mgr., Prog. Dir. .... Frank Breslin  
 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  
 News Service ..... AP  
 Station Rep. .... Kettell-Carter  
 Membership ..... NARTB, RAB  
 Pres., Gen. Mgr. .... George W. Bingham  
 Commercial Manager ..... Richard A. Dwellley  
 Pub., Prog. Director ..... John Kuhn  
 Chief Engineer ..... Marvin S. Seimes

**WRIV—Riverhead—1955**

Frequency: 1390 Kc. .... Power: 500 Watts  
 Owned ..... Suffolk Broadcasting Corp.  
 Address ..... Box 230  
 Newspaper Affil. .... Suffolk Consolidated Press  
 News Service ..... AP  
 Representative ..... Grant Webb  
 Membership ..... NARTB  
 Pres., Gen., Sta. Mgr. .... W. K. Macy Jr.  
 Comm. Mgr. .... Laurence I. Nicoll  
 Program Director ..... Bob Houston  
 Chief Engineer ..... George G. Chandler

**WBBF—Rochester—1947**  
**MBS**

Frequency: 950 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... WBBF, Inc.  
 Bus.-Studio Address ..... 339 East Ave.  
 News Service ..... AP  
 Representative ..... Venard, Rintoul & McConnell  
 Transcription Service ..... RCA  
 President ..... Thomas L. Brown  
 V.P., Gen. Mgr. .... Robert S. Kieve  
 Program Director ..... Claude Johnstone  
 Chief Engineer ..... Vinent Lopopolo

**WHAM—Rochester—1922**  
**NBC**

Frequency: 1180 Kc. .... Power: 50,000 Watts  
 Owned-Oper. By ..... Riggs & Greene Bcstg. Corp.  
 Business Address ..... 201 Humboldt Rd.  
 News Service ..... UP  
 Representative ..... Christal, McDermott  
 Membership ..... NARTB, RAB  
 President ..... John S. Riggs  
 V. P., Gen. Mgr. .... F. Robert Greene  
 Sales Manager ..... Arthur W. Kelly

**WHEC—Rochester—1925**  
**CBS**

Frequency: 1460 Kc. .... Power: 5000 Watts  
 Owned ..... WHEC, Inc.  
 Bus.-Studio Address ..... 40 Franklin St.  
 Newspaper Affiliation ..... Gannett Co.  
 News Service ..... AP  
 Membership ..... NARTB, RAB

**Representative** ..... Everett-McKinney  
**President** ..... Frank E. Gannett  
**General Mgr.** ..... 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** ..... P. O. Box 710  
**Trans.** ..... Thesaurus, Standard, Associated,  
 SESAC, Capitol  
**President** ..... Arthur C. Kyle, Jr.  
**Gen., Sta. Manager** ..... Thomas H. O'Neill

**WSAY—Rochester—1936**

**Frequency:** 1370 Kc. .... **Power:** 5 Kw.  
**Owned-Oper. By** ..... Federal Bcstg. System, Inc.  
**Business-Studio Address** ..... 250 E. Ave.  
**News Service** ..... INS  
**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.  
**Representative** ..... Bolling Co., Inc.  
**News Service** ..... AP  
**Transcription** ..... Associated  
**Membership** ..... NARTB, RAB  
**Pres., Gen. Mgr.** ..... Ervin F. Lyke  
**Sales Manager** ..... Arthur Murrellwright  
**Program Director** ..... Paul C. Louther

**WKAL—Rome—1946—MBS**

**Frequency:** 1450 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... Copper City Bcstg. Corp.  
**Business-Studio Address** ..... Capitol Theatre Bldg.  
**Representative** ..... Cooke  
**News Service** ..... UP  
**Membership** ..... NARTB  
**President** ..... Myron J. Kallet  
**General Manager** ..... Joseph Kallet  
**Assistant Mgr.** ..... Alberta Rossi  
**Program Director** ..... James Duke

**WNBZ—Saranac Lake—1927**  
 ABC

**Frequency:** 1240 Kc. .... **Power:** 250 Watts  
**Owned-Operated By** ..... Upstate Bcstg. Corp.  
**Business-Studio Address** ..... 88 Main St.  
**News Service** ..... AP  
**Transcription Service** ..... World  
**Representative** ..... Wm. G. Rambeau  
**Membership** ..... NARTB  
**Pres., Gen. Mgr.** ..... Jacques DeMattos  
**Comm. Mgr., Prog. Dir.** ..... Jeanne DeMattos  
**Chief Engineer** ..... H. Berwind Williams

**WSPN—Saratoga Springs**  
 1954

**Frequency:** 900 Kc. .... **Power:** 250 Watts  
**Owned** ..... Spa Broadcasters, Inc.  
**Address** ..... 71 West Avenue  
**News Service** ..... AP  
**Transcription** ..... World  
**Representative** ..... Richard O'Connell  
**Membership** ..... NARTB  
**President** ..... Ken Freebern  
**Gen., Sta., Prom. Mgr.** ..... Chet Munson  
**Comm. Manager** ..... Joe Snyder  
**Prog., Pub. Dir.** ..... Bob Dingman  
**Chief Engineer** ..... Al Burton

**WSKN—Saugerties—1956**

**Frequency:** 920 Kc. .... **Power:** 1000 Watts  
**Owned** ..... The Skylark Corp., Inc.  
**Address** ..... P. O. Box 920, Mount Marion, N. Y.  
**News Service** ..... UP  
**Transcription** ..... SESAC, World  
**Representative** ..... Thomas F. Clark  
**Membership** ..... NARTB  
**President** ..... John Lynker  
**V. P., Comm. Mgr.** ..... W. Irving Rose  
**Program Dir.** ..... Richard Nedlin

**WGY—Schenectady—1922**  
 NBC

**Frequency:** 810 Kc. .... **Power:** 50,000 Watts  
**Owned-Oper. By** ..... General Electric Co.  
**Business-Studio Address** ..... 1 River Rd.  
**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** ..... A. R. Garland  
**Station Service** ..... Caleb Paine  
**Program Director** ..... Donn M. Chown  
**Chief Engineer** ..... W. J. Purcell

**WSNY—Schenectady—1942**

**Frequency:** 1240 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... Western Gateway Bcstg.  
**Business-Studio Address** ..... 619 State St.  
**News Service** ..... AP  
**Representative** ..... Forjoe  
**Pres., Gen., Sta. Mgr.** ..... Winslow Leighton  
**Comm. Manager** ..... Thomas Seeley  
**Prog. Dir.** ..... Stephen Fitz  
**Chief Engineer** ..... Irving P. Beck

**WHEN—Syracuse—1941**  
 CBS

**Frequency:** 620 Kc. .... **Power:** 5 Kw. d., 1 Kw. n.  
**Owned** ..... Meredith Syracuse Radio Corp.  
**Address** ..... 511 Loew Bldg.  
**News Service** ..... AP  
**Membership** ..... NARTB, RAB  
**Representative** ..... Katz





V.P. & Gen. Mgr. .... Paul Adanti  
 Prom. Mgr., Pub. Dir. .... Robert Peel  
 Program Director. .... John L. Scott  
 Comm. Mgr. .... Louis Parmentier  
 Chief Engineer. .... Robert Ardner

**WFBL—Syracuse—1922**  
**ABC**

Frequency: 1390 Kc. .... Power: 5000 Watts  
 Owned. . . . . WTAC-KPOA-KTVR, Founders Corp.  
 Bus.-Studio Address. .... 433 S. Warren St.  
 Representative. Peters, Griffin, Woodward, Inc.  
 News Service . . . . . UP  
 Membership . . . . . NARTB, RAB  
 President. . . . . Oscar F. Soule  
 General Mgr. .... Henry P. Wilcox  
 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. .... Syracuse-Kemper Bldg.  
 News Service . . . . . UP  
 Transcription Service. .... Lang-Worth

Newspaper Affil. .Herald-Journal, Post Standard  
 Representative . . . . . Henry I. Christal  
 Membership . . . . . NARTB, RAB  
 Pres., Gen. Mgr. .... E. R. Vadeboncoeur  
 Sales Mgr. .... W. R. Alford, Jr.  
 Prom. Mgr., Pub. Dir. .... Lou Switzer

**WNDR—Syracuse—1946**  
**MBS**

Frequency: 1260 Kc. .... Power: 5000 Watts  
 Owned-Oper. By . . . . . Syracuse Bcstg. Corp.  
 Address . . . . . Box 1212  
 News Service . . . . . AP  
 Station Rep. .... Forjoe  
 General Manager. .... Arthur C. Kyle, Jr.  
 Asst., Comm. Mgr. .... James A. McKechnie  
 Prog. Dir. .... W. Quinn  
 Chief Engineer. .... John Rathbun

**WOLF—Syracuse—1940**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... Civic Bcstg. Corp.  
 Address . . . . . Kirkpatrick & Van Rensselaer Sts.  
 Representative . . . . . Walker  
 News Service . . . . . AP  
 Transcription . . . . . Standard  
 President, General Mgr. . . . . T. Sherman Marshall  
 Sta. Mgr., Prog. Dir. .... Hamilton M. Woodie  
 Chief Engineer. .... Don Muir

**WFBL**  
 RADIO

**DOMINATES!**

**SYRACUSE, NEW YORK**

**1<sup>st</sup> in the Market**

8:00 A.M.—12 Noon ..... 34.1%  
 Noon—6:00 P.M. .... 31.6% (Hooper)

National representative — George P. Hollingbery Co.

**FOUNDERS CORP.**

One of the Founders' group of stations, including  
 KPOA, Honolulu, and the Inter-Island Network; WTAC,  
 Flint, Michigan; and KTVR, Channel 2,  
 Denver, Colorado.



**WIPS—Ticonderoga—1954**

Frequency: 1250 Kc. Power: 500 Watts  
 Owned-Oper. By Portage Bcstg. Co., Inc.  
 News Service UP  
 Transcription Service World  
 Membership NARTB  
 Representative O'Connell  
 President Martin Karig  
 Gen., Comm. Mgr. Dale Robertson  
 Sta. Mgr., Prog., Pub. Dir. R. Robertson  
 Chief Engineer Lloyd Howe

**WTRY—Troy—1940—CBS**

Frequency: 980 Kc. Power: 5000 Watts  
 Owned-Oper. By Tri-City Radio, Inc.  
 Business-Studio Address 92 Fourth St.  
 News Service UP  
 Representative John Blair  
 Pres., Gen. Manager Mowry Lowe  
 Comm., Prom. Mgr. Kenneth M. Cooper  
 Program Director John Mounteer  
 Chief Engineer Frank Belaska

**WGAT—Utica—1946—ABC**

Freq.: 1310 Kc. Power: 1 Kw. d., 500 W. n.  
 Address New Hartford, N. Y.  
 News Service AP  
 Representative Venard  
 President Thomas L. Brown  
 V. P., Gen., Comm. Mgr. Thomas E. Martin  
 Program Director Nick Dardano  
 Chief Engineer Fred Harrington

**WIBX—Utica—1925—CBS**

Frequency: 950 Kc. Power: 5000 Watts  
 Owned-Oper. By WIBX, Inc.  
 Address First National Bank Bldg.  
 News Service UP  
 Membership RAB  
 Reprs. Biddick, Walker  
 President Margaret B. Stevens  
 Gen. Mgr. Margaret P. Bowen  
 Exec. V.P., Sta. Mgr., Pgm. Dir. Elliott Stewart  
 Sales Prom., Pub. Dir. F. C. Bowen  
 Chief Engineer John T. Dowdell

**WRUN—Utica—1947**

Freq.: 1150 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By The Rome Sentinel Co.  
 Business-Studio Address 258 Genesee St.  
 Representative Avery Knodel  
 Newspaper Affil. Sentinel  
 News Service AP  
 Membership NARTB  
 President Bradley C. Barnard  
 Program Director Philip R. Cameon  
 Sta., Comm. Mgr. Richard A. Clark  
 Sis. Prom. Mgr., Pub. Dir. Alan Cole  
 Chief Engineers G. S. Woods, C. F. Henry

**WDLA—Walton—1951**

Frequency: 1270 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Delaware County Bcstg.  
 Representative Rambeau  
 News Service UP  
 Membership NARTB

**MORE NEWS****MORE FEATURES****MORE REGIONAL COVERAGE****AP****... and MORE RADIO AND TELEVISION STATIONS****depend on****THE ASSOCIATED PRESS**



President.....Dr. E. Ogden Bush  
 V.P., Gen. Mgr.....Michael J. Cuneen  
 Program Director.....Myra Youmans  
 Chief Engineer.....Charles Lissner

**WATN—Watertown—1941**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Watertown Bcstg. Corp.  
 Bus.-Studio Location.....118 Washington St.  
 Transcription.....Standa.d. SESAC  
 Membership.....NARTB  
 Representative.....Devney  
 Pres., Gen. Mgr.....G. Harry Righter  
 Chief Eng.....D. Schryver, J. F. Sprague

**WWNY—Watertown—1941**  
**CBS**

Frequency: 790 Kc.....Power: 1000 Watts  
 Owned-Operated By.....The Brockway Co.  
 Address.....Hotel Woodruff  
 Newspaper Affil.....Daily Times  
 News Service.....UP  
 Transcription Service.....Thesaurus, World  
 Membership.....NARTB, RAB  
 Representative.....Weed  
 President.....John B. Johnson  
 General Manager.....Louis Saiff, Jr.  
 Station Manager.....Earl R. Kelly  
 Comm. Mgr.....Patrick E. Rheume  
 Dir. of Engineering.....M. B. Davis

**WLSV—Wellsville—1955**

Frequency: 790 Kc.....Power: 500 Watts, d.

Owned-Oper. By..Radio Services of Wellsville  
 Address.....P. O. Box 409  
 News Service.....AP  
 Membership.....RAB  
 Gen., Sales Mgr., Prog. Dir., Ch. Eng.  
 Lloyd Gordon  
 Comm. Mgr.....H. Ackerman  
 Publicity Dir.....Kathleen Beckwith

**WFAS—White Plains—1932**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Westchester Bcstg. Corp.  
 Bus.-Studio Address.....Secor Rd., Hartsdale  
 News Service.....AP  
 Trans. Service.....Lang-Worth, SESAC  
 Representative.....Headley-Reed  
 Membership.....NARTB  
 President.....Valentine E. Macy, Jr.  
 Gen., Sta. Manager.....Frank A. Seitz  
 Program Director.....Randall Kaler  
 Sls. Prom., Comm. Mgr.....John Hade  
 Chief Engineer.....Jack Pearson

**WWRL—Woodside—1926**

Frequency: 1600 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Long Island Bcstg. Corp.  
 Bus.-Studio-Transmitter Address..41-30 58th St.  
 News Service.....AP  
 President.....W. H. Reuman  
 Gen., Sta. Mgr.....Edith Dick  
 Comm., Sales P. om. Mgr.....Selvin Donneson  
 Program Director.....Fred Barr  
 Publicity Director.....Walter Kaner  
 Chief Engineer.....Benton R. Bartlett

**FIRST** in 11 quarter-hour periods

**SECOND** in 30 more

against ALL NETWORKS  
 and INDEPENDENTS, morning,  
 afternoon and night among  
 Westchester-Rockland lis-  
 teners.\*

"Coverage Story" tells how  
 and why more national and  
 area advertisers have been  
 using WFAS each year since  
 1932. Send for your copy!

**WFAS and WFAS-FM**

White Plains, N. Y.

\* Pulse Westchester Study, 1956.

**WWRL**

New York

**5,000 WATTS**

Powerfully Selling America's Greatest

Market at the Lowest Cost



**TOPS** in New York

for the

**NEGRO MARKET**

**SPANISH**

**GERMAN**



1600 Kc DEFender 5-1600

# North Carolina

Pop. March 1 (Est.) 4,479,000—Families 1,107,000  
Radio Homes 1,098,000—TV Homes 726,000—Stations in State 121

## WRCS—Ahoskie—1947

Frequency: 970 Kc. Power: 1000 Watts d.  
Owned. . . . .Roanoke-Chowan Bcstg. Co., Inc.  
Business Address. . . . .P. O. Box 89  
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. . . . .Hotel Albemarle  
News Service . . . . .AP  
Transcription Service . . . . .World  
General Manager . . . . .W. J. Page

## 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.  
News Service . . . . .UP  
Newspaper Affil. . . . .Courier Tribune  
Transcription Service. . . . .Associated  
Membership . . . . .RAB  
Gen., Sta., Comm. Mgr. . . . .J. R. Marlowe

## WISE—Asheville—1939—NBC

Freq.: 1310 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By. . . . .Radio Station WISE, Inc.  
Address . . . . .98 Lookout Rd.  
Membership . . . . .RAB, BMB  
Representative . . . . .Bolling Co.  
Pres., Gen. Sta. Mgr. . . . .Harold H. Thoms  
Commercial Mgr. . . . .Lloyd 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.  
News Service . . . . .UP  
Transcription Service . . . . .World  
Rep. . . . .Venard, Inc., J. S. Ayers  
Membership . . . . .NARTB  
Executive Vice President. . . . .Charles B. Britt  
Comm. Manager. . . . .George Roesler  
Program Dir. . . . .Fred Brown  
Chief Engineer. . . . .George F. Sprague

## WSKY—Asheville—1946

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By. . . . .Radio Asheville, Inc.  
Business-Studio Address. . . . .12 Church St.  
News Service . . . . .AP  
Transcription . . . . .Lang-Worth  
Representative . . . . .Pearson  
Membership . . . . .NARTB  
Pres., Gen., Sta., Comm. Mgr. . . . .Zeb Lee  
Sales Prom. Mgr. . . . .Mike Ling

Publicity Director. . . . .Bruce Barnes  
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.  
Newspaper Affiliation . . . . .Citizen-Times  
Transcription Service . . . . .Thesaurus  
News Service . . . . .UP  
Representative . . . . .H-R  
Membership . . . . .NARTB, RAB  
President. . . . .Charlie Peace  
Gen., Sta., Prom., Pub. Mgr. . . . .Cecil B. Hoskins  
Comm. Mgr. . . . .James A. Haqan  
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  
News Service . . . . .AP  
Transcription Service . . . . .World  
Membership . . . . .NARTB  
Owner, Gen. Mgr., Ch. Eng. . . . .R. R. Cummins  
Promotion Mgr. . . . .Hilda Cummins

## WCCG—Belmont—1954

Frequency: 1270 Kc. Power: 500 Watts  
Owner. . . . .Central Bcstg. Co.  
Address . . . . .Box 629  
Representative . . . . .Best  
News Service . . . . .UP  
Transcription Service . . . . .Standard  
Membership . . . . .NARTB  
Pres., Gen., Sta., Eng. . . . .Robert Hilker  
Comm. Manager. . . . .Boyce J. Hanna  
Sls. Prom. Manager. . . . .G. O. Wilkerson, Jr.  
Program Director. . . . .H. E. Feimster  
Publicity Director. . . . .Francis Linge felt

## WATA—Boone—1950

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By. . . . .Wilkes Bcstg. Co.  
Address . . . . .Depot St.  
News Service . . . . .AP  
Membership . . . . .RAB  
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.  
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, Jr.

**WBBB—Burlington—1941**  
**MBS-KBS**

Frequency: 920 Kc.....Power: 5000 Watts d.  
Owned-Oper. By. Alamance Bcstg. Co., Inc.  
Business-Studio Address.....321 S. Main St.  
News Service .....AP  
Transcription Service .....Standard  
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  
News Service .....UP  
Transcription Service .....World, Lang-Worth  
Representative .....Bogner & Martin  
Membership .....NARTB, RAB  
Gen., Sta. Mgr.....G. C. Starnes  
Comm., Prom. Mgr.....Harold Nall  
Prog., Pub. Dir.....Dick Bowman  
Chief Engineer.....Charles Stafford

**WWIT—Canton—1954**

Frequency: 970 Kc.....Power: 1 Kw.  
Owned.....Western N. C. Bcstrs., Inc.  
Address.....Radio Center  
News Service .....UP  
Membership .....NARTB  
President.....Beverly M. Middleton  
Vice-President.....Kermit Edney  
Treasurer.....D. A. Gilmore

**WCHL—Chapel Hill—1953**

Frequency: 1360 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Village Bcstg. Co.  
Address.....Box 388  
News Service .....AP  
Transcription Service .....World  
Representative .....Indie  
Membership .....NARTB, RAB  
Pres., Gen. Mgr.....R. McClamroch, Jr.  
Asst. to Gen. Mgr.....Ty Boyd  
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.  
News Service .....UP  
Membership .....NARTB  
Representative .....Bolling Co.  
Pres.....George W. Dowdy  
Pub. Director.....Martin Allen  
Chief Engineer.....L. I. Dekle  
Gen., Sta. Mgr.....Thomas B. Sawyer

**WBT—Charlotte—1922—CBS**

Frequency: 1110 Kc.....Power: 50,000 Watts  
Owned-Oper. By...Jefferson Standard Bcstg.  
Address.....1 Jefferson Pl  
News Service .....AP, UP  
Transcription Service .....World  
Representative.....CBS Radio Spot Sales  
Membership .....NARTB, RAB  
President .....J. M. Bryan  
Gen. Mgr.....Charles H. Crutchfield  
Sta. Mgr.....J. Robert Covington  
Comm. Mgr.....V. V. Evans  
Program Director.....Bailey Hobgood  
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.  
Representative .....Forjoe  
Pres., Gen., Sta. Mgr.....Francis M. Fitzgerald  
Commercial Mgr.....Ray Ervin

**WIST—Charlotte—1951—MBS**

Frequency: 930 Kc.....Power: 5000 d; 1000 n.  
Owned-Oper. By.....Bcstg. Co. of South  
Address.....204 Liberty Life Bldg.  
News Service .....AP  
Representative.Peters, Griffin, Woodward, Inc.  
Membership .....NARTB, RAB  
President.....B. C. Hipp  
General Manager.....G. R. Shaifo  
Sta., Comm. Manager.....W. Frank Harden  
Program Director.....W. A. Vaughn  
Chief Engineer.....A. O. Richardson

**WSOC—Charlotte—1933—NBC**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By...Radio Station WSOC, Inc.  
Address.....1925 N. Tryon St.  
News Service .....AP  
Rep....H.R. Reps, Bomar Lowrance & Assoc.  
Membership .....NARTB  
Pres., Gen., Sta., Sales Mgr., Pub. Dir. E. J. Gluck  
Commercial Mgr.....Larry Walker  
Program Director.....Fred Dickson  
Chief Engineer.....L. L. Caudle, Jr.

**WWOK—Charlotte—1955**

Frequency: 1480 Kc.....Power: 1 Kw.  
Owned-Oper. By.....Carmen Macri  
Address.....215 Greystone Rd.  
News Service .....UP  
Representative .....Dora-Clayton  
Transcription Service .....Lang-Worth  
President .....Carmen Macri  
General Manager.....Jack Wheeler  
Comm. Manager.....Paul Marlowe  
Sales Mgr., Pub. Dir.....Herb Berg  
Prog. Dir.....Jim O'Donnell  
Chief Engineer.....T. C. Wood

**WRRZ—Clinton—1946—ABC**

Frequency: 880 Kc.....Power: 1000 Watts d.



**Owned**.....WRRZ Radio Co.  
**News Service** .....AP  
**Transcription Service**.....World  
**Station Rep.**.....Walker  
**Station Manager**.....H. D. Stanley  
**Sales Prom. Manager**.....E. D. Powell  
**Program Director**.....D. W. Welsh  
**Chief Engineer**.....J. L. Bowles

**WEGO—Concord—1943**

**Frequency:** 1410 Kc....**Power:** 1000 Watts d.  
**Owned-Oper. By** .....Cabarrus Bcstg. 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**.....Lefton 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—1934—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.  
**News. Affil.**.....Herald Sun  
**News Service** .....UP  
**Representative** .....Paul H. Raymer  
**Membership** .....NARTB, RAB  
**President**.....C. C. Council  
**Gen. Mgr.**.....J. Frank Jarman  
**Prog. Dir.**.....E. R. Higgins, Jr.  
**Chief Eng.**.....C. Roy King  
**Comm. Mgr.**.....Woody Woodhouse

**WSRC—Durham—1954**

**Frequency:** 1410 Kc....**Power:** 1 Kw.  
**Owned** .....John C. Greene, Jr.  
**Address** .....P. O. Box 28  
**Station Rep.**.....Rambeau, Dora-Clayton  
**Pres., Gen., Sta. Mgr.**.....John C. Greene, Jr.  
**Comm. Mgr.**.....Jack Hammette  
**Prog., Pub. Dir.**.....H. R. Greene  
**Chief Engineer** .....Roy Fullen

**WSSB—Durham—1947—KBS**

**Frequency:** 1490 Kc....**Power:** 250 Watts  
**Owned-Oper. By** ...Public Information Corp.  
**Address** .....Box 1168  
**Station Rep.**.....Gill-Perna  
**News Service** .....AP  
**President**.....E. L. Clinton  
**Chief Engineer**.....B. Misenheimer  
**Sales Prom. Mgr.**.....Ed Sloan

**WTIK—Durham—1946—ABC**

**Frequency:** 1310 Kc....**Power:** 1 Kw. d.

**Owned-Oper. By**.....Mid Carolina Bcstg. Co.  
**Address**.....205½ W. Main St.  
**News Service** .....AP  
**Representative** .....McGillvra  
**President**.....C. H. Wentz  
**Gen., Sta. Mgr.**.....H. Tom Morris  
**Prog., Pub. Mgr.**.....Tom Gause  
**Sales Prom. Mgr.**.....M. G. Bobbitte

**WCDJ—Edenton—1955—KBS**

**Frequency:** 1260 Kc....**Power:** 1 Kw. d.  
**Owned-Oper. By**.....Colonial Bcstg. Co.  
**Address** .....P. O. Box 509  
**News Service** .....AP  
**Representative** .....Best  
**President, Comm. Mgr.**.....Ray A. Childers  
**General Manager**.....R. W. Schuman  
**Prog. Dir., Chief Eng.**.....D. E. Ames

**WCNC—Elizabeth City—1939**  
**MBS-KBS**

**Frequency:** 1240 Kc....**Power:** 250 Watts  
**Owned-Oper. By** ...Albemarle Bcstg. Co., Inc.  
**Address** .....Box 535  
**News Service** .....UP  
**Transcription Service** .....Thesaurus  
**Station Rep.**.....Bogner & Martin  
**President**.....J. L. Lamb, Sr.  
**Gen. Mgr.**.....J. L. Lamb, Jr.  
**Commercial Manager**.....C. E. Ferrell  
**Program Director**.....Jimmy Raper  
**Chief Engineer**.....Walt Miller

**WGAI—Elizabeth City—1949**

**Freq.:** 560 Kc...**Power:** 1 Kw. d., 500 Watts n.  
**Owned-Operated By**.....WGAI Radio Co.  
**Business-Studio Address**.....Kramer Bldg.  
**News Service** .....AP  
**Pres., Gen., Sta. Mgr.**.....C. Alden Baker  
**Comm., Sales Prom. Mgr., Prog. Dir.**.....B. Thomas  
**Publicity Director**.....Jack Aulis

**WIFM—Elkin—1951**

**Frequency:** 1540 Kc....**Power:** 250 Watts  
**Owned**.....Tri-County Bcstg. Co. Inc.  
**Address** .....Elk Spur St.  
**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  
**Owned**.....Carolinas Broadcasting Co., Inc.  
**Address** .....Box 492  
**News Service** .....UP  
**Transcription** .....Thesaurus, Lang-Worth  
**Rep.**.....Interstate United Newspapers Inc.  
**Membership** .....NARTB, RAB  
**President**.....Cutlar Moore  
**Gen., Comm. Mgr.**.....Billy E. Peele  
**Program Dir.**.....James C. Clarke  
**Chief Engineer**.....Joseph F. Miles



**WFAI—Fayetteville—1947**  
**CBS-KBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Ralph E. Hess  
Bus.-Studio Address . . . . . Box 659  
News Service . . . . . AP  
Transcription Service . . . . . RCA Thesaurus  
Representative . . . . . Thomas F. Clark  
President, Gen. Mgr. . . . . Ralph E. Hess  
Sta. Mgr. . . . . Dick Perry  
Comm. Mgr. . . . . Bob Smith  
Pub. Dir., Sales Prom. Mgr. . . . . Tom Slade  
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  
News Service . . . . . AP  
Representative . . . . . Burn-Smith  
Transcription . . . . . World  
Membership . . . . . RAB  
General Manager . . . . . L. W. Allen  
Commercial Manager . . . . . W. D. Bailey  
Sales, Prom. Mgr. . . . . W. B. Belche  
Program Director . . . . . Marvin Rosenburg

**WFNC—Fayetteville—1938**  
**MBS**

Freq.: 1390 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By . . . . . Cape Fear Bcstg. Co.  
Address . . . . . 1009 William Clark Rd.  
News Service . . . . . UP  
Representative . . . . . Walker  
Membership . . . . . RAB, NARTB  
President . . . . . Victor W. Dawson  
General Mgr. . . . . Norman Suttles  
Comm. Mgr. . . . . Robert Nietman  
Program Director . . . . . Mac Stamps  
Chief Engineer . . . . . Edward Cook

**WBBO—Forest City—1947**

Frequency: 780 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . Rutherford Co. Radio Co., Inc.  
Address . . . . . Forest City  
News Service . . . . . AP  
Newspaper Affil. . . . . Courier, Sun  
Transcription Service . . . . . World  
Membership . . . . . NARTB  
Pres., Gen., Sls. Mgr. . . . . Ed M. Anderson  
Comm. Manager . . . . . Fred Blanton  
Program Director . . . . . Lee Kanipe  
Chief Engineer . . . . . Merton Iwerks

**WFGV—Fuquay Springs—1949**  
**KBS**

Frequency: 1460 Kc. . . . . Power: 1000 Watts a.  
Owned-Oper. By . . . . . WFGV Bdcstg. Co.  
Business-Studio Address . . . . . Box 588  
News Service . . . . . UP  
Transcription Service . . . . . World

Representative . . . . . Continental Radio Sales  
President . . . . . J. M. Stephenson  
Gen., Sta., Comm. Mgr. . . . . Robert E. Stephenson  
Sales Prom. Mgr. . . . . Ray Godwin  
Prog., Pub. Dir. . . . . Walter M. Pearson  
Chief Engineer . . . . . Harry D. Stephenson

**WGNC—Gastonia—1939—ABC**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Catherine T. McSwain  
Address . . . . . Dallas Road  
News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth  
Representative . . . . . Continental Radio Sales  
Gen., Sta. Mgr. . . . . Pat McSwain

**WLTC—Gastonia—1947—KBS**

Frequency: 1370 Kc. . . . . Power: 1000 Watts d.  
Owned-Oper. By . . . . . Gastonia Bcstg. Serv., Inc.  
Address . . . . . P. O. Box 1010  
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**  
**KBS**

Frequency: 730 Kc. . . . . Power: 1 Kw. d.  
Owned . . . . . Southern Radio & TV Corp.  
Address . . . . . P. O. Box 655  
News Service . . . . . UP  
Trans. Service . . . . . World, Lang-Worth, SESAC  
Membership . . . . . NARTB, RAB  
Pres., Gen. Mgr. . . . . Kenneth T. Marshall  
Prog. Dir., Chief Eng. . . . . Henry H. 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  
Transcription Service . . . . . Thesaurus  
Membership . . . . . NARTB  
Comm., Gen. Mgr., Pgm. Dir. . . . . V. G. Balkcum

**WGOL—Goldsboro—1955**

Frequency: 1300 Kc. . . . . Power: 1000 Watts  
Owned . . . . . Wayne Broadcasting Co.  
Address . . . . . 116 W. Mulberry St.  
News Service . . . . . AP  
Representative . . . . . Donald Cook  
General Mgr. . . . . Lawrence B. Carr  
Comm. Mgr. . . . . William H. Stuckey  
Program Dir. . . . . John G. Britt  
Publicity Dir. . . . . James F. Benson  
Chief Engineer . . . . . Paul E. Horne

**WBIG—Greensboro—1926**  
**CBS**

Frequency: 1470 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . North Carolina Bcstg. Co.  
Studio Address . . . . . 2838 Battleground Rd.



News Service .....UP  
 Representative.....George P. Hollingbery  
 Trans., Victor, Capitol, Decca, Columbia, MGM  
 Membership .....NARTB, RAB  
 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.....Bill Dailey

**WCOG—Greensboro—1948**  
**ABC**

Frequency: 1320 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Inter-City Adv. Co., Inc.  
 Business-Studio Address.....P. O. Box 3305  
 News Service .....UP  
 Representative...The Bolling Co., J. S. Ayers  
 President.....George W. Dowdy  
 General Mgr.....Jack L. Rimmer

**WGBG—Greensboro—1942**  
**MBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By..Greensboro Bcstg. Co., Inc.  
 Business-Studio Address.....P. O. Box 2280  
 News Service .....UP

Representative .....Burn-Smith  
 Pres., Gen., Sta. Mgr.....Ralph M. Lambeth  
 Commercial Mgr.....B. George Barber, Jr.  
 Chief Engineer .....Fred S. Smith

**WPET—Greensboro—1954**

Frequency: 950 Kc.....Power: 500 Watts  
 Owned .....Wayne M. Nelson  
 Address .....Box 3488  
 News Service .....UP  
 Pres., Gen., Sta. Mgr.....Wayne M. Nelson  
 Comm., Sis. Prom. Mgr.....Leona Showmar  
 Prog., Pub. Dir., Chief Eng...E. M. Stanton, Jr.

**WGTC—Greenville—1940**  
**MBS**

Frequency: 1590 Kc.....Power: 5 Kw.  
 Owned-Oper. By....Greenville Radio Co., Inc.  
 Address.....103 E. 5th St.  
 News Service.....UP  
 Transcription .....World  
 Representative .....Devney, Forjoe  
 Membership .....NARTB  
 President .....H. W. Anderson  
 Comm. Mgr.....C. B. Goodyear  
 Gen. Mgr., Prog. Dir.....Joel Lawhon  
 Chief Engineer.....Bill Covington

*No. 1 Market in the Carolinas...*  
**GREENSBORO**

**Per Family Sales\***

*First in  
 the Carolinas*

followed by  
 Charlotte and Raleigh

\* 1956 Survey of Buying Power

**Food Store Sales\***

*First in  
 the Carolinas*

followed by  
 Charlotte and Greenville  
 (S. C.)

**General Mdse. Sales\***

*First in  
 the Carolinas*

followed by  
 Charlotte and Greenville  
 (S. C.)

**WBIG... Greensboro's first radio station**  
 ... in 31st year of broadcasting

**1<sup>ST</sup>** in **P**opularity  
 in **P**ersonalities  
 in **P**ower—5000 watts

Hollingbery, National Representative





**WHNC—Henderson—1945**  
KBS

Frequency: 890 Kc. Power: 1000 Watts  
Owned-Oper. Henderson Radio Corp.  
Address Norlina Road  
News Service AP  
Transcription Service Lang-Worth  
Pres., Comm., Sales Prom. Mgr. Nathan Frank  
Gen., Sta. Mgr., Pub. Dir. Dr. Clave Frank  
Program Director Dorothy Robinson  
Chief Engineer James H. Mayo

**WHVH—Henderson—1955**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Vance Co. Bcstg. Co.  
Address P. O. Box 1011  
News Service UP  
Transcription SESAC  
Representative Best  
Pres., Gen., Sta. Mgr. Howard V. Harrell  
Comm., Prom. Mgr. W. L. Adcock  
Program Director Helen Rogers  
Chief Engineer Howard V. Harrell

**WHKP—Hendersonville—1946**  
ABC-KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Radio Hendersonville, Inc.  
Address Chimney Rock Road  
News Service UP  
Membership NARTB  
President Beverly Middleton  
Gen Mgr. Kermit Edney  
Traffic Mgr. Dorothy Tebben  
Comm. Mgr. John Horton  
Program Director Jimmy Northington  
Chief Engineer Charles Renfrow

**WHKY—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.  
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  
News Service AP  
Representative John E. Pearson  
Membership NARTB  
President Margaret A. Smith  
General Mgr. E. H. Smith, Jr.

Asst. Mgr., Chief Engr. Elmer Troutman  
Commercial Manager Lee Douglas  
Program Director Mattie I. Padgett

**WHPE—High Point—1947**  
KBS

Frequency: 1070 Kc. Power: 1000 Watts d.  
Owned-Oper. By High Point Bcstg. Co.  
Business-Studio Address 504½ N. Main St.  
News Service AP  
Transcription Service World  
Pres., Prog. Dir., Chief Eng. Gary C. Davis  
Comm. Mgr. Hal W. Hicks

**WMFR—High Point—1935**  
ABC

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By Radio Station WMFR, Inc.  
Business Studio Address 164 S. Main  
News Service UP  
Transcription Service Lang-Worth  
Representative Burn-Smith  
Pres., Gen.-Station Mgr. Frank S. Lambeth  
Commercial Manager Frank Smith  
Sls., Prom., Pub. Dir. G. D. Sullivan  
Program Director Diamond Carter  
Chief Engineer Robert P. Boyd

**WNOS—High Point—1953**

Frequency: 1590 Kc. Power: 1000 Watts d.  
Owned Statesville Broadcasting Co.  
Address Statesville, N. C.  
News Service AP  
Transcription Service Thesaurus  
Membership NARTB  
General Manager Garrett M. Allen  
Sta., Comm., Sales Prom. Mgr. Russell M. Hunt  
Program Director Tom A. Wall  
Chief Engineer T. K. Abernethy

**WJNC—Jacksonville—1945**  
MBS-KBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned Onslow Bcstg. Corp.  
Address Jacksonville  
Representative Burke-Stuart  
Pres., Gen. Mgr. Robert P. Mendelson  
Sta. Manager Rodric L. Jones  
Program Director Jean B. Mendelson  
Chief Engineer Alvin Sisk

**WLAS—Jacksonville—1953**

Frequency: 910 Kc. Power: 1000 Watts  
Owner Seaboard Bcstg. Corp.  
Address P. O. Box 1197  
News Service UP  
Transcription Thesaurus, World  
Membership NARTB  
President Jerry Popkin  
Gen., Comm. Mgr., Prog. Pub. Dir. Paul Parker  
Chief Eng. Rod Dorsey

**WGTL—Kannapolis—1946**

Frequency: 870 Kc. Power: 1000 Watts d.







Membership ..... NARTB  
 Transcription Service ..... World  
 Representative..... Continental Radio Sales  
 General Mgr..... Al G. Stanley  
 Sales Mgr..... Frank L. Martin  
 Program Dir..... Maurice Stuart

**WBRM—Marion—1949**

Frequency: 1250 Kc..... Power: 1000 Watts d.  
 Owned-Operated By..... Lake City Bcstg. Corp.  
 Address ..... Box 229  
 News Service ..... UP  
 President..... W. P. Erwin  
 Comm. Mgr..... J. C. Pleasant  
 Gen., Sta. Mgr., Pub., Prog. Dir.

I. L. Reynolds, Jr.  
 Chief Engineer..... Hubert C. Martin

**WMAF—Monroe—1948—KBS**

Frequency: 1060 Kc..... Power: 250 Watts d.  
 Owned-Operated By..... Union Bcstg. Corp.  
 Business Address..... Walkup Ave.  
 Rep..... Continental  
 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.  
 News Service ..... UP  
 Pres., Gen., Sta. Mgr..... Wayne M. Nelson  
 Comm., Sls., Prom. Mgr..... Leona Showmar  
 Prog., Pub. Dir..... Buck Mills  
 Chief Engineer..... Philip W. Nelson

**WMBL—Morehead City—1947  
 KBS**

Frequency: 740 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Carteret Bcstg. Co., Inc.  
 Address..... Box 432  
 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 ..... Morganton  
 News Service ..... AP  
 Transcription ..... Standard  
 Membership ..... NARTB  
 General Mgr..... Nathan J. Cooper  
 Comm. Manager..... Charles R. Tappy  
 Chief Engineer..... Frank A. Ballew  
 Program Director..... Madelyn Y. Patton

**WPAQ—Mt. Airy—1948—KBS**

Frequency: 740 Kc..... Power: 10,000 Watts d.  
 Owned-Operated By..... Ralph D. Epperson  
 Address ..... Mt. Airy  
 News Service ..... AP  
 Representative ..... Thomas Clark  
 Pres., Gen.-Sta. Mgr..... Ralph D. Epperson  
 Commercial Manager..... Lucy Bowman  
 Program Director..... Cosin Lindsey

**WSYD—Mount Airy—1951  
 MBS**

Freq.: 1300 Kc..... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By..... Mount Airy Bcstrs., Inc.  
 Address..... P. O. Box 209  
 Pres., Gen. Mgr., Ch. Eng., Robert H. Epperson  
 Commercial Manager..... Erastus F. Poore  
 Program Dir..... Bobby Moxley

**WHIT—New Bern—1942  
 MBS**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Radio Station WHIT  
 Address..... Highway 17, So., Box 551  
 News Service ..... UP  
 Transcription Service ..... Lang-Worth  
 Membership ..... NARTB  
 Representative ..... John E. Pearson  
 Gen., Sta. Manager..... Ray D. Williams  
 Prog. Dir..... Jim Putnam  
 Comm. Mgr., Pub. Dir..... Don Lee  
 Sales Prom. Mgr..... Lyle Hermann  
 Chief Engineer..... Ed Williams

**WOOW—New Bern—1953  
 KBS**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Craven Bcstg. Co.  
 Address ..... P. O. Box 7  
 News Service ..... AP  
 Rep..... Interstate United News, Inc.  
 Transcription Service ..... Thesaurus  
 President..... Dr. F. Y. Sorrell  
 General Manager..... James A. Ballard  
 Commercial Mgr..... Louis P. Dunn  
 Program Dir..... James E. Kiker

**WNNC—Newton—1948  
 KBC-MBS**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Newton-Conover Bcstg. Co.  
 Business Address..... West "A" St.  
 News Service ..... UP  
 Transcription ..... SESAC  
 Representative..... Media Sales & Service  
 Pres., Gen., Sta. Mgr..... Earl Holder  
 Comm., Sls. Prom. Mgr..... Eugene Henry

**WKBC—North Wilkesboro  
 1947**

Frequency: 810 Kc..... Power: 1000 Watts d.

**Owned-Oper. By**.....Wilkes Bcastg. Co.  
**Address**.....Radio Bldg.  
**News Service**.....AP  
**Transcription Service**.....World  
**Membership**.....RAB  
**Pres., Gen. Mgr.**.....Doris B. Brown  
**Comm.-Sales Prom. Mgr.**.....Roland B. Potter

**WOXF—Oxford—1949**

**Frequency:** 1340 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....Oxford Bcastg. Corp.  
**Address**.....P. O. Box 1111  
**News Service**.....AP  
**Transcription**.....Capitol  
**President**.....A. N. Critcher  
**General Manager.**.....James F. Flanagan  
**Comm. Manager**.....Mike Hight

**WMSN—Raleigh—1954**  
**KBS**

**Frequency:** 570 Kc.....**Power:** 500 Watts  
**Owned.** Merchants and Farmers Station, Inc.  
**Address**.....649 Maywood Avenue  
**News Service**.....AP  
**Representative**.....Winborne & Winborne  
**Membership**.....NARTB  
**Pres., Gen., Sta. Mgr.**.....B. H. Ingle, Sr.  
**Comm., Sales Prom Mgr.**.....Jim Thornton  
**Program Dir.**.....Ruth Johnson  
**Publicity Dir.**.....Robert R. Mitchell  
**Chief Engineer**.....Ed McCleod

**WKIX—Raleigh—1948**  
**ABC-MBS**

**Freq.:** 850 Kc.....**Power:** 10 Kw. d., 5 Kw. n.  
**Owned.**.....Sir Walter Television Co.  
**Address**.....2128 Western Blvd.  
**Newspaper Affil.** News and Observer Pub. Co.  
**News Service**.....AP  
**Representative**.....Forjoe  
**Membership**.....NARTB, RAB  
**President.**.....John W. English  
**General Mgr.**.....John H. Bone  
**Station Mgr.**.....Roger Bower  
**Commercial Mgr.**.....James Simpson  
**Prom. Mgr., Pub. Dir.**.....Peter Tripodi  
**Program Dir.**.....Edrie Davis  
**Chief Engineer**.....Lee Poole

**WPTF—Raleigh—1924—NBC**

**Frequency:** 680 Kc.....**Power:** 50,000 Watts  
**Owned-Oper. By**.....WPTF Radio Co.  
**Business-Studio Address**.....Insurance Bldg.  
**News Service**.....AP, UP  
**Representative.** Peters, Griffin, Woodward, Inc.  
**Membership**.....NARTB, RAB  
**Pres., Gen., 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 Bcastg. Co., Inc.

**Bus.-Studio Address**.....130 S. Salisbury St.  
**Representative**.....Forjoe & Co.  
**Membership**.....NARTB, RAB  
**Vice-President**.....Fred Fletcher  
**Gen., Sales Mgr.**.....Bill Currie

**WFRC—Reidsville—1947**  
**KBS-ABC**

**Frequency:** 1600 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.....Piedmont Carolina Bcastg.  
**Business-Studio Address**.....Box 990  
**News Service**.....AP  
**Representative**.....Bogne & Martin  
**Membership**.....NARTB  
**President**.....H. T. Williams  
**Gen., Sta., Comm. Mgr.**.....Stephen F. Woodson  
**Sales Prom. Mgr., Prog. Dir.**.....Alfred Nelson  
**Pub. Director**.....Oscar Griffin, Jr.  
**Chief Engineer**.....W. Scarborough

**WREV—Reidsville—1948**

**Frequency:** 1220 Kc.....**Power:** 250 Watts d.  
**Owned-Oper. By**.....Reidsville Bcastg. Co.  
**Address**.....Drawer 1349  
**News Service**.....UP  
**Rep.**.....Webb, Interstate United Newspapers  
**Pres., Gen. Mgr.**.....William M. Oliver, Sr.  
**Program Director**.....Mrs. Katye P. Oliver  
**V.P., Ch. Engineer**.....William M. Oliver, Jr.

**WCBT—Roanoke Rapids**  
**1939—MBS-KBS**

**Frequency:** 1230 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....WCBT, Inc.  
**Address**.....251 Roanoke Ave.  
**News Service**.....UP  
**Station Rep.**.....Continental  
**Station Manager**.....Jerry Elliott  
**Commercial Mgr.**.....Donald O. Collins  
**Program Director**.....Dick Phillips

**WAYN—Rockingham—1946**

**Frequency:** 900 Kc.....**Power:** 1000 Watts a.  
**Owned-Operated By**.....WAYN, Inc.  
**Address**.....Rockingham  
**News Service**.....UP  
**Transcription Service**.....World  
**Pres., Gen., Sta. Mgr.**.....Wayne M. Nelson  
**Comm., Sls., Prom. Mgr.**.....William Futterer  
**Prog., Pub. Dir.**.....Carole Henderson  
**Chief Engineer**.....Carl M. Wilson

**WCEC—Rocky Mount—1947**  
**CBS-KBS**

**Frequency:** 810 Kc.....**Power:** 1000 Watts d.  
**Owned By**.....East Carolina Electronics  
**Bus.-Studio Address**.....P. O. Box 1075  
**News Service**.....AP  
**Newspaper Affiliation**.....Telegram  
**Representative**.....Pearson  
**Membership**.....NARTB  
**President**.....Josh L. Horne  
**General Manager**.....Mel Warner  
**Commercial Manager**.....Ray Thompson



Program 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  
News Service.....AP  
Representative.....Burn-Smith  
Pres., General Mgr.....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  
News Service.....UP  
Transcription Service.....World  
Membership.....NARTB, RAB  
General Manager.....H. S. Taylor

**WSAT—Salisbury—1947**  
**ABC**

Frequency: 1280 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Mid-Carolina Bcstg. Co.  
Business-Address.....Drawer 99  
News Service.....UP  
Representative.....McGillivra  
Membership.....NARTB, RAB  
President.....Charles H. Wentz  
Gen., Sta. Mgr.....Harry L. Welch  
Comm. Mgr.....Catherine Murphy  
Program Director.....Gales M. Adkins  
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.  
News Service.....AP  
Manager.....Russ McIntire  
Comm. Manager.....Russell Hunt

**WEYE—Sanford—1952**

Frequency: 1290 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Lee Bcstg. Corp.  
Address.....P. O. Box 550  
News Service.....AP  
Transcription.....Associated, SESAC  
Pres., Gen. Mgr.....W. L. Simmons

**WWGP—Sanford—1946**

Frequency: 1050 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Sandhills Bcstg. Corp.  
Address.....P. O. Box 651  
Newspaper Affiliation.....Herald  
Sec'y-Treas.....W. E. Horner  
Gen., Comm. Mgr.....Phil Peterson

**WOHS—Shelby—1946**  
**MBS-KBS**

Frequency: 730 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Western Carolina Radio  
Business Address.....Shelby  
News Service.....UP  
Membership.....NARTB  
Pres., Gen. Manager.....Robert M. Wallace  
Comm. Manager.....Don McLain  
Program Director.....Harold Watson  
Chief Engineer.....Edwin Patterson

**WNCA—Siler City—1952**

Frequency: 1570 Kc.....Power: 1000 Watts d.  
Owned-Operated By.....Chatam Bcstg. Co.  
News Service.....UP  
Membership.....RAB  
Representative.....Best; Media  
Transcription Service.....Lang-Worth, SESAC  
Gen., Sta., Comm. Mgr.....L. C. Bruce

**WMPM—Smithfield—1950**

Frequency: 1270 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....John S. Townsend  
Address.....Smithfield  
News Service.....AP  
Gen. Mgr., Sta. Mgr., Chief Eng.

John S. Townsend  
Commercial Mgr.....Bill Burwell  
Program Director.....Bill Kirby  
Publicity Director.....John Wall

**WEEB—Southern Pines—1947**  
**ABC**

Frequency: 990 Kc.....Power: 1000 Watts d.  
Owned..The Sandhill Community Bcstrs., Inc.  
Address.....135 W. New Hampshire Ave.  
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  
Publicity Director.....Shepp Ames

**WTOE—Spruce Pine—1955**

Frequency: 1470 Kc.....Power: 1 Kw. d.  
Owned-Oper. By.....Toe River Valley Bcstg. Co.  
Address.....Radio-Chalk Mountain  
News Service.....UP  
President.....T. N. Cooper  
Comm. Mgr.....Nelle Thomas  
Program Dir.....Kenneth E. Woddard

**WSIC—Statesville—1947**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Oper. By.....Statesville Bcstg. Co.  
Address.....Box 1189  
News Service.....AP  
Membership.....NARTB  
President.....A. F. Sams, Jr.  
Gen., Sta. Mgr.....G. M. Allen  
Commercial Manager.....James Odum

Sales Prom. Mgr. .... Dick Doudna  
 Program Director ..... James Melvin  
 Chief Engineer ..... T. K. Abernethy

**WTAB—Tabor City—1954**

Frequency: 1370 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Tabor City Bcstg. Co  
 Address ..... Tabor City  
 News Service ..... AP  
 Transcription Service ..... World  
 Membership ..... NARTB  
 President ..... John Soles, Jr.  
 Station Manager ..... Troy McPherson  
 Program Director ..... Roger Earp  
 Publicity Director ..... Harry Dunnagan  
 Chief Engineer ..... Arthur D. Nix

**WCPS—Tarboro—1946**

Frequency: 760 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. .... Coastal Plains Bcstg. Co., Inc.  
 Bus.-Studio Address ..... Edgecombe Bank Bldg.  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative ..... Dora Clayton  
 Membership ..... NARTB  
 President ..... V. E. Fountain  
 General Manager ..... G. Lee Hodges  
 Commercial Manager ..... W. Roy Ward  
 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  
 News Service ..... UP  
 Gen., Sta., Comm. Mgr., Prog., Pub. Dir.  
 Harold Harrison  
 Chief Engineer ..... James McAden

**WTYN—Tryon—1954**

Frequency: 1580 Kc. .... Power: 250 Watts  
 Owned ..... Polk County Broadcasters  
 Address ..... Box 1317  
 News Service ..... UP  
 Transcription ..... Capitol, Thesaurus, Decca  
 Gen., Sta. Mgr. .... Graves Taylor  
 Commercial Mgr. .... Henry G. Bartol, Jr.  
 Program, Pub. Dir. .... Charles Rush  
 Chief Engineer ..... Palmer A. Greer

**WADE—Wadesboro—1947**

Frequency: 1210 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... R. P. Lyon & Son  
 Address ..... Radio Bldg.  
 News Service ..... UP  
 Transcription ..... Thesaurus  
 General, Sta. Mgr. .... W. P. Billingsley  
 Program Director ..... Peggy L. Mitchell

**WLSE—Wallace—1953**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Duplin Bcstg. Co.  
 Address ..... Hwy. 117, N.  
 News Service ..... AP  
 Transcription ..... Lang-Worth

Membership ..... NARTB  
 General Manager ..... Lester L. Gould  
 Sta., Comm. Manager ..... John T. Newman III

**WHED—Washington—1948**  
**KBS**

Frequency 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Pamlico Bcstg. Co.  
 Address ..... Box 439  
 News Service ..... UP  
 Representative ..... Continental  
 Pres., Gen., Sta. Mgr. .... W. W. Moore  
 Comm., Sls. Prom. Mgr., Pub. Dir. .... Peter Moore  
 Program Director ..... George Shreiver  
 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.  
 News Service ..... AP  
 Representative ..... Headley-Reed  
 Membership ..... NARTB, RAB  
 President ..... W. R. Roberson, Jr.  
 Station Manager ..... William Abeyounis  
 Commercial Manager ..... Robt. Frowein  
 Program Director ..... Merrill Daniels  
 Chief Engineer ..... L. E. Hiland

**WHCC—Waynesville—1947**  
**KBS**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Kenneth D. & Margaret F. Fry  
 Business-Studio Address ..... Main St.  
 News Service ..... UP  
 Transcription ..... Thesaurus  
 Pres., Gen. Mgr. .... K. D. Fry  
 Treasurer ..... M. F. Fry

**WENC—Whiteville—1946**  
**MBS-KBS**

Frequency: 1220 ..... Power: 1000 Watts  
 Owned ..... Whiteville Broadcasting Co., Inc.  
 Address ..... P. O. Box 700  
 News Service ..... AP  
 Representative ..... Thomas F. Clark  
 Membership ..... RAB  
 President ..... J. A. Maulsby, Sr.  
 Station Mgr., Pub. Dir. .... Jerry Honeycutt  
 Comm., Sales Prom. Mgr. .... C. D. Pickrell  
 Program Director ..... Edna E. Ripple  
 Chief Engineer ..... Graham C. Fore

**WIAM—Williamston—1951**  
**KBS**

Frequency: 900 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... E. Carolina Bcstg. Co.  
 Address ..... E. Main St.  
 News Service ..... UP  
 Representative ..... Media Sales & Service  
 Co.-O., Sta. Manager ..... William H. Farrior  
 Co.-O., Gen., Comm. Mgr. .... Charles M. Gaylord

**WGNI—Wilmington—1947**  
MBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By...New Hanover Bcstg. Corp.  
Business Address.....Box 869  
News Service .....UP  
Transcription .....Thesaurus  
Representative .....Walker  
President.....J. S. Brody  
General Manager.....Allen B. Jones  
Commercial Mgr.....A. V. Thompson  
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 1769  
Representatives.....Burn-Smith, Clark Brown  
News Service .....UP  
Transcription Service .....World  
Membership .....NARTB  
Pres., Gen. Mgr.....R. A. Dunlea, Sr.  
Station Manager.....George A. Curtis  
Commercial Manager.....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.  
News Service .....UP  
Representative...John E. Pearson, Clark Brown  
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.....Ernest C. Pate

**WVOT—Wilson—1948**  
MBS

Freq.: 1420 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By.....Wilson Radio Co., Inc.  
Address .....P. O. Box 170  
News Service .....AP  
Representative .....Devney, Forjoe  
Gen., Sta. Mgr.....Harry Severance

**WAAA—Winston-Salem—1950**

Frequency: 980 Kc. Power: 1000 Watts d.  
Owned.....Camel City Bcstg. Corp.  
Address .....Box 3119  
News Service .....AP  
Representative .....Stars National  
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.....S. Hawthorne & First St.  
Representative .....Burn-Smith  
News Service .....AP  
Transcription .....World  
President.....John S. Riggs  
General Manager.....Wallace Voight  
Treasurer.....F. Robert Greene

**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.  
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  
Commercial Manager.....W. H. Henry  
Program Manager.....Robert Estes  
Publicity Director.....Dick Barron  
Chief Engineer.....Leon Lasley

**WTOB—Winston-Salem—1947**  
CBS-MBS

Freq.: 1380 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Op. By...Winston-Salem Bcstg. Co., Inc.  
Address.....300 S. Stratford  
Representative...Venard, Rintoul, McConnell  
News Service .....AP  
Membership .....NARTB  
President, Pub. Dir.....James W. Coan  
General, Sta. Manager.....John G. Johnson  
Comm. Manager.....Charles Brunt  
Program Director.....Johnny Miller  
Chief Engineer.....James Hoke

**North Dakota**

Pop. March 1 (Est. 661,000—Families 177,000  
Radio Homes 171,000—TV Homes 96,000—Stations in State 15

**KFYR—Bismarck—1925**  
NBC

Frequency: 550 Kc. Power: 5000 Watts  
Owned-Operated By.....Meyer Bcstg. Co.  
Bus.-Studio Address.....202½ Fourth St.  
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**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Operated By. . . . . KDLR, Inc.  
 Business-Studio Address. . . . . 1025 3rd St.  
 News Service . . . . . UP  
 Transcription . . . . . World, SESAC  
 Representative . . . . . Hal Holman  
 Pres., Gen. Manager. . . . . Bert Wick  
 Comm., Sales Prom. Mgr. . . . . Paul R. Lange  
 Program Director. . . . . Wilbur Clemenson  
 Publicity Director. . . . . Norman Buckner  
 Chief Engineer. . . . . Richard Morlitz

**KDIX—Dickinson—1947**  
**KBS**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By. . . . . Dickinson Radio Assn.  
 Bus.-Studio Address. . . . . 119 2d Ave. W.  
 News Service . . . . . AP  
 Trans. Service. . . . . Standard, SESAC, World  
 Representative . . . . . Holman  
 Membership . . . . . NARTB, RAB  
 President. . . . . Dr. P. J. Weir  
 Gen.-Sta. Mgr. . . . . Orville F. Burda  
 Comm., Sales Prom. Mgr. . . . . Keith Gardner  
 Prog., Pub. Dir. . . . . Lauren Haacke  
 Chief Engineer. . . . . Benjamin G. Locherd

**KFGO—Fargo—1948—ABC**

Frequency: 790 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By. . . . . Northern States Bcstg. Co.  
 Business-Studio Address. . . . . Box 1610  
 Transcription Service . . . . . Standard, World  
 Representative . . . . . Gill-Perna  
 News Service . . . . . AP  
 Membership . . . . . RAB  
 President. . . . . W. R. Haggart  
 Gen., Comm. Sales Mgr. . . . . Charles G. Burke  
 Program Director. . . . . C. L. Davis  
 Chief Eng. . . . . G. Stenoien, N. Pederson

**WDAY—Fargo—1922—NBC**

Frequency: 970 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By. . . . . WDAY, Inc.  
 Business-Studio Address. . . . . 207 North Fifth  
 News Service . . . . . AP, UP  
 Newspaper Affil. . . . . Forum  
 Transcription Service . . . . . Thesaurus  
 Membership. . . . . NARTB, RAB  
 Rep. . . . . Peters, Griffin, Woodward, Inc.  
 President. . . . . E. C. Reineke  
 Station Manager. . . . . Jack Dunn  
 General Manager. . . . . Tom Barnes  
 Sales Promotion Manager. . . . . Roy Pedersen  
 Sales Manager. . . . . Bill Burn  
 Program Director. . . . . Ernie Brevik  
 Promotion Mgr. . . . . Roy Pedersen

**KILO—Grand Forks—1923**  
**CBS**

Frequency 1440 Kc. . . . . Power: 1000 d.; 500w.

Owned-Oper. By. . . . . Grand Forks Herald, Inc.  
 Bus.-Studio Address. . . . . First Natl. Bank Bldg.  
 News Service . . . . . AP  
 Newspaper Affiliation . . . . . Herald  
 Representative. . . . . Everett-McKinney, O'Connell  
 Membership . . . . . NARTB  
 President. . . . . M. M. Oppegard  
 Sta., Comm. Mgr. . . . . Herman Livingston  
 Program Director. . . . . W. F. Rendell  
 Chief Engineer. . . . . A. F. Petrlch

**KNOX—Grand Forks—1947**

Frequency: 1310 Kc. . . . . Power: 5000 Watts  
 Owned By. . . . . Community Radio Corp.  
 Address . . . . . P. O. Box 1110  
 News Service . . . . . UP  
 Representative. . . . . Rambeau, Bulmer & Johnson  
 Sales Manager. . . . . Robert Lukkason

**KNDC—Hettinger—1954**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned. . . . . Hettinger Bcstg. Co.  
 Address . . . . . Lambert Bldg.  
 News Service . . . . . UP  
 Transcription . . . . . Thesaurus  
 President. . . . . T. G. Barclay  
 Manager . . . . . Les Kleven  
 Commercial Manager. . . . . Warren Papke  
 Program Director. . . . . Roger Rien  
 Chief Engineer. . . . . Dick Patterson

**KEYJ—Jamestown—1954**  
**MBS-KBS**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned. . . . . James River Bcstg. Co.  
 Address . . . . . Box 1170  
 News Service . . . . . UP  
 Transcription . . . . . Standard  
 President, Gen. Mgr. . . . . Robert E. Ingstad  
 Station Manager. . . . . A. G. Berry  
 Comm. Manager. . . . . R. L. Richardson  
 Program Director. . . . . James L. Footit  
 Publicity Director. . . . . George Gaustad  
 Chief Engineer. . . . . Kenneth L. Rich

**KSJB—Jamestown—1937**  
**CBS**

Frequency: 600 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By. . . . . N. Dak. Bcstg. Co., Inc.  
 Address . . . . . Box 626  
 News Service . . . . . AP  
 Representative. . . . . Weed & Co.  
 Membership . . . . . NARTB  
 President. . . . . John W. Boler  
 Station Manager. . . . . E. M. Hoge  
 Sales Prom. Manager. . . . . S. S. Ingersoll  
 Program Director. . . . . Kay McKenzie  
 Chief Engineer. . . . . Harvey Van Erem

**KBOM—Mandan—1925**

Frequency: 1270 Kc. . . . . Power: 1000 Watts  
 Owned. . . . . Mandan Radio Assn. Inc.  
 Address . . . . . Box 200  
 News Service . . . . . AP  
 Transcription . . . . . World

Representative ..... Gill-Perna  
 Pres., Gen. Mgr. .... J. K. Harris  
 Sta., Comm. Mgr. .... R. C Johnson  
 Traffic Mgr. .... Mary Ebach  
 Program Dir. .... Dee Desmond  
 Publicity Dir. .... Larry Mills  
 Chief Engineer. .... Ray Barnett

**KCJB—Minot—1950—CBS**

Frequency: 910 Kc. .... Power: 1000 Watts  
 Owned-Oper. By. .... No. Dakota Bcstg. Co.  
 Address ..... Highway 83 South  
 Representative ..... Weed  
 News Service ..... UP, AP  
 Membership ..... NARTB  
 President. .... John W. Boler  
 Station Manager. .... Chester Reiten  
 Operations Mgr. .... Judith Lawton  
 Program Dir. .... Ann Hennes  
 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  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Walker  
 General Manager. .... John B. Cooley

Station Mgr., Chief Eng. .... C. W. Baker  
 Comm. Dir., Prog. Dir. .... Leslie E. Maupin

**KOVC—Valley City—1936  
 MBS**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... KOVC, Inc.  
 Business-Studio Address. .... Valley City  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Pres., Gen. Mgr. .... Robert E. Ingstad  
 Program Director. .... Lyle Peterson  
 Commercial Manager. .... Ed Weeks  
 Program Director. .... Russ Kaber  
 Publicity Director. .... Glen Olson  
 Chief Engineer. .... Charles Sjostrom

**KEYZ—Williston—1948**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Charles L. Scofield  
 Address ..... Box 1240  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Membership ..... RAB, NARTB  
 Gen. Mgr., Chief Eng. .... C. I. Scofield  
 Comm. Manager. .... W. L. Holter  
 Sales Prom. Manager. .... Bob Miller  
 Program Director. .... J. McGeehan  
 Publicity Director. .... Bob Gilbert

**Ohio**

Pop. March 1 (Est.) 9,231,000—Families 2,801,000  
 Radio Homes 2,695,000—TV Homes 2,572,000—Stations in State 82

**WADC—Akron—1925—CBS**

Frequency: 1350 Kc. .... Power: 5000 Watts  
 Owned-Operated By. .... Allen T. Simmons  
 Bus.-Studio Address. .... WADC Bldg.  
 News Service ..... UP  
 Transcription Service. .... Standard  
 Representative. .... George P. Hollingbery  
 Pres., Gen., Sta. Mgr. .... Allen T. Simmons  
 Commercial Manager. .... Robert B. Wilson  
 Sales Prom. Mgr. .... Doc Williams  
 Program Director. .... Elder Fisher  
 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.  
 Newspaper Affiliation. .... Beacon Journal  
 News Service ..... UP, AP  
 Representative ..... Burke-Stuart  
 President, Gen. Mgr. .... S. Bernard Berk  
 V. P., Gen., Sta. Mgr. .... Roger G. Berk  
 V. P., Comm., Prom Mgr. Kenneth M. Keegan  
 Prog. Pub. Dir. .... Bob Wylie  
 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.

Representative ..... Pearson  
 News Service ..... UP  
 Transcription ..... Standard  
 Membership ..... NARTB, RAB  
 President, Gen. Mgr. .... Tim Elliot  
 Sta., Comm. Mgr. .... Jack Maurer  
 Station Manager. .... Harley Lucas  
 Program Director. .... Jack Clifton  
 V. P. Sales. .... Jack Maurer  
 Program Director. .... Rick Reighard  
 Advertising Manager. .... Jean Elliot  
 Publicity Director. .... Bill Steffy  
 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.  
 Representative ..... Bolling  
 Co-Owners. .... J. B. Maurer, P. R. Herbert  
 Program Director. .... Cliff Rodgers

**WFAH—Alliance—1953**

Frequency: 1310 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By. .... The Review Pub. Co.  
 Address ..... 2720 S. Union  
 Representative ..... Rambeau  
 News Service ..... AP  
 Newspaper Affiliation. .... Alliance Review  
 Transcription Service ..... Lang-Worth  
 Membership ..... NARTB  
 General Manager. .... D. A. Peterson

Commercial Mgr. . . . . Robert A. Gates  
 Prog. Director . . . . . Edward D. Krahlung  
 Chief Engineer . . . . . Gene Peterman

### WATG—Ashland—1950

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Ashland Bcstg. Corp.  
 Address . . . . . Mansfield Road  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . McGillvra  
 News Service . . . . . UP  
 President . . . . . Dr. Robert S. Burke  
 Gen., Sta. Mgr., Ch. Eng. . . . . Don Holzapfel  
 Comm., Prom. Mgr. . . . . Harlan Cook  
 Prog., Pub. Director . . . . . Jack Muck

### WICA—Ashtabula—1937

Freq.: 970 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By . . . . . WICA, Inc.  
 Address . . . . . P. O. Box 372  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Everett-McKinney  
 General Manager . . . . . John Collin  
 Station Manager . . . . . D. W. Fassett  
 Ad. Mgr. . . . . Joe Yourcheck

### WATH—Athens—1950

Frequency: 970 Kc. . . . . Power: 1000 Watts d.  
 Owned By . . . . . Radio Athens  
 Address . . . . . P. O. Box 527  
 Station Representative . . . . . Continental Radio Sales  
 News Service . . . . . UP  
 Membership . . . . . NARTB  
 Gen. Mgr., Chief Engr. . . . . Andrew Kovlan  
 Comm. Manager . . . . . John Kerr  
 Program Director . . . . . Paul Ellison

### WTRX—Bellaire—1947—MBS

Frequency: 1290 Kc. . . . . Power: 1000 Watts d.  
 Owned . . . . . WTRX, Inc.  
 Address . . . . . Route 214  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Burn-Smith  
 Membership . . . . . NARTB  
 President . . . . . Walter Patterson  
 V.P., Gen. Mgr. . . . . E. R. Huse  
 Program Director . . . . . W. J. Nuzum  
 Managing Director . . . . . William Greaver  
 Chief Engineer . . . . . Chester Nedvesky

### WOHP—Bellefontaine—1952 KBS

Frequency: 1390 Kc. . . . . Power: 500 Watts  
 Owned . . . . . Lake Erie Radio & TV Corp.  
 Address . . . . . East Sandusky St.  
 News Service . . . . . UP  
 President . . . . . T. M. Nelson  
 General Manager . . . . . R. K. Wood  
 Chief Engineer . . . . . Ken Arnold

### WWBG—Bowling Green—1954

Frequency: 730 Kc. . . . . Power: 250 Watts d.  
 Owner . . . . . Howard R. Ward  
 Address . . . . . P. O. Box 105

News Service . . . . . AP  
 Membership . . . . . NARTB  
 Pres., Gen., Sta. Mgr. . . . . Howard R. Ward  
 Chief Eng. . . . . Roy Gallagher

### 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.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Ohio Stations Reps.  
 President . . . . . Howard A. Donahoe  
 Commercial Manager . . . . . Rob. F. Kah  
 Sales Promotion Manager . . . . . David C. Lorimer  
 Prog., Pub. Dir. . . . . Bill Robinson  
 Chief Engineer . . . . . Harold Black

### WHOT—Campbell—1955

Frequency: 1570 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Myron Jones  
 Address . . . . . 401 N. Elaine Ave., Youngstown  
 Membership . . . . . NARTB  
 News Service . . . . . UP  
 Owner . . . . . Myron Jones  
 General Manager . . . . . William Fleckenstein  
 Commercial Manager . . . . . Lou Skelly

### WAND—Canton—1947

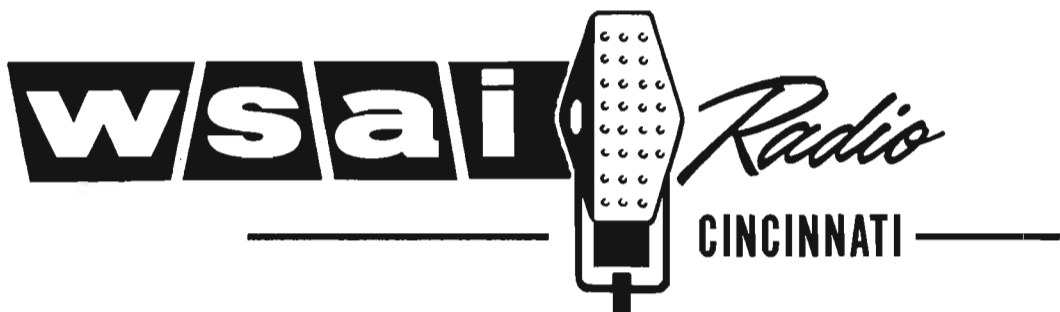
Frequency: 900 Kc. . . . . Power: 500 Watts d.  
 Owned-Oper. By . . . . . Magic Wand Bcstg. Co.  
 Address . . . . . Tuscarawas & High  
 News Service . . . . . AP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Hil F. Best  
 President . . . . . P. C. Wilson  
 Station Manager . . . . . James Wilson

### WCMW—Canton—1946

Frequency: 1060 Kc. . . . . Power: 1000 Watts a.  
 Owned-Operated By . . . . . Stark Bcstg. Corp.  
 Bus.-Studio Address . . . . . Hills & Dales Rd.  
 Representative . . . . . Burke-Stuart  
 News Service . . . . . UP  
 Transcription . . . . . World  
 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 . . . . . Joe Saxon  
 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.  
 News Service . . . . . AP  
 Newspaper Affil. . . . . Brush-Moore  
 Representative . . . . . Venard, Rintoul, McConnell  
 Membership . . . . . NARTB, RAB  
 President . . . . . Eugen Carr  
 Station Manager . . . . . Robert C. Fehlman  
 Commercial Manager . . . . . Paul E. Gilmor



*Cincinnati loves WSAI-Radio's program formula of enjoyable music . . . complete news and weather . . . 19 hours a day.*

*Proof? WSAI-Radio, now completely **INDEPENDENT** for Greater Community Service, rates*

# 1<sup>ST</sup>

**FIRST IN CINCINNATI**, 6 A.M. to 12 P.M., seven days a week, based on average share of audience. (Pulse, Sept.-Oct. 1956)

**FIRST IN CINCINNATI**, 6 A.M. to 12 P.M., Sunday through Saturday, in total Nielsen Station Index Area audience. (Oct. 1956 report.)

**FIRST IN CINCINNATI**, 6 A.M. to 12 P.M., seven days a week, in out-of-home audience, based on average quarter-hour ratings. (Pulse, Sept.-Oct. 1956)

*Yes . . . the Ratings are fine and so are the Results! And as for rates . . . since 1953 WSAI-Radio's share-of-audience has increased a full 50%. Rates remain virtually the same! 'SAI's the buy in Cincy!*

National Representatives

**WEED AND COMPANY**

**GORDON BROADCASTING CO.**

SHERWOOD R. GORDON, PRESIDENT

IN CINCINNATI  
EVERYBODY LOVES  
**wsai**

Enjoyable music . . .  
complete news  
and weather . . .  
19 hours a day!





Sales Prom. Mgr. . . . . Nancy Schneider  
 Program Director . . . . . Lee Atwell  
 Publicity Director . . . . . Pat Carroll  
 Chief Engineer . . . . . John Schen

## WBEX—Chillicothe—1947 ABC-MBS

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned . . . . . Shawnee Broadcasting Co.  
 Address . . . . . Pohlmath Road, Carlisle Hill  
 News Service . . . . . UP  
 Transcription . . . . . Standard  
 Representative . . . . . McGavren-Quinn  
 Membership . . . . . NARTB, RAB  
 Pres., Sta. Mgr. . . . . Truman A. Morris  
 Comm. Mgr. . . . . Alan Batteiger  
 Sales Prom. Mgr. . . . . Jeff Guier  
 Program Dir. . . . . Ketty K. Knab  
 Publicity Dir. . . . . Mary Morris  
 Chief Engineer . . . . . John Howe

## WCHI—Chillicothe—1956

Frequency: 1350 Kc. . . . . Power: 500 Watts  
 Owned . . . . . Norman Glenn  
 Address . . . . . 800 Eastern Avenue  
 News Service . . . . . UP  
 Representative . . . . . McGillvra  
 President, Gen. Mgr. . . . . Norman Glenn  
 Commercial Manager . . . . . Joseph Klarke  
 Program Director . . . . . Sharon Simon

## WCIN—Cincinnati—1953

Frequency: 1480 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Robert W. Rounsaville  
 Address . . . . . 3301 Beekman St.  
 Representative . . . . . Gill-Perna, Dora-Clayton  
 News Service . . . . . UP  
 Owner, Gen. Mgr. . . . . R. W. Rounsaville  
 Station Manager . . . . . Ralph B. Johnson

## WCKY—Cincinnati—1929

Frequency: 1530 Kc. . . . . Power: 50,000 Watts  
 Owned-Operated By . . . . . L. B. Wilson, Inc.  
 Bus-Studio Address . . . . . Hotel Sheraton Gibson  
 Representatives  
 Thomas Welstead, AM Radio Sales  
 News Service . . . . . UP  
 Transcription Service . . . . . Associated, Standard  
 Membership . . . . . RAB  
 Pres., Gen. Mgr., Eng. . . . . CHas. H. Topmiller  
 Sales Prom. Mgr., Pub. Dir. . . . . R. M. Fleming  
 Sec.-Treas. . . . . Jeanette Heinze

## WCPO—Cincinnati—1927

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Scripps-Howard Radio, Inc.  
 Studio Address . . . . . 2345 Symmes St.  
 News Service . . . . . UP  
 Newspaper Afill. . . . . Post  
 Representative . . . . . John Blair  
 Membership . . . . . NARTB  
 President . . . . . Jack R. Howard  
 General Manager . . . . . M. C. Walters  
 Station Manager . . . . . Colin G. Male

Comm. Manager . . . . . R. Rietman  
 Program Director . . . . . Bill Dawes  
 Chief Engineer . . . . . Paul Adams

## WKRC—Cincinnati—1923 CBS

Frequency: 550 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By . . . . . Radio Cincinnati, Inc.  
 Address-Trans. . . . . Hotel Alms  
 News Service . . . . . AP  
 Newspaper Affiliation . . . . . Times-Star  
 Transcription Service . . . . . SESAC  
 Representative . . . . . Katz  
 Membership . . . . . NARTB  
 President . . . . . Hulbert Taft, Jr.  
 Promotion Manager . . . . . Lila Lambert  
 General Manager . . . . . Hubbard Hood  
 Program Director . . . . . Ed Kennedy, Jr.  
 Sales Manager . . . . . H. M. Heilbrun  
 Publicity Director . . . . . Greg Olberding  
 Chief Engineer . . . . . Wilford H. Kennedy

## WLW—Cincinnati—1922 NBC

Frequency: 700 Kc. . . . . Power: 50 Kw.  
 Owned . . . . . Crosley Bcstg., Corp.  
 Address . . . . . 140 W. Ninth St.  
 News Service . . . . . INS, UP  
 Representative  
 WLW Sls., NBC Spot Sls., Bomar Lowrance  
 Transcription Service . . . . . SESAC  
 Membership . . . . . NARTB, RAB  
 Chm. of Board . . . . . James D. Shouse  
 Pres., Gen. Mgr. . . . . Robert E. Dunville  
 V.P., Sales . . . . . H. P. Lasker  
 V.P. Programs . . . . . Al Bland  
 V.P., Treas. . . . . K. T. Murphy  
 Sales Prom. Mgr. . . . . Jack Frazier  
 Program Director . . . . . Gene Dailey  
 Chief Engineer . . . . . R. J. Rockwell

## WSAI—Cincinnati—1923

Frequency: 1360 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Gordon Bcstg. Co.  
 Address . . . . . Sinton Hotel  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Weed  
 Pres., Gen. Mgr. . . . . Sherwood R. Gordon  
 V.P. Sta. Mgr. . . . . Charles A. Black  
 Nat'l Sales Manager . . . . . Lu Bassett  
 Local Sales Manager . . . . . H. O. Parry  
 Promotion Director . . . . . Arthur Plaut  
 Chief Engineer . . . . . Jonas Helser

## WERE—Cleveland—1948

Frequency: 1300 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Cleveland Bcstg. Inc.  
 Address . . . . . 1501 Euclid Ave.  
 News Service . . . . . AP, INS, UP  
 Station Rep. . . . . Venard, Rintoul & McConnell  
 Transcription Service . . . . . Standard  
 Membership . . . . . NARTB  
 President . . . . . Ray T. Miller





General Manager.....Richard M. Klaus  
 Merchand. Mgr.....Ed Paul  
 Gen. Sales Manager.....C. A. Dunbar  
 Promotion Manager.....Sam Elber  
 Chief Engineer.....Harry Dennis

### WDOK—Cleveland—1950

Frequency: 1260 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Civic Bcstrs., Inc.  
 Address.....1515 Euclid Ave.  
 News Service.....UP  
 Representative.....H-R  
 Transcription Service.....SESAC  
 Membership.....NARTB  
 Pres., Gen., Sta. Mgr.....Frederick C. Wolf  
 Program Director.....Ralph Quay  
 Sales Prom. Manager.....Norman Wain  
 Publicity Director.....Mary Ann Frayiko  
 Chief Engineer.....Clifford Ormston

### WGAR—Cleveland—1930 CBS

Frequency: 1220 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Peoples Bcstg. Corp.  
 Address.....Hotel Statler  
 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  
 Sales Prom. Mgr., Pub. Dir.....Robert Robertson  
 Chief Engineer.....Lloyd Wingard

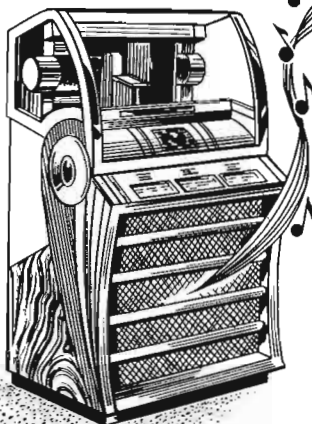
### WHK—Cleveland—1921—NBC

Frequency: 1420 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Forest City Publishing Co.  
 Business-Studio Address.....5000 Euclid Avenue  
 News Service.....AP  
 Transcription Service.....BML, ASCAP, SESAC  
 Representative.....NBC Spot Sales  
 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. DeLamy

### WJMO—Cleveland—1947

Frequency: 1540 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....UBC of Ohio  
 Address.....2157 Euclid Ave.  
 News Service.....UP  
 President.....Richard Eaton  
 Station Manager.....Paul Nakel  
 V.P., Sales Manager.....C. C. Courtney

## MUSIC AND NEWS ISN'T ENOUGH!



Sure, you can always attract the jukebox set. All you have to do is follow the charts and run a jukebox! You might even pile up some impressive ratings.

But for day-in day-out results for local sponsors it takes something extra.

Maybe it's mature deejays, public service, comprehensive sports coverage, year-round promotions, contests, public appearances, advertising and merchandising tie-ins.

Maybe it's the mobile news unit, our own record survey, the stereophonic experiments, the Hi-Fi Fair, the Miss Cleveland Contest, the Show Trains.

Maybe it's these "extras" that really count after all!

**PUT YOUR MESSAGE WHERE BUYING POWER IS LISTENING!**

**W D O K**  
 1260 KC

Nat. Rep.: Weed & Co.

Cleveland, Ohio

"More and More Cleveland's Favorite Station for Music and News" . . . and EXTRAS!

*You never had it so good!*

2,017,036 LOYAL RADIO HOMES

**KYW** MUSIC, NEWS & SERVICE

RADIO—1100 KC—CLEVELAND

WESTINGHOUSE BROADCASTING COMPANY INC.



More buyers for your dollar

on

**WJW**

**RADIO**

**CLEVELAND**

*Because*

**WJW puts the BEST signal into the great Cleveland and Northeastern Ohio market.**

• Over 3¼ Million People • With 7½ Billion Dollars to Spend

**WJW**

5000 WATTS  
BASIC ABC  
850 KC



**CLEVELAND**

a Storer operation

1630 EUCLID AVE.  
TOWER 1-6080

represented nationally  
by the Katz Agency

**WJW—Cleveland—1943—ABC**

Frequency: 850 Kc. Power: 5000 Watts  
 Owned-Operated By.....Storer  
 Business-Studio Address.....1630 Euclid Ave.  
 News Service.....UP  
 Transcription Service.....Standard  
 Representative.....Katz  
 President.....G. B. Storer, Sr.  
 General Manager.....John D. Kelly  
 Program Director.....Bruce MacDonald  
 Chief Engineer.....Harold Brinkman  
 (See Page 563)

**KYW—Cleveland—1923**

Frequency: 1100 Kc. Power: 50,000 Watts  
 Owned-Oper. By.....Westinghouse Bcstg. Co.  
 Bus.-Studio Address.....815 Superior Ave. N.E.  
 News Service.....AP, UP, INS  
 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.  
 Chief Engineer.....Sid Stadig  
 Program Director.....Mark Olds  
 Publicity Director.....Tom Gavagan  
 Adv., Sls., Prom. Mgr.....Edward Wallis  
 Adv., Sls., Prom. Dir.....Janet K. Byers  
 (See Page 563)

**WSRS—Cleveland—1947**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Operated By.....WSRS, Inc.  
 Address.....2156 Lee Rd.  
 News Service.....AP, INS  
 Transcription Service.....Associated  
 Representative.....NAE, Inc.  
 Membership.....NARTB, RAB  
 President.....S. R. Sague  
 Vice Pres.....B. W. Sague  
 Sec. Treas.....George P. Bickford  
 Exec. Director.....Norman V. Bergholm  
 Chief Engineer.....Bob Leedham

**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.  
 News Service.....AP  
 Representative.....John Blair  
 Membership.....NARTB, RAB  
 General Manager.....Richard A. Borel  
 Commercial Manager.....W. I. Orr  
 Sales Prom. Director.....Jim Yernan  
 Program Director.....Geer Parkinson  
 Publicity Director.....M. Babington  
 Chief Engineer.....Lester H. Nafzger

**WCOL—Columbus—1922**  
ABC

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By.....Air Trails, Inc.

Business-Studio Address..E. Broad & Young St.  
 Newspaper Affil...Lancaster Eagle-Gazette,  
 Waverly News & Watchman  
 Representative.....H.R. Repts., Inc.  
 News Service.....AP  
 Membership.....NARTB  
 President.....Charles Sawyer  
 Exec. V.P., Gen. Mgr.....J. P. Williams  
 V. P.....Alexander Buchan  
 Manager.....Collis A. Young  
 Program Director.....Ernie Ashley  
 Chief Engineer.....Harold E. Beard

**WTVN—Columbus—1921**

Frequency: 610 Kc. Power: 5000 Watts  
 Owned-Operated By.....WTVN Radio, Inc.  
 Business-Studio Address.....22 East Gay St.  
 News Service.....AP, INS, UP  
 Transcription Service.....World  
 Representative.....Katz  
 Newspaper Affil.....Times-Star  
 Membreship.....NARTB  
 President.....Hulbert Taft, Jr.  
 Gen., Sta., Comm. Mgr.....Sam T. Johnston  
 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.  
 Representative.....Forjoe  
 News Service.....UP

**"SOUND-FACTOR"**

*The Sparkle of  
 Creative Planning  
 for*

**RADIO WSRS**

PERSONALITIES

WITH

MUSIC AND NEWS

ON

**GREATER CLEVELAND'S  
 NUMBER 1 STATION**

SOUND-FACTOR DISCOUNT PAYABLE ONLY  
 TO RECOGNIZED ADVERTISING AGENCIES  
 BY WSRS, INC., CLEVELAND 18, OHIO



**Transcription Service**.....Capitol, Associated  
**President**.....Col. Gustave Hirsch  
**Gen., Sta. Manager**.....Bert Charles  
**Comm. Manager**.....William Selander  
**Prog. Dir.**.....Bert Charles  
**Sls. Prom. Mgr., Pub. Dir.**.....Shirley Dunham  
**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.  
**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.  
**Newspaper Affiliate**.....Daily News  
**News Service**.....AP, UP  
**Representative**.....Hollingbery  
**Membership**.....NARTB, RAB  
**President**.....James M. Cox, Jr.  
**General Manager**.....Robert H. Moody  
**Merchandising Manager**.....W. E. Wolaver  
**Station Manager**.....Wade H. Alley  
**Publicity Director**.....Chuck Gay  
**Commercial Manager**.....Harvey R. Young  
**Chief Engineer**.....Ernest Adams

### WING—Dayton—1921—ABC

**Frequency:** 1410 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By**.....Great Trails Bcstg. Co.  
**Business-Studio Address**.....121 N. Main St.  
**News Service**.....AP  
**Representative**.....H.R.  
**News. Affil.**.....Lancaster Eagle-Gazette,  
 Waverly News  
**Membership**.....NARTB  
**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**.....Skylark Bcstg. Corp.  
**Address**.....380 West First St.  
**News Service**.....AP  
**Representative**.....Headley-Reed  
**Pres., Gen. Manager**.....Ronald B. Woodyard  
**Station Manager**.....Dorothy Tatum  
**Nat'l Sales Manager**.....C. J. Thornquest  
**Commercial Manager**.....Louis G. Froelich  
**Program Director**.....John Gordon  
**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  
**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**.....Dover Broadcasting Company, Inc.  
**Address**.....210 Boulevard  
**News Service**.....UP  
**Transcription**.....Thesaurus  
**Representative**.....Ohio Stations Reps.  
**Membership**.....NARTB  
**President**.....Agnes J. Reeves Greed  
**General Manager**.....W. B. Sties  
**Commercial Manager**.....John C. Needs  
**Program Director**.....Robert C. Valliquette  
**Chief Engineer**.....Donald Graff

### WOHI—East Liverpool—1949 ABC-KBS

**Frequency:** 1490 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....East Liverpool Bcstg. Co.  
**Address**.....516 Market St.  
**News Service**.....AP  
**Membership**.....RAB  
**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.  
**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  
**Owned**.....Findlay Publishing Co.  
**Address**.....101½ West Sandusky St.  
**Newspaper Affil.**.....Republican-Courier  
**News Service**.....AP, INS  
**Representative**.....McGillvra  
**President**.....R. L. Heminger  
**Gen., Sta., Comm. Mgr.**.....H. H. Heminger  
**Sales Prom. Mgr., Pub. Dir.**.....Allen Dudley  
**Program Dir.**.....Clyde Johnson  
**Chief Engineer**.....Edgar Smith

### WFOB—Fostoria—1946

**Frequency:** 1430 Kc.....**Power:** 1000 Watts  
**Owned-Operated By**.....Seneca Radio Corp.  
**Address**.....U. S. 23  
**News Service**.....AP



Trans. Service.....Capitol, SESAC, World  
Rep.....Rambreau, Ohio Sta. Rep.  
Membership.....NARTB  
President.....Andrew Emerine  
Station Manager.....Mel Murray  
Commercial Mgr.....Roger V. Wise  
Prog. Director.....Jim Paulus

### WFRO—Fremont—1949

Frequency: 900 Kc.....Power: 500 Watts d.  
Owned-Oper. By.....Wolfe Bcstg. Corp.  
Address.....905 W. State St.  
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  
News Service.....UP  
Representative.....McGavren-Quinn  
Membership.....NARTB, RAB  
President.....John E. Halliday  
General Manager.....Marianne Campbell  
Commercial Manager.....Robert J. Dayton  
Sales Prom. Mgr.....Larry Laraway  
Publicity Director.....F. B. O'Donnell  
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.  
News Service.....UP  
Transcription Service.....Lang-Worth  
Representative.....McGavren-Quinn  
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

Frequency: 1230 Kc.....Power: 250 Watts  
Owner.....Iron City Bcstg. Co.  
Address.....Radio Plaza  
News Service.....UP  
Membership.....NARTB  
Representative.....McGillvra  
Pres., Ch. Eng.....C. A. Baker  
Gen. Sta. Mgr.....C. E. McElroy  
Comm. Mgr.....Jack Martin  
Program Director.....Marlene Beasley

### WLMJ—Jackson—1953—KBS

Frequency: 1280 Kc.....Power: 1 Kw., d.  
Owned.....WLMJ Inc.  
Address.....Court & Broadway  
News Service.....UP  
Representative.....McGavren-Quinn  
President.....J. E. Willis

Station Mgr.....Don W. Hughes  
Sec'y-Treas.....Marianne B. Campbell

### 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.....Nelson Emrey  
Station Manager.....William L. Zimmerman

### 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.  
News Service.....UP  
Representative.....H-R  
Membership.....RAB, NARTB  
President.....G. E. Hamilton  
General Sta. Mgr.....R. W. Mack  
Comm., Sales Prom. Mgr.....C. B. Heller  
Program Dir.....Easter Straker  
Chief Engineer.....Bill Harrison

### WMAN—Mansfield—1939 ABC

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....Richland, Inc.  
Business-Studio Address.....144½ Park Ave. W.  
News Service.....UP  
Transcription Service.....World  
Representative.....Venard, Rintoul & McConnell  
Membership.....NARTB, RAB  
Pres., Gen. Sta., Sls., Comm. Mgr J. M. O'Hara  
Prog.-Pub. Dir.....Robert James  
Chief Engineer.....William Morrison

### WMOA—Marietta—1946 MBS

Frequency: 1490 Kc.....Power: 250 Watts  
Owned.....Marietta Broadcasting Corp.  
Address.....P. O. Box 201  
News Service.....AP  
Representative.....McGillvra  
Membership.....NARTB  
General Manager.....R. Sanford Guyer  
Comm. Mgr.....Gene Bowen  
Program Dir.....Nyla Mason  
Publicity Director.....Robert L. Guyer  
Chief Engineer.....Charles E. Clark

### WMRN—Marion—1940—ABC

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....The Marion Bcstg. Co.  
Business Address.....P. O. 518  
News Service.....UP  
Transcription Service.....Thesaurus  
Membership.....NARTB, RAB  
Pres., Gen. Mgr.....Robert T. Mason  
Commercial Manager.....Arthur L. Martin  
Sales Prom. Mgr.....Robert T. Mason, Jr.  
Prog. Dir.....Madge Cooper  
Publicity Director.....Marjorie 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.....Coles Road  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Rep.....Grant Webb  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....Paul F. Braden  
 Sales Manager.....J. H. LeMoyné  
 Production Director.....Bob Cordray  
 Commercial Manager.....Bill Hart  
 Chief Engineer.....Larry Beckwith

**WMVO—Mt. Vernon—1953**

Frequency: 1300 Kc. Power: 500 Watts d.  
 Owned-Oper. By.....Mt. Vernon Bcstg. Co.  
 Address.....Box 390  
 News Service.....UP  
 Transcription.....Thesaurus  
 Representative.....Ohio Station Reps.  
 Membership.....NARTB, RAB  
 President.....Dr. Charles Tramont  
 General Manager.....Mrs. C. M. Zerkowitz  
 Commercial Manager.....William Kirkpatrick  
 Program Director.....George Betcher  
 Publicity Director.....George Bennett  
 Chief Engineer.....Rudy Maxwell

**WCLT—Newark—1949**

Frequency: 1430 Kc. Power: 500 Watts d.  
 Owned-Operated By.....Advocate Printing Co.  
 Address.....25 West Main St.  
 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

**WPVL—Painesville—1956**

Frequency: 1460 Kc. Power: 500 Watts d.  
 Owned.....Somerset Broadcasting Co.  
 Address.....102 S. Park Place  
 News Service.....AP  
 Membership.....RAB  
 Pres., Gen., Sta., Comm., Sales Mgr., Chief Eng.  
 Carl R. Lee  
 Program Director.....Elwood Thompson  
 Publicity Director.....James Ahlstrom

**WPTW—Piqua—1947—KBS**

Frequency: 1570 Kc. Power: 250 Watts d.  
 Owned-Oper..Miami County Bcstg. Co., Inc.  
 Address-Trans.....1625 W. Covington Ave.  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Best, Ohio Station Reps.  
 Pres., Gen. Mgr.....Richard E. Hunt  
 Sta., Comm. Mgr.....Robert Bubp  
 Prog., Pub. Dir.....Doris Fuller  
 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  
 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.....Paul F. Braden  
 Address.....1009 Gallia St.  
 News Service.....AP  
 Representative.....Grant Webb  
 Membership.....NARTB, RAB  
 General Manager.....Paul F. Braden  
 Station Manager.....O. T. Dresbach  
 Commercial Manager.....J. H. LeMoyné  
 Program Director.....John T. Baker  
 Chief Engineer.....Maurice L. Myers

**WLEC—Sandusky—1947  
MBS-KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By.....Lake Erie Bcstg. Co.  
 Address.....Cleveland Rd.  
 News Service.....UP  
 Transcription Service.....Thesaurus  
 Representative.....Hal Holman, Ohio Reps.  
 Membership.....NARTB, RAB  
 Pres., General-Station Mgr.....Jay Wagner  
 Commercial Manager.....Louis Mahla  
 Program Director.....Robert Hinners  
 Chief Engineer.....Jay Leibach

**WAVI—Springfield-Dayton  
1947**

Frequency: 1210 Kc. Power: 250 Watts d.  
 Owned.....WAVI Bcstg. Corp.  
 Address.....1428 Cincinnati St.  
 News Service.....UP  
 Station Rep.....Forjoe  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....Harry K. Crowl  
 Sales Director.....Harley M. West, Jr.  
 Prom., Adv., Pub. Dir.....K. D. Caywood  
 Operations Director.....DeWitt Campbell  
 Chief Engineer.....Ralph Fish

**WBLY—Springfield—1947**

Frequency: 1600 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Champlon City Bcstg. Co.  
 Address.....Chamber of Commerce Bldg.  
 Representative.....Thomas F. Clark  
 News Service.....UP  
 Membership.....NARTB  
 President.....R. Stanley Lucas  
 General Manager.....R. L. Yontz



Commercial Manager.....Allan B. Meuleman  
 Chief Engineer.....Carl Egbert  
 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.  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....H. R. Representative, Inc.  
 Membership.....NARTB  
 Executive Vice-President.....J. P. Williams  
 Vice-President.....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.  
 News Service.....UP  
 Representative.....Avery-Knodel  
 Pres.....Jack N. Berkman  
 V.P., Gen., Comm. Mgr.....John J. Laux  
 Sales Prom. Mgr.....Bill McClinton  
 Publicity Director.....Scott McMurray  
 Program Director.....Harry Birrell  
 Chief Engineer.....Charles S. Shepherd

## WOHO—Toledo—1954

Frequency: 1470 Kc.....Power: 1000 Watts  
 Owner.....Midwestern Bcatg. Co.  
 Address.....2965 Pickle Road  
 Representative.....Pearson  
 News Service.....AP  
 Transcription Service.....RCA, World  
 Membership.....NARTB  
 President.....Ford R. Weber  
 Sales Prom. Mgr., Pub. Dir.....Sam W. Sloan  
 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.  
 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.....Storer Broadcasting Co.  
 Bus.-Studio Address.....136 Huron St.  
 News Service.....INS, UP  
 Transcription Service...Lang-Worth, Thesaurus  
 Newspaper Affil.....Miami Beach Sun

Membership.....NARTB, RAB  
 Representative.....Katz  
 President.....George B. Storer  
 V.P., Managing Director.....James E. Bailey  
 Commercial Manager.....Emerson Kimble  
 Sales Prom., Pub. Dir.....Liz Wagner  
 Program Director.....E. C. Kutz  
 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.  
 News Service.....AP, UP  
 Membership.....NARTB  
 Representative.....Paul H. Raymer  
 President.....Frazier Reams  
 Gen.-Station Mgr.....Thomas S. Brotherton  
 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...Second Natl. Bldg.  
 Representative.....Rambeau  
 News Service.....AP  
 Trans.....Associated  
 Membership.....NARTB, RAB  
 Station Dir.....Robert E. Hardy  
 Sales Mgr.....Robert K. Crane  
 Program Dir.....John Peterson

## 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.  
 News Service.....UP  
 Transcription Service.....SESAC  
 Representative.....Hil F. Best  
 Pres., Gen. Mgr., Chief Eng...W. N. Nungesser  
 Sta. Comm. Mgr.....R. L. Anderson

## WPKO—Waverly—1954

Frequency: 1380.....Power: 1000 Watts  
 Owner.....Hi Kinco Bcstrs.  
 Address.....Box 67  
 News Service.....AP  
 Trans.....World  
 Station Mgr.....Art Layne  
 Gen., Comm. Mgr.....Warren W. Cooper

## WKOV—Wellston—1952

Frequency: 1570 Kc.....Power: 250 Watts d.  
 Owned-Operated By.....Family Bdcstng Co.  
 Address.....P. O. Bo. 190  
 News Service.....UP  
 Representative.....Hil F. Best  
 General Manager.....Parks Robinson  
 Station Mgr.....Kenneth Williams

## WWST—Wooster—1947—KBS

Frequency: 960 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By...Wooster Republican Ptg. Co.

News Service ..... UP  
 Transcription ..... Thesaurus, SESAC  
 General Manager ..... E. B. Evans  
 Commercial Mgr. .... Quentin W. Welty  
 Program Director ..... Robert Heeter

**WFRD—Worthington—1947**

Frequency: 880 Kc. .... Power: 5000 Watts d.  
 Owned ..... Peoples Broadcasting Corp.  
 News Service ..... AP, INS  
 Transcription Service ..... Thesaurus  
 Representative ..... Gill-Perna  
 Membership ..... NARTB, RAB  
 President ..... Murray D. Lincoln  
 General Manager ..... Herbert E. Evans  
 Sta., Comm. Mgr. .... Joseph D. Bradshaw  
 Sales Prom. Mgr., Pub. Dir. .... Phil Sheridan  
 Program Director ..... Bill Arthurs  
 Chief Engineer ..... Harold Schaaf

**WBBW—Youngstown—1949**  
ABC

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owner ..... Mahoning Valley Bcstg. Corp.  
 Address ..... 260 W. Federal St.  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Membership ..... NARTB  
 Representative ..... Weed  
 President, Ch. Eng. .... John Cherpack, Jr.  
 Gen., Comm. Mgr. .... Gene Trace  
 Program Director ..... Anthony N. Ross

**WFMJ—Youngstown—1939**  
NBC

Frequency: 1390 Kc. .... Power: 5000 Watts  
 Owned-Operated By ..... WFMJ Bcstg. Co.

Business-Studio Address ..... 101 W. Boardman  
 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.  
 Address ..... 3930 Sunset Blvd.  
 Representative ..... Paul H. Raymer  
 News. Affil. .... Forest City Pub Co.  
 News Service ..... AP, UP  
 Membership ..... NARTB  
 Pres., Gen. Mgr. .... Warren P. Williamson, Jr.  
 Sta., Comm. Mgr. .... J. Lothair Bowden  
 Program Director ..... Paul Turner  
 Public Relations Dir. .... W. P. Williamson, III  
 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.  
 Representative ..... John E. Pearson  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Membership ..... NARTB, RAB  
 President ..... Clay Littick  
 Gen., Station Manager ..... Allan Land  
 Comm. Mgr. .... Nate Milder  
 Publicity Director ..... Naomi Lorton  
 Program Director ..... Bob Banfield  
 Chief Engineer ..... William A. Hunt, Sr.

**Oklahoma**

Pop. March 1 (Est.) 2,251,000—Families 671,000  
 Radio Homes 658,000—TV Homes 497,000—Stations in State 49

**KADA—Ada—1934**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... KADA Bcstg., Inc.  
 Business Address ..... Box 642  
 News Service ..... AP  
 Transcription Service ..... Standard, World  
 Representative ..... Venard, Rintoul & McConnell  
 Membership ..... NARTB  
 Station Manager ..... Fred L. Thompson

**KWHW—Altus—1946—MBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Altus Bcstg. Co., Inc.  
 Address ..... Radio Bldg.  
 Representative ..... Pearson  
 Membership ..... NARTB  
 General Manager ..... Frank E. Wimberly

**KVSO—Ardmore—1935**  
ABC-KBS

Frequency: 1240 Kc. .... Power: 250 Watts

Owned ..... John F. Easley  
 Address ..... 116 North Washington  
 Newspaper Affiliation ..... Daily Ardmoreite  
 News Service ..... AP  
 Transcription ..... World, SESAC  
 Representative ..... Vernard Rintoul & McConnell  
 Membership ..... NARTB, RAB  
 President ..... John F. Easley  
 General Manager ..... Douglas C. Dillard  
 Commercial Manager ..... Emogene Lewis  
 Sales Prom. Manager ..... Mary Francis Johnson  
 Program Director ..... Dolly Talkinton  
 Chief Engineer ..... Bill Kolb

**KWON—Bartlesville—1942**  
MBS

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Bartlesville Bcstg. Co.  
 Address ..... Box 69  
 News Service ..... AP, UP  
 Pres., Gen., Sta. Mgr., Comm. Mgr. .... J. Fred Case  
 Program Director ..... R. M. Davis



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.....120½ N. Main  
News Service.....AP  
Transcription Service.....Thesaurus  
Station Rep.....Best  
Manager.....Dr. Lawrence V. Eck

### KWCO—Chickasha—1946

Freq.: 1560 Kc.....Power: 1 Kw. d. 250 W. n.  
Owned-Oper. By.....Washita Valley Bcstg. Corp.  
Address.....P. O. Box 770  
News Service.....AP  
Representative.....H. F. Best  
Owner, Gen. Mgr.....Jack L. Pink  
Commercial Manager.....Tom Miller  
Sales Prom. Mgr.....Bob McKune  
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.....P. O. Box 558  
News Service.....UP  
Station Representative.....Hil F. Best  
General Manager.....V. M. Preston  
Commercial Mgr.....Lew Preston  
Publicity Dir.....Evelyn Preston

### KUSH—Cushing—1952—KBS

Frequency: 1600 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Cimarron Broadcasters, Inc.  
Address.....Box 791  
News Service.....AP  
Transcription Service.....World, SESAC  
President.....Lou Allard  
Commercial Manager.....Glen Burke  
Station Manager.....Wray Finney  
Program Director.....Clayton Vaughn  
Chief Engineer.....Gerald Mayfield

### KRHD—Duncan—1949 MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts d.  
Owned-Operated By.....Duncan Bcstg. Co.  
Address.....KSWO Radio, Lawton  
Transcription.....World  
News Service.....UP  
Representative.....Venard, Rintoul & McConnell  
Membership.....NARTB, RAB  
President.....R. H. Drury  
Gen., Sta. Mgr.....W. M. Brubaker  
Commercial Manager.....Morgan Duval  
Program Director.....John Moen  
Sales Prom. Mgr.....Doyle Harden  
Publicity Director.....Lee Lucas  
Chief Engineer.....Les Agee

### KSEO—Durant—1947

Frequency: 750 Kc.....Power: 250 Watts d.

Owned-Operated By.....Democrat Printing Co.  
Address.....Box 511  
News Service.....AP  
Membership.....NARTB  
Gen., Comm. Mgr.....Leroy Moses  
Program Director.....L. W. Coleman  
Chief Engineer.....Leonard M. Brown

### KASA—Elk City—1932 MBS

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Southwest Bcstg. Co.  
Address.....204 N. Main  
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  
News Service.....AP  
Transcription Service.....World  
News. Afil.....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.....Bill B. Marshall  
Chief Engineer.....Robert Gauldin

### KGWA—Enid—1950

Frequency: 960 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Public Bcstg. Service, Inc.  
Address.....115½ E. Broadway  
News Service.....UP  
Transcription Service.....Standard  
Representative.....Venard, Rintoul & McConnell  
Membership.....NARTB, RAB  
Pres., Gen., Comm. Mgr.....Allan Page  
Program Director.....Lyle Gaston  
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  
News Service.....UP  
Transcription Service.....Keystone  
Representative.....Hil F. Best  
General Manager.....Ronald W. Wheeler  
Commercial 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  
News Service.....AP  
President.....J. A. West  
Gen. Mgr., Chief Eng.....Wes Ninemire  
Program Director.....Bill Woodruff

**KGYN—Guymon—1948**  
**KBS**

Frequency: 1220 Kc. Power: 1000 Watts d.  
Owned-Operated By Plains Bcstg. Co.  
Business-Studio Address 21st & Lelia Sts.  
News Service UP  
Trans. Service World, Thesaurus  
Representative Hil F. Best  
President, Gen. Mgr. T. M. Raburn, Jr.

**KTJS—Hobart—1947**

Frequency: 1420 Kc. Power: 250 Watts d.  
Owned-Operated By A. R. Fuchs  
Address Box 796  
Manager A. Fuchs

**KIHN—Hugo—1948—KBS**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Little Dixie Bcstg. Co.  
News Service AP  
General Mgr. Dalton E. Jones

**KBEL—Idabel—1953**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By Idabel Bcstg. Co.  
News Service AP  
Transcription Thesaurus  
General Manager Winston O. Ward  
Sta., Comm. Manager J. P. Stanley

**KSWO—Lawton—1941**  
**ABC-MBS**

Frequency: 1380 Kc. Power: 1000 Watts  
Owned-Oper. By Okla. Quality Bcstg. Co.  
Bus-Studio Address Lawton  
News Service UP  
Transcription Service Lang-Worth  
Representative John Pearson  
Membership NARTB, RAB  
Gen., Sta. Mgr. Leo R. Morris  
Commercial Mgr. William Merrill  
Publicity Director M. D. Starkey  
Program Director Tom Gilmore  
Chief Engineer Willard Cochran

**KNED—McAlester—1950**

Frequency: 1150 Kc. Power: 1 Kw. d.;  
500 W. n.  
Owned-Operated By Pittsburg Bcstg. Co., Inc.  
Address Box 780  
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-KBS**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By McAlester Bcstg. Co.

Business-Studio Address P. O. Box 157  
News Service AP  
Representative Venard, Rintoul & McConnell  
Membership NARTB  
President Irvin Gladstein  
Gen. Sta. Mgr. G. J. Merker  
Commercial Manager Bill Skeith  
Publicity Director Anita DeFrance  
Program Director Wirt Cain  
Chief Engineer Harold Duncan

**KGLC—Miami—1948—KBS**

Frequency: 910 Kc. Power: 1000 Watts  
Owned-Operated By Miami Bcstg. Co.  
Address Box 511  
Membership NARTB, RAB  
News Service AP  
Exec. Vice-President Kenyon Brown  
General 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.  
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. Bcstg. Corp.  
Address P. O. Box 1588  
News Service UP  
Transcription Service World  
Representative Pearson  
President R. M. Mountcastle  
Gen., Sta., Comm. Mgr. George Overton  
Sls. Prom. Manager Wayne Sims  
Program Director Don Gilbert  
Chief Engineer James Kettel

**KNOR—Norman—1949—KBS**

Frequency: 1400 Kc. Power: 250 Watts  
Owned Cleveland County Bcstg. Co.  
Address P. O. Box 542  
News Service UP  
Transcription World  
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 56th & North Eastern  
News Service UP  
Reps. Dora-Clayton, Brown  
Membership NARTB, RAB  
President Frank J. Lynch  
General Manager F. F. Lynch  
Program Director Glen Valentine  
Publicity Director Michael Kennedy  
Chief Engineer Robert Schilb



**KLPR—Oklahoma City—1947**

Frequency: 1140 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Okla. City Bcstg. Co.  
 Business Address . . . . . 128½ W. Commerce St.  
 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.  
 News Service . . . . . AP  
 Representative . . . . . Pearson  
 Membership . . . . . NARTB, RAB  
 Pres., Gen. Mgr. . . . . M. H. Beanebrake  
 Commercial Manager . . . . . L. C. Beck  
 Program Director . . . . . Lou Miller  
 Chief Engineer . . . . . Elmo Black

**KOMA—Oklahoma City—1927**  
CBS

Frequency: 1520 Kc. . . . . Power: 50,000 Watts  
 Owned-Operated By . . . . . KOMA, Inc.  
 Business-Studio Address . . . . . 311 W. Grand  
 News Service . . . . . UP  
 Transcription Service . . . . . World  
 Representative . . . . . Avery-Knodel  
 Membership . . . . . NARTB, RAB  
 President . . . . . John Toole Griffing  
 General-Station Mgr. . . . . Edgar T. Bell  
 Vice President . . . . . James C. Leake  
 Sales Manager . . . . . Gene Riesen  
 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  
 News Service . . . . . AP  
 Representative . . . . . Paul H. Raymer  
 Membership . . . . . RAB, NARTB  
 President . . . . . Wendell Mayes  
 Gen. Mgr. . . . . Tom Johnson  
 Comm., Sls. Prom. Mgr. . . . . R. Ruff  
 Publicity Director . . . . . Delos Wilson  
 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 . . . . . Fifth & Robinson  
 News Service . . . . . AP  
 Representative . . . . . Gill-Perna  
 Membership . . . . . NARTB  
 President . . . . . W. P. Wright  
 General Manager . . . . . Eddie Peak  
 Commercial Manager . . . . . Tommy Tatum  
 Program Director . . . . . Ozzie Johnson  
 Chief Eng. . . . . Jim Treat

**WKY—Oklahoma City—1920**  
NBC

Frequency: 930 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . WKY Radiophone Co.  
 Business-Studio Address . . . . . 500 E. Britton  
 News Service . . . . . AP, UP  
 Newspaper Affiliation . . . . . Oklahoma Pub. Co.  
 Transcription Service . . . . . Standard  
 Representative . . . . . Katz  
 Membership . . . . . NARTB, RAB  
 President . . . . . E. K. Gaylord  
 General Manager . . . . . P. A. Sugg  
 Comm. Manager . . . . . John Moler  
 Director Operations . . . . . Paul Brawner  
 Station Manager . . . . . E. B. Dodson  
 Chief Engineer . . . . . H. J. Lovell

**KHBC—Okmulgee—1937**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Okmulgee Bcstg. Corp.  
 Business Address . . . . . Box 1350  
 Newspaper Affil. . . . . Times  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Hil F. Best  
 President . . . . . Don Reynolds  
 Station Manager . . . . . Randall McCarrell  
 Program Director . . . . . Arline Milligan  
 Comm., Sales Prom. Mgr. . . . . Marvin Hull  
 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  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Hil F. Best  
 President . . . . . Warren J. Fortier  
 Gen., Sta. Mgr. . . . . David Crockett  
 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  
 Newspaper Affiliation . . . . . The News  
 News Service . . . . . AP  
 Representative . . . . . Pearson  
 Membership . . . . . NARTB  
 President . . . . . Clyde E. Muchmore  
 Sta., Gen., Comm., Sales Mgr., Pub. Dir.  
 Cy Casper  
 Prog. Dr. . . . . William G. Maugans  
 Chief Engineer . . . . . Euge Marshall

**KLCO—Poteau—1953—KBS**

Frequency: 1280 Kc. . . . . Power: 1 Kw. d.  
 Owner . . . . . R. B. & Bernice Bell  
 Address . . . . . Box 511  
 News Service . . . . . AP

President, Gen. Manager..... R. E. Bell  
 Commercial Manager..... Vick Nowlin  
 Program Director..... Charles Cruce  
 Chief Engineer..... Calvin Colpton

Publicity Director..... Hardy Hayes  
 Chief Engineer..... Roy Brown

**KOLS—Pryor—1950—KBS**

Frequency: 1570 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Lakes Area Bcstg. Co.  
 Address..... Pryor  
 Transcription Service..... SESAC, Capitol  
 Representative..... H. F. Best  
 Owner, Gen. Sta. Mgr., Chief Eng.

**KRMG—Tulsa—1949**

Freq.: 740 Kc..... Power: 50 Kw. d., 25 Kw. n.  
 Owned-Operated By..... Western Bcstg. Co.  
 Business-Studio Address... 311 So. Denver Ave.  
 News Service..... AP  
 Representative..... John Blair  
 Membership..... NARTB, RAB  
 President..... Harrington Wimberly  
 Gen., Comm. Manager..... Frank S. Lane  
 Prog., Pub. Director..... Keith Bretz  
 Chief Engineer..... William H. Bradley

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  
 News Service..... AP  
 Newspaper Affiliation..... Stauffer Publ., Inc.  
 Transcription Service..... Lang-Worth  
 Representative..... Best  
 Membership..... NARTB  
 Gen., Sta. Manager..... William A. Weaver

**KTUL—Tulsa—1934—CBS**

Frequency: 1430 Kc..... Power: 5000 Watts  
 Owned-Oper..... Consol. Radio Enterprises Inc.  
 Business-Address..... P. O. Box 8557  
 Transcription Service..... World  
 Representative..... Avery-Knodel  
 Membership..... NARTB  
 Nat. Sales, Gen. Mgr..... James P. Walker

**KSPI—Stillwater—1947—MBS**

Frequency: 780 Kc..... Power: 250 Watts d.  
 Owned-Oper. By... Stillwater Publishing Co.  
 Business Address..... 211 W. Ninth St.  
 Newspaper Affiliation..... News-Press  
 News Service..... UP  
 Representative..... Clark  
 Membership..... NARTB, RAB  
 General Mgr..... J. R. Bellatti

**KVOO—Tulsa—1925—NBC**

Frequency: 1170 Kc..... Power: 50,000 Watts  
 Owned-Oper. By... Southwestern Sales Corp.  
 Bus.-Studio Address..... Philtower Bldg.  
 Transcription Services..... Standard, World  
 Representative..... Edward Petry  
 President..... W. G. Skelly  
 Exec. Vice-Pres..... H. C. Stuart  
 General Mgr..... G. K. Brandborg  
 Sales Prom. Mgr..... Sam Schneider  
 Program Director..... J. O'Neill  
 Chief Engineer..... J. Bushnell

**KAKC—Tulsa—1946**

Freq.: 970 Kc..... Power: 1000 W. d., 500 W. n.  
 Owned-Oper. By..... Public Radio Corp.  
 Bus.-Studio Address..... 910 S. Boston  
 News Service..... AP  
 Rep..... O'Connell, Brown, Tracy Moore  
 Exec. V. P., Gen. Mgr..... John H. Pace

**KVIN—Vinita—1954—KBS**

Frequency: 1470 Kc..... Power: 500 Watts  
 Owned-Oper. By..... Vinita Broadcasting Co.  
 Business Address..... 601 South Foreman  
 News Service..... UP  
 Station Manager..... F. E. Stone  
 Prog. Dir., Chief Eng..... Paul Gentry

**KFMJ—Tulsa—1946**

Frequency: 1050 Kc..... Power: 1000 Watts d.  
 Owned-Operated By... Fred Jones Bcstg. Co.  
 Business-Studio Address..... 1242 S. Boston  
 Representative..... Burke-Stuart  
 Membership..... NARTB, RAB  
 General Manager..... Lawson Taylor

**KWSH—Wewoka—1948  
 ABC-KBS**

Frequency: 1260 Kc..... Power: 1,000 Watts  
 Owned-Operated By... Tri Cities Bcstg. Co., Inc.  
 Address..... Box 1260  
 Transcription Service..... Standard  
 Representative..... Venard, Rintoul & McConnell  
 President..... C. C. Morris  
 V.P., General Manager..... Bill Hoover  
 Sec'y-Treas..... Brown Morris  
 Station Manager..... Pat Murphy

**KOME—Tulsa—1938  
 ABC-MBS**

Freq.: 1300 Kc..... Power: 5 Kw. d., 1 Kw. n.  
 Owned..... Oil Capital Sales Corp.  
 Address..... 7 West 8th Street  
 Representative..... Gill-Perna  
 Membership..... NARTB  
 President..... Dr. John E. Brown, Jr.  
 Gen., Sta. Mgr..... E. William George  
 Commercial Mgr..... Charles W. Grim, Jr.  
 Sales Prom. Mgr..... H. R. McKissack  
 Program Dir..... Alice Stone

**KSIW—Woodward—1947**

Frequency: 1450 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Woodward Bcstg. Co.  
 Address Trans. Loc..... 22nd & Cedar Sts.  
 Trans. Service..... Lang-Worth, Theasurus  
 Representative..... Pearson  
 Pres., Gen. Mgr..... Edward A. Ryan  
 Program Director..... Lenora W. Ryan  
 Chief Engineer..... Harry McFarland

# Oregon

Pop. March 1 (Est.) 1,781,000—Families 567,000  
Radio Homes 556,000—TV Homes 374,000—Stations in State 58

## KWIL—Albany—1941 MBS-DON LEE

Frequency: 790 Kc. Power: 1000 Watts  
Owned-Oper. By... Central Willamette Bcstg.  
Bus.-Studio-Trans. Loc. .... KWIL Bldg.  
News Service ..... AP  
Transcription Service ..... World  
Newspaper Affiliation ..... Democrat Herald  
Rep. .... Art Moore, Ayres, Best  
Membership ..... NARTB, RAB  
General Mgr. .... Warren Stoffer  
Commercial Mgr. .... Al Zack

## KWIN—Ashland—1946 MBS-DON LEE

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By... Rogue Valley Bcstg. Co.  
Address. .... 1160 Helman Rd., Box 227  
News Service ..... UP  
President ..... Douglas D. Kahle  
Representative ..... W. S. Grant, Art Moore  
Gen., Sta. Mgr. .... Larry Gordon  
Prog. Pub. Dir. .... Bill Lively  
Commercial Manager ..... D Reeter  
Chief Engineer ..... E. Feinstein

## KAST—Astoria—1925 MBS-KBS

Frequency: 1370 Kc. Power: 1000 Watts  
Owned. .... Astoria Broadcasting Co.  
Address. .... 1006 W. Marine Drive  
Newspaper Affil. .... Astorian Budget  
News Service ..... UP  
Representative ..... Art Moore  
Membership ..... NARTB, RAB  
President, Gen. Mgr. .... Robert B. Chessman  
Business Mgr. .... Mary I. Ristola  
Sales Manager ..... Warren Grimberg  
Prog., Pub. Dir. .... Herman Robison  
Chief Engineer ..... George E. Ristola

## KVAS—Astoria—1950

Frequency: 1230 Kc. Power: 250 Watts  
Owned. .... Lower Columbia Bcstg. Co., Inc.  
Address. .... 1418 Commercial St.  
News Service ..... UP  
Rep. .... Moore, Holman, Feltis, Jacobson  
Membership ..... RAB  
Pres., Gen. Mgr. .... A. L. Capstaff  
Business Mgr. .... T. R. Williams

## KBKR—Baker—1939—KBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By... Oregon Trail Bcstg. Co.  
Bus.-Studio Address. .... 2030 Auburn Ave.  
Station Rep. .... Grant, Art Moore  
General Manager ..... Kenneth B. Lockwood

## KBND—Bend—1937 MBS-DON LEE

Frequency: 1110 Kc. Power: 1000 Watts

Owned-Oper. By... Central Oregon Bcstg. Co.  
Bus.-Studio Address. .... 114 Oregon Ave.  
News Service ..... UP  
Transcription Service ..... World  
Representative ..... McGavren-Quinn  
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  
News Service ..... UP  
Representative ..... Moore-Lund  
Membership ..... RAB, NARTB  
President ..... Sheldon F. Sackett  
General Manager ..... Jack Irvine  
Station Manager ..... William Cook  
Prog., Pub. Dir. .... Patsy Barkwell  
Chief Engineer ..... Nate Olson

## KWRO—Coquille—1949

Frequency: 630 Kc. Power: 1000 Watts  
Owned-Operated By... KWRO, Inc.  
Address ..... P. O. Box 396  
News Service ..... UP  
Rep. .... Art Moore, L. F. O'Connell  
General Manager ..... Lynn C. Thomas  
Sec'y-Treas. .... William E. Walsh

## KCOV—Corvallis—1954

Frequency: 1240 Kc. Power: 1000 Watts  
Owned. .... Midland Bcstg. Co.  
Address. .... Box 689  
News Service ..... UP  
Rep. .... Everett-McKinney, Moore, O'Connell  
President ..... Lee Bishop  
Gen., Sta. Manager ..... Frank Flynn  
Program Director ..... Joan L. Hanson  
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.  
News Service ..... AP  
Representative ..... McGillvra  
Owner ..... Jack Severtson  
Gen., Comm. Mgr. .... Chet Blomness  
Program Director ..... Buzz Florip  
Chief Engineer ..... Tom Kindell

## KOMB—Cottage Grove—1953

Frequency: 1400 Kc. Power: 250 Watts  
Owned. .... Orlo M. Bagley  
Address. .... P. O. Box 606  
News Service ..... UP  
Representative ..... Art Moore  
Membership ..... NARTB  
General Manager ..... Orlo Bagley  
Sls. Prom. Manager ..... Peter J. Ryan



Sta. Mgr., Prog., Pub. Dir. . . . . R. D. Walter  
 Commercial Manager . . . . . Dorothy Grisham  
 Chief Engineer . . . . . Milton Viken

**KODL—The Dalles—1940**  
**ABC-KBS**

Frequency: 1440 Kc. . . . . Power: 1000 Watts  
 Owner . . . . . Western Radio Corp.  
 Address . . . . . KODL Building  
 News Service . . . . . UP  
 Representative . . . . . Hugh Feltis, Bill Ayres  
 President Gen. Mgr. . . . . V. B. Kenworthy  
 Station Manager . . . . . Paul E. Walden  
 Commercial Manager . . . . . Monte DeVon  
 Program Director . . . . . Stephen Montgomery  
 Chief Engineer . . . . . Vern Wright

**KRMW—The Dalles—1955**

Frequency: 1300 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Radio Mid-Columbia, Inc.  
 Address . . . . . Bank Hotel  
 News Service . . . . . UP  
 Transcription Service . . . . . Lang-Worth  
 Representative . . . . . Hill F. Best, Art Moore  
 Pres., Gen., Sta. Mgr. . . . . Harold L. Newhouse  
 Program Director . . . . . Gerald K. Webb  
 Comm. Mgr., Chief Eng. . . . . Don Ruse

**KPLK—Dallas—1955**

Frequency: 1460 Kc. . . . . Power: 500 Watts  
 Owned-Oper. By . . . . . Polk County Bcstgs., Inc.  
 Address . . . . . P. O. Box 396  
 News Service . . . . . AP  
 Membership . . . . . NARTB  
 President . . . . . Leland Tucker  
 V.P. Gen. Mgr. . . . . E. C. McElroy Jr.  
 Program Director . . . . . George B. Smith  
 Chief Engineer . . . . . George W. Morrison

**KASH—Eugene—1947—ABC**

Frequency: 1600 Kc. . . . . Power: 1000 Watts  
 Owner . . . . . Radio Air Ways, Inc.  
 Address . . . . . P. O. Box 1600  
 News Service . . . . . UP  
 Transcription Service . . . . . Capitol  
 Representative . . . . . Donald Cooke  
 President, Gen., Sta. Mgr. . . . . E. L. Kincaid  
 Commercial Manager . . . . . Paul Plank  
 Program Director . . . . . Laura Plank  
 Publicity Director . . . . . Clare Kincaid  
 Chief Engineer . . . . . Ralph Cooke

**KEED—Eugene—1954**

(SEE SPRINGFIELD LISTING)

**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  
 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 . . . . . C. S. Shulda  
 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  
 News Service . . . . . UP  
 Trans. . . . . Lang-Worth, World  
 Rep. . . . . Everett-McKinney, Art Moore  
 Membership . . . . . NARTB, RAB  
 Pres., Gen. Mgr. . . . . Lee Bishop

**KUGN—Eugene—1946—NBC**

Freq.: 590 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By . . . . . KUGN, Inc.  
 Business Address . . . . . P. O. Box 112  
 News Service . . . . . AP  
 Representative . . . . . Meeker, Jacobson, Feltis  
 Membership . . . . . NARTB  
 Station Manager . . . . . Carl Fisher

**KRWC—Forest Grove—1950**

Frequency: 1570 Kc. . . . . Power: 1 Kw. d.  
 Owned-Oper. By . . . . . Irving V. Schmidtke  
 Address . . . . . P. O. Box 345  
 Representative . . . . . Wm. Ayres, H. S. Jacobson  
 Trans. Service . . . . . Standard, SESAC  
 Pres., Gen., Sta. Mgr., Eng. . . . . I. V. Schmidtke  
 Prog. Director . . . . . Fred 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  
 News Service . . . . . AP  
 Transcription Service . . . . . World, McGregor  
 Representative . . . . . W. S. Grant  
 Membership . . . . . NARTB, RAB  
 President . . . . . A. E. Voorhies  
 Secretary-Treasurer . . . . . Wm. B. Smullin  
 Gen., Sta., Mgr. . . . . E. A. Malone  
 Comm. Mgr. . . . . Lee Boner  
 Sta. Operations Mgr. . . . . M. K. Ball  
 Program Director . . . . . Dave Allen  
 Chief Engineer . . . . . N. L. Williams

**KOHU—Hermiston—1956**  
**KBS**

Frequency: 1570 Kc. . . . . Power: 250 Watts d.  
 Owned . . . . . Carl F. and Sarah Knierim  
 Address . . . . . Box 1  
 News Service . . . . . UP  
 Membership . . . . . NARTB  
 General Manager . . . . . Carl F. Knierim  
 Commercial Manager . . . . . Sarah Knierim  
 Program Director . . . . . Eleanor Davis  
 Chief Engineer . . . . . Otha S. Whitsett



**KRTV—Hillsboro—1954—KBS**

Frequency: 1360 Kc. Power: 1000 Watts  
 Owned-Oper. By. Tuclatin Valley Bcstrs.  
 Address. 155 S. Second  
 News Service AP  
 Representative Art Moore  
 General Manager. Richard K. Millison

**KIHR—Hood River—1950**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By. Ore.-Wash. Bcstrs.  
 Address. P. O. Box 207  
 News Service AP  
 Representative. Art Moore, Meeker  
 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**

Freq.: 1150 Kc. Power: 5 Kw. d.; 1 Kw. n.  
 Owned. KFJI Broadcasters, Inc.  
 Address. P. O. Box 692  
 News Service UP  
 Transcription Service Thesaurus  
 Membership NARTB  
 Representative W. S. Grant, Art Moore  
 President W. Don Miller  
 Gen., Comm. Mgr. Robert H. Bartlett  
 Sales Prom. Mgr. Lou Gillespie  
 Prog. Director. J. Warren Bunyan  
 Pub. Director. Donald R. Hanlin  
 Chief Engineer. Wayne Loerke

**KFLW—Klamath Falls—1946  
 ABC-CBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By. Herald Publ. Co.  
 Address. P. O. Box 941  
 News Service AP  
 Transcription Service Standard  
 Representative Cox, Feltis  
 Membership RAB  
 General Manager. Bud Chandler  
 Commercial Manager. Floyd Wynne

**KLAD—Klamath Falls—1955  
 KBS**

Frequency: 900 Kc. Power: 1000 Watts  
 Owned-Operated By. K-Lad Broadcasters  
 Address. Midland Rd.  
 News Service AP, UP  
 Rep. Jacobson, Headley-Reed  
 Membership NARTB  
 Gen. Comm. Manager. Phil Jackson  
 Chief Engineer. Doug Walker

**KLBM—La Grande—1928  
 KBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Oper. By. Inland Radio, Inc.  
 Address. Sacajawea Hotel

Representative Art Moore, Grant  
 Membership NARTB  
 Gen., Sta., Comm. Manager. Ken Lillard

**KQIK—Lakeview—1956—KBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned. Pacific Northwest Radio, Inc.  
 Address. Box 230  
 News Service UP  
 Transcription SESAC  
 Representative Art Moore  
 President Lynn C. Thomas  
 Vice President. A. E. Freeman  
 Station Mgr. Sidney Roach

**KGAL—Lebanon—1950—KBS**

Frequency: 920 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. Linn County Bcstrs., Inc.  
 Address. P. O. Box 387  
 News Service INS  
 Station Rep. Holman, Feltis, Jacobson  
 Membership RAB  
 Pres., Gen. Manager. W. Gordon Allen  
 Prog. Director. Jim Nelly  
 Pub. Director. Ken Brooks  
 Sales Prom. Mgr. Don Wellman  
 Sta. Mgr., Comm. Mgr. Nate Bridges  
 Chief Engineer. N. I. Bridges

**KMCM—McMinnville—1949  
 KBS**

Frequency: 1260 Kc. Power: 1000 Watts  
 Owned-Oper. By. Yamhill Bcstrs.  
 Address. P. O. Box 207  
 Newspaper Affil. Daily News-Register  
 Transcription Service Lang-Worth  
 Station Rep. Continental, Art Moore  
 News Service UP  
 President. Jack B. Bladine  
 Gen., Sta., Comm. Mgr. G. Branson  
 Prog. Director. Craig Singletary  
 Chief Engineer. Edwin Nuhring

**KBOY—Medford—1954  
 KBS**

Frequency: 730 Kc. Power: 1000 Watts d.  
 Owned-Oper. By. K-BOY Bcstrs.  
 Address. P. O. Box 1109  
 News Service AP, UP  
 Membership NARTB  
 Rep. Jacobson, Headley-Reed  
 Gen. Manager. C. E. Wilson  
 Comm. Manager. Winston Marks  
 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  
 News Service UP  
 Transcription Service Thesaurus  
 Representative. Meeker Assoc., Art Moore  
 Membership NARTB  
 President. Vern Robinson  
 General Manager. Ray Johnson



Comm. Manager..... Gene Barlow  
 Prog. Dir..... John Williams  
 Chief Engineer..... Vernon Ludwig

**KYJC—Medford—1947**  
**ABC-CBS**

Frequency: 1230 Kc..... Power: 250 Watts  
 Owned-Operated By .. Medford Printing Co.  
 Trans. Address..... Barnett Rd.  
 News Service ..... UP  
 Newspaper Affiliation..... Mail Tribune  
 Representative..... Grant Webb, Q. Cox  
 Transcription Service..... Lang-Worth  
 Membership..... NARTB  
 President..... Robert W. Ruhl  
 Gen., Sta. Mgr..... Jimmy Dunlevy  
 Comm., Sales Prom. Mgr..... Tom MacLeod  
 Program Director..... Monte Morris  
 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, Art Moore, Continental  
 Membership..... NARTB  
 President..... Tom R. Becker  
 Sta. Manager..... Leonard Epling  
 Chief Engineer..... Don Newman

**KFIR—North Bend—1951**  
**CBS**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Operated By..... Bay Bcstg. Co.  
 Address..... Box 905  
 News Service ..... UP  
 Representative..... W. S. Grant, Feltis, Cox  
 Membership..... NARTB  
 Owner, President..... Josephine Edwards  
 Station Mgr..... Harry Carmichael  
 Traffic Mgr..... Mrs. J. E. Camp

**KBCH—Oceanlake—1955**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned..... Lincoln Electronics Inc.  
 Address..... Box 368  
 News Service ..... UP  
 Transcription Service..... World  
 Representative..... Art Moore  
 President..... Clayton S. Comer  
 General, Prom. Mgr..... William B. Comer  
 Sta. Mgr..... Dick Millett  
 Comm. Mgr..... Bea Slauthauer  
 Prog. Director..... Tom Warner  
 Pub. Director..... Connie Comer  
 Chief Engineer..... Al Charif

**KSRV—Ontario—1946—KBS**

Frequency: 1380 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... Oregon Trail Network  
 Address..... Box 540  
 Representative..... Grant, Art Moore  
 Membership..... NARTB  
 General Manager..... Gordon L. Capps

**KGON—Oregon City—1947**

Frequency: 1520 Kc..... Power: 10,000 Watts  
 Owned-Operated By..... Clackamas Bcstrs.  
 Business Address..... Box 5711  
 News Service ..... UP  
 Trans. Ser..... World, Standard  
 Representative..... Weed  
 Membership..... NARTB  
 Gen., Sta., Comm. Mgr..... Irwin S. Adams  
 Program Director..... Sonora B. Hoffman

**KUMA—Pendleton—1955**

Frequency: 1290 Kc..... Power: 5000 Watts  
 Owned..... Pendleton Broadcasting Co.  
 Address..... P. O. Box 278  
 News Service ..... UP  
 Transcription..... Standard  
 Representative..... Meeker, Art Moore  
 President..... C. H. Fisher  
 General Mgr..... Ted A. Smith  
 Commercial Mgr..... Robert Runnion  
 Sales Prom. Mgr..... C. R. Hillyer  
 Program Dir..... Howard G. Rhoads  
 Chief Engineer..... J. H. Platz

**KWRC—Pendleton—1941**  
**ABC**

Frequency: 1240 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Western Radio Corp.  
 Address..... c/o KODL Radio Station, The Dallas  
 News Service ..... UP  
 Representative..... Feltis, Cox, Ayres  
 President..... V. B. Kenworthy  
 Gen. Mgr..... Paul Walden  
 Sta. Mgr..... Jerry Hawkins  
 Comm. Mgr..... Carl Fugitt  
 Prog. Director..... Bob Maszk

**KEX—Portland—1926**

Frequency: 1190 Kc..... Power: 50,000 Watts  
 Owned-Oper. By..... Westinghouse Bcstg. Co.  
 Address..... 1230 SW Main St.  
 News Service ..... UP, INS  
 Membership..... RAB  
 Station Rep... Peters, Griffin, Woodward, Inc.  
 President..... D. H. McGannon  
 Gen., Sta. Mgr..... Herbert L. Bachman  
 Commercial Manager..... R. E. Rudolph  
 Sls. Prom. Manager..... A. H. Christenson  
 Program Director..... Mel Bailey  
 Pub. Director..... David Strauss  
 Chief Engineer..... Jack Erwin

**KGW—Portland—1922—ABC**

Frequency: 620 Kc..... Power: 5000 Watts  
 Owned-Oper..... Pioneer Bcstrs. Inc.  
 Bus-Studio Address..... 1139 S.W. 13th Ave.  
 News Service ..... UP  
 Representative..... John Blair  
 Membership..... NARTB, RAB  
 President..... George Orput  
 Sta., Comm. Mgr..... John H. Eichhorn  
 Sales Prom. Mgr..... Doug LaMear  
 Program Director..... Jack J. Moys  
 Publicity Dir..... Henry M. Norton  
 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  
 News Service.....AP, UP  
 Transcription Service.....World, Standard  
 Representative.....CBS Spot Sls.  
 Membership.....NARTB, RAB  
 President.....Ted Gamble  
 Managing Dir., Comm. Mgr.. H. H. Buckendahl  
 Promotion Director.....Robert McGill  
 Program Manager.....Willard Mears  
 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  
 News Service.....AP  
 Membership.....NARTB  
 Trans. Service.....SESAC  
 Manager.....S. M. Goard  
 Program Director.....Jim McGuire

**KPDQ—Portland—1947**

Frequency: 800 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....John W. Davis  
 Bus.-Studio-Trans. Add.. 4903 N.E. Sandy Blvd.  
 News Service.....AP  
 Membership.....NARTB  
 Representative.....Forjoe  
 President.....Jack W. Davis  
 Comm. Mgr.....Philip A. Roewe  
 Program Director.....Dale Allison  
 Chief Engineer.....Don Wilkenson

**KPOJ—Portland—1923  
 MBS-DON LEE**

Frequency: 1330 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....KPOJ, Inc.  
 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.....Tom Hoover  
 Chief Engineer.....Herbert A. Davidson

**KWJJ—Portland—1925**

Frequency: 1080 Kc.....Power: 10,000 Watts  
 Owned-Oper. By.....Rodney F. Johnson  
 Bus.-Studio Address.....1011 S.W. 6th Ave.  
 News Service.....INS  
 Representative.....Burn-Smith, Headley-Reed  
 Membership.....NARTB  
 Pres., Gen. Manager.....Rod F. Johnson  
 Comm. Mgr.....Ben T. Crosby  
 Traffic Mgr.....Jerry Speerstra

**KXL—Portland—1926**

Frequency: 750 Kc.....Power: 10,000 Watts

Owned-Oper... Mt. Ranier Radio & TV Bcstg. Co.  
 Business-Studio Address.....Box 5886  
 News Service.....UP  
 Rep.. Branham, McGavren-Quinn, Art Moore  
 Membership.....RAB  
 Pres., Gen. Mgr.....Lester M. Smith  
 Sta. Mgr., Pub. Dir.....E. J. Eichhorn III  
 Sls. Prom., Comm. Mgr.....Wally Rossman  
 Program Director.....Ric Thomas  
 Chief Engineer.....Ed Mundi

**KRCO—Prineville—1950**

Frequency: 690 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Radio Central Oregon  
 Address.....P. O. Box 188  
 Membership.....RAB, NARTB  
 Trans. Serv.....Thescurus  
 Representative.....Best, Feltis  
 News Service.....UP  
 Pres., Co-Manager.....Norbert A. Miksche  
 Comm. Mgr.....William Gould  
 Program Manager.....Bob Angel  
 Chief. Engineer, 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  
 Representative.....McGillvra  
 News Service.....AP  
 Pres., Gen., Comm. Mgr.....F. G. Lieser  
 Business Manager.....Patricia Lieser  
 Chief Engineer.....Gene Johnsick

**KRRR—Roseburg—1935  
 CBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....James E. Doyle  
 Address.....134 N. Jackson  
 News Service.....AP  
 Representative.....Art Moore, Grant  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....James E. Doyle  
 Comm., Sales Prom. Mgr.....Cal Perley  
 Prog. Director.....John Doyle  
 Chief Engineer.....Max Dick

**KRXL—Roseburg—1950  
 MBS-Don Lee**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Umpqua Bcstrs., Inc.  
 Address.....P. O. Box 847  
 News Service.....UP  
 Trans. Service.....World  
 Membership.....NARTB  
 Representative.....Cox, Feltis, Tracy Moore  
 President.....Donn W. Radabaugh  
 Gen., Sta., Comm. Mgr.....Iris Rice Helliwell  
 Program Director.....Del McKay  
 Sales Prom. Mgr.....E. Motschenbacher  
 Pub. Director.....Kay Anderson  
 Chief Engineer.....Leo Reetz

**KYES—Roseburg—1955**

Frequency: 950 Kc. Power: 1 Kw. d.  
 Owned-Oper. By.....Douglas Bcstrs., Inc.  
 Address.....P. O. Box 1138  
 News Service.....AP  
 Representative.....H. S. Jackson  
 Membership.....NARTB  
 Pres., Gen. Mgr., Chief Eng.....Leroy Hiatt  
 Commercial Mgr.....Warren C. Ward

**KGAY—Salem—1950**

Frequency: 1430 Kc. Power: 5000 Watts d.  
 Owned-Oper. By.....KGAY, Inc.  
 Address.....Box 768  
 News Service.....UP  
 Transcription.....Standard  
 Station Rep.....Holman  
 Membership.....NARTB, RAB  
 President.....W. Gordon Allen  
 Gen., Sta. Mgr., Pub. Dir.....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.  
 News Service.....UP  
 Transcription Service.....Standard  
 Sta. Mgr.....Loring Schmidt  
 Comm. Mgr.....Jack Brooks  
 Prog. Dir.....Clarine Harp  
 Chief Engineer.....Charles Reinhart

**KSLM—Salem—1934—MBS**

Frequency: 1390 Kc. Power: 1000 Watts

Owned-Operated By.....Oregon Radio, Inc.  
 Business Address.....P. O. Box 631  
 Representative ..Everett, McKinney, Art Moore  
 News Service.....UP  
 Membership.....NARTB  
 President, Gen. Mgr.....Glenn McCormick  
 Sta., Comm. Mgr.....Dave Hoss  
 Sales Prom. Mgr.....Bill Ross  
 Prog., Pub. Director.....Carl Ritchie  
 Chief Engineer.....Clyde Carlton

**KEED—Springfield—1954**

Frequency: 1050 Kc. Power: 1 Kw.  
 Owned.....KEED, Inc.  
 Address.....P. O. Box 696  
 News Service.....UP  
 Station Rep.....Hal Holman  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Glen M. Stadler  
 Comm. Mgr.....Marion J. Redfearn  
 Sls. Prom. Mgr.....Helene N. Stadler  
 Program Director.....Walter A. Stadler  
 Publicity Director.....James Bunch  
 Chief Engineer.....James Huntington

**KTIL—Tillamook—1947**

Frequency: 1590 Kc. Power: 250 Watts  
 Owned-Oper. By...Tillamook Bcstg. Co., Inc.  
 Business Address.....Box 1590  
 News Service.....UP  
 Rep....Continental, W. A. Ayres, Art Moore  
 President.....F. H. Guyton  
 Gen., Comm., Sales Prom. Mgr., Prog., Pub.  
 Dir.....Jack Webb  
 Chief Engineer.....Larry Brunos

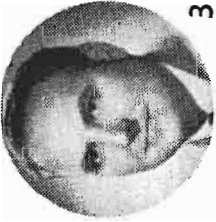
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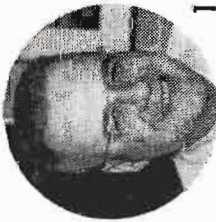
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"VIC"



7

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2. KITTY KAHLER, Group Administrative Assistant, Headquarters, WAZL
3. CHARLES HELWIG, President WHOL
4. LEN HORNSBY, Manager WVDA

5. JIM CHAMBERS, Manager WHOL
6. BOB WILLIAMS, Manager WHLM
7. ART DETERS, Manager WIDE

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MBS-Yankee

Boston, Mass. ABC

# Pennsylvania

Pop. March 1 (Est.) 11,160,000—Families 3,632,000  
Radio Homes 3,584,000—TV Homes 3,018,000—Stations in State 129

## WAEB—Allentown—1949

Freq: 790 Kc. Power: 500 W. d., 1 Kw. n.  
Owned-Oper. By: WAEB, Inc.  
Address: 7th & Hamilton Sts.  
News Service UP  
Representative Radio-TV Reps.  
President Howard Wasserman  
General Manager S. Robert Ackley  
Comm. Manager J. Riepensell  
Prog. Dir. Nedd Flemming  
Chief Engineer William Gottshall

## WHOL—Allentown—1948

Frequency: 1600 Kc. Power: 500 Watts  
Owned: Allentown Bcstg. Corp.  
Address: Colorado & Poplar Sts.  
News Service AP  
Representative Raymer  
Membership NARTB  
President Charles G. Helwig  
Gen., Sta., Comm. Mgr. James F. Chambers  
Sales Prom. Mgr., Pub. Dir. Jay Bechtel  
Program Dir. Willard Camperson  
Chief Engineer Gerald B. Werst

## WKAP—Allentown—1947

Frequency: 1320 Kc. Power: 1000 Watts  
Operated By: WKAP, Inc.  
Bus.-Studio Address: P. O. Box 689  
News Service AP  
Representative Weed  
President N. J. Rahall  
Sta., Gen. Mgr. O. R. Davies  
Prog. Dir. Alan D. Raber  
Sales Prom. Manager Jerry Duckett  
Chief Eng. C. Frank Cordaro

## 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.  
Representative H-R  
Membership NARTB, RAB  
Gen., Prom. Mgr. B. Bryan Musselman  
Program Director Alan D. Raber

## WFBC—Altoona—1924—NBC

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By: Triangle Pubs.  
Address: 1320 11th Ave.  
News Service AP  
News. Affil. Phila. Inquirer  
Rep. Triangle Pub.  
Membership NARTB  
General Manager Edward M. Scala  
Station Manager Jack Snyder  
Sales Prom. Mgr. David Pretz  
Program Director George Carroll  
Chief Engineer K. R. Brubaker

## WRTA—Altoona—1947 ABC-MBS

Frequency: 1240 Kc. Power: 250 Watts

Owned: Altoona Trans-Audio Corporation  
Address: Hotel Penn ALP  
New Service UP  
Transcription Thesaurus  
Representative Everett-McKinney, Inc.  
Membership NARTB  
President Martin F. Malarkey, Jr.  
General Comm. Manager Lou H. Murray  
Station Mgr. Horace Richards  
Program Director James Reilly  
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.  
News Service UP  
Membership NARTB  
Transcription Service Standard  
Representative Weed & Co.  
Gen. Mgr., Prog., Pub. Dir. Will Ketner  
Comm., Prom. Mgr. Will Union  
Chief Eng. George Hayes

## WAVL—Apollo—1947

Frequency: 910 Kc. Power: 1000 Watts, d.  
Owned-Oper. By: Tri-Borough Bcstg. Co.  
Address: Press & Radio Bldg.  
News Service UP  
Transcription Service SESAC, World  
Gen., Comm. Manager Cecil F. Clifton

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with the fast-growing  
**RAHALL CHAIN**

Now only one "Rep"  
**WEED & CO.**

**WKAP** Allentown, Pa.  
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**WFEA** Manchester, N. H.  
"Nort" Virgien, Mgr.  
**WTSP** St. Petersburg, Fla.  
Marshall Cleaver, Mgr.  
**WWNR** Beckley W. Va.  
Dick Booth, Mgr.  
**WNAR** Norristown, Pa.  
John Banzoff, Mgr.

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President Vice President  
**SAM RAHALL** "OGGIE" DAVIES  
Secretary & General Manager  
Treasurer Asst. Sec. & Treas.  
**FRANK CORDARO**  
Vice Pres. Engineering



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  
 Transcription Service.....Thesaurus  
 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.  
 News Service.....UP, AP  
 Transcription Service.....Standard, Thesaurus  
 Membership.....NARTB  
 Station Mgr.....Frank R. Smith  
 Comm. 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.....Bethlehems' Globe Pub. Co.  
 Bus.-Studio Address.....426 Brodhead Ave.  
 News Service.....UP  
 Newspaper Affil.....Bethlehem Globe Times  
 Transcription Service.....Thesaurus  
 Membership.....NARTB  
 President.....Rolland L. Adams  
 General Manager.....Ellis Service  
 Station Manager.....Arthur C. McCracken  
 Comm., Sales Prom. Mgr.....Frank Collie  
 Prog. Dir.....Robert Wolken  
 Chief Engineer.....L. Edwin Rybak

**WCNR—Bloomsburg—1946**

Frequency: 930 Kc.....Power: 1000 Watts d.  
 Owned.....The Columbia Montour Bcstg. Corp.  
 Bus.-Studio Address.....38 W. Main St.  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Membership.....NARTB  
 Representative.....Ed Darlington  
 Gen., Comm. Manager.....Ed Darlington  
 Program Director.....James Lehman  
 Chief Engineer.....Robert Fulton

**WHLM—Bloomsburg—1948**  
**KBS**

Frequency: 550 Kc.....Power: 500 Watts

Owned.....Bloom Radio  
 Address.....107 W. Main St.  
 News Service.....AP, UP  
 Transcription Service.....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**

Frequency: 1550 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Matta Bcstg. Co.  
 Business-Studio Address.....1233 Braddock Ave.  
 News Service.....UP  
 Pres., Gen., Sta. Mgr.....William G. Matta  
 Commercial Manager.....George Matta  
 Sls. Prom. Mgr.....Joseph J. Bassett  
 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.  
 News Service.....AP  
 Representative.....Burn-Smith  
 Membership.....NARTB  
 Gen., Sls. Prom. Mgr.....J. M. Cleary  
 Comm. Mgr., Pub. Dir.....Frederick P. Tascone  
 Prog. Dir., Chief Eng.....William Winn

**WBUT—Butler—1949**

Frequency: 1050 Kc.....Power: 250 Watts  
 Owned-Operated By.....WBUT, Inc.  
 Address.....McQuiston Rd.  
 News Service.....AP  
 Station Representative.....Gill-Perna, Inc.  
 Pres., Gen. Mgr.....J. Patrick Beacom  
 Sta. Mgr., Pub. Dir., Eng.....G. Coleman  
 Comm., Sales Prom. Mgr.....Harry Critchlow  
 Prog. Director.....Rick Hanna

**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.  
 News Service.....UP  
 President.....Joel W. Rosenblum  
 General Manager.....Robert Kaufman  
 Comm. Manager.....J. Victor O'Brien  
 Sales Prom. Mgr.....R. Nicholson  
 Pub. Dir.....Mrs. Delores Long  
 Program Director.....Warren Ihlenfeld  
 Chief Engineer.....Paul Rex

**WCDL—Carbondale—1950**  
**KBS**

Frequency: 1440 Kc.....Power: 5000 Watts

**Owned-Oper. By** Carbondale Bdcstg., Co., Inc.  
**Address**.....127 Salem Rd.  
**News Service**.....UP  
**Transcription Service**.....World  
**Representative**.....Donald Cooke, Inc.  
**Membership**.....NARTB  
**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**

**Frequency:** 960 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper.**.....R. F. Lewis, Jr.  
**Business Address**.....Holly Pike  
**News Service**.....UP  
**President**.....Richard F. Lewis, Jr.  
**Gen., Sta., Comm. Mgr.**.....Winslow T. Porter  
**Prog. Dir.**.....C. H. Morse

**WCHA—Chambersburg—1946**

**Frequency:** 880 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.....Chambersburg Bcstg. Co.  
**Address**.....Craft Press Bldg.  
**News Service**.....AP  
**Transcription Service**.....Standard  
**Representative**.....Forjoe  
**President**.....C. M. Cassel  
**Gen. Mgr.**.....John S. Booth  
**Sta., Comm. Mgr.**.....Earl P. Strine  
**Sls. Prom. Mgr.**.....Harry Criswell  
**Program Director**.....Richard Bower  
**Publicity Director**.....David Myers  
**Chief Engineer**.....James McCurdy

**WESA—Charleroi—1947**  
**KBS**

**Frequency:** 940 Kc.....**Power:** 250 Watts d.  
**Owned-Oper. By**.....Monongahela Valley Bcstg.  
**Address**.....Box 584  
**News Service**.....AP  
**Representative**.....Clark  
**Transcription Service**.....Thesaurus  
**Membership**.....RAB  
**Gen. Mgr.**.....C. R. Duvall  
**Program Dir.**.....George Galley

**WDRF—Chester—1947**

**Frequency:** 1590 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.....Eastern Bcstg. Co., Inc.  
**Business Address**.....3500 Edgmont Ave.  
**News Service**.....UP  
**Trans.**.....Thesaurus  
**Membership**.....NARTB  
**President**.....L. Kapelski  
**General Manager**.....Cy Swingle  
**Comm., Prom. Mgr.**.....John Talley  
**Prog., Pub. Dir.**.....Del Parks  
**Chief Engineer**.....Harry Simmington

**WVCH—Chester—1948**

**Frequency:** 740 Kc.....**Power:** 1 Kw. d.  
**Owned-Operated By**.....James M. Tisdale  
**Bus.-Studio Address**...Wolf Bldg., Market Sq.

**News Service**.....UP  
**Station Rep.**.....Webb  
**Membershi**.....NARTB  
**General Manager**.....James M. Tisdale  
**Station Mgr.**.....Robert A. Hibbert, Jr.  
**Comm. Manager**.....Sid Jordan

**WCPA—Clearfield—1947**

**Frequency:** 900 Kc. ...**Power:** 1000 Watts d.  
**Owned-Oper. By**....Clearfield Bdcsters, Inc.  
**Address**.....215 Church St.  
**Newspaper Affiliation**....Clearfield Progress  
**News Service**.....UP  
**Transcription Service**.....Lang-Worth  
**Membership**.....NARTB  
**President**.....W. K. Ulerich  
**General Manager**.....W. J. Thomas  
**Sta. Mgr.**.....Joseph Milsop  
**Program Director**.....Margaret Nemeth  
**Chief Engineer**.....Lewellyn Duck

**WCOJ—Coatesville—1949**

**Frequency:** 1420 Kc.....**Power:** 5 Kw.  
**Owned-Oper. By**.....Chester Co. Bcstg. Co.  
**Address**.....809 Lincoln H'way  
**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.  
**News Service**.....UP  
**Transcription Service**.....Thesaurus  
**President**.....Dr. C. T. Troilo  
**General Mgr.**.....Charles H. Underwood  
**Prog. Director**.....Mary Whipkey  
**Chief Engineer**.....Robert Ray

**WOTR—Corry—1955—KBS**

**Frequency:** 1370 Kc. ....**Power:** 500 Watts  
**Address**.....Corry Savings & Loan Bldg.  
**News Service**.....AP  
**Transcription**.....Standard  
**President**.....Olivia T. Rennekamp  
**General Manager**.....Kenneth E. Rennekamp  
**Sta., Comm. Mgr.**.....John Wellenhoffer  
**Sales Promotion**.....Guy R. Davis  
**Program Director**.....Howard Bycroft  
**Publicity Director**.....Guy R. Davis  
**Chief Engineer**.....David E. Hubertz

**WFRM—Coudersport—1953**

**Frequency:** 600 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....Farm & Home Bcstg. Co.  
**Address**.....9 N. Main St.  
**News Service**.....AP  
**Transcription Service**.....World  
**Membership**.....NARTB  
**President**.....C. H. Simpson



General Manager.....John A. Fay  
 Sta. Mgr., Prog. Dir.....R. F. Bennett  
 Commercial Mgr.....Mary Rubar  
 Sales Prom. Manager.....George Kuratomi  
 Publicity Dir.....Ed Easton  
 Chief Engineer.....Kenyon Reed

**WBUX—Doylestown—1948**

Frequency: 1570 Kc.....Power: 250 Watts.  
 Owned.....WBUX Broadcasting Co.  
 Address.....Pine Run Road  
 News Service.....AP  
 Transcription.....World  
 Representative.....Indie Sales  
 President.....George Steiner  
 General Mgr.....James Stolcz  
 Publicity Dir.....Bob Fetz  
 Chief Engineer.....Dick Wright

**WCED—Dubois—1941—CBS**

Freq.: 1420 Kc.....Power: 5 Kw. d., 500 W. n.  
 Owned.....Tri County Broadcasting Co., Inc.  
 Address.....80 N. Park Place  
 Newspaper Affiliation.....Courier-Express  
 News Service.....UP  
 Transcription.....Lang-Worth  
 Representative.....McGillvra  
 President.....Harold T. Gray  
 General Mgr.....Jason S. Gray  
 Sls., Comm. Mgr.....George Williams  
 Sales Prom. Mgr., Prog. Dir.....Ken Johnston  
 Publicity Dir.....Dean Close  
 Chief Engineer.....George Donahue

**WEEX—Easton—1056**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned.....Easton Publishing Co.  
 Address.....Chestnut Hill  
 Newspaper Affiliation.....Express  
 News Service.....AP  
 Transcription.....Thesaurus  
 Representative.....Headley-Reed  
 President.....J. L. Stackhouse  
 General Mgr.....Nelson S. Rounsley  
 Chief Engineer.....Robert Francett

**WEST—Easton—1936—NBC**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Associated Bcstrs., Inc.  
 Bus. Studio Address.....516 Northampton St.  
 News Service.....AP  
 Representative.....Meeker Co.  
 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. Mathlot

**WGSA—Ephrata—1955—KBS**

Frequency: 1310 Kc.....Power: 1000 Watts  
 Owned.....Garden Spot Broadcaster, Inc.  
 Address.....P. O. Box 419  
 News Service.....UP  
 Transcription.....Capitol  
 Representative.....Broadcast Time Sales  
 President.....Lester Grenewalt

Sta. Mgr., Ch. Eng.....Samuel Youse  
 Comm. Mgr., Prog. Dir.....John Wells

**WERC—Erie—1941—ABC**

Frequency: 1260 Kc.....Power: 5 Kw.  
 Owned By.....WERC Bcstg. Co.  
 Address.....121 West 10th St.  
 News Service.....UP  
 Station Representative.....Weed  
 President.....Jacob A. Young  
 Gen. Mgr.....Gene Conrad  
 Sls., Comm. Mgr.....Robert Yochim  
 Prog. Dir.....John Luther  
 Pub. Dir.....Jim Dewart  
 Chief Eng.....Ken Hestor

**WIKK—Erie—1949—NBC**

Frequency: 1330 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Community Service Bcstg.  
 Bus. Studio Address.....3514 State St.  
 Newspaper Affil.....Dispatch  
 News Service.....AP  
 Representative.....Petry  
 President.....Edward Lamb  
 Gen., Sta. Manager.....Ben McLaughlin  
 Sls. Prom. Mgr.....James Spence  
 Program Director.....Robert Lunquist  
 Commercial Manager.....K. R. Nelson  
 Publicity Director.....Robert Weschler  
 Chief Engineer.....Ken Husband

**WJET—Erie—1951**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned.....Jet Broadcasting Co., Inc.  
 Address.....18th & Ash Streets  
 News Service.....AP  
 Transcription Service.....Standard  
 Representative.....Forjoe  
 Membership.....NARTB  
 President, Gen. Mgr.....Myron Jones  
 Comm. Mgr.....Peter Coticchia  
 Program Director.....Lawrence Jones  
 Chief Engineer.....Richard Zahnhizer

**WLEU—Erie—1935—MBS  
MBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....J. Patt Wardlaw  
 Address.....12th & State Sts.  
 News Service.....AP  
 Station Rep.....Rambeau  
 Membership.....NARTB  
 Pres., Mgr.....J. Patt Wardlaw  
 Commercial Mgr.....James D. Brownyard

**WFAR—Farrell—1954—KBS**

Frequency: 1470 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Sanford A. Schafitz  
 Address.....P. O. Box 150  
 News Service.....AP  
 President, Gen. Mgr.....Sanford A. Schafitz

**WGET—Gettysburg—1950**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Times & News Pub. Co.

Address ..... Gettysburg  
 Newspaper Affil. .... Times & News Pub. Co.  
 News Service ..... AP  
 Transcription Service ..... World  
 Membership ..... NARTB  
 Gen. Mgr. .... P. H. Cunningham  
 Comm. Mgr. .... Marc Starkins  
 Program Director ..... Lester M. Blair

**WHJB—Greensburg—1934**

Frequency: 620 Kc. .... Power: 1 Kw. d., 500 n.  
 Owned ..... WHJB, Inc.  
 Business-Studio Address ..... 128 N. Penn Ave.  
 News Service ..... UP  
 Membership ..... NARTB  
 President ..... H. Kenneth Brennen  
 Gen., Sta., Comm. Mgr. .... H. J. Brennen  
 Sales Prom. Mgr. .... James C. Smeltzer  
 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  
 News Service ..... UP  
 Transcription Service ..... Standard  
 Membership ..... NARTB, RAB  
 Pres., Sta., Comm. Mgr. .... John D. Bare  
 Program Director ..... Daniel E. Rutledge  
 Chief Engineer ..... Philip Rohrbraugh

**WCMB—Harrisburg—1948**  
**MBS**

Frequency: 1460 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... Rossmoyne Corp.  
 Business-Studio Address ..... 228 Court St.  
 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  
 News. Affil. .... Triangle Pub.  
 Representative ..... Triangle Pub.  
 Membership ..... NARTB  
 Pres., Gen. Mgr. .... H. Kendrick  
 Program Director ..... Jack Hooper  
 Comm. Mgr. .... Ralph Hartman  
 Chief Engineer ..... William Kuntz

**WHP—Harrisburg—1924**  
**CBS**

Frequency: 580 Kc. .... Power: 5000 Watts

Owned-Operated By ..... WHP, Inc.  
 Business-Studio Address ..... Telegraph Bldg.  
 Representative ..... The Bolling Co.  
 Membership ..... NARTB  
 Gen.-Comm. Mgr. .... A. K. Redmond  
 Sales Service Director ..... Beatrice Potteiger

**WKBO—Harrisburg—1922**  
**NBC**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... Keystone Bcstg. Corp.  
 Bus.-Studio Address ..... 31 N. Second St.  
 News Service ..... AP  
 Representative ..... Robert Meeker  
 Membership ..... NARTB  
 Station Executive ..... Clair R. McCollough  
 Station Manager ..... W. E. Garman  
 Natl. Sales Mgr. .... J. Robert Gulick  
 Comm. Mgr. .... Jack Candioto  
 Promotion Dir. .... Paul I. Woodland  
 Technical Director ..... J. E. Mathiot

**WAZL—Hazleton—1932**  
**NBC-MBS**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Hazleton Bcstg. Co.  
 Address ..... Hazleton Nail. Bank Bldg.  
 News Service ..... AP  
 Transcription Service ..... World  
 Representative ..... Raul H. Raymer, Co.  
 Membership ..... NARTB, RAB  
 Pres., Gen., Mgr. .... Victor C. Diehm  
 Comm. Mgr. .... Robert A. Sacco  
 Sales Prom. Mgr. .... E. McDonnell  
 Prog. Director ..... Don Murray  
 Pub. Director ..... Paul Ceruta  
 Chief Engineer ..... Elwood Tito

**WAMO—Homestead-**  
**Pittsburgh—1948**

Frequency: 860 Kc. .... Power: 250 Watts d.  
 Owned-Operated By ..... Steel City Bcstg. Corp.  
 Bus.-Studio Address ..... 105 E. 7th Ave.  
 News Service ..... UP  
 Representative ..... Forjoe  
 President, Gen. Mgr. .... 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.  
 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 ..... 632 Philadelphia St.



Newspaper Affil.....The Progress  
 News Service ..... UP  
 Trans. Ser. .... World  
 President..... W. K. Ulerich  
 General Manager..... W. J. Thomas  
 Station Manager..... Jonas Termin  
 Program Director..... C. C. Porter  
 Chief Engineer..... S. Graziadio

**WARD—Johnstown—1946**  
**CBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Central Bcastg. Co., Inc.  
 Address ..... 235 Franklin St.  
 News Service ..... UP  
 Transcription Service ..... World  
 Membership ..... NARTB  
 Representative ..... Weed  
 V.P., Gen. Manager..... G. D. Garland  
 Station Manager..... Steward W. Phillips

**WCRO—Johnstown—1947**  
**ABC-MBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Century Bcastg. Corp.  
 Bus.-Studio Address.....Fort Stanwix Hotel  
 Representative ..... Forjoe  
 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.  
 Newspaper Affil. .... Tribune-Democrat  
 News Service ..... AP  
 Representative ..... Young  
 Membership ..... NARTB  
 President..... W. W. Krebs  
 Station Mgr..... Park Claycomb  
 Prog. Dir..... Ronald J. Stephenson  
 Publicity Dir..... Richard Ott  
 Chief Engineer..... Theodore E. Campbell

**WADP—Kane—1954**

Frequency: 960 Kc.....Power: 500 Watts  
 Owned ..... Northern Allegheny Bcastg. Co.  
 Address ..... Warren, Pa.  
 News Service ..... AP  
 Transcription ..... Thesaurus  
 Membership ..... RAB  
 President, Gen. Mgr..... David Potter  
 Sta., Comm. Mgr..... Richard E. Feit  
 Prog. Director..... Jack Sandstrom  
 Chief Engineer..... John Nordine

**WACB—Kittanning—1948**  
**KBS**

Frequency: 1380 Kc.....Power: 1000 Watts d.  
 Owned..... Armstrong County Bcastg. Corp  
 Bus.-Studio Address..... 325 Market St.  
 News Service ..... AP  
 Representative ..... Rambeau  
 Transcription Service ..... Thesaurus

President ..... S. W. Pruett  
 V.P., Gen. Mgr..... Charles M. Erhard, Jr.  
 Sta. Mgr., Prog. Director..... H. H. Stoops  
 Pub. Director..... William C. Frederick  
 Chief Engineer..... William A. Motter

**WGAL—Lancaster—1922**  
**NBC**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By..... WGAL, Inc.  
 Business-Studio Address..... 8 W. King St.  
 News Service ..... AP  
 Membership ..... NARTB  
 Representative ..... Robert Meeker  
 President, Gen. Mgr..... Clair R. McCollough  
 Asst. Gen. Mgr..... J. Robert Gulick  
 Station Mgr..... Kenneth Kreider  
 Program Dir..... Brian Kintzer  
 Promotion Dir..... Paul I. Woodland  
 Technical Director..... J. E. Mathiot

**WLAN—Lancaster—1946**  
**ABC-MBS**

Frequency: 1390 Kc.....Power: 1000 Watts  
 Owned-Oper. By..... The Peoples Bcastg. Co.  
 Bus.-Studio Address..... 252 N. Queen St.  
 News Service ..... AP  
 Transcription Service ..... Capitol  
 Representative ..... Headley-Reed  
 Membership ..... NARTB, RAB  
 President..... Frank H. Altdoerffer  
 Gen. Mgr..... S. M. Altdoerffer  
 Commercial Mgr..... Stanley Baker  
 Pub., Sls. Prom., Prog. Dir..... R. O. Welsh  
 Chief Engineer..... Ramon Sherman

**WLSH—Lansford—1952**

Frequency: 1410 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By... Miners Bcastg. Service, Inc.  
 Address..... P. O. Box D  
 News Service ..... UP  
 Transcription ..... Thesaurus  
 Membership ..... RAB  
 President..... Joseph L. Maguire  
 Station Manager..... John W. Angst

**WAKU—Latrobe—1951—KBS**

Frequency: 1570 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By..... WAKU, Inc.  
 Address..... 200 Depot St.  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 President..... Harry P. Reed  
 Gen. Mgr., Prog. Dir..... W. J. Thomas  
 Comm. Mgr..... Robert Johnson  
 Chief Engineer..... Manuel Alvarez

**WLBR—Lebanon—1946**

Frequency: 1270 Kc.....Power: 1000 Watts d.  
 Owned-Operated By..... Lebanon Bcastg. Co.  
 Bus.-Studio Address..... 8th & Cumberland Sts.  
 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**

Frequency: 920 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Central Pa. Bcstg. Co.  
 Address.....19 S. Wayne St.  
 News Service.....UP  
 Representative.....Gill-Perna  
 Pres., Sta., Gen. Mgr.....Robert L. Wilson  
 Comm. Manager.....G. T. Hepburn  
 Sales Prom. Manager.....William Musser  
 Program Director.....Bob Hyle  
 Publicity Dir.....Arch Baker  
 Chief Engineer.....Robert Steltzer

**WMRF—Lewistown—1941**  
 NBC

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Operated By.....Lewistown Bcstg. Co.  
 Business-Studio Address.....5 W. Market St.  
 News Service.....AP  
 Representative.....Burn-Smith  
 Membership.....RAB  
 President.....J. S. Woods  
 General Mgr.....T. W. Metzger  
 Commercial Manager.....Frank Troiani  
 Program Dir.....Miss Thekla Leeper  
 Publicity Director.....Dale Smith  
 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.  
 News Service.....AP, UP  
 Trans. Service.....World, Lang-Worth  
 Representative.....McGillyvra  
 Membership.....NARTB, RAB  
 Gen., Comm. Manager.....Harris Lipetz

**WEDO—McKeesport—1947**

Frequency: 810 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Tri-City Bcstg. Co.  
 Business-Studio Address.....547 5th Ave.  
 News Service.....AP  
 Transcription.....Thesaurus  
 Newspaper Affil.....Hancock Cty. Courier  
 Membership.....NARTB, RAB  
 Trans. Service.....Thesaurus  
 Station Rep.....Rambeau  
 Pres., Gen. Mgr.....Edward J. Hirschberg  
 Sta. Mgr.....Robert E. Badger  
 Prog. Director.....Jim Barker  
 Comm., Sales Prom. Mgr.....Earl Buncher  
 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.  
 News Service.....UP  
 Transcription Service.....Lang-Worth  
 Representative.....Cooke  
 Membership.....NARTB  
 President.....Robert M. Cox  
 Comm. Manager.....Gene Kline  
 Station Mgr.....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.  
 News Service.....AP  
 Transcription 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—Mifflintown—1955**

Frequency: 1220 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Juanita Perry Bcstg. Co.  
 Address.....Box 97  
 Newspaper Affil.....Lewistown Sentinel  
 Membership.....RAB  
 Representative.....Burn-Smith  
 News Service.....AP  
 President.....J. S. Woods  
 Sales Mgr., Prog. Dir.....C. A. Moore  
 Pub. Dir.....Don Lorenz  
 Chief Engineer.....Kenneth Callahan  
 General Manager.....Thomas W. Metzger  
 Station Manager.....Ralph S. Parker

**WMLP—Milton—1955**

Frequency: 1570 Kc.....Power: 1 Kw.  
 Owned.....WMLP, Inc.  
 Address.....YMCA Bldg.  
 News Service.....AP  
 President.....John S. Booth  
 General. Sta. Mgr.....John Foster  
 Sales Prom. Mgr.....John Yingling  
 Chief Engineer.....William Keil

**WHWL—Nanticoke—1946**

Frequency: 730 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Radio Anthracite, Inc.  
 Business-Studio Address.....Woolworth Bldg.  
 News Service.....INS  
 Representative.....ForJoe  
 Transcription.....World  
 President.....Henry W. Lark  
 General Manager.....Milton Laughlin

**WKST—New Castle—1938**  
 MBS

Frequency: 1280 Kc.....Power: 1000 Watts  
 Owned-Operated By.....WKST, Inc.  
 Address.....Cathedral Bldg.  
 News Service.....UP



**WCAU means**  
PHILADELPHIA

**response**

This story is directed particularly to those who ask, "How much product did it move?" WCAU-TV's "Mister & Missus" team, Joan and Gene Crane, in a few weeks increased the upholstering department's work at Gimbels about 200 per cent! Proof that this outstanding couple converts audience appeal to sales appeal. So when you think of response, think of WCAU.

**WCAU, WCAU-TV** *The Philadelphia Bulletin*  
*Radio and TV stations. By far Philadelphia's most*  
*popular stations. Ask Pulse. Ask ARB. Ask Philadelphians.*  
*Represented nationally by CBS Spot Sales.*

Representative ..... Everett-McKinney  
 Membership ..... RAB  
 President, General Mgr. .... S. W. Townsend  
 Station Manager ..... Harley West  
 Comm. Mgr. .... Byron McConnell  
 Prog., Pub. Dir. .... Harry Reith  
 Chief Engineer ..... Kenneth Caum

**WKPA—New Kensington  
 1940**

Frequency: 1150 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ... Allegheny-Kiski Bcstg. Co.  
 Business-Studio Address ..... 810 Fifth Ave.  
 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

**WNAR—Norristown—1946**

Frequency: 1110 Kc. .... Power: 500 Watts d.  
 Owned-Operated By ... Norristown Bcstg. Co.  
 Bus.-Studio Address ..... Old Arch Rd.  
 News Service ..... AP  
 Representative ..... Weed  
 Membership ..... NARTB  
 President ..... N. Joe Rahall  
 Gen. Mgr. .... Ogden R. Davies  
 Sta. Manager ..... John M. Banzhoff  
 Local Sales Mgr. .... Donald L. Jones  
 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 ..... Broadcast Bldg.  
 News Service ..... AP  
 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.  
 News Service ..... AP  
 Representative ..... Stars National  
 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 ..... Suburban Sta. Bldg.  
 President ..... Paul F. Harron  
 News Service ..... UP  
 General Mgr. .... John R. Mahoney  
 V.P., Production ..... Rupe Werling

Program Dir. .... Douglas Arthur  
 Tech. Dir. .... John Henninger  
 Chief Engineer ..... George Hooper  
 Sales Prom. Mgr. .... William J. Conran

**WRCV—Philadelphia—1921  
 NBC**

Frequency: 1080 Kc. .... Power: 50,000 Watts  
 Owned-Oper. By ... National Bcstg. Company  
 Business-Studio Address ..... 1619 Walnut St.  
 News Service ..... INS, AP  
 News Service ..... AP, UP  
 Transcription ..... Thesaurus  
 Representative ..... NBC Spot Sales  
 Membership ..... RAB, NARTB  
 President ..... Robert W. Sarnoff  
 Vice-Pres., Gen. Mgr. .... Lloyd E. Yoder  
 Dir. of Operations ..... Curtis D. Peck  
 Dir. of Sales ..... Harold W. Waidell  
 Local Sls. Mgr. .... William S. Dallmann  
 Adv. & Promotion Dir. .... John P. Wiley  
 Program Director ..... Stan Lee Broza  
 Publicity Director ..... Gene E. Stout  
 Tech. Oper. Mgr. .... William A. Howard

**WCAU—Philadelphia—1922  
 CBS**

Frequency: 1210 Kc. .... Power: 50,000 Watts  
 Owned-Oper. By ..... WCAU, Inc.  
 Address ..... City & Monument Ave.  
 News Service ..... AP, INS, UP  
 Newspaper Affil. .... Bulletin  
 Representative ..... CBS Radio Spot Sales  
 Membership ..... NARTB, RAB  
 Pres., Gen. Mgr. .... Donald W. Thornburgh  
 Sales Manager ..... John S. DeRussy  
 V.P., Prog. Mgr. .... Jos. T. Connolly  
 V.P., Pub. Rel. .... Robert N. Pryer  
 Radio Prom. Dir. .... Fred Birnbaum  
 V.P., Director of Engr. .... John G. Leitich

**WDAS—Philadelphia—1922**

Frequency: 1480 Kc. .... Power: 1 Kw.  
 Owned-Oper. By ..... Max M. Leon, Inc.  
 Address ..... Belmont Ave. & Edgely Rd.  
 News Service ..... AP  
 Representative ..... John E. Pearson  
 President ..... Max M. Leon  
 General Manager ..... Robert A. Klein  
 Program Director ..... Jerry Grove  
 Comm. Mgr. .... William H. Vogt  
 Sales Prom. Mgr. .... Louis N. Palens  
 Publicity Director ..... Art Newsham  
 Chief Engineer ..... Frank W. Unterberger

**WFIL—Philadelphia—1922  
 ABC**

Frequency: 560 Kc. .... Power: 5000 Watts  
 Owned ..... Triangle Publications, Inc.  
 Business-Studio Address ..... 46th & Market  
 News Service ..... UP  
 Newspaper Affil. .... Inquirer  
 Representative ..... Blair  
 Membership ..... NARTB  
 General Manager ..... Roger W. Clipp



Station Manager.....George A. Koehler  
 Gen. Sls. Manager.....K. W. Stowman  
 Radio Sales Mgr.....William R. Dothard  
 Promotion Mgr.....Joe Zimmermann  
 Program Dir.....Felix Meyer  
 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.  
 News Service.....AP  
 Transcription Service.....SESAC  
 Representative.....Indie Sales  
 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.  
 News Service.....AP, UP  
 Representative.....Gill-Perna  
 Membership.....RAB, NARTB  
 President.....William Sytk  
 V.P., Gen. Mgr.....William B. Caskey  
 Asst. Sta. Mgr., Prog. Dir.....Murray Arnold  
 Comm. Manager.....Erwin Rosner  
 Prom. Mgr., Pub. Director.....James M. Kiss  
 Chief Engineer.....Charles W. Burtis

**WIP—Philadelphia—1922**  
**MBS**

Frequency: 610 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Pennsylvania Bcstg. Co.  
 Business-Studio Address.....35 S. 9th St.  
 News Service.....AP, UP  
 Transcription Service.....World  
 Representative.....Edward Petry  
 Membership.....RAB  
 Pres., Gen. Mgr.....Benedict Gimbel, Jr.  
 V.P., Director of Sales.....Ralf Brent  
 Program Director.....Varner Paulsen  
 Comm. Manager.....Clyde Spitzner  
 Chief Engineer.....Clifford C. Harris

WIP  
 ADVERTISEMENT  
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**WTEL—Philadelphia—1924**

Frequency: 860 Kc.....Power: 250 Watts d.  
 Owned.....Foulkrod Radio Engineering Co.  
 Business-Studio Address.....4312 N. Broad St.  
 Pres., Pgm. Dir.....E. Douglass Hibbs  
 Sec'y.-Treas.....Henry N. Cocker

**KDKA—Pittsburgh—1920**

Frequency: 1020 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Westinghouse Bcstg. Co. Inc.  
 Business-Studio Address.....1 Gateway Center  
 News Service.....AP, UP

**cover PITTSBURGH...**

**cover over 100 RICH COUNTIES!**

**with**

**KDKA Radio**

Cover over 8,000,000 people in 108 ready-willing-and-able-to-buy counties of Western Pennsylvania and beyond! Top power, top shows, top audience—extra value all the way. Call Don Trageser, KDKA Sales Manager, at EXpress 1-3000 for availabilities.

Only KDKA-Radio delivers the *entire* Pittsburgh Trading Area. That's why in Pittsburgh no selling campaign is complete without the WBC Station:



**WESTINGHOUSE BROADCASTING COMPANY, INC.**



RADIO—BOSTON, WBZ+WBZA; PITTSBURGH, KDKA; CLEVELAND, KYW; FORT WAYNE, WOWC;  
 CHICAGO, WIND; PORTLAND, KEX... TELEVISION—BOSTON, WBZ-TV;  
 PITTSBURGH, KDKA-TV; CLEVELAND, KYW-TV; SAN FRANCISCO, KPX

WIND REPRESENTED BY A M RADIO SALES ○ KPX REPRESENTED BY THE KATZ AGENCY, INC.  
 ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

**Representative.** Peters, Griffin, Woodward, Inc.  
**Membership.**.....NARTB, RAB  
**President** ..... Donald H. McGannon  
**Gen., Station Mgr.**.....L. R. Rawlins  
**Comm. Manager**..... Donald Trageser  
**Program Manager**..... Guy Harris  
**Publicity Manager**..... John Williams  
**Chief Engineer**..... Theodore C. Kenney

**KQV—Pittsburgh—1919—CBS**

**Frequency:** 1410 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By**..... Allegheny Bcstg. Co.  
**Address**..... 800 Chamber of Commerce Bldg.  
**News Service**..... UP  
**Transcription**..... World  
**Membership**..... NARTB  
**Representative**..... Raymer  
**Exec. Vice President**..... Gunnar O. Wliig  
**Gen., Sls. Manager**..... J. F. Murray  
**Publicity Director**..... Owen Simon  
**Program Dir.**..... John Gibbs  
**Chief Engineer**..... James S. Schultz

**WILY—Pittsburgh—1954**

**Frequency:** 1080 Kc.....**Power:** 1 Kw.  
**Owned By**..... Pittsburgh Bcstg. Co.  
**Address**..... 220 N. Highland Ave.  
**News Service**..... AP  
**Station Representative**..... Stars Nat.  
**Membership**..... NARTB, RAB  
**President**..... John Kluge  
**Gen., Sta. Manager**..... Ernie Tannen  
**Commercial Manager**..... John Pieper  
**Traffic Manager**..... Phillis C. Hardy  
**Chief Engineer**..... Victor G. Klein

**WJAS—Pittsburgh—1921**  
**ABC-MBS**

**Frequency:** 1320 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By**... Pitts. Radio Supp. House  
**Address**..... Chamber of Comm. Bldg.  
**News Service**..... UP  
**Representative**..... H. R. Reys  
**Pres., Gen. Mgr.**..... H. K. Brennon  
**Comm. Mgr.**..... John H. Buchheit  
**Sales Prom. Mgr.**..... Caley E. Augustine  
**Program Director**..... W. E. Babcock  
**Pub. Director**..... Cal T. Mara  
**Chief Engineer**..... W. W. McCoy

**WPIT—Pittsburgh—1947**

**Frequency:** 730 Kc.....**Power:** 1000 Watts d.  
**Owned-Operated By**..... WPIT, Inc.  
**Business-Studio Address**..... Pitt Bldg.  
**News Service**..... UP  
**Membership**..... NARTB  
**President**..... John J. Laux  
**Gen., Comm. Mgr.**..... Don Ioset  
**Sales Mgr., Prog., Pub. Dir.**..... Clifford Charles  
**Chief Engineer**..... Michael Komichak

**WCAE—Pittsburgh—1922**

**Frequency:** 1250 Kc.....**Power:** 5000 Watts  
**Owned-Operated By**..... WCAE, Inc.  
**Bus.-Studio Address**..... Carlton House

**Newspaper Affil.**.....Sun-Telegraph  
**News Service**..... INS, AP  
**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 Thiemer  
**Chief Engineer**..... James Greenwood

**WWSW—Pittsburgh—1932**

**Frequency:** 970 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By**..... WWSW, Inc.  
**Bus.-Studio Address**..... Hotel Sherwyn  
**News Service**..... UP  
**Representative**..... John Blair  
**Membership**..... NARTB  
**President, Gen. Mgr.**..... Pete Schloss  
**Sta. Mgr., Prog. Dir.**..... Ben W. Muros  
**Sales Prom. Mgr., Pub. Dir.**..... Phil Davis  
**Chief Engineer**..... Henry R. Kaiser

**WPTS—Pittston—1954**

**Frequency:** 1540 Kc.....**Power:** 1 Kw. d.  
**Owned-Oper. By**..... Midway Bcstg. Co., Inc.  
**Address**..... Main & Spring St.  
**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.  
**News Service**..... UP  
**Representative**..... Indie Sales  
**Pres., Gen. Mgr.**..... Herbert Scott

**WPAM—Pottsville—1947**  
**KBS**

**Frequency:** 1450 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**..... Miners Bcstg. Serv., Inc.  
**Business-Studio Address**..... Box 629  
**Transcription Service**..... World  
**Representative**..... Everett McKinney  
**Membership**..... NARTB, RAB  
**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  
**Owner, Gen. Mgr.**..... A. V. Tidmore  
**Commercial Manager**..... Ralph L. Price, Jr.  
**Sales Prom. Mgr.**..... Walter Jones  
**Program Dir.**..... Ed Romance  
**Chief Engineer**..... William P. Tidmore





**WPME—Punxsutawney—1952**  
**KBS**

Frequency: 1540 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Punxsutawney Bcstg Co.  
Address.....P. O. Box 38  
News Service..... AP  
Trans. Service..... Thesaurus  
Membership..... NARTB  
General Manager..... C. M. Erhard, Jr.  
Regional Sales Mgr..... C. M. Erhard, Sr.  
Traffic Mgr..... Joseph A. Pelletier

**WEEU—Reading—1932—ABC**

Frequency: 850 Kc. Power: 1000 Watts  
Owned By.....Hawley Broadcasting Co.  
Business-Studio Address..... 433 Penn St.  
Newspaper Affiliation.....Eagle Co.  
News Service.....UP  
Representative.....Headley-Reed  
President.....William J. Rohn  
Gen., Sta., Comm., Prom. Mgr. K. Richard Creitz  
Prog., Pub. Dir.....Jack B. Gounder  
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  
News Service..... AP  
Representative.....WEED  
Membership.....NARTB  
Gen., Sta. Mgr.....Robt. G. Magee  
Prog. Dir.....Alan Lane  
Comm., Sales Prom. Mgr.....W. Ruffner  
Chief Engineer.....Daniel Donahue

**WRAW—Reading—1922**  
**NBC**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By.....Reading Bcstg. Co., Inc.  
Business-Studio Address.....19 N. Fifth St.  
News Service..... AP  
Membership.....NARTB  
Representative.....Robert Meeker  
Station Executive.....Clair R. McCollough  
Station Manager.....Robert S. Reider  
Natl. Sales Mgr.....J. Robert Gulick  
Program Director.....Martin 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  
News Service.....UP  
Trans. Ser.....Capitol, SESAC  
Station Rep.....Kennedy  
President.....John M. Norris  
Gen., Sta. Mgr.....John H. Norris  
Commercial Mgr.....Vincent A. Freeman

**WKMC—Roaring Spring—1955**

Frequency: 1370 Kc. Power: 500 Watts d.

Owned-Oper. By.....Cove Bcstg. Co., Inc.  
Address.....Woodbury Pike  
News Service.....AP  
Membership.....NARTB  
President.....Gerald J. Collins  
Chief Engineer.....C. I. Metzger

**WKBI—St. Marys—1950**  
**MBS**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By.....Elk Cameron Bcstg. Co.  
Address.....41 Erie Ave.  
Transcription Service.....Standard  
News Service.....AP  
Representative.....Allegheny Mountain Network  
Membership.....NARTB  
General Manager.....C. H. Simpson  
Commercial Manager.....R. H. Knouse  
Prog. Director.....Beatrice B. Smith  
Nat. Sales Mgr.....F. R. Hutchison  
Pub. Dir.....W. Herbst:itt

**WATS—Sayre—1950—KBS**

Frequency: 960 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Susquehanna Val. Bcstg. Co.  
Address.....110 N. Elmer St.  
Representative.....Indie Sales  
Membership.....RAB  
Owner.....Thompson K. Cassel  
Gen., Sta., Comm. Mgr.....Walter D. Knowles  
Program Director.....Charles L. Snyder  
Chief Engineer.....Benjamin A. Franklin

**WARM—Scranton—1939**  
**ABC**

Frequency: 590 Kc. Power: 5000 Watts  
Owned-Oper. By.....Union Bdcst. Co.  
Address.....333 Madison Ave.  
News Service..... AP  
Representative.....Bolling Co.  
Transcription Service.....Thesaurus  
President.....Martin F. Memolo  
Gen., Sta. Manager.....William M. Dawson  
Comm. Mgr.....S. Feigenbaum  
Sls. Prom. Mgr., Pub. Dir.....Frances M. Breslin  
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.  
News Service.....AP  
Representative.....H-R Repts  
Membership.....NARTB  
President.....Mrs. M. E. Megargee  
V.P.....Madge M. Holcomb  
Prog. Dir.....Frank Monaghan  
General Manager.....George D. Coleman  
Station Manager.....Robert E. McDowell  
Prom. Dir., Pub. Dir.....Doug Holcomb  
Chief Engineer.....Kenneth R. Cooke

**WICK—Scranton—1954**

Frequency: 1400 Kc. Power: 250 Watts  
Owned.....Scranton Radio Corp.

Address.....717 Linden St.  
**News Service**.....AP  
**Station Rep.**.....Walker  
**Pres., Gen. Mgr.**.....Joe Dobbs  
**Program Director**.....Joe Silva  
**Chief Engineer**.....James D. Pettinato

**WEJL—Scranton—1950**

Frequency: 630 Kc. ....Power: 500 Watts d.  
 Owned-Oper. By...Edward & Elizabeth Lynett  
 Address.....Penn Ave. at Spruce  
**News Service**.....UP, AP  
**Newspaper Affil.**.....Times  
**Trans. Ser.**.....Standard, Lang-Worth  
**Membership**.....RAB, NARTB  
**Station Rep.**.....Meeker  
**Gen., Sta., Mgr.**.....Cecil Woodland  
**Program Director**.....Hugh Connor  
**Pub. Dir.**.....Bill Pierce  
**Chief Eng.**.....Guy Rauer

**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.  
**News Service**.....AP  
**Representative**.....Headley-Reed  
**Pres., Gen. Mgr.**.....David M. Baltimore  
**Station Mgr.**.....Barry Sherman  
**Comm. Mgr.**.....Bert Oliver  
**Sales Prom. Mgr.**.....Barry Sherman  
**Program Dir.**.....David L. Griffiths  
**Chief Engineer**.....Willard Shimski

**WISL—Shamokin—1948**  
**MBS**

Frequency: 1480 Kc. ....Power: 1000 Watts  
 Owned-Oper. By...Radio Anthracite, Inc.  
**Bus.-Studio Address**.....Rock & Sunbury Sts.  
**News Service**.....AP  
**Transcription Service**.....World  
**Representative**.....ForJoe  
**Membership**.....NARTB  
**President**.....Henry W. Lark  
**Sta. Mgr.**.....Richard Owen  
**Chief Engineer**.....Ray Williard

**WPIC—Sharon—1938**

Frequency: 790 Kc. ....Power: 1000 Watts d.  
 Owned-Oper. By...Sharon Herald Bcstg. Co.  
**Business Address**.....P. O. Box 541  
**News Service**.....UP  
**Transcription**.....Associated, World, Thesaurus  
**Representative**.....Adam J. Young, Jr.  
**Pres., Gen. Sta. Mgr.**.....John Fahnline, 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  
**News Service**.....UP

**Membership**.....RAB  
**Representative**.....Indie Sales  
**Gen., Sta. Mgr.**.....T. H. Opegard  
**Comm. Mgr.**.....C. R. Taylor  
**Prog. Dir., Chief Engineer**.....R. L. French

**WMAJ—State College—1945**  
**MBS**

Frequency: 1450 Kc. ....Power: 250 Watts  
 Owned-Operated By.....Centre Bcstrs., Inc.  
**Bus.-Studio Address**.....Box 888  
**News Service**.....AP  
**Transcription Service**.....World  
**General Manager**.....Mrs. Alethea Ulerich  
**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.  
**News Service**.....UP  
**Newspaper Affil.**.....Record  
**Representative**.....Radio-TV 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.  
**News Service**.....AP  
**Membership**.....NARTB  
**Newspaper Affil.**.....Daily Item  
**President**.....Harry H. Haddon  
**Comm., Sales Prom. Mgr.**.....C. Donald Walther  
**General Manager**.....Homer R. Smith  
**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**.....P. O. Box 184  
**News Service**.....AP  
**Transcription**.....World  
**Representative**.....V. D. Lindeman, Jr.  
**Membership**.....NARTB, RAB  
**Manager**.....Robert H. Sauber

**WTRN—Tyrone—1954**

Frequency: 1290 Kc. ....Power: 1000 Watts  
 Owned.....Tyrone Bcstg. Co.  
**Address**.....1006 Logan Ave.  
**News Service**.....UP  
**Trans. Ser.**.....World  
**President**.....C. H. Simpson  
**V.P., Gen. Mgr.**.....John A. Fay  
**Station Manager**.....Lee C. Ray



**WMBS—Uniontown—1927**  
**CBS**

Frequency: 590 Kc. Power: 1000 Watts  
Owned-Oper. By Fayette Bdcstg. Corp.  
Address Fayette Nat. Bank Bldg.  
Representative Meeker Asso., Inc.  
Sta. Mgr., Prog. Dir. James Gismondi  
Comm., Sls. Prom. Mgr. Frederick David

**WNAE—Warren—1946**

Frequency: 1310 Kc. Power: 5000 Watts d.  
Owned-Oper. By N. Allegheny Bdcstg. Co.  
Address 310 Second Ave.  
News Service AP  
Transcription Service Thesaurus  
Membership NARTB, RAB  
Pres., Gen. Mgr. David Potter, Jr.  
Comm. Mgr. James Potter  
Sales Prom. Mgr. Frank Foster  
Prog. Dir. Leroy Schneck  
Pub. Dir. Dick Bove  
Chief Eng. Homer Haines

**WJPA—Washington—1942**  
**MBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Washington Bcstg. Co.  
Bus. Address George Washington Hotel  
News Service UP  
Transcription Service Thesaurus  
Representative Joseph Hershey McGillvra  
Membership NARTB  
Managing Director A. Boyd Siegel  
Gen., Prom. Mgr., Prog., Pub. Dir.  
John L. Merdian  
Chief Eng. Andrew Gaidos

**WAYZ—Waynesboro—1953**  
**KBS**

Frequency: 1380 Kc. Power: 1000 Watts d.  
Owned-Oper. By Richard Field Lewis Jr.  
Address 21 W. Main St.  
President Richard Field Lewis Jr.  
General Manager Sam Hanshaw

**WNBT—Wellsboro—1955—MBS**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By Farm & Home Bcstg. Co.  
Address 89 Main St.  
News Service UP  
Transcription World  
President C. H. Simpson  
V.P., Gen. Manager John A. Fay  
Station Manager Robert Kahle  
Account Exec. Ed Stevens  
Chief Engineer Robert Barton

**WBAX—Wilkes-Barre—1922**  
**MBS**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By Anna Stenger  
Business-Studio Address 85 W. Union St.  
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.  
News Service AP  
Transcription Service Lang-Worth  
Representative Headley-Reed  
Membership NARTB  
Pres., Gen. Mgr. David M. Baltimore  
Comm. Mgr. Ernest Lewis  
Operations Director F. D. Coslett  
Program Director Robert Schumacher  
Chief Engineer Charles Sakoski, Sr.

**WHWL—Wilkes Barre—1946**  
(See Nanticoke Listing)

**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.  
News Service AP  
Transcription Service Thesaurus  
Representative Avery-Knodel  
Membership NARTB  
President Mitchell Jenkins  
Exec. Vice President Roy E. Morgan  
Treasurer Thomas P. Shelburne  
Sales Prom. Mgr., Pub. Dir. Marlene Scaffido  
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  
News Service AP  
Transcription Standard  
Representative Donald Cooke  
President John T. Keliher  
V. P., Gen., Sta. Mgr. W. Richard Carlson  
Commercial Mgr. Vince Campama  
Sls. Prom. Manager Edward Kirchman  
Program Dir. Vern Hester  
Pub. Dir. W. Richard Carlson  
Chief Engineer Norman Briggs

**WRAK—Williamsport—1930**  
**NBC**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By WRAK, Inc.  
Address 1559 West 4th St.  
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

General Manager ..... Lowell W. Williams  
 Program Director ..... H. E. Daugherty  
 Comm. Mgr. .... Richard E. Burg  
 Chief Engineer ..... G. Winter

**WWPA—Williamsport—1949**  
**CBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned. Williamsport Radio Bcstg. Assoc., Inc.  
 Address ..... 330 Government Pl  
 Representative ..... Burn-Smith  
 News, Affil. .... Grit Publishing Co.  
 News Service ..... UP  
 Transcription ..... World  
 Membership ..... NARTB, RAB  
 President. .... Harry J. W. Klessling  
 Gen., Sta. Manager ..... Woodrow W. Ott  
 Program Director ..... Louis C. Cate  
 Comm., Sales Prom. Mgr. .... Phil Lane  
 Publicity Director ..... Albert Decker  
 Chief Engineer ..... Carl Steinbacher

**WORK—York—1932—NBC**

Frequency: 1350 Kc. .... Power: 5000 d.; 1000 n.  
 Owned-Oper. By ..... Associated Bcstrs.  
 Business-Studio Address ..... 13 S. Beaver St.  
 News Service ..... AP  
 Transcription ..... Thesaurus  
 Membership ..... NARTB  
 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. Mathiot

**WNOW—York—1948**

Frequency: 1250 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By ..... Helm Coal Co.  
 Business-Studio Address ..... 25 S. Duke St.  
 Transcription Service ..... Lang-Worth  
 Representative ..... Robt. S. Keller  
 Membership ..... RAB

**WSBA—York—1941**  
**ABC-MBS**

Frequency: 910 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... Susquehanna Bdcstg. Co.  
 Address ..... Box 910  
 News Service ..... AP  
 Transcription ..... World  
 Membership ..... NARTB, RAB  
 Representative ..... Young  
 President ..... Louis J. Appell  
 Comm., Sales Prom. Mgr., Pub. Dir. . P. K. Eberly  
 Prog. Dir. .... Robert Shipley  
 Chief Engineer ..... Arthur Hafer

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THROUGHOUT  
SOUTHEASTERN  
NEW ENGLAND**

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# Rhode Island

Pop. March 1 (Est.) 832,000—Families 252,000  
Radio Homes 244,000—TV Homes 226,000—Stations in State 11

## WADK—Newport—1948 KBS

Frequency: 1540 Kc. Power: 1000 Watts d.  
Owned-Oper. By The Aquidneck Bcastg. Corp.  
Address Box 367  
News Service AP  
Transcription Service World  
Representative Walker  
Pres., Gen. Mgr. Milton E. Mitler  
Comm. Mgr. Frank Booth  
Sales Prom. Mgr. George McNamara  
Prog. Mgr. Bill Sheridan  
Chief Engineer Luigi Bimco

## WPAW—Pawtucket—1950

Frequency: 550 Kc. Power: 1000 Watts d.  
Owned-Oper. By Roger Williams Bcastg. Co.  
Address 34 N. Union St.  
News Service UP  
Representative Nona Kirby  
Membership NARTB  
Station Manager Allen Jones  
Sales Manager Noel C. Breault

## WEAN—Providence—1922 ABC-MBS-YANKEE

Frequency: 790 Kc. Power: 5 Kw. d.  
Owned Providence Journal Co.  
Address 75 Fountain St.  
News Affil. Providence Journal-Bulletin  
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 Bcastg. Co.  
Bus-Stud. Add. 24 Mason St., WPRO Bldg.  
News Service AP, UP  
Representative Blair  
Membership NARTB, RAB  
President William S. Cherry, Jr.  
General Manager Arnold F. Schoen, Jr.  
Commercial Mgr. Kenneth Curto  
Program Director John A. Owen, Jr.  
Chief Engineer John V. Ferri

## WRIB—Providence—1947

Frequency: 1220 Kc. Power: 1000 Watts d.  
Owned-Oper. By R. I. Bcastg. Co.  
Address Water St.  
Representative Indie  
News Service INS  
Transcription Associated, SESAC  
Commercial Mgr. Earl Castleman  
Gen. Sta. Manager Antonio Pace

## WICE—Providence—1947

Frequency: 1290 Kc. Power: 500 Watts  
Owned Providence Radio, Inc.  
Address 209 Weybosset St.  
News Service AP  
Rep. John E. Pearson, Harry Wheeler  
Membership NARTB, RAB  
President, Gen. Mgr. Edwin T. Elliot  
Station, Sales Prom. Mgr. John F. Crohan  
Comm. Mgr. John F. Maurer  
Program Director Sherm Strickhouser  
Publicity Director Jim Mendes  
Chief Engineer Paul Garve

## WHIM—Providence—1947

Frequency: 1110 Kc. Power: 1000 Watts d.  
Owned-Oper. By Intercity Bcastg. Co.  
Business-Studio Address 144 Westminster St.  
Representative Headley-Reed, Kettel-Carter  
President Frank W. Miller, Jr.  
General Mgr. Robert T. Engles  
Business Mgr. John E. Metts  
Comm. Mgr. Harry L. Case  
Sales Prom. Mgr. Milo J. Berking  
Prog. Director C. George Taylor  
Pub. Director Bruce L. Williamson  
Chief Engineer Carroll A. Philbrook

## WJAR—Providence—1922 NBC

Frequency: 920 Kc. Power: 5000 Watts  
Owned-Operated By The Outlet Co.  
Business-Studio Address 176 Weybosset St.  
News Service AP, INS  
Membership NARTB  
Representative Weed  
Vice Pres., Treas. George O. Griffith  
General Manager David Shurtleff  
Comm. Manager Arthur Gordon  
Chief Engineer Thomas C. J. Prior  
(See Page 274)

## WERI—Westerly—1949

Frequency: 1230 Kc. Power: 250 Watts  
Owned Oper. By Radio Westerly, Inc.  
Address 34 Main St.  
News Service UP  
Representative Walker  
Pres., Gen. Mgr. Ted Estabrook  
Sls. Prom. Mgr. Joe Corey  
Comm. Mgr. Dot Kidder  
Chief Engineer Charles Austin

## WNRI—Woonsocket—1954

Frequency: 1380 Kc. Power: 1000 Watts  
Owner Friendly Bcastg. Co., Inc.  
Address 814 Diamond Hill Road  
News Service UP  
Membership NARTB, RAB  
President, Gen. Manager Joseph Britt  
Comm. Manager John Thomas

## WWON—Woonsocket—1946

Frequency: 1240 Kc. Power: 250 Watts



Owned-Oper. By ..... Woonsocket Bcstg. Co.  
 Business-Studio Address ..... 99 Main St.  
 News. Affil. .... Evening Call Pub.  
 News Service ..... AP  
 Transcription ..... World  
 Membership ..... NARTB  
 Station Rep. .... Grant Webb, Nona Kirby

President.....Millicent S. Palmer  
 Sta. Mgr.....Zel Levin  
 Gen. Mgr.....Buell W. Hudson  
 Prog. Dir.....Frank E. Titus, Jr.  
 Chief Engineer .....Harold M. Belknap  
 Sales Director.....Eugene Mcailoux

## South Carolina

Pop. March 1 (Est.) 2,387,000—Families 588,000  
 Radio Homes 562,000—TV Homes 398,000—Stations in State 59

### WAKN—Aiken—1952—KBS

Frequency: 990 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By Aiken Electronics Adv. Corp.  
 Address ..... Box 811  
 News Service ..... AP  
 Transcription Service..... World  
 Membership ..... RAB  
 President ..... John Mare  
 General Manager..... W. Randall Davidson  
 Commercial Mgr..... Wayne Mashburn  
 Program Director..... 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  
 News Service ..... INS  
 Newspaper Affil. .... Independent, Daily Mail  
 Transcription Service..... Lang-Worth  
 Representative ..... Headley-Reed  
 Owner ..... Wilton E. Hall  
 Gen., Sta. Mgr..... Glenn P. Warnock  
 Commercial Mgr..... G. P. Browne  
 Sales Prom. Mgr..... V. Barath  
 Program Director..... Marshall Gailliard  
 Chief Engineer..... Earl Cosens

### WANS—Anderson—1949 MBS-KBS

Frequency: 1280 Kc. .... Power: 1000 Watts  
 Owned-Operated By ..... Carolina Bcstrs.  
 Address ..... Box 211  
 Transcription Service ..... Standard  
 Representative ..... Devney  
 News Service ..... UP  
 Pres., Gen. Mgr..... C. R. Johnson, Sr.  
 Program Director..... C. W. Martin  
 Comm. Mgr..... Carroll S. Lee  
 Chief Engineer ..... Alfred W. Pratt

### WBAW—Barnwell—1953

Frequency: 740 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By ..... WBAW, Inc.  
 News Service ..... UP  
 Representative ..... Hil F. Best  
 Transcription Service ..... World  
 Newspaper Affil..... Seneca Journal  
 President ..... J. A. Gallimore  
 General Mgr..... Joe Wilder

### WBEU—Beaufort—1954 KBS

Frequency: 960 Kc. .... Power: 1 Kw.  
 Owned..... Beaufort Bcstg. Co.  
 Address ..... Beaufort  
 News Service ..... UP  
 Trans. Service ..... World  
 President..... John M. Trask  
 General Manager..... W. C. Bochman  
 Comm. Mgr..... Carson Rembert  
 Program Director..... Hugh Ward  
 Chief Engineer..... Don Shannon

### WHPB—Belton—1955

Frequency: 1390 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By ..... Community Bcstg. Co.  
 Address ..... P. O. Box 426  
 News Service ..... UP  
 Transcription ..... Associated, Standard  
 General Mgr..... James H. Lee  
 Program Director..... Charles Smith

### 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  
 News Service ..... AP  
 Representative ..... Indle 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  
 News Service ..... AP  
 Trans. Ser. .... World  
 Station Rep..... Interstate  
 Partners..... J. F. Coggins, E. L. B. Osborne  
 Comm., Prom. Mgr..... John Martin  
 General Manager..... Joe Morris  
 Program Director..... William Fields  
 Chief Engineer..... Norbert Tessier

### WACA—Camden—1948

Frequency: 1590 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Station WACA  
 Address ..... Camden



**News Service** .....UP  
**Transcription Service**.....Thesaurus  
**President**.....Haygood S. Bowden  
**General Manager**.....Tom Richards  
**Commercial Manager**.....C. Ballard  
**Program Director**.....A. A. Amodio

**WCSC—Charleston—1930**  
**CBS**

**Frequency:** 1396 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By** .....WCSC, Inc.  
**Address**.....485 East Bay St.  
**News Service** .....UP  
**Transcription Service** .....World  
**Rep.**.....Peters, Griffin, Woodward, Inc.  
**Membership** .....NARTB, RAB  
**President**.....John M. Rivers  
**Gen. Mgr.**.....John B. Hearne  
**Program Director**.....Al Stone  
**Pub. Dir., Nat. Sales Mgr.**.....Annie Lee Small  
**Prod. Co-ord.**.....Alexandria Dengate  
**Chief Engineer**.....Wilbur Albee

**WHAN—Charleston—1946**  
**MBS**

**Frequency:** 1340 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Charleston Bcstg. Co.  
**Business Address**.....P. O. Box 183  
**News Service** .....UP  
**Representative** .....Walker  
**Membership** .....NARTB  
**Pres., Gen. Manager**.....H. C. Weaver  
**Program Director**.....Ray Thomas  
**Comm. Mgr., Ch. Eng.**.....William P. Birchfield

**WPAL—Charleston—1947**

**Frequency:** 730 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....Speidel-Fisher Bcstg. Corp.  
**Business-Studio Address**.....149 Wentworth St.  
**Representative** .....Forjoe, Dora-Clayton  
**Pres., Gen. Mgr.**.....Albert T. Fisher, Jr.  
**Sta., Comm., Sales Prom. Mgr., Pub. Dir.**  
 Bob Chrystie  
**Program Director**.....Louise Withrock  
**Chief Engineer**.....Joe Sarko

**WTMA—Charleston—1939**  
**NBC**

**Frequency:** 1250 Kc...**Power:** 5000 d.; 1000 n.  
**Owned-Oper. By**.....Atlantic Coast Bcstg. Co.  
**Business Address** .....133 Church St.  
**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**

**Frequency:** 1450 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Low Country Bcstg. Co.  
**Address**.....42 10th Ave.  
**News Service** .....UP

**Representative** ..... Pearson  
**President** ..... Sol Panitz  
**Gen., Sta. Manager**.....E. H. Keown  
**Comm. Manager**.....Barry Winton

**WCRE—Cheraw—1953—KBS**

**Frequency:** 1420 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....Radio Cheraw Inc.  
**Address** .....Box 631  
**Transcription** .....SESAC  
**Representative** .....Ayers, Best, Keystone  
**News Service** .....UP  
**President** .....Roy F. Zess  
**Gen., Comm. Sales Prom. Mgr., Prog. Dir.**  
 Jack L. Shiver  
**Chief Engineer**.....Ralph Haneman

**WGCD—Chester—1948**

**Frequency:** 1490 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Dispatch Pub. Co.  
**Address**.....128 Main St.  
**Newspaper Affil.**.....Dispatch Publ. Co.  
**Trans. Ser** .....SESAC  
**Station Rep.** .....McGillvra  
**President** .....C. V. Sink  
**Gen., Sta., Comm. Mgr.**.....John T. Cashion  
**Sec'y-Treas.** .....Joe Sink

**WCOS—Columbia—1939**  
**ABC**

**Frequency:** 1400 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....Radio Columbia  
**Address**.....Cornel Arms Bldg.  
**News Service** .....AP  
**Transcription Service** .....World  
**Representative** .....Headley-Reed  
**Membership** .....NARTB, RAB  
**Pres., Gen. Mgr.**.....Charles W. Pittman  
**Sales Manager**.....Hub Terry  
**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.  
**News Service** .....AP  
**Transcription Service**.....Thesaurus  
**Representative**.....Peters, Griffin, Woodward, Inc.  
**Membership** .....NARTB, RAB  
**President** .....B. Calhoun Hipp  
**General Manager**.....G. Richard Shafto  
**Managing Director**.....W. Frank Harden  
**Dir. Admin. Services**.....J. D. Saumenig  
**Sales Manager**.....David A. Moss  
**Promotion Director**.....Lillian Davis  
**Prod. Mgr.**.....Mackie Quave  
**Chief Engineer**.....John W. Watts

**WMSC—Columbia—1945**  
**CBS**

**Frequency:** 1320 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.....WMSC Radio, Inc.  
**Business-Studio Address**.....1127 Lady St.

**News Service** .....UP  
**Transcription Service**..... Standard, SESAC  
**Representative** ..... H.R. Ayer  
**Membership** ..... NARTB, RAB  
**Pres., Gen. Sta., Comm. Mgr.**.... C. W. Martin  
**Prog. Dir.**..... Gray Olive  
**Chief Engineer**..... C. E. Stone, Jr.

**WNOK—Columbia—1947**

**Frequency:** 1230 Kc..... **Power:** 250 Watts  
**Owned-Oper. By**..... Palmetto Radio Corp.  
**Address**..... 1811 Main St., Box 5307  
**News Service** ..... AP  
**Representative** ..... Raymer  
**Membership** ..... NARTB  
**Gen. Mgr.**..... H. Moody McElveen, Jr.  
**Commercial Manager**..... G. Quick  
**Program Director**..... Jack Cook  
**Chief Engineer**..... Charlton Bowers

**WOIC—Columbia—1954**

**Frequency:** 1470 Kc..... **Power:** 5 Kw., d.  
**Owned**..... Speidel Fisher Bcstg. Co.  
**Address**..... Barringer Bldg.  
**Representative** ..... Walker, Dora-Clayton  
**Membership** ..... NARTB, RAB  
**President**..... Albert T. Fisher, Jr.  
**Gen., Sta., Comm. Mgr.**..... Russell George  
**Sales Prom. Mgr.**..... Frankie Porier  
**Prog. Dir.**..... James Carter  
**Chief Engineer**..... William Bridges

**WLAT—Conway—1945**  
**MBS**

**Frequency:** 1330 Kc..... **Power:** 1000 Watts  
**Owned**..... Coastal Broadcasting Co.  
**Address**..... U. S. Highway 501 N.W., Box 799  
**News Service** ..... AP  
**Representative** ..... McGillvra  
**Membership** ..... NARTB  
**Pres., Gen. Mgr.**..... L. M. Hawley  
**Comm. Mgr.**..... Jack E. Hawley  
**Program Director**..... Hamp Smith  
**Chief Engineer**..... H. L. Hanks

**WPF D—Darlington—1955**

**Frequency:** 1350 Kc..... **Power:** 500 Watts  
**Owned**..... Darlington Broadcasting Co.  
**Address**..... Box 277  
**News Service** ..... UP  
**Transcription** ..... Lang-Worth  
**Representatives** ..... Hil F. Best  
**Membership** ..... NARTB  
**President** ..... Robert Hilker  
**Gen. Mgr.**..... J. Norman Young  
**Comm. Mgr.**..... Ted Y. Prevaite  
**Sls. Prom. Mgr.**..... Bill Hopkins  
**Program Director**..... Graham Caddell  
**Publicity Director**..... Jackie Sansbury  
**Chief Engineer**..... George Webb

**WDSC—Dillon—1946—ABC**

**Frequency:** 800 Kc..... **Power:** 1000 Watts a.  
**Owned-Oper. By**..... Border Bcstg. Co., Inc.  
**Address**..... U. S. Highway 301  
**Representative** ..... Gill-Perna

**News Service** .....UP  
**Membership** ..... NARTB  
**Pres., Gen. Mgr.**..... Joseph Martin  
**Station Mgr., Prom. 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  
**Representative** ..... Indie Sales  
**Membership** ..... RAB  
**News Service** ..... UP  
**Transcription** ..... Associated, Standard  
**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  
**News Service** ..... UP  
**Transcription Service**..... Thesaurus  
**Membership** ..... NARTB, RAB  
**Representative** ..... Walker, Dora-Clayton  
**President**..... Eugene E. Stone  
**Gen., Sta. Mgr.**..... Paul H. Benson, Jr.  
**Chief Engineer**..... Frank Jenne

**WOLS—Florence—1937**

**Frequency:** 1230 Kc..... **Power:** 250 Watts  
**Owned-Oper. By**..... Florence Bcstg. Co., Inc.  
**Business-Studio Address** ..151 S. Dargan St.  
**Transcription** ..... SESAC  
**Pres., Gen. Mgr.**..... Melvin Purvis

**WFCN—Gaffney—1948**

**Frequency:** 1570 Kc..... **Power:** 250 Watts d.  
**Owned-Oper. By** ..... Cherokee Radio Co., Inc.  
**Address** ..... P. O. Box 759  
**News Service** ..... UP  
**Representative** ..... Radio-TV Promotion Synd.  
**President** ..... A. Ray Godshall  
**Gen., Sta. Mgr.**..... Morton E. Green

**WG TN—Georgetown—1949**  
**MBS**

**Frequency:** 1400 Kc..... **Power:** 250 Watts  
**Owned-Operated By**..... Georgetown Bcstg. Co.  
**Address, Trans. Loc.**..... 216 Fraser St.  
**Station Rep.**..... Donald Cooke  
**News Service** ..... UP  
**Transcription** ..... Lang-Worth  
**Membership** ..... NARTB  
**Pres., Gen. Manager**..... J. B. Delzell  
**Commercial Manager**..... Allen Westell  
**Program Director**..... M. A. Delzell

**WQOK—Greenville—1950**  
**CBS**

**Frequency:** 1440 Kc..... **Power:** 5 Kw., d.

**Owned-Oper. By**... Piedmont Bcstg. Co., Inc.  
**Address**..... 3 College St.  
**Transcription Service** ..... Associated  
**Representative** ..... Walker, Dora-Clayton  
**Membership** ..... NARTB  
**President**..... Albert T. Fisher, Jr.  
**Managing Director**..... James G. Meade  
**General Manager**..... James K. Whitaker  
**Prog. Dir.**..... Jerry Mosteller

**WESC—Greenville—1947**

**Frequency:** 660 Kc..... **Power:** 5000 Watts d.  
**Owned-Operated By**..... Greenville Bcstg. Co.  
**Business-Studio Address**..... 1 College St.  
**News Service** ..... AP  
**Representative** ..... Rambeau, Brown  
**Membership** ..... NARTB, RAB  
**President**..... (Mrs.) Christie K. Meade  
**General Mgr.**..... J. Davenport  
**Commercial Manager**..... William Ingram  
**Program Director**..... B. A. Krieger  
**Publicity Director**..... Betty Jo McGuire  
**Asst. Mgr.**..... I. Wayne Davis  
**Chief Engineer**..... J. Harold White

**WFBC—Greenville—1933**  
**NBC**

**Frequency:** 1330 Kc..... **Power:** 5000 Watts  
**Owned-Oper. By**..... WMRC, Inc.  
**Bus.-Studio Address**..... 505 Rutherford St.  
**News Service** ..... AP  
**Newspaper Affil.**..... News-Piedmont  
**Transcription** ..... SESAC  
**Representative** ..... Avery-Knodel  
**Membership** ..... NARTB, RAB  
**President**..... R. A. Jolley  
**Sta. Mgr.**..... Bruce Buchanan  
**Comm. Mgr.**..... Keener Garrett  
**Pub. Dir., Prom. Mgr.**..... Lidie Walters  
**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  
**Station Representative**..... Cooke  
**Pres., Gen. Mgr.**..... C. F. Cope  
**Comm. Mgr.**..... A. B. Robinson  
**Sls. Prom. Mgr., Pub. Dir.**..... Max Mace  
**Sta. Mgr., Prog. Dir., Chief Eng.** W. T. Arrington

**WMUU—Greenville—1949**

**Frequency:** 1260 Kc..... **Power:** 1000 Watts d.  
**Owned-Oper. By**..... Bob Jones Univ.  
**Address** ..... Greenville  
**Trams. Service** ..... SESAC, Lang-Worth  
**Station Rep.** ..... Continental  
**Membership** ..... RAB  
**President**..... Dr. Bob Jones, Jr.  
**General Manager**..... R. K. Johnson  
**Station Manager**..... Jim Ryerson  
**Comm. Manager**..... David Yearick  
**Program Director**..... Jack Buttram  
**Pub. Dir.**..... Elmer Rumminger  
**Chief Engineer**..... Robert Devine

**WCBS—Greenwood—1941—NBC**

**Frequency:** 1450 Kc..... **Power:** 250 Watts  
**Owned**..... Greenco, Inc.  
**Address**..... P. O. Box 868  
**News Service** ..... AP  
**Transcription Service** ..... Thesaurus  
**Representative** ..... Clark, Ayers  
**President**..... Douglas Featherstone  
**Gen., Sta. Mgr.**..... Dan Crosland  
**Commercial Mgr.**..... Ralph Norman

**WGSW—Greenwood—1953**  
**MBS-KBS**

**Frequency:** 1350 Kc..... **Power:** 1000 Watts d.  
**Owned**..... Radio Greenwood, Inc.  
**Address**..... Edward Arms Bldg.  
**News Service** ..... UP  
**Representative**..... Indie Sales; Dora-Clayton  
**President**..... W. C. Woodall, Jr.  
**Manager**..... George B. Cook, Jr.

**WCKI—Greer—1955**

**Frequency:** 1300 Kc..... **Power:** 1 Kw.  
**Owned-Oper. By**..... Greer Radiocasting Co.  
**Address**..... P. O. Box 431  
**Representative** ..... Best  
**Pres., Comm. Mgr.**..... Gibson Bruce  
**Gen. Mgr., Prog. Dir.**..... Vernon T. Fox  
**Sales Prom. Mgr.**..... F. G. Bennfield  
**Promotion Manager**..... W. L. Southerland

**WEAB—Greer—1947—KBS**

**Frequency:** 800 Kc..... **Power:** 250 Watts d.  
**Owned-Oper. By**..... Greer Bcstg. Co.  
**Address** ..... Jones Rd.  
**News. Affil.**..... The Citizen  
**News Service** ..... UP  
**Transcription Service** ..... World  
**Pres., Gen. Mgr.**..... E. A. Burch  
**Sales Prom. Mgr.**..... James Roper  
**Program Director**..... Betty Beers  
**Chief Engineer**..... William Martin

**WHSC—Hartsville—1946**  
**MBS-KBS**

**Frequency:** 1450 Kc..... **Power:** 250 Watts  
**Owned**..... Hartsville Bcstg. Co., Inc.  
**Address**..... 1306 College Ave.  
**News Service** ..... AP  
**Transcription Service** ..... Capitol  
**V.P., Gen. Mgr.**..... Raymond Caddell  
**Commercial Mgr.**..... Oby B. Lyles  
**Publicity Dir.**..... Eleanor Flowers  
**Chief Engineer**..... J. E. Parker

**WDKD—Kingstree—1949**

**Frequency:** 1300 Kc..... **Power:** 5000 Watts d.  
**Owned-Operated By**..... Palmetto Bcstg. Co.  
**Address** ..... P. O. Box 450  
**News Service** ..... AP  
**Transcription Service** ..... Thesaurus  
**Pres., Prom., Gen. Mgr.**..... E. G. Robinson, Jr.  
**General Manager**..... E. G. Robinson, Jr.  
**Comm. Manager**..... Arnold Graham



Program Director.....Carroll Godwin  
 Pub. Director.....Glenn French  
 Chief Engineer.....Walter Turner

**WJOT—Lake City—1953**  
**MBS**

Frequency: 1260 Kc.....Power: 1 Kw. d.  
 Owned.....Lake Bcstg. Corp.  
 Address.....10 S. Acline Ave.  
 News Service.....UP  
 Membership.....NARTB  
 Representative.....Donald Cooke, Inc.  
 President, Gen. Mgr.....J. Olin Tice, Jr.  
 Sta. Mgr.....Harry Hyman  
 Comm. Mgr.....H. J. Palmer  
 Prog. Dir.....Frances M. Tice  
 Chief Engineer.....Clarence Jackson

**WLCM—Lancaster—1951**  
**KBS**

Frequency: 1360 Kc.....Power: 1000 Wits d.  
 Owned-Operated By.....Royal Bcstg. Co.  
 Address.....103 S. Catawba St.  
 News Service.....AP  
 Station Rep.....Media Sales  
 Transcription Service.....Thesaurus, World  
 President.....Charles Connelly  
 General Manager.....William Coble

**WLBG—Laurens—1948**

Frequency: 860 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Laurens-Clinton Bcstg. Co.  
 Business Address.....Box 642, Laurens  
 News Service.....UP  
 Membership.....RAB  
 Representative.....Indie Sales  
 President.....James R. Dalrymple, Jr.  
 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, P. O. Box 41  
 News Service.....AP  
 Transcription Service.....Lang-Worth, SESAC  
 President.....W. G. Smith  
 Gen. Mgr.....James F. Ramsey  
 Prog. Dir.....Gene Lewis  
 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.  
 News Service.....UP  
 Representative.....Cooke  
 President.....James Olin Tice, Jr.  
 Gen., Sta., Sls. Mgr., Pub. Dir.....J. G. Kenworthy  
 Comm. Manager.....Phil Rice  
 Program Director.....Robert Thompson  
 Chief Engineer.....W. G. Griffin

**WKDK—Newberry—1946**  
**MBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Newberry Bcstg. Co., Inc.  
 Address, Trans.....11 Radio Dr.  
 Representative.....Interstate United Newspapers  
 News Service.....AP  
 Transcription Service.....Thesaurus  
 Membership.....NARTB  
 President.....James F. Coggins

**WDIX—Orangeburg—1946**  
**ABC**

Frequency: 1150 Kc.....Power: 5 Kw. d.  
 Owned-Oper. By.....WDIX, Inc.  
 Address.....Whitman St. Ext.  
 News Service.....AP  
 Station Rep.....Devney, Holman, Forjoe  
 Membership.....NARTB  
 President.....Charles S. Henerey  
 General Manager.....Frank B. Best  
 Comm., Sls. Prom. Mgr.....Norman M. Matthews  
 Program Director.....Gene Barado  
 Chief Engineer.....Gus Browning

**WTND—Orangeburg—1948**  
**KBS**

Frequency: 920 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....WTND, Inc.  
 Address.....1 Memorial Plaza  
 News Service.....UP  
 Representative.....Thos. F. Clark  
 Pres., Gen. Manager.....J. I. Sims  
 Prog. Dir.....L. R. Rhame  
 Engineers.....W. L. Styles, I. P. Herrington

**WRHI—Rock Hill—1944**  
**MBS-KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....York Co. Brdcg. Co.  
 Address.....Rock Hill Nat. Bk. Bldg.  
 News Service.....AP  
 Representative.....McGillvra  
 Gen. Mgr., Chf. Eng.....James S. Beaty, Jr.  
 Sta. Mgr., Prog. Dir.....Wm. C. Beaty  
 Comm. Mgr., Sls. Mgr., Pub. Dir.....H. S. Gault

**WTYC—Rock Hill—1949**

Frequency: 1150 Kc.....Power: 1 Kw. d.  
 Owned.....Tri-County Bcstg. Corp.  
 Address.....P. O. Box 1091  
 News Service.....UP  
 Representative.....Indie Sales  
 Membership.....RAB  
 President.....T. Lamar Simmons  
 Gen., Sta. Mgr., Prog. Dir.....E. L. Burwell  
 Comm. Mgr.....Arnold Baynard  
 Sls. Prom. Mgr.....R. F. Adams  
 Pub. Dir.....Jack Howe  
 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  
 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.  
 News Service. . . . . AP  
 Trans. Ser. . . . . World  
 Membership. . . . . NARTB  
 President. . . . . W. Ennis Bray  
 Gen., Sta. Mgr., Prog. Dir. . Raymond C. Starr  
 Commercial Manager. . . . . W. Reid Bray  
 Publicity Director. . . . . Anthony Brooks  
 Sales Prom. Mgr. . . . . Joe Tillitson  
 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.  
 News Service. . . . . AP  
 Transcription Service. . . . . Thesaurus  
 Representative. . . . . Paul H. Raymer  
 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.  
 News Service. . . . . UP  
 Transcription Service. . . . . Standard  
 Membership. . . . . NARTB, RAB  
 Representative. . . . . Hollingbery  
 President. . . . . Walter J. Brown  
 Station Manager. . . . . Roger A. Shaffer  
 Commercial Manager. . . . . Ross M. Holmes  
 Program Director. . . . . Henry Bussey  
 Chief Engineer. . . . . H. R. Beckholt

**WFIG—Sumter—1940**  
MBS-KBS

Frequency: 1290 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By. . . . . WFIG, Inc.  
 Business-Studio Address. . . . . Radio Center Bldg.  
 News Service. . . . . AP  
 Transcription Service. . . . . SESAC, Capitol  
 Membership. . . . . NARTB  
 Representative. . . . . Joseph Hershey McGillvra  
 President. . . . . F. B. Creech, Sr.  
 General Manager. . . . . T. Doug Youngblood  
 Comm. Manager. . . . . Fulton B. Creech, Jr.  
 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  
 Representative. . . . . Best  
 President. . . . . J. A. Gallimore  
 General Manager. . . . . Ed Damron  
 Comm. Manager. . . . . H. W. Fowler  
 Prog., Pub. Director. . . . . Lillian Davis

**WBCU—Union—1946—MBS**

Frequency: 1460 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By. . . . . Bcstg. Co. of Union, Inc.  
 Address. . . . . 210 East Main St.  
 News Service. . . . . UP  
 Transcription Service. . . . . World  
 Station Rep. . . . . Interstate United Newspapers  
 Pres., Gen. Mgr. . . . . Edward L. B. Osborne  
 V.P., Sec'y. . . . . James F. Coggins  
 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.  
 News Service. . . . . AP  
 General Manager. . . . . Louis M. Neale

**WYCL—York—1956**

Frequency: 1580 Kc. . . . . Power: 250 Watts  
 Owned. . . . . York-Clover Broadcasting Co.  
 Address. . . . . P. O. Box 398  
 News Service. . . . . AP  
 Transcription. . . . . World  
 Representative. . . . . Continental  
 President. . . . . C. B. Sigmon  
 General Manager. . . . . Harvey Laughter  
 Commercial Manager. . . . . Clyde Laughter

# South Dakota

Pop. March 1 (Est.) 701,000—Families 198,000  
Radio Homes 189,000—TV Homes 108,000—Stations in State 16

## KABR—Aberdeen—1952

Frequency: 1220 Kc. Power: 250 Watts a.  
Owned-Operated By...Aberdeen Bcstg. Svc.  
Address ..... 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.  
Address ..... 12 Third Ave.  
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 KBS

Frequency: 1430 Kc. Power: 500 Watts  
Owned-Oper By ..... Brookings Bcstg. Co.  
Address ..... Northwest Bank Bldg.  
News Service ..... AP  
Transcription Service ..... World  
Pres., Sales Mgr., Prog. Dir., Chief Eng.  
Robert Reimers  
Gen., Comm. Mgr..... E. C. Stangland  
Pub. Dir..... Eugene Platek

## KDSJ—Deadwood—1946

Frequency: 980 Kc. Power: 1000 Watts  
Owned-Oper. By... John, Eli & Harry Daniels  
Address ..... 745 Main  
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.  
News Service ..... UP  
Transcription Service ..... Thesaurus  
Membership ..... NARTB  
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  
News Service ..... UP  
Transcription Service ..... Lang-Worth  
Membership ..... NARTB

Pres., Gen., Sta. Mgr., Prog. Dir... R. 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.  
News Service ..... UP  
Pres., Gen., Comm., Prom. Mgr., Prog., Pub.  
Dir..... Ida A. McNeil  
Chief Engineer..... Hugo Conrath, Jr.

## KOTA—Rapid City—1936 CBS-KBS

Frequency: 1380 Kc. Power: 5000 Watts  
Owned-Oper. By ... Black Hills Bcstg. Co. of  
Rapid City  
Business Address ..... 1819 W. St. Joe St.  
News Service ..... UP, AP  
Representative ..... Headley-Reed  
Transcription Service ..... Capitol  
Membership ..... NARTB, RAB  
President, Gen. Mgr..... Helen S. Duhamel  
Sales Prom. Mgr..... Jack A. Crowley  
Prog., Pub. Dir..... Abner H. George  
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  
Address ..... P. O. Box 609  
News Service ..... UP  
Trans. Ser. .... Thesaurus  
General Manager..... Eli Daniels

## KELO—Sioux Falls—1937 NBC

Frequency: 1320 Kc. Power: 5000 Watts  
Owned-Oper. By..... Midcontinent Bcstg. Co.  
Bus.-Studio Address..... Phillips Ave.—8th St.  
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..... Jim Molohon  
Chief Engineer..... Lester Froke

## KIHO—Sioux Falls—1948 MBS

Frequency: 1270 Kc. Power: 1000 Watts  
Owned-Oper. By..... Ware Bcstg. Corp.  
Address ..... 218 South Main Ave.  
News Service ..... UP  
Representative ..... Pearson  
Trans. Ser. .... World  
Pres., Gen. Mgr..... Les Ware

Sta., Comm. Mgr. .... Ben Butler  
 Pub. Director ..... Lloyd Revier  
 Chief Eng. .... Ralph Maples

**KISD—Sioux Falls—1948**  
**KBS**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... KISD, Inc.  
 Bus.-Studio Address ..... 3631 W. 12 St.  
**News Service** ..... AP  
 Station Representative ..... Cooke  
 Membership ..... NARTB  
 Pres., Gen. Mgr., Prog. Dir. .... Verl Thompson  
 Comm. Manager ..... Roland Phillip  
 Sls. Prom. Manager ..... Vyrne Linton  
 Publicity Director ..... Vi Overby  
 Chief Engineer ..... Dick Perry

**KSOO—Sioux Falls—1927**  
**ABC**

Freq.: 1140 Kc. .... Power: 10 Kw. d., 5 Kw. n.  
 Owned-Oper. By. Sioux Falls Bcstg. Assn., Inc.  
 Address ..... 317 S. Phillips Ave.  
**News Service** ..... AP  
 Membership ..... NARTB  
 Station Representative ..... Avery-Knodel, Inc.  
 President ..... Morton Henkin  
 Vice Pres. .... George R. Hahn  
 Comm. Mgr. .... Orrin Melton  
 Prog. Dir. .... Ray Loltesness  
 Chief Engineer ..... Max E. Pierce

**KWAT—Watertown—1940**  
**MBS**

Frequency: 950 Kc. .... Power: 1000 Watts  
 Owned-Oper. By. Midland Natl. Life Ins. Co.  
 Address ..... Watertown

**News Service** ..... AP  
**Transc. Service** ..... Standard, World  
**Representative** ..... Gill-Perna  
**Membership** ..... NARTB, RAB  
 President ..... H. Smith Hagen  
 Gen., Sta., Comm. Mgr. .... Ross E. Case  
 Program Director ..... Gene Branter  
 Sales Prom. Mgr. .... B. J. Kinney  
 Pub. Director ..... Rich Petershagen  
 Chief Engineer ..... Francis Alwin

**KYNT—Yankton—1955—KBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Yankton Bcstg. Co.  
 Address ..... 214½ W. 3rd St.  
**News Service** ..... UP  
**Transcription Service** ..... Thesaurus  
**Membership** ..... NARTB  
 President ..... William M. Smith  
 Gen. Mgr., Exec. V.P. .... William E. Johnson  
 Prog. Dir. .... Lloyd Grant  
 Chief Engineer ..... James Cope

**WNAX—Yankton—1922—CBS**

Frequency: 570 Kc. .... Power: 5000 Watts  
 Owned-Operated By. .... Cowles Bcstg. Co.  
 Bus.-Studio Address ..... 3rd & Mulberry Sts.  
 Newspaper Affil. .... Des Moines Register &  
 Tribune, Minn. Star Tribune  
**News Service** ..... AP, UP  
**Transc. Service** ..... Lang-Worth, Capitol, Cole  
**Representative** ..... Katz  
**Membership** ..... NARTB, RAB  
 President ..... Luther L. Hill  
 General Manager ..... Donald D. Sullivan  
 Asst. Manager ..... Chris Mack  
 Commercial Manager ..... Nick Bolton  
 Prom. Mgr., Pub. Dir. .... George Greenwood  
 Program Director ..... Roland Peterson  
 Chief Engineer ..... Clifton M. Todd

**Tennessee**

Pop. March 1 (Est.) 3,494,000—Families 954,000  
 Radio Homes 905,000—TV Homes 647,000—Stations in State 87

**WLAR—Athens—1946**  
**KBS-MBS**

Frequency: 1450 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... Athens Bcstg. Co.  
 Business-Studio Address ..... Athens  
**News Service** ..... UP  
 Newspaper Affil. .... Daily Post-Athehian  
 Transcription Service ..... Thesaurus, Keystone  
 President ..... Lowell F. Arterburn  
 Gen., Comm. Mgr. .... Buell J. Charles  
 Program Director ..... William P. Atkins  
 Chief Engineer ..... Andrew Bates

**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.

**News Service** ..... AP  
**Transcription Service** ..... Lang-Worth  
**Representative** ..... Burn-Smith  
**Membership** ..... NARTB, RAB  
 Pres., Gen. Manager ..... W. A. Wilson  
 Commercial Mgr. .... James C. Wilson

**WHP—Centerville—1955**  
**KBS**

Frequency: 1570 Kc. .... Power: 1000 Watts  
 Owned. .... Tri-County Broadcasting Corp.  
**News Service** ..... UP  
**Representative** ..... Hil F. Best  
**Membership** ..... NARTB, RAB  
 President ..... J. Gil Thompson  
 Gen., Sta., Prom. Mgr. .... Earl Carney  
 Comm. Mgr., Prog. Dir. .... John C. Ker  
 Publicity Director ..... Louise McCaleb  
 Chief Engineer ..... J. W. Chessor

**WAGC—Chattanooga—1946**  
MBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: WAGC Bcstg. Co.  
Address: Hotel Patten  
News Service: AP  
Representative: Jim Ayres  
Membership: NARTB, RAB  
Pres.: P. F. Furlow  
Gen., Sta. Mgr.: Cliff W. Bowers  
Sales Mgr.: Barton T. Fellowes  
Prog. Dir.: Harry Edelstein  
Chief Engineer: George McMurtrie

**WAPQ—Chattanooga—1934**  
ABC

Frequency: 1150 Kc. Power: 5 Kw. d. 1 Kw. n.  
Owned-Oper. By: WAPQ Bcstg. Service  
Business-Studio Address: Read House  
News Service: UP  
Transcription Service: Thesaurus  
Representative: H-R Reps.  
Pres., Gen. Mgr.: Ramon Patterson  
Comm. Mgr.: Walter Stamper

**WDEF—Chattanooga—1941**  
NBC

Frequency: 1370 Kc. Power: 5000 Watts  
Owned-Oper. By: WDEF Bcstg. Co.  
Bus.-Studio Address: 425 Volunteer Bldg.  
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

**WDOD—Chattanooga—1925**  
CBS

Frequency: 1310 Kc. Power: 5000 Watts  
Owned-Oper. By: WDOD Bcstg. Corp.  
Address: Hamilton Natl. Bank Bldg.  
News Service: AP  
Transcription Service: Standard, World  
Representative: Paul H. Raymer  
President, Gen. Mgr.: Earl W. Winger  
General Manager: Norman A. Thomas  
Gen. Sales Mgr.: Bryan J. Bush  
Program Director: Earnest Feagans

**WDXB—Chattanooga—1947**

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By: French, Inc.  
Representative: ForJoe  
News Service: INS  
Pres.: Stephen C. French

**WMFS—Chattanooga—1951**

Frequency: 1260 Kc. Power: 1000 Watts d.  
Owned-Operated By: WMFS, Inc.

Address: 835 McCallie Ave.  
Representative: Pearson  
Pres., Gen. Mgr.: B. F. J. Timm  
Sls. Prom. Manager: Alan Burke  
Sta., Comm. Mgr., Prog., Pub. Dir.: F. Webb  
Chief Eng.: Glenn Channells

**WMCH—Church Hill—1954**

Frequency: 1260 Power: 1000 Watts  
Owned-Oper. By: Twin Cities Bcstg.  
Address: P. O. Box 4  
News Service: AP  
President: Thales E. Wallace  
Comm. Manager: F. R. Gentry

**WDXN—Clarksville—1954**

Frequency: 540 Kc. Power: 250 Watts  
Owned: Clarksville Bcstg. Co., Inc.  
Address: Bailey Bldg.  
News Service: UP  
Representative: Burns-Smith  
Gen., Comm. Manager: J. M. Cecil  
Sta. Mgr., Prog. Dir., Ch. Eng.: J. McDonough

**WJZM—Clarksville—1941**  
MBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By: Campbell & Shattall  
Business-Studio Address: 411 Madison St.  
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: Ernest Simmons  
Publicity Director: William Brittain  
Commercial Manager: Charles Malone  
Sls. Prom. Mgr.: John Berwind

**WBAC—Cleveland—1945**  
MBS

Frequency: 1340 Kc. Power: 250 Watts  
Own-Oper. By: Fitch & Kile, Inc.  
Business-Studio Address: 180 Central Ave.  
News Service: UP  
Rep.: Dora-Clayton, Gill-Perna  
Pres., Gen., Sta. Mgr.: Thad E. Fitch  
Comm., Sls. Prom. Mgr.: Bland Sells  
Prog., Pub. Director: Paul Kirksey  
Chief Engineer: William D. Stuart

**WKRK—Columbia—1946**  
MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned: Middle Tenn. Bcstg. Co., Inc.  
Bus.-Studio-Transmitter Address: P. O. Box 71  
News Service: AP  
Transcription Service: World, Thesaurus  
Representative: Walker  
Membership: NARTB, RAB  
Pres., Gen.-Sta. Mgr.: R. M. McKay, Jr.  
Sls. Prom., Comm. Mgr.: Mel Dugger  
Prog., Pub. Director: Jim Keiran  
Chief Engineer: Cameron McKay





**WHUB—Cookeville—1940**  
**CBS-KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
Owned-Operated By.....WHUB, Inc.  
Bus.-Studio Address.....Cookeville  
News Service.....UP  
Representative.....Continental Radio Sales  
Membership.....NARTB, RAB  
Pres., General Manager.....M. L. Medley  
Sta. Mgr.....Stacey Mott  
Prog. Dir.....John H. Carr  
Chief Engineer.....Claude Haston

**WKBL—Covington—1954**

Frequency: 1250 Kc.....Power: 1000 Watts d.  
Owned...Tipton County Broadcasting Co. Inc.  
Address.....Roper Building  
News Service.....AP  
Pres., Gen. Mgr.....Ken Sparks  
Sta. Mgr., Ch. Eng.....Bill Hoffman  
Comm., Sales Prom. Mgr.....Jack Whitehorn  
Program Director.....Bill Hazlerig  
Publicity Director.....Dick Akers

**WAEW—Crossville—1952**  
**KBS**

Frequency: 1330 Kc.....Power: 1000 Watts  
Owned-Oper. By.....WAEW, Inc.  
Address.....P. O. Box 278  
News Service.....UP  
Membership.....RAB  
President, Gen. Mgr.....Arthur Wilkerson  
V.P., Secretary.....Evelyn Wynn  
Comm., Sta. Manager.....Clarence Stinnett

**WDKN—Dickson—1955—KBS**

Frequency: 1260 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Dickson Co. Bcstg. Inc.  
Address.....Box 71  
News Service.....AP  
Membership.....RAB  
Pres., Gen., Sta. Mgr.....W. Potts  
Comm., Sls. Prom. Mgr.....Warren Medley  
Program Director.....Howell Smith  
Chief Engineer.....Richard D. Essner

**WDSG—Dyersburg—1946**  
**MBS-KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....State Gazette Bcstg. Co.  
Address.....Box 58  
Transcription Service.....World  
News Service.....AP  
Gen. Mgr., V.P.....Robert W. Ward

**WBEJ—Elizabethton—1946**  
**MBS**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned.....WBEJ, Inc.  
Business-Studio Address.....626 1/2 Elk Ave.  
Representative.....Dora-Clayton, Gill-Perna  
News Service.....UP

Pres.....R. W. Turrentine, Jr.  
Gen., Sta. Mgr.....William E. Hale  
Comm. Mgr.....James P. Austin  
Program Director.....Harold Henley  
Chief Engineer.....Lynn R. Williams

**WCPH—Etowah—1955**

Frequency: 1220 Kc.....Power: 1 Kw., d.  
Owned-Oper. By.....Morgan Bcstg. Co.  
Address.....109 9th St.  
Transcription.....World  
Representative.....Hil F. Best  
President, Gen. Mgr.....H. J. Morgan

**WEKR—Fayetteville—1948**  
**MBS-KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Oper. By.....Fayetteville Bcstg. Co.  
Business-Studio Address.....Box 825  
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.  
News Service.....AP  
President.....William Ormes  
Gen. Mgr., Ch. Engineer.....Ellis F. Jones, Jr.

**WHIN—Gallatin—1948**

Frequency: 1010 Kc.....Power: 1000 Watts d.  
Owned-Oper. By.....Sumner County Bcstg. Co.  
News Service.....UP  
Transcription.....Capitol  
Membership.....NARTB  
Gen. Mgr., Prog. Dir.....J. B. Thomas  
Commercial Manager.....Charles Brewer

**WGRV—Greeneville—1947**  
**MBS-KBS**

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....Radio Greeneville, Inc.  
Address.....Radio Bldg.  
News Service.....UP  
Manager.....Paul Metcalfe  
Commercial Manager.....Hugh Pickel

**WHBT—Harriman—1946—KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned.....Folkways Bcstg. Co., Inc.  
Address.....Devonia & Crescent  
News Service.....AP  
Transcription Service.....Thesaurus  
Representative.....Continental  
Pres., Gen. Mgr.....William R. McDaniel



**WIRJ—Humboldt—1949**  
KBS

Frequency: 740 Kc. Power: 250 Watts d.  
Owned-Oper. By. Gibson Co. Bcstg. Co., Inc.  
Address. 210 N. 22nd Ave.  
News Service AP  
Newspaper Affil. Courier-Chronicle  
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  
News Service UP  
Transcription Service World  
Representative Headley-Reed  
Membership NARTB  
Pres., Gen. Mgr. Aaron B. Robinson  
Sales Manager Jack Murphy

**WJAK—Jackson—1955**

Frequency: 1460 Kc. Power: 1000 Watts  
Owned-Oper. By. Jackson Broadcasting Co.  
Address. 416 Poplar St.  
News Service UP  
Rep. Hil F. Best, Dora-Clayton  
Membership NARTB  
Pres. Dr. Alexander Leech  
Station Director Robert Blow  
Comm., Sales Mgr. Gerald R. Beilke  
Program Director Winston C. Martindale  
Chief Eng. Henry S. Lesh

**WTJS—Jackson—1931—ABC**

Frequency: 1390 Kc. Power: 1000 Watts  
Owned-Oper. By. The Sun Publishing Co.  
Bus.-Studio Address. 104 Baltimore St.  
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 McGilvra  
Transcription Service World  
News Service AP  
Membership NARTB, RAB  
President Carl A. Jones  
Manager Arthur Kelsey

**WJHL—Johnson City—1938**  
CBS

Freq.: 910 Kc. Power: 5 Kw. d., 1 Kw. n.  
208—RADIO STATIONS—R.A.  
Owned-Operated By. WJHL, Inc.  
Business-Studio Address. 145 W. Main St.  
News Service AP, UP  
Representative John E. Pearson  
Membership NARTB  
Pres., Gen. Mgr. W. H. Lancaster, Jr.  
Program Director Herbert Howard  
Sta., Comm. Mgr. K. Marsh  
Sls. Prom. Mgr., Pub. Dir. W. E. McDonald  
Spvr. Engineer Rolland Medlar

**WKIN—Kingsport—1951**

Frequency: 1320 Kc. Power: 5000 Watts  
Owned & Operated. WKIN, Inc.  
Address. Market & Wexler Sts.  
News Service AP  
Transcription Service World  
Membership NARTB  
Representative Walker  
Pres., Gen. Mgr. Cy N. Bahakel  
Sta., Prom. Manager Phil Bahakel

**WKPT—Kingsport—1940**  
NBC

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By. Kingsport Bcstg. Co., Inc.  
Business-Studio Address. 222 Commerce St.  
News Service AP  
Transcription Service Thesaurus  
Representative Burn-Smith  
Membership NARTB, RAB  
President C. P. Edwards, Jr.  
Gen., Sta. Manager Paul L. Overbay  
Commercial Mgr. Phil Weaver  
Program Dir. Martin Karant  
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.  
News Service UP  
Transcription Service Thesaurus  
Representative Gill-Perna  
Membership NARTB, RAB  
President, Mgr. John P. Hart  
Station, Comm. Mgr. Robert F. John  
Program Director Robert Agee  
Publicity Director Mrs. Gloria Fisher  
Chief Engineer J. Rex Horton

**WIVK—Knoxville—1953**

Frequency: 860 Kc. Power: 1000 Watts d.  
Owned-Oper. By. Dick Bcstg. Co.  
Address. 319 N. Gay Street  
Representative Forjoe, Dora-Clayton  
Membership NARTB, RAB  
Pres., Gen., Sta., Sls. Prom. Mgr. J. A. Dick



**WKGK—Knoxville—1947**  
MBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By.....WKGN Inc.  
Bus-Studio Address.....Box 1750  
News Service.....AP  
Station Representative.....Rambeau  
Membership.....NARTB, RAB  
Gen., Sta., Prog. Dir.....Guy L. Smith, III  
Comm. Manager.....Glynn Theg  
Chief Engineer.....Robert Goodman

**WKXV—Knoxville—1953**  
KBS

Frequency: 900 Kc. Power: 1000 Watts  
Owner.....Knoxville Ra-Tel., Inc.  
Address.....411½ W. Main St.  
Representative.....Stars National  
General Mgr.....H. Scott Killgore  
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.  
Newspaper Affiliation.....News Sentinel  
News Service.....UP  
Transcription Service.....Standard  
Representative.....John Blair  
Membership.....NARTB, RAB  
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

**WATE—Knoxville—1927**  
NBC

Frequency: 620 Kc. Power: 5000 Watts  
Owned-Oper. By.....WATE, Inc.  
Business-Studio Address.....612 Gay St.  
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.....Wayne Hudson  
Sales Prom. Mgr., Pub. Dir.....Carl Hustex  
Chief Engineer.....Fred Andrews

**WLAF—Lafollette—1953**  
MBS-KBS

Frequency: 1450 Kc. Power: 100 Watts  
Owner.....LaFollette Bcstg. Co.  
Address.....Piedmont Hotel  
News Service.....AP  
Transcription Service.....World

Gen. Mgr., Chief Eng.....Marvin L. Paul  
Commercial Manager.....John H. Farmer

**WDXE—Lawrenceburg—1951**

Frequency: 1370 Kc. Power: 1000 Watts d.  
Owned-Oper. By.....Lawrenceburg Bcstg. Co.  
Address.....Locke Bldg.  
News Service.....UP  
Trans. Ser.....World  
Representative.....Headley-Reed  
President.....Aaron B. Robinson  
Gen., Sales Prom. Mgr.....Ken Marston  
Comm. Mgr.....Bud Sawyer  
Program Director.....Bryan F. Bellar  
Publicity Director.....Frances Baxter  
Chief Engineer.....Phil Kemper

**WCOR—Lebanon—1949—KBS**

Frequency: 900 Kc. Power: 250 Watts d.  
Owned-Operated By.....Lebanon Bcstg. Co., Inc.  
Address.....P. O. Box 300  
News Service.....AP  
Pres., Sta. Mgr.....Theo. F. Ezell, Jr.  
Commercial Manager.....Jack Hendrickson  
Program Director.....Walter Dillard  
Chief Engineer.....William Johnston

**WLIL—Lenoir City—1950**  
KBS

Frequency: 730 Kc. Power: 1000 Watts d.  
Owner.....WLIL, Inc.  
Address.....P. O. Box 151  
News Service.....UP  
Membership.....NARTB, RAB  
Pres., Gen., Sta. Mgr.....Arthur Wilkerson  
V.P., Office Mgr.....Mrs. Evelyn Wynn  
Commercial Manager.....Tommy Tuck

**WJJM—Lewisburg—1947**  
MBS-KBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By.....Louis D. Lingner  
Address.....East Hill  
Trans. Ser.....World  
News Service.....AP  
Representative.....Hil F. Best  
Membership.....NARTB  
Station Manager.....Bob Davidson

**WDXL—Lexington—1954**  
KBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned.....Lexington Bcstg. Co.  
Address.....Broad & Church  
News Service.....UP  
Station Representative.....Headley-Reed  
General Manager.....Neal B. Bunn  
Comm. Mgr., Chief Eng.....B. L. Enoch  
Sales Prom. Mgr., Prog. Dir.....J. Williams

**WGAP—Maryville—1947**

Frequency: 1400 Kc. Power: 250 Watts  
Owned By.....Aluminum Cities Bcstg. Co.  
Address.....316 Court St.



**Membership** ..... NARTB, RAB  
**News Service** ..... AP  
**Transcription Service**..... Thesaurus, World  
**Representative** ..... Hil F. Best  
**General Manager**..... F. H. Corbett  
**Commercial Manager**..... Horace McGill  
**Prog. Dir.**..... Ken D. Kribbs  
**Publicity Director**..... Ken Johnson  
**Chief Engineer**..... Henry McDonald, Jr.

**WHDM—McKenzie—1954**

**Frequency:** 1440 Kc. .... **Power:** 500 Watts  
**Owned-Oper.**..... Tri-County Bcstg. Co., Inc.  
**Address**..... P. O. Box 188  
**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  
**News Service** ..... AP  
**Transcription Service** ..... Thesaurus  
**President**..... Dr. W. W. Davis  
**General Manager**..... Franklin H. Brown  
**Program Director**..... James R. Eastman  
**Chief Engineer**..... Roy E. Pearsall

**WMMT—McMinnville—1947**  
**MBS-KBS**

**Frequency:** 1230 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By.**.. McMinnville Brdg. Co., Inc.  
**Address**..... N. Chancery St.  
**News Service** ..... UP  
**Transcription** ..... World  
**General Manager**..... Royce E. Richards

**KWEM—Memphis—1946**

**Frequency:** 990 Kc. .... **Power:** 1000 Watts  
**Owned-Operated By**..... KWEM, Inc.  
**Address**..... Box 142  
**Representatives** ..... Stars National  
**Chairman, Board**..... E. D. Rivers, Jr.  
**President**..... W. H. Keller, Jr.  
**Manager**..... Vincent L. Randolph

**WLOK—Memphis—1951**

**Frequency:** 1480 Kc. .... **Power:** 5000 Watts d.  
**Owned-Oper. By**..... WLOK, Inc.  
**Address**..... 378 Beale St.  
**Rep.**..... Dora-Clayton, Forjoe, Clayton-Cosse  
**Pres.**..... Jules Paglin  
**Gen., Sta., Comm. Mgr.**..... Eugene P. Weil  
**Chief Engineer**..... William Jones

**WDIA—Memphis—1947**

**Freq:** 1070 Kc. .... **Power:** 5 Kw. d., 5 Kw. n.  
**Owned By**..... Bluff City Bcstg. Co.  
**Business-Studio Address**..... 2074 Union Ave.

**News Service** ..... UP  
**Representative** ..... Pearson  
**Membership** ..... RAB, NARTB  
**Pres.**..... John R. Pepper  
**General Manager**..... Bert Ferguson  
**Commercial Manager**..... Harold F. Walker

**WHBQ—Memphis—1925**  
**MBS-ABC**

**Frequency:** 560 Kc. .... **Power:** 5000 Watts  
**Owned-Oper. By**..... RKO Teleradio Pictures  
**Bus-Studio Address**..... Hotel Chisca  
**News Service** ..... UP  
**Representative** ..... H-R  
**Membership** ..... RAB  
**President**..... Thomas F. O'Neil  
**Gen., Sta. Mgr.**..... John Cleghorn  
**Comm. Mgr.**..... Max Michel, Jr.  
**Prog. Director**..... Charles Sullivan  
**Sales Service Mgr.**..... Jack Starr  
**Publicity Director**..... Gene Roper  
**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.  
**News Service** ..... UP  
**President**..... Sam C. Phillips  
**Assistant Manager**..... Dotty Abbott  
**Commercial Manager**..... Bob Rodgers

**WHHM—Memphis—1946**

**Frequency:** 1340 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By**..... Mid-South Bcstg. Corp.  
**Business-Studio Address**..... 930 Madison Ave.  
**News Service** ..... UP  
**Reps.**..... A. Young; C. Melville, J. S. Ayres  
**Membership** ..... RAB, NARTB  
**President**..... P. E. Furlow  
**General Manager**..... C. K. Beaver  
**Program Director**..... Jay Black  
**Commercial Manager**..... Allan Avery  
**Chief Engineer**..... William Marsh

**WMC—Memphis—1923—NBC**

**Frequency:** 790 Kc. .... **Power:** 5000 Watts  
**Owned-Oper. By**..... Memphis Publishing Co.  
**Business-Studio Address**..... Third & Madison  
**News. Affil.**..... Memphis Pub. Co.  
**News Service** ..... UP  
**Representative** ..... John Blair  
**Membership** ..... NARTB, RAB  
**President**..... Enoch Brown  
**General Manager**..... H. W. Slavick  
**Station Manager**..... Stan Torgerson  
**Sales Mgr.**..... Ray Gill  
**Program Director**..... Harlan Judkins  
**Comm. Mgr.**..... Boone Nevin  
**Pub. Director**..... Walter E. Frase  
**Chief Engineer**..... E. C. Frase, Jr.

**WMPS—Memphis—1925**

**Freq.:** 680 Kc. .... **Power:** 10 Kw. d.; 5 Kw. n.  
**Owned-Operated By**..... WMPS, Inc.

**Business-Studio Address**.....112 Union Ave.  
**News Service**.....UP  
**Transcription Service**.....Standard, World  
**Representative**.....Radio-TV Representatives  
**Membership**.....NARTB  
**Pres., Gen. Mgr.**.....Harold R. Krelstein  
**Sta., Sla. 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  
**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 Raney

**WKBJ—Milan—1955**

**Frequency:** 1600 Kc.....**Power:** 1000 Watts  
**Owned**.....West Tennessee Bcstg. Co.  
**Address**.....Milan  
**News Service**.....AP  
**President**.....Ben Ivey King  
**Gen., Station Mgr.**.....Jack Merrill  
**Sales Prom. Mgr.**.....W. G. Denney  
**Prog. Director**.....Billy J. Haney  
**Chief Engineer**.....Bill Markham

**WCRK—Morristown—1947**  
**MBS-KBS**

**Frequency:** 1450 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Cherokee Bcstg. Corp.  
**Bus.-Studio-Transmitter Address**.....Radio Center  
**News Service**.....AP  
**Trans. Ser.**.....World  
**Representative**.....Hal Holman  
**Membership**.....NARTB  
**General Manager**.....Howell Ashford

**WGNS—Murfreesboro—1946**  
**KBS**

**Frequency:** 1450 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....WGNS, Inc.  
**Address**.....Box 456  
**News Service**.....AP  
**Representative**.....Holman  
**Trans. Ser.**.....Thesaurus  
**Membership**.....NARTB  
**President, Gen. Mgr.**.....Cecil Elrod, Jr.  
**Sta. Mgr.**.....Betty Tenpenny  
**Comm. Mgr.**.....Joe Clayton  
**Sales Prom. Mgr.**.....Joe Overton  
**Prog. Director**.....Bill Stamps  
**Publicity Director**.....Hal Christenson  
**Chief Engineer**.....William Dunn

**WMTS—Murfreesboro—1953**

**Frequency:** 860 Kc.....**Power:** 250 Watts  
**Owned**.....Arthur D. Smith, Jr.

**Address**.....112 N. W. Broad St.  
**Trans. Service**.....Standard, World  
**News Service**.....UP  
**President, Gen. Mgr.**.....A. D. Smith, Jr.  
**Sla. Prom., Sta. Mgr.**.....Virgil Trimm  
**Commercial Mgr.**.....Charles Snoddy  
**Sales Prom. Mgr.**.....Clyde Major  
**Prog. Dir.**.....John Hood  
**Pub. Dir.**.....Mable Brock  
**Chief Eng.**.....John Wade

**WKDA—Nashville—1946**

**Frequency:** 1240 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Capitol Bcstg. Co.  
**Address**.....American Natl. Bank Bldg.  
**Representative**.....Stars National, Inc.  
**News Service**.....AP  
**Trans.**.....Capitol, Standard  
**Membership**.....NARTB, RAB  
**President**.....John W. Kluge  
**V. P., Gen. Sta., Comm., Sales Prom. Mgr., Pub. Dir.**.....Harvey L. Glascock  
**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.  
**Transcription Service**.....Thesaurus  
**Representative**.....Katz  
**Membership**.....NARTB, RAB  
**V. P., Gen. Mgr.**.....F. C. Sowell  
**Commercial Manager**.....E. G. Blackman  
**Promotion Manager**.....Thrace Warren  
**Program Director**.....Paul Oliphant  
**Chief Engineer**.....F. D. Blinn

**WMAK—Nashville—1948**

**Frequency:** 1300 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By**.....Volunteer State Bcstg. Co.  
**Address**.....Maxwell House Hotel  
**Station Rep.**.....Broadcast Time Sales, Ayers  
**News Service**.....UP  
**President**.....Howard D. Steere  
**Comm., Sales Prom. Mgr.**.....Blackstone Dozier  
**Gen., Sta. Mgr., Prog. Dir.**.....Robert Lyons  
**Pub. Dir.**.....Dave Steere  
**Chief Eng.**.....Homer Cole

**WNAH—Nashville—1949**  
**MBS-KBS**

**Frequency:** 1360 Kc.....**Power:** 1000 Watts d.  
**Owned-Oper. By**.....Hermitage Bcstg. Corp.  
**Address**.....James Robertson Hotel  
**News Service**.....UP  
**Representative**.....Continental  
**Pres., Gen., Comm. Mgr.**.....Van T. Irwin, Jr.  
**Comm. Manager**.....Herman Rippy  
**Program Director**.....Dave Lyman  
**Pub. Dir.**.....William Connor  
**Chief Engineer**.....Harold Woodard



**WSIX—Nashville—1927**  
**ABC**

Frequency: 980 Kc. Power: 5000 Watts  
Owned-Oper. By. WSIX, Inc.  
Address Nashville Trust Building  
News Service AP  
Station Representative George P. Hollingbery  
Membership NARTB  
Pres., Gen. Mgr. R. D. Stanford, Jr.  
Comm. Mgr., Prom Mgr. 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 7th & Union  
News Service AP, INS, UP  
Representative John Blair  
Membership RAB, NARTB  
Chairman of Board E. W. Craig  
President John H. DeWitt, Jr.  
V. P., Tech. Dir. George Reynolds  
Commercial Manager Irving C. Waugh  
Sales Manager Bob Cooper  
Dir. of Publicity Harriane Moore  
Program Director Jack Stapp  
Chief Engineer Carl Jenkins

**WSOK—Nashville—1951**

Frequency: 1470 Kc. Power: 1000 Watts d.  
Owned-Operated By Robert W. Rounsaville  
Address 400 Davidson St.  
News Service AP  
Representative Gill-Perna, Dora-Clayton  
Pres., Gen. Mgr. Robert W. Rounsaville

**WLIK—Newport—1954—KBS**

Frequency: 1270 Kc. Power: 5 Kw.  
Owned WLIK, Inc.  
Address P. O. Box 270  
News Service UP  
Membership RAB  
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.  
News Service AP  
Transcription Service World  
Representative Clarke Brown  
General Manager Sam Thrower  
Program Director Harry Deitrick  
Comm. Manager Samuel P. Thrower, Jr.

**WOKE—Oak Ridge—1951**  
**KBS**

Freq.: 1290 Kc. Power: 1000 W. d., 500 W. n.  
Owned-Oper. By Air Mart Corp.  
Address Box 2017

News Service AP  
Representative Hil F. Best  
General, Sales Manager Owen J. McReynolds  
Program Director Charles D. Pickel  
Chief Engineer T. A. Lewis

**WTPR—Paris—1947**  
**KBS-MBS**

Frequency: 710 Kc. Power: 250 Watts d.  
Owner Paris Bcastg. Co.  
Address Davis Bldg.  
News Service UP  
Trans. Service World  
Representative Headley-Reed  
Membership NARTB  
President, Gen. Mgr. A. B. Robinson  
Sta. Mgr., Prom. Mgr. Will Coker  
Commercial Manager D. A. Drumm  
Prog., Pub. Dir. Verne A. Brooks  
Chief Engineer Don Somerville

**WKSR—Pulaski—1947—ABC**

Frequency: 1420 Kc. Power: 1000 Watts  
Owned Richland Broadcasting Co.  
Address Radio Center  
News Service UP  
Transcription Thesaurus  
Representative T. F. Clark  
Membership NARTB  
Pres., Gen., Sta. Mgr. John R. Stephens  
Commercial Manager Mrs. Alene Cane  
Sales Prom. Mgr. Mrs. John R. Stephens  
Program Director George Martin  
Publicity Director Nathan Street  
Chief Engineer N. G. Morgan

**WTRB—Ripley—1954—KBS**

Frequency: 1570 Kc. Power: 250 Watts  
Owned West Tenn. Radio Bcstrs.  
Address P. O. Box 302  
News Service UP  
Rep. Hil F. Best  
Partners Hobson H. Daws, Harold L. Baker  
Sta. Mgr. Harold L. Baker  
Gen., Comm., Sales Prom. Mgr., Pub. Dir.  
Hobson H. Daws  
Program Director Virginia Harrison  
Chief Engr. Harvey Inman

**WRGS—Rogersville—1955**

Frequency: 1370 Kc. Power: 1000 Watts  
Owned-Oper. By Rogersville Bcastg. Co.  
Address Burem Pike  
News Service UP  
Transcription Service Thesaurus  
Rep. Hil F. Best  
General Manager John E. Beal  
Commercial Manager Charles W. Beal  
Gen., Station Mgr. George Beal  
Pub. Dir., Prog. Dir., Chief Eng. F. A. Berry

**WORM—Savannah—1956**

Frequency: 1010 Kc. Power: 250 Watts  
Owned Florence Broadcasting Co., Inc.  
Address P. O. Box 368



# Texas

Pop. March 1 (Est.) 9,088,000—Families 2,626,000  
Radio Homes 2,575,000—TV Homes 1,911,000—Stations in State 216

## 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.  
News Service.....AP  
Transcription Service.....Lang-Worth  
Representative.....Paul H. Raymer  
Membership.....NARTB, RAB  
President, Gen. Mgr.....Dale Ackers  
Station Manager.....Lloyd Barham  
Comm. Sales Prom. Mgr.....Steve Cowan  
Program Director.....Jim Ridgeway  
Publicity Director.....Lynn Hall  
Ch. Eng.....H. F. Ridgeway  
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  
News Service.....AP, UP  
Transcription Service.....World  
Rep....Venard, Rintoul & McConnell, Melville  
Membership.....NARTB  
General Manager.....A. C. Etter

## KBKI—Alice—1947

Frequency: 1070 Kc.....Power: 1000 Watts  
Owned-Operated By.....Alice Bcstg. Co.  
Business Address.....Box 731  
News Service.....AP  
Representative.....Pearson  
Membership.....NARTB  
General Manager.....Robert I. Grimes

## KVLF—Alpine—1947 KBS-MBS

Frequency: 1240 Kc.....Power: 250 Watts  
Owned-Operated By.....Big Bend Bcstrs.  
Business Address.....Box 779  
News Service.....UP  
Representative.....Hil F. Best, Clark Brown  
Pres., Gen., Sta., Comm. Mgr....Gene Hendryx  
Program Director.....Phil Wayne  
Chief Engineer.....Sherman Newsom

## KAMQ—Amarillo—1947 MBS

Frequency: 1010 Kc....Power: 5000 Watts d.,  
500 Watts n.  
Owned....Top of Texas Broadcasting Co., Inc.  
Address.....1301 Polk Street  
News Service.....AP  
Trans.....Thesaurus, Major Sound Effects  
Representative.....For Joe  
President.....Hoyt Houck  
General Manager.....Robert Houck  
Sta., Comm., Prom. Mgr.....George Oliver  
Prog., Pub. Dir.....Jerry Gardner  
Chief Engineer.....Stewart Parsons

## KFDA—Amarillo—1933 ABC-MBS

Fre.: 1440 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By.....Amarillo Bcstg. Co., Inc.  
Business-Studio Address.....Tee-Anchor Blvd.  
News Service.....AP  
Representative.....H.R. Brown  
Membership.....RAB  
President.....Gene L. Cagle  
Station Manager.....Jim McClain  
Sales Manager.....Doug Rains

## KLYN—Amarillo—1947 CBS

Frequency: 940 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Kenyon Brown  
Address.....1014 West Seventh  
Representative.....John Blair & Co.  
Membership.....NARTB, RAB  
General Manager.....Willard L. Kline  
Station Director.....Joe S. Ramay

## KGNC—Amarillo—1922—NBC

Frequency: 710 Kc.....Power: 10,000 Watts  
Owned-Oper. By...Plains Radio Bcstg. Co.  
Address.....2000 N. Polk St.  
News Service.....UP, AP  
Newspaper Affil.....Globe-News  
Transcription Service.....World  
Representative.....Katz  
Membership.....NARTB, RAB  
President.....B. E. Walker  
General Manager.....Wes Izard  
Business Manager.....Calvin Handy  
Station Mgr.....Jack D. Liston  
Asst. Gen. Mgr.....A. Jackson  
Prog. Dir.....Bill Lane  
Prom. Mgr., Pub. Dir.....Kin Raley  
Chief Engineer.....W. H. Torrey

## KRAY—Amarillo—1955

Frequency: 1360 Kc.....Power: 500 W., d.  
Owned-Operated By.....R. D. Hollingsworth  
Address.....233 Paramount Bldg.  
News Service.....AP  
Representative.....Melville  
President.....R. D. Hollingsworth  
General, Station Manager.....Don Hodges  
Commercial Manager.....Doyle Henry  
Program Director.....Fred Salmans

## KZIP—Amarillo—1955

Frequency: 1310 Kc.....Power: 1 Kw. d.  
Owned-Oper. By.....Panhandle Bcstg. Co.  
Address.....808 Charlotte St.  
Reps....Broadcast Time Sales, Dora-Clayton  
News Service.....AP  
General Manager.....Ray Winkler  
Comm. Manager.....Jess Richardson  
Sales Manager.....Eric Ross

## KACT—Andrews—1954

Frequency: 1380 Kc.....Power: 500 Watts

Owned-Oper. By..... Joseph E. Young  
 Address..... P. O. Box 638  
 News Service..... AP  
 Transcriptions..... World  
 Co.-Oner, Gen. Mgr., Ch. Eng..... J. E. Young  
 Promotion Manager..... J. Young  
 Sales Promotion Manager..... Weldon Kidd

**KBUD—Athens—1948**

Frequency: 1410 Kc..... Power: 250 Watts  
 Owned..... Henderson Cty. Bcstg. Co.  
 Address..... Box 309  
 News Service..... UP  
 Gen. Mgr., Chief Eng..... J. B. McNutt, Jr.

**KALT—Atlanta—1950**

Frequency: 900 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Ark-La-Tex Bcstg. Co.  
 Address..... Box 289  
 Transcription Service..... World  
 News Service..... AP  
 Representative..... Hil F. Best  
 President..... Herman H. Wommack, Jr.  
 Gen., Sta. Mgr., Chief Eng. David A. Wommack  
 Commercial Manager..... A. N. Dowd  
 Program Director..... George D. Womack  
 Publicity Director..... Jeane Wommack

**KNOW—Austin—1927—ABC**

Frequency: 1490 Kc..... Power: 250 Watts  
 Owned..... Pioneer Bcstg. Co., Inc.  
 Address..... 520 Capital Nat. Bank Bldg.  
 News Service..... AP  
 Trans. Service..... Standard  
 Station Rep..... Avery-Knodel  
 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..... The LBJ Company  
 Bus. Studio Address..... P. O. Box 717  
 News Service..... UP  
 Representative..... Raymer  
 Chairman of the Board..... Claudia T. Johnson  
 Pres., Gen. 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..... Ben Hearn

**KTXN—Austin—1947**

Frequency 1370 Kc..... Power: 1000 Watts d.  
 Owned-Oper. By..... Radio Station KTXN  
 Address..... Box 1102  
 Rep..... Oakes, Clayton, O'Connell,  
 National Time Sales  
 News Service..... UP  
 President..... Robert Pinkerton  
 V. P..... Ed Pool  
 Gen. Mgr..... W. Simpson

Merchand. Mgr..... Stanley Hudson  
 Program Director..... Juan Gilberto De Leon  
 Chief Engineer..... Buck Brown

**KVET—Austin—1946—MBS**

Frequency: 1300 Kc..... Power: 1 Kw., d.  
 Owned..... Austin Bcstg. Corp.  
 Address..... Box 1116  
 News Service..... UP  
 Representative..... Forjoe, Clarke Brown  
 Membership..... NARTB  
 Pres., Gen., Sta. Mgr..... Willard Deason  
 Commercial Mgr..... H. W. Dunlop  
 Nat. Reg. Sales..... Dave Smith  
 Prog. Dir..... Glenn Brown  
 Chief Engineer..... Willis Morter

**KRUN—Ballinger—1947  
KBS**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Runnels County Bcstg. Co.  
 Address..... Box 351  
 News Service..... AP  
 Trans. Ser..... World  
 Representative..... Best, Melville  
 General Manager..... R. F. McGarvey

**KIOX—Bay City—1947  
MBS**

Frequency: 1270 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... Bay City Bcstg. Co.  
 Business Address..... Box 1391  
 News Service..... UP  
 Representative..... Hil F. Best  
 President..... J. G. Long  
 Gen., Station Manager..... Harry L. Becker  
 Sls. Prom. Mgr., Comm. Mgr..... Charles Arthur  
 Prog. Dir..... Jack D. Rhea  
 Pub. Dir..... John Nash  
 Cheif Eng..... Tom F. Lowe

**KRCT—Baytown—1947  
KBS**

Frequency: 650 Kc..... Power: 250 Watts d.  
 Owned-Operated By..... Bay Bcstg. Co.  
 Address..... Box 629  
 News Service..... AP  
 Station Rep..... Best  
 Membership..... NARTB  
 President..... W. D. Christmas  
 V. P., General Manager..... J. H. Touchstone  
 Treasurer..... Robert H. Jones  
 Secretary..... E. T. Wilson

**KREL—Baytown—1947**

Frequency: 1380 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... Tri-Cities Bcstg. Co.  
 Business Address..... Box 419  
 News Service..... UP  
 Representative..... Hil F. Best  
 President..... J. B. Blayton, Sr.  
 Vice President..... J. B. Blayton, Jr.  
 Station Manager..... Robert H. Brisendine  
 Sales Manager..... Zane P. Roden



### KFDM—Beaumont—1924 ABC

Frequency: 560 Kc. Power: 5000 Watts  
Owned-Oper. By Beaumont Bdcstg. Corp.  
Address P. O. Box 2950  
News Service UP  
Transcription Service Lang-Worth  
Representative Peters, Griffin, Woodward, Inc.  
Membership NARTB  
President D. A. Cannon  
Gen. Mgr. C. B. Locke  
Comm. Mgr. Ed E. Carroll  
Program Director Wes Wise  
Publicity Director H. F. Caldwell  
Chief Eng. Harold W. Bartlett

### KJET—Beaumont—1948

Frequency: 1380 Kc. Power: 1 Kw.  
Owned KPBX Bcstg. Corp.  
Address P. O. Box 2673  
News Service UP  
Station Rep. For Joe  
Membership NARTB  
Transcription Capitol  
V. P., Gen., Comm. Mgr. Walter L. Rubens

### KRIC—Beaumont—1938

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By The Enterprise Co.  
Bus.-Studio-Trans. Address 3130 Blanchette  
Newspaper Affiliation "Enterprise", "Journal"  
Representative Branham  
News Service AP  
Transcription World  
V.P. E. C. Davis  
General Manager Al Tremble  
Commercial Manager Tom Vaccarello  
Prog. Dir. Gordon Clark

### KTRM—Beaumont—1947

Frequency: 990 Kc. Power: 1000 Watts  
Owned-Operated By KTRM, Inc.  
Business-Studio Address 230 Orleans St.  
Rep. Adam Young, Clarke Brown  
Pres., Gen. Mgr. Jack Neil  
Station Manager Roy D. Shotts

### KIBL—Beeville—1949

Frequency: 1490 Kc. Power: 250 Wts. d. n.  
Owned-Oper. By Bee Bdcstg. Co.  
Address P. O. Box 850  
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.  
News Service AP  
Representative Pearson  
Trans. Standard  
Pres., Gen., Sta. Mgr., Comm. Mgr.  
William J. Wallace  
Sls. Prom., Pgr. Dir., Pub. Dir. J. N. Young, Jr.  
Chief Engineer Andrew M. Jones

### KTXC—Big Springs—1949 MBS-KBS

Frequency: 1400 Kc. Power: 100 Watts  
Owned-Oper. By Big State Bdcstg. Co.  
Address Big Spring City Park  
Transcription Service World  
News Service AP  
Rep. Hil F. Best, Clyde Melville  
Membership NARTB  
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.  
News Service UP  
Transcription Service World  
President, Gen. Mgr. Charles Cain  
Assistant Manager Jessie Mae Cain

### KHUZ—Borger—1947—MBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Operated By KHUZ, Inc.  
Business Address 1431 Clayton St.  
News Service UP  
Transcription Service SESAC  
Membership NARTB, RAB  
President R. G. Hughes  
Sta. Mgr., Prog., Pub. Dir. Jack Roberts  
Comm., Sls. Prom. Mgr. W. P. McLaughlin, Jr.  
Chief Engineer Herman Kreiger

### KNEL—Brady—1933—KBS

Frequency: 1490 Kc. Power: 250 Watts  
Owned-Oper. By Ruth Burns  
Business-Studio Address Gibbons Bldg.  
Representative Hil F. Best  
President Gene M. Burns  
Commercial Manager J. S. Sloane

### KSTB—Breckenridge—1947

Frequency: 1430 Kc. Power: 1000 Watts d.  
Owned-Oper. By Radio Breckenridge  
Business-Studio Address Miller Bldg.  
News Service UP  
Station Rep. Best  
News. Affil. Hamilton Herald-News,  
Dublin Progress  
Membership NARTB  
Transcription Service World  
Gen. Mgr. Coy Perry  
Comm. Mgr. Jim Miller  
Chief Eng. R. L. Smith

### KWHI—Brenham—1947

Frequency: 1280 Kc. Power: 1000 Watts d.



Owned-Oper. By.....Tom S. Whitehead  
 Business Address.....108½ Main St.  
 Membership.....NARTB  
 Manager.....Tom S. Whitehead  
 Commercial Manager.....J. C. Price

**KTFY—Brownfield—1949**

Frequency: 1300 Kc....Power: 1000 Watts d.  
 Owned-Oper. By.....Terry Cty. Bdcstg. Co.  
 Address.....Drawer 1032  
 News Service.....AP  
 Trans. Service.....Standard, Thesaurus  
 Membership.....NARTB  
 Representative.....Hil F. Best  
 Pres., Sta., Gen., Comm. Mgr., Mike A. Barrett  
 Assistant Manager.....Hal Roche  
 Program Director.....Crawford Taylor

**KBOR—Brownsville—1949**  
 ABC

Frequency: 1600 Kc....Power: 1000 Watts d.  
 Owned-Oper. By.....Brownsville Bcstg. Co.  
 Address.....Box 472  
 News Service.....AP  
 Trans. Service.....World, Thesaurus  
 Representative.....Best  
 Membership.....NARTB, RAB  
 Pres., Gen., Sta. Mgr., M. J. Wilson  
 Commercial Manager.....Vance C. Wilson  
 Sales Prom. Mgr., Prog., Pub. Dir., Bill Mack  
 Chief Engineer.....Willis A. Wilson

**KBWD—Brownwood—1941**  
 MBS

Freq.: 1380 Kc....Power: 1000 Watts  
 Owned-Oper. By.....Brown County Bcstg. Co.  
 Business-Studio Address...800 Hawkins St.  
 News Service.....AP  
 Representative.....Avery-Knodel  
 Transcription.....World  
 Membership.....NARTB  
 Pres., Gen. Manager.....Wendell Mayes  
 Commercial Manager.....Bill Jamar

**KEAN—Brownwood—1953**

Frequency: 1240 Kc....Power: 100 Watts  
 Owned-Oper. By.....KEAN Radio Corp.  
 Address.....2220 Fisk Ave.  
 News Service.....AP  
 Transcription.....Lang-Worth  
 Representative.....Best  
 President.....J. H. Childs  
 Manager.....Eddy Farren  
 Program Director.....Cile Farren

**KORA—Bryan—1947—MBS**

Frequency: 1240 Kc....Power: 250 Watts  
 Owned-Oper. By.....Bryan Bcstg. Co.  
 Bus.-Studio Address.....310 E. 25th St.  
 Station Rep.....Best  
 News Service.....INS  
 Trans.....World, SESAC  
 Membership.....NARTB  
 Owner.....David C. Jones, Jr.  
 Comm. Manager.....Mrs. Ambyr Buchanan

General Manager.....Mike Mistovich  
 Chief Eng.....James L. Harvey

**KMIL—Cameron—1955**

Frequency: 1330 Kc....Power: 500 W., d.  
 Owned-Oper. By.....Milam Cty. Bcstg. Serv.  
 Address.....Box 432

**KBEN—Carrizo Springs—1955**

Frequency: 1450 Kc....Power: 250 Watts  
 Owned-Operated By..Walter and Roy Herbolt  
 Address.....104 S. 5th St.  
 News Service.....AP  
 General Manager.....Walter Herbolt  
 Commercial Manager.....Roy W. Herbolt

**KGAS—Carthage—1955**

Frequency: 1590 Kc....Power: 1000 Watts  
 Owned.....Carthage Broadcasting Company  
 Address.....107½North St. Mary  
 News Service.....AP  
 Representative.....Hil F. Best  
 Co-Owner, General Manager...Thomas Alford  
 Co-Owner, Sta. Mgr., Prog. Dir., F. E. Barr  
 Comm., Sales Prom. Mgr., Bob Braziel  
 Publicity Director.....Calvin Hancock  
 Chief Engineer.....Don Runyon

**KDET—Center—1949**

Frequency: 930 Kc....Power: 1000 Watts d.  
 Owned-Operated By..Center Bcstg. Co., Inc.  
 Address.....205 Austin St.  
 News Service.....UP  
 Transcription Service.....World  
 Representative.....Gill-Perna, Clarke Brown  
 Gen. Mgr.....Tom E. Foster  
 Sta., Comm. Mgr.....Jack Bell  
 Prog. Dir.....Mrs. Inez Brown  
 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.  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Hil F. Best  
 President.....R. Malone Hagan  
 General Manager.....George E. Morey

**KCAR—Clarksville—1955**

Frequency: 1350 Kc....Power: 500 Watts d.  
 Owned-Operated By.....Texo Bcstg. Co.  
 Address.....Box 609  
 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**.....Martl. 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  
**Pub. Dir.**.....Monroe Coston  
**Chief Engineer**.....Walter C. Lacy

**KVLB—Cleveland—1954**

**Frequency:** 1410 Kc.....**Power:** 500 Watts  
**Owned-Oper. By**.....Cleveland Bcstg. Co.  
**Address**.....Box 487  
**Transcription**.....Capitol  
**News Service**.....AP  
**General Manager**.....Harvard C. Bailes  
**Program Director**.....Wally Wallington  
**Sales Manager**.....H. C. Bailes

**KSTA—Coleman—1947—KBS**

**Frequency:** 1000 Kc.....**Power:** 250 Watts d.  
**Owned-Oper. By**..Coleman County Bcstg. Co.  
**Business Address**.....Box 432  
**News Service**.....UP  
**Transcription Service**.....World  
**Representative**.....Melville  
**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  
**News Service**.....AP  
**Sta. Mgr.**.....Elsie Patranella  
**Commercial Manager**..Chester A. O'Donnell  
**Sales Prom. Mgr.**.....Iris Bullard  
**Prog. Dir.**.....John Scogin  
**Chief Engineer**.....Brent Mount

**KVMC—Colorado City—1950**  
**KBS**

**Frequency:** 1320 Kc.....**Power:**1000 Watts d.  
**Owned**.....Colo. City Bcstg. Co.  
**News Service**.....AP  
**Trans. Ser.**.....World  
**Representative**.....Best  
**Membership**.....NARTB  
**Pres., General Manager**.....Eldon Mahon  
**Sta., Sales Prom. Mgr., Prog., Pub. Dir.**  
 Walter B. Grubbs  
**Comm. Mgr., Chief Eng.**.....P. A. Richardson

**KMCO—Conroe—1951**

**Frequency:** 900 Kc.....**Power:** 500 Watts d.  
**Owned**.....Montgomery County Bcstg. Co.  
**Address**.....324½ N. Main  
**News Service**.....AP  
**Transcription**.....Standard  
**Rep.**.....Hil F. Best

**Membership**.....NARTB  
**President**.....Reagan Smith  
**Prog. Dir.**.....James C. Dorrell  
**Gen., Sta., Comm. Mgr.**.....David L. Oglesby  
**Sls. Prom. Mgr.**.....Lee Meredith  
**Pub. Dir.**.....Hal Coley  
**Chief Engineer**.....John W. Neathery, Jr.

**KATR—Corpus Christi—1944**

**Frequency:** 1030 Kc.....**Power:** 50 Kw. d.  
**Owned**.....Broadcasters, Inc.  
**Address**.....Box 898  
**Representative**.....Bramham  
**News Service**.....AP  
**Pres.**.....Glenn E. Alexander  
**Gen., Sales Prom. Mgr.**.....Harry H. Hayes  
**Sta. Mgr., Program Dir.**.....Edward W. Dunn  
**Comm. Mgr.**.....Weldon Robinson  
**Pub. Dir.**.....Barbara Todd  
**Chief Engineer**.....Paul Waller

**KCCT—Corpus Christi—1954**

**Frequency:** 1150 Kc.....**Power:** 1,000 Watts d.  
**Owned & Oper. By**...International Radio Co.  
**Address**.....403 South Staples  
**Representative**.....O'Connell, Tracy Moore  
**News Service**.....AP  
**President**.....Dr. J. A. Garcia  
**Vice-President**.....Dr. H. P. Garcia  
**Gen. Mgr., Chief Eng.**.....Mike Ferdin

**KEYS—Corpus Christi—1941**  
**CBS-MBS**

**Freq.:** 1440 Kc.....**Power:** 1 Kw. d., 500 W. n.  
**Owned-Operated By**.....Nueces Bcstg. Co.  
**Address**.....P. O. Box 1460  
**Representative**.....Raymer  
**News Service**.....UP  
**General Manager**.....E. C. Hughes  
**Sta., Mgr.**.....Allan Dale  
**Comm. Mgr.**.....Bill Keck  
**Prog. Dir.**.....Alan Heacock  
**Chief Engineer**.....Harold Griffith

**KRIS—Corpus Christi—1927**  
**NBC**

**Frequency:** 1360 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.....Gulf Coast Bcstg. Co.  
**Address**.....P. O. Box 840  
**Representative**..Peters, Griffin, Woodward, Inc.  
**Transcription**.....Standard  
**Membership**.....NARTB, RAB  
**Pres., Gen., Sta. Mgr.**.....T. Frank Smith  
**Commercial Manager**.....William Elkner  
**Program Director**.....Charles Nethery  
**Promotion Mgr.**.....T. F. Smith, Jr.

**KSIX—Corpus Christi—1947**  
**ABC**

**Frequency:** 1230 Kc.....**Power:** 250 Watts  
**Owned-Oper. By** Corpus Christi Bdstg. Co., Inc.  
**Address**.....Show Room Bldg.  
**Representative**.....Forjoe, Clarke Brown  
**News Service**.....AP



Membership ..... NARTE, RAB  
 Pres., Gen., Sta. Mgr. .... Vann M. Kennedy  
 Commercial Mgr. .... Charles R. Manning  
 Program Director ..... Eugene M. Looper  
 Sls. Prom. Mgr., Pub. Dir. .... Claude Allen  
 Chief Eng. .... Eric Beal

**KUNO—Corpus Christi—1950**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... KUNO, Inc.  
 Address-Trans. Loca. .... 406 19th St.  
 News Service ..... AP  
 Representative ..... Everett-McKinney, Inc.  
 Pres., Gen. Mgr. .... Leslie C. Smith  
 Commercial Mgr. .... Herb Garrett

**KAND—Corsicana—1937**  
**KBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By ..... Alto, Inc.  
 Bus.-Studio Address ..... 609 W. 7th Ave.  
 News Service ..... AP  
 Representative ..... Branham  
 Membership ..... NARTE  
 President ..... R. E. Lee Glasgow  
 General Manager ..... Luther A. Johnson, Jr.

**KIVY—Crockett—1949**  
**KBS**

Frequency: 1290 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By ..... Pioneer Bcstg. Co.  
 Address ..... Box 670  
 News Service ..... AP  
 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 Cty. Bcstg. Co.  
 Representative ..... Best, Biddick  
 News Service ..... UP  
 General Manager ..... A. M. Respondek

**KXIT—Dalhart—1948—KBS**

Frequency: 1410 Kc. .... Power: 500 Watts a.  
 Owned-Oper. By ..... Dalhart Broadcasters  
 Address ..... Box 1350  
 Representative ..... Best  
 Transcription Service ..... World  
 News Service ..... UP  
 Manager ..... R. J. Beller

**KGKO—Dallas—1953**

Freq.: 1480 Kc. .... Power: 5 Kw. d., 500 Watts n.  
 Owned-Oper. By ..... Lakewood Bcstg. Co.  
 Address ..... P. O. Box 11747  
 Representative ..... Avery-Knodel  
 News Service ..... UP  
 General Manager ..... T. A. (Buddy) Harris  
 Comm. Mgr. .... Jack Howard  
 Prog. Dir. .... Hal Bakke

**KIXL—Dallas—1947**

Frequency: 1040 Kc. .... Power: 1000 Watts d.

Owned-Operated By ... Variety Bcstg. Co., Inc.  
 Business-Studio Address ... 1401 S. Akard St.  
 News Service ..... AP  
 Transcription Service ..... Standard, Capitol,  
 Associated, McGregor, Thesaurus

Rep. .... Webb, Melville Good Music Bdctrs.  
 Chairman of the Board ..... Lee Segall  
 Pres. .... Julius Schepps  
 General Mgr. .... Bob E. Tripp  
 Ass't. Gen. Mgr. .... Cliffe Robinson  
 Prog. Dir. .... Don Robinson  
 Pub. Dir. .... Bob Putnam  
 Chief Engineer ..... Bob E. Tripp

**KLIF—Dallas—1947**

Freq.: 1190 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By ... McLendon Investment Corp.  
 Business-Studio Address ..... 2104 Jackson St.  
 News Service ..... INS, UP  
 Representative ..... John Blair  
 President ..... Gordon McLendon  
 Sta., Comm. Mgr. .... Bill Morgan  
 Program Director ..... George Singer  
 Chief Engineer ..... Glenn Callison

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**KRLD—Dallas—1926—CBS**

Frequency: 1080 Kc. Power: 50,000 Watts  
 Owned-Operated By: KRLD Radio Corp.  
 Address: Herald Square  
 News Service: AP, UP  
 Trans. Service: Standard, Theaurus  
 Newspaper Affiliation: Times Herald  
 Membership: NARTB  
 President: Clyde W. Rembert  
 S'a. Mgr., Gen., Comm. Mgr.: W. A. Roberts  
 Sales Prom. Mgr.: Lloyd Price  
 Program Director: Ted Parrino  
 Publicity Director: Jack Saunders  
 Chief Engineer: B. B. Honeycutt

**KSKY—Dallas—1941**

Frequency: 660 Kc. Power: 1000 Watts d.  
 Owned-Operated By: SKY Bcstg. Service  
 Address: Hotel Stoneleigh  
 News Service: UP  
 General Manager: A. L. Chilton  
 Comm., Prom. Manager: R. G. Terrill  
 Prog. Dir.: Leonard Holland  
 Chief Engineer: Morris M. Ming

**WFAA—Dallas—1922  
NBC-ABC**

Frequency: 820 Kc., 570 Kc.  
 Power: 50,000 W., 5000 W.  
 Owned-Oper. By: A. H. Belo Corp.  
 Business-Studio Address: Young & Houston Sts.  
 News Service: AP, UP

Newspaper Affil.: Morning News  
 Representative: Edward M. Petry  
 Membership: NARTB, RAB  
 President: E. M. Dealey  
 General Manager: Alex Keese  
 Comm. Mgr.: George K. Utley  
 Sales Prom. Mgr.: Stan Weinberg  
 Station Mgr.: Karl Lambertz  
 Publicity Director: Barbara Elam  
 Prog. Dir., Prod. Mgr.: Dan Valentine  
 Chief Engineer: Jim Webb Cooper

**WRR—Dallas—1920—MBS**

Frequency: 1310 Kc. Power: 5000 Watts  
 Owned-Oper. By: City of Dallas  
 Business Address: Fair Park  
 News Service: UP  
 Representative: John Blair  
 Trans.: Major Records  
 Membership: NARTB, RAB  
 Gen., Mgr., Chief Engr.: Durward Tucker  
 Comm. Mgr.: Carolyn Molfett  
 Sales Prom. Mgr.: Charles Frauman  
 Publicity Dir.: Patricia Chandler  
 Program Director: Richard Weeks

**KDLK—Del Rio—1946—KBS**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Operated By: Del Rio Bcstg. Co.  
 Business Address: P. O. Box 1182  
 News Service: UP  
 Station Manager: Don R. Howard, Jr.



might as well face it . . .

## KRLD is the only Full-Time 50,000 watt station in the Dallas - Fort Worth area

KRLD is the only 50,000 watt station operating in the Dallas-Fort Worth area not sharing its frequency with another station. Complete saturation, morning, afternoon and night, of this rich, rapidly expanding market, plus North Texas and Southern Oklahoma, is yours with just one order . . . on KRLD. Best of all . . . by not having to divide contracts with two stations . . . you earn greater frequency discounts . . . maximum impact for minimum investment.

KRLD is the oldest CBS affiliate in Texas. Southwestern listeners are accustomed to tuning to 1080 for their favorite radio entertainment. Popular regional and top-rated CBS programs consistently make KRLD the No. 1 station for this vast audience . . . one of the highest income groups in the nation. To reach this group completely, effectively and economically, your basic advertising medium choice should be . . . MUST be . . . KRLD . . . Dallas.

**KRLD Radio CBS Dallas**

Owned and operated by KRLD-TV, televising with Maximum Power from the top of Texas' Tallest Tower, The Dallas Times Herald station, Herald Square, Dallas 2. The Branham Company, National Representatives.

JOHN W. RUNYON  
Chairman of the Board

CLYDE W. REMBERT  
President

**KDSX—Denison-Sherman  
1948**

Frequency: 950 Kc. Power: 500 Watts  
Owned-Oper. By.....KDSX, Inc.  
Address.....P. O. Box 263, Denison  
News Service.....AP  
Sta. Rep.....Melville  
President, Gen. Mgr.....B. V. Hammond, Jr.  
Station Mgr.....L. L. Hendrick  
Comm. Mgr., Sales Prom. Mgr.....Bill Jaco  
Station Director.....William A. Duke  
Pub. Dir.....Howard Mayes  
Chief Engineer.....J. D. Knight

**KDNT—Denton—1938**

Freq.: 1440 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Operated By.....Harwell V. Shepard  
Address.....Radio Center Bldg.  
Membership.....NARTB, BAB  
Owner & Manager.....Harwell V. Shepard

**KDDD—Dumas—1947—KBS**

Frequency: 800 Kc. Power: 250 Watts d.  
Owned-Oper. By...North Plains Bcastg. Corp.  
Address.....Box 337  
News Service.....AP  
Membership.....NARTB  
Trans.....Standard  
Representative.....Hil F. Best  
President.....Lucian Spencer  
Gen., Sta. Mgr.....Ken Duke  
Comm. Manager.....John James  
Prog. Dir.....Coy Jensen  
Chief Eng.....G. Murphy

**KERC—Eastland—1953**

Frequency: 1590 Kc. Power: 500 Watts d.  
Owned-Oper. By.....Tri-Cities Bcastg. Co.  
of Eastland Cty.  
Address.....P. O. Box 590  
News Service.....AP  
Trans. Ser.....Capitol, Thesaurus  
Representative.....Hil F. Best  
General Manager.....Hugh Neeld  
Commercial Manager.....Grover Lee  
Program Director.....John Slaughter  
Chief Engineer.....Dale Chick

**KURV—Edinburg—1947**

Frequency: 710 Kc. Power: 250 Watts d.  
Owned-Oper. By.....KURV, Inc.  
Address.....Hiway 281  
News Service.....UP  
Rep.....William G. Rambeau  
President.....Rogers Kelley  
Gen. Mgr., Comm. Mgr.....J. M. McDonald  
Program Director.....Don Myers  
Chief Engineer.....I. D. Williams

**KULP—El Campo—1948**

Frequency: 1390 Kc. Power: 500 Watts d.  
Owned-Oper. By..Wharton County Bcastg. Co.  
Business Address.....Box 1390  
News Service.....UP

Transcription Service.....Thesaurus  
President.....Culp Krueger  
Station, Comm. Manager.....V. Frank Jones  
Sales Prom. Mgr.....Bill Pribble  
Program Director.....Jerry H. Werlla  
Chief Engineer.....Joe H. Miller

**KELP—El Paso—1947**

Freq.: 920 Kc. Power: 1 Kw. d., 500 W. n.  
Owned-Oper. By.....McLendon Inv. Corp.  
Address.....4530 Delta St.  
News Service.....UP  
Representative.....H-R  
President.....G. B. McLendon  
Gen. Mgr.....Herb Golombeck  
Comm. Manager.....Walt DePuy  
Program Director.....Chuck Lay  
Chief Eng.....Dave Mott

**KEPO—El Paso—1948  
ABC-MBS**

Frequency: 690 Kc. Power: 10,000 Watts  
Owned-Oper. By.....KEPO, Inc.  
Address.....2419 N. Piedras St.  
News Service.....UP  
Representative.....Pearson  
General Manager.....Frank Stewart

**KROD—El Paso—1940—CBS**

Frequency: 600 Kc. Power: 5000 Watts  
Owned-Oper. By.....Roderick Bcastg. Co.  
Address.....2201 Wyoming St.  
Membership.....NARTB, RAB  
News Affil.....Times  
News Service.....AP  
Representative.....Branham  
Pres.....D. D. Roderick  
General Manager.....Val Lawrence  
Station Mgr.....Bruce Barnard  
Comm. Manager.....Tom Wisheart  
Prom. Mgr.....Gordon Phillips  
Program Director.....Marlin Haines  
Pub. Dir.....Gordon Phillips  
Chief Eng.....Vince Roberts

**KSET—El Paso—1949**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By.....Rio Grande Bcastg. Co.  
Address.....904 Magoffin  
Representative.....Melville, McGavren-Quinn  
Transcription Service.....Capitol, World  
Membership.....NARTB  
President.....Fred Hervey  
General Manager.....Tom R. McKenna  
Sta. Mgr., C.E., Prog. Dir.....Ed Sullivan  
Commercial Manager.....Warren Pullen

**KTSM—El Paso—1929—NBC**

Frequency: 1380 Kc. Power: 1000 d., 500 n.  
Owned-Oper. By.....Tri-State Bcastg. Co., Inc.  
Bus.-Studio Address.....801 N. Oregon St.  
News Service.....UP  
Transcription Service.....Thesaurus  
Rep.....George P. Hollingbery, Clarke Brown  
Membership.....NARTB  
Pres., Gen. Mgr.....Karl O. Wylar



V.P., Sales Mgr. . . . . Roy T. Chapman  
 Publicity Director. . . . . John Phelan

**KBLP—Falfurrias—1953**

Frequency: 1260 Kc. . . . . Power: 500 Watts d.  
 Owned & Oper. By. . . . . Bob Hicks  
 Address. . . . . 104 North St. Mary's St.  
 News Service . . . . . AP  
 Transcription . . . . . Thesaurus  
 General Manager. . . . . Bob Hicks  
 Station Manager. . . . . Jimmy Ray

**KFLD—Floydada—1951**  
**KBS**

Frequency: 900 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By. . . . . West Texas Bcstrs. Inc.  
 Address. . . . . P. O. Box 1006  
 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. . . . . Barbara McNeill  
 Chief Engineer. . . . . W. M. Highhill

**KFST—Ft. Stockton—1954**  
**KBS**

Frequency: 860 Kc. . . . . Power: 250 Watts  
 Owned . . . . . KFST, Inc.  
 Address . . . . . Springerst Hotel Bldg.  
 News Service . . . . . AP  
 Trans. . . . . Capitol  
 Representative. . . . . Hil F. Best  
 Membership . . . . . NARTB  
 Pres. . . . . George Baker  
 Gen., Sta. Mgr. . . . . H. Dennis Fisher  
 Prom. Mgr. . . . . Nick James  
 Prog. Dir. . . . . Durwood Haddock  
 Chief Eng. . . . . Martin Baze

**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.  
 News Service . . . . . UP  
 Membership . . . . . NARTB  
 Pres., Gen., Sta. Mgr., Comm. Mgr. . . . . J. H. Speck  
 Sales Prom Mgr. . . . . Jim Hoadly  
 Prog. Dir. . . . . Walt Jones  
 Chief Engineer. . . . . Chester Grubbs

**KCUL—Fort Worth—1946**

Frequency: 1540 Kc: Power: 10 Kw. d., 1 Kw. n.  
 Owned. . . . . Dalworth Broadcasting Co.  
 Address . . . . . 3607 Camp Bowie Blvd.  
 News Service . . . . . AP  
 Transcription . . . . . Thesaurus  
 Representative . . . . . Charles Bernard  
 President. . . . . Kurt A. Meer  
 Gen., Sta., Comm. Mgr. . . . . Buddy E. Starcher  
 Program Director. . . . . Jack Henderson  
 Publicity Director. . . . . Frances Henderson  
 Chief Engineer. . . . . R. L. McAlister

**KFJZ—Fort Worth—MBS**

Frequency: 1270 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By. . . . . Tarrant Bcstg. Co.  
 Business-Studio Address. . . . . 4801 W. Freeway  
 News Service . . . . . AP  
 Representative . . . . . H. R., Rep.  
 Membership . . . . . RAB, NARTB  
 Pres., Gen. Mgr. . . . . Gene L. Cagle  
 V. P., Sta. Mgr. . . . . Charles B. Jordan  
 Comm. Mgr., Prom. Mgr. . . . . Hazel Riley  
 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  
 News Service . . . . . UP  
 Representative. . . . . John E. Pearson  
 President. . . . . John Flood Jr.  
 Sta., Comm. Mgr. . . . . J. R. Pipes

**KXOL—Fort Worth—1947**

Freq.: 1360 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By. . . . . KXOL, Inc.  
 Bus-Studio Address. . . . . 3004 W. Lancaster St.  
 News Service . . . . . AP  
 Representative . . . . . Avery-Knodel  
 Membership . . . . . NARTB, RAB  
 President . . . . . Wendell Mayes  
 Gen., Sta. Mgr. . . . . E. Fletcher  
 Comm. Mgr. . . . . Hewel Jones  
 Prom. Mgr., Pub. Dir. . . . . Jerry Hahn  
 Prog. Dir. . . . . Kent Burkhardt  
 Chief Eng. . . . . Hugh McBeath

**WBAP—Fort Worth—1922**  
**NBC-ABC**

Frequency. . . . . 820 Kc., 570 Kc.  
 Power. . . . . 50,000 W., 5,000 W.  
 Owned-Oper. By. . . . . Carter Publications, Inc.  
 Business Address. . . . . Fort Worth  
 News Service . . . . . AP  
 Newspaper Affiliation. . . . . Star Telegram  
 Trans. Service. Associated, World M. M. Cole  
 Representative. Peters, Griffin, Woodward, Inc.  
 Membership . . . . . NARTB  
 President. . . . . Amon Carter, Jr.  
 Gen., Sta. Manager. . . . . George Cramston  
 Commercial Manager. . . . . Roy Bacus  
 Program Director. . . . . A. M. Woodford  
 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  
 Representative. . . . . Hil F. Best  
 Membership . . . . . NARTB  
 President. . . . . Arthur Stehling  
 Gen. Mgr., Chief Engr., Comm. Mgr.  
 Program Director. . . . . Norbert A. Fritz  
 . . . . . Alene Fritz

**KBRZ—Freeport—1952**

Frequency: 1460 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By ..... Sta. KBRZ, Inc.  
 Address ..... Box 1077  
 News Service ..... AP  
 Trans. Ser. .... Thesaurus  
 Representative ..... Best  
 President ..... William D. Schueler  
 Sta. Gen. Manager ..... Kenneth Ferguson

**KGAF—Gainesville—1947**  
KBS

Frequency: 1580 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Gainesville Bcstg. Co.  
 Address ..... P. O. Box 222  
 News Service ..... AP  
 Representative ..... Clyde Melville  
 Membership ..... NARTB, RAB  
 President ..... Joe M. Leonard, Sr.  
 General Manager ..... Joe M. Leonard, Jr.  
 Comm. Mgr. .... Earl Leonard  
 Prog. Dir. .... Bob Couch  
 Chief Eng. .... J. O. Miller

**KGBC—Galveston—1947**

Frequency: 1540 Kc. .... Power: 1 Kw. d., 250 n.  
 Owned-Oper. By ..... The Galveston Bcstg. Co.  
 Business-Studio Address ..... 715 Marine Ave.  
 News Service ..... AP  
 Station Representative ..... John E. Pearson  
 Membership ..... NARTB, RAB  
 Owner, Manager ..... James W. Bradner, Jr.  
 Prog. Dir. .... John Speciale  
 Chief Engineer ..... Luke Stripling

**KLUF—Galveston—1922**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... The KLUF Bcstg. Co.  
 Business-Studio Address ..... Box 562  
 President ..... Geo. Roy Clough  
 Traffic Manager ..... Braden E. Clough  
 Chief Engineer ..... Lee Clough

**KSJG—Gladewater—1949**

Frequency: 1430 Kc. .... Power: 1000 Watts d.  
 Owned-Oper. By ..... Gladewater Bcstg. Co.  
 Address ..... T. W. Lee Bldg.  
 News Service ..... AP  
 Trans. Ser. .... Capitol  
 Representative ..... Hil F. Best  
 Membership ..... NARTB  
 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.  
 News Service ..... AP  
 Representative ..... Cooke  
 Gen., Comm. Mgr. .... Lawrence M. Walshak

**KSWA—Graham—1948**

Frequency: 1330 Kc. .... Power: 500 Watts d.  
 Owned-Oper. By ..... Webb Enterprises  
 Address ..... Box 1050  
 News Service ..... UP  
 Station Rep. .... Clyde Melville  
 General Manager ..... Gilbert Webb

**KGVL—Greenville—1946**  
MBS-KBS

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By ..... KGVL, Inc.  
 Address ..... 1400 Wolfe City Drive  
 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  
 Owned ..... Hamilton Broadcasting Co.  
 Address ..... Box 592  
 Newspaper Affiliation ..... Herald-News,  
 Dublin Progress  
 News Service ..... UP  
 Transcription ..... World  
 Representative ..... Keystone  
 Membership ..... NARTB  
 Owners ..... Coy Perry, C. M. Hatch  
 General Manager ..... C. M. Hatch  
 Sta., Comm. Manager ..... J. B. Miller  
 Sales Prom. Mgrs. .... J. B. Miller, Al Scott  
 Program Directors ..... Reed Harris,  
 Mary Nell Manning  
 Publicity Dir. .... Mary Nell Manning  
 Chief Eng. .... Carl Knely

**KGBT—Harlingen—1941**  
CBS

Freq.: 1530 Kc. .... Power: 50 Kw d., 10 Kw. n.  
 Owned-Oper. By ... Harbenito Bcstg. Co., Inc.  
 Address ..... 1519 West Harrison  
 News Service ..... AP, UP  
 Representative ..... H.R. Clarke Browne  
 Membership ..... NARTB  
 President ..... McHenry Tichenor  
 Gen. Mgr. .... Bob McDonald  
 Chief Eng. .... S. Harold Jones

**KGRI—Henderson—1947**

Frequency: 1000 Kc. .... Power: 250 Watts d.  
 Owned-Oper. By ..... Henderson Bcstg. Co.  
 Business-Studio Address ..... P. O. Box 311  
 Representative ..... Best  
 News Service ..... AP  
 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**.....Skaggs Bldg., Plainview  
**News Service**.....UP  
**Membership**.....NARTB  
**Representative**.....Best  
**President**.....Marshall Formby  
**General Manager**.....Clint Formby  
**Commercial Manager**.....Chris Clark  
**Publicity Director**.....Forrest Friedly

**KHBR—Hillsboro—1948**  
**KBS**

**Frequency:** 1560 Kc.....**Power:** 250 Watts d.  
**Owned-Operated By**.....Hill County Bcstg. Co.  
**Station Rep.**.....Best, Melville  
**News Service**.....UP  
**Transcription**.....World  
**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.  
**News Service**.....UP  
**Representative**.....John E. Pearson  
**Membership**.....NARTB  
**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  
**News Service**.....UP  
**Representative**.....Walker  
**Membership**.....NARTB  
**President**.....Howard W. Davis  
**General Manager**.....Glenn Douglas  
**Prog. Dir.**.....Bill Pelham  
**Comm. Mgr.**.....G. Weinman, Jr.  
**Sales Prom. Mgr., Pub. Dir.**.....Beverly Baird  
**Chief Eng.**.....Frank Maher

**KNUZ—Houston—1948**

**Frequency:** 1230 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Veterans Bcstg. Co.  
**Address**.....4701 Caroline St., Box 2135  
**News Service**.....UP  
**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  
**Newspaper Affil.**.....Post  
**Membership**.....NARTB, RAB  
**Representative**.....Edw. Petry & Co.  
**Gen., Sta. Mgr.**.....Jack W. Harris  
**Commercial Manager**.....Jack McGrew

**NOW! Hooper and Pulse Agree!**

**NUMBER 1**

*Radio Station in Houston is*

**K-NUZ**

**BY AN EVEN WIDER MARGIN!**

Hooper October and November, 1956

Monday thru Friday 7 A.M.—12 Noon	
K-NUZ	25.8
Net. Sta. "A"	10.4
Net. Sta. "B"	9.2
Net. Sta. "C"	15.3
Net. Sta. "D"	14.1
Ind. Sta. "A"	6.7
Ind. Sta. "B"	5.1
Ind. Sta. "C"	6.3

Monday thru Friday 12 Noon—6 P.M.	
K-NUZ	30.2
Net. Sta. "A"	11.4
Net. Sta. "B"	6.3
Net. Sta. "C"	12.1
Net. Sta. "D"	9.0
Ind. Sta. "A"	8.2
Ind. Sta. "B"	6.3
Ind. Sta. "C"	10.7



Now . . . K-NUZ is the Leader by a GREATER MARGIN —  
 Yet the rates are Low, Low Low! Join the Rush for Choice Avals.

In Houston the swing is to RADIO . . . and Radio in Houston is . . .

**K-NUZ**

**HOUSTON'S 24 HOUR MUSIC AND NEWS**

National Reps.: FORJOE & CO. —  
 New York • Chicago • Los Angeles •  
 San Francisco • Philadelphia • Seattle

Southern Reps.:  
 CLARKE BROWN CO. —  
 Dallas • New Orleans • Atlanta

IN HOUSTON, CALL DAVE MORRIS, Jackson 3-2581



**KTHT—Houston—1944—MBS**  
 Frequency: 790 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Texas Radio Corp.  
 Business Address... 4005 Travis St., Box 3011  
 News Service .....UP  
 Transcription .....Associated, Capitol  
 Representative .....Raymer  
 V.P., Gen. Mgr..... Sam H. Bennett

**KTRH—Houston—1930—CBS**  
 Frequency: 740 Kc.....Power: 50,000 Watts  
 Owned-Operated By.....KTRH Bdcstg. Co.  
 Address .....Rice Hotel  
 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  
 Pub. Dir.....Byron Beasley  
 Program Director .....Tom Jacobs  
 Engineer .....Lester Mullan

**KXYZ—Houston—1930—ABC**  
 Frequency: 1320 Kc. ....Power: 5000 Watts  
 Owned-Oper. By .....Shamrock Bdcstg.  
 Address .....Gulf Bldg.  
 News Service .....UP  
 Representative .....Avery-Knodel  
 Membership .....NARTB, RAB  
 Chairman of the Board.... Glenn H. McCarthy  
 Pres., General Manager.....Fred Nahas  
 Station Manager.....Ted Hills  
 Program Director.....Bob Blase  
 Prom., Pub. Director.....Phil Snyder  
 Comm. Mgr.....Ken Bagwell  
 Chief Engineer.....Gerald R. Chinski

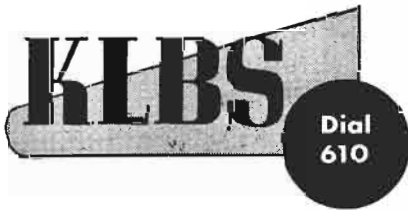
**KYOK—Houston—1947**  
 Frequency: 1590 Kc.....Power: 5 Kw.  
 Owned .....KYOK, Inc.  
 Address .....412 Main St.  
 News Service .....UP  
 Rep.... Stars National, Dora-Clayton, Melville  
 President.....Jules J. Paglin  
 General Manager.....Stanley W. Ray, Jr.  
 Station Manager.....John W. Watkins

**KSAM—Huntsville—1938**  
**MBS-KBS**  
 Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Huntsville Bcstg. Co.  
 Address .....Box 312  
 News Service .....AP  
 Transcription Service.....Capitol  
 General Manager.....Jack Nichols

**KEBE—Jacksonville—1946**  
**KBS**  
 Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Operated By.....KEBE, Inc.

**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**



**Address** ..... Box 1071  
**Transcription** ..... World  
**News Service** ..... UP  
**President, Gen. Mgr.** ..... Mrs. Leita M. Laurie  
**Commercial Manager** ..... Jerry D. Spencer  
**Prog., Pub. Dir.** ..... Ben Erle Laurie  
**Chief Engineer** ..... Dave Schmidt, Jr.

**KTXJ—Jasper—1948**

**Frequency:** 1350 Kc. .... **Power:** 1000 Watts  
**Owned-Oper. By** ..... Jasper Bcstg. Co.  
**Address** ..... P. O. Box 6090  
**President** ..... Joe J. Fisher  
**Gen., Station Mgr.** ..... H. G. Pendergast  
**Commercial Manager** ..... L. G. Robinson  
**Program Dir.** ..... James Brasher  
**Chief Engineer, Pub. Dir.** ..... Fred B. Smith

**KMBL—Junction—1950—KBS**

**Frequency:** 1450 Kc. .... **Power:** 250 Watts  
**Owned-Operated By** ..... Kimble County Bcstg. Co.  
**Address** ..... Flat Rock Lane  
**Station Rep.** ..... Best  
**General Mgr.** ..... Farrell M. Brooks

**KENN—Karnes City-Kenedy  
 1954**

**Frequency:** 990 Kc. .... **Power:** 250 Watts  
**Owned** ..... The Camel Co.  
**Address** ..... Box 990, Kenedy  
**News Service** ..... AP  
**Representative** ..... Avery-Knodel  
**President** ..... Charles W. Balthrope  
**Station Manager** ..... Ed C. Balthrope  
**Commercial Manager** ..... E. L. Richards  
**Program Director** ..... Chuck Martin  
**Chief Engineer** ..... Bill Porter

**KERB—Kermit—1950—KBS**

**Frequency:** 600 Kc. .... **Power:** 1000 Watts d.  
**Owned-Oper. By** ..... KERB, Inc.  
**Address** ..... Hway. 302  
**Transcription Service** ..... Thesaurus, SESAC  
**Representative** ..... Best, Melville  
**Membership** ..... NARTB  
**President** ..... E. S. Walden  
**Sales Manager** ..... Ernie Allen

**KERV—Kerrville—1948**

**Frequency:** 1230 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... Kerrville Bcstg. Co.  
**Address** ..... P. O. Box 791  
**News Service** ..... AP  
**Transcription Service** ..... World  
**Station Rep.** ..... Best  
**Pres., Gen., Sta. Mgr., Prog. Dir.** ..... A. G. Rodgers  
**Comm. Mgr.** ..... Wanda Oster  
**Prom. Mgr.** ..... C. L. McClish  
**Chief Eng.** ..... Clyde Jones

**KOCA—Kilgore—1936**

**Frequency:** 1240 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... Radio Sta. KOCA, Inc.  
**Address** ..... 102½ E. North St.  
**President** ..... Roy G. Terry

**Gen., Manager** ..... H. A. Degner  
**Commercial Manager** ..... Wayne Douglas

**KLEN—Killeen—1955**

**Frequency:** 1050 Kc. .... **Power:** 250 W., d.  
**Owned-Operated By** ..... Highlite Bcstg Co.  
**Address** ..... Box 935  
**News Service** ..... AP  
**Trans.** ..... Thesaurus  
**Pres., Gen., Comm. Mgr., Chief Eng.**

A. W. Stewart  
**Program Director** ..... Regina Mahranas  
**Promotion Manager** ..... Ladelle Drake  
**Comm. Mgr.** ..... Rhett Sargent  
**Publicity Director** ..... Sammy Lillibridge

**KINE—Kingsville—1948**

**Frequency:** 1330 Kc. .... **Power:** 1000 Watts d.  
**Owned-Oper. By** ..... KINE, Inc.  
**Address** ..... 205 E. King Ave.  
**News Service** ..... UP  
**Representative** ..... Hil F. Best  
**Membership** ..... NARTB  
**Pres.** ..... James H. Clement  
**General Manager** ..... Ben A. Glusing  
**Comm., Sta. Mgr.** ..... Eston R. Pace  
**Chief Eng.** ..... R. T. Whitaker

**KPET—Lamesa—1946—KBS**

**Frequency:** 690 Kc. .... **Power:** 250 Watts  
**Owned** ..... Lamesa Broadcasting Co.  
**Address** ..... P. O. Box 30  
**News Service** ..... AP  
**Membership** ..... NARTB  
**President** ..... R. O. Parker  
**General Manager** ..... Bob Bradbury  
**Commercial Manager** ..... Paul Crow  
**Sales Promotion Manager** ..... Gene Campbell  
**Program Director** ..... Geneva Crutcher  
**Publicity Director** ..... Hal Fees  
**Chief Engineer** ..... Roland Ouellette

**KCYL—Lampasas—1948**

**Frequency:** 1450 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... Lampasas Bcstg. Co.  
**Address** ..... H'way 281  
**News Service** ..... UP  
**Trans. Ser.** ..... Lang-Worth  
**Representative** ..... Best

**KVOZ—Laredo—1952  
 MBS-KBS**

**Frequency:** 1490 Kc. .... **Power:** 250 Watts  
**Owned** ..... Border Broadcasters, Inc.  
**Address** ..... P. O. Box 1498  
**News Service** ..... AP  
**Rep.** ..... Pearson, National Time Sales  
**President** ..... E. J. Harpole  
**General Manager** ..... Burney Jones  
**Comm. Mgr.** ..... Neil Gilligan, Jr.  
**Sales Promotion Manager** ..... George Holt  
**Chief Engineer** ..... Frank Manuel

**KLVT—Levelland—1949**

**Frequency:** 1230 Kc. .... **Power:** 250 Watts



Owned.....Herald Broadcasting Co.  
 Address.....Box 866  
 Newspaper Affiliation.....Daily Sun News  
 News Service.....AP  
 Transcription.....Thesaurus  
 Membership.....NARTB  
 President.....Forrest Weimhold  
 Station Manager, Ch. Eng.....Gil Patschke  
 Commercial Manager.....Barney Chadwick  
 Program Director.....M. Dwayne Grimes

**KVOW—Littlefield—1947**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Southwestern Bcstrs.  
 Business Address.....Littlefield  
 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  
 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  
 News Service.....AP  
 Trans. Ser.....Thesaurus, Standard, World  
 Representative.....Pearson  
 President.....R. G. LeTourneau  
 Gen. Manager.....Virgil Stone  
 Comm. Mgr.....Bill Pirtle  
 Sales Prom. Mgr.....Jim Curran  
 Prog. Dir.....Don Clark  
 Pub. Dir.....Lee Ann Ward  
 Chief Eng.....Robert A. Jones

**KDAV—Lubbock—1953**

Frequency: 580 Kc.....Power: 500 Watts  
 Owned.....KDAV, Ltd.  
 Address.....Box 270  
 News Service.....UP  
 Sta. Rep., Broadcast Time Sales, Clarke Brown  
 Membership.....NARTB  
 Gen. Manager.....D. P. Pinkston  
 Sales Prom. Manager.....Ralph Cery  
 Comm. Mgr.....Gerald Sanders  
 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  
 Representative.....Branham  
 News Service.....AP, INS

Membership.....NARTB  
 Transcription.....Standard  
 Pres., Gen. Manager.....W. D. Rogers  
 Station Manager.....John Kreiger  
 Sls. Prom. Mgr.....W. H. Shipley  
 Program Director.....Eddie Gale  
 Publicity Director.....Duncan Ellison  
 Chief Engineer.....Ruby Starnes

**KCBD—Lubbock—1946—NBC**

Frequency: 1590 Kc.....Power: 1000 Watts  
 Owned-Operated By  
 Bryant Radio & Television, Inc.  
 Address.....P. O. Box 1507  
 News Service.....UP, AP  
 Transcription Service.....Standard  
 Representative.....Raymer  
 Membership.....NARTB, RAB  
 President, Gen. Mgr.....Joe H. Bryant  
 Sta., Comm. Mgr.....Robert L. Synder  
 Program Director.....Al Goodnight  
 Sales Prom. Mgr.....Ray Poindexter  
 Pub. Dir.....Joan Prigmore  
 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  
 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.....Dan Tarpley  
 Prog. Dir., Pub. Dir.....Robert A. Nash  
 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.....1916 Avenue Q  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Rambeau, Melville  
 President.....Walter G. Russell  
 Gen., Sta. Mgr., Pub. Dir.....M M. Rochester  
 Business Manager.....W. N. McDowell  
 Comm., Sales Manager.....R. C. Hughes  
 Prog. Director.....D. G. Opheim  
 Chief Engineer.....Roger V. Hively

**KLLL—Lubbock—1953—KBS**

Frequency: 1460 Kc.....Power 1000 Watts d.  
 Owned-Oper. By.....R. B. McAllister, G. F. Mapes  
 News Service.....UP  
 Membership.....NARTB  
 Pres., Gen. Manager.....R. B. McAlister  
 Station Manager.....E. E. Mark  
 Comm. Mgr.....Lowell Cato  
 Sales Prom. Mgr.....Wendell Bagwell  
 Chief Eng.....Alvis Woolam



**KRBA—Lufkin—1938**  
**ABC-KBS**

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Operated By.....Darrell E. Yates  
Address.....Lufkin  
Representative.....Continental Radio Sales  
Membership.....NARTB  
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  
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  
Pub. Dir.....Tom Hooser  
Prog. Dir., Sales Prom. Mgr.....Boyd Porter, Jr.  
Chief Engineer.....E. C. Gresham

**KMLW—Marlin—1953**

Frequency: 1010 Kc. Power: 250 Watts  
Owned.....KMLW, Inc.  
Address.....P. O. Box 335  
News Service.....AP  
Representative.....Hil F. Best  
President.....Charles E. Reagan  
Gen., Sta., Comm. Mgr.....Duane W. Ramsey  
Program Director.....Jerry S. Hughes  
Chief Engineer.....Paul Wagenscheln

**KMHT—Marshall—1947**  
**KBS**

Frequency: 1450 Kc. Power: 250 Watts  
Owned.....Harrison County Broadcasting Co.  
Address.....408 Marshall National Bank Building  
News Service.....AP  
Representative.....Continental  
Membership.....NARTB  
President.....E. W. Mahone, Jr.  
Gen., Sta. Mgr.....H. A. Bridge, Jr.  
Comm., Sales Prom. Mgr.....Vinson Stevens  
Prog., Pub. Dir.....Sam Stringfellow  
Chief Engineer.....Brad Redfean

**KRIO—McAllen—1947**  
**ABC-MBS**

Frequency: 910 Kc. Power: 1000 Watts  
Owned-Oper. By.....Valley Bdcstg Co.  
Business Address.....500 E. Beaumont St.  
Rep.....Everett-McKinney, Clarke Brown  
Membership.....RAB  
News Service.....AP  
President.....Gene L. Cagle  
VP.....Charles B. Jordan  
Manager.....Chuck McKasson

**KCMR—McCamey—1954**  
**MBS-KBS**

Frequency: 1450 Kc. Power: 250 Watts

Owned.....Sprayberry Bcstg. Co., Inc.  
Address.....101 East 5th St.  
News Service.....UP  
Representative.....Hil F. Best  
Membership.....NARTB  
President.....Jack W. Hawkins  
General Manager.....John Whitmore  
Prog. Dir., Chief Eng.....Claud Barnett

**KMAE—McKinney—1947**

Frequency: 1600 Kc. Power: 1000 Watts d.  
Owned.....McKinney Air Enterprises, Inc.  
Bus. Studio Address.....218 E. Virginia St.  
News Service.....AP  
Transcription.....World  
Owner.....George W. Smith, Jr.  
Comm. Manager.....Melvin Belew  
General Manager.....Mrs. Denise Smith

**KBUS—Mexia—1956**

Frequency: 1590 Kc. Power: 500 Watts  
Owned.....Bi-Stone Broadcasting Company  
Address.....P. O. Box 227  
News Service.....UP  
Owner, Gen. Mgr.....J. B. McNutt, Jr.  
Station Manager.....Ralph Weedon  
Chief Engineer.....William F. Jones

**KCRS—Midland—1935**  
**ABC**

Freq.: 550 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned.....Clarence & Ruth Scharbauer, Jr.  
Business-Studio Address.....Box 1072  
Representative.....William G. Rambeau  
News Service.....UP  
Membership.....NARTB  
President.....Clarence Scharbauer, Jr.  
Gen., Sta. Mgr.....Wallace R. Jackson  
Comm. Mgr.....Eleanor McDonald  
S.s. Prom. Mgr.....Royce Collier  
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.  
News Service.....UP  
Transc. Serv.....World, Standard, Keystone  
Representative.....Best  
Membership.....NARTB, RAB  
Pres., Gen. Mgr., Chief Engr.....Jack Cecil  
Commercial Mgr.....Naomi Boswell  
Program Director.....Keith Ward

**KORC—Mineral Wells—1946**

Frequency: 1140 Kc. Power: 250 Watts d.  
Owned-Operated By.....J. Elroy McCaw  
Address.....Crazy Hotel  
Transcription Service.....World  
Representative.....Continental, Melville  
General Manager.....Harry A. Riley  
Sales Manager.....R. B. Dill, Sr.

**KVKM—Monahans—1946**  
MBS-KBS

Frequency: 1340 Kc. Power: 250 Watts  
Owned-Oper. By Monahans Bcstrs., Inc.  
Address Radio Center  
Membership NARTB, RAB  
Representative Hill F. Best  
Pres., Gen., Sta. Manager J. R. Rucker  
Commercial Manager Ken Rutledge

**KIMP—Mount Pleasant—1948**  
KBS

Frequency: 960 Kc. Power: 1000 Watts d.  
Owned-Oper. By Mt. Pleasant Bcstg. Co.  
Business Address Box 990  
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-Oper. By Stone Fort Broadcasting Co.  
Address Box 8  
News Service UP  
President Kelly Bell  
Gen., Sta. Mgr., Pub. Dir. J. C. Stallings  
Comm. Mgr., Program Dir. R. C. Atherton  
Chief Engineer Frank Murray

**KSFA—Nacogdoches—1947**

Frequency: 860 Kc. Power: 1000 Watts d.  
Owned-Oper. By Nacogdoches Br. Co., Inc.  
Address 2107 North St.  
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  
Newspaper Affiliation Herald  
Transcription Service Thesaurus  
News Service AP  
Exec. Dir., Gen., Comm., Prom. Mgr., Pub. Dir.  
F. T. Wilson  
Prog. Dir. A. E. Moeller, Jr.  
Chief Eng. Bob Stewart

**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  
News Service AP  
Transcription Service Standard  
Representative ForJoe  
General Manager Ben Nedow

Comm., Sis. Prom. Manager Roy Elsner  
Program Director Art Holt

**KOSA—Odessa—1947**  
CBS

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By Odessa Bcstg. Corp.  
Business-Studio Address 1300 South Crane  
News Service AP  
Transcription Service World, Capitol  
Representative John E. Pearson  
Membership NARTB, RAB  
President, Gen. Mgr. Cecil L. Trigg  
Station Manager, Pub. Dir. Doyce Elliott  
Program Director Jack Foster  
Comm., Prom. Mgr. Lou Lindsay  
Chief Engineer James Simpson

**KRIG—Odessa—1946**  
MBS-KBS

Frequency: 1410 Kc. Power: 1000 Watts  
Owned-Oper. By Oil Center Bcstg. Co., Inc.  
Address Box 231  
News Service UP  
Representative Hill F. Best  
Membership NARTB  
President R. O. Canon  
General Manager Kenneth Bond  
Station Manager Marguerite LaRue  
Sales Prom. Mgr. Carl Boone  
Program Director John Logan  
Chief Engineer Harold Whatley

**KOGT—Orange—1948—KBS**

Frequency: 1600 Kc. Power: 1000 Watts  
Owned-Oper. By Sabine Area Bcstg. Corp.  
Address Orange  
Station Rep. Best  
Membership NARTB, RAB  
News Service UP  
Trans. Lang-Worth, World  
President M. L. Jacobs  
Exec. V.P., Gen. Manager Ed Lovelace  
Prog. Dir. Betty Klein  
Chief Engineer Hulan Smith

**KNET—Palestine—1936**  
KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By Palestine Bcstg. Corp.  
Business-Studio Address P. O. Box 849  
News Service UP  
Trans. World  
Pres., Gen., Sta. Mgr. Allen E. Vinson  
Comm., Mgr. Milton M. Evans  
Sales Prom. Mgr. Don Norton  
Program Director Marvin Crain  
Publicity Director Errol Coker, Jr.  
Chief Engineer James K. Richardson

**KPAT—Pampa—1951**

Frequency: 1230 Kc. Power: 250 Watts  
Owned Pampa Broadcasting Co.

Address..... P. O. Box 1779  
 News Service ..... AP  
 Representative ..... Continental  
 President ..... Bob Bradbury  
 Gen., Sta., Comm., Sales Prom. Mgr.  
 John A. Mingus  
 Prog., Pub. Dir..... Delores Cooper  
 Chief Engineer..... Dan Daniels

**KPDN—Pampa—1936—MBS**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By.... Top O' Texas Bcstg. Co.  
 Address..... Hughes Bldg.  
 News Service ..... UP  
 Transcription Service ..... World  
 Station Rep. .... Best  
 Membership ..... NARTB  
 General Manager, Pub. Dir..... Coy Paimer  
 Sta. Mgr., Prog. Dir..... Warren Hasse  
 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.  
 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..... North Star Broadcasting Co., Inc.  
 Address..... Highway 24  
 News Service ..... AP  
 Representative..... John E. Pearson  
 President, Gen. Sta. Mgr..... Fred Kincaid  
 Sales Promotion Manager..... Hal Raphael  
 Program Director..... John Kunsak  
 Publicity Director..... Virginia Jessee  
 Chief Engineer..... Jeff Methven

**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  
 Sales Manager..... Johnny P. Hernandez  
 Program Director..... Joe Martinez Morales

**KIUN—Pecos—1935  
 MBS-KBS**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Oper. By... Jack Hawkins, Barney Hubbs  
 Business-Studio Address..... Kiun Bldg.  
 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.  
 Address..... P. O. Box 917  
 News Service ..... AP  
 Transcription Service ..... Lang-Worth  
 Membership ..... NARTB  
 President ..... Carl Ellis  
 Gen., Sta. Mgr..... Irving R. Buchanan  
 Comm. Mgr..... G. K. Rupprecht  
 Program Director..... Kenneth Roller  
 Chief Engineer..... Don Smith

**KVOP—Plainview—1944  
 MBS-KBS**

Frequency: 1400 Kc..... Power: 250 Watts  
 Owned-Oper. By..... KVOP, Inc.  
 Address..... 1100 W. 24th St.  
 News Service ..... AP  
 Membership ..... NARTB  
 Gen., Sta. Manager..... Kermit Ashby  
 Comm. Manager..... Tut Tawwater

**KBOP—Pleasanton—1950  
 KBS**

Frequency: 1380 Kc.... Power: 1000 Watts d.  
 Owned-Oper. By... Atascosa Broadcasting Co.  
 Address..... P. O. Box 247  
 Representative ..... Best  
 News Service ..... AP  
 General Manager..... Ben L. Parker  
 Comm. Prom. Mgr..... Tom Everitt  
 Prog. Dir..... W. M. Hilburn  
 Chief Eng..... Mona Parker

**KOLE—Port Arthur—1947**

Frequency: 1340 Kc..... Power: 250 Watts  
 Owned-Oper. By..... Port Arthur Bcstg. Co.  
 Address..... 400 4th St.  
 News Service ..... UP, AP  
 Trans. Ser. .... Lang-Worth  
 Membership ..... RAB  
 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  
 Business-Studio Address..... P. O. Box 511  
 News Service ..... AP  
 Transcription Service ..... Standard  
 Representative ..... Pearson  
 Membership ..... NARTB  
 Sta., Gen. Manager..... Marjorie R. Vickers  
 Commercial Manager..... George Crouchet  
 Prom. Mgr..... Mack Newberry  
 Pub., Program Director..... Corinne Enos

**KRWS—Post—1955—KBS**

Frequency: 1370 Kc..... Power: 500 Watts d.  
 Owned-Operated By  
 Wallace Simpson & Bob Garrison

Address.....206 E. Main St.  
 News Service.....UP  
 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  
 News Service.....AP  
 Station Rep.....Best  
 Transcription Service.....World  
 Owner.....Orville L. Jenkins

**KFRD—Rosenberg—1948**

Frequency: 980 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Ford Bend Bcstg. Co.  
 Business Address.....P. O. Box 832  
 News Service.....UP  
 Membership.....NARTB  
 General Manager.....Jim Hairgrove

**KTLU—Rusk—1955**

Frequency: 1580 Kc.....Power: 500 W., d.  
 Address.....P. O. Box 316  
 Representative.....Best  
 News Service.....AP

**KGKL—San Angelo—1928**

ABC

Freq.: 960 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By

Angelo Broadcasting-Telecasting Inc.  
 Business-Studio Address.....Box 850  
 News Service.....AP  
 Representative.....John E. Pearson  
 Membership.....NARTB  
 Pres., General Manager.....Lewis O. Seibert  
 Commercial Manager.....Tom Campbell  
 Program Director.....Franklin Rainey  
 Chief Engineer.....William Poteet

**KTXL—San Angelo—1947**

MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Wes-Tex Bcstg. Co., Inc.  
 Address.....1015 E. 28th St.  
 News Service.....UP  
 Trans. Service.....World  
 Representative  
 Melville; Venard, Rintoul & McConnell, Melville  
 Membership.....NARTB  
 General Manager.....J. Harley Hubbard  
 Radio Director.....Al Cobb

**KWFR—San Angelo—1954**

Frequency: 1260 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Solar Broadcasting Co., Inc.  
 Address.....421 W. 26th St.  
 News Service.....AP  
 Rep.....Clarke-Brown, Thomas F. Clark  
 President.....Arthur Foster  
 General Manager.....Walton Foster

Comm. Mgr.....Corwin Riddell  
 Program Director.....Jack Du Blon  
 Chief Eng.....Alvin Wood

**KPEP—San Angelo—1954**

Frequency: 1420 Kc.....Power: 1000 Watts  
 Owned.....C. H. Treadway & David Pinkston  
 Address.....Box 1350  
 News Service.....UP  
 Representative.....Hil F. Best  
 Membership.....NARTB  
 General Manager.....C. H. Treadway  
 Comm., Sales Prom. Mgr.....Richard Dean  
 Program Director.....A. N. Peters  
 Publicity Director.....Jonny Thurman  
 Chief Engineer.....Robert Featherston

**KCOR—San Antonio—1945**

Freq.: 1350 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned.....KCOR, Inc.  
 Address.....111 Martinez St.  
 Rep.....O'Connell; Dora-Clayton, Tracy Moore  
 Membership.....NARTB  
 President.....Raoul A. Cortez, Sr.  
 General Mgr.....Nathan Safir  
 Station Mgr.....Raoul A. Cortez, Jr.  
 Commercial Manager.....Ben Tamborello  
 Program Dir.....Oscar Arguendo

**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 & 4th St.  
 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  
 Promotion Manager.....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.  
 Pres., Gen. Mgr.....Manuel D. Leal  
 Commercial Mgr.....M. Davila  
 Asst. Gen. Manager.....Louis M. Muro  
 Program Director.....R. Chavez

**KITE—San Antonio—1947**

Frequency: 930 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Radio Station KITE  
 Business-Studio Address.....310 Transit Tower  
 Representative.....Avery-Knodel  
 News Service.....AP, UP  
 Membership.....NARTB, RAB  
 Pres., Gen. Mgr.....Charles W. Balthrope  
 Station Manager.....Alex A. Coe  
 Commercial Mgr.....Kelly Wofford  
 Prog. Mgr.....Stanley 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 . . . . . Radio KIWW, Inc.  
 Address . . . . . 518 W. Houston St.  
 News Service . . . . . UP  
 Representative . . . . . Nat'l Time Sales, Oakes  
 President . . . . . Robert N. Pinkerton  
 General Manager . . . . . James F. Anderson  
 Prog. Dir. . . . . Juan Gattas  
 Pub. Dir. . . . . Rogelio Frias  
 Chief Eng. . . . . William Ellis

**KMAC—San Antonio—1926**  
**MBS**

Frequency: 630 Kc. . . . . Power: 5,000 Watts  
 Owned-Oper. By . . . . . Howard W. Davis  
 Address . . . . . 22-224 W. Commerce  
 Membership . . . . . NARTB  
 Pres., Gen., Sta. Mgr. . . . . Howard W. Davis  
 Program Director . . . . . A. S. (Tony) Bessan  
 Pub. Dir. . . . . Carol Lay  
 Chief Eng. . . . . Al Knight

**KONO—San Antonio—1927**

Frequency: 860 Kc. . . . . Power: 5000 d., 1000 n.  
 Owned-Operated By . . . . . Mission Bdcstg. Co.  
 Address . . . . . 317 Arden Grove  
 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

**KTSA—San Antonio—1928**

Frequency: 550 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Sunshine Bcstg. Co.  
 Business-Studio Address . . . . . 1130 Broadway  
 News Service . . . . . AP, UP  
 Representative . . . . . Raymer  
 General Manager . . . . . Bill Weaver  
 Program Director . . . . . Don Keyes  
 Chief Engineer . . . . . Glenn Cook

**WOAI—San Antonio—1922**  
**ABC-NBC**

Frequency: 1200 Kc.; Power: 50,000 Watts d.n.  
 Owned-Oper. By . . . . . Southland Industries, Inc.  
 Address . . . . . 1031 Navarro St.  
 News Service . . . . . AP, INS, UP  
 Representative . . . . . Edward Petry & Co., Inc.  
 Trans. . . . . World  
 President . . . . . Hugh A. L. Hallf  
 General Manager . . . . . James M. Gaines  
 Commercial Manager . . . . . Rex Prels  
 Sales Prom. Mgr. . . . . Bill N. Yancy  
 Program Director . . . . . Robert Reed  
 Publicity Director . . . . . Imogene Stanley  
 Chief Engineer . . . . . Charles L. Jeffers

**KCNY—San Marcos—1948**

**KBS**

Frequency: 1470 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Central Brcstg. Co.  
 Address . . . . . 1105 McKie St.  
 News Service . . . . . AP  
 Representative . . . . . Hil F. Best  
 President . . . . . Lawrence Walshak  
 Vice President . . . . . Frank T. Wilson, Jr.  
 Commercial Manager . . . . . Mel Ammerman  
 Program Director . . . . . Elward Ruffin

**KWED—Seguin—1948**

Frequency: 1580 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Seguin Bdcstg. Co.  
 Business-Studio Address . . . . . 200 S. Camp St.  
 News Service . . . . . UP  
 Representative . . . . . Hil F. Best  
 Membership . . . . . NARTB  
 President, Gen. Mgr. . . . . Garfield Kiel  
 Com., Sta. Mgr., Prom. Mgr. . . . . Stan McKenzie  
 Prog. Dir. . . . . Henry Lehnhoff  
 Pub. Dir. . . . . Faye Chessher  
 Chief Engineer . . . . . Louis Sowder

**KSML—Seminole—1954—KBS**

Frequency: 1250 Kc. . . . . Power: 1000 Watts d  
 Owned-Oper. By . . . . . Seminole Bcstrs.  
 Address . . . . . 402 South Main St.  
 News Service . . . . . UP  
 Co-Owner . . . . . Clint, Marshall Formby  
 General Manager . . . . . Hal Blymiller

**KSEY—Seymour—1950**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . W. C. Moss, Jr.  
 Address . . . . . Lubbock Hy.  
 News Service . . . . . AP  
 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  
 Newspaper Affil. . . . . Texan  
 News Service . . . . . UP  
 Representative . . . . . Best  
 Manager, Program Director . . . . . Bill B. Day

**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)  
 Representative . . . . . Pearson  
 General Manager . . . . . Tom E. Spellman

**KTAN—Sherman—1947**  
**KBS**

Frequency: 1500 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Groves Ccstg Co.

Address.....P. O. Box 661  
 News Service .....AP  
 Representative .....Hil F. Best  
 General Mgr.....J. L. Groves

**KANN—Sinton—1954**

Frequency: 1590 Kc.....Power: 1 Kw. d.  
 Owned.....San Patricio Bcstg. Co.  
 Address.....Box 1366, Simon  
 News Service .....AP  
 Transcription .....World  
 Representative .....Melville  
 Membership .....NARTB  
 Pres., Gen. Mgr.....Tom C. Fleet  
 Assistant Manager.....Princess J. Fleet  
 Commercial Manager.....Fred Mayhew  
 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  
 News Service .....UP  
 Pres., Gen., Sta. Mgr., Pub. Dir....David Ratliff  
 Comm., Sales Prom. Mgr.....Phil Keener  
 Program Director.....Elton Higgs  
 Chief Engineer.....Harold McDonald

**KSTV—Stephenville—1947**

Frequency: 1510 Kc.....Power: 250 Watts d.  
 Owned.....O. H. Halvorson & O. Folkvord  
 Address.....P. O. Box 102  
 News Service .....UP  
 Co-Owner, Mgr.....O. H. Halvorson  
 Co-owner .....Olaf Folkvord

**KSST—Sulphur Springs—1947  
 MBS-KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By....Hopkins County Bcstg. Co.  
 Business-Studio Address.....P. O. Box 284  
 News Service .....AP  
 Membership .....NARTB  
 Pres., Gen., Sta. Mgr.....William E. Bradford  
 Comm. Mgr.....Clovis Pinion  
 Sales Prom. Mgr.....Buddy Funderburke  
 Program Director.....Margaret Thomas  
 Publicity Director.....Lou Erck  
 Chief Engineer.....Bill Bradford

**KXOX—Sweetwater—1939  
 KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By....F. L. Ledbetter & Myrl Stein  
 Bus. St. dio-Transmitter Address.....Box 570

News Service .....AP  
 Representative .....Hil F. Best, Melville  
 Membership .....NARTB  
 President .....F. L. Ledbetter  
 Gen. Mgr.....Myrl Stein  
 Comm. Manager.....Elwood Fritsch  
 Program Director.....Faye Broadwell  
 Chief Engineer.....Walter D. Tcbler

**KTAE—Taylor—1949—KBS**

Frequency: 1260 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....KTAE, Inc.  
 Business Address.....P. O. Box 191  
 News Service .....UP  
 Representative .....Keystone  
 Membership .....NARTB  
 General Manager.....Graham Gillis Conoley  
 Sta. Mgr., Prog. Dir.....Harry Gaines  
 Commercial Manager.....John Wehby  
 Sales Prom. Mgr.....Mame Steadman  
 Publicity Director.....Joe Hegar  
 Chief Engineer.....Gordon Rainey

**KTEM—Temple—1936—KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned.....Bell Broadcasting Co., Inc.  
 Address.....17 South Third  
 Newspaper Affiliation.....Daily Telegram  
 News Service .....UP  
 President .....Frank W. Mayborn  
 General Manager.....Harry O'Connor  
 Program Director.....Bob Sunderland  
 Chief Engineer.....Dalton Sanders

**KTER—Terrell—1950**

Frequency: 1570 Kc.....Power: 250 Watts d.  
 Owned-Oper. By.....Terrell Bcstg. Corp.  
 Address.....Walnut & State Sts.  
 Transcription Service .....Thesaurus  
 News Service .....AP  
 Membership .....RAB  
 Pres., Gen. Mgr.....Paul A. Wnorowski  
 Commercial Manager.....Bill Collins

**KCMC—Texarkana—1932  
 ABC**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KCMC, Inc.  
 Business-Studio Address.....315 Pine St.  
 Newspaper Affil. Texarkana Newspapers, Inc.  
 Representative .....Venard, Melville  
 News Service .....AP  
 Memgership .....NARTB, RAB  
 General Manager.....Frank O. Myers  
 Chief Engineer.....Harvey Robertson

**KTFS—Texarkana—1946  
 KBS**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KTFS, Inc.  
 Business-Studio Address...4305 Stateline Ave.  
 News Service .....UP  
 Transcription Service .....World  
 Representative .....Indie, Clarke-Brown  
 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.  
News Service .....UP  
Sta. Rep. ....Best  
Station Mgr., Prog. Dir.....Roy E. Hanson

## KTUE—Tulia—1954—KBS

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

## KDOK—Tyler—1956

Frequency: 1330 Kc.....Power: 500 Watts  
Owned.....Dana W. Adams  
Address.....808 Peoples Bank Building  
News Service .....AP  
Membership .....NARTB  
President, General Manager, Dana W. Adams  
Commercial Manager.....Pat Morgan  
Sales Promotion Manager.....Toby Durst  
Program Director.....Jay Dodson  
Chief Engineer.....Robie Morgan

## KGKB—Tyler—1930—MBS

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Lucille Lansing  
Address.....Box 957  
Representative .....O'Connell, Brown  
Membership .....NARTB  
President.....Lucille Lansing  
General Manager.....Gerry Lansing

## KTBB—Tyler—1947—ABC

Freq.: 600 Kc.....Power: 1000 Watts  
Owned-Operated By.....Blackstone Bcstg. Co.  
Business-Studio Address.....311 N. Broadway  
News, Afil.....Courier Times Telegraph  
News Service .....UP  
Representative .....Venard, Melville  
Membership .....NARTB, RAB  
President.....Mrs. C. N. Clyde  
Gen., Sta. Mgr., Pub. Dir.....M. Danbom  
Comm. Mgr., Sales Prom. Mgr. Bill Whitworth  
Prog. Dir.....Don Tausch  
Chief Engineer.....R. A. Wileman

## KVOU—Uvalde—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts  
News Service .....UP  
Gen. Mgr. ....Edward J. Harpole  
Commercial Manager.....Jim Kennington  
Program Director.....Bill Woods  
Chief Engineer, Sta. Mgr.....Al Mason

## KVWC—Vernon—1939

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Oper. By.....Johnson-Garrison Co.  
Address.....1813½ Wilbarger  
Representative .....Clark, Melville  
President.....Bobo Johnson  
General Manager.....Joe Garrison  
Commercial Manager.....Aubrey Rummel

## KNAL—Victoria—1949

Frequency: 1410 Kc.....Power: 500 Watts  
Owned-Operated By.....Victoria Bcstg. Co.  
Address.....Box 1410  
Representative.....Hil F. Best  
Gen., Sta. Manager.....James A. Traber  
Commercial Mgr.....Warren Dentler

## KVIC—Victoria—1939—MBS

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Oper. By.....KVIC Bcstg. Co.  
Business Address.....Box 725  
News Service .....UP  
Membership .....RAB  
President.....J. G. Long  
Gen., Sta., Comm. Mgr.....William C. Burks  
Commercial Manager.....Vernon L. Townsend  
Program Dir., Pub. 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  
News Service.....AP, INS  
Representative .....Pearson  
Membership .....NARTB  
President.....M. N. Bostick  
Gen. Mgr. ....C. L. Hinkle  
Commercial Manager.....J. M. Brinegar  
Program Director.....Joe Saragusa  
Pub. Dir.....Chuck Hardin  
Chief Engineer.....William Moore

## WACO—Waco—1922 ABC-MBS

Frequency: 1460 Kc.....Power: 1000 Watts  
Owned-Operated By.....Waco Bcstg. Co.  
Business Address.....3620 Franklin Ave.  
News Service .....AP  
Representative.....Weed, Brown  
President.....Wendell Mayes  
V. P., Gen. Mgr.....R. Lee Glasgow  
Chief Engineer.....Jack Vinson

## KBEC—Waxahachie—1955 KBS

Frequency: 1390 Kc.....Power: 500 W., d.  
Owned-Operated By.....Richard Tuck Enterprises  
Address.....Hwy. 287 E.  
News Service .....AP  
Representative.....Melville  
Pres., Gen. Mgr.....Richard Tuck  
Commercial Manager.....Leon Joslin  
Prog. Dir.....Faye Tuck  
Chief Engineer.....Edwin Zoch

**KRGV—Weslaco—1927**  
NBC

Frequency: 1290 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . Taylor Radio & TV Corp.  
Bus. Studio-Transmitter Address . . . 201 Border St.  
News Service . . . . . AP  
Transcription Service . . . . . World, SESAC  
Representative . . . . . Pearson  
Membership . . . . . RAB, UARBT  
Exec. Gen. Manager . . . . . O. L. (Ted) Taylor  
News Director . . . . . Brad H. Smith

**KSYD—Wichita Falls—1947**  
ABC-MBS

Freq.: 990 Kc. . . . . Power: 10 Kw. d., 1 Kw. n.  
Owned-Oper. By . . . . . Grayson Enterprises  
Address . . . . . P. O. Box 2130  
News Service . . . . . AP  
Trans. Ser. . . . . World  
Station Rep.  
Venard, Rintoul & McConnell, Clarke Brown  
Membership . . . . . NARTB  
President . . . . . Sydney A. Grayson  
Gen. Mgr. . . . . George Craig

Prog. Dir. . . . . Jim Risner  
Chief Engineer . . . . . Herb Wiley

**KTRN—Wichita Falls—1949**

Freq. 1290 Kc. . . . . Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By . . . . . Texoma Bcstg. Co.  
Address . . . . . 917½ Scott St.  
News Service . . . . . AP  
Representative . . . . . Pearson  
Membership . . . . . NARTB  
General Manager . . . . . Boyd Kelley  
Program Director . . . . . Roger Stoner

**KWFT—Wichita Falls—1939**  
CBS

Frequency: 620 Kc. . . . . Power: 5000 Watts  
Owned . . . . . Kenyon Brown  
Address . . . . . P. O. Box 420  
News Service . . . . . UP  
Transcription . . . . . Standard  
Representative . . . . . John Blair  
Membership . . . . . NARTB, RAB  
President, Gen. Mgr. . . . . Kenyon Brown  
Sta. Mgr., Prog. Dir. . . . . H. B. Cornwell, Jr.  
Commercial Manager . . . . . A. L. Pierce  
Publicity Director . . . . . Mrs. Owanah Shelton  
Chief Engineer . . . . . Melvin O. Harrison

**Utah**

Pop. March 1 (Est.) 817,000—Families 226,001  
Radio Homes 215,000—TV Homes 177,000—Stations in State 21

**KBUH—Brigham City—1948**  
KBS

Frequency: 800 Kc. . . . . Power: 250 Watts d.  
Owned-Oper. y . . . . . Ravella M. Bone  
Address . . . . . 948 W. Forest Rd.  
Owner . . . . . Ravella M. Bone  
General Manager . . . . . Wade M. Ebeling  
Prog. Director . . . . . Mel Richardson

**KSUB—Cedar City—1937**  
CBS

Frequency: 590 Kc. . . . . Power: 1000 Watts  
Owned-Oper. By . . . . . So. Utah Bcstg. Co.  
Address . . . . . 189 N. Main St.  
News Service . . . . . UP  
Rep. . . . . Western Bcstg. Sales  
Membership . . . . . NARTB, RAB  
President . . . . . Ivor Sharp  
Gen., Sta. Mgr., Prog. Dir. . . . . Arthur Higbee  
Sales Manager . . . . . W. V. Lowe  
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.  
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.  
News Service . . . . . UP  
Representative . . . . . Avery-Knodel  
Transcription Service . . . . . World  
President . . . . . Herschel Bullen  
Gen., Sta. Mgr., Sls. Prom. Mgr. . . . . Reed Bullen  
Commercial Manager . . . . . W. W. Kirkland  
Program Director . . . . . Maye Meservy  
Chief Engineer . . . . . W. L. Jones

**KMUR—Murray—1948**

Frequency: 1290 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . O. J. Wilkinson  
Address . . . . . 333 Clark St.  
News Service . . . . . UP  
Transcription Service . . . . . Lang-Worth  
Membership . . . . . NARTB  
Owner . . . . . O. J. Wilkinson  
Gen., Sta. Mgr. . . . . D. R. Stringfellow  
Comm., Prom. Mgr. . . . . Vern T. Bruggeman  
Prog., Uub. Dir., Eng. . . . . Dorain R. Hale

**KLO—Ogden—1924**  
MBS-INTERMOUNTAIN

Frequency: 1430 Kc. . . . . Power: 5000 Watts  
Owned-Oper. By . . . . . Interstate Bcstg. Corp.  
Address . . . . . Hotel Ben Lomond  
News Service . . . . . UP



**Representative** ..... Avery-Knodel  
**Membership** ..... NARTB, RAB  
**President** ..... Edris Glasmann  
**Sta. Mgr.** ..... W. Kimball Ward  
**Prog. Dir.** ..... Rex Wallgren  
**Chief Eng.** ..... Wayne Moss

**KKOG—Ogden—1947**

**Frequency:** 730 Kc. .... **Power:** 1000 Watts d.  
**Owned-Oper. By** ..... KOPP, Inc.  
**Address** ..... W. 12th St.  
**News Service** ..... UP  
**Rep.** ..... Peggy Stone  
**President** ..... William Lindsey  
**General Manager** ..... Robert K. Hansen  
**Comm., Sales Prom. Mg** ..... Roger Thomsen  
**Program Director** ..... Lee Jorgensen  
**Publicity Director** ..... Mary Ketts  
**Chief Engineer** ..... Hirshel Urie

**KVOG—Ogden—1948**

**Frequency:** 1490 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... United Bcstg. Co.  
**Business Address** ..... 1538 Gibson Ave.  
**Representative** ..... Webb  
**News Service** ..... AP  
**Transcription** ..... Thesaurus  
**Pres., Gen. Mgr.** ..... Arch G. Webb

**KOAL—Price—1936**

**MBS-KBS-IMN**

**Frequency:** 1230 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... Eastern Utah Bcstg. Co.  
**Address** ..... Price  
**Representative** ..... Avery-Knodel  
**Commercial Manager** ..... Jack Richards

**KEYY—Provo—1949—KBS**

**Frequency:** 1450 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... Mid Utah Bcstg. Co.  
**Address** ..... Box 205  
**News Service** ..... AP  
**President** ..... D. Spencer Grow  
**Gen. Mgr.** ..... E. A. Niehay

**KIXX—Provo—1947—ABC**

**Frequency:** 1400 Kc. .... **Power:** 250 Watts  
**Owned** ..... Central & Utah Bcstg. Co.  
**Address** ..... P. O. Box 550  
**Representative** ..... Hollingbery, Webb  
**News Service** ..... UP  
**Transcription** ..... Standard, Capitol  
**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.  
**News Service** ..... UP  
**Membership** ..... NARTB, RAB  
**President** ..... Ashley L. Robison  
**Gen. Mgr.** ..... Glenn Shaw  
**Comm. Mgr.** ..... L. H. Curtis  
**Publicity Dir.** ..... Wayne Carle

**KSVC—Richfield—1947**  
**INTERMOUNTAIN**

**Frequency:** 980 Kc. .... **Power:** 1000 Watts d.  
**Owned-Operated By** ..... Sevier Valley Bcstg. Co.  
**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. Sales Manager** ..... Lynn Meyer

**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.  
**Newspaper Affil.** ..... Ogden Standard-Examiner  
**Representative** ..... Avery-Knodel, Inc.  
**Membership** ..... NARTB, RAB  
**P.es., Gen. Mgr.** ..... George C. Hatch  
**Sta., Comm. Mgr.** ..... Homer K. Peterson  
**Sls. Prom. Mgr., Pub. Mgr.** ..... Dick Westman  
**Program Director** ..... Clark Lobb  
**Chief Engineer** ..... W. D'Orr Coxzans

**KDYL—Salt Lake City—1922**  
**NBC**

**Frequency:** 1320 Kc. .... **Power:** 5000 Watts  
**Owned** ..... Intermountain Bcstg & Telev. Corp.  
**Bus.-Studio Address** ..... 130 Social Hall Ave.  
**Representative** ..... Katz  
**Membership** ..... NARTB, RAB  
**News Service** ..... UP  
**Transcription** ..... Thesaurus  
**President, Gen. Mgr.** ..... G. Bennett Larson

**KNAK—Salt Lake City—1945**

**Freq.:** 1280 Kc. .... **Power:** 5 Kw. d., 500 W. n.  
**Owned** ..... Granite District Radio Bcstg. Co.  
**Business-Studio Address** ..... 1042 So. 8th W.  
**News Service** ..... UP  
**Representative** ..... Forjoe  
**President, Chief Eng.** ..... Howard D. Johnson  
**Gen., Comm. Mgr.** ..... William Wright  
**Program Director** ..... Mildred Baker

**KSOP—Salt Lake City—1955**  
**KBS**

**Frequency:** 1370 Kc. .... **Power:** 1000 Watts  
**Owned-Oper. By** ..... Seagull Broadcasting Co.  
**Address** ..... Box 2557  
**News Service** ..... UP  
**Trans.** ..... SESAC  
**Representative** ..... Gill-Perna  
**Membership** ..... NARTB  
**Gen. Manager** ..... M. H. Hilton  
**Commercial Manager** ..... Gil Hilton  
**Prog. Dir.** ..... Sam Moll  
**Sales Prom. Mgr.** ..... Garth Wheeler  
**Publicity Director** ..... Jim Carroll  
**Chief Engineer** ..... Lyle Wahlquist



**KSL—Salt Lake City—1922**  
CBS

Frequency: 1160 Kc. Power: 50,000 Watts  
Owned-Oper. By. Radio Service Corp. of Utah  
Bus. Studio Address. 145 Social Hall Ave.  
News Service AP, UP  
Transcription Service World  
Representative CBS Radio Spot Sales  
Membership NARTB, RAB  
President J. Reuben Clark  
General Manager Jay W. Wright  
Director of Operation J. Allen Jensen  
Commercial Manager Joseph A. Kjar  
Program Manager Rex L. Campbell  
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. 165 Social Hall Ave.  
News Service UP

Representative Hollingbery  
Membership NARTB  
President, General Mgr. Frank C. Carman  
Commercial Mgr., Prom. Mgr. Allan Thomas  
Chief Eng. Delbert Williams

**KWHO—Salt Lake City—1955**

Frequency: 860 Kc. Power: 1 Kw., d.  
Owned-Operated By. Reese C. Anderson  
Address. 345 S. State St.  
News Service UP  
Trans. SESAC  
Membership NARTB  
Pres., Gen. Mgr. Reese C. Anderson  
Prog. Dir. Cherie Johnsen  
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.  
Trans. Standard, Capitol, MacGregor, Cole  
Manager Lee Walker

**Vermont**

Pop. March 1 (Est.) 369,000—Families 107,001  
Radio Homes 104,000—TV Homes 76,000—Stations in State 13

**WBTN—Bennington—1953**

Frequency: 1370 Kc. Power: 500 Watts d.  
Owned-Oper. By. Catamount Bcstrs. Inc.  
Address Bennington  
News Service UP  
Representative McGillvra, Kirby  
Membership RAB  
Pres., Gen. Mgr., Chief Eng. J. G. Keyworth  
Sta., Comm. Mgr. Benjamin A. Hubley

Owned WDOT, Corp.  
Address 109 S. Winooski Ave.  
News Service UP  
Membership NARTB  
Station Representatives Walker  
President, Gen., Sta. Val Carter  
Comm. Mgr., Prom. Mgr. V. J. D'Acuti  
Chief Engineer Glendon Fleury

**WTSA—Brattleboro—1950**  
ABC

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By. Tri-State Area Bcstg. Corp.  
Address. Box 819  
News Service UP  
Representative Walker  
President Theodore Feinstein  
Gen., Sta., Comm. Mgr. Phillips Terhune

**WJOY—Burlington—1946**  
ABC

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By. Vermont Bcstg. Corp.  
Bus. Studio-Transmitter Location. 633 Main St.  
News Service AP  
Trans. World  
Representative Everett-McKinney, Kettel Carter  
Membership RAB, NARTB  
Station Manager Frank A. Balch  
Prog. Dir. Ted Barker  
Chief Eng. Don Wheatley

**WCAX—Burlington—1931**  
CBS

Frequency: 620 Kc. Power: 5000 Watts  
Owned-Oper. By. WCAX Radio, Inc.  
Business-Studio Address. 135 Main St.  
News Service UP  
Representative Weed  
Membership NARTB, RAB  
President, Sta. Mgr. C. P. Hasbrook  
Prog. Dir. W. C. Dow  
Chief Engineer James W. Tierney

**WSKI—Montpelier-Barre**  
1947—ABC

Frequency: 1240 Kc. Power: 250 Watts  
Owned By. Montpelier-Barre Bcstg. Co.  
Bus. Address. Union Mutual Bldg., Montpelier  
News Service AP  
Representative Nona Kirby  
Membership NARTB  
President Paul Perreault  
V.P., Gen. Mgr. Arthur Tacker  
Commercial Manager Harry C. Perrigo

**WDOT—Burlington—1954**

Frequency: 1400 Kc. Power: 250 Watts



### WIKE—Newport—1952

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By Memphremagog Bcstg. Co.  
 Address Box 586  
 Transcription Service World  
 News Service UP  
 Membership RAB  
 Reprs. McGillvra, Walker, Alexander  
 President E. Dean Finney  
 Gen. Mgr., Chief Eng., Pub. Dir. D. Thurston  
 Commercial Manager Helen Bowman  
 Sales Promotion Manager Melvin Carter  
 Program Director William Graham

### WHWB—Rutland—1949

Frequency: 1000 Kc. Power: 1000 Watts  
 Owned Central Vermont Broadcasting Corp.  
 Address West Proctor Road  
 News Service AP  
 Transcription World  
 Representative Gill-Perna  
 General Manager John H. Bennett  
 Commercial Manager Frank McCormack  
 Program Director David J. Corey  
 Chief Engineer Vail Church

### WSYB—Rutland—1930

#### KBS-MBS-YANKEE

Frequency: 1380 Kc. Power: 5 Kw. d., 1 Kw. n.  
 Owned-Oper. By Philip Weiss Music Co.  
 Bus. Studio Address 35 Washington St.  
 Representative McGillvra, Walker  
 Gen., Comm. Manager Philip Weiss  
 Business Manager J. H. Weiss

### WWSR—St. Albans—1941

#### YANKEE

Frequency: 1420 Kc. Power: 1000 Watts  
 Owned Vermont Radio Corp.  
 Address 75 North Main Street  
 News Service UP  
 Transcription World  
 Representative Walker  
 President, General Manager Lloyd S. Squier  
 Sales Promotion Manager Ceci Fahl  
 Program Director Bob Leavitt  
 Chief Engineer Ted Boisvert

### WTWN—St. Johnsbury—1949

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By Twin State Bcstrs. Inc.  
 Address Concord Ave.  
 News Service UP  
 Transcription Service World  
 Membership NARTB, RAB  
 Representative McGillvra  
 Pres., Gen. Mgr. E. Dean Finney  
 Commercial Manager John Byrne  
 Prog. Dir., Ch. Eng. Guy O. Austin  
 Publicity Manager Robert Smith

### WNIX—Springfield—1954

Frequency: 1480 Kc. Power: 1 Kw.

Owned Conn. Valley Bcstg. Co., Inc.  
 Address 106 Park St.  
 News Service UP  
 Trans. Ser. Thesaurus, World  
 Station Rep. McGillvra, Walker  
 President, Gen. Mgr. E. Dean Finney  
 Sta. Mgr. Frederick C. Stearns, Jr.  
 Program Director Edwin A. Ellis  
 Chief Eng. D. W. Churchill

### WDEV—Waterbury—1931

#### MBS-YANKEE

Frequency: 550 Kc. Power: 1000 Watts  
 Owned-Oper. By Lloyd E. Squier  
 Address 9 Stowe St.  
 News Service UP  
 Transcription Service World  
 Membership RAB  
 General Manager Lloyd E. Squier  
 Comm. Mgr., Pgm. Dir. Craig S. Parker  
 Chief Engineer Warren Chase

**MORE NEWS**

**MORE FEATURES**

**MORE REGIONAL COVERAGE**

**AP**

and **MORE**  
 RADIO AND  
 TELEVISION STATIONS  
 depend on  
**The Associated Press**

# Virginia

Pop. March 1 (Est.) 3,693,000—Families 956,000  
Radio Homes 916,000—TV Homes 743,000—Stations in State 72

## WPIK—Alexandria—1945

Frequency: 730 Kc. Power: 1000 Watts d.  
Owned-Oper. By. Potomac Bcstg. Corp.  
Address. Virginia Theatre Bldg.  
Representative. Breen & Ward  
News Service. AP  
Membership. NARTB, RAB  
Pres., Gen. Mgr. Carl L. Lindberg  
Comm. Mgr., Prog. Dir. John C. Moran  
Sales Prom. Mgr. Robt. E. Lee Moore

## WARL—Arlington—1946

Frequency: 780 Kc. Power: 1000 Watts  
Owned. Northern Virginia Broadcasters, Inc.  
Address. 5232 Lee Highway  
News Service. UP  
Representative. Charles Bernard  
President. Cy Blumenthal  
General Manager. Ray Armand  
Station Manager. George Crump  
Commercial Manager. Robert Cobbins  
Sales Promotion Manager. James Clark  
Program Director. John Galloway  
Publicity Director. Jack Laurence  
Chief Engineer. James Petty

## WEAM—Arlington—1947

Frequency: 1390 Kc. Power: 5000 Watts  
Owned-Oper. By. Arlington Fairfax Bcstg. Co.  
Address. 1300 G. St., N.W.  
News Service. AP  
Trans. Standard  
Rep. McGillvra  
President. Harold H. Thoms  
Gen., Sta., Comm. Mgr. Sidney Magelof  
Prog. Dir. Jay Perri  
Pub. Dir. Nat Albright  
Chief Eng. Ray Mills

## WBLT—Bedford—1950

Frequency: 1350 Kc. Power: 1 Kw. d.  
Owned-Oper. By. Bedford Bcstg. Corp.  
Address. P. O. Box 406  
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. Laughlin

## WLSD—Big Stone Gap—1953

Frequency: 1220 Kc. Power: 1000 Watts d.  
Owned-Oper. By. Gap Bcstg. Co.  
Address. Box 244  
News Ser. AP  
Trans. Ser. World  
Membership. NARTB, RAB  
Gen., Comm. Manager. W. H. Wren, Jr.  
Commercial Manager. Larry Dean  
Prog Dir., Ch. Eng. James J. Gilmore  
Promotion Director. Baker Fraley

## WKLV—Blackstone—1947

MBS

Frequency: 1490 Kc. Power: 250 watts  
Owned-Oper. By. Blackstone Bdcstg. Corp.  
Address. Community Bldg.  
Transcription Service. Thesaurus  
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  
News Service. AP  
Transcription Service. World  
Station Rep. Weed  
Membership. NARTB, RAB  
President, Gen. Mgr. Robert H. Smith  
Sales Mgr. J. Fey Rogers  
Prog., Pub. Dir. Francis R. Russell  
Chief Engineer. R. V. Robinson

## WFHG—Bristol—1946

MBS-KBS

Frequency: 890 Kc. Power: 5000 Watts  
Owned-Oper. By. Bristol Bcstg. Co.  
Address. Valley Drive  
News Service. UP  
Membership. NARTB  
Trans. Ser. Thesaurus  
Station Rep. Walker  
Pres. W. C. Nininger  
Gen., Sta. Mgr. W. L. Nininger  
Prog., Pub. Dir. Basil Saffer  
Chief Eng. John Hughlett, Jr.  
Comm. Mgr., Sales Prom. Mgr. Jack Martin

## WCHV—Charlottesville—1933

ABC

Frequency: 1260 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By. Barham & Barham  
Bus-Studio-Transmitter Address. Rose Hill Dr.  
News Service. AP  
Representative. Clark  
Membership. RAB  
Owner. Charles Barham, Jr.  
Gen., Sta., Comm. Mgr. Robert C. Walker  
Prog., Pub. Dir. R. G. Sketchley  
Promotion Manager. Charles Smith  
Chief Engineer. Ken Colby

## WINA—Charlottesville—1949

MBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By. Charlottesville Bcstg. Corp.  
Address. P. O. Box 1230  
News Service. UP  
Transcription Service. Standard, Lang-Worth  
Station Representative. Walker  
Membership. RAB



Pres., Gen. Mgr..... Donald G. Heyne  
Comm. Mgr..... Thomas M. Behrendt  
Prog. Dir..... Edward Desmond

**WBCR—Christianburg—1954**  
KBS

Frequency: 1260 Kc...Power: 1000 Watts d.  
Owned-Oper. By..... Montgomery Bcastg. Co.  
Address..... P. O. Box 96  
Representative..... Indie Sales  
News Service..... AP  
Transcription Service..... Lang-Worth  
President..... Dr. Vernon H. Baker  
Gen., Comm. Mgr., Sta. Mgr... Durwood Powell  
Prog. Dir..... Frank Starling  
Pub. Dir..... Bob Mitchell  
Chief Eng..... Vernon Baker

**WCFV—Clifton Forge—1950**

Frequency: 1230 Kc.....Power: 250 Watts  
Owned-Oper. By... Clifton Forge Bcastg. Corp.  
Address..... Fairview Hts  
Transcription Service..... Standard  
News Service..... AP  
General Manager..... T. V. Stevens

**WKEY—Covington—1941**  
ABC

Frequency: 1340 Kc.....Power: 250 Watts  
Owned..... Earl M. Key  
Address..... P. O. Box 710  
News Service..... UP  
Transcription Service..... Thesaurus  
Representative..... Devney  
Membership..... NARTB  
Gen., Sta. Mgr..... Earl M. Key  
Comm., Prom. Mgr., Pub. Dir. Kenneth L. Bryant  
Program Director..... John L. Davis  
Chief Engineer..... Grover K. Fulk

**WSVS—Crewe—1946**

Frequency: 800 Kc.....Power: 1000 Watts d.  
Owned-Oper. By..... So. Virginia Bcastg. Corp.  
Business Address..... Melody Lane  
News Service..... AP  
Transcription Service..... World  
Representative... Interstate United News, Inc.  
President..... Calvin S. Willis  
Station Manager..... F. H. Watkins, Jr.  
Prog. Director..... Robert B. Richards

**WCVA—Culpeper—1949**  
KBS-MBS

Frequency: 1490 Kc.....Power: 250 Watts  
Owned-Operated By..... Culpeper Bcastg. Co.  
Address..... Radio Bldg.  
News Service..... UP  
Trans. Ser..... Standard, Lang-Worth  
Representative..... Indie  
Membership..... NARTB  
President..... Leonora T. Preston  
Gen. Mgr..... John T. Rogers  
Commercial Manager..... Philip T. Butler

**WBTM—Danville—1930**  
ABC

Freq.: 1330 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By..... Piedmont Bcastg. Corp.  
Bus.-Studio Address..... 710 Grove St.  
Representative..... Gill-Perna  
News Service..... AP  
Membership..... NARTB, RAB  
Manager..... Milton Adams  
Comm. Manager..... George Lund  
Program Director..... Earl Stogner  
Prom. Mgr., Pub. Dir..... Eddie Allgood  
Chief Eng., Asst. Mgr..... L. C. Motley

**WDVA—Danville—1947**  
MBS-KBS

Freq.: 1250 Kc.....Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By..... Va. Carolina Bcastg. Corp.  
Address..... Lexington Ave.  
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.  
Sales Prom. Mgr..... Norman J. Waugh, Jr.  
Program Director..... Richard Campbell  
Chief Engineer..... Howard Clendenon

**WEVA—Emporia—1952**

Frequency: 860 Kc.....Power: 1000 Watts  
Owned..... Stone Broadcasting Corp.  
Address..... Washington & Delaware Streets  
News Service..... AP  
Transcription..... Standard  
Pres., Gen., Sta. Mgr..... Maxey E. Stone  
Comm., Sales Prom. Mgr..... Sallie J. Whitlock  
Program Dir..... Will Stone  
Publicity Director..... Eddie Anderson  
Chief Engineer..... Elton A. Short

**WFCR—Fairfax—1955**

Frequency: 1310 Kc.....Power: 500 Watts  
Owned..... OK Broadcasting Corp.  
Address..... Box 67  
News Service..... AP  
Representative..... Hil F. Best  
Membership..... NARTB  
Pres., Prom. Mgr..... George E. Oleson  
Gen., Comm. Mgr..... Arthur Kellar  
Program Director..... Jules Henry  
Publicity Director..... Jack Heaton  
Chief Engineer..... Joe Terrien

**WFAX—Falls Church—1948**  
KBS

Frequency: 1220 Kc.....Power: 500 Watts d.  
Owned-Operated By..... Lamar A. Newcomb  
Address..... Tower Square  
News Service..... UP  
General Manager..... Lamar A. Newcomb  
Comm. Manager..... Jack James



**WFLO—Farmville—1947**

Frequency: 870 Kc. .... Power: 1000 Watts d.  
 Owned-Operated By. .... Colonial Bcstg. Co.  
 Business Address. .... Cumberland Rd.  
 Representative. .... Clark  
 News Service. .... UP  
 Transcription. .... Thesaurus  
 Membership. .... NARTB, RAB  
 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. .... P. O. Drawer 269  
 News Service. .... UP  
 Exec. Vice-Pres. .... Richard Lewis  
 Gen., Sta., Comm. Mgr., Ch. Eng. .... J. C. Morgan  
 Sls. Prom. Mgr. .... Jack H. Tucker  
 Prog., Pub. Dir. .... 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  
 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. .... Carroll-Grayson Broadcasting Corp.  
 Address. .... Poplar Knob Road  
 News Service. .... AP  
 Representative. .... Continental Radio Sales  
 Membership. .... NARTB  
 President. .... Robert V. Morris  
 Gen., Sta. Mgr. .... Joe P. Crockett  
 Comm., Prom. Mgr. .... Brice Parks  
 Program Director. .... Muriel M. Bell  
 Publicity Director. .... Marguerite Vass  
 Chief Engineer. .... Edward Boyer

**WNRG—Grundy—1955**

Frequency: 1250 Kc. .... Power: 1 Kw., d.  
 Owned-Oper. By. .... Va.-Ky. Bcstg. Co., Inc.  
 Address. .... Box 245  
 News Service. .... UP  
 President. .... H. G. Dotson  
 Gen., Mgr., Chef Eng., Sta. Mgr. .... D. B. Jordan  
 Asst. Mgr. .... Aubry Garber

**WVEC—Hampton—1948  
NBC**

Frequency: 1490 Kc. .... Power: 250 Watts d.  
 Owned-Operated By. .... Peninsula Bcstg. Co.

Studio-Trans. Address. .... 1490 Pembroke  
 News Service. .... AP  
 Transcription Service. .... World, Standard  
 Representative. .... Avery-Knode/  
 Membership. .... NARTB, RAB  
 Pres., Gen. Mgr. .... Thomas P. Chisman  
 V.P. & Dir. Sls. .... Harrol A. Brauer, Jr.

**WSVA—Harrisonburg—1935  
NBC**

Frequency: 550 Kc. .... Power: 5 Kw. d., 1 Kw. n.  
 Owned. .... Shenandoah Valley Broadcasting, Inc.  
 Address. .... P. O. Box 789  
 News Service. .... AP  
 Transcription. .... Standard  
 Rep. .... Peters, Griffin, Woodward, Inc.  
 Membership. .... NARTB, RAB  
 Pres., Gen., Sta. Mgr. .... Hamilton Shea  
 Comm. Mgr. .... Howard C. Evans  
 Prom. Mgr., Pub. Director. .... N. L. Royster  
 Program Director. .... Alvin Mullenax  
 Chief Engineer. .... J. Maxwell Foley

**WHAP—Hopewell—1949  
KBS**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Operated By. .... The Hopewell Bcstg. Co.  
 Business Address. .... Box 621  
 News Service. .... UP  
 Membership. .... NARTB  
 Representative. .... Indie Sales  
 Pres. .... C. S. Willis  
 Sta. Mgr. .... William R. Craig  
 Comm. Manager. .... Sally Lowry  
 Prog., Pub. Director. .... William H. Woody, Jr.  
 Chief Engineer. .... Everett Wilson

**WREL—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.  
 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 Uttal  
 Pub. Dir. .... Rod Lea  
 Chief Engineer. .... John T. Orth





## WWOD—Lynchburg—1947 NBC

Freq.: 1390 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Oper. By Lynchburg Independent Bcstrs., Inc.  
Address P. O. Box 1300  
News Service UP  
Representative Walker  
Membership NARTB  
Pres. Cy N. Bahakel  
Sta. Mgr., Chief Eng. F. J. Pinkerton  
General 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  
News Service AP  
Transcription Service World  
Representative Indie Sales  
Membership NARTB, RAB  
Pres., Gen., Comm. Mgr., Sales Prom. Mgr. Robert C. Wolfenden  
Pub. Dir. Bob Wolfenden  
Pgm. Dir., Sta. Mgr. Stella D. Wolfenden  
Chief Engineer Edward Surface

## WHEE—Martinsville—1954

Frequency: 1370 Kc. Power: 1000 Watts  
Owned Mechenburg Bcstg. Corp.  
Address Set-Back Bldg.  
News Service UP  
Representative Stars National  
Membership NARTB  
Pres., Sta., Gen. Mgr. John W. Shultz  
Pub. Dir., Comm. Mgr. Charles F. Adams  
Promotion Manager Thomas W. Patterson

## WMVA—Martinsville—1941 NBC-KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Martinsville Bcstg. Co., Inc.  
Address Chatham Heights  
News Service AP  
Representative McGavren-Quinn  
Membership NARTB  
Transcription Keystone  
President H. Grady Moore  
Gen., Sta. Mgr., Pub. Dir. 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: 1000 Watts  
Owned Richard F. Lewis, Jr., Inc.  
Address Mount Jackson  
News Service UP  
Membership NARTB, RAB  
President Richard F. Lewis, Jr.  
Gen., Sta., Comm., Prom. Mgr., Chief Eng. H. T. Van Derwerker

Program Director Edward Madden  
Publicity Director Arthur Barrett

## WNRV—Narrows—1953

Frequency: 990 Kc. Power: 1000 Watts d.  
Owned-Oper. By Giles Bcstg. Co.  
Address Route 100  
News Service AP  
Transcription World  
President H. J. Romanus  
General Manager Tom Hicks  
Commercial Mgr. John Holland

## WYOU—Newport News—1947

Frequency: 1270 Kc. Power: 1000 Watts d.  
Owned-Operated By Eastern Bcstg. Corp.  
Business-Studio Address 114 W. 24th St.  
Representative United Bcstg., Dora-Clayton  
President Richard Eaton  
Station Manager Joseph Gathings  
Commercial Manager Carson Brooks

## WGH—Norfolk-Newport News 1928—ABC

Frequency: 1310 Kc. Power: 5000 Watts  
Owned-Oper. By Hampton Roads Bcstg. Corp.  
Bus.-Studio Address 739 Boush St., Norfolk  
News Service AP  
News Affil. Daily Press, Times-Herald  
Representative Forjoe  
Membership NARTB, RAB  
President William R. Van Buren, Sr.  
Gen. Manager, V.P. Edward E. Bishop  
Station Manager Dan E. Hydrick  
Commercial Manager Jack Whitehead  
Sls. Prom. Mgr. Ambert Dail  
Prog. Dir. Edward Meyer  
Publicity Director Robert Calvert  
Chief Engineer George Sokol

## WCMS—Norfolk—1954

Frequency: 1050 Kc. Power: 1000 W. d.  
Owned-Oper. By Cy Blumenthal  
Address Helena Building  
News Service UP  
Rep. Charles Bernard  
President Cy Blumenthal  
General Manager George Crump  
Station Manager Roy La Mere  
Commercial Manager Charles K. Bentz  
Program Director Lon Backman  
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  
News Service UP  
Representative Venard, Rintoul & McConnell  
President James Coan  
General Manager W. M. Carpenter  
Sta. Mgr. J. B. Hathews  
Comm. Mgr. W. Voight  
Prog. Dir. Robert G. Drepperd  
Pub. Dir. Nancy Ferriss  
Chief Eng. Howard Hatcher

**WNOR—Norfolk—1949**

Frequency: 1230 Kc. Power: 250 Watts  
 Owned-Oper. By.....Norfolk Bcstg. Co.  
 Address.....1019 Boissevain Ave.  
 Transcription Service.....Lang-Worth  
 Representative.....Weed  
 News Service.....AP  
 President.....Louis H. Peterson  
 Gen. Manager.....Earl Harper

**WRAP—Norfolk—1952**

Frequency: 850 Kc. Power: 5 Kw., d.: 1 Kw., n.  
 Owned-Operated By.....Rollins Bcstg., Inc.  
 Address.....300 Portlock Bldg.  
 Representative.....Pearson, Rollins  
 President.....O. Wayne Rollins  
 Sta., Comm. Mgr.....James H. Mayes, Jr.  
 Prog. Dir.....Libby Taylor  
 Chief Eng.....Glen Frazier

**WTAR—Norfolk—1923—CBS**

Frequency: 790 Kc. Power: 5000 Watts  
 Owned-Oper. By.....WTAR Radio Corp.  
 Bus-Studio Address.....720 Boush St.  
 News Affil.....Norfolk Newspapers, Inc.  
 Membership.....NARTB, RAB  
 News Service.....AP  
 Trans.....Standard, World  
 Representative.....Edward Petry  
 Pres., Gen. Mgr.....Campbell Arnoux  
 Asst. Gen. Mgr.....John C. Peffer  
 Gen. Sales Mgr.....Robert M. Lambe  
 Radio Sls. Mgr.....Jack Black  
 Prog. Dir.....William Johnson  
 Pub. Dir.....Hal Powell  
 Chief Eng.....R. L. Lindell

**WNVA—Norton—1945  
 MBS-KBS**

Frequency: 1350 Kc. Power: 5000 Watts  
 Owned.....Radio-Wise, Inc.  
 News Service.....UP  
 President, General Manager.....R. B. Helms  
 Sta., Comm., Promotion Mgr.....Jack Helms  
 Program, Publicity Dir.....Jack Darnell  
 Chief Engineer.....Gene Tommerdahl

**WJMA—Orange—1949**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Oper. By.....James Madison Bcstg. Corp.  
 Address.....Box 271  
 News Service.....UP  
 Membership.....NARTB  
 Transcription Service.....World  
 President.....Woodbury S. Ober  
 General Manager.....Bob C. Wagner  
 Commercial Manager.....R. H. MacCallum  
 Chief Engineer.....E. V. Bossieux, Jr.

**WCLA—Petersburg—1955**

Frequency: 1290 Kc. Power: 1000 Watts  
 Owned-Operated By.....Harry A. Epperson, Jr.  
 Address.....Archer Ave., Colonial Hts., Va.  
 News Service.....UP

Transcription Service.....Lang-Worth  
 Representative.....Thomas F. Clark  
 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.....Sou'hside Virginia Bcstg. Corp.  
 Business-Studio Address.....112 W. Tabb St.  
 News Service.....AP  
 Transcription.....Capitol  
 Membership.....NARTB  
 President.....Louis H. Peterson  
 General Manager.....Ray L. Moss

**WAVY—Portsmouth—1943  
 NBC**

Frequency: 1350 Kc. Power: 5000 Watts  
 Owned-Oper. By.....Hampton Roads Teleradio, Inc.  
 Address.....709 Boush St., Norfolk  
 Representative.....H.R. Repps, Inc.  
 News Service.....AP  
 Membership.....NARTB, RAB  
 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 Manrow

**WPUV—Pulaski—1946**

Frequency: 1580 Kc. Power: 5000 Watts  
 Owned-Oper. By.....Southwest Bcstg. Corp.  
 Address.....Box 351  
 News Service.....AP  
 Transcription Service.....World  
 Representative.....Dora-Clayton  
 Pres., Gen. Mgr.....Mason C. Deaver  
 Asst. Mgr., Prog. Dir., Ch. Eng.....J. A. Columbus  
 Commercial Manager.....Larry Schoenfeld  
 Publicity Director.....Carolyn Farmer

**WRAD—Radford—1950**

Frequency: 1460 Kc. Power: 5 Kw. d., 500 W. n.  
 Owned-Oper. By.....Highlands Bcstg., Inc.  
 News Service.....AP  
 Representative.....Robert S. Keller, Inc.  
 President.....Dr. Perry E. Gresham  
 Gen., Sta., Comm. Mgr.....Wendell H. Siler

**WRIC—Richlands—1951**

Frequency: 540 Kc. Power: 1000 Watts d.  
 Owned-Oper. By.....Clinch Valley Bcstg. Corp.  
 Address.....P. O. Box 218  
 Transc. Service.....Thesaurus, World, SESAC  
 Membership.....NARTB  
 Gen. Mgr., Prog. Dir.....Lindy Seamon

**WANT—Richmond—1951**

Frequency: 990 Kc. Power: 1000 Watts  
 Owned.....United Broadcasting Co.  
 Address.....513 East Main Street



News Service .....UP  
 Rep.....Oakes, United Broadcasting Co.,  
 Dora-Clayton  
 President .....Richard Eaton  
 General Manager, Chief Eng.....S. I. Bell  
 Program Director.....Bernice W. Armstead

**WLEE—Richmond—1945**  
**NBC**

Frequency: 1480 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Lee Ecstg. Corp.  
 Business-Studio Address...6200 Broad St. Road  
 News Service .....AP  
 Representative .....Forjoe, Kettell-Carter  
 Membership .....RAB  
 President.....Thomas G. Tinsley, Jr.  
 Gen. Mgr.....Irvin G. Abeloff  
 Station, Commercial Mgr.....H. L. Hudson  
 Sales Prom. Mgr., Pub. Dir...James W. Evans  
 Program Director.....S. A. Ludgate  
 Chief Engineer.....Thomas J. Kita

**WLLY—Richmond—1955**

Frequency: 1320 Kc.....Power: 1000 Watts  
 Owned .....WLLY, Inc.  
 Address .....Broad-Grace Arcade  
 News Service .....AP  
 Representative.....John E. Pearson  
 Membership .....NARTB  
 President.....Louis Adelman  
 Gen., Sta., Comm. Mgr.....Melvin E. Whitmire  
 Sales Prom. Mgr., Prog. Dir.....Gene Creasy  
 Publicity Director.....Harriet Meyer  
 Chief Engineer.....Kenith Shelton

**WMBG—Richmond—1926**  
**ABC**

Frequency: 1380 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Havens & Martin, Inc.  
 Bus.-Studio Address.....3301 W. Broad St.,  
 News Service .....UP  
 Membership .....RAB  
 Representative .....Bolling Co.  
 Pres., Gen., Sta. Mgr.....Wilbur M. Havens  
 Commercial Mgr.....Walter A. Bowry, Jr.  
 Sales Prom. Mgr.....William J. Filer  
 Prog. Dir., Pub. Dir.....Frank Wilson  
 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.  
 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  
 Prog. Dir.....Charles R. Maillet  
 Publicity Director.....Miss Fan Cox  
 Chief Engineer.....E. V. Wolstenholme

**WRVA—Richmond—1925**  
**CBS**

Frequency: 1140 Kc.....Power: 50,000 Watts  
 Owned-Oper. By.....Larus & Brother Co.  
 Business Address.....Hotel Richmond  
 News Service .....UP  
 Transcription Service .....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.....Irby N. Hollans, Jr.  
 Program Manager.....Raymond L. Kennedy  
 Production Manager.....Harold Phillips  
 Pub. Rel. Mgr.....W. R. Bishop  
 Chief Engineer.....Rudolph W. Raabe

**WXGI—Richmond—1947**

Frequency: 950 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....Radio Virginia, Inc.  
 Bus.-Studio Address.....100 W. Franklin St.  
 Representative .....Burn-Smith  
 News Service .....UP  
 Membership .....NARTB  
 President.....Douglas H. Robertson  
 General Mgr.....David M. Willburn

**WDBJ—Roanoke—1924—CBS**

Frequency: 960 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Times-World Corp.  
 Address .....P. O. Box 150  
 News Service .....AP  
 News. Affil.....Times, World News  
 Transcription Service .....World  
 Representative. Peters, Griffin, Woodward, Inc.  
 Membership .....NARTB, RAB  
 President .....M. W. Armistead, III  
 V.P., Managing Dir.....Ray P. Jordan  
 Program Director.....Paul E. Reynolds  
 Sales Director.....Frank E. Koehler  
 Promotion 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  
 News Service .....AP  
 Representative .....Walker  
 Membership .....NARTB  
 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.  
 News Service .....UP  
 Representative .....Burn-Smith  
 Trans. Serv.....Standard  
 Membership .....RAB  
 Pres., Gen. Mgr., Comm. Mgr....Burton Levine



Pub. Dir. . . . . Barbara Felton  
Chief Engineer . . . . . Stephen J. Hart

**WSLS—Roanoke—1940**  
**NBC-MBS**

Frequency: 610 Kc. . . . . Power: 1000 Watts  
Owned . . . . . Shenandoah Life Stations, Inc.  
Business-Studio Address . . . . . Radio-TV Center  
Transcription Service . . . . . Thesaurus  
Representative . . . . . Avery-Knodel  
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 Bcastg. Co.  
News Service . . . . . AP  
Membership . . . . . 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 Bcastg. Corp.  
Address . . . . . P. O. Box 216  
Transcription Service . . . . . Lang-Worth  
President . . . . . C. D. Pennington, Jr.  
Gen., Sta., Comm. Mgr. . . . . W. Hoffer  
Publicity, Program Director . . . . . A. W. Walthall  
Chief Engineer . . . . . Charles E. Brown

**WAFC—Staunton—1954**

Frequency: 900 Kc. . . . . Power: 1 Kw. d.  
Owned . . . . . Am. Home Bcastg. Corp.  
Address . . . . . P. O. Box 396  
News Service . . . . . UP  
Trans. Ser. . . . . SESAC  
Station Rep. . . . . Clark  
General Manager . . . . . Lloyd Gochenour

**WTON—Staunton—1946**  
**ABC**

Frequency: 1240 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Charles P. Blackley  
Business-Studio Address . . . . . Morrison Bldg.  
Transcription Service . . . . . Lang-Worth  
General-Station Mgr. . . . . Charles P. Blackley  
Comm.-Sales Prom. Mgr. . . . . Charles F. Seebeck  
Program Director . . . . . Ray H. Honaker, Jr.  
Chief Engineer . . . . . Rex C. Houser

**WLPM—Suffolk—1940**  
**ABC-KBS**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
Owned-Operated By . . . . . Suffolk Bcastg. Corp.  
Business-Studio Address . . . . . Radio Bldg.

News Service . . . . . AP  
Pres., General Mgr. . . . . Fred L. Hart  
Comm. Mgr. . . . . L. Earl Hundley  
Chief Eng. . . . . Veryl W. Rupp

**WBOF—Virginia Beach—1954**

Frequency: 1600 Kc. . . . . Power: 1 Kw.  
Owned . . . . . Va. Beach Bcastg. Corp.  
Address . . . . . Box 36  
Rep. . . . . Hil F. Best  
Membership . . . . . NARTB, RAB  
Pres., Gen., Sta. Mgr., P. om. Mgr. . . . . Leo Hoarty  
Prog. Dir. . . . . Frank Roberts  
Comm. Mgr. . . . . William Vidal  
Pub. Dir. . . . . Harry Doggette  
Chief Engineer . . . . . Thane S. Garrison

**WNNT—Warsaw—1949—KBS**

Frequency: 690 Kc. . . . . Power: 250 Watts d.  
Owned . . . . . Grayson Headley  
Address . . . . . Warsaw  
Transcription Service . . . . . Standard  
Pres., Gen. Mgr. . . . . Grayson Headley  
Commercial Mgr. . . . . Ruth R. Rouzie  
Sales Prom. Mgr. . . . . Bill Allison  
Prog. Dir. . . . . Chris Naumann  
Pub. Dir. . . . . Pat Parker  
Chief Engineer . . . . . W. Dean Loudy

**WAYB—Waynesboro—1947**  
**MBS-KBS**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
Owned-Oper. By . . . . . Waynesboro Bcastg. Corp.  
Address . . . . . 526 Main St.  
Rep. . . . . Donald Cooke  
Membership . . . . . NARTB  
Transcription . . . . . World  
Pres., Gen., Sta., Comm. Mgr. . . . . N. Wilbur Kidd  
Sales Manager . . . . . Albert C. Schmick  
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  
Membership . . . . . NARTB  
President, Gen. Mgr. . . . . Richard Field Lewis, Jr.  
Sta. Mgr. . . . . James Holder  
Comm., P. om. 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 Bcastg. Co.  
Address . . . . . P. O. Box 534  
Membership . . . . . NARTB  
Transcription Service . . . . . Lang-Worth  
General Manager . . . . . A. M. Gates, Jr.  
Program Director . . . . . Frank Lindamood  
Chief Engineer . . . . . Jack Fleming

# Washington

Pop. March 1 (Est.) 2,713,000—Families 839,000  
Radio Homes 824,000—TV Homes 615,000—Stations in State 64

## KBKW—Aberdeen—1949

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By KBKW, Inc.  
Address 701 E. Heron St.  
News Service AP  
Transcription World  
Representative Feltis, McGillvra  
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.  
News Service UP  
Rep. Walker, Ayres, Art Moore  
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  
News Service UP  
Newspaper Affil. Burley (Id.) Herald,  
St. Helena (Ore.) Mist, Othello (Wa.) Outlook  
Rep. Headley Reed; Hunt; Moore  
Trans. Lang-Worth  
Membership NARTB  
President Jessica L. Longston  
Gen. Mgr. Robert E. Pollock  
Station Manager John DiMeo  
Comm. Mgr. Oscar Lundgren  
Publicity Dir. Dorothy Jacobson  
Sls. Prom. Mgr. Richard Z. Thompson  
Program Director John K. Munroe  
Chief Engineer Donald R. Pinney

## KVOS—Bellingham—1927 ABC

Frequency: 790 Kc. Power: 1000 Watts  
Owned-Operated By KVOS, Inc.  
Bus.-Studio Address KVOS Bldg.  
News Service UP  
Representative Forjoe, Stovin  
President Rogan Jones  
Gen. Mgr. Alex de Schweinitz  
Station Manager Loyal H. Vickers  
Nat. Sales Manager Fred Elsethagen

## KBRO—Bremerton—1947

Frequency: 1490 Kc. Power: 250 Watts

Owned. Bremerton Broadcast Co.  
Address 205 Washington Ave.  
News Service UP  
Transcription Standard  
Representative Hugh Feltis  
Membership NARTB  
Owner Bruce Bartley  
General Manager Linc Perry  
Office Manager Shirley Seid  
Sales Prom. Mgr. Bruce Perry  
Program Director Bill Luckhurst  
Chief Engineer Dick McCabe

## 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  
News Service UP  
Rep. Walker, O'Connell, McGavren, Art Moore  
Membership RAB  
President J. Elroy McCaw  
Sec.-Treas. Mabel A. Gwinn  
Gen. Sta. Mgr. Joe Chytil  
Asst. Mgr. Lee Stottlemyre  
Sales Prom. Mgr. William Tilton  
Program Director Donald Youngmans  
Publicity Director Richard Dawson  
Chief Engineer Lloyd Hannah

## KITI—Chehalis-Centralia 1954

Frequency: 1420 Kc. Power: 1 Kw. d.  
Owned-Operated By KITI Corp.  
Address 804 Market St.  
Newspaper Affil. Daily Chronicle  
News Service UP  
Transcription World  
Representative Best; Moore; Feltis; Cox  
Membership NARTB, RAB  
Pres., Gen., Sls. Prom. Mgr. D. Whitman  
Commercial Manager Jack Luetjen  
Chief Engineer Harold C. Singleton

## KCLX—Colfax—1949—KBS

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Oper. By Adrian De Vries  
Address Box 710  
News Service AP  
Representative Best; Art Moore  
Owner, Gen., Sta. Mgr. Adrian De Vries

## KCVL—Colville—1955—KBS

Frequency: 1480 Kc. Power: 1 Kw. d.  
Owned-Operated By Colville Bcstg. Co.  
Address P. O. Box 208  
Representative Best, Art Moore  
News Service UP  
Gen. Mgr., Prog Dir., Chief Eng.

Merle B. Peterson  
Commercial Manager Jerry V. Fountain



**KGDN—Edmonds—1954**

Frequency: 630 Kc. Power: 1000 Watts  
 Owned. Garden of the King Enterprises, Inc.  
 News Service UP  
 Transcription SESAC  
 President A. B. Martin  
 Manager A. Orville Helgeson  
 Program Director Gerald Swanson  
 Comm. Mgr. George W. Boucher  
 Chief Eng. Bob Nichols

**KXLE—Ellensburg—1946**

Frequency: 1240 Kc. Power: 250 Watts  
 Owned-Oper. By Central Washington Bcstrs.  
 Bus. Add. Trans. Loc. Box 600  
 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: 1000 Watts  
 Owned Columbia Basin Broadcasting Co.  
 Address 118 "B" Street Northwest  
 News Service UP  
 Transcription Standard  
 Membership RAB  
 President R. E. Billingsley  
 Gen., Sta., Comm., Prom. Mgr. Bob Moore  
 Program Director Dorothy McCue  
 Chief Engineer Len Brown

**KRKO—Everett—1920—MBS**

Frequency: 1380 Kc. Power: 1000 Watts  
 Owned-Oper. By The Everett Bcstg. Co., Inc.  
 Address P. O. Box 916  
 News Service AP  
 Representative McGillvra, Art Moore  
 Membership RAB  
 General Manager William R. Taft  
 Sales Manager Warren Johnson  
 Chief Engineer Dave Foley

**KFDR—Grand Coulee—1950**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By Ralph A. Nachtmann  
 Address Box 395  
 News Service UP  
 Representative Best, Art Moore  
 General Manager R. A. Nachtmann  
 Program Director Alcuin Theisen  
 Chief Engineer Frank Van Hemert

**KLOG—Kelso—1949**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By N.W. Public Services, Inc.  
 Address P. O. Box 90  
 News Service UP  
 Representative Felts, Ayres, Best  
 President Roscoe A. Day, Jr.

General Manager John Carlson  
 Chief Engineer Jay Erlsman

**KWIE—Kennewick—1949**  
**CBS**

Frequency: 610 Power: 5000 Watts  
 Owned-Oper. By KWIE, Inc.  
 Address 11 S. Cascade St.  
 Representative Art Moore, Robert Meeker  
 Membership NARTB  
 News Service AP  
 President, Gen. Mgr. Harold A. Clark  
 Comm. Mgr., Chief Eng. C. J. McCredie  
 Program Director Mar Jean Matthews

**KNBX—Kirkland—1947**  
**KBS**

Frequency: 1050 Kc. Power: 1 Kw. d.  
 Owned-Oper. By Eastside Bdcstg. Co.  
 Address Trans. Loca. Civic Center  
 News Service UP  
 Representative Best, Art Moore  
 General Manager G. A. Wilson  
 Program Director R. Anita Busek

**KBAM—Longview—1955**

Frequency: 1220 Kc. Power: 1000 Watts d.  
 Owned-Oper. By Altru Bcstg. Co.  
 Address Box 31  
 News Service INS  
 Rep. Holman, H. S. Jacobson  
 Membership RAB  
 Partners W. Gordon Allen & John Truhan  
 General Manager Arne G. Peterson  
 Commercial Manager Lowell Bryan  
 Prom. Mgr. William Hoftzyer  
 Pub. Dir. Gary Burns  
 Program Director Charles Nelson  
 Chief Engineer Kenneth Vancil

**KWLK—Longview—1938**  
**DON LEE-MBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By Twin City Bcstg. Corp.  
 Bus.-Studio Add. Natl. Bank of Commerce Bldg.  
 News Affil. Daily News  
 News Service UP  
 Transcription Service World  
 Representative W. S. Grant, Art Moore  
 Membership RAB  
 Pres. J. M. McClelland, Jr.  
 Gen., Sta. Mgr. Marvin E. Johnston  
 Prog. Dir. Doyle Seeley

**KSEM—Moses Lake—1947**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By KSEM, Inc.  
 Address Box 276  
 News Service UP  
 Representative Headley-Reed  
 Manager James Schroeder

**KWIQ—Moses Lake—1956**

Frequency: 1260 Kc. Power: 1000 Watts

Owned.....Central Basin Broadcasting Co.  
 Address.....Box 1133  
 News Service.....AP  
 Representative.....Hugh Feltis  
 President.....Robert S. McCaw  
 Gen., Sta. Mgr.....Doug Setterberg  
 Commercial Manager.....C. Nat Harris  
 Chief Engineer.....James N. Soyk

**KBRC—Mount Vernon—1946**

Freq.: 1430 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Beckley Radio Co.  
 Bus.-Studio Address.....P.O. Box 240  
 News Service.....UP  
 Rep.....McGillvra, Art Moore  
 Membership.....NARTB, RAB  
 Pres., Gen., Sta. Mgr.....Leo H. Beckley  
 Commercial Mgr.....Frank Snyder  
 Prog. Dir.....Joe Armye  
 Pub. Dir.....Dick Buffum  
 Chief Engineer.....Walt Bjerke

**KGY—Olympia—1922**

**MBS-DON LEE-KBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Tom Olsen  
 Address Trans. Loca.....P. O. Box 710  
 News Service.....UP  
 Representative.....George Clark, Art Moore  
 Membership.....RAB, NARTB  
 General Manager.....Tom Olsen  
 Sta., Comm. Mgr.....Herb Anderson  
 Sls. Prom., Prog Dir.....Don Jones  
 Publicity Director.....Robert Cummings  
 Chief Engineer.....Charles Roark

**KITN—Olympia—1956**

Frequency: 1440 Kc.....Power: 500 Watts d.  
 Owned.....KITN Corp.  
 Address.....610 Columbia Street  
 News Service.....UP  
 Representative.....Best, Feltis  
 Pres., Gen., Sales Prom. Mgr.....D. Whitman  
 Commercial Manager.....J. Harris Dorr  
 Chief Engineer.....Dave Hubert

**KOMW—Omak—1947**

Frequency: 680 Kc.....Power: 1000 Watts d.  
 Owned-Operated By.....KOMW, Inc.  
 Business-Studio Address.....Box 151  
 News Service.....UP  
 Representative.....Feltis; Ayres  
 Membership.....NARTB  
 President.....R. L. McNett  
 General Manager.....Dean Nichols  
 Comm. Mgr.....Jerry Weaver  
 Prog. Dir.....Marilyn Moomaw  
 Chief Eng.....Milton Kristensen

**KZUN—Opportunity—1955**

Frequency: 1270 Kc.....Power: 1 Kw. d.  
 Owned-Oper. By.....Voice of Spokane Valley  
 Address.....P. O. Box 123  
 News Service.....AP  
 Representative.....W. S. Grant  
 General Manager.....Robert L. Swartz

Co-Manager.....Arthur R. MacKelvie  
 Sales Manager.....Richard White

**KPKW—Pasco—1945—ABC**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Western Radio Corp.  
 Address.....P. O. Box 233  
 News Service.....UP  
 Representative.....Feltis  
 Transcription Service.....Capitol  
 Pres., Gen. Mgr.....V. B. Kenworthy  
 Sta. Mgr.....Don Heinen  
 Comm. Mgr.....Bob White  
 Prog. Dir., Chief Engineer.....Robert Rockne

**KONP—Port Angeles—1945  
 KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Radio Pacific Inc.  
 Address.....313 West First Street  
 Newspaper Affiliation.....Evening News  
 News Service.....UP  
 Transcription.....World  
 Representative.....Art Moore  
 Membership.....RAB  
 President.....C. N. Webster  
 Station Manager.....Keith E. Patterson  
 Commercial Manager.....Jack K. Proctor  
 Chief Engineer.....Frederick F. Fields

**KOFE—Pullman—1950**

Frequency: 1150 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Bayton & Hicks  
 Address.....Pullman-Colfax Hy.  
 Representative.....Ayres, Best  
 News Service.....UP  
 Station Mgr.....J. Ronald Bayton  
 Promotion Mgr.....B. J. Bayton

**KAYE—Puyallup—1952  
 KBS**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Radio "K" Inc.  
 Address.....P. O. Box 271  
 News Service.....UP  
 Representative.....Art Moore  
 President, Program Director.....Gale Mix  
 General, Sta. Manager.....Warren D. Peterson  
 Commercial Manager.....Jack Delauney  
 Sales Promotion Manager.....Don Broughman  
 Publicity Director.....E. C. Herold  
 Chief Engineer.....Henry Perozzo

**KAPA—Raymond—1950**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Willapa Bcstg. Corp.  
 Address.....P. O. Box 626  
 Representative.....Walker, Art Moore  
 Sta. Mgr.....R. E. Claunch  
 Comm. Mgr.....J. W. Reavley  
 Chief Engineer.....Robert Sheetz

**KLAN—Renton—1952**

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Interlake Bdcstg. Corp.



Address Trans. Loca. .... Box 449  
 News Service ..... UP  
 President ..... Ralph Sander  
 General Mgr. .... Clifford H. Hansen  
 Commercial Mgr. .... Ray Pounder  
 Pub. Dir. .... Fred Grant  
 Chief Engineer ..... Earl Bayne

**KALE—Richland—1950**

Frequency: 960 Kc. .... Power: 1000 Watts  
 Owned-Oper. By ..... KALE, Inc.  
 Address ..... P. O. Box 367  
 Representative ..... Headley-Reed  
 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.  
 News Service ..... UP  
 Rep. .... Headley-Reed, Art Moore  
 President ..... Jessica L. Longston  
 Exec. Vice-Pres. .... R. E. Pollock  
 Sta. Mgr. .... Jim Hamstreet  
 Comm. Mgr. .... Charles Sullivan  
 Sales Prom. Mgr. .... Ted Bell  
 Prog. Dir. .... Russ Norman  
 Pub. Dir. .... Bob Engler  
 Chief Eng. .... Tad Jones  
 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.  
 Representative ..... Blair  
 News Service ..... UP, INS  
 Membership ..... NARTB, RAB  
 President ..... Mrs. A. Scott Bullitt  
 V.P., Gen. Mgr. .... Otto P. Brandt  
 Sta. Soles Mgr. .... Frederick Von Hofen  
 Merchandise Manager. .... G. W. Parker  
 Pub. & Prom. Mgr. .... M. A. Anderson  
 Operations Manager. .... Paul H. Smith  
 Chief Engineer ..... A. A. Shultz

**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.  
 News Service ..... UP  
 Transcription ..... Columbia  
 Representative. Peters, Griffin, Woodward, Inc.  
 Membership ..... NARTB  
 President ..... 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. .... 2600 26 Ave. S.W.

News Service ..... UP  
 Transcription Service ..... Standard  
 Representative. Branham, McGavren, Jacobson  
 Membership ..... RAB  
 Pres., Gen Mgr. .... Lester M. Smith  
 Commercial Manager, Gen. Sales Mgr.  
 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.  
 News Service ..... UP, INS  
 Representative ..... Bolling  
 Membership ..... RAB  
 President ..... Marie S. Taft  
 General Manager ..... Archie Taft, Jr.  
 Asst. Mgr. .... W. L. Simpson  
 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.  
 News Service ..... UP  
 Transcription Service ..... Associated  
 Representative ..... NBC Spot Sales  
 Membership ..... NARTB, RAB  
 President ..... O. W. Fisher  
 Gen. Mgr., Exec. V. P. .... W. W. Warren  
 Comm. Manager. .... King Mitchell  
 Sls. Prom. Mgr. .... Bill Cathey  
 Program Manager. .... F. J. Patterson  
 Pub. Dir. .... Margaret Frey  
 Chief Engineer ..... C. E. Miller

**KTIX—Seattle—1956**

Frequency: 1590 Kc. .... Power: 5000 Watts  
 Owned ..... KTIX Broadcasting Co.  
 Address ..... 101 Bellevue Ave., N.  
 News Service ..... INS  
 Representative ..... Forjoe  
 Membership ..... NARTB, RAB  
 President ..... W. Gordon Allen  
 Gen., Comm. Mgr. .... Tom Kelly  
 Sales Prom. Mgr. .... Paul C. Law  
 Program Dir. .... Keith M. Samples  
 Publicity Director. .... Doris Holman  
 Chief Engineer ..... Kenneth Vancil

**KTW—Seattle—1920**

Frequency: 1250 Kc. .... Power: 1000 Watts  
 Owned ..... The First Presbyterian Church  
 Address ..... 7th Ave. & Spring St.  
 Pres. .... Glenn T. Whitney  
 Gen. Mgr., Ch. Eng. .... James S. Ross  
 Sta., Comm., Prom. Mgr. .... Don Bevilacqua  
 Prog., Pub. Dir. .... Bill Lehnoff

**KVI—Seattle—1929—MBS**

Frequency: 570 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ... Puget Sound Bcstg. Co., Inc.  
 Business Address ..... Camlin Hotel



**AP**  
 News Service .....  
 Transcription Service ..... Thesaurus  
 Representative ..... H.R. Reps.  
 Membership ..... NARTB  
 President, Gen. Mgr. .... Mrs. Vernice Irwin  
 Commercial Mgr. .... Earl T. Irwin  
 Sales Promotion Manager. .... Evelyn Egan  
 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.  
 News Service ..... AP  
 Representative ..... Meeker  
 Membership ..... NARTB, RAB  
 President. .... Wesley I. Dumm  
 Comm. Mgr. .... G. A. Wellington  
 Gen. Mgr., Chief Eng. .... John Dubuque

**KGA—Spokane—1926—ABC**

Frequency: 1510 Kc. .... Power: 50,000 Watts  
 Owned-Oper. By. .... Bankers Life and Casualty  
 Bus.-Studio Address. .... Moran Prairie, Box 141  
 News Service ..... UP  
 Transcription ..... Thesaurus, World  
 Representative. .... Everett-McKinney, O'Connell  
 General Manager ..... Jack Wells  
 Managing Director. .... Ray J. Williams

**KHQ—Spokane—1922—NBC**

Frequency: 590 Kc. .... Power: 5000 Watts  
 Owned-Operated By. .... KHQ, Inc.  
 Bus.-Studio Address. .... 700 Radio Central Bldg.  
 News Service ..... AP  
 Representative ..... Katz  
 Membership ..... NARTB, RAB  
 Pres., Gen. Sta. Mgr. .... Richard O. Dunning  
 Comm. Mgr. .... William Merrill  
 Prog. Dir. .... John Fahey  
 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  
 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  
 News Service ..... AP  
 Membership ..... RAB  
 Representative ..... Forjoe  
 Gen., Sta., Sales Prom. Mgr. .... Robert H. Temple  
 Program Director. .... E. A. Moseley  
 Chief Engineer. .... Hommer W. Mead

**KSPO—Spokane—1922**

Frequency: 1340 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Williams and Cody  
 Address, Trans. Loca. .... Realty Bldg.  
 Membership ..... NARTB  
 Representative ..... Grant Webb  
 General Manager. .... Gene Williams

**KXLY—Spokane—1922**  
**CBS**

Frequency: 920 Kc. .... Power: 5,000 Watts  
 Owned-Oper. By. .... No. Pacific Radio Corp.  
 Address ..... W. 315 Sprague Ave.  
 Rep. .... Avery-Knodel, Art Moore  
 Trans. .... Standard  
 Membership ..... NARTB  
 Pres. .... Norman Alexander  
 General Manager. .... Richard E. Jones  
 Sales Mgr. .... James Agostino  
 Program Director. .... George Anthony  
 Prom. Mgr., Prog. Mgr. .... Robert Moore  
 Chief Eng. .... George Langford

**KREW—Sunnyside—1950**

Frequency: 1230 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Cole E. Wylie  
 Address ..... 7th & Decatur  
 News Service ..... AP  
 Representative ..... Tracy Moore  
 Membership ..... 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 ..... P. O. Box 1651  
 Representative ..... Avery-Knodel  
 News Service ..... UP  
 Trans. .... Thesaurus  
 Membership ..... RAB  
 Pres., Gen. Sta. Mgr. .... J. Archie Morton  
 Comm., Prom. Mgr. .... Herb Pollock  
 Pub. Dir. .... Doris Finholm  
 Program Director. .... Clair Weidenaar  
 Chief Engineer. .... Duane White

**KTAC—Tacoma—1942**

Frequency: 850 Kc. .... Power: 1000 Watts  
 Owned-Operated By. .... Tacoma Bcstrs., Inc.  
 Address ..... Winthrop Hotel  
 News Service ..... UP  
 Transcription Service ..... World  
 Representative. .... Gill-Perna, Duncan A. Scott  
 Membership ..... NARTB  
 President, Gen. Mgr. .... Jerry Geehan  
 Station, Sales Prom. Mgr. .... John Condon  
 Prog. Dir., Pub. 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.  
 Transcription Service.....Lang-Worth  
 Newspaper Affil.....News Tribune  
 News Service.....AP, UP  
 Membership.....NARTB, RAB  
 Representative.....Weed  
 Gen., Sta. Mgr.....Larry Carino  
 Commercial Mgr.....John Upham  
 Sales Prom. Mgr.....Robert Lyte  
 Program Director.....Don St. Thomas  
 Chief Engineer.....Max H. Bice

**KENE—Toppenish—1954**  
**KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned.....Radio Broadcasters Inc.  
 Address.....P. O. Box 350  
 Representative.....Hil F. Best  
 President.....Jack R. Woodroffe  
 General Manager.....Jack E. Everhart  
 Program Director.....Verne Sawyer  
 Chief Engineer.....Orville Bishop

**KHFS—Vancouver—1954**  
**KBS**

Frequency: 1150 Kc.....Power: 1,000 Watts d.  
 Owned-Oper. By.....Western Bcstg. Co.  
 Address.....5500 Fourth Plain Road  
 News Service.....UP  
 Trans.....Standard  
 General Manager.....Ralph C. Weagant  
 Commercial Manager.....Ernest Crater  
 Chief Engineer.....Bryce Howard

**KVAN—Vancouver—1939**

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....KVAN, Inc.  
 Studio Address.....707 Main St.  
 Newspaper Affil.....Coos Bay Times  
 News Service.....UP  
 Representative.....Grant Webb, Tracy Moore  
 Membership.....RAB  
 President.....Sheldon F. Sackett  
 General-Station Mgr.....Jack Irvine  
 Gen. Sales Mgr.....Larry H. Lau  
 Nat. Sales Mgr.....Isabelle Hoyt  
 Chief Engineer.....Leo Erickson

**KTEL—Walla Walla—1946**  
**ABC-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Walla Walla Bdcstg. Co.  
 Address.....Book Nook Bldg.  
 Membership.....RAB  
 Transcription Service.....World  
 Representatives.....Grant, Feltis  
 Pres., Gen. Mgr.....Jack Keating  
 Sales Manager.....Don Harris

**KUJ—Walla Walla—1928**  
**MBS**

Frequency: 1420 Kc.....Power: 5000 Watts

Owned-Operated By.....**KUJ, Inc.**  
 Business-Studio Address.....55 E. Main St.  
 News Service.....**UP**  
 Representative.....Forjoe, Art Moore  
 President, Gen. Mgr.....H. E. Studebaker  
 Comm. Mgr.....Sam Kelly  
 Prog. Dir.....Verne Russell  
 Chief Eng.....M. L. MacLafferty

**KPQ—Wenatchee—1929**  
**ABC-NBC**

Frequency: 560 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Wescoast Bcstg. Co., Inc.  
 Bus.-Studio Address.....1st & Mission  
 Phone: NO 3-5121.....Air Time: Full Time  
 Representative.....Forjoe  
 Pres., Sta., Gen. Mgr.....James W. Wallace  
 V. P., Comm. Mgr.....Pat O'Halloran  
 Program Director.....Dorothy Lee  
 Publicity Director.....Dorothy Simpson  
 Chief Engineer.....Doug Whipple

**KWNW—Wenatchee—1948**  
**MBS-DON LEE**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Wenatchee Broadcasters  
 Address.....P. O. Box 1510  
 Representatives.....McGillvra, Feltis, Cox  
 News Service.....AP  
 Transcription.....Standard  
 Co-Owners.....S. Maus, M. Soley  
 Sales Manager.....Mark Soley

**KIMA—Yakima—1944—CBS**

Frequency: 1460 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Cascade Bdcstg. Co.  
 Address.....P. O. Box 702  
 News Service.....AP  
 Membership.....NARTB, RAB  
 Rep.....Weed & Co., Art Moore  
 President.....A. W. Talbot  
 Gen. Manager.....Thomas C. Bostic  
 Station Mgr.....W. B. Hansen  
 Sales Manager.....Bob Davis  
 Program Director.....Gene Grischow

**KIT—Yakima—1929**  
**KBS**

Freq.: 1280 Kc.....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....KIT, Inc.  
 Bus.-Studio Address.....414½ E. Yakima Ave.  
 Representative.....Branham, Feltis, Cox  
 President.....Carl E. Haymond  
 Gen., Sta., Comm., Prom. Mgr.....Jack H. Goetz  
 Prog. Dir.....Hugh McIntosh  
 Chief Engineer.....H. B. Murphy

**KUTI—Yakima—1955**

Frequency: 900 Kc.....Power: 1000 Watts d.  
 Owned-Oper. By.....Independent Broadcasters  
 Address.....Box 261  
 News Service.....UP  
 Representative.....Forjoe



President ..... W. N. Nelskog  
 Gen., Sta. Mgr. .... P. M. Crain  
 Comm. Mgr. .... R. R. Fleming  
 News Dir. .... R. R. Woodward  
 Chief Eng. .... D. M. Gay

**KLOQ—Yakima—1947—MBS**

Freq.: 1390 Kc. .... Power: 1 Kw. d., 500 W. n.

Owned-Oper. By. .... Yakima Bcstg. Co.  
 Address. .... P. O. Box 172  
 News Service ..... UP  
 Trans. .... World  
 Representative ..... Headley-Reed  
 President. .... Robert S. McCaw  
 Gen., Sta., Comm. Mgr. .... Warren J. Durham  
 Program Dir. .... Fran King

**West Virginia**

Pop. March 1 (Est.) 1,982,000—Families 535,000  
 Radio Homes 498,000—TV Homes 360,000—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  
 News Service ..... UP  
 Representative ..... Burke—Stuart  
 Membership ..... NARTB  
 President, Gen. Mgr. .... Joe L. Smith, Jr.  
 Chief Engineer. .... Al J. Ginkel

**WWNR—Beckley—1946**

Freq.: 620 Kc. .... Power: 1 Kw. d., 500 W. n.  
 Owned-Operated By. .... Rahall Bcstg. Co.  
 Business-Studio Address. .... 1565 Harper Rd.  
 News Service ..... AP  
 Representative ..... 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. .... Hazel Phillips  
 Chief Eng. .... Anthony P. Gonzalez

**WHIS—Bluefield—1928**  
**NBC-KBS**

Frequency: 1440 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. .... Daily Telegraph Prtg. Co.  
 Business-Studio Address. .... Bland St.  
 Newspaper Affil. .... Daily Telegraph, Sunset News  
 Transcription Service ..... Cole  
 News Service ..... AP  
 Membership ..... NARTB  
 Representative ..... Katz  
 Admin. Dir. .... P. T. Flanagan  
 Gen. Mgr. .... Hugh I. Shott, Jr.  
 Sta. Mgr. .... Melvin Barnett  
 Prom. Mgr. .... George Hendrick  
 Prog. Dir. .... O. C. Young  
 Program Director. .... Janie Marie Lambert  
 Chief Engineer. .... Kenneth Dick

**WKOY—Bluefield—1948**  
**MBS**

Frequency: 1240 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... WKOY, Inc.  
 Address. .... 2121 College Drive  
 News Service ..... UP  
 Rep. .... Devney & Co., Holman, Dora-Clayton

Pres., Gen. Mgr., Comm. Mgr. J. Lindsley Alley  
 Sta. Mgr., Prog. Dir. .... Ed Erb  
 Chief Engineer. .... Roy H. Yost

**WCAW—Charleston—1946**

Frequency: 1400 Kc. .... Power: 250 Watts  
 Owned-Oper. By. .... Capitol Bcstg. Corp.  
 Address ..... Kanawha Hotel  
 Trans. Service ..... Thesaurus, Standard  
 News Service ..... UP  
 Representative ..... Headley-Reed  
 Membership ..... NARTB, RAB  
 Pres., Gen., Sta. Mgr. .... E. M. Johnson  
 Comm. Mgr. .... Elaine Johnson  
 Prom. Mgr. .... Bert Files  
 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.  
 News Service ..... AP, UP  
 Representative ..... Branham  
 Membership ..... NARTB, RAB  
 President. .... Hawthorne D. Battle  
 Gen. Mgr., Sta. Mgr. .... John T. Gelder, Jr.  
 Prom. Mgr. .... Geroge Spruce  
 Comm. Mgr. .... Robert M. Sinclair  
 Program Director ..... Joe Farris  
 Pub. Dir. .... Harry Bradley  
 Chief Engineer. .... William E. Dixon

**WGKV—Charleston—1939**  
**NBC**

Frequency: 1490 Kc. .... Power: 250 Watts  
 Owned. .... Kanawha Valley Bcstg Co.  
 Address. .... 210 Dickinson St.  
 Transcription Service ..... SESAC  
 Newspaper Affil. .... Huntington Publ. Co.  
 Representative ..... Katz  
 News Service ..... AP  
 Membership ..... NARTB, RAB  
 Pres. .... Lawrence H. Rogers  
 Gen. Mgr. .... William R. Murray  
 Comm. Manager. .... Gilbert D. Brooks  
 Program Director. .... Don O. Hays  
 Chief Engineer. .... William E. Ford

**WKNA—Charleston—1946**  
**ABC**

Frequency: 950 Kc. Power: 5000 Watts  
Owned-Oper. By Joe L. Smith, Jr., Inc.  
Bus.-Studio Address Box 3106  
News Service UP  
Representative Burke—Stuart  
President Joe L. Smith, Jr.  
Gen., Sta. Manager Willard S. Jackson  
Comm. Director J. Kent Hackleman  
Prom. Mgr. M. L. Pennington  
Prog. Dir. J. J. Herget  
Pub. Director Pearl Richardson  
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  
News Service UP  
Membership NARTB, RAB  
Representative Forjoe, Dora-Clayton  
President Gus Zaharis  
Gen., Sta. Mgr. Berton Sonis  
Comm. Mgr. Mel S. Burka  
Sls. Prom., Prog. Dir., Pub. Dir. Bob Bower  
Chief Engineer Paul Sullivan

**WBLK—Clarksburg—1937**  
**NBC**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By Ohio Valley Bcstg. Corp.  
Address Parkersburg, W. Va.  
Representative Branham  
Membership RAB, NARTB  
Vice President George H. Clinton  
Comm. Manager Richard Husted  
Publicity Director Wilda McCarty  
General Manager Carl Loose  
Sales Prom. Mgr. Gene Panetta  
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. Loca. 1200 E. Pike St.  
News Service UP  
Transcription World  
Rep. Burn-Smith  
Membership NARTB  
Pres. Walter Patterson  
Vice-Presidents R. K. Richards, E. R. Huse  
Prom. Mgr. Charles Gaylord  
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.  
News Service AP  
V.P., Treas. R. C. Warden  
Gen. Mgr. Joe M. Larosa

**WDNE—Elkins—1948**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By Marja Bcstg. Corp.  
Address Davis & Wash. Sta.  
News Service UP  
Transcription Service World  
Membership NARTB, RAB  
Pres., Gen. Mgr. Jack Carr  
Vice-Pres. Howard A. Donahoe  
Program Director Larry Draper  
Comm. Manager Grady F. Guye

**WMMN—Fairmont—1928**  
**CBS**

Frequency: 920 Kc. Power: 5000 Watts  
Owned-Oper. By Peoples Bcstg. Co.  
Address Columbus, Ohio  
News Service AP  
Representative H.R. Reps  
Membership NARTB, RAB  
Pres. Murray D. Lincoln  
Vice President, Gen. Mgr. Herbert Evans  
Station Manager A. G. Ferrise  
Asst. Manager, Prog. Dir. Frank J. Lee  
Chief Engineer Harry W. Jackson

**WTCS—Fairmont—1946**  
**ABC**

Frequency: 1490 Kc. Power: 250 Watts  
Owned Fairmont Broadcasting Co.  
Address Box 1549  
News Service AP  
Representative Gill-Perna, Keystone  
Membership NARTB  
President Paul Pitrolo  
V.P., Gen., Comm. Mgr. Nick Fantasia  
Program Director Jack Tennant  
Publicity Director Josephine Trotta  
Chief Engineer Richard L. McBride

**WHTN—Huntington—1947**  
**MBS**

Frequency: 800 Kc. Power: 1000 Watts d.  
Owned-Oper. Cowles Bcstg. Co.  
Business-Studio Address 625 Fourth Ave.  
Transcription Service Thesaurus  
Rep. Indie Sales  
News Service UP  
Membership NARTB  
General Manager Robert A. Tinchler  
Station Manager John S. Phillips  
Program Director Joe Herget

**WPLH—Huntington—1946**

Frequency: 1470 Kc. Power: 5000 Watts  
Owned-Oper. By Huntington Bcstg. Corp.  
Business-Studio Address 1105 Fourth Ave.  
News Service AP



**Transcription Service** .....Capitol  
**Representative** .....Walker  
**Membership** .....NARTB  
**President** .....Cy N. Bahakel  
**Manager** .....C. W. Krause

**WSAZ—Huntington—1923**  
**ABC-NBC**

**Freq.:** 930 Kc. ....Power: 5 Kw. d., 1 Kw. n.  
**Owned-Operated By** .....WSAZ, Inc.  
**Business-Studio Address** .....201 Ninth St.  
**Newspaper Affil.** .....Huntington Publ. Co.  
**News Service** .....AP  
**Transcription Service** .....Lang-Worth  
**Representative** .....Katz  
**Membership** .....NARTB, RAB  
**Pres., Gen. Mgr.** .....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**

**Freq.:** 1270 Kc. ....Power: 5000 Kw. d.  
**Owned** .....WKYR Inc.  
**Address** .....Box 231  
**Station Rep.** .....Burn-Smith  
**News Service** .....UP  
**Transcription** .....World  
**Membership** .....NARTB  
**President** .....Robert K. Richards  
**Gen. Mgr.** .....William W. Robinson  
**Sta. Manager** .....Tom Butscher  
**Comm. Manager** .....June Merrill  
**Program Director** .....Kenneth Robertson  
**Chief Engineer** .....Gary Daniels

**WLOG—Logan—1940—MBS**

**Frequency:** 1230 Kc. ....Power: 250 Watts  
**Owned-Oper. By** .....C. H. Frey, R. O. Greever  
**Address** .....445 Stratton St.  
**Newspaper Affil.** .....Banner  
**News Service** .....AP  
**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** .....Logan Bcstg. Co.  
**Address** .....Cons. Bus. Ter. Bldg.  
**News Service** .....UP  
**Gen., Comm. Mgr.** .....William P. Becker  
**Commercial Manager** .....C. H. Murphey  
**Program Director** .....Lucille Gallion  
**Chief Engineer** .....Lew Frye

**WEPM—Martinsburg—1946**  
**MBS-KBS**

**Frequency:** 1340 Kc. ....Power: 250 Watts  
**Owned-Oper. By** .....Martinsburg Bcstg. Co.  
**Business Address** .....Peoples Trust Co. Bldg.  
**News Service** .....AP  
**Transcription Service** .....Thesaurus

**Representative** .....McGillvra  
**Membership** .....NARTB  
**Co-Owner** .....C. M. Zinn  
**Co-Owner, Gen. Mgr.** .....C. Leslie Golliday  
**Program Director** .....John E. Taylor  
**Comm. Manager** .....George N. O'Brien  
**Sales Prom. Mgr.** .....C. Rodig  
**Chief Engineer** .....Sheridan Campbell

**WHJC—Matewan—1951**

**Frequency:** 1360 Kc. ....Power: 1000 Watts d.  
**Owned-Operated By** .....Three States Bcstg. Co.  
**Transcription Service** .....SESAC, Standard  
**News Service** .....UP  
**Representative** .....Continental  
**President, Gen. Mgr.** .....Fred Morningstar

**WMON—Montgomery—1946**  
**MBS**

**Frequency:** 1340 Kc. ....Power: 250 Watts  
**Owned** .....Fayette Associates, Inc.  
**Address** .....1028 First Ave.  
**News Service** .....AP  
**Transcription** .....World  
**President** .....Arnold M. Vickers  
**General Manager** .....Andrew W. Vickers  
**Program Director** .....Richard A. Rhodes  
**Chief Engineer** .....J. C. Craver

**WAJR—Morgantown—1940**  
**MBS**

**Freq.:** 1440 Kc. ....Power: 5 Kw. d., 500 Watts, n.  
**Owned-Oper. By** .....West Virginia Radio Corp.  
**Business-Studio Address** .....446 Spruce St.  
**News Service** .....UP  
**Newspaper Affil.** .....W. Va. Newspaper Pub. Co.  
**Transcription Service** .....World, Thesaurus  
**Rep.** .....Tom C. Clark  
**Membership** .....NARTB  
**President** .....Agnes J. Reeves Greer  
**General Manager** .....Richard E. Nason  
**Comm. Manager** .....James Redmond  
**Porg. Director** .....Bill Harrington  
**Chief Engineer** .....Al Novak

**WCLG—Morgantown—1954**

**Frequency:** 1300 Kc. ....Power: 1000 Watts  
**Owned** .....Morgantown Broadcasting Co.  
**Address** .....P. O. Box 885  
**News Service** .....AP  
**Transcription Service** .....Lang-Worth  
**Representative** .....McGillvra  
**Owner, Gen. Mgr.** .....C. Leslie Golliday  
**Station Manager** .....Carl J. Raymond  
**Program Director** .....John Floyd  
**Chief Engineer** .....James McEwuen

**WMOD—Moundsville—1950**  
**KBS**

**Frequency:** 1370 Kc. ....Power: 1000 Watts d.  
**Owned-Oper. By** .....Miracle Valley Bcstg. Co.  
**Address** .....505 Seventh St.  
**News Service** .....UP  
**Representative** .....Thomas Clark  
**Pres., Gen., Prom. Mgr.** .....John T. Taylor



Sta. Mgr., Pub. Dir. . . . . Andrew J Smik, Jr.  
 Program Director . . . . . John Corrigan  
 Chief Engineer . . . . . J. W. Jones

**WETZ—New Martinsville**  
**1952—MBS**

Frequency: 1330 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Magnolia Broadcasting Co.  
 Address . . . . . P. O. Box 391  
 News Service . . . . . AP  
 Representative . . . . . Gill-Perna  
 Trans. Service . . . . . Standard, Sesac  
 President, Gen. Mgr. . . . . Harry G. Bright  
 Comm. Manager . . . . . George K. Eubanks  
 Prog. Director . . . . . Harold Showman  
 Pub. Director . . . . . Nell Shurtleff  
 Chief Engineer . . . . . J. W. Jones

**WOAY—Oak Hill—1947**

Frequency: 860 Kc. . . . . Power: 10 Kw. d.  
 Owned-Oper. By . . . . . Robert R. Thomas, Jr.  
 Business Address . . . . . Box 251  
 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**

Frequency: 1050 Kc. . . . . Power: 1000 Watts  
 Owned . . . . . Franklin Broadcasting Co.  
 Address . . . . . P. O. Box 228  
 News Service . . . . . AP  
 Transcription . . . . . Standard  
 Representative . . . . . Thomas F. Clark  
 Membership . . . . . NARTB  
 Gen. Mgr., Ch. Eng. . . . . C. E. Franklin  
 Commercial Mgr. . . . . Marsh McCarty  
 Sales Prom. Mgr. . . . . Bernard Russi, Jr.  
 Program Director . . . . . Dorothy Leon  
 Publicity Director . . . . . Harvey Kaye

**WCOM—Parkersburg—1947**  
**ABC**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Valley Broadcasters Inc.  
 Address . . . . . 317 Ninth St.  
 News Service . . . . . AP  
 Membership . . . . . NARTB, RAB  
 Transcription Service . . . . . World  
 Representative . . . . . McGillvra  
 President . . . . . Joseph M. Handlan  
 Gen., Sta., Comm. Mgr., Prom., Pub. Dir.  
 . . . . . 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 . . . . . 211½ 5th St.  
 News Service . . . . . UP  
 Newspaper Affil. . . . . News Pub. Co.

Transcription Service . . . . . Thesaurus  
 Representative . . . . . Branham  
 Membership . . . . . NARTB, RAB  
 President . . . . . Austin V. Wood  
 V.P., Gen. Mgr., Comm. Mgr. . . . . George H. Clinton  
 Prom. Mgr. . . . . Hazel N. Mercer  
 Prog. Dir. . . . . Sherman Grimm  
 Chief Eng. . . . . Vilah G. Brooks

**WWYO—Pineville—1949**

Frequency: 970 Kc. . . . . Power: 1000 Watts d.  
 Owned-Oper. By . . . . . Wyoming Bdcstg. Co., Inc.  
 Address . . . . . Box 184  
 News Service . . . . . UP  
 Trans. Ser. . . . . World  
 President . . . . . R. D. Bailey  
 Gen., Sta., Comm. Mgr. . . . . Edward Hawley  
 Program Director . . . . . Elaine Taylor  
 Chief Engineer . . . . . William D. Stone

**WLOH—Princeton—1947**  
**ABC**

Frequency: 1490 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Mountain Bcstg. Co.  
 News Service . . . . . AP  
 Transcription Service . . . . . Lang-Worth  
 Gen., Sta. Mgr. . . . . Robert Harrison  
 Commercial Manager . . . . . Bill Waldorf  
 Sales Prom. Mgr., Prog. Dir. . . . . Ed Davis  
 Chief Engineer . . . . . Earle Graham

**WRON—Ronceverte—1947**  
**NBC**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Blake Bcstg. Co.  
 Address . . . . . Fairlea  
 News Service . . . . . AP  
 Transcription Service . . . . . World  
 Representative . . . . . Joseph Hershey McGillvra  
 Membership . . . . . NARTB  
 General Mgr. . . . . William E. Blake  
 Comm. Mgr. . . . . Gladys Livesay

**WKLC—St. Albans—1955**

Frequency: 1300 Kc. . . . . Power: 1 Kw.  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 Representative . . . . . Charles Bernard  
 General Manager . . . . . Raymond I. Kandel  
 Commercial Manager . . . . . C. C. Clere  
 Chief Engineer . . . . . Harry Bowen

**WEIR—Weirton—1950**

Frequency: 1430 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Tri-State Bcstg. Co.  
 Address . . . . . 3992 Main St.  
 Transcription Service . . . . . Thesaurus  
 News Service . . . . . AP  
 Membership . . . . . NARTB, RAB  
 Representative . . . . . Rambeau  
 General Manager . . . . . Edward J. Hirschberg  
 Station Manager . . . . . Robert E. Badger

**WELC—Welch—1950**

Frequency: 1150 Kc. . . . . Power: 1000 Watts d.



**Owned-Oper. By**.....Pocahontas Bcstg. Co.  
**Address**.....Box 1032  
**News Service**.....UP  
**Representative**.....McGillvra  
**Transcription Service**.....World  
**Membership**.....NARTB  
**President, General Manager**.....Sam Sidote  
**Comm., Prom. Mgr.**.....James French, Jr.  
**Program Director**.....J. Cullop  
**Chief Engineer**.....Howard R. King

### WMCD—Welch—1955—MBS

**Frequency:** 1340 Kc.....**Power:** 250 Watts  
**Owned**.....Williamson Broadcasting Corp.  
**Address**.....Rhodes Realty Building  
**News Service**.....AP  
**Membership**.....NARTB  
**President**.....Alice Shein  
**Gen., Sta. Mgr.**.....John Blair  
**Chief Engineer**.....Clifton Branham

### WHAW—Weston—1948 KBS-MBS

**Frequency:** 1450 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**...Central W. Va. Serv. Corp.  
**Address**.....P. O. Box 431  
**News Service**.....UP  
**Trans. Service**.....Associated, Keystone  
**President**.....R. H. Ralston  
**Vice Pres.**.....Francis Andrew

### WHLL—Wheeling—1949

**Frequency:** 1600 Kc.....**Power:** 5000 Watts d.  
**Owned-Operated By**.....Wheeling Bcstg. Co.  
**Address**.....Box 989  
**Representative**.....Gill-Perna  
**News Service**.....UP  
**Transcription Service**.....Standard  
**Station Manager**.....K. H. Forney

## Wisconsin

Pop. March 1 (Est.) 3,806,000—Families 1,109,000  
 Radio Homes 1,100,000—TV Homes 878,000—Stations in State 70

### WATK—Antigo—1947

**Frequency:** 900 Kc.....**Power:** 250 Watts d.  
**Owned-Oper. By**.....Antigo Bcstg. Co.  
**Address**.....Journal Bldg.  
**Newspaper Affil.**.....Daily Journal  
**President, Gen. Mgr.**.....A. F. Berner

### WAPL—Appleton—1952

**Frequency:** 1570 Kw.....**Power:** 1000 Watts d.  
**Owned-Oper. By**...Bartell Broadcasters, Inc.  
**Address**.....Balliet Hotel, 124 W. Wash. St.  
**Rep.**.....Gill-Perna  
**News Service**.....UP  
**Membership**.....NARTB  
**President**.....Gerald A. Bartell  
**General Manager**.....Connie Forster  
**Comm. Manager**.....Bob Culp  
**Program Director**.....Jack Gardiner

### WKWK—Wheeling—1941 ABC

**Frequency:** 1400 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Community Bcstg., Inc.  
**Trans. Add.**..Pythian Bldg. 16th & Market Sts.  
**News Service**.....UP  
**Station Representative**.....Weed  
**Membership**.....NARTB  
**Pres., Gen. Manager**.....John B. Reynolds  
**Comm., Prom. Mgr.**.....Elsie M. Cook  
**Program Director**.....Dale M. Schussler  
**Pub. Dir.**.....John B. Reynolds, Jr.  
**Chief Engineer**.....William E. Jones

### WWVA—Wheeling—1926 CBS

**Frequency:** 1170 Kc.....**Power:** 50,000 Watts  
**Owned-Oper. By**.....Storer Broadcasting Co.  
**Address**.....Hawley Bldg.  
**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. Mgr.**.....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 281  
**Representative**.....Gene Grant & Co.  
**Membership**.....NARTB  
**Manager**.....Alice Shein

### WHBY—Appleton—1924 MBS

**Frequency:** 1230 Kc.....**Power:** 250 Watts  
**Owned-Operated By**.....WHBY, Inc.  
**Bus.-Studio Address**.....600 So. Law St.  
**News Service**.....AP  
**Representative**.....Meeker  
**Gen., Comm. Mgr.**.....Lewis J. Process  
**Sales Prom. Mgr.**.....Chris Schneider  
**Program Director**.....Raymond Brock  
**Publicity Director**.....John Flynn  
**Chief Engineer**.....George Merkl

### WATW—Ashland—1940

**Frequency:** 1400 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....WATW, Inc.  
**Address**.....No. State Bank Bldg.  
**Representative**.....Thomas F. Clark  
**President, Gen. Mgr.**.....Gene Halker





**WBEV—Beaver Dam—1951**

Frequency: 1430 Kc. Power: 1000 Watts d.  
 Owned-Operated By... Beaver Dam Bcstg. Co.  
 Address... Box 430  
 President... W. E. Walker  
 Vice-Pres... J. D. Mackin  
 News Service... UP  
 Transcription... Thesaurus  
 Representative... Hal Holman  
 Membership... RAB  
 Exec. V.P., Gen. Mgr... Charles R. Dickoff

**WBEL—Beloit—1948**

Frequency: 1380 Kc. Power: 5000 Watts d.  
 Owned-Oper. By... Beloit Bcstrs., Inc.  
 Business-Studio Address... 430 State St.  
 News Service... UP  
 Representative... Gill-Perna  
 President... Russ Salter  
 General Mgr... Robert O. Moran  
 Sta., Comm. Mgr... Joe Moen  
 Sales Prom. Mgr... Irv Andreoni  
 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  
 News Service... AP  
 Rep... Everett-McKinney  
 President... Sidney H. Bliss  
 General Manager... Vern Williams  
 Commercial Manager... Bill Bessaire  
 Sta. Mgr... Tom Anderson  
 Program Director... Lou Wendlandt  
 Chief Engineer... Wayne Clay

**WCHF—Chippewa Falls—1954**

Frequency: 1150 Kc. Power: 1 Kw. d.  
 Owned... Chippewa Bcstg. Co.  
 Address... 108 Bridge St.  
 Representative... Clark  
 News Service... UP  
 Transcription... World  
 Pres., Gen. Mgr... W. F. Kean  
 Vice-President... Russell G. Salter  
 Station Manager... R. Brennan

**WBIZ—Eau Claire—1947  
 MBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Operated By... WBIZ, Inc.  
 Address... 609 Cameron St.  
 Representative... Pearson  
 Membership... RAB  
 News Service... UP  
 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  
 News Service... UP  
 Trans. Serv... Thesaurus  
 Representative... Hollingberry  
 Membership... NARTB, RAB  
 President... W. C. Bridges  
 General Mgr... Leo Howard  
 Station Mgr... Bob Nelson  
 Commercial Mgr... Norm Haagenson  
 Program Dir... Al Young  
 Chief Eng... T. O. Torgenson

**WRFW—Eau Claire—1948**

Frequency: 1050 Kc. Power: 1000 Watts d.  
 Owned... Chippewa Valley Radio & TV Corp.  
 Bus.-Studio-Transmitter Address... P. O. Box 23  
 News Service... AP  
 Transcription Service... Capitol, Standard  
 Rep... Sears & Ayer  
 President... Thomas K. Werner  
 Gen., Sta. Mgr., Prog. Dir... Jack Kelly

**KFIZ—Fond Du Lac—1922  
 MBS**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned-Operated By... KFIZ Bcstg. Co.  
 Bus.-Studio-Transmitter Address... 18 W. First St.  
 Newspaper... Commonwealth Reporter  
 Representative... Holman  
 Membership... NARTB  
 Exec. Vice Pres... Emery W. Martin

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**MORE FEATURES**

**MORE REGIONAL COVERAGE**

**AP**

... and **MORE**

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 TELEVISION STATIONS**

depend on

**The Associated Press**



### WBAY—Green Bay—1922 CBS

Frequency: 1360 Kc. Power: 5000 Watts  
 Owned-Operated By.....Norbertine Fathers  
 Address .....115 South Jefferson  
 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  
 Chief Engineer.....Wallace Stangel

### WDUZ—Green Bay—1947 ABC

Frequency: 1400 Kc. Power: 250 Watts  
 Owned-Oper. By.....Green Bay Bcstg. Co.  
 Business-Studio Address .....225 N. Adams St.  
 News Service .....UP  
 Rep. ....Forjoe  
 Membership .....NARTB  
 Pres., Gen. Mgr.....Ben A. Laird  
 Sta., Prom. Mgr.....Allen H. Embury  
 Comm. Mgr.....Alfred L. Mayer  
 Prog. Dir.....John Kessenich  
 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.  
 News Service .....AP  
 Trans. Ser. ....Standard, World  
 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—Hartford—1954 KBS

Frequency: 1540 Kc. Power: 500 Watts d.  
 Owned-Operated By Kettle Moraine Bcstg. Co.  
 Address .....Town of Erin, Hartford  
 Transcription Service .....World  
 News Service .....UP  
 General Mgr.....Walter Zastrow  
 Station Mgr., Prog. Dir. ....Don Zastrow  
 Chief Engineer, Sales Mgr. ...George Dodge

### WCLO—Janesville—1930 MBS

Frequency: 1230 Kc. Power: 250 Watts  
 Owned.....Southern Wisconsin Radio, Inc.  
 Business-Studio Address..200 E. Milwaukee St.  
 News Service .....AP  
 Newspaper Affiliation .....Daily Gazette  
 Representative .....Everett-McKinney  
 Membership .....NARTB

**MORE NEWS**  
**MORE FEATURES**  
**MORE REGIONAL COVERAGE**

**AP**

**... and MORE RADIO AND TELEVISION STATIONS**  
 depend on  
**THE ASSOCIATED PRESS**



President.....Sidney H. Bliss  
 Gen., Sta. Mgr.....V. W. Williams  
 Commercial Manager....Charles W. Bessire  
 Prom., Pgm., Pub. Dir.....Ralph Schroeder

**WLIP—Kenosha—1947**

Frequency: 1050 Kc.....Power: 250 Watts  
 Owned-Oper. By.....W. L. Lipman  
 Address ..... Kenosha Nat. Bank Bldg.  
 News Service ..... AP  
 Transcription Service ..... Thesaurus  
 Representative ..... Everett-McKinney  
 Membership ..... RAB, NARTB  
 General Manager, Pub. Dir....William L. Lipman  
 Sta., Comm. Manager.....Hugh Gately  
 Program Director.....Jerome Golden  
 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.  
 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.....Box 751  
 News Service ..... UP  
 Rep. .... Everett-McKinney, Bulmer-Johnson  
 President ..... Herbert H. Lee  
 Gen. Mgr. .... Don O'Brien  
 Comm. Mgr.....Milo Knutson  
 Sales Prom. Mgr.....Charles R. Kearns

**WLCX—La Crosse—1947  
 MBS-KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned.....Phillippe Bcstg. Corp.  
 Address ..... Rivoli Theatre Bldg.  
 News Service ..... UP  
 President ..... R. L. Phillippe  
 General Mgr.....Gene W. Phillippe

**WLDL—La Crosse—1956—KBS**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned.....Lyons Broadcasting Co.  
 Address ..... 306 Rivoli Building  
 News Service ..... UP  
 Transcription ..... World  
 President.....Lyle D. Lyons  
 Gen., Comm., Prom. Mgr....Robert A. Gaumer  
 Program Dir.....Don D. Knutson  
 Publicity Dir.....Rogers L. D. Mattice  
 Chief Engineer.....Virgel Koers

**WLDY—Ladysmith—1947  
 MBS**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Flambeau Bcstg. Co.  
 Representative ..... Thomas Clark  
 News Service ..... AP  
 President ..... Ruth B. Nelson  
 Sec'y Treas., Gen. Mgr.....Chas. H. Nelson

**WIBA—Madison—1925—NBC**

Frequency: 1310 Kc.....Power: 5000 Watts  
 Owned-Operated By.....Badger Bcstg. Co.  
 Business-Studio Address.....3800 Regent St.  
 News. Affil. .... Capital Times,  
 Wisc. State Journal  
 News Service ..... AP  
 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.  
 News Service ..... UP  
 Representative. Peters, Griffin, Woodward, Inc.  
 Membership ..... RAB  
 President.....Ralph M. Immell  
 General Manager ..... Ralph O'Connor  
 Comm., Sls. Prom. Mgr.....Lews J. Bassett  
 Prog., Pub. Dir.....Phebe Rogers  
 Chief Engineer.....Gerard Batz

**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.  
 News Service ..... UP  
 Representative ..... Headley-Reed  
 President ..... Stewart Watson  
 General Manager.....Ben Hovel  
 Station Manager.....P. M. Enright  
 Sales Prom. Mgr.....John Shambow  
 Program Director.....Roseann Parr  
 Tech. Supervisor.....Bob Wickhem

**WOMT—Manitowoc—1926  
 MBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Francis M. Kadow  
 Business-Studio Address..1118 Washington St.  
 News Service ..... UP  
 Membership ..... NARTB  
 General Mgr.....Francis M. Kadow  
 Comm. Mgr.....John Saxe  
 Program Director.....George H. Erdman  
 Chief Eng.....H. E. Willis



**WWOC—Manitowoc—1952**

Frequency: 980 Kc. Power: 1000 Watts d.  
 Owned-Operated By... Manitowoc Bcstg. Co.  
 Address... 2500 N. Mirro Drive  
 News Service... AP  
 Transcription Service... Thesaurus  
 Representative... McGillvra  
 Gen. Mgr... Edward Allen, Jr.  
 Program Director... Tom Maples  
 Sta., Comm. Mgr., Chief Eng.. 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.  
 News Service... UP  
 Representatives... Burn-Smith  
 President... William E. Walker  
 General Manager... Joseph D. Mackin  
 Sta., Comm. Mgr., Prog. Dir.. Howard L. Emich  
 Prom. Mgr., Pub. Dir... Curt Kaufman  
 Chief Engineer... Al Alexander

**WDLB—Marshfield—1946**

Frequency: 1450 Kc. Power: 250 Watts  
 Owned... Clarkwood Broadcasting Corp.  
 Address... Box 512  
 News Service... UP  
 Transcription... World  
 Representative... McGillvra  
 Membership... RAB  
 President, Gen. Mgr... Hartley L. Samuels  
 Commercial Manager... John R. Thornton  
 Program Director... Glenn Brown  
 Publicity Director... Jack Hackman  
 Chief Engineer... Richard Hanneman

**WIGM—Medford—1941**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned... Murphy-Nelson Bcstg. Co., Inc.  
 Address... Hy. 13  
 Representative... Clark  
 Pres., Gen. Mgr... Paul Allman  
 V.P., Sls. Mgr... Joe Dalvig

**WMNE—Menomonie—1951**

Frequency: 1360 Kc. Power: 1 Kw. d.  
 Owned-Oper. By... Menomonie Bcstg. Co.  
 Address... 603½ Broadway  
 Representative... Lawson  
 News Service... UP  
 Transcription... Lang-Worth, World  
 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.  
 News Service... UP  
 Representative... Headley-Reed  
 Membership... NARTB, RAB  
 President... A. M. Spheeris  
 Gen. V. P... Hugh K. Boice, Jr.

Sales Manager... John C. Gagliano  
 Publicity Director... Marylou Shanahan  
 Program Director... Tom Shanahan  
 Chief Engineer... Rolland Paske

**WFOX—Milwaukee—1946**  
**KBS**

Frequency: 860 Kc. Power: 250 Watts  
 Owned... Business Management Inc.  
 Address... 208 E. Wisconsin Ave.  
 News Service... AP  
 Representative... Grant Webb  
 President... Joseph A. Clark  
 General Manager... Neil K. Searles  
 Sales Promotion Manager... Jeanne Harrington  
 Program Director... Jo Boyd  
 Chief Engineer... Robert Mayer

**WISN—Milwaukee—1922**  
**ABC**

Frequency: 1150 Kc. Power: 5,000 Watts  
 Owned-Oper. By... Hearst Corporation  
 Address... 540 N. Plankinton Ave.  
 Newspaper Affil... Sentinel  
 Representative... Pety  
 News Service... AP, INS, UP  
 Membership... RAB, NARTB  
 Gen. Mgr... John B. Soell  
 Asst. Mgr... Carl Zimmerman  
 Prom. Mgr., Pub. Dir... Lou Riepenhoff  
 Chief Eng... Donald Weller  
 Public Service Dir... 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.  
 News Service... UP  
 Membership... NARTB  
 Representative... Forjoe  
 President... Gene Posner  
 Station Mgr... Paul DeChan  
 Program Co-ord... 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.  
 Representative... Katz  
 Membership... RAB  
 General Mgr., V.P... Melvin Bartell  
 Program Dir... J. A. Reddy  
 Chief Engineer... Ralph Evans

**WRIT—Milwaukee—1955**

Frequency: 1340 Kc. Power: 250 Watts  
 Owned-Operated By... Foster & Assoc., Inc.  
 Address... 5407 W. Martin Dr.  
 News Service... AP, INS  
 Representatives... H.R. Clarke Brown  
 General Manager... Bill Weaver  
 Program Director... Gene Edwards  
 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.  
News Service AP  
Newspaper Affil. Journal  
Representative Christal  
V.P., General Mgr. Walter J. Damm  
Asst. Mgr. R. J. Heiss  
Station Manager. George Comte  
Sales Manager. Neale V. Bakke  
Prog. Mgr. Don Loose  
Mgr., Engineering. Phillip B. Laeser  
Prom. Mgr. Bruce Wallace

**WEKZ—Monroe—1951**

Frequency: 1260 Kc. Power: 1 Kw. d.  
Owned-Operated By. Green County Bcstg. Co.  
Address. Box 460  
News Service AP  
President. Kenneth Stuart  
Program Director. Stan Neuberger  
General Manager. Joseph Urban  
Chief Engineer. Rex Eyler

**WNAM—Neenah—1947**

Frequency: 1280 Kc. Power: 1 Kw.  
Owned. Neenah-Menasha Bcstg. Co.  
Address. Radio & Television Park  
News Service UP  
Station Rep. John E. Pearson  
Transcription. Thesaurus  
President. Clayton Ewing  
General Mgr. Don C. Wirth  
Commercial Mgr. Don Harrington  
Program Dir. Tom Collins  
Chief Engineer. Gordon Daily

**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  
Transcription. Lang-Worth  
News Service UP  
Representative. Clark  
Pres., Gen., Comm. Mgr. 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. P. O. Box 1  
News Service AP  
Membership NARTB  
General, Comm. Mgr. R. J. Bodden  
News Dir. Art Hill, Jr.  
Chief Engineer. Raymond Skinner

**WPLY—Plymouth—1954**  
KBS

Frequencies: 1420 Kc. Power: 500 Watts d.  
Owned-Oper. By. WPLY, Inc.  
Address. Box 222  
Rep. Regional Radio Reps.  
Pres., Sta. Mgr., Prog. Dir. Milton Maltz  
Gen., Comm. Mgr. Robert G. Wright  
Chief Eng. Eugene Capelle

**WPDR—Portage—1952**

Frequency: 1350 Kc. Power: 1000 Watts d.  
Owned-Operated By. Portage Bcstg. Co.  
Address. Box 142  
Newspaper Affil. Daily Register  
News Service UP  
President. W. T. Comstock  
Manager. Robert D. Hutchings

**WIBU—Poynette—1925**  
KBS

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By. William C. Forrest  
Bus.-Transmitter Address. Poynette  
News Service UP  
Pres., Gen., Sta. Mgr., Comm., Prom. Mgr.  
William C. Forrest  
Program Dir. Sarah A. Forrest  
Chief Engineer. Leonard Doese

**WPRE—Prarie Du Chien—1952**

Frequency: 1280 Kc. Power: 500 Watts d.  
Owned. Prarie Bcstg. Co., Inc.  
Address. P. O. Box 36  
Transcription. Capitol, World  
Representative. Holman  
Gen., Sta. Mgr. W. C. Schlaugat, Jr.  
Comm., Sales Prom. Mgr. Thomas Multerer

**WRAC—Racine—1949**

Frequency: 1460 Kc. Power: 500 Watts d.  
Owned-Oper. By. WRAC, Inc.  
Address. Arcade Bldg.  
News Service UP  
Trans. Service. World  
Representative. Sears & Ayer  
Membership NARTB  
Vice-Pres. William J. Prialux

**WRJN—Racine—1926—ABC**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Oper. By. Racine Bcstg. Corp.  
Business Address. Amer. Bank Bldg.  
Representative. Walker  
Newspaper Affiliation. Journal-Times  
Membership NARTB  
Station Manager. Harold J. Newcomb





**WRDB—Reedsburg—1953**  
**KBS**

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By: William C. Forrest  
Address: Box 207, Reedsburg  
News Service: UP  
Transcription Service: Standard  
President: William C. Forrest  
General Manager: Mike Flaherty  
Comm. Mgr.: Larry Durand  
Prog. Dir.: Joseph Boyle  
Chief Engineer: Richard Ingwell

**WOBT—Rhineland—1947**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: Onelda Bcstg. Co.  
Business Address: Route 2  
News Service: UP  
Trans.: Thesaurus  
Membership: RAB  
Representative: McGillvra  
President: James Cleary  
Gen. Mgr., Sta. Mgr.: George F. Thoma  
Comm. Manager: Howard Koenitzer  
Chief Engineer: William Anderson

**WJMC—Rice Lake—1939**  
**MBS**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By: WJMC, Inc.  
Address Trans. Loca.: Hy. 48  
News Service: UP  
Transcription Service: World, SESAC  
Representative: Hollingbery  
Membership: RAB  
President: W. C. Bridges  
Station Manager: Russell J. Brown

**WRCO—Richland Center—1949**

Frequency: 1450 Kc. Power: 250 Watts  
Owned-Operated By: Richland Bcstg. Co.  
Address: P. O. Box 192  
News Service: UP  
Transcription Service: Thesaurus, World  
Membership: NARTB, RAB  
Gen., Sta. Mgr.: Hala D. Peebles  
Comm. Manager: Gerald W. Cook  
Chief Engineer: Pete Athanas

**WTCH—Shawano—1948**

Frequency: 980 Kc. Power: 1,000 Watts d.  
Owner: Shawano County Leader Pub. Co.  
Business-Studio Address: 107 E. Green Bay St.  
Representative: Hil F. Best  
News Service: UP  
Transcription Service: 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: Box 27  
News Service: AP  
Membership: NARTB  
Sta. Rep.: Burn-Smith  
Pres., General Manager: Paul F. Skinner  
Comm. Manager: Ray Withuhn  
Comm. Traffic Mgr.: Doris Donnie  
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.  
News Service: UP  
Rep.: Sears & Ayer, Inc.  
Pres., Gen. Manager: David A. Bensman  
Comm. Manager: Charles E. Doheny  
Sales Prom. Mgr.: Richard Barrett  
Program Director: Marvin Bensman  
Publicity Director: Margaret P. Hall  
Chief Engineer: George Schneider

**WCOW—Sparta—1951**

Frequency: 1290 Kc. Power: 1000 Watts  
Owned: Sparta-Tomah Broadcasting Co.  
Address: 124½ S. Water Street  
News Service: UP  
Rep.: William Rambeau, Bulmer & Johnson  
Pres., Gen., Sta. Mgr.: John D. Rice  
V.P.: Victor Tedesco  
Commercial Manager: Hugh Dickie

**WSPT—Stevens Point—1948**

Frequency: 1010 Kc. Power: 250 Watts d.;  
Owned-Oper. By: Stevens Pt. Bcstg. Co.  
Business-Studio Address: 414 Main St.  
News Service: UP  
Membership: NARTB  
Representative: Hal Holman  
President: W. F. Johns, Jr.  
General Manager: P. A. Barnard  
Program Director: Jere Smith, Jr.

**WDOR—Sturgeon Bay—1947**

Frequency: 910 Kc. Power: 500 Watts d.  
Owned-Oper. By: Door County Bcstg. Co. Inc.  
Address: P. O. Box 88  
Representative: McGillvra  
Membership: NARTB  
News Service: AP  
Pres., Gen., Comm., Prom. Mgr.: Edward Allen, Jr.  
Prog. Dir.: Jeanne Ahlers  
Pub. Dir.: Dolores Allen  
Chief Engineer: Joseph Hogan

**WOKW—Sturgeon Bay—1951**

Frequency: 1260 Kc. Power: 1 Kw. d.  
Owned-Operated By: Door County Radio Co.  
Address: 25 S. Madison  
Rep.: Best  
News Service: UP  
Transcription: World  
President: Chandler F. Harris  
General Mgr.: H. R. Peters

Sales Prom. Mgr. . . . . Frank K. Ullsperger  
 Prog. Director . . . . . Jack Schaefer

**WDSM—Superior—1937**  
**ABC-MBS**

Frequency: 710 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . WDSM, Inc.  
 Business Address . . . . . 230 E. Superior St.  
 News, Affil. . . . . Herald & News Tribune  
 Representative. Peters, Griffin, Woodward, Inc.  
 News Service . . . . . AP  
 Membership . . . . . NARTB  
 President . . . . . Robert Ridder  
 General Manager . . . . . Carlo Anneke  
 Sales Prom. Mgr. . . . . Gilbert Amundson  
 Program Director . . . . . James T. Payton  
 Chief Engineer . . . . . George Carlson

**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

**WTTN—Watertown—1950**  
**KBS**

Frequency: 1580 Kc. . . . . Power: 250 Watts d.  
 Owned-Oper. By . . . . . Watertown Radio, Inc.  
 Address . . . . . 104 W. Main St.  
 News Service . . . . . AP  
 Transcription Service . . . . . Thesaurus  
 Pres., Gen., Sta. Mgr. . . . . Carl V. Kolata  
 Prog., News Dir. . . . . Willard James  
 Chief Engineer . . . . . Douglas Beaudoin

**WAUX—Waukesha—1947**

Frequency: 1510 Kc. . . . . Power: 250 Watts d.  
 Owned-Operated By . . . . . Waukesha Bcstg. Co.  
 Business-Studio Address . . . . . 319 W. Main St.  
 News Service . . . . . AP  
 Transcription Service . . . . . Standard  
 Representative . . . . . Holman  
 V.P., Gen. Mgr., PBrog., Pub. Dir. . . . . Mig Figi  
 V.P., Sls. Mgr. . . . . Charles E. Williams  
 Chief Eng. . . . . A. Randall

**WDX—Waupaca—1955**

Frequency: 800 Kc. . . . . Power: 1000 Watts d.  
 Owned . . . . . Laird Broadcasting Co.  
 Address . . . . . P. O. Box 94  
 Representative . . . . . Forjoe  
 President . . . . . Ben A. Laird  
 General Mgr. . . . . Allen Embury  
 Station Mgr. . . . . Tom Karavakis

**WHVF—Wausau—1953**

Freq.: 1230 Kc. . . . . Power: 250 Watts  
 Owned . . . . . Lakeland Bcstg. Corp.

Address . . . . . 1110 Wausau Ave.  
 News Service . . . . . AP  
 Representative . . . . . Indie  
 Trans. Service . . . . . World, Standard  
 Membership . . . . . NARTB  
 President . . . . . Hilding V. Forseen  
 General Mgr. . . . . R. Topinka

**WOSA—Wausau—1948**  
**MBS-ABC**

Frequency: 550 Kc. . . . . Power: 5000 Watts  
 Owned-Operated By . . . . . Alvin E. O'Konksi  
 Address . . . . . 4th & Scott Sts.  
 Rep. . . . . Rambeau, Bulmer & Johnson  
 Trans. Ser. . . . . Capitol, Standard, Cole, SESAC  
 Lang-Worth, Associated  
 News Service . . . . . UP, AP  
 General Manager . . . . . Alvin O'Konksi

**WSAU—Wausau—1937—NBC**

Frequency: 1400 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . Wisc. Valley TV Corp.  
 Business-Studio Address . . . . . 714 Fifth St.  
 Newspaper Affil. . . . . Record Herald  
 News Service . . . . . AP, UP  
 Trans. . . . . Thesaurus  
 Membership . . . . . NARTB  
 Representative . . . . . Meeker  
 President . . . . . J. C. Sturtervant  
 General Manager . . . . . George T. Frichette  
 Comm. Mgr. . . . . Richard D. Dudley  
 Prog. Dir. . . . . B. Kellnhauser  
 Pub. Dir. . . . . Tom Bolger  
 Chief Engineer . . . . . Roland W. Richardt

**WBKV—West Bend—1950**

Frequency: 1470 Kc. . . . . Power: 500 Watts d.  
 Owned-Oper. By . . . . . West Bend Bcstg. Co.  
 Address . . . . . Box 60, Decorah Rd.  
 Representative . . . . . Clark  
 News Service . . . . . UP  
 Transcription Service . . . . . Thesaurus  
 Pres., Gen. Mgr. . . . . August C. Berkholtz  
 Sta., Prom. Mgr. . . . . Harold H. Berkholtz  
 Comm. Mgr., Chief Eng. . . . . Paul J. Mueller  
 Program Director . . . . . Ray Kessnich  
 Publicity Dir. . . . . Jack Skidmore

**WFHR—Wisconsin Rapids**  
**1940—MBS**

Frequency: 1340 Kc. . . . . Power: 250 Watts  
 Owned-Oper. By . . . . . William F. Huffman Radio  
 Business Address . . . . . 143 W. Grand Ave.  
 Newspaper Affil. . . . . Daily Tribune  
 Representative . . . . . Devney & Co.  
 News Service . . . . . AP  
 Trans. . . . . Thesaurus  
 Membership . . . . . NARTB, RAB  
 President . . . . . Louise F. Huffman  
 Gen., Sta., Prom. Mgr. . . . . Geo. T. Frechette  
 Comm., Prom. Mgr. . . . . L. J. Zurawski  
 Prog. Dir. . . . . James Tighe  
 Chief Engineer . . . . . Gordon Miller

# Wyoming

Pop. March 1 (Est.) 323,000—Families 94,000  
Radio Homes 91,000—TV Homes 46,000—Stations in State 19

## KATI—Casper—1956—KBS

Frequency: 1400 Kc. Power: 250 Watts  
Owned. Jack L. Breece  
Address. P. O. Box 2006  
News Service AP  
Representative Continental  
Gen. Mgr., Ch. Eng. Jack L. Breece  
Sta. Mgr., Prog. Dir. Gene W. Robinson  
Commercial Mgr. Kenneth Prather  
Publicity Dir. Mrs. Mae MacDonald

## KSPR—Casper—1930—CBS

Freq.: 1470 Kc. Power: 5 Kw. d., 1 Kw. n.  
Owned-Operated By Donald L. Hathaway  
Business Address. Box 930  
News Service UP  
Trans. Service Thesaurus  
Representative Walker, Moore  
Membership NARTB  
Gen. Mgr. Donald L. Hathaway  
Asst. Station Manager Marcus R. Nichols  
Chief Eng. C. L. Brandt

## KVOC—Casper—1946 ABC-MBS-IMN

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By KVOC Bcstg. Co.  
Bus.-Studio-Transmitter Address. Box 2090  
News Service AP  
Representative McGillvra  
Membership NARTB, RAB  
Co-Owner, Comm. Mgr., Chief Eng.

Duane Simons  
Sta. Mgr., Co-Owner William F. Shutts  
Program Director Jim Baker  
Pub. Dir. Robert P. Turner

## 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  
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 Bogen  
Program Director Betty Keyes  
Publicity Director Margaret O'Brien

## KVWO—Cheyenne—1952 MBS

Frequency: 1370 Kc. Power: 1000 Watts d.  
Owned-Operated By Great West Co.  
Address. Box 926  
News Service AP  
Membership RAB, NARTB  
Rep. McGillvra  
President, Gen. Mgr. Wm. T. Kemp  
Sta. Mgr. Ernie Galbos

Commercial Mgr. Ruth Dorr  
Sales Prom. Mgr. G. G. Bennetsen  
Program Director Millie Barnett  
Pub. Dir. Bob Rubin  
Chief Engineer Harold M. Roberts

## KODI—Cody—1947

Frequency: 1400 Kc. Power: 250 Watts  
Owned-Operated By Park Broadcasters  
Address. P. O. Box 762  
News Service UP  
Transcription Service World  
Representative McGillvra  
Membership RAB  
President R. B. Croft  
General Manager R. B. Beall  
Station Manager W. E. Killmer  
Program Director C. Owen Allen  
Chief Engineer Phil Barnhart

## KLUK—Evansion—1953 MBS-IMN

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Oper. By BBH Enterprises  
Address. P. O. Box 198  
News Service UP  
Transcription Service Thesaurus  
Representative Avery-Knodel  
President M. D. Buchen  
General Manager Al Pyatt  
Chief Engineer Harry Albers

## KOVE—Lander—1948 KBS-MBS-IMN

Frequency: 1330 Kc. Power: 1000 Watts  
Owned-Operated By Edward J. Breece  
Business Address. P. O. Box 436  
News Service AP  
News, Affil. Wyoming State Journal  
Representative Continental  
Sta., Gen. Mgr. Jack L. Breece  
Comm. Manager Dorothy L. Reed  
Gen. Sales Mgr. E. J. Breece

## KOWB—Laramie—1948 MBS-KBS-IMN

Frequency: 1340 Kc. Power: 250 Watts d.  
Own-Oper. By Snowy Range Bcstg. Co., Inc.  
Address. Box 972  
News Service UP  
Representative Avery-Knodel  
Transcription World  
Membership NARTB  
General Manager Harry D. Peck  
Chief Engr., Pgm. Dir. L. O. Smith

## KASL—Newcastle—1953 ABC

Frequency: 1240 Kc. Power: 250 Watts  
Owned Northeast Wyoming Bcstrs. Inc.  
Address. P. O. Box 967



News Service .....AP  
 Representative ..... McGillvra  
 General Manager.....Floyd L. Sparks

**KPOW—Powell—1941**  
**MBS-KBS-IMN**

Freq... 1260 Kc....Power: 5 Kw. d., 1 Kw. n.  
 Owned-Operated By.....A. J. Meyer  
 News Service .....AP  
 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—MBS**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Operated By.....Rawlins Bostg. Co.  
 Address ..... U.S. Hway. 30  
 News Service .....AP  
 Representative....Joseph Hershey McGillvra  
 Membership .....NARTB  
 Manager ..... Donald D. Stanczyk  
 Program Director ..... Jean Rippee

**KWRL—Riverton—1943**  
**MBS-IMN**

Frequency: 1450 Kc.....Power: 250 Watts  
 Owned.....Joseph P. Ernst  
 Address .....Worland, Wyo.  
 News Service .....AP  
 Membership .....NARTB  
 General Manager.....Joseph P. Ernst  
 Sta. Mgr., Prog. Dir.....Jim Meredith  
 Commercial Manager.....Ray Rostron  
 Chief Engineer .....William Ross

**KVRS—Rock Springs—1938**  
**MBS-IMN-KBS**

Freq.: 1360 Kc...Power: 1 Kw. d., 500 Watts n.  
 Owned.....Wyoming Broadcasting Co.  
 Address .....Rock Springs  
 News. Affil. ...Rock Springs Newspapers, Inc.  
 News Service .....AP  
 Representative .....Avery-Knodel  
 Membership .....NARTB  
 President .....D. G. Richardson  
 Gen., Sta. Mgr.....Dwight A. Fisher  
 Comm., Sales Prom. Mgr....Laurel H. Mosbey  
 Prog., Pub. Dir.....Imogene Parr  
 Chief Engineer.....John Cormana

**KWYO—Sheridan—1934**  
**MBS-IMN**

Frequency: 1410 Kc....Power: 1000 d., 500 n.  
 Owned-Operated By.....Bighorn Bostg. Co.  
 Business-Studio Address.....21 N. Main  
 News Service .....UP  
 Transcription Service .....Lang-Worth  
 Representative .....Avery-Knodel  
 Membership .....NARTB  
 Pres., Gen. Mgr.....Jim Carroll  
 Commercial Mgr.....Don Tannehill  
 Sales Prom. Mgr.....Zeke Taggart  
 Program Director.....Bill Thompson  
 Chief Engineer.....Bob Crosthwaite

**KRTR—Thermopolis—1955**  
**MBS-IMN**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned .....Mildred V. Ernst  
 Address .....800 Broadway  
 News Service .....AP  
 Membership .....NARTB  
 President, Comm. Mgr.....Mildred V. Ernst  
 General, Sta. Mgr.....Karl V. Kerston  
 Sales Promotion Manager.....Sue Gebhart  
 Chief Engineer.....Phil Ernst

**KTHE—Thermopolis—1955**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned...Thermopolis Broadcasting Co., Inc.  
 Address .....P. O. Box 192  
 News Service .....UP  
 Transcription .....World  
 Membership .....NARTB  
 Pres., Gen., Sta. Mgr., Chief Eng...Joe C. Henry  
 Commercial Manager.....Olin Pike  
 Program Director.....Patricia Hudson

**KGOS—Torrington—1950**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned.....DeVeny-Kath Broadcasting Co.  
 Address .....Box 271  
 News Service .....UP  
 Transcription .....Lang-Worth  
 Gen., Comm., Prom. Mgr., Prog. Dir..Kerm Kath  
 Sta. Mgr., Chief Eng.....Cee DeVeny  
 Publicity Director.....Jack Jolly

**KWOR—Worland—1946**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Operated By.....Joseph P. Ernst  
 Comm. Manager .....Mildred V. Ernst

# TERRITORIES and POSSESSIONS

## Alaska

### **KBYR—Anchorage—1948**

Frequency: 1270 Kc. Power: 1000 Watts  
Owned-Oper. By.....Radio Anchorage, Inc.  
Business-Studio Address.....P. O. Box 1960  
News Service.....AP, UP  
Representative.....Pan-American Bcstg. Co.  
General Manager.....E. Pournelle

### **KENI—Anchorage—1948** **MBS-ABC-CBS**

Frequency: 550 Kc. Power: 5000 Watts  
Owned-Oper. By.....Midnight Sun Bcstg. Co.  
Address.....Box 1160  
News Service.....AP  
Representative.....James Fletcher, Del Day  
President.....Harry J. Hill  
General Manager.....Alvin Bramstedt  
Comm. Mgr.....Bill Stewart  
Program Dir.....Frank Roberts  
Chief Engineer.....Ralph Walker

### **KFQD—Anchorage—1924** **CBS**

Frequency: 730 Kc. Power: 10,000 Watts  
Owned-Oper. By.....Anchorage Broadcasters, Inc.  
Address.....Box 1040  
News Service.....AP  
Transcription Service.....Lang-Worth  
Representative.....Alaska Radio-TV Sales  
Pres., Gen., Sta., Comm. Mgr., Chief Eng.....Frank M. Reed  
Gen., Sta. Mgr.....Ernest Spink  
Program Director.....Edward R. Mack  
Chief Engineer.....William E. Duck

### **KLAM—Cordova—1954**

Frequency: 1450 Kc. Power: 250 Watts  
Owned.....Northern Light Broadcasting Co.p.  
Address.....Box 278  
News Service.....AP  
Pres., Gen., Sta., Comm. Mgr., Chief Eng.....Charles L. Buck  
Program Director.....Dona Buck

### **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.  
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.....P. O. Box 950  
Representative.....Alaska Radio-TV Sales  
Station Mgr.....Lawrence M. Laby

### **KINY—Juneau—1935—CBS**

Frequency: 800 Kc. Power: 5000 Watts  
Owned-Oper. By.....Alaska Bcstg. Co.  
Address.....830 Securities Bldg., Seattle  
Representative.....Alaska Radio-TV Sales  
Station Manager.....Jerry McKinley

### **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 2231  
Representative.....Day, Fletcher  
News Service.....AP  
President.....Harry Hill  
Station Manager.....Donald C. Anderson  
Gen. Manager.....Alvin O. Bramstedt  
Comm. Manager.....Joseph B. Mangan  
Program Director.....Dave Vincent  
Prom. Mgr., Pub. Dir.....Dorothy Wheeler  
Chief Engineer.....Royal O'Reilly

### **KABI—Ketchikan—1952** **ABC-MBS-NBC-DON LEE**

Frequency: 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.....Robert C. Mehan  
Address.....Box 1308  
News Service.....AP  
Transcription Service.....Lang-Worth  
Representative.....Alaska Radio-TV Sales  
Sta., Comm., Mgr., Chief Eng. Robert C. Mehan  
Program Director.....Michael P. Quinn  
Sales Prom. Mgr.....Bob Olson

### **KIBH—Seward—1949—CBS**

Frequency: 1340 Kc. Power: 250 watts



Owned-Operated By.....Alaska Bcstg. Co.  
 Address.....830 Securities Bldg., Seattle  
 Representative.....Alaska Radio-TV Sales  
 Pres., Gen. Mgr.....Wm. J. Wagner

Address.....830 Securities Bldg., Seattle  
 Representative.....Alaska Radio-TV Sales  
 Membership.....NARTB  
 Pres., Gen. Mgr.....Wm. J. Wagner

**KIFW—Sitka—1949—CBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Operated By.....Alaska Bcstg. Co.

**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.....Radio Guam, Inc.  
 Address.....Box 68, Agana  
 News Service.....UP  
 Transcription.....Ziv

Representative.....Adam Young  
 Membership.....NARTB  
 President.....Harry M. Engel Jr.  
 General, Sta. Mgr.....H. Richard Maguire  
 Commercial Manager.....Mary Chapelle  
 Sales Promotion Manager.....Robert Green  
 Program Director.....Madeleine Bordallo  
 Publicity Director.....John Barton  
 Chief Engineer.....Stuart Rider

**Hawaii****KHBC—Hilo—1936—CBS**

Frequency: 970 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....Hawaiian Bcstg. System, Ltd.  
 Address.....Piihonua, Hilo  
 Newspaper Affiliation.....Honolulu Star Bulletin  
 Representative.....Peters, Griffin, Woodward, Inc.  
 President.....J. Howard Worrall  
 Sta., Sales Rep.....Melvin B. Wright

Address.....1534 Kapiolani Blvd.  
 Newspaper Affiliation.....Star-Bulletin  
 Representative.....Peters, Griffin, Woodward, Inc.  
 President.....J. Howard Worrall  
 Sta., Sales Mgr.....Melvin B. Wright

**KILA—Hilo—1951**

Frequency: 850 Kc.....Power: 1000 Watts  
 Owned-Oper. By.....James E. Jaeger  
 Address.....Box 1595  
 Representative.....Hollingbery  
 News Service.....UP  
 Trans.....World  
 Gen. Mgr., Chief Eng.....James E. Jaeger

**KGU—Honolulu—1922—NBC**

Frequency: 760 Kc.....Power: 2500 Watts  
 Owned-Operated By.....Advertiser Pub. Co., Ltd.  
 Address.....Advertisers Bldg.  
 Representative.....NBC Spot Sales  
 Newspaper Affil.....Advertiser  
 President.....Lorrin P. Thurston  
 General Mgr.....William O. Paine  
 Nat. Adv. Mgr.....Lee D. Hirshland

**KIPA—Hilo—1947—NBC**

Frequency: 1110 Kc.....Power: 1,000 Watts  
 Owned-Oper. By.....Big Island Bcstg. Co., Ltd.  
 Business-Studio Address.....P. O. Box 1602  
 News Service.....UP  
 President.....William Gonsalves  
 General Mgr.....Ted Eto  
 Program Dir.....Sue Osgood  
 Chief Engineer.....R. W. Jaderstrom

**KHON—Honolulu—1946**

Frequency: 1380 Kc.....Power: 5,000 Watts  
 Owned-Operated By.....Aloha Bcstg. Co., Ltd.  
 Business Address.....1701 Ala Wai Blvd.  
 Representative.....Bolling  
 Pres., Gen. Mgr.....Ira G. Mercer

**KIKI—Honolulu—1951**

Frequency: 860 Kc.....Power: 250 Watts  
 Owned-Oper. By.....KIKI, Ltd.  
 Address.....320 Ward Ave.  
 News Service.....AP  
 Representative.....Grant  
 Pres., Chief Eng.....Rayal V. Howard  
 Exec. V.P., Gen., Sta., Prom. Mgr., Pub., Prog.  
 Dir.....Angelo J. Rossi

**KGMB—Honolulu—1929—CBS**

Frequency: 590 Kc.....Power: 5000 Watts  
 Owned.....Hawaiian Bcstg. System, Ltd.



### KPOA—Honolulu—1946 MBS

Frequency: 630 Kc. .... Power: 5000 Watts  
 Owned-Oper. By ..... WTAC-WFBL-KTVR,  
 Founders Corp.  
 Address ..... 420 Lexington Ave.  
 Representative ..... George P. Hollingbery  
 President ..... John M. Shaheen  
 Exec. V.P., Gen., Comm. Mgr. .... Fin Hollinger  
 Sales Mgr. .... Henry T. Wilcox  
 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.  
 News Service ..... AP  
 Representative ..... Adam Young  
 General Manager ..... Jack A. Burnett  
 Comm. Manager ..... M. F. Warren  
 Sales Mgr. .... Robert Denison

### KANI—Kaneohe, Oahu—1953

Frequency: 1150 Kc. .... Power: 1000 Watts  
 Owned-Oper. By .... Windward Bcstg. Co., Ltd.

Address ..... P.O. Box 697, Oahu  
 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 ..... Maul Publ. Co., Ltd.  
 Address Trans. Loca. .... Wailuku-Maui  
 News Service ..... UP  
 Newspaper Affil. .... Maui News  
 Transcription Service ..... Thesaurus  
 Representative ..... Thomas A. Clarke  
 Membership ..... NARTB  
 President ..... J. Walter Cameron  
 General Manager ..... Ezra J. Crane  
 Sta., Asst. Gen. Mgr. .... Richard E. Mawson  
 Commercial Manager ..... Frank Kovacic  
 Promotion Manager ..... W. J. Belknap  
 Chief Engineer ..... George Tam

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6:00 A.M. — 12 Noon ..... 25%  
 12 Noon — 6:00 P.M. .... 23% (Pulse)  
 6:00 P.M. — Midnight ..... 24%

National representative — George P. Hollingbery Co.

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 New York; and KTVR, Channel 2,  
 Denver, Colorado.



**KAHU—Waipahu—1950**

Frequency: 920 Kc. Power: 1000 Watts  
 Owned-Oper. By: Rural Bcstg. Co., Ltd.  
 Address: P. O. Box 1007  
 News Service: AP

Representative: William Rambeau  
 President: Dr. Timothy I. Wee  
 General Mgr.: Harry En Chou  
 Sta. Mgr.: 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 Reikhard  
 Address: Box 188  
 General Manager: F. Bonnet Velez

**WCMN—Arecibo—1947**

Frequency: 1280 Kc. Power: 1000 Watts  
 Owned-Oper. By: Caribbean Bdcstg Corp.  
 Address: P. O. Box 7  
 Membership: NARTB  
 President: Antonio E. Vidal  
 General Manager: Nabal Barrelo  
 Comm. Mgr.: Frank L. Oronoz  
 Prog. Dir.: Hector M. Somohano  
 Chief Eng.: Jose Soler

**WENA—Bayamon—1947**

Frequency: 1560 Kc. Power: 250 Watts  
 Owned-Operated By: Bayamon Bcstg. Corp.  
 Address: Box 157

**WNEL—Caguas—1947**

Frequency: 1450 Kc. Power: 250 Watts  
 Owner: Inter-American Radio Corp.  
 Address: Box 487  
 News Service: INS  
 Pres., Gen. Mgr.: C. E. Eduardo Biascoechea  
 Station Mgr.: Augustina Velez  
 Program Director: Charles Miner  
 Comm., Prom. Mgr.: John W. Rodriguez

**WVJP—Caguas—1947**

Frequency: 1110 Kc. Power: 250 Watts  
 Owned-Oper. By: Borinquen Bdcstg. Co.  
 Address: P. O. Box 207  
 General Manager: Hector Pereira  
 Station Manager: Federico E. Virella  
 Commercial Manager: Jorge L. Arzuaga  
 Program Director: J. Colon Santiago

**WMDD—Fajardo—1947**

Frequency: 1490 Kc. Power: 250 Watts  
 Owned-Oper. By: WMDD, Inc.  
 Address: Box 387  
 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.  
 General Mgr.: Charles L. Cordero

**WACL—Mayaguez—1948**

Frequency: 600 Kc. Power: 1000 Watts  
 Owned-Operated By: Mario Acosta  
 Business Address: 12 Iglesia St.  
 Gen. Manager: Mario Acosta  
 Sta. Mgr.: Manuel Pirallo  
 Comm. Mgr.: Carlos Pirallo  
 Chief Eng.: Arthur S. Glawson

**WKJB—Mayaguez—1946**

Frequency: 710 Kc. Power: 1000 Watts  
 Owned-Operated By: Jose A. Bechara, Jr.  
 Address: 54 Minerva St., Box 1293  
 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  
 Representative: Adam Young, Int'l., Ltd.  
 Pres., Gen. Mgr.: Alfredo R. DeArellano, Jr.  
 Sta., Comm. Mgr.: Reinaldo M. Dupont  
 Sales Prom. Mgr.: Mario Quintero, Jr.  
 Prog. Dir.: Rodolfo Hernandez Lopez  
 Chief Engineer: Jose E. Garcia

**WPRÁ—Mayaguez—1937**

Frequency: 990 Kc. Power: 10,000 Watts  
 Owned-Oper. By: WPRÁ, Inc.  
 Address: Box 869  
 President: Andres Camara  
 Sta. Mgr.: Virginia Di Cristina

**WTIL—Mayaguez—1950**

Frequency: 1300 Kc. Power: 1000 Watts  
 Owned-Operated By: Mayaguez Radio Corp.  
 Address: Post & Palmer Sts.  
 President: William G. Mamary  
 Representative: Continental  
 Comm., Nat'l. Sales Mgr.: Gilbert Mamary  
 Station Mgr.: Patricio Fremainitt

**WISO—Ponce—1953**

Frequency: 1260 Kc. Power: 1000 Watts  
 Owned-Oper. By: South P. R. Bcstg. Corp.  
 Address: Box 2023  
 President: Andres Jillasca  
 Gen. Comm. Mgr., Chief Eng.: Luis E. Freyre  
 Program Dir.: A. L. Ramos  
 Sta. Manager: Ni'da P. 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.  
 Representative.....Inter-American Pub'l., Inc.  
 Membership.....NARTB  
 Pres., Gen. Mgr.....A. Gimenez-Aguayo  
 Program Director.....Eliseo Borrero  
 Chief Engineer.....Alfonso Santos

**WPRP—Ponce—1936**

Frequency: 910 Kc. Power: 5000 Watts  
 Owned.....Voice of Forto Rico, Inc.  
 Address.....P. O. Box 430  
 Transcription.....BHI, ASCAP  
 Representative.....Young International, Ltd.  
 President, Gen. Mgr....Alfredo R. de Arellano  
 Station, Comm. Mgr.....Antonio Miro  
 Program Director.....Carlos R. Teissonniere  
 Chief Engineer.....Russell Oscar Johnson

**WRIO—Rio Piedras—1949**

Frequency: 1320 Kc. Power: 5 Kw. d. 1 Kw. n.  
 Owned-Oper. By...The Master Bdcstg. Corp.  
 Address.....Box 335, Hato Rey, Rio Piedras  
 President.....Isidoro Quinones Vidal  
 Sta. Mgr., V.P.....Julio Morales Ortiz

**WWW—Rio Piedras—1949**

Frequency: 1520 Kc. Power: 250 Watts  
 Owned-Oper. By.....Frank A. Gandia  
 Address.....P. O. Box 935  
 Gen. Mgr. ....Frank A. Gandia

**WAPA—San Juan—1947**

Frequency: 680 Kc. Power: 10,000 Watts  
 Owned-Oper. By.....José Ramón Quiñones  
 Bus. Address.....357 Ponce De Leon Ave.  
 Membership.....NARTB  
 Representative.....Caribbean Network, Inc.  
 Owner, Gen. Mgr.....Jose Ramon Quinones  
 Sta., Comm. Mgr.....Segismundo Quinones  
 Program Dir.....Francisco Aranzamendi, Jr.  
 Chief Engineer.....Jose Arzuaga

**WHOA—San Juan—1954**  
**KBS**

Frequency: 1400 Kc. Power: 250 Watts  
 Owned.....Continental Broadcasting Corp.  
 Address.....566 Ponce de Leon Ave.  
 News Service.....AP  
 Transcription.....Lang-Worth  
 Representative...Pan-American Broadcasting  
 Membership.....NARTB  
 Pres., Gen., Sta. Mgr., Chief Eng.

William R. Anthony  
 Traffic Manager.....James Corona  
 Sales Prom. Mgr., Pub. Dir.....Sally Vladimir  
 Program Director.....M. J. Brian

**IN**

**Puerto Rico**

**WAPA**

680 Kcs

10 Kws

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**CARIBBEAN NETWORKS, INC.**

200 West 57th Street

New York 19, N. Y.

Circle 7-8224

**WJAC—San Juan—1947**

Frequency: 740 Kc.....Power: 10 Kw.  
 Owned-Oper. By...Radio Station WJBS, Inc.  
 Address.....Box 4504  
 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.....P. O. Box 2792  
 Newspaper Affiliation.....El Imparcial  
 General Manager.....Grimaldi Graw

**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.  
 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  
 Chief Eng.....Jose A. Fernandez

**WKVM—San Juan—1952**

Frequency: 810 Kc.....Power: 5000 Watts  
 Owned-Oper...American Colonial Bcstg. Corp.  
 Address.....1000 Ponce de Leon Ave.  
 Representative.....Pan American Bcstg. Co.  
 Pres., Gen. Mgr.....R. P. Perry

**Virgin Islands**

**WSTA—St. Thomas—1950**  
**MBS-NBC**

Frequency: 1340 Kc.....Power: 250 Kc.  
 Owned-Oper. By.....William N. Greer  
 Address.....Box 538  
 Representative.....Young  
 News Service.....AP  
 Gen. Mgr., Chief Eng.....William N. Greer  
 Commercial Mgr.....Nellie Greer  
 Program Director.....Rick Ricardo

**WIVI—Christiansted-  
 Frederiksted—1952—ABC-KBS**

Frequency: 1230 Kc.....Power: 250 Watts  
 Owned-Oper...Radio American West Indies, Inc.  
 Address.....Christiansted, St. Croix, V. I.  
 News Service.....AP  
 Transcription.....Standard  
 Representative.....Pan American Bcstg. Co.  
 Pres., Gen., Sta., Comm. Mgr..Hazel M. Vickers  
 Pub. Director, Prog. Dir.....Ron de Lugo  
 Chief Engineer.....Raymond E. Higdon

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# Canadian Broadcasting: Brief Summary and Outlook for 1957

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By JULES  
LAROCHELLE  
Can. Correspondent  
Radio-Television Daily

WITH some fifty-four percent of Canadian households now equipped with television receiving sets and practically 96 percent of all households having radio sets as at the end of 1956, according to latest official government census, the Canadian radio and television industry experienced favorable results during 1956. Outlook for the year 1957 is reported good from almost all aspects.



Further television broadcasting stations came into operation in the past year but at same time, radio broadcasters also showed growth, and demonstrated that they have now "learned to live with television." As a matter of fact, radio broadcasters point out that radio set sales in Canada have shown continued and sustained increase as compared with sales of television sets, which tended to ease off considerably in 1956. Increased radio set sales, it was pointed out by radio broadcasters, showed definitely the sustained high level of radio listening audiences.

Radio broadcasters, in order to continue to attract sponsors, have adapted their programming to obtain best audience results. More and more, radio broadcasting is slanted towards busy housewives during earlier housework hours, and during early morning hours for the motoring and night-time workers. As far as television time is concerned there is gradual increase in operating time. But advertising time continues "hard to obtain", especially for periods considered most favorable.



Radio broadcasters generally report satisfactory operating results. Schedules have been altered, operators admit. The biggest change, it is gathered, has been in program sponsorship. There has been a tendency for shows, especially the major ones, to be sponsored by a number of advertisers. Spot announcement also has become more widespread. Radio broadcasters have drawn special attention to advertisers of service that can be rendered on a local basis and this has proved very satisfactory and has meant that radio operators have been able to maintain revenues in the face of television competition.

Probably the biggest thing that occurred in Canada's radio and television broadcasting industry in the past year was the extensive investigation made by the Royal

Commission on Broadcasting headed by R. M. Fowler of Montreal. The commission heard hundreds of briefs, at a number of sittings both in Canada and the United States. The commission report is expected to have a strong effect on the future of the industry.



Further progress is being made on 4,000-mile microwave radio relay network—from Sydney, Nova Scotia, to Victoria, B.C. The Toronto-North Bay-Winnipeg section has been completed, as well as part of the Maritime Provinces section. The entire network is scheduled to go into operation in 1958. When the network is complete, it will afford simultaneous network television for 28 cities from the east to the west.

Official government figures indicate that television set sales in Canada in 1956 amounted to 598,149 units, or down 22 per cent from the record year, 1955. Value of sales slipped from \$234,800,000 to \$179,900,000. Radio set sales, on the other hand recorded sharp advance to 709,416 units up 16 per cent from 609,993 sold in year before. Radios sets sales were valued at \$46,311,633 compared to \$491,907,208.



The Canadian Association of Radio and Television Broadcasters, comprised of private operators across Canada, increased its membership during the past year and a report, issued by the association in the latter part of January said that CARTB membership to date totalled 145 radio broadcasting stations, 28 television broadcasting stations, and 54 associate members.

As far as CBC is concerned, high officials of the corporation reported early this year that considerable progress had been recorded both in television and radio and that the outlook remained very bright. At the turn of the year, A. Davidson Dunton, chairman of the Board of Governors of CBC pointed out in a progress report that there were 38 television stations in Canada which could attain some 80 percent of the population and that Canadian broadcasting is second to none in the world.

# CANADA

ALPHABETICAL INDEX  
BY CALL LETTERS

NETWORKS

STATIONS

CARTB


CBC

1957

FOR maximum penetration OF THE CANADIAN MARKET

FOR maximum impact

**ADVERTISERS BUY Network TV AND RADIO**



**TV** — There are more than 2,500,000 television homes in Canada. Over 60% of all Canadian households now have TV.

CBC TELEVISION NETWORKS . . . English and French . . . serve this enormous audience through CBC stations and 30 affiliated stations.

**RADIO**—There are more than 4,000,000 radio homes in Canada . . . over 6,800,000 radio sets in Canadian homes and automobiles.

CBC RADIO NETWORKS comprised of both CBC stations and affiliates, English and French, serve Canadians in all parts of Canada . . . in markets large and small . . . reaching millions of listeners at home and countless thousands on Canadian highways.

Used in combination, CBC NETWORKS make available to advertisers the tremendous impact of television plus the effective, low-cost mass coverage that only network radio provides.

In both French and English, you'll have our full cooperation in the effective use of CBC networks . . . and in the creation and production of Canadian programs.

**CANADIAN BROADCASTING CORPORATION**

354 Jarvis Street  
Toronto 5, Ontario

*Commercial Division*

1425 Dorchester St.  
Montreal 25, P. Q.

# CANADIAN BROADCASTING CORP.

## OFFICES

Head Office—140 Wellington St., Ottawa, Ont.

Phone: CE 6-7331

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Dir. of Network Co-ord., H. G. Walker

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Director, Gerard Lamarche  
Regional Program Dir., Roger Rolland

#### MARITIME REGION

100 Sackville St., Halifax, Nova Scotia  
Director, Capt. W. S. Briggs  
Regional Program Dir., S. R. Kennedy

#### NEWFOUNDLAND REGION

T. A. Building, St. John's, Newfoundland  
Director, William F. Galgay  
Area Engineer, E. D. Witherstone

.....

## *Even a phony professor can spot a real dollar*

"You Canadians may have no culture, no flag and no president, but you sure do have a dollar. . . . Your dollar is strong; people want it." It was Professor Horrors Fleegle, lecturer in economics at Upstate U., speaking. (Or so H. Devon Smith, Financial Editor of The Toronto Telegram, reported recently.)

Frankly, we suspect Professor Fleegle is a phony . . . but there's no question at all about the genuineness of the Canadian dollar. In fact, Canadian exporters feel it's a bit *too* genuine! In November, the Canadian dollar reached a 23-year high in terms of U.S. currency. That kind of money makes it hard for Canadians to sell.

Here's what happens. In the first ten months of 1956, Canadian purchases from the U. S. exceeded sales to the States by more than \$1 billion. This is Canada's biggest trade deficit with the U.S. in history. But the "fat" dollars, which make it hard for Canada to sell, make it *easy* for Canada to buy; make her a wonderful market for other countries.

Then, too, Canada is enjoying unprecedented prosperity in spite of an unfavourable trade balance. Manufacturers' shipments, and sales at

retail and wholesale, were all substantially higher in 1956 than they were in 1955.

Any professor of economics—faked or famed—would see this as a good time to go after Canadian business. But one thing remains: harnessing this great sales potential to good selling media. Canada provides these media.

Canadians love both radio and TV. How else can you explain the amazing purchase of sets? Canada, with a population of only 16 million, has about 6½ million radio sets (including more than a million car radios); and approximately 2,400,000 TV sets. In the first 9 months of 1956 alone, 456,501 radios and 403,399 TV sets were sold. Transistor radios and portable TV's are pushing sales still higher.

Television is really getting its stride in Canada, with new stations, network extensions, and more programming hours.

Most products lend themselves to radio or TV advertising . . . especially on independent stations. We urge you to take advantage *now* of Canada's remarkable purchasing power. Our Association offices will be glad to work with you.

### **CANADIAN ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS**

198 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: CE 3-4035

Sales Office—200 St. Clair Ave. West, Toronto 7, Ont.  
Phone: Walnut 2-3334



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Vice-President, TV..... H. A. Crittenden  
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## Functions

The Canadian Association of Radio and Television Broadcasters is a voluntary trade organization of 144 privately owned (independent) radio broadcasting stations, and 26 television stations in Canada.





## Picture of a woman buying a refrigerator

**B**EDTIME . . . but she's already on her way to a \$465 purchase tomorrow. Wherever you go there's not only radio, but a woman companioned by radio.

Through CFRB, you reach her and all the others like her who do the buying for 1,156,000 families\* living in the rich heartland of Ontario. Annual family buying power (after income tax) within the forty-four counties served by CFRB totals \$6,118,230,000\* . . . annual retail sales in this same area now account for 84% of Ontario's total.\*

**RADIO REACHES YOU EVERYWHERE**

Are you and your product getting a proper share of this booming, easy-to-speak-to, *waiting* market? Let CFRB send a representative around to show you how inexpensive and profitable a well-designed radio campaign can be.

**REPRESENTATIVES:**

**United States:** Canadian Station  
Representatives Ltd.

**Canada:** All-Canada Radio Facilities Limited

*\* Based on Sales Management's Survey of Buying Power, Canadian Edition, May, 1956*

**50,000 watts**  
**1010 on your dial**

**CFRB**  
**TORONTO**

# 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.	696	CFRA	Ottawa, Ont.	691
CBAF	Moncton, N. B.	686	CFRB	Toronto, Ont.	693
CBE	Windsor, Ont.	693	CFRG	Gravelburg, Sask.	698
CBF	Montreal, Que.	695	CFRN	Edmonton, Alta.	681
CBG	Gander, Nfld.	686	CFUN	Vancouver, B. C.	684
CBH	Halifax, N. S.	687	CHAB	Moose Jaw, Sask.	698
CBI	Sydney, N. S.	688	CHAD	Amos, Que.	694
CBJ	Chicoutimi, Que.	694	CHAT	Medicine Hat, Alta.	682
CBK	Watrous, Sask.	699	CHED	Edmonton, Alta.	681
CBL	Toronto, Ont.	693	CHEF	Granby, Que.	694
CBM	Montreal, Que.	695	CHEX	Peterborough, Ont.	691
CBN	St. John's, Nfld.	687	CHFA	Edmonton, Alta.	681
CBO	Ottawa, Ont.	691	CHGB	St. Anne de La Poc, Que.	696
CBT	Grand Falls, Nfld.	687	CHLN	Three Rivers, Que.	697
CBU	Vancouver, B. C.	683	CHLO	St. Thomas-London, Ont.	692
CBV	Quebec City, Que.	696	CHLP	Montreal, Que.	695
CBW	Winnipeg, Man.	685	CHLT	Sherbrooke, Que.	697
CBX	Edmonton, Alta.	681	CHML	Hamilton, Ont.	689
CBXA	Edmonton, Alta.	681	CHNC	New Carlisle, Que.	696
CBY	Corner Brook, Nfld.	686	CHNO	Sudbury, Ont.	692
CFAB	Windsor, N. S.	688	CHNS	Halifax, N. S.	687
CFAC	Calgary, Alta.	681	CHOK	Sarnia, Ont.	692
CFAR	Flin Flon, Man.	685	CHOV	Pembroke, Ont.	691
CFBC	Saint John, N. B.	686	CHRC	Quebec City, Que.	696
CFCF	Montreal, Que.	695	CHRD	Drummondville, Que.	694
CFCH	North Bay, Ont.	691	CHRL	Roberval, Que.	696
CFCL	Timmins, Ont.	692	CHSJ	Saint John, N. B.	686
CFCN	Calgary, Alta.	681	CHUB	Nanaimo, B. C.	683
CFCO	Chatham, Ont.	689	CHUM	Toronto, Ont.	693
CFCW	Camrose, Alta.	681	CHVC	Niagara Falls-Welland, Ont.	690
CFCY	Charlottetown, P. E. I.	694	CHWK	Chilliwack, B. C.	682
CFDA	Victoriaville, Que.	697	CJAD	Montreal, Que.	695
CFGP	Grande Prairie, Alta.	682	CJAT	Trail, B. C.	683
CFGT	Alma, Que.	694	CJAV	Fort Alberni, B. C.	683
CFJB	Brampton, Ont.	689	CJBC	Toronto, Ont.	693
CFJC	Kamloops, B. C.	682	CJBQ	Belleville, Ont.	688
CFJR	Brockville, Ont.	689	CJBR	Rimouski, Que.	696
CFNB	Fredericton, N. B.	686	CJCA	Edmonton, Alta.	681
CFNS	Saskatoon, Sask.	699	CJCB	Sydney, N. S.	688
CFOB	Fort Frances, Ont.	689	CJCH	Halifax, N. S.	687
CFOR	Orillia, Ont.	691	CJCS	Stratford, Ont.	692
CFOS	Owen Sound, Ont.	691	CJDC	Dawson Creek, B. C.	682
CFPA	Port Arthur, Ont.	692	CJEM	Edmundston, N. B.	685
CFPL	London, Ont.	690	CJET	Smith Falls, Ont.	692
CFPR	Prince Rupert, B. C.	683	CJFP	Riviere-Du Luop, Que.	696
CFQC	Saskatoon, Sask.	699			

Call Letters	City	See Page	Call Letters	City	See Page
CJFX . . .	Antigonish, N. S. . . . .	687	CKLN . . .	Nelson, B. C. . . . .	683
CJGX . . .	Yorkton, Sask. . . . .	699	CKLS . . .	La Sarre, Que. . . . .	695
CJIB . . .	Vernon, B. C. . . . .	684	CKLW . . .	Windsor, Ont. (See Listing, Detroit, Mich.) . . . . .	693
CJIC . . .	Sault Ste. Marie, Ont. . . . .	692	CKLY . . .	Lindsay, Ont. . . . .	690
CJKL . . .	Kirkland Lake, Ont. . . . .	690	CKMR . . .	New Castle, N. B. . . . .	686
CJLS . . .	Yarmouth, N. S. . . . .	688	CKNB . . .	Campbellton, N. B. . . . .	685
CJMS . . .	Montreal, Que. . . . .	695	CKNW . . .	New Westminster, B. C. . . . .	683
CJMT . . .	Chicoutimi, Que. . . . .	694	CKNX . . .	Wingham, Ont. . . . .	693
CJNB . . .	North Battleford, Sask. . . . .	698	CKOC . . .	Hamilton, Ont. . . . .	690
CJOB . . .	Winnipeg, Man. . . . .	685	CKOK . . .	Penticton, B. C. . . . .	683
CJOC . . .	Lethbridge, Alta. . . . .	682	CKOM . . .	Saskatoon, Sask. . . . .	699
CJON . . .	St. John's, Nfld. . . . .	687	CKOT . . .	Tillsonburg, Ont. . . . .	692
CJOR . . .	Vancouver, B. C. . . . .	683	CKOV . . .	Kelowna, B. C. . . . .	682
CJOY . . .	Guelph, Ont. . . . .	689	CKOX . . .	Woodstock, Ont. . . . .	693
CJQC . . .	Quebec City, Que. . . . .	696	CKOY . . .	Ottawa, Ont. . . . .	691
CJRL . . .	Kenora, Ont. . . . .	690	CKPC . . .	Brantford, Ont. . . . .	689
CJRW . . .	Summerside, P. E. I. . . . .	694	CKPG . . .	Prince George, B. C. . . . .	683
CJSO . . .	Sorel, Que. . . . .	697	CKPR . . .	Fort William, Ont. . . . .	689
CJSP . . .	Leamington, Ont. . . . .	690	CKRB . . .	St. George De Beauce, Que. . . . .	697
CJVI . . .	Victoria, B. C. . . . .	684	CKRC . . .	Winnipeg, Man. . . . .	685
CKAC . . .	Montreal, Que. . . . .	695	CKRD . . .	Red Deer, Alta. . . . .	682
CKBB . . .	Barrie, Ont. . . . .	688	CKRM . . .	Regina, Sask. . . . .	698
CKBC . . .	Bathurst, N. B. . . . .	685	CKRN . . .	Rouyn, Que. . . . .	696
CKBI . . .	Prince Albert, Sask. . . . .	698	CKRS . . .	Jonquiere, Que. . . . .	694
CKBL . . .	Matane, Que. . . . .	695	CKSB . . .	St. Boniface, Man. . . . .	685
CKBM . . .	Montmagny, Que. . . . .	695	CKSF . . .	Cornwall, Ont. . . . .	689
CKBW . . .	Bridgewater, N. S. . . . .	687	CKSM . . .	Shawinigan Falls, Que. . . . .	697
CKCH . . .	Hull, Que. . . . .	694	CKSO . . .	Sudbury, Ont. . . . .	692
CKCK . . .	Regina, Sask. . . . .	698	CKTB . . .	Ste. Catharines, Ont. . . . .	692
CKCL . . .	Truro, N. S. . . . .	688	CKTR . . .	Trois Rivieres, Que. . . . .	697
CKCR . . .	Kitchener, Ont. . . . .	690	CKTS . . .	Sherbrooke, Que. . . . .	697
CKCV . . .	Quebec City, Que. . . . .	696	CKVD . . .	Val D'Or, Que. . . . .	697
CKCW . . .	Moncton, N. B. . . . .	686	CKVL . . .	Montreal, Que. . . . .	695
CKDA . . .	Victoria, B. C. . . . .	684	CKVM . . .	Ville Marie, Que. . . . .	698
CKDM . . .	Dauphin, Man. . . . .	684	CKWS . . .	Kingston, Ont. . . . .	690
CKEC . . .	New Glasgow, N. S. . . . .	688	CKWX . . .	Vancouver, B. C. . . . .	684
CKEN . . .	Kentville, N. S. . . . .	688	CKX . . .	Brandon, Man. . . . .	684
CKEY . . .	Toronto, Ont. . . . .	693	CKXL . . .	Calgary, Alta. . . . .	681
CKFH . . .	Toronto, Ont. . . . .	693	CKY . . .	Winnipeg, Man. . . . .	685
CKGB . . .	Timmins, Ont. . . . .	693	CKYL . . .	Peace River, Alta. . . . .	682
CKGR . . .	Galt, Ont. . . . .	689	VOAR . . .	St. John's, Nfld. . . . .	687
CKLB . . .	Oshawa, Ont. . . . .	691	VOCM . . .	St. John's, Nfld. . . . .	687
CKLC . . .	Kingston, Ont. . . . .	690			
CKLD . . .	Thetford Mines, Que. . . . .	697			
CKLG . . .	Vancouver, B. C. . . . .	684			

# Alberta

## CFAC—Calgary—1922—CBC

Frequency: 960 Kc. Power: 5000 Watts  
Owned-Oper. By... Calgary Bcstg. Co., Ltd.  
Bus-Studio Address... 1000 Greyhound Bldg.  
News Service ..... BN, PUB, CP  
Newspaper Affil. .... Herald  
Transcription... Thesaurus, World Associated  
Representative ..... All-Canada, Weed  
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.  
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—1927

Frequency: 1140 Kc. Power: 1000 Watts  
Owned-Oper. By ..... CKXL Ltd.  
Address ..... 210 9th Ave. W.  
Representative ..... H. C. Stovin, Forjoe  
News Service ..... BUP  
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

## CFCW—Camrose—1954

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Oper. By ..... Camrose Bcstg. Co.  
Address ..... Smith Bldg.  
News Service ..... Press News  
Representative ..... Lorrie Potts  
Membership ..... CARTB  
Pres., Gen., Comm., Prom. Mgr..... H. J. Yerxa  
Off. Mgr., Prog., Pub. Dir..... Gene Ross  
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 Macdonald Hotel  
Sta. Mgr..... D. C. Claringbull  
General Manager..... J. Alphonse Oumet  
Commercial Manager..... W. E. Powell  
Prog. Dir..... Charles Jennings

## CBXA—Edmonton—1953 CBC

Frequency: 740 Kc. Power: 250 Watts  
Owned-Oper. By ..... Canadian Bcstg. Corp.

Bus-Studio Address..... Macdonald Hotel  
General Manager..... Alphonse Oumet  
Commercial Mgr..... W. E. Powell  
Station Mgr..... D. Claringbull  
Program Director..... Charles Jennings

## CFRN—Edmonton—1934 CBC

Frequency: 1260 Kc. Power: 5000 Watts  
Owned-Oper. By... Sunwapta Bcstg. Co., Ltd.  
Business-Studio Address..... 109 CPR Bldg.  
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..... Corinne Noonan  
Chief Engineer..... Frank G. Makepeace

## CHED—Edmonton—1954

Frequency: 1080 Kc. Power: 1,000 Watts.  
Owned-Oper. By ..... CHED, Ltd.  
Address ..... 10006—107th St.  
Representative ..... Stephens & Towndrow,  
Forjoe, Hunt, Messner  
News Service ..... BUP, CP  
Membership ..... CARTB, B.B.M.  
Manager ..... Don McKay  
Commercial Mgr..... M. D. Dyck  
Prog. Dir..... Jerry Forbes  
Chief Engineer..... Clint Nichol

## CHFA—Edmonton—1949 CBC

Frequency: 680 Kc. Power: 5000 Watts  
Owned-Operated By... Radio Edmonton, Ltd.  
Business Address ..... 10012—109th St.  
News Service ..... AP  
Rep..... Omer Renaud Co., Hunt, McGillivra  
Membership ..... CARTB  
President..... Dr. L. P. Mousseau  
Sta. Mgr..... B. J. Gagnon  
Sales Prom. Mgr..... Jean Caron  
Prog. 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.  
News Service ..... BN, BUP  
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..... Mrs. Virginia Bell  
Chief Engineer..... Frank Hollingworth



**CFGP—Grande Prairie—1937**  
**CBC**

Frequency: 1050 Kc.....Power: 1000 Watts  
**Owned-Oper. By.....Northern Bcastg. Corp., Ltd.**  
**Address.....Grande Prairie**  
**News Service.....AP**  
**Representative.....All-Canada, Weed**  
**Membership.....CARTB**  
**President.....H. E. Pearson**  
**Gen. Manager.....Arthur J. Balfour**  
**Sta., Comm. Mgr.....Jack E. Soars**  
**Pub. Director.....Dan Taylor**  
**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 Bcastg., Ltd.**  
**Address.....1015 3rd Ave. S.**  
**News Service.....Canadian Press**  
**Trans. Service.....Assoc., Thesaurus, World**  
**Representative.....Weed, ACRF**  
**Membership.....CAB, BBM, WAB**  
**President.....H. R. Carson**  
**Station Manager.....N. Botterill**  
**Assistant 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 Bcastg. Co., Ltd.**  
**Address.....520 First St.**  
**Representative.....Weed, All-Canada**  
**News Service.....AP**  
**Membership.....CARTB, WAB**  
**Transcription Library.....World, SESAC**  
**President.....J. H. Yull**  
**Gen., Sta. Mgr.....R. J. Buss**  
**Commercial, Prom. Mgr.....Orv Kope**  
**Prog. Dir.....Ian Carson**  
**Chief Engineer.....Sid Gaffney**

**CKYL—Peace River—1954**

Frequency: 630 Kc.....Power: 1000 Watts  
**Owned-Oper. By.....Peace River Bcastg. Co.**  
**Address.....Radio Bldg.**  
**News Service.....Broadcast News**  
**Transcription.....SESAC**  
**Representative.....Hunt, Lorrie Potts**  
**Manager.....W. C. Gliege**  
**Engineer.....Bob Guy**  
**Sls. Prom. Mgr.....Dave Lilwall**

**CKRD—Red Deer—1949—CBC**

Freq.: 850 Kc.....Power: 1000 Watts  
**Owned-Oper. By.....Central Alberta Bcastg. Co.**  
**Business Address.....Foster Block**  
**News Service.....BN**  
**Representative.....Radio Reps., Young**  
**Transcription.....Capitol**  
**Membership.....CARTB**  
**President.....Gordon S. Henry**  
**Comm. Mgr.....Cam Harju**  
**Prom., Pub. Mgr.....J. M. Younie**  
**Program Director.....Stan Sparling**  
**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**  
**News Service.....Broadcast News**  
**Representative.....All-Canada, Weed**  
**Trans.....World**  
**Membership.....CARTB**  
**Gen. Mgr., Pres.....Jack Pilling**  
**Comm. Mgr., Prom. Mgr.....W. G. Teetzel**  
**Prog., Pub. Dir.....J. M. MacLachlan**  
**Chief Eng.....Jack Pilling**

**CJDC—Dawson Creek—1947**

Frequency: 1350 Kc.....Power: 1000 Watts  
**Owned-Operated By.....Radio Station CJDC, Ltd.**  
**Business Address.....2nd Ave. & 9th St.**  
**News Service.....Broadcast News, Press News**  
**Transcription Service.....World**  
**Representative.....Radio Representative, Cooke**  
**Membership.....CARTB, WAB, BCAB**  
**Manager.....W. Mike Lavern Michaud**  
**Asst. Manager.....Trevor C. Schofield**

**CFJC—Kamloops—1927**  
**CBC**

Frequency: 910 Kc.....Power: 1 Kw. d.  
**Owned.....Kamloops Sentinel, Ltd.**  
**Address.....387—Fourth Ave.**  
**Newspaper Affil.....Sentinel**  
**News Service.....CP**  
**Trans. Service.....Thesaurus**  
**Sta. Rep.....All-Canada, Weed**  
**Membership.....CARTB**  
**Station Mgr.....Ian G. Clark**  
**Comm. Mgr.....John Skelly**  
**Sls. Prom. Mgr.....W. Harwood**  
**Program Director.....Jamie Gray**  
**Chief Engineer.....Fred Webber**

**CKOV—Kelowna—1931**  
**CBC**

Frequency: 830 Kc.....Power: 1000 Watts  
**Owned-Oper. By.....Okanagan Bcstrs., Ltd.**  
**Address.....Box 1481**  
**News Service.....BN**  
**Transcription Service.....World**

**Representative** ..... All-Canada, Weed  
**Membership** ..... CARTB  
**President** ..... Mrs. J. W. B. Browne  
**Gen. Mgr.** ..... J. H. Browne  
**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  
**Newspaper Affil.** ..... Vancouver Sun  
**News Service** ..... UP  
**Transcription Service** ..... World, Standard  
**Representative**

Stephens & Towndrow, Hunt, Stovin, Cooke  
**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** ..... P. O. Box 250  
**Newspaper Affiliation** ..... Nelson Daily News  
**News Service** ..... BN  
**Representative** ..... Stovin, Cam. Sta. Reps.  
**Membership** ..... CARTB, WARTB, BCARTB, BBM  
**President** ..... Maj. R. H. Green  
**Gen., Sta. Mgr., Chief Eng.** ..... 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.  
**News Service** ..... BUP, BN  
**Transcription** ..... Associated, Standard  
**Representative** ..... Forjoe, R-Reps., B'coast. Reps.  
**Membership** ..... CARTB  
**President** ..... Frank A. Griffiths  
**Assistant Manager** ..... Hugh Wallace  
**Prog. Dir.** ..... Hal Davis  
**Gen., Station Mgr.** ..... W. J. Hughes  
**Sales Prom. Mgr.** ..... Mel Cooper  
**Chief Engineer** ..... Leo Haydamack

### CKOK—Penticton—1948 CBC

**Freq.:** 800 Kc. .... **Power:** 1 Kw. d., 500 Wts. n.  
**Owned-Operated By** ..... CKOK, Ltd.  
**Business-Studio Address** ..... 125 Nanaimo Ave.  
**News Service** ..... BUP, CP  
**Transcription Service** ..... Standard  
**Representative** ..... Mulvihill, Forjoe  
**Membership** ..... BCARTB, WAB, CARTB  
**Pres., Gen., Mgr.** ..... Maurice P. Finnerty  
**Station Manager** ..... Roy G. Chapman  
**Sales Mgr.** ..... Ralph Robinson  
**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.  
**News Service** ..... BN  
**Transcription** ..... Lang-Worth, Capitol, World  
**Membership** ..... CARTB  
**Rep.** ..... Hunt, Cooke, Stephens & Towndrow  
**President** ..... Harold E. Warren  
**Managing Dir.** ..... Kenneth Hutcheson  
**Comm. Mgr.** ..... J. Geoffrey Holmes

### CKPG—Prince George—1945 CBC

**Frequency:** 550 Kc. .... **Power:** 250 Watts  
**Owned-Oper. By** ..... Radio Station CKPG, Ltd.  
**Address** ..... 1220 Sixth Ave.  
**News Service** ..... Can. Press  
**Representative** ..... All-Canada, Weed  
**Membership** ..... CARTB, BBM, BCARTB  
**President** ..... Frank H. Elphicke  
**General Manager** ..... Cecil G. Elphicke  
**Comm. Manager** ..... R. T. Harkins  
**Prog. Director** ..... J. E. Carbutt  
**Chief Engineer** ..... G. Graham

### CFPR—Prince Rupert—1938 CBC

**Frequency:** 1240 Kc. .... **Power:** 250 Watts  
**Owned By** ..... Canadian Broadcasting Corp.  
**Address** ..... 343 W. 2nd Ave.  
**Sta. Mgr.** ..... W. C. Hankinson  
**General Manager (CBC)** ..... J. A. Oulmet  
**Comm. Mgr.** ..... W. E. Powell  
**Prog. Dir.** ..... Charles Jennings

### CJAT—Trail—1931—CBC

**Frequency:** 610 Kc. .... **Power:** 1000 Watts  
**Owned-Oper. By** ..... Kootenay Bcstg. Co., Ltd.  
**Business-Studio Address** ..... 815 Victoria St.  
**News Service** ..... AP  
**Trans.** ..... World  
**Rep.** ..... Weed, All-Canada Radio Facilities  
**President** ..... A. S. Mawdsley  
**General Manager** ..... John W. Loader  
**Sales Prom. Mgr.** ..... John Boates  
**Comm. Mgr.** ..... J. P. Kobluk  
**Prog. Dir.** ..... Ken Hughes  
**Chief Engineer** ..... Jack Molyneux

### CBU—Vancouver—1936—CBC

**Frequency:** 690 Kc. .... **Power:** 10,000 Watts  
**Owned-Oper. By** ..... Canadian Bcstg. Corp.  
**Address** ..... 701 Hornby St.  
**Dir. for Brit. Col.** ..... Kenneth Caples  
**General Manager (CBC)** ..... J. Alphonse Oulmet  
**Commercial Mgr. (CBC)** ..... Walter E. Powell  
**Prog. Dir.** ..... Charles Jennings

### CJOR—Vancouver—1926 CBC-DOMINION

**Frequency:** 600 Kc. .... **Power:** 5000 Watts  
**Owned-Operated By** ..... CJOR, Ltd.





**Business-Studio Address**.....846 Howe St.  
**News Service**.....BUP, Press News  
**Transcription Service**.....Thesaurus  
**Representative**....Stovin, Canadian Sta. Reps.  
**Membership**.....CARTB  
**Pres., Sta. Mgr., Gen. Mgr.** George C. Chandler  
**Sales Manager**.....G. E. 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  
**News Service**.....AP  
**Transcription Service**.....SESAC, Muzak  
**Reps.**.....Don Cooke, Lorrie Potts  
**Membership**.....RAB  
**President**.....W. Clarke Gibson  
**General Mgr.**.....A. E. Gibson  
**Station Mgr.**.....Robert T. Bowman  
**Comm. Manager**.....James Crawford  
**Prog. Director**.....Rudy Hartman  
**Chief Engineer**.....T. Payne

### CFUN—Vancouver—1922

**Frequency:** 1410 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.....Radio CFUN Ltd.  
**Address**.....812 Robson St.  
**News Service**.....UP  
**Representative**.....Nat. Broadcast Sales  
**President**.....R. R. Keay  
**Gen. Mgr.**.....J. L. Sayers  
**Comm. Manager**.....Fin Anthony  
**Pub., Prom. Mgr.**.....Stan Buchanan  
**Prog. Director**.....Stan Lettner  
**Chief Engineer**.....Dave Rogers

### CKWX—Vancouver—1923

MBS

**Frequency:** 980 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By**.....CKWX Radio, Ltd.  
**Business-Studio Address**.....1275 Burrard St.  
**News Service**.....CP, BUP  
**Transcription Service**.....World  
**Representative**.....All-Canada, Weed  
**President**.....Arthur Holstead

**General Manager**.....Frank H. Elphicke  
**National Sls. Manager**.....Clare Copeland  
**Program Manager**.....John Ansell  
**Plng., 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

**Frequency:** 940 Kc.....**Power:** 1000 Watts  
**Owned-Operated By**.....Interior Bcstrs., Ltd.  
**Business Address**.....3330 Barnard Ave.  
**Rep.**.....Radio Representatives, Forjoe  
**Pres.**.....C. H. Pitt  
**General Manager**.....A. G. Seabrook  
**Commercial Mgr.**.....Ann Gaustin  
**Program Director**.....Jack Pollard  
**Chief Engineer**.....Laurie Wright

### CJVI—Victoria—1941—CBC

**Frequency:** 900 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By**.....Island Bcstg. Co., Ltd.  
**Business-Studio Address**.....817 Fort Street  
**News Service**.....BN, TTS  
**Transcription Service**.....Associated, World  
**Representative**.....Weed, All-Canada  
**Membership**.....CARTB, RAB  
**President**.....J. M. Taylor  
**Sta. Gen. Mgr.**.....W. M. Guild  
**Sls. Prom. Mgr.**.....Hugh Curtis  
**Comm. Mgr.**.....Fred G. Usher  
**Prog. Dir.**.....R. T. Batey  
**Chief Engineer**.....Joe Sommers

### CKDA—Victoria—1950—CBC

**Frequency:** 1280 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By**.....Capital Bcstg. System  
**Address**.....1450 Douglas St.  
**News Service**.....BUP, CP  
**Transcription Service**.....Standard, SESAC  
**Representatives**

Radio Reps, Broadcast Reps, Hunt, Forjoe  
**Membership**.....CAB, NCARTB  
**Pres., Gen. Mgr.**.....David M. Armstrong  
**Comm. Mgr.**.....Allan Klenman  
**Sta. Mgr.**.....David G. Hill  
**Prom. Mgr.**.....Harry O. Watts  
**Prog. Dir.**.....T. J. O'Neil  
**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.  
**Transcription Service**.....SESAC  
**Representative**

Radio Representatives, Hunt, Messner  
**News Service**.....BN  
**Membership**.....CARTB, WAB  
**Pres., Gen. Manager**.....J. B. Craig  
**Commercial Manager**.....E. D. Holland

**Asst. Sta. Manager**.....Eric Davies  
**Prog. Dir.**.....Frank Bird  
**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.  
**News Service**.....CP  
**Trans. Service**.....SESAC  
**Representative**...Radio-Rep., Young, Messner

**Membership** ..... CARTB  
**President** ..... A. T. Warnock  
**Gen., Sta. Manager** ..... J. M. Henderson  
**Comm. Manager** ..... Lawrence Schwartz  
**Prom. Mgr., Prog., Pub. Dir.** ..... Brian Skinner  
**Chief Engineer** ..... Harrison Thomas

**CFAR—Flin Flon—1937—CBC**

**Frequency:** 590 Kc. .... **Power:** 1000 Watts  
**Owned-Oper. By** ..... Arctic Radio Corp., Ltd.  
**Address** ..... 75 Hill St.  
**Representative** ..... Stovin, Canadian Reprs.  
**Membership** ..... CARTB  
**Station Manager** ..... C. H. Witney  
**Program Director** ..... E. Smallwood

**CKSB—St. Boniface—1946**  
**CBC**

**Frequency:** 1250 Kc. .... **Power:** 1000 Watts  
**Owned** ..... Radio-St. Boniface Ltd.  
**Address** ..... 607 Langevin St.  
**News Service** ..... CP  
**Trans. Service** ..... SESAC  
**Representative** ..... Renaud, McGillivra, Hunt  
**President** ..... Dr. P. E. LaFleche  
**Manag. Dir., Prom. Mgr.** ..... 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.  
**News Service** ..... PN, BUP  
**Gen. Mgr.** ..... J. A. Ouimet  
**Reg. Director** ..... J. R. Finlay  
**Prog. Dir.** ..... A. E. Parr  
**Reg. Engineer** ..... R. D. Cahoon  
**Comm. Sls. Rep.** ..... R. L. Horley  
**Publicity Dir.** ..... C. E. l'Ami

**CJOB—Winnipeg—1946**

**Frequency:** 1340 Kc. .... **Power:** 250 Watts

**Owned-Operated By** ..... Blick Bcstg., Ltd.  
**Business-Studio Address** ..... Lindsay Bldg.  
**Transcription Service** ..... World, Theasaurus, Associated, Standard, Lang-Worth

**Membership** ..... CARTB  
**News Service** ..... CP; BUP  
**Representative** ..... R-Reps., Adam Young  
**President** ..... J. O. Blick  
**Commercial Manager** ..... R. M. MacLennan  
**Office Manager** ..... Frances Sprague  
**Sales Prom. Mgr.** ..... R. Moody  
**Prog. Director** ..... George C. Davies  
**Chief Engineer** ..... R. V. Durie

**CKRC—Winnipeg—1934**  
**CBC-DOMINION**

**Frequency:** 630 Kc. .... **Power:** 5000 Watts  
**Owned** ..... Transcanada Communications, Ltd.  
**Bus.-Studio Address** ..... 300 Carlton St.  
**News Service** ..... BUP, BN, CP  
**Membership** ..... CARTB, BBM  
**Representative** ..... Weed, All-Canada  
**President** ..... Clifford Sifton  
**Gen., Sta. Mgr.** ..... William A. Speers  
**Commercial Manager** ..... R. F. Tait  
**Prom. Mgr., Pub. Dir.** ..... Wm. M. Edge  
**Program Director** ..... Robert Bye  
**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.  
**Transcription** ..... Capital, SESAC, Associated  
**Representative** ..... Stovin, Forjoe  
**Membership** ..... RAB  
**President** ..... Lloyd E. Moffatt  
**Sta. Manager** ..... W. E. Collier  
**Comm. Manager** ..... R. G. Stapley  
**Sales Prom. Mgr.** ..... D. A. McDermid  
**Program Director** ..... Jack R. Stewart  
**Chief Engineer** ..... Andy Malowanchak

**New Brunswick**

**CKBC—Bathurst—1955**

**Frequency:** 1400 Kc. .... **Power:** 250 Watts  
**Owned** ..... Bathurst Broadcasting Co., Ltd.  
**Address** ..... 455 Golf Street, West Bathurst  
**News Service** ..... CP  
**Transcription** ..... Lang-Worth, SESAC  
**Representative** ..... Lorrie Potts  
**Membership** ..... CARTB  
**President, Sta. Mgr.** ..... J. Leo Hachey  
**Comm., Sales Prom. Mgr.** ..... R. J. Gallagher  
**Prog., Pub. Dir.** ..... Ray Bourque  
**Chief Engineer** ..... Phil Paquet

**CKNB—Campbellton—1939**  
**CBC-DOMINION**

**Frequency:** 950 Kc. .... **Power:** 1000 Watts

**Owned-Oper. By** .. Restigouche Bcstg. Co., Ltd.  
**Business Address** ..... P. O. Drawer 226  
**Representative** ..... Hardy, Weed  
**Membership** ..... CARTB, BBM  
**Mgn. Director** ..... Dr. Charles H. Houde  
**Manager** ..... Bob Richards

**CJEM—Edmundston—1944**  
**CBC**

**Frequency:** 570 Kc. .... **Power:** 1000 Watts  
**Owned-Oper. By** ..... Edmundston Radio, Ltd.  
**Address** ..... 91 Canada Rd.  
**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. .... Walter Martin

Representative ..... Renaud  
 News Service ..... BUP, RP  
 President ..... L. W. Flett  
 Sta. Mgr., Chief Eng., Comm. Mgr.  
 R. J. Wallace  
 Publicity Director. .... Fred Haining

**CFNB—Fredericton—1923**  
**CBC**

Frequency: 550 Kc. .... Power: 5000 Watts  
 Address ..... York St.  
 News Service ..... UP, R.P.  
 Transcription Service ..... Thesaurus  
 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

**CBA—Sackville—1939—CBC**

Frequency: 1070 Kc. .... Power: 50,000 Watts  
 Owned-Oper. By. .... Canadian Bcstg. Corp.  
 Address ..... 100 Sackville St., Halifax, N. S.  
 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

**CBAF—Moncton—1954—CBC**

Frequency: 1300 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. .... Canadian Bcstg. Corp.  
 Address ..... 232 St. Georges St.  
 Sta. Mgr. .... J. E. R. Teasdale  
 General Manager. .... Alphonse Ouimet  
 Commercial Mgr. .... W. E. Powell  
 Prog. Dir. .... C. Jennings

**CFBC—Saint John—1946**  
**CBC-DOMINION**

Frequency: 930 Kc. .... Power: 5000 Watts  
 Owned-Operated By. .... Fundy Bcstg. Co., Ltd.  
 Address ..... 68 Carleton St.  
 Representative. .... Young, Nat'l Bcst. Sales  
 News Service ..... BUP, RP  
 Trans. .... Thesaurus  
 Membership ..... CARTB  
 President. .... A. M. A. McLean  
 General Manager ..... Hugh T. Trueman  
 Sales Manager. .... C. F. Bedford  
 Program Supervisor. .... D. H. Armstrong  
 Prom. Mgr. .... Marita McNulty  
 Chief Engineer. .... H. M. Stout

**CKCW—Moncton—1934—CBC**

Frequency: 1220 Kc. .... Power: 10,000 Watts  
 Owned-Oper. By. .... Moncton Bcstg., Ltd.  
 Address ..... K of P Bldg.  
 News Service ..... BUP, CP, Radio Press  
 Transcription Service ..... Lang-Worth  
 Rep. .... Canadian Station Reps., Stovin  
 Membership ..... RAB  
 Pres., Gen. Mgr. .... F. A. Lynds  
 Sta., Comm. Manager. .... T. Tonner  
 Program Director ..... Robert Reid  
 Prom. Mgr., Pub. Dir. .... Gene Alton  
 Chief Engineer ..... Keith MacConnell

**CHSJ—Saint John—1934**  
**CBC**

Frequency: 1150 Kc. .... Power: 5000 Watts  
 Owned-Oper. By. .... New Brunswick Bcstg. Co.  
 Business-Studio Address. .... 14 Church St.  
 Trans. .... World, SESAC  
 Membership ..... CARTB  
 Newspaper Affil. .... Journal, Globe  
 Representative. .... All Canada, Weed & Co.  
 President. .... T. F. Drummie  
 General Manager. .... George A. Cromwell  
 Program Director. .... Cleve G. Stillwell  
 Comm. Mgr. .... James Morrow  
 Station Manager. .... Earl McCarron  
 Sls. Prom. Mgr. .... Frank Doody  
 Pub. Director. .... Alfred E. Murphy  
 Chief Engineer ..... J. G. Bishop

**CKMR—New Castle—1949**  
**CBC**

Frequency: 790 Kc. .... Power: 1000 Watts  
 Owned. .... Miramichi Bcstg. Co., Ltd.

**Newfoundland**

**CBY—Corner Brook—1942**  
**CBC**

Frequency: 790 Kc. .... Power: 1000 Watts  
 Owned-Operated By. .... Canadian Bcstg. Corp.  
 Representative. .... C. V. Hierlihy  
 Gen. Mgr. (CBC). .... J. Alphonse Ouimet  
 Comm. Mgr. .... W. E. Powell  
 Prog. Dir. .... Charles Jennings

**CBG—Gander—1949—CBC**

Frequency: 1450 Kc. .... Power: 1000 Watts  
 Owned-Operated By. .... Canadian Bcstg. Corp.  
 Address ..... Gander  
 Sta. Mgr. .... A. W. Barrett  
 General Manager. .... J. A. Ouimet  
 Comm. Mgr. .... W. E. Powell  
 Prog. Dir. .... Charles Jennings



**CBT—Grand Falls—1949**  
**CBC**

Frequency: 990 Kc.....Power: 1000 Watts  
Owned-Operated By...Canadian Bcstg. Corp.  
Address .....High Street  
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 .....T. A. Building  
Dir. for NFLD.....W. F. Galgay  
General Manager (CBC)...J. Alphonse Ouimet  
Commercial Mgr. (CBC).....W. E. Powell  
Prog. Director.....Charles Jennings

**CJON—St. John's—1951**

Frequency: 930 Kc.....Power: 5000 Watts  
Owned-Oper. By.....Nfld. Bcstg. Co., Ltd.  
Address.....Prince of Wales St.  
News Service.....AP, CP  
Transcription Service.....SESAC  
Reps.....All-Canada Radio, Weed

Membership .....CARTB  
Pres.....Geoffrey W. Stirling  
General Manager.....Don Jamieson  
Sta. Mgr.....Art Hartnett  
Commercial Manager.....Jim McGrath  
Sales Prom. Mgr.....Mary Myler  
Program Director.....Gerry Ottenheimer  
Publicity Director.....Emile Davis  
Chief Engineer.....Oscar Hierlihy

**VOAR—St. John's—1929**

Frequency: 1230 Kc.....Power: 100 Watts d.  
Owned-Oper. By...Canadian Union Conf. Corp.  
Address.....P. O. Box 574  
President.....W. A. Nelson  
General Manager.....Philip Moores  
Chief Engineer.....George Rabbitts

**VOCM—St. John's—1936**

Frequency: 590 Kc.....Power: 1000 Watts  
Owned-Operated By...Colonial Bcstg. System  
Business Address.....McBride's Hill  
News Service.....BUP, BN  
Transcription Service.....Thesaurus  
Membership .....CARTB  
Representative.....Stovin, Canada, Young  
Pres., Ch. Eng.....W. B. Williams  
Managing Director.....H. N. Butler  
Station Mgr.....J. V. Butler  
Commercial Manager.....M. Shulman  
Program Director.....J. M. Murdoch

**Nova Scotia**

**CJFX—Antigonish—1943**  
**CBC-DOMINION**

Frequency: 580 Kc.....Power: 5000 Watts  
Owned-Operated By.....Atlantic Bcstrs., Ltd.  
Address .....Broadcasting Bldg.  
News Service .....BUP  
Rep.....Mulvihill, Canadian Sta. Reps.  
Sta. Mgr., Chief Eng.....Gordon MacDougall  
Continuity Mgr.....Charles O'Brien  
Program Dir.....Bruce Rafuse

**CKBW—Bridgewater—1947**  
**CBC**

Frequency: 1000 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Acadia Bcstg. Co., Ltd.  
Address.....399 King St.  
Representative.....Radio Reps., Don Cooke  
News Service .....Can. Press  
Membership .....CARTB  
President.....C. J. Morrow  
General Manager.....John F. Hirtle  
Sta. Mgr., Comm. Mgr.....James A. MacLeod  
Sales Mgr.....Lester L. Rogers  
Program Director.....A. Maxwell Ramey  
Publicity Director.....David Flack  
Chief Engineer.....Douglas B. Hirtle

**CBH—Halifax—1947—CBC**

Frequency: 1330 Kc.....Power: 100 Watts  
Owned-Operated By...Canadian Bcstg. Corp.  
Business-Studio Address.....100 Sackville St.  
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.  
News Service.....CP, BUP  
Transcription Service...Thesaurus, Lang-Worth  
Representative .....All-Canada, Weed  
President.....Graham W. Dennis  
Gen., Station Manager.....Gerald Redmond  
Commercial Manager.....Douglas Grant  
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.  
**News Service**.....BN, Can. Press  
**Transcription Service**.....World, SESAC  
**Representative**...Mulvihill, Can. Station Reprs.  
**President**.....B. Pearson McCurdy  
**Station Manager**.....E. Finlay MacDonald  
**Comm. Manager**.....Howard E. Gerard  
**Sls. Prom. Manager**.....Clair Chambers  
**Program Director**.....Len J. Chapple  
**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  
**News Service**.....BN  
**Transcription Service**.....World  
**Representative**.....Lorrie Potts  
**Membership**.....CARTB, BBM, AAB  
**President**.....George Wilson  
**General Manager**.....J. A. C. Lewis  
**Commercial Mgr.**.....Mrs. E. J. Macmillan  
**Sales Prom. Mgr.**.....J. F. Crossan  
**Program Director**.....W. A. Bishop  
**Publicity Director**.....Graham Galloway  
**Chief Engineer**.....A. M. Bishop

### CKEC—New Glasgow—1953 CBC

**Frequency:** 1230 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Hector Bcstg. Co.  
**Address**.....130 George St.  
**News Service**.....BN  
**Transcription**.....Lang-Worth  
**Representative**.....Renaud, Cooke  
**General Manager**.....James M. Cameron  
**Asst. Gen., Comm. Mgr.**.....Howard MacLean  
**Sales Mgr.**.....D. P. Hinton  
**Chief Engineer**.....Charles Goguen

### 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  
**Gen. Mgr.**.....J. Alphonse Ouimet  
**Comm. Mgr.**.....W. E. Powell  
**Prog. Dir.**.....Charles Jennings

### 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.  
**News Service**.....PN  
**Transcription Service**.....Thesaurus, Lang-Worth  
**Representative**.....All-Canada, Weed  
**Membership**.....RAB  
**Pres.**.....J. Marven Nathanson  
**Gen., Sta. Mgr.**.....Norris L. Nathanson  
**Commercial Manager**.....R. M. Gass  
**Prog. Dir.**.....Lloyd W. Taylor  
**Sales Prom. Mgr.**.....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.  
**News Service**.....UP  
**Transcription Service**.....World, SESAC  
**Representative**.....Radio Time Sales  
**Membership**.....CARTB  
**President, General Mgr.**...J. Arthur Manning  
**Comm. Mgr., Pub. Dir.**...H. C. Deryk Upton  
**Program Director**.....Doug Freeman  
**Chief Engineer**.....Sidney Bernasconi

### CFAB—Windsor—1944

**Frequency:** 1450 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**....Evangeline Bcstg. Co., Ltd.  
**Address**.....Radio Centre  
**News Service**.....BN  
**Transcription Service**.....World  
**Representative**.....Lorrie Potts  
**Membership**.....CARTB, BBM, AAB  
**President**.....George Wilson  
**General Manager**.....J. A. C. Lewis  
**Comm. Mgr.**.....Mrs. E. J. MacMillan  
**Promotion Mgr.**.....J. F. Crossan  
**Program Director**.....Doug Freeman  
**Publicity Director**.....Graham Galloway  
**Chief Engineer**.....A. M. Bishop

### CJLS—Yarmouth—1934 CBC-DOMINION

**Frequency:** 1340 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Gateway Bcstg. Co., Ltd.  
**Address**.....222 W. Main St.  
**News Service**.....CP  
**Transcription Service**.....United, Lang-Worth  
**Representative**.....All-Canada, Weed  
**Gen., Comm. Mgr.**.....D. L. Smith

## Ontario

### CKBB—Barrie—1949

**Frequency:** 1230 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Barrie Bcstg. Co. Ltd.  
**Address**.....Box 87  
**News Service**.....BN  
**Membership**.....CARTB, BBM  
**Representative**.....Young, Mulvihill  
**Pres.**.....Ralph T. Snelgrove  
**Sta. Mgr., Comm. Mgr.**.....Robert Hunter

**Program Director**.....Leon Mangoff  
**Chief Engr.**.....Jack Mattenley

### CJBQ—Belleville—1946—CBC

**Frequency:** 800 Kc.....**Power:** 1000 Watts  
**Owned-Operated By**...Quinte Bcstg. Co., Ltd.  
**Address**.....11 Victoria Ave.  
**News Service**.....Broadcast News  
**Transcription Service**.....World, SESAC



Representative . . . . . Can. Sta. Rep., H. N. Stovin  
 Membership . . . . . CARTB  
 Station Manager . . . . . Fred H. Pemberton  
 Program Director . . . . . Carl Fisher  
 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.  
 News Service . . . . . BN, BUP  
 Trans. Service . . . . . World, Lang-Worth, SESAC  
 Membership . . . . . CARTB  
 Rep. . . . . Radio Time Sales  
 President . . . . . Frank Early  
 Sta. Mgr. . . . . W. E. Todd  
 Comm. Manager . . . . . Stan Larke  
 Program Director . . . . . John Fox  
 Chief Eng. . . . . Robert McBean

**CKPC—Brantford—1923—CBC**

Frequency: 1380 Kc. . . . . Power: 1000 Watts  
 Owned-Oper. By . . . . . Telephone City Bcst., Ltd.  
 Address . . . . . 525 Colborne St.  
 Transcription Service . . . . . World  
 News Service . . . . . BUP  
 Membership . . . . . CARTB  
 Representative . . . . . Lorrie Polts  
 Pres., Gen. Mgr. . . . . Mrs. F. M. Buchanan  
 Station Manager . . . . . R. Buchanan  
 Comm., Prom. Mgr. . . . . Russ Waters  
 Prog. Dir. . . . . Arnold Anderson  
 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  
 News Service . . . . . BN  
 Representative . . . . . Stoven, Canadian Reps.  
 Pres., Gen. Mgr., Pub. Dir. . . . . Jack R. Radford  
 Asst. Sta. Mgr. . . . . Thomas Statham  
 Comm. Mgr. . . . . Keith Pelton  
 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  
 News Service . . . . . BUP  
 Membership . . . . . CARTB  
 Transcription Service . . . . . Lang-Worth  
 Manager . . . . . John Beardall

**CKSF—Cornwall—1945—CBC**

Frequency: 1230 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . Standard-Freeholder, Ltd.  
 Business-Studio Address . . . . . 36 Pitt St.  
 Representative . . . . . Stovin, McGillivr

Membership . . . . . CARTB  
 Station Manager . . . . . Fred H. Pemberton  
 Program Director . . . . . Carl Fisher

**CFOB—Fort Frances—1944  
 CBC-DOMINION**

Frequency: 800 Kc. . . . . Power: 1000 Watts  
 Owned By . . . . . Border Bcstg., Ltd.  
 Business-Studio Address . . . . . 242 Scott St.  
 News Service . . . . . BN, UP  
 Transcription Service . . . . . World, Lang-Worth  
 Rep. . . . . Cooke, Radio Reps., Bcst. Reps.  
 Manager . . . . . Don Fawcett

**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.  
 News Service . . . . . BN  
 Trans. Ser. . . . . Thesaurus  
 Rep. . . . . Radio Reps., Can. Sta. Reps., Stovin  
 Membership . . . . . CARTB  
 Pres., Gen. Mgr. . . . . H. F. Dougall  
 Sta., Comm. Mgr. . . . . George Jeffrey  
 Program Director . . . . . J. P. Friesen  
 Pub. Dir., Sales Prom. Mgr. . . . . 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.  
 News Service . . . . . AP  
 Representative . . . . . Radio Time Sales  
 Membership . . . . . CARTB, CCBA  
 Pres., Gen. Mgr. . . . . John V. Evans  
 Program Director . . . . . Mike McMahon  
 Chief Eng. . . . . Paul Kemper

**CJOY—Guelph—1948**

Frequency: 1450 Kc. . . . . Power: 250 Watts  
 Owned-Operated By . . . . . CJOY, Ltd.  
 Business Address . . . . . Bond Bldg.  
 News Service . . . . . BN  
 Representative . . . . . Radio Reps., Cooke  
 Membership . . . . . CARTB, RAB  
 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  
 CBC**

Frequency: 900 Kc. . . . . Power: 5000 Watts  
 Owned-Oper. By . . . . . Maple Leaf Bcstg. Co., Ltd.  
 Business-Studio Address . . . . . 848 Main St., E.  
 News Service . . . . . BN  
 Rep. . . . . Stephens & Towndrow, Can. Sta. Reps.  
 Nat. B'cast Sales  
 Membership . . . . . CARTB, RAB





President..... Kenneth D. Soble  
 General Manager..... Tom Darling  
 Commercial Manager..... W. D. Whitaker  
 Program Director..... Agnes M. Anderson  
 Sales Prom. Mgr., Pub. Dir..... Bill Hall  
 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.  
 News Service..... BUP, BN, Can. Press  
 Transcription Service..... World  
 Representative..... All-Canada, Weed  
 Membership..... CARTB, BBM  
 President..... H. R. Carson  
 V. P., General Manager..... W. T. Cranston  
 Comm. Mgr., Asst. Mgr..... J. N. Inkster  
 Promotion Mgr..... K. D. Wright  
 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  
 News Service..... BN  
 Representative..... Stovin, Cooke  
 Membership..... BBM, RAB, CARTB  
 Station Manager..... Bill Whittingham  
 Program Director..... M. Cooke

**CKLC—Kingston—1953  
 CBC-DOMINION**

Frequency: 1380 Kc..... Power: 1000 Watts  
 Owned-Oper. By..... St. Lawrence Bcstg. Co., Ltd.  
 Address..... 99 Brock St.  
 News Service..... BUP  
 Transcription Service..... World  
 Representative..... Stovin, Forjoe  
 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..... 170 Queen St.  
 News Service..... BN  
 Newspaper Affil..... Kingston Whig Standard  
 Rep..... Natl. Bcst. Sales, Weed  
 Membership..... CARTB  
 President..... Senator W. R. Davies  
 Gen. Manager..... J. M. Davidson  
 Station Manager..... P. D. Scanlon  
 Comm. Manager..... W. G. King  
 Prog. Director..... W. Williamson  
 Pub. Director..... W. E. Barnes  
 Chief Engineer..... A. E. Cobb

**CJKL—Kirkland Lake—1934  
 CBC**

Frequency: 560 Kc..... Power: 5000 Watts  
 Owned..... Kirkland Lake Bcstg., Ltd.

Address..... 22 Govt. Rd. West  
 News. Affil..... Thomson Dailies  
 Trans..... World  
 News Service..... BN  
 Representative..... Natl. Bcst. Sales, Weed  
 President..... Roy H. Thomson  
 General Manager..... J. M. Davidson  
 Station Manager..... Gord Burnett  
 Comm. Mgr., Prom. Mgr..... Ken Billings  
 Prog. Dir., Pub. Dir..... Jesse French  
 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..... 125 King St. W.  
 Transcription Service..... SESAC, World  
 Rep..... Renaud, McGillvra  
 Membership..... CARTB  
 Pres., Gen. Mgr..... James C. Mitchell  
 Comm. Mgr..... Jack G. Liddle  
 Sales Prom. Mgr..... G. J. Schus  
 Sta. Mgr., Prog. Dir..... Ken W. Mackinnon  
 Publicity Dir..... Jim Shearon  
 Chief Engineer..... Ion Hartman

**CJSP—Leamington—1954**

Frequency: 710 Kc..... Power: 250 W., d.  
 Owned-Operated By..... Sun Parlor Bdctrs., Ltd.  
 Address..... 23 Erie St., N.  
 Representative..... Best  
 Pres., Comm. Mgr..... A. A. Bruner  
 Sales Manager..... J. L. Moore

**CKLY—Lindsay—1955**

Frequency: 910 Kc..... Power: 1 Kw.  
 Owned-Operated By..... Greg-May Bcstg. Ltd.  
 Address..... 249 Kent St. W.  
 News Service..... BN  
 Transcription..... Lang-Worth  
 Representative..... Lorrie Potts  
 Gen. Mgr..... E. Neill Gregory  
 Comm. Mgr..... C. A. Gregory

**CFPL—London—1933—CBC**

Frequency: 980 Kc..... Power: 5000 Watts  
 Owned-Oper..... London Free Press Printing Co.  
 Address..... 442 Richmond St.  
 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. Robitaille

**CHVC—Niagara Falls-Welland  
 1947**

Frequency: 1600 Kc..... Power: 5,000 Watts  
 Owned-Oper. By..... Radio Station CHVC, Ltd.



**Business Address**... Rainbow Bridge, Niagara Falls—76 Division St., Welland  
**News Service** ..... BUP  
**Representative** ..... Cooke, Lorrie Potts  
**President** ..... B. Howard Bedford  
**Prog. Director** ..... A. W. Blakely  
**Chief Engineer** ..... L. H. Rooke

**CFCH—North Bay—1931  
 CBC**

**Frequency:** 600 Kc. .... **Power:** 1000 Watts  
**Owned-Oper. By** ..... Thompson Enterprises  
**Address**... Bank of Nova Scotia Bldg., Toronto  
**Transcription Service** ..... World  
**Rep.** ..... Natl. Bcst. Sales, Weed  
**News Service** ..... CP  
**Membership** ..... CARTB  
**President** ..... Ken Thompson  
**General Manager** ..... Jack Davidson  
**Station Manager** ..... Keith Packer  
**Commercial Manager** ..... Gord Robinson  
**Sales Prom. Mgr.** ..... Bill O'Halloran  
**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** ..... Radio Station CFOR  
**Bus-Studio Address** ..... 241 West St., N.  
**News Service** ..... BN  
**Transcription Service** ..... World  
**Rep.** ... Stephens & Towndrow, Can. Sta. Reps.  
**Membership** ..... CARTB, BBM  
**Owner, Sta. Mgr.** ..... Gordon E. Smith  
**Comm. Manager** ..... William Pratt  
**Sales Prom. Mgr.** ..... Charles Sterne  
**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.  
**Transcription Service** ..... World  
**News Service** ..... BN  
**Rep.** ..... Lorrie Potts, John N. Hunt, McGillvra  
**Membership** ..... CARTB, BBM  
**Pres., Gen. Mgr., Prom. 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  
**Station Manager** ..... Charles P. Wright  
**Gen. Mgr.** ..... J. O. Ouimet  
**Comm. Mgr.** ..... W. E. Powell  
**Prog. Dir.** ..... Charles Jennings

**CFRA—Ottawa—1947**

**Frequency:** 560 Kc. .... **Power:** 5000 Watts  
**Owned** ..... CFRA, Ltd.  
**Address** ..... Auditorium

**News Service** ..... BUP, BN  
**Transcription Service** ..... Capitol, Lang-Worth  
**Representative** ... Stephens & Towndrow, Weed  
**Pres., Gen. Sta. Mgr.** ..... Frank Ryan  
**Comm. Mgr.** ..... George M. Gowling  
**Program Director** ..... Terry Kielty  
**Program Manager** ..... Tom Foley  
**Publicity Director** ..... Don MacKinnon  
**Chief Engineer** ..... Harold Peerenboom

**CKOY—Ottawa—1949—CBC**

**Freq.:** 1310 Kc. .... **Power:** 5 Kw. d., 1 Kw. n.  
**Owned-Operated By** ..... CKOY, Ltd.  
**Address** ..... 635 Richmond Rd.  
**News Service** ..... BUP, CP  
**Transcription Service** ..... Capitol, Thesaurus,  
 World, Lang-Worth  
**Representative** ..... Cooke, Natl. Bcst. Sales  
**President** ..... Irving Cameron  
**Station Mgr., Prog. Dir.** ..... Jack Daly  
**Commercial Manager** ..... Keith Kearney  
**Pub. Dir.** ..... Tom Williams  
**Chief Engineer** ..... Ken Puttock

**CFOS—Owen Sound—1940  
 CBC**

**Frequency:** 1470 Kc. .... **Power:** 1000 Watts  
**Owned** ..... Grey & Bruce Bcstg. Co., Ltd.  
**Address** ..... 270 9th St. E.  
**News Service** ..... BN  
**Newspaper Affil.** ..... Sun-Times  
**Rep.** ..... Horace N. Stovin, Can. Sta. Reps.  
**Membership** ..... CARTB  
**President** ..... C. J. McTavish  
**Station Manager** ..... William N. Hawkins  
**Program Director** ..... Stew Blancher  
**Publicity Director** ..... L. Phillips  
**Chief Engineer** ..... Garritt Stauffer

**CHOV—Pembroke—1942  
 CBC-DOMINION**

**Frequency:** 1350 Kc. .... **Power:** 1000 Watts  
**Owned-Oper. By** ... Ottawa Valley Bcstg. Co.  
**Address** ..... 319 Pembroke St.  
**News Service** ..... BUP  
**Transcription Service** ..... Thesaurus, SESAC  
**Representative** ... Stovin, Canadian Sta. Reps.  
**Pres., Gen. Mgr.** ..... E. G. Archibald  
**Program Director** ..... Bill Kay  
**Comm., Prom. Manager** ... Ramsay F. Garrow

**CHEX—Peterborough—1942  
 CBC-DOMINION**

**Frequency:** 1430 Kc. .... **Power:** 1000 Watts  
**Owned** ..... Kawartha Bcstg. Co., Ltd.  
**Business-Studio Address** ..... Box 627  
**News Service** ..... BN  
**News. Affil.** ..... The Examiner  
**Representative** ..... Natl. Bcst. Sales, Weed  
**Membership** ..... CARTB, RAB  
**Transcription** ..... Lang-Worth  
**President** ..... W. R. Davies  
**Vice-President** ..... Roy H. Thomson  
**Station Manager** ..... N. J. Weatherwax

**CFPA—Port Arthur—1944**  
**CBC**

Frequency: 1230 Kc. Power: 250 Watts  
Owned-Operated By: Ralph H. Parker  
Address: 87 N. Hill St.  
News Service: BN  
Trans. Service: Standard, SESAC  
Rep.: Lorrie Potts, A. J. Messner, Weed, Hunt  
Membership: CARTB, BBM  
President, Gen. Mgr.: Ralph H. Parker  
Station Manager: R. P. MacGowan  
Program Director: Jim Haldorsen

**CKTB—Ste. Catharines—1930**  
**CBC**

Frequency: 620 Kc. Power: 1000 Watts  
Owned: Niagara District Bcstg. Co., Ltd.  
Business-Studio Address: 12 Yates St.  
News Service: CP  
Transcription Service: Standard, World  
Representative: McGillvra, P. Mulvihill  
President: W. B. C. Burgoyne  
Gen., Sta. Mgr.: Mary C. Burgoyne  
Comm. Manager: V. A. Lococo  
Sales Prom. Mgr., Pub. Dir.: Roy Bonisteel  
Prog. Dir.: Jack Damson  
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  
News Service: BUP  
Representative: Stephens & Towndrow, John N.  
Hunt, Donald Cooke  
Membership: CARTB, CCBA, BBM  
President: G. C. Nichols  
General Manager: E. M. Smith  
Ass't Mgr., Prom. Mgr., Pub. Dir.: 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.  
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.  
News Service: BN  
Representative: Lorrie Potts, McGillvra  
Membership: CARTB  
Pres., Gen. Mgr.: J. G. Hyland  
Commercial Manager: E. Vanca

**CJET—Smith Falls—1955**

Frequency: 1070 Kc. Power: 1000 Watts  
Owned: Rideau Broadcasting Ltd.  
Address: Box 1070  
News Service: BN  
Representative: Lorrie Potts, McGillvra  
Membership: CARTB  
President, Gen. Mgr.: Jark Pollie  
Comm. Mgr.: Dirk Weiler  
Program Director: Bill Falkner  
Chief Engineer: Carl Warner

**CJCS—Stratford—1924**  
**CBC-DOMINION**

Frequency: 1240 Kc. Power: 250 Watts  
Owned-Operated By: CJCS, Ltd.  
Address: 125 Ontario St.  
News Service: BN  
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.  
News Service: BN  
Trans. Service: SESAC  
Rep.: Renaud, Hunt, Ccn. Sta. Reps.  
Membership: RAB  
President, General Mgr.: F. B. Ricard  
Station, Commercial Manager: R. Riel  
Sales Prom. Mgr.: Peter Scott  
Chief Engineer: Len Stone

**CKSO—Sudbury—1935—CBC**

Frequency: 790 Kc. Power: 5000 Watts  
Owned-Operated By: CKSO, Radio, Ltd.  
Bus.-Studio Address: Box 400  
Representative: All-Canada, Weed  
President: G. M. Miller, Q.C.  
General Manager: W. J. Woodill

**CKOT—Tillsonburg—1955**

Frequency: 1510 Kc. Power: 250 W.  
Owned-Oper. By: Tillsonburg Bcstg. Co., Ltd.  
Address: 20 Baldwin St.  
Representative: Radio Reps.  
Pres.: Dr. Ralph A. Hawkins  
General Manager: John Lamers  
Comm. Mgr.: Jack Campbell  
Prog. Dir., Chief Eng.: A. Ken Orton

**CFCL—Timmings—1951—CBC**

Frequency: 580 Kc. Power: 1 Kw. d n.



**Owned**.....J. Conrad Lavigne  
**Address**.....Box 620  
**News Service**.....CP  
**Trms. Service**.....SESAC  
**Representative**.....Renaud, McGillvra  
**Membership**.....CARTB  
**President**.....J. Conrad Lavigne  
**Sta., Sales Prom. Mgr.**.....Rene Barrette  
**Sta., Prom. Mgr.**.....Albert Aube  
**Comm. Mgr.**.....Ted Meunier  
**Program Dir.**.....Raymond Lemay  
**Publicity Dir.**.....Marg. Filion  
**Chief Engineer**.....Roch Demers

**CKGB—Timmins—1933—CBC**

**Frequency: 680 Kc.**.....**Power: 5000 Watts**  
**Owned-Oper. By**.....Timmins Bcstg. Ltd.  
**Bus-Studio Address**.....44 King St., W.  
**News Service**.....BN  
**News. Affil.**.....Daily Press  
**Transcription Service**.....World  
**Rep.**.....Natl. Bcst. Sales, Weed, All-Canada  
**Membership**.....CARTB  
**President**.....R. H. Thomson  
**Station Mgr.**.....Wally Rewegan

**CBL—Toronto—1927—CBC**

**Frequency: 740 Kc.**.....**Power: 50,000 Watts**  
**Owned-Oper. By**.....Canadian Bcstg. Corp.  
**Business-Studio Address**.....354 Jarvis St.  
**Dir. of Radio**.....J. M. Kannawin  
**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.  
**News Service**.....BUP, BN  
**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

**CHUM—Toronto—1946**

**Frequency: 1050 Kc.**.....**Power: 1000 Watts d.**  
**Owned-Oper. By**.....York Bcstrs., Ltd.  
**Address**.....250 Adelaide St. W.  
**News Service**.....Canadian Press  
**Representative**.....R. & TV Sales  
**Membership**.....CARTB  
**President, Gen. Mgr.**.....Allan F. Waters  
**Exec. V.P., Prom. Mgr., Pub. Dir.**.....Phil Stone  
**Comm. Mgr.**.....Edd Harris  
**Prog. Dir.**.....Phil Ladd  
**Chief Engineer**.....George Jones

**CJBC—Toronto—1936—CBC**

**Frequency: 880 Kc.**.....**Power: 50 Kw.**  
**Owned**.....Canadian Broadcasting Corp.  
**Address**.....354 Jarvis Street

**Representative**.....Horace N. Stovin  
**General Manager**.....Dr. Ira Dilworth  
**Director of Radio**.....J. M. Kannawin  
**Commercial Manager**.....W. E. Powell  
**Asst. Dir. of Radio**.....R. de Boer  
**Regional Engineer**.....H. R. Hilliard

**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.  
**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

**CKFH—Toronto—1951**

**Frequency: 1400 Kc.**.....**Power: 250 Watts**  
**Owned**.....Foster Hewitt Bcstg., Ltd.  
**Address**.....1 Grenville St.  
**Transcription Service**.....Associated, SESAC  
**Representative**.....Stephens & Towndrow, Weed  
**President**.....Foster Hewitt  
**Sales Manager**.....Keith Davey  
**Station Director**.....Bill Hewitt  
**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.  
**Manager**.....K. A. Murray  
**General Mgr. (CBC)**.....J. Alphonse Oulmet  
**Commercial Manager (CBC)**.....W. E. Powell  
**Prog. Dir. (CBC)**.....Charles Jennings

**CKLW—Windsor—CBC**

(See U. S. Listing, Detroit, Mich.)

**CKNX—Wingham—1926**

**Frequency: 920 Kc.**.....**Power: 1000 Watts**  
**Owned**.....CKNX, Ltd.  
**Address**.....Carling Terrace  
**Transcription Service**.....Thesaurus  
**Representative**.....Lorrie Potts, Can. Sta. Reps.  
**Pres.**.....W. T. Cruickshank  
**Sta. Manager**.....J. J. Cruickshank  
**Program Dir.**.....John Langridge  
**Chief Engineer**.....S. C. Reid

**CKOX—Woodstock—1947**

**Frequency: 1340 Kc.**.....**Power: 250 Watts**  
**Owned-Operated By**.....Oxford Bcstg. Co.  
**Business Address**.....290 Dundas St.  
**Transcription Service**.....Lang-Worth, SESAC  
**Representative**.....Hunt, Renaud  
**President, Gen-Station Mgr.**.....Monty J. Werry  
**Comm. Mgr., Prom. Mgr.**.....Rex Brooks  
**Program Director**.....William Tonner

# 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.  
News Service.....Broadcast News  
Transcription Service.....Thesaurus  
Representative.....All-Canada, Weed  
Membership.....CARTB  
President.....Mrs. K. S. Rogers  
Sta. Mgr., Comm. Mgr.....R. F. Large  
Promotion Manager.....M. E. Large  
Prog. Traffic Mgr.....E. P. Williams  
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.  
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.....Angus MacKie

# Quebec

## CFGT—Alma—1953—CBC

Frequency: 1270 Kc.....Power: 1000 Watts  
Owned-Oper. By.....Radio Lac. St. Jean, Ltee.  
Address.....112 St. Joseph St.  
Representative.....Renaud  
News Service.....CP  
Transcription.....SESAC  
Membership.....CARTB  
Pres.....Conrad Bergeron  
General Manager.....Jean Jacques Fortin  
Commercial Mgr.....Eric Gagnon  
Program Dir.....France Fortin  
Pub. Dir.....Rosaire Pelletier  
Chief Engineer.....Marius Girard

## CHAD—Amos—1942—CBC

Frequency: 1340 Kc.....Power: 250 Watts  
Owned-Operated By.....Northern Radio Inc.  
Business Address.....P. O. Box 70  
News Service.....BUP  
Rep.....Renaud, Weed  
Membership.....CARTB  
Pres., Gen. Mgr.....David A. Gourd  
Sta. Mgr.....Jean Perreault  
Comm., Prom., Pub. Mgr. George A. Chartrand  
Chief Eng.....Jean G. Langevin

## CBJ—Chicoutimi—1933—CBC

Frequency: 1580 Kc.....Power: 10,000 Watts  
Owned-Oper. By.....Canadian Bcstg. Corp.  
Address.....121 Racine Street, E.  
General Manager.....J. A. Ouimet  
Station Manager.....V. Fortin  
Commercial Mgr.....W. E. Powell  
Chief Engineer.....J. Roberts

## CJMT—Chicoutimi—1953

Frequency: 1450 Kc.....Power: 250 Watts  
Owned.....CJMT Ltd.  
Address.....365 Racine Street, E.  
News Service.....CP  
Transcription Service.....SESAC  
Representative.....Renaud  
Membership.....CARTB

President.....J. O. Masse  
Gen., Sta. Mgr., Prog. Dir.....J. Marcel Houle  
Commercial Manager.....Janine Tremblay  
Sales Promotion Manager.....Denise Fortin  
Publicity Director.....Francois Belley  
Chief Engineer.....Lucien Simard

## CHRD—Drummondville—1955

Frequency: 1340 Kc.....Power: 250 Watts  
Address.....248 Lindsay St.  
Owned-Operated By.....Radio Drummond Ltee.  
Representative.....Renaud  
News Service.....CP  
Mgr., Comm. Dir.....Benoit Vanier

## CHEF—Granby—1945

Frequency: 1450 Kc.....Power: 250 Watts  
Owned-Oper. By.....Granby Bcstg. Co., Ltd.  
Address.....13 Centre  
News Service.....BUP  
Newspaper Affil.....La Revue  
Representative.....Omer Renaud  
Membership.....CARTB  
Gen., Sta. Mgr.....J. Oliva Hains

## CKCH—Hull—1933—CBC

Frequency: 970 Kc.....Power: 5000 Watts  
Owned.....Syndicat D'Oeuvres Soc. Limit.  
Business Studio Address.....121 Notre-Dame St.  
News Service.....CP  
News. Affil.....Le Droit  
Transcription.....SESAC  
Representative.....Renaud, McGillvra  
President.....Wilfrid Carr  
General Manager.....J. P. Lemire  
Comm. Manager.....Henry Allard  
Publicity Dir.....S. Lanctot  
Chief Engineer.....J. L. Guerette

## CKRS—Jonquiere—1947

Frequency: 590 Kc.....Power: 1000 Watts  
Owned.....Radio-Saguenay Ltd.  
Address.....735 St.-Hubert St.  
News Service.....CP  
Representative.....Hardy, Young, Hunt



President ..... Henri Lepage  
 General Manager..... Tom Burham  
 Station Manager..... Guy Boivin  
 Comm., Sales Prom. Mgr., Pub. Dir.

Bob Singfield

Program Director..... Yvan Frenette  
 Chief Engineer..... Gerard Lemieux

**CKLS—La Sarre—1950**

Frequency: 1240 Kc.....Power: 250 Watts  
 Owned-Oper. .... Radio La Sarre, Inc.  
 Operated By .. Northern Radio-Radio Nord, Inc.  
 Representative ..... Renaud, Weed  
 News Service ..... BUP  
 Pres., Gen. Mgr..... David Armand Gourd  
 Sales Mgr..... George A. Chartrand

**CKBL—Matane—1948**

Frequency: 1250 Kc.....Power: 5000 Watts  
 Owned-Oper. By ... Le Cie De Radio Diffusion  
 Address ..... Ave. St. Jerome  
 Newspaper Affil..... La Voix  
 Representative ..... Hardy  
 News Service ..... BN  
 Transcription ..... World, Standard, SESAC  
 Pres., Gen., Sta. Mgr..... Rene Lapointe  
 Vice President..... Octave Lapointe  
 Prom., Pub. Dir..... André St. Arnaud  
 Pub. Director..... Jean Berger  
 Chief Engineer..... Yvan Fortier

**CKBM—Montmagny—1954**

Frequency: 1490 Kc.....Power: 250 Watts  
 Owned-Oper. By .... Radio Alleghany, Inc.  
 Address ..... 8, Rue St. Thomas  
 News Service ..... BN  
 Membership ..... CARTB  
 Representative ..... Radio & TV Sales  
 President, Prog. Dir..... 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 ..... 1425 Dorchester St., W.  
 General Mgr..... J. A. Ouimet  
 Dir., Sound Bcstng..... Benoit Lafleur  
 Commercial Mgr..... W. E. Powell  
 Program Dir..... Charles Jennings

**CBM—Montreal—1933—CBC**

Frequency: 940 Kc.....Power: 50,000 Watts  
 Owned-Oper. By ..... Canadian Bcstg. Corp.  
 Bus. Studio Address.....1425 Dorchester St.  
 Dir., Sound Bcstng..... Benoit Lafleur  
 Gen. Mgr..... J. Alphonse Ouimet  
 Comm. Mgr..... W. E. Powell  
 Prog. Dir..... Charles Jennings

**CFCF—Montreal—1919**

**ABC-CBC**

Frequency: 800 Kc.....Power: 5000 Watts

Owned-Oper. By ..... Canadian Marconi Co.  
 Bus. Studio Address. 4824 Cote des Neiges Rd.  
 News Service ..... BUP, CP, UP  
 Transcription Service ..... Standard  
 Representative ..... Weed, All-Canada  
 Membership ..... CARTB  
 General Manager..... R. E. Misener  
 Comm. Mgr..... Keith Dancy  
 Program Director..... Vin Dittmer  
 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.  
 News Service ..... BUP, CP  
 Transcription Service ..... Associated  
 Rep..... Renaud, Hunt  
 Managing Dir..... Fenard E. Bergevin

**CJAD—Montreal—1945—CBS**

Frequency: 800 Kc.....Power: 10,000 Watts  
 Owned-Operated By ..... CJAD, Ltd.  
 Business-Studio Address... 1191 Mountain St.  
 News Service ..... BUP, PN  
 Transcription Service ..... Lang-Worth  
 World, SESAC, Thesaurus  
 Rep..... Can. Sta. Reps., Radio Time Sales  
 Membership ..... CARTB  
 Pres., Gen. Mgr..... J. Art Dupont  
 Comm. Mgr..... Berthe Poulet  
 Prog. Dir..... Ned Conlon  
 Sales Prom. Manager..... R. L. Laurion  
 Sta. Mgr..... H. T. McCurdy  
 Chief Engineer..... Aurele Boisvert

**CJMS—Montreal—1954**

Frequency: 1280 Kc.....Power: 5000 Watts  
 Owned ..... La Bonne Chanson Inc.  
 Address ..... 188 Dorchester St., E.  
 News Service ..... BN  
 Rep..... Horace N. Stovin, Moricelli & Co.  
 Membership ..... CARTB  
 President ..... J. L. Guay  
 General Manager..... Lionel Morin  
 Comm. Manager..... Roger Vermette  
 Program Director..... Albert Brie  
 Chief Engineer..... Jean Garceau

**CKAC—Montreal—1921—CBS**

Freq.: 730 Kc.....Power: 10 Kw. n., 5 Kw. d.  
 Owned-Oper. By ..... La Cie De Publication  
 Studio Address..... 980 St. Catherine St., W.  
 Representative ..... Can. Sta. Reps., Renaud  
 News. Affil..... La Presse  
 News Service ..... BN, France-Presse  
 Membership ..... CARTB  
 Pres..... Mrs. A. Du Tremblay  
 Sta. Manager..... Phil Lalonde  
 Program Director..... Ferdinand Biondi  
 Comm. Mgr..... G. Bourassa  
 Pub. Dir..... Paul Gelinus  
 Chief Engineer..... Leonard Spencer

**CKVL—Montreal—1946**

Frequency: 850 Kc.....Power: 10,000 Watts  
 Owned-Oper. By ..... CKVL, Ltd.



Address.....211 Gordon Ave.  
 Newspaper Affil.....Radiomonde Ltd.  
 Rep.....Radio & TV Sls., Inc., Cooke  
 News Service.....BUP  
 Transcription.....Lang-Worth, United  
 President.....Jack Tietolman  
 Station Manager.....Corey Thomson

News Service.....BN  
 Membership.....RAB, CARTB  
 President.....Gaston Pratte  
 Gen., Sta., Comm. Mgr.....Paul Lepage  
 Sales Prom. Mgr.....J. G. Bernier  
 Prog. Dir.....Marcel Leboeuf  
 Chief Engineer.....Lucien Gobeil

**CHNC—New Carlisle—1933**  
**CBC**

Frequency: 610 Kc.....Power: 5000 Watts  
 Owned-Oper. By.....Gaspesia Radio Bcstg. Co.  
 News Service.....PN  
 Membership.....CARTB  
 Representative.....Hardy, Young  
 President.....Dr. Charles A. Dumont  
 General Mgr.....Dr. Charles Houde  
 Sta., Comm. Manager.....Viateur Bernard  
 Chief Engineer.....Mark Mullins

**CJBR—Rimouski—1937**  
**CBC**

Frequency: 900 Kc.....Power: 10,000 Watts  
 Owned.....Gen. Pub. Service Corp., Ltd.  
 Address.....6 St. John St.  
 News Service.....BN  
 Transcription Service.....SESAC  
 Membership.....CARTB, BBM  
 Newspaper Affil.....Le Progres Du Golfe  
 Rep.....H. N. Stovin, Can. Sta. Reps.  
 President.....Jacques Brillant  
 Station Manager.....André Lecomte  
 Commercial Manager.....Robert Cote  
 Pub. Dir.....L. P. Cliche  
 Sls. Prom., Prog. Dir.....S. Burgess  
 Chief Eng.....Ronald Tennett, Marcel Vallee

**CBV—Quebec City—1934**  
**CBC**

Frequency: 980 Kc.....Power: 5,000 Watts  
 Owned.....Canadian Bcstg. Corp.  
 Address.....Palais Montclam  
 General Manager.....J. Alphonse Oulmet  
 Station Mgr.....Roger Daveluy  
 Commercial Mgr.....W. E. Powell  
 Prog. Dir.....Charles Jennings

**CJFP—Riviere-Du-Loup**  
**1947—CBC**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned-Oper. By.....Radio-Temiscouata Ltee  
 Address.....322 rue Lafontaine  
 Newspaper Affiliation.....Le St. Laurent  
 Representative.....Renaud, Canadian Sta. Reps.  
 Pres., Gen. Mgr.....Armand Belle  
 Sta. Mgr., Pub. Dir.....Henri Bourdeau

**CHRC—Quebec City—1926**

Frequency: 800 Kc.....Power: 5000 Watts  
 Owned-Operated By.....CHRC, Limitée  
 Business-Studio Address.....39 St. John St.  
 News Service.....UP, BN  
 Transcription Service.....Standard  
 Representative.....Can. Sta. Reps., Hardy  
 Membership.....CARTB  
 President.....Herve Barbeau  
 General Manager.....Henri Lepage  
 Comm. Mgr., Prom. Mgr., Pub. Dir.  
 Aurele Pelletier  
 Program Director.....Magella Alain  
 Chief Engineer.....Arsene Nadreau

**CHRL—Roberval—1949**

Frequency: 910 Kc.....Power: 1000 Watts  
 Owned-Operated By.....Radio Roberval Inc.  
 Address.....C. P. 930  
 News Service.....BN  
 Representative.....Jos. A. Hardy  
 Membership.....CAB  
 President.....Georges Gagnon  
 Station Mgr.....J. Wilfrid Mondoux

**CJQC—Quebec City—1953**  
**CBC**

Frequency: 1340 Kc.....Power: 250 Watts  
 Owned-Oper. By.....The Goodwill Bcstrs. of  
 Quebec, Inc.  
 Address.....405 Wilfrid Hamel  
 News Service.....BN  
 Transcription Service.....World, Lang-Worth  
 Representative.....Radio Time Sales  
 President.....G. Howard Wert  
 Gen., Sta. Mgr.....G. M. MacDonald  
 Prog. Dir.....M. Doyle  
 Chief Eng.....M. Lavallee

**CKRN—Rouyn—1937—CBC**

Frequency: 1400 Kc.....Power: 250 Watts  
 Owned.....Northern Radio Nord, Inc.  
 Address.....P. O. Box 70  
 Representative.....Renaud, Weed  
 News Service.....BUP  
 Membership.....CARTB  
 Pres., Gen. Mgr.....David A. Gourd  
 Station Mgr.....Ron Knight  
 Comm. Mgr.....G. Chartrand  
 Chief Engineer.....Guy Langevin

**CKCV—Quebec City—1926**

Frequency: 1280 Kc.....Power: 1000 Watts  
 Owned-Operated By.....CKCV, Ltd.  
 Business-Studio Address.....142 St. John St.  
 Representative.....Renaud, Weed

**CHGB—Ste. Anne de La Poc**  
**1938—CBC**

Frequency: 1350 Kc.....Power: 1 Kw. d.  
 Owned.....G. Thomas Desjardins  
 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  
**News Service** .....BUP  
**Managing, Comm. Dir.** Charles A. Thibaudeau

**CKSM—Shawinigan Falls  
 1950**

**Frequency:** 1220 Kc.....**Power:** 1000 Watts  
**Owned-Operated By**.....Shawinigan Falls  
 Broadcasting Co.  
**Address**.....City Hall Bldg.  
**News Service** .....BUP  
**Representative** ..... Hardy  
**Gen. Mgr., Pub. Dir.**..... Allen Rogerson  
**Comm. Prom. Mgr.**..... Emilien Beaulieu  
**Prog. Dir.**..... Alain Chartier  
**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.  
**Trans. Ser.**.....Thesaurus, Lang-Worth  
**News Service** .....PN  
**Representative** ..... Hardy, Young  
**President** ..... Paul Desruisseaux  
**General Manager**..... A. Gauthier  
**Sta. Mgr., Comm. Mgr.**..... Jean Louis Gauthier  
**Sales Prom. Mgr.**..... A. Choquette  
**Prog. Dir.**..... J. M. Provost  
**Pub. Dir.**..... G. L'Ecuyer  
**Chief Eng.**..... M. Lyonnais

**CKTS—Sherbrooke—1946  
 CBC-DOMINION**

**Frequency:** 1240 Kc.....**Power:** 250 Watts  
**Owned-Oper.**.....Telegram Printing & Pub. Co.  
**Business-Studio Address**..... 221 Dufferin St.  
**News Service** .....PN  
**Trans. Ser.**.....Thesarus, Lang-Worth  
**Representative** .....Hardy, Young  
**President**.....Hon. C. B. Howard  
**General Manager**..... A. Gauthier  
**Commercial Mgr.**..... J. L. Gauthier  
**Sales Prom. Mgr.**..... A. Choquette  
**Prog. Dir.**..... Morris Austin  
**Pub. Dir.**..... Georges L'Ecuyer  
**Chief Eng.**..... M. Lyonnais

**CJSO—Sorel—1945—FRA**

**Frequency:** 1320 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.....Radio Richelieu, Ltee  
**Business Studio Address**..... 72 du Roi St.  
**News Service** ..... BN  
**Representative** ..... J. A. Hardy Co. Ltd.  
**Membership** ..... CARTB  
**President**..... J. Arthur Villeneuve  
**Gen. Mgr., Pub. Dir.**..... Maurice Boulianne  
**Comm. Manager**..... Maurice Berube  
**Program Director**..... Claude Rochon  
**Sls. Prom. Manager**..... L. Brouillard  
**Chief Engineer**..... Joseph Cardin

**CKLD—Thetford Mines—1950  
 CBC**

**Frequency:** 1230 Kc.....**Power:** 250 Watts  
**Owned-Oper. By**.....Radio Megantic Ltee.  
**Address**.....Thetford Mines  
**Representative** ..... Hardy  
**Newspaper Affil.**.....Canadian Press  
**Pres., Sta. Manager**..... Henri Lagueux  
**Comm. Mgr., Pub. Dir.**..... Will Dugre  
**Sls. Prom. Manager**..... J. Landry  
**Prog. Director**..... R. Buri  
**Chief Eng.**..... Yvon Laplante

**CHLN—Three Rivers—1937**

**Frequency:** 550 Kc.....**Power:** 5000 Watts  
**Owned-Oper. By**.....Radio Trois-Rivieres, Inc.  
**Bus-Studio Address**..... 522 Bonaventure St.  
**News Service** .....BUP  
**Representative** ..... Renaud, Young  
**Membership** ..... CARTB  
**President** ..... Hon. Jacob Nicol  
**Station Manager**..... Léon Trépanier  
**Program Dir.**..... Maurice Dansereau  
**Comm., Prom., Pub. Dir.**..... Maurice Duval  
**Chief Engineer**..... Oric Lefebvre

**CKTR—Trois-Rivieres—1954**

**Frequency:** 1350 Kc.....**Power:** 1000 Watts  
**Owned-Oper. By**.....CKTR, Ltd.  
**Address** ..... 543 Gervais St.  
**Representative** .....Cooke, Radio & TV Sales  
**Pres., Gen., Sta. Mgr.**.....J. Fernand Rufiange  
**Commercial Manager**.....Charles Couture

**CKVD—Val D'Or—1937—CBC**

**Frequency:** 1230 Kc.....**Power:** 250 Watts  
**Owned**.....Northern Radio-Radio Nord, Inc.  
**Address**.....P. O. Box 70  
**Representative** .....Renaud, Weed  
**Membership** ..... CARTB  
**President**..... David A. Gourd  
**Station Manager**..... Claude Renard  
**Sls. Prom. Mgr., Comm. Mgr., Pub. Dir.**  
 G. Chartrand  
**Chief Engineer**.....Jean Guy Langevin

**CFDA—Victoriaville—1951**

**Frequency:** 1380 Kc.....**Power:** 1000 Watts



**CFNS—Saskatoon—1952**  
**CBC**

Frequency: 1170 Kc. Power: 1000 Watts  
 Owned-Oper. By. Radio-Prairies-Nord, Ltd.  
 Address 1902 Broadway  
 Rep. Renaud, Hunt, McGillvra  
 Membership CARTB  
 President Rev. J. A. Beaulac  
 Sta. Mgr. Charles Papen  
 Comm. Mgr. J. DeGagne  
 Prog. Dir. M. A. Papen  
 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.  
 Trans. Service Standard. Lang-Worth, World  
 Representative Canadian Stations Reps.  
 Membership CARTB  
 President A. A. Murphy  
 Station Manager Vernon Dallin  
 Pub. Dir. Mrs. Edna Kinloch  
 Program Director Roy Currie  
 Chief Engineer Lyn Hoskins

**CKOM—Saskatoon—1951**

Frequency 1420 Kc. Power: 5000 Watts  
 Owned. Saskatoon Community Bcstg. Co., Ltd.  
 Address Empire Hotel

Transcription Service. Thesaurus, Capitol  
 Representative Stovin, Weed  
 Membership CARTB  
 News Service Broadcast News, CP  
 Pres., Gen. Mgr. R. A. Hosie  
 Commercial Mgr. G. D. Tunncliffe  
 Sls. Prom. Manager Pat Murphy  
 Program Director G. E. Walburn  
 Prod. Mgr. Arnold Stilling  
 Publicity Director Dan Worden  
 Chief Engineer Maynard Greer

**CBK—Watrous—1939—CBC**

Frequency: 540 Kc. Power: 50,000 Watts  
 Owned-Oper. By. Canadian Bcstg. Corp.  
 Address 1840 McIntyre St.  
 Sta. Mgr. R. H. Roberts  
 Prog. Mgr. C. Jennings  
 General Manager A. Oulmet  
 Commercial Mgr. W. E. Powell

**CJGX—Yorkton—1927—CBC**

Frequency: 940 Kc. Power: 1000 Watts  
 Owned-Oper. By. Yorkton Bcstg. Co., Ltd.  
 Address 171 McDermot Ave., Winnipeg  
 Transcription Service Lang-Worth  
 Rep. Stovin, Adam Young, Inland Bcstg.  
 Membership CARTB  
 President Dawson Richardson  
 Gen. Mgr. F. K. Tully  
 Sta. Mgr. J. M. Shortreed  
 Comm., Prom. Mgr., Pub. Dir. J. C. Goodman  
 Prog. Dir. M. G. Phillips

**MORE NEWS**

**MORE FEATURES**

**MORE REGIONAL COVERAGE**

**AP**

**... and MORE RADIO AND TELEVISION STATIONS**

**depend on**

**THE ASSOCIATED PRESS**

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# Foreign Language Stations Service Strong Ad Markets

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RALPH N. WEIL  
By  
Exec. V.P. & General  
Manager WOV

**A**N ADVERTISER'S modern media arsenal isn't complete unless it includes foreign language radio! True or false? Very, very true. If you're an advertiser you can't sell to people unless they know who you are and what your product will do for them. And a sizeable share of them will never find out if you spend your total efforts just telling your story in another language (English) somewhere other than where they're tuned.



Foreign language radio is the most—and often the only — effective instrument for sparking sales among the foreign language segments in a community. And these “segments”, by the way, can be very large, depending on the area and the language. In WOV's case, the area is New York City-and-environs and the foreign language is Italian. With the Italian language population figured at better than 2,000,000 people it adds up to the size of one of the world's major cities all by itself.

Listeners are in tune with—not just tuned to — foreign language broadcasting. They really stay with it, not just over the years and on into a new generation (they do that too) but throughout the day. They're habit-gearred to turn to their foreign language station for familiar entertainment. Our own experience over the years shows it is one of the most satisfactory groups a broadcaster can direct himself to. Certainly its one of the most desirable groups to which an advertiser can direct his efforts. The language listener feels a comfortable pride in “his” station and also embodies an advertiser's dream prospect. Why? Because your language listener—with what amounts to devotion and trust concerning the station—is motivated to accept foreign language radio advertising as a wise and urgent recommendation that had best be heeded.



Foreign language listeners become very active customers—so active in fact that they aid with merchandising and distribution. They will really harangue a retailer to stock up on an advertised item. The list of products which foreign language radio can sell successfully is longer than that of English language media. Why? Because your language listener is a potential customer for everything any other American in the same community is a prospect for (chewing gum, bread, movies, automobiles) plus full lines of additional items like special food products.

The Italian-American group (that we at WOV serve) is large and its buying power is strong. However, in areas where the total group identified with a given language is numerically smaller, or even proportionately smaller, foreign language time may be the media buy that lights up an otherwise dormant dollar sign. The reason is that if the programming bears the ring of authenticity and nostalgia for the listening group, and if it has become part of their habit patterns, it is a stronger influence on their buying habits than any other medium. Costs being in ratio, the advertiser who buys foreign language is getting more than his money's worth whether in a great city or a small community.



Programming is the vehicle. It definitely does take a knack to combine the all important quality of nostalgia with a new-every-day “quickening” quality. News, for example, is heavily emphasized by WOV. We even maintain our own shortwave news service from Italy (and have often scooped the wire services on news from abroad). The actual news is in itself an item of major importance — and a genuine service. In addition, however, it has the added value of imbuing language programming with “today-ness”. A news flash from “La Casa Bianca” alerts attention just as instantaneously in its league (in fact I believe more so) as a flash from “The White House” hits listening-in-English ears.



When programming has done its job of establishing loyalty, the job is still not done! well begun, yes, but not done—not without properly keyed advertising. Very seldom, can an agency just have its English language pitch translated and let it go at that. The message must really be “transposed”, idiomatically styled. The station can, and as a rule is willing to, offer excellent suggestions in the matter of angling to make a campaign roll right from the beginning. There is no market, I feel, which can best fit for heady yields of year-in, year-out success stories.

# **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**

**1957**



- The most powerful radio stations in Mexico are under **RCN** network.
- **RCN** network has more than 500,000 watts.
- **RCN** network goes to 3,121,428 radio-homes.
- 15,607,140 listens **RCN** network.
- **RCN** delivers the most Prime audience to the Advertiser that exists in Mexico today.
- **RCN** offers you 41,300 radio listeners per advertising dollar.



**RADIO CADENA NACIONAL, S.A.**

VALLARTA 1

MEXICO, D. F.

**RCN — MEXICO'S MOST POWERFUL RADIO NETWORK**

# 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 Ortego 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                | 770              |                               |
| 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 Herald 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                | 580              | Pregon, Del Est, de Chih.     |
| Chihuahua, Chih.           | XEM                 | 1390             | Pedro Meneses, Jr.            |
| Chihuahua, Chih.           | XERA                | 1490             | Red Nacional Radiomisor, S.A. |
| Ciudad Acuma, 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               | XENO                | 960              |                               |
| Ciudad Lerdo, Dur.         | XEGZ                | 790              |                               |
| 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          |
| Ciudad Victoria, Tam.      | XEHP                | 580              |                               |
| Ciudad Victoria, Tam.      | XECP                | 1450             |                               |
| Ciudad Victoria, Tam.      | XEBJ                | 1340             | Fernando Elizalde             |
| Coatepec, Ver.             | (New)               | 700              |                               |
| Coatzacoalcos, Ver.        | XEGB                | 840              |                               |

STATIONS OF MEXICO

| <i>Location</i>            | <i>Call Letters</i> | <i>Frequency</i> | <i>Owner</i>                 |
|----------------------------|---------------------|------------------|------------------------------|
| 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                | 580              |                              |
| Cordoba, Ver.              | XEJD                | 820              | J. Jac. Vda. de Zuniga       |
| Cosamaloapan, 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             |                              |
| Culican, Sin.              |                     | 920              |                              |
| Culiacan, Sin.             | XESA                | 1360             | Pablos y Elizalde            |
| Durango, Dgo.              | XECK                | 1340             |                              |
| Durango, Dgo.              | XEDU                | 860              | 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         | XEPM                | 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.          | XEGL                | 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                | 920              | Eduardo Reynoso Gonzalez     |
| Guadalajara, Jal.          | XELW                | 1340             | Salvador Galindo de la Torre |
| Guadalajara, Jal.          | XERP                | 1190             |                              |
| Guanajuato, Gto.           | XEWZ                | 600              | Gonzalo Sanchez Gomez        |
| Guasave, Sin.              | XECV                | 1490             |                              |
| Guasave, Sin.              | XEGS                | 610              |                              |
| Guaymas, Son.              | XEDR                | 1490             | Sucrs. de Modesto Ortega     |
| Guaymas, Son.              | XEFX                | 800              |                              |
| Hermosillo, Son.           | XEBH                | 920              | Carlos Balderrama            |
| Hermosillo, Son.           | XEDL                | 1250             | Eufemia Esquer de Vida       |
| 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             |                              |
| Iguala, Gro.               | XEKF                | 1360             | Rafael Campos Marquina       |
| Irapuato, Gto.             | XEBO                | 1330             | Alfonso Martinez             |
| Irapuato, Gto.             | XEHE                | 970              |                              |
| Irapuato, Gto.             | XEWE                | 1420             | Felipe Gallardo              |

STATIONS OF MEXICO

| <i>Location</i>        | <i>Call<br/>Letters</i> | <i>Frequency</i> | <i>Owner</i>                  |
|------------------------|-------------------------|------------------|-------------------------------|
| Jalapa, Ver. ....      | XEFA                    | 1340             | Adolfo Alvarez                |
| Jalapa, Ver. ....      | XEJA                    | 610              | Adolfo Alvarez                |
| Jalapa, Ver. ....      | XEJJ                    | 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           |
| Lagos de Moreno ....   | XEIQ                    | 1110             |                               |
| La Paz, B.C. ....      | XEAL                    | 1310             |                               |
| La Paz, B.C. ....      | XENT                    | 790              |                               |
| La Paz, B.C. ....      | XEPX                    | 550              |                               |
| La Piedad, Mich. ....  | XELC                    | 1200             |                               |
| Leon, Gto. ....        | XEKX                    | 1270             |                               |
| 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 ....        | (New)                   | 650              |                               |
| 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                    | 1310             | 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 Tonnella King        |
| Mexicali, B.C. ....    | XEAO                    | 910              | Juan C. Chavez                |
| Mexicali, B.C. ....    | XEUV                    | 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. ....      | XEAI                    | 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.       |
| 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 Vleggi Esparza        |
| Mexico, D.F. ....      | XEMX                    | 1380             | Publ. Com. de Mexico S.A.     |
| Mexico, D.F. ....      | XEN                     | 690              | Guillermina P. de Del Conde   |

STATIONS OF MEXICO

| <i>Location</i>         | <i>Call Letters</i> | <i>Frequency</i> | <i>Owner</i>                   |
|-------------------------|---------------------|------------------|--------------------------------|
| 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 National 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                | 970              |                                |
| 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         |
| Monterrey, N. L.        | (New)               | 690              |                                |
| 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                | 1010             | 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             |                                |
| Nogales                 | XEXW                | 1300             |                                |
| Nuevo Laredo, Tam.      | XEAS                | 1410             | Jose Maria Villarreal          |
| Nuevo Laredo, Tam.      | XEFE                | 790              | Ruberto Villarreal             |
| Nuevo Laredo, Tam.      | XERG                | 1090             | Reynoldo Garza Alvarez         |
| Nuevo Laredo, Tam.      | XEBK                | 1340             | Juan Manuel Cortes             |
| Neuvo Laredo, Tam.      | 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                | 980              |                                |
| Oaxaca, Oax.            | (New)               | 570              |                                |
| 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                | 850              | Sucrs de Francisco Campos H.   |

STATIONS OF MEXICO

| <i>Location</i>                   | <i>Call Letters</i> | <i>Frequency</i> | <i>Owner</i>                    |
|-----------------------------------|---------------------|------------------|---------------------------------|
| Pachuca, Hgo. ....                | XETK                | 1420             |                                 |
| Pachuca, Hgo. ....                | XEPK                | 1180             | Radio Publ. de Pachuca          |
| Papantla, Ver. ....               | XEGK                | 920              |                                 |
| Patzcuaro, Mich. ....             | (New)               | 600              |                                 |
| 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                  |
| Puebla, Pue. ....                 | XEHR                | 1090             | Manuel R. Canale                |
| Puerta Vallarta, Jal. ....        | (New)               | 650              |                                 |
| Queretaro, Qro. ....              | XEJX                | 1250             | 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             |                                 |
| Rio Verde, S.L.P. ....            | (New)               | 660              |                                 |
| Rosarito, 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 Potosi, S.L.P. ....      | (New)               | 750              |                                 |
| San Luis Rio Colorado, Son. ....  | XECB                | 1450             | Carlos Flando                   |
| San Pedro Tlaquepaque, Jal. ....  | XESP                | 1400             | Hermínio 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 Barbara, Chih. ....         | (New)               | 820              |                                 |
| 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               |
| 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             |                                 |





## STATIONS OF MEXICO



| <i>Location</i>             | <i>Call Letters</i> | <i>Frequency</i> | <i>Owner</i>                    |
|-----------------------------|---------------------|------------------|---------------------------------|
| Teapa, Tab. ....            | XEUI                | 1320             |                                 |
| Tapachula, Chi. ....        | (New)               | 850              |                                 |
| 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             |                                 |
| Tehuantepec, Oax. ....      | XEDS                | 600              |                                 |
| Tepic, Nay. ....            | XERK                | 1450             | Dario Mondragon                 |
| Tepic, Nay. ....            | XEXT                | 980              | State Government                |
| Tepic, Nay. ....            | XEEF                | 620              |                                 |
| Tepic, Nay. ....            | (New)               | 820              |                                 |
| Teziutlan, Pue. ....        | XEFJ                | 1330             |                                 |
| 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. Ferre |
| Toluca, Mex. ....           | XECH                | 1490             | Rodolfo Llamas                  |
| Tonala, Jal. ....           | XEHJ                | 760              |                                 |
| 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                | 610              | 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              |                                 |
| Zamora, Mich. ....          | XEQL                | 860              |                                 |
| Zacapu, Mich. ....          | XEZU                | 1270             | Guillermo Calzada Cervantes     |
| Zacatecas, Zac. ....        | XELK                | 1280             | Macia y Acevedo                 |
| Zacatecas, Zac. ....        | XEXZ                | 1150             | 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. ....          | (New)               | 880              |                                 |
| 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         |
| Bayamo          | CMDD                | 1200             |                                   |
| Bayamo          | CMDE                | 1260             |                                   |
| Caibaiguan      | CMHY                | 1590             |                                   |
| 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.       |
| Camaguey        | CMJJ                | 540              |                                   |
| Camaguey        | OMJN                | 960              |                                   |
| 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  | CMJZ                | 1580             |                                   |
| Ciego de Avila  | CMJO                | 1470             | Bonifacio Idelfonso Morales       |
| Ciego de Avila  | CMJM                | 840              |                                   |
| Cienfuegos      | CMHU                | 720              | Modesto Vasquez Gonzales          |
| Cienfuegos      | CMHN                | 680              |                                   |
| Cienfuegos      | CMHF                | 1040             |                                   |
| Cienfuegos      | CMHJ                | 1350             | Union Radio S.A.                  |
| Cienfuegos      | CMHX                | 1480             | Eugenio Perez Mena                |
| Colon           | CMGU                | 1340             |                                   |
| Colon           | CMGM                | 1440             |                                   |
| Cruces          | CMHK                | 1210             | 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                | 1400             | Union Radio S.A.                  |
| Guantanamo      | CMKS                | 900              | Candido S. von Suarez             |
| Havana          | CMOA                | 1590             | Juan Fernandez Duran              |
| Havana          | CMZ                 | 1560             | Ministry of Education             |
| Havana          | CMOX                | 1490             |                                   |
| Havana          | CMCM                | 1460             | Cia. Transradio Columbia S.A.     |
| Havana          | CMCQ                | 890              | Andres Martinez                   |
| Havana          | CMBX                | 1390             | *Alberto Alvarez Ferrera          |
| Havana          | CMBG                | 1360             |                                   |
| Havana          | CMCB                | 1330             | Radio Reloj S.A.                  |
| Havana          | CMCO                | 1230             | Edelberto Perez Rubio             |
| Havana          | CMK                 | 1190             | Faust Montiel                     |
| Havana          | CMBK                | 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          | CMCG                | 1420             |                                   |
| 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          | CMCY                | 550              |                                   |



## STATIONS OF CUBA



| <i>Location</i>       | <i>Call Letters</i> | <i>Frequency</i> | <i>Owner</i>                    |
|-----------------------|---------------------|------------------|---------------------------------|
| Havana                | .....CMBL           | 860              | Radio Cadena Suaritos           |
| Havana                | .....CMBZ           | 830              | Manuel y Guillermo Salas        |
| Havana                | .....CMCH           | 790              | Radio Cadena Habana S.A.        |
| Havana                | .....CMBE           | 690              |                                 |
| Havana                | .....CMCD           | 760              | La Voz del Aire                 |
| Havana                | .....CMCA           | 730              | Radio Publicidad Tropico S.A.   |
| Havana                | .....CMW            | 590              | 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                | .....CMBD           | 1520             |                                 |
| Holguin               | .....CMDL           | 1150             |                                 |
| Holguin               | .....CMKJ           | 600              |                                 |
| 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              | Circuito CMQ S.A.               |
| Holguin               | .....CMKP           | 670              | Satellite CMBC Havana           |
| Holguin               | .....CMKM           | 560              | Union Radio S.A.                |
| Jobellanos            | .....CMGN           | 960              |                                 |
| Mantanzas             | .....CMGF           | 930              | Manuel Domingues Motolongo      |
| Manzanillo            | .....CMDF           | 1590             |                                 |
| Matanzas              | .....CMGW           | 1100             | Ramon A. de Zayas Lopez         |
| Matanzas              | .....CMGL           | 1400             | Cadena Oriental de Radio S.A.   |
| Moron                 | .....CMJX           | 1230             | Dr. Pable Castellanos Caballero |
| Nuevitas              | .....CMJQ           | 1300             | Juan Filguieras Cabaleiro       |
| Palma Soriano         | .....CMKZ           | 1430             | Maria Dominguez Dousseu         |
| Pinar del Rio         | .....CMAF           | 680              |                                 |
| Pinar del Rio         | .....CMAN           | 840              |                                 |
| Pinar del Rio         | .....CMAB           | 740              | Simeon Ferro Martinez           |
| Pinar del Rio         | .....CMAL           | 1340             | Radioccidentia S.A.             |
| Pinar del Rio         | .....CMAQ           | 920              | Circuito CMQ S.A.               |
| Pinar del Rio         | .....CMAW           | 800              | Pedro Redondo Fernandez         |
| Puerto Padre          | .....CMKY           | 1350             | Pedro Zaoca Cheda               |
| Sagua la Grande       | .....CMHO           | 1310             |                                 |
| Sagua La Grande       | .....CMHR           | 1570             |                                 |
| San Cristobal         | .....CMAC           | 1030             |                                 |
| Sancti Spiritus       | .....CMHT           | 990              | Juan B. Santana Padron          |
| Sancti Spiritus       | .....CMHB           | 780              | Union Radio S.A.                |
| San Luis              | .....CMKQ           | 1400             | Raul de Arms Trompeta           |
| Santiago de Cuba      | .....CMDB           | 680              | Synchronized with CMBC Camaguey |
| Santiago de Cuba      | .....OMKN           | 930              |                                 |
| Santiago de Cuba      | .....CMKC           | 770              | Radio Orientale S.A.            |
| Santiago de Cuba      | .....CMKL           | 800              | Cadena Oriental de Radio S.A.   |
| Santiago de Cuba      | .....CMKU           | 850              | Circuito CMQ S.A.               |
| Santiago de Cuba      | .....CMKW           | 1000             | Reloj Del Aire S.A.             |
| Santiago de Cuba      | .....CMDZ           | 1120             |                                 |
| Santiago de Cuba      | .....CMKR           | 1090             | Jaime Nadal                     |
| Santiago de Cuba      | .....CMKB           | 1170             | Union Radio S.A.                |
| Sagua la Grande       | .....CMHA           | 1280             | Justiniano Valdes Aguado        |
| Santiago de Cuba      | .....CMDA           | 1320             |                                 |
| Santa Clara           | .....CMHQ           | 640              | Circuito CMQ S. A.              |
| Santa Clara           | .....CMHW           | 810              |                                 |
| Santa Clara           | .....CMHZ           | 970              |                                 |
| Santa Clara           | .....CHMM           | 1130             |                                 |
| Santa Clara           | .....CMHG           | 670              | Synchronized with Camaguey      |
| Santa Clara           | .....CMHD           | 890              | Union Radio S.A.                |
| Santa Clara           | .....CMHC           | 1410             |                                 |
| Sancti Spiritus       | .....CMHL           | 1450             |                                 |
| Sancti Spiritus       | .....CMHP           | 1250             |                                 |
| Victoria de las Tunas | .....CMKG           | 1490             | Ramon Espinosa Perez            |
| Victoria de las Tunas | .....CMDQ           | 840              |                                 |
| Victoria de las Tunas | .....CMGE           | 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          |
| Cuidad Trujillo .....          | H12H                | 1490             | Raf. E. Tavarez L.    |
| Cuidad Trujillo .....          | H1N                 | 1220             | Partido Dominicano    |
| Ciudad Trujillo .....          | H1G                 | 950              | Andres Cordero Puello |
| Ciudad Trujillo .....          | H1L                 | 790              | Joaquin C. Pellicer   |
| Ciudad Trujillo .....          | H13T                | 620              | J. Arismendi Trujillo |
| Puerto Plata .....             | H19U                | 1240             | Luis A. Pelegrin      |
| San Cristobal .....            | H12R                | 1440             | Luis Alberti          |
| San Francisco de Macoris ..... | H14F                | 1440             |                       |
| San Francisco de Macoris ..... | H14C                | 1250             | Manuel R. Peralta     |
| San Pedro de Macoris .....     | H13J                | 610              |                       |
| Santiago .....                 | H14B                | 1330             | Abraham Vanderhorst   |
| Santiago .....                 | H13A                | 1400             | Expedi Pou            |
| Santiago .....                 | H16T                | 1380             |                       |
| Santiago .....                 | H18B                | 1050             |                       |
| Santiago .....                 | H19Z                | 820              | Luis F. Moscoso C.    |
| Santiago .....                 | H11L                | 1230             | Joacquin 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 Bcstg. Co. |
| Montego Bay ..... |                     | 1180             |                    |

# RADIO CADENA NACIONAL, S. A.

Main Office: Vallarta #1  
 Mexico 4, D. F.-Mexico  
 P. O. Box 7892  
 Cable: RCN — Phone: 46-96-48  
 Monterrey Office: Edif. Alanis Tamez 509  
 Padre Mier y Cap. E. Carranza  
 Monterrey, N. L., Mexico

—PERSONNEL—

|                                    |                         |
|------------------------------------|-------------------------|
| President and General Manager..... | Rafael Cutberto Navarro |
| Treasurer.....                     | Juan Manuel Romero      |
| Sales Manager.....                 | Luis Gurza Villarreal   |
| Office Manager.....                | Carlos Gonzales Flores  |
| Traffic Dept. ....                 | Enrique Bernal Servin   |
| Publicity Dept. ....               | Manuel Merodio          |

# 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 Martinez    |
| Vice President.....                 | Antonio Eufrazio Ontiveros |
| Vice President.....                 | Horacio Niño Medina        |
| Vice President.....                 | Dr. Luis de la Rosa        |
| Manager .....                       | Javier Salcido             |
| Sales Executive.....                | Lic. Jose Sanchez Navarro  |
| Audio and Recording Supervisor..... | Ing. Enrique Dorsh Garcia  |
| Asst. to Pres., Gen. Manager.....   | Homero Rios D.             |



# RADIO CADENA NACIONAL, S.A. MEMBER STATIONS

| Location                  | Call Letters | Frequency Kcs. | Location                        | Call Letters | Frequency Kcs. |
|---------------------------|--------------|----------------|---------------------------------|--------------|----------------|
| Acapulco, Gro. ....       | XEBB         | 600            | Merida, Yuc. ....               | XEMH         | 1490           |
| Acuna, Coah. ....         | XERF         | 1570           | Merida, Yuc. ....               | XEZ          | 600            |
| Aguascalientes, Ags. .... | XERO         | 1490           | Mexicali, B.C. ....             | XECL         | 990            |
| Agua Prieta, Son. ....    | XEFH         | 1310           | Mexico, D. F. ....              | XERCN        | 1110           |
| Agua Prieta, Son. ....    | XEAQ         | 1490           | Miguel Aleman,<br>Tamps. ....   | XEHI         | 1470           |
| Cd. Juarez, Chih. ....    | XEJ          | 970            | Monterrey, N. L. ....           | XET          | 990            |
| Cd. Juarez, Chih. ....    | XEFV         | 1240           | Monterrey, N. L. ....           | XEH          | 1420           |
| Cd. Juarez, Chih. ....    | XEWG         | 1490           | Monterrey, N. L. ....           | XEJM         | 1450           |
| Cd. Obregon, Son. ....    | XEDB         | 1340           | Monterrey, N. L. ....           | XEG          | 1050           |
| Cd. Obregon, Son. ....    | XEAP         | 1290           | Morelia, Mich. ....             | XESP         | 1300           |
| Cd. Victoria, Tamps. .... | XEHP         | 580            | Nogales, Son. ....              | XECO         | 1240           |
| Coatzacoalcos, Ver. ....  | XEGB         | 840            | Nvo. Laredo, Tamps. ....        | XEDF         | 960            |
| Cordoba, Ver. ....        | XEDZ         | 580            | Nvo. Laredo, Tamps. ....        | XERG         | 1090           |
| Culiacan, Sin. ....       | XECQ         | 1300           | Nva. Rosita, Coah. ....         | XENR         | 980            |
| Chihuahua, Chih. ....     | XEBU         | 620            | Oaxaca, Oax. ....               | XEOA         | 570            |
| Chihuahua, Chih. ....     | XEM          | 1390           | Pachuca, Hgo. ....              | XEPK         | 1420           |
| Delicias, Chih. ....      | XEBN         | 1240           | Parral, Chih. ....              | XEJS         | 1150           |
| Durango, Dgo. ....        | XEDU         | 860            | Puebla, Pue. ....               | XECD         | 1170           |
| Durango, Dgo. ....        | XEND         | 1470           | Reynosa, Tamps. ....            | XEOR         | 1390           |
| Ensenada, B. C. ....      | XEDX         | 1010           | Saltillo, Coah. ....            | XEKS         | 1330           |
| El Mante, Tamba. ....     | XECM         | 1450           | San Luis Potosi, S.L.P. ....    | XEPO         | 1310           |
| Guadalajara, Jal. ....    | XEHL         | 1010           | Sta. Ana, Son. ....             | XEAB         | 1400           |
| Guadalajara, Jal. ....    | XEBA         | 840            | Tampico, Tamps. ....            | XEFW         | 810            |
| Guadalajara, Jal. ....    | XEAD         | 1150           | Tampico, Tamps. ....            | XETO         | 1370           |
| Guaymas, Son. ....        | XEBQ         | 1240           | Tecate, B. C. ....              | XEKT         | 1380           |
| Hermosillo, Son. ....     | XEDL         | 1250           | Tecuala, Nay. ....              | XETD         | 1450           |
| Iguala, Gro. ....         | XEKF         | 1360           | Tepic, Nay. ....                | XEXT         | 980            |
| Jalapa, Ver. ....         | XEJJ         | 1550           | Tijuana, B. C. ....             | XEBG         | 1550           |
| Jimenez, Chih. ....       | XEJZ         | 1320           | Toluca, Mex. ....               | XECH         | 1490           |
| Leon, Gto. ....           | XELG         | 680            | Torreón, Coah. ....             | XEBP         | 1310           |
| Leon, Gto. ....           | XERZ         | 1240           | Torreón, Coah. ....             | XETJ         | 760            |
| Los Mochis, Sin. ....     | XECU         | 1470           | Tuxtla Gutierrez,<br>Chis. .... | XEUE         | 1360           |
| Manzanillo, Col. ....     | XECS         | 1400           | Valles, S. L. P. ....           | XECV         | 1260           |
| Matamoros, Tamps. ....    | XEO          | 970            | Veracruz, Ver. ....             | XEHV         | 1310           |
| Matamoros, Tamps. ....    | XEMT         | 1340           | Zacatecas, Zac. ....            | XEXZ         | 1150           |
| Matehuala, S.L.P. ....    | XEFF         | 1490           |                                 |              |                |
| Mazatlan, Sin. ....       | XERJ         | 1320           |                                 |              |                |



# INTERNATIONAL STATIONS

## In The United States and Canada

| <i>Station Operator 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.       |
| Columbia Broadcasting System, Inc., Wayne, N. J.....            | WDSI-5              | 50 kw.       |
|                                                                 | -6                  | 50 kw.       |
| Columbia Broadcasting System, Inc., Delano, Calif.....          | KCBR-1              | 200 kw.      |
|                                                                 | -2                  | 50 kw.       |
|                                                                 | -3                  | 50 kw.       |
|                                                                 | -4                  | 100 kw.      |
|                                                                 | -5                  | 100 kw.      |
| The Crosley Broadcasting Corporation, Mason, Ohio.....          | WLWO-1              | 200 kw.      |
|                                                                 | -2                  | 200 kw.      |
|                                                                 | -3                  | 200 kw.      |
|                                                                 | -4                  | 200 kw.      |
|                                                                 | -5                  | 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.       |
| National Broadcasting Co., Inc., Bound Brook, N. J.....         | -2                  | 100 kw.      |
|                                                                 | WBOU-1              | 50 kw.       |
|                                                                 | -2                  | 50 kw.       |
|                                                                 | -3                  | 50 kw.       |
|                                                                 | -4                  | 50 kw.       |
|                                                                 | -5                  | 50 kw.       |
| National Broadcasting Co., Inc., Dixon, Calif.....              | -6                  | 50 kw.       |
|                                                                 | 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                  | 50 kw.       |
|                                                                 | -5                  | 50 kw.       |

\*These are non-Government transmitters and are licensed by the FCC. Other stations are Government controlled and used exclusively for Voice of America broadcasts.

### CANADIAN SHORTWAVE 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                   |
| Canadian Broadcasting Corp., St. John's, Nfld.....  | CBNX                | 300                   |
| Canadian Broadcasting Corp., Vancouver, B. C.....   | CBUX                | 500                   |

# REGIONAL NETWORKS AND GROUP STATION OPERATIONS

## ABC Television Western Regional Network

ABC-TV Center, Hollywood 27, Calif.

V. P. West Div. . . . . Earl Hudson  
Sales Manager . . . . . Vince Francis  
Pgm. Mgr. . . . . English Smith

### STATIONS

KABC-TV, Los Angeles, Calif.; XETV, San Diego, Calif.; KEYT, Santa Barbara, Calif.; KVEC-TV, San Luis Obispo; KBAK-TV, Bakersfield, Calif.; KJEO-TV, Fresno, Calif.; KSEW-TV, Salinas, Calif.; KGO-TV, San Francisco, Calif.; KCCC-TV, Sacramento, Calif.; KHSL-TV, Chico, Calif.; KIEM-TV, Eureka, Calif.; KBES-TV, Medford, Ore.; KVAL-TV, Eugene, Ore.; KGW-TV, Portland Ore.; KIMA-TV, Yakima, Wash.; KING-TV, Seattle, Wash.; KREM-TV, Spokane, Wash.; KUTV, Salt Lake City, Utah; KBTU, Denver, Col.; KTVK, Phoenix, Ariz.; KVOA-TV, Tucson, Ariz.; KROD-TV, El Paso, Tex.; KLRJ-TV, Las Vegas, Nev.; KZTV, Reno, Nev.; KKTU, Colorado Springs, Col.; KSW5-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; KULA, Honolulu, Hawaii; KENI-TV, Anchorage, Alaska; KFAR-TV, Fairbanks, Alaska.

## Air Trails Network

121 N. Main St., Dayton 2, Ohio  
Phone: Hemlock 3773

President . . . . . Charles Sawyer  
Gen. Mgr. . . . . J. P. Williams  
WING, Dayton, WCOL-FM-AM, Columbus  
WIZE Springfield, all Ohio; WKLO, Louisville, Ky.

## Alabama Community Network

Station WAVU, Albertville, Ala.

General Manager . . . . . Pat M. Courlington

### STATIONS

WCRI, Scottsboro; WCRL, Oneonta; WAVU, Albertville, Ala.

## Alabama Key Market Network

P. O. Box 234, Florence, Ala.

Manager . . . . . Richard B. Biddle

### STATIONS

WILD, Birmingham; WABB, Mobile; WAPX, Montgomery; WGAD, Gadsden; WOWL, Muscle Shoals (Florence); WTBC, Tuscaloosa; WBHP, Huntsville; WAGF, Dothan; WHMA, Anniston; WHBB, Selma; WHOS, Decatur; WMLS, Sylacauga; WCTA, Andalusia; WRFS, Alexander City; WPNX, Columbus (Ga.); WAVU, Albertville; WJMW, Athens; WATM, Attmore; WAUD, Auburn; WEBJ, Brewton;

WRAG, Carrollton; WKLF, Clanton; WFMH, Cullman; WXAL, Demopolis; WIRB, Enterprise; WULA, Eufala; WWWW, Fayette; WHEP, Foley; WZOB, Fort Payne; WGEA, Geneva; WGVV, Greenville; WSGV, Guntersville; WJBB, Haleyville; WEHR, Hamilton; WPBB, Jackson; WWWW, Jasper; WRLD, Lanett; WJAM, Marion; WMFC, Monroeville; WCRL, Oneonta; WJHO, Opelika; WAMI, Opp; WOZE, Ozark; WPID, Piedmont; WELR, Roanoke; WWWW, Russellville; WCRI, Scottsboro; WHTB, Talladega; WILS, Tallahassee; WTBF, Troy; WTUS, Tuskegee; WETU, Wetumpka; WLAQ, Rome (Ga.); WTUP, Tupelo; (Miss.).

## Alaska Broadcasting System

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 Wilshire 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.

## All Islands Radio Network

Station KGU, Honolulu, Hawaii

Manager . . . . . William O. Paine

### STATIONS

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

## Arizona Broadcasting System

1101 No. Central Ave., Phoenix, Ariz.

Phone: Alpine 4-4161

Pres., Gen. Mgr. . . . . Richard O. Lewis

Commercial Manager . . . . . E. W. Harvey

### BRANCH OFFICES

Box 2091, Tucson, Ariz.

Phone: Main 3-2555

President . . . . . Clinton McKinnon

Box 548, Clifton, Ariz.

Phone: University 4-4114

General Manager . . . . . Paul Merrill

Station KCLS, Flagstaff, Ariz.

Phone: 946

Pres., Gen. Mgr. .... Chas. Saunders  
E. Gurley St., Prescott, Ariz.  
Phone: 244

Pres., Gen. Mgr. .... Harold Ritter  
Box 373, Winslow, Ariz.  
Phone: 1010

Gen. Mgr. .... O. E. Whelan  
1901 First St., Yuma, Ariz  
Phone: 3-3305

Gen. Mgr. .... Roy Jorgenson

**STATIONS**

KVOA, Tucson; KYUM, Yuma; KYCA, Prescott; KWJB, Globe; KGLU, Safford; KCLS, Flagstaff; KVNC, Winslow; KTAR, Phoenix, all Arizona.

**Arizona Network**

c/o Station KOY, Phoenix, Ariz.

Executive Officers ..... John L. Hogg, Koy; Lee Little, KTUC; Arlo Woolery, KSUN; William Lindsey, KYMA; Ed Whelan, KVNA; Chuck Mizner, KYNC; Ed Williams, KAWT, STATIONS

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

**Arkansas Network**

1001 Spring St., Little Rock, Ark.

General Manager ..... T. K. Barton  
Commercial Mgr. .... Ernest Howard  
STATIONS

Comprising KARK, Little Rock, and all other stations in Arkansas.

**Arrowhead Network**

WEBC Bldg., Duluth 2, Minn.

Manager ..... Walter C. Bridges  
STATIONS

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

**Blue Ridge Network**

c/o WBAW, Seneca, S. C.

National Rep. .... Hil F. Best  
STATIONS

WBAW, WSNW, Seneca; WSSC, Sumter, all South Carolina; WLFA, Lafayette, Ga.

**Booth Michigan Group**

700 Buhl Bldg., Detroit, Michigan

President ..... John L. Booth  
STATIONS

WBBC, Flint; WSGW, Saginaw; WIBM, Jackson, all Mich.; WJVA, South Bend, and WIOU, Kokomo, both Ind.

**Gene Auntry Stations**

KOOL-AM-TV Phoenix, KOPO-AM-TV Tucson, all Arizona; KMPC Los Angeles; KSFO, San Francisco.

**Broadcast Advertising, Inc.**

8 Newbury Street, Boston 16, Mass.

Phone: Kenmore 6-0854

President ..... James Muzley

Manager ..... J. J. Manning  
Program Director ..... E. P. Gieringer  
Mdseing. Director ..... F. P. Russell

**STATIONS**

"Ken & Carolyn's Kitchen" Pgm.  
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.

"The Marjorie Mills Hour" Pgm.

WVDA, Boston, Mass.; WAAB, Worcester, Mass.; WCSH, Portland, Maine; WLBZ, Bangor, Maine, WJAR, Providence, R. I.; WTIC, Hartford, Conn.

**NATIONAL REPRESENTATIVE**

Weed & Company

**Kenyon Brown Stations**

KWFT, Wichita Falls, Tex.; KLYN, Amarillo, Tex.; KBYE, Oklahoma City, Okla.; KGLC, Miami, Okla.; KFEQ-AM-TV, St. Joseph, Mo.

**Paul Bunyan Network**

Paul Bunyon Bldg., Traverse City, Mich.

Phone: 2700

**PERSONNEL**

Pres., Gen. Mgr. .... Les Biederman  
STATIONS

WATT, Cadillac; WATZ, Alpena; WMBN, Petoskey; WATC, Gaylord.

Phone: TH 3-9600

**Cactus State Network**

President ..... Jack Hawkins  
National Rep. .... Hil F. Best Co.

**STATIONS**

KIUN, Pecos; KRIG, Odessa; KCMR, McCombe; KVLV, Alpine, all Tex.

**California Farm Network**

Headquarters: 2223 Fulton St., Berkeley, Calif.  
Phone: TH 3-9600

Manager ..... Milton L. Levy  
Radio Dir. .... Bill Adams  
KFI, Los Angeles; KGO, San Francisco; KFBK, Sacramento; KMJ, Fresno; KGDM, Stockton; KMOD, Modesto; KERN, Bakersfield; KHUB, Watsonville; KXO, El Centro.

**California Northern Group**

c/o Station KSYC, Yreka, Calif.

Manager ..... D. M. Comstock  
STATIONS

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

**California Radio Network**

3401 Russell St., Riverside, Calif.

Phone: Overland 6-0260

Gen. Mgr. .... Dale R. Peterson  
STATIONS

KPRO Riverside; KREO Indio; KYOR Blythe; KROP Brawley, all Calif.



**California Rural Network**

111 N. LaCienega Blvd., Beverly Hills, Calif.  
Exec. in Charge..... Arthur W. Chipman  
STATIONS

KPAS, Banning; KBMX, Coalinga; KDAC, Fort Bragg; KOCOS, Ontario; KMOR, Oroville; KAFP, Pealuma; KBLF, Red Bluff; KRNO, San Bernardino; KROG, Sonora; KTKR, Taft; KTUR, Turlock; KWSO, Wasco, all Calif.

**Capital Radio Network**

c/o Station WCEN, Mt. Pleasant, Mich.  
General Manager..... Russell W. Holcomb  
STATIONS

WCEN, Mt. Pleasant; WBRN, Big Rapids; WFBC, Fremont, all Mich.

**Columbia New England**

c/o WEEL, Boston, Mass.  
National Rep..... CBS Radio Spot Sales  
STATIONS

WEEL, Boston, Mass.; WTAG, Worcester; WHYN, Springfield-Holyoke, Mass.; WDRC, Hartford; WBRV, Waterbury, Conn.; WPRO, Providence, R. I.; WENE, Keene; WFEA, Manchester; WKXL, Concord, all N. H.; WGAN, Portland; WGUY, Bangor, both Maine; WCAX, Burlington, Vt.

**Colorado Network**

P. O. Box 279, Montrose, Colo.  
Phone: 599

Pres., Gen. Mgr..... George O. Cory  
Treasurer..... Kenneth J. Stone  
Network Director..... Douglas J. Taylor  
Sales Manager..... Bob Fehr  
Sales Coordinator..... Shulom Kurtz

SALES OFFICE

1022 Midland Savings Bldg., Denver 2, Colo.  
Phone: TAbor 5-2291

STATIONS

KRAI, Craig, Colo.; KSLV, Monte Vista, Colo.; KUBC, Montrose-Delta, Colo.; KVOD, Denver, Colo.

**CBS Television Pacific Network**

1313 North Vine St., Los Angeles 28, Calif.  
Phone: WEBster 8-3000

General Manager..... Clark B. George  
Manager..... Robert D. Wood  
Business Manager..... Larry Lazarus  
Prog. Director..... Donald M. Hine  
Dir. Sls., Prom. & Pub..... Dean Linger  
Dir. Ops. & Trai..... Donald Rosenquest

STATIONS

KOPO-TV, Tucson, Ariz.; KHSL-TV, Chico, Calif.; KERO-TV, Bakersfield, Calif.; KFRE-TV, Fresno, Calif.; KNXT, Los Angeles, Calif.; KSBW-TV, Salinas-Monterey, Calif.; KEYT, Santa Barbara, Calif.; KFMB-TV, San Diego, Calif.; KPLX, San Francisco, Calif.; KKTU, Colorado Springs, Colo.; KBOI, Boise, Idaho; KOOK-TV, Billings, Mont.; KLAS, Las Vegas, Nevada; KOLO-TV, Reno, Nevada; KGGM-TV, Albuquerque, New Mexico; KBES-TV, Medford, Ore.; KOIN-TV, Portland, Ore.; KROD-TV, El Paso, Texas; KXYL-TV, Spokane, Wash.; KTNT-TV, Seattle-Tacoma, Wash.; KIMA-TV,

Yakima, Wash.; KFBC, Cheyenne, Wyoming; KIVA, Anchorage, Alaska; KTVE, 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; KVOS-TV, Bellingham, Wash.; KREX-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.; KINY-TV, Juneau, Alaska; KBAB-TV, Bakersfield, Calif.; KGEZ-TV, Kalispell, Mont.; KAVE-TV, Carlsbad, N. Mex.; KICA-TV, Clovis, N. Mex.; KOTI-TV, Klamath, Oreg.; KUAM, Guam.

**Columbia Pacific Radio Network**

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

Manager..... Bert S. West  
Commercial Mgr..... Donald M. Ross  
Sales Promotion Mgr..... John Asher  
Program Director..... Robert P. Sutton  
Chief Engineer..... Ted Denton  
Director of Operations..... Maurie 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. Gordon F. Hayes, Gen. 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. Thomas H. Peterson, Sales Mgr.; 6121 Sunset Blvd., Hollywood, Calif., HO 9-1212. Jack Woolley, Sales Mgr.; 805 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, Kennewick, Wash.; KIMA, Yakima, Wash.; KOLO, Reno, Nev.; KVCV, Redding, Calif.; KHSL, Chico, Calif.

**The Connecticut State Network**

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

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.

**James M. Cox Stations**

WSB-AM-FM-TV Atlanta, WHIO-AM-FM-TV Dayton, Ohio.

**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: Federal 8-5689

President.....H. W. Linder

**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, Hattiesburg, Miss.  
Hattiesburg, Miss.  
Phone: JUNiper 3-1741

President, Gen. Mgr.....Charles W. Holt  
Commercial Mgr.....Robert N. Robinson  
Program Director.....Bill Slaton  
Sales Prom. Mgr.....Connie Holt  
Publicity Dir.....Sonny Morgan  
Chief Engineer.....Charles Sharpling

**STATIONS**

WHSY, Hattiesburg, Miss.; WAML, Laurel, Miss.; WHNY, McComb, Miss.; WHXY, Bogalusa, La.; WABO, Waynesboro, Miss.; WARB, Covington, La.

**Dixie Network**

Headquarters: Williams Bldg., Jackson, Tenn.  
Phone: 7-9611

President.....A. B. Robinson  
V. P., Gen. Mgr.....Jack Cecil  
V. P., Chief Engineer.....James Thomas  
WDXI Jackson; WENK Union City; WTPR Paris; WDXE Lawrenceburg; WDXL Lexington; WDXN Clarkesville, all Tennessee; WCMA Corinth, Miss.; WDXE Lawrenceburg, Tenn.; WDXL Lexington, Tenn.

**Don Lee Broadcasting**

1313 North Vine Street, Hollywood 28, Calif.  
Phone: HOLLYwood 2-2133

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.....Bill 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 Rich-

ards, V. P., 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, Merced, Calif.; KPRL, Paso Robles, Calif.; KXOA, Sacramento, Calif.; KSBW, Salinas-Monterey, Calif.; KFKM, San Bernardino, Calif.; KGB, San Diego, Calif.; KFRC, San Francisco, Calif.; KVEC, San Luis Obispo, Calif.; KTMS, Santa Barbara, Calif.; KVEN, Ventura, Calif.; KCOK, Tulare-Visalia, Calif.; KVNI, Coeur D'Alene, Idaho; KRRC, Lewiston, Idaho; KWAL, Wallace, Idaho; KATO, Reno, Nevada; KWLL, Albany, Oregon; KWIN, Ashland, Oregon; KAST, Astoria, Oregon; KBND, Bend, Oregon; KOOS, Coos Bay, Oregon; KORE, Eugene, Oregon; KUIN, Grants Pass, Oregon; KFJL, Klamath Falls, Oregon; KPOJ, Portland, Oregon; KRXL, Roseburg, Oregon; KSLM, Salem, Oregon; KXRO, Alberdeen, 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.; KRDG, Redding, Calif.

**ADDITIONAL GROUPS AVAILABLE:** KOY, Phoenix, Arizona; KTUC, Tucson, Arizona; KSUN, Bisbee, Arizona; KYMA, Yuma, Arizona; KVNA, 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.

**National Representative**

H-R Reps. N. Y. C., Chicago, San Francisco, Atlanta, Houston, Dallas, New Orleans.

**Vic Diehm Assoc. Stations**

WVDA Boston, WAZL-AM-FM Hazelton, WIDE Biddeford, Maine; WHOL Allentown Pa., WHLM Bloomsburg Pa.

**Downeast Network**

c/o WABL Bangor, Maine  
National Rep.....George P. Hollingbery Co.

**STATIONS**

WABL, Bangor; WIDE, Biddeford; WPOR, Portland, Maine.

**DuMont Broadcasting Corp.**

205 E. 67 St., N. Y., N. Y.  
Phone: LE 5-1000

President.....Bernard L. Goodwin  
Vice President.....Ted Cott  
V.P., WABD Sales.....Bennet Korn  
Treasurer.....Paul Raibourn  
Asst. Treas.....R. L. Geismay  
Secretary.....Arthur Israel  
Chief Engineer.....William D. Kelly  
Gen. Counsel, Asst. Sec'y.....Robert Dreyer

Directors: Dr. Allen B. DuMont, Paul Raibourn, Barney Balaban, Armand Erpt, Dr. Thomas T. Goldsmith, Jr., 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 Coast Network**

c/o WCDJ, Edonton, North Carolina  
National Rep. .... Interstate United Newspapers, Inc.

**STATIONS**

WCDJ, Edonton; WMBL, Moorehead City; WOOW, New Bern; WTAB, Tabor City; WHED, Washington, N. C.

**East Texas Network**

205 Austin St., Center, Tex.  
Phone: LYric 8-3305

Pres., Gen. Mgr. .... Tom E. Foster  
KRBA Lufkin; KDET Center; KSJL Glade-water; KOSF Nacogdoches; KTXJ Jasper; KIVY Crockett; KNET Palestine; KEBE Jacksonville; KWRD, Henderson; KMHT Marshall; KOGT, Orange, all Texas.

**Farm & Home Radio**

Station KMMJ, Grand Island, Nebr.  
President .... Don Searle

**STATIONS**

KIOA, Des Moines; KFNF, Shenandoah, Iowa; KXXX, Colby, Kans.; KMMJ, Grand Island, Nebr.

**John E. Fetzer Stations**

124 W. Michigan Ave., Kalamazoo, Mich.  
Phone: FI 5-2101

President .... John E. Fetzer  
Vice President .... Carl E. Lee  
WKZO-AM-TV Kalamazoo, KOLN TV Lincoln, Neb.; WJEF AM-FM Grand Rapids; WMBD AM Peoria Ill.

**Flambeau Network**

Station WLDY, Ladysmith, Wis.

President .... Charles H. Nelson  
Secy.-Treas. .... Harold R. Murphy

**STATIONS**

WLDY, Ladysmith; WGM, Medford; WPFP, Park Falls; WCHF, Chippewa Falls, Wis.

**Florida Select List**

WTRL Bradenton; WBRD Fort Lauderdale; WGGG Gainesville; WJVB Jacksonville Beach; WLBE Leesburg; WPLA Plant City; WKXY Sarasota, all Florida.

**Friendly Group**

428 Market St., Steubenville, Ohio  
Phone: ATLantic 2-6265

Managing Director .... John J. Laux  
National Sales Mgr. .... Rod Gibson  
Sales Prom. Mgr. .... William McClinton

**STATIONS**

WSTV-AM-FM-TV, Steubenville, Ohio; WPIT, Pittsburgh, Pa.; WBMS, Boston, Mass.  
Awaiting FCC Approval: KSWM-AM-FM-TV, Joplin, Mo.; WPAR-AM-FM, Parkersburg, W. Va.; WBLK, Clarksburg, W. Va.

**Theodore R. Gamble Stations**

140 S.W. Columbia, Portland, Ore.  
Phone: CA 8-3333

President .... Ted R. Gamble  
Managing Dir., Comm. Mgr. Harry Buckendahl  
Program Dir. .... Willard A. Mears  
Publicity Director .... Robert McGill  
Chief Engineer .... Louis S. Bookwalter  
KOIN TV-AM-FM Portland, Ore.; KOMO AM-TV Seattle, Wash.

**Gannett Stations**

40 Franklin St., Rochester, New York  
Phone: BAker 5-6740

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.; WDAN AM TV, Danville, Ill.; WINR, Binghamton, N. Y. . .

**Withers Gavin Stations**

Threefoot Building, Meridian, Miss.  
Phone: 2-7714

Pres. & Man. .... Withers Gavin

**STATIONS**

WCOG-AM-TV, Meridian, Miss.; WJQS, Jackson, Miss.

**Georgia Assn. of Local Stations**

Box 66, Atlanta, Ga.

Sales Director .... Tom Carr

**STATIONS**

Comprises 29 Georgia radio stations.

**Georgia Major Market Trio**

c/o WAGA, Atlanta, Ga.

National Rep. .... The Katz Agency, Inc.

**STATIONS**

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

**Granite State Network**

155 Front St., Manchester, N. H.  
Phone: NATIONAL 4-4077

Treasurer .... William Rust, Jr.  
Gen. Manager .... Ralph Gottlieb  
Comm. Mgr. .... Jack King  
Pgm. Director .... Wm. Morrissey  
Chief Engineer .... Albert Davis

**BRANCH OFFICES**

419 Boylston St., Boston, Mass.  
Phone: LI 2-6481

Exec. in Chg. .... Harry Wheeler  
477 Madison Ave., New York, N. Y.

Phone: PL 9-1810

Exec. in Chg. .... Stephen Machcinski  
Prudential Plaza, Chicago Ill.  
Phone: MI 2-6190



Exec. in Chg.....William Reilly  
317 N. 11th St., St. Louis, Mo.  
Phone: MA 1-15020

Exec. in Chg.....Jack Hetherington  
6331 Hollywood Blvd., Los Angeles, Calif.  
Exec. in Chg.....William Wallace  
593 Market St., San Francisco, Calif.

**STATIONS**

WKBR Manchester; WISV, Claremont; and WISL, Hanover; WTSN, Dover; WMOU, Berlin; WJWG, Conway, all in New Hampshire.

**Great Northern Bestg. System**

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

Sec.-Treas.....M. J. Reichert

**STATIONS**

KVOX, Fargo-Moorehead, Minn.; KLPM, Minot, 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 Plains Trio**

c/o KDAV, Lubbock, Tex.

National Rep.....Broadcast Times Sales

**STATIONS**

KDAV, Lubbock; KPEP, San Angelo; KZIP, Amarillo, Tex.

**Great Western Network**

130 Social Hall Ave., Salt Lake City 11, Utah  
Phone: DA 2-5681

President .....G. Bennett Larson  
Comm. Mgr.....Chet Kreidler

**STATIONS**

KDYL, Salt Lake City; KIDO, Boise, Idaho; KSEI, Pocatello, Idaho; KTFI, Twin Falls, Idaho; KXLF, Butte, Mont.; KXLI, Helena, KXLK, Great Falls, Mont.; KXLL, Missoula, Mont.; KXLQ, Bozeman, Mont.; KOOK, Billings, Mont.; ZLG, Denver, Col.; KOB, Albuquerque; KLGK, Logan, Utah; KVEL, Vernal, Utah; KLAS, Las Vegas; KELY, Ely, Nev.; KREX, Grand Junction, Colo.

**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**

959 Eighth Ave., New York 19, N. Y.  
Phone: Circle 5-7667

V.P. Exec. Dir.....Charles McCabe  
V.P. Gen. Mgr.....D. L. Provost  
WBAL AM TV Baltimore; WISN AM TV Milwaukee; WCAE Pittsburgh.

**Imperial Broadcasting**

(Formerly owned by B'casting Corp. of Am. & Calif. Radio Net)

6331 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HOLLYWOOD 2-6464

Pres., Gen. Mgr.....Frank K. Danzig  
V.P. Gen. Sls. Mgr.....A. Bartlett Ross, Jr.  
Office Mgr.....Elaine Metzger  
Chief Engineer.....James Gardner

**STATIONS**

KPRO, Riverside; KREO, Indio; KROP, Brawley; KYOR, Blythe, Calif.

**Indianhead Network**

c/o WJMS, Ironwood, Mich.

National Rep.....Hil F. Best Co.

**STATIONS**

WJMS, Ironwood; WIKB, Iron River, Mich.

**Intermountain Network**

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

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

Vice Pres.....Kenneth E. Palmer

**STATIONS**

KGHF, Pueblo, Colo.; KBMY, Billings, Mont.; KCPR, Butte, Mont.; KCAP, Helena, Mont.; KOJ, Havre, Mont.; KMON, Great Falls, Mont.; KXLO, Lewiston, Mont.; KPRK, Livingston, Mont.; KATL, Miles City, Mont.; KIYL, Shelby, Mont.; KNEB, Scottsbluff, Neb.; KORK, Las Vegas, Nev.; KELK, Elko, Nev.; KFXD, Nampa, Idaho; KIFL, 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.; KQRS, Rock Springs, Wyo.; KWYO, Sheridan, Wyo.; KGEM, Boise, Idaho; KLUK, Evanston, Wyo.; KGEZ, Kalispell, Mont.; KVEL, Vernal, Utah; KBAR, Burley, Idaho; KOWB, Laramie, Wyoming; KIMN, Denver, Colorado; KBNZ, La Junta, Colorado; KCRT, Trinidad, Colorado; KFKA, Greeley, Colo.; KRLN, Canon City, Colo.; KEXO, Grand Junction, Colo.; KLMR, Lamar, Colo.; KVRH, Salida, Colo.; KGIW, Alamosa, 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**

1 Jefferson Pl., Charlotte, N. C.  
Phone: EDison 3-8833

President.....Joseph M. Bryan  
Exec. V.P., Gen. Mgr.....Charles Crutchfield

**STATIONS**

WBT, WBTV Charlotte, N. C.; WBTW (TV) Florence, S. C.; WBIG Greenboro, N. C.; WFMY TV, Greensboro, N. C.

**Knorr Broadcasting Group**

Station WKMh, Detroit, Mich.  
General Sales Mgr. .... George Millar  
STATIONS

WKMh, Detroit; WSAM, Saginaw; WKHM,  
Jackson; WKMF, Flint, Mich.

**Harry Willard Linder  
Stations**

KLGR Redwood Falls, KMHL Marshall,  
KWLM Willmar, KDMA Montevideo, KTOE  
Mankato, all Minnesota.

**Lobster Network**

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

Director ..... Faust Couture  
STATIONS

WLOB, Portland; WCOU, Lewiston; WFAU,  
Augusta; WRUM, Rumford; WGHM, Skow-  
hegan; WGUY, Bangor; WFST, Caribou, all  
Maine.

**Long Radio Enterprises**

P. O. Box 1391, Bay City, Mich.

Managing Director ..... J. G. Long  
STATIONS

KIOX, Bay City; KVIC, Victoria; KTLW,  
Texas City, Tex.

**Maine Broadcasting System**

157 High St., Portland 3, Me.

Phone: SPruce 2-0181

Manager ..... William H. Rines  
Technical Director ..... Charles R. Brown  
News Supervisor ..... Phillip 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**

28 W. 44th St., New York 36, N. Y.

KORC Mineral Wells, Tex.; KTVW (TV)  
Tacoma, Wash.; WINS New York; KELA Cen-  
tralia, Wash.; KALE Richland, Wash.; KYA  
San Francisco, KONA (TV) Honolulu; KTVR,  
Denver; KONA, Honolulu; KDAY, Santa  
Monica, Calif.; KPOA, Honolulu; WTAC, Flint,  
Mich.; WFBL, Syracuse, N. Y.

**McClatchey Beeline Stations**

21st & Q. Sacramento, Calif.

KFBK AM FM Sacramento, KMJ AM FM  
Fresno, KERN AM FM, Bakersfield, KBEE AM  
FM Modesto, KOH Reno.

**Meredith Station Group**

17th & Locust Sts., Des Moines, Iowa

Phone: ATLantic 8-8511

President ..... Fred Bohlen  
Vice Pres. .... E. T. Meredith  
Treas., Radio-TV Dir. .... Payson Hall

Asst. Dir. Radio-TV ..... C. A. Larson  
KCMO AM FM TV Kansas City, KPHO  
AM TV Phoenix, Ariz., WOW AM TV  
Omaha, WHEN AM TV Syracuse.

**The Storz Stations**

800 Kilpatrick Bldg., Omaha 3, Nebr.

Phone: ATLantic 2228

President ..... Todd Storz  
V.P., Dir., Engineering ..... Dale Moudy  
Branch Offices

Builders Exchange Bldg., Minneapolis, Minn.  
Phone: FEderal 5-2271

Gen. Mgr. .... Stephen Labunski  
Pickwick Hotel Bldg., Kansas City, Mo.

Phone: BALtimore 1-8300

V.P., Gen. Mgr. .... George Armstrong  
624 Canal St., New Orleans, La.

Phone: MAgnolia 3562

V.P., G.M. .... Fred Berthelson  
Du Pont Bldg., Miami, Fla.

Phone: FRanklin 4-6121

Gen. Mgr. .... Jack Sandler  
STATIONS

KOWH, Omaha, Nebr.; WDGJ, Minneapolis,  
Minn.; WHB, Kansas City, Mo.; WTIK, New  
Orleans, La.; WQAM, Miami, Fla.

**Midnight Sun Broadcasting  
Co.**

c/o KFAR, Fairbanks, Alaska

Comprises KFAR, Fairbanks; KENL Anchor-  
age; KJNO, Juneau; KABI, Ketchikan, all  
Alaska.

**The Mid-South Network**

WCBI, Columbus, Mississippi

Phone: FAirfax 8-7271

General Manager ..... Bob McRaney  
STATIONS

WCBI, Columbus; WELO, Tupelo; WMOX-  
Meridian; WROX, Clarksdale; WNAG, Gren-  
ada; WROB, West Point; WAMY, Amory, all  
Mississippi.

**Miracle Valley Radio  
Network**

Station WETZ, New Martinsville, W. Va.

Executive ..... John T. Taylor  
STATIONS

WMOD, Moundsville; WETZ, New Martins-  
ville; WCEF, Parkersburg, all W. Va.

**Mokey Belt Group**

Station WBET, Brockton, Mass.

National Rep. .... Walker Rep. Co.  
STATIONS

WBET, Brockton; WPEP, Taunton; WARA,  
Attleboro; WPLM, Plymouth, Mass.

**Montana Metropolitan  
Markets Group**

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

Sales Manager ..... Lynn L. Meyer  
STATIONS

KBMY, Billings; KMON, Great Falls; KOPR,  
Butte, Mont.



### NBC Western Network

c/o KGEE, Bakersfield, Calif.  
Vice Pres., Western Div., NBC... John K. West  
STATIONS

Pacific Coast Group:  
KGEE, Bakersfield; KUGN, Eugene; KMJ, Fresno; KFI, Los Angeles; KMED, Medford; KGW, Portland; KOH, Reno; KCRA, Sacramento; KFSD, San Diego; KNBC, San Francisco; KIST, Santa Barbara; KOMO, Seattle; KHQ, Spokane; KIT, Yakima. Arizona Group: KWJB, Globe; KTAR, Phoenix; KYCA, Prescott; KGLU, Safford; KVOA, Tucson; KYUM, Yuma. Mountain Group: KOB Albuquerque; KSWs, Roswell; KOA, Denver; KTSM, El Paso; KDYL, Salt Lake City; KORK, Las Vegas; KGHL, Billings; KIDO, Boise; KXLF, Butte; KXLQ, Bozeman; KXLK, Great Falls; KXLJ, Telena; KXLL, Missoula; KSEL, Pocatello; KTFI, Twin Falls.

### National Negro Network, Inc.

President, Gen. Mgr.....Leonard Evans  
STATIONS

WBCO, Birmingham; WMOZ, Mobile; WRMA, Montgomery, Ala.; KGHL, Little Rock, Ark.; KWKW, Pasadena; KSNAN, San Francisco, Calif.; WOOK, Washington, D. C.; WOBS, Jacksonville; WMBM, Miami Beach; WEBK, Tampa, Fla.; WERD, Atlanta; WAUG, Augusta; WPNX, Columbus; WJIV, Savannah, Ga.; WGES, Chicago; WLOU, Louisville, Ky.; WMRY, New Orleans; KENT, Shreveport; WSID, Baltimore; WBMS, Boston; WJLB, Detroit; WRBC, Jackson, Miss.; KPRS, Kansas City; KATZ, St. Louis, Mo.; WLIB, New York, N. Y.; WGIV, Charlotte; WAAA, Winston-Salem, N. C.; WCIN, Cincinnati; WJMO, Cleveland; KBYE, Oklahoma City; WHAT, Philadelphia; WILY, Pittsburgh; WPAL, Charleston; WCOS, Columbia; WESC, Greenville, S. C.; WMFS, Chattanooga; WIVK, Knoxville; WDIA, Memphis; WSOK, Nashville, Tenn.; KWBC, Dallas-Ft. Worth; KCOH, Houston; WRAP, Norfolk; WANT, Richmond, Va. . . . .

### National Saturation Group

c/o Station WABC, New York, N. Y.  
National Rep.....John Blair & Co.  
STATIONS

WABC, New York City; WHDH, Boston, Mass.; WFIL, Philadelphia, Pa.; WTRY, Albany-Troy-Schenectady, N. Y.; WBNF, Binghamton, N. Y.; WPRO, Providence, R. I.; WFBR, Baltimore, Md.; WWSW, Pittsburgh, Pa.; WWDC, Washington, D. C.; WWVA, Wheeling, W. Va.; WXYZ, Detroit, Mich.; KFYR, Bismarck, N. D.; WIBC, Indianapolis, Ind.; WCPO, Cincinnati, Ohio; WHB, Kansas City, Mo.; WBNS, Columbus, Ohio; KXOK, St. Louis, Mo.; KFH, Wichita, Kans.; WNOX, Knoxville, Tenn.; WMC, Memphis, Tenn.; WQAM, Miami, Fla.; WDSU, New Orleans, La.; WSM, Nashville, Tenn.; WAPI, Birmingham, Ala.; WDBO, Orlando, Fla.; WKLO, Louisville, Ky.; WSAV, Savannah, Ga.; WJAX, Jacksonville, Fla.; WRR, Dallas-Forth Worth, Tex.; WFLA, Tampa-St. Petersburg, Fla.; KLYN, Amarillo, Tex.;

KWFT, Wichita Falls, Tex.; KTRH, Houston, Tex.; WOW, Omaha, Neb.; KRMG, Tulsa, Okla.; KIDO, Boise, Idaho; KFXM, San Bernardino, Calif.; KFRE, Fresno, Calif.; KOY, Phoenix, Ariz.; KGDM, Stockton, Calif.; KGW, Portland, Oreg.; KING, Seattle, Wash.; KGO, San Francisco.

### Nevada Network

Station KORK, Las Vegas, Nev.  
Executive .....Harry Huey  
National Rep.....John E. Pearson Co.  
STATIONS

KORK, Las Vegas; KOLO, Reno; KPTL, Carson City; KELY, Ely; KWNA, Winnemucca, Nev.

### New England Regional Network

Station WTIC, Hartford, Conn.  
Operations Director.....Paul W. Morency  
STATIONS

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

### Newhouse Newspaper Stations

224 Harrison St., Syracuse, N. Y.  
Phone: 3-7111

WSYR AM TV Syracuse, WTPA Harrisburg, KOIN AM TV Portland, Ore.; WABT, WAPI, Birmingham, Ala.; WHBS, Huntsville, Ala.; KWK AM TV, St. Louis, Mo.

### New Jersey Network

Station WVNJ, Newark, N. J.  
National Rep.....Broad Time Sales  
STATIONS

WVNJ, Newark; WTNJ, Trenton; WCAM, Camden; WLDB, Atlantic City, N. J.

### North Country Stations

Concord Ave., St. Johnsbury, Vt.  
General Manager.....E. Dean Finney  
Assistant Manager.....Donald Thurston  
STATIONS

WTWN, St. Johnsbury; WIKE, Newport; WNIX, Springfield, Vt.  
c/o KFGO, Fargo, N. Dak.

### North Dakota Radio Trio Network

National Rep.....Gill-Perna, Inc.  
STATIONS

KFGO, Fargo; KGCU, Bismarck; KLPM, Minot, N. Dak.

### Northern New England Network

Station WKNE, Keene, New Hampshire  
Executive .....Frank B. Estes  
National Rep.....Richard O'Connell  
STATIONS

WKNE, Keene; WGIR, Manchester; WWNH, Rochester, N. H.



**OK Group**

Headquarters: 505 Baronne St., New Orleans.  
 President..... Jules J. Paglin  
 V.P., Gen. Mgr..... Stanley Ray Jr.  
 WBOK New Orleans; KYOK Houston;  
 KAKO Lake Charles; WXOK Baton Rouge;  
 WLOK, Memphis.

**Oklahoma Big Five Network**

Station KSWO, Lawton, Okla.  
 President..... Leo R. Morris  
 National Rep..... John E. Pearson Co.

**STATIONS**

KOCY, Oklahoma City; KFMJ, Tulsa; KCRC,  
 Enid; KSWO, Lawton; KMUS, Muskogee;  
 KSEO, Durant; KSIW, Woodward; KWHW,  
 Altus; KNED, McAlester; WBBZ, Ponca 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.

**Ozark Network**

Station KICK, Springfield, Mo.  
 General Manager..... Richard Bradley

**STATIONS**

KICK, Springfield; KBTN, Neosho; KRMO,  
 Monett; KWPM, West Plains; KALM, Thayer;  
 KLRB, Mountain Grove, KBHM, Branson, Mo.;  
 KMDO, Fort Scott, Kans.

**Personality Stations**

WJLS Bldg., Beckley, W. Va.  
 President..... Joe L. Smith, Jr.

**STATIONS**

WKNA, Charleston; WJLS, Beckley; WKWK,  
 Wheeling, W. Va.

**John Poole Stations**

6540 Sunset Blvd., Hollywood, Calif.  
 KBIG Avalon, KBIF, Fresno, Calif.

**Quality Radio Group**

Headquarters: 630 Fifth Ave.,  
 New York City.  
 Phone: PL 1-0116

President..... Ward Quaal  
 Vice-President..... W. H. Summerville  
 Secretary-Treasurer..... William D. Wagner  
 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 An-  
 tonio; KIRO Seattle; KVOO Tulsa (all stock-  
 holder stations).

**RKO Teleradio Pictures, Inc.**

(General Teleradio Div.)  
 President..... Thomas F. O'Neil

Vice-Presidents..... J. Glen Taylor,  
 Willet H. Brown, Gordon Gray, Robert A. S.  
 Schmid, George N. Steffy, Norman S. Knight,  
 Robert Leder, John B. Poor, Robert Manby,  
 Secy., Gen. Auditor..... Patrick J. Winkler  
 National Sales V.P..... Wendell B. Campbell

**STATIONS**

.. WNAC AM FM TV, Boston; KHJ AM FM TV,  
 Los Angeles; KFRC San Francisco; WOR AM  
 FM TV, New York; WHBQ AM TV Memphis;  
 WEAT AM TV, West Palm Beach, Fla.; CKLW-  
 TV, Detroit-Windsor. Also owns and operates  
 Don Lee & Yankee MBS Networks.

**Rhode Island Coastal Group**

c/o WADK, Newport, R. I.  
 National Rep..... Walker Representation Co.

**STATIONS**

WADK, Newport; WERI, Westerly, R. I.

**Rounsaville Radio Stations Network**

3165 Mathieson Dr., N.E., Atlanta, Ga.  
 Phone: Cedar 3-2195  
 Pres., Gen. Mgr..... Robert W. Rounsaville  
 Commercial Mgr..... Lee R. Smith  
 Chief Engineer..... Paul Cram

**BRANCH OFFICES**

301 Beekman St., Cincinnati, Ohio  
 Phone: MU 1-7600  
 Station Mgr..... Ralph Johnson  
 2549 S. Third St., Louisville, Ky.  
 Phone: ME 7-3689  
 Station Mgr..... Art Selley  
 400 Davidson St., Nashville, Tenn.  
 Phone: CH 2-0489  
 Vice-President..... William Wagner  
 3165 Mathieson Dr., Atlanta, Ga.  
 Phone: CE 3-2195  
 Station Mgr..... John Fulton  
 1036 Mary St., Jacksonville, Fla.  
 Phone: EX 8-3411  
 Station Manager..... Carter Jones  
 Washington Blvd., Tampa, Fla.  
 Phone: Tampa 4-1109  
 Station Mgr..... Joe Starr  
 McArthur Causeway, Miami Beach, Fla.  
 Station Mgr..... Arnold Kaufman  
 WQXL WQXI-TV Atlanta, Ga.; WLOU,  
 WQXL-TV Louisville, Ky.; WCIN, WQXN-TV  
 Cincinnati, Ohio; WMBM Miami Beach, Fla.;  
 WIOK, Tampa, Fla.; WSOK, Nashville, Tenn.;  
 WOBS, Jacksonville, Fla.

**Rural Radio Network**

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

Net. Mgr..... H. S. Brown

**STATIONS**

WRRR, Ithaca, N. Y.; WHLD-FM, Niagara  
 Falls; WRRL, Weathersfield-Bliss; WHDL-FM,  
 Olean; WRRE, Bristol Center; WRRD, De-  
 Ruyster; WRUN-FM, Utica-Rome; WWNY-FM,  
 Watertown; WMSA-FM, Massena; WRRR,  
 Cherry Valley; WFLY, Troy; WEJL, Scranton,



Pa.; WHEN, Syracuse, N. Y.; WDLA, Walton, N. Y.; WELM, Elmira, N. Y.; WGNV, Newburgh, N. Y.; WGY, Schenectady, 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.; WRRL, Wethersfield; WHDL-FM, Olean; WVET, Rochester; WWHG, Hornell.

**Scripps Howard Group**

1121 Union Central Bldg., Cleveland, Ohio  
Phone: MAin 1-1811

President.....Jack R. Howard  
WEWS Cleveland, WCPO AM-FM-TV Cincinnati, WNOX Knoxville; WMC, WMCI-TV, Memphis.

**William B. Smullin Stations**

KIEM AM-TV, KRED-FM Eureka, Calif.; Grants Pass, Ore.; KOTI-TV, Klamath Falls, Ore.

**Sooner State Network**

Box 1588, Muskogee, Okla.  
Phone: MU 2-2488

President .....George Overton  
STATIONS

KCRC, Enid; WBBZ, Ponca City; KOME, Tulsa; KMUS, Muskogee; KNED, McAlester; KSEO, Durant; KSWO, Lawton; KWHW, Altus; KOCY, Oklahoma City; KSIW, Woodward, all Oklahoma.

**Southern Michigan Network**

c/o WTVB, Coldwater, Mich.  
General Manager.....James B. Luck

STATIONS

WTVB, Coldwater; WSBE, Hillsdale; WSTR, Sturgis, Mich.

**Southern Minnesota Network**

c/o KYSM, Mankato, Minn.  
National Rep. ....Robert Meeker

STATIONS

KYSM, Mankato; KROC, Rochester; KATE, Albert Lee, Minn.

**Southwest Network**

Station KROD, El Paso, Tex.  
National Rep.....Branham Co.

STATIONS

KROD, El Paso, Tex.; KAVE, Carlsbad; KNEW, Hobbs; KGFL, Roswell; KSIL, Silver City, New Mex.

**Spanish Language Network**

Station KWKW, Pasadena, Calif.  
National Rep.....Broadcast Time Sales

STATIONS

KWKW, Pasadena; KGMS, Sacramento; KRNO, San Bernardino; KVEN, Ventura; KGST, Fresno; KSAN, San Francisco; KPMC, Bakersfield; KSJO, San Jose; KSCO, Santa Cruz;

KCOK, Tulare; KMOD, Modesto, Calif.; XERB, Rosarite Beach, Mex.; KOLD, Yuma, Ariz.

**Speidel-Fisher Broadcasting Group**

WOOK, Greenville, S. C.  
National Rep.....Walker Representation Co.  
STATIONS

WQOK, Greenville; WOIC, Columbia; WPAL, Charleston, S. C.

**Steinman Stations**

8 W. King St., Lancaster, Pa.  
Phone: EXpress 7-5251

PERSONNEL

Gen. Mgr.....Clair R. McCollough  
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.; WRAK, Williamsport.

**Sunflower Network**

c/o Station WREN, Topeka, Kans.  
Phone: 2-0505

President .....Max Falkenstien  
Secy.-Treas. ....Bob Pratt

STATIONS

KOAM, Pittsburg, Kans.; KFBI, Wichita, Kans.; KVGB, Great Bend, 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  
Exec. Vice Pres.....Lee B. Wailes  
Vice Pres. Ops.....Stanton P. Kettler  
V.P., Admn. Asst. to Pres.....Keith Kiggins  
Treasurer.....Harry A. Steensen  
V.P. Planning, Finance, Secy.....John McCoy  
V.P. Eng.....Glenn Boundy  
V.P. Northern Dist.....Wm. Kine  
V.P. Southern Dist.....George B. Storer, Jr.  
V.P., Natl. Pgm. Dir.....Ewald Kockritz  
V.P. Eng.....G. Boundy  
Advertising & Sls. Prom.....A. C. Schofield  
Merchandising Mgr.....James P. Storer  
Dir. Engineering.....Clemens Castle

BRANCH OFFICES

118 E. 57th St., New York 22, N. Y.  
V.P., National Sales Dir.....Tom Harker  
National Sales Mgr.....Robert C. Wood  
Merchandising Mgr.....James P. Storer  
20 N. Michigan Ave., Chicago, Ill.  
Mid-West TV Sales Mgr.....Lewis P. Johnson  
Mid-West Radio Sales Mgr.....Paul B. Evans  
111 Sutter St., San Francisco, Calif.  
V.P., West Coast Sales Mgr....Gayle V. Grubb  
Vice-Presidents .....Glenn Jackson,  
J. Robert Kerns, Miller Babcock, Harry Lip-

son, Bill Michaels, James Bailey, Allan Haid, Paul Miller.

**STATIONS**

WJBK AM-FM-TV, Detroit; WSPD-AM-FM-TV, Toledo; WAGA-AM-FM-TV, Atlanta; WBRC AM TV Birmingham; WJW and WJW TV Cleveland; WWVA AM FM, Wheeling W. Va.; WGBS AM FM TV, Miami, Fla.; KPTV Portland, Ore.

**Tall Corn Network**

c/o KROS, Clinton, Iowa

National Rep..... John E. Pearson Co.

**STATIONS**

KROS, Clinton; KSIB, Creston; KDTH., Dubuque; KVFD, Fort Dodge; KFJB, Marshalltown; KWPC, Muscatine; KICD, Spencer; KCIM, Carroll; KOEL, Oelwein; KBOE, Oscaloosa; KSAI, Ames; KOKX, Keokuk; KXIC, Iowa City.

**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

Representative..... Edward Pety Co. (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 Spanish Language Network**

c/o KIWW, San Antonio, Tex.

National Rep..... National Time Sales, Inc.

**STATIONS**

XEJ, Juarez (El Paso); KIWW, San Antonio; KTXN, Austin; XEO, Brownsville; XEOR, McAllen, Tex.

**Texas State Network, Inc.**

4801 W. Freeway, Fort Worth 1, Tex.

Phone: PerShing 7-6631

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; KRRV, Sherman; KPLT, Paris; KENS, San Antonio; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRO, Longview; KBWD, Brownwood; KNOW, Austin; KTRH, Houston; KGVL, Greenville, KTRN, Wichita Falls, KTBB, Tyler, all Texas.

**Time Inc. Stations**

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

TV-Radio Exec..... Weston Pullen, Jr.  
KOB AM TV Albuquerque, N.M.; KDYL AM FM, KTVI-TV Salt Lake City; KLZ AM FM TV Denver.

**Tobacco Network, Inc.**

516 S. Salisbury St., Raleigh, N. C.

Phone: TEmple 2-8885

President..... Allen Jones  
Vice-President..... Ray D. Williams  
Secretary-Treasurer..... Phillip G. Sewell  
Exec. V.P., Gen. Mgr..... Kenneth C. Willson  
Office Mgr..... Nina Livingston

**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, Ahsokie, N. C.

**Triangle Publications, Inc.**

Radio & TV Division

46th & Market Sts., Philadelphia 9, Pa.

Phone: EVergreen 2-4700

V.P., Gen. Mgr..... Roger W. Clipp  
Exec. Asst. to Gen. Mgr..... David J. Bennet  
Dir. of Natl. Sales..... Edward H. Benedict  
Dir. Public Rel., Pgmng..... John D. Scheuer  
Dir. of Engineering..... Henry E. Rhea  
Business Mgr..... John C. Harlan  
Research Mgr..... Richard W. Gideon

**STATIONS**

WFIL-AM-FM-TV, Philadelphia; WNBC-AM-FM-TV, Binghamton, N. Y.; WFBG-AM-TV, Altoona, Pa.; WNHC-AM-FM-TV, New Haven, Conn.

**Tri-Mart Radio Network**

P. O. Box 631, Salem, Ore.

Sales Manager..... Dave Hoss

**STATIONS**

KSLM, Salem; KCOV, Corvallis; KORE, Eugene, Ore.

**Tri-W Network**

Station WWWW, Jasper, Ala.

President..... W. W. Bankhead

**STATIONS**

WWWB, Jasper; WWF, Fayette; WWWR, Russellville, Ala.

**Upper Midwest Broadcasting System**

518 Produce Bank Bldg.,

Minneapolis, Minn.

Phone: Geneva 9631

**PERSONNEL**

President..... Louis M. Knopp

**STATIONS**

KASM, Albany; KXRA, Alexandria; KBUN, Bemidji; KLIZ, Brainerd; KBMW, Breckenridge; KDHL, Fairbault; KSUM, Fairmont; WEVE, Eveleth; CKFI, International Falls; KDLM, Detroit Lakes; KROX, Crookston; KNUJ, New Ulm; KVOX, Fargo-Moorhead, all in Minnesota; KDLR, Devils Lake; KOVC, Valley City; KNDC,



Hettinger, 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; WTCH, Shawano, and WFHR, Wisconsin Rapids, all in Wisconsin; KASI, Ames; KCOG, Centerville; KJFJ, Webster City; KAYL, Sorm Lake; KSTT, Davenport; KSMN, Mason City; KFAD, Fairfield; KCHA, Charles City, all in Iowa; KCON, Broken Bow; KFGT, Fremont; KNEB, Scotchbluff, and KJSK, Columbus, all in Nebraska; WMRO, Aurora; WCAZ, Carthage, and WLKB, De Kalb, all in Illinois; WDLB, Marshfield, Wisc.; WMNE, Menomonie, Wisc.; WPDR, Portage, Wisc.; WPRE, Prairie Du Chien, Wisc.; WSPT, Stevens Point, Wisc.; WTRW, Two Rivers, Wisc.; WBKV, West Bend, Wisc.; KJAN, Atlantic, Iowa; WKLK, Cloquet, Minn.; WSHB, Stillwater, Minn.; KLPN, Minot; WBIZ, Eau Claire; KOKX, Keokuk, Iowa; WJAG, Norfolk, Nebr.

**United Broadcasting Network**

Eighth & Eye Sts., N.W., Washington, D. C.  
 President .....Richard Eaton

**STATIONS**

WOOK, WFAN, Washington, D. C.; WARK, Hagerstown; WSID, Baltimore; WINX, Rockville, Md.; WANT, Richmond; WYOU, Newport News, Va.; WJMO, Cleveland, Ohio.

**Vermont State Network**

c/o WBTN, Bennington, Vt.  
 National Rep., Joseph Hershhey McGilvra, Inc.  
**STATIONS**

WBTN, Bennington; WIKE, Newport; WSYD, Rutland; WTWN, St. Johnsbury; WNIX, Springfield, Vt.

**Westinghouse Broadcasting Co., Inc.**

122 E. 42nd St., New York 17, N. Y.  
 Phone: MUrray Hill 7-0808

President .....Donald H. McGannon  
 Exec. Asst. to Pres. ....R. H. Teter  
 V.P., Engineering .....R. N. Harmon  
 V.P., Sales .....A. W. Dannen  
 V.P., Programming .....R. M. Pack  
 Natl. Engineering Mgr. ....G. E. Hagerty  
 Eastern Sales Mgr. ....P. B. Bascom  
 Mid-West Sales Mgr. ....E. M. Blain  
 Natl. Program Mgr. ....William Kaland  
 Natl. Adv., Sales Prom. Mgr. ....D. E. Partridge  
 Dir. of Research .....M. A. Goldberg  
 V.P., Washington .....J. E. Baudino  
 V.P., Boston .....W. C. Swartley  
 V.P., Pittsburgh .....H. C. Lund  
 V. P., Cleveland .....R. V. Tooke  
 West Coast Executive .....P. G. Lasky

**BRANCH OFFICES**

20 N. Michigan Ave., Chicago 1, Ill.  
 Phone: FRanklin 2-6373  
 Midwest Sales Mgr. ....E. M. Blain  
 1625 "K" St., N.W., Washington, D. C.  
 Phone: STerling 3-0903  
 Vice-President .....J. E. Baudino

**STATIONS**

KPIX, San Francisco, Calif.; WOWO, Fort Wayne, Ind.; WBZ-WBZA, Boston-Springfield, Mass.; WBZ-TV, Boston, Mass.; KYW, Cleveland, Ohio; KYW-TV, Cleveland, Ohio; KEX, Portland, Ore.; KDKA, Pittsburgh, Pa.; KDKA-TV, Pittsburgh, Pa.

**Wisconsin Network, Inc.**

Nash Block, Wisconsin Rapids, Wis.  
 Phone: 723

**PERSONNEL**

President .....John M. Walter  
 Sec.-Treas., Mgr. Dir. ....George T. Frechette

**STATIONS**

WRJN, Racine; WCLO, Janesville; WIBU, Poynette; WHBY, Appleton; WHBL, Sheboygan; WJPG, Green Bay; WFHR, Wisconsin Rapids; WWCF, Baraboo; WSAU, Wausau; WRDB, Reedsburg; KFIZ, Fond du Lac; WGEZ, Beloit, Wisc.

**Wyoming Cowboy Network**

KFBC, 2923 East Lincolnway, Cheyenne, Wyo.  
 Phone: 4-4461

**STATIONS**

KFBC, Cheyenne; KRAL, Rawlins; KVOG, Casper; KSID, Sidney; KASL, Newcastle.

**The Yankee Network**

21 Brookline Ave., Boston 15, Mass.  
 Phone: Commonwealth 6-0800  
 Exec. V.P., Gen. Mgr. ....Norman Knight

**STATIONS**

WNAC, Boston-Lawrence; WFAU, Augusta, Maine; WIDE, Biddeford, Maine; WALE, Fall River, Mass.; WEIM, Fitchburg-Leominster, Mass.; WHAL, Greenfield, Mass.; WOCB, Hyannis, Mass.; WCOU, Lewiston-Auburn, Maine; WILLH, 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.; WAAB, Worcester, Mass.; WABI, Bangor, Me.; WNAB, Bridgeport, Conn.; WPOP, Hartford, Conn.; WABM, Houlton, Me.; WGIR, Manchester, N. H.; WNLC, New London, Conn.; WAGM, Pousque Isle, Me.; WTOR, Torrington, Conn.; WARE, Ware, Mass.

**Z-Bar-Net**

Station KXLF, Butte, Mont.  
 Managing Director .....Ed Craney

**STATIONS**

KXLF, Butte; KXLJ, Helena; KXLQ, Bozeman; KXLK, Great Falls; KXLL, Missoula, Mont.

# STATE BROADCASTER ASSOCIATIONS

## **Alabama Broadcasters Association**

P.O. Box 6174, University, Alabama  
Meetings: March and October  
Elections: March meeting  
Members: 81  
President...Julian C. Smith, WAGF, Dothan  
Vice-Pres.....Herbert M. Martin, WAPI, Birmingham  
Secy.-Treas.....W. W. Hunt, WCOV, Montgomery

## **Arizona Broadcasters Association**

Meetings: January, May  
Elections: January  
Members: 20  
Pres....Dick Lewis, KTAR, KVAR, Phoenix  
Vice-Pres...Tom Wallace, Sr., KTKT, Tucson  
Secy.-Treas...Howard Loeb, KRIZ, Phoenix

## **Arkansas Broadcasters Association**

Meetings: March and August  
Elections: March  
Members: 45  
President...Melvin Spann, KWAK, Stuttgart  
Vice-Pres.....Ted Rand, KDRS, Paragould  
Secy.-Treas.....C. J. Dickson, KBI.O, Hot Springs

## **California State Radio and Television Broadcasters Association**

1420 Truxton Ave., Bakersfield  
Meetings: November (and on special call)  
Elections: November  
Members: 97  
President.....Jack Schacht, KBET-TV, Sacramento  
1st Vice-Pres.....George Whitney, KFMB, San Diego  
Vice-Pres. (Radio).....Lloyd Sigmon, KMPC, Los Angeles  
Vice-Pres. (TV)....Joe Drilling, KJEO-TV, Fresno  
Sec'y.-Treas.....Gil Paltridge, KROW, Oakland

## **Colorado Broadcasters and Telecasters Association**

c/o Executive Secretary  
Meetings: Semi-annual  
Elections: June  
Members: 53

President.....Phil Hoffman, KLZ, KLZ-TV, Denver  
Vice-Pres.....Jerry Fitch, KGLN, Glenwood Springs  
Secy.-Treas.....Harry Hoth, KRDO, KRDO-TV, Colorado Springs  
Exec.-Secy.....T. Ellsworth Stepp, Director Radio-TV, University of Colorado, Boulder

## **Connecticut Broadcasters Association**

President.....Daniel Kops, WAVZ, 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: 85  
President.....H. Dennison Parker, WTAN, Clearwater  
1st Vice-Pres.....James L. Howe, WIRA, Fort Pierce  
2nd Vice-Pres.....John H. Phipps, WCTV, Tallahassee  
Secy.-Treas.....Charles Fernandez, WKXY, Sarasota

## **Georgia Association of Broadcasters**

c/o President or Secretary  
Meetings: August and January  
Elections: August  
Members: 56  
President...L. H. Christian, WRFG, Athens  
Vice-Pres....W. N. Morris, WMLT, Dublin  
Secy.-Treas....John W. Jacobs, Jr., WDUN, Gainesville

## **Hawaiian Association of Radio and TV Broadcasters**

P. O. Box 1380, Honolulu, T. H.  
Meetings: On call  
Elections: May  
Members: 18  
President.....John D. Keating, KONA-TV, Honolulu

**Idaho Broadcasters Association**

Meetings: Fall  
 Elections: Fall  
 Members: 23  
 President.....Clair Hull, KCID, Caldwell  
 Vice-Pres.....C. N. Layne, KID, Idaho Falls  
 Sec.-Treas.....K. Clark, KBAR, Burley

**Illinois Broadcasters Association**

c/o President or Secy.-Treas.

Meetings: February and October  
 Elections: October  
 Members: 65  
 President..George C. Biggar, WLBK, DeKalb  
 Vice-Pres.....Harold L. Dewing, WCVS,  
 Springfield  
 Secy.-Treas.....Charles Cook, WJPF, Herrin  
 Leg. Chairman.....J. Ray Livesay, WLBH,  
 Mattoon

**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

Meeting: Annual  
 Elections: Annual  
 Members: 42  
 President.....Anthony J. Koelker, KMA,  
 Shenandoah, Iowa  
 Vice-Pres...Gene Claussen, KXIC, Iowa City,  
 Iowa  
 Secy.-Treas.....Ernie Sanders, WOC,  
 Davenport, Iowa

**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...Arden Booth, KLWM, Lawrence  
 Secy.-Treas....Tom Bashaw, KFH, Wichita  
 Leg. Chairman.....Wendell Elliott, KGNO,  
 Dodge City

**Kentucky Broadcasters Association**

c/o Miss Katherine Peden, Secy.-Treas.,  
 WHOP, Hopkinsville

Meetings: October and March  
 Elections: October  
 Members: 54  
 President.....Arthur Eilerman, WZIP,  
 Covington  
 First Vice-Pres....Dee Huddleston, WIEL,  
 Elizabethtown  
 Second Vice-Pres.....Al Temple, WKCT,  
 Bowling Green  
 Secy.-Treas.....Katherine Peden, WHOP,  
 Hopkinsville  
 Exec. Committe...Gilmore Nunn, WLAP,  
 Lexington; Francke Fox, WHLN, Harlan;  
 Don Horton, WXLK, Lexington

**Louisiana Association of Broadcasters**

Box 379, Baton Rouge, La.

Meetings: November  
 Elections: November  
 Members: 60  
 President.....Frank Ford, Jr., KENT,  
 Shreveport  
 Radio Vice-Pres...Hillman Bailey, KNOC,  
 Natchitoches  
 TV Vice-Pres....Tom Gibbens, WAFB-TV,  
 Baton Rouge  
 Treasurer....Gene Jones, KSLO, Opelousas  
 Exec.-Secy.....Rolfe McCollister, Box 379,  
 Baton Rouge

**Maine TV and Radio Broadcasters Association**

c/o WLOB, Portland, Maine

Meetings: Spring and Fall  
 Elections: November  
 Members: 26  
 President.....Melvin Stone, WLOB,  
 Portland, 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: 49



President.....Robert Cochrane, WWAR,  
Baltimore  
Vice-Pres.....William H. Paulsgrove,  
WJEJ, Hagerstown  
Secretary.....Fred Houwink, WMAL,  
Washington

**Massachusetts Broadcasters Association, Inc.**

President.....Sherwood J. Tarlow  
Vice-Pres.....Roy V. Whisnand  
Treasurer.....George H. Jaspert  
Secretary.....Henry Solomon

**Michigan Association of Broadcasters**

c/o WHFB, Benton Harbor, Mich.

Meetings: May-September  
Elections: November  
Members: 85  
President.....J. P. Scherer, WHFB,  
Benton Harbor  
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**

KSTP, St. Paul, Minn.

Meetings: September  
Elections: September  
Members: 30  
President..Kenneth Hance, KSTP, St. Paul

**Mississippi Broadcasters Association**

c/o President or Secy.-Treas.

Meetings: March or April  
Elections: March or April  
Members: 53  
President.....Howard Cole, WHOC,  
Philadelphia  
Vice-President.....Bill Guest, WPMP,  
Pascagoula

**Missouri Broadcasters Association**

Meetings: April and October  
Elections: October  
President.....W. Earl Dougherty, KXEO,  
Mexico

Vice-Pres.....Bruce Barrington, WEW,  
St. Louis  
Secy.-Treas.....Wally Richter, KWOS,  
Jefferson City

**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 KFOR, Lincoln, Nebraska

Meetings: May 1st  
Elections: May 1st  
Members: 34  
President...R. W. Chapin, KFOR, Lincoln  
Vice-Pres....David W. Young, KSID, Sidney  
Secy.-Treas....Bud Pentz, KWBE, Beatrice

**New Hampshire Association of Broadcasting**

President...Frank B. Estes, WKNE, Keene  
Vice-Pres....John Guider, WMOU, Berlin  
Manchester  
Secy.-Treas. ....Ralph Gottlieb,  
WKBR, Manchester  
Directors.....William White, WMUR-TV,  
Manchester; Norton Virgien, WFEA, Man-  
chester

**New Jersey Broadcasters Association**

2881 Mt. Ephraim Ave., Camden 4, N. J.

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

**New Mexico Broadcasters Association**

P.O. Box 268, Alamogordo

Meetings: September and April  
Elections: April  
Members: 32  
Pres...Wayne Phelps, KALG, Alamogordo  
Vice-Pres....Jim Duncan, KSIL, Silver City  
Treas....John Burroughs, KENM, Portales  
Leg. Chairman..Merle Tucker, KGAK, Gallup



**New York State Association  
of Radio and Television  
Broadcasters**

Address: c/o President  
 Meetings: Annual  
 Elections: Annual  
 Members: 92  
 President.....E. R. Vadeboncour, WSYR,  
 Syracuse  
 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, WNBF,  
 Binghamton

**North Carolina Association  
of Broadcasters Inc.**

Meetings: June and October  
 Elections: October  
 Members: 100  
 Pres.....E. H. Smith, WIRC, Hickory  
 Vice-Pres... E. Z. Jones, WBBB, Burlington  
 Vice-Pres.....Harold Essex, WSJS-TV,  
 Winston-Salem  
 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: 22  
 President....Les Kleven, KNDC, Hettinger  
 Vice-Pres... Charles G. Burke, KFGO, Fargo  
 Secy.-Treas.....Les Maupin, KPLM, Minot

**Ohio Association of Radio  
and Television Broadcasters**

33 N. High St., Columbus  
 Meetings: March and October  
 Elections: March  
 Members: 83  
 President.....J. L. Bowden, WKBN-TV,  
 Youngstown  
 Vice-Pres. (Radio) ..Hubbard Hood, WKRC,  
 Cincinnati  
 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**

James W. Frost, Box 5025, Eugene  
 Meetings: Semi-annual  
 Elections: April  
 President..James A. Mount, Matlack-Mount-  
 Thomas Organization, Portland  
 Vice-Pres.....Dave Hoss, KSLM, Salem  
 Secy.-Treas... Carl O. Fisher, KUGN, Eugene  
 Leg. Chairman.....R. M. Brown, KPOJ,  
 Portland

**Pennsylvania Association of  
Broadcasters**

Box 606, Harrisburg  
 Meetings: May  
 Elections: May  
 Members: 130  
 President.....Thomas B. Price, WBVP,  
 Beaver Falls  
 1st Vice-Pres.....Roy Morgan, WILK,  
 Wilkes-Barre  
 2nd Vice-Pres...J. Wright Mackey, WRAK,  
 Williamsport  
 Treasurer..Tom Metzger, WMRF, Lewistown  
 Secretary.....George Koehler, WFIL,  
 Philadelphia

**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. A. Ramos, WKAQ, WKAQ-TV,  
 San Juan

**Rhode Island Radio &  
Television Broadcasters  
Association**

c/o WEAN, 75 Fountain St., Providence  
 Meetings: Quarterly  
 Elections: June  
 Members: 12  
 President.....H. William Koster, WEAN,  
 Providence  
 Vice-Pres... Edward Boghossian, WJAR-TV,  
 Providence  
 Secy.-Treas.....Milton Mitler, WADK,  
 Newport

**South Carolina Radio &  
Television Broadcasters  
Association**

Sec.'s Office, Box 30, Sumter, S. C.  
 Meetings: January  
 Elections: January  
 Members: 47  
 President.....Charles A. Batson, WIS-TV,  
 Columbia  
 Vice-Pres...Randy Davidson, WAKN, Aiken

Secy.-Treas....T. Doug Youngblood, WFIG,  
Sumtner  
Leg. Chairman...C. Wallace Martin, WMSC,  
Columbia

### **South Dakota Broadcasters Association**

President...Evans A. Nord, KELO, KELO-TV,  
Sioux Falls  
Vice-Pres....Ross Case, KWAT, Watertown

### **Southern California Broadcasters Association**

6047 Hollywood Blvd., Hollywood 28

Chrmn. Bd.....Lloyd Sigmon, KMPC  
President.....William J. Taylor, KSLR  
Vice-Chairman.....Howard Gray, KGIL  
Secretary.....John Hansen, KABC  
Treasurer.....Thelma Kirchner, KGFJ

### **Tennessee Association of Broadcasters**

P. O. Box 680, Maryville

Meetings: May and October  
Elections: October  
Members: 56  
Pres....Frank H. Corbett, WGAP, Maryville  
Vice-Pres...Paul Overbay, WKPT, Kingsport  
Secy.-Treas.....John H. Reese, WATE,  
Knoxville

### **Texas Association of Broadcasters**

KTRE, Lufkin, Texas

Meetings: Spring and Fall  
Elections: Fall  
Members: 140  
President.....R. G. Lewin, KTRE, Lufkin  
Vice-Pres....Barney Ogle, KRGV, Weslaco  
Sec.-Treas....Dave Morris, KNUZ, Houston

### **Utah Broadcasters Association**

146 So. Main St., Salt Lake City

Meetings: January and June  
Elections: January  
Members: 20  
President.....George C. Hatch, KALL,  
Salt Lake City  
Vice-Pres....Harold Van Wagenen, K1XX,  
Provo, Utah  
Secy.-Treas....Arch G. Webb, KVOG, Ogden

### **Vermont Association of Radio & Television Broadcasters**

c/o WSKI, Montpelier, Vt.

President....J. Gordon Keyworth, WBTN,  
Bennington  
Vice-Pres...Frank Balch, WJOY, Burlington  
Treasurer...Craig Parker, WDEV, Waterbury  
Clerk-Sec'y.....Phil Weiss, WSYB, Rutland

### **Virginia Association of Broadcasters**

c/o WDVA, Danville

Meetings: May or June  
Elections: May or June  
Members: 62 radio stations and 12 associate members  
President.....Emerson J. Pryor, WDVA,  
Danville  
Vice-Pres.....Carl L. Lindberg, WPIK,  
Alexandria  
Secy.-Treas.....Milton B. Henson, WREL,  
Lexington  
Leg. Chairman.....C. T. Lucy, WRVA,  
Richmond

### **Washington State Association of Broadcasters**

Ronald A. Murphy, Manager  
Legislative Building, Olympia

Meetings: April and October  
Elections: April  
Members: 50  
President...Len Higgins, KTNT & KTNT-TV,  
Tacoma  
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, WTRF-TV,  
Wheeling  
Sec.-Treasurer.....Tom Garten, WSAZ,  
Huntington

### **Wisconsin Broadcasters Association**

900 Gay Building, Madison

Meetings: 1st Tuesday in October  
Elections: 1st Tuesday in October  
Members: 46  
President.....Hugh K. Boice, Jr., WEMP,  
Milwaukee  
Vice-Pres...Paul Skinner, WHBL, Sheboygan  
Secretary...Carl Kolata, WTTN, Watertown  
Treasurer....Mig Figi, WAUX, Waukesha  
Exec. Secy.....Ed Conrad

### **Wyoming Assn. of Radio & TV Broadcasters**

c/o Secretary

Meetings: Spring  
Elections: Spring  
Members: 16  
President...James Carroll, KWYO, Sheridan  
Secretary...Joseph Ernst, KWOR, Worland



# MANAGERS AND AGENTS

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



## NEW YORK



- Affiliated Artists Representatives**  
527 Madison Ave. . . . . PLaza 5-3990
- Alexander, Willard, Inc.**  
30 Rockefeller Plaza. . . . . Circle 6-4224
- Appell, James S.**  
400 Madison Ave. . . . . PLaza 3-7846
- Basch, Buddy**  
17 East 45th St. . . . . Murray Hill 7-8351
- Becker, V. S. Advertising Service**  
551 Fifth Ave. . . . . Murray Hill 2-0777
- Briscoe & Goldsmith, Inc.**  
522 Fifth Ave. . . . . Murray Hill 2-6244
- Brooks, Ted**  
134 East 57th St. . . . . PLaza 9-1344
- Chase, Cleveland B. Co., Inc.**  
369 Lexington Ave. . . . . Oregon 9-3691
- Cohan, Louis W.**  
7 W. 24th St. . . . . Watkins 9-0670
- Collins, Ted**  
7 W. 24th St. . . . . Watkins 0-0670
- Columbia Artists Management, Inc.**  
113 West 57th St. . . . . Circle 7-6900
- Consolidated Concerts**  
30 Rockefeller Plaza. . . . . Columbus 5-3580
- Cooper, Frank, Associates**  
17 E. 54th St. . . . . PLaza 1-0725
- DeGroot, Roy, Consultants, Inc.**  
17 E. 54th St. . . . . PLaza 1-0725
- Fadiman Associates, Ltd.**  
1501 Broadway . . . . . Lackawanna 4-3544
- Famous Artists Corp. of N. Y.**  
610 Fifth Ave. . . . . Circle 7-6200
- Herman Fialkoff Agency**  
1560 Broadway . . . . . Judson 2-4037
- Gabbe, Lutz & Heller**  
119 W. 57th St. . . . . Circle 5-7998
- Gale, Inc.**  
48 West 48th St. . . . . PLaza 7-7100
- General Artists Corp.**  
640 Fifth Ave. . . . . Circle 7-7543
- Gibbs, John E., & Co.**  
1270 Sixth Ave. . . . . PLaza 7-5959
- Glaser, Joe, Inc.**  
110 West 55th St. . . . . Circle 5-9071
- Goodman, Martin**  
65 W. 54th St. . . . . Judson 6-1180
- Greshler, Abner J.**  
1270 Sixth Ave. . . . . Circle 7-3025
- Grossman, Al**  
1270 Sixth Ave. . . . . Circle 5-8422
- Hablo, Sylvia**  
113 W. 57th St. . . . . Judson 6-2731
- Hanna, Mark**  
654 Madison Ave. . . . . Templeton 8-8730
- Hayward, Leland, Ltd.**  
655 Madison Ave. . . . . Templeton 8-5100
- Hurok Attractions, Inc.**  
711 Fifth Ave. . . . . PLaza 9-6000
- Karn, Estella H.**  
49 West 45th St. . . . . Judson 2-2170
- Leddy, Mark J.**  
48 West 48th St. . . . . Judson 6-2760
- Leipzig, Syd**  
1564 Broadway . . . . . Judson 6-0044
- Lipset, Benjamin B.**  
1407 Broadway . . . . . Chickering 4-2466
- Management Corp. of America**  
598 Madison Ave. . . . . PLaza 9-7500
- William McCaffrey Agency**  
501 Madison Ave. . . . . Eldorado 5-1076
- Morris, William Agency, Inc.**  
1740 Broadway . . . . . Judson 6-5100
- Morrow, Marjorie**  
1501 Broadway . . . . . Chickering 4-0644
- Moses, John H.**  
730 Fifth Ave. . . . . Circle 6-2677
- Music Corp. of America**  
598 Madison Ave. . . . . PLaza 9-7500
- National Concert & Artists Corp.**  
711 Fifth Ave. . . . . PLaza 9-6000
- National Radio & Theatrical Bureau**  
1650 Broadway . . . . . Judson 6-3550
- North, Meyer B.**  
1564 Broadway . . . . . PLaza 7-3445
- O'Connor, John**  
1697 Broadway . . . . . Circle 5-4920
- Peed, Earl S.**  
35 West 53rd St. . . . . PLaza 7-3726
- Richard, Max**  
1776 Broadway . . . . . PLaza 7-6414
- Shaw Artists Corp.**  
565 Fifth Ave. . . . . Murray Hill 8-2230
- Shurr, Louis**  
1501 Broadway . . . . . Chickering 4-8240
- Stanley, Aileen**  
1619 Broadway . . . . . PLaza 7-6779
- Stark, Wilbur-Jerry Layton**  
270 Park Ave. . . . . PLaza 3-1742
- Storer, Douglas F.**  
1270 Sixth Ave. . . . . Circle 7-6325

**MANAGERS AND AGENTS**

**Talad Corp.**  
730 Fifth Ave. (Suite 1901) .Columbus 5-3530

**Wolf Associates, Inc.**  
420 Madison Ave.....PLaza 5-2050

**Yost, Ben, Enterprises**  
1650 Broadway .....Circle 6-6532

**Darrow Agency, The**  
600 N. Sepulveda Blvd., Bel Air...GR 2-9514

**Davis, Mary Webb**.....BRadshaw 2-6584  
8532 Sunset Blvd. (46).....CRestview 1-6121

**Deuser, Lavis J., Agency**  
425 S. Beverly Dr., B. H....CRestview 1-9134

**Doak, Virginia, Agency, Inc.**  
9172 Sunset Blvd. (46).....BRadshaw 2-6211

**Donadson Agency, The**  
971 N. La Cienega (46).....OLiver 2-0355

**Draesemer, Isabelle, Agency**.....WE 5-1759  
8272 Sunset Blvd. (46).....HOLLYWOOD 4-1782

**Fame Agency, The**  
8208 Sunset Blvd. (46) ....HOLLYWOOD 5-2254

**Famous Artists Corporation**  
9441 Wilshire Blvd., B. H....CRestview 1-5222

**Fidler, Adeline, Agency**  
3213 Riverside Dr. (27).....NO 5-7938

**Field, Marjorie, Artists**  
9081 Santa Monica (48)....CRestview 6-8080

**Frings, Kurt, Agency**  
468 N. Camden Dr., B. H....CRestview 1-6115

**Garfield, Milton, Agency**  
9000 Sunset Blvd. (46).....CRestview 4-8631

**Gertz, Mitchell, Agency**  
338 N. Rodeo Dr., B. H....CRestview 4-5491

**Gold, Sid, Agency**  
221 N. Robertson Blvd., B. H.CRestview 4-7247

**Goldstone, Jules & Co., Inc.**  
8721 Sunset Blvd. (46).....CRestview 5-1191

**Goldstone-Tobias Agency**  
404 N.Roxbury Dr., B. H....CRestview 6-1071

**Green, Ivan, Agency, The**  
292 S. La Cienega, B. H.....OLiver 2-4010

**Greshler, Abner J.**  
8701 Wilshire Blvd., B. H.....OLiver 2-3012

**Grossman-Leeve-Garfield**  
9000 Sunset Blvd. (46).....CRestview 4-8631

**Grossman, Milton M., Agency**  
9000 Sunset Blvd. (46).....CRestview 4-8631

**Halliburton, Jeanne**  
9172 Sunset Blvd. (46).....CRestview 5-5575

**Hamilburg, Mitchell J., Agency**  
8776-8780 Sunset Blvd. (46) .CRestview 5-4171

**Herdan-Sherrell Agency**  
201 N. Robertson Blvd., B. H.CRestview 1-5236

**Hershon, Red, Agency**  
9952 Santa Monica Blvd., B.H.  
CRestview 4-6381

**Herzbrun, Walter**  
8820 Sunset Blvd. (46).....CRestview 6-4157

**H. I. T. Agency**  
Hollywood International TV and  
Theatrical Agency  
8820 Sunset Blvd. (46).....CRestview 1-3132

**Ingersoll, George, Agency**.....HOLLYWOOD 7-0862  
7167 1/2 Sunset Blvd. (46) ...HOLLYWOOD 2-2301

**★ LOS ANGELES ★**

**Alexander, Alec, Agency**  
208 S. Beverly Dr., B. H....CRestview 1-6101

**Allan, Lane, Agency**  
8746 Sunset Blvd. (46).....CRestview 6-9617

**Alvarado, Carlos, Agency**.....CRestview 5-7203  
8820 Sunset Blvd. (46).....BRadshaw 2-3688

**Armstrong, Sam, Agency**  
425 S. Beverly Dr., B. H....CRestview 4-5937

**Artigue, Louis**  
8776 Sunset Blvd. (46).....CRestview 6-4652

**Artists Associates Agency**  
160 N. La Brea Ave. (28) ..HOLLYWOOD 4-4179

**Artists' Management Corporation**  
121 S. Beverly Dr., B. H....CRestview 4-5167

**Auer, Miles Bohm**  
5205 Ho'lywood Blvd. (27) ..HOLLYWOOD 9-1691

**Auslander, Leland**  
139 S. Beverly Dr., B. H., Suite 312  
CRestview 1-2131

**Barnes, William, Agency**  
8776 Sunset Blvd. (46).....CRestview 4-1166

**Bender-Ward Agency**  
971 N. La Cienega Blvd. (46) ...OLiver 2-1465

**Bernie, Herman, Agency**  
260 S. Beverly Dr., B. H....CRestview 5-0117

**Bontam, C. Hershel, Agency**  
8584 Sunset (46).....BRadshaw 2-7933

**Brandies, Bob, Agency**.....HOLLYWOOD 5-6978  
11559 Ventura Blvd., Studio City...SU 2-4872

**Brewis, Alex, Agency**  
7417 Sunset Blvd. (46).....CRestview 4-6701

**Burr, Dorothy, Agency**.....HOLLYWOOD 4-6898  
8272 Sunset Blvd. (46).....HOLLYWOOD 4-8082

**C'outman-Barskin-Short Agency, Inc.**  
8743 Sunset Blvd. (46).....CRestview 5-4137

**Collins and Associates**  
8165 Sunset Blvd. (46).....HOLLYWOOD 3-5545

**Cooper, Frank, Associates**  
9145 Sunset Blvd. (46).....CRestview 5-4128

**Cooper, Ray, Agency**  
139 S. Beverly Dr., B. H., Suite 333  
CRestview 6-9769

**C. S. Agency**.....PO 6-4248  
5063 Lankershim Blvd., N. Hollywood

HOLLYWOOD 7-2600

## MANAGERS AND AGENTS

|                                                                                                              |                                                                                                               |
|--------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|
| <b>Irwin, Lou, Inc.</b><br>9165 Sunset Blvd. (46) . . . . .CRestview 1-7131                                  | <b>Ochs, Al</b> . . . . .HOLLYWOOD 9-6470<br>1651 Cosmo St. (28) . . . . .HOLLYWOOD 9-1518                    |
| <b>Jackson, Edith, Inc.</b> . . . . .HOLLYWOOD 7-0155<br>6605 Mollywood Blvd. (28) . . . . .HOLLYWOOD 4-9236 | <b>Oliver, Maurice</b><br>8820 Sunset Blvd. (46) . . . . .CRestview 1-6382                                    |
| <b>Jaffe Agency, Inc., The</b><br>8553 Sunset Blvd. (46) . . . . .CRestview 6-6121                           | <b>Omega Artists, Inc.</b><br>1610 N. Argyle St. (28) . . . . .HOLLYWOOD 9-7187                               |
| <b>Katz, Fred, Agency, Inc.</b><br>9171 Sunset Blvd. (46) . . . . .CRestview 6-3189                          | <b>Payton, Bob, Agency</b><br>8272 Sunset Blvd. (46) . . . . .HOLLYWOOD 9-1411                                |
| <b>Kaufman, Milton, Agency</b><br>120 El Camino Dr., B. H. . . . .CRestview 1-5749                           | <b>Pearson, Ben</b><br>1046 N. Carol Dr. (46) . . . . .CRestview 4-5488                                       |
| <b>Kolner, Paul, Inc.</b><br>9169 Sunset Blvd. (46) . . . . .CRestview 1-5165                                | <b>Pomeroy, Jack</b><br>7616 Sunset Blvd. (46) . . . . .HOLLYWOOD 9-6366                                      |
| <b>Kumin-Olenick Agency</b><br>355 N. Canon Dr., B. H. . . . .CRestview 4-5221                               | <b>Powers-Stanley</b><br>1741 N. Ivar (28) . . . . .HOLLYWOOD 2-0791                                          |
| <b>Lance, Leon O.</b><br>8820 Sunset Blvd. (46) . . . . .CRestview 6-6014                                    | <b>Premiere Artists &amp; Productions Agency</b><br>1046 Carol Dr. (46) . . . . .CRestview 4-5488             |
| <b>Lauren, J. W., Agency</b><br>8272 Sunset Blvd. (46) . . . . .HOLLYWOOD 7-5087                             | <b>Preminger, Ingo, Agency</b><br>8462 Sunset Blvd. (46) . . . . .HOLLYWOOD 2-7396                            |
| <b>Lazar, Irving Paul</b><br>211 S. Beverly Dr., B. H. . . . .CRestview 5-6153                               | <b>Producers Studio Corp. Agency</b><br>5634 Santa Monica Blvd. (38)<br>HOLLYWOOD 9-2728                      |
| <b>Leonard, Fred J., Agency</b> . . . . .HOLLYWOOD 4-7546<br>7441 Sunset Blvd. (46) . . . . .CI 3-5285       | <b>Reeves, Mary—Oriental Casting</b><br>950 N. Clark St. (46) . . . . .CRestview 6-8475                       |
| <b>Lesser, Ted, Agency</b><br>900 Wilshire Blvd. (17) . . . . .MU 7356                                       | <b>Rocamora, Wynn</b><br>8584 Sunset Blvd. (46) . . . . .CRestview 4-5431                                     |
| <b>Levee, M. C.</b><br>9000 Sunset Blvd. (46) . . . . .CRestview 6-6285                                      | <b>Rose-Ann Agency</b><br>7074 Lanewood (28) . . . . .HOLLYWOOD 9-2692                                        |
| <b>Levee, Sid</b><br>9000 Sunset Blvd. (46) . . . . .CRestview 4-8631                                        | <b>Rosen Agency, The</b><br>232 N. Canon Dr., B. H. . . . .CRestview 5-6151                                   |
| <b>Linder, Jack, Agency</b><br>368 N. La Cienega Blvd. (48) . . . . .OLiver 2-0562                           | <b>Rosenberg-Coryell Agency</b><br>404 N. Roxbury Dr. B. H. . . . .CRestview 4-7381                           |
| <b>Longenecker, Robert</b><br>8428 Melrose Pl. (46) . . . . .OLiver 3-3770                                   | <b>Rosner, Milt, Agency</b><br>9110 Sunset Blvd. (46) . . . . .CRestview 6-7023                               |
| <b>MacQuarrie, Earl</b><br>717 N. La Cienega Blvd. (46) . . . . .OLiver 2-1180                               | <b>Rush, Art, Inc.</b><br>357 N. Canon Dr., B. H. . . . .CRestview 4-6841                                     |
| <b>Marx, Bert, Agency</b><br>915 1/2 Westbourne Dr. (46) . . . . .CRestview 1-9111                           | <b>Ryan, Frank</b> . . . . .CRestview 1-4627<br>8949 Sunset Blvd. (46) . . . . .CRestview 1-9321              |
| <b>McA Artists, Ltd.</b><br>9370 Santa Monica Blvd., B. H.<br>CRestview 6-2001                               | <b>Salkow, Lester, Agency</b><br>8749 Sunset Blvd. (46) . . . . .CRestview 5-4505                             |
| <b>McMillan, Hazel, Agency</b> . . . . .CR 6-9823<br>7471 Melrose Ave. (46) . . . . .WE 1-1171               | <b>Saphier, James L., Agency, Inc.</b><br>9538 Brighton Way, B. H. . . . .CRestview 1-7231                    |
| <b>Medford, Ben</b><br>300 S. Beverly Dr., B. H. . . . .CRestview 1-7021                                     | <b>Schuller, William, Agency</b> . . . . .CRestview 4-6949<br>9151 Sunset Blvd. (46) . . . . .BRadshaw 2-4984 |
| <b>Messinger, Lillie, Agency</b><br>8428 Melrose Place (46) . . . . .CRestview 5-8541                        | <b>Schwartz Agency</b> . . . . .CRestview 5-5132<br>121 S. Beverly Dr., B. H. . . . .CRestview 6-9369         |
| <b>Meyers, Walter</b><br>9167 Sunset Blvd. (46) . . . . .CRestview 1-8161                                    | <b>Seaman, George, Agency</b><br>8272 Sunset Blvd. (46) . . . . .HOLLYWOOD 2-1161                             |
| <b>Middleton, Wallace, Agency</b><br>8278 Sunset Blvd. (46) . . . . .HOLLYWOOD 4-1165                        | <b>Shamberg-Gold Agency</b><br>6223 Selma (28) . . . . .HOLLYWOOD 9-2904                                      |
| <b>Mishkin Agency, The</b><br>292 S. La Cienega, B. H. . . . .OLiver 2-0944                                  | <b>Shauer, Melville, A., Agency</b><br>9110 Sunset Blvd. (46) . . . . .CRestview 1-4103                       |
| <b>Moore, Lola, Agency</b><br>9172 Sunset Blvd. (46) . . . . .CRestview 6-5401                               | <b>Shaw, Glenn</b> . . . . .BRadshaw 2-1011<br>8746 Sunset Blvd. (46) . . . . .CRestview 5-8582               |
| <b>Morris, Wm., Agency, Inc</b> . . . . .CRestview 4-7451<br>151 El Camino, B. H. . . . .BRadshaw 2-4111     | <b>Shiffrin, William, Agency</b><br>449 S. Beverly Dr., B. H. . . . .CRestview 4-7643                         |



# MANAGERS AND AGENTS



**Shurr, Louis, Agency**  
327 N. Rodeo Dr., B. H. . . . .CRestview 1-1116

**Silber, Arthur, Agency**  
1597 Cross Roads of World (28)  
Hollywood 4-9106

**Small, Paul, Artists Ltd. Inc.**  
9244 Olympic Blvd., B. H. . . . .CRestview 4-5877

**Snitzer, Lou-Fritschl, Al, Inc.**  
6404 Hollywood Blvd. (28) . . . . .Hollywood 9-6271

**Somlyo, E. T., Agency**  
1100 S. Beverly (35) . . . . .CRestview 6-2041

**Stempel, Frank**  
717 N. La Cienega Blvd. (46) . . . . .OLiver 2-1404

**Stewart, Rosalie, Agency**  
441 S. Beverly Dr., B. H. . . . .CRestview 4-6123

**Swanson, H. N., Inc.**  
8523 Sunset Blvd. (46) . . . . .CRestview 1-5115

**Swoverland, Harold** . . . . .Hollywood 4-7265  
8218 Sunset Blvd. (464) . . . . .Hollywood 4-0226

**Talad Corp.**  
3460 Wilshire Blvd., Suite 306(5)  
DUnkirk 7-1344

**Thompson, David H.**  
9172 Sunset Blvd. (46) . . . . .CRestview 1-2188

**Ullman, George, Agency, Inc.**  
8979 Sunset Blvd. (46) . . . . .CRestview 4-5238

**Usher, Marge**  
8212 Vista Del Mar, Playa Del Rey  
CRestview 4-6161

**Wadsworth, Jessie B., Agency**  
9172 Sunset Blvd. (46) . . . . .CRestview 6-0698

**Well, Agency, The**  
971 N. La Cienega (46) . . . . .OLiver 2-2872

**Weiner, Jack, Agency**  
8979 Sunset Blvd. (46) . . . . .CRestview 6-7081

**Weintraub, Murry, Agency**  
9172 Sunset Blvd. (46) . . . . .CRestview 1-1137

**Welch, Suey, Agency** . . . . .HOollywood 4-2461  
306 W. 3rd St. (13) . . . . .MAdison 6-3938

**Wendling, Charles, Agency**  
9111 Sunset Blvd. (46) . . . . .CRestview 6-2348

**White, Al, Agency** . . . . .ST 9-8681  
3551 Vista Haven Rd., Sherman Oaks  
Hollywood 2-3471

**White, William B., Agency**  
332 S. Beverly Dr., B. H. . . . .CRestview 4-6301

**Wiley, Richard, Agency**  
8923 Sunset Blvd. (46) . . . . .CRestview 5-4179

**Wilkins, Paul, Agency**  
9006 Sunset Blvd. (46) . . . . .CRestview 1-6188

**Willson, Henry**  
9441 Wilshire Blvd., B. H. . . . .CRestview 1-5222

**Wilson, Bill, Agency**  
8736 Sunset Blvd. (46) . . . . .CRestview 4-5915

**Winkler, Daniel M.**  
9606 Santa Monica Blvd., B. H.  
CRestview 1-7244

**Winters, Ralph H., Agency**  
8272 Sunset Blvd. (46) . . . . .HOLLYWOOD 2-1149

**Wookey, Betty, Agency**  
1610 Las Palmas (28) . . . . .HOLLYWOOD 2-2301

**Zimmerman Theatrical Agency**  
1600 N. La Brea (28) . . . . .HOLLYWOOD 5-1582

☆ **CHICAGO** ☆

**Associated Booking Corp.**  
203 North Wabash . . . . .CEntral 6-9451

**Benn Theatrical Enterprises**  
64 West Randolph St. . . . .DEarborn 2-6850

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

**General Artists Corp.**  
8 S. Michigan . . . . .STate 2-6288

**Harry Greben Enterprises**  
203 N. Wabash . . . . .DEarborn 2-0996

**Gumbiner Management Co.**  
120 S. LaSalle St. . . . .STate 2-0248

**Charles E. Hogan**  
203 North Wabash . . . . .CEntral 6-2032

**Tweet Hogan**  
203 North Wabash . . . . .ANdover 3-6910

**Jack & Jill Players Radio Artists Co.**  
25 E. Jackson . . . . .WAbash 2-0317

**Lear, Les Productions Corp.**  
112 W. Randolph . . . . .FRanklin 2-7840,  
RANdolph 6-0905

**Paul Marr Theatrical Agency**  
203 North Wabash . . . . .DEarborn 2-7415

**McCoukey Artists Corporation**  
Congress Hotel. . . . .HARRISON 7-9660

**Morris, William, Agency Inc.**  
919 N. Michigan . . . . .WHitehall 3-1744

**Morse, Sidney P.**  
203 N. Wabash Ave. . . . .FRanklin 2-4408

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

**Mutual Entertainment Agency, Inc.**  
203 North Wabash . . . . .RANdolph 6-6990

**O'Malley, David P., Inc.** . . . . .FRanklin 2-5070

**Page, Sidney J.**  
203 North Wabash . . . . .STate 2-7344

**Radio Talent, Inc.**  
35 E. Wacker . . . . .FRanklin 2-4351

**Schuster, Milton**  
127 North Dearborn St. . . . .DEarborn 2-2708

**WLS Artists Bureau**  
1230 W. Washington Blvd. . . . .MOnroe 6-9700



**COMPLETE...  
BUT REALLY COMPLETE  
LABORATORY SERVICE**

35mm Black & White  
35mm Eastman Color  
16mm Black & White  
16mm Kodachrome  
16mm Eastman Color  
Titles / Opticals / Inserts

**CFI**

**CONSOLIDATED FILM INDUSTRIES**

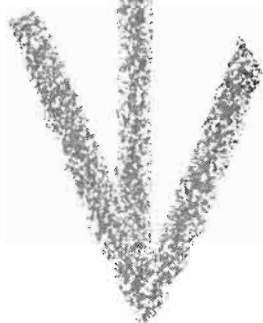
Hollywood: 959 Seward St., Hollywood 91641  
New York: 521 W. 57th St., Circle 7-4400







TELEVISION'S FINEST HOUR OF LIVE DRAMA



ALUMINUM COMPANY OF AMERICA

PRESENTS

# The ALCOA HOUR

ALTERNATE SUNDAY EVENINGS  
NBC-TV 9-10 P. M. E. S. T.

REPRESENTED BY FULLER & SMITH & ROSS INC. — ADVERTISING

# Sigalert—An Instant Warning Device to Alert the Public



By  
**LOYD C. SIGMON**  
Chairman of the Board  
Southern California  
Broadcasters Assn.

**S**IGNALERT, born of necessity as an instantaneous warning device to alert the public of disaster or major inconvenience, has become the model for modern emergency communication in less than two years of official use.

Forty-eight communities in the County of Los Angeles, in addition to cities in Nevada and Arizona, are joined today in a mighty electronic network that instantly relays, through Sigalert, news of disaster, impending or actual, major traffic tieups or other information considered to be vital to the public interest.

Within a few months, Sigalert will be made available to radio stations, newspaper offices, police and civil defense departments and other agencies nationwide.

With Sigalert installed in radio stations throughout the country, the President of the United States, for example, could instantly reach the listening public with a message of major importance, simply by pressing a Sigalert button. All radio and TV stations equipped with Sigalert could immediately broadcast the President's voice, or his taped message could be played back on the air numerous times.

As now installed in more than a score of radio and TV stations, newspaper offices, aircraft companies, civil defense posts and public utilities offices, Sigalert is a specially-designed receiver that is turned on and off by sub-audible impulse from the Los Angeles police radio station. A red light glows, a bell rings, and the tape recorder goes into action.

Responsible fire or police officers utilize the Sigalert system whenever, in their opinion, a situation exists likely to affect any considerable part of the population of Southern California, Nevada or Arizona. The officer says via police band radio: "This is a Sigalert bulletin" and the message is immediately broadcast on police shortwave from the Los Angeles Police Communications Center to all Sigalert receivers.

An example of the speed with which Sigalert bulletins can be effective over vast areas is the case of the 7-year-old boy who was critically injured in a traffic accident on Santa Monica Boulevard in Los Angeles. His identity was unknown. A Sigalert bulletin went out over the commercial stations in Los Angeles, and within 20 minutes after the bulletin was aired, the boy's father in Idaho was on the long-distance phone in contact with the Santa Monica General Hospital to make identification.

Sigalert, developed at the request of Los Angeles Police and in collaboration with the Southern California Broadcasters Association, has proved itself in many crises since Labor Day, 1955, when it first went on the air.

Chief of Police William Parker credits Sigalert with holding down the death toll in the tragic Santa Fe train wreck in Los Angeles last year. Through Sigalert bulletins, doctors, nurses and ambulances were summoned, hospitals alerted and the curious public told to stay away. Sigalert served the public interest in the Pacific Palisades landslide and during the extensive Malibu fires which destroyed thousands of acres of timber, burned scores of homes. Sigalert notified residents to pack up and leave, notified motorists to by-pass the inferno, helped marshal off-duty firemen, police officers, Red Cross workers and volunteers.

Sigalert alerted Long Beach to evacuate thousands of homes when Los Angeles County experienced, in '56, a seven-day rain-storm and flood that threatened to obliterate retaining walls and inundate the city. Taped messages of public importance accumulated so fast one network station killed its program until the danger was past.

In the words of Arthur C. Hohmann, Deputy Chief of the Los Angeles Police Department, "Sigalert has notified the public of many dangerous or delaying conditions. Public response has been excellent. Sigalert bulletins have forestalled many telephonic inquiries that otherwise would have overloaded police telephone circuits. Sigalert can become Free Worldwide in scope. Meanwhile, it plods incident by incident toward the certainty of the universal success it so richly deserves."

Chief Hohmann's opinion of Sigalert and its future is known and shared by many Police Chiefs throughout the country. Word has gone out: Sigalert is on the way . . . and by a simple addition to any existing police transmitter, it will arrive soon in Hometown, U.S.A.

**The standard of quality  
wherever films are used**

**EASTMAN PROFESSIONAL MOTION PICTURE FILMS  
THE EASTMAN 16mm PROJECTOR, MODEL 275  
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.

# Advertising Agency Puts Case Of Handling TV Production



By  
EMIL MOGUL  
President  
Emil Mogul Company  
Inc.

SHOULD advertising agencies produce television shows? In a word, my position on the question is *Yes*. The only proviso I would make is that agencies obviously must be equipped with more than just a desire to be creators and impresarios.



Consider it first from the advertiser's point of view. It seems to me the client stands to benefit in a variety of ways from an agency-produced show. There is first the advantage of economy. Since agencies do not depend on TV show production for their profit, as the independent producers do, or even partially as the networks do, shows would on the whole cost clients less if agencies produced them and felt responsible for justifying the costs. In the present economics of the TV business, the prices of network shows are often supported at an unnecessarily high level by the shortage of time—with networks able to command higher prices than they are necessarily worth for shows that occupy desirable time slots. Independent packagers are in business to produce and sell shows and naturally require greater profits than agencies would require for the same production. Since the agency's primary interest is not in selling a program but in utilizing TV time to attract the largest possible audience, the agency is or at least should be, less interested in propping from the production itself.



Shows produced by agencies would automatically be much more closely supervised by the agencies than they are when, for practical purposes, they are out of the agency's hands and—no sarcasm intended—in the laps of the gods. Since an agency's fortunes with a particular client rise or fall, as they so often do, with the ratings of the client's TV show, it seems to me the agency should have much more to do with running the show than simply choosing it in the first place and then praying that the initial judgment was correct, to say nothing of the moral obligation of *earning* its commission on talent and production costs.

From the network's point of view, the question may appear to be a different one. Admittedly, networks must, for their own protection and as a public obligation, maintain standards of taste, quality, interest and programming diversification which it might be difficult to maintain if each sponsor were an individual producer. But this is not a really valid argument against encouraging

agencies to assume the responsibility. Many of the finest shows on the air today are produced by independent packagers — and in some cases they are far greater credit to the network and stations which telecast them than much of the networks own product. And at least two of the really outstanding shows on the air are currently agency-produced. Maintaining proper programming standards would still be a matter of network policies, policing, and the prerogatives of approval and disapproval.



From the public's point of view, it should make no difference whatsoever who produces the show they watch—network, packager or agency. The inalienable right to tune in and tune out is the most effective arbiter of what's good TV and what's bad TV, in any case. As for the agencies themselves, all of this presupposes the necessary talent and manpower to produce programs of sufficient quality and interest to attract and hold audiences. And this of course means large additional overhead which would in many instances exceed the agency 15% or 17.65% gross income. To maintain the same profits that it currently earns on a network produced or packaged show, the agency would have to charge a substantial additional production fee. But this should certainly still leave room for a considerable saving to the client.



Whether it is or should be an agency *responsibility* to produce its own shows is quite a different question from whether agencies should be allowed or *encouraged* to do it. And whether any individual agency should *seek* this additional responsibility is of course for that agency to decide. As for ourselves, we've created and produced successful shows in the past and we plan to do so again. When we put our money on a *horse*, we're willing to gamble on our judgment and the jockey. But when we put our client's money on a TV show, we'd like to have as much as possible to do with making it run—even if it means a lot more work for us.

# East-West TV Network — Economic Closed Circuit Package Deals

A package deal, in closed circuit television, can be made available through the coordination of a group of clients and the multiple use of leased facilities of A.T.&T. and local phone companies. The packages now ready to deliver are of this type.

*Services rendered in the 9 and 11 city package deals described below are as follows:* Origination from any included city; video and audio—long lines and local loops; 9'x12' TV projection, with union operation, and Network supervision at each location; hotel liaison; facility test prior to show; reports on test and show.

## NINE MAJOR INDUSTRIAL MARKETS

(April — May — June)

|          |              |                    |
|----------|--------------|--------------------|
| Chicago  | South Bend   | Pittsburgh         |
| Columbus | Cincinnati   | Cleveland          |
| Detroit  | Indianapolis | Huntington, W. Va. |

### 9 CITY PACKAGE RATE

|        |             |
|--------|-------------|
| 1 Hour | \$ 9,746.39 |
| 2 Hour | \$12,954.00 |

#### COMPARE:

|                   |             |
|-------------------|-------------|
| Average 1 Hour    | \$13,531.04 |
| East-West Package | 9,746.39    |

SAVING                      \$ 3,784.65

## ELEVEN KEY FARM BELT MARKETS

(June — July — August)

|                |        |                   |
|----------------|--------|-------------------|
| Minneapolis    | Omaha  | Wichita           |
| Mason City     | Quincy | Sioux Falls, S.D. |
| Des Moines     | Peoria | Kansas City, Mo.  |
| Madison, Wisc. |        | Davenport, Iowa   |

### 11 CITY PACKAGE RATE

|        |             |
|--------|-------------|
| 1 Hour | \$11,965.00 |
| 2 Hour | \$16,427.00 |

#### COMPARE:

|                   |             |
|-------------------|-------------|
| Average 1 Hour    | \$17,400.00 |
| East-West Package | 11,965.00   |

SAVING                      \$ 5,435.00

## EAST WEST PROJECTION OPERATION RATES

Uniform 9' x 12' projection equipment  
Available in any key market—anytime.

|                        |          |
|------------------------|----------|
| To 1 Hour 30 Minutes   | \$435.00 |
| Base period to 3 Hours | \$525.00 |

"Off-the-air" projection service available

(Price includes Agency commission.)

### — ESTIMATING COST —

It is relatively simple to estimate the cost of a closed circuit show. By using the following formula you can readily determine the approximate cost of a show for your Company.

Multiply the number of cities to be reached

by \$480.00, (average one time local video and audio charge); add, \$435.00 per city for projection; plus \$1.24 per airline mile for inter-city video and audio, (includes Fed. tax); average studio origin at \$1500.00; your estimate of script and talent.

Prices Include Fed. Tax and Agency Commission. Does not include script or talent.

**EAST-WEST TV NETWORK**

**2924 AUBURN AVE.  
TOLEDO 6, OHIO**

## Creative Thinking Necessary in TV Film Commercial Activity



By  
SHAMUS CULHANE  
President  
Shamus Culhane Prod.,  
Inc.

AS a man deeply interested in the graphic arts, I assume it's within my province to attempt to forecast some of the developments that can be expected in the field of television film commercials during 1957.

Generally, the picture appears to be bright. During 1956, an estimated total of \$397,498,000 was spent by national advertisers alone in spot television. Naturally, this steady growth pattern is reflected in the film commercial business and we expect to see this healthy trend continue upward during the coming year.



There are many factors contributing to the increased activity within this field. Advertisers have been compelled to use a greater variety of commercials to cater to an increasingly sophisticated television audience. A spot that was considered outstanding five years ago might be quite ordinary by today's standards.

There is a more discerning audience to be sold today. We can remember in the early days when some commercials ran two or three years with quite a successful sales record. Today, a campaign can be "old hat" in a matter of months.



Another product of this era of intensified competition will be the excursion by advertisers and agencies into new areas of commercial expression. I anticipate more experimentation in the field of commercial technique with utilization of some art forms which have been considered, up to this time, as somewhat esoteric and avant garde. I believe the influence of abstraction and other non-objective art forms will be felt more strongly this next year.

Coupled with these new graphic forms will be an ever increasing and ingenious use of new sounds. Only now is there a growing appreciation of what sound can do to enhance the film commercial. I look for greater use of original orchestral scores sound effects and unique instrumental combinations to bolster the attention-getting power of the commercial sell.

Animation will be employed more than ever before. In my judgment, animation remains the most exciting and desirous form of commercial. Quite probably, the rotoscope technique, which optically combines live action and animation, will be utilized to a greater extent than before despite the increased cost due to intricacy of production. This marriage of realism and imagination will be effectively harnessed by more advertisers in 1957.

The antics of Bert and Harry Piel have already exerted an influence that is bound to extend into 1957. Agencies are presently attempting to duplicate the success of this series by a more careful attention to characterization in their animated commercials.



One cannot survey any field of television endeavour without contemplating the impact of color on the 1957 scene. Here is a subject of vast possibilities, one, which I venture, will affect merchandising revolution beyond present expectation when it is finally accepted by advertisers as a truly mass medium. Having experienced its explosive impact on Hollywood upon its introduction in the 30's, I can fully appreciate its potential. Despite its growing popularity, for 1957 at least, black and white commercials will continue to dominate the commercial field.

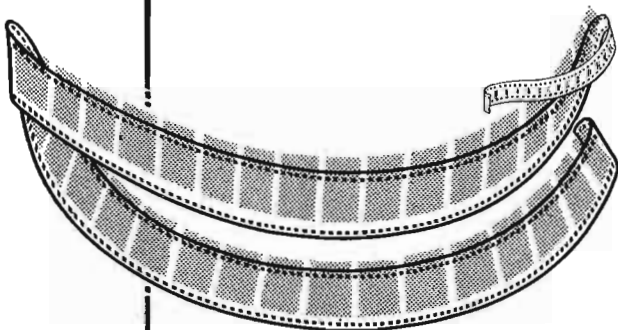


I have attempted, with the usual reservations, to map just a few of the possibilities. There are certainly many turns in the road which may turn out to be dead ends. To judge how successful a prognosis this has been, I suggest checking this space next year to see whether I've been booked for a return engagement.





# COMPLETE CREATIVE PRODUCTION



**Service**  
**with a**  
**Smile...**

Let



put your TV commercials on FILM.



has more years in the business of advertising on film than anybody.



has studios fully equipped to produce live or animated films in New York, Hollywood and London.

**NATIONAL SCREEN SERVICE CORPORATION**  
**TELEVISION & INDUSTRIAL FILMS DIVISION**

# TV Equipped Motion Picture Theatres in the United States

| <i>State</i>     | <i>City</i>     | <i>Seating<br/>Capacity</i> | <i>Theatre</i>  | <i>Equip.<br/>Mftrs.</i> |
|------------------|-----------------|-----------------------------|-----------------|--------------------------|
| California       | Fresno          | 2,169                       | Fresno          | RCA                      |
|                  | Huntington Park | 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                     |
|                  |                 | 2,096                       | Paramount       | GPL                      |
| 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                      |
| Georgia          | Atlanta         | 2,476                       | Paramount       | Trad                     |
|                  | Illinois        | Chicago                     | 1,299           | Crown                    |
| 3,931            |                 |                             | Marbro          | RCA                      |
| 2,649            |                 |                             | State Lake      | RCA                      |
| —                |                 |                             | Loop            | Trad                     |
| 3,414            |                 |                             | Tivoli          | RCA                      |
| Indiana          | Indianapolis    | 4,320                       | Uptown          | RCA                      |
|                  |                 | 3,313                       | Indiana         | RCA                      |
| Iowa             | Des Moines      | 1,708                       | Paramount       | Trad                     |
| Kentucky         | Louisville      | 3,100                       | Rialto          | GPL                      |
| Louisiana        | New Orleans     | 3,400                       | Saenger         | RCA                      |
| Maryland         | Baltimore       | 2,048                       | Century         | RCA                      |
|                  |                 | 1,320                       | Metropolitan    | Trad                     |
|                  |                 | 2,843                       | Stanley         | RCA                      |
|                  |                 | 1,860                       | State           | RCA                      |
|                  |                 | 1,500                       | Pilgrim         | RCA                      |
| Massachusetts    | Boston          | 3,583                       | State           | RCA                      |
|                  |                 | 2,500                       | Eastown         | RCA                      |
| Michigan         | Detroit         | 3,435                       | Hollywood       | RCA                      |
|                  |                 | 4,029                       | Michigan        | PT.                      |
|                  |                 | (Intermediary)              |                 |                          |
| Minnesota        | Minneapolis     | 2,967                       | Palms State     | RCA                      |
|                  |                 | 4,013                       | Radio City      | PT.                      |
|                  |                 | 2,362                       | Paramount       | RCA                      |
| Missouri         | St. Louis       | 3,166                       | State           | RCA                      |
| Nebraska         | Omaha           | 2,978                       | Orpheum         | RCA                      |
| New Jersey       | Asbury Park     | 1,558                       | St. James       | Trad                     |
|                  | Camden          | 2,213                       | Stanley         | RCA                      |
| New York         | Albany          | 1,550                       | Grand           | RCA                      |
|                  | Binghamton      | 2,284                       | Capitol         | RCA                      |
|                  | Buffalo         | 2,091                       | Centre          | RCA                      |
|                  | N.Y.C.—Bronx    | 2,353                       | Fordham         | RCA                      |
|                  | N.Y.C.—Brooklyn | 4,060                       | Fox             | RCA                      |
|                  |                 | 2,146                       | Marine          | RCA                      |
| N.Y.C.—Manhattan | 450             | Guild Newsreel              | RCA             |                          |
|                  | 3,650           | Paramount                   | PT.             |                          |
|                  |                 |                             | (Intermediary)  |                          |

| <i>State</i>   | <i>City</i>       | <i>Seating Capacity</i> | <i>Theatre</i> | <i>Equip. Mftrs.</i> |
|----------------|-------------------|-------------------------|----------------|----------------------|
| North Carolina | N. Y. C.—Flushing | 2,282                   | Victoria       | GPL                  |
|                | Charlotte         | 2,146                   | Prospect       | RCA                  |
|                | Ohio              | 1,405                   | Carolina       | Trad                 |
|                | Cincinnati        | 3,037                   | Albee          | RCA                  |
|                | Cleveland         | 3,009                   | Allen          | RCA                  |
|                |                   |                         | 3,465          | Hippodrome           |
| Oregon         | Dayton            | 2,616                   | Palace         | RCA                  |
|                | Toledo            | 3,446                   | State          | RCA                  |
|                | Portland          | 2,665                   | Keith's        | GPL                  |
|                | Pennsylvania      | 2,455                   | Rivoli         | RCA                  |
| Virginia       | Chester           | 1,832                   | Liberty        | Trad                 |
|                | Erie              | 2,272                   | Stanley        | RCA                  |
|                |                   | 1,434                   | Shea's         | RCA                  |
|                | Philadelphia      | 2,584                   | Warner         | RCA                  |
|                |                   | 1,030                   | Royal          | Trad                 |
|                |                   | 2,947                   | Stanley        | RCA                  |
| Texas          | Pittsburgh        | 2,016                   | J. P. Harris   | RCA                  |
|                |                   | 3,486                   | Penn           | RCA                  |
|                | Dallas            | 3,719                   | Stanley        | RCA                  |
| Utah           | Houston           | —                       | Tower          | RCA                  |
|                | Salt Lake City    | —                       | Kirby          | RCA                  |
| Virginia       | Richmond          | 1,759                   | Utah           | RCA                  |
|                |                   | 1,396                   | Byrd           | RCA                  |
|                |                   | 1,393                   | National       | RCA                  |
| Washington     | Seattle           | 668                     | State          | RCA                  |
| Wisconsin      | Milwaukee         | 2,559                   | Orpheum        | RCA                  |
|                |                   | 2,436                   | Riverside      | RCA                  |
|                |                   | 2,431                   | Warner         | RCA                  |

Represented Nationally  
by Peters, Griffin,  
Woodward, Inc.



**WTVJ Miami . . .**

**NOW 8 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

# 1956 "EMMY" WINNERS

- BEST SINGLE PROGRAM OF THE YEAR**  
*"Requiem For A Heavyweight"—"Playhouse 90."*
- BEST NEW PROGRAM SERIES**  
*"Playhouse 90."*
- BEST SERIES (HALF HOUR OR LESS)**  
*"The Phil Silvers Show."*
- BEST SERIES (ONE HOUR OR MORE)**  
*"Caesar's Hour."*
- BEST PUBLIC SERVICE SERIES**  
*"See It Now."*
- BEST COVERAGE OF A NEWSWORTHY EVENT**  
*"Years Of Crisis," Year-end report, Murrow and correspondents—CBS.*
- BEST CONTINUING PERFORMANCE IN A DRAMATIC SERIES (ACTOR)**  
*Robert Young in "Father Knows Best."*
- BEST CONTINUING PERFORMANCE IN A DRAMATIC SERIES (ACTRESS)**  
*Loretta Young in "Loretta Young Show."*
- BEST CONTINUING PERFORMANCE BY A COMEDIAN IN A SERIES**  
*Sid Caesar in "Caesar's Hour."*
- BEST CONTINUING PERFORMANCE BY A COMEDIENNE IN A SERIES**  
*Nanette Fabray in "Caesar's Hour."*
- BEST SINGLE PERFORMANCE (ACTOR)**  
*Jack Palance in "Requiem For A Heavyweight"—"Playhouse 90."*
- BEST SINGLE PERFORMANCE (ACTRESS)**  
*Claire Trevor in "Dodsworth"—"Producer's Showcase."*
- BEST SUPPORTING PERFORMANCE (ACTOR)**  
*Carl Reiner on "Caesar's Hour."*
- BEST SUPPORTING PERFORMANCE (ACTRESS)**  
*Pat Carroll on "Caesar's Hour."*
- BEST MALE PERSONALITY (CONTINUING PERFORMANCE)**  
*Perry Como.*
- BEST FEMALE PERSONALITY (CONTINUING PERFORMANCE)**  
*Dinah Shore.*
- BEST NEWS COMMENTATOR**  
*Edward R. Murrow.*
- BEST TELEPLAY WRITING (HALF HOUR OR LESS)**  
*James P. Cavanagh for "Fog Closing In" on "Alfred Hitchcock Presents."*
- BEST TELEPLAY WRITING (HOUR OR MORE)**  
*Rod Serling for "Requiem For A Heavyweight"—"Playhouse 90."*
- BEST COMEDY WRITING**  
*"Phil Silvers"—Hiken, Friedberg, Webster, Stern, Rosen, Jacoby.*
- BEST DIRECTION (HALF HOUR OR LESS)**  
*Sheldon Leonard for "Danny's Comeback"—"The Danny Thomas Show."*
- BEST DIRECTION (ONE HOUR OR MORE)**  
*Ralph Nelson for "Requiem For A Heavyweight"—"Playhouse 90."*
- BEST ART DIRECTION (HALF HOUR OR LESS)**  
*Paul Barnes for "Your Hit Parade."*
- BEST ART DIRECTION (ONE HOUR OR MORE)**  
*Albert Hescong for "Requiem For A Heavyweight," "Playhouse 90."*

(Continued on Page 749)

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# 1956 "EMMY" WINNERS

**BEST CINEMATOGRAPHY FOR TELEVISION**  
*Norbert Brodine for "The Pearl"—"Loretta Young Show."*

**BEST LIVE CAMERA WORK**  
*"A Night To Remember"—"Kraft Television Theatre," NBC.*

**BEST EDITING OF A FILM FOR TELEVISION**  
*Frank Keller for "Our Mr. Sun"—"A. T. & T. Science Series."*

**BEST MUSICAL CONTRIBUTION FOR TELEVISION**  
*Leonard Bernstein for "Omnibus."*

**BEST ENGINEERING OR TECHNICAL ACHIEVEMENT**  
*Ampex and CBS for video tape development.*

## NEW YORK EMMY AWARDS

**MOST OUTSTANDING LIVE LOCAL PROGRAM**  
*"Night Beat"—WABD.*

**BEST DOCUMENTARY OR EDUCATIONAL PROGRAM**  
*"Camera Three" (January 1-15, 1956)—WCBS-TV.*

**BEST NEWS PROGRAM**  
*"11th Hour News" with John K. M. McCaffery—WRCA-TV.*

**BEST CHILDREN'S OR TEEN AGE PROGRAM**  
*Tie: "Children's Theatre," WRCA-TV; "On The Carousel," WCBS-TV.*

**MOST OUTSTANDING MALE PERSONALITY**  
*Mike Wallace—WABD.*

**MOST OUTSTANDING FEMALE PERSONALITY**  
*Jinx McCrary—WRCA-TV.*

**SPECIAL STATION ACHIEVEMENT**  
*Dual award to WABD for "Night Beat," and WPIX for UN coverage.*

## HOLLYWOOD EMMY AWARDS

**BEST ENTERTAINMENT PROGRAM**  
*"Stars Of Jazz"—KABC-TV.*

**BEST DOCUMENTARY OR EDUCATIONAL SHOW**  
*"Harvest" with Dr. Frank Baxter—KRCA.*

**BEST CHILDREN'S PROGRAM**  
*"Faith Of Our Children"—KRCA.*

**BEST NEWS PROGRAM**  
*"Big News," C. Roberts, B. Stout, G. Stratton, A. Green—KNXT.*

**BEST SPORTS PROGRAM**  
*"Gil Stratton's Sport News"—KNXT.*

**MOST OUTSTANDING MALE PERSONALITY**  
*Clete Roberts—KNXT.*

**MOST OUTSTANDING FEMALE PERSONALITY**  
*Eleanor Powell—KRCA.*

**BEST LOCAL PRODUCTION ALSO SEEN OUTSIDE LOS ANGELES**  
*Paul Coates' "Confidential File"—KTTY.*

**SPECIAL STATION ACHIEVEMENT AWARD**  
*KNXT for general overall excellence in public service.  
Honorable Mention—To KTTY for standards of public service.*





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- Aid in music clearance.

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# TELEVISION NETWORKS

**EXECUTIVE**

**PERSONNEL**

**ARTICLES**

**MAPS**

1957



# Learning Public's Tastes Needed for TV Series' Success



By  
**OLIVER TREYZ**  
Vice President  
in Charge  
ABC Television  
Network

AS everyone has heard at one time or another, build a better mousetrap and the whole world will come to you. Television is certainly no exception.

To bring the viewer to your network channel requires consistency and quality, finding a need and filling it, building a habit of expectancy. Programs with a sawtooth, up and down record, cannot succeed as winners over the long haul. Inevitably, a spotty viewing audience will result, since people will not follow a program if it doesn't deliver with regularity.



Witness the record of feature films in the Los Angeles area alone. At first a sensation when the MGM package was presented, an up and down rating pattern soon developed. This was the direct result of offering features of varying quality. As in any feature package, this group included films both bad and good, and in-between. The public, as discerning a group as there ever was, reacted with the same inconsistency as the film series itself.

In contrast, consider any number of network shows which maintain consistency throughout the year and develop strong audience loyalty. Each new rating report shows a stability in share of audience. Possessing an intangible though pre-existing personality and giving the audience consistency each week, these programs will always emerge victorious over the spectaculars, the shows which cannot maintain a theme and focus.

Who would underestimate the regular drawing power of a "Disneyland," which presents something new and different each week, yet holds the attention of the viewer since he knows what to expect from the inimitable talent of Walt Disney.



Always a winner with motion picture audiences, Westerns and Adventures have established themselves firmly as television leaders. "Cheyenne," "The Life and Legend of Wyatt Earp," "Gunsmoke," "Broken Arrow" and "The Adventures of Jim Bowie" fill a need of the American public and deliver with consistent high quality. I, for one, predict they'll be with us for a long time to come, maintaining loyalty as long as Americans are Americans.

Many examples of programs which deliver with regularity could be cited. In network television today, we have "Crossroads," Alfred Hitchcock, "The \$64,000 Question,"

"Father Knows Best," "The Ed Sullivan Show," "What's My Line?," "Dragnet" and many others, all of which have that extra something which distinguishes them in the eye of the viewer. They have found a need, and filled it.

Of the newer shows of the past season or two, none has quite equalled the record of Lawrence Welk. Where other musical shows had failed, Welk and his Champagne Music became an overnight phenomenon. Welk hit the top and has remained there since with a combination of his magnetic personality and the presentation of music in the way the people wanted to hear it. As such, he'll continue to hold top ratings.



In its planning for the 1957-58 season, ABC Television will rely heavily on this quality-consistency-expectancy formula as it readies new programs. We believe that Frank Sinatra, long a favorite, will become a firmly entrenched habit with television viewers. So too, will the new Walt Disney program and the latest adventure series to come from the Warner Bros. studios.

One important factor in building expectancy which cannot be ignored is 52-week exposure. ABC Television research has found that shows which are in there punching the year-round build up a much stronger habit than those which take the conventional hiatus during the summer months. This exposure has helped immeasurably in the success of Welk, "Disneyland," Wyatt Earp, "Cheyenne," Ed Sullivan and others.



While not relying on mousetraps to capture audiences, ABC Television has achieved unusual results with a "mouse." With the "Mickey Mouse Club" ABC-TV has established itself firmly in the daytime picture. With its year-round appeal, the club has become a habit with the housewife and young America. With it as a keystone, ABC Television is planning new and important daytime entries. As at night, we will follow the pattern of finding a need and filling it, firmly convinced that it will bring us public acceptance and acclaim.

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# A.B.C. TELEVISION NETWORK

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## **JAMES T. AUBREY, JR.** **Vice President in Charge of Programming and Talent**



James T. Aubrey, Jr. was named vice president in charge of programming and talent for ABC-TV network in January, 1957. He had previously served as manager of CBS-TV programs in Hollywood since June, 1956. From 1952 to 1956, Aubrey was general manager of KNXT, Hollywood, and of the Columbia TV Pacific Network. Prior to this, he was sales manager of KNXT from January to June 1952; account executive with KNXT during 1951-52 and account executive with KNX from 1948 to 1951. Aubrey was associated with Street and Smith Publications and Conde Nast Publications following World War II. During the war he served with the Air Force. A graduate of Princeton University, Summa Cum Laude, Aubrey is married to actress Phyllis Thaxter. They have two children.

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## **SLOCUM CHAPIN** **Vice President in Charge of Sales**

Slocum Chapin, VP in charge of sales for ABC-TV, is a graduate of Dartmouth College. Prior to joining WJZ (now WABC) as sales manager in 1942, he served in sales promotion for World Broadcasting System; in sales with WOC, Davenport, Iowa; as sales manager of WKBN, Youngstown, Ohio, and as general manager of WSTC, Stamford, Conn. Chapin moved from the local New York station in 1944 to the radio network sales department and then in 1948, was appointed eastern sales manager for ABC-TV when the department was created in 1948. In 1951, he was named vice president in charge of owned and operated stations for ABC, a post he held until being named to his present position in 1954.



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## **JOHN DALY** **V.P. in Charge of News, Special Events, Sports and Public Affairs**



John Daly, vice president of ABC in charge of news, special events, sports and public affairs, started as a CBS radio reporter and commentator in 1937 in Washington, D. C., after leaving Boston College. He left CBS after 12 years, joining ABC in 1949 and was named to his present post in August, 1953. Daly worked under a Washington dateline for four years. He was transferred to New York in 1941. Daly's combat reporting included eye witness accounts of the Sicilian campaign, the Italian campaign and the Anzio landing. He returned to cover the 1944 conventions, Presidential campaign and election. Since joining ABC he has directed or participated in the coverage of each year's great stories—from the Korean crises through the major sessions of the UN, the 1956 political events, the inaugurations of President Eisenhower, the coronation of Queen Elizabeth, the Army McCarthy hearings, the Suez Invasion and the Hungarian rebellion.







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William Walbridge.....KTRK-TV, Houston, Texas

FOR ADDITIONAL PERSONNEL LISTING SEE PAGE 259

# what they watch



# needs watching

“Every day is a school day. The things Johnny learns from TV—really remarkable.”

“Peter never used to look both ways before he crossed the street. Now he does it—because *Jiminy Cricket* told him to!”

A few years back, you didn't hear parents talk like that about children's television. Nobody thought the whole country could be a classroom. Maybe you remember some of the things that parents used to say.

Today, such words have a far-away ring, like the bell on the little red school house. Today the whole country's a classroom.

It isn't that parents have changed or that children have changed. Nothing has changed—but television itself.

Television is no longer a child. Today's shows for children are sometimes educational, often exciting and always entertaining. Today's television is wonderful. And ABC intends to keep it wonderful—make it even more wonderful by daring to make it thoughtfully different.

We watch what children watch. We watch *Rin Tin Tin* and *Mickey Mouse Club* and *Jim Bowie* and *Disneyland* and *Cheyenne*. We hope that parents watch the way we do.

We are never too preoccupied to be watchful. But we are proud of our efforts—and of the efforts of other networks—in making television for children a trusted, well-adjusted playmate.



television network



# CBS Television Programming Assumes Basic Viewing Habits



By  
MERLE S. JONES  
President  
CBS Television

AFTER a decade of television, it would be reasonable to expect that the unprecedented hold which the medium has had on the American public would begin to wear off. But nothing of the sort has happened. Nor are there any indications that the pattern will change during the coming year.



Indeed industry estimates predict that set ownership will climb a substantial 5%, raising the number of television homes to 41,800,000, or 83% of the U.S. total. But even though this gain in raw circulation is impressive, it is outshaded by the forecast that the average television family in 1957 will continue to spend more than five hours a day watching television entertainment, information and education.

With viewing remaining at the same high level, and with the addition of 3 million new television families, America by the end of 1957 will be spending 209 million hours a day watching television—4½ million more hours per day than in 1956.

The public's increasing commitment to television carries important implications for both the broadcaster and the advertiser—on the one hand the acceptance of greater responsibilities, and on the other, recognition of greater opportunities.

We at CBS Television will seek to meet this greater challenge by adhering to the basic programming policy which won for the network in 1956 a leadership unmatched in the history of the medium: a monthly average of 8 out of the Top 10 nighttime programs . . . 8 of the Top 10 daytime programs . . . and an audience virtually as large as those delivered by the other two networks combined.



In our opinion this unprecedented record stems directly from a two-fold policy: first, to create the best in entertainment, information, and public service programming; and second, to give each program a reserved spot on the schedule so that it can be presented at the same time on the same day, week after week.

This policy of program frequency and continuity springs from a recognition that man is a creature of habit with a recurring pattern to his activities week to week. As part of this routine, he not only watches television but develops the habit of watching the same programs week after week. Thus, CBS Televi-

sion has sought to mesh its program schedule into the normal behavior and activities of the television audience, so that each viewer will form the habit of watching certain programs on certain days at certain times.

But this faith in the value of regular week to week programming does not mean that the CBS Television schedule will remain unchanged in the future, any more than it meant there were no changes in the past. During 1956, for example, more than twenty new program series were introduced on the network; and undoubtedly a comparable number of new series will be introduced during 1957.



This commitment to a regular weekly schedule does not preclude the so-called "special one-time broadcasts." We believe in the merit of such broadcasts but only when they provide viewers with entertainment or information of sufficient value to justify a break in the viewer's normal routine. In other words, a special show must offer something special. Operating within this definition CBS Television in 1956 broadcast such special events as the Kentucky Derby and The Orange Bowl, "The Sinking of the Andrea Doria", the annual news review by CBS News foreign correspondents — "Years of Crisis," day and night coverage of the two National Conventions, the Election Night returns, such special public affairs programs as "The Secret Life of Danny Kaye", and such entertainment one-shots as "The Victor Borge Show."



We at CBS Television during the coming months will do everything possible to maintain our role as "pace setter of the networks." We hope to achieve this goal by strengthening our regularly scheduled program lineup, by presenting one-time broadcasts that are indeed special, and by further extending our efforts in the fields of education and information through such exciting series as the new "Odyssey." By so doing we hope to provide our advertisers with a still more effective means of reaching—and selling—their products to the largest audiences ever gathered by a medium of mass communication.



# C.B.S. TELEVISION NETWORK

## HUBBELL ROBINSON, JR.

### Executive Vice President in Charge of Network Programs



Hubbell Robinson, Jr. was named to his post of vice president and director of CBS-TV network programs in 1951 when the web was reorganized into separate network operations for television and radio. He joined CBS in 1947 as a vice president in charge of network programs. Prior to his affiliation with CBS, Robinson was vice president and director of radio for Young & Rubicam 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. A native of Schenectady, N. Y., Robinson was graduated from Brown University. Following 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.

## SIG MICKELSON

### Vice President in Charge of News and Public Affairs

Appointed vice president in charge of CBS News and Public Affairs in 1954, Sig Mickelson took over when the Radio and Television News and Public Affairs Departments were combined. Prior to that, he had served as director of news and public affairs for TV. 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. Mickelson joined CBS in 1943 as news editor of Station WCCO, Minneapolis, an outlet then owned by CBS. He served as director of news and special events, director of public affairs and production manager there. Late, in 1949, he transferred to New York to be CBS director of public affairs. Two years later he headed news and public affairs for TV. Mickelson was graduated from Augustana College, S. Dak., in 1934. Later, he received his master's degree at the University of Minnesota.



## WILLIAM H. HYLAN

### Vice President of Sales Administration



Associated with CBS for 19 years, William H. Hylan, vice president of sales administration since February, 1957, was named vice president in charge of network sales for CBS television in 1952. He 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, Hylan was appointed eastern sales manager. He was born in New York City in 1905 and spent a good part of his youth as a resident of the Island of Puerto Rico. Hylan was graduated from Yale University.





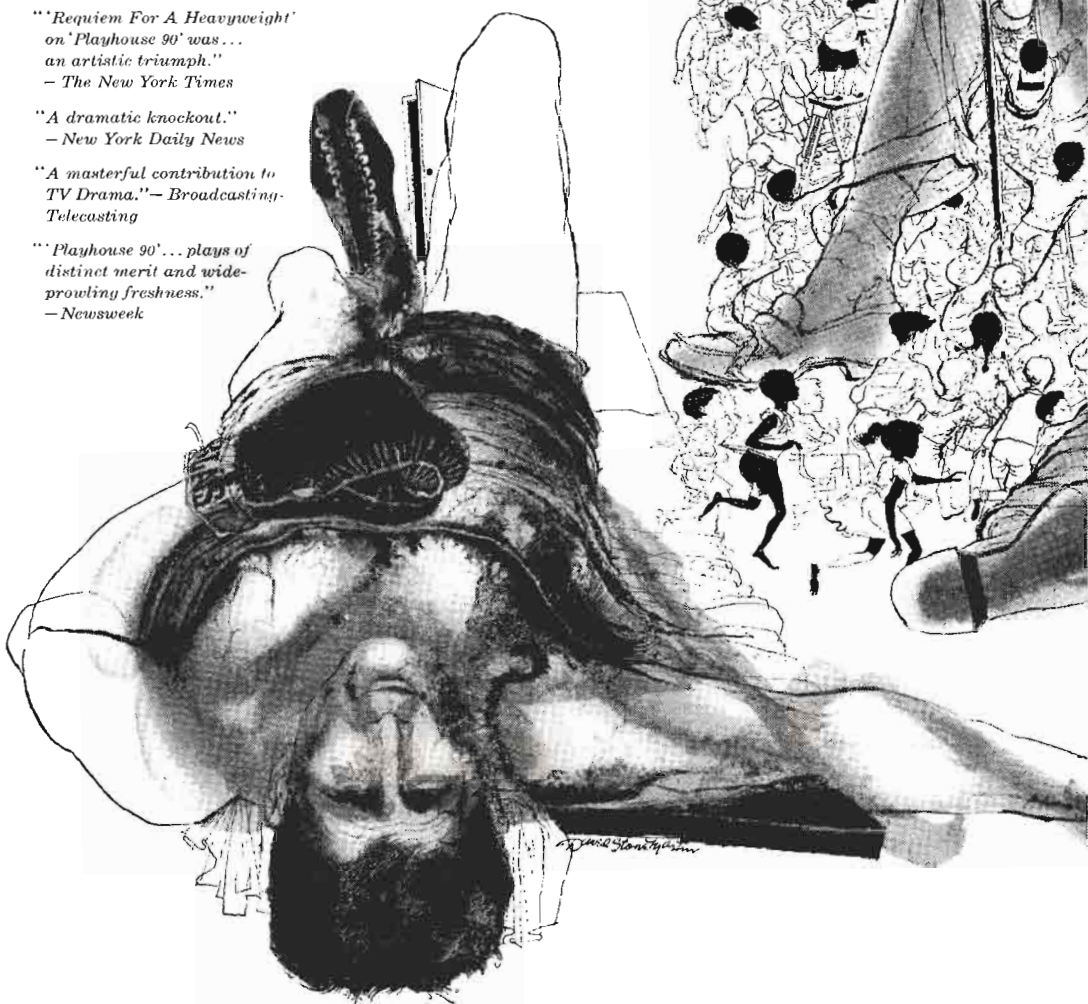
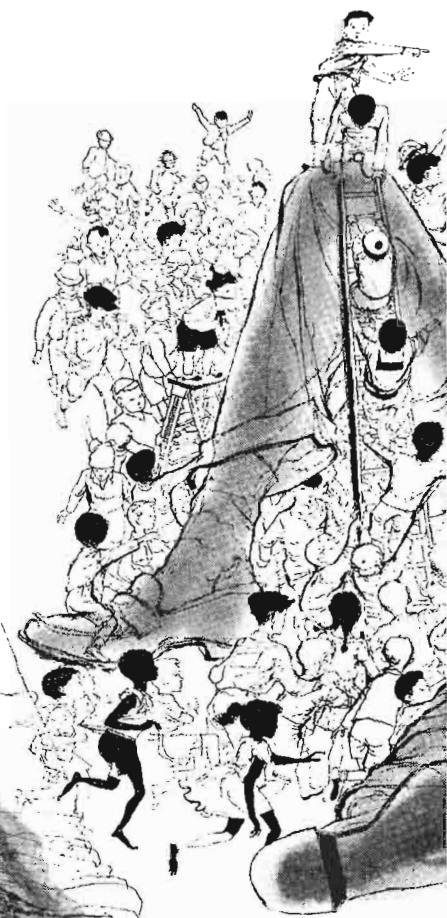
# programs for

*"'Requiem For A Heavyweight'  
on 'Playhouse 90' was ...  
an artistic triumph."  
— The New York Times*

*"A dramatic knockout."  
— New York Daily News*

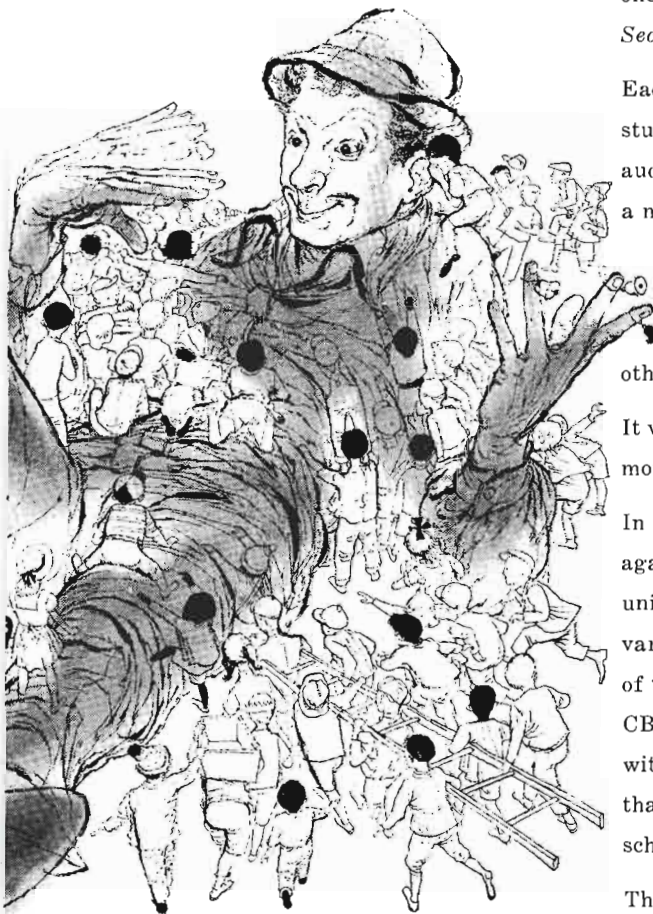
*"A masterful contribution to  
TV Drama."— Broadcasting-  
Telecasting*

*"'Playhouse 90' ... plays of  
distinct merit and wide-  
proving freshness."  
— Newsweek*





# profit



"Moving, heartwarming and funny... Kaye, Murrow and Friendly did their work for nothing: the money... went to UNICEF." — *New York Post*

"... Not only grand television... but... great statesmanship." — *Variety*

"... will probably win all the awards... will deserve every last one of them." — *New York World-Telegram and Sun*

As television ended its first decade two programs eloquently testified to its boundless vitality: the regularly scheduled weekly dramatic series *Playhouse 90* and the hour-and-a-half one-time special broadcast, "*The Secret Life of Danny Kaye*."

Each presented a great actor in a stunning performance, won vast audiences and unstinted praise as a major television contribution, took infinite pains to produce.

One yielded its producers a tangible financial reward; the other nothing but critical acclaim.

It would be difficult to say which was more profitable to television.

In these two programs the medium again brilliantly demonstrated its unique capacity to respond to the varied needs, interests and aspirations of the American people. Broadcast on CBS Television, they were produced with the enthusiasm and imagination that characterize the entire program schedule of the network.

This kind of programming for profit helps explain why Americans spent more time watching television during 1956 than during any previous year, and why they spent as much time watching CBS Television as the other two networks combined.

**CBS 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

Merle S. Jones ..... President  
 Hubbell Robinson Jr. .... Exec. V.P. 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. Devl.  
 Oscar Katz ..... V.P. in Chg. of Daytime Programs  
 H. Leslie Atlass ..... Vice-President in Charge of Central Division  
 Edward L. Saxe ..... V.P. in Charge of Operations General Services  
 William H. Hylan ..... V.-P. of Sales Administration  
 Herbert V. Akerberg .... Vice-President in Charge of Station Relations  
 Edward Shurick ..... Vice-President and Director of Station Relations  
 William B. Lodge .... Vice-President of Engineering and Station Relations  
 Howard S. Meighan .... Vice-President in Charge of Western Division  
 Leslie Harris ..... Vice-President & General Manager, CBS Television Film Sales, Inc.  
 W. Spencer Harrison .... Vice-President and Busiess Mgr. of Talent & Contract Properties  
 Craig Lawrence ..... Vice President in Charge of CBS Television-Owned Stations  
 Thos. K. Fisher ..... Vice-President and General Attorney  
 William J. Flynn ..... Contro'l'er

### Network Sales

Thomas H. Dawson .... Vice-President in Charge of Network Sales  
 George E. Klayer ..... Network Sales Manager  
 Sam K. Maxwell ..... Eastern Sales Manager  
 Roland Blair ..... Mid-Western Sales Manager  
 Charles R. Sterritt ..... Detroit Sales Manager  
 William J. Fagan ..... Business Manager  
 Robert Hoag ..... Program Sales Mgr.  
 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. .... Executive 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. Devl.  
 Oscar Katz ..... Vice President in Charge of Daytime Programs  
 Lester Gottlieb ..... General Executive  
 Marlo Lewis ..... Executive Producer, Music & Variety Programs  
 Gilbert A. Ralston .... Director, Network Programs, N. Y.  
 Robert D. Martin .... Talent & Casting Director New York  
 Milo Frank .... Talent & Casting Director, Hollywood  
 Bert Berman .... Dir. of Daytime Pgm. Development  
 Edwin Friendly ..... Dir. of Daytime Programs  
 Richard Lewine ..... Executive Producer  
 E. Carlton Wirkler ..... Production Manager

### 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 ..... Dir. Production Facilities Planning  
 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 .... Vice-President & 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 of  
 Information Services  
 Larry Lowenstein.....Director—N.Y.  
 James J. Kane.....Director—Hollywood  
 Robert F. Blake.....Manager of Special Projects  
 Harry Feeney.....Trade News Editor  
 Dorothy Leffler.....Director of Magazine Division

### Research

Jay Eliasberg.....Director  
 Rose Marie O'Reilly.....Manager of Ratings  
 Tore Hallonquist.....Manager of Program Analysis  
 Leonard DeNooyer.....Mgr., Coverage Div.

### Engineering

William B. Lodge.....V.P., Engineering  
 and Station Relations  
 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 and Busi-  
 ness Mgr. of Talent & Contract Properties  
 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 Klingler.....Budget Control Manager

### CBS Television Enterprises

Sydney Rubin.....Director  
 Murray Benson.....Sales Manager

### Accounting

William J. Flynn.....Comptroller  
 Norman C. Hadley...Director, Accounting Ops.

### Executive Division, Hollywood

Howard S. Meighan.....V.P., West. Div.  
 H. C. 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  
 William MacPhail.....Director of Sports  
 Helen Sioussat.....Director of Talks  
 Theodore F. Koop.....Director of News and  
 Public Affairs, Washington

### CBS Television Spot Sales

John A. Schneider.....General Manager  
 Ben Margolis.....Business Manager  
 Robert F. Davis.....Research Manager  
 Walter Stein.....Ass't Research Manager  
 Bruce Bryant.....Eastern Sales Manager  
 Frank Elliott Jr....Director Sales Development  
 B. Colvig.....Director Sales Promotion

### Branch Offices

Arthur C. Elliott...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  
 Thos. W. Moore.....General Sales Manager  
 Fred Mahlstedt.....Director of Operations  
 Eugene Moss.....Sales Promotion Manager  
 Walter Scanlon...Merchandising Manager  
 John C. Sebastian...Publicity Manager

### Terrytoons Division

Paul Terry, Newell T. Schwin

### CBS-OWNED TELEVISION STATIONS

Craig Lawrence...Vice President in Charge of  
 CBS Television-Owned Stations

### 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.

Clark B. George.....General Manager

### WXIX, 5445 North 27th St. Milwaukee, Wis.

Edmund C. Bunker.....General Manager

### WHCT, Asylum Street Hartford, Conn.

Harvey Struthers.....General Manager

# Spectaculars, Color Gain Firm Hold on Viewing Public



By  
EMANUEL SACKS  
Vice President  
TV Network Programs  
National Broadcasting  
Company

ONE of the most significant developments of the 1956-57 broadcasting season has been the success of the Spectaculars and other special shows injected in the regular schedule. This type of NBC programming, nearing the end of its third season, has become progressively more attractive to both the public and the advertiser.

The bare statistics tell the story:

The Spectaculars and the one-shot programs this season are averaging higher audience ratings than in either of their first two years.



These special shows on NBC television averaged a 42 per cent higher rating in the Fall than the average of all nighttime shows scheduled on a regular basis on the three television networks.

Of the 169 Spectaculars presented in the last three seasons, 40 per cent, or four out of ten, achieved Top Ten rankings in the Nielsen ratings.

The Spectaculars alone, separately rated from the special one-shot programs, showed an 18 per cent audience gain for 1956-57 over the previous season.

One of the Spectaculars, "Jack and the Beanstalk," attracted the largest audience ever to view a 90-minute show—55,000,000 viewers, a 75 per cent greater audience than the average of the three main competing shows.

The Spectaculars and the special programs apparently have won a permanent place in the plans of major advertisers. This is a statement which can be made with some confidence on the basis of inquiries at hand and interest in our plans for these programs in the 1957-58 season. Advertisers looking for special power, special impact and special merchandising find the answer in the Spectaculars and the special one-shot programs.



In addition to the Specials, we will always continue to maintain a strong schedule of regular daily and weekly programming. We recognize that regular programming, building strong audience interest and habit, is the backbone of our programming.

Although NBC remained the only network broadcasting Spectaculars and special programs on a regular basis at the outset of 1957, indications are that other networks may yet return to them. This is a development foreshadowed by heavy advertiser interest and public demand.

In any compilation of the factors which contributed most to the success of the Spectaculars and special programs, two stand out: the excitement of color and live television. Color is catching on and taking hold with the public and live programming is proving an enduring audience attraction.

The added beauty, emotion and realism of color TV is now on tap every night of the week. Color adds still more excitement to this special event type of programming and accelerates audience building. In the process, it brings the program added promotional power.



At NBC we believe that television is fundamentally a live medium. This remains the major 1957 fact-of-life in our industry despite the influx of Hollywood films.

The success of the Spectaculars, the fact that such shows as Perry Como and Steve Allen are doing better than ever on live programs, the new viewer interest created by "Playhouse 90" on CBS through some of its live presentation of television originals, prove that audiences are attracted by live programming—by the immediacy, the excitement, the right-before-the-eyes quality of a live show.

This does not mean that there isn't plenty of room for film in television. Some of the most popular shows on all networks are on film. Also, this doesn't overlook the fact that "The Wizard of Oz," presented in prime time as a network show, drew a huge audience. But how many features are there which have the wonderfully timeless appeal of that show?

The networks, together, present some 12,000 hours of programming a year. Hollywood's yearly film output is less than one-tenth of this total.



The future lies in live programming. We must continue to build new live shows. We must continue our search for creative talent—writers, producers, entertainers. We must recruit from all areas of show business. We must go on trying out new ideas. We must emphasize in television the quality which is unique to that medium. It was this quality which gave TV its fantastic rate of growth.

# N.B.C. TELEVISION NETWORK

## **ROBERT E. KINTNER**

**Executive Vice President, TV Network Programs and Sales**



Robert E. Kintner was elected to his present post of executive vice president, TV network programs and sales, in February, 1957. He had been named an executive vice president a month earlier. Kintner, former president of ABC, is a graduate of Swarthmore College. He joined the editorial staff of the New York Herald Tribune, later becoming Washington correspondent for that paper. With Joseph Alsop, he wrote a nationally syndicated column. Kintner has co-authored several magazine articles and books. In 1941 he joined the Army, serving overseas, and with the War Department Bureau of Public Relations in Washington. He joined ABC as VP in 1944 with supervision of programming, public services, public relations and advertising. In 1946 he was elected executive VP, and president in 1949. He resigned in October, 1956.

## **THOMAS A. McAVITY** **Executive Vice President, Staff**

Appointed to his new post as executive vice president, staff, on Feb. 6, 1957, Thomas A. McAvity was formerly vice president, TV network programs and sales. He first joined NBC in 1929 as a producer, then left in 1932 and for several years supervised the production of radio programs as vice president of Lord and Thomas' radio department. From 1937 to 1941, McAvity was manager of their Hollywood office. He later concentrated on free-lance productions and packaging, rejoined NBC in 1951 as director of talent and program procurement for TV. McAvity was appointed national program director in 1952. He was elected VP of the TV network programs division in 1954 and a year later was made VP in charge of the TV network. A native of St. John, N. B., McAvity attended Ridley College in Ontario and McGill University in Montreal.



## **WILLIAM R. GOODHEART, JR.** **Vice President, Television Network Sales**



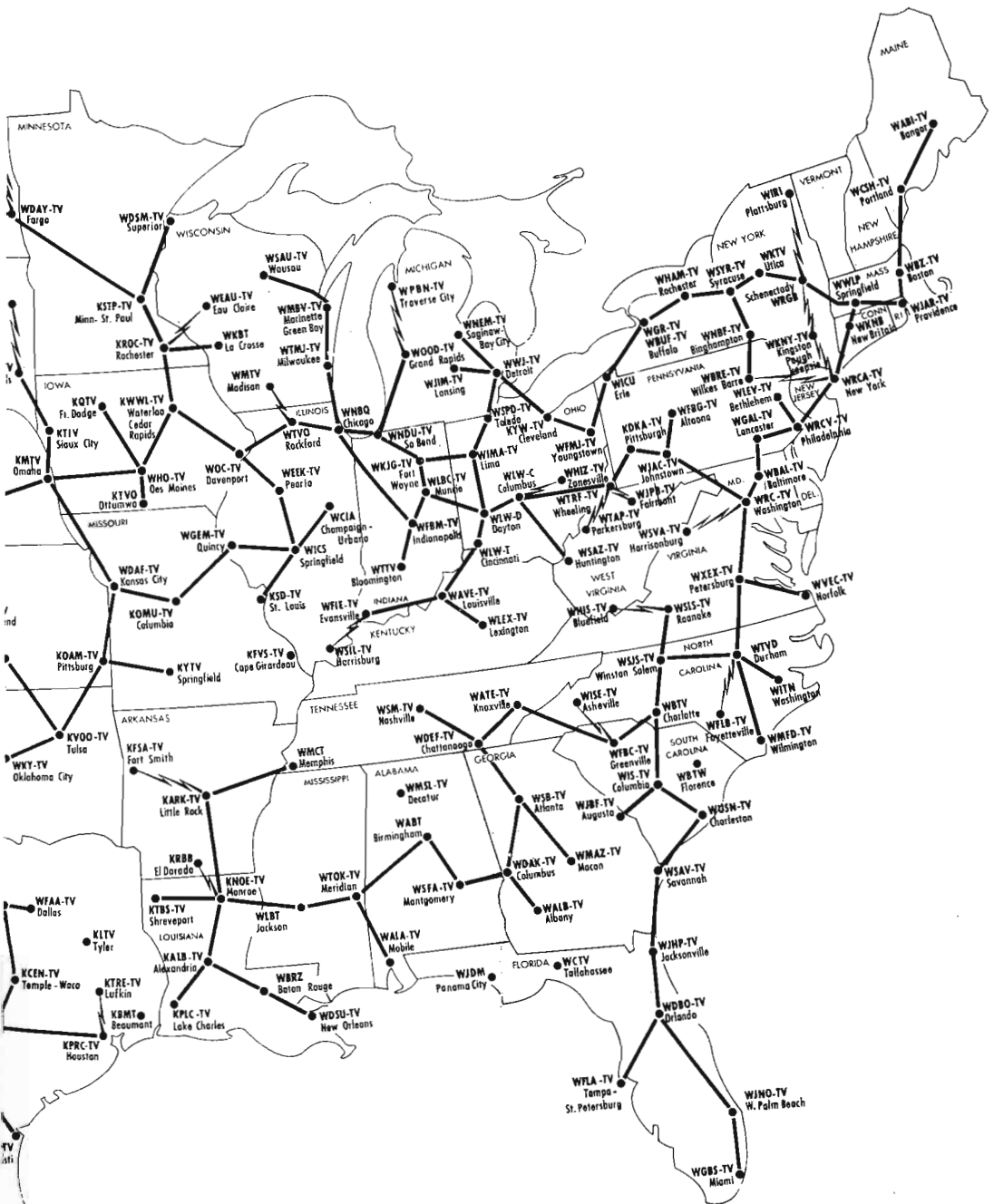
William R. Goodheart, Jr. was placed in charge of sales for the NBC television network in September of 1956 and was named a vice president the succeeding month. Goodheart joined NBC in May of 1956 in an executive capacity. For almost a quarter of a century, he discovered, developed and managed stars in the entertainment field. Goodheart co-founded the Music Corporation of America in 1924. He retired from MCA in 1943 as an executive vice president and established the Goodheart Farms at Eaton, Ohio, specializing in Aberdeen Angus cattle and Hampshire hogs. Since coming to NBC, he conceived the "NBC Bandstand" program series of live big-name orchestra music on both radio and TV. Born in Chicago, Goodheart attended the Universities of Chicago and Illinois.

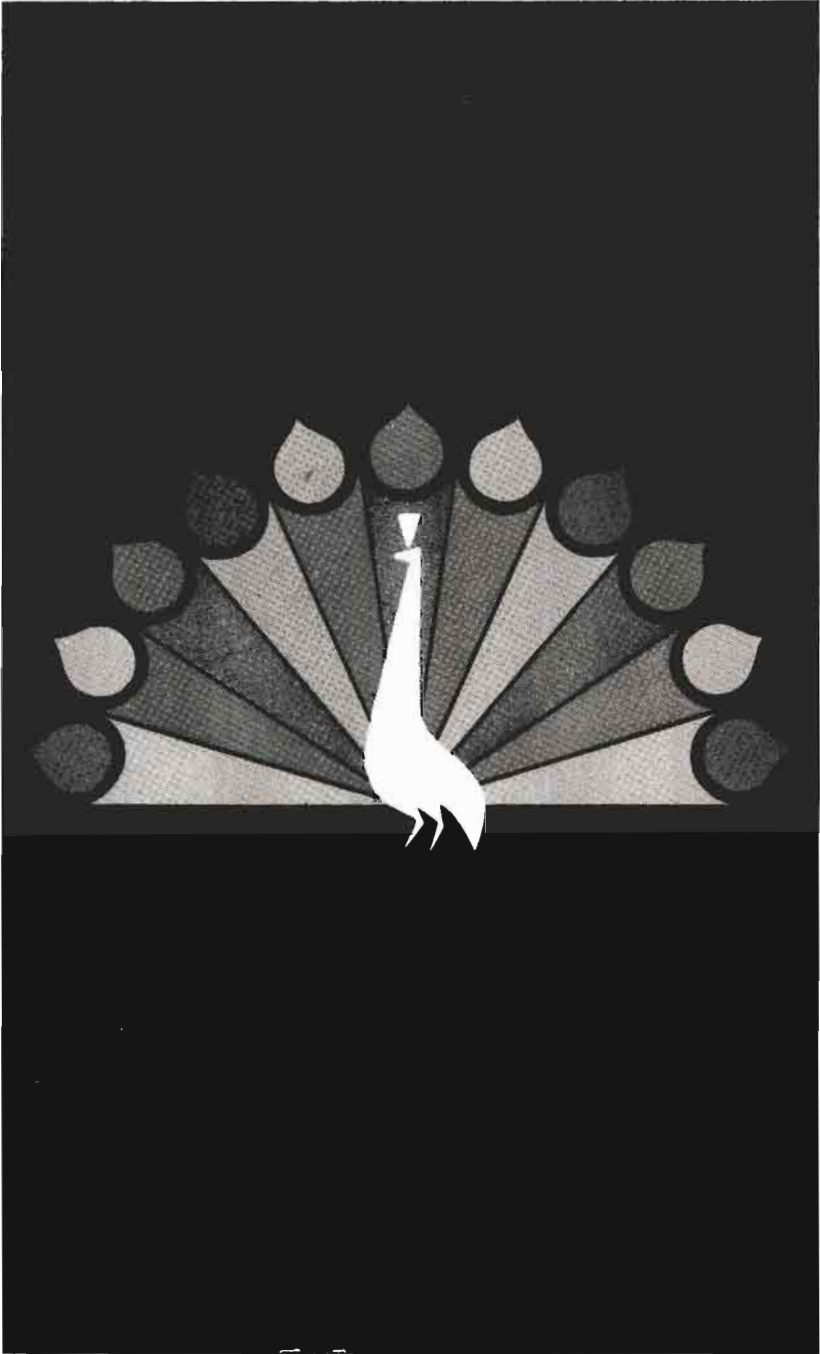







# CASTING COMPANY





more and more  
advertisers  
are selling in  
**COLOR**  
every night  
of the  
week on  
**NBC**  
television

a service of 

# 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.*

## EXECUTIVE

Robert W. Sarnoff.....President  
Joseph V. Heffernan.....Staff Vice President

## ADMINISTRATIVE DIVISION

J. M. Clifford.....Executive Vice President,  
Administration

## Engineering and Facilities Administration

Andrew L. Hammerschmidt.....Vice President,  
Engineering and Facilities Administration  
Joseph J. Arnone.....Manager, Design and  
Construction  
William A. Clarke.....Manager, Engineering  
Administration and Services  
George K. Graham.....Liaison Engineer  
Raymond F. Guy.....Director, Radio Frequency  
Engineering  
Albert Humbert.....Manager, Building Maintenance  
Edward M. Lowell.....Manager, Administration  
Robert F. McCaw.....Director, Facilities  
Administration

## Integrated Services Department

William S. Hedges.....Vice-President in Charge  
of Integrated Services  
Edwin L. Dunham.....Manager, Music Library and  
Services  
Willard Frech.....Chief Accountant  
Mildred Joy.....Chief Librarian  
J. Robert Myers.....Manager, Traffic

## TELEVISION NETWORK

### Programs and Sales

Robert E. Kintner.....Executive Vice President,  
Television Network Programs and Sales  
William V. Sargent.....Director, Administration,  
Television Network

### Network Sales

William R. Goodheart, Jr.....Vice President,  
Television Network Sales  
Michael H. Dann.....Vice President,  
Television Program Sales

Walter D. Scott.....Vice President,  
Television Sales Director  
Edward R. Hitz.....Vice President,  
Television Sales, Central Division

## Treasurer

H. Earl Rettig.....Vice President and 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  
Donald Foley.....National Sales Promotion Manager  
John Graham.....Art Director  
Edwin Vane.....National Audience  
Promotion Manager

## Press and Publicity Department

Sydney H. Eiges.....Vice President, Press and  
Publicity  
Ellis Moore.....Director, Press Department  
William E. Anderson.....Manager, Business and  
Trade Publicity  
Milton Brown.....Manager, Program Publicity  
Robert R. Brown.....Manager, Institutional Publicity  
Kathryn Cole.....Manager, Information  
Sidney Desfor.....Manager, Photo Unit  
Mike Horton.....Director, Information  
William Burke Miller.....Night Executive Officer  
Charles Henderson.....Pub. Mgr., Radio Net.,  
O & O Stations, NBC Spot Sales  
Cornelius K. Sullivan.....Public Relations Rep.

## Planning & Development Department

Leonard H. Hole.....Director of Program  
Development  
Tadeusz Danielewski.....Manager, Program  
Development Production  
Ross Dona'dson.....Manager, Writing Services  
Robert Garthwaite.....Coordinator, Program  
Development  
Nat Wolff.....Director, Program Planning  
David W. Tebet.....General Program Executive

## Station Relations Division

Harry Bannister.....Vice-President for  
Station Relations  
Donald J. Mercer...Director of Station Relations

## TELEVISION NETWORK PROGRAMS DIVISION

Emanuel Sacks.....Vice President,  
Television Network Programs

## National Program Department

Mort Werner.....Vice-President, National  
Programs  
Giraud Chester, John P. Cleary..General Program  
Executives  
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 Operations

Ernest W. Theiss.....Manager, Production  
Stanley Parlan.....Manager, Broadcast Film  
Edward A. Whitney.....Manager, Broadcast

## Network Business Affairs

Carl M. Stanton.....Vice President, Television  
Network Programs and Sales, Business Affairs  
John J. Heywood.....Director, Business Affairs  
Edward J. Stegeman.....Associate Director,  
Business Affairs  
Joseph M. Milroy...Manager, Program Services  
Francis X. O'Shea.....Manager, Business  
Administration

## FILM DIVISION

Daniel Curtis.....Manager, Eastern Sales  
H. Weiler Kever.....Director, Sales  
Edward Montanus...Manager, Central Sales  
Clifford Ogden.....Manager, Western Sales

## WRCA-TV—New York

William N. Davidson.....General Manager  
Frederick E. Acker.....Business Manager  
Peter Affe...Manager, Studio and Film Operations  
William A. Berns...Manager, News and Special  
Events

Max Buck.....Director, Advertising, Promotion  
and Merchandising  
George A. Heinemann.....Manager, WRCA-TV  
Programs  
Jay Heitin.....Director, WRCA-TV Sales  
John R. O'Keefe.....Director, Publicity

## WBUF-TV—Buffalo

Charles Bevis.....General Manager

## WNBQ—Chicago

Jules Herbeuoux.....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

Thomas B. McFadden.....Vice President, NBC  
Owned Stations and NBC Spot Sales  
Donald E. Bishop.....Director, Publicity and  
Community Services  
Thomas S. O'Brien...Director, Business Affairs

## WASHINGTON AND PACIFIC DIVISION OFFICES

### Washington

Frank M. Russell...Vice-President, Washington

### Pacific Division

John K. West.....Vice President for the  
Pacific Division  
Alan W. Livingston.....Vice President,  
Television Network Programs  
Lewis S. Frost.....Manager, Radio Network  
Programs, Pacific Division  
Sheldon B. Hickox, Jr.....Director of  
Station Relations  
Haro'd Kemp.....General Program Executive  
John R. Kennedy.....Liaison Engineer  
Thomas W. Sarnoff...Vice President, Director,  
Production and Business Affairs  
Ralph F. Shawhan...Director, Press and Publicity  
Oscar C. Turner...Personnel and Labor Relations  
Manager

*NOTE: A listing of the personnel of  
California National Productions, Inc.,  
will be found on Page 985.*



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## NTA Plans Future Based On Advantages Of Film Web

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**T**HE time honored business advice "Find a need and fill it" probably sums up the reasons "why" of the NTA Film Network as well as any maxim in the book.

That's if you don't use the word "find" in the sense of "discovery," of course. We were hardly the first to discover the need for a television network linking its affiliates by the use of film, unshackled by the built-in restrictions and heavy cost burdens of coaxial cable.



Nor can we in these, our incipient stages, accurately measure how completely we fill this need. We can, however, pause for a deep breath after a hectic yesterday, and venture a look at tomorrow as viewed from the vantage point of today.

I have repeatedly referred to America's fourth television network as a lower case network with an upper case tomorrow. In that tomorrow, I am convinced, the archaic aspects of network broadcasting, virtually unchanged since the mid-Twenties, will be drastically overhauled and updated. The television network of this tomorrow will be a modernized version, primarily a film network, and we of the NTA Film Network are pointing for this future in the hurly-burly of our busy today.



The Network's status report is just as simple as its compilation was complicated. It seems like yesterday . . . and it was, as a matter of fact, a few short months ago . . . that we decided to organize a network that would give its stations an additional source of strong, competitive programming and national advertising revenue; that would offer to the advertiser and his agency a new, convenient marketplace to buy nationwide coverage at a realistic cost; and a network which would elevate the program standards of television, offering finer entertainment to the television household of the nation.

We set October 15th, 1956 as our target date, and we met our deadline. As of April 1st, the Network will be operating under its first commercial auspices, as the sponsorship by the Warner-Lambert Pharmaceutical Company, one of the country's most respected advertisers, goes into effect.



By  
ELY A. LANDAU  
President  
NTA Film Network

Even in these, our "lower case" days, the NTA Film Network will be furnishing commercial service to 128 television stations from coast to coast covering with their combined signals over ninety percent of America's television homes.

And tomorrow? Mindful of the fact that tomorrow, despite the popular saying to the contrary, always comes, we are making earnest preparations for its advent. An hour and a half children's spectacular, our next program project, is nearing completion. Eleven series of half hour programs are in varying stages of development at Twentieth Century-Fox and Desilu. We are, in a word, arming ourselves for an expanded tomorrow, stepping up our programming support to our affiliates and the communities they serve, thus creating new television advertising opportunities for America's already television conscious advertisers.



We feel that we are already serving the public by broadening the base of the television medium, widening the program horizons on channels already available. With the increase in the number of stations a virtual certainty, these top programs will be available to more and more people.

Mindful of the fact that service to the public is TV's primary reason for existence, our Network will constantly seek ways and means to further that service. We believe that the phrase "public service programming" can be consonant with excitement and entertainment, and we are not unmindful of the challenge such programming represents.



In the years to come we confidently expect "NTA" to loom more and more importantly in the television spectrum as network television advances.

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# **NTA FILM NETWORK**

## **A Subsidiary of National Telefilm Associates**

---

*60 West 55th Street, New York, New York*

*Telephone: PLaza 7-2100*

President.....Ely A. Landau  
Exec. V.P.....Oliver Unger  
V.P. Director Sales.....Harold Goldman  
V.P. & Sec'y.....Edythe Rein  
Sales Manager.....William Koblenzer  
Dir. Station Relations.....Tony Azzato  
Dir. Promotion.....Martin Roberts  
Dir. Advertising.....Kermit Kahn  
Dir. Public Relation.....Frank Young  
Dir. Film Dept.....Marvin Schlaffer  
Mgr. Sta. Prom. Service.....Barbee Wolf  
Mgr. Traffic Dept.....Vincent Fiumano  
Mgr. Shipping Operations.....Dan Kennis

### **Offices**

#### **New York**

60 West 55th Street  
New York, N. Y.

#### **Chicago**

612 N. Michigan Ave.  
Chicago, Ill.

#### **Hollywood, Calif.**

8721 Sunset Blvd.  
Hollywood, Calif.

# NTA FILM





# Speaking of Launching



*This is a model of the man-made satellite, which will encircle the earth in this international Geo-Physical Year, travelling at a speed of 18,000 miles an hour, in an orbit 300 miles away in space.*

**NTA**



# New Concepts . . .

*Just as the satellite is a totally new concept in aerodynamics, so is the NTA Film Network in the dynamics of television air.*

To wit: coverage of about 90% of America's television homes . . . at an amazingly low cost that is science fact, not fiction. With the flexibility of "spot" and the prestige of network.

It seems to be working, too, inasmuch as the NTA Film Network went on the air on October 15th, 1956, with over 100 television stations and completed its first commercial sale effective April 1st, 1957, in 129 markets.

Everything considered, a rather good orbit to be travelling in.

## FILM NETWORK

*Tomorrow's TV Network today*



# SUSPENDED TV OPERATIONS

A list of TV stations which have gone off the air but have retained their C.P.'s

| City               | Call Letters          | Dates of Broadcast Cessation |
|--------------------|-----------------------|------------------------------|
|                    | <b>CALIFORNIA</b>     |                              |
| Fresno             | KBID-TV (UHF)         | July 15, 1954                |
|                    | <b>FLORIDA</b>        |                              |
| Pensacola          | WPFA-TV               |                              |
|                    | <b>GEORGIA</b>        |                              |
| Atlanta            | WATL-TV               |                              |
|                    | <b>ILLINOIS</b>       |                              |
| Bloomington        | WBLN (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>  |                              |
| Cambridge (Boston) | WTAO-TV               |                              |
| Worcester          | WWOR-TV               |                              |
|                    | <b>MICHIGAN</b>       |                              |
| Lansing            | WTOM-TV (UHF)         |                              |
|                    | <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      | WHTO-TV (UHF)         | May 17, 1954                 |
| Asbury Park        | WRTV                  |                              |
|                    | <b>NEW YORK</b>       |                              |
| Elmira             | WTVE                  |                              |
| Poughkeepsie       | WKNY-TV               |                              |
|                    | <b>NORTH CAROLINA</b> |                              |
| Charlotte          | WQMC                  |                              |
|                    | <b>OHIO</b>           |                              |
| Ashtabula          | WICA-TV (UHF)         |                              |
| 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               |                              |
| Reading            | WHUM-TV (UHF)         |                              |
| Scranton           | WTVU (UHF)            |                              |
|                    | <b>RHODE ISLAND</b>   |                              |
| Providence         | WNET                  |                              |
|                    | <b>SOUTH CAROLINA</b> |                              |
| Greenville         | WGVL                  |                              |
|                    | <b>TEXAS</b>          |                              |
| Beaumont           | KBMT                  |                              |
| 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            |
|                    | <b>WISCONSIN</b>      |                              |
| Milwaukee          | WCAN-TV               |                              |

**TELEVISION STATIONS**  
IN THE  
**UNITED STATES**

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**ALPHABETICALLY**  
**LISTED BY STATES — CITIES**

**CALL LETTERS**

**PERSONNEL**

**FACILITIES**

**1957**



# Index of The TELEVISION STATIONS of The United States

| Station | City—State               | Page | Station | City—State                | Page |
|---------|--------------------------|------|---------|---------------------------|------|
| CKLW-TV | — Detroit-Windsor, Ont.  | 826  | KFBB-TV | — Great Falls, Mont.      | 831  |
| KABC-TV | — Los Angeles, Calif.    | 794  | KFBC-TV | — Cheyenne, Wyo.          | 884  |
| KAKE-TV | — Wichita, Kans.         | 817  | KFDA-TV | — Amarillo, Tex.          | 867  |
| KALB-TV | — Alexandria, La.        | 818  | KFDM-TV | — Beaumont, Tex.          | 867  |
| KARD-TV | — Wichita, Kans.         | 817  | KFDX-TV | — Wichita Falls, Tex.     | 876  |
| KARK-TV | — Little Rock, Ark.      | 791  | KFEQ-TV | — St. Joseph, Mo.         | 831  |
| KATV    | — Pine Bluff, Ark.       | 791  | KFJZ-TV | — Fort Worth, Tex.        | 871  |
| KAVE-TV | — Carlsbad, N. M.        | 834  | KFMB-TV | — San Diego, Calif.       | 797  |
| KBAK-TV | — Bakersfield, Calif.    | 793  | KFRE-TV | — Fresno, Calif.          | 793  |
| KBES-TV | — Medford, Oreg.         | 852  | KFSA-TV | — Fort Smith, Ark.        | 791  |
| KBET-TV | — Sacramento, Calif.     | 795  | KFSD-TV | — San Diego, Calif.       | 797  |
| KBMB-TV | — Bismarck, N. Dak.      | 842  | KFVS-TV | — Cape Girardeau, Mo.     | 829  |
| KBOI-TV | — Boise, Idaho           | 810  | KFXJ-TV | — Montrose, Colo.         | 800  |
| KBST-TV | — Big Spring, Tex.       | 867  | KFYR-TV | — Bismarck, N. Dak.       | 842  |
| KBTV    | — Denver, Colo.          | 799  | KGBT-TV | — Harlingen, Tex.         | 871  |
| KCBD-TV | — Lubbock, Tex.          | 872  | KGEO-TV | — Enid, Okla.             | 851  |
| KCCC-TV | — Sacramento, Calif.     | 795  | KGGM-TV | — Albuquerque, N. M.      | 834  |
| KCEN-TV | — Temple, Tex.           | 875  | KGLO-TV | — Mason City, Iowa        | 816  |
| KCJB-TV | — Minot, N. Dak.         | 842  | KGMB-TV | — Honolulu, Hawaii        | 885  |
| KCKT-TV | — Great Bend, Kans.      | 816  | KGNC-TV | — Amarillo, Tex.          | 867  |
| KCMC-TV | — Texarkana, Tex.        | 875  | KGO-TV  | — San Francisco, Calif.   | 798  |
| KCMO-TV | — Kansas City, Mo.       | 830  | KGUL-TV | — Galveston-Houston, Tex. | 871  |
| KCOP-TV | — Hollywood, Calif.      | 793  | KGW-TV  | — Portland, Ore.          | 853  |
| KCOR-TV | — San Antonio, Tex.      | 873  | KHAD-TV | — Laredo, Tex.            | 872  |
| KCRA-TV | — Sacramento, Calif.     | 795  | KHAS-TV | — Hastings, Neb.          | 832  |
| KCRG-TV | — Cedar Rapids, Iowa     | 815  | KHJ-TV  | — Los Angeles, Calif.     | 794  |
| KCSJ-TV | — Pueblo, Colo.          | 800  | KHOL-TV | — Kearney, Neb.           | 832  |
| KDAL-TV | — Duluth-Superior, Minn. | 828  | KHPL-TV | — Hayes Center, Neb.      | 832  |
| KDIX-TV | — Dickinson, N. Dak.     | 842  | KHQ-TV  | — Spokane, Wash.          | 879  |
| KDKA-TV | — Pittsburgh, Pa.        | 858  | KHQA-TV | — Hannibal, Mo.           | 830  |
| KDLO-TV | — Florence, S. Dak.      | 862  | KHSL-TV | — Chico, Calif.           | 793  |
| KDRO-TV | — Sedalia, Mo.           | 830  | KICA-TV | — Clovis, N. M.           | 834  |
| KDUB-TV | — Lubbock, Tex.          | 872  | KID-TV  | — Idaho Falls, Idaho      | 811  |
| KDWI-TV | — Tucson, Ariz.          | 790  | KIDO-TV | — Boise, Idaho            | 810  |
| KELO-TV | — Sioux Falls, S. Dak.   | 862  | KIEM-TV | — Eureka, Calif.          | 793  |
| KENI-TV | — Anchorage, Alaska      | 884  | KILT-TV | — El Paso, Tex.           | 868  |
| KENS-TV | — San Antonio, Tex.      | 875  | KIMA-TV | — Yakima, Wash.           | 879  |
| KEPR-TV | — Pasco, Wash.           | 878  | KING-TV | — Seattle, Wash.          | 878  |
| KERO-TV | — Bakersfield, Calif.    | 793  | KINY-TV | — Juneau, Alaska          | 885  |
| KEYT    | — Santa Barbara, Calif.  | 798  | KIVA    | — Yuma, Ariz.             | 791  |
| KFAR-TV | — Fairbanks, Alaska      | 884  | KJEO-TV | — Fresno, Calif.          | 793  |

# TELEVISION STATION INDEX

| Station | City—State                | Page | Station | City—State                    | Page |
|---------|---------------------------|------|---------|-------------------------------|------|
| KKTU    | — Colorado Springs, Colo. | 799  | KPLC-TV | — Lake Charles, La.           | 819  |
| KLAS-TV | — Las Vegas, Nev.         | 833  | KPRC-TV | — Houston, Tex.               | 871  |
| KLFY-TV | — Lafayette, La.          | 818  | KPTV    | — Portland, Ore.              | 853  |
| KLIX-TV | — Twin Falls, Idaho       | 811  | KQTV    | — Fort Dodge, Iowa            | 815  |
| KLOR    | — Portland, Ore.          | 853  | KRBB    | — El Dorado, Ark.             | 791  |
| KLRJ-TV | — Las Vegas, Nev.         | 833  | KRBC-TV | — Abilene, Tex.               | 867  |
| KLTV    | — Tyler-Longview, Tex.    | 875  | KRCA    | — Hollywood, Calif.           | 793  |
| KLZ-TV  | — Denver, Colo.           | 799  | KRCG-TV | — Jefferson City, Mo.         | 830  |
| KMAU    | — Wailuku, Hawaii         | 885  | KRDO-TV | — Colorado Springs, Colo.     | 799  |
| KMBC-TV | — Kansas City, Mo.        | 830  | KREM-TV | — Spokane, Wash.              | 879  |
| KMGH-TV | — Minneapolis, Minn.      | 828  | KREX-TV | — Grand Junction, Colo.       | 800  |
| KMID-TV | — Midland, Tex.           | 873  | KRGV-TV | — Westaco, Tex.               | 875  |
| KMJ-TV  | — Fresno, Calif.          | 793  | KRIS-TV | — Corpus Christi, Tex.        | 867  |
| KMMT    | — Austin, Minn.           | 828  | KRLD-TV | — Dallas, Tex.                | 868  |
| KMSO-TV | — Missoula, Mont.         | 832  | KRNT-TV | — Des Moines, Iowa            | 815  |
| KMTV    | — Omaha, Neb.             | 832  | KROC-TV | — Rochester, Minn.            | 828  |
| KMVI    | — Wailuku, Hawaii         | 885  | KROD-TV | — El Paso, Tex.               | 871  |
| KNAC-TV | — Fort Smith, Ark.        | 791  | KRON-TV | — San Francisco, Calif.       | 797  |
| KNOE-TV | — Monroe, La.             | 819  | KSAN-TV | — San Francisco, Calif.       | 798  |
| KNOX-TV | — Grand Forks, N. Dak.    | 842  | KSBW-TV | — Salinas-Montgomery, Calif.  | 795  |
| KNTV    | — San Jose, Calif.        | 798  | KSD-TV  | — St. Louis, Mo.              | 831  |
| KNXT    | — Los Angeles, Calif.     | 794  | KSHO-TV | — Las Vegas, Nev.             | 833  |
| KOA     | — Denver, Colo.           | 800  | KSIX-TV | — Corpus Christi, Tex.        | 867  |
| KOAM-TV | — Pittsburgh, Kans.       | 817  | KSL-TV  | — Salt Lake City, Utah        | 876  |
| KOAT-TV | — Albuquerque, N. M.      | 834  | KSLA    | — Shreveport, La.             | 821  |
| KOB-TV  | — Albuquerque, N. M.      | 834  | KSTF    | — Scottsbluff, Neb.           | 832  |
| KODE-TV | — Joplin, Mo.             | 830  | KSTP-TV | — St. Paul-Minneapolis, Minn. | 828  |
| KOIN-TV | — Portland, Ore.          | 853  | KSVO-TV | — Ardmore, Okla.              | 851  |
| KOLN-TV | — Lincoln, Neb.           | 832  | KSWO-TV | — Lawton, Okla.               | 851  |
| KOLO    | — Reno, Nev.              | 833  | KSWI-TV | — Roswell, N. M.              | 836  |
| KOMO-TV | — Seattle, Wash.          | 879  | KSYD-TV | — Wichita Falls, Tex.         | 875  |
| KOMU-TV | — Columbia, Mo.           | 829  | KTAG-TV | — Lake Charles, La.           | 819  |
| KONA    | — Honolulu, Hawaii        | 885  | KTBC-TV | — Austin, Tex.                | 867  |
| KONO-TV | — San Antonio, Tex.       | 875  | KTBS-TV | — Shreveport, La.             | 821  |
| KOOK-TV | — Billings, Mont.         | 831  | KTEN    | — Ada, Okla.                  | 851  |
| KOOL-TV | — Phoenix, Ariz.          | 790  | KTHV    | — Little Rock, Ark.           | 791  |
| KOPO-TV | — Tucson, Ariz.           | 790  | KTIV    | — Sioux City, Iowa            | 816  |
| KOSA-TV | — Odessa, Tex.            | 873  | KTLA    | — Los Angeles, Calif.         | 795  |
| KOTA-TV | — Rapid City, S. Dak.     | 862  | KTNT-TV | — Tacoma, Wash.               | 879  |
| KOTI-TV | — Klamath Falls, Ore.     | 852  | KTRE-TV | — Lufkin, Tex.                | 873  |
| KOTV    | — Tulsa, Okla.            | 852  | KTRK-TV | — Houston, Tex.               | 871  |
| KOVR    | — Stockton, Calif.        | 798  | KTSM-TV | — El Paso, Tex.               | 871  |
| KPAR-TV | — Abilene, Tex.           | 867  | KTTS-TV | — Springfield, Mo.            | 830  |
| KPHO-TV | — Phoenix, Ariz.          | 790  | KTU     | — Los Angeles, Calif.         | 795  |
| KPIC    | — Roseburg, Ore.          | 853  | KTVA    | — Anchorage, Alaska           | 884  |
| KPIX    | — San Francisco, Calif.   | 798  | KTVF    | — Fairbanks, Alaska           | 885  |



# TELEVISION STATION INDEX

| Station | City—State              | Page | Station | City—State         | Page |
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| KTVH    | Hutchinson, Kans.       | 816  | WARM-TV | Scranton, Pa.      | 859  |
| KTVI    | St. Louis, Mo.          | 831  | WATE-TV | Knoxville, Tenn.   | 863  |
| KTVK    | Phoenix, Ariz.          | 790  | WATR-TV | Waterbury, Conn.   | 803  |
| KTVO    | Ottumwa, Iowa           | 816  | WATV    | Newark, N. J.      | 834  |
| KTVR    | Denver, Colo.           | 800  | WAVE-TV | Louisville, Ky.    | 817  |
| KTVT    | Salt Lake City, Utah    | 876  | WBAL-TV | Baltimore, Md.     | 825  |
| KTVW    | Tacoma, Wash.           | 879  | WBAP-TV | Fort Worth, Tex.   | 871  |
| KTVX    | Muskogee, Okla.         | 852  | WBAY-TV | Green Bay, Wis.    | 881  |
| KTWO    | Casper, Wyo.            | 884  | WBBM-TV | Chicago, Ill.      | 811  |
| KTXL-TV | San Angelo, Tex.        | 873  | WBEN-TV | Buffalo, N. Y.     | 836  |
| KUAM-TV | Agana, Guam             | 886  | WBIR-TV | Knoxville, Tenn.   | 863  |
| KULA-TV | Honolulu, Hawaii        | 885  | WBKB    | Chicago, Ill.      | 811  |
| KUTV    | Salt Lake City, Utah    | 876  | WBLN    | Bloomington, Ill.  | 811  |
| KVAL-TV | Eugene, Ore.            | 852  | WBNS-TV | Columbus, Ohio     | 847  |
| KVAR    | Mesa, Ariz.             | 790  | WBOC-TV | Salisbury, Md.     | 825  |
| KVDO-TV | Corpus Christi, Tex.    | 868  | WBRC-TV | Birmingham, Ala.   | 789  |
| KVEC-TV | San Luis Obispo, Calif. | 798  | WBRE-TV | Wilkes-Barre, Pa.  | 859  |
| KVIP    | Redding, Calif.         | 795  | WBRZ    | Baton Rouge, La.   | 818  |
| KVOA-TV | Tucson, Ariz.           | 790  | WBTU    | Charlotte, N. C.   | 840  |
| KVOO-TV | Tulsa, Okla.            | 852  | WBTW    | Florence, S. C.    | 861  |
| KVOS-TV | Bellingham, Wash.       | 878  | WBUF-TV | Buffalo, N. Y.     | 836  |
| KVTU    | Sioux City, Iowa        | 816  | WBZ-TV  | Boston, Mass.      | 825  |
| KVVG    | Tulare, Calif.          | 798  | WCAU-TV | Philadelphia, Pa.  | 858  |
| KWK-TV  | St. Louis, Mo.          | 831  | WCAX-TV | Burlington, Vt.    | 876  |
| KWTV    | Oklahoma City, Okla.    | 852  | WCBI    | Columbus, Miss.    | 829  |
| KWTX-TV | Waco, Tex.              | 875  | WCBS-TV | New York, N. Y.    | 837  |
| KWWL-TV | Waterloo, Iowa          | 816  | WCCO-TV | Minneapolis, Minn. | 828  |
| KXJB-TV | Valley City, N. Dak.    | 842  | WCDA-TV | Albany, N. Y.      | 836  |
| KXLF-TV | Butte, Mont.            | 831  | WCDB    | Hagaman, N. Y.     | 837  |
| KXLY-TV | Spokane, Wash.          | 879  | WCHS-TV | Charleston, W. Va. | 880  |
| KYTV    | Springfield, Mo.        | 831  | WCIA    | Champaign, Ill.    | 811  |
| KYW-TV  | Cleveland, Ohio         | 845  | WCKT    | Miami, Fla.        | 805  |
| WAAM-TV | Baltimore, Md.          | 823  | WCMB-TV | Harrisburg, Pa.    | 855  |
| WABC-TV | New York, N. Y.         | 837  | WCNY-TV | Carthage, N. Y.    | 836  |
| WABD    | New York, N. Y.         | 837  | WCOV-TV | Montgomery, Ala.   | 789  |
| WABI-TV | Bangor, Maine           | 821  | WCPO-TV | Cincinnati, Ohio   | 845  |
| WABT    | Birmingham, Ala.        | 789  | WCSC-TV | Charleston, S. C.  | 861  |
| WAFB-TV | Baton Rouge, La.        | 818  | WCSH-TV | Portland, Maine    | 823  |
| WAGA-TV | Atlanta, Ga.            | 809  | WCTV    | Thomasville, Ga.   | 810  |
| WAGM-TV | Presque Isle, Maine     | 823  | WCYB-TV | Bristol, Va.       | 877  |
| WAIM-TV | Anderson, S. C.         | 861  | WDAF-TV | Kansas City, Mo.   | 830  |
| WAKR-TV | Akron, Ohio             | 845  | WDAK-TV | Columbus, Ga.      | 810  |
| WALA-TV | Mobile, Ala.            | 789  | WDAM    | Hattiesburg, Miss. | 829  |
| WALB-TV | Albany, Ga.             | 807  | WDAN-TV | Danville, Ill.     | 812  |
| WAPA-TV | San Juan, P. R.         | 886  | WDAY-TV | Fargo, N. Dak.     | 842  |
| WARD-TV | Johnston, Pa.           | 855  | WDBJ-TV | Roanoke, Va.       | 878  |



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| Station | City—State                   | Page | Station | City—State             | Page |
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| WDBO-TV | — Orlando, Fla.              | 805  | WICC-TV | — Bridgeport, Conn.    | 801  |
| WDEF-TV | — Chattanooga, Tenn.         | 862  | WICS    | — Springfield, Ill.    | 813  |
| WDMJ-TV | — Marquette, Mich.           | 827  | WICU    | — Erie, Pa.            | 855  |
| WDSM-TV | — Duluth-Superior, Minn.     | 828  | WILK-TV | — Wilkes-Barre, Pa.    | 859  |
| WDSU-TV | — New Orleans, La.           | 819  | WIMA-TV | — Lima, Ohio           | 849  |
| WDXI-TV | — Jackson, Tenn.             | 863  | WINK-TV | — Fort Meyers, Fla.    | 805  |
| WEAR-TV | — Pensacola, Fla.            | 806  | WINT    | — Fort Wayne, Ind.     | 814  |
| WEAT-TV | — West Palm Beach, Fla.      | 806  | WIS-TV  | — Columbia, S. C.      | 861  |
| WEAU-TV | — Eau Claire, Wis.           | 881  | WISC-TV | — Madison, Wis.        | 881  |
| WEEK-TV | — Peoria, Ill.               | 812  | WISE-TV | — Asheville, N. C.     | 840  |
| WEHT    | — Evansville, Ind.           | 813  | WISH-TV | — Indianapolis, Ind.   | 814  |
| WENS    | — Pittsburgh, Pa.            | 859  | WISN-TV | — Milwaukee, Wis.      | 883  |
| WESH-TV | — Daytona Beach, Fla.        | 804  | WITI-TV | — Milwaukee, Wis.      | 883  |
| WEWS    | — Cleveland, Ohio            | 845  | WITN    | — Washington, N. C.    | 841  |
| WFAA-TV | — Dallas, Tex.               | 868  | WITV    | — Ft. Lauderdale, Fla. | 804  |
| WFAM-TV | — Lafayette, Ind.            | 814  | WJAC-TV | — Johnstown, Pa.       | 857  |
| WFBC-TV | — Greenville, S. C.          | 861  | WJAR-TV | — Providence, R. I.    | 859  |
| WFBG-TV | — Altoona, Pa.               | 855  | WJBF-TV | — Augusta, Ga.         | 809  |
| WFBM-TV | — Indianapolis, Ind.         | 814  | WJBK-TV | — Detroit, Mich.       | 827  |
| WFIE    | — Evansville, Ind.           | 813  | WJDM    | — Panama City, Fla.    | 805  |
| WFIL-TV | — Philadelphia, Pa.          | 857  | WJHL-TV | — Johnson City, Tenn.  | 863  |
| WFLA-TV | — Tampa, Fla.                | 806  | WJHP-TV | — Jacksonville, Fla.   | 805  |
| WFLB-TV | — Fayetteville, N. C.        | 840  | WJIM-TV | — Lansing, Mich.       | 827  |
| WFMJ-TV | — Youngstown, Ohio           | 851  | WJMR-TV | — New Orleans, La.     | 821  |
| WFMY-TV | — Greensboro, N. C.          | 840  | WJPB-TV | — Fairmount, W. Va.    | 880  |
| WFRV-TV | — Green Bay, Wis.            | 831  | WJTV    | — Jackson, Miss.       | 829  |
| WGAL-TV | — Lancaster, Pa.             | 857  | WJW-TV  | — Cleveland, Ohio      | 847  |
| WGAN-TV | — Portland, Maine            | 823  | WKAQ-TV | — San Juan, P. R.      | 835  |
| WGBI-TV | — Scranton, Pa.              | 859  | WKBN-TV | — Youngstown, Ohio     | 851  |
| WGBS-TV | — Miami, Fla.                | 804  | WKBT    | — La Crosse, Wis.      | 881  |
| WGEM-TV | — Quincy, Ill.               | 812  | WKJG-TV | — Fort Wayne, Ind.     | 814  |
| WGLV    | — Easton, Pa.                | 855  | WKNX-TV | — Saginaw, Mich.       | 827  |
| WGN-TV  | — Chicago, Ill.              | 811  | WKOW-TV | — Madison, Wis.        | 881  |
| WGR-TV  | — Buffalo, N. Y.             | 836  | WKRC-TV | — Cincinnati, Ohio     | 845  |
| WHAS-TV | — Louisville, Ky.            | 817  | WKRQ-TV | — Mobile, Ala.         | 789  |
| WHBF-TV | — Rock Island, Ill.          | 813  | WKTV    | — Utica, N. Y.         | 838  |
| WHBQ-TV | — Memphis, Tenn.             | 863  | WKY-TV  | — Oklahoma City, Okla. | 852  |
| WHCT-TV | — Hartford, Conn.            | 801  | WKZO-TV | — Kalamazoo, Mich.     | 827  |
| WHEC-TV | — Rochester, N. Y.           | 838  | WLAC-TV | — Nashville, Tenn.     | 863  |
| WHEN-TV | — Syracuse, N. Y.            | 838  | WLCB-TV | — Muncie, Ind.         | 814  |
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|         |                              |      | WLWT    | — Cincinnati, Ohio     | 845  |
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| WTPA    | — Harrisburg, Pa.      | 855  |
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# Alabama

Pop. March 1 (Est.) 3,174,000—TV Homes 472,000  
Stations in State 8

## WABT—Birmingham—1949 ABC-CBS

Channel: 13 VHF...AP: 178 Kw...VP: 316 Kw.  
Oper. By.....Alabama Bcstg. System  
Business Address.....P. O. Box 2553  
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  
Production.....Johnny Johnson  
Film Manager.....Nod Nelson  
Chief Engineer.....J. V. Sanderson

## WBRC-TV—Birmingham 1949—CBS

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By.....Storer Bcstg. Co.  
Bus. Studio Address.....1177 Kane Concourse,  
Miami Beach 54, Fla.  
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.....Ralph C. Runyan  
Chief Eng.....Robert L. Dupriest

## WMSL-TV—Decatur—1957 NBC

Channel: 23 UHF...AP: 8.52 Kw...VP: 15.8  
Owned-Oper. By:Tenn. Valley Radio & TV Co.  
Address.....701 Bank Street  
News Service.....AP  
Rep.....Joseph Henry McGillvra, Inc.  
President.....Frank Whisenant  
S.g., Comm., Film Mgr:  
Prog. Dir.....Louis C. Blizzard  
Program Director.....Alice A. Whisenant  
Chief Engineer.....Alvin B. Millwood

## WTVY—Dothan—1955 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  
Sales Mgr.....Art Craemer  
Prog. Dir.....Daryl Griffin  
Chief Engineer.....Ellis N. Anderson

## WALA-TV—Mobile—1953 ABC-NBC

Channel: 10 VHF...AP: 235 Kw...VP: 316 Kw.

Owned-Oper. By.....Pape Bcstg. Co., Inc.  
Address.....210 Government St.  
News Service.....AP  
Representative.....Headley Reed  
Membership.....NARTB, TvB  
President.....W. O. Pape  
V.P., Gen. Mgr.....W. E. Pape  
Nat'l Sales Mgr.....Jim McNamara  
Program Director.....Al Holman  
Publicity Dir.....C. C. Badger  
Film Manager.....Pat Sheehy  
Chief Engineer.....A. R. Bell

## WKRG-TV—Mobile—1955 CBS

Channel: 5 VHF...AP: 50 Kw...VP: 100  
Owned-Operated By.....WKRG-TV Inc.  
Address.....162 Louis St.  
Representative.....Avery Knodel  
Membership.....NARTB  
President.....Kenneth R. Giddens  
V.P., Gen. Mgr.....C. P. Persons, Jr  
V.P., Asst. Mgr.....Frank Conwell

## WCOV-TV—Montgomery 1953—ABC-CBS

Channel: 20...AP: 117 Kw...VP: 200 Kw.  
Owned-Oper. By.....Capitol Bcstg. Co.  
Business Address.....P. O. Box 2505  
News Service.....UP

ALABAMA'S  
"CLEAR PICTURE"  
STATION  
**WBRC-TV**  
BIRMINGHAM



A STORER STATION  
Represented By The Katz Agency





Representative ..... Adam Young; Ayers  
 President..... O. P. Covington  
 Gen., Sta. Manager..... Hugh Smith  
 Commercial Manager..... Morris South  
 Prod., Prog. Dir..... Caldwell Stewart  
 Prom., Publicity Director..... Martha Hall  
 Film Manager..... Bob House  
 Chief Engineer..... W. D. Weatherly

## WSFA-TV—Montgomery 1954—NBC

Channel: 12... AP: 158 Kw... VP: 316 Kw.

Owned-Oper. By... WKY Television System, Inc.  
 Business Address..... 10 East Deland  
 Newspaper Affil..... Okla. Publishing Co.  
 News Service ..... AP  
 Membership ..... NARTB, TvB  
 Representative ..... Katz  
 General Manager ..... Eugene B. Dodson  
 V.P., Sta. Mgr..... Hoyt Andres  
 Nat'l Sales Promotion..... R. L. Tuttle  
 Prog. Dir., Film Mgr..... R. F. Doty  
 Prom., Publicity Dir..... R. L. Tuttle  
 Production Mgr..... Gene Jacobsen  
 Chief Engineer..... R. M. Hayward

## Arizona

Pop. March 1 (Est.) 1,113,000—TV Homes 188,000  
 Stations in State 8

## 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.  
 Representative ..... Raymer  
 Pres., Gen. Mgr..... Richard O. Lewis  
 Station Mgr..... Dwight Harkins  
 Commercial Mgr..... E. W. Harvey  
 Program Director..... Wm. Robb  
 Continuity Dir..... Hal Ackerman  
 Production Manager..... Charles Wallace  
 Film Director..... Betty Campbell  
 Chief Engineer..... John Beck

## KOOL-TV—Phoenix—1953

Channel: 10 VHF... AP: 12.5 Kw... VP: 29.45 Kw.  
 Owned-Oper. By..... KOOL Radio-TV, Inc.  
 Business Address..... 511 West Adams St.  
 Representative ..... Hollingbery  
 Membership ..... NARTB  
 Pres., Gen. Mgr..... Tom Chauncey  
 Asst. Gen. Mgr..... Jack Murphy  
 Film Manager..... Cris Carr  
 Station Mgr..... Kenneth Morton  
 Sales Mgr..... Robert Miller  
 Chief Engineer..... Milford Richen

## KPHO-TV—Phoenix—1957 CBS

Channel: 5 VHF... AP: 100 Kw... VP: 17.5 Kw.  
 Owned-Oper. By..... Meredith Publishing Co.  
 Business Address..... Des Moines, Iowa  
 Representative ..... Katz  
 Membership ..... NARTB, TvB  
 General Manager..... Richard B. Rawls  
 Ass't. Sta., Comm. Mgr. ... Howard Stalnaker  
 Program Director..... Robert Martin  
 Prom., Pub. Dir..... Stephen Q. Shannon  
 Film Manager..... Thomas Sherlock  
 Chief Engineer..... George McClanathan

## KTVK—Phoenix—1955—ABC

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned-Operated By..... Arizona TV Co.  
 Address..... 3435 No. 16th St.

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..... Don Tuckwood  
 Promotion Director..... Burton B. Ladow  
 Film Manager..... Boyd Kelly  
 Chief Engineer..... Bob Latham

## KDWI-TV—Tucson—1956

Channel: 9 VHF... AP: 32.4 Kw... VP: 58 Kw.  
 Owned-Oper. By..... Tucson Television Co.  
 Business Address..... 2175 North 6th Ave.  
 Representative ..... Heady-Reed  
 V.P., Gen. Mgr..... Tolbert Foster  
 Station Manager..... J. W. Hays  
 Ass't Gen., Comm. Mgr..... T. J. Parker  
 Dir. Engineering ..... D. Peterson

## 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.  
 Representative ..... Hollingbery  
 Managing Dir..... Tom Chauncey  
 General Manager..... E. S. Mittendorf  
 Commercial Manager..... Bernie Perlin  
 Program Director..... Budd Wiener  
 Promotion Director..... Virginia Harper  
 Film Manager..... Reed Haythorne

## KVOA-TV—Tucson—1953 ABC-NBC

Channel: 4 VHF... AP: 2.69... VP: 5.37 Kw.  
 Owned-Oper. By..... Arizona Bcstg. Co.  
 Business Address..... 209 West Elm St.  
 Representative ..... The Branham Co.  
 Pres., Gen. Mgr..... Clinton D. McKinnon  
 Commercial Manager... W. R. Duvey DuBots  
 Program Director..... Henry Hubbard  
 Prod. Manager..... L. D. Cable  
 Film Manager..... Dorothy Wirtz  
 Chief Engineer..... Raymond H. Holsclaw



**KIVA—Yuma—1953**  
**NBC-CBS**

Channel: 11 VHF...AP: 16 Kw...VP: 29 Kw.  
Owned-Oper. By...Valley Telecasting Co.  
Business Address...Box 1708  
News Service...AP  
Membership...NARTB

President...Donald Ellsworth  
General Manager...Ray C. Smucker  
Sta., Prom. Mgr...Leavenworth Wheeler  
Publicity Director...Barbara Tracy  
Program Director...Larry Roeser  
Commercial Manager...Len Burkland  
Film Manager...Aretta Crowell  
Chief Engineer...R. J. Smith

**Arkansas**

Pop. March 1 (Est.) 1,831,000—TV Homes 263,000  
Stations in State 6

**KRBB—El Dorado—1955**  
**NBC**

Channel: 10 VHF...AP: 12.5 Kw...VP: 25 Kw.  
Owned-Oper. By...S. Arkansas TV Co., Inc.  
Address...Garret Hotel  
News Service...AP  
Station Representative...Pearson  
President...Joe F. Rushton  
General Manager...Bill Bigley  
Prog. Dir...Doug Duperrault  
Prom. Dir...Miss Pat Williams  
Sta., Film Manager...Bruce B. Compton  
Chief Engineer...Larry Self

Owned-Oper. By...Arkansas Radio & Equipment Co.  
Business Address...10th & Spring Streets  
News Service...UP  
Representative...Petry  
Membership...NARTB, TvB  
President...T. H. Barton  
Gen., Sta. Mgr...T. K. Barton  
Commercial Mgr...Lee Bryant  
Prog. Dir., Film Mgr...Fred Schmutz  
Promotion Dir...Shirley P. Kennedy  
Chief Engineer...Champ Smith

**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.  
Newspaper Affil...Southwest American  
News Service...UP  
Representative...Pearson  
Membership...NARTB  
President...D. W. Reynolds  
General Mgr...William Slates  
Commercial Manager...Roland Hundley  
Prog., Prom., Pub. Dir...Pat Porta  
Film Manager...Charles Putman  
Chief Engineer...Robert W. Platt, Jr.

**KTHV—Little Rock—1955**  
**CBS**

Channel: 11 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned-Operated By...Arkansas TV Co.  
Address...313 Main St.  
Newspaper Affil...Arkansas Democrat  
News Service...UP  
Station Representative...Bramham  
Membership...NARTB, TvB  
President...K. A. Engel  
Gen., Sta. Manager...B. G. Robertson  
Comm. Manager...W. V. Hutt  
Prom., Pub. Director...R. E. Brown  
Prog. Dir., Film Manager...Jack Bomar  
Chief Engineer...Cecil Suitt

**KNAC-TV—Fort Smith**  
**1956—CBS**

Channel: 5 VHF...AP: 14.4...VP: 28.8 Kw.  
Owned-Oper. By...American TV Co., Inc.  
Business Address...Kelly Bldg.  
News Service...AP  
Representative...H-R  
Membership...NARTB  
General Manager...Cecil M. Sansbury  
Ass't Mgr. Oper...Roger Garret  
Chief Engineer...Claude Scott

**KATV—Pine Bluff—1953**  
**CBS-ABC**

Channel: 7 VHF...AP: 80 Kw...VP: 170 Kw.  
Owned-Oper. By...Central South Sales Co.  
News Service...AP, UP  
Representative...Avery-Knode Inc.  
Membership...NARTB, Tv3  
President...John T. Griffin  
V.P...James C. Leake  
Managing Director...Mike Shapiro  
General Manager...John H. Fugate  
Program Director...Don B. Curran  
Prod., Film Manager...James Cowsert  
Dir. of News & Sp. Events...W. H. Hadley  
Prom., Pub. Director...Joe Myers  
Chief Engineer...A. R. Garrett

**KARK-TV—Little Rock**  
**1954—NBC**

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.

# KJEO

# TV

# Covers

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**ABC-TV**

**...THE GREAT CENTRAL  
CALIFORNIA MARKET**  
(the richest per capita market in the world)

*Latest Survey Shows  
KJEO-TV First—Morning,  
Afternoon and Night*

**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  
News Service..... UP  
Newspaper Affil..... San Francisco Chronicle  
Representative..... Weed  
Membership..... NARTB, TvB  
President..... Harold P. See  
Program Director..... Jim Hayden  
Gen. Manager, Vice President..... A. H. Constant  
Chief Engineer..... James Garner

## **KERO-TV—Bakersfield** 1953—NBC

Channel: 10 VHF.. AP: 55 Kw.. VP: 110 Kw.  
Owned-Oper. By..... Kern County Bcstrs. Inc.  
Business Address..... 1420 Truxton Ave.  
News Service..... UP  
Representative..... Petry  
Membership..... NARTB, TvB  
Pres., Gen. Mgr..... Gene DeYoung  
V.P. & Nat. Sales Mgr..... Edward Urner  
Program Manager..... Kenneth R. Cross  
Local Sales Manager..... John Barrett  
Publicity Director..... Joe Henning  
Production Manager..... Bruce Fleming  
Film Manager..... John Ballinger  
Chief Engineer..... Edwin Andress

## **KHSL-TV—Chico—1953** CBS-NBC-ABC

Channel: 12 VHF.. AP: 158 Kw.. VP: 316 Kw.  
Owned-Oper. By..... Golden Empire Bcstg. Co.  
Address..... 180 E. 4th St.  
News Service..... UP  
Representative..... Avery-Knodel  
Membership..... NARTB  
Pres., Gen. Mgr..... Mrs. Hugh McClung  
Station Manager..... M. F. Woodling  
Nat'l Sales Mgr..... George Ross

## **KIEM-TV—Eureka—1953** CBS-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  
Rep..... Blair Television Associates, Inc.  
Membership..... NARTB  
President..... William B. Smullin  
Manager..... Donald H. Telford  
Program Director..... W. Edwin Smith  
Promotion Director..... Jack Mortimer  
Tech. Director..... J. G. Bauriedel  
Chief Engineer..... Donald King

## **KFRE-TV—Fresno—1956** CBS

Channel: VHF... AP: 158... VP: 316 Kw.  
Owned By..... California Island Bcstg. Co.  
Business Address..... 733 L St., Fresno, Calif.  
News Service..... UP  
Representative..... Blair-TV  
President..... Paul R. Bartlett  
Station Manager..... Ed J. Frech  
National Sales..... Bob Klein  
Prog., Prom., Pub. Dir. .... Hal C. O'Donnell  
Film Manager..... Fred Carbine  
Chief Engineer..... Keith L. Mealey

## **KJEO-TV—Fresno—1953** ABC

Channel 47 UHF.. AP: 222 Kw.. VP: 444 Kw.  
Owned:..... O'Neill Broadcasting Co.  
Business Address..... P. O. Box 1708  
News Service..... AP  
Representative..... Branham  
President..... J. E. O'Neill  
V.P., General Manager..... Joseph C. Drilling  
Comm. Manager..... W. O. Edholm  
Production Manager..... Ray Jacobs  
Promotion Director..... Patti Johns  
Film Manager..... John Parkhurst  
Chief Engineer..... Jack McElwain

## **KMJ-TV—Fresno—1953** NBC

Channel: 24 UHF.. AP: 240 Kw.. VP: 447 Kw.  
Owned-Operated By..... McClatchy Bcstg. Co.  
Address..... 1117 "N" St.  
Representative..... Raymer  
Membership..... NARTB, TvB  
Station Mgr..... Perry Nelson  
Nat'l Sls. & Ser. Mgr..... W. Lefler  
Comm. Manager..... Orbie Sullivan

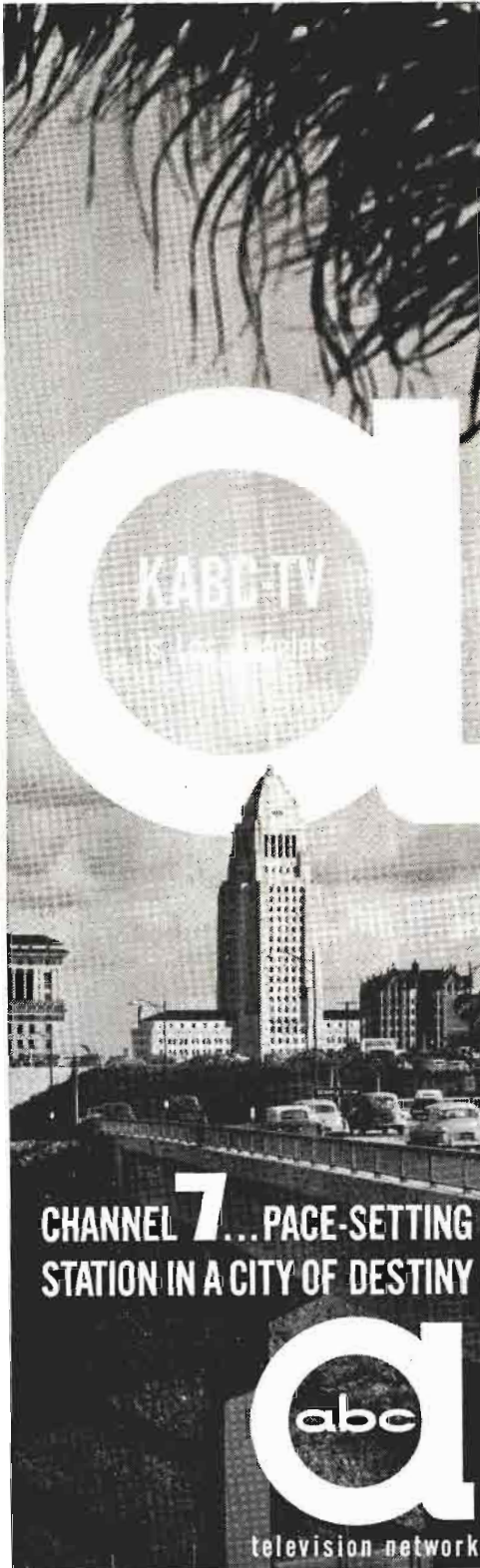
## **KCOP-TV—Hollywood—1953**

Channel: 13 VHF.. AP: 83.2 Kw.. VP: 170 Kw.  
Owned-Oper. By..... The Copley Press, Inc.  
Bus.-Studio Address..... 1000 Cahuenga Blvd.  
Air Time..... Full Time  
News Service..... UP  
Representative..... Petry  
Vice President, Gen. Mgr..... Jack Heintz  
Commercial Manager..... Amos T. Baron  
Asst. Gen. Mgr., Prog. Dir..... Al Flanagan  
Sales Prom Dir..... Hal Biard  
Film Mgr..... Mary Warren  
Publicity Dir..... Jerry Ross  
Chief Engineer..... Al Browdy

## **KRCA—Hollywood—1949** NBC

Channel: 4 VHF.. AP: 23.5 Kw.. VP: 47 Kw.  
Bus.-Studio Address..... Sunset & Vine St.





News Service . . . . . AP, INS, UP  
 Membership . . . . . NARTB  
 Representative . . . . . NBC Spot Sales  
 President . . . . . Robert Sarnoff  
 Gen. Station Manager . . . . . Thomas McCray  
 Commercial Manager . . . . . James Parks  
 Program Director . . . . . Dean Craig  
 Prom., Pub. Dir. . . . . Jack Kenaston  
 Operations Manager . . . . . James Damon  
 Film Manager . . . . . George Burke  
 Chief Engineer . . . . . John Knight

### KABC-TV—Los Angeles 1949—ABC

Channel: 7 VHF . AP: 82 Kw. VP: 165 Kw.  
 Owned-Oper. By . . . . . ABC  
 Business Address Prospect & Talmadge Streets  
 News Service . . . . . AP, INS, UP  
 Representative . . . . . Katz  
 Membership . . . . . NARTB  
 Gen., Sta. Mgr. . . . . Selig J. Seligman  
 Gen. Sales Mgr. . . . . Elton Rule  
 Program Director . . . . . Peter Robinson  
 Prom., Pub. Dir. . . . . Jack Brembeck  
 Prod. Mgr. . . . . Jim Mandulay  
 Film Manager . . . . . Haword Lipstone  
 Chief Engineer . . . . . Theodore Grenier

### 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.  
 Representative . . . . . CBS TV Spot Sales  
 News Service . . . . . AP, UP  
 Membership . . . . . NARTB, TvB  
 President . . . . . J. L. Van Volkenburg  
 General Manager . . . . . Clark B. George  
 Business Manager . . . . . Larry Lazarus  
 Gen. Sls. Manager . . . . . R. D. Wood  
 Executive Prod. . . . . Robert Quinlan  
 Oper. & Traf. Manager . . . . . Henry J. Schaefer  
 Program Director . . . . . Donald M. Hine  
 Prom., Publicity Director . . . . . Dean D. Linger  
 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 . . . . . RKO Teleradio, Inc.  
 Business-Studio Address . . . . . 1313 N. Vine St.  
 Membership . . . . . TvB  
 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  
 Prog. Dir., Film Mgr. . . . . James Higson  
 Commercial Manager . . . . . Howard Wheeler  
 Promotion Director . . . . . Robert M. Light  
 Production Manager . . . . . Pat Marrinan  
 Publicity Director . . . . . Bill Barron  
 Chief Engineer . . . . . Robert Arne

**KTTV—Los Angeles—1949**

Channel: 11 VHF AP: 83 Kw... VP: 165 Kw.  
 Owned-Oper. By Times-Mirror Co.  
 Business Address 5746 Sunset Blvd.  
 Newspaper Affil. L.A. Times, Mirror  
 News Service AP  
 Representative Blair TV  
 Membership NARTB, TvB  
 Pres., Gen. Mgr. Richard A. Moore  
 V.P.-Sales John R. Vrba  
 V.P.-Programming Robert Breckner  
 Dir. & Merch. & Prom. Jack O'Mara  
 Publicity Director Reavis Winckler  
 Film Manager Richard Woollen  
 Chief Engineer Edward Benham

**KTLA—Los Angeles—1942**

Channel: 5 VHF AP: 15 Kw... VP: 30 Kw.  
 Owned-Oper. Paramount TV Production, Inc.  
 Business Address 1501 B'way, N.Y. 36, N.Y.  
 Studio Address 5800 Sunset Blvd., H'wood  
 Representative Raymer  
 Membership NARTB  
 News Service INS  
 President Paul Raibourn  
 Vice Pres. Bernard Goodwin  
 Gen., Sta. Mgr. Lewis Arnold  
 Ass't Gen. Mgr. Henry Flynn  
 Commercial Mgr. Robert Mohr  
 Production Mgr. Bernie Ebert  
 Prom., Pub. Dir. James J. Rue  
 Film Manager Jerry Rogers  
 Chief Engineer John Silva

**KVIP—Redding—1956—NBC**

Channel: 7 VHF AP: 58.5 VP: 117  
 Owned By Shasta Telecasting Corp.  
 Business Address 2770 Pioneer Drive  
 News Service AP  
 Representative Branham  
 Pres., Gen. Mgr. George C. Fleharty  
 Commercial Manager John Dadiw  
 Program Director Ted Dooley  
 Prom., Pub-Dir. Juanita Campbell  
 Film Manager Richard Bertolin  
 Chief Eng., Ass't Mgr. Russell K. Olsen

**KBET-TV—Sacramento  
1955—CBS**

Channel: 10 AP: 158 Kw... VP: 316 Kw.  
 Owned By Sacramento Telecasters, Inc.  
 Address 601 7th Ave.  
 News Service AP  
 Rep. H.R.  
 Membership NARTB  
 President William P. Wright  
 Vice-Pres., Gen. Mgr. John H. Schacht  
 Commercial Mgr. George J. Kapel  
 Promotion Dir. Harvey Tepfer  
 Chief Eng. Pete Onnigian

**KCCC-TV—Sacramento  
1953—ABC**

Channel: 40 UHF AP: 114 Kw... VP: 200 Kw  
 Owned-Oper. By Capital City TV Corp.

Business Address P.O. Box 1596  
 Representative Weed; McGavern-Quinn  
 President Lincoln Dellar  
 General Manager Dave M. Greene  
 Sales Manager A. J. Richard  
 Commercial Manager Ralph Guild  
 Program Director Bill Furnell  
 Promotion Publicity Director Ted Hardy  
 Film Manager Rickie Dines  
 Chief Engineer Harry Bartolomen

**KCRA-TV—Sacramento—1955  
NBC**

Channel: 3 VHF AP: 50 Kw... VP: 100 Kw  
 Owned-Operated By KCRA, Inc.  
 Address 310 10th St.  
 Representative Petry  
 Pres., Gen. Mgr. Ewing C. Kelly  
 Station Manager Howard J. Smiley  
 Comm. Mgr., Program Dir. Robert E. Kelly  
 Business Mgr. Irma Davis  
 Promo, Publicity Dir. Dick Block  
 Operations Dir. and Buyer Tom Breen  
 Chief Engineer W. Herbert Hartman

**KSBW-TV—Salinas-  
Montgomery—1953  
ABC-CBS-NBC**

Channel: 8 VHF AP: 120 Kw. VP: 240 Kw.  
 Owned-Oper. By Salinas Bcstg. Corp.  
 Address P. O. Box 1651

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S. F. CHRONICLE • NBC AFFILIATE • PETERS, GRIFFIN, WOODWARD

Representative .....H.R. Television  
 Membership .....NARTB, TvB  
 Pres., Gen. Sta. Mgr.....John Cohen  
 Comm. Manager .....Graham H. Moore  
 Program Director .....Gary Ferlisi  
 Promotion Director .....Dean Moxley  
 Film Manager .....Lutz Winkler  
 Chief Engineer .....William Hargan

**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.  
 Representative .....Katz  
 Membership .....NARTB  
 President.....James G. Rogers, Jr.  
 General Manager.....William E. Goetze  
 Commercial Manager .....Jay Grill  
 Merchandising Mgr. ....Harold K. Boone  
 Publicity Director .....Grant Recksieck  
 Film Manager.....Eran Stecker  
 Chief Engineer.....LeRoy A. Bellwood

**KFMB-TV—San Diego—1949**  
**CBS**

Channel: 8 VHF..AP: 316 Kw...VP: 158 Kw.  
 Owned...Wrather-Alvarez Broadcasting, Inc.  
 Business Address.....1405 Fifth Ave.  
 Representative .....Petry  
 News Service.....AP, UP  
 Membership .....NARTB, TvB  
 President.....Jack D. Wrather  
 Vice President, General  
 Manager .....George Whitney  
 General Sales Manager .....Bill Fox  
 Prog. Director .....Byron Dowty  
 Production Manager.....George Stantis  
 Prom., Pub. Rel.....Dan Bellus  
 Film Manager.....Del Gay  
 Chief Engineer.....Charles Abel

**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.  
 News Service.....AP  
 Newspaper Affiliation .....Chronicle  
 Representative..Peters, Griffin, Woodward Inc.  
 Membership .....NARTB, TvB  
 President .....Charles Thierlot  
 Gen. Manager .....Harold P. See  
 Business Mgr.....Tom Smith  
 Comm., Film Mgr.....Norman Louvain  
 Program Dir.....Douglas Elleson  
 Advertising .....John Reavis  
 Publicity Director.....Tom Mullahey  
 Film Manager .....Jim Bentley  
 Chief Engineer .....J. L. Berryhill

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 joined together in  
 the billion dollar  
 San Diego market.

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**XETV.**



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**BE NICE TO THE WEED BOYS!**  
 JULIAN M. KAUFMAN, V.P. and Gen. Mgr.  
 San Diego 3, California



**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.  
Representative ..... Blair  
News Service ..... AP, INS  
Membership ..... TvB, NARTB  
President (ABC)..... Leonard Goldenson  
V.P., Gen., Sta. Mgr. .... John H. Mitchell  
Comm. Mgr..... David Sacks  
Pub., Promotion Director ..... Vic Reed  
Production Manager..... Edward Smith  
Program Director..... Russell Baker  
Film Manager..... Robert Mitchell  
Chief Engineer..... Harry Jacobs

**KVEC-TV—San Luis Obispo**  
1953—CBS-ABC

Channel: 6 VHF...AP: 8.9 Kw...VP: 16 Kw.  
Owned-Oper. By....The Valley Enterprise Co.  
Business Address.....787 Higuera St.  
Representative ..... H-R  
Station Manager ..... Fred Beck  
General Manager ..... John C. Cohan  
Commercial Manager ..... Graham Moore  
Program Director ..... Ted Warner  
Orer. Director ..... Russ Furse  
Film Buyer ..... Mike Giarratano  
Chief Engineer ..... Lew Jones

**KPIX—San Francisco—1948**  
CBS

Channel: 5 VHF..AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By....Westinghouse Bcstg., Inc.  
Address.....2655 Van Ness Ave.  
News Service ..... INS, UP  
Representative ..... Katz  
Membership ..... NARTB, TvB  
Pres..... Donald M. McGannan  
General Manager ..... Philip G. Lasky  
Asst. Gen. Manager..... George Mathiesen  
Commercial Manager..... Lou Simon  
Program Director,  
Film Mgr. .... William C. Dempsey  
Promotion Dir. .... William H. Ryan  
Publicity Dir. .... Al Baccari  
Chief Engineer ..... Thomas T. Ely

**KEY-T—Santa Barbara—1953**  
ABC-CBS-NBC

Channel: 3 VHF...AP: 25 Kw...VP: 50 Kw.  
Owned-Oper. By.Santa Barbara Bcstg.-TV Co.  
Business Address.....730 Miramonte Drive  
News Service..... UP  
Representative ..... Hollingbery  
Membership ..... NARTB  
Pres., Gen. Sta. Mgr..... Colin M. Selph  
Comm. Mgr. .... Thomas C. Chase  
Prog., Prod. Dir. .... Joe Costantino  
Prom. Dir. .... Virginia Lee  
Chief Engineer..... Lloyd M. Jones

**KSAN-TV—San Francisco**  
1954

Channel: 32 UHF..AP: 100 Kw. .VP: 200 Kw.  
Owned & Oper. By..... S. H. Patterson  
Address .....1111 Market Street  
Representative ..... Stars National  
Exec. Director ..... Norwood Patterson  
Gen., Comm. Mgr. .... Richard P. Bott  
Program Director ..... Bob McLaughlin

**KOVR—Stockton—1954**  
ABC

Channels: 13 VHF. AP: 72.2 Kw...VP: 138 Kw.  
Owned & Oper. By....Television Diablo, Inc.  
Address .....225 East Miner Ave.  
Representative ..... Avery-Knodel, Inc.  
Pres., General Manager, Terry Hamilton Lee  
Sales Mgr. .... Jay Watson  
Production Manager..... Bel Lange  
Pub., Prom. Director ..... Norrie West  
Film Director ..... John Kearns  
Chief Engineer ..... Richard J. Anderson

**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 ..... Weed  
President ..... A. T. Gilliland, Sr.  
General Mgr. .... Fran Conrad  
Gen. Sales Mgr. .... Hal Chase  
Program Director ..... Russell M. Truesdell  
Promotion Dir. .... James Emmett  
Film Mgr. .... Calvin Cape  
Chief Engineer ..... Bruce Joynner

**KVVG—Tulare—1953**

Channel: 27 UHF..AP: 81.3 Kw...VP: 151 Kw.  
Owned-Oper. By.....UHF Telecasting Corp.  
Business Address .....1385 East Tulare St.  
Representative ..... Lee F. O'Connell  
Gen. Sta., Comm. Mgr. .... Ron Freeman  
Program Director ..... Bob Lee  
Film Manager..... Joe Ridgeway  
Chief Engineer..... Hershell McKensie



## KKTV—Colorado Springs 1952—ABC-CBS

Channel: 11 VHF..AP: 54 Kw..VP: 107½ Kw.  
Owned-Operated By.....TV Colorado, Inc.  
Address ..... P. O. Box 1078  
Membership ..... NARTB, TvB  
News Service ..... UP  
Representative ..... Bolling  
President, Gen., Station Mgr... James D. Russell  
Commercial Manager..... Robert D. Ellis  
Local Sales..... W. B. Rogers  
Film Mgr., Program Director... Carl Pehlman  
Prom., Pub. Director ..... Jack East  
Chief Engineer..... Willis Shanks

## KRDO-TV—Colorado Springs 1953—NBC

Channel: 13 VHF AP: 5.65 Kw..VP: 11.31 Kw.  
Owned-Oper. By.....Pikes Peak Bcstg. Co.  
Business Address.....399 South Eighth St.  
Membership ..... NARTB, TvB  
News Service..... AP, UP  
Representative ..... Pearson  
President, Gen. Comm. Mgr. .... Harry Hoth  
Promotion Director ..... Jay Cook  
Film Manager ..... Joe Calahan  
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.  
News Service ..... UP  
Membership ..... NARTB, TvB  
Representative Peters, Griffin, Woodward, Inc.  
President..... John C. Mullins  
Station Manager..... Joseph Herold  
Prom. Director..... Bill Walker  
Asst. Sta. Mgr. .... Gil Lee  
Comm. Mgr. .... Thomas Young  
Film Mgr. .... Don Mumford  
Chief Engineer ..... Nelson Alquist

## KLZ-TV—Denver—1953 CBS

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By...Aladdin Broadcasting Corp.  
Business Address.....131 Speer Blvd.  
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

## Take a second look at DENVER

Channel **9**

Now Offers You  
a 1½ Billion Dollar Market!

**KBTV covers:**  
64% of Colorado's spendable income  
57% of Colorado population PLUS  
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**DENVER** — #4 Boomtown in the U.S.A.  
Only 5 major markets in the U.S.A.  
showed a Retail Sales Increase of 50% or  
more between 1948 and 1954 Census  
of Business—and still growing.

|                                   |                                  |
|-----------------------------------|----------------------------------|
| <b>IN 1955</b>                    | <b>KBTV COVERS:</b>              |
| New Valuations .....\$108,555,000 | 17 Colorado Counties and Laramie |
| Added Employment..... 2,864       | (Cheyenne) county, Wyoming       |
| Wages Added .....\$ 8,472,240     | Population: Over 1 Million       |
|                                   | Retail Sales: Over 1½ Billion    |

TOWER: Atop Lookout Mountain, 2400 feet above Denver.

Owned and Operated by: TV DENVER, INC.  
1089 Bannock • Tabor 5-6386  
Represented by Peters, Griffin, Woodward, Inc.

Joe Herold  
Station Manager

John C. Mullins  
President





# Connecticut

Pop. March 1 (Est.) 2,285,000—TV Homes 594,000  
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  
News Service.....UP  
Representative.....Adam Young  
Pres., Gen. Sta. Mgr.....Philip Merryman  
Comm. Mgr.....Manning Slater  
Promotion Manager.....Joan Fisher  
Film Ed.....Irving Magilnick  
Chief Engineer.....Alvin Andrus

## WHCT-TV—Hartford—1954 CBS

Channel: 18 UHF..AP: 97 Kw..VP: 86 Kw.  
Owned.....CBS  
Address.....555 Asylum Street  
Representative.....CBS Spot Sales

General Manager.....Harvey Struthers  
Gen. Sales Mgr.....Lamont Thompson  
Program Director.....John O. Downey  
Dir. Oper.....Harold Dorshug  
Prom. Mgr.....Joseph Dowling

## WNBC—West Hartford 1952—NBC

Channel: 30 UHF..AP: 113.5 Kw..VP: 210.4 Kw.  
Owned.....New Britain Bcastg. Co.  
Address.....West Hartford 10  
Representative.....Bolling  
Membership.....NARTB  
President.....Thomas B. McFadden  
Ex. V.P. & Gen. Mgr.....Peter B. Kenney  
Secretary.....Wm. H. Day  
National Sales Mgr.....David Scott  
Film Manager.....Phillip B. Hale  
Program Manager.....Robert W. Bray  
Oper. Mgr., Chief Eng.....John Shipley

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NEW, ADDITIONAL SURVEY PROOF:  
WNHC-TV—seven days a week, sign on to  
sign off—delivers average audiences 210%  
greater than top New York City station reach-  
ing any part of the area; 244% greater than  
Hartford; 174% greater than New Britain.  
Call KATZ for the proof: ARB, Nov. 1956;  
PULSE, Oct. 1956; NIELSEN NCS #2, 1956.



**WNHC-TV**  
NEW HAVEN-HARTFORD, CONN.

Channel 8

ABC-TV • CBS-TV  
Represented by KATZ

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**WFIL-AM • FM • TV**, Philadelphia, Pa. / **WBNF-AM • FM • TV**, Binghamton, N. Y.  
**WHGB-AM**, Harrisburg, Pa. / **WFBG-AM • TV**, Altoona, Pa. / **WNHC-AM • FM • TV**, New Haven-Hartford, Conn.  
National Sales Office, 485 Lexington Avenue, New York 17, New York



# ...ESPECIALLY IN HARTFORD!

**WNHC-TV—New Haven**  
1948—CBS-ABC

Channel: 8VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By ..Triangle Publications, Inc.  
Business Address .....1110 Chapel St.  
News Service ..... INS, AP  
Representative ..... Katz  
Membership ..... NARTB, TvB  
Gen. Mgr. .... Edward Taddel  
Sta. Mgr., Prog. Dir. .... Edward Obrist  
Sales Mgr. .... J. Vincent Callanan  
Promotion Dir. .... John Curran  
Chief Engineer ..... 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.  
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  
Chief Engineer..... Andrew Toross

**Delaware**

Pop. March 1 (Est.) 421,000—TV Homes 108,000  
Stations in State 1

**WPFH—Wilmington—1949**

Channel: 12 VHF..AP: 191 Kw..VP: 316 Kw.  
Owned-Oper. By ....WPFH Broadcasting Co.  
Address .....Suburban Sta. Bldg., Phila., Pa.  
Studio Address .....Box 867, Wilmington

Representative ..... Raymer  
President, Gen. Mgr. .... Paul F. Harron  
Commercial Mgr. .... Glenn B. Lau  
Production Manager ..... Marvin Fisher  
Promotion Manager..... William F. Conran  
Chief Engineer ..... Luther O. Piersol

**THE WPFH AREA MARKET**

|                                |                                     |
|--------------------------------|-------------------------------------|
| Total Population: 5,642,208    | Total Families: 1,644,948           |
| Buying Income: \$9,836,277,000 | Total Retail Sales: \$6,365,340,000 |

**WPFH-TV**  
**CHANNEL 12**  
**BEST IN PHILA &**  
**WILMINGTON**

REPRESENTED BY PAUL RAYMER & CO., INC.

# Dist. of Columbia

Pop. March 1 (Est.) 871,000—TV Homes 223,000  
Stations in District 4

## WMAL-TV—Washington, D. C. 1947—ABC

Channel: 7 VHF..AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By **The Evening Star Bcstg. Co.**  
Address.....4461 Connecticut Ave., N.W.  
Newspaper Affiliation.....**The Evening Star**  
Membership.....NARTB, TvB  
Representative.....H-R Television  
News Service.....AP  
President.....John W. Thompson, Jr.  
General Manager.....F. S. Houwink  
Commercial Manager.....Neal J. Edwards  
Program Director.....Theodore H. McDowell  
Prom. & Pub. Director.....E. Haywood Meeks  
Film Manager.....Robert Morgan  
Chief Engineer.....Allan Powley

## WTOP-TV—Washington 1949—CBS

Channel: 9 VHF..AP: 175 Kw...VP: 316 Kw.  
Owned-Oper. By.....Washington Post  
Business Address.....Broadcast House  
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  
Pub. & Prom. Director.....Robert M. Adams  
Program Dir.....Thomas Jones  
Film Mgr.....William Hedgepeth  
Vice President for Engineering...Clyde Hunt

## 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  
Representative.....NBC Television Spot Sales  
Membership.....NARTB, TvB  
General Mgr.....Carleton D. Smith  
Director of Sales.....Joseph Goodfellow  
TV Sales Mgr.....Charles de Lozier  
Director of Programs.....James E. Kovach  
Dir. of Operations.....Lefferts A. McClelland  
Program Mgr.....William Grayson  
Prod. Mgr.....Jas. McMurry  
Pub. Ser. Mgr.....Burton Bridgens  
Dir. Prom., Adv. & P.R.....Wm. Coyle

## WTTG—Washington—1947

Channel: 5 VHF..AP: 25 Kw...VP: 50 Kw.  
Owned-Oper. By.....DuMont Bcstg. Corp.  
Business-Studio Address.....Hotel Raleigh  
Representative.....Weed and Co.  
Membership.....NARTB  
President.....Bernard Goodwin  
V.P., Gen. Manager.....Ted Cott  
Station Manager.....James Anderson  
Asst. Sta. Mgr.....Richard S. Stakes  
Comm. Manager.....Perry Walders  
Production Mgr.....Weston J. Harris  
Prom., Pub. Director.....Duncan Miller  
Film Director.....Louis Lorenzetti  
Chief Engineer.....Malcolm M. Burleson

# Florida

Pop. March 1 (Est.) 3,990,000—TV Homes 836,000  
Stations in State 17

## WESH-TV—Daytona Beach 1956

Channel: 2 VHF..AP: 2.5 Kw...VP: 5 Kw.  
Owned-Oper. By.....Telerad, Inc.  
Business Address.....P.O. Box 1712  
Representative.....Petry  
News Service.....UP  
President.....John H. Perry, Jr.  
General Manager.....Thomas S. Gilchrist, Jr.  
Station Mgr., Comm. Mgr.....Walter Stousse  
Program Dir.....William Hall  
Promotion Dir.....Charlie Rogers  
Publicity Dir.....Deanie Cates  
Film Manager.....Gene Haff  
Chief Engineer.....A. O. Peck

Managing Director.....W. M. Koessler  
Promotion Dir.....Terry Mason  
Promotion Dir.....Bob Edell  
Sales Manager.....Dick Sloan  
Film Mgr.....Douglas Johnson  
Chief Engineer.....William Needs

## WGBS-TV—Miami—1953

Channel: 23 UHF..AP: 92 Kw...VP: 185.5 Kw.  
Owned-Oper. By.....Storer Bcstg. Co.  
Business Address.....316 N.E. 21st St.  
Representative.....Katz  
President.....George B. Storer

## WITV—Ft. Lauderdale—1953 ABC

Channel: 17 UHF..AP: 312 Kw...VP: 536 Kw.  
Owned-Oper. By.....Gerico Investment Co.  
Bus. Address.....228 N.E. 3rd St.  
Representative.....Forjoe  
President.....L. C. Judd  
Gen. Mgr.....C. Edw. Little  
Sta. Mgr.....C. Azevedo  
Program Dir.....Jean Scurman  
Sports Dir.....Clure Mosher  
Comm. Dir.....Mike Korman  
Publicity Director.....Louise Richards  
Film Manager.....John Murphy, Jr.  
Chief Engineer.....Bill Latham



**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... 2824 Palm Beach Blvd.  
Representative... McGillvra; Ayres  
Membership... NARTB, TvB  
Gen., Sales 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.  
Newspaper Affil. ... Jacksonville Journal  
Representative... Petry  
News Service... UP  
President... John H. Perry, Jr.  
Gen. Mgr. ... T. S. Gilchrist, Jr.  
Film Manager... Ted Booth  
Commercial Manager... Bill Fraker  
Program Director... Martha Thomas  
Promotion Director... Charles Ost  
Chief Engineer... Charles Carter  
Technical Dir. ... Beecher Hayford

**WMBR-TV—Jacksonville**  
1949—ABC-CBS

Channel: 4 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By... Washington Post  
Business Address... 605 S. Main  
Newspaper Affil. ... Washington Post  
News Service... UP  
Representative... CBS TV Spot Sales  
Membership... NARTB, TvB  
Pres. WMBR Div. ... Glenn Marshall, Jr.  
V.P., Gen. Mgr. ... Charles Stone  
Prom. Dir. ... Ken McClure  
Comm. Mgr. ... Dave Bocher  
Program Dir. ... Harry Kalkines  
Prod. Manager... Leonard Mosby  
Film Manager... Jack Sears  
Chief Engineer... Ernest Vordermark

**WPTV—Palm Beach**  
1954—NBC

(Formerly WJNO-TV)

Channel: 5 VHF... AP: 60.3 Kw... VP: 100 Kw.  
Owned-Oper. ... John H. Phipps Bcstg. Co.  
Business Address... 5 Coconut Row  
Representative... Blair TV Assoc.  
Membership... NARTB, TvB  
News Service... AP  
President... John H. Phipps  
General Manager... Stephen P. Willis  
Commercial Manager... W. L. Woods  
Program Director... Robert F. Carris  
Chief Engineer... Gino Ricciardelli

**WCKT—Miami—1956—NBC**  
NBC

Channel: 7 VHF... AP: 158 Kw... VP: 316 Kw.  
Owned-Oper. By... Biscayne Television Corp.  
Business Address... Box M, Little River Sta.  
Representative... NBC Spot Sales  
News Service... AP  
Membership... NARTB  
President, Gen. Mgr. ... Niles Tramwell  
Station Manager... James M. Le Gate  
Commercial Manager... Robert L. Fidler  
Traffic Manager... Miss Ruth Richardson  
Operations Manager... Charles L. Kelly  
Production Manager... Robert E. Gilbert  
Promotion Director... Bob Nashick  
Film Editor... Frank L. Struzziari  
Chief Engineer... M. C. Scott, Jr.

**WTVJ—Miami—1949**  
ABC-CBS

Channel: 4 VHF... AP: 70 Kw... VP: 100 Kw.  
Owned-Oper. By... WTVJ, Inc.  
Address... 316 N. Miami Ave.  
News Service... INS, UP  
Representative... Peters, Griffin, Woodward, Inc.  
Membership... NARTB, TvB  
President... Mitchell Wolfson  
Exec. V.P., Gen. Mgr. ... Lee Ruwitch  
Vice-Pres., Operations Mgr. ... John A. Shay  
Nat'l Sales Dir. ... William Brazzil  
Program Director... Lee Waller  
Pub. & Prom. Director... Burt Toppan  
Production Mgr. ... Ashe Dawes  
Business Film Mgr. ... Louis Wolfson  
Chief Engineer... Earl W. Lewis

**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.  
News Service... AP  
Representative... Blair-TV  
Membership... NARTB, TvB  
President, Gen. Mgr. ... Harold P. Danforth, Sr.  
Sales Co-ordinator... A. V. Carlson  
Prog. Dir., Film Buyer... Walter E. Sickles  
Publicity Director... Audrey Lane  
Film Manager... Harold P. Danforth, Jr.  
Chief Engineer... J. E. Yarbrough

**WJDM—Panama City—1953**  
NBC

Channel: 7 VHF... AP: 5.36 Kw... VP: 10.7 Kw.  
Owned-Oper. By... J. D. Manly  
Business Address... Box 428  
Representative... Hollingbery  
General Manager... Mel Wheeler  
Ass't. Gen., Nat'l. Sales Mgr. ... Millt De Reyna  
Station Mgr. ... Harry C. Babb  
Chief Engineer... Claude Maenza





**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  
Representative.....Hollingbery  
Membership.....NARTB, TvB  
President, Gen. Mgr.....Mel Wheeler  
Asst. Gen. Mgr. & National  
Sales Manager.....Milt de Reyna, Jr.  
Comm. Mgr.....Irv Welch  
Chief Engineer.....Jim Smith

**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  
Representative.....Weed  
News Service.....UP  
Membership.....NARTB  
General Manager.....Fred P. Shawn  
Commercial Manager.....Bernard L. Kobres  
Program, Film Director.....Charles D. Bishop  
Promotion Director.....Barbara Young  
Sales Service Mgr.....Vera New  
Community Serv. Mgr.....Dayton Saltsman  
Production Manager.....Chad Mason  
Traffic Managers.....Doris Isler, Jeanne Nesmith  
Chief Engineer.....Louis J. Link

**WCTV—Tallahassee—1955**  
ABC-CBS-NBC

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By  
John H. Phipps Broadcasting Co.  
Business Address.....P.O. Box 3166  
Representative.....Blair  
News Service.....AP, INS  
Membership.....TvB  
Owner.....John H. Phipps  
General Manager.....L. Herschel Graves  
National Sales Manager.....William L. Woods  
Program Director.....Harry R. Wagner  
Promotion Director.....Barbara Young  
Publicity Director.....Jos. Hosford  
Film Manager.....Joyce Stone  
Director of Engineering.....W. A. Snowden

**WTVT—Tampa—1955—CBS**

Channel: 13 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By.....WKY Television  
Address.....3213 Grand Central  
News Service.....AP, UP  
Representative.....Katz  
President.....E. K. Gaylord  
Vice Pres. and Gen. Mgr.....P. A. Sugg  
Commercial Mgr.....John Haberman  
Pub, Promotion Dir.....Edwin Jay  
Film Mgr.....Monte Gurwit  
Business Manager.....Norman Bagwell  
Operations Mgr.....Roger Olson  
Production Mgr.....Walter K. Rhoads  
Chief Engineer.....William Witt

**WFLA-TV—Tampa—1955**  
NBC

Channel: 8 VHF...AP: 220 Kw...VP: 316 Kw.  
Owned-Oper. By.....Tribune Company  
Address.....Box 1410  
Newspaper Affiliation.....Tampa Tribune  
News Service.....AP  
Representative.....Blair-TV  
Membership.....NARTB, TvB  
President.....J. C. Council  
General Manager.....George W. Harvey  
Operations Mgr.....Daniel H. Smith  
Sales Mgr.....William B. Faber  
Prog. Dir., Film Mgr.....Carl Bergquist  
Prom., Pub. Director.....Tom Matthews  
Production Manager.....L. George Gelger  
Chief Engineer.....J. H. Mitchell

**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  
Representative.....H.R. Brown  
President.....Thomas F. O'Neil  
Gen. Mgr.....Bertram Leibar, Jr.  
Program Dir.....Mary O'Connell  
Gen. Sales Mgr.....E. J. Hennessey  
Local Sales Mgr.....C. C. Levis  
Production Director.....Jack Poole  
Chief Engineer.....J. Ross McPherson



# Georgia

Pop. March 1 (Est.) 3,744,000—TV Homes 684,000  
Stations in State 13

## WALB-TV—Albany—1954 ABC-NBC

Channel: 10 VHF..AP: 56.2 Kw...VP: 112 Kw.

Owned-Oper. By.....Herald Publishing Co.

Address ..... Stuart Ave. & Greenwood Dr.

Representative...Venard, Rintoul & McConnell

President.....James H. Gray

General Manager.....T. R. Stillwagon

Program Director.....Jack Mayer

Owned-Oper. By.....Crosley Bcstg. Corp.

Bus. Address....1611 W. Peachtree St. N.E.

News Service .....UP

Representative .....Bomar-Lowrance

Membership .....TvB, NARTB

President .....R. E. Dunville

V.P.-General Manager ..... H. A. LeBrun

V.P.-Business Manager .....J. P. Dwyer

Program Dir. .... Bob Hendrickson

Prom. Dir. .... Howard Rowe

Film. Dir. .... Thomas Hitchcock

Chief Engineer .....Harvey Aderhold

## WLW-A—Atlanta—1951 ABC

Channel: 11 VHF..AP: 160 Kw...VP: 316 Kw.

Get  
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out of  
your  
advertising  
dollar

*... a long list of satisfied  
clients testify to the  
result-getting ability of*

**SOUTH GEORGIA'S**

# WALB <sup>T</sup><sub>V</sub>

## Channel 10 ALBANY, GA.

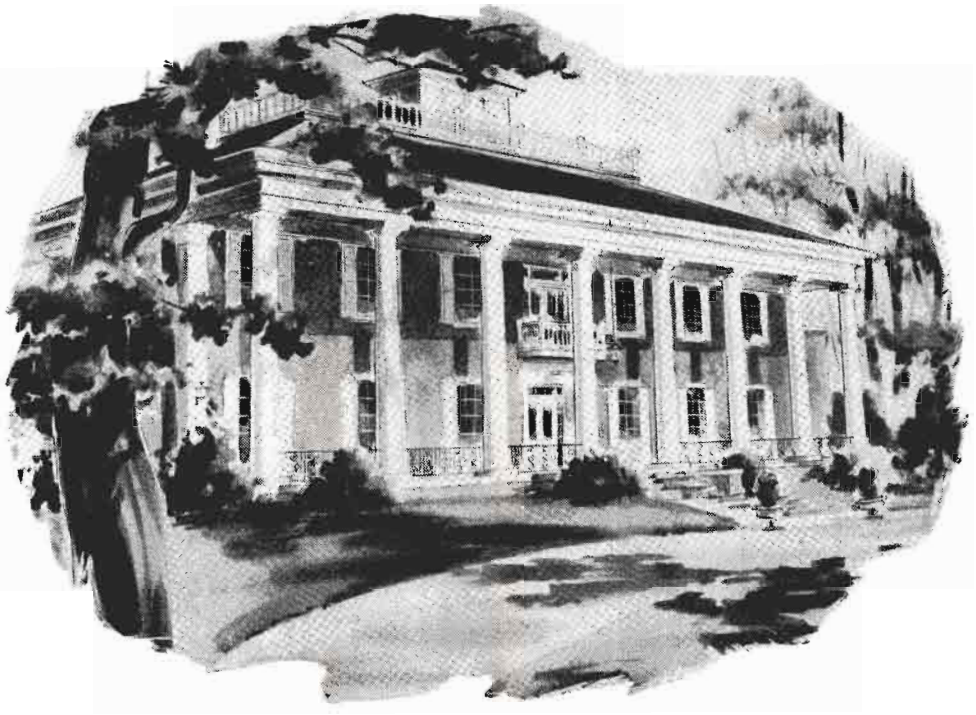


NBC—ABC—and TOP LOCAL PROGRAMS

James H. Gray  
President

T. R. Stillwagon  
General Manager

Represented by  
Venard, Rintoul & McConnell, Inc.



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### **A symbol of broadcasting integrity**

“White Columns” is the home of WSB Radio and WSB-TV. To the people of this region, “White Columns” is more than a beautiful building. No other broadcast source or combination, has such a vital influence in Atlanta and Georgia.

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**wsb radio / wsb-tv**

*Affiliated with The Atlanta Journal and Constitution  
NBC affiliate Represented by Edw. Petry & Co*



### WAGA-TV—Atlanta—1949 CBS

Channel: 5...AP: 50 Kw....VP: 100 Kw.  
 Owned-Operated By...Storer Bcstg. Co., Inc.  
 News Service.....**AP**  
 Representative.....**Katz**  
 Membership.....NARTB, TvB  
 President.....George B. Storer, Sr.  
 Managing Dir.....Glenn C. Jackson  
 Commercial Mgr.....Jack Collins  
 Program Dir., Film Mgr.....Don Naylor  
 Prom., Pub. Director.....Charles E. Trainor  
 Chief Engineer.....Hugo Bondy

### 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.  
 Newspaper Affiliations..Atlanta Newsp., Inc.  
 News Service.....AP, INS, UP  
 Representative.....**Petry**  
 Membership.....NARTB, TvB  
 General Manager.....John M. Outler  
 General Manager.....J. R. Meachem  
 Station Manager.....Marcus Bartlett  
 Production Director.....Mark Toalson  
 Film Director.....Jean Hendrix  
 Chief Engineer.....R. A. Holbrook

### WJBF-TV—Augusta—1953 NBC-ABC

Channel: 6...AP: 68 Kw....VP: 100 Kw.  
 Owned-Oper. By..Georgia-Carolina Bcstg. Co.  
 Business Address.....Augusta, Ga.  
 News Service.....UP  
 Representative.....Hollingbery  
 Membership.....TvB, NARTB  
 President.....J. B. Fuqua  
 V.P.-Gen., Sta., Mgr. ....Donald M. Kelly, Jr.  
 Program Director.....Ben Gear  
 Comm. Mgr., Prom. Dir. .Thomas J. Hennesy  
 Pub. Dir. ....Jack Wideman  
 Film Mgr. ....James Nabons  
 Chief Engineer.....John Jopling

### WRDW-TV—Augusta—1954 CBS

Channel: 12 VHF...AP: 6 Kw...VP: 10 Kw.  
 Owned-Oper. By...Southeastern Newspapers  
 Business Address ....P.O. Box F, N. Augusta  
 News Service.....**AP**  
 Newspaper Affiliation ....Augusta Chronicle,  
 Augusta Herald  
 Representative.....Branham Company  
 President.....Pat H. Rice, Jr.  
 Gen., Sta., Comm. Mgr.....J. W. Hicks  
 Program Dir. ....Richard A. Fennel  
 Prom. Director.....Don Shepherd

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Film Manager.....Frank Allen  
Chief Engineer.....Joseph P. Gill, Jr.

**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  
News Service.....AP  
Representative.....Headley Reed  
General Manager.....Allen Woodall  
Station Manager.....E. F. McLeod  
Comm. Manager.....Joe V. Windsor  
Prog. Dir., Prod. Manager.....John Hughes  
Prom., Pub. Director.....M. M. Byrne  
Film Manager.....Ronnie Otwell  
Chief Engineer.....Reeve Owen

**WRBL-TV—Columbus**  
**1953—CBS-ABC**

Channel: 14 VHF..AP: 70 Kw..VP: 100 Kw.  
Owned-Oper. By.....Columbus Bcastg. Co.  
Business Address.....1350 13th Ave.  
News Service.....UP  
Newspaper Affil.....Ledger Enquirer  
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  
Film Mgr.....Howard Shehane  
Chief Engineer.....Joe A. Gamble

**WMAZ-TV—Macon—1953**  
**CBS-ABC-NBC**

Channel: 13 VHF..AP: 125 Kw..VP: 250 Kw.  
Owned-Oper. By.....Southeastern Bcastg. 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  
Prom., Pub. Dir., Film Buyer.....Ed Pendleton  
Production Manager.....Bob Savage  
Comm. Manager.....Frank Crowther  
Chief Engineer.....J. D. Lawhon

**WROM-TV—Rome—1953**

Channel: 9 VHF..AP: 16 Kw..VP: 32 Kw.

Owned-Oper. By.....WROM-TV, Inc.  
Business Address.....Box 473  
Representative.....McGillvra  
President.....Dean Covington  
General Manager.....Ed McKay  
Commercial Manager.....Charles Doss  
Chief Engineer.....T. H. Robertson

**WSAV—Savannah—1956**  
**ABC-NBC**

Channel: 3 VHF..AP: 16.2 Kw..VP: 32.4 Kw.  
Owned-Oper. By.....WSAV, Inc.  
Business Address.....Liberty Nat'l Bank Bldg.  
Representative.....Blair  
President, Gen. Mgr., Sta. Mgr. Harban Daniel  
Operations Manager.....M. E. Thompson  
Commercial Manager.....H. M. Humpidge  
Program Director.....William E. Lucas  
Prom., Pub. Dir.....Elmer Alley  
Film Manager.....S. Rowland Smith  
Chief Engineer.....Byron Strong

**WTOC-TV—Savannah**  
**1954—CBS-ABC**

Channel: 11 VHF..AP: 104 Kw..VP: 207.5 Kw.  
Owned-Oper. By.....Savannah Bcastg. Co.  
Business Address.....516 Abercorn St.  
Station Representative.....Avery-Knodel  
Membership.....NARTB  
President & Gen. Mgr.....William T. Knight, Jr.  
Commercial Mgr.....Ben B. Williams  
Film Mgr., Program Director ..Dwight J. Bruce  
Prom., Pub. Dir.....Frank S. Bryson, Jr.  
Chief Engineer.....Kyle Goodman

**WCTV—Thomasville—1955**  
**ABC-CBS-NBC**

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By ..John H. Phipps Bcastg Co.  
Business Address ..Box 3166, Tallahassee, Fla.  
Representative ..Meeker; Cummings  
Membership ..TvB  
Pres. & Owner ..John H. Phipps  
General Mgr. ....L. Herschel Graves  
Nat'l Sales Mgr. ....W. L. Woods  
Dir. Oper & Film Buyer.....Jos. Hosford  
Program Director.....Harry R. Wagner  
Promotion Dir. ....Barbara Young  
Dir. Engineering ..Wm. A. Snowden

Pop. March 1 (Est.) 633,000—TV Homes 104,000  
Stations in State 4

**Idaho**

**KBOI-TV—Boise—1953—CBS**

Channel: 2 VHF... AP: 33 Kw.... VP: 65 Kw.  
Owned-Oper. By.....Boise Valley Bcstrs. Inc.  
Business Address.....1007 Jefferson St.  
Representative.Peters, Griffin, Woodward, Inc.  
Pres., Gen. Mgr.....Westerman Whillock  
Sta., Comm. Mgr., Prog. Dir....Earl Glade, Jr.  
Production Manager.....Bill Gratton

Film Manager.....Robert Howell  
Chief Eng. ....J. A. Johtnz, Jr.

**KIDO-TV—Boise—1953**  
**ABC-NBC**

Channel: 7 VHF..AP: 87.1 Kw..VP:166 Kw.  
Owned-Oper. By.....KIDO, Inc.



Address ..... 709 Idaho St.  
 Representative ..... Blair  
 News Service ..... AP  
 Membership ..... NARTB, TvB  
 Pres. and Gen. Mgr. .... Georgia M. Davidson  
 Commercial Mgr. .... George Ganz, Jr.  
 Prog. Director..... Jack Link  
 Film Manager..... William Harvey  
 Chief Engineer..... Harold Toedtemeler

Prom., Pub. Dir. .... John Wrigley  
 Chief Engineer..... Carroll Secrist

**KID-TV—Idaho Falls—1952**  
**CBS-NBC-ABC**

Channel: 3 VHF.. AP: 60.3 Kw.. VP: 100 Kw.  
 Owned-Oper. By..... Idaho Radio Corp.  
 Business Address..... Box 761  
 Air Time..... 8 hours daily  
 Representative ..... Gill-Perna; Moore  
 President ..... A. W. Schwieder  
 Gen. Mgr..... C. N. Layne  
 Comm. Manager..... Claude Cain  
 Film Manager..... Quincy Jensen  
 Program Dir. .... Roy Southwick

**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 ..... Eastland Dr. & Elizabeth St.  
 Representative ..... Gill-Perna; Moore  
 Membership ..... NARTB  
 President ..... A. L. Glassman  
 V.P. & Gen. Manager..... Frank C. McIntyre  
 Commercial Manager ..... Joe Gibney  
 Program Director..... Dave Fox  
 Prom. Dir. .... Rosie Stover  
 Pub. Dir. .... John Graham  
 Film Manager..... Vic Graybeal  
 Chief Engineer..... C. W. Evans

**Illinois**

Pop. March 1 (Est.) 9,529,000—TV Homes 2,496,000  
 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  
 Representative ..... McGillvra  
 Pres., Gen. Manager..... Worth S. Rough  
 Traffic Mgr. .... Madonna Rough

**WCIA—Champaign—1953**  
**CBS-NBC**

Channel: 3 VHF.. AP: 50 Kw.. VP: 100 Kw.  
 Owned-Oper. By..... Midwest Television, Inc.  
 Business Address..... 509 S. Neil St.  
 News Service ..... UP  
 Representative ..... Hollingbery  
 Membership ..... NARTB, TvB  
 President..... August C. Meyer  
 V.P., Sales Manager..... Guy Main  
 National Sales Dir. .... Leonard Davis  
 Production Manager..... James Fielding  
 Publicity Director ..... Richard Wright  
 Film Director..... John Ketterer  
 Chief Engineer..... Bob Myers

**WBBM-TV—Chicago—1953**  
**CBS**

Channel: 2 VHF.. AP: 50 Kw.. VP: 100 Kw.  
 Owned-Oper. By..... CBS, Inc.  
 Bus. Studio Address... 410 N. Michigan Ave.

Representative..... CBS TV Spot Sales  
 Membership ..... NARTB, TvB  
 Vice-Pres., Gen. Mgr..... H. Leslie Atlas  
 Dir. Tech. Oper. .... Luther Pierce  
 Sales Manager ..... George Arkedis  
 Sls. Traffic Mgr. .... Eugene McClure  
 Sls. Service Mgr. .... Justin Cassidy  
 Sls. Prom. Mgr. .... Tom Dawson  
 Program Director..... William Ryan

**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.  
 Representative ..... Blair-TV  
 Membership ..... NARTB, TvB  
 Gen., Sls. Mgr. .... Sterling Quinlan  
 Nat'l Sls. Mgr. .... Clar Heider  
 Film Dir. .... Ralph Andrews  
 Prog. Dir. .... Dan Schuffman  
 Pub. Dir. .... Elliott Henry  
 Chief Engineer ..... Wm. Kussack

**WGN-TV—Chicago—1948**

Channel: 9 VHF.. AP: 316 Kw.. VP: 158 Kw.  
 Owned-Oper. By..... Tribune Company  
 Business Address... 441 N. Michigan Ave  
 Newspaper Affiliation..... Chicago Tribune  
 News Service ..... AP, UP, INS  
 Representative ..... Petry  
 Membership ..... TvB, NARTB  
 President..... J. Howard Wood  
 V.P., Gen., Sta. Mgr. .... Ward L. Quaal  
 Program Director..... J. E. Faraghan  
 Sales Director..... Ted Weber  
 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  
 News Service.....AP, INS, UP  
 Representative.....NBC Spot Sales  
 Membership.....NARTB, TvB  
 President.....Robert Sarnoff  
 General Manager.....Jules Herbiveaux  
 Asst. Gen. Mgr.....Henry T. Sjogren  
 Sales Dir.....Russell Stebbins  
 Sales Mgr.....Floyde Beaston  
 Mgr. Color Sales.....Howard W. Coleman  
 Prom. Director.....John Keys  
 Program Manager.....Robert Dressler  
 Publicity Director.....Chet Campbell  
 Film Manager.....Isabelle Cooney  
 Chief Engineer.....Howard C. Luttgens

### 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.  
 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  
 Chief Engineer.....Orville Neely

### WTVP—Decatur—1953—ABC

Channel: 17 UHF...AP: 93.3 Kw...VP: 174 Kw.  
 Owned-Oper. By...Prairie Television Co.  
 Business Address.....Box 108  
 Representative.....Bolling  
 President.....W. L. Shellabarger  
 Sta. Mgr.....Robert G. Wright  
 Comm. Mgr.....Ben K. West  
 Chief Engineer.....Hubert F. Abfalter

### WSIL-TV—Harrisburg 1953—ABC

Channel: 22 UHF...AP: 14.12 Kw...VP: 11.1 Kw.  
 Owned-Oper. By...Turner-Farrar Assn.  
 Business Address.....2 W. Poplar St.  
 News Service.....UP  
 Representative.....Walker  
 Pres.....Oscar L. Turner  
 Sta. Mgr.....O. L. Turner, Jr.  
 Prog. Dir.....Bill Plater  
 Chief Engineer.....Charles Gilliam

### 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  
 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.....Al Knapp  
 Dir. of Sports.....Hank Fisher  
 Film Manager.....Robert Kroepel  
 Chief Engineer.....Wayne Lovely

### 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.  
 Representative.....Petry  
 Membership.....NARTB  
 President.....Henry P. Slane  
 General Mgr.....Howard Phillips  
 National Sales Mgr.....William Pipher  
 Promotion Director.....Paul Proctor  
 Program Director.....Robert G. Holben  
 Chief Engineer.....Wallace Wurz

### WGEM-TV—Quincy—1953 ABC-NBC

Channel: 10 VHF...AP 158 Kw...VP: 316 Kw.  
 Owned-Oper. By...Quincy Bcstg. Co.  
 Business Address.....Hotel Quincy  
 Newspaper Affiliation...Quincy Herald Whig  
 News Service.....UP  
 Representative.....Young TV Corp.  
 President.....T. C. Oakley  
 General Manager.....J. S. Bonansinga  
 Commercial Mgr.....J. Ben Stewart  
 Program Director.....Fred Colgan  
 Promotion Director.....Hal Heidbreder  
 Chief Engineer.....Frank E. Laughlin

### 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.  
 News Service.....UP  
 Newspaper Affil...Winnebago Newsp. Inc.  
 Representative.....H.R. Representatives  
 Membership.....NARTB, TvB  
 President.....L. E. Caster  
 General Manager.....Joe M. Baisch  
 Comm. Manager.....A. J. Bilardello  
 Program Director.....John Mazzie  
 Prom., Pub. Dir.....Charles Olson  
 Production Manager.....Rod MacDonald  
 Film Manager.....Gene Hines  
 Chief Engineer.....Dick Peck

**WTVO—Rockford—1953**  
NBC

Channel: 39 UHF..AP: 98 Kw..VP: 195 Kw.  
Owned-Oper. By..Winnebago Television Corp.  
Business Address.....Meridian Rd.  
Representative.....Headley-Reed  
President.....Harry Balaban  
Manager.....Harold Froelich  
Sales Manager.....Edward Ruppe  
Production Mgr.....John W. Kelin  
Film Director.....Carl P. Stemler  
Chief Engineer.....Herbert Eckstein

**WHBF-TV—Rock Island**  
1950—CBS

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....Rock Island Bcastg. Co.  
Bus-Trans. Address.....Telco Bldg.  
Newspaper Affil....."The Argus"  
News Service.....UP  
Representative.....Avery-Knodel, Inc.

Membership.....NARTB  
President.....Ben. H. Potter  
V.P., Sta., Gen. Manager.....Leslie C. Johnson  
Asst. Mgr., Sls. Director.....Maurice Corken  
Merchandising Mgr.....H. E. Darton  
Prom., Pub. Director.....Fern Hawks  
Film Manager.....Joseph Grear  
Chief Engineer.....Robert J. Slinnett

**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.  
News Service.....INS  
Representative.....Adam Young  
President.....Elmer Balaban  
Gen., Sta. Manager.....Milton D. Friedland  
Comm. Manager.....Warren King  
Program Director.....H. J. Hoskins  
Prom., Pub. Director.....Marlon Alvey  
Film Manager.....William Shaw  
Chief Engineer.....Jerrold Merritt

**Indiana**

Pop. March 1 (Est.) 4,491,000—TV Homes 1,186,000  
Stations in State 14

**WTTV—Bloomington—1949**  
ABC

Channel: 10 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....Sarkes Tarzian, Inc.  
Address.....East Hillside Dr.  
News Service.....AP, UP  
Representative.....Robert Meeker Assoc.  
Membership.....NARTB, TvB  
President.....Sarkes Tarzian  
General Manager.....Robert Lemon  
Program Manager.....Robert Petranoff  
Prom., Pub. Dir.....Keith Wilson  
Dir. Indianapolis Oper.....Jerry Danziger  
Film Manager.....Warren Perney  
Chief Engineer.....Carl Onken

Owned-Oper. By.....WEHT, Inc.  
Business Address.....Box 395  
Representative.....Young  
Membership.....NARTB, TvB  
News Service.....UP  
Pres., Gen. Mgr.....Edwin G. Richter, Jr.  
Station Mgr.....Ernest Felix  
Comm. Mgr.....Charles C. Palmisano  
Prom., Pub. Dir.....Anita Cook  
Chief Engineer.....Robert M. Cleveland

**WFIE—Evansville—1953**  
NBC

Channel: 62 UHF..AP: 77.5 Kw..VP: 155 Kw.  
Owned-Oper. By.....Premier Television, Inc.  
Business Address.....1115 Mount Auburn Rd.  
News Service.....UP  
Representative.....Venard, Rintoul & McConnell  
Membership.....NARTB  
President.....Nathan Lord  
Gen., Station Mgr.....Berry Smith  
Comm. Manager.....Robert Dean  
Film Mgr., Program Director.....Chet Behrman  
Prom., Pub Director.....Geneva Wright  
Chief Engineer.....Paul Kelley

**WSJV—Elkhart—1954**  
ABC

Channel: 52 UHF..AP: 131 Kw..VP: 250 Kw.  
Owned-Oper. By.....Truth Publishing Co.  
Business Address.....Box 403  
Newspaper Affiliation.....Elkhart Truth  
Representatives.....H-R  
Membership.....NARTB  
President.....John F. Dille Jr.  
Gen., Sta., Comm. Mgr.....Paul C. Brines  
Program Director.....Edwin J. Lasko  
Promotion Director.....Vince Doyle  
Production Manager.....W. Forrest Morrow  
Film Manager.....Arthur Whitaker  
Chief Engineer.....Lester E. Zellner

**WTVW—Evansville—1956**  
ABC

Channel: 7 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By.....Evansville TV, Inc.  
Business Address.....405 Carpenter St.  
Representative.....Hollingsberry  
Membership.....NARTB  
News Service.....UP  
President.....Rex Schepp  
V.P., Gen. Mgr.....Joseph E. O'Daniel  
Sta. Mgr.....Richard F. Shively

**WEHT—Evansville—**  
Henderson, Ky.—1953—CBS

Channel: 50 UHF..AP: 108.1 Kw..VP: 200.4 Kw.



Comm. Mgr. .... William Spillman  
 Program Dir. .... William Hill  
 Prom. Dir. .... Georgia Pindell  
 Film Manager .... S. J. Rusche  
 Chief Engineer .... Edward P. Welcome

Prog. Dir. .... James Mathis  
 Chief Engineer .... Richard Cochran

**WKJG-TV—Fort Wayne  
 1953—NBC**

Channel: 33 UHF.. AP: 145 Kw.. VP: 277 Kw.  
 Owned.....Northeastern Indiana Bcastg. Co.  
 Business Address.....220 E. Jefferson St.  
 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

**WINT—Fort Wayne—1954  
 ABC-CBS**

Channel: 15 UHF.. AP: 254 Kw.VP: 470 Kw.  
 Owned-Oper. By ..Indiana Broadcasting Corp.  
 Business Address.....2000 Lincoln Tower  
 News Service.....UP  
 Representative.....H-R Television  
 Membership.....NARTB, TvB  
 President.....C. Wrede Petersmeyer  
 Managing Dir. ....R. Morris Pierce  
 Gen. Mgr.....Ben B. Baylor  
 Prog. Dir.....Franklin C. Mitchell  
 Promotion Director.....Robert J. Keefe  
 Film Manager.....James Goheen  
 Chief Engineer.....Charles E. Wallace

**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.  
 News Service.....AP..INS  
 Representative.....Katz  
 Membership.....NARTB, TvB  
 President.....Harry M. Bitner, Jr.  
 Gen., Sta. Manager.....William F. Kiley  
 Prog. Dir.....William Fail  
 Comm. Manager.....Don Menke  
 Sales Service, Film Dir.....Hugh Kibbey  
 Prom., Pub Director.....Estel Freeman  
 Production Manager.....Earl C. Johnson  
 Chief Engineer.....Harold S. Holland

**WLBC-TV—Muncie—1953  
 ABC-CBS-NBC**

Channel: 49 UHF.. AP: 7.05 Kw.. VP: 14.1 Kw.  
 Owned-Oper. By.....Tri-City Radio Corp.  
 Business Address.....Box 271  
 News Service.....UP, AP  
 Representative.....Holman  
 Membership.....NARTB, TvB  
 Pres., Gen., Sta. Mgr.....Don Burton  
 Comm., Film Mgr., Prom.,  
 Pub., Dir.....Bill Craig  
 Program Director.....Lee Allerton  
 Chief Engineer.....Pat Finnegan

**WISH-TV—Indianapolis  
 1954-CBS**

Channel: 8 VHF.. AP: 158 Kw.. VP: 316 Kw.  
 Owned-Oper. By.....J. H. Whitney & Co.  
 Business Address.....1440 North Meridian  
 News Service.....AP, UP  
 Representative.....Bolling  
 Membership.....NARTB  
 President.....C. Wrede Petersmeyer  
 Gen., Sta. Manager.....Robert B. McConnell  
 Commercial Mgr.....Robert F. Ohleyer  
 Program Director.....Steve Briggs  
 Prom., Pub. Director.....Jim Buck  
 Chief Engineer.....Stokes Gresham, Jr.

**WNDU-TV—South Bend  
 1955—NBC**

Channel: 46... AP: 92.5 Kw...VP: 185 Kw.  
 Owned-Oper. By.....Michiana Telecasting  
 Address.....Box 989  
 News Service.....AP  
 Station Representative.....Petry  
 Membership.....NARTB, TvB  
 President..Rev. Theodore M. Hesburgh, C.S.C.  
 Gen. Mgr.....Bernard C. Barth  
 Comm. Manager.....Wm. Thomas Hamilton  
 Pub., Prog. Director.....Edward J. Roth  
 Promotion Director.....Robert F. Stolfi  
 Film Manager.....Theo. A. Much  
 Chief Engineer.....Bazil O'Hagan

**WFAM-TV—Lafayette  
 1953—ABC-CBS-NBC**

Channel: 59 UHF.. AP: 51 Kw.. VP: 102 Kw.  
 Owned-Oper. By.....WFAM, Inc.  
 Business Address.....Box 649  
 Membership.....NARTB  
 News Service.....UP  
 Representative.....Rambeau  
 President.....O. E. Richardson  
 Sta. Mgr.....Henry Rosenthal

**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.  
 Membership.....NARTB  
 Newspaper Affil.....Tribune  
 Representative.....Raymer  
 Gen. Mgr.....Neal B. Welch  
 National Sales Mgr.....Wilbur R. Darch  
 Program Director.....Robert Drain  
 Film Manager.....Walter A. Sweetzer, Jr.  
 Chief Engineer.....Arthur R. O'Neil

**WTHI—Terre Haute—1954**  
**ABC-CBS-NBC**

Channel: 10 VHF..AP: 191 Kw..VP: 316 Kw.  
Owned-Oper. By...Wabash Valley Bcstg. Co.  
Business Address.....918 Ohio Street  
Representative .....Bolling

Membership .....NARTB  
News Service .....UP  
President.....Anton Hulman, Jr.  
General Manager.....J. M. Higgins  
Night Oper. Dir. .... Ben Falber, Jr.  
Day Oper. Dir. .... Pat Murphy  
Prom. Dir. .... Pat Griffith  
Chief Engineer.....Don Pettit

**Iowa**

Pop. March 1 (Est.) 2,718,000—TV Homes 712,000  
Stations in State 12

**WOI-TV—Ames—1950—ABC**

Channel: 5 VHF..AP: 50.1 Kw..VP: 100 Kw.  
Owned-Oper. By.....Iowa State College  
Address .....Ames, Ia.  
News Service.....AP, UP  
Representative .....Weed  
President.....Dr. James Hilton  
Gen. Manger .....Robert C. Mulhall  
Assoc. Gen. Manager .....James H. Davis  
Sales, Program Director .....Don Peterson  
Prom., Pub Dir.....Nancy Seeley  
Film Manager.....Warren Royer  
Chief Engineer.....Keith Ketcham

Business Address.....805 Brady St.  
News Service .....UP  
Representative.Peters, Griffin, Woodward, Inc.  
Membership .....NARTB, TvB  
President.....Col. E. J. Palmer  
Resident Manager.....Ernest Sanders  
Sales Manager.....Mark L. Wodlinger  
Publicity Editor.....Paul Ives  
Film Editor.....Ken Wagner  
Program Director.....Raymond Guth  
Asst. Mgr. & Prom. Mgr.....Fred Reed  
Chief Engineer.....Paul Arvidson

**KCRG-TV—Cedar Rapids**  
**1953—ABC**

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By.....Cedar Rapids TV Co.  
Business Address .... 1st Ave. & 1st St., SW.  
Membership .....NARTB  
News Service .....AP, INS  
Representative .....Blair Assoc.  
Newspaper Affiliation ..Cedar Rapids Gazette  
President .....Joseph F. Hladky, Jr.  
Gen. Mgr. ....Edna A. Herbst  
Comm. Mgr. ....John F. Cundiff  
Program Dir. ....Ralph D. Willey  
Prom., Pub Dir. ....Alvin Burshtan  
Film Mgr. ....Philip Hess  
Chief Engineer .....Ira V. McDaniel

**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.  
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 .....Robert H. Harter  
Film Buyer, Prog. Director.....Jack Kerrigan  
Production Manager.....Kenneth Gfeller  
Chief Engineer.....Reed E. Snyder

**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.  
News Service .....AP, UP, INS  
Representative .....Katz  
Membership .....NARTB, TvB  
President.....William B. Dolph  
V.P., Gen. Manager.....William B. Quarton  
Sales Manager.....Lew Van Nostrand  
Business Manager.....Leo F. Cole  
Promotion Manager .....Bob Kenney  
Dir. TV Operations.....Douglas Grant  
Chief Engineer.....George Hixenbaugh

**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.  
Newspaper Afil.....Register and Tribune  
News Service .....AP, UP  
Representative .....Katz  
Membership .....NARTB, TvB  
President .....Luther L. Hill  
Station Manager.....Robert W. Dillon  
Commercial Manager .....Paul M. Elliott  
Program Director.....Richard H. Covey  
Promotion Director.....Joe G. Hudgens  
Prod. Manager.....Guy Koenigsberger  
Film Manager.....Wayne Ackley  
Chief Engineer.....Charles F. Quentin

**WOC-TV—Davenport—1949**  
**NBC**

Channel: 6 VHF..AP: 60.3 Kw..VP: 100 Kw.  
Owned-Oper. By.....Central Bcstg. Co.

**KQTV—Fort Dodge—1953**  
**NBC**

Channel: 21 UHF..AP: 170 Kw..VP: 330 Kw.



**Owned-Oper. By**... Northwest Television Co.  
**Business Address**..... Warden Bldg.  
**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

**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  
**News Service**..... AP, UP  
**Representative** ..... Weed  
**Membership**..... NARTB  
**President**..... Lee P. Loomis  
**Exec. V.P., Gen. Manager**... Herbert R. Ohrt  
**Nat'l Sales Mgr.**..... Walther Rothschild  
**Film, Comm. Manager**..... Lloyd Loers  
**Prod. Mgr., Prog. Director**... Douglas Sherwin  
**Promotion, Pub. Dir.**..... Don Harrer  
**Chief Engineer**..... Roger Sawyer

**KTVO—Ottumwa—1955**  
**CBS-NBC**

**Channel: 3 VHF**... AP: 50 Kw... VP: 100 Kw.  
**Owned-Oper. By** ..... KBIZ, Inc.  
**Business Address** ..... 209 East 2nd St.  
**Representative** ..... Bolling  
**News Service** ..... AP  
**Membership** ..... NARTB  
**Pres., Gen. Mgr.** ..... James J. Conroy  
**Station Mgr.** ..... Berg Allison  
**Comm. Mgr.** ..... Elmer Smith  
**Program Dir.** ..... James Bolen  
**Prom., Pub. Dir.** ..... Monty Moncrieff  
**Film Manager** ..... William Stevens  
**Chief Engineer** ..... James Riley

**KTIV—Sioux City—1954**  
**NBC**

**Channel: 4 VHF**... AP: 50 Kw... VP: 100 Kw.  
**Owned-Oper. By**..... KTIV Television Corp.  
**Address**..... Tenth & Grandview  
**Newspaper Affil.**..... Journal-Tribune  
**News Service**..... UP  
**Representative** ..... Hollingbery  
**Membership** ..... NARTB  
**Pres., Gen., Film Mgr.**..... Dietrich Dirks  
**Exec. V.P.** ..... Gene Flaherty  
**Comm. Mgr.** ..... L. L. McCarnin  
**Prog. Dir.** ..... Tom Searls  
**Prom., Pub. Dir.** ..... Bill Mote  
**Chief Engineer**..... Alvin Smith

**KVTW—Sioux City—1953**  
**CBS-ABC**

**Channel: 9 VHF**... AP: 144 Kw... VP: 288 Kw.  
**Owned-Oper. By**..... Cowles Bcstg. Co.  
**Business Address**..... 7th & Douglas  
**Newspaper Affiliation**... Register & Tribune  
**News Service**..... AP, UP  
**Representative** ..... Katz  
**Membership**..... NARTB, TvB  
**President** ..... Luther L. Hill  
**General Manager** ..... Donald D. Sullivan  
**Station Manager** ..... Arthur J. Smith  
**Comm. Manager** ..... Robert B. Donovan  
**Prog. Director** ..... George Hutchins  
**Promotion Director** ..... Larry Coke  
**Film Manager** ..... Carl Morris  
**Chief Engrs.**... Jack Iverson, Charles Prohaska

**KWWL-TV—Waterloo—1953**  
**NBC-ABC**

**Channel: 7 VHF**... AP: 214 Kw... VP: 316 Kw.  
**Owned-Oper. By**..... Black Hawk Bcstg. Co.  
**Business Address**..... Hotel Russell Lamson  
**News Service**..... UP  
**Representative** ..... Avery-Knodel  
**Pres., Gen., Sta. Mgr.**..... Ralph J. McElroy  
**Commercial Mgr.**..... Don E. Inman  
**Dir. of Programming**..... Warren Mead  
**Chief Engineer**..... T. W. Kirksey

**Kansas**

Pop. March 1 (Est.) 2,146,000—TV Homes 487,000  
 Stations in State 6

**KCKT-TV—Great Bend—1954**  
**ABC-NBC**

**Channel: 2 VHF**... AP: 52 Kw... VP: 100 Kw.  
**Owned-Oper. By**... Central Kansas TV Co., Inc.  
**Business Address**..... Box 182  
**News Service**..... UP  
**Representative** ..... Bolling  
**President**..... E. C. Wedell  
**Oper. Dir.**..... E. L. Kuhlman  
**Prom. Dir.**..... Bill McGoffin  
**Prog. Dir.**..... Bonnie Perry  
**Chief Eng.**..... H. G. Haefele

**KTVH—Hutchinson—1953**  
**CBS**

**Channel: 12 VHF**... AP: 120 Kw... VP: 240 Kw.  
**Owned-Oper. By**... Wichita-Hutchinson Co., Inc.  
**Business Address**..... 1800 North Plum  
**Representative** ..... H-R  
**Membership** ..... NARTB, TvB  
**President** ..... Joyce A. Swan  
**General Mgr.** ..... Howard O. Peterson  
**Gen. Sales Manager** ..... E. W. Dallier  
**Film Mgr., Prog. Dir.**..... Ray Huffer  
**Prom., Pub. Director** ..... Dale Larser  
**Chief Engineer** ..... Ken H. C.

**KOAM-TV—Pittsburgh**  
1953—NBC-ABC

Channel: 7 VHF..AP: 138 Kw...VP: 245 Kw.  
Owned-Oper. By...Mid-Continent Telecasting, Inc.  
Business Address.....Box 603  
Membership.....NARTB, TvB  
Representative.....Katz  
General Manager.....R. E. Wade  
Program Director.....Louis R. Martin  
Chief Engineer.....Leo Stafford

**KAKE-TV—Wichita—1953**  
ABC

Channel: 12 VHF..AP: 219 Kw...VP: 316 Kw.  
Owned-Oper. By.....KAKE-TV, Inc.  
Business Address.....1500 N. West St.  
Representative.....Katz  
Membership.....NARTB  
General Manager.....Martin Umansky  
Nat'l. Sales Manager.....Don Waldron  
Operations Dir.....John Quigley  
Prom., Pub. Dir.....Robert C. Payne  
Chief Engineer.....Harold Newby

**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.  
Newspaper Affil.....Daily Capital  
News Service.....AP, UP  
Membership.....NARTB, TvB  
President.....Philip Zach  
General Manager.....Ben Ludy  
Program Director.....Jcck Ostrode  
Prod. Manager.....Bob Ellis  
Sales Manager.....Hilton Hodges  
Publicity Director.....Dennis Murphy  
Chief Engineer.....Lewis Dickensheets

**KARD-TV—Wichita—1950**  
NBC

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.  
Owned-Operated By.....Wichita TV Co.  
Address.....833 N. Main St.  
News Service.....AP  
Representative.....Petry  
Membership.....NARTB, TvB  
President.....G. M. Brown  
V.P., Gen., Sta. Mgr.....W. Moyer  
Comm. Manager.....Donald Sbarra  
Program Director.....Sam Worsham  
Prom. Dir.....Leon Burt  
Pub. Dir.....Mary J. Phares  
Film Mgr.....Bob Edwards  
Chief Engineer.....Robert B. Marye

**Kentucky**

Pop. March 1 (Est.) 3,044,000—TV Homes 512,000  
Stations in State 3

**WLEX-TV—Lexington**  
1955—ABC-CBS-NBC

Channel: 18 UHF..AP: 9.2 Kw...VP: 17 Kw.  
Owned-Oper. By.....Central Ky. Bscgt. Co.  
Business Address.....134 N. Limestone St.  
Representatives.....Bolling; Dora-Clayton  
Exec. V.P., Gen. Mgr.....Earl Boyles  
Station Manager.....Harry C. Barfield  
Sales Manager.....Les J. Tackett  
Program Mgr.....Alex B. Macaulay  
Chief Engineer.....Jim Robertson

Prog., Film Dir.....George Patterson  
Production Manager.....Pat O'Hara  
Prom., Pub. Dir.....Jas. Caldwell  
Sales Reps.....Houston Jones,  
Bob Franck, Robt. Burrows  
Chief Engineer.....Wilbur Hudson

**WAVE-TV—Louisville**  
1948—NBC

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.  
Owned-Operated By.....WAVE, Inc.  
Address.....334 East Broadway  
Membership.....NARTB, TvB  
Representative.....NBC Spot Sales  
General Manager.....Nathan Lord  
Commercial Manager.....Ralph Jackson

**WHAS-TV—Louisville—1950**  
CBS

Channel: 11...AP: 158 Kw....VP: 316 Kw.  
Owned-Oper. By.....WHAS, Inc.  
Address.....525 W. Broadway  
Representative...Harrington, Righter, Parsons  
Membership.....NARTB, TvB  
President.....Barry Bingham  
Director.....Victor A. Sholis  
Station Manager.....Neil D. Cline  
Sales Director.....Albert J. Gillen  
Program Director.....Ralph M. Hansen  
Film Manager.....Charles McDaniel  
Dir. Engineering.....O. W. Towner

## The Champ Is Still Champ!



### 4 OF 5 TOP NIGHT-TIME SHOWS

You say that's not enough? Then how about 20 out of 35 top night-time shows? (Nov. '56, A. R. B.)

### CHAMP IN THE DAY-TIME, TOO!

16 of top 25 week-day strips . . . including Buckskin Bill, whose top rating is a full 7 points above the No. 2 day-time show. If you want a breakdown . . .

### 8 OF 10 TOP MORNING SHOWS

and 8 out of the top 15 afternoon shows, for a clean-sweep victory, morning and afternoon.

### 6 WINNERS IN 6 NATIONAL CONTESTS

WAFB-TV is tops in merchandising, too. Four firsts, one second, and one "top four" in these shows; 1956-57 "Frank Leahy Show" . . . "The Millionaire" . . . "Screen Gems Programs" . . . "Lucy Show" . . . 1956 Billboard Promotion . . . 1955-56 "Frank Leahy Show" . . . six more reasons for you to sell more in Baton Rouge on WAFB-TV.

## WAFB-TV

CBS ABC

Reps: Blair Television Associates

*First in TV in Baton Rouge*

## KALB-TV—Alexandria 1954—NBC-CBS-ABC

Channel: 5 VHF..AP: 15.1 Kw..VP: 28.2 Kw.  
Owned & Oper. By....Alexandria Bcstg. Co.  
Business Address.....6th & Washington St.  
News Service.....AP, UP  
Representative .....Weed  
President.....T. B. Lanford  
General Manager.....Willard L. Cobb  
Comm. Manager .....Jesse Sexton  
Prog. Dir. ....Tommy Erwin  
Prom., Pub. Director.....Vivian Close  
Prod. Mgr. ....Larry McHale  
Film Manager .....Robert Poor  
Chief Engineer .....Robert E. Miller

## WAFB-TV—Baton Rouge 1953—CBS

Channel: 28 UHF..AP: 100 Kw..VP: 200 Kw.  
Owned .....Modern Bcstg. Co., Inc.  
Business Address .....Box 1566  
Membership.....NARTB, TvB  
Reps .....Blair TV; Clarke Brown  
Pres., Gen. Mgr. ....Tom E. Gibbens  
Comm. Mgr.....Ron Litteral  
Prog. Dir.....Don Hallman  
Pub. Dir.....Grace McElveen  
Chief Engineer.....Donald K. Allan

## WBRZ—Baton Rouge—1954 ABC-NBC

Channel: 2 VHF..AP: 56.2 Kw..VP: 100 Kw.  
Owned-Operated By.....La. TV Bcstg. Co.  
Address .....1650 Highland Rd.  
Newspaper Affiliation .....State Times;  
Morning Advocate  
News Service .....AP, INS  
Representative .....Hollingbery  
Membership.....NARTB, TvB  
President.....Douglas L. Mamship  
Sales Manager.....Guy Corley  
Program Director.....John Ferguson  
Promotion Director .....Dolores Ballina  
Production Manager .....Aubrey L. Moore  
Chief Engineer.....Pat Weathersby

## KLFY-TV—Lafayette—1955 CBS

Channel: 10 VHF..AP: 32 Kw..VP: 52.5 Kw.  
Owned-Oper. By.....Camelia Bcstg. Co., Inc.  
Address .....Box 398  
Representative..Venard, Rintoul & McConnell,  
Clarke Brown  
President .....Paul H. DeClouet  
General Manager.....Dierell Hamm  
Sales Manager.....Quitman Henley  
Program Manager.....Sonny Baker  
Chief Engineer .....Maurice Wynne

**KPLC-TV—Lake Charles**  
1954—NBC-ABC

Channel: 7 VHF.. AP: 35.5 Kw... VP: 52.5 Kw.  
Owned-Oper. By.....Calcasieu Bcatg. Co.  
Business Address ..... 320 Division St.  
News Service ..... UP  
President..... T. B. Lanford  
Gen., Sta. Manager ..... P. E. Mills, Jr.  
Comm. Manager ..... Art Reuben  
Pub. Director ..... Sam Tarleton  
Prom. Dir..... Gay St. Cyr  
Film Manager..... Donald Johnson  
Prog. Director ..... A. B. Craft, Jr.  
Production Director..... Bob Lashbrook  
Chief Engineer..... Ed Barton

**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  
Membership ..... NARTB  
Representative ..... H-R  
Owner ..... James A. Noe  
Vice-Pres., Gen. Mgr..... Paul H. Goldman  
Sales & Prom. Mgr..... Jack Ansell, Jr.  
Program Director..... Harry Arthur  
Operations Mgr. .... Ansel Smith  
Dir. Engineering..... Ray Boyd

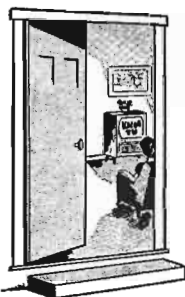
**KTAG-TV—Lake Charles**  
1953—CBS

Channel: 25 UHF... AP: 11 Kw... VP: 21 Kw.  
Owned-Oper. By..... KTAG-Associates  
Business Address..... Box 173  
Representative ..... Adam Young  
News Service ..... UP  
Membership ..... NARTB  
President..... Warren Berwick  
General Manager ..... Raymond Dorsey  
Comm. Manager..... Harper Clark  
Prom, Prog. Director ..... Nelda Barker  
Pub. Dir. .... Bob Pardue  
Film Manager ..... Bill Parks  
Chief Engineer..... Lawrence Vicknair

**WDSU-TV—New Orleans**  
1948—ABC-CBS-NBC

Channel: 6 VHF.. AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By..... WDSU Bcatg. Corp.  
Business-Studio Address..... 520 Royal St.  
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. Mgr..... A. Louis Read  
V.P., Chg. Programming..... Tom Hicks  
Program Director ..... Mel Leavitt  
Prom., Pub. Dir..... Marlon Annenberg  
Operations Mgr. .... Stanley Holiday  
Chief Engineer..... Lindsay Riddle

**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       | Restaurants, Drinks, etc. ....   | \$ 53,985,000   |
| Families .....                | 476,260         | Drugs .....                      | \$ 35,906,000   |
| Spensible Income .....        | \$1,591,352,000 | Building Materials, Hardware ..  | \$ 96,324,000   |
| Food Stores .....             | \$ 238,625,000  | TOTAL RETAIL SALES .....         | \$1,063,415,000 |
| General Merchandise Stores .. | \$ 154,806,000  | Farms, number operated .....     | 143,429         |
| Auto Stores .....             | \$ 232,292,000  | Population Living on Farms ..... | 583,600         |
| Service Stations .....        | \$ 55,368,000   | 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

**THE NEW  
EYES AND EARS  
IN NEW ORLEANS**

**WWL-TV**

**will Soon be on the air**

**CHANNEL**

**4**



**WILL BE THE  
SOUTH'S GREATEST  
TV SALESMAN**

SEE YOUR KATZ REPRESENTATIVE FOR AVAILABILITIES AND RATES

820



**WJMR-TV—New Orleans**  
1953—ABC-CBS

Channel: 20 UHF...AP: 500 Kw...VP: 1,000 Kw.  
Owned-Oper. By.....Supreme Bcstg. Co. Inc.  
Business Address.....1500 Canal St.  
Representative.....Weed  
Pres.....Chester F. Owens  
V.P., Gen. Mgr., Chief Eng..George A Mayoral  
Commercial Mgr.....Paul Beville  
Program Director.....Tom Abbott  
Film Mgr.....Robert Jeffers

**KSLA—Shreveport—1953**  
CBS-ABC

Channel: 12 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By.....Shreveport TV Corp.  
Business Address.....Box 92  
Membership.....NARTB, TvB  
Representative.....Paul H. Raymer  
Gen. Mgr.....Ben Beckham, Jr.  
Comm. Mgr.....Deane R. Flett  
Prom., Pub. Dir.....Carol Vinson  
Film, Production Mgr.....John Renshaw  
Chief Engineer.....Morris C. Barten

**WWL-TV—New Orleans—1957**

Owned-Operated By.....Loyola U. of South  
Address.....Roosevelt Hotel  
News Service.....UP, AP  
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.

**KTBS-TV—Shreveport**  
1955—NBC-ABC

Channel: 3 VHF...AP: 68.9 Kw...VP: 100 Kw.  
Owned-Oper. By.....KTBS, Inc.  
Address.....312 E. Kings Hwy.  
Representative.....Edward Petry  
News Service.....UP  
Membership.....NARTB  
Pres., Gen. Mgr.....E. Newton Wray  
Station Manager.....Patrick J. White  
Commercial Manager.....Joe B. Foster  
Production Manager.....Vlada Dimac  
Prom., Pub. Dir.....Ruth August  
Film Manager.....Marvin Perry  
Chief Engineer.....C. H. Maddox

**Maine**

Pop. March 1 (Est.) 910,000—TV Homes 197,000  
Stations in State 6

**WABI-TV—Bangor—1953**  
ABC-NBC

Channel: 5 VHF...AP: 17.9 Kw...VP: 30 Kw.  
Owned-Oper.....Community Telecasting Serv.  
Address.....57 State St.  
News Service.....AP  
Reps.....Hollingbery, Kettel-Carter  
Membership.....NARTB  
President.....Horace Hildreth  
Gen., Station Mgr.....Leon P. Gorman, Jr.  
Comm. Mgr.....Robert C. McCausland  
Program Director.....Leon H. Nelson  
Promotion Director.....Richard B. Bronson  
Pub. Dir.....Pam Dill  
Film Manager.....Ralph Libby  
Chief Engineer.....Wallace Edwards

News Service.....UP  
Representative..Venard, Rintoul & McConnell,  
Louis Borgatti  
President, Gen., Sta. Mgr...Murray Carpenter  
Comm. Manager.....Rudolf Marcoux  
Prog. Dir., Prod. Mgr.....James Robinson  
Film Manager.....Don Deakin  
Chief Engineer.....William Clark

**WMTW—Poland Spring**  
1954—CBS-ABC

Channel: 8 VHF...AP: 52.5 Kw...VP: 105 Kw.  
Owned-Oper. By....Mt. Washington TV Inc.  
Business Address.....Poland Spring  
Representatives.....Harrington, Righter &  
Parsons; Kettell-Carter; McDermott  
Membership.....NARTB  
Vice Pres. & Gen. Mgr....John H. Norton Jr.  
Program Director.....John T. Madigan  
Production Mgr.....Claus Wiese  
Film Dir.....Brian Higgins  
Chief Engineer.....Parker H. Vincent

**W-TWO—Bangor—1954—CBS**

Channel: 2 VHF...AP: 8 Kw...VP: 14 Kw.  
Owned-Oper.....Murray Carpenter & Assoc.  
Business Address.....7 Main St.



## CUTTING A FINE FIGURE . . .

In Portland, Maine, Pulse area study Nov. 11-17  
 WCSH-TV LEADS 365 QUARTER HOURS TO 78

Yes, dependable Channel 6 improves with age in full-time viewer acceptance.

Compare quarter-hour leadership figures of June (ARB) and November (Pulse) 1956.

|                                         |             | <b>WCSH-TV</b> | Sta. "B"          |
|-----------------------------------------|-------------|----------------|-------------------|
| Monday thru Friday<br>7:00-12 Noon      | June        | 67.5           | 32.5              |
|                                         | <b>Nov.</b> | <b>85</b>      | <b>15</b>         |
| 12 Noon-6:00                            | June        | 85.5           | 34.5              |
|                                         | <b>Nov.</b> | <b>110</b>     | <b>10</b>         |
| Sunday thru Saturday<br>6:00-11:00 p.m. | June        | 64             | 76                |
|                                         | <b>Nov.</b> | <b>105</b>     | <b>34 (1 tie)</b> |
| Saturday<br>10:45-6:00                  | June        | 18             | 11                |
|                                         | <b>Nov.</b> | <b>27</b>      | <b>6 (1 tie)</b>  |
| Sunday<br>11:30-6:00                    | June        | 24             | 0                 |
|                                         | <b>Nov.</b> | <b>16</b>      | <b>8</b>          |

# WCSH-TV

## PORTLAND, MAINE



**Affiliate**

**channel**



WEED - TELEVISION  
 Representatives

**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  
News Service.....UP  
Representative.....Weed  
Membership.....NARTB, TvB  
President.....Adeline B. Rines  
Managing Dir.....William H. Rines  
Station Manager.....Jack S. Atwood  
Comm. Manager.....Bruce McGorrill  
Program Director.....Burnell Poole, Jr.  
Promotion Director.....Linwood T. Pitman  
Film Manager.....William Kerkos  
Chief Engineer.....Chas. Brown

**WGAN-TV—Portland—1954**  
CBS

Channel: 13 VHF...AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By..Guy Gannett Bcstg. Services  
Business Address.....390 Congress St.

Newspaper Affil.....Gannett Publ. Co.  
News Service.....AP  
Membership.....NARTB  
Representative.....Avery-Knode  
President.....Jean Gannett Williams  
V.P., Gen. Sta. Mgr.....Creighton E. Gatchell  
Comm. Manager.....Richard E. Bates  
Prog., Pub. Director...Samuel G. Henderson  
Prom. Dir.....Perleston L. Pert, Jr.  
Film Manager.....Earl Fenderson  
Chief Engineer.....Roger W. Hodgkins

**WAGM-TV—Presque Isle**  
1956—CBS

Channel: 8 VHF..AP: 25 Kw..VP: 50 Kw.  
Owned-Oper. By.....Aroostook Bcstg Corp.  
Business Address.....Presque Isle, Me.  
Reps.....Venard, Rintoul & McConnell;  
Borgatti  
General Manager.....Harold D. Glidden  
Operations Mgr.....Forrest Craig  
Program Mgr.....Don Jordan  
Production Mgr.....Ted Coffin  
Chief Engineer.....Elmer Snow

**Maryland**

Pop. March 1 (Est.) 2,869,000—TV Homes 677,000  
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

AMERICAN BROADCASTING CO. AFFILIATE



**SYMBOL OF**

**TELEVISION**

**SERVICE IN**

**BALTIMORE**

MARYLAND

**316,000 WATTS**

Represented Nationally by  
HARRINGTON, RIGHTER & PARSONS, INC.  
New York, Chicago, San Francisco

**WAAM-13**

# FROM FAR AND NEAR... THEY'RE WATCHING CHANNEL 2

## December ARB Report . . . station share of sets in use

| 6 P.M. to midnight | WMAR-TV     | Station A | Station B | Other |
|--------------------|-------------|-----------|-----------|-------|
| SUNDAY             | <b>57.3</b> | 28.8      | 12.5      | 2.2   |
| MONDAY             | <b>49.4</b> | 28.8      | 20.5      | 1.3   |
| TUESDAY            | <b>36.1</b> | 22.8      | 39.6      | 2.4   |
| WEDNESDAY          | <b>43.1</b> | 27.3      | 28.2      | 2.0   |
| THURSDAY           | <b>44.8</b> | 36.9      | 16.4      | 2.0   |
| FRIDAY             | <b>40.9</b> | 24.0      | 33.5      | 2.8   |
| SATURDAY           | <b>46.8</b> | 31.1      | 20.7      | 1.9   |

## December ARB shows these to be choice availabilities

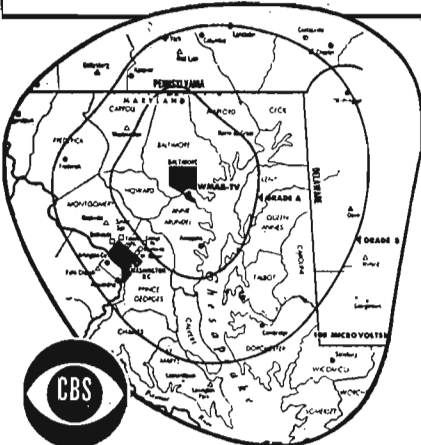
**Amos 'n Andy** 6 to 6:30 P.M.

|                   | WMAR-TV     | Station A | Station B |
|-------------------|-------------|-----------|-----------|
| Monday            | <b>15.8</b> | 10.0      | 6.4       |
| Tuesday           | <b>16.7</b> | 4.4       | 13.6      |
| Wednesday         | <b>15.8</b> | 8.3       | 4.2       |
| Thursday          | <b>17.4</b> | 5.8       | 4.9       |
| Friday            | <b>13.6</b> | 8.3       | 4.6       |
| cumulative rating | <b>28.7</b> |           |           |

**Racket Squad\*** 6:30 to 6:55 P.M.

|                   | WMAR-TV     | Station A | Station B |
|-------------------|-------------|-----------|-----------|
| Monday            | <b>14.5</b> | 6.5       | 4.4       |
| Tuesday           | <b>19.9</b> | 4.2       | 2.3       |
| Wednesday         | <b>15.5</b> | 5.3       | 3.2       |
| Thursday          | <b>17.9</b> | 5.4       | 2.0       |
| Friday            | <b>17.0</b> | 1.9       | 1.6       |
| cumulative rating | <b>30.4</b> |           |           |

\* Currently running in the profitable 6:30 to 6:55 P.M. segment are the following: WATERFRONT, Monday; PUBLIC DEFENDER, Tuesday and Thursday; CITY DETECTIVE, Wednesday; FEDERAL MEN, Friday.



## the map tells the story— great sales potential

WMAR-TV's coverage area encompasses more than 2,500,000 homes. In the Baltimore area alone there are over 713,000 television sets\*, and Channel 2's signal extends far out into the rich market surrounding the area, thereby providing an added potential for advertisers using WMAR-TV. \*Baltimore Television Circulation Committee Report

In Maryland, most people watch

# WMAR-TV

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone MULberry 5-5670 \* TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM  
Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

**News Service** .....AP  
**Representative**.....Harrington, Righter and  
 Parsons, Inc.  
**Membership** .....NARTB, TvB  
**Exec. V.P.**.....Norman C. Kal  
**V. P., General Mgr.**.....Ken Carter  
**V. P., Dir. Eng.**.....Ben Wolfe  
**Comm. Mgr.**.....Pel Schmidt  
**Pub. Dir.**.....Tommy Dukehart  
**Prog. Mgr., Film Buyer**.....Jim Kilian  
**Ass't. Prog. Mgr.**.....Herbert Steinberg  
**Dir. Public Service**.....Ken Calfee

**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  
**Newspaper Affil.**.....Baltimore News, Post &  
 Sun, American  
**Representative**.....Edward Petry  
**Membership** .....NARTB, TvB  
**V.P., Exec. Dir.**.....Chas. B. McCabe  
**Vice-Pres. & Gen. Mgr.**.....D. L. Provost  
**Vice-Pres. (Engineering)**.....John T. Wilner  
**Vice Pres., Sta. Mgr.**.....Leslie H. Peard, Jr.  
**Business Mgr.**.....Freeman W. Cardall  
**Program Director**.....Sydney King  
**Comm. Manager**.....Willis K. Friart  
**Publicity Dir.**.....Wall Matthews  
**Chief Engineer**.....William C. Bareham

**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.  
**News Service** .....AP, CBS Newsfilm  
**Newspaper Affiliation**..Baltimore Sunpapers  
**Representative** .....Katz  
**Membership** .....NARTB, TvB  
**President**.....William F. Schmick, Sr.  
**Exec. V.P.**.....William F. Schmick, Jr.  
**V.P., Dir. of TV, Sta. Mgr.**.....Ewell K. Jett  
**Comm., Prom., Pub. Mgr.**.....Ernest A. Lang  
**Program Director**.....Robert B. Cochrane  
**Prom. Co-ordinator**.....Alex Dietrich  
**Film Mgr.**.....D. V. Stickle  
**Production Manager**.....Edwin B. Mick  
**Chief Engineer**.....Carlton G. Nopper

**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  
**News Service** .....AP  
**Sta. Rep.**.....Headley-Reed  
**President**.....John W. Downing  
**Gen., Sta., Comm. Mgr.**.....Charles J. Truitt  
**Prog. Dir.**.....John W. Downing Jr.  
**Chief Engineer**.....Jack W. Ward

**Massachusetts**

Pop. March 1 (Est.) 4,841,000—TV Homes 1,298,000  
 Stations in State 5

**WMGT-TV—Adams—1953**  
**ABC**

**Channel:** 74 UHF..AP: 100 Kw...VP: 200 Kw.  
**Owned-Oper. By**.....Greylock Bcstg. Co.  
**Business Address**.....8 Bank Row  
**Representative** .....Walker  
**Membership** .....NARTB  
**President**.....Leon Podolsky  
**General Manager**.....Wm. P. Geary  
**Prog., Prom. Dir.**.....A. D. Vaber  
**Film Manager**.....Dick Bolender  
**Chief Engineer**.....Leonard Lavendol

**Promotion Mgr.** .....J. E. Allen  
**Publicity Dir.** .....Frances Corcoran  
**Dir. Pub. Affairs**.....C. F. Collier  
**Traffic Mgr.** .....R. Duffield  
**Chief Engineer** .....W. H. Hauser

**WNAC-TV—Boston—1948**  
**CBS-ABC**

**Channel:** 7 VHF..AP: 158 Kw...VP: 316 Kw.  
**Owned-Oper. By**.....RKO Teleradio Pictures  
**Business-Studio Address**...21 Brookline Ave.  
**Representative** .....H.R.  
**Membership** .....TvB  
**President**.....Tom O'Neill  
**Exec. V.P. & Gen. Mgr.**.....Norman Knight  
**Sls. & Sls. Serv. Mgr.**.....Tom Bateson  
**Promotion Dir.**.....George Hallberg  
**Production Mgr.**.....Tony Lang  
**Publicity Dir.**.....Phyllis Doherty  
**Film Director**.....James Pike  
**Technical Director**.....Harry Whittemore

**WBZ-TV—Boston—1948**  
**NBC**

**Channel 4**.....AP: 50 Kw...VP: 100 Kw.  
**Owned-Oper By**...Westinghouse B'casting Co.  
**Address**.....1170 Soldiers Field Rd.  
**News Service**.....AP, UP, INS  
**Representative**..Peters, Griffin, Woodward, Inc.  
**Membership** .....NARTB, TvB  
**President**.....Donald H. McGannon  
**V. P.**.....W. C. Swartley  
**General Mgr.**.....F. A. Tooke  
**Sales Mgr.**.....C. H. Masse  
**Prog. Mgr., Film Buyer**.....Herbert Cahan  
**Ass't. Prog. Mgr.**.....Ray Hubbard

**WWLP—Springfield—1953**  
**ABC-NBC**

**Channel:** 22 UHF..AP: 103 Kw...VP: 206 Kw.  
**Owned-Oper. By**.....Springfield Television  
 Bcstg. Corp.  
**Business Address**.....Box 2210





News Service ..... AP, UP  
 Station Reps. .... Hollingbery, Kettell-Carter  
 President ..... Roger L. Putnam  
 General Manager ..... William L. Putnam  
 Station Manager ..... Howard S. Keeffe  
 Commercial Mgr. .... James H. Ferguson, Jr.  
 Program Director ..... Wallace I. Green  
 Publicity Director ..... Camillia T. Lemery  
 Film Manager ..... Wallace Sawyer  
 Chief Engineer ..... Donald C. Shaw

**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.  
 News Service ..... UP  
 Representative ..... Branham, Weed  
 Membership ..... NARTB  
 Gen., Sta. Manager..... Charles N. DeRose  
 Comm. Manager..... Patrick J. Montague  
 Program Director..... Kendall Smith  
 Publicity ..... Michael Horn  
 Film Manager ..... Gerald Loughran  
 Chief Engineer..... Harold Schumacker

**Michigan**

Pop. March 1 (Est.) 7,661,000—TV Homes 1,967,000  
 Stations in State 13

**WPAG-TV—Ann Arbor—1953  
 DuM**

Channel: 20 UHF..AP: 10 Kw. VP: 18 Kw.  
 Owned-Oper. By ..... Washenaw Bcstg. Co.  
 Business Address ..... Hutzel Bldg.  
 News Service ..... AP  
 Representative ..... Everett-McKinney  
 President, Gen. Mgr. .... Edward F. Baughn  
 Commercial Mgr..... Kenneth MacDonald  
 Program Director..... David Pringle  
 Chief Engineer..... Donald N. Bowdish

**CKLW-TV—Detroit-Windsor  
 1954—CBC**

Channel: 9 VHF..AP: 180 Kw..VP: 325 Kw.  
 Owned-Oper.. Western Ontario Brdcastng. Co.  
 Business Address ..... 3300 Guardian Bldg.  
 News Service ..... INS, UP  
 Rep..... All-Canada TV Ltd., Adam Young  
 Pres., Gen. Manager..... J. E. Campeau  
 Dir. of Operations ..... S. C. Ritchie  
 Comm. Mgr. .... W. N. Hawkins  
 Publicity Director..... Art Gloster  
 Film Manager..... Arthur MacColl  
 Dir. of Engineering..... W. J. Carter

**WNEM-TV—Bay City-  
 Saginaw—1954—NBC-ABC**

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By .... Gerity Telecasting Corp.  
 Business Address ..... 814 Adams St., Bay City  
 News Service ..... AP  
 Membership ..... NARTB, TvB  
 Representative ..... Petry  
 President ..... James Gerity, Jr.  
 V.P., Ass't Gen. Mgr. .... Harry Travis  
 V.P.-Sales ..... O. W. Myers  
 V.P.-Treas. .... D. Scott Hager  
 Nat. Sales Mgr. .... John J. Keenan  
 Program Director ..... Tom Matthews  
 Prom., Pub. Dir. .... Robert Lumpff  
 Chief Engineer ..... Robert L. Beurket

**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  
 News Service..... UP, AP  
 Newspaper Affiliation ..... Detroit News  
 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 ..... Ian Harrower  
 Sales Prom. Manager..... Glenn Kyker  
 Public Affairs Manager..... James Eberle  
 Sls. Development Mgr. .... Frank Staltenkamp  
 Natl. Sls. Mgr..... Ray W. Colie  
 Local Sls. Mgr..... Douglas L. Sinn  
 Film Manager..... Frank Picard  
 Gen. Eng. Manager..... E. J. Love

**WWTW—Cadillac—1954  
 ABC-CBS**

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By ..... Sparton Bcstg. Co.  
 Business Address ..... 214 N. Mitchell St.  
 Representative ..... Weed  
 Membership ..... TvB, NARTB  
 News Service ..... AP  
 President ..... John J. Smith  
 Comm., Gen. Mgr. .... Gene Ellerman  
 Ass't Gen., Film Mgr..... Daryl Sebastian  
 Prog. Dir. .... Clayton A. Roehl  
 Prom., Pub. Dir. .... R. W. Bishop  
 Chief Engineer ..... George A. Wilson

**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.  
 News Service ..... AP, INS  
 Representative ..... Bladr-TV



**Membership** ..... NARTB, TvB  
**President, Gen. Mgr.** ..... James G. Riddell  
**V.P., Station Mgr.** ..... John F. Pival  
**Comm. Manager** ..... Ralph Dawson  
**Program Director** ..... John Lee  
**Promotion Director** ..... Page Heldenbrand  
**Publicity Director** ..... Doug Nicol  
**Chief Engineer** ..... Charles Kocher

**WJBK-TV—Detroit—1948**  
**CBS**

**Channel:** 2 VHF.. AP: 50 Kw.. VP: 100 Kw.  
**Owned-Oper. By** ..... Storer Bcstg Co.  
**Business Address** ..... 7441 Second Blvd.  
**Newspaper Affiliation** ..... Miami Beach Sun  
**News Service** ..... AP, INS  
**Membership** ..... NARTB, TvB  
**Representative** ..... Katz  
**President** ..... George B. Storer  
**V.P., Managing Dir.** ..... Bill Michaels  
**District V.P.** ..... William E. Rine  
**Local Sales Mgr.** ..... Keith T. McKenney  
**Program Mgr.** ..... Ralph R. Rust  
**Prom., Merch. Mgr.** ..... Willard S. Smith  
**Publicity Dir.** ..... Ethel Smilick  
**Service Co-ordinator** ..... George Kenyon  
**Film Mgr.** ..... Jerry E. Christner  
**Chief Engineer** ..... Joseph B. Haigh

**WOOD-TV—Grand Rapids**  
**1949—ABC-NBC**

**Channel:** 8 VHF.. AP: 150 Kw.. AP: 316 Kw.  
**Owned-Oper. By** ..... Grandwood Bcstg. Co.  
**Address** ..... 120 College S E  
**News Service** ..... UP  
**Membership** ..... NARTB, TvB  
**Representative** ..... Katz  
**President** ..... Harry M. Bitner  
**Gen. Manager** ..... Willard Schroeder  
**Gen. Sales Manager** ..... Arthur M. Swift  
**Program Director** ..... Frank G. Sisson  
**Promotion Director** ..... Clark Grant  
**Publicity Dir.** ..... Sharon Schneider  
**Film, Prod. Mgr.** ..... Dick Lamoreaux  
**Chief Engineer** ..... Charles Robison

**WKZO-TV—Kalamazoo**  
**1950—ABC-CBS**

**Channel:** 3 VHF... AP: 50 Kw... VP: 100 Kw.  
**Owned-Operated By** ..... Felzer Bcstg. Co.  
**Address** ..... 124 W. Michigan Ave.  
**News Service** ..... AP  
**Membership** ..... NARTB, TvB  
**Representative** ..... Avery-Knodel, Inc.  
**President** ..... John E. Felzer  
**V.P., Managing Director** ..... Carl E. Lee  
**Sales Manager** ..... Donald DeSmit  
**Program Director** ..... Charles Lynch  
**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  
**Membership** ..... NARTB, TvB  
**Representative** ..... Petry  
**President** ..... Harold Gross  
**Vice Pres.** ..... Howard K. Finch  
**Gen. Sales Mgr.** ..... Gar Meadowcroft  
**Film Manager** ..... Phil Sherck  
**Chief Engineer** ..... Carleton Musson

**WDMJ-TV—Marquette**  
**1956—CBS**

**Channel:** 6 VHF.. AP: 60 Kw.. VP: 100 Kw.  
**Owned-Oper. By** ..... Lake Superior Bcstg Co.  
**Business Address** ..... 249 W. Washington St.  
**Newspaper Affiliation** ..... Mining Journal  
**News Service** ..... AP  
**Membership** ..... NARTB  
**Representative** ..... Weed  
**President** ..... Frank J. Russell, Jr.  
**General Mgr.** ..... W. H. Treloar  
**Sta., Comm. Mgr.** ..... Robert J. Luke  
**Program Dir.** ..... John Holmes  
**Promotion Dir.** ..... Walter Reese  
**Film Mgr.** ..... Kenneth Borst  
**Chief Engineer** ..... Paul Anick

**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.  
**News Service** ..... UP, INS  
**Representative** ..... Weed  
**President, Gen. Mgr.** ..... William J. Edwards  
**Station Manager** ..... Howard H. Wolfe  
**Commercial Manager** ..... Robert M. Chandler  
**Program Director** ..... Robert A. Oliver  
**Production Manager** ..... Jay Otto  
**Film Manager** ..... Otto Allen  
**Chief Engineer** ..... Max W. Thomas

**WPBN-TV—Traverse City**  
**1954—NBC-ABC**

**Channel:** 7 VHF.. AP: 30.9 Kw.. VP: 51.3 Kw.  
**Owned-Oper. By** ..... Midwestern Bcstg. Co.  
**Business Address** ..... Paul Bunyan Bldg.  
**Representative** ..... Hal Holman  
**Membership** ..... TvB  
**President, Gen. Mgr.** ..... Les Biederman  
**Station Mgr.** ..... John Anerson  
**Commercial Mgr.** ..... R. E. Detwiler  
**V.P.-Chief Engineer** ..... William H. Kiker

# Minnesota

Pop. March 1 (Est.) 3,271,000—TV Homes 728,000  
Stations in State 8

## KMMT—Austin—1953—ABC

Channel 6 VHF..AP: 9.4 Kw..VP: 18.7 Kw.  
Business Office.....Minnesota-Iowa TV Co.  
Business Address.....Hiway No. 1055  
Representative.....Avery-Knodel, Inc.  
Gen. Mgr., Prog.

Dir., Film Buyer.....Gene P. Loffler  
Comm. Manager.....Don Jones  
Chief Engineer.....Leo Chenier

## 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  
Representative.....Avery-Knodel  
Membership.....NARTB, TvB  
General Manager.....Dalton LeMasurier  
Commercial Mgr.....Odin S. Ramsland  
Sales Manager.....John Grandy  
Prog. Dir., Film Buyer.....Earl Henton  
V.P., Chief Engineer.....Robert Dettman

## WDSM-TV—Duluth-Superior 1952—NBC

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By..Northwest Publications, Inc.  
Business Address...55 E. 4th St., St. Paul,  
Minn.

Representative.Peters, Griffin, Woodward, Inc.  
News Service.....AP  
Membership.....NARTB  
President.....Robert B. Ridder  
General Mgr.....Clarence D. Tully  
Commercial Mgr.....Tom Gavin  
Program Dir.....Ed Conrad  
Promotion Dir.....Paul Andersen  
Merchandising Mgr.....Martin Olson  
Film Manager.....Bill Ashton  
Chief Engineer.....George Carlson

## 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.  
News Service.....AP, UP  
Membership.....NARTB, TvB  
Representative.Peters, Griffin, Woodward, Inc.  
Chr. of Bd.....Wm. J. McNally  
President.....Robert B. Ridder  
Exec. V.P.....F. Van Konynenburg  
Asst. Mgr. for TV.....Sherman Headley  
Comm. Mgr.....Robert N. Ekstrum  
Film Manager.....Harry C. Jones  
Prom., Pub. Director.....Gene Godt  
Program Dir.....Gwen Harvey  
Chief Engineer.....John M. Sherman

## WTCN-TV—Minneapolis 1953—ABC

Channel: 11 VHF..AP: 189 Kw..VP: 316 Kw.  
Owned-Oper. By..Minnesota Television Public  
Service Corp.

Business Address.....2925 Dean Blvd.  
News Service.....AP, UP  
Representative.....Katz  
Membership.....NARTB, TvB  
President.....Mr. Harry Bitner, Jr.  
General Manager.....Miller C. Robertson  
Commercial Mgr.....Dave Cole  
Program Dir.....Fred H. Kaufman  
Promotion Dir.....George Lord  
Film Manager.....Gene Wecker  
Chief Engineer.....Joseph Kahnke

## KMGH-TV—Minneapolis 1954

(Formerly KEYD-TV)

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By...United Television, Inc.  
Business Address.....Foshay Tower  
Representative.....Branham  
President.....Seymour Weintraub  
Station Mgr.....Donald Menard  
Program Dir.....Dave Murray  
Prom., Pub. Dir.....Robert M. Stone  
Film Mgr.....Howard Reser  
Chief Engineer.....Gordon Benson

## 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.  
Representative.....Meeker TV, Inc.  
President.....Mrs. Gregory P. Gentling  
V.P., Gen. Mgr.....G. David Gentling  
Sales & Sta. Mgr.....Willard Lampmann  
Production Manager.....Donald Merz  
Prom., Pub. Director.....John Miller  
Prog. Dir., Film Manager.....Don Perry  
Chief Engineer.....Robert W. Cross

## 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  
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  
V.P. Research, Dev.....Stanley S. Hubbard  
Prog. Dir., Film Mgr.....Del Franklin  
Prom., Pub. Director.....William Davey  
Chief Engineer.....Wm. S. Sadler

# Mississippi

Pop. March 1 (Est.) 137,000—TV Homes 234,000  
Stations in State 6

## WCBI—Columbus—1956 CBS-NBC

Channel: 4 VHF..AP: 10 Kw...VP: 20 Kw.  
Owned-Oper. By .....Bernie Imes, Jr.  
Business Address ..... Highway 12  
Newspaper Affiliation .. Commercial Dispatch  
Representative ..... McGillvra  
General Mgr. .... Bob McRaney  
Station Mgr. .... Chris Everson  
Commercial Mgr. .... Bill Whitfield  
Program Dir. .... Kevin O'Neill  
Prom., Pub. Dir. .... Jim Garner  
Film Manager ..... Bob McRaney, Jr.  
Chief Engineer ..... Tom McFerrin

## WDAM—Hattiesburg—1956 ABC-NBC

Channel: 9 VHF..AP: 33.9 Kw...VP: 55.7 Kw.  
Owned-Oper. By ..... Lion Television Corp.  
Business Address ..... Box 1649  
Representative ..... Pearson  
News Service ..... AP  
Membership ..... NARTB  
President ..... David A. Matison  
General Mgr. .... Marvin Reuben  
Station Mgr. .... Keith Glatzer  
Commercial Mgr. .... Teck Jones  
Prom., Pub. Dir. .... Miss Pat Flynn  
Film Manager ..... Charles Shade  
Chief Engineer ..... John Carrol

## WJTV—Jackson—1953 ABC-CBS

Channel: 12 VHF..AP: 107 Kw...VP: 214 Kw.  
Owned-Oper. By ....Capitol Broadcasting Co.  
Business Address ..... Box 8187  
News Service ..... AP  
Station Representative ..... Katz  
President ..... T. M. Hederman, Jr.  
Gen., Film Manager..... L. M. Sepaugh  
Station Manager..... Owens F. Alexander  
Comm. Manager..... Bill Carlier

Program Director.....Ken Parks  
Promotion Director.....Ken Jordan  
Film Manager.....L. M. Sepaugh, Jr.  
Chief Engineer.....C. A. Perkins

## WLBT—Jackson—1953

Channel: 3 VHF..AP: 50 Kw...VP: 100 Kw.  
Owned-Oper. By ..... Lamar Life Bcstg. Co.  
Business Address ..... 715 S. Jefferson  
News Service ..... UP  
Representative ..... Hollingbery  
Membership ..... NARTB  
Gen., Station Mgr..... Fred L. Beard  
Comm. Manager..... Frank Gentry  
Program Director..... Maurice Thompson  
Prom., Pub. Director..... Charles H. Allen  
Film Manager ..... Bruce Nicholson  
Chief Engineer..... Bob Smathers

## WTOK-TV—Meridian—1953 ABC-CBS-NBC

Channel: 11 VHF..AP: 162 Kw...VP: 316 Kw.  
Owned-Oper. By .... Southern Television Corp.  
Business Address ..... Southern Bldg.  
Representative ..... Headly-Reed  
President ..... Robert F. Wright  
Sales Manager ..... W. B. Crooks  
Prog., Prom. Dir. .... Cecil Germany  
Production Director ..... George Shannon  
Chief Engineer..... Joe Saxon

## WTWV-TV—Tupelo—1956 NBC

Channel: 9 VHF..AP: 13.5 Kw...VP: 27.2 Kw.  
Owned-Oper. By ..... WTWV, Inc.  
Business Address ..... Beech Springs Rd.  
Representative ..... Young  
News Service ..... UP  
Pres., Gen., Sta., Comm. Mgr. Frank K. Spain  
Program Dir. .... Robert D. Gordon  
Prom., Pub. Dir. .... Perrin Purvis  
Film Manager ..... Bertha Pety  
Chief Engineer..... Joseph G. Petit

Pop. March 1 (Est.) 4,291,000—TV Homes 1,074,000  
Stations in State 15

# Missouri

## 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  
News Service ..... UP, AP  
Membership ..... NARTB  
Station Representative..... Hecdley-Reed Co.  
President ..... Oscar C. Hirsch  
Manager of TV ..... Robert O. Hirsch  
Sales Manager ..... John K. Ramsey  
Program Director..... Donald T. McNeely  
Chief Engineer ..... R. O. Hirsch

## 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 ..... Highway 63, South  
News Service ..... UP  
Representative ..... H-R  
Membership ..... NARTB, TvB  
Director of TV..... Edward C. Lambert  
Sales Mgr..... John O. Conwell  
Program Director ..... Allen H. Scollay  
Promotion Director ..... Milton E. Gross  
Film Manager ..... S. K. Applebaum  
Chief Engineer ..... William J. Reagan

**KHQA-TV—Hannibal—1953**  
CBS

Channel: 7 VHF. AP: 158. Kw. VP: 316 Kw.  
Owned-Oper. By..... Lee Broadcasting, Inc.  
Business Address..... 150 Main St. Quincy, Ill.  
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  
Film Manager..... Charles Lotz  
Chief Engineer..... J. E. Gray

**KRCG-TV—Jefferson City**  
1955—CBS

Channel: 13 VHF. AP: 52.5 Kw. VP: 105 Kw.  
Owned-Oper. By..... Jefferson TV Co.  
Address..... Jefferson City  
News Service..... AP  
Representative..... Blair TV Assoc.  
Membership..... NARTB, TvB  
Pres..... Mrs. William H. Weldon  
Gen., Sta. Mgr..... Robert Blosser  
Program Director..... A. Laney Lee  
Sales Mgr..... R. E. Maxwell  
Prog. Dir..... Laney Lee  
Chief Engineer..... Edward Schuelein

**KODE-TV—Joplin—1954**  
ABC-CBS

Channel: 12 VHF. AP: 158 Kw. VP: 316 Kw.  
Owned-Oper. By..... WSTV, Inc.  
Business Address..... 1928 W 13th St.  
News Service..... INS  
Membership..... NARTB  
President..... Jack N. Berkman  
Exec. V.P..... John J. Laux  
V.P., General Mgr..... Harry Burke  
Nat'l Sales Mgr..... Rod Gibson  
Local Sales Mgr..... D. T. Knight  
Program Dir..... Ron Robson  
Promotion Dir..... Bill McClinton  
Chief Engineer..... Jack Langford

**KCMO-TV—Kansas City**  
1953—ABC

Channel: 5 VHF. AP: 60 Kw. VP: 100 Kw.  
Owned-Oper. By..... Meredith Engineering Co.  
Business Address..... 125 East 31st St.  
News Service..... AP  
Representative..... Katz  
Membership..... NARTB, TvB  
President..... E. T. Meredith, Jr.  
General Manager..... E. K. Hartenbower  
Comm. Manager..... S. B. Tremble  
Program Dir..... Kenneth W. Heady  
Prom., Pub. Director..... F. C. Strawn  
Film Manager..... T. R. Thompson  
Chief Engineer..... Karl Troeglen

**KMBC-TV—Kansas City**  
1953—ABC

Channel: 9 VHF. AP: 158 Kw. VP: 316 Kw.  
Owned-Oper. By..... KMBC Bcstg. Co.  
Business Address..... 11th & Central Streets  
Membership..... NARTB, TvB  
News Service..... AP, UP  
Representative. Peters, Griffin, Woodward, Inc.  
President..... Donald Dwight Davis  
Exec. V.P..... John T. Schilling  
V.P. & Sales Man..... George J. Higgins  
Station Mgr..... Mori Greiner  
Production Manager..... Lou Kemper  
Publicity Director..... Don Davis  
Film Manager..... Margaret M. Maley  
Chief Engineer..... Henry Goldenberg

**WDAF-TV—Kansas City**  
1949—NBC

Channel: 4 VHF. AP: 50 Kw. VP: 100 Kw.  
Owned-Oper. By..... Kansas City Star Co.  
Business Address..... 1729 Grand Ave.  
News Service..... AP  
Newspaper Affiliation..... Kansas City Star  
Managing Dir..... H. Dean Fitzer  
Representative..... Harrington, Righter, & Parsons  
Membership..... NARTB, TvB  
President..... Roy A. Roberts  
Managing Dir..... H. Dean Fitzer  
Station Mgr..... William A. Bates  
Comm. Manager..... E. Manne Russo  
Prom., Pub., Prog. Dir., Prod. Mgr.  
Jay Barrington  
Film Manager..... Robert Musberger  
Chief Engineer..... James Schmidt

**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  
Representative..... Pearson  
President..... Milton J. Hinlein  
General Manager..... Herbert W. Brandes  
Comm. Manager..... Jimmy Glenn  
Prog., News & Sp. Events Dir..... Bob Younger  
Program Director..... Jack Call  
Chief Engineer..... Bob Klein

**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 SSS  
News Service..... AP, UP  
Representative..... Weed  
Membership..... NARTB  
President..... J. H. G. Cooper  
Gen., Sta. Mgr. Prom.,  
Pub. Dir..... G. Pearson Ward  
Sales Manager..... Bob Burke  
Program Director..... Kevin McAndrews  
Film Manager..... Ted Tucker  
Chief Engineer..... William F. Curry



**KYTV—Springfield—1953**  
ABC-NBC

Channel: 3 VHF..AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By... Springfield Television Inc.  
Business Address..... 999 W. Sunshine  
Representative..... Hollingberry  
Co-Mgr., Comm. Mgr..... Ralph L. Stufflebam  
Co-Mgr., Prog. Dir..... Carl Fox  
Chief Engineer..... E. Dennis White

**KFEQ-TV—St. Joseph—1953**  
CBS

Channel: 2 VHF...AP: 26 Kw... VP: 52 Kw.  
Owned-Oper. By... Midland Bcstg Co.  
Business Address..... 40th & Faraon  
News Service..... AP  
Representative..... Blair Assoc.  
President..... Kenyon Brown  
General Mgr..... Glenn G. Griswold  
Commercial Mgr..... A. Wayne Beavers  
Prog. Dir., Film Mgr..... Gene Milsteen  
Chief Engineer..... J. Wesley Koch

**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.  
Newspaper Affiliation. St. Louis Post-Dispatch  
News Service..... AP, INS  
Representative..... NBC Spot Sales  
Membership..... NARTB, TvB  
President..... Joseph Pultzer, Jr.  
Gen. Manager..... George M. Burbach  
Program Director..... Harold Grams

Sales Manager..... Guy E. Yeldoll  
Pub. Dir..... Robert Hannon  
Film Mgr..... Keith Gunther  
Promotion Director..... Fred J. Mueller  
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.  
Newspaper Affil.... St. Louis Globe Democrat  
News Service..... AP, UP  
Membership..... TvB  
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  
Ass't. Sta., Prog. Dir., Film Buyer  
John W. Tinnea  
Promotion, Publicity, Dir.  
James M. Henneberry  
Film Mgr..... John Traxler  
Chief Engineer..... N. J. Zehr

**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.  
Representative..... Weed  
News Service..... UP  
President..... Paul E. Peltason  
Commercial Mgr..... Paul R. Litt  
General Manager..... Julius Schainblatt  
Prog. Dir., Prod. Mgr..... Jack M. Murdock  
Chief Engineer..... Richard J. Trompeter

**Montana**

Pop. March 1 (Est.) 638,000—TV Homes 72,000  
Stations in State 4

**KOOK-TV—Billings—1953**  
CBS-ABC-NBC

Channel: 2VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By... Montana Network  
Business Address..... P. O. Box 2557  
Membership..... NARTB  
News Service..... UP  
Representative..... Headley-Reed  
President..... Joseph Sample  
Gen., Station Manager..... V. V. Clark  
Comm. Manager..... John Conner  
Prog., Oper. Dir..... Ed Peiss  
Prom., Pub. Director..... Conna G. May  
Chief Engineer..... Grant French

Membership..... TvB  
Reps. East..... Walker,  
West..... Pacific Northwest  
President..... E. B. Craney  
Station Manager..... Jim Manning  
Commercial Mgr..... W. Jake Walker  
Chief Engineer..... Lloyd Scott

**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  
News Service..... UP  
Representative..... Blair  
Pres., Gen. Mgr..... J. P. Wilkins  
Prom., Pub. Dir., Ass't. Gen. Mgr. W. E. Spahr  
Comm., Sta. Manager..... W. C. Blanchette  
Program Director..... Pen Brown  
Film Manager..... Howard Ely  
Chief Engineer..... Anthony Lopuch

**KXLF-TV—Butte—1953**  
NBC

Channel: 6 VHF...AP: 1 Kw... VP: 2 Kw.  
Owned-Oper. By... Television Montana  
Business Address..... 1681 George St.



## KMSO-TV—Missoula—1954

### ABC-CBS-NBC

(Formerly KGVO-TV)

Channel: 13 VHF..AP: 95 Kw..VP: 191 Kw.  
Owned-Oper. By.....Mosby's Inc.  
Business Address.....127 East Main St.

News Service .....UP  
Representative .....Gill-Perna  
Membership .....NARTB, TvB  
Pres., Gen., Sta., Comm. Mgr....A. J. Mosby  
Program Director.....Phil Dixon  
Promotion Director.....Robert Rolfsen  
Publicity Director.....Charles Field  
Chief Engineer.....Amos Hargrave

## Nebraska

Pop. March 1 (Est.) 1,428,000—TV Homes 317,000  
Stations in State 7

## KHAS-TV—Hastings—1956

### NBC

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....Nebraska TV Corp.  
Business Address.....Box 476  
Newspaper Affiliation Hastings Daily Tribune  
News Service .....AP  
Membership .....NARTB  
Representative .....Weed  
President .....Fred A. Seaton  
General Mgr. ....Duane L. Watts  
Comm., Oper. Mgr. ....Harry H. Packard  
Production Mgr. ....Bob Schnuelle  
Publicity Dir. ....Mrs. Mickey Mahlman  
Film Manager .....Marsden Garey  
Chief Engineer .....Duane Allison

President.....John E. Fetzer  
Gen., Sta. Mgr.....A. James Ebel  
Comm. Manager .....Lester C. Rau  
Program Director .....Robert L. Johnson  
Promotion Director .....James Barker  
Production Manager .....William H. Hemke  
Film Manager.....Eli Modenstein  
Chief Engineer.....D. R. Taylor

## 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.  
Representative .....Petry  
Membership .....NARTB  
President.....Edward W. May  
Exec. V.P., Gen. Mgr.....Owen Saddler  
Sales Manager .....Arden Swisher  
Program Director.....Glenn Harris  
Promotion Director .....Amos Eastridge  
Film Manager .....Jack Katz  
Production Director.....Lew Jeffrey  
Chief Engineer.....R. J. Schroeder

## KHPL-TV—Hayes Center

### 1956

(Satellite of KHOL-TV, Kearny)

Channel: 6 VHF..AP: 14 Kw..VP: 28 Kw.  
Representatives, Affiliations & Personnel  
same as KHOL-TV

## WOW-TV—Omaha—1949

### CBS

Channels: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....Meredith WOW, Inc.  
Business Address.....Insurance Bldg.  
News Service .....UP, INS  
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  
Production Mgr.....Robert Froemming  
Film Manager.....Bill McBride  
Dir. of Engineering.....Wm. J. Kotera  
Chief Engineer.....Glenn Flynn

## 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.  
News Service .....AP  
Membership .....NARTB  
Representative .....Meeker  
President .....Wayne Brewster  
Station Manager.....Jack Gilbert  
Sales Mgr. ....Paul Freygang  
Production Manager.....Moe Milliken  
Pub. Director .....Tom Nuss  
Prom. Director .....Delline Zigler  
Chief Engineer .....George Jelinek

## 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.  
Representative .....Avery-Knodel  
Membership .....NARTB, TvB

## KSTF—Scottsbluff—1955

(Satellite of KFBC-TV, Cheyenne, Wyo.)

Channel: 10 VHF..AP: 7.5 Kw..VP: 13 Kw.  
Representatives, Affiliations & Personnel  
same as KFBC-TV

In the  
rich  
**OMAHA**  
market—

*it's*

**WOW-TV**  
*Channel 6*



A MEREDITH STATION  
affiliated with  
Better Homes and Gardens and  
Successful Farming Magazines

Frank P. Fogarty  
Vice President & General Manager

Fred Ebener  
Sales Manager

Represented by BLAIR-TV, Inc.

## KLRJ-TV—Las Vegas—1955 ABC-NBC

Channel: 2 VHF...AP: 6.3 Kw...VP: 12.2 Kw.  
Owned-Oper. By...Southwestern Publishing  
Corp.

Business Address ..4850 Henderson Highway  
Newspaper Affiliation ....Las Vegas Review  
Journal

News Service .....AP  
Membership ..... NARTB, TvB  
Representative ..... Pearson  
President ..... Donald W. Reynolds  
General Mgr. .... William D. Stiles  
Sales Manager ..... Pat Burke  
Managing Director ..... A. E. Cahlan  
Program Director ..... Mark Smith  
Promotion Director ..... Norwin Yoffie  
Publicity Director ..... Robert W. Brier  
Chief Engineer ..... David Rogers

## KLAS-TV—Las Vegas—1953 CBS

Channel: 8 VHF...AP: 27 Kw...VP: 55 Kw.  
Owned-Oper. By...Las Vegas Television Inc.  
Address ..... 250 E. Desert Inn Rd.

Representative ..... Weed  
Membership ..... NARTB  
Gen., Natl. Sls. Manager..... Marion Komar  
Local Sales..... Alex Gold  
Program Director ..... James Hart  
Prom., Pub. Director..... Kenneth O'Connell  
Production Manager..... Ralph Hodges  
Chief Engineer ..... Dave Greenspun

## KSHO-TV—Las Vegas—1956

Channel: 13 VHF...AP: 150 Kw...VP: 437 Kw.  
Owned-Oper.....TV Co. of America  
Business Address ..... Fremont Hotel  
Newspaper Affiliation ....Henderson Home  
News, Boulder City News

News Service ..... AP  
General Mgr. .... Moritz M. Zenoff  
Station Mgr. .... Truman Hinkle  
Commercial Mgr. .... Robert Gardner  
Prog. Dir., Film Mgr. .... Lee Peer  
Chief Engineer ..... Ervin Greene

## KOLO—Reno—1953 ABC-CBS-NBC

Channel: 8 VHF...AP: 6 Kw...VP: 12 Kw.  
Owned-Oper....Nevada Radio-Television Inc.  
Business Address..... 770 East 5th St.

News Service ..... UP  
Representative ..... Pearson  
President..... Donald W. Reynolds  
General Manager..... Harry Huey  
Film, Comm. Mgr. .... Ed Cardinal  
Prod. Dir. .... Durward Yasmer  
Promotion Director ..... Norwin Yoffie  
Pub. Dir. .... Helen Busscher  
Chief Engineer..... Tom Hughes

# New Hampshire

Pop. March 1 (Est.) 563,000—TV Homes 164,000  
Stations in State 1

## WMUR-TV—Manchester 1954—ABC-CBS-NBC

Channel: 9 VHF.. AP: 155 Kw... VP: 282 Kw.  
Owned-Oper. By... Radio Voice of N. H. Inc.  
Business Address..... 1819 Elm St.  
News Service ..... UP

Representative ..... Forjoe  
Membership ..... NARTB, TvB  
President..... Francis P. Murphy  
Administrative Ass't. .... William C. White  
V.P., Gen. Manager ..... Norman Gittleson  
Comm. Manager..... Gordon Moore  
Prog. Dir. .... William Gildersleeve  
Chief Engineer..... Charles Halle

# New Jersey

Pop. March 1 (Est.) 5,566,000—TV Homes 1,470,000  
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  
News Service ..... AP  
Representative ..... Forjoe-TV  
Membership ..... NARTB

President & Gen. Mgr.... Irving R. Rosenhaus  
Vice-President..... Edmund S. Lennon  
Managing Dir. of Sls. .... Ed Cosman  
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

# New Mexico

Pop. March 1 (Est.) 855,000—TV Homes 98,000  
Stations in State 6

## KGGM-TV—Albuquerque 1953—CBS

Channel: 13 VHF.. AP: 44.6 Kw... VP: 89.1 Kw.  
Owned-Oper. By... New Mexico Bcstg. Co.  
Bus. Address ..... 1414 Coal Ave. S. W.  
Membership ..... NARTB  
News Service ..... AP  
Representative ..... Weed  
Pres., Gen., Sta. Mgr. .... A. R. Hebenstreit  
Comm. Manager ..... Ralph C. Rhoads  
Prog., Prom., Pub. Dir. .... Bob Van Driel  
Film Manager ..... Ed Sanchez  
Chief Engineer ..... Leonard F. Dodds

Representative ..... Branham  
Membership ..... NARTB, TvB  
Pres., Gen. Mgr..... Wayne Coy  
Comm. Manager..... Rolf S. Nielsen  
Program Director ..... Al Jarrett  
Prom., Pub. Director..... Dallas Wyant  
Film Manager..... Milford Williams  
Chief Engineer..... George S. Johnson

## KAVE-TV—Carlsbad—1956 CBS

Channel: 6 VHF.. AP: 5 Kw... VP: 11.7 Kw.  
Owned-Oper. By .. Voice of the Caverns, Inc.  
Business Address ..... 2907 W. Church St.  
Membership ..... NARTB  
Representative ..... Branham  
President ..... Nancy H. Battison  
General Mgr. .... John H. Battison  
Sta., Comm. Mgr. .... Ed Teer  
Program Dir. .... Bob Fuller  
Film Manager ..... Ronnie Dickman  
Chief Engineer ..... W. C. Carnahan

## 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.  
Membership ..... NARTB, TvB  
Representative ..... Hollingbery  
V.P., Gen. Mgr..... Walter Stiles  
Comm. Manager ..... Jerry Burns  
Prog. Director ..... Esther Whitefield  
Prod. Manager..... Ron Richmond  
Chief Engineer ..... Bruce Frazier

## KICA-TV—Clovis—1956 CBS

Channel: 12 VHF.. AP: 16.37 Kw.. VP: 30.34 Kw.  
Owned-Oper. By ..... KICA, Inc.  
Bus. Address .. Box 111 or 1000 Sycamore St.  
Representative ..... Pearson  
Pres., Gen. Mgr. .... Garfield C. Packard  
Sales Mgr..... James W. Richardson  
Program Director ..... Marilyn Davison  
Promotion Director ..... Margaret O. Packard  
Chief Engineer..... R. A. Jau Devine

## KOB-TV—Albuquerque 1948—NBC

Channel: 4 VHF.. AP: 5.3 Kw... VP: 10.2 Kw.  
Owned-Oper. By... Albuquerque Bcstg. Co.  
Bus.-Studio Address..... 1430 Coal Ave., S. W.  
News Service ..... UP, INS

**MORE AUDIENCE\* THAN  
ANY STATION IN MINNEAPOLIS-  
ST. PAUL . . . . . THAT'S WHAT  
WNB-F-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 Baltimore, Houston, Milwaukee and other major markets; at lower cost than every station in eight of the ten major markets. Telepulse, December, 1955.



operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.

**WFIL-AM • FM • TV, Philadelphia, Pa. / WNB-F-AM • FM • TV, Binghamton, N. Y.**

**WHGB-AM, Harrisburg, Pa. / WFBG-AM • TV, Altoona, Pa. / WNHC-AM • FM • TV, New Haven-Hartford, Conn.**

**National Sales Office, 485 Lexington Avenue, New York 17, New York**



**KSWs-TV—Roswell—1953**  
**NBC-ABC-CBS**

Channel: VHF...AP 158 Kw... VP: 316 Kw.  
Owned-Oper. By.....John A. Barnett  
Business Address.....1723 W. Second St.  
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  
Prod. Director.....Owen Moore  
Chief Engineer.....Ray Summersgill

**New York**

Pop. March 1 (Est.) 16,195,000—TV Homes 4,748,000  
Stations in State 24

**WCDA-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  
Representative.....Harrington, Righter &  
Parsons, Inc.

News Service.....UP  
Membership.....NARTB, TvB  
President, Managing Dir.....Frank M. Smith  
General Manager.....Thomas S. Murphy  
Sales Manager.....William J. Lewis  
Program Director.....Charles Pogan  
Promotion Dir.....Harry L. Goldman  
Chief Engineer.....Charles Heisler

**WTRI—Albany—1953—ABC**

Channel: 35 UHF...AP: 85.2 Kw... VP: 380 Kw.  
Owned-Oper By.....Van Curler Bcstg Corp.  
Business Address.....15 N. Pearl St.  
News Service.....UP  
Membership.....NARTB  
Representatives Venard, Rintoul & McConnell  
President.....S. H. Fabian  
General Mgr.....William A. Ripple  
Commercial Mgr.....Dom Tovino  
Program Dir.....Fred D. Shavor  
Chief Engineer.....Stephen J. Stanley

**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.  
News Service.....AP, INS  
Representative.....Blair TV, Inc.  
Membership.....NARTB, TvB  
General Manager.....George R. Durham  
Gen. Sales Manager.....Andrew G. Hubbell  
Program Director.....Clark Pollak  
Prom. Director.....Don Winther  
Chief Engineer.....Sherman Egan

(See Page 835)

**WBEN-TV—Buffalo**  
**1948—CBS**

Channel: 4 VHF...AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By.....WBEN, Inc.  
Business Address.....Hotel Statler  
News Service.....AP, INS, UP  
Representative.....Harrington, Righter &  
Parsons, Inc.

Membership.....TvB  
President.....Alfred H. Kirchofer  
General Manager.....C. Robert Thompson  
Comm. Manager.....Nicholas J. Malter  
Station Mgr.....George R. Torge  
Prom. Director.....Joseph A. Haeffner  
Film Director.....Quintin P. Renner  
Program Dir.....Frederick A. Keller  
Prod. Manager.....James A. Christensen  
Chief Engineer.....Ralph J. Kingsley

**WBUF-TV—Buffalo—1953**  
**NBC**

Channel: 17 UHF...AP: 250 Kw. VP. 500 Kw.  
Owned-Oper. By.....NBC  
Business Address.....2077 Elmwood Ave.  
News Service.....UP  
Representative.....NBC Spot Sales  
Membership.....NARTB  
President.....Robert Sarnoff  
General Manager.....C. C. Bevis  
Sales Manager.....W. B. Decker  
Prog. Dir., Film Mgr.....Frank Harns  
Prom., Pub. Dir.....Robert Fillmore  
Chief Engineer.....Frank Whittam

**WGR-TV—Buffalo—1954**  
**ABC**

Channel: 2 VHF...AP: 66 Kw... VP: 100 Kw.  
Owned-Oper. By.....WGR Corporation  
Business Address.....184 Barton St.  
News Service.....AP, INS  
Representative.....Peters, Griffin, Woodward  
Membership.....NARTB  
President.....George F. Goodyear  
General Manager.....J. J. Bernard  
Comm. Mgr., Prom., Pub.  
Dir.....G. Paschall Swift  
Prog. Director.....VanBeuren De Vries  
Film Manager.....Paul Sciandra  
Chief Engineer.....Karl B. Hoffman

**WCNY-TV—Carthage—1954**  
**ABC-CBS**

Channel: 7 VHF...AP: 95.5 Kw... VP: 178 Kw.  
Owned-Oper. By.....The Brockway Company  
Bus. Address...P. O. Box 211, Watertown, N. Y.  
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  
 Production Manager.....Glenn H. Hall  
 Flim Manager.....John A. LaLiberte  
 Chief Engineer.....Michael R. Yonkovic

**WSYE-TV—Elmira—1956**

(Satellite of WSYR-TV, Syracuse)

Manager.....T. R. Bolger  
 Sales Mgr.....Jack Dorn

**WTVE—Elmira—1953—ABC**

Channel: 35 UHF...AP: 18 Kw...39 Kw.  
 Owned-Oper. By.....WTVE, Inc.  
 Business Address.....Box 89  
 Representative.....Forjoe  
 Pres., Gen. Mgr.....T. K. Cassel  
 Commercial Mgr.....H. L. Green  
 Promotion Director.....H. A. Wolf  
 Chief Engineer.....George Wagenseller

**WCDB—Hagaman—1955**

(Formerly WAST)

(Satellite WCDA-TV, Albany)

Channel: 29 UHF...AP: 125 Kw...VP: 252 Kw.  
 Representative, Affiliation & Personnel  
 same as WCDA-TV

**WABC-TV—New York—1948**  
**ABC**

Channel: 7 VHF...AP: 55 Kw...VP: 110 Kw.  
 Owned-Oper. By  
 American Bcstg.-Paramount Theaters, Inc.  
 Business Address.....7 W. 66th St.  
 News Service.....INS, AP  
 Membership.....NARTB, TvB  
 Representative.....Blair TV  
 President.....Leonard Goldenson  
 Gen. Mgr.....R. L. Stone  
 Sales Manager.....J. Stamler  
 Program Director.....George Rice  
 Nat. Spot Sales Mgr.....Barbara Case  
 Production Mgr.....Gordon Kunz  
 Publicity Director.....Heyward Ehrlich  
 Film Dir.....T. Kako  
 Chief Engineer.....G. Edward Hamilton

**WABD—New York—1944**

Channel: 5 VHF...AP: 18.6 Kw...VP: 37 Kw.  
 Owner-Oper.  
 Allen B. DuMont Laboratories, Inc.  
 Business Address.....205 E. 67th St.  
 News Service.....INS  
 Representative.....Weed  
 Membership.....NARTB  
 President.....Bernard Goodwin  
 V.P., Gen. Mgr.....Ted Cott  
 Exec. Ass't to V.P.....Augie Cavallaro  
 V.P. chg. Sales.....Bennett H. Korn  
 Sales Manager.....Bill Adler  
 Dir. News & Sp. Events.....Ted Yates  
 Prod. Supervisor.....Jeremy Tarcher  
 Film Manager.....Merle Bredwell  
 Film Buyer.....Jack Lynn  
 Chief Engineer.....William Kelly

**WATV—Newark, N. J.**

(See New Jersey listing)

**WCBS-TV—New York—1941**  
**CBS**

Channel: 2 VHF...AP: 21 Kw...VP: 43 Kw.  
 Owned-Oper.....Columbia Bcstg. System Inc.  
 Business Address.....485 Madison Ave.  
 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  
 Worden  
 General Sales Mgr.....Frank Shakespeare, Jr.  
 Program Dir.....Hal Hough  
 Dir. Adv., Sales Promotion.....Robert G. Palt  
 Asst. Prog. Dir. & Prod. Dir.....Dan Gallagher  
 Publicity Director.....Robert Fuller  
 Film Dept. Manager.....William C. Lacey  
 Dir. Tech. Operations.....Robert G. Thompson

**WOR-TV—New York—1949**

Channel: 9 VHF...AP: 65 Kw...VP: 130 Kw.  
 Owned-Oper. By.....RKO Teleradio Pictures  
 Business Address.....1440 Broadway  
 News Service.....INS, UP, Reuters  
 Station Representative.....H-R  
 Membership.....NARTB, TvB  
 President.....Thomas F. O'Neil  
 V.P.....Gordon Gray  
 Executive Asst.....Seymour Handy  
 Comm. Manager.....William Dix  
 Dir. Sis. Dev.....Robert Hoffman  
 Program Dir.....Ivan Reiner  
 Pub. Rel. Director.....Richard Jackson  
 Film Manager.....Dan German  
 Chief Engineer.....Harry Tilley

**WPIX—New York—1948**

Channel: 11 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By.....N. Y. Daily News  
 Address.....220 E. 42nd St.  
 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  
 V.P., Controller.....T. E. Mitchell  
 V.P., Operations.....L. J. Pope  
 Sales Mgr.....J. A. Patterson  
 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

**WRCA-TV—New York—1941**  
**NBC**

Channel: 4 VHF...AP: 12.9 Kw...VP: 30.2 Kw.  
 Owned-Oper. By.....National Bcstg. Co.



**Business Address**..... 30 Rockefeller Plaza  
**News Service**..... UP  
**Representative**..... NBC Spot Sales Dept.  
**Membership**..... NARTB, TvB  
**President**..... Robert Sarnoff  
**General Manager**..... William Davidson  
**Station Mgr.**..... Max Buck  
**Commercial Manager**..... Jay Heitin  
**Program Director**..... George Heineman  
**Promotion Director**..... Tony Kraemer  
**Publicity Mgr.**..... John O'Keefe  
**Film Manager**..... Al Odeal  
**Chief Engineer**..... John H. Riedel

## WPTZ—Plattsburgh—1954 ABC-NBC

**Channel:** 5 VHF... **AP:** 12 Kw... **VP:** 30 Kw.  
**Owned-Oper. By**..... Rollins Bcastg. Co.  
**Business Address**..... 357 Cornelia St.  
**Representative**..... Blair TV  
**News Service**..... AP, UP  
**President**..... O. Wayne Rollins  
**General Mgr.**..... George Baren Bregge  
**Commercial Mgr.**..... Al LaFrance  
**Prog., Prom. Dir.**..... Al Cahill  
**Chief Engineer**..... James Sharman

## WROC-TV—Rochester—1949 NBC-ABC

**Channel:** 5 VHF... **AP:** 50 Kw... **VP:** 100 Kw.  
**Owned-Oper. By**..... Transcontinental TV Corp.  
**Business Address**..... 15 East 47th St.  
**News Service**..... AP  
**Membership**..... NARTB, TvB  
**Representative**..... Peters, Griffin, Woodward  
**V.P., Gen. Mgr.**..... William Fay  
**Ass't. Gen. Mgr.**..... John W. Kennedy, Jr.  
**Commercial Mgr.**..... Armin N. Bender  
**Program Director**..... Charles Siverson  
**Dir. Adv. & Sales**..... L. Walton Smith  
**Film Manager**..... David D. 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.  
**Representative**..... Everett-McKinney, Bolling  
**News Service**..... AP  
**Membership**..... NARTB, TvB  
**President**..... Frank E. Gannett  
**Gen. Mgr.**..... C. Glover DeLaney  
**Asst. Gen. Manager**..... Lowell H. MacMillan  
**Comm. Manager**..... LeMoine C. Wheeler  
**Film, Prog., Prom. Dir.**..... William J. Adams  
**Production Manager**..... Warren Wightman  
**Technical Director**..... Richard K. Blackburn

## WVET-TV—Rochester—1953 CBS-ABC

**Channel:** 10 VHF... **AP:** 62.5 Kw... **VP:** 123 Kw.  
**Owned-Oper. By**..... Veterans Bcastg. Co., Inc.

**Business Office**..... 17 Clinton Ave. S.  
**Membership**..... NARTB  
**Representative**..... Bolling  
**Pres., Gen. Station Mgr.**..... Ervin F. Lyke  
**Comm. Manager**..... Arthur Murrellwright  
**Dir. Adv. & Merch.**..... Donald Kallcock  
**Film Manager**..... Arthur V. Cook  
**Chief Engineer**..... Raymond Jobses

## 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 River Road  
**Representative**..... NBC Spot Sales  
**Station Mgr.**..... Raymond W. Welpott  
**Department Mgr.**..... Bob B. Hanna, Jr.  
**Sales Manager**..... Robert F. Reid  
**Film Buyer**..... Albert G. Zink  
**Prom., Pub. Director**..... James Q. Cobb  
**Chief Engineer**..... Willard J. Purcell

## WHEN-TV—Syracuse—1948 ABC-CBS

**Channel:** 8 VHF... **AP:** 100 Kw... **VP:** 190 Kw.  
**Owned-Oper. By**..... Meredith Syracuse TV Corp.  
**Address**..... 101 Court St.  
**Membership**..... NARTB, TvB  
**Representative**..... Katz  
**President**..... E. T. Meredith, Jr.  
**Vice-Pres. & Gen. Mgr.**..... Paul Adanti  
**Comm. Manager**..... Frederick R. Menzies  
**Prog. Dir., Film Mgr.**..... Gordon Alderman  
**Prom., Publicity Director**..... Robert G. Peel  
**Chief Engineer**..... Donald Langham

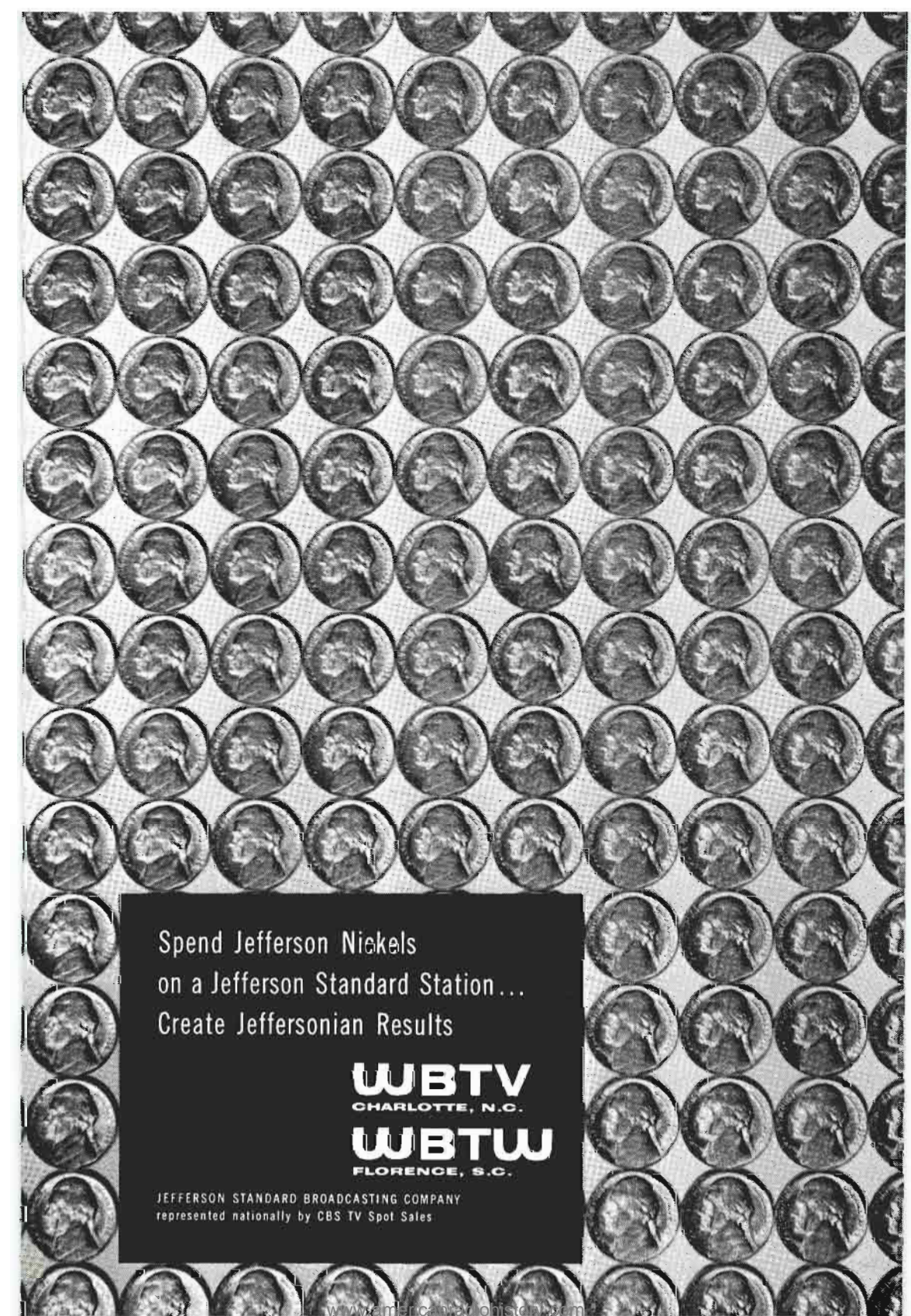
## WSYR-TV—Syracuse—1950 NBC

**Channel:** 3 VHF... **AP:** 50 Kw... **VP:** 100 Kw.  
**Owned-Oper. By**..... Central N. Y. Bcastg. Corp.  
**Business Address**..... 224 Harrison St.  
**News. Affil.**..... Post & Standard, Herald-Journal  
**Representative**..... Harrington-Richter-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  
**Film Manager**..... Pat Montfort  
**Chief Engineer**..... Albert Eicholzer

## WKTU—Utica—1949 ABC-CBS-NBC

**Channel:** 13 VHF... **AP:** 100 Kw... **VP:** 187 Kw.  
**Owned-Oper. By**..... Copper City Bcastg. Corp.  
**Business Address**..... Smith Hill Rd.  
**Representative**..... Donald Cooke, Inc.  
**President**..... Myron J. Kallet  
**Exec. Vice Pres.**..... William T. MacNeilly  
**Gen., Sta., Comm. Mgr.**..... M. C. Fusco  
**Publicity Director**..... Frank Gruenwald  
**Promotion Director**..... Steve Purcell  
**Film Manager**..... Joseph Casaletta  
**Chief Engineer**..... De Forest T. Layton, Jr.





Spend Jefferson Nickels  
on a Jefferson Standard Station...  
Create Jeffersonian Results

**WBTV**  
CHARLOTTE, N.C.

**WBTW**  
FLORENCE, S.C.

JEFFERSON STANDARD BROADCASTING COMPANY  
represented nationally by CBS TV Spot Sales

# North Carolina

Pop. March 1 (Est.) 4,479,000—TV Homes 726,000  
Stations in State 13

## WISE-TV—Asheville—1953 NBC-CBS

Channel: 62... AP: 16 Kw... VP: 29 Kw.  
Owned-Operated By... WISE, Inc.  
Address... 98 Lookout Rd.  
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  
Rep... Venard, Rintoul & McConnell; Ayers  
Membership... TvB  
Executive V.P... Charles B. Britt  
Regional Sales Mgr... H. J. Britt  
Prod. Manager... Sterling W. Wright  
Film Mgr... Bob Hensley  
Chief Engineer... George Sprague

## 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.  
Representative... CBS TV Spot Sales  
Membership... NARTB, TvB  
President... Joseph M. Bryan  
Exec. V.P., Gen. Mgr... Charles H. Crutchfield  
V.P., Managing Dir... Kenneth J. Treadwell  
Gen. Sales Mgr... Wallace J. Jorgenson  
V.P. Dir. of Engineering... Thomas Howard  
Promotion Supervisor... John Dillon  
Prod. Supervisor... Robert L. Rierison  
Prog. Supervisor... Lacy Sellars  
Publicity Director... James Babb  
Film Supervisor... J. Nathan Tucker  
Dir. Engineering... T. Howard  
(See Page 839)

## WTVB—Durham—1954 ABC

Channel: 11 VHF... AP: 170 Kw... VP: 316 Kw.  
Owned-Oper... Durham Bcstg. Enterprises, Inc.  
Business Address... 1750 Newton Rd.  
News Service... AP  
Representative... Pety  
Membership... NARTB, TvB  
Pres., Gen. Mgr... Harmon L. Duncan  
Station Manager... Floyd Fletcher  
Comm. Manager... Mike Thompson  
Program Director... Ernie Greup  
Prom. Dir... Harry Middleton  
Pub. Dir... Chas. H. Cash, Jr.  
Film Mgr... Jack R. Preddy  
Chief Engineer... Henry Cronin

## WFLB-TV—Fayetteville 1955—CBS-NBC

Channel: 18 UHF... AP: 7.4 Kw... VP: 13.1 Kw.  
Owned-Oper. By... Fayetteville Bcstrs, Inc.  
Business Address... 1332 Fort Bragg Blvd.  
Representative... Burn-Smith  
Exec. V.P... L. W. Allen  
General Manager... W. D. Bailey  
Commercial Mgr... W. B. Belche  
Program Director... Marvin Rosenberg  
Chief Engineer... J. H. Buck

## WFMY-TV—Greensboro 1948

Channel: 2 VHF... AP: 25 Kw... VP: 50 Kw.  
Owned-Operated By... Greensboro News Co.  
Address... Phillips Ave.  
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  
Film Manager... Jack Wiggins  
Chief Engineer... Doyle D. Thompson

## 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  
News Service... UP  
Representative... Hollingberry  
Membership... NARTB, TvB  
President... Earl Westbrook  
General Manager... A. Hartwell Campbell  
Sta., Oper. Mgr... Marion B. Tribley  
Comm. Manager... John G. Clark, Jr.  
Prog. Director... Eck Wall  
Prom., Pub. Manager... Dave Mosier  
Production Manager... John Warner  
Film Mgrs... Malcolm Nicholson, Bill Carroll  
Chief Engineer... Heber Adams

## WNAO-TV—Raleigh—1953 ABC-CBS-DuM

Channel: 28 UHF... AP: 102 Kw... VP: 182 Kw.  
Owned-Oper. By... Sir Walter Television Co.  
Bus. Address... 2128 Western Blvd.  
Representative... Forjoe  
Membership... TvB  
President... John W. English  
General Mgr... John H. Bone  
Commercial Mgr... Earl Welde  
Film Mgr... George Peterson  
Chief Engineer... Lee Poole





# WRAL-TV—Raleigh—1956 NBC

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By... Capitol Bcstg. Co., Inc.  
Business Address... 1117 Hillsboro St.  
Representative... H-R V.P., Gen. Mgr. Fred Fletcher  
Gen. Sales Mgr. Fletcher Turner  
Prom., Pub. Dir. David Witherspoon  
Chief Engineer... Virgil Duncan

# WITN—Washington—1955 NBC

Channel: 7 VHF... AP: 16 Kw... VP: 316 Kw.  
Owned-Oper. By... North Carolina TV, Inc.  
Business Address... Washington  
News Service... UP  
Representative... Headley-Reed  
Membership... NARTB  
Pres., Gen., Sta. Mgr. W. R. Roberson, Jr.  
Comm. Manager... T. H. Patterson  
Dir. Ops., Film Mgr. Hal Wilson  
Chief Engineer... Harvey Mason

# WMFD-TV—Wilmington 1954

Channel: 6 VHF... AP: 16 Kw... VP: 32 Kw.  
Owned-Oper. By... WMFD-TV, Inc.  
Business Address... 225 Princess Street

Representative... Roy Smith: Ayres  
Membership... NARTB  
President, Gen. Mgr. R. A. Dunlea, Jr.  
Nat'l Sales Mgr. Clint Long  
Comm. Manager... C. O. Shields  
Program Director... Wayne Jackson  
Production Manager... Dennie Perkinson  
Chief Engineer... E. I. Herring

# WSJS-TV—Winston-Salem 1953—NBC

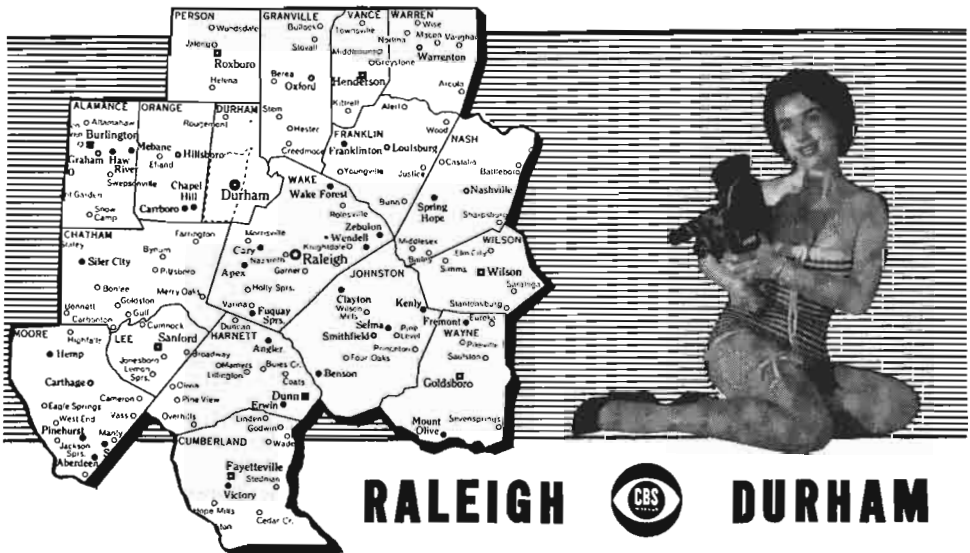
Channel: 12 VHF... AP: 200 Kw... VP: 316 Kw.  
Owned-Oper. By... Triangle Bcstg. Corp.  
Business Address... 419-21 N. Spruce St.  
Newspaper Aff. Journal & Twin City Sentinel  
News Service... UP  
Representative... Headley-Reed  
Membership... NARTB, TvB  
Exec. V.P. & Gen. Mgr. Harold Essex  
Sales 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

# WTOB-TV—Winston-Salem 1953—ABC

Channel: 26 UHF... AP: 37.2 Kw... VP: 74.1 Kw.  
Owned-Oper. Winston-Salem Bcstg. Co., Inc.



# WNAO-TV The Time-Honored Station



A map of North Carolina is shown with various counties and cities labeled. The call letters WNAO-TV are prominently displayed in the center. To the right of the map, a black and white photograph of a woman sitting on the ground and holding a small dog is visible. Below the map, the words 'RALEIGH' and 'DURHAM' are written in large, bold letters, with a CBS eye logo between them.

**REPRESENTED NATIONALLY FOR JOE**

Business Address... Box 5176, Ardmore Sta.  
 News Service... AP  
 Membership... NARTB  
 Representative... Venard, Rintoul, McConnell  
 President... James W. Coan

Gen. Mgr... John G. Johnson  
 Comm. Mgr... Bob Jones  
 Program Dir... Tracy Lounsbury  
 Film Manager... Willie Saylor  
 Chief Engineer... Jim Hoke

## North Dakota

Pop. March 1 (Est.) 661,000—TV Homes 96,000  
 Stations in State 7

### KBMB-TV—Bismarck—1955 CBS

Channel: 12 VHF... AP: 20 Kw... VP: 40 Kw.  
 Owned-Oper. By... North Dakota Bcstg. Co.  
 Business Address... 4000 Main, Fargo, N. D.  
 News Service... AP  
 Representative... Weed  
 Pres., Gen. Mgr... John W. Boler  
 Commercial Mgr... Fred Drewry  
 Prog. Dir., Film Mgr... Dennis Falk  
 Prom., Pub. Dir... Robert Dannon  
 Chief Engineer... Thomas Ahner

Membership... NARTB, TvB  
 President... E. C. Reineke  
 Gen., Sales Mgr... Tom Barnes  
 Asst. Manager... Jack Dunn  
 Program Manager... Ken Kennedy  
 Promotion Mgr... Roy Pedersen  
 Production Director... Dick Berdahl  
 Film Director... Bill Snyder

### 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.  
 Membership... NARTB, TvB  
 Representative... Blair-TV Assoc.  
 President... William Ekberg  
 Station Manager... Cal Culver  
 Comm. Manager... A. L. Anderson  
 Chief Engineer... Ivar Nelson

### KNOX-TV—Grand Forks 1955—NBC

Channel: 10 VHF... AP: 14.1 Kw... VP: 28.2 Kw.  
 Owned-Oper. By... Community TV Corp.  
 Business Address... Box 1110  
 News Service... UP  
 Membership... NARTB  
 Rep... Rambeau; Bulmer & Johnson  
 President... Dr. Elroy Schroeder  
 Commercial Mgr... Robert C. Lukkason  
 Program Director... Bo West  
 Promotion Director... Joanne Sanford  
 Oper. Director... Margaret J. Bundlie  
 Film Editor... Duane Eastvold  
 Chief Engineer... David L. Chumley

### KDIX-TV—Dickinson—1956 CBS

Channel: 2 VHF... AP: 13 Kw... VP: 26 Kw.  
 Owned-Oper. By... Dickinson Radio Ass'n  
 Business Address... 119 2nd Ave. West  
 News Service... AP  
 Membership... NARTB, TvB  
 Representative... Hal Holman  
 President... Dr. P. J. Weir  
 Gen., Sta. Mgr., Prom. Dir... Orville F. Burda  
 Commercial Mgr... E. A. Spear  
 Program Director... Lauren Haacke  
 Publicity Dir... W. F. Halvorson  
 Film Manager... John Harvey  
 Chief Engineer... Benjamin Lockerd

### KCJB-TV—Minot—1953 ABC CBS-NBC

Channel: 13 VHF... AP: 15 Kw... VP: 30 Kw.  
 Owned-Oper. By... North Dakota Bcstg. Co.  
 Business Address... 15A West Central Ave.  
 Representative... Weed  
 President... John W. Boler  
 Resident Manager... Chester Rietan  
 Chief Engineer... Joe Main

### 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  
 News Service... AP  
 Representative... Weed  
 Pres., Gen. Mgr... John W. Boler  
 Commercial Mgr... Lee Boren  
 Program Dir... R. O. Grignon  
 Prom., Pub. Dir... Robert Dannon  
 Film Manager... Buzz Starkey  
 Chief Engineer... Robert Ridgeway

### WDAY-TV—Fargo—1953 NBC-ABC

Channel: 6 VHF... AP: 33 Kw... VP: 66 Kw.  
 Owned-Oper. By... WDAY, Inc.  
 Business Address... 207 N. 5th St.  
 Representative... Peters, Griffin, Woodward, Inc.

# The "MARKET MAKERS" made **1** market out of North Dakota!

## Now... ONE CALL BUYS THE NORTH DAKOTA MARKET

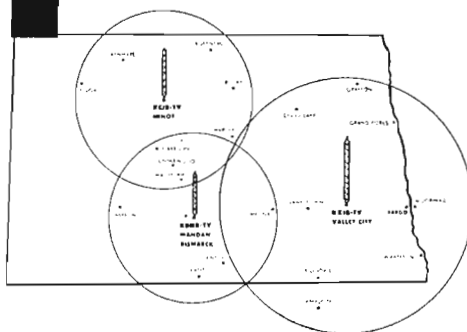
They're spread out in booming North Dakota, but they've got Cadillac buying power from oil, wheat, farming and distribution jobs—a population equal to Seattle, Minneapolis, New Orleans or Providence (and more buying power than most of them.)

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%.



### 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

**KYJB-TV**  
CHANNEL 4  
100,000 WATTS  
VALLEY CITY

**KBMB-TV**  
CHANNEL 12  
30,000 WATTS  
BISMARCK

**FOR COMPLETE INFORMATION  
ON TELEVISION NETWORKS—  
MAPS, PERSONNEL, AFFILIATES,  
BIOGRAPHIES—  
TURN TO PAGE 751**

One for the money  
 Two for the show  
**3** to get ready...



To sow the grain, one must prepare the soil.  
 To realize the sale, one must prepare the  
 prospect. In Cleveland, there is no better  
 way to pre-sell your product than via . . .

**KYW **3** TV**



**WESTINGHOUSE BROADCASTING COMPANY, INC.**

RADIO: BOSTON, WBZ+WBZA; PITTSBURGH, KDKA; CLEVELAND, KYW;  
 FORT WAYNE, WOWO; CHICAGO, WIND; PORTLAND, KEX

TELEVISION: BOSTON, WBZ-TV; PITTSBURGH, KDKA-TV;  
 CLEVELAND, KYW-TV; SAN FRANCISCO, KPIX

WIND REPRESENTED BY A M RADIO SALES

KPIX REPRESENTED BY THE KATZ AGENCY, INC.

ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

# Ohio

Pop. March 1 (Est.) 9,231,000—TV Homes 2,572,000  
Stations in State 18

## 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  
News Service.....AP, UP  
Representative.....Burke-Stewart  
Membership.....NARTB  
President.....S. Bernard Berk  
V.P., Gen., Sta. Mgr.....Roger G. Berk  
V.P., Dir. Sales.....Kenneth M. Keegon  
Prog., Prom., Pub. Dir.; Film Mgr..Rob't Bostian  
Chief Engineer.....Irwin L. Knopp

## WCPO-TV—Cincinnati 1949—ABC

Channel: 9 VHF..AP: 158 Kw..VP: 309 Kw.  
Owned-Oper. By..Scripps-Howard Radio, Inc.  
Business Address.....2345 Symmes St.  
Newspaper Affiliation.....Cincinnati Post  
News Service.....UP  
Representative.....Blair  
Membership.....NARTB, TvB  
President.....Jack R. Howard  
V.P., General Mgr.....M. C. Wallers  
Ass't. Gen. Mgr.....Edward Weston  
Commercial Mgr.....Glenn C. Miller  
Prog. Director.....Chick Doty  
Prom., Pub. Director.....Vera Schulte  
Film Manager.....Harvey Freeman  
Chief Engineer.....Paul Adams

## WKRC-TV—Cincinnati 1949—CBS

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By.....Radio Cincinnati, Inc.  
Business Address.....Times-Star Bldg.  
Representative.....Katz  
Membership.....NARTB  
General Manager.....David G. Taft  
Gen. Sales Mgr.....Robert T. Schlunkert  
Nat'l. Sls. Manager.....Kenneth Church  
Program Director.....Paul E. Shumate  
Director of Merch. Prom.....John J. Walsh  
Prod. Manager.....George Rogers  
Publicity Director.....Gregory Olberding  
Promotion Director.....Lila Lambert  
Film Manager.....John Hill  
Chief Engineer.....Ralph Mlaska

## 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.  
News Service.....UP, INS

Rep...WLW Sales, NBC Spot Sales, Bomar  
Lawrence  
Membership.....NARTB, TvB  
Chairman of the Board.....James D. Shouse  
Pres., Gen. Mgr.....Robert E. Dunville  
V.P.-Television.....John T. Murphy  
V.P.-Programming.....Al Bland  
V.P.-Pub. Relations.....Gil Kingsbury  
V.P.-Treas.....K. T. Murphy  
V.P.-Sales.....H. P. Lasker  
V.P.-Engineering.....R. J. Rockwell  
Sales Mgr.....Steve Crane  
Gen. TV Sales Mgr.....Geo. Henderson  
Dir. Client Service Dept.....Jack Frazier  
Program Dir.....Abe Cowan  
Film Dir.....Tom Storey  
Tech. Adm. Ass't.....Howard Lepple

## KYW-TV—Cleveland—1948 NBC

Channel: 3.....AP: 50 Kw.....VP: 100 Kw.  
Owned-Oper. By.....Westinghouse Bcstg. Co.  
Business-Studio Address...815 Superior Ave.  
News Service.....AP, UP, INS  
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  
Promotion Dir.....Edward Wallis  
Publicity Dir.....Tom Gavagan  
Film Manager.....Carl Lawton  
Chief Engineer.....Sidney V. Stadig

## 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.  
Newspaper Affiliation.....E. W. Scripps Co.  
News Service.....UP  
Membership.....NARTB, TvB  
Representative.....Blair TV  
President.....Jack R. Howard  
General Manager.....James C. Hanrahan  
Station Director.....J. Harrison Hartley  
General Executive.....Floyd E. Weldman  
Pub. Service Dir.....John J. Moffitt  
Nat'l Adv. Mgr.....Jay S. Kerkes  
Film Director.....John J. Richards  
Ohio Sales Mgr.....Peter Hlinka  
Ass't Gen. Mgr.....Donald L. Perris  
Operations Dir.....Ernest E. Sindelar  
Prod. Supervisor.....James E. Kirkey  
Prog. Supervisor.....Earl W. Keyes  
Chief Engineer.....Joseph B. Epperson



*It's your move...*

*to the **TOPS** in*

*Cleveland Television*

**WJW-TV**  
CHANNEL 8



A CLEVELAND LANDMARK WELL-KNOWN TO VIEWERS THROUGHOUT NORTHERN OHIO

GREATER CLEVELAND  
the nation's 5th market  
in total retail sales\*

GREATER CLEVELAND  
the nation's 6th market  
in net effective  
buying income\*

GREATER CLEVELAND  
the nation's 7th market  
in population...  
and still growing!\*

**WJW-TV**

"A Leading Citizen" in  
Ohio's First Market  
serving 1,200,000  
households

More productive local program-  
ming on WJW-TV. Top feature  
films for participating sponsors,  
including 20th Century-Fox,  
Columbia and Selznick groups.



**WJW-TV**

*Represented Nationally by the  
Katz Agency*



A BASIC AFFILIATE OF THE  
CBS TELEVISION NETWORK

\* Sales Management, May 10, 1956

WJW-TV—Storer Broadcasting Company • 1630 Euclid Avenue, Cleveland 15, Ohio • Tower 1-6080

**WJW-TV—Cleveland—1949**

CBS

Channel: 8 VHF.. AP: 191 Kw... VP: 316 Kw.  
 Owned-Oper. By.....Storer Bcstg. Co.  
 Address.....1630 Euclid Ave.  
 News Service.....UP, AP, INS  
 Representative.....Katz  
 Membership.....NARTB, TvB  
 President.....George B. Storer  
 Managing Director.....Ben Wickham  
 Local Sales Mgr.....Frank Barron  
 Publicity Director.....Ted Anthony  
 Prog. Dir., Film Mgr.....R. C. Wright  
 Chief Engineer.....H. A. Brinkman

**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.  
 News Service.....AP  
 Station Representative.....Blair TV  
 Membership.....NARTB, TvB  
 Dir. of Television.....Richard A. Borel  
 Program Director.....John A. Haldi  
 Sales Director.....Robert D. Thomas  
 Promotion Director.....Barbara Haddox  
 Dir. News & Spe. Events.....Chester S. Long  
 Production Dir.....Gene McPherson  
 Public Serv. Dir.....Larry Rhodes  
 Merchandising Dir.....Ray Reisinger  
 Film Buyer.....Betty Dixon  
 Chief Engineer.....Lester H. Natzger

**WLW-C—Columbus—1949**

NBC-ABC

Channel: 4 VHF.. AP: 50 Kw... VP: 100 Kw.  
 Owned-Operated By.....Crosley Bcstg. Corp.  
 Business Address...3165 Olentangy River Rd.  
 Membership.....NARTB, TvB  
 Reps.....Crosley Sales; NBC Spot Sales;  
 Bowmar Lowrance  
 Gen. Mgr.....James Leonard  
 Sales Dir.....Chas. Dodsworth  
 Program Director.....Bud Gillis  
 Chief Engineer.....Charles Sloan

**WTVN-TV—Columbus—1949**

ABC

Channel: 6 VHF.. AP: 50 Kw... VP: 100 Kw.  
 Owned-Oper. By.....WTVN, Inc.  
 Address.....753 Harmon Ave.  
 News Service.....AP, UP  
 Representative.....Katz  
 President.....Hulbert Taft, Jr.  
 Exec. Vice-President.....Kenneth Church  
 General Manager.....J. W. McGough  
 Ass't Gen., Nat'l Sales Mgr.....Robert C.  
 Wiegand  
 Comm. Mgr.....Howard Duncan  
 Prom., Pub. Director.....Bruce Johns  
 Film Manager.....Richard McKinney  
 Chief Engineer.....William H. Hansher

**IT'S YOUR MOVE . . .****TO THE TOPS IN****CLEVELAND****TELEVISION****THE NATIONS****FIFTH MARKET****IN TOTAL****RETAIL SALES****WJW-TV****A****STORER STATION**

# WHIO-TV

## Fair Game For Smart Sponsors



**1 FOR THE MONEY**

Three States, 41 Counties, 747, 640 TV Homes!  
That's what NCS Market Coverage reports for WHIO-TV, the No. 1 station in this great market. High tower (1104 ft.) and maximum power give it proven superiority.

**2 FOR THE SHOW**

WHIO-TV programs keep dials tuned our way. Pulse consistently rates us with 13, 14 and *even* 15 of the top 15 weekly shows.

**3 TO GET READY**

Stock your dealers before you sing out in this market! Sales Management calls area retail sales at \$3,361,973,000.

**4 TO GO**

How? Easy! Call our National Rep—Gamester George P. Hollingbery!

CHANNEL **7** DAYTON, OHIO



One of America's great area stations

## 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.  
 News Service.....UP, INS  
 Representative...WLW Sales, NBC Spot Sales,  
 Bomar Lawrence  
 Membership.....NARTB  
 President.....R. E. Dunville  
 Station Manager.....Eric Jensen  
 Comm. Manager.....Dale A. Smith  
 Program Adm.....Arlene Hadley  
 Prom., Pub. Director.....Dorothy A. Sanders  
 Program Director.....Robert Provence  
 Production Mgr.....Bill Ditzel  
 Chief Engineer.....Lester Sturgill

## WHIO-TV—Dayton—1949

### CBS

Channel: 7 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By...Miami Valley Bcstg. Corp.  
 Business Address.....1414 Wilmington Ave.  
 Newspaper Affil.....Dayton Daily News  
 News Service.....UP, AP  
 Representative.....Hollingbery  
 Membership.....NARTB, TvB  
 President.....James M. Cox Jr.  
 General Manager.....Robert H. Moody  
 Commercial Manager...Harvey R. Young, Jr.  
 Prog., Prom. Director.....Charles Gay

Film Manager.....Ralph Gram  
 Chief Engineer.....Ernest L. Adams

## WIMA-TV—Lima—1953

### NBC-ABC-CBS

Channel: 73 UHF..AP: 9.55 Kw..VP: 16.2 Kw.  
 Owned-Operated By.....WLOK, Inc.  
 Business Address.....1424 Rice Ave.  
 News Service.....UP  
 Representative.....H.R.  
 Membership.....NARTB  
 President.....G. E. Hamilton  
 Gen., Sta. Manager.....R. W. Mack  
 Commercial Mgr.....J. L. Spring  
 Program Director.....Easter Straker  
 Chief Engineer.....M. J. Lamb

## 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.  
 News Service.....UP  
 Representative.....Avery-Knodel  
 President.....Jack N. Berkman  
 Gen., Sta. Manager.....John J. Laux  
 Comm. Manager.....Joseph M. Troesch  
 Publicity Dir.....Scott McMurray  
 Prom. Director.....Bill McClinton  
 Prod. Mgrs....George Wilson, Clyde Higgins  
 Film Manager.....Carl Kroeskey  
 Chief Engineer.....Charles S. Shepherd

# MORE NEWS

# MORE FEATURES

# MORE REGIONAL COVERAGE

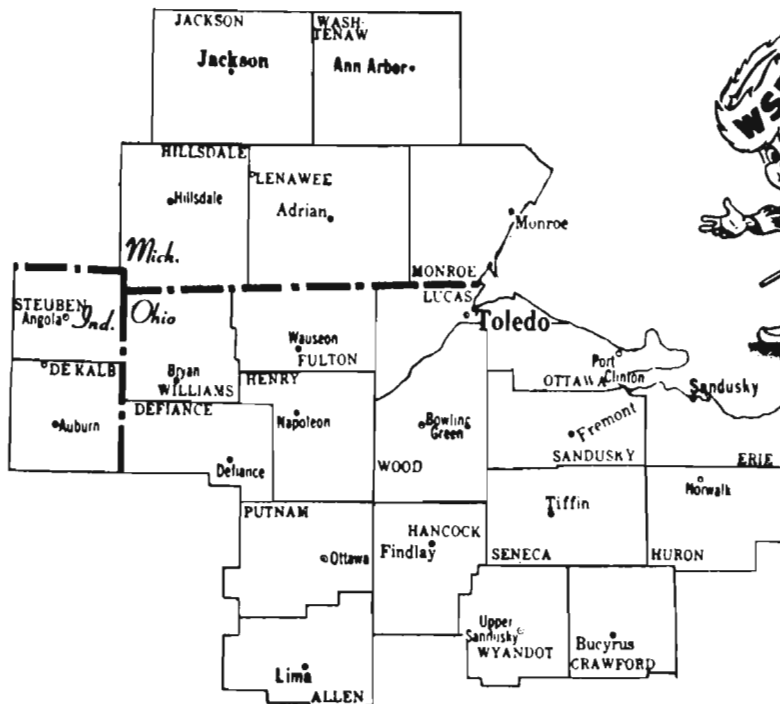
# AP

... and **MORE** RADIO AND TELEVISION STATIONS

depend on

**THE ASSOCIATED PRESS**

# WSPD-TV'S "BILLION DOLLAR MARKET"



|                          |           |
|--------------------------|-----------|
| Population .....         | 1,595,200 |
| Families .....           | 476,100   |
| Television Homes .....   | 406,000   |
| Percent tuned to WSPD-TV |           |
| Daytime .....            | 78%       |
| Nighttime .....          | 91.5%     |

## EFFECTIVE BUYING POWER

|                  |                 |
|------------------|-----------------|
| Total .....      | \$2,815,943,000 |
| Per Capita ..... | 1,765           |
| Per Family ..... | 5,915           |

## RETAIL SALES

|                  |                 |
|------------------|-----------------|
| Total .....      | \$1,924,319,000 |
| Per Family ..... | 4,042           |

## SPENT FOR:

|                             |               |
|-----------------------------|---------------|
| Food .....                  | \$418,158,000 |
| Gen. Mdse. ....             | 209,475,000   |
| Furniture & Household ..... | 97,510,000    |
| Automotive .....            | 423,357,000   |
| Drug .....                  | 57,399,000    |

Toledo ranks high in the nation's 200 leading areas . . .

- 45th in population
- 43rd in retail sales
- 39th in effective buying power
- 16th in buying power per capita
- 22nd in buying per family
- 44th in Food sales
- 43rd in Gen. Mdse.
- 42nd in Furniture and Household sales
- 46th in Automotive sales
- 39th in Drug Sales

# WSPD-TV Toledo, Ohio

A STORER STATION

Represented by Katz



**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.  
News Service.....INS, UP  
Representative.....Katz  
Membership.....NARTB, TvB  
President.....George B. Storer  
V.P. & Managing Dir.....Allen L. Haid  
National Sales Mgr.....Bill Ashworth  
Film Director.....Elaine Phillips  
Prog. Director.....Al Ruhfel  
Prom., Pub. Director.....Liz Wagner  
Chief Engineer.....Bill Stringfellow

**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  
News Service.....AP, UP  
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.  
Film Manager.....Eugene L. Donahay  
Chief Engineer.....Frank A. Dieringer

**WKBN-TV—Youngstown**  
**ABC-CBS**

Channel: 27 UHF..AP: 89 Kw..VP: 178 Kw.  
Owned-Operated By.....WKBN Bcstg. Co.  
Address.....3930 Sunset Blvd.  
News Service.....UP, AP  
Newspaper Affil.....Forest City Pub. Co.  
Membership.....NARTB  
Representative.....Raymer  
President, Gen. Mgr.....W. P. Williamson, Jr.  
Station Director.....J. L. Bowden  
Program Director.....Paul Turner  
Prom., Pub. Dir.....W. P. Williamson, III  
Film Manager.....Norman Berger  
Chief Engineer.....B. T. Wilkens

**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.  
News Service.....AP, UP  
Representative.....Pearson  
Membership.....NARTB, TvB  
President.....Clay Littick  
Gen., Station Mgr.....Allan Land  
Comm. Manager.....Nate Milder  
Program Director.....Reed Mellon  
Prom., Pub. Director.....Naomi Lorton  
Film Manager.....Ralph Young  
Chief Engineer.....William A. Hunt, Sr.

**Oklahoma**

Pop. March 1 (Est.) 2,251,000—TV Homes in State 497,000  
Stations in State 9

**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  
News Service.....AP  
Rep.....Venard, Rintoul & McConnell  
Chairman of Board.....Dr. C. C. Morris  
V.P.; Gen., Comm. Mgr.....Bill Hoover  
V.P. & Station Mgr.....Brown Morris  
Program Director.....Doc Bowen  
Prom., Pub. Director.....Juanita Walker  
Film Manager.....G. C. Northington  
Chief Engineer.....Fred Smith

**KSVO-TV—Ardmore—1956**  
**NBC**

Channel 12 VHF..AP: 13.7 Kw..VP: 27.3 Kw.  
Owned-Oper. By.....John F. Easley  
Business Address.....Box 1246  
Newspaper Affil.....Daily Ardmoreite  
News Service.....AP  
Membership.....NARTB  
Representative.....Pearson  
President.....John F. Easley  
General Mgr.....Douglas C. Dillard

Commercial Mgr.....Gordon Lack  
Program Director.....Dollie Talkington  
Promotion Dir.....Barbara Winkler  
Film Manager.....J. Galey Varnell  
Chief Engineer.....Bill Kolb

**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  
Representative.....John E. Pearson  
Membership.....NARTB  
President.....P. R. Banta  
Sec'y, Gen., Comm. Mgr.....Geo. Streets  
Merch. Mgr.....Casey Cohlma  
Program Director.....Evelyn Green  
Chief Engineer.....Eugene Clark

**KSWO-TV—Lawton—1953**  
**ABC**

Channel: 7 VHF...AP: 5 Kw....VP: 10 Kw.  
Owned-Operated By  
Oklahoma Quality Bcstg. Co.  
Address.....Box 699  
Phone Number.....7725



Representative ..... Pearson  
 President ..... R. H. Drewry  
 General Manager ..... Emmett Keough  
 Comptroller ..... Paul N. Goode  
 Prog. Dir. .... Tom Reddell  
 Chief Engineer ..... Williard Cochran

**KTVX—Muskogee—1954**  
**ABC**

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Tulsa Broadcasting Co.  
 Business Address .....Box 9697  
 Membership .....NARTB, TvB  
 Representative .....Avery-Knodel  
 President .....John T. Griffin  
 Managing Director.....Mike Shapiro  
 Commercial Mgr.....William D. Swanson  
 Prom., Pub. Director.....Robert C. Meade  
 Chief Engineer.....Bob Snider

**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  
 Representative .....Avery-Knodel  
 Membership .....NARTB, TvB  
 President .....Roy I. Turner  
 General Manager.....Edgar T. Bell  
 Commercial Mgr.....Fred L. Vance  
 Promotion, Pub. Dir.....Montez Tjaden  
 Nat. Sls. Mgr.....Jack de Lier  
 Production Mgr.....Gene Linder  
 Chief Engineer.....Morris W. Thomas

**WKY-TV—Oklahoma City**  
**1949—ABC-NBC**

Channel: 4 VHF..AP: 60 Kw..VP: 100 Kw.

Owned-Oper. By.....WKY TV System, Inc.  
 Studio Address.....500 E. Britton Rd.  
 News Service.....AP, UP  
 News Affil.....Okla. Publishing Co.  
 Representative .....Katz  
 Membership .....NARTB, TvB  
 President .....E. K. Gaylord  
 Exec. V.P.....P. A. Sugg  
 Nat'l Sales Mgr.....Jim Terrell  
 Program Director.....Joe Jerkins  
 Prom., Publicity Dir.....Jack Sherry  
 Oper. Mgr.....Kieth Mathers  
 Chief Engineer.....H. J. Lovell

**KOTV—Tulsa—1949—CBS**

Channel: 6 VHF..AP: 60 Kw..VP: 100 Kw.  
 Owned-Oper. By.....KOTV, Inc.  
 Business Address.....302 S. Frankfort St.  
 News Service .....UP  
 Membership .....NARTB, TvB  
 Representative .....Petry  
 President .....C. Wrede Petersmeyer  
 V.P., General Mgr.....James C. Richdale  
 Comm. Mgr.....George Stevens  
 Prom., Publicity Director.....Robert Freeland  
 Film Manager.....Glenn White  
 Chief Engineer.....LaVoy Hooker

**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  
 Representative .....Blair TV  
 Membership .....NARTB, TvB  
 General Manager.....C. B. Akers  
 Comm. Manager.....John Devine  
 Marketing, Prom. Dir.....Sam Schneider  
 Program Director.....Bill Sadler  
 Chief Engineer.....John Bushnell

**Oregon**

Pop. March 1 (Est.) 1,781,000—TV Homes 374,000  
 Stations in State 8

**KVAL-TV—Eugene—1954**  
**NBC**

Channel: 13 VHF..AP: 33 Kw..VP: 56 Kw.  
 Owned-Oper. By.....Eugene Television, Inc.  
 Business Address .....P. O. Box 548  
 News Service .....UP  
 Rep.....Hollingbery, Art Moore  
 President .....Bob Booth  
 Gen., Sta. Manager.....S. W. McCreedy  
 Comm. Manager.....Glenn Nickell  
 Prog. Dir.....R. E. Anderson  
 Prom., Pub. Director.....Alyce Sheetz  
 Film Manager.....Martin Levinson  
 Chief Engineer.....Al Barnard

**KOTI-TV—Klamath Falls**  
**1956—ABC-CBS-NBC**

Channel: 2 VHF..AP: 6.76 Kw..VP: 13.5 Kw.  
 Owned-Oper. By.....Calif.-Oreg. TV, Inc.  
 Business Address .....Box 732  
 Membership .....NARTB, TvB  
 Representative .....Blair TV  
 General Mgr.....William B. Smullin  
 Station Mgr.....Walter R. Richartz  
 Chief Engineer.....B. L. Smith

**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  
 Newspaper Affil.....Grants Pass Courier  
 Representative .....Blair TV  
 President .....Amos Voorhies  
 Gen. Mgr., Sec'y. Treas.....W. B. Smullin  
 Vice-Pres., Business Mgr.....Everett A. Faber  
 Sta. Manager.....Jerold R. Poulos  
 Chief Engineer.....Nestor L. Williams

Business Address.....140 S.W. Columbia St.  
 Newspaper Affil.....Oregonian  
 News Service .....AP  
 Rep.....CBS Spot Sales  
 Membership .....NARTB, TvB  
 President.....Theodore R. Gamble  
 V.P., Managing Dir.....C. Howard Lane  
 National Sales Mgr.....John L. Palmer  
 Program Director.....Ted W. Cooke  
 Promotion Director.....Robert McGill  
 Film Manager.....Tad M. Williams  
 Chief Engineer.....Louis S. Bookwalter

**KGW-TV—Portland—1956**  
**ABC**

Channel: 8 VHF..AP: 189 Kw...VP: 316 Kw.  
 Owned-Oper. By.....Pioneer Bcstg. Co.  
 Business Address.....1139 S. W. 13th Ave.  
 Representative .....Blair TV  
 Membership .....NARTB, TvB  
 Station Manager.....Walter E. Wagstaff  
 Sales Manager.....John Pindell  
 Program Director.....Tom Dargan  
 Production Mgr.....Bernie Carey  
 Prom., Pub. Dir.....A. H. Christensen  
 Chief Engineer.....Clare Hanawalt

**KPTV—Portland—1952**  
**NBC**

Channel: 27 UHF..AP: 500 Kw...1,000 Kw.  
 Owned-Oper. By.....Storer Bcstg. Co.  
 Address.....735 S.W. 20th Pl.  
 News Service.....UP  
 Membership .....NARTB  
 Representative .....NBC Spot Sales  
 President.....George B. Storer  
 Sta. Manager.....Francis Riordan  
 Commercial Mgr.....Donald Typeson  
 Program Director.....Gordon White  
 Pub., Prom. Dir.....A. R. McLaughlin  
 Chief Engineer.....Eugene Phelps

**KLOR—Portland—1955—ABC**

Channel: 12 VHF..AP: 129 Kw...VP: 234 Kw.  
 Owned-Oper. By.....Oregon Television, Inc.  
 Business Address.....915 N. E. Davis St.  
 Representative .....Hollingberry  
 President .....Harry A. White  
 General Mgr.....S. John Schile  
 Program Mgr.....Samuel R. Herrick  
 Promotion Dir.....William R. Nutt  
 Chief Engineer.....Jack Provis

**KPIC—Roseburg—1956**  
**NBC**

Channel: 4 VHF..AP: 2.6 Kw...VP: 5.21 Kw.  
 Owned-Oper. By.....Southwest TV Bcstg. Corp.  
 Business Address.....Medical Arts Bldg.  
 Representative.....Hollingberry, Art Moore  
 President.....C. H. Fisher  
 General Manager.....S. W. McCready  
 Station Manager.....Gene Pierce  
 Chief Engineer.....Dan Bridges

**KOIN-TV—Portland—1953**  
**CBS**

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned By...Mt. Hood Radio & TV Bcstg. Corp.

# It takes the

# RIGHT

# two!



**IT'S A FACT!** With the *right* two—WFBG-TV, Altoona, and Pittsburgh—you get 76,701 *more* TV homes. In this area—day and night—seven days a week—WFBG-TV delivers average audiences 30.1% greater than Johnstown; 71.4% more quarter-hour firsts. Your BLAIR-TV man has the proof: ARB, November 1956; ARB Altoona Coverage Study, March 1956.

**ONLY BASIC CBS-TV STATION SERVING THE AREA**



Channel 10  
ABC-TV • NBC-TV

Represented by BLAIR-TV

operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.

WFIL-AM • FM • TV, Philadelphia, Pa. / WNBC-AM • FM • TV, Binghamton, N. Y.

WHGB-AM, Harrisburg, Pa./WFBG-AM • TV, Altoona, Pa./WNHC-AM • FM • TV, New Haven-Hartford, Conn.

National Sales Office, 485 Lexington Avenue, New York 17, New York

# Pennsylvania

Pop. March 1 (Est.) 11,160,000—TV Homes 3,018,000  
Stations in State, 22

## WFBG-TV—Altoona—1952 NBC-ABC-CBS

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By...Triangle Publications, Inc.  
Address.....1320 11th Ave.  
News Service.....AP, INS  
Representative.....Blair TV  
Membership.....NARTB, TvB  
General Mgr.....Edward M. Scala  
Station Manager.....Jack Snyder  
Comm. Mgr.....Thomas P. Martin  
Prog. Dir.....George Carroll  
Prom. Dir.....David P. Pretz  
Film Dir.....Betty Adams  
Chief Engineer.....K. R. Brubaker

## 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  
News Service.....AP  
Representative.....Meeker  
Membership.....NARTB, TvB  
Station Executive.....Clair R. McCollough  
Sta., Film Manager.....Elwood Anderson  
National Sales Manager.....J. R. Gulick  
Program Director.....Traver Schadler  
Technical Dir.....J. E. Mathiot

## WGLV—Easton—1953—ABC

Channel: 57 UHF..AP: 50 Kw..VP: 100 Kw.  
Owned-Oper. By.....WGLV, Inc.  
Address.....2857 Nazareth Road  
Representative.....Headley-Reed  
President.....J. L. Stackhouse  
General Manager.....Charles R. Thon  
Gen. Sales Dir.....William Latham  
Program Director.....Peter F. Gallagher  
Chief Engineer.....Robert Francett

## WICU—Erie—1949 ABC-NBC

Channel: 12.....AP: 1.5 Kw.....VP: 2 Kw.  
Owned-Oper..Edward Lamb Enterprises, Inc.  
Bus.-Trans. Address.....3514 State St.  
Newspaper Affil.....Dispatch  
News Service.....AP  
Representative.....Petry  
Membership.....NARTB  
President.....Edward Lamb  
Gen., Sta. Manager.....Ben McLaughlin  
Comm. Manager.....Bob Lunquist  
Sales Prom. Dir.....James Spence  
Program Director.....Joseph Laconi  
Pub. Director.....Bob Weschler  
Production Manager.....Dick Johnson  
Film Manager.....John Cook  
Chief Engineer.....Mike Csop

## WSEE—Erie—1954—CBS

Channel: 35 UHF..AP: 100 Kw..VP: 200 Kw.  
Owned-Oper. By...Great Lakes Television Co.  
Address.....1220 Peach Street  
Newspaper Affiliation.....Times  
News Service.....UP  
Membership.....NARTB  
Representative.....Avery-Knodel  
President.....George J. Mead  
Gen. Manager.....Frank B. Palmer  
Regional Sales Manager.....Donald M. Boyce  
Local Sales Mgr.....Jay B. Sondheim  
Program Director.....Arthur R. Hook  
Film Manager.....Frank Herrick  
Chief Engineer.....Edward Zellefrow

## WCMB-TV—Harrisburg 1954

Channel: 27 UHF..AP: 120 Kw..VP: 240 Kw.  
Owned-Oper. By.....Rossmoyne Corp.  
Business Address.....228 Court St.  
News Service.....AP  
Representative.....Gill-Perna  
President.....Edgar T. Shepard, Jr.  
Gen., Sta., Comm. Mgr.....Ed K. Smith  
Program Director.....Ed Conway  
Promotion Dir.....Tom Harrison  
Film Manager.....Glenn Horner  
Chief Engineer.....J. Howard Bar

## WHP-TV—Harrisburg—1953 CBS

Channel: 55 UHF..AP: 130 Kw..VP: 241 Kw.  
Owned-Oper. By.....WHP, Inc.  
Business Address.....216 Locust St.  
News Service.....UP  
Representative.....Bolling  
Gen., Sta., Comm. Mgr.....A. K. Redmond  
Sales Dir.....B. M. Potteiger  
Program Dir.....Dick Redmond  
Prom., Pub. Dir.....George Gottschalk, Jr.  
Film Manager.....Charles Baddorf  
Chief Engineer.....E. Daniel Leibensperger

## WTPA—Harrisburg—1953 ABC

Channel 71 UHF..AP: 110 Kw..VP: 220 Kw.  
Owned-Oper. By.....Patriot-News Co.  
Business Address.....3235 Hoffman St.  
Newspaper Affiliation.....Patriot-News  
News Service.....UP  
Membership.....NARTB  
Representative.....Harrington, Righter, Parsons  
General Manager.....Donald D. Wegr  
Sales Mgr.....Allen Solada  
Prog. Dir., Film Mgr.....Mac McCauley  
Prom., Pub. Dir.....Rick Riker  
Chief Engineer.....Paul Gross

## WARD-TV—Johnston—1953 ABC-CBS

Channel: 56 UHF..AP: 10 Kw..VP: 20 Kw.



# nothing succeeds like success!



out in front . . .

**MONTH AFTER MONTH—THROUGHOUT 1956!**  
**WFIL-TV RATED FIRST\***

**20.1% more than Station B**

**131% more than Station C**

Monday thru Friday, 2:00-11:00 PM... the heart of the TV day.

**MONTH AFTER MONTH, MORE PEOPLE ARE  
WATCHING WFIL-TV MORE AND MORE!**

\*American Research Bureau, Jan.-Dec. 1956



operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.  
**WFIL-AM • FM • TV**, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N. Y.  
**WHGB-AM**, Harrisburg, Pa. / **WFBG-AM • TV**, Altoona, Pa. / **WNHC-AM • FM • TV**, New Haven-Hartford, Conn.  
National Sales Office, 485 Lexington Avenue, New York 17, New York

Owned-Oper. By.....Rivoli Realty Co.  
 Business Address.....Porch Bldg.  
 News Service.....AP  
 Representative.....Weed  
 President.....W. M. Thomas  
 General Manager.....R. Butterfield  
 Comm. Mgr.....William Heron  
 Prog. Dir.....Samuel Goodman  
 Prom., Pub. Dir.....Warren Louder  
 Chief Engineer.....Ernest Reaty

**WJAC-TV—Johnstown**  
**1949—NBC-ABC**

Channel: 6 VHF...AP: 35.4 Kw...VP: 70.8 Kw.  
 Owned-Operated By.....WJAC, Inc.  
 Business Address.....329 Main St.  
 Newspaper Affil.....The Tribune-Democrat  
 News Service.....UP  
 Representative.....Katz  
 Membership.....NARTB, TvB  
 President.....Walter W. Krebs  
 General Manager.....Alvin D. Schrott  
 Comm. Manager.....John H. Hepburn  
 Prog., Film Director.....Frank P. Cummins  
 Chief Engineer.....Theodore Campbell  
 V.P.-Technical Oper.....Nevin L. Straub

**WGAL-TV—Lancaster—1949**  
**CBS-NBC**

Channel: 8 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned-Operated By.....WGAL, Inc.  
 Address.....Lincoln Highway W.  
 News Service.....AP  
 Representative.....Meeker  
 Membership.....NARTB, TvB  
 President, Gen. Mgr.....Clair R. McCollough  
 Ass't Gen. Mgr.....J. Robert Gulick  
 Station Manager.....Harold E. Miller  
 Nat'l Sales Mgr.....Robert Dreher  
 Regional Sales Manager.....Leroy K. Strine  
 Program Director.....Paul Rodenhauser  
 Promotion Director.....Paul I. Woodland  
 Technical Director.....J. E. Mathiot

**WFIL-TV—Philadelphia**  
**1947—ABC**

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By...Triangle Publications Inc.  
 Business Address.....46th & Market Sts.  
 Newspaper Affiliation...Philadelphia Inquirer  
 News Service.....UP, INS  
 Representative.....Blair TV  
 Membership.....NARTB, TvB

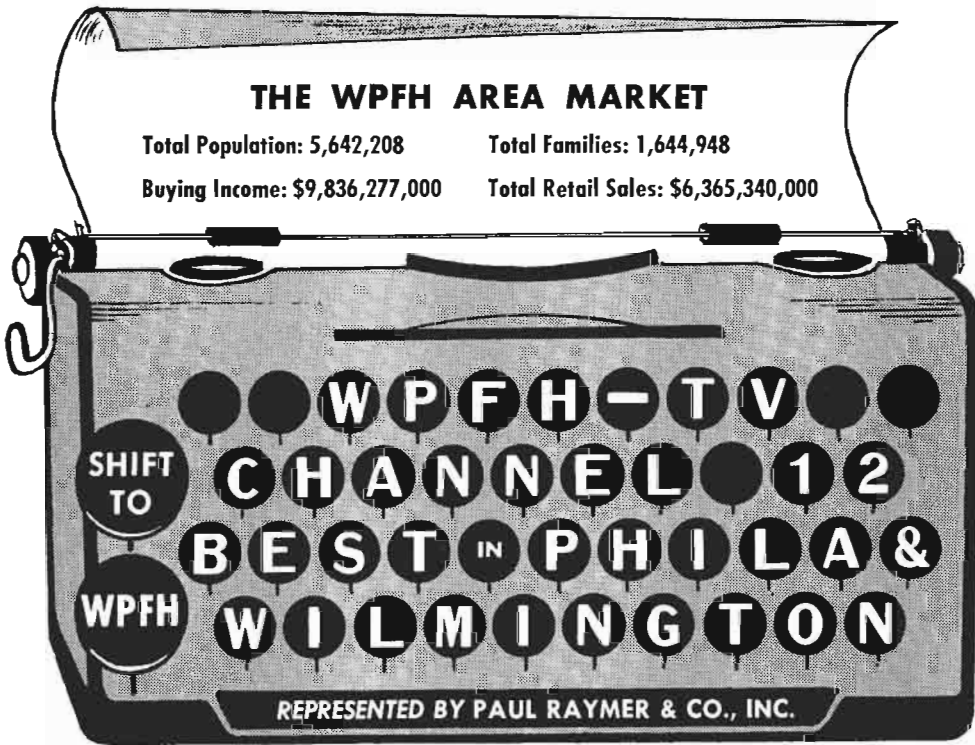
**THE WPFH AREA MARKET**

Total Population: 5,642,208

Total Families: 1,644,948

Buying Income: \$9,836,277,000

Total Retail Sales: \$6,365,340,000



SEE LISTING IN WILMINGTON, DEL., ON PAGE 803



General Manager.....Roger W. Clipp  
 Station Mgr.....George A. Koehler  
 Commercial Mgr.....Kenneth W. Stowman  
 Program Director.....James Felix  
 Publicity Director.....Joe Zimmerman  
 Film Manager.....Ralph Goldstein  
 Chief Engineer.....Henry Rhea

**WPFH—Philadelphia**

(See Wilmington, Del.)

**WCAU-TV—Philadelphia**  
 1948—CBS

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By.....Bulletin Co.  
 Address.....Line Ave. & Monument Rd.  
 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  
 V.P., TV Sales Mgr.....Robert M. McGredy  
 V.P. chg. Pub. Rel. & Prom.....Robert N. Pryor  
 Film Manager.....Norman Leebron  
 V.P. in chg. Engineering.....John G. Leitch

**WRCV-TV—Philadelphia**  
 1941—NBC

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.

Owned-Oper. By.....National Bcstg. Co.  
 Business Address.....1619 Walnut St.  
 Membership.....NARTB, TvB  
 Representative.....NBC Spot Sales  
 President (NBC).....Robert W. Sarnoff  
 V.P., Gen. Mgr.....Lloyd E. Yoder  
 Dir. Operations.....Curtis D. Peck  
 Dir. of Sales.....Theo. H. Walworth, Jr.  
 Local Sales Mgr.....Chester R. Messervey  
 Program Dir.....Stan Lee Broza  
 Program Mgr.....George W. Cyr  
 Adv., Prom. Dir.....John P. Wiley  
 Publicity Dir.....Gene E. Stout  
 Film Buyer.....Edward G. Murray  
 Mgr. Tech. Oper.....William A. Howard

**KDKA-TV—Pittsburgh—1949**  
 NBC

Channel: 2...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By...Westinghouse Brcdstng. Co.  
 Business Address.....Gateway Center  
 News Service.....UP  
 Rep.....Peters, Griffin, Woodward  
 Membership.....NARTB, TvB  
 President.....Donald H. McGannon  
 Vice President.....Harold C. Lund  
 Station Mgr.....Tad Reeves  
 Comm. Manager.....John Stilli  
 Program Director.....Cal Jones  
 Promotion Director.....David N. Lewis  
 Film Manager.....Richard Dreyfus  
 Publicity Director.....Peter Thornton  
 Chief Engineer.....Raymond Rodgers

**cover PITTSBURGH**  
**... cover the TRI-STATE AREA**  
 with  
**KDKA-TV**

Channel 2 has always been first in the rich Pittsburgh market! No other station can deliver more viewers in Pittsburgh and the Tri-State Area. For facts on far-and-away the highest tune-in you can buy in *this* wealthy market, call John Stilli, KDKA-TV Sales Manager, at EXpress 1-3000.

Only KDKA-TV delivers the *entire* Pittsburgh Trading Area. That's why in Pittsburgh no selling campaign is complete without the WBC Station:



**WESTINGHOUSE BROADCASTING COMPANY, INC.**



RADIO—BOSTON, WBZ+WBZA; PITTSBURGH, KDKA; CLEVELAND, KYW. FORT WANE, WOWO;  
 CHICAGO, WIND; PORTLAND, KEX . . . TELEVISION—BOSTON, WBZ-TV;  
 PITTSBURGH, KDKA; CLEVELAND, KYW-TV; SAN FRANCISCO, KPX  
 WIND REPRESENTED BY A M RADIO SALES • KPX REPRESENTED BY THE KATZ AGENCY, INC.  
 ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

**WENS—Pittsburgh—1953—  
ABC**

Channel: 16 UHF.. AP: 106 Kw.. VP: 200 Kw.  
Owned-Oper. By.....Telecasting, Inc.  
Address.....Suite 214, Carlton House  
Representative.....Branham  
President.....Thomas P. Johnson  
Vice Pres., General Mgr.....Larry Israel  
Sales Mgr.....Vera E. Oldenburg  
Film Manager.....Nelson White  
Chief Engineer.....James Hurley

**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.  
News Service.....AP  
Representative.....Bolling  
President.....Martin F. Memolo  
Gen., Sta. Mgr.....William M. Dawson  
Commercial Mgr.....Sam M. Feigenbaum  
Prog. & Prod. Director.....Art Bolin  
Prom., Pub. Director.....Frances M. Breslin  
Chief Engineer.....Roswell J. Parker

**WGBI-TV—Scranton—1953  
CBS**

Channel: 22 UHF.. AP: 115 Kw.. VP: 215 Kw.  
Owned-Oper. By.....WCAU, Inc.  
Business Address.....1000 Wyoming Ave.  
Representative.....H.R.  
News Service.....AP  
Membership.....NARTB  
President.....Donald W. Thornburgh  
Vice-Pres.....Vance Eckersley  
General Sales Mgr.....Anton J. Moe  
Station Manager.....Robert E. McDowell  
Prog. Dir., Film Mgr.....Mort Rosenthal  
Promotion Director.....Douglas Holcomb  
Chief Engineer.....K. R. Cooke

**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.  
News Service.....AP  
Representative.....Headley Reed

Membership.....NARTB, TvB  
President.....Louis G. Baltimore  
V.P., General Manager.....David M. Baltimore  
Operations Manager.....F. D. Coslett  
Comm. Manager.....Ernest Lewis  
Program Director.....Franklin D. Coslett  
Production Manager.....Fred Foerster  
Film Manager.....Robert Gibson  
Chief Engineer.....Charles Sakoski, Sr.

**WILK-TV—Wilkes-Barre  
1953—ABC**

Channels: 34 UHF.. AP: 700 Kw.. VP: 1,400 Kw.  
Owned-Oper. By.....Wyoming Valley Bcstg. Co.  
Business Address.....88 North Franklin St.  
Representative.....Avery-Knodel  
News Service.....AP  
Membership.....NARTB  
President.....Mitchell Jenkins  
Executive Vice Pres.....Roy E. Morgan  
Treas., Managing Dir.....T. P. Shelburne  
Comm. Manager.....Malcom Dale  
Program Director.....Harold Berg  
Prom., Pub. Director.....Marlene Scaffido  
Film Manager.....Donald Shook  
Chief Engineer.....Theodore French

**WNOW-TV—York—1953**

Channel: 49 UHF.. AP: 10 Kw.. VP: 20 Kw.  
Owned-Oper. By.....Broadcast Division, Helm  
Coal Co.  
Business Address.....25 So. Duke St.  
News Service.....AP  
Representative.....Keller  
General Manager.....Lowell W. Williams  
Comm. Mgr., Prog. Dir.....Richard Berg  
Chief Engineer.....Glenn M. Winter

**WSBA-TV—York—1952  
ABC**

Channel: 43 UHF.. AP: 10 Kw.. VP: 20 Kw.  
Owned-Operated By.....Susquehanna Bcstg. Co.  
Address.....Queen St.  
News Service.....AP  
Membership.....NARTB  
Representative.....Adam Young  
President.....Louis J. Appell, Jr.  
Comm. Mgr.....Robert M. Stough  
Prog. Dir., Film Mgr.....Jim Curtis  
Prom., Pub. Dir.....Stephen B. Fayer  
Chief Engineer.....Arthur C. Hafer

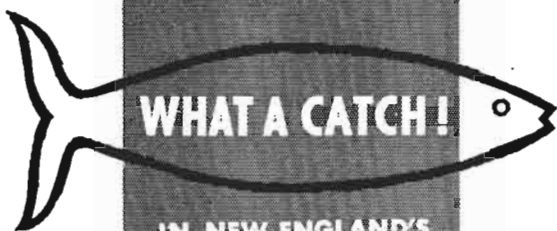
**Rhode Island**

Pop. March 1 (Est.) 832,000—TV Homes 226,000  
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.  
News Service.....AP, INS  
Representative.....Weed

Membership.....NARTB, TvB  
Vice President.....George O. Griffith  
Adm. Ass't to V.P.....J. S. Sinclair  
Manager.....Peter B. James  
Oper. Manager.....Frederick R. Griffiths  
Dir. TV Sales.....David J. Shurtleff  
Sales Manager.....Edward Boghosian  
Program Director.....Seymour Horowitz



**WHAT A CATCH!**

IN NEW ENGLAND'S  
**Big Three**  
MARKET

**WPRO-TV**

SERVES OVER  
ONE MILLION  
TV HOMES



WPRO-TV offers survey-proved  
Maximum Audience Penetration  
of not one, but three major mar-  
kets--PROVIDENCE, R.I., plus FALL  
RIVER and NEW BEDFORD, MASS.  
For proof, ask BLAIR-TV!  
For the big catch, use WPRO-TV!

CHANNEL  
**12**  
represented by  
BLAIR-TV

Providence  
Fall River  
New Bedford



**WPRO-TV**  
PROVIDENCE, R.I.



Production Manager.....Manning Tesser  
 Chief Engineer.....Thomas C. J. Prior

**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.  
 News Service .....UP  
 Representative .....Blair-TV  
 Membership .....NARTB, TvB  
 President.....William S. Cherry, Jr.  
 General Manager....Arnold F. Schoen, Jr.  
 Comm. Mgr., Prog. Dir.....Eugene W. Wilkin  
 Operations Manager.....E. Paul Abert  
 Chief Engineer.....John V. Ferri

**South Carolina**

Pop. March 1 (Est.) 2,387,000—TV Homes 398,000  
 Stations in State 8

**WAIM-TV—Anderson**  
**1953—ABC-CBS**

Channel: 40 UHF..AP: 207 Kw..VP: 103.5 Kw.  
 Owned-Oper. By.....Wilton E. Hall  
 Business Address.....321 Kingsley Rd.  
 Newspaper Affil...Independent & Daily Mail  
 News Service .....INS  
 Representative .....Headley-Reed  
 Owner .....Wilton E. Hall  
 Gen., Sta. Mgr.....Glenn P. Warnock  
 Sales Mgr.....John McCallum  
 Program Director.....Ray Barath  
 Chief Engineer.....Earl Cosens

**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.  
 News Service .....UP, INS  
 Representative..Peters, Griffin, Woodward, Inc.  
 Membership .....NARTB  
 President.....G. Richard Shafto  
 Managing Dir.....Charles A. Batson  
 Comm. Manager.....Law Epps  
 Prog. Dir., Film Buyer.....Adrian Munzell  
 Prom., Pub. Dir.....John Bondeson  
 Chief Engineer.....Barnett Goldberg

**WCSC-TV—Charleston**  
**1953—CBS**

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....WCSC, Inc.  
 Business Address.....485 East Bay St.  
 News Service .....UP  
 Membership .....NARTB  
 Representative.....Peters, Griffin, Woodward  
 President, Gen. Mgr.....John M. Rivers  
 Station Manager.....Roland Weeks  
 Comm. Manager.....Ralph Thornley  
 Program Director.....Charles Hall  
 Prom., Pub. Director...Mrs. Annie Lee Small  
 Production Manager.....Emmett Robinson  
 Film Manager.....Annie Laurie Quarterman  
 Chief Engineer.....John Broughton

**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  
 Representative.....Raymer  
 Membership .....NARTB  
 Gen. Manager.....H. Moody McElveen, Jr.  
 Program Director.....Graham Thomas  
 Chief Engineer.....Charlton W. Bowers

**WBTW—Florence—1954**  
**ABC-CBS-NBC**

Channel: 8 VHF..AP: 191 Kw..VP: 316 Kw.  
 Owned-Oper. By..Jefferson Standard Bcstg. Co.  
 Address.....Box 630  
 News Service .....AP  
 Representative....CBS Television Spot Sales  
 Membership .....NARTB, TvB  
 President.....Joseph M. Bryan  
 General Manager....Charles H. Crutchfield  
 Managing Director.....J. William Quinn  
 Nat'l Sales Mgr.....John H. Brock  
 Prog. Dir., Prod. Mgr.....George B. Burnette  
 Prom., Pub. Director.....Whiteford Smith  
 Film Manager.....Harry Hughes  
 Chief Engineer.....E. A. Sellars

**WUSN-TV—Charleston**  
**1954—NBC-ABC**

Channel: 2 VHF...AP: 53 Kw...VP: 100 Kw.  
 Owned-Oper. By...Southern Broadcasting Co.  
 Address.....P. O. Box 879  
 News Service .....UP  
 Representative .....Weed  
 Membership .....TvB  
 Pres., Gen. Mgr.....J. Drayton Hastie  
 Sec'y, Ass't Gen. Mgr.....Doug M. Braham  
 Commercial Mgr.....Grange S. Cuthbert, Jr.  
 Program Director.....Clark Davis  
 Prom., Pub. Dir.....Ann Clark  
 Film Manager.....Gray Carroll  
 Chief Engineer.....Walter M. Nelson

**WFBC-TV—Greenville**  
**1953—NBC**

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....WMRC, Inc.

Business Address.....505 Rutherford St.  
 News Service.....AP  
 Representative.....Weed  
 Membership.....NARTB, TvB  
 President.....R. A. Jolley  
 Gen., Sta. Manager.....Kenneth Beachboard  
 Program Director.....Norvin C. Duncan  
 Comm. Mgr.....Robert Q. Glass, Jr.  
 Prom. Director.....Vic Latham  
 Film Director.....Charles Howard  
 Chief Engineer.....W. E. Garrison

**WSPA-TV—Spartanburg**  
**1956—CBS**

Channel: 7 VHF...AP: 144 Kw...VP: 257 Kw.

Owned-Oper. By.....Spartan Bcstg. Co.  
 Business Address.....224 E. Main St.  
 Representative.....Hollingberry  
 Pres., Gen. Mgr.....Walter J. Brown  
 Sec'y-Treas.....D. S. Burnside  
 Nat'l Sales Mgr.....Chas. E. Bell  
 Local Sales Mgr.....Robert H. Walton  
 Program Director.....James B. Hobbs, Jr.  
 Production Dir.....Peter W. Swanson, Jr.  
 Promotion Mgr.....William A. Adams  
 Engineering Dir.....Harold Beckholt

**South Dakota**

Pop. March 1 (Est.) 701,000—TV Homes 108,000  
 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  
 Chief Engineer.....John Gort

Commercial Mgr.....William F. Turner  
 Prog. Dir., Film Mgr.....J. Norman Heffron  
 Promotion Dir.....Abner H. George  
 Chief Engineer.....Robert Musfeldt

**KOTA-TV—Rapid City—1955**  
**ABC-CBS-NBC**

Channel: 3 VHF...AP: 37.5 Kw...VP: 75 Kw.  
 Owned-Oper. By.....Black Hills Broadcast Co.  
 Business Address.....1819 W. St. Joe St.  
 News Service.....AP, UP  
 Membership.....NARTB, TvB  
 Representative.....Headley-Reed  
 Pres., Gen. Mgr.....Helen S. Duhamel

**KELO-TV—Sioux Falls—1953**  
**ABC-CBS-NBC**

Channel: 11 VHF...AP: 123 Kw...VP: 220 Kw.  
 Owned-Oper. By.....Midcontinent Bcstg. Co.  
 Business Address.....8th St. & Phillips Ave.  
 News Service.....UP, AP, INS  
 Membership.....NARTB, TvB  
 Representative.....H-R; Bulmer & Johnson  
 President.....Joseph L. Floyd  
 Gen., Sta., Comm. Mgr.....Evans A. Nord  
 Program Director.....Murray Stewart  
 Prom., Pub. Director.....Jim Molohon  
 Production Manager.....Bob Johnson  
 Film Manager.....Jack Townsend  
 Chief Engineer.....Les Froke

**Tennessee**

Pop. March 1 (Est.) 3,494,000—TV Homes 647,000  
 Stations in State 13

**WCYB-TV—Bristol—1956**

(See Listing Under Bristol, Va.)

**WDEF-TV—Chattanooga**  
**1954—ABC-CBS**

Channel: 12 VHF...AP: 158 Kw...VP: 316 Kw.  
 Owned-Oper. By.....WDEF Broadcasting Co.  
 Address.....Volunteer Building  
 News Service.....UP  
 Representative.....Branham  
 Membership.....NARTB, TvB  
 President.....Carter M. Parham  
 General Mgr.....Harold E. Anderson  
 Comm. Manager.....Otis H. Segler

Prog., Pub. Dir.....Morris Quave  
 Promotion Director.....David I. Andrews  
 Film Manager.....John Bonney  
 Chief Engineer.....B. C. Baker

**WRGP-TV—Chattanooga**  
**1956—ABC-NBC**

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.  
 Owned-Oper. By.....Mountain City TV, Inc.  
 Business Address.....1214 McCallie Ave.  
 Membership.....NARTB  
 Representative.....H-R  
 Pres., Gen. Mgr.....R. G. Patterson  
 Commercial Mgr.....George P. Moore

Prog., Prom., Pub. Dir. . . . . Helen Patterson  
 Chief Engineer . . . . . B. B. Barnes

**WDXI-TV—Jackson—1955**  
**ABC-CBS**

Channel: 7 VHF . . . AP: 44 Kw. . . VP: 86.7 Kw.  
 Owned-Oper. By . . . . . Dixie Bcstg. Co.  
 Business Address . . . . . Williams Bldg.  
 News Service . . . . . UP  
 Membership . . . . . NARTB  
 Representative . . . . . Headley-Reed  
 President . . . . . Aaron B. Robinson  
 General Manager . . . . . John E. North  
 Prog. Dir., Film Mgr. . . . . James W. Hoppers  
 Promotion Dir. . . . . Lawrence Dunne  
 Chief Engineer . . . . . James Thomas

**WJHL-TV—Johnson City**  
**1953—ABC-CBS**

Channel: 11 VHF . . . AP: 158 Kw. . . VP: 316 Kw.  
 Owned-Oper. By . . . . . WJHL, Inc.  
 Business Address . . . . . 145 W. Main St.  
 News Service . . . . . UP  
 Membership . . . . . NARTB  
 Representative . . . . . Pearson  
 Pres., Gen. Mgr. . . . . W. Hanes Lancaster, Jr.  
 Sales Mgr. . . . . J. Will Hall  
 Program Director . . . . . Jack Sausman  
 Prom., Pub. Director . . . . . W. A. McDonald  
 Film Manager . . . . . Vernita Wright  
 Chief Engineer . . . . . Rowland Medler

**WATE-TV—Knoxville**  
**1953—NBC**

Channel: 6 VHF . . . AP: 50 Kw. . . VP: 100 Kw.  
 Owned-Oper. . . . . WATE, Inc.  
 Business Address . . . . . 612 S. Gay St.  
 News Service . . . . . UP  
 Membership . . . . . NARTB, TvB  
 Representative . . . . . Avery-Knodel  
 President . . . . . Paul Mountcastle  
 Gen., Sta. Manager . . . . . W. Henry Linebrough  
 Comm. Manager . . . . . J. T. McCloud  
 Program Director . . . . . John Reese  
 Prom. Publicity Director . . . . . Carl Huster  
 Film Buyer . . . . . J. H. Reese  
 Chief Engineer . . . . . Fred M. Andrews

**WBIR-TV—Knoxville—1956**  
**CBS**

Channel: 10 VHF . . . AP: 158 Kw. . . VP: 316 Kw.  
 Owned-Oper. By . . . . . WBIR, Inc.  
 Business Address . . . . . 618 South Gay St.  
 News Service . . . . . UP  
 Membership . . . . . NARTB  
 Representative . . . . . Katz  
 Pres., Gen. Mgr. . . . . John P. Hart  
 Local Sales Mgr. . . . . R. S. Quinn  
 Nat'l Sales Mgr. . . . . J. Hart  
 Prom., Pub. Dir. . . . . Gloria Fisher  
 Prog. Dir., Film Mgr. . . . . Neal Branch  
 Chief Engineer . . . . . J. Rex Horton

**WTVK-TV—Knoxville**  
**1953—ABC**

Channel: 26 UHF . . . AP: 158 Kw. . . VP: 316 Kw.  
 Owned-Oper. By . . . . . So. Central Bcstg. Co.  
 Business Address . . . . . Memorial Park Rd.  
 News Service . . . . . AP  
 Representative . . . . . Pearson  
 Pres., Gen., Sta., Comm. Mgr. . . . . J. Engelbrecht  
 Program Director . . . . . Bill Eckstein  
 Film Manager . . . . . Charles Broyles  
 Chief Engineer . . . . . Joe Broyles

**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.  
 Representative . . . . . H-R  
 Membership . . . . . TvB  
 President . . . . . Thomas J. O'Neil  
 Gen. Manager . . . . . William H. Grumbles  
 Sales Manager . . . . . Boone F. Nevin  
 Sales Service Manager . . . . . Henry Clark  
 Merch. Dir. . . . . William Rucker  
 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  
 Representative . . . . . Blair TV  
 Membership . . . . . NARTB, TvB  
 General Manager . . . . . H. W. Slavick  
 Station, Comm. Mgr. . . . . Earl Moreland  
 Program Dir. . . . . Wilson Mount  
 Chief Engineer . . . . . E. C. Frase, Jr.

**WREC-TV—Memphis—1956**  
**CBS**

Channel: 3 VHF . . . AP: 60.3 Kw. . . VP: 100 Kw.  
 Owned-Oper. By . . . . . WREC Bcstg. Service  
 Business Address . . . . . Hotel Peabody Bldg.  
 News Service . . . . . UP  
 Membership . . . . . TvB  
 Representative . . . . . Katz  
 Owner, Gen. Mgr. . . . . Hoyt B. Wooten  
 Commercial Mgr. . . . . Charles B. Brakesfield  
 Prog. Dir., Film Mgr. . . . . Jack Michael  
 Prom., Pub. Dir. . . . . Fred Munson  
 Chief Engineer . . . . . Wilson Raney

**WLAC-TV—Nashville**  
**1954—CBS**

Channel: 5 VHF . . . AP: 50 Kw. . . VP: 100 Kw.  
 Owned-Oper. . . . . WLAC-TV Inc.  
 Address . . . . . 159 Fourth Avenue North  
 News Service . . . . . UP  
 Representative . . . . . Katz  
 Membership . . . . . NARTB  
 Exec. V.P. & Gen. Mgr. . . . . T. B. Baker, Jr.



Ass't to Mgr. . . . . Ruth C. Talley  
 Gen. Sls. Manager . . . . . R. M. Reuschle  
 Operations Mgr. . . . . Roy A. Smith  
 Promotion Director . . . . . Jim Wharton  
 Chief Engineer . . . . . Ralph L. Hucaby

Prom., Pub. Dir. . . . . Dave White  
 Chief Engineer . . . . . Charles Duke

**WSIX-TV—Nashville—1953**  
**ABC**

Channel: 8 VHF . . . AP: 89 Kw. . . VP: 177 Kw.  
 Owned-Oper. By . . . . . WSIX Inc.  
 Business Address . . . . . Nashville Trust Bldg.  
 News Service . . . . . AP  
 Membership . . . . . NARTB  
 Representative . . . . . Hollingbery  
 President . . . . . Louis R. Draughton  
 V.P., Gen. Mgr. . . . . R. D. Stanford, Jr.  
 Production Manager . . . . . James Lynch  
 Dir., Oper., Film Mgr. . . . . James L. Harper  
 Comm. Manager . . . . . Al M. Kerr

**WSM-TV—Nashville—1950**  
**NBC**

Channel: 4 VHF . . . AP: 50 Kw. . . VP: 100 Kw.  
 Owned . . . Nat'l Life & Accident Insurance Co.  
 Address . . . . . 7th & Union  
 News Service . . . . . AP, UP, INS  
 Membership . . . . . NARTB, TvB  
 Representative . . . . . Petry  
 President . . . . . John H. DeWitt, Jr.  
 Comm. Manager . . . . . Irving Waugh  
 Sales Manager . . . . . Hi Bramham  
 Operations Mgr. . . . . Brad Crandall  
 Production Mgr. . . . . Fritz Kleibacker  
 Prom., Pub. Dir. . . . . Harriane Moore  
 Film Manager . . . . . Elmer Cartwright  
 Chief Engineer . . . . . Aaron Shelton

**MORE NEWS**  
**MORE FEATURES**  
**MORE REGIONAL COVERAGE**  
**AP**  
**... and MORE RADIO AND TELEVISION STATIONS**  
**depend on**  
**THE ASSOCIATED PRESS**

*"Abilene's Only TV Station"*

# **KRBC-TV**

**Channel 9**

**NBC Interconnected**

Nearest competing station 35 miles West. Over 2/3 of market population concentration is in Abilene and Eastern half of Abilene trade territory.

**PULSE, April 1956 Shows:**

1. Of the top 15 once-a-week shows in this market, 14 are on KRBC-TV.
2. Of the top 10 multi-weekly shows, all 10 are on KRBC-TV.

**ARB, Nov. 1956 Shows:**

1. Station share of sets-in-use summary:

KRBC-TV . . . . . 66.9

STATION B . . . . . 34.6

Represented by Paul H. Raymer Co., Inc.

---

# **KRBC RADIO**

**1470 kc**

*"Abilene's Only Regional Station"*

**1000 W Night . . . . . 5000 W Day**

*Represented by*

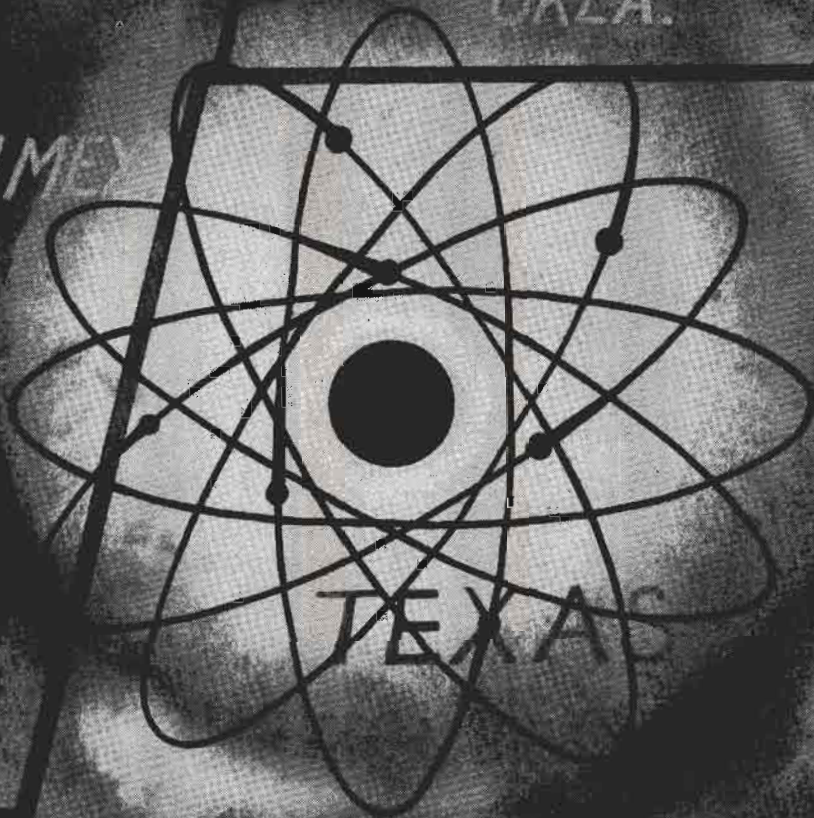
Paul H. Raymer Co., Inc.



NO PLACE  
TO HIDE!

OKLA.

NM



TEXAS

Advertising on KGNC-TV triggers reaction! . . . From Liberal, Kansas . . . to Tucumcari, New Mexico . . . to Altus, Oklahoma . . . a BIG audience hears . . . heeds . . . and responds. KGNC-TV is the High Plains station . . . HIGH audience-percentage, WIDE coverage-area, and HANDSOME returns on the advertising dollar!

**KGNC-TV**

**Channel 4**

**AMARILLO**

# Texas

Pop. March 1 (Est.) 9,088,000—TV Homes 1,911,000  
Stations in State 39

## KPAR-TV—Abilene— Sweetwater—1956—CBS

Channel: 12 VHF.. AP: 13.1 Kw... VP: 26.2 Kw.  
Owned-Oper. By..... Texas Telecasting, Inc.  
Bus. Address 7400 College Ave., Lubbock, Tex.  
Membership..... NARTB, TvB  
Representative..... Branham  
President..... W. D. "Dub" Rogers  
Station Manager..... Dan C. Guthrie  
Prog. Dir., Film Mgr..... Ray Trent  
Promotion Dir..... W. H. Shipley  
Publicity Dir..... Duncan Ellison  
Chief Engineer..... Rudy Starnes

## KRBC-TV—Abilene—1953 NBC

Channel: 9 VHF.. AP: 13.8 Kw... VP: 27.5 Kw.  
Owned-Oper. By..... Abilene Radio & TV Co.  
Business Address..... 4510 So. 14th St.  
News Service..... AP  
Representative..... Raymer  
Membership..... TvB  
President & Gen. Mgr..... Dale Ackers  
Comm. Manager..... John Higgins  
Sta., Film Mgr.; Prog., Prom.,  
Pub. Dir..... George Breeding  
Chief Engineer..... Troy Mallon

(See Page 865)

## KFDA-TV—Amarillo—1953 ABC-CBS

Channel: 10 VHF.. AP: 126 Kw... VP: 250 Kw.  
Owned & Oper. By..... Amarillo Bcstg. Co., Inc.  
Address..... P. O. Box 1440  
News Service..... AP  
Representative..... H.R. Clarke-Brown  
Membership..... NARTB, TvB  
President..... Gene L. Cagle  
General Manager..... Ed Moore  
Oper., Nat'l Sales Mgr.:

Prom., Pub. Dir..... Dan Hayslett  
Prog. Dir..... Vernon Poerner  
Film Mgr..... Dick Knerr  
Chief Engineer..... Bill Spiller

## KGNC-TV—Amarillo—1953 NBC

Channel: 4 VHF.. AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By..... Globe News Publishing Co.  
Address..... 2200 North Polk St.  
News Affil..... News, Times, Globe  
News Service..... AP, UP  
Membership..... NARTB, TvB  
Representative..... Katz  
President..... Parker Prouty  
General Manager..... Wes Izzard  
Station Manager..... Aubrey Jackson  
Ass't Sta. Mgr..... Bob Watson  
Program Director..... Bud Pursley  
Prom., Pub. Director..... Kin Raley  
Film Manager..... Geraldine Howerton  
Chief Engineer..... W. H. Torrey

## KTBC-TV—Austin—1952 ABC-CBS-NBC

Channel: 7 VHF.. AP: 158 Kw... VP: 316 Kw.  
Owned-Oper. By..... The L-BJ Co.  
Address..... P. O. Box 717  
News Service..... UP  
Representative..... Raymer  
Chairman of Bd..... Claudia T. Johnson  
Pres., Gen. Mgr..... J. C. Kellam  
Gen. Sales Manager..... O. P. (Bob) Bobbitt  
Sales, Prom. Director..... Charles Brooks  
Program Director..... Richard "Cactus" Pryor  
Publicity Dir..... Charles Brown  
Film Manager..... Elmo Brown  
Chief Engineer..... Ben Hearn

## KFDM-TV—Beaumont—1955 ABC-CBS

Channel: 6 VHF.. AP: 50 Kw... VP: 100 Kw.  
Owned-Oper. By..... Beaumont Bcstg. Corp.  
Business Address..... 1420 Calder Ave.  
News Service..... UP  
Membership..... NARTB  
Representative..... Peters, Griffin, Woodward  
President..... D. A. Cannon  
General Manager..... C. B. Locke  
Commercial Mgr..... Mott M. Johnson  
Program Dir..... Bill E. Beathard  
Film Manager..... Paul McDuffie  
Chief Engineer..... Harold W. Bartlett

## 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  
News Service..... AP  
Representative..... Pearson  
Pres., Gen., Sta. Mgr..... William J. Wallace  
Comm. Mgr..... John McMinn  
Prog., Film Mgr..... R. Lindley  
Prom., Pub. Dir..... Helen Wilson  
Chief Engineer..... Rudy Starnes

## KRIS-TV—Corpus Christi 1956—ABC-NBC

Channel: 6 VHF.. AP: 27 Kw... VP: 54 Kw.  
Owned-Oper. By..... Gulf Coast Bcstg. Co.  
Business Address..... Box 840  
Representative..... Peters, Griffin, Woodward  
Membership..... NARTB  
Pres., Gen. Mgr..... T. Frank Smith  
V.P.-Sales..... W. M. Eikner  
V.P.-Programs..... Charles Nethery  
Promotion Dir..... Harry Abbott  
Chief Engineer..... Joseph W. Collier

## KSIX-TV—Corpus Christi 1956—CBS

Chief Engineer..... Rudy Starnes  
Channel: 10 VHF.. AP: 65 Kw... VP: 128 Kw.

Owned-Oper. By.....KSIX-Television, Inc.  
 Business Address.....Show Room Bldg.  
 Representative.....H-R: Clarke Brown  
 Pres., Gen. Mgr.....Vann M. Kennedy  
 Vice President.....Charles R. Manning  
 Commercial Mgr.....William Patton  
 Program Dir.....Gene Looper  
 Chief Engineer.....Bill Kessel

Representative.....Branham  
 President.....Clyde Rembert  
 Station Manager.....Roy M. Flynn  
 Comm. Manager.....Gene Cuny  
 Program Director.....Ves Box  
 Prom., Pub. Director.....Jack Saunders  
 Film Manager.....Nick Mueller  
 Chief Engineer.....B. B. Honeycutt

**KVDO-TV—Corpus Christi  
 1954—ABC-CBS**

Channel: 22 UHF..AP: 10.2 Kw..VP: 18.8 Kw.  
 Owned-Oper. By..Coastal Bend Television Co.  
 Address.....Box 2223  
 News Service.....UP  
 Representative.....Adam Young  
 President.....Gabriel Lozano  
 General Manager.....L. W. "Bud" Smith  
 Asst. Manager.....A. O. Lerma  
 Comm. Manager.....Bert Metcalf  
 Film Manager.....A. Reyna  
 Chief Engineer.....Nestor Cuesta

**WFAA-TV—Dallas—1949  
 ABC-NBC**

Channel: 8 VHF..AP: 150 Kw..VP: 300 Kw.  
 Owned-Operated By.....A. H. Belo Corp.  
 Business Address...3000 Harry Hines Blvd.  
 Newspaper Affiliation.....Morning News  
 News Service.....AP  
 Membership.....NARTB, TvB  
 Representative.....Petry  
 President.....E. M. (Ted) Dealey  
 General Manager.....Alex Keese  
 Station Manager.....Ralph W. Nimmons  
 Comm. Manager.....Dick Drummy  
 Program Director.....Bob King  
 Prom., Pub. Director.....Charles Larkin  
 Film Manager.....Dunlap Clark  
 Chief Engineer.....Jim W. Cooper

**KRLD-TV—Dallas—1949  
 CBS**

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Operated By.....KRLD Radio Corp.  
 Business Address.....Herald Square  
 Newspaper Affiliation..Dallas Times Herald  
 News Service.....UP  
 Membership.....NARTB

**KILT-TV—El Paso—1956  
 ABC**

Channel: 13 VHF..AP: 16.9 Kw..VP: 28.2 Kw.  
 Owned-Oper. By..McLendon Investment Corp.

**NO  
 OTHER  
 TV STATION IN  
 TEXAS GIVES YOU AS  
 MUCH COVERAGE AS**



Channel 4, operating with maximum power from atop Texas' tallest tower, covers 47 of Texas' most populous and prosperous counties — where one-third of all Texas TV sets are located — plus 5 in Oklahoma. Telepulse Reports consistently show KRLD-TV dominating the combined Dallas-Fort Worth metropolitan audiences. FOR THE BEST BUY — BETTER BUY KRLD-TV.

**KRLD-TV**

**CHANNEL 4 DALLAS**

Owners and operators of KRLD, the only full-time 50,000 watt radio station in Dallas-Fort Worth area. The Times Herald Station, Herald Square, Dallas 2. The Branham Company, National Representatives.

JOHN W. RUNYON  
 Chairman of the Board

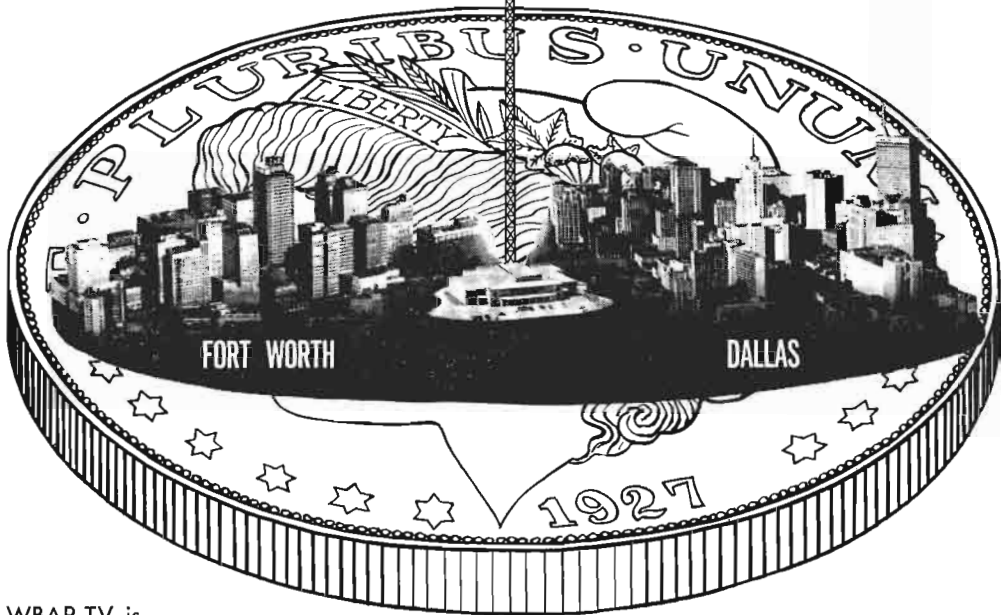
CLYDE W. REMBERT  
 President

The **BIGGEST** buy  
 in the  
**BIGGEST** market  
 in the  
**BIGGEST** State

**SITTING**

**ON A**

**\$4 BILLION  
MARKET**



WBAP-TV is sitting right in the middle of the lucrative Fort Worth-Dallas market, delivering a stronger signal and stronger programs day and night to these two vast metropolitan areas. In addition WBAP-TV also delivers a 53 luxuriant county coverage area in Texas and Oklahoma.

When you buy spots or programs, buy the full market area, buy WBAP-TV.

**WBAP-TV 53 COUNTY  
MARKET TOTALS**

|                                                        |                 |
|--------------------------------------------------------|-----------------|
| POPULATION .....                                       | 2,671,900       |
| FAMILIES .....                                         | 811,400         |
| 1955 EFFECTIVE BUYING INCOME<br>(NET DOLLARS) .....    | \$4,012,343,000 |
| 1955 EFFECTIVE BUYING INCOME<br>PER FAMILY (NET) ..... | 3,495           |
| 1955 RETAIL SALES .....                                | 3,188,047,000   |
| FARM POPULATION .....                                  | 397,400         |
| NUMBER OF FARMS .....                                  | 100,934         |
| GROSS FARM INCOME .....                                | 425,349,000     |

Source: Sales Management Survey of Buying Power, May 10, 1956  
Standard Rate & Data Service Inc., May 10, 1956

**WBAP-TV**

**CHANNEL**

**5**

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

PETERS, GRIFFIN, WOODWARD, Inc.—National Representatives



# 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 PERRY AND COMPANY



Business Address.....4530 Delta St.  
 News Service.....UP  
 Representative.....H-R  
 Chairman of Bd.....B. R. McLendon  
 President.....Gordon B. McLendon  
 General Mgr.....Ed Winton  
 Comm. Manager.....Howard Baldwin  
 Prog., Prom. Dir.....John Amodeo  
 Publicity Dir.....William Edwards  
 Film Manager.....Pat Stewart  
 Chief Engineer.....Ed Rancher

**KROD-TV—El Paso—1952**  
**ABC-CBS**

Channel: 4 VHF...AP: 28 Kw...VP: 56 Kw.  
 Owned-Oper. By.....El Paso Times, Inc.  
 Address.....Box 1799  
 Membership.....NARTB  
 Representative.....Branham  
 President.....D. D. Roderick  
 V.P., General Manager.....Val Lawrence  
 Sales Manager.....Dick Watts  
 Promotion Mgr.....Gordon Phillips  
 Chief Engineer.....Edward 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. Mgr.....Karl O. Wyler, Sr.  
 Exec. Ass't.....Karl O. Wyler, Jr.  
 Comm. Manager.....Roy T. Chapman  
 Prog. Director.....Jack Rye  
 Prom. Dir.....Jack Elliott  
 Film Mgr.....Dorothy Somers  
 Chief Engineer.....Kenneth J. Walton

**KFJZ-TV—Fort Worth—1955**

Channel: 11 VHF...AP: 105 Kw...VP: 210 Kw.  
 Owned-Oper. By.....Texas State Network, Inc.  
 Address.....4801 W. Freeway  
 News Service.....AP  
 Representative.....H-R Television, Clarke Brown  
 Pres., Gen. Mgr.....Gene L. Cagle  
 Prog. Dir.....Henry Davis  
 Pub. Director.....Edith Milikin  
 Film Mgr.....Arno Mueller  
 Chief Engineer.....Pete Peterson

**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.  
 Newspaper Affiliation.....Fort Worth Star-  
 Telegram  
 News Service.....AP  
 Representative.....Peters, Griffin, Woodward  
 Membership.....NARTB, TvB  
 President.....Amon Carter, Jr.  
 General Manager.....George Cranston

Commercial Mgr.....Roy Bacus  
 Program Director.....Robert Gould  
 Prom., Pub. Dir.....Margaret McDonald  
 Film Manager.....Lynn Trammell  
 Chief Engineer.....R. C. Stinson  
 (See Page 869)

**KGUL-TV—Galveston-Houston**  
**1952—CBS**

Channel: 11 VHF...AP: 132 Kw...VP: 263 Kw.  
 Owned-Oper. By.....Gulf Television Corp.  
 Business Address.....11 Video Lane  
 News Service.....AP  
 Representative.....CBS Television Spot Sales  
 Membership.....NARTB, TvB  
 Pres., Gen. Mgr.....Paul E. Taft  
 Comm. Manager.....Robert S. Wilson  
 Program Director.....Thomas L. Thompson  
 Prom., Pub. Dir.....Roland Brazier  
 Film Manager.....Bud Johnson  
 Chief Engineer.....William R. Sloat

**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  
 Representative.....H-R Reps.  
 General Manager.....Troy McDaniel  
 Comm. Manager.....S. Zimmerman  
 Chief Engineer.....Al Beck

**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

**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  
 Newspaper Affiliation.....Chronicle  
 Representative.....Hollingbery  
 News Service.....AP, INS  
 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  
 Prom., Pub. Director.....John Chapman  
 Film Manager.....Hugh Pickett  
 Chief Engineer.....Tom Hiner



# KHAD-TV—Laredo—1956 ABC-CBS-NBC

Channel: 8 VHF..AP: 1.07 Kw..VP: 2.14 Kw.  
 Owned-Oper...Vidicon Industries of America  
 Business Address.....820 Convent Ave.  
 News Service ..... AP  
 Membership ..... NARTB  
 Representative ..... Pearson  
 Station Manager.....Cleo E. Long  
 Commercial Mgr.....John A. Snyder  
 Prog., Prom., Pub. Dir.....Jim Shelton  
 Film Manager.....Ernie Ramirez  
 Chief Engineer.....W. Irven Simpson

# KDUB-TV—Lubbock—1952 CBS

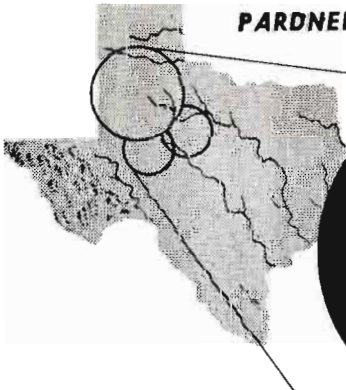
Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By.....Texas Telecasting, Inc.  
 Business Address.....7400 College Ave.  
 News Service.....INS, AP  
 Representative ..... Branham  
 Membership ..... NARTB, TvB  
 Pres., Gen. Mgr.....W. D. (Dub) Rogers

National Sales Mgr.....E. A. Hassett  
 V.P., Gen. Sales Mgr.....Jimmie Isaacs  
 Prog. Dir., Film Mgr.....Ray Trent  
 V.P., Prom., Research Dir.....W. H. Shipley  
 Production Manager.....Bill Baker  
 Publicity Director.....Duncan Ellison  
 Chief Engineer.....Rudy Starnes

# KCBD-TV—Lubbock—1953 ABC-NBC

Channel: 11 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By...Bryant Radio & TV Inc.  
 Business Address.....5600 Ave. A  
 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  
 Comm. Manager.....George L. Tarter  
 Program Director.....Bill Taylor  
 Prom., Pub. Director.....Phyllis Fikes  
 Film Manager.....Don Anderson  
 Chief Engineer.....Frank Lee

## PARDNER STATIONS CORRAL RICH, SCATTERED POPULATION INTO ONE BIG PACKAGE



now  
covering  
more than  
250,000  
sets!



THE COMBINED AREA covered by KDUB-TV, KPAR-TV and KBST-TV encompasses a population equal to many "major" metropolitan areas. Advertisers are quick to realize that such agricultural areas depend more on TV for entertainment than do big-city viewers. This microwave installation knits such an area into one big market.

**K D U B - T V**  
LUBBOCK, TEXAS

**K P A R - T V**  
ABILENE-SWEETWATER, TEXAS

**K B S T - T V**  
BIG SPRING, TEXAS

OWNED AND OPERATED BY TEXAS TELECASTING INC., INCORPORATED W. D. "Dub" Rogers, President and Gen. Mgr. — E. A. "Buz" Hassett, National Sales Manager

**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  
 News Service.....AP, UP  
 Representative.....Venard, Rintoul,  
 ..McConnel; Melville Co.  
 President.....R. W. Wortham, Jr.  
 Gen., Sta. Film Mgr.....Richman Lewin  
 Comm. Manager.....Murphy Martin  
 Prog., Prom., Pub. Dir.....Boyd Porter, Jr.  
 Chief Engineer.....Fred Clinton Hill

**KMID-TV—Midland—1953****NBC-ABC**

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By..Midessa Television Co., Inc.  
 Business Address.....Box 2758  
 Rep.....Venard, Rintoul & McConnell, Brown  
 Membership.....NARTB  
 General Manager.....Ray Herndon  
 Commercial Manager.....George Collie  
 Program Director.....Jerry Blaie  
 Chief Engineer.....Bill 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  
 News Service.....AP, UP  
 Membership.....NARTB  
 Representative.....Pearson  
 Pres., Gen. Mgr.....Cecil L. Trigg  
 Station Manager.....John Vacca  
 Sales Manager.....Ed Costello  
 Production Mgr.....Stu Klein  
 Prom., Pub. Dir.....Don Kirkpatrick  
 Film Director.....George Duesler  
 Chief Engineer.....Bill Schock

**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  
 Rep...Melville, Venard, Rintoul & McConnell  
 News Service.....UP, INS  
 Membership.....NARTB  
 President.....A. D. Rust  
 V.P., Gen., Sta. Mgr.....J. Harley Hubbard  
 Comm. Manager.....George Olsen  
 Prog. Dir.....A. Cobb  
 Prom., Pub. Director.....Doug Thompson  
 Secretary-Treasurer.....B. P. Bludworth  
 Film Manager.....Charles Cathey  
 Chief Engineer.....Robert Benson

**KCOR-TV—San Antonio—1955**

Channel: 41 UHF..AP: 8.2 Kw..VP: 16.4 Kc.  
 Owned-Oper. By.....KCOR, Inc.  
 Business Address.....111 Martinez St.

**ARE YOU  
 ON THE  
 DOTTED  
 LINE  
 WITH  
 9?**

**BETTER  
 GET  
 WITH  
 IT NOW!**

**300,000  
 PROSPEROUS  
 FAST BUYING  
 PEOPLE SERVED  
 ONLY BY  
 THEIR  
 POPULAR**

**KTRE-TV**

**LUFKIN, TEXAS  
 CHANNEL 9**

Richman Lewin, Vice Pres. &  
 General Manager

The Only Non-Metropolitan  
 Market With Basic  
 N B C Programming Live\*

\*Via Microwave from  
 KPRC-TV in Houston

**NATIONAL  
 REPRESENTATIVES**

Venard, Rintoul &  
 McConnell, Inc.  
 New York, Chicago,  
 San Francisco, Los  
 Angeles and Boston

**SOUTHWEST  
 REPRESENTATIVE**

Clyde Melville  
 Company of  
 Dallas

**60,106  
 TELEVISION  
 SETS IN THE  
 BOOMING  
 LUMBER RICH  
 LUFKIN-NACOGDOCHES  
 EAST TEXAS AREA  
 SERVED BY KTRE-TV**

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

Representative ..... Richard O'Connell, Inc.  
 President ..... Raoul A. Cortez, Sr.  
 V.P., Gen. Mgr. .... Nathan Safir  
 V.P. .... Raoul A. Cortez, Jr.  
 Commercial Mgr. .... Ben Tamborello  
 Prod., Prog. Dir. .... Emilio Nicolas  
 Dir. Engineering ..... Marvin Fiedler

**KENS-TV—San Antonio  
 1949—CBS**

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By..... Express Publ. Co.  
 Business Address ..... Ave. E & 3rd St.  
 News Service ..... UP, AP  
 Representative ..... Peters, Griffin, Woodward  
 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  
 Chief Engineer ..... William J. Jackson

**KONO-TV—San Antonio—1957**

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.  
 Owned-Oper. By ..... Mission Tcstg. Corp.  
 Business Address ..... 1408 N. St. Mary's St.  
 Representative ..... H-R, Clarke Brown  
 V.P., Gen. Mgr. .... James M. Brown  
 Commercial Mgr. .... Bob A. Roth  
 Operations Mgr. .... Justin R. Duncan  
 Engineering Dir. .... George W. Ing

**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.  
 News Service ..... AP, INS, UP  
 Representative ..... Petry  
 Membership ..... TvB  
 President ..... Hugh A. L. Halff  
 Sta., Gen. Mgr. .... James M. Gaines  
 Comm. Manager ..... Edward V. Cheviot  
 Prog. Director ..... Robert Reed  
 Promotion Dir. .... Bill N. Yancy  
 Publicity Dir. .... Imogene Stanley  
 Film Manager ..... Faye Leavitt  
 Chief Engineer ..... Charles Jeffers

**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  
 Newspaper Affiliation ..... Telegram  
 Membership ..... NARTB  
 News Service ..... UP  
 Representative ..... Hollingbery; Melville  
 President ..... Frank W. Mayborn  
 General Manager ..... Burton Bishop  
 Station Manager ..... Gene Lewis  
 Chief Engineer ..... Curtis M. Casey

**KCMC-TV—Texarkana—1953  
 CBS-ABC**

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By..... KCMC, Inc.  
 Business Address ..... Box 1290  
 Newspaper Affil. .... Gazette & Daily News  
 Representative . Venard, Rintoul & McConnell;  
 Melville; Ayers  
 Membership ..... NARTB, TvB  
 President ..... C. E. Palmer  
 Exec. V.P. .... Walter E. Hussman  
 General Manager ..... Walter M. Windsor  
 Dir. Nat'l Sales; Prom. .... Richard M. Peters  
 Program Dir. .... Les Eugene  
 Production Mgr. .... Robert L. McCay  
 Chief Engineer ..... William R. Atkinson

**KLTV—Tyler-Longview—1954  
 NBC-ABC-CBS**

Channel: 7 VHF..AP: 217 Kw..VP: 316 Kw.  
 Owned-Oper. By..... Lucille Ross Lansing  
 Business Address ..... Box 957  
 Representative ..... H-R  
 Membership ..... NARTB  
 General Manager ..... Marshall H. Pengra  
 Sales Mgr. .... John Lenox  
 Program Director ..... Bonnie Lenox  
 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 ..... Pearson  
 Membership ..... NARTB  
 President ..... W. W. Naman  
 Gen., Sta. Mgr. .... M. N. Bostick  
 Commercial Manager ..... Charles Boland  
 Program Director ..... Curtis Matties  
 Promotion Dir. .... Oma Owens  
 Chief Engineer ..... Jesse H. Dove

**KRGV-TV—Weslaco—1954  
 NBC**

Channel: 5 VHF..AP: 14.4 Kw..VP: 28.8 Kw.  
 Owned-Oper. By..... KRGV Television Inc.  
 Business Address ..... 311 S. Missouri Ave.  
 News Service ..... AP  
 Representative ..... Pearson  
 Pres., Gen. Mgr. .... O. L. Taylor  
 Ass't Mgr. .... Bill Rucker  
 Program Director ..... Dallas Wales  
 Promotion Dir. .... Ted Cressner  
 Film Manager ..... Fred Willis  
 Chief Engineer ..... Lewis Hartwig

**KSYD-TV—Wichita Falls  
 1953—CBS**

Channels: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By..... KSYD-TV Co., Inc.



Address ..... P. O. Box 2130  
 News Service ..... AP  
 Representative ..... Blair TV  
 Membership ..... NARTB  
 Pres., Gen. Mgr. .... Syd Grayson  
 Station Mgr. .... Nat Levine  
 Commercial Mgr. .... Bob Cain  
 Program Director ..... Bill Richie  
 Prom., Pub. Dir. .... Pardee Norman  
 Film Manager ..... Sarah Neilson  
 Chief Engineer ..... Herb Wiley

**KFDX-TV—Wichita Falls**  
**1953—ABC-NBC**

Channel: 3 VHF..AP: 60 Kw..VP: 100 Kw.

Owned-Operated By. Wichtex Radio & Tele. Co.  
 Address ..... Seymour Road  
 News Service ..... UP  
 Representative ..... Raymer  
 Membership ..... NARTB  
 President ..... Darrold A. Cannan  
 Gen., Sta. Mgr. .... Howard H. Fry  
 Commercial Mgr. .... Bob H. Walker  
 Program Director ..... Warren Silver  
 Prom., Pub. Director ..... D. A. Cannan, Jr.  
 Film Manager ..... Barbara Powell  
 Film Buyer ..... Howard Fry  
 Chief Engineer ..... John Adams

**Utah**

Pop. March 1 (Est.) 817,000—TV Homes 177,000  
 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.  
 News Service ..... UP  
 Representative ..... CBS TV Spot Sales  
 Membership ..... NARTB, TvB  
 Exec. Vice President ..... J. W. Wright  
 Vice President ..... Ivor Sharp  
 V.P. & Gen. Mgr. .... D. Lennox Murdoch  
 Comm. Mgr. .... Edward B. Kimball  
 Program Director ..... Wayne Richards  
 Prom. & Pub. Dir. .... Paul Alexander  
 Production Manager ..... Scott R. Clawson  
 Merchandising Dir. .... Harry Fletcher  
 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 ..... 130 Social Hall Ave.  
 Representative ..... Katz  
 Newspaper Affiliation ..... Time, Inc.  
 News Service ..... UP

Membership ..... NARTB, TvB  
 Pres. & Gen. Mgr. .... G. Bennett Larson  
 Vice President ..... John M. Baldwin  
 Comptroller ..... Kenneth Hanni  
 Program Director ..... Dan Rainger  
 Commercial Mgr. .... Harold Woolley  
 Prom. & Pub. Director ..... Del Leeson  
 Film Manager ..... Desmond Barker  
 Technical Director ..... Allan Gunderson

**KUTV—Salt Lake City—1954**  
**ABC**

Channel: 2 VHF..AP: 25.1 Kw..VP: 45.7 Kw.  
 Owned-Oper. By. .... Utah Bcstg. & TV Corp.  
 Business Address ..... 179 Social Hall Ave.  
 Newspaper Affiliation ..... Tribune; Ogden  
 Standard Examiner  
 News Service ..... AP  
 Membership ..... NARTB  
 Representative ..... Avery-Knodel  
 President ..... A. L. Glassman  
 Vice President ..... George C. Hatch  
 Gen., Sta., Comm. Mgr. .... Brent H. Kirk  
 Program Dir. .... Duane C. Hill  
 Prom., Pub. Dir. .... Keith Nicholson  
 Production Manager ..... LaMar Smith  
 Film Buyer ..... Sid Cohen  
 Film Manager ..... Jack Ivers  
 Chief Engineer ..... Herbert Houlthouser

**Vermont**

Pop. March 1 (Est.) 369,000—TV Homes 76,000  
 Stations in State 1

**WCAX-TV—Burlington**  
**1954—CBS**

Channel: 3 VHF..AP: 9.5 Kw..VP: 18.3 Kw.  
 Owned-Oper. By. .... Mt. Mansfield Bcstg. Corp.  
 Address ..... 135 Main Street  
 News Service ..... UP

Representative ..... Weed  
 Membership ..... NARTB, TvB  
 President ..... C. P. Hasbrook  
 Gen. Sta. Manager ..... S. T. Martin  
 Comm. Manager ..... J. A. Dobson  
 Prom., Pub. Dir. .... Charles Lewis  
 Film Manager ..... A. Sherman Rutter  
 Chief Engineer ..... J. W. Tierney

# Virginia

Pop. March 1 (Est.) 3,693,000—TV Homes 743,000  
Stations in State 11

## WCYB-TV—Bristol—1956 ABC-NBC

Channel: 5 VHF..AP: 42.7 Kw...VP: 70.8 Kw.  
Owned-Oper. By...Appalachian Bcstg. Corp.  
Business Address.....Box 1009  
News Service.....AP  
Membership.....NARTB, TvB  
Representative.....Weed  
Pres., Gen. Mgr.....Robert H. Smith  
Operations Mgr.....Labe B. Mell  
Sales Manager.....Fey Rogers  
Program Director.....Frank Spaulding  
Prod., Prom. Dir.....Jim Pridemore  
Chief Engineer.....Russell V. Robinson

## 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.  
News Service.....AP, INS  
Representative.....Avery-Knodel  
Pres., Gen. Manager.....Thomas P. Chisman  
Sales Director.....Harrol A. Brauer, Jr.  
Prom., Pub. Director.....Jane Winne  
Prog. Dirs.....Blair McKensie, Jim Gray  
Operations Mgr.....L. W. Kliever  
Production Manager.....Robert McCourt  
Film Manager.....Robert Champion  
Chief Engineer.....William C. King, Jr.

## WSVA-TV—Harrisonburg 1953—ABC-NBC-CBS

Channel: 3 VHF..AP: 4.17 Kw...VP: 8.32 Kw.  
Owned-Oper. By...Shenandoah Valley Bcstg.  
Business Address.....Rawley Pike  
News Service.....AP  
Membership.....NARTB, TvB  
Representative.....Pearson  
Pres., Gen., Sta. Mgr.....Hamilton Shea  
Commercial Mgr.....Richard H. Johnson  
Prog. Director.....Robert E. Lee  
Prom., Pub. Director.....N. L. Royster  
Film Manager.....Margie Swain  
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.  
News Service.....AP  
Membership.....NARTB  
Representative.....Hollingbery  
President.....Edward Allen  
Gen., Sta., Comm. Mgr.....Phil Allen  
Prog., Prom., Pub. Dir., Film Mgr. Warren Uttal  
Chief Engineer.....John T. Orth

## WTAR-TV—Norfolk—1950 ABC-CBS

Channel: 3 VHF..AP: 50 Kw...AP: 100 Kw.

Owned-Operated By.....WTAR Radio Corp.  
Business Address.....720 Boush St.  
Newspaper Afil.....Norfolk Newspapers, Inc.  
News Service.....AP, INS  
Representative.....Petry  
Membership.....NARTB, TvB  
President, Gen. Mgr.....Campbell Arnoux  
Asst. General Mgr.....John C. Peffer  
Gen. Sales Manager.....Robert M. Lambe  
Program Director.....Harold Soldinger  
Prom., Pub. Dir.....Hal Powell  
Film Manager.....Harry Nicholas  
Chief Engineer.....Richard Lindell

## WTOV-TV—Norfolk—1955

Channel: 27 UHF..AP: 11.7 Kw...VP: 19.6 Kw.  
Owned-Operated By.....Tim Brite, Inc.  
Business Address.....1305 Granby St.  
Representative.....McGillvra  
President.....Temus R. Bright  
General Manager.....Tim Bright  
Sec'y-Treas.....Anna C. Bright  
Program Director.....Miss Tovey Lee  
Promotion Dir.....Charles Adams  
Commercial Mgr.....Winston Bright  
Chief Engineer.....James Richardson

## WXEX-TV—Petersburg 1955—NBC

Channel: 8 VHF..AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By...Petersburg Television Corp.  
Address.....124 W. Tabb Street  
Representative.....Select  
President.....Thomas G. Tinsley, Jr.  
V.P., Nat'l Sls. Dir.....Irvin G. Abeloff  
Local Sls. Dir.....George R. Oliviere  
Program Dir.....James L. Dodd  
Chief Engineer.....John F. Costello

## WRVA-TV—Richmond 1956—CBS

Channel: 12 VHF..AP: 200 Kw...VP: 316 Kw.  
Owned-Oper. By.....Richmond TV Corp.  
Business Address.....Box 2370, Zone 18  
News Service.....AP, INS  
Membership.....NARTB, TvB  
Reps.....Harrington, Righter, Parsons  
President.....C. T. Lucy  
General Manager.....Barron Howard  
Commercial Mgr.....James D. Clark, Jr.  
Program Director.....Samuel S. Carey  
Prom., Pub. Dir.....John L. Stone, Jr.  
Film Manager.....Robert Pie  
Chief Engineer.....S. T. Terry, Jr.

## WTVR—Richmond—1947 ABC

Channel: 8 UHF..AP: 158 Kw...VP: 316 Kw.  
Owned-Oper. By.....Havens & Martin, Inc.  
Address.....3301 W. Broad St.  
News Service.....UP



An exclusive CBS affiliate, WDBJ-TV covers 63 counties with maximum power at top elevation. This rich market area of about 2 billion dollars in retail sales annually includes all Western Virginia and portions of North Carolina and West Virginia.

For your copy of WDBJ-TV's county outline map write the Station or ask Peters, Griffin, Woodward, Inc.

**WDBJ-TV**  
Owned and operated by  
**TIMES-WORLD CORPORATION**

Representative ..... Blair TV  
Membership ..... NARTB  
Pres., Gen., Comm. Mgr. ... Wilbur M. Havens  
Ass't Mgr., Prom., Pub.  
Dir. .... Walter A. Bowry, Jr.

Prog. Director..... John Shand  
Film Manager..... Conrad G. Rianhard  
Chief Engineer..... James Kyle

**WDBJ-TV—Roanoke—1955**  
**CBS**

Channel: 7 VHF... AP: 158 Kw... VP: 316 Kw.  
Owned-Oper. By..... Time-World Corp.  
Address ..... 201 Campbell Ave.  
News Service ..... AP, UP  
Representative... Peters, Griffin, Woodward, Inc.  
Membership ..... NARTB, TvB  
President ..... M. W. Armistead, III  
V.P., Managing Director..... Ray P. Jordan  
Ass't V.P., Comm. Mgr..... John Harkrader  
TV Sales Manager..... Blake Brown  
Prog. Dir., Film Mgr..... Paul E. Reynolds  
Prom. Director..... Mike Schaffer  
Technical Director..... J. Edward Newman

**WSLS-TV—Roanoke—1952**  
**NBC**

Channel: 10 VHF... AP: 158 Kw... VP: 316 Kw.  
Owned-Oper. By.... Shenandoah Life Stations  
Address ..... Radio-TV Center  
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 Manager... George W. Chernault Jr.  
Promotion Director... Fred L. Corstaphney  
Dir. Sales Prom..... Charles Garrison  
Chief Engineer..... J. P. Briggs

**Washington**

Pop. March 1 (Est.) 2,713,000—TV Homes 615,000  
Stations in State 10

**KVOS-TV—Bellingham**  
**1953—ABC-CBS**

Channel: 12 VHF... AP: 112 Kw... VP: 224 Kw.  
Owned-Oper. By..... KVOS, Inc.  
Business Address..... 1151 Ellis St.  
News Service ..... UP  
Representative ..... Forjoe  
President ..... Rogan Jones  
General Manager..... David Mintz  
Commercial Mgr..... Fred Elsethagen  
Program Director..... John Sherman  
Publicity Dir..... Alice Griffith  
Chief Engineer..... Ernest Harper

**KEPR-TV—Pasco—1954**  
**ABC-CBS-NBC**

(Satellite of KIMA-TV, Yakima)  
Channel: 19 UHF... AP: 4.9 Kw... VP: 9.12 Kw.  
Owned-Oper. By..... Cascade Bcstg. Co.  
Business Address... Box 702, Yakima, Wash.

Representative ..... Weed, Art Moore  
Membership ..... TvB  
President..... A. W. Talbot  
General Manager..... Tom Bostic  
Sta., Comm. Mgr..... Monte Strahl  
Prog., Prom. Dir.; Film Mgr..... Don Hayes  
Publicity Dir..... Bob Parnell  
Chief Engineer..... Bernie Bailie

**KING-TV—Seattle—1948**  
**ABC**

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.  
Owned-Operated By..... King Bcstg. Co.  
Business Address..... 320 Aurora  
News Service ..... INS, UP  
Representative ..... Blair-TV  
Membership ..... NARTB, TvB  
President..... Mrs. A. Scott Bullitt  
V.P., Gen. Mgr..... Otto P. Brandt  
Exec. V.P..... Henry B. Owen  
Commercial Manager..... Al Hunter  
Nat'l Sls. Mgr..... James Neidigh



Program Director.....Lee Schulman  
 Prom., Pub. Director.....Mel Anderson  
 Dir. of Engineering.....James L. Middlebrooks

**KOMO-TV—Seattle—1953**  
**NBC**

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Oper. By.....Fisher's Television Co.  
 Business Address.....100 4th Ave. N.  
 News Service .....UP  
 Representative .....NBC Spot Sales  
 Membership .....NARTB, TvB  
 President.....O. D. Fisher  
 Exec. V.P. & Gen. Mgr.....W. W. Warren  
 V.P. & Comm. Mgr.....Ray Baker  
 Mgr. Programming.....Dave Crockett  
 Program Manager.....Tom Rogstad  
 Film Editor.....Arden Skoog  
 Ad., Prom. Manager.....Bill Cathey  
 Nat. Sls. Mgr.....Maitland Jordan  
 Sales Manager.....Bill Hubbach  
 Chief Engineer.....C. E. Miller

**KHQ-TV—Spokane—1952**  
**NBC**

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned-Operated By.....KHQ, Inc.  
 Address.....700 Radio Central Bldg.  
 Representative .....Katz  
 Membership .....NARTB, TvB  
 Pres., Gen. Mgr.....R. O. Dunning  
 Sec'y-Treas.....M. O. Fritsch  
 Commercial Mgr.....J. Birney Blair  
 TV Sales Service.....Chas. Birmingham  
 Promotion Manager.....Rex Gerlach  
 Program Director.....John R. Fahey  
 Operations Mgr.....Charles Lohnes  
 Engineering Dept.....Al Sparling

**KREM-TV—Spokane—1954**  
**ABC**

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.  
 Owned & Oper. By.....Louis Wasmer  
 Address.....4103 S. Regal  
 News Service .....AP  
 Representative .....Petry  
 Owner .....Louis Wasmer  
 Gen., Sta., Comm. Mgr., Prom.  
 Dir.....Robert Temple  
 Program Director.....Walt Schaar  
 Publicity Dir.....Richard Hoover  
 Film Manager.....Hugh Tanner  
 Chief Engineer.....Homer Mead

**KXLY-TV—Spokane—1953**  
**CBS**

Channel: 4 VHF..AP: 27 Kw..VP: 48 Kw.  
 Owned-Oper. By...Northern Pacific TV Corp.  
 Address .....Television Center  
 News Service .....UP  
 Representative .....Avery-Knodel  
 Membership .....NARTB  
 President .....Norman Alexander  
 V.P., Gen., Sta. Mgr.....Richard Jones  
 Comm. Manager.....James Agostino  
 Program Director.....Gene Roth  
 Promotion, Publicity Dir.....Bob Moore  
 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.....S. 11th & Grant Ave.  
 Newspaper Affil.....Tacoma News Tribune  
 News Service .....AP, UP  
 Representative .....Weed  
 Membership .....NARTB, TvB  
 Gen. Mgr., Dir. Sales.....Larry Carino  
 Program Director.....Burke Ormsby  
 Chief Engineer.....Max Bice

**KTVW—Tacoma—1953**

Channel: 13 VHF..AP: 57 Kw..VP: 98.5 Kw.  
 Owned-Oper. By.....J. Elroy McCaw  
 Business Address.....230 8th Avenue  
 News Service .....INS  
 Representative .....Hollingbery  
 Membership .....TvB  
 Owner.....J. Elroy McCaw  
 Gen., Sta. Manager.....William Veneman  
 Commercial Mgr.....George Glavin  
 Program Director.....Don Wood  
 Prom., Pub. Director.....Edna K. Hanna  
 Film Manager.....Howard C. Perkin  
 Chief Engineer.....Charles R. Morris

**KIMA-TV—Yakima—1953**  
**ABC-CBS-NBC**

Channel: 29 UHF..AP: 115 Kw..VP: 191 Kw.  
 Owned-Oper. By.....Cascade Bcstg. Co., Inc.  
 Business Address.....Box 702  
 News Service .....AP  
 Representative .....Weed  
 Membership .....NARTB, TvB  
 President.....A. W. Talbot  
 Gen., Sta. Mgr.....Thomas C. Bostic  
 Commercial Mgr.....H. R. Cary  
 Program, Filn, Mgr.....James Nolan  
 Promotion Director.....Joe Ryan  
 Pub. Relations Director.....E. M. Morrissey  
 Chief Engineer.....J. Barry Watkinson

# West Virginia

Pop. March 1 (Est.) 1, 982,000—TV Homes 360,000  
Stations in State 8

## 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  
News. Affil...Daily Telegraph. Sunset News  
Representative .....Katz  
Membership .....NARTB  
Vice Pres.....H. I. Shott  
Station Manager.....P. T. Flanagan  
Sales Manager.....John C. Shott  
Chief Engineer.....K. Dick

## WCHS-TV—Charleston—1954 CBS

Channel: 8 VHF..AP: 200 Kw..VP: 316 Kw.  
Owned & Oper. By.....WCHS-TV Inc.  
Address.....1111 Virginia Street East  
News Service .....UP  
Representative .....Branham  
Membership .....NARTB, TvB  
President.....Hawthorne D. Battle  
Gen., Sta. Mgr.....John T. Gelder, Jr.  
Comm. Manager.....John L. Sinclair, Jr.  
Program Director.....Morton S. Cohn  
Prom., Pub. Dir.....Bruce Johns  
Chief Engineer.....William E. Dixon

## WJPB-TV—Fairmount—1954 ABC-NBC

Channel: 35 UHF..AP: 10 Kw..VP: 20 Kw.  
Owned-Oper. By.....WJPB-TV, Inc.  
Business Address.....400 Quincy St.  
Representative .....Gill-Perna  
Pres., Gen. Mgr.....J. Patrick Beacom  
V.P., Dir. Sales.....Harry W. Critchlow  
Program Director.....Robert Frazier  
Film Director.....Robert Mitchell  
Technical Dir.....Joe Sterlowski  
TV Director.....Numa Fabre

## WHTN-TV—Huntington 1955—ABC

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.  
Owned-Oper. By.....Cowles Bcstg. Co.  
Address .....625 Fourth Avenue  
News Service .....UP  
Representative .....Petry  
Membership .....NARTB, TvB  
President.....Luther L. Hill  
Station Manager.....Robert R. Tincher  
Comm. Manager.....George Miller, Jr.  
Program Director.....Norman L. Bacon  
Prom., Pub. Dir.....Chas. Dinkin  
Film Director.....Richard H. Hite  
Chief Engineer.....Harold Sturm

## WSAZ-TV—Huntington 1949—NBC

Channel: 3 VHF..AP: 60 Kw..VP: 100 Kw.  
Owned-Operated By.....WSAZ, Incorporated  
Address .....201 Ninth St.  
Newspaper Affil...Huntington Publishing Co.  
News Service .....AP  
Station Representative .....Katz  
Membership .....NARTB, TvB  
Pres., Gen. Mgr.....L. H. Rogers II  
Ass't Gen.; Sta. Mgr.....C. Tom Carten  
Sales Manager.....R. E. White  
Nat'l Sales Dir.....Liz Conaty  
Program Director.....J. H. Ferguson  
Prom., Pub., Merch. Dir.....Jack Williams  
Film Manager.....Gayle MacCracken  
Chief Engineer.....John P. Clay

## WOAY-TV—Oak Hill—1954 ABC

Channel: 4 VHF..AP: 68 Kw..VP: 100 Kw.  
Owned-Oper. By.....Robert R. Thomas, Jr.  
Business Address.....Box 251  
News Service .....AP  
Representative .....Pearson  
Membership .....NARTB  
Pres., Gen. Mgr.....Robert R. Thomas, Jr.  
S'a., Comm. Mgr.....Vic Ludington  
Program Director.....Charles Coleman  
Prom., Pub. Dir.....Bob Brown  
Film Manager.....Frank Harcher  
Chief Engineer.....Curtis Horton

*Dominating  
America's  
23rd Market!*

**CHARLESTON-  
HUNTINGTON, W. VA.**



**316,000 W. CHANNEL 8**

**WCHS-TV**



**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.  
News Service ..... UP  
Representative ..... Pearson  
Membership ..... NARTB  
President ..... Clay Littick  
General Manager..... Allan Land  
Sta., Comm. Mgr., Prom., Pub.  
Director ..... Milton Komito  
Production Manager..... Herbert L. Fine  
Film Buyer ..... Robert A. Coe  
Chief Engineer..... William A. Hunt, Sr.

**WTRF-TV—Wheeling—1953**  
**NBC**

Channel: 7 VHF. AP: 158 Kw. VP: 316 Kw.  
Owned-Oper. By..... Tri-City Bcstg. Co.  
Business Address..... Ogden Bldg.  
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  
Production Manager..... Gary Vorhees  
Film Manager..... William Ney  
Chief Engineer..... Howard Daubenmeyer

**Wisconsin**

Pop. March 1 (Est.) 3,806,000—TV Homes 878,000  
Stations in State 13

**WEAU-TV—Eau Claire—1953**  
**ABC-NBC**

Channel: 13 VHF. AP: 75 Kw. VP: 150 Kw.  
Owned-Oper. By..... Central Bcstg. Co.  
Business Address..... 2415 So. Hastings Way  
Membership ..... NARTB  
Representative ..... Hollingbery  
President ..... W. C. Bridges  
Gen., Comm. Manager..... Leo Howard  
Prom. Mgr..... Wayne McNulty  
Chief Engineer..... T. O. Jorgenson

P. om., Pub. Dir..... W. C. Porsow  
Film Manager..... B. J. Pheil  
Chief Engineer..... Harry Hill

**WKBT—La Crosse—1954**  
**CBS-NBC**

Channel: 8 VHF. AP: 125 Kw. VP: 250 Kw.  
Owned & Oper. By..... WKBH Television Inc.  
Address..... 141 South 6th St.  
Newspaper Affiliation..... Tribune  
News Service ..... AP  
Representative ..... H-R  
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

**WBAY-TV—Green Bay—1953**  
**ABC-CBS**

Channel: 2 VHF. AP: 50 Kw. VP: 100 Kw.  
Owned-Oper. By..... Norbertine Fathers  
Business Address..... 115 South Jefferson St.  
News Service ..... UP  
Representative ..... Weed  
Membership ..... NARTB  
Managing Dir..... Rev. M. J. Beemster  
General Manager..... Haydn R. Evans  
Commercial Mgr..... Robert C. Nelson  
Prog. Dir..... Greg McElrone  
Promotion Dir..... Robert Meister  
Production Mgr..... Bob Van Abel  
Film Manager..... Don Bergner  
Chief Engineer..... Wallace E. Stone

**WISC-TV—Madison—1956**  
**CBS**

Channel: 3 VHF. AP: 50 Kw. VP: 100 Kw.  
Owned-Oper. By..... Radio Wisconsin, Inc.  
Bus. Address..... Commercial State Bank Bldg.  
News Service ..... UP  
Representative ..... Peters, Griffin, Woodward  
Membership ..... NARTB  
President ..... Ralph M. Immell  
General Manager..... Ralph O'Connor  
Comm. Mgr., Prom. Dir..... Richard Nickeson  
Prog., Pub. Dir..... Richard Kepler  
Film Manager..... George Plenderleith  
Chief Engineer..... Walter Hariu

**WFRV-TV—Green Bay—1955**  
**ABC-CBS**

Channel: 5 VHF. AP: 50 Kw. VP: 100 Kw.  
Owned-Oper. By..... Valley Telecasting Co.  
Bus. Address..... Mason & Roosevelt Streets  
News Service ..... UP  
Representative ..... Headley-Reed  
President ..... Clayton Ewing  
Gen., Sta. Mgr..... Soren H. Munkhof  
Comm. Manager..... Ward O. Gage

**WKOW-TV—Madison—1953**  
**ABC**

Channel: 27 UHF. AP: 8.49 Kw. VP: 16.98 Kw.  
Owned-Oper. By..... Monona Bcstg. Co.  
Business Address..... 215 West Washington Ave.  
News Service ..... UP

**HEARST IS HUSTLING  
IN MILWAUKEE**

**with**

**SPARKLING NEW RADIO FORMAT  
“MAESTROS AND MUSICIANS”**

**on**

**WISN**

**and**

**EXCITING—EXPANDING  
TELEVISION**

**on**

**WISN-TV**

**ABC Networks**

**Represented Nationally by  
Edward Petry Co. Inc.**



**Representative** ..... Headley-Reed  
**Membership** ..... NARTB  
**President** ..... Stewart Watson  
**General Manager** ..... Ben F. Hovel  
**Station Manager** ..... Frank Bignell  
**Program Director** ..... Clark Hogan  
**Promotion Dir.** ..... John Shambrow  
**Film Manager** ..... William Harmon  
**Tech. Supervisor** ..... Cloven Smith

**WMTV—Madison—1953**  
**NBC**

**Channel:** 33 UHF... **AP:** 105 Kw... **VP:** 200 Kw.  
**Owned-Oper. By** ..... Bartell Television Corp.  
**Business Address** ..... Box 168  
**News Service** ..... UP, INS  
**Representative** ..... Young  
**Pres., Gen. Mgr.** ..... Gerald A. Bartell  
**Comm. Manager** ..... Peter P. Theg  
**Program Director** ..... Donald Hopke  
**Film Manager** ..... John C. Crowley  
**Prom. Director** ..... Wanda Montz  
**Chief Engineer** ..... Stanley Sadler

**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  
**News Service** ..... UP  
**Rep.** ..... Venard, Rintoul & McConnell  
**President** ..... W. E. Walker  
**General Manager** ..... Joseph D. Mackin  
**Prog. Manager** ..... Pat Kehoe  
**Prom., Pub. Director** ..... Curt Kaufman  
**Chief Engineer** ..... Al S. Alexander

**WTMJ-TV—Milwaukee**  
**1947—ABC-NBC**

**Channel:** 4 VHF... **AP:** 50 Kw... **VP:** 100 Kw.  
**Owned-Oper. By** ..... The Journal Co.  
**Business-Trans. Address** ..... 720 E. Capitol Dr.  
**News Service** ..... AP  
**Representative** ..... Harrington, Richter & 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.** ..... R. J. Heiss  
**Res., Devel. Co-ordinator** ..... L. W. Herzog  
**Sales Mgr.** ..... Neale V. Baake  
**Program Manager** ..... Sprague Vonier  
**Promotion Mgr.** ..... Bruce Wallace  
**Film Manager** ..... James Fitzgerald  
**Chief Engineer** ..... Edwin L. Cordes

**WISN-TV—Milwaukee**  
**1954—ABC**

**Channel:** 12 VHF... **AP:** 158 Kw... **VP:** 316 Kw.  
**Owned By** ..... Hearst Corp.

**Business Address** ..... 710 N. Plankinton  
**Newspaper Affiliation** ..... Sentinel  
**Representative** ..... Petry  
**Membership** ..... NARTB  
**Manager** ..... J. B. Soell  
**Asst. Manager** ..... L. A. "Duke" Larson  
**Local Sales Mgr.** ..... R. Shireman  
**Merch. Dir.** ..... Carl Vogt  
**Film Mgr.** ..... Ann Fitzsimmons  
**Program Director** ..... Mel Quinn  
**Prom., Pub. Dir.** ..... Lou Riepenhoff  
**Business Manager** ..... Joseph Sergio  
**Chief Engineer** ..... Lionel Wittenberg

**WITI-TV—Milwaukee—1956**

**Channel:** 6 VHF... **AP:** 64 Kw... **VP:** 100 Kw.  
**Owned-Oper. By** ..... Independent TV, Inc.  
**Business Address** ..... 212 W. Wisconsin Ave.  
**News Service** ..... UP  
**Representative** ..... Branham  
**President** ..... Jack Kahn  
**General Manager** ..... J. I. Meyerson  
**Commercial Mgr.** ..... J. Grant Sandison  
**Program Director** ..... Dean McCarthy  
**Promotion Dir.** ..... Lawrence Turet  
**Chief Engineer** ..... Daniel Gellerup

**WXIX—Milwaukee—1953**  
**CBS**

**Channel:** 19 UHF... **AP:** 141 Kw... **VP:** 263 Kw.  
**Owned-Oper. By** ..... CBS, Inc.  
**Business Address** ..... 5445 N. 27th St.  
**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. Schoenfuas  
**Promotion Director** ..... R. H. Van Roo  
**Publicity Director** ..... M. S. Bachman

**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  
**Newspaper Affil.** ..... Record-Herald  
**News Service** ..... AP, UP  
**Representative** ..... Meeker TV  
**Membership** ..... NARTB  
**President** ..... J. C. Sturdevant  
**Gen., Sta. Manager** ..... George T. Frechette  
**Comm. Mgr.** ..... Richard D. Dudley  
**Prom., Pub. Dir.** ..... Tom Bolger  
**Program Director** ..... B. Kellnhauser  
**Film Manager** ..... Dan Ziebell  
**Chief Engineer** ..... Roland W. Richard

# Wyoming

Pop. March 1 (Est.) 323,000—TV Homes 46,000  
Stations in State 2

## Oil-rich Casper, Wyoming Invites You to share its wealth

You may install your own pipeline into Casper, Wyoming, and siphon off your share of the profits.

Casper's Share-the-wealth situation is indicated in the February 15 issue of U.S. News & World Report. Its special study indicates that Casper ranks 2nd of all U.S. cities, regardless of size, in terms of how much income is earned by the average worker. . . . If you have something to sell, you can sell it profitably in Casper.

To the advertiser, CASPER is CAPTIVE audience . . . thanks to Casper's only TV station:



Affiliated with NBC  
National Representative

The Meeker Company, Inc.  
Regional Representative

Denver, Col. John McGuire

## KTWO—Casper ABC-CBS-NBC

Channel: 2 VHF . . . AP: 17 Kw. . . . VP: 35 Kw  
15 Kw. May 1

National Rep. . . . . Meeker  
President . . . . . Burt Harris  
Exec. V.P. . . . . Lawrence Berger  
General Manager . . . . . C. Van Haften

## 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 . . . . . Retha Morgan  
Traffic Manager . . . . . Joyce Pratt  
Production Manager . . . . . Jackson H. Mumey  
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 1160  
News Service . . . . . AP  
Reps. . . . . Fletcher (N. Y.), Day (Seattle)  
Membership . . . . . NARTB  
President . . . . . Harry J. Hill  
General Manager . . . . . Alvin O. Bramstedt  
Sales Manager . . . . . James Duncan  
Program Director . . . . . Robert Capstick  
Prom., Pub. Director . . . . . Barbara Harrison  
Film Manager . . . . . Gerry Hinchee  
Chief Engineer . . . . . Charles Gray

### KTVA—Anchorage—1953 CBS

Channel: 11 VHF . . . AP: 1.61 Kw. . . . VP: 3.22 Kw.  
Owned-Oper. By . . . . . Northern Television, Inc.  
Business Address . . . . . Mt. McKinley Bldg.  
Representative . . . . . Alaska Radio-TV  
Pres., Gen., Sta., Comm. Mgr. . . . . A. G. Hiebert  
Prog. Dir. . . . . Merrill Mael  
V.P., Tech. Dir. . . . . Jack Walden

### KFAR-TV—Fairbanks—1955 ABC-NBC

Channel: 2 VHF . . . AP: 2 Kw. . . . VP: 5.4 Kw.  
Owned-Oper. By . . . . . Midnight Sun Bcstg. Co.  
Business Address . . . . . Box 1160, Anchorage  
News Service . . . . . AP  
Reps. . . . . Fletcher (N. Y.); Day (Seattle)  
Membership . . . . . NARTB  
President . . . . . Harry C. Hill



General Manager.....Alvin C. Bramstedt  
 Station Manager.....Donald McCune  
 Commercial Mgr.....Robert W. Johnson  
 Program Director.....John M. Miller  
 Chief Engineer.....Wm. E. Van Blytterswyk

## KTVF—Fairbanks—1955

### CBS

Channel: 11 VHF..AP: 5.5 Kw..VP: 11 Kw.  
 Owned-Oper. By.....Northern TV, Inc.  
 Business Address.....Box 590  
 News Service.....AP  
 Representative.....Alaska Radio-TV Sales  
 Pres., Gen. Mgr.....A. G. Hiebert  
 Station Manager.....Walt Welch  
 Commercial Mgr.....John Griffin  
 Program Director.....Vern Francis  
 Prom., Pub. Dir.....Joan Bovee  
 Film Manager.....Lawrence Roberts  
 Chief Engineer.....Charles Peterson

## KINY-TV—Juneau—1956

### CBS

Channel: 8 VHF..AP: 131 Kw..VP: 261 Kw.  
 Owned-Oper. By...Alaska Bcstg. System, Inc.  
 Bus. Add...830 Securities Bldg. Seattle, Wash.  
 Representative.....Alaska Radio-TV  
 Pres., Gen. Mgr.....William J. Wagner  
 Station Manager.....J. W. McKinley  
 Sales Mgr.....Verne Metcalf  
 Production Manager.....Richard Peter  
 Chief Engineer.....Gordon Burnett

## HAWAII

## KHBC-TV—Hilo—1955

### CBS

(Satellite of KGMB-TV, Honolulu)  
 Channel: 9 VHF..AP: 0.5 Kw..VP: 1 Kw.  
 (Listing same as KGMB-TV)

## KGMB-TV—Honolulu—1952

### CBS

Channel: 9 VHF..AP: 63.1 Kw..VP: 105 Kw.  
 Owned-Oper...Hawaiian Bcstg. Systems, Ltd.  
 Business Address...1534 Kapiolani Boulevard  
 Newspaper Affil.....Star Bulletin  
 News Service.....UP  
 Representative.....Peters, Griffin, Woodward  
 President, Gen. Mgr.....J. Howard Worrall  
 Sta., Comm. Mgr.....Melvin B. Wright  
 Program Director.....Robert Costa  
 Prom., Pub. Dir.....John Quinlan  
 Chief Engineer.....Daniel O. Hunter

## 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  
 Gen., Film Mgr.....Jack Burnett  
 Sales Mgr.....Art Srinkle  
 Chief Engineer.....T. Miyahira

## KONA—Honolulu—1952—NBC

Channel: 2 VHF...AP: 30 Kw...VP: 60 Kw.  
 Owned-Oper. By.....Radio Honolulu, Ltd.  
 Business Address.....206 Koula St.  
 Newspaper Affil.....Honolulu Advertiser  
 Representative.....NBC Spot Sales  
 President.....John D. Keating  
 Local Sales Mgr.....James Gunn  
 Nat'l Sales Mgr.....Jim Spencer  
 Prog. Dir.....James Washburn  
 Prom., Pub. Dir.....Fred Briggs  
 Chief Engineer.....Lawrence Trombly

## KMAU—Wailuku—1955

### CBS

(Satellite of KGMB-TV, Honolulu)  
 Channel: 3 VHF...AP: 3 Kw...VP: 6 Kw.  
 (Listing same as KGMB-TV)

## KMVI—Wailuku—1955

(Separately owned and managed satellite of  
 KONA, Wailuku)

Channel: 12 VHF..AP: 15 W..VP: 30 Ww.  
 Owned-Oper.....Maul Publishing Co., Ltd.  
 Business Address.....Box 374  
 General Manager.....Ezra J. Crane  
 Station Manager.....Richard E. Mawson  
 Commercial Mgr.....Frank R. Kovacic  
 Chief Engineer.....George Tam

## 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 1072  
 Rep.....Inter-American Publications Inc.  
 Membership.....NARTB  
 President.....Angel Ramos  
 General Manager.....Delfin Fernandez  
 Comm. Manager.....Jorge Rivero  
 Sales, Prom. Mgr.....Oscar Reinoso  
 Dir. Engineering.....Jack Tudor



All  
eyes are on  
**WAPA-TV**  
CHANNEL  
**4**  
**Puerto Rico**

Yes, all eyes are on WAPA-TV of San Juan, Puerto Rico.

1956 was our best year, and 1957 will be even better, because:

WAPA-TV can deliver the largest audience from 1:00 to 7:00 PM at the lowest cost per thousand TV homes.

WAPA-TV has new and enlarged program facilities

WAPA-TV can give you better service than ever before

And because of many other factors which are important to good broadcasting.

*Affiliated with:*



*U. S. Sales Office*

**CARIBBEAN NETWORKS, INC.**

200 West 57th Street

New York 19, N. Y.

Circle 7-8224

**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  
Representative..... Caribbean Networks Inc.  
Membership..... NARTB  
President..... Jose Ramon Quinones  
Gen., Sta. Manager..... David H. Pollinger  
Comm. Manager..... Carlos Rivera Gonzales  
Promotion Dir..... Jose Ramon Ortiz  
Program Director..... Louis Dominguez  
Film Manager..... Ita Figueroa  
Publicly Director..... Felix Santiago  
Chief Engineer..... Rafael Cruz Rivera

**WORA-TV—Mayaguez**  
**1955—ABC-CBS**

Channel: 5 VHF... AP: 15 Kw... VP: 30 Kw.  
Owned-Oper By... Supreme Bcstg. Co., Inc.  
Business Address..... Darlington Bldg.  
News Service..... UP  
Representative..... Adam Young  
Membership..... NARTB  
President..... Alfredo R. Arellano  
General Manager..... George A. Mayoral  
Station Mgr..... R. M. Dupont  
Comm. Manager..... Chester F. Owens  
Program Director..... Iggy Lopez  
Promotion Dir..... Mario Quintero  
Publicity Dir..... M. Gonzalez  
Film Manager..... Nelson Ninn  
Chief Engineer..... J. A. Aviles

**GUAM**

**KUAM-TV—Agana—1956**  
**CBS-NBC**

Channel: 8 VHF... AP: 10 Kw... VP: 25 Kw.  
Owned-Oper. By..... Radio Guam, Inc.  
Business Address..... Box 88  
News Service..... INS  
Representative..... Adam Young  
Membership..... NARTB  
President..... Harry M. Engel Jr.  
Gen., Sta. Mgr..... H. Richard Maguire  
Sales Manager..... Robert Green  
Program Director..... Gary Fuller  
Prom., Pub. Dir..... John Barton  
Film Manager..... Ted Bence  
Chief Engineer..... James Long

# 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.  
Director... Andre Ouimet  
Program Director... Fernand Guerard  
Comm. Manager... Maurice Valiquette  
Film Mgr... J. Lepailleur  
Press and Information Supervisor... Robert Elie  
Chief Engineer... Henri Audet

## CBHT—Halifax—1954—CBC

Channel: 3... AP: 60 Kw... VP: 100 Kw.  
Owned By... Canadian Bcstg. Corp.  
Address... 70 Bell Rd.  
News Service... BUP, CP  
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  
Film Director... Hermann Noelle

## CBLT—Toronto—1952 CBC-CBS-ABC-NBC

Channel: 9... AP: 12.72 Kw... VP: 25.65 Kw.  
Owned By... Canadian Bcstg. Corp.  
Address... 354 Jarvis St.  
Director... Fergus Mutrie  
Asst. Director... J. R. W. Graham  
Sales Mgr... John Malloy  
Program Director... R. W. McGill  
Technical Director... Reginald Horton  
Comm. Representative... James Crawford  
Film Supervisor... O. C. Wilson  
Supervisor of Design... Leonard Crawford  
Press and Information Rep... A. J. Stevenson

## 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  
Prog. Director... Herb Capozzi  
Film Manager... J. Lepailleur  
Press and Information Supervisor... Robert Elie  
Chief Engineer... Henri Audet

## 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  
Operations Mgr... Georges Huard  
Comm. Manager... Maurice Valiquette  
Chief Engineer... J. H. Book

## CBOT—Ottawa—1953 CBC

Channel: 4... AP: 27 Kw... VP: 50 Kw.  
Owned By... Canadian Bcstg. Corp.  
Address... Chateau Laurier  
Director... Charles P. Wright  
Operations Mgr... Georges Huard  
Commercial Mgr... John Malloy  
Technical Director... J. H. Book

## CBUT—Vancouver—1953 CBC

Channel: 2... AP: 48 Kw... VP: 90 Kw.  
Owned By... Canadian Bcstg. Corp.  
Address... 701 Hornby St.  
Phone Number... Marine 6121  
Television Director... Hugh Palmer  
Program Director... Marce L. Munro  
Technical Director... Ross L. Whiteside  
Newsreel Editor-in-charge... R. L. Elson  
Film Director... J. D. Patterson  
Design Director... Cliff Robinson

## CBWT—Winnipeg—1954 CBC

Channel 4... AP: 33 Kw... VP: 56 Kw.  
Owned By... Canadian Bcstg. Corp.  
Address... 541 Portage Ave. W.  
News Service... BUP, CP  
Director... W. G. Carpentier  
Sales Rep... R. L. Horley  
Program Dir... Bruce MacPherson  
Press & Information Rep... C. E. L'Ami  
Film Manager... Miss G. M. Brown  
Chief Engineer... R. D. Cahoon

## CFCL-TV—Timmins—1956 CBC

Channel: 6 VHF... AP: 9.2 Kw... VP: 18.5 Kw.  
Owned-Op... J. Conrad Lavigne Enterprises  
Business Address... Box 620  
Reps... McGillvra; Hunt; Renaud  
President... J. Conrad Lavigne  
General Manager... Rene Barrette  
Program Director... Jean DeVilliers  
Technical Dir... Roch Demers

## CFCM-TV—Quebec City—1954 CBS

Channel: 4... AP: .635 Kw... VP: 1.27 Kw.  
Owned By... Television De Quebec  
Address... 200 Ave. St. Jean Bosco, Ste. Foy



**Membership** ..... CARTB  
**Sales Rep.**..... Weed; Hardy; Hunt  
**President** ..... Gaston Pratte  
**Executive Director**..... A. C. Picard  
**Director of Operations**..... Ernest W. Miller  
**Comm. Mgr.**..... A. P. Fitzgibbons  
**Program Manager**..... Jacques Filteau

**CFCY-TV—Charlottetown  
 1956—CBC**

**Channel:** 13 VHF... **AP:** 38.5... **VP:** 79 Kw.  
**Owned-Oper. By**... Island Radio Bcstg. Co., Ltd.  
**Business Address**..... 85 Kent St.  
**Representatives**..... All-Canada TV; Weed  
**Membership** ..... CARTB  
**Sta., Comm., Film Mgr.**..... R. F. Large  
**Traffic Manager**..... W. McMillan  
**Promotion Mgr.**..... M. E. Large  
**Tech. Supervisor**..... A. L. Finley

**CFPA-TV—Porth Arthur  
 1954—CBC**

**Channel:** 2... **AP:** 2.55 Kw... **VP:** 5.1 Kw.  
**Owned By**..... Ralph H. Parker, Ltd.  
**Address**..... 87 N. Hill St.  
**News Service** ..... BN  
**Membership** ..... CARTB  
**Sales Rep.**..... Weed TV; All-Canada TV  
**President and Mgr.**..... Ralph H. Parker

**CFPL-TV—London—1953  
 CBC**

**Channel:** 10... **AP:** 195 Kw... **VP:** 325 Kw.  
**Owned By**... London Free Press Printing Co.  
**Address**..... Commissioners Rd., Box 488  
**Newspaper Affil.**..... London Free Press  
**News Service** ..... BN  
**Sales Rep.**..... Weed TV; All-Canada TV  
**Membership** ..... CARTB  
**President** ..... Walter J. Blackburn  
**Gen. Manager**..... Murray T. Brown  
**Sta. Manager**..... Robert A. Reinhart  
**Comm. Mgr., Prom. Dir.**..... W. C. Wingrove  
**Film Supervisor**..... Beatrice Kurp  
**Dir. of Engineering**..... G. Robitaille

**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.  
**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  
**Operations Mgr.**..... Walter Romanow  
**Sales Manager**..... Will Klein  
**Prom. Director**..... H. Edmunds  
**News Service Dir.**..... Bill Cameron  
**Chief Engineer**..... Lyn Hoskin

**CFRN-TV—Edmonton—1954  
 CBC**

**Channel:** 3 VHF... **AP:** 90 Kw... **VP:** 180 Kw.  
**Owned-Oper. By**... Sunwapta Bcstg. Co., Ltd.  
**Business Address**..... 102 CPR Bldg.  
**News Service** ..... BUP  
**Reps.**..... Radio Reps., Ltd.; Harlan Oakes  
**Membership** ..... CARTB  
**Pres., Gen. Mgr.**..... G. R. A. Rice  
**Station Mgr.**..... S. S. Lancaster  
**Commercial Mgr.**..... Bruce D. Alloway  
**Prog. Dir., Film Mgr.**..... George Kidd  
**Promotion Dir.**..... Isobel McDonald  
**Chief Engineer**..... F. G. A. Makepeace

**CHCH-TV—Hamilton—1954  
 CBC**

**Channel:** 11... **AP:** 60 Kw... **VP:** 100 Kw.  
**Owned By**..... Niagara Television Ltd.  
**Address**..... 163 Jackson St. W.  
**Sales Rep.**..... Adam Young, All-Canada TV  
**News Service** ..... UP  
**Newspaper Affil.**..... Spectator  
**News Service** ..... CP  
**Membership** ..... NARTB  
**President, Gen. Mgr.**..... Kenneth D. Soble  
**Station Mgr.**..... S. J. Bibby  
**Comm. Manager**..... R. J. Peters  
**Prog. Manager**..... J. S. Purvis  
**Prom., Pub. Dir.**..... S. F. Habberfield  
**Film Manager**..... D. Gale  
**Chief Engineer**..... W. E. Jeynes

**CHCT-TV—Calgary—1954  
 CBC**

**Channel:** 2... **AP:** 50 Kw... **VP:** 100 Kw.  
**Owned By**..... Calgary Television, Ltd.  
**Address**..... 955 Rideau Road  
**Newspaper Affil.**..... Herald  
**News Service** ..... CP  
**Sales Rep.**..... All-Canada TV, Weed  
**Membership** ..... CARTB  
**President** ..... Gordon Love  
**Manager** ..... Herb Stewart  
**Commercial Mgr.**..... R. Watson  
**Prom., Pub. Director**..... Barry Nicholls  
**Prog. Coordinator**..... Ted Bissland  
**Production Mgr.**..... Ray Torgrud  
**Film Manager**..... Walter Petrigo  
**Chief Engineer**..... Lee Crawley

**CHEK-TV—Victoria—1956  
 CBS**

**Channel:** 6 VHF... **AP:** 9 Kw... **VP:** 1.8 Kw.  
**Owned-Oper. By**..... CHEK, Ltd.  
**Business Address**..... 1450 Douglas St.  
**Representative** ..... Forjoe  
**President**..... David M. Armstrong  
**General Manager**..... Charles R. White  
**Program Dir.**..... Robert Hallock  
**Chief Engineer**..... Norman Bergquist

**CHEX-TV—Peterborough  
1955—CBC**

Channel: 12 VHF... AP: 60 Kw... VP: 102 Kw.  
Owned-Oper. By... Kawartha Bcstg. Co., Ltd.  
Business Address... Box 657  
Newspaper Affil... Examiner  
News Service... BN, CP  
Reps... All-Canada TV; Weed  
Membership... CARTB  
President... R. S. Davies  
General Manager... J. M. Davidson  
Station Mgr... D. R. Lawrie  
Commercial Mgr... D. T. Manning  
Program Director... Gordon Shale  
Film Manager... Don Harie-Maxwell  
Chief Engineer... A. Crump

**CHLT-TV—Sherbrooke  
1956**

Channel: 7 VHF... AP: 100 Kw... VP: 170 Kw.  
Owned-Oper. By... La Tribune, Ltd.  
Business Address... 221 Dufferin St.  
Reps... Hardy (Canada); Canadian Stations  
Reps (N. Y.)  
Newspaper Affil... La Tribune  
President... Paul Desruisseaux  
General Manager... Alpee Gauthier  
Station Manager... Jean-Louis Gauthier  
Commercial Mgr... John Gauthier  
Program Director... Pierre Bruneau  
Promotion Director... Aristide Choquette  
Publicity Dir... Georges L'Ecuyer  
Film Manager... Guy Bachand  
Chief Engineer... Leo Guilbeau

**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.  
Sales Rep... All Canada TV; Weed  
Membership... CARTB  
Gen., Sta., Comm. Mgr... George A. Cromwell  
Film Manager... Fred Blizzard  
Program Dir... William Stewart  
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.  
Newspaper Affil... Le Progres Du Golfe  
Sales Rep... Adam Young, Stovin  
President... Jacques Brilliant  
Station Manager... Andre Lecomte  
Prog., Prom. Director... Francois Raymond  
Director of News... Guy Ross  
Film Manager... Hector Lavoie  
Chief Engineer... Ronald Tennett

**CJCB-TV—Sydney—1954  
CBC**

Channel: 4... AP: 80 Kw... VP: 180 Kw.  
Owned By... Cape Breton Bcstrs.  
Address... TV Bldg., Mira Rd.  
Sales Rep... Weed TV Corp.; All-Canada TV  
Manager... J. Marvin Nathanson  
Program Mgr... Mrs. M. C. MacQuarrie  
Chief Engineer... Robert J. Norton

**CJIC-TV—Sault Ste Marie  
1954—CBC-ABC-CBS-NBC**

Channel: 2 VHF... AP: 15 Kw... VP: 28 Kw.  
Owned-Oper. By... Hyland Radio-TV, Ltd.  
Business Address... 119 East Street  
News Service... CP  
Representatives... All-Canada TV; Weed  
Membership... CARTB  
President... Mrs. J. G. Hyland  
Gen., Sta. Mgr... R. H. Ramsay  
Commercial Mgr... E. W. Plouffe  
Program Director... John Meadows  
Film Manager... Beverly Gay  
Chief Engineer... Dave Irwin

**CJLH-TV—Lethbridge—1955  
CBC**

Channel: 7 VHF... AP: 85.5 Kw... VP: 171 Kw.  
Owned-Oper. By... Lethbridge TV, Ltd.  
Business Address... Lethbridge  
Representatives... All-Canada TV; Weed  
Membership... CARTB  
President... H. Buchanan  
Managing Director... N. Botterill  
Commercial Mgr... L. Crittenden  
Program Director... R. Ranson  
Promotion Dir... G. Skelton  
Technical Dir... V. Reed

**CJON-TV—St. John's—1955  
CBC-ABC-CBS-NBC**

Channel: 6 VHF... AP: 11 Kw... VP: 21 Kw.  
Owned-Oper... Newfoundland Bcstg. Co., Ltd.  
Business Address... Prince of Whales Street  
News Service... AP  
Representatives... All-Canada TV; Weed  
Membership... CARTB  
President... Geoff Stirling  
General Mgr... Don Jamieson  
Commercial Mgr... Jack Baird  
Program Director... Colin Jamieson  
Promotion Dir... Miss Mary Myler  
Publicity Dir... Miss Emilie Davis  
Film Manager... Reg Powell  
Chief Engineer... Oscar Herlihey

**CKCK-TV—Regina—1954  
CBS**

Channel: 2 VHF... AP: 53 Kw... VP: 100 Kw.  
Owned By... Transcanada  
Address... Leader Post Building  
Membership... CARTB



Newspaper Affil. .... Leader Post  
 Sales Rep. .... Weed, All-Canada TV  
 President ..... Clifford Sifton  
 Gen., Sta. Mgr. .... H. A. Crittenden  
 Comm. Manager ..... Lloyd Westmoreland  
 Prog. Dir., Film Mgr. .... Larry Glover  
 Promotion Director ..... William Rees  
 Chief Engineer ..... E. A. Strong

**CKCO-TV—Kitchener—1953**  
**CBC**

Channel: 13 VHF... AP: 26.5 Kw... VP: 58  
 Owned By ..... Central Ontario TV, Ltd.  
 Address ..... 864 King St. W.  
 News Service ..... AP, UP  
 Sales Rep. .... Hardy; Hunt; Weed  
 Membership ..... CARTB  
 President ..... Carl Pollock  
 General Manager ..... Eugene E. Fitzgibbons  
 Station Manager ..... W. D. McGregor  
 Commercial Manager ..... Bill Whiting  
 Program Manager ..... Don Martz  
 Pub. Director ..... Neil McDonald  
 Production Manager ..... Bruce Lawson  
 Film Manager ..... Errol C. Kelley  
 Chief Engineer ..... Alexander G. Day

**CKCW-TV—Moncton—1954**  
**CBC**

Channel: 2 VHF... AP: 15 Kw... VP: 25 Kw.  
 Owned-Oper. By ..... Moncton Bcstg., Ltd.  
 Address ..... Box 1220  
 Reprs. .... Canadian Sta. Reprs.; Stovin  
 General Manager ..... F. A. Lynds  
 Production Mgr. .... H. Button  
 Commercial Mgr. .... Keith Chase..

**CKGN-TV—North Bay—1955**  
**CBC**

Channel: 10 VHF... AP: 25.75 Kw... VP: 51.5 Kw.  
 Owned-Oper. By ..... Tel-Ad Co.  
 Address ..... P. O. Box 630  
 News Service ..... CP  
 Representative, Mulvihill Ltd., Hunt & Assoc.  
 Membership ..... CARTB  
 President ..... Gerald A. Alger  
 General Manager ..... Cecil H. Hewitt  
 Commercial Mgr. .... Fred Noon  
 Program Director ..... Bill Hart  
 Chief Engineer ..... David Mee

**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 ..... Carling Terrace  
 Representative, All-Canada TV, Adcm Young  
 Membership ..... CARTB  
 Pres., Gen., Sta. Mgr. .... W. T. Cruickshank  
 Comm. Manager ..... C. R. Hamilton  
 Program Director ..... Don Hildebrand  
 Prom., Pub. Dir. .... Miss S. J. Beatie

Film Mgr. .... Harold Swatridge  
 Chief Engineer ..... Scott Reid

**CKRS-TV—Jonquiere—1955**  
**CBC**

Channel: 12 VHF... AP: 21 Kw... VP: 42 Kw.  
 Owned-Oper. By ..... Radio Saguenay Limited  
 Business Address ..... Sir Willfred Laurier St.  
 Reprs. .... Hardy; Hunt; Adam Young  
 Membership ..... NARTB  
 President ..... Henri Lepage  
 General Mgr. .... Tom Burham  
 Station Mgr. .... Paul J. Audette  
 Commercial Mgr. .... Larry Taillefer  
 Program Director ..... Odette Arseneau  
 Film Manager ..... Eugene Michaud  
 Chief Engineer ..... Gerard Lemieux

**CKVR-TV—Barrie—1955**

Channel: 3 VHF... AP: 7 Kw... VP: 14 Kw.  
 Owned-Oper. By ..... Ralph Snelgrove TV Ltd.  
 Address ..... P. O. Box 69  
 Representatives ..... Mulvihill & Co. Ltd.,  
 Hunt & Assoc. Canadian Reprs.  
 Pres., Gen. Manager ..... Ralph T. Snelgrove  
 Sales & Prom. Manager ..... Charles Tierney  
 Chief Engineer ..... Jack Mattenley

**CKSO-TV—Sudbury—1953**  
**CBC**

Channel: 5 VHF... AP: 1.2 Kw... VP: 2 Kw.  
 Owned By ..... CKSO Radio, Ltd.  
 Address ..... Box 400  
 Representatives ..... Weed; All-Canada TV  
 President ..... George M. Miller  
 General Manager ..... W. J. Woodill  
 Chief Engineer ..... James McRae

**CKWS-TV—Kingston—1954**  
**CBC**

Channel: 11 VHF... AP: 154 Kw... VP: 257 Kw.  
 Owned By ..... Frontenac Bcstg. Co. Ltd.  
 Address ..... 170 Queen St.  
 Sales Rep. .... Weed; All-Canada TV  
 President ..... W. R. Davies  
 Manager ..... R. W. Hofstetter  
 Vice Pres. .... R. H. Thompson  
 Comm. Mgr. .... Harry Edgar  
 Chief Engineer ..... Bert Cobb

**CKX-TV—Brandon—CBC**  
**1955**

Channel: 5 VHF... AP: 9.65 Kw... VP: 19.3 Kw.  
 Owned By ..... Western Manitoba Bcstrs. Ltd.  
 Address ..... 2940 Victoria Ave.  
 Sales Representative ..... All-Canada TV, Weed  
 Membership ..... CARTB  
 Pres., Gen. Mgr. .... John B. Craig  
 Exec. Ass't, Sta. Mgr. .... Eric Davies  
 Comm. Manager ..... Archie Olson  
 Program Director ..... Douglas A. Lee  
 Chief Engineer ..... A. M. Gomez



# Estimated 1956 Expenditures Of Top 200 National And Regional Spot Television Advertisers

| Advertiser                      | Expenditure<br>Estimated |
|---------------------------------|--------------------------|
| 1. Procter & Gamble Co.         | \$17,522,500             |
| 2. Brown & Williamson Tob. Co.  | 11,288,600               |
| 3. General Foods Corp.          | 9,415,900                |
| 4. Sterling Drug, Inc.          | 8,823,300                |
| 5. Morris, Philip, & Co.        | 7,369,400                |
| 6. Colgate-Palmolive Co.        | 7,311,700                |
| 7. Warner-Lambert Pharma. Co.   | 5,820,100                |
| 8. Continental Baking Co.       | 5,732,500                |
| 9. National Biscuit Co.         | 5,536,500                |
| 10. Miles Laboratories, Inc.    | 5,354,700                |
| 11. Kellogg Company             | 4,810,500                |
| 12. Carter Products, Inc.       | 4,535,200                |
| 13. Lever Brothers Co.          | 4,535,000                |
| 14. Hall, Robert, Clothes       | 4,150,500                |
| 15. Liggett & Myers Tobacco Co. | 4,400,900                |
| 16. Bulova Watch Co.            | 4,298,700                |
| 17. American Tel. & Tel. Co.    | 3,801,000                |
| 18. Coca-Cola Co./Bottlers      | 3,697,500                |
| 19. General Motors Corp.        | 3,186,800                |
| 20. Ford Motor Co.              | 3,332,600                |
| 21. Factor, Max, & Co.          | 3,181,700                |
| 22. Corn Products Refining Co.  | 2,849,400                |
| 23. Seager, Helaine, Co.        | 2,781,000                |
| 24. Antell, Charles, Inc.       | 2,774,200                |
| 25. Nestle Co., Inc.            | 2,371,900                |
| 26. Ritchie, Harold F., Inc.    | 2,341,700                |
| 27. Eso Standard Oil Co.        | 2,192,000                |
| 28. Lorillard, P., & Co.        | 2,118,600                |
| 29. Shell Oil Co.               | 2,003,200                |
| 30. Pepsi Cola Co./Bottlers     | 1,993,000                |
| 31. Florida Citrus Commission   | 1,972,500                |
| 32. American Home Products      | 1,955,900                |
| 33. Pabst Brewing Co.           | 1,962,600                |
| 34. Reynolds, R. J., Tob. Co.   | 1,952,800                |
| 35. Minute Maid Corp.           | 1,939,000                |
| 36. Block Drug Co.              | 1,937,800                |
| 37. Chrysler Corp.              | 1,914,200                |
| 38. Ballantine, P., & Sons      | 1,852,300                |
| 39. Revlon, Inc.                | 1,817,900                |
| 40. Northern Paper Mills        | 1,789,700                |
| 41. Gillette Co.                | 1,782,900                |
| 42. Grove Laboratories, Inc.    | 1,696,100                |
| 43. Folger, J. A., Co.          | 1,627,100                |
| 44. Nehi Corp./Bottlers         | 1,614,200                |
| 45. Peter Paul, Inc.            | 1,516,800                |
| 46. Anheuser-Busch, Inc.        | 1,534,700                |
| 47. Standard Brands, Inc.       | 1,512,800                |
| 48. Wesson Oil & Snow Drift     | 1,498,000                |
| 49. Piel Bros., Inc.            | 1,485,300                |
| 50. Borden Co.                  | 1,183,530                |

| Advertiser                       | Estimated<br>Expenditure |
|----------------------------------|--------------------------|
| 51. American Chicle Co.          | 1,480,400                |
| 52. Chesebrough-Ponds, Inc.      | 1,425,400                |
| 53. Radio Corp. of America       | 1,107,100                |
| 54. Carling Brewing Co., Inc.    | 1,348,900                |
| 55. Food Mfgs., Inc.             | 1,344,600                |
| 56. Heinz, H. J., Co.            | 1,334,300                |
| 57. International Latex Corp.    | 1,323,000                |
| 58. Better Living Enterprises    | 1,312,400                |
| 59. Hamm, Theo., Brewing Co.     | 1,309,100                |
| 60. Avon Products, Inc.          | 1,307,700                |
| 61. Benrus Watch Co.             | 1,291,100                |
| 62. Standard Oil Co. of Ind.     | 1,217,200                |
| 63. National Dairy Prod. Corp.   | 1,246,500                |
| 64. Socony Mobil Oil Co., Inc.   | 1,228,700                |
| 65. Falstaff Brewing Corp.       | 1,224,400                |
| 66. Associated Products, Inc.    | 1,223,000                |
| 67. Beech-Nut Life Savers, Inc.  | 1,219,600                |
| 68. American Tobacco Co.         | 1,206,300                |
| 69. Seven-Up Co./Bottlers        | 1,201,500                |
| 70. Campbell Soup Co.            | 1,196,300                |
| 71. Carnation Co.                | 1,154,300                |
| 72. Ralston-Purina Co.           | 1,143,800                |
| 73. Simmons Co./Dealers          | 1,140,000                |
| 74. Gallo, E. & J. Winery        | 1,130,800                |
| 75. Pharmaceuticals, Inc.        | 1,108,600                |
| 76. Pacific Coast Borax Co.      | 1,097,900                |
| 77. Swift & Co.                  | 1,091,900                |
| 78. Hills Bros. Coffee, Inc.     | 1,077,400                |
| 79. Top Value Enterprises        | 1,041,500                |
| 80. General Electric Co.         | 1,039,800                |
| 81. Salada Tea Co., Inc.         | 1,006,600                |
| 82. Wrigley, William, Jr., Co.   | 999,100                  |
| 83. Kimberly-Clark Corp.         | 996,700                  |
| 84. Lipton, Thomas J., Inc.      | 993,500                  |
| 85. Safeway Stores, Inc.         | 978,400                  |
| 86. Tea Council of U. S. A., The | 965,700                  |
| 87. DuPont, E. I. de Nemours     | 942,200                  |
| 88. Stokely-Van Camp, Inc.       | 916,300                  |
| 89. Best Foods, Inc.             | 914,600                  |
| 90. Great A & P Tea Co.          | 902,800                  |
| 91. Wildroot Co., Inc.           | 893,300                  |
| 92. Glamorene, Inc.              | 892,000                  |
| 93. Armour & Co.                 | 877,400                  |
| 94. Bristol-Myers Co.            | 861,000                  |
| 95. M. J. B. Co.                 | 848,600                  |
| 96. Ward Baking Co.              | 818,200                  |
| 97. Tefon Distributors, Inc.     | 822,000                  |
| 98. Sunshine Biscuit Co.         | 810,100                  |
| 99. Adell Chemical Co.           | 807,600                  |
| 100. American Bakeries Co.       | 797,300                  |

# Estimated 1956 Expenditures Of Top 200 National And Regional Spot Television Advertisers

| Advertiser                            | Estimated<br>Expenditure | Advertiser                                | Estimated<br>Expenditure |
|---------------------------------------|--------------------------|-------------------------------------------|--------------------------|
| 101. Sealy Mattress Co./Dir. ....     | \$795,700                | 151. Gold Seal Co. ....                   | 535,500                  |
| 102. Rath Packing Co. ....            | 790,600                  | 152. Columbia Broadcasting Syst. ....     | 528,600                  |
| 103. Plough, Inc. ....                | 778,400                  | 153. General Baking Co. ....              | 526,500                  |
| 104. Republican Party ....            | 774,100                  | 154. U. S. Tobacco Co. ....               | 524,400                  |
| 105. Dormin, Inc. ....                | 762,700                  | 155. Welch Grape Juice Co., Inc., The ... | 523,300                  |
| 106. Reily, Wm. B. & Co., Inc. ....   | 758,700                  | 156. National Presto Industries ...       | 522,500                  |
| 107. Proctor Electric Co. ....        | 755,400                  | 157. B. C. Remedy Co. ....                | 514,500                  |
| 108. Readers Digest Assoc., Inc. .... | 745,000                  | 158. Duquesne Brewing Co. ....            | 512,800                  |
| 109. Kayco Mfg. Co. ....              | 721,500                  | 159. Foremost Dairies, Inc. ....          | 510,500                  |
| 110. Sardeau, Inc. ....               | 717,800                  | 160. Walgreen Co. ....                    | 508,600                  |
| 111. Pepper, Dr., Co./Bottlers. ....  | 716,800                  | 161. Continental Oil Co. ....             | 507,900                  |
| 112. Cream of Wheat Corp. ....        | 707,800                  | 162. Monarch Wine Co., Inc. ....          | 505,900                  |
| 113. Langendorf United Bakeries ...   | 700,700                  | 163. Armstrong Rubber Co., The ...        | 504,100                  |
| 114. Duncan Coffee Co. ....           | 700,200                  | 164. Household Finance Corp. ....         | 503,500                  |
| 115. National Brewing Co. ....        | 692,200                  | 165. Petri Wine Company ...               | 497,300                  |
| 116. Pillsbury Mills, Inc. ....       | 692,200                  | 166. Drackett Co., The ...                | 493,900                  |
| 117. Viek Chemical Co. ....           | 691,500                  | 167. Ruppert, Jacob, Brewery ...          | 489,400                  |
| 118. Babbitt, B. T., Inc. ....        | 688,100                  | 168. Avocet Co. ....                      | 478,300                  |
| 119. Lucky Lager Brewing Co. ....     | 680,600                  | 169. Standard Oil Co. of Calif. ....      | 474,400                  |
| 120. Kroger Co. ....                  | 678,200                  | 170. Assoc. Hospital Service ...          | 573,000                  |
| 121. Clorox Chemical Co. ....         | 675,700                  | 171. Gunther Brewing Co., Inc. ....       | 464,600                  |
| 122. Sinclair Refining Co. ....       | 675,500                  | 172. Bank of America ...                  | 462,100                  |
| 123. General Mills, Inc. ....         | 669,000                  | 173. Rev. Oral Roberts ...                | 460,800                  |
| 124. Paxton & Gallagher Co. ....      | 665,800                  | 174. Coty, Inc. ....                      | 458,600                  |
| 125. San Francisco Brewing Corp. ...  | 663,100                  | 175. LaRosa, V., & Sons, Inc. ....        | 455,700                  |
| 126. Liebmann Breweries, Inc. ....    | 660,400                  | 176. Democratic Party ...                 | 453,300                  |
| 127. Lewis Food Co. ....              | 657,100                  | 177. G. H. P. Cigar Co., Inc. ....        | 435,800                  |
| 128. Studebaker-Packard Corp. ....    | 653,200                  | 178. Lone Star Brewing Co. ....           | 432,400                  |
| 129. Schaefer, F. & M., Brewing ...   | 618,000                  | 179. International Salt Company ...       | 430,900                  |
| 130. Greyhound Corp. ....             | 639,500                  | 180. Quality Bakers of America ...        | 424,300                  |
| 131. Schlitz, Jos. E. Brewing ...     | 638,400                  | 181. Frito Company ...                    | 424,200                  |
| 132. Phillips Petroleum Co. ....      | 624,400                  | 181. Holsum Baking/Bakeries ...           | 422,500                  |
| 133. Buitoni Products, Inc. ....      | 622,500                  | 183. Hudson Pulp & Paper Corp. ...        | 419,500                  |
| 134. Quaker Oats Co. ....             | 619,200                  | 181. Regal Pale Brewing Co. ....          | 412,600                  |
| 135. Drewrys, Ltd. ....               | 607,000                  | 185. Libby, McNeil & Libby ...            | 412,400                  |
| 136. Mennen Co., The. ....            | 595,500                  | 186. Montgomery Ward & Co. ....           | 410,100                  |
| 137. Wiedemann, Geo., Brewing ...     | 594,100                  | 187. American Stores Co. ....             | 409,200                  |
| 138. Heilman, G., Brewing Co. ....    | 585,400                  | 188. Leeming, Thomas, & Co., Inc. ...     | 408,500                  |
| 139. General Cigar Co. ....           | 584,300                  | 189. Whitman, Stephen F., & Son ...       | 403,200                  |
| 140. McLaughlin, W. F., & Co. ....    | 580,900                  | 190. International Milling Co. ....       | 402,600                  |
| 141. Duffy-Mott Co., Inc. ....        | 572,200                  | 191. Pharma-Craft Corp., Inc. ....        | 401,300                  |
| 142. Mayer, Oscar, & Co. ....         | 567,400                  | 192. Stroh Brewing Co. ....               | 401,300                  |
| 143. Jackson Brewing Co. ....         | 566,700                  | 193. Slenderella Internat. Salons ...     | 399,200                  |
| 144. Blue Plate Foods, Inc. ....      | 566,300                  | 194. Grant Company ...                    | 397,100                  |
| 145. Grocery Store Prods. Co. ....    | 564,600                  | 195. General Tire & Rubber Co. ...        | 395,900                  |
| 146. Emerson Drug Co. ....            | 562,700                  | 196. Clinton Merchandising Corp. ...      | 383,400                  |
| 147. Mars, Inc. ....                  | 555,700                  | 197. Brown Shoe Co., Inc. ....            | 383,100                  |
| 148. Richfield Oil Corp. ....         | 513,000                  | 198. Pan-Am Southern Corp. ....           | 381,800                  |
| 149. Standard Oil Co. of Ohio ...     | 537,500                  | 199. Baird's Mrs., Bakeries, Inc. ...     | 379,000                  |
| 150. Simontz Co. ....                 | 537,200                  | 200. Frontier Foods Corp. ....            | 378,200                  |

# NBC - TV ADVERTISERS' BILLINGS, 1955

Source: House Anti-trust Sub-committee Hearings

| Advertiser & Program           | Total for 1955 Gross Time | Amount of Discount % | Total Net Time | Advertiser & Program          | Total for 1955 Gross Time | Amount of Discount % | Total Net Time |
|--------------------------------|---------------------------|----------------------|----------------|-------------------------------|---------------------------|----------------------|----------------|
| <b>Aluminum Co. of America</b> |                           |                      |                | <b>Campbell Soup Co.</b>      |                           |                      |                |
| Aleoa Hour                     | \$ 482,883                | 9                    | \$ 439,924     | Dear Phoebe                   | 822,426                   | 7                    | 764,856        |
| Ding Dong School               | 8,187                     | 15                   | 6,959          | Howdy Doody                   | 178,441                   | 18                   | 146,322        |
| Feather Your Nest              | 6,815                     | 15                   | 5,793          | Pinky Lee                     | 31,682                    | 20                   | 25,346         |
| Matinee                        | 7,769                     | 15                   | 6,604          | Star Stage                    | 410,703                   | 6                    | 386,061        |
| Tennessee Ernie Ford           | 7,081                     | 15                   | 6,019          | Today—Home—Tonight            | 31,682                    | 0                    | 31,682         |
| World of Mr. Sweeney           | 7,525                     | 15                   | 6,396          | <b>Chesebrough-Ponds</b>      |                           |                      |                |
| Today—Home—Tonight             | 378,065                   | 17 1/2               | 311,904        | Cotton Bowl Game              | 23,743                    | 0                    | 23,743         |
| <b>American Doll Co.</b>       |                           |                      |                | Star Stage                    | 331,946                   | 6                    | 312,029        |
| Pinky Lee                      | 65,595                    | 20                   | 52,476         | Today—Home—Tonight            | 43,511                    | 0                    | 43,511         |
| <b>American Chicle Co.</b>     |                           |                      |                | <b>Chrysler Div.</b>          |                           |                      |                |
| Caesar's Hour                  | 985,959                   | 7 1/2                | 912,012        | It's a Great Life             | 2,123,111                 | 15                   | 1,804,644      |
| Summer Theatre                 | 194,340                   | 25                   | 145,755        | Shrine Game                   | 149,100                   | 0                    | 149,100        |
| Victor Borge Show              | 35,106                    | 0                    | 35,106         | Today—Home—Tonight            | 9,713                     | 0                    | 9,713          |
| Zoo Parade                     | 374,691                   | 0                    | 374,691        | <b>DeSoto Div.</b>            |                           |                      |                |
| <b>American Home Products</b>  |                           |                      |                | You Bet Your Life             | 2,759,016                 | 25                   | 2,069,262      |
| Midwestern Hayride             | 133,545                   | 23                   | 102,830        | Today—Home—Tonight            | 4,819                     | 0                    | 4,819          |
| Today—Home—Tonight             | 250,726                   | 20                   | 200,581        | <b>Dodge Brothers Div.</b>    |                           |                      |                |
| G. Washington Coffee (Home)    |                           |                      |                | Nat'l Open Golf Championship  | 72,549                    | 15                   | 61,667         |
| Today—Home—Tonight             | 90,336                    | 10                   | 81,302         | <b>Plymouth Div.</b>          |                           |                      |                |
| <b>American Tobacco Co.</b>    |                           |                      |                | Plymouth News Caravan         | 2,718,393                 | 23                   | 2,093,163      |
| Best in Mystery                | 89,982                    | 16                   | 75,585         | <b>Cluett Peabody</b>         |                           |                      |                |
| The Big Story                  | 1,101,091                 | 20                   | 880,873        | Today—Home—Tonight            | 210,948                   | 17 1/2               | 174,032        |
| Your Hit Parade                | 1,048,946                 | 20                   | 839,157        | <b>Coca Cola Inc.</b>         |                           |                      |                |
| Justice                        | 447,773                   | 10                   | 402,996        | Coke Line                     | 2,551,241                 | 11                   | 2,270,604      |
| Robert Montgomery              | 967,903                   | 18                   | 793,680        | <b>Colgate Palmolive Co.</b>  |                           |                      |                |
| Your Play Time                 | 317,975                   | 16                   | 267,099        | Comedy Hour                   | 1,434,553                 | 25                   | 1,075,915      |
| <b>American Viscose</b>        |                           |                      |                | Colgate Variety Hour          | 1,956,295                 | 20                   | 1,565,036      |
| Today—Home—Tonight             | 69,610                    | 10                   | 62,676         | Ding Dong School              | 298,317                   | 25                   | 156,238        |
| <b>Charles Antell Inc.</b>     |                           |                      |                | Feather Your Nest             | 1,132,571                 | 22 1/2               | 877,743        |
| Easter in New York             | 18,405                    | 0                    | 18,405         | Howdy Doody                   | 984,250                   | 29                   | 698,818        |
| TV Academy Awards              | 17,336                    | 0                    | 17,336         | Modern Romances               | 1,784,306                 | 22 1/2               | 1,382,837      |
| Hollywoods Best                | 83,535                    | 25                   | 62,651         | <b>Continental Baking Co.</b> |                           |                      |                |
| Search For Beauty              | 775,770                   | 33                   | 519,766        | Howdy Doody                   | 965,189                   | 21                   | 762,499        |
| Ted Mack Matinee               | 73,356                    | 33                   | 49,149         | <b>Crowell-Collier</b>        |                           |                      |                |
| Today—Home—Tonight             | 40,688                    | 0                    | 40,688         | Today—Home—Tonight            | 85,446                    | 12 1/2               | 74,765         |
| <b>Armstrong Cork Co.</b>      |                           |                      |                | <b>Cudahy Packing Co.</b>     |                           |                      |                |
| Circle Theatre                 | 1,370,020                 | 7                    | 1,274,119      | Today—Home—Tonight            | 322,516                   | 17 1/2               | 266,076        |
| <b>Associated Products</b>     |                           |                      |                | <b>Helene Curtis</b>          |                           |                      |                |
| Arthur Murray Party            | 299,975                   | 25                   | 224,981        | Caesar's Hour                 | 242,163                   | 0                    | 242,163        |
| Tony Martin                    | 477,233                   | 0                    | 477,233        | Today—Home—Tonight            | 270,979                   | 20                   | 216,783        |
| <b>Atlantis Sales Corp.</b>    |                           |                      |                | <b>Dow Chemical Co.</b>       |                           |                      |                |
| Howdy Doody                    | 114,328                   | 20                   | 91,462         | NCAA Football Scoreboard      | 155,461                   | 0                    | 155,461        |
| Pinky Lee                      | 31,466                    | 20                   | 25,173         | Medic                         | 1,473,825                 | 10                   | 1,326,443      |
| World of Mr. Sweeney           | 273,002                   | 5                    | 259,352        | Today—Home—Tonight            | 433,968                   | 17 1/2               | 358,024        |
| Today—Home—Tonight             | 71,280                    | 0                    | 71,280         | <b>Eastman Kodak Co.</b>      |                           |                      |                |
| <b>Avco Mfg. Co.</b>           |                           |                      |                | Kodak Request Performance     | 1,010,300                 | 16                   | 848,652        |
| Midwest Hayride                | 365,026                   | 22                   | 284,720        | Norby                         | 425,977                   | 16                   | 357,821        |
| NCAA Football                  | 314,766                   | 0                    | 314,766        | Screen Directors Playhouse    | 533,925                   | 16                   | 448,497        |
| Today—Home—Tonight             | 50,965                    | 0                    | 50,965         | <b>Ford Motor Co.</b>         |                           |                      |                |
| <b>Hazel Bishop</b>            |                           |                      |                | Ford Theatre                  | 2,621,434                 | 16                   | 2,202,005      |
| Dumpling Show                  | 458,691                   | 25                   | 344,018        | Producers Showcase            | 763,664                   | 3                    | 740,754        |
| Place The Pace                 | 524,671                   | 25                   | 393,503        | <b>General Dynamics Corp.</b> |                           |                      |                |
| Raye—Berle                     | 391,388                   | 13                   | 340,508        | Youth Wants to Know           | 135,140                   | 5                    | 128,383        |
| Color Spread                   | 235,040                   | 0                    | 235,040        | <b>General Electric Co.</b>   |                           |                      |                |
| This Is Your Life              | 1,117,945                 | 7                    | 1,039,689      | Dear Phoebe                   | 497,838                   | 6                    | 467,968        |
| <b>Bissel Carpet Co.</b>       |                           |                      |                | I Married Joan                | 602,163                   | 6                    | 566,033        |
| Today—Home—Tonight             | 487,173                   | 20                   | 389,738        | New Years Eve Times Sq.       | 12,088                    | 0                    | 12,088         |
| <b>Borden Co.</b>              |                           |                      |                | Medic                         | 275,468                   | 0                    | 275,468        |
| A Date With Life               | 400,030                   | 24                   | 304,023        | Today—Home—Tonight            | 164,669                   | 10                   | 148,202        |
| Justice                        | 918,268                   | 24                   | 697,884        | <b>California Packing Co.</b> |                           |                      |                |
| Make The Connection            | 497,438                   | 24                   | 378,053        | Today—Home—Tonight            | 381,880                   | 17 1/2               | 315,051        |
| People's Choice                | 509,545                   | 24                   | 387,254        |                               |                           |                      |                |
| Way Of The World               | 1,369,450                 | 24                   | 1,040,782      |                               |                           |                      |                |



| Advertiser & Program                  | Total for 1955 Gross Time | Amount of Discount % | Total Net Time | Advertiser & Program                          | Total for 1955 Gross Time | Amount of Discount % | Total Net Time |
|---------------------------------------|---------------------------|----------------------|----------------|-----------------------------------------------|---------------------------|----------------------|----------------|
| <b>General Foods Corp.</b>            |                           |                      |                | <b>Hallmark Cards Inc.</b>                    |                           |                      |                |
| Bob Hope Show                         | 409,466                   | 13                   | 356,235        | Hallmark Hall of Fame                         | 1,076,118                 | 4                    | 1,033,073      |
| Caesar's Hour                         | 78,357                    | 0                    | 78,357         |                                               |                           |                      |                |
| Commando Cody                         | 269,317                   | 20                   | 215,454        | <b>Hartz Mountain Products</b>                |                           |                      |                |
| Fury                                  | 256,565                   | 20                   | 205,252        | Captain Hartz & His Pets                      | 232,374                   | 5                    | 220,755        |
| Pinky Lee                             | 135,585                   | 17 1/2               | 111,858        |                                               |                           |                      |                |
| Roy Rogers                            | 2,227,459                 | 18                   | 1,826,516      | <b>H. J. Heinz Co.</b>                        |                           |                      |                |
| Roy Rogers Champ. Rodeo               | 79,870                    | 13                   | 69,487         | Captain Gallant                               | 1,510,577                 | 16                   | 1,268,885      |
| Today—Home—Tonight                    | 288,237                   | 17 1/2               | 237,796        | Today—Home—Tonight                            | 289,349                   | 20                   | 231,479        |
|                                       |                           |                      |                |                                               |                           |                      |                |
| <b>General Mills Corp.</b>            |                           |                      |                | <b>International Cellucotton Products Co.</b> |                           |                      |                |
| Ding Dong School                      | 313,960                   | 5                    | 298,262        | Cameo Theatre                                 | 205,566                   | 25                   | 154,175        |
|                                       |                           |                      |                | Kleenee Summer Theatre                        | 187,427                   | 25                   | 140,570        |
| <b>General Motors Corp.</b>           |                           |                      |                | Midwestern Hayride                            | 229,883                   | 25                   | 172,412        |
| <b>A. C. Spark Plug Div. (GM)</b>     |                           |                      |                | Perry Como Show                               | 233,779                   | 0                    | 233,779        |
| Big Town                              | 827,137                   | 13                   | 719,609        |                                               |                           |                      |                |
| General Motors Motorama               | 78,450                    | 15                   | 66,683         | <b>International Show Co.</b>                 |                           |                      |                |
| Wide Wide World                       | 85,153                    | 15                   | 72,380         | Ding Dong School                              | 63,565                    | 0                    | 63,565         |
|                                       |                           |                      |                | Howdy Doody                                   | 121,675                   | 0                    | 121,675        |
| <b>Buick Motors Div. (GM)</b>         |                           |                      |                | Pinky Lee                                     | 149,241                   | 6                    | 140,287        |
| Milton Berle                          | 1,046,864                 | 15                   | 889,834        | Today—Home—Tonight                            | 19,643                    | 0                    | 19,643         |
| Nat'l Football League                 |                           |                      |                |                                               |                           |                      |                |
| Championship                          | 56,689                    | 0                    | 56,689         | <b>Andrew Jergens Co.</b>                     |                           |                      |                |
| Color Spread                          | 25,208                    | 0                    | 25,208         | First Love                                    | 1,245,001                 | 23                   | 958,651        |
| Today—Home—Tonight                    | 42,924                    | 0                    | 42,924         |                                               |                           |                      |                |
| <b>Cadillac Motor Div. (GM)</b>       |                           |                      |                | <b>S. C. Johnson &amp; Sons</b>               |                           |                      |                |
| Today—Home—Tonight                    | 22,426                    | 0                    | 22,426         | Robt. Montgomery Presents                     | 1,967,793                 | 8                    | 1,810,370      |
|                                       |                           |                      |                |                                               |                           |                      |                |
| <b>Chevrolet Motor Div. (GM)</b>      |                           |                      |                | <b>Johnson &amp; Johnson</b>                  |                           |                      |                |
| The Chevy Show                        | 465,627                   | 14                   | 400,439        | Ding Dong School                              | 67,040                    | 0                    | 67,040         |
| Dinah Shore Show                      | 2,436,224                 | 14                   | 2,095,153      | Imogene Cueva Show                            | 187,454                   | 0                    | 187,454        |
| Today—Home—Tonight                    | 4,819                     | 0                    | 4,819          | Pinky Lee                                     | 73,042                    | 0                    | 73,042         |
|                                       |                           |                      |                | Musical Chairs                                | 88,992                    | 0                    | 88,992         |
| <b>Pontiac Motors (GM)</b>            |                           |                      |                | Ted Mack Matinee                              | 55,395                    | 0                    | 55,395         |
| Pontiac Playwrights                   | 554,748                   | 15                   | 471,536        | Tennessee Ernie                               | 119,020                   | 0                    | 119,020        |
|                                       |                           |                      |                | World of Mr. Sweeney                          | 60,243                    | 0                    | 60,243         |
| <b>Guide Lamp (GM)</b>                |                           |                      |                | Today—Home—Tonight                            | 162,382                   | 10                   | 146,144        |
| Wide Wide World                       | 85,764                    | 15                   | 72,899         |                                               |                           |                      |                |
|                                       |                           |                      |                | <b>Kellogg Co.</b>                            |                           |                      |                |
| <b>Oldsmobile Div. (GM)</b>           |                           |                      |                | Howdy Doody                                   | 424,088                   | 15                   | 368,975        |
| Academy Award Presentation            | 113,369                   | 14                   | 97,497         |                                               |                           |                      |                |
| Pat'l Perry—Perry Como                | 34,472                    | 15                   | 29,301         | <b>Kendall Co. (Bauer &amp; Black)</b>        |                           |                      |                |
| Max Liebman Presents                  | 1,545,927                 | 0                    | 1,545,927      | Today—Home—Tonight                            | 181,724                   | 10                   | 163,552        |
| Today—Home—Tonight                    | 5,464                     | 0                    | 5,464          |                                               |                           |                      |                |
|                                       |                           |                      |                | <b>Kraft Foods Co.</b>                        |                           |                      |                |
| <b>Pontiac Div. (GM)</b>              |                           |                      |                | Kraft Theatre                                 | 3,655,710                 | 19                   | 2,961,125      |
| Jack Carson Show                      | 233,685                   | 13                   | 203,306        | Tom Corbett Space Cadet                       | 543,188                   | 13                   | 472,574        |
| Red Buttons                           | 598,339                   | 11                   | 532,522        |                                               |                           |                      |                |
| Wide Wide World                       | 103,896                   | 15                   | 88,312         | <b>Lever Brothers Co.</b>                     |                           |                      |                |
| Today—Home—Tonight                    | 45,527                    | 0                    | 45,527         | Big Town                                      | 811,883                   | 13                   | 706,338        |
|                                       |                           |                      |                | Lux Video Theatre                             | 3,881,050                 | 20                   | 3,104,840      |
| <b>General Time Corp.</b>             |                           |                      |                |                                               |                           |                      |                |
| Today—Home—Tonight                    | 132,708                   | 10                   | 119,437        | <b>Lewis Howe Co.</b>                         |                           |                      |                |
|                                       |                           |                      |                | Imogene Cueva Show                            | 289,125                   | 7 1/2                | 267,441        |
| <b>Gerber Products Co.</b>            |                           |                      |                | Musical Chairs                                | 134,968                   | 7 1/2                | 124,845        |
| Ding Dong School                      | 653,355                   | 12                   | 574,952        | 1955 Variety Show                             | 77,702                    | 0                    | 77,702         |
|                                       |                           |                      |                | Color Spread                                  | 50,566                    | 0                    | 50,566         |
| <b>Gillette Safety Razor Corp.</b>    |                           |                      |                |                                               |                           |                      |                |
| All Star Baseball                     | 100,396                   | 35                   | 65,257         | <b>Liggett &amp; Myers Tobacco Co.</b>        |                           |                      |                |
| Blue Grey Football Game               | 135,959                   | 35                   | 88,373         | Dragonet                                      | 2,707,323                 | 16                   | 2,274,151      |
| Calvaede of Sports                    | 2,979,145                 | 46                   | 1,608,738      | Matinee Theatre                               | 106,497                   | 12                   | 93,717         |
| Gillette Summer Sportreef             | 298,651                   | 45                   | 164,258        |                                               |                           |                      |                |
| Rose Bowl Football Game               | 210,878                   | 35                   | 137,071        | <b>P. Lorillard Co.</b>                       |                           |                      |                |
| 1955 World Series                     | 428,524                   | 35                   | 278,541        | Truth or Consequences                         | 2,267,423                 | 16                   | 1,904,635      |
| <b>Toni Co. (Gillette)</b>            |                           |                      |                |                                               |                           |                      |                |
| Arthur Murray Party                   | 305,994                   | 25                   | 229,496        | <b>Manhattan Soap Co.</b>                     |                           |                      |                |
| Dollar a Second                       | 354,801                   | 25                   | 266,101        | Ding Dong School                              | 667,340                   | 15                   | 567,239        |
| Jan Murray Time                       | 149,125                   | 25                   | 111,844        |                                               |                           |                      |                |
| Pinky Lee                             | 9,738                     | 20                   | 7,790          | <b>Johns Manville Corp.</b>                   |                           |                      |                |
| Tony Martin                           | 327,491                   | 24                   | 248,893        | Meet the Press                                | 576,293                   | 6                    | 541,715        |
| Perry Como                            | 154,200                   | 0                    | 154,200        |                                               |                           |                      |                |
| People Are Funny                      | 1,212,783                 | 20                   | 970,226        | <b>Maytag Co.</b>                             |                           |                      |                |
| So This Is Hollywood                  | 1,269,650                 | 24                   | 964,934        | Itay - Berle                                  | 80,995                    | 0                    | 80,995         |
| <b>Paper-Mate Co. (Gillette)</b>      |                           |                      |                | Color Spread                                  | 63,653                    | 0                    | 63,653         |
| People Are Funny                      | 1,139,853                 | 10                   | 1,025,868      | Today—Home—Tonight                            | 107,551                   | 15                   | 91,418         |
|                                       |                           |                      |                |                                               |                           |                      |                |
| <b>Glidden Co.</b>                    |                           |                      |                | <b>Mennen Co.</b>                             |                           |                      |                |
| Today—Home—Tonight                    | 191,252                   | 12 1/2               | 167,346        | Ding Dong School                              | 232,374                   | 5                    | 220,755        |
|                                       |                           |                      |                |                                               |                           |                      |                |
| <b>Goodyear Tire &amp; Rubber Co.</b> |                           |                      |                | <b>Miles Labs</b>                             |                           |                      |                |
| Goodyear Tv Playhouse                 | 2,082,162                 | 8                    | 1,915,589      | Ding Dong School                              | 335,146                   | 17                   | 278,171        |
| No Room At The Inn                    | 42,626                    | 6                    | 40,068         | Concerning Miss Marlowe                       | 132,985                   | 17                   | 110,378        |
|                                       |                           |                      |                | Modern Romances                               | 109,100                   | 17                   | 90,553         |
| <b>Grocery Store Products Co.</b>     |                           |                      |                | Tennessee Ernie Ford                          | 281,966                   | 17                   | 234,032        |
| Today—Home—Tonight                    | 128,166                   | 10                   | 115,619        | World of Mr. Sweeney                          | 289,067                   | 17                   | 239,926        |
|                                       |                           |                      |                |                                               |                           |                      |                |
| <b>Grove Labs</b>                     |                           |                      |                | <b>Gulf Oil Co.</b>                           |                           |                      |                |
| Today—Home—Tonight                    | 564,434                   | 20                   | 451,547        | Life of Riley                                 | 1,988,745                 | 16                   | 1,670,546      |
|                                       |                           |                      |                | NCAA Football                                 | 69,931                    | 0                    | 69,931         |

**NBC-TV ADVERTISERS' BILLINGS, 1955**

| Advertiser & Program                                                                                                                                                                                                                                                               | Total for 1955 Gross Time                                                                                                               | Amount of Discount %                                                     | Total Net Time                                                                                                                     |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|
| <b>Minnesota Mining &amp; Mfg. Co.</b><br>Today—Home—Tonight                                                                                                                                                                                                                       | 20,318                                                                                                                                  | 15                                                                       | 17,270                                                                                                                             |
| <b>Minute Maid Corp.</b><br>Tennessee Ernie Ford<br>Tournament of Roses Parade                                                                                                                                                                                                     | 57,300<br>57,952                                                                                                                        | 5<br>0                                                                   | 54,435<br>57,952                                                                                                                   |
| <b>Mobile Homes</b><br>Today—Home—Tonight                                                                                                                                                                                                                                          | 151,642                                                                                                                                 | 12½                                                                      | 132,687                                                                                                                            |
| <b>Morton Salt Co.</b><br>Today—Home—Tonight                                                                                                                                                                                                                                       | 182,739                                                                                                                                 | 10                                                                       | 164,465                                                                                                                            |
| <b>Musterole</b><br>Today—Home—Tonight                                                                                                                                                                                                                                             | 139,488                                                                                                                                 | 10                                                                       | 125,539                                                                                                                            |
| <b>Dromedary Co. (Nat'l Biscuit)</b><br>Tennessee Ernie Ford<br>World of Mr. Sweeney<br>Today—Home—Tonight                                                                                                                                                                         | 89,389<br>93,322<br>4,508                                                                                                               | 0<br>0<br>0                                                              | 89,389<br>93,322<br>4,508                                                                                                          |
| <b>Hills Brothers Co. (Nat'l Biscuit)</b><br>Today—Home—Tonight                                                                                                                                                                                                                    | 353,311                                                                                                                                 | 17½                                                                      | 291,482                                                                                                                            |
| <b>Northam &amp; Warren Corp.</b><br>Today—Home—Tonight                                                                                                                                                                                                                            | 252,528                                                                                                                                 | 15                                                                       | 214,649                                                                                                                            |
| <b>Evinrude Motors (Outboard M &amp; M)</b><br>Today—Home—Tonight                                                                                                                                                                                                                  | 86,982                                                                                                                                  | 12½                                                                      | 76,109                                                                                                                             |
| <b>Pan American Airways</b><br>Meet the Press                                                                                                                                                                                                                                      | 452,135                                                                                                                                 | 6                                                                        | 425,007                                                                                                                            |
| <b>Pan American Coffee Bureau</b><br>Today—Home—Tonight                                                                                                                                                                                                                            | 116,506                                                                                                                                 | 10                                                                       | 104,855                                                                                                                            |
| <b>Pepperell Mfg. Co.</b><br>Today—Home—Tonight                                                                                                                                                                                                                                    | 70,720                                                                                                                                  | 10                                                                       | 63,648                                                                                                                             |
| <b>Pfaff Sewing Machine Co.</b><br>Today—Home—Tonight                                                                                                                                                                                                                              | 198,549                                                                                                                                 | 12½                                                                      | 173,730                                                                                                                            |
| <b>Philco Corp.</b><br>Philco TV Playhouse                                                                                                                                                                                                                                         | 1,619,025                                                                                                                               | 8                                                                        | 1,489,503                                                                                                                          |
| <b>Polaroid Corp.</b><br>Today—Home—Tonight                                                                                                                                                                                                                                        | 223,357                                                                                                                                 | 12½                                                                      | 195,437                                                                                                                            |
| <b>Polk Miller</b><br>Today—Home—Tonight                                                                                                                                                                                                                                           | 155,704                                                                                                                                 | 10                                                                       | 140,134                                                                                                                            |
| <b>Frocter &amp; Gamble</b><br>Caesar's Hour<br>Cameo Theatre<br>Ding Dong School<br>Fireside Theatre<br>Golden Windows<br>It Pays To Be Married<br>Loretta Young<br>Matinee Theatre<br>Concerning Miss Marlowe<br>Tennessee Ernie Ford<br>This Is Your Life<br>Today—Home—Tonight | 118,195<br>199,650<br>102,345<br>1,882,856<br>281,165<br>720,075<br>2,142,410<br>330,731<br>725,541<br>1,228,677<br>1,178,080<br>14,740 | 0<br>25<br>25<br>25<br>25<br>25<br>46<br>25<br>32<br>25<br>48<br>25<br>0 | 118,195<br>149,738<br>76,759<br>1,412,142<br>210,874<br>388,841<br>1,606,808<br>224,897<br>544,156<br>638,912<br>883,560<br>14,740 |
| <b>Purex Corp.</b><br>Big Surprise                                                                                                                                                                                                                                                 | 261,830                                                                                                                                 | 6                                                                        | 246,120                                                                                                                            |
| <b>Radio Corp. of America</b><br>Milton Berle<br>Caesar's Hour<br>Producer's Showcase<br>Raye—Berle                                                                                                                                                                                | 152,597<br>602,899<br>787,979<br>152,575                                                                                                | 0<br>7½<br>3<br>0                                                        | 152,597<br>557,682<br>744,940<br>152,575                                                                                           |
| <b>Remington Rand</b><br>Caesar's Hour                                                                                                                                                                                                                                             | 328,441                                                                                                                                 | 7½                                                                       | 303,808                                                                                                                            |
| <b>R. J. Reynolds Tobacco Co.</b><br>Camel News Camera<br>Feather Your Nest<br>Bob Cummings Show<br>Sports Highlights 1955                                                                                                                                                         | 4,534,090<br>589,844<br>1,406,848<br>14,235                                                                                             | 25<br>25<br>25<br>25                                                     | 3,400,568<br>442,383<br>1,055,136<br>10,676                                                                                        |

| Advertiser & Program                                                                                                                      | Total for 1955 Gross Time                       | Amount of Discount %       | Total Net Time                                  |
|-------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|----------------------------|-------------------------------------------------|
| <b>Reynolds Metal Co.</b><br>Do It Yourself<br>Frontier<br>Mr. Peepers<br>Color Spread                                                    | 396,603<br>477,135<br>689,697<br>222,866        | 13½<br>13½<br>13½<br>0     | 343,062<br>412,722<br>596,588<br>222,866        |
| <b>Roto Broil</b><br>Today—Home—Tonight                                                                                                   | 245,985                                         | 12½                        | 215,237                                         |
| <b>Sawyers Inc.</b><br>Pinky Lee<br>Today—Home—Tonight                                                                                    | 55,723<br>23,907                                | 9<br>0                     | 50,708<br>23,907                                |
| <b>Scott Paper Co.</b><br>Father Knows Best<br>My Little Margie                                                                           | 733,872<br>1,295,438                            | 16<br>16                   | 616,452<br>1,088,168                            |
| <b>Serutan Co.</b><br>Juvenile Jury                                                                                                       | 217,282                                         | 6                          | 204,245                                         |
| <b>W. A. Shaeffer Pen Co.</b><br>Today—Home—Tonight                                                                                       | 246,974                                         | 12½                        | 216,102                                         |
| <b>Simoniz Co.</b><br>Best In Mystery<br>The Big Story<br>Today—Home—Tonight                                                              | 139,413<br>965,433<br>90,122                    | 6<br>6<br>0                | 131,048<br>907,507<br>90,122                    |
| <b>Speidel Corp.</b><br>The Big Surprise<br>Caesar's Hour<br>Today—Home—Tonight                                                           | 258,500<br>341,358<br>61,260                    | 6<br>0<br>0                | 242,990<br>341,358<br>61,260                    |
| <b>State Farm Insurance Co.</b><br>Red Barber Show                                                                                        | 427,102                                         | 18                         | 350,224                                         |
| <b>Standard Brands Inc.</b><br>Howdy Doody<br>Color Spread<br>Tennessee Ernie Ford                                                        | 630,828<br>49,513<br>495,428                    | 12<br>0<br>17              | 555,129<br>49,513<br>411,205                    |
| <b>Starkist</b><br>Today—Home—Tonight                                                                                                     | 334,983                                         | 17½                        | 276,361                                         |
| <b>Sunbeam Corp.</b><br>Milton Berle<br>Raye—Berle<br>Color Spread<br>Today—Home—Tonight                                                  | 152,888<br>156,543<br>591,888<br>369,332        | 0<br>0<br>0<br>12½         | 152,888<br>156,543<br>591,888<br>323,166        |
| <b>Sweets Co. of America</b><br>Happy Felton's Spotlight<br>Pinky Lee<br>World of Mr. Sweeney<br>Winchell & Mahoney<br>Today—Home—Tonight | 96,950<br>683,658<br>61,400<br>611,483<br>3,667 | 17<br>16<br>12<br>27<br>20 | 80,469<br>574,273<br>54,032<br>446,383<br>2,934 |
| <b>Swift &amp; Co.</b><br>Swift Show Wagon<br>Today—Home—Tonight                                                                          | 1,443,604<br>343,074                            | 6<br>17½                   | 1,356,988<br>283,036                            |
| <b>The Texas Co.</b><br>Donald O'Connor Show<br>Texaco Star Theatre                                                                       | 586,028<br>1,136,074                            | 13<br>7                    | 509,844<br>1,056,549                            |
| <b>Upjohn</b><br>Today—Home—Tonight                                                                                                       | 70,757                                          | 10                         | 63,681                                          |
| <b>U. S. Time Corp.</b><br>Pinky Lee                                                                                                      | 63,045                                          | 20                         | 50,436                                          |
| <b>Warner Lambert</b><br>Your Hit Parade<br>Robt. Montgomery Presents<br>Your Play Time                                                   | 1,013,400<br>393,740<br>317,952                 | 6<br>30<br>8               | 952,596<br>275,618<br>292,516                   |
| <b>Washington State Apple Comm.</b><br>Today—Home—Tonight                                                                                 | 89,454                                          | 10                         | 80,508                                          |
| <b>J. A. Wright</b><br>Today—Home—Tonight                                                                                                 | 123,590                                         | 10                         | 111,231                                         |

# CBS - TV ADVERTISERS' BILLINGS, 1955

Source: House Antitrust Subcommittee Hearings

| Advertiser & Program                | Total for 1955 Gross Time | Amount of Discount % | Total Net Time | Advertiser & Program               | Total for 1955 Gross Time | Amount of Discount % | Total Net Time |
|-------------------------------------|---------------------------|----------------------|----------------|------------------------------------|---------------------------|----------------------|----------------|
| <b>Aluminum Co. of America</b>      |                           |                      |                | <b>Carnation Co.</b>               |                           |                      |                |
| See It Now                          | \$ 837,000                | 7.5                  | \$ 774,225     | Bob Crosby                         | 128,000                   | 15                   | 108,800        |
| <b>Aluminum Omnibus</b>             | 538,200                   | 10                   | 484,380        | Burns & Allen                      | 1,281,800                 | 19                   | 1,038,258      |
| <b>Amana Refrigerator</b>           |                           |                      |                | <b>Cartier Products</b>            |                           |                      |                |
| Phil Silvers                        | 325,693                   | 5                    | 309,408        | Meet Millie                        | 995,000                   | 9.5                  | 900,475        |
| Basketball                          | 146,000                   | 0                    | 146,000        | Panorama Pacific                   | 600                       | 0                    | 600            |
| Football                            | 325,000                   | 0                    | 325,000        | <b>CBS Columbia</b>                |                           |                      |                |
| Pacific Coast Basketball            | 8,400                     | 0                    | 8,400          | Willy                              | 63,000                    | 0                    | 63,000         |
| <b>Amer. Cone &amp; Pretzel Co.</b> |                           |                      |                | Godfrey & Friends                  | 466,677                   | 15                   | 396,675        |
| Panorama Pacific                    | 800                       | 0                    | 800            | Talent Scouts                      | 227,374                   | 2.1                  | 222,599        |
| <b>American Dairy</b>               |                           |                      |                | Life with Father                   | 161,500                   | 0                    | 161,500        |
| Bob Crosby                          | 293,340                   | 5                    | 278,673        | See It Now                         | 13,500                    | 0                    | 13,500         |
| <b>American Home Prod.</b>          |                           |                      |                | <b>CBS Hytron</b>                  |                           |                      |                |
| Love of Life                        | 4,680,000                 | 25                   | 3,510,000      | Talent Scouts                      | 45,500                    | 2.1                  | 44,545         |
| Secret Storm                        | 1,982,400                 | 25                   | 1,474,410      | Garry Moore                        | 86,712                    | 12.5                 | 758,730        |
| A. Godfrey Time                     | 153,000                   | 25                   | 114,750        | <b>Chevrolet</b>                   |                           |                      |                |
| Doug. Edwards & The News            | 1,317,600                 | 25                   | 988,200        | Garry Moore                        | 76,325                    | 25                   | 57,244         |
| Name That Tune                      | 201,000                   | 25                   | 150,750        | <b>Chrysler Corp.</b>              |                           |                      |                |
| Name That Tune                      | 394,800                   | 25                   | 296,100        | Climax-Show of Stars               | 4,082,650                 | 25                   | 3,061,988      |
| Down You Go                         | 295,400                   | 25                   | 221,550        | <b>Chun King</b>                   |                           |                      |                |
| Wanted—Quiz Kids                    | 326,700                   | 25                   | 245,025        | Garry Moore                        | 343,330                   | 5                    | 326,164        |
| <b>American Oil Co.</b>             |                           |                      |                | <b>Coast Fisheries</b>             |                           |                      |                |
| Person to Person                    | 423,150                   | 5                    | 401,993        | Panorama Pacific                   | 6,300                     | 0                    | 6,300          |
| <b>American Tobacco Co.</b>         |                           |                      |                | <b>Colgate Palmolive</b>           |                           |                      |                |
| Jack Benny—Pvt. Secretary           | 2,641,600                 | 25                   | 1,981,200      | Strike It Rich                     | 4,750,200                 | 25                   | 3,549,000      |
| Doug. Edwards & The News            | 1,856,400                 | 25                   | 1,392,300      | The Big Payoff                     | 2,932,800                 | 25                   | 2,199,600      |
| <b>Amoco</b>                        |                           |                      |                | Strike It Rich—Millionaire         | 2,490,800                 | 25                   | 1,868,100      |
| Years of Crisis                     | 27,200                    | 0                    | 27,200         | <b>Columbia Records</b>            |                           |                      |                |
| <b>Anheuser Busch, Inc.</b>         |                           |                      |                | See It Now                         | 27,000                    | 0                    | 27,000         |
| Damon Runyon Theatre                | 1,060,200                 | 21                   | 837,558        | <b>Comstock</b>                    |                           |                      |                |
| <b>Armour</b>                       |                           |                      |                | Garry Moore                        | 144,624                   | 5                    | 137,393        |
| Captain Midnight                    | 93,000                    | 0                    | 93,000         | <b>Converted Rice</b>              |                           |                      |                |
| <b>Bauer &amp; Black</b>            |                           |                      |                | Garry Moore                        | 459,000                   | 17.5                 | 378,675        |
| Godfrey Time                        | 128,700                   | 11                   | 128,700        | Panorama Pacific                   | 13,650                    | 5                    | 12,968         |
| <b>Bendix Div. of Avco</b>          |                           |                      |                | <b>Corn Products</b>               |                           |                      |                |
| Doug. Edwards & The News            | 828,300                   | 17.5                 | 683,348        | Robert Q. Lewis                    | 402,626                   | 10                   | 362,363        |
| <b>Best Foods</b>                   |                           |                      |                | Godfrey Time                       | 424,437                   | 19.3                 | 342,521        |
| Robert Q. Lewis                     | 360,000                   | 10                   | 324,000        | <b>Crane Co.</b>                   |                           |                      |                |
| <b>Block Drug</b>                   |                           |                      |                | Morning Show                       | 48,000                    | 0                    | 48,000         |
| Danger                              | 66,600                    | 0                    | 66,600         | <b>Helene Curtis</b>               |                           |                      |                |
| <b>Bonne Belle, Inc.</b>            |                           |                      |                | Robert Q. Lewis                    | 419,125                   | 15                   | 356,256        |
| Panorama Pacific                    | 8,400                     | 0                    | 8,400          | Professional Father                | 566,800                   | 15                   | 481,780        |
| <b>Borden Co.</b>                   |                           |                      |                | Professional Father                | 170,300                   | 0                    | 170,300        |
| Garry Moore                         | 452,400                   | 10                   | 407,160        | <b>Curtis Candy Co.</b>            |                           |                      |                |
| <b>Bristol Myers</b>                |                           |                      |                | Tales of the Texas Rangers         | 100,500                   | 0                    | 100,500        |
| Four Star Playhouse                 | 1,107,990                 | 20                   | 886,392        | <b>Doeskin Products, Inc.</b>      |                           |                      |                |
| Godfrey Time                        | 457,567                   | 25                   | 343,175        | Robert Q. Lewis                    | 135,200                   | 0                    | 135,200        |
| Godfrey Time                        | 610,090                   | 25                   | 457,568        | <b>Dow Chemical</b>                |                           |                      |                |
| Garry Moore                         | 75,240                    | 15                   | 63,954         | Godfrey Time                       | 351,000                   | 5                    | 333,450        |
| Garry Moore                         | 535,698                   | 25                   | 401,774        | <b>Edison Chemical</b>             |                           |                      |                |
| Stage Seven                         | 35,963                    | 25                   | 26,972         | Morning Show                       | 3,300                     | 0                    | 3,300          |
| Alfred Hitchcock                    | 2,078,467                 | 25                   | 1,558,850      | <b>ECAP</b>                        |                           |                      |                |
| <b>Brown &amp; Williamson</b>       |                           |                      |                | You Are There                      | 788,000                   | 0                    | 788,000        |
| Robert Q. Lewis                     | 85,400                    | 10                   | 76,860         | <b>Elgin Nat'l. Watch Co.</b>      |                           |                      |                |
| Lineup—Undercurrent                 | 1,352,000                 | 20                   | 1,081,600      | Person to Person                   | 335,700                   | 0                    | 335,700        |
| <b>E. L. Bruce</b>                  |                           |                      |                | <b>Falstaff Brewing Corp.</b>      |                           |                      |                |
| Panorama Pacific                    | 9,100                     | 0                    | 9,100          | Game of the Week                   | 467,900                   | 0                    | 467,900        |
| <b>Buick</b>                        |                           |                      |                | <b>Florida Citrus</b>              |                           |                      |                |
| Jackie Gleason—The Honeymooners     | 743,831                   | 25                   | 557,873        | Morning Show                       | 69,034                    | 10                   | 68,048         |
| <b>Lorraine Burton Salad</b>        |                           |                      |                | <b>Ford Div. of Ford Motor Co.</b> |                           |                      |                |
| Panorama Pacific                    | 9,350                     | 2.5                  | 9,214          | Ford Star Jubilee                  | 540,400                   | 15                   | 459,340        |
| <b>Calgon, Inc.</b>                 |                           |                      |                | <b>Frigidaire</b>                  |                           |                      |                |
| Panorama Pacific                    | 3,300                     | 0                    | 3,300          | Godfrey Time                       | 1,110,375                 | 17.5                 | 916,059        |
| <b>California Brewing</b>           |                           |                      |                | A. Godfrey & His Friends           | 821,084                   | 15                   | 697,921        |
| The Star & Story                    | 8,400                     | 10                   | 7,560          | My Favorite Husband                | 509,574                   | 20                   | 407,659        |
| <b>Campbell Cereal</b>              |                           |                      |                | <b>General Electric</b>            |                           |                      |                |
| Morning Show                        | 19,488                    | 5                    | 18,514         | 20th Century Fox                   | 1,158,280                 | 20                   | 926,624        |
| <b>Campbell Soup</b>                |                           |                      |                | Jane Froman                        | 394,940                   | 25                   | 296,205        |
| Abbott & Costello                   | 146,241                   | 12                   | 128,692        | Ray Milland                        | 782,717                   | 15                   | 655,309        |
| Lassie                              | 1,857,200                 | 13.5                 | 1,173,978      | Parade of Light                    | 22,433                    | 15                   | 19,068         |
|                                     |                           |                      |                | G. E. Theatre                      | 2,458,560                 | 24.7                 | 1,851,296      |





# CBS-TV ADVERTISERS' BILLINGS, 1955



| Advertiser & Program                                  | Total for 1955<br>Gross Time | Amount of<br>Discount<br>% | Total<br>Net<br>Time |
|-------------------------------------------------------|------------------------------|----------------------------|----------------------|
| <b>General Foods</b>                                  |                              |                            |                      |
| Johnny Carson                                         | 901,142                      | 25                         | 675,857              |
| Portia Faces Life                                     | 1,242,000                    | 25                         | 931,500              |
| Christmas Show                                        | 75,200                       | 25                         | 56,400               |
| I Love Lucy                                           | 593,294                      | 25                         | 444,971              |
| Mama                                                  | 1,820,853                    | 25                         | 1,365,640            |
| Our Miss Brooks                                       | 1,777,044                    | 25                         | 1,332,783            |
| December Bride                                        | 2,600,000                    | 25                         | 1,950,000            |
| Three For Tonight                                     | 120,000                      | 0                          | 120,000              |
| Jo Stafford                                           | 90,000                       | 0                          | 90,000               |
| <b>General Mills, Inc.</b>                            |                              |                            |                      |
| Burns & Allen                                         | 292,200                      | 15                         | 248,370              |
| Tales of the Texas Rangers                            | 209,300                      | 20                         | 167,440              |
| Life with Father                                      | 211,750                      | 25                         | 158,813              |
| Lone Ranger                                           | 754,000                      | 25                         | 565,500              |
| Bob Crosby                                            | 907,800                      | 25                         | 676,400              |
| Captain Midnight                                      | 206,400                      | 15                         | 175,440              |
| Garry Moore                                           | 167,400                      | 25                         | 125,550              |
| Valiant Lady                                          | 1,417,800                    | 25                         | 1,056,400            |
| Robert Q. Lewis                                       | 238,000                      | 25                         | 178,500              |
| Willy                                                 | 612,000                      | 25                         | 459,000              |
| Barker Bill                                           | 805,200                      | 25                         | 597,038              |
| Panorama Pacific                                      | 10,400                       | 0                          | 10,400               |
| <b>Gerber Products</b>                                |                              |                            |                      |
| Bob Crosby Show                                       | 243,000                      | 5                          | 230,850              |
| <b>Gillette Safety Razor</b>                          |                              |                            |                      |
| Kentucky Derby                                        | 40,000                       | 15                         | 34,000               |
| Preakness                                             | 40,000                       | 15                         | 34,000               |
| Belmont Stakes                                        | 37,800                       | 15                         | 32,130               |
| <b>Goldsea</b>                                        |                              |                            |                      |
| The Jo Stafford Show                                  | 541,800                      | 17.5                       | 446,985              |
| <b>B. F. Goodrich</b>                                 |                              |                            |                      |
| Burns & Allen                                         | 888,000                      | 1.25                       | 876,900              |
| <b>Hamm Brewing</b>                                   |                              |                            |                      |
| Person to Person                                      | 595,296                      | 7.5                        | 550,649              |
| <b>Hawaiian Pineapple</b>                             |                              |                            |                      |
| House Party                                           | 629,200                      | 15                         | 534,820              |
| <b>Hills Bros.</b>                                    |                              |                            |                      |
| Panorama Pacific                                      | 62,400                       | 7.38                       | 57,795               |
| <b>Hoover Co.</b>                                     |                              |                            |                      |
| Morning Show                                          | 23,250                       | 0                          | 23,250               |
| <b>Lewis Howe</b>                                     |                              |                            |                      |
| Swaps vs. Nashua Match Race                           | 62,000                       | 0                          | 62,000               |
| <b>Ideal Toys</b>                                     |                              |                            |                      |
| Winky Dink & You                                      | 157,300                      | 0                          | 157,300              |
| <b>In-Sinkerator</b>                                  |                              |                            |                      |
| Panorama Pacific                                      | 9,100                        | 0                          | 9,100                |
| <b>International Harvester</b>                        |                              |                            |                      |
| Halls of Ivy                                          | 500,000                      | 0                          | 500,000              |
| <b>S. C. Johnson &amp; Son</b>                        |                              |                            |                      |
| Red Skelton, Life with Father,<br>Spotlight Playhouse | 988,000                      | 5                          | 938,600              |
| Robert Q. Lewis                                       | 392,000                      | 18.5                       | 319,480              |
| <b>Johnson &amp; Johnson</b>                          |                              |                            |                      |
| Robin Hood                                            | 291,178                      | 5                          | 276,619              |
| <b>Kellogg</b>                                        |                              |                            |                      |
| Godfrey & Friends                                     | 238,500                      | 25                         | 178,875              |
| Lassie                                                | 313,600                      | 25                         | 235,200              |
| Wild Bill Hickok                                      | 627,000                      | 25                         | 470,250              |
| Garry Moore                                           | 457,600                      | 25                         | 343,200              |
| Godfrey Time                                          | 878,800                      | 24                         | 667,888              |
| House Party                                           | 967,200                      | 24                         | 735,072              |
| <b>Kendall Co.</b>                                    |                              |                            |                      |
| Morning Show                                          | 51,200                       | 0                          | 51,200               |
| Panorama Pacific                                      | 4,800                        | 0                          | 4,800                |
| <b>Lanolin Plus</b>                                   |                              |                            |                      |
| Robert Q. Lewis                                       | 218,800                      | 7.5                        | 202,390              |
| <b>Larsen Co.</b>                                     |                              |                            |                      |
| Bob Crosby                                            | 69,000                       | 0                          | 69,000               |
| <b>Lever Bros.</b>                                    |                              |                            |                      |
| Uncle Johnny Coons                                    | 273,000                      | 25                         | 204,750              |
| Uncle Johnny Coons                                    | 184,800                      | 15                         | 157,080              |
| Talent Scouts                                         | 1,019,200                    | 20                         | 815,360              |
| Garry Moore                                           | 65,100                       | 25                         | 48,825               |
| Garry Moore                                           | 137,800                      | 25                         | 103,350              |
| Godfrey Time                                          | 936,000                      | 25                         | 702,000              |
| Art Linkletter                                        | 1,508,000                    | 25                         | 1,131,000            |
| <b>Liggett &amp; Myers</b>                            |                              |                            |                      |
| Perry Como                                            | 1,830,000                    | 25                         | 1,372,500            |
| TV Top Tunes                                          | 405,900                      | 22                         | 316,602              |
| Gunsmoke                                              | 635,700                      | 23                         | 489,489              |

| Advertiser & Program                   | Total for 1955<br>Gross Time | Amount of<br>Discount<br>% | Total<br>Net<br>Time |
|----------------------------------------|------------------------------|----------------------------|----------------------|
| <b>Lincoln Mercury</b>                 |                              |                            |                      |
| Toast of the Town,<br>Ed Sullivan Show | 4,388,800                    | 25                         | 3,291,600            |
| <b>Pan American Road Race</b>          |                              |                            |                      |
| Film                                   | 1,100                        | 0                          | 1,100                |
| <b>Longine</b>                         |                              |                            |                      |
| Chronoscope                            | 378,300                      | 5                          | 359,385              |
| Conquest                               | 115,600                      | 0                          | 115,600              |
| Thanksgiving                           | 55,500                       | 0                          | 55,500               |
| <b>P. Lorillard Co.</b>                |                              |                            |                      |
| Two for the Money                      | 1,974,000                    | 24.5                       | 1,490,370            |
| Father Knows Best                      | 2,138,500                    | 24                         | 1,625,260            |
| <b>Lyon Van &amp; Storage</b>          |                              |                            |                      |
| Panorama Pacific                       | 63,600                       | 7.38                       | 58,536               |
| <b>Magla Productions</b>               |                              |                            |                      |
| Panorama Pacific                       | 600                          | 0                          | 600                  |
| <b>Masland</b>                         |                              |                            |                      |
| Garry Moore                            | 50,800                       | 0                          | 50,800               |
| Garry Moore                            | 154,800                      | 0                          | 154,800              |
| Garry Moore                            | 97,600                       | 0                          | 97,600               |
| <b>Maybelline</b>                      |                              |                            |                      |
| Robert Q. Lewis                        | 10,900                       | 0                          | 10,900               |
| Jack Paar                              | 6,800                        | 0                          | 6,800                |
| See It Know                            | 40,400                       | 0                          | 40,400               |
| <b>Maytag Co.</b>                      |                              |                            |                      |
| Star Time Playhouse -<br>Navy Log      | 562,900                      | 5                          | 534,755              |
| <b>Miles Laboratories</b>              |                              |                            |                      |
| Garry Moore                            | 540,800                      | 20                         | 432,640              |
| Bob Crosby                             | 142,800                      | 20                         | 114,240              |
| Robert Q. Lewis                        | 349,600                      | 20                         | 279,680              |
| <b>Minnesota Mining</b>                |                              |                            |                      |
| Godfrey Time                           | 75,600                       | 17.5                       | 62,370               |
| Godfrey Time                           | 168,000                      | 5                          | 159,600              |
| Godfrey Time                           | 233,700                      | 5                          | 222,015              |
| <b>Monsanto Chemical</b>               |                              |                            |                      |
| Morning Show                           | 90,000                       | 17.5                       | 693,000              |
| Panorama Pacific                       | 9,800                        | 17.5                       | 8,085                |
| Winky Dink & You                       | 64,800                       | 0                          | 64,800               |
| <b>Jules Montenier</b>                 |                              |                            |                      |
| What's My Line                         | 958,815                      | 5                          | 910,874              |
| <b>Philip Morris</b>                   |                              |                            |                      |
| I Love Lucy                            | 903,501                      | 22.5                       | 700,213              |
| Public Defender                        | 585,098                      | 12.5                       | 511,961              |
| Panorama Pacific                       | 44,100                       | 7                          | 41,013               |
| <b>Morton Salt Co.</b>                 |                              |                            |                      |
| Panorama Pacific                       | 3,900                        | 0                          | 3,900                |
| <b>Mullens Mfg.</b>                    |                              |                            |                      |
| Panorama Pacific                       | 300                          | 0                          | 300                  |
| <b>Mullins Mfg.</b>                    |                              |                            |                      |
| Morning Show                           | 3,300                        | 0                          | 3,300                |
| <b>Nabisco</b>                         |                              |                            |                      |
| Halls of Ivy                           | 560,700                      | 0                          | 560,700              |
| <b>Ash Kelvinator</b>                  |                              |                            |                      |
| Danger                                 | 409,200                      | 0                          | 409,200              |
| <b>National Carbon</b>                 |                              |                            |                      |
| Arthur Godfrey & Friends               | 145,500                      | 0                          | 145,500              |
| <b>National Dairy</b>                  |                              |                            |                      |
| Big Top                                | 1,560,000                    | 23                         | 1,201,200            |
| <b>Nesle Co.</b>                       |                              |                            |                      |
| Jackie Gleason                         | 945,098                      | 15                         | 803,333              |
| Stage Show                             | 605,570                      | 21                         | 478,400              |
| <b>Norcross</b>                        |                              |                            |                      |
| Omnibus                                | 297,000                      | 10                         | 267,300              |
| <b>Norwich Pharmacal</b>               |                              |                            |                      |
| Sunday News Special                    | 520,000                      | 12.5                       | 455,000              |
| <b>Noxzema Chemical Co.</b>            |                              |                            |                      |
| Person to Person                       | 376,253                      | 5                          | 357,440              |
| <b>Pabst Brewing Co.</b>               |                              |                            |                      |
| Blue Ribbon Bouts                      | 971,904                      | 25                         | 728,928              |
| <b>Pet Milk</b>                        |                              |                            |                      |
| Red Skelton                            | 1,012,500                    | 5                          | 961,875              |
| <b>Pharmaceuticals, Inc.</b>           |                              |                            |                      |
| Doug. Edwards & the News               | 778,800                      | 23                         | 599,676              |
| Meet Millie                            | 956,800                      | 18                         | 784,576              |

CBS-TV ADVERTISERS' BILLINGS, 1955

| Advertiser & Program                  | Total for 1955<br>Gross Time | Amount of<br>Discount<br>% | Total<br>Net<br>Time |
|---------------------------------------|------------------------------|----------------------------|----------------------|
| <b>Pillsbury Mills</b>                |                              |                            |                      |
| Godfrey & Friends                     | 538,800                      | 15                         | 457,980              |
| Godfrey Time                          | 2,038,400                    | 25                         | 1,528,800            |
| House Party                           | 2,069,600                    | 25                         | 1,552,200            |
| <b>Pioneer Rubber Co.</b>             |                              |                            |                      |
| Panorama Pacific                      | 3,000                        | 0                          | 3,000                |
| <b>Polaroid Corp.</b>                 |                              |                            |                      |
| Panorama Pacific                      | 2,250                        | 0                          | 2,250                |
| <b>Procter &amp; Gamble</b>           |                              |                            |                      |
| Road of Life                          | 1,014,000                    | 25                         | 760,000              |
| Bob Crosby                            | 37,200                       | 25                         | 27,900               |
| Guiding Light                         | 2,496,000                    | 25                         | 1,872,000            |
| Brighter Day                          | 2,548,000                    | 25                         | 1,911,000            |
| Welcome Travelers                     | 4,264,000                    | 25                         | 3,198,000            |
| On Your Account                       | 4,472,000                    | 25                         | 3,354,000            |
| I Love Lucy--Whitling Girls<br>Topper | 1,431,000                    | 25                         | 1,073,250            |
| Down You Go--It's Always<br>Jan       | 900,000                      | 25                         | 675,000              |
| The Line Up--Undercurrent             | 864,000                      | 25                         | 648,000              |
| Favorite Husband                      | 980,000                      | 25                         | 735,000              |
| Jackie Gleason                        | 540,000                      | 25                         | 405,000              |
| Panorama Pacific                      | 673,764                      | 15                         | 572,699              |
|                                       | 11,250                       | 5                          | 10,688               |
| <b>Prudential Insurance Co.</b>       |                              |                            |                      |
| You Are There                         | 1,094,400                    | 16                         | 919,296              |
| Garry Moore                           | 174,000                      | 12                         | 146,160              |
| <b>Purex Corp.</b>                    |                              |                            |                      |
| Panorama Pacific                      | 9,100                        | 0                          | 9,100                |
| <b>Quaker Oats, Inc.</b>              |                              |                            |                      |
| Contest Carnival                      | 672,600                      | 17.5                       | 554,895              |
| Sgt. Preston of the Yukon             | 263,200                      | 20                         | 210,560              |
| <b>Ralston Purina</b>                 |                              |                            |                      |
| Robert Q. Lewis                       | 52,500                       | 0                          | 52,500               |
| Garry Moore                           | 52,400                       | 0                          | 52,400               |
| <b>Reader's Digest</b>                |                              |                            |                      |
| Panorama Pacific                      | 1,400                        | 2.5                        | 1,365                |
| <b>Regal Pale Brewing</b>             |                              |                            |                      |
| Harry Owens Show                      | 254,280                      | 20                         | 203,424              |
| <b>Remington Rand</b>                 |                              |                            |                      |
| What's My Line                        | 1,051,050                    | 5                          | 998,498              |
| <b>Revlon, Inc.</b>                   |                              |                            |                      |
| Danger, \$64,000 Question             | 1,710,000                    | 23                         | 1,316,700            |
| Appointment with Adventure            | 233,000                      | 20                         | 186,400              |
| Johnny Carson, Public<br>Defender     | 478,400                      | 20                         | 382,720              |
| Morning Show                          | 89,600                       | 5                          | 85,120               |
| <b>Rexall Drug</b>                    |                              |                            |                      |
| Panorama Pacific                      | 1,050                        | 2.5                        | 1,024                |
| Morning Show                          | 9,900                        | 0                          | 9,900                |
| <b>R. J. Reynolds</b>                 |                              |                            |                      |
| I've Got A Secret                     | 2,520,570                    | 25                         | 1,890,428            |
| Topper--Crusader                      | 845,339                      | 22.5                       | 655,138              |
| Bob Cummings                          | 1,074,450                    | 25                         | 805,838              |
| You'll Never Get Rich                 | 872,462                      | 25                         | 279,347              |
| <b>Ronson</b>                         |                              |                            |                      |
| Doug, Edwards &<br>the News           | 1,569,600                    | 0                          | 1,569,600            |
| <b>Schick</b>                         |                              |                            |                      |
| Jackie Gleason                        | 621,475                      | 7.5                        | 574,864              |
| <b>Schlitz Brewing Co.</b>            |                              |                            |                      |
| Playhouse of Stars                    | 2,272,400                    | 22                         | 1,772,472            |
| <b>Scott Paper</b>                    |                              |                            |                      |
| Valiant Lady                          | 44,050                       | 22                         | 34,359               |
| Garry Moore                           | 219,130                      | 21                         | 173,113              |
| Bob Crosby                            | 151,827                      | 21.3                       | 119,488              |
| Bob Crosby                            | 295,050                      | 21                         | 233,090              |
| Garry Moore                           | 249,600                      | 21                         | 197,184              |
| Omnibus                               | 538,902                      | 10                         | 485,012              |
| <b>Serta Associates</b>               |                              |                            |                      |
| Garry Moore                           | 60,400                       | 0                          | 60,400               |
| <b>Seven Up</b>                       |                              |                            |                      |
| Bob Crosby                            | 55,600                       | 0                          | 55,600               |
| <b>W. A. Sheaffer Pen Co.</b>         |                              |                            |                      |
| Two for the Money                     | 559,350                      | 13                         | 486,635              |
| Star Time Playhouse--<br>Navy Log     | 519,600                      | 5                          | 493,620              |
| Panorama Pacific                      | 11,550                       | 2.5                        | 11,261               |
| Jackie Gleason                        | 316,212                      | 7.5                        | 292,496              |
| <b>Shulton</b>                        |                              |                            |                      |
| See It Now                            | 90,000                       | 0                          | 90,000               |

| Advertiser & Program                   | Total for 1955<br>Gross Time | Amount of<br>Discount<br>% | Total<br>Net<br>Time |
|----------------------------------------|------------------------------|----------------------------|----------------------|
| <b>Simmons Co.</b>                     |                              |                            |                      |
| My Favorite Husband                    | 297,900                      | 0                          | 297,900              |
| <b>Simoniz Co.</b>                     |                              |                            |                      |
| Bob Crosby                             | 465,300                      | 20                         | 372,240              |
| Garry Moore Show                       | 201,600                      | 20                         | 161,280              |
| <b>Singer Sewing Machine Co.</b>       |                              |                            |                      |
| Four Star Playhouse                    | 1,112,800                    | 5                          | 1,057,160            |
| <b>Soilax</b>                          |                              |                            |                      |
| Garry Moore                            | 136,800                      | 5                          | 129,960              |
| <b>S. O. S.</b>                        |                              |                            |                      |
| Bob Crosby                             | 320,740                      | 12.5                       | 280,621              |
| Garry Moore                            | 177,645                      | 15                         | 159,998              |
| <b>Southern Calif. Plasterers</b>      |                              |                            |                      |
| Tournament of Roses                    | 3,600                        | 0                          | 3,600                |
| <b>A. E. Staley</b>                    |                              |                            |                      |
| Garry Moore                            | 321,500                      | 5                          | 305,425              |
| <b>State Farm Mutual Insurance Co.</b> |                              |                            |                      |
| Red Barber's Corner                    | 197,613                      | 15                         | 167,971              |
| <b>Sterling Drug</b>                   |                              |                            |                      |
| Panorama Pacific                       | 6,300                        | 2.5                        | 6,143                |
| <b>Sterns Nursery</b>                  |                              |                            |                      |
| Morning Show                           | 6,500                        | 0                          | 6,500                |
| <b>J. P. Stevens</b>                   |                              |                            |                      |
| Panorama Pacific                       | 4,200                        | 2.5                        | 4,095                |
| <b>C. R. Swanson &amp; Sons</b>        |                              |                            |                      |
| Robert Q. Lewis                        | 159,800                      | 11                         | 142,222              |
| Bob Crosby                             | 159,800                      | 11                         | 142,222              |
| Bob Crosby                             | 175,500                      | 22                         | 136,890              |
| <b>Swift &amp; Co.</b>                 |                              |                            |                      |
| Garry Moore                            | 103,840                      | 12                         | 91,379               |
| Garry Moore                            | 373,184                      | 6.9                        | 347,434              |
| Garry Moore                            | 198,492                      | 11                         | 176,658              |
| Panorama Pacific                       | 22,400                       | 2.5                        | 21,840               |
| <b>Sylvania Electric Co.</b>           |                              |                            |                      |
| Beat the Clock                         | 2,135,900                    | 21                         | 1,687,361            |
| <b>Toni Company</b>                    |                              |                            |                      |
| Talent Scouts                          | 315,700                      | 25                         | 236,775              |
| A. Godfrey & His Friends               | 2,208,800                    | 25                         | 1,656,600            |
| Frankie Laine                          |                              |                            |                      |
| Valiant Lady                           | 349,600                      | 25                         | 299,556              |
| Bob Crosby                             | 390,000                      | 25                         | 292,500              |
| Garry Moore                            | 208,000                      | 20                         | 166,400              |
| Garry Moore                            | 57,600                       | 25                         | 43,200               |
| Garry Moore                            | 19,400                       | 25                         | 14,550               |
| A. Godfrey Time                        | 252,300                      | 25                         | 316,109              |
| <b>U. S. Steel Corp.</b>               |                              |                            |                      |
| U. S. Steel Hour                       | 960,700                      | 5                          | 912,665              |
| <b>Wander Co.</b>                      |                              |                            |                      |
| Captain Midnight                       | 242,200                      | 7.5                        | 224,035              |
| <b>Weco Productions</b>                |                              |                            |                      |
| Panorama Pacific                       | 3,500                        | 0                          | 3,500                |
| <b>Weinar Corporation</b>              |                              |                            |                      |
| Panorama Pacific                       | 300                          | 0                          | 300                  |
| <b>Wessen Houseware</b>                |                              |                            |                      |
| Panorama Pacific                       | 2,100                        | 0                          | 2,100                |
| <b>Wesson Oil</b>                      |                              |                            |                      |
| Valiant Lady                           | 265,404                      | 17.5                       | 218,958              |
| <b>Westinghouse Electric</b>           |                              |                            |                      |
| Studio One--Summer Theatre             | 3,829,124                    | 25                         | 2,871,843            |
| Best of Broadway                       | 437,700                      | 15                         | 372,045              |
| <b>Wildroot</b>                        |                              |                            |                      |
| Robin Hood                             | 256,034                      | 5                          | 243,232              |
| <b>Wishbone Salad Dressing</b>         |                              |                            |                      |
| Panorama Pacific                       | 14,000                       | 5                          | 13,300               |
| <b>Wrigley</b>                         |                              |                            |                      |
| Gene Autry                             | 725,010                      | 10                         | 652,509              |
| <b>Yardley</b>                         |                              |                            |                      |
| Garry Moore                            | 899,600                      | 15                         | 764,660              |
| Panorama Pacific                       | 2,400                        | 0                          | 2,400                |
| <b>Zenith Radio</b>                    |                              |                            |                      |
| Omnibus                                | 260,000                      | 50                         | 130,000              |

# COLOR EQUIPPED STATIONS—U.S.A.

• As of February 1, 1957

## CBS-TV

| CITY               | STATION   | BASIC AFFILIATES    |       | LOCAL ORIGATION FILM | LIVE |
|--------------------|-----------|---------------------|-------|----------------------|------|
|                    |           | NETWORK REBROADCAST | SLIDE |                      |      |
| New York           | WCBS-TV   | *                   | *     | *                    | *    |
| Albany, N. Y.      | WCDA-TV   | *                   | *     | ..                   | ..   |
| Atlanta            | WAGA-TV   | *                   | *     | ..                   | ..   |
| Baltimore          | WMAR-TV   | *                   | *     | ..                   | ..   |
| Birmingham         | WBRC-TV   | *                   | ..    | ..                   | ..   |
| Boston             | WNAC-TV   | *                   | ..    | ..                   | ..   |
| Buffalo            | WBEN      | *                   | ..    | ..                   | ..   |
| Charleston, W. Va. | WCBS-TV   | *                   | *     | *                    | ..   |
| Charlotte          | WBTW      | *                   | *     | *                    | ..   |
| Chicago            | WBBM-TV   | *                   | ..    | ..                   | ..   |
| Cincinnati         | WKRC-TV   | *                   | ..    | ..                   | ..   |
| Cleveland          | WJW-TV    | *                   | *     | *                    | ..   |
| Columbus           | WBNS-TV   | *                   | ..    | ..                   | ..   |
| Dallas             | KRLD-TV   | *                   | *     | *                    | ..   |
| Dayton             | WHIO-TV   | *                   | ..    | ..                   | ..   |
| Denver             | KLZ-TV    | *                   | ..    | ..                   | ..   |
| Des Moines         | KRNT      | *                   | ..    | ..                   | ..   |
| Detroit            | WJBK-TV   | *                   | *     | *                    | ..   |
| Galveston-Houston  | KGUL-TV   | *                   | *     | *                    | ..   |
| Greensboro         | WFMY-TV   | *                   | ..    | *                    | ..   |
| Hutchinson-Wichita | KTVH      | *                   | ..    | ..                   | ..   |
| Indianapolis       | WISH-TV   | *                   | ..    | ..                   | ..   |
| Jacksonville       | WMBR-TV   | *                   | ..    | ..                   | ..   |
| Kalamazoo          | WKZO-TV   | *                   | ..    | ..                   | ..   |
| Kansas City        | KCMO-TV   | *                   | ..    | ..                   | ..   |
| Los Angeles        | KNXT      | *                   | *     | *                    | ..   |
| Louisville         | WHAS-TV   | *                   | ..    | ..                   | ..   |
| Memphis            | WREC-TV   | *                   | ..    | ..                   | ..   |
| Miami              | WTVJ      | *                   | ..    | ..                   | ..   |
| Milwaukee          | WXIX-TV   | *                   | ..    | ..                   | ..   |
| Minneapolis        | WCCO-TV   | *                   | ..    | *                    | ..   |
| Nashville          | WLAC-TV   | *                   | ..    | ..                   | ..   |
| Norfolk            | WTAR-TV   | *                   | ..    | *                    | ..   |
| Oklahoma City      | KWTV      | *                   | ..    | ..                   | ..   |
| Omaha              | WOW-TV    | *                   | ..    | ..                   | ..   |
| Philadelphia       | WCAU-TV   | *                   | ..    | *                    | ..   |
| Portland, Ore.     | KOIN-TV   | *                   | ..    | *                    | ..   |
| Providence, R. I.  | WPRO-TV   | *                   | ..    | ..                   | ..   |
| Richmond           | WRVA-TV   | *                   | ..    | ..                   | ..   |
| Rochester          | WHEC-WVET | *                   | ..    | ..                   | ..   |
| Rock Island        | WHBF-TV   | *                   | ..    | ..                   | ..   |
| Sacramento         | KBET-TV   | *                   | *     | *                    | ..   |
| Salt Lake City     | KSL-TV    | *                   | ..    | ..                   | ..   |
| San Antonio        | KENS-TV   | *                   | ..    | ..                   | ..   |
| San Diego          | KFMB-TV   | *                   | *     | *                    | ..   |
| San Francisco      | KPIX      | *                   | ..    | ..                   | ..   |
| Shreveport, La.    | KSLA-TV   | *                   | ..    | ..                   | ..   |
| St. Louis          | KWK       | *                   | ..    | ..                   | ..   |
| Syracuse           | WHEN      | *                   | ..    | ..                   | ..   |
| Tacoma-Seattle     | KTNT-TV   | *                   | ..    | ..                   | ..   |
| Tampa              | WFTV      | *                   | *     | *                    | ..   |
| Toledo             | WSPD-TV   | *                   | *     | *                    | ..   |
| Tulsa              | KOTV      | *                   | *     | *                    | ..   |
| Washington         | WTOP-TV   | *                   | *     | *                    | ..   |
| Fresno             | KFRE-TV   | *                   | ..    | ..                   | ..   |

### BASIC OPTIONAL

|                     |         |    |    |    |    |
|---------------------|---------|----|----|----|----|
| Alloua, Pa.         | WFBG-TV | *  | .. | .. | .. |
| Augusta, Ga.        | WRDW-TV | .. | .. | .. | .. |
| Austin, Texas       | KTBC-TV | .. | .. | .. | .. |
| Bakersfield, Calif. | KBAK-TV | .. | .. | .. | .. |
| Baton Rouge, La.    | WAFB-TV | .. | .. | .. | .. |
| Beaumont, Texas     | KFDM-TV | .. | .. | .. | .. |
| Binghamton, N. Y.   | WNBF-TV | *  | .. | .. | .. |

\* Equipment in use.  
.. No equipment.



## COLOR EQUIPPED STATIONS—U. S. A.



|                              |         |   |   |   |   |
|------------------------------|---------|---|---|---|---|
| Burlington, Vt.              | WCAX-TV | • | • | • | • |
| Cedar Rapids, Iowa           | WMT-TV  | • | • | • | • |
| Champaign, Ill.              | WCIA    | • | • | • | • |
| Charleston, S. C.            | WCSC-TV | • | • | • | • |
| Chattanooga, Tenn.           | WDEF-TV | • | • | • | • |
| Columbia, S. C.              | WNOK-TV | • | • | • | • |
| Columbus, Ga.                | WRBL-TV | • | • | • | • |
| Duluth, Minn.                | KDAL-TV | • | • | • | • |
| El Paso, Texas               | KROD-TV | • | • | • | • |
| Erie, Pa.                    | WSEE-TV | • | • | • | • |
| Florence, S. C.              | WBTW    | • | • | • | • |
| Fort Wayne, Ind.             | WIN-TV  | • | • | • | • |
| Green Bay, Wisc.             | WBAY-TV | • | • | • | • |
| Greenville, N. C.            | WNCT    | • | • | • | • |
| Harrisburgh, Pa.             | WHP-TV  | • | • | • | • |
| Henderson-Evansville, Ind.   | WEHT    | • | • | • | • |
| Jackson, Miss.               | WJTV    | • | • | • | • |
| Johnson City, Tenn.          | WJHL-TV | • | • | • | • |
| Knoxville, Tenn.             | WBIR-TV | • | • | • | • |
| Lansing, Mich.               | WJIM-TV | • | • | • | • |
| Little Rock-Pine Bluff, Ark. | KTHV    | • | • | • | • |
| Macon, Ga.                   | WMAZ-TV | • | • | • | • |
| Madison, Wisc.               | WISN-TV | • | • | • | • |
| Mobile, Ala.                 | WKRQ-TV | • | • | • | • |
| Montgomery, Ala.             | WCOV-TV | • | • | • | • |
| New Orleans, La.             | WDSU-TV | • | • | • | • |
| Orlando, Fla.                | WDBO-TV | • | • | • | • |
| Phoenix, Ariz.               | KOOL-TV | • | • | • | • |
| Portland, Me.                | WGAN-TV | • | • | • | • |
| Roanoke, Va.                 | WDBF-TV | • | • | • | • |
| Rockford, Ill.               | WREX-TV | • | • | • | • |
| Seranton, Pa.                | WGBI-TV | • | • | • | • |
| Sioux City, Iowa             | KVTV    | • | • | • | • |
| South Bend, Ind.             | WSBT    | • | • | • | • |
| Spartanburg, S. C.           | WSPA-TV | • | • | • | • |
| Spokane, Wash.               | KXLY-TV | • | • | • | • |
| Springfield-Holyoke, Mass.   | WHYN-TV | • | • | • | • |
| Springfield, Mo.             | KTTS-TV | • | • | • | • |
| Steubenville-Wheeling, O.    | WSTV    | • | • | • | • |
| Terre Haute, Ind.            | WTHI-TV | • | • | • | • |
| Topeka, Kans.                | WIBW-TV | • | • | • | • |
| Youngstown, O.               | WKBN-TV | • | • | • | • |

### SUPPLEMENTARY NON-INTERCONNECTED

|                          |         |   |   |   |   |
|--------------------------|---------|---|---|---|---|
| Albuquerque, N. M.       | KGGM-TV | • | • | • | • |
| Amarillo, Texas          | KFDA    | • | • | • | • |
| Anderson, S. C.          | WAIM-TV | • | • | • | • |
| Bakersfield, Calif.      | KERO-TV | • | • | • | • |
| Bangor, Me.              | W-TWO   | • | • | • | • |
| Cadillac, Mich.          | WWTW    | • | • | • | • |
| Cape Girardeau, Mo.      | KFVS-TV | • | • | • | • |
| Cheyenne, Wyo.           | KFBC-TV | • | • | • | • |
| Chico, Calif.            | KHSL-TV | • | • | • | • |
| Colorado Springs, Colo.  | KKTU    | • | • | • | • |
| Eureka, Calif.           | KLEM-TV | • | • | • | • |
| Fort Smith, Ark.         | KNAC-TV | • | • | • | • |
| Harlingen, Texas         | KGBT-TV | • | • | • | • |
| Jefferson City, Mo.      | KRCG-TV | • | • | • | • |
| Johnstown, Pa.           | WARD-TV | • | • | • | • |
| Joplin, Mo.              | KODE-TV | • | • | • | • |
| Kearney, Neb.            | KHOL-TV | • | • | • | • |
| La Crosse, Wisc.         | WKBT    | • | • | • | • |
| Lancaster, Pa.           | WGAL-TV | • | • | • | • |
| Lima, Ohio               | WIMA-TV | • | • | • | • |
| Lincoln, Neb.            | KOLN-TV | • | • | • | • |
| Lubbock, Texas           | KDUB-TV | • | • | • | • |
| Mason City, Iowa         | KGLO-TV | • | • | • | • |
| Medford, Ore.            | KBES-TV | • | • | • | • |
| Meridian, Miss.          | WTOK-TV | • | • | • | • |
| Minot, N. D.             | KCJB-TV | • | • | • | • |
| Monroe, La.              | KNOE-TV | • | • | • | • |
| Mt. Washington, N. H.    | WM-TV   | • | • | • | • |
| Odessa, Texas            | KOSA-TV | • | • | • | • |
| Peoria, Ill.             | WTVH    | • | • | • | • |
| Quincy-Hannibal, Mo.     | KHQA-TV | • | • | • | • |
| Raleigh, N. C.           | WNAO-TV | • | • | • | • |
| Reno, Nev.               | KOLO-TV | • | • | • | • |
| Saginaw, Mich.           | WKNX-TV | • | • | • | • |
| St. Joseph, Mo.          | KFEQ-TV | • | • | • | • |
| Salinas-Monterey, Calif. | KSEW-TV | • | • | • | • |
| San Angelo, Texas        | KTXL-TV | • | • | • | • |
| Santa Barbara, Calif.    | KEY-TV  | • | • | • | • |
| Savannah, Ga.            | WTOG-TV | • | • | • | • |
| Texarkana, Texas         | KCMC-TV | • | • | • | • |

• Equipment in use.  
 .. No equipment.



# COLOR EQUIPPED STATIONS—U. S. A.



|                           |         |    |    |    |    |
|---------------------------|---------|----|----|----|----|
| Tucson, Ariz.             | KOPO-TV | .. | .. | .. | .. |
| Valley City, N. D.        | KXJB-TV | .. | .. | .. | .. |
| Waco, Texas               | KWTK-TV | .. | .. | .. | .. |
| Watertown-Carthage, N. Y. | WONY-TV | .. | .. | .. | .. |
| Wausau, Wisc.             | WSAU-TV | .. | .. | .. | .. |
| Wichita Falls, Texas      | KSYD-TV | .. | .. | .. | .. |
| Yakima, Wash.             | KIMA-TV | .. | .. | .. | .. |

## SUPPLEMENTARY INTERCONNECTED

|                    |         |    |    |    |    |
|--------------------|---------|----|----|----|----|
| Billings, Mont.    | KOOK-TV | .. | .. | .. | .. |
| Boise, Idaho       | KBOI-TV | .. | .. | .. | .. |
| Great Falls, Mont. | KID-TV  | .. | .. | .. | .. |
| Tallahassee, Fla.  | WCTV    | .. | .. | .. | .. |

## EXTENDED MARKET PLAN

|                          |         |    |    |    |    |
|--------------------------|---------|----|----|----|----|
| Agana, Guam              | KUAM-TV | .. | .. | .. | .. |
| Bellingham, Wash.        | KVOS-TV | .. | .. | .. | .. |
| Big Spring, Texas        | KBST-TV | .. | .. | .. | .. |
| Bismarck, N. D.          | KBMB-TV | .. | .. | .. | .. |
| Carlsbad, N. M.          | KAVE-TV | .. | .. | .. | .. |
| Clovis, N. M.            | KICA-TV | .. | .. | .. | .. |
| Columbus, Miss.          | WCBI-TV | .. | .. | .. | .. |
| Decatur, Ala.            | WMSL-TV | .. | .. | .. | .. |
| Dickinson, N. D.         | KDIX-TV | .. | .. | .. | .. |
| Dothan, Ala.             | WTVV    | .. | .. | .. | .. |
| Fayetteville, N. C.      | WFLB-TV | .. | .. | .. | .. |
| Fort Meyers, Fla.        | WINK-TV | .. | .. | .. | .. |
| Grand Junction, Colo.    | KREX-TV | .. | .. | .. | .. |
| Jackson, Tenn.           | WDXI-TV | .. | .. | .. | .. |
| Juneau, Alaska           | KINY-TV | .. | .. | .. | .. |
| Kalispell, Mont.         | KEEZ-TV | .. | .. | .. | .. |
| Klamath Falls, Ore.      | KOTI-TV | .. | .. | .. | .. |
| Lafayette, Ind.          | WFAM-TV | .. | .. | .. | .. |
| Lafayette, La.           | KLFY-TV | .. | .. | .. | .. |
| Lake Charles, La.        | KTAG-TV | .. | .. | .. | .. |
| Laredo, Texas            | KHAD-TV | .. | .. | .. | .. |
| Las Vegas, Nev.          | KLAS-TV | .. | .. | .. | .. |
| Marquette, Mich.         | WDMJ-TV | .. | .. | .. | .. |
| Missoula, Mont.          | KGVO-TV | .. | .. | .. | .. |
| Ottumwa, Iowa            | KTVO    | .. | .. | .. | .. |
| Panama City, Fla.        | WJDM-TV | .. | .. | .. | .. |
| Parkersburg, W. Va.      | WTAP    | .. | .. | .. | .. |
| Presque Isle, Me.        | WAGM-TV | .. | .. | .. | .. |
| Rapid City, S. D.        | KOTA-TV | .. | .. | .. | .. |
| Salisbury, Md.           | WBOC-TV | .. | .. | .. | .. |
| San Luis Obispo, Calif.  | KVEO-TV | .. | .. | .. | .. |
| Twin Falls, Idaho        | KLJX-TV | .. | .. | .. | .. |
| Sweetwater-Abilene, Tex. | KPAR-TV | .. | .. | .. | .. |
| Yuma, Ariz.              | KFYA    | .. | .. | .. | .. |

# NBC-TV

## INTERCONNECTED BASIC AFFILIATES

| CITY                 | STATION | NETWORK     |           | LOCAL ORIGATION |      | LIVE       |
|----------------------|---------|-------------|-----------|-----------------|------|------------|
|                      |         | REBROADCAST | SLIDE     | FILM            | FILM |            |
| Atlanta, Ga.         | WSB-TV  | *           | *         | *               | ..   | ..         |
| Baltimore, Md.       | WBAL-TV | *           | *         | *               | ..   | ..         |
| Birmingham, Ala.     | WABT    | *           | *         | *               | ..   | ..         |
| Boston, Mass.        | WBZ-TV  | *           | *         | *               | ..   | ..         |
| Buffalo, N. Y.       | WBUF    | *           | ..        | ..              | ..   | ..         |
| Chicago, Ill.        | WBQ     | *           | ..        | ..              | ..   | ..         |
| Cincinnati, O.       | WLWT    | *           | ..        | ..              | ..   | ..         |
| Cleveland, O.        | KYW-TV  | *           | ..        | ..              | ..   | ..         |
| Columbus, O.         | WLW-C   | *           | ..        | ..              | ..   | ..         |
| Dallas, Tex.         | WFAA-TV | *           | ..        | ..              | ..   | ..         |
| Davenport, Iowa      | WOC-TV  | *           | ..        | ..              | ..   | ..         |
| Dayton, O.           | WLW-D   | *           | Late 1957 | Late 1957       | ..   | Early 1958 |
| Denver, Colo.        | KOA-TV  | *           | *         | *               | ..   | ..         |
| Des Moines, Iowa     | WHO-TV  | *           | *         | *               | ..   | Late 1957  |
| Detroit, Mich.       | WWJ-TV  | *           | *         | *               | ..   | ..         |
| Ft. Worth, Tex.      | WBAP-TV | *           | *         | *               | ..   | ..         |
| Fresno, Calif.       | KMJ-TV  | *           | *         | *               | ..   | ..         |
| Grand Rapids, Mich.  | WOOD-TV | *           | ..        | ..              | ..   | ..         |
| Traverse City        | WPBN-TV | *           | ..        | ..              | ..   | ..         |
| Hartford-New Britain | WKBN-TV | *           | ..        | ..              | ..   | ..         |
| Houston, Texa.       | KPRO-TV | *           | *         | *               | ..   | ..         |
| Lufkin               | KTRE-TV | ..          | ..        | ..              | ..   | ..         |

\* Equipment in use.  
.. No equipment.



## COLOR EQUIPPED STATIONS—U. S. A.



|                            |          |   |   |            |            |            |
|----------------------------|----------|---|---|------------|------------|------------|
| Huntington-Charleston      | WSAZ-TV  | * | . | .          | .          | .          |
| Indianapolis, Ind.         | WPBM-TV  | * | . | .          | .          | .          |
| Johnstown, Pa.             | WJAC-TV  | * | . | .          | .          | .          |
| Kansas City, Kans.         | WDAF-TV  | * | . | .          | .          | .          |
| Lancaster-Harrisburg-York  | WGAL-TV  | * | . | .          | .          | 1957       |
| Lansing, Mich.             | WJIM-TV  | * | . | .          | .          | .          |
| Los Angeles, Calif.        | KRCA     | * | . | .          | .          | .          |
| Louisville, Ky.            | WA VE-TV | * | . | .          | .          | .          |
| Memphis, Tenn.             | WMCT     | * | . | Fall 1957  | Fall 1957  | Fall 1957  |
| Tupelo, Miss.              | WTWV     | * | . | .          | .          | .          |
| Miami, Fla.                | WORT     | * | . | .          | .          | Nov. 1957  |
| Milwaukee, Wis.            | WTMJ-TV  | * | . | .          | .          | .          |
| Minneapolis-St. Paul       | KSTP-TV  | * | . | .          | .          | .          |
| Nashville, Tenn.           | WSM-TV   | * | . | .          | .          | .          |
| New Orleans, La.           | WDSU-TV  | * | . | .          | .          | .          |
| New York, N. Y.            | WRCA-TV  | * | . | .          | .          | .          |
| Norfolk, Va.               | WVEC-TV  | * | . | .          | .          | .          |
| Oklahoma City, Okla.       | WKY-TV   | * | . | .          | .          | .          |
| Omaha, Neb.                | KMTV     | * | . | .          | .          | .          |
| Philadelphia, Pa.          | WRCV-TV  | * | . | .          | .          | .          |
| Portland, Ore.             | KPTV     | * | . | .          | .          | .          |
| Providence, R. I.          | WJAR-TV  | * | . | .          | .          | .          |
| Richmond-Petersburg        | WXEX-TV  | * | . | .          | .          | .          |
| Rochester, N. Y.           | WRCC-TV  | * | . | .          | .          | .          |
| Sacramento, Calif.         | KORA-TV  | * | . | .          | .          | March 1957 |
| Salt Lake City, Utah       | KTVT     | * | . | .          | .          | .          |
| San Antonio, Tex.          | WOAI-TV  | * | . | .          | .          | .          |
| San Diego, Calif.          | KFSD-TV  | * | . | .          | .          | .          |
| San Francisco, Calif.      | KRON-TV  | * | . | .          | .          | .          |
| Schenectady, N. Y.         | WRGB     | * | . | Aug. 1957  | Aug. 1957  | Aug. 1957  |
| Seattle-Tacoma, Wash.      | KOMO-TV  | * | . | .          | .          | .          |
| St. Louis, Mo.             | KSD-TV   | * | . | .          | .          | 1957       |
| Syracuse, N. Y.            | WSYR-TV  | * | . | .          | .          | .          |
| Elmira, N. Y.              | WSYE-TV  | * | . | .          | .          | .          |
| Tampa-St. Petersburg, Fla. | WFLA-TV  | * | . | .          | .          | .          |
| Tulsa, Okla.               | KVOO-TV  | * | . | Jan. 1957  | Jan. 1957  | .          |
| Washington, D. C.          | WRC-TV   | * | . | Sept. 1957 | Sept. 1957 | Sept. 1957 |
| Wichita, Kans.             | KARD-TV  | * | . | .          | .          | .          |
| Wilkes-Barre-Scranton, Pa. | WBRE-TV  | * | . | Jan. 1957  | Jan. 1957  | Jan. 1957  |
| Youngstown, O.             | WFMJ-TV  | * | . | .          | .          | .          |

### INTERCONNECTED AFFILIATES INDIVIDUALLY AVAILABLE

|                         |         |            |           |           |           |           |
|-------------------------|---------|------------|-----------|-----------|-----------|-----------|
| Abilene, Tex.           | KRBC-TV | Late 1957  | .         | .         | .         | .         |
| Albany, Ga.             | WALB-TV | 1957       | .         | .         | .         | .         |
| Albuquerque, N. M.      | KOB-TV  | .          | Fall 1957 | Fall 1957 | .         | .         |
| Alexandria, La.         | KALB-TV | .          | .         | .         | .         | .         |
| Altoona, Pa.            | WPBG-TV | .          | .         | .         | .         | .         |
| Amarillo, Tex.          | KGNC-TV | .          | .         | .         | .         | .         |
| Ardmore, Okla.          | KVSO-TV | .          | .         | .         | .         | .         |
| Asheville, N. C.        | WISE-TV | .          | .         | .         | .         | .         |
| Augusta, Ga.            | WJBF    | 1957       | .         | .         | 1957      | .         |
| Austin, Tex.            | KTBC-TV | Dec. 1957  | .         | .         | Dec. 1957 | Dec. 1957 |
| Bakersfield, Calif.     | KERO-TV | .          | .         | .         | .         | .         |
| Bangor, Me.             | WABI-TV | .          | .         | .         | .         | .         |
| Baton Rouge, La.        | WBRZ    | .          | .         | .         | .         | .         |
| Bethlehem, Pa.          | WLEV-TV | .          | .         | .         | .         | .         |
| Binghamton, N. Y.       | WNBF-TV | .          | .         | .         | .         | .         |
| Bismarck, N. D.         | KFYR-TV | Late 1957  | .         | .         | .         | .         |
| Bloomington, Ind.       | WTPV    | .          | .         | .         | .         | .         |
| Bluefield, W. Va.       | WHIS-TV | .          | .         | .         | .         | .         |
| Bristol, Va., Tenn.     | WCYB-TV | .          | .         | .         | .         | .         |
| Champaign-Urbana, Ill.  | WQIA    | .          | .         | .         | .         | .         |
| Charlotte, N. C.        | WUSN-TV | .          | .         | .         | .         | .         |
| Charleston, S. C.       | WBTV    | .          | .         | .         | .         | .         |
| Chattanooga, Tenn.      | WRGP-TV | .          | .         | .         | .         | .         |
| Colorado Springs, Colo. | KRDO-TV | .          | .         | .         | .         | .         |
| Columbia, Mo.           | KOMU-TV | .          | .         | .         | .         | .         |
| Columbia, S. C.         | WIS-TV  | .          | .         | .         | .         | .         |
| Columbus, Ga.           | WDAK-TV | .          | .         | .         | .         | .         |
| Columbus, Miss.         | WCBI-TV | .          | .         | .         | .         | .         |
| Corpus Christi, Tex.    | KRIS-TV | .          | .         | .         | .         | .         |
| Decatur, Ala.           | WMSL-TV | .          | .         | .         | .         | .         |
| Duluth-Superior         | WDSM-TV | .          | .         | .         | .         | .         |
| Eau Claire, Wis.        | WEAU-TV | .          | 1958      | 1958      | .         | .         |
| El Dorado, Ark.         | KRBB    | April 1957 | .         | .         | .         | .         |
| El Paso, Tex.           | KTSM-TV | .          | .         | .         | .         | .         |
| Eric, Pa.               | WICU    | .          | .         | .         | .         | .         |
| Eugene, Ore.            | KVAL-TV | .          | .         | .         | .         | .         |
| Roseburg, Ore.          | KPIC-TV | .          | .         | .         | .         | .         |
| Eureka, Calif.          | KIEM-TV | .          | .         | .         | .         | .         |
| Evansville, Ind.        | WFIE-TV | .          | .         | .         | .         | .         |
| Fargo, N. D.            | WDAY-TV | .          | .         | .         | .         | .         |
| Grand Forks, N. D.      | KNOX-TV | .          | .         | .         | .         | .         |
| Fayetteville, N. C.     | WFLB-TV | .          | .         | .         | .         | .         |

\* Equipment in use.  
 .. No equipment.





# COLOR EQUIPPED STATIONS—U. S. A.



|                               |         |             |             |            |            |
|-------------------------------|---------|-------------|-------------|------------|------------|
| Fort Dodge, Iowa              | KQTV    | 1957        | ..          | ..         | ..         |
| Fort Smith, Ark.              | KFSA-TV | *           | ..          | ..         | ..         |
| Fort Wayne, Ind.              | WKJG-TV | ..          | Sept. 1958  | Sept. 1958 | ..         |
| Great Bend, Kans.             | KCKT-TV | ..          | *           | ..         | Fall 1957  |
| Greenville-Spartanburg, S.C.  | WFBC-TV | *           | Spring 1957 | ..         | ..         |
| Harrisburg, Ill.              | WSIL-TV | ..          | ..          | ..         | ..         |
| Harrisonburg, Va.             | WSVA-TV | ..          | ..          | ..         | ..         |
| Hastings-Kearney, Neb.        | KHAS-TV | *           | ..          | ..         | ..         |
| Hattiesburg-Laurel, Miss.     | WDM-TV  | ..          | ..          | ..         | ..         |
| Idaho Falls, Ida.             | KID-TV  | Late 1958   | Late 1958   | Late 1958  | Late 1958  |
| Jackson, Miss.                | WLBT    | *           | ..          | ..         | ..         |
| Jacksonville, Fla.            | WJHP-TV | *           | ..          | ..         | ..         |
| Knoxville, Tenn.              | WATE-TV | ..          | 1957        | 1957       | 1957       |
| La Crosse, Wisc.              | WKBT    | ..          | ..          | ..         | ..         |
| Lake Charles, La.             | KPLC-TV | June 1957   | ..          | ..         | ..         |
| Las Vegas-Henderson           | KLBJ-TV | ..          | ..          | ..         | ..         |
| Lexington, Ky.                | WLEX-TV | Fall 1957   | ..          | ..         | ..         |
| Lima, O.                      | WMA-TV  | ..          | ..          | ..         | ..         |
| Little Rock, Ark.             | KARK-TV | *           | Feb. 1957   | Feb. 1957  | ..         |
| Lubbock, Tex.                 | KCBD-TV | *           | ..          | ..         | ..         |
| Macon, Ga.                    | WMAZ-TV | ..          | ..          | ..         | ..         |
| Madison, Wisc.                | WMTV    | ..          | ..          | ..         | ..         |
| Martinet-Green Bay, Wisc.     | WBWB-TV | ..          | ..          | ..         | ..         |
| Medford, Ore.                 | KBES-TV | ..          | ..          | ..         | ..         |
| Klamath Falls                 | KOTI-TV | ..          | ..          | ..         | ..         |
| Meridian, Miss.               | WTOK-TV | 1957        | Jan. 1959   | Jan. 1959  | ..         |
| Midland-Odessa, Tex.          | KMID-TV | ..          | ..          | ..         | ..         |
| Mobile, Ala.                  | WALA-TV | *           | ..          | ..         | ..         |
| Monroe, La.                   | KNOE-TV | ..          | Sept. 1957  | Sept. 1957 | ..         |
| Montgomery, Ala.              | WSFA-TV | *           | ..          | ..         | ..         |
| Muncie, Ind.                  | WLBC-TV | ..          | ..          | ..         | ..         |
| Orlando, Fla.                 | WDBO-TV | ..          | ..          | ..         | ..         |
| Ottumwa, Ia.-Kirksville, Mo.  | KTVO    | Spring 1957 | Sept. 1957  | Sept. 1957 | Sept. 1957 |
| Palmbeach, Fla.               | WPTV    | Feb. 1957   | ..          | ..         | ..         |
| Parkersburg, W. Va.           | WTAP-TV | ..          | ..          | ..         | ..         |
| Peoria, Ill.                  | WEEK-TV | ..          | ..          | ..         | ..         |
| Phoenix-Mesa, Ariz.           | KVAR    | ..          | ..          | ..         | ..         |
| Pittsburgh, Kans.-Joplin, Mo. | KOAM-TV | ..          | ..          | ..         | ..         |
| Pittsburgh, Pa.               | KDKA-TV | *           | Jan. 1957   | Jan. 1957  | ..         |
| Plattsburgh, N. Y.            | ..      | ..          | ..          | ..         | ..         |
| Burlington, Vt.               | WPTZ    | Feb. 1957   | ..          | ..         | ..         |
| Portland, Me.                 | WCSH-TV | *           | ..          | ..         | ..         |
| Pueblo, Colo.                 | KCSJ-TV | ..          | ..          | ..         | ..         |
| Quincy, Ill.-Hannibal, Mo.    | WGEM-TV | ..          | ..          | ..         | ..         |
| Raleigh-Durham, N. C.         | WRAL-TV | ..          | ..          | ..         | Fall 1957  |
| Redding, Calif.               | KVIP-TV | ..          | ..          | ..         | ..         |
| Reno, Nev.                    | KOLO-TV | ..          | ..          | ..         | ..         |
| Roanoke, Va.                  | WSLS-TV | ..          | ..          | ..         | ..         |
| Rochester, Minn.              | KROC-TV | *           | Jan. 1958   | Jan. 1958  | ..         |
| Rockford, Ill.                | WTVO    | ..          | ..          | ..         | ..         |
| Roswell, N. M.                | KSWs-TV | Feb. 1957   | 1957        | 1957       | 1957       |
| Saginaw-Bay City, Mich.       | WNEM-TV | ..          | ..          | ..         | ..         |
| Salinas-Monterey, Calif.      | KSBW-TV | ..          | ..          | ..         | May 1957   |
| Santa Barbara, Calif.         | KEY-TV  | ..          | ..          | ..         | ..         |
| Savannah, Ga.                 | WSA-TV  | ..          | June 1957   | June 1957  | Jan. 1958  |
| Shreveport, La.               | KTBS-TV | *           | ..          | ..         | ..         |
| Sioux City, Iowa              | KITV    | ..          | ..          | ..         | ..         |
| Sioux Falls, S. D.            | KELO-TV | Sept. 1957  | ..          | ..         | ..         |
| Florence, S. D.               | KDLO-TV | Jan. 1957   | Jan. 1958   | Jan. 1958  | ..         |
| South Bend-Elkhart, Ind.      | WNDU-TV | *           | 1957        | 1957       | ..         |
| Spokane, Wash.                | KHQ-TV  | *           | ..          | ..         | ..         |
| Springfield, Ill.             | WICS    | Feb. 1957   | ..          | ..         | ..         |
| Springfield-Holyoke, Mass.    | WWLP    | *           | ..          | ..         | ..         |
| Springfield, Mo.              | KYTV    | *           | Jan. 1958   | Jan. 1958  | ..         |
| Tallahassee, Fla.             | WCTV    | ..          | ..          | ..         | ..         |
| Thomasville, Ga.              | ..      | ..          | ..          | ..         | ..         |
| Temple-Waco, Tex.             | KCEN-TV | ..          | ..          | ..         | ..         |
| Toledo, Ohio                  | WSPD-TV | ..          | ..          | ..         | ..         |
| Tucson, Ariz.                 | KVOA-TV | ..          | ..          | ..         | ..         |
| Twin Falls, Ida.              | KLIX-TV | June 1957   | ..          | ..         | ..         |
| Tyler, Tex.                   | KLTV    | *           | ..          | ..         | ..         |
| Utica, N. Y.                  | WETV    | ..          | ..          | ..         | ..         |
| Washington-Greenville, N.C.   | WITN-TV | ..          | ..          | ..         | ..         |
| Waterloo-Cedar Rapids, Ia.    | KWWL-TV | ..          | ..          | ..         | ..         |
| Wausau, Wisc.                 | WSAU-TV | ..          | ..          | ..         | ..         |
| Weslaco, Tex.                 | KRGV-TV | ..          | ..          | ..         | ..         |
| Wheeling, Va.                 | WTRF-TV | ..          | 1957        | 1957       | ..         |
| Wichita Falls, Tex.           | KPDX-TV | ..          | Feb. 1957   | Feb. 1957  | ..         |
| Wilmington, N. C.             | WMFD-TV | March 1957  | ..          | ..         | ..         |
| Winston-Salem                 | ..      | ..          | ..          | ..         | ..         |
| Greensboro, N. C.             | WSJS-TV | *           | ..          | ..         | ..         |
| Yakima, Wash.                 | KEMA-TV | ..          | ..          | ..         | ..         |
| Pasco, Wash.                  | KEPR-TV | ..          | ..          | ..         | ..         |
| Lewiston                      | KLEW-TV | ..          | ..          | ..         | ..         |
| Yuma, Ariz.                   | KIVA    | ..          | ..          | ..         | ..         |
| Zanesville, O.                | WHIZ-TV | May 1957    | ..          | ..         | ..         |

\* Equipment in use.  
.. No equipment.

# NEW TELEVISION STATIONS SET FOR OPENING IN 1957

| City                        | Call Letters | Channel | City            | Call Letters | Channel |
|-----------------------------|--------------|---------|-----------------|--------------|---------|
| <b>ALABAMA</b>              |              |         | <b>FLORIDA</b>  |              |         |
| Birmingham                  | WBMG         | 42      | Fort Pierce     | WTVI         | 19      |
| Selma                       | WSLA         | 8       | Jacksonville    | WFGA         | 12      |
|                             |              |         | Jacksonville    | WQIK-TV      | 30      |
| <b>ARIZONA</b>              |              |         | Miami           | WMFL         | 33      |
| Flagstaff                   | KOLF-TV      | 9       | Miami           | WPST-TV      | 10      |
| Yuma                        | KYAT         | 13      | Miami Beach     | WKAT         | 10      |
|                             |              |         | Orlando         | WORZ         | 9       |
|                             |              |         | Orlando         | WEAL-TV      | 18      |
| <b>ARKANSAS</b>             |              |         | <b>GEORGIA</b>  |              |         |
| Hot Springs                 | KSPS         | 9       | *Athens         | WGTV         | 8       |
| Jonesboro                   | KBTM-TV      | 8       | *Atlanta        | WETV         | 30      |
| <b>CALIFORNIA</b>           |              |         | <b>IDAHO</b>    |              |         |
| Corona                      | KCOA         | 52      | Twin Falls      | KHTV         | 13      |
| Eureka                      | KHUM-TV      | 13      |                 |              |         |
| Los Angeles                 | KBIC-TV      | 22      | <b>ILLINOIS</b> |              |         |
| Modesto                     | KTRB-TV      | 14      | Chicago         | WHFC-TV      | 26      |
| Sacramento                  | KGMS         | 46      | Chicago         | WIND-TV      | 20      |
| San Francisco               | KBAY-TV      | 20      | Chicago         | WOPT         | 44      |
| San Francisco               | KPRT         | 26      | Evanston        | WTLE         | 32      |
|                             |              |         | Peoria          | WIRL         | 8       |
| <b>CONNECTICUT</b>          |              |         | <b>INDIANA</b>  |              |         |
| *Bridgeport                 | WCTB         | 71      | Anderson        | WCBC-TV      | 61      |
| *Hartford                   | WCHF         | 24      | Hatfield        | WVSJ-TV      | 9       |
| Hartford                    | WTIC-TV      | 3       | Roanoke         | WPTA         | 21      |
| New Haven                   | WELI-TV      | 59      |                 |              |         |
| New London                  | WNLC-TV      | 26      | <b>IOWA</b>     |              |         |
| *Norwich                    | WCNE         | 63      | *Des Moines     | KDPS-TV      | 11      |
| Stamford                    | WSTF         | 27      |                 |              |         |
| <b>DISTRICT OF COLUMBIA</b> |              |         | <b>KANSAS</b>   |              |         |
| Washington                  | WOOK-TV      | 14      | Ensign          | KTVC         | 6       |
|                             |              |         | Goodland        | KWGB-TV      | 10      |
|                             |              |         | *Manhattan      | KSAC-TV      | 8       |
|                             |              |         | <b>KENTUCKY</b> |              |         |
|                             |              |         | Ashland         | WALN-TV      | 59      |

\* Denotes non-commercial educational station.

NEW TV STATIONS SET FOR OPENING IN 1957

| City                  | Call Letters | Channel | City           | Call Letters | Channel |
|-----------------------|--------------|---------|----------------|--------------|---------|
| Lexington             | WLAP-TV      | 27      | NEVADA         |              |         |
| Louisville            | WQXL-TV      | 41      | Reno           | KAKJ         | 4       |
| Newport               | WNOP-TV      | 74      | Reno           | KOLO-TV      | 8       |
| Owensboro             | WKYT         | 14      | NEW HAMPSHIRE  |              |         |
| Paducah               | WPSD-TV      | 6       | Keene          | WKNE-TV      | 45      |
| LOUISIANA             |              |         | NEW JERSEY     |              |         |
| Baton Rouge           | WCNS         | 40      | Atlantic City  | WOCN         | 52      |
| *Monroe               | KLSE         | 13      | Camden         | WKDN-TV      | 17      |
| New Orleans           | WCKG         | 26      | *New Brunswick | WTLV         | 19      |
| New Orleans           | WWEZ         | 32      | NEW MEXICO     |              |         |
| *New Orleans          | WYES         | 8       | Santa Fe       | KVIT         | 2       |
| MAINE                 |              |         | NEW YORK       |              |         |
| Augusta               | WPTT         | 10      | Albany         | WPTR-TV      | 23      |
| MARYLAND              |              |         | *Albany        | WTVZ         | 17      |
| Baltimore             | WITH-TV      | 72      | *Binghamton    | WQTV         | 46      |
| Baltimore             | WTLF         | 18      | Binghamton     | WINR-TV      | 40      |
| MASSACHUSETTS         |              |         | *Buffalo       | WTVF         | 23      |
| Boston                | WJDW         | 44      | Buffalo        | WNYT-TV      | 59      |
| Boston                | WXEL         | 38      | Ithaca         | WHCU-TV      | 20      |
| Brockton              | WHEF-TV      | 62      | *Ithaca        | WIET         | 14      |
| Greenfield            | WRLP         | 32      | *New York      | WREG         | 25      |
| Worcester             | WAAB-TV      | 20      | *New York      | WNYC-TV      | 31      |
| MICHIGAN              |              |         | Rochester      | WCBF-TV      | 15      |
| *Ann Arbor            | WUOM-TV      | 26      | *Rochester     | WROH         | 21      |
| Detroit               | WBID-TV      | 50      | *Syracuse      | WHTV         | 43      |
| Flint                 | WJRT         | 12      | NORTH CAROLINA |              |         |
| Grand Rapids          | WCMC         | 23      | Charlotte      | WSOC-TV      | 9       |
| Ironwood              | WJMS-TV      | 12      | Gastonia       | WTVX         | 48      |
| Port Huron            | WHLS-TV      | 34      | New Bern       | WNBE-TV      | 13      |
| MINNESOTA             |              |         | NORTH DAKOTA   |              |         |
| *Minneapolis-St. Paul | KTCA-TV      | 2       | Minot          | KMOT         | 10      |
| MISSISSIPPI           |              |         |                |              |         |
| Biloxi                | WVMI         | 13      |                |              |         |
| Tupelo                | WTWV         | 9       |                |              |         |
| MONTANA               |              |         |                |              |         |
| Billings              | KGHL-TV      | 8       |                |              |         |
| Helena                | KXLJ-TV      | 12      |                |              |         |
| Kalispell             | KGEZ-TV      | 9       |                |              |         |
| NEBRASKA              |              |         |                |              |         |
| Omaha                 | KETV         | 7       |                |              |         |

\* Denotes non-commercial educational station.

NEW TV STATIONS SET FOR OPENING IN 1957

| City                  | Call Letters | Channel | City                 | Call Letters | Channel |
|-----------------------|--------------|---------|----------------------|--------------|---------|
| <b>OHIO</b>           |              |         | <b>SOUTH DAKOTA</b>  |              |         |
| Canton                | WTLC         | 29      | Aberdeen             | KDHS         | 9       |
| Cincinnati            | WQXN-TV      | 54      | Deadwood             | KDSJ-TV      | 5       |
| Cleveland             | WERE-TV      | 65      | Rapid City           | KRSD-TV      | 7       |
| Cleveland             | WHK-TV       | 19      | Reliance             | KPLO-TV      | 6       |
| Elyria                | WEOL-TV      | 31      | <b>TEXAS</b>         |              |         |
| Mansfield             | WTVG         | 36      | Alpine               | KAMT-TV      | 12      |
| Massillon             | WMAC-TV      | 23      | Brownwood            | KNBT-TV      | 19      |
| *Oxford               | WMUB-TV      | 14      | Bryan                | KBTX-TV      | 3       |
| Toledo                | WTOH-TV      | 79      | Houston              | KXYZ-TV      | 29      |
| Youngstown            | WXTV         | 73      | Port Arthur          | KPAC-TV      | 4       |
| <b>OKLAHOMA</b>       |              |         | <b>UTAH</b>          |              |         |
| *Tulsa                | KOED-TV      | 11      | *Salt Lake City      | KUTA         | 7       |
| Tulsa                 | KSPG         | 17      | <b>VIRGINIA</b>      |              |         |
| <b>OREGON</b>         |              |         | Arlington            | WARL-TV      | 20      |
| Coos Bay              | KOOS-TV      | 16      | Portsmouth           | WAVY-TV      | 10      |
| Salem                 | KSLM-TV      | 3       | <b>WASHINGTON</b>    |              |         |
| <b>PENNSYLVANIA</b>   |              |         | Ephrata              | KBAS-TV      | 43      |
| Allentown             | WQCY         | 39      | Seattle (Tacoma)     | KIRO-TV      | 7       |
| Hazleton              | WAZL-TV      | 63      | Vancouver            | KVAN-TV      | 21      |
| Lancaster             | WLAN-TV      | 21      | Walla Walla          | KRTV         | 8       |
| Philadelphia          | WPHD         | 23      | <b>WEST VIRGINIA</b> |              |         |
| *Philadelphia         | WHYY-TV      | 35      | Clarksburg           | WBLK-TV      | 12      |
| Philadelphia          | WSES         | 29      | Wheeling             | WLTV         | 51      |
| Pittsburgh            | WTVQ         | 47      | <b>WISCONSIN</b>     |              |         |
| Pittsburgh            | WHIC         | 11      | Milwaukee            | WFOX-TV      | 31      |
| Sharon                | WSHA         | 39      | *Milwaukee           | WMVS-TV      |         |
| Sunbury               | WKOK-TV      | 38      | <b>TERRITORIES</b>   |              |         |
| Williamsport          | WRAK-TV      | 36      | <b>HAWAII</b>        |              |         |
| <b>SOUTH CAROLINA</b> |              |         | Honolulu             | KHVH-TV      | 13      |
| Camden                | WACA-TV      | 14      | <b>PUERTO RICO</b>   |              |         |
|                       |              |         | Caguas               | WSUR-TV      | 9       |
|                       |              |         | Ponce                | WKBM-TV      | 11      |
|                       |              |         | *San Juan            | WIPR-TV      | 6       |

\* Denotes non-commercial educational station.

# COMMUNITY TELEVISION ANTENNA SYSTEMS

As of January 1, 1957

| State       | City                                       | Exec. in Charge    | Stations                                                                                                                |
|-------------|--------------------------------------------|--------------------|-------------------------------------------------------------------------------------------------------------------------|
| Alabama     | Florence                                   | W. E. Tucker       | WBRC-TV; WABC (Birmingham)                                                                                              |
| Arizona     | Ajo                                        | A. E. Richards     | KPHO-TV; KOOL-TV (Phoenix)<br>KVOA-TV (Tucson)<br>KVAR (Mesa-Phoenix)                                                   |
|             | Flagstaff                                  | H. J. Rosen        | KOOL-TV (Phoenix)<br>KVAR (Mesa-Phoenix)                                                                                |
|             | Globe                                      | Willard Shoecraft  |                                                                                                                         |
|             | Nogales                                    | Chas. G. Boice     | KVOA-TV; KOPO-TV (Tucson)<br>KOOL-TV; KTVK-TV (Phoenix)<br>KTVK; KVOA-TV                                                |
|             | Phoenix                                    | I. W. Brayer       | KPHO-TV; KOOL-TV (Phoenix)                                                                                              |
|             | Prescott                                   | Norman A. Hendry   | KVOA-TV (Tucson)                                                                                                        |
| Arkansas    | Batesville                                 | Jimmy Davidson     | WMCT-TV (Memphis)<br>KARK-TV (Little Rock)                                                                              |
|             | Fayetteville                               | Hal Douglas        | KATV (Pine Bluff)<br>KOTV (Tulsa)<br>KYTV (Springfield)<br>KTVX (Muskogee, Okla.)                                       |
|             | Harrison (Twin City TV System)             |                    |                                                                                                                         |
|             | Mena                                       | T. C. Masters      |                                                                                                                         |
|             | Rogers (KANO TV Cable System)              |                    |                                                                                                                         |
| California  | Barstow                                    | Dean M. Devoe      | KNXT; KRCA; KABC-TV; (Los Angeles)                                                                                      |
|             | Beverly Hills (Community TV Reception Co.) |                    |                                                                                                                         |
|             | Carmel                                     | G. B. Henderson    | KRON-TV; KPIX; KGO-TV; (San Francisco)                                                                                  |
|             | Dunsmuir                                   | John F. Burgess    | KBES-TV (Medford)<br>KBEL-TV (Oroville)                                                                                 |
|             | Grass Valley                               | John Colling       | KPIX; KRON-TV; KGO-TV (San Francisco)                                                                                   |
|             | Laguna Beach                               | Lewis L. Le Mieux  | KRCA; KABC-TV; KHJ-TV; KCOP; KTLA; KNXT; KTTV (Los Angeles)<br>KGO-TV; KPIX; KRON-TV (San Francisco)<br>KVOR (Stockton) |
|             | Martinez                                   |                    |                                                                                                                         |
|             | Orinda (TV Master Antenna System)          |                    |                                                                                                                         |
|             | Palm Springs (Community TV Corp.)          |                    |                                                                                                                         |
|             | Santa Cruz (Pacific Telescription Sys.)    |                    |                                                                                                                         |
|             | Sausalito (Community TV)                   |                    |                                                                                                                         |
|             | Placerville                                | John S. Hocking    | KRON-TV; KPIX; KGO-TV (San Francisco)                                                                                   |
|             | San Bernardino                             | Richard J. Filane  | KRCA; KABC-TV; KHJ-TV; KCOP; KTLA; KNXT (Los Angeles)                                                                   |
|             | Taft                                       | J. P. Maguire      |                                                                                                                         |
|             | Ukiah (Spanish Mountain TV Cable)          |                    |                                                                                                                         |
|             | Ventura                                    | John G. George     | KNXT; KRCA; KLTA; KABC-TV; KHJ-TV; KTTV; KCOP (Los Angeles)                                                             |
|             | Victoriaville                              | A. M. Gish         |                                                                                                                         |
| Colorado    | Durango                                    | George F. Rock     | KOB-TV (Albuquerque)                                                                                                    |
|             | Glenwood Springs (Electric Center TV)      |                    |                                                                                                                         |
|             | Lendville                                  |                    |                                                                                                                         |
|             | Salida                                     | David F. Onstead   | KCSJ-TV (Pueblo)                                                                                                        |
|             | Sterling                                   | J. E. Collier      | KFEL-TV; KOA-TV; KILZ-TV; KBT (Denver)                                                                                  |
|             | Trinidad                                   | Donald C. Campbell | KFBC-TV (Cheyenne)<br>KCSJ-TV (Pueblo)<br>KRTV (Colorado) Springs)                                                      |
| Connecticut | Frankfort (Community Service, Inc.)        |                    |                                                                                                                         |
| Florida     | Key West (Cable Vision, Inc.)              |                    |                                                                                                                         |
| Idaho       | Grangeville                                | Stanley Wright     | KHQ-TV; KXLY-TV; KREM-TV                                                                                                |
|             | Ketchum                                    | C. E. Atkinson     | KBOI (Boise)                                                                                                            |

**COMMUNITY TELEVISION ANTENNA SYSTEM**

| <b>State</b>  | <b>City</b>                                                                                                                                                                                                                                                                              | <b>Exec. in Charge</b>                                               | <b>Stations</b>                                                                                                                                   |
|---------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
|               | Lewiston<br>Pocatello (Bannock<br>TV, Inc.)<br>Twin Falls (Cable<br>Vision)                                                                                                                                                                                                              | Newell Priesse                                                       | KID-TV (Idaho Falls)<br>KSL-TV (Salt Lake City)<br>KHQ-TV; KXYL-TV; KREM-TV (Spokane)                                                             |
| Illinois      | Peru                                                                                                                                                                                                                                                                                     | Earl S. Nelson, Jr.                                                  | WBBM-TV; WNBQ; WGN-TV; WBBK<br>(Chicago)                                                                                                          |
|               | Taylorville                                                                                                                                                                                                                                                                              | Louis Flanders                                                       | WOC-TV (Davenport)<br>WHBF-TV (Rock Island)<br>WCIA (Champaign)<br>KSD-TV (St. Louis)<br>WTVP (Decatur)<br>WCIA (Champaign)<br>WICS (Springfield) |
| Iowa          | Dubuque (Jerrold<br>TV Cable Corp.)                                                                                                                                                                                                                                                      |                                                                      |                                                                                                                                                   |
| Kansas        | Liberal                                                                                                                                                                                                                                                                                  | R. E. Hood                                                           |                                                                                                                                                   |
| Maine         | Houlton (TV, Inc.)                                                                                                                                                                                                                                                                       |                                                                      |                                                                                                                                                   |
| Maryland      | Cumberland                                                                                                                                                                                                                                                                               | J. Holland Rannells                                                  | WJAC-TV; (Johnstown, Penn.)<br>WFBG-TV; (Altoona, Penn.)<br>WTC-TV; WTTG; WMAL-TV; WTOP-TV<br>(Washington)                                        |
|               | Hancock<br>Lonaconing (Jack-<br>son TV Co.)                                                                                                                                                                                                                                              | Stanley M. Fulton                                                    | WDTV (Pittsburgh)<br>WRC-TV; WTTG; WTOP-TV; (Washington)                                                                                          |
| Massachusetts | Athol                                                                                                                                                                                                                                                                                    | James B. Wright                                                      | WBZ-TV; WNAC-TV (Boston)<br>WRGB (Schenectady)<br>WMGT (Adams)<br>WWOR-TV (Worcester)                                                             |
|               | Millers Falls (M. F.<br>Antenna Corp.)<br>Pittsfield (Pittsfield<br>Community Antenna<br>Co.)                                                                                                                                                                                            |                                                                      |                                                                                                                                                   |
|               | Shelburne Falls                                                                                                                                                                                                                                                                          | Phillip Tedesco, Jr.                                                 | WBZ-TV; WNAC-TV (Boston)<br>WRGB (Schenectady)                                                                                                    |
| Michigan      | Northern Community<br>Systems, Inc.                                                                                                                                                                                                                                                      |                                                                      |                                                                                                                                                   |
| Minnesota     | Benson (Westanna<br>TV Const. Co.)<br>Brainerd (Brainerd<br>Video)<br>Ely (Ely Television<br>Cable)<br>St. Paul (Donovan,<br>Inc.)<br>Willmar (Willmar<br>Community TV<br>Corp.)                                                                                                         |                                                                      |                                                                                                                                                   |
| Mississippi   | Greenville (Delta<br>Video Corp.)<br>Greenwood<br>Hattiesburg (Perfect<br>Video, Inc.)<br>Tupelo (Tupelo Com-<br>munity Antenna,<br>Inc.)                                                                                                                                                | E. G. Perkins                                                        |                                                                                                                                                   |
| Montana       | Big Timber<br>Bozeman (Communi-<br>ty TV, Inc.)<br>Havre (Community<br>TV Assoc. of<br>Havre)<br>Helena (Helent TV,<br>Inc.)<br>Lewiston (Perfect<br>TV, Inc.)<br>Libby<br>Shelby<br>Whitefish (Big Moun-<br>tain TV, Inc.)<br>Cut Bank (Highline<br>Community Antenna<br>Service, Inc.) | McClellan Clark<br><br><br><br><br><br>H. R. Johnson<br>J. R. Stimps | KOOK-TV (Billings)                                                                                                                                |



**COMMUNITY TELEVISION ANTENNA SYSTEM**

| State                         | City                                                                   | Exec. in Charge      | Stations                                                                                                                 |
|-------------------------------|------------------------------------------------------------------------|----------------------|--------------------------------------------------------------------------------------------------------------------------|
|                               | Kalispell                                                              | E. B. Fetz           | KXLY-TV (Spokane)                                                                                                        |
|                               | Livingston                                                             | P. B. McAdam         | KGVO-TV (Missoula)<br>KOOK-TV (Billings)                                                                                 |
| Nebraska                      | Falls City                                                             | Marion L. Boatman    | KFEQ-TV (St. Joseph, Mo.)<br>KMTV; WOW-TV (Omaha)                                                                        |
|                               | Sidney                                                                 | Karol O. Krummel     | WDAF-TV; KCMO-TV (Kansas City)                                                                                           |
| New Hampshire                 | Berlin                                                                 | Richard L. Blais     | WNAC-TV (Boston)<br>WMTW (Mt. Washington)<br>WMUR-TV (Manchester)<br>WCSH-TV (Portland)<br>CBFT (Montreal)               |
|                               | Keene<br>Laconia (Community TV Corp.)<br>Lebanon (Twin State TV, Inc.) | Albert Ricci         |                                                                                                                          |
| New Jersey                    | Ventnor                                                                | Frederick T. Seving  | WPTZ; WFIL-TV; WCAU-TV (Phila.)                                                                                          |
| New Mexico                    | Clovis                                                                 | Carlton Davis        | KOB-TV; KGGM-TV; (Albuquerque)                                                                                           |
|                               | Farmington                                                             | Kelly A. Crawford    |                                                                                                                          |
|                               | Hobbs (TV Co.)                                                         |                      |                                                                                                                          |
|                               | Lovington (Antenna Co.)                                                |                      |                                                                                                                          |
|                               | Aztec (Community TV Inc.)                                              |                      |                                                                                                                          |
|                               | Grants (Tele-Grants, Inc.)                                             |                      |                                                                                                                          |
|                               | Tucumcari (Tucumcari TV Co.)                                           |                      |                                                                                                                          |
| New York                      | Canisteo (Canisteo TV, Inc.)                                           | Charles W. Fribley   | WSYR-TV; WHEN-TV; (Syracuse)<br>WBNF-TV (Binghamton)                                                                     |
|                               | Corning                                                                |                      |                                                                                                                          |
|                               | Delhi                                                                  | Burdette D. Townsend | WBEN-TV (Buffalo)<br>WHAM-TV (Rochester)<br>WBNF-TV (Binghamton)<br>WRGB (Schenectady)<br>WSYR-TV (Syracuse)             |
|                               | Cooperstown                                                            | Raymond Kniskern     | WBNF-TV (Binghamton)<br>WHEN-TV; WSYR-TV (Syracuse)                                                                      |
|                               | Ellenville                                                             | Norman Tennenbaum    |                                                                                                                          |
|                               | Elmira                                                                 | J. H. Laubach        | WCBS-TV; WNBT; WABD; WABC-TV;<br>WOR-TV; WATV; WPIX (New York)                                                           |
|                               | Hornell                                                                | Ford Walton          |                                                                                                                          |
|                               | Ithaca                                                                 | Anthony Cerrace      |                                                                                                                          |
|                               | Margaretville (Tel-Viz Systems)                                        | W. C. Smith          | WSYR-TV; WHEN-TV (Syracuse) WBNF-TV (Binghamton)<br>WCBS-TV; WRCA-TV; WABD; WABC-TV;<br>WOR-TV; WPIX; WATV (New York)    |
|                               | Napanoch                                                               |                      |                                                                                                                          |
| Oneonta (Oneonta Video, Inc.) |                                                                        |                      |                                                                                                                          |
| Port Jarvis                   | Thomas Sarro                                                           |                      |                                                                                                                          |
| Walton                        | Jack W. Haverly                                                        |                      |                                                                                                                          |
| Woodridge                     |                                                                        |                      |                                                                                                                          |
| Ohio                          | Cambridge                                                              | Claude Stevanus      | WEWS; WNBK; WXEL (Cleveland)                                                                                             |
|                               | Murray City (TV Cable System)                                          | K. G. Walker         | XEWL; WEWS; WNBK; (Cleveland)<br>WTRF-TV; (Wheeling)<br>WSTV-TV (Steubenville)                                           |
|                               | New Philadelphia                                                       | P. K. Ortz           |                                                                                                                          |
|                               | Newcomerstown                                                          | Claude Stevanus      |                                                                                                                          |
| Sugarcreek                    |                                                                        |                      |                                                                                                                          |
| Oklahoma                      | Ardmore                                                                | Larry Boggs          | WKY-TV; KWTV (Okla. City)<br>WBAP-TV (Ft. Worth)<br>KFDX-TV (Wichita Falls, Tex.)<br>KTEN (Ada, Oklahoma)                |
|                               | Guymon                                                                 | Curtis M. Faris      |                                                                                                                          |
| Oregon                        | John Day                                                               | Haskell Scott        | KBOI (Boise)<br>KHQ-TV; KXLY-TV; KRKM-TV; (Spokane)<br>KOIN-TV; KPTV (Portland)<br>KBES-TV (Medford)<br>KVAL-TV (Eugene) |
|                               | Pendleton                                                              | V. M. McCormack      |                                                                                                                          |
|                               | Portland                                                               | Wally Matson         |                                                                                                                          |
|                               | Roseburg                                                               | J. T. Pierce         |                                                                                                                          |

**COMMUNITY TELEVISION ANTENNA SYSTEM**

| State               | City                                      | Exec. in Charge                | Stations                                                                                                                                                           |
|---------------------|-------------------------------------------|--------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                     | <b>The Dalles</b>                         | <b>George Skaugset</b>         | <b>KOMO-TV (Seattle)</b><br><b>KOIN-TV (Portland)</b>                                                                                                              |
|                     | <b>Coos Bay</b>                           | <b>D. W. Heckathorn</b>        |                                                                                                                                                                    |
|                     | <b>Coquille</b>                           | <b>C. M. Hooker</b>            |                                                                                                                                                                    |
|                     | <b>Eugene</b>                             | <b>Ray Siegenthaler</b>        |                                                                                                                                                                    |
|                     | <b>La Grande (Eastern Oregon TV)</b>      |                                |                                                                                                                                                                    |
|                     | <b>Mill City (Santiam TV Cable)</b>       |                                |                                                                                                                                                                    |
| <b>Pennsylvania</b> | <b>Ashland</b>                            | <b>Robert N. Kyler</b>         | <b>WPTZ; WFIL-TV; WCAU-TV; (Phila.)</b><br><b>WFBG-TV; (Altoona)</b><br><b>WBRE-TV; (Wilkes-Barre)</b>                                                             |
|                     | <b>Bangor</b>                             | <b>J. Brymer Roberts</b>       | <b>WPTZ; WFIL-TV; WCAU-TV; (Phila.)</b><br><b>WPIX; WOR-TV; (New York)</b>                                                                                         |
|                     | <b>Bethlehem</b>                          | <b>James G. Petrakis</b>       | <b>WFIL-TV; WCAU-TV; WPTZ (Phila.)</b><br><b>WPIX (New York)</b>                                                                                                   |
|                     | <b>Bloomsburg</b>                         | <b>John L. Pipa, Jr.</b>       | <b>WPTZ; WCAU-TV; WFIL-TV; (Phila.)</b><br><b>WHUM-TV (Reading)</b><br><b>WGBI-TV (Scranton)</b>                                                                   |
|                     | <b>Bradford</b>                           | <b>Joseph Saricks</b>          | <b>WBEN-TV; WGR-TV (Buffalo)</b><br><b>WJAC-TV; (Johnstown)</b>                                                                                                    |
|                     | <b>Brockton</b>                           | <b>Dominic Vitelli</b>         |                                                                                                                                                                    |
|                     | <b>Brockway</b>                           | <b>George C. Morrison</b>      | <b>WDTV (Pittsburgh)</b><br><b>WJAC-TV (Johnstown)</b>                                                                                                             |
|                     | <b>Carlisle (Mathew's Inc.)</b>           |                                |                                                                                                                                                                    |
|                     | <b>Clearfield</b>                         | <b>Joseph Saricks</b>          | <b>WJAC-TV (Johnstown)</b><br><b>WFBG-TV (Altoona)</b><br><b>WDTV (Pittsburgh)</b><br><b>WBEN-TV (Buffalo)</b><br><b>WNBF-TV (Binghamton)</b>                      |
|                     | <b>Galeton</b>                            | <b>Wm. A. Heymann</b>          | <b>WPTZ; WFIL-TV; WCAU-TV (Phila.)</b><br><b>WMAR-TV (Baltimore)</b><br><b>WFIL-TV; WCAU-TV (Phila.)</b><br><b>WGAL-TV (Lancaster)</b><br><b>WTPA (Harrisburg)</b> |
|                     | <b>Hamburg</b>                            | <b>D. H. Schoener</b>          |                                                                                                                                                                    |
|                     | <b>Harrisburg</b>                         | <b>J. Calvin Frank</b>         | <b>WCBS-TV; WRCA; WOR-TV (New York)</b><br><b>WFIL-TV (Philadelphia)</b>                                                                                           |
|                     | <b>Hazleton</b>                           | <b>Fred Corealle</b>           |                                                                                                                                                                    |
|                     | <b>Honesdale</b>                          | <b>Henry Kallnowski</b>        |                                                                                                                                                                    |
|                     | <b>Honesdale</b>                          |                                |                                                                                                                                                                    |
|                     | <b>Johnsbury (Johnsbury Community TV)</b> |                                |                                                                                                                                                                    |
|                     | <b>Lansford</b>                           | <b>Robert J. Tarlton</b>       | <b>WPTZ; WFIL-TV; WCAU-TV (Phila.)</b><br><b>WPIX (New York)</b>                                                                                                   |
|                     | <b>Lehighton</b>                          | <b>Dr. Joseph J. Humphries</b> | <b>WPTZ; WFIL-TV; WCAU-TV (Phila.)</b><br><b>WOR-TV; WPIX (New York)</b>                                                                                           |
|                     | <b>Lewistown</b>                          | <b>G. F. Gardner, Jr.</b>      | <b>WJAC-TV (Johnstown)</b><br><b>WFBG-TV (Altoona)</b><br><b>WHUM-TV (Reading)</b><br><b>WGAL-TV (Lancaster)</b>                                                   |
|                     | <b>Lykens</b>                             | <b>Max E. Miller</b>           | <b>WPTZ; WFIL-TV; WCAU-TV (Phila.)</b><br><b>WGAL-TV (Lancaster)</b><br><b>WHUM-TV (Reading)</b>                                                                   |
|                     | <b>Mahanoy City</b>                       | <b>A. P. McLaughlin</b>        | <b>WPTZ; WFIL-TV; WCAU-TV (Phila.)</b><br><b>WEEU-TV; WHUM-TV (Reading)</b>                                                                                        |
|                     | <b>Mahanoy City</b>                       | <b>John Walsonavich</b>        | <b>WPTZ; WFIL-TV; WCAU-TV (Phila.)</b><br><b>WHUM-TV (Reading)</b><br><b>WPIX (New York)</b>                                                                       |
|                     | <b>Meadville</b>                          | <b>George J. Barco</b>         | <b>WICU (Erie)</b><br><b>WEWS; WNBK; WXEL (Cleveland)</b><br><b>WDTV (Pittsburgh)</b>                                                                              |
|                     | <b>Minersville</b>                        | <b>F. E. Moser</b>             | <b>WPTZ; WFIL-TV; WCAU-TV (Phila.)</b><br><b>WHUM-TV (Reading)</b>                                                                                                 |
|                     | <b>Montgomery (Montgomery Video)</b>      |                                |                                                                                                                                                                    |
|                     | <b>Mt. Union</b>                          | <b>John H. Kinsloe, Jr.</b>    | <b>WJAC-TV (Johnstown)</b><br><b>WFBG-TV (Altoona)</b>                                                                                                             |
|                     | <b>Nesquehoning (Electronics, Inc.)</b>   |                                |                                                                                                                                                                    |
|                     | <b>Oil City</b>                           | <b>R. A. Dreltek</b>           | <b>WDTV (Pittsburgh)</b><br><b>WJAC-TV (Johnstown)</b><br><b>WFBG-TV (Altoona)</b>                                                                                 |
|                     | <b>Palmerton</b>                          | <b>C. E. Reinhard</b>          | <b>WCBS-TV; WOR-TV; WPIX (New York)</b>                                                                                                                            |
|                     | <b>Pottsville</b>                         | <b>M. F. Malarkey, Jr.</b>     | <b>WPTZ; WFIL-TV; WCAU-TV (Phila.)</b><br><b>WHUM-TV (Reading)</b>                                                                                                 |
|                     | <b>Pottsville</b>                         | <b>Clarence F. Schoffstall</b> | <b>WPTZ; WFIL-TV; WCAU-TV (Phila.)</b><br><b>WHUM-TV (Reading)</b>                                                                                                 |
|                     | <b>Ridgeway (Ridgeway TV)</b>             |                                |                                                                                                                                                                    |
|                     | <b>Schuykill Haven</b>                    | <b>A. M. Strause</b>           | <b>WPTZ; WFIL-TV; WCAU-TV (Phila.)</b><br><b>WHUM-TV (Reading)</b>                                                                                                 |
|                     | <b>Shenandoah</b>                         | <b>Frank T. Brophy</b>         | <b>WPTZ; WFIL-TV; WCAU-TV (Phila.)</b><br><b>WILK-TV (Wilkes-Barre)</b><br><b>WHUM-TV (Reading)</b>                                                                |

**COMMUNITY TELEVISION ANTENNA SYSTEM**

| State               | City                                               | Exec. in Charge           | Stations                                                                                                                                                    |
|---------------------|----------------------------------------------------|---------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                     | <b>Slatington</b>                                  | <b>Lawrence J. Kern</b>   | <b>WPTZ; WFIL-TV; WCAU-TV (Phila.)</b><br><b>WGLV (Easton)</b>                                                                                              |
|                     | <b>State College</b>                               | <b>Walter N. Brown</b>    | <b>WJAC-TV (Johnstown)</b><br><b>WFBG-TV (Altoona)</b>                                                                                                      |
|                     | <b>Stroudsburg</b>                                 | <b>John M. Price</b>      | <b>WRCA-TV; WABD; WPIX (New York)</b><br><b>WFIL-TV; WCAU-TV (Phila.)</b>                                                                                   |
|                     | <b>Sunbury</b>                                     | <b>John J. Barni, Jr.</b> | <b>WHUM-TV (Reading)</b><br><b>WBRE-TV; WILK-TV (Wilkes-Barre)</b><br><b>WPTZ; WFIL-TV; WCAU-TV (Phila.)</b>                                                |
|                     | <b>Tamaqua</b>                                     | <b>Ben P. Houser</b>      |                                                                                                                                                             |
|                     | <b>Titusville</b>                                  | <b>A. D. Carlson</b>      |                                                                                                                                                             |
|                     | <b>Warren</b>                                      | <b>Robert E. Dunham</b>   | <b>WBEN-TV; WGR-TV (Buffalo)</b><br><b>WFBG-TV (Altoona)</b>                                                                                                |
|                     | <b>Wilkes-Barre</b>                                | <b>Ralph Katrosh</b>      | <b>WNBF-TV (Binghamton)</b><br><b>WPTZ; WFIL-TV (Phila.)</b><br><b>WCBS-TV; WPIX (New York)</b><br><b>WILK-TV; WBRE-TV (Wilkes-Barre)</b>                   |
|                     | <b>Williamsport</b>                                | <b>Carl A. Maeulen</b>    | <b>WHUM-TV (Reading)</b><br><b>WFBG-TV (Altoona)</b><br><b>WNBF-TV (Binghamton)</b>                                                                         |
|                     | <b>Williamsport</b>                                | <b>Joseph L. Lecce</b>    | <b>WBRE-TV (Wilkes-Barre)</b><br><b>WFBG-TV (Altoona)</b><br><b>WHUM-TV (Reading)</b><br><b>WNBF-TV (Binghamton)</b>                                        |
|                     | <b>Williamsport</b>                                | <b>Ray Schneider</b>      | <b>WNBF-TV (Binghamton)</b><br><b>WPTZ (Philadelphia)</b><br><b>WFBG-TV (Altoona)</b><br><b>WILK-TV; WBRE-TV (Wilkes-Barre)</b><br><b>WHUM-TV (Reading)</b> |
| <b>South Dakota</b> | <b>Mitchell</b>                                    | <b>Allen C. Harnes</b>    | <b>KELO-TV (Sioux Falls)</b><br><b>KVTV; KTIV (Sioux City)</b>                                                                                              |
|                     | <b>Lead (Western TV System Inc.)</b>               |                           |                                                                                                                                                             |
| <b>Tennessee</b>    | <b>Johnson City</b>                                | <b>R. M. Huntsman</b>     | <b>WBTB (Charlotte)</b><br><b>WJHL-TV (Johnson City)</b>                                                                                                    |
|                     | <b>Kingsport</b>                                   | <b>W. Kyle Huddle</b>     | <b>WBTB (Charlotte)</b><br><b>WJHL-TV (Johnson City)</b>                                                                                                    |
| <b>Texas</b>        | <b>Denison</b>                                     | <b>Charles F. Johnson</b> | <b>WBAP-TV (Ft. Worth)</b><br><b>KRLD-TV; WFAA-TV (Dallas)</b><br><b>KTEN (Ada)</b>                                                                         |
|                     | <b>Graham</b>                                      | <b>Brown Walker</b>       | <b>WBAP-TV (Ft. Worth)</b><br><b>KRLD-TV (Dallas)</b><br><b>KFDA-TV (Wichita Falls)</b>                                                                     |
|                     | <b>Madisonville</b>                                | <b>Lee Green</b>          |                                                                                                                                                             |
|                     | <b>Mineral Wells</b>                               | <b>John Campbell</b>      | <b>KRLD-TV; WFAA-TV (Dallas)</b><br><b>WBAP-TV (Ft. Worth)</b><br><b>KFDX-TV (Wichita Falls)</b>                                                            |
|                     | <b>Tyler</b>                                       | <b>Raymond Hedge</b>      | <b>KRLD-TV; WFAA-TV (Dallas)</b><br><b>WBAP-TV (Ft. Worth)</b>                                                                                              |
|                     | <b>Uvalde (Uvalde TV Cable Corp.)</b>              |                           |                                                                                                                                                             |
|                     | <b>Victoria</b>                                    | <b>A. B. Alkek</b>        |                                                                                                                                                             |
|                     | <b>Brady</b>                                       | <b>J. P. Threadgill</b>   |                                                                                                                                                             |
|                     | <b>Del Rio</b>                                     | <b>Robert Cauthorn</b>    |                                                                                                                                                             |
|                     | <b>Palestine</b>                                   | <b>Ray Barnes</b>         |                                                                                                                                                             |
|                     | <b>Ozona (Ozona TV Service)</b>                    |                           |                                                                                                                                                             |
|                     | <b>Padueah (TV Signal Service)</b>                 |                           |                                                                                                                                                             |
| <b>Utah</b>         | <b>Price</b>                                       | <b>Louis Vetre</b>        |                                                                                                                                                             |
|                     | <b>Salt Lake City (Sevier TV Signal Dist. Co.)</b> |                           |                                                                                                                                                             |
|                     | <b>Vernal (Basin Television)</b>                   |                           |                                                                                                                                                             |
| <b>Vermont</b>      | <b>Barre</b>                                       | <b>Louis Babie</b>        | <b>WBZ-TV (Boston)</b><br><b>WRGB (Schenectady)</b><br><b>CBFT (Montreal)</b>                                                                               |
|                     | <b>Bellows Falls</b>                               | <b>George R. Story</b>    | <b>WBZ-TV; WNAC-TV (Boston)</b><br><b>WMUR-TV (Manchester)</b>                                                                                              |
|                     | <b>Burlington</b>                                  | <b>Joseph S. Wool</b>     | <b>WRGB (Schenectady)</b><br><b>WMTW (Mt. Washington)</b><br><b>CMBT; CBFT (Montreal)</b>                                                                   |
|                     | <b>Montpelier</b>                                  | <b>Eugene Kramer</b>      | <b>WBZ-TV (Boston)</b><br><b>WRGB (Schenectady)</b><br><b>CBFT (Montreal)</b>                                                                               |
|                     | <b>Springfield</b>                                 | <b>S. R. Young</b>        | <b>WBZ; WNAC; WRGB; WMUR</b>                                                                                                                                |

**COMMUNITY TELEVISION ANTENNA SYSTEM**

| State                                   | City                                         | Exec. in Charge                                | Stations                                                                                                      |
|-----------------------------------------|----------------------------------------------|------------------------------------------------|---------------------------------------------------------------------------------------------------------------|
| Virginia                                | Harrisonburg                                 | Frederick L. Allman                            |                                                                                                               |
|                                         | Marrion (Marrion TV Service Co.)<br>Staunton | Norwood Rosen                                  | WTVR (Richmond)<br>WTTG; WTOP-TV (Washington)                                                                 |
| Washington                              | Aberdeen                                     | Fred Goddard                                   |                                                                                                               |
|                                         | Cle Elum                                     | Don Casassa                                    |                                                                                                               |
|                                         | Chelan                                       | Emory Weimer                                   | KXLY-TV; KHQ-TV (Spokane)                                                                                     |
|                                         | Colville                                     | August Schwartz                                | KREM-TV; KHQ-TV; KXLY-TV (Spokane)                                                                            |
|                                         | Ellensburg                                   |                                                |                                                                                                               |
|                                         | Ephrata                                      | Harold Cathow                                  | KXLY-TV; KHQ-TV; KREM-TV (Spokane)                                                                            |
|                                         | Everett                                      | Eldon A. Root                                  | KOMO-TV; KING-TV (Seattle)<br>KTNT-TV (Tacoma)                                                                |
|                                         | Moses Lake (Moses Lake TV, Inc.)             |                                                |                                                                                                               |
|                                         | Onak-Okanogan                                | Melvin Rothrock                                | KXLY-TV; KHQ-TV; KREM-TV (Spokane)                                                                            |
|                                         | Richland                                     | Robert S. McCaw                                |                                                                                                               |
| Soap Lake                               | Dr. Leonard McNamara                         | KXLY-TV; KHQ-TV; KREM-TV (Spokane)             |                                                                                                               |
| Tonasket (Okonogan Valley TV Cable Co.) |                                              |                                                |                                                                                                               |
| Walla Walla                             | Charles E. Brown                             | KXLY-TV; KHQ-TV; KREM-TV (Spokane)             |                                                                                                               |
| Wenatchee                               | Charles E. Brown                             | KHQ-TV; KXLY-TV (Spokane)<br>KING-TV (Seattle) |                                                                                                               |
| West Virginia                           | Burnsville (Marlin-TV Cable Co.)             | W. D. Dantzler                                 | WSAZ-TV (Huntington)<br>WSLS-TV (Roanoke)<br>WCHS-TV (Charleston)                                             |
|                                         | Clarksburg                                   |                                                |                                                                                                               |
|                                         | Elkins                                       | Ralph S. Shepler                               | WDTV (Pittsburgh)<br>WTRF-TV (Wheeling)<br>WSTV-TV (Steubenville)                                             |
|                                         | Fairmont                                     | Edward A. Pence                                |                                                                                                               |
|                                         | Hinton                                       | James V. Coste                                 | WSLS-TV (Roanoke)<br>WCHS-TV (Charleston)<br>WOAY-TV (Oak Hill)                                               |
|                                         | Keyser                                       | Dr. Harry E. Coffman                           | WTOP-TV; WMAL-TV; WTTG (Washington)                                                                           |
|                                         | Man                                          |                                                | WJAC-TV (Johnstown)                                                                                           |
|                                         | Piedmont                                     | C. O. Erickson<br>Homer Ferrell                | WSAZ-TV (Huntington)<br>WRC-TV; WTTG; WTOP-TV (Washington)                                                    |
|                                         | War                                          | L. W. Coffey                                   | WJAC-TV (Johnstown)<br>WFBG-TV (Altoona)<br>WSAZ-TV (Huntington)<br>WSLS-TV (Roanoke)<br>WCHS-TV (Charleston) |
|                                         | Welch                                        | Edmund O. Gates                                | WSAZ-TV (Huntington)<br>WCHS-TV (Charleston)<br>WSLS-TV (Roanoke)                                             |
|                                         | Weston                                       | M. W. Adler                                    | WDTV (Pittsburgh)<br>WTRF-TV (Wheeling)<br>WSTV-TV (Steubenville)<br>WCHS-TV (Charleston)                     |
|                                         | Wheeling                                     |                                                |                                                                                                               |
|                                         | Whitesville                                  | Donald W. Levenson                             |                                                                                                               |
|                                         | Williamson                                   | James Williams<br>Jack Gates                   |                                                                                                               |
|                                         | Wyoming                                      | Casper                                         | Bill Daniels                                                                                                  |
| Cody                                    |                                              | Harry M. Moore                                 | KOOK-TV (Billings)                                                                                            |
| Cokesville                              |                                              |                                                |                                                                                                               |
| Jackson                                 |                                              | E. I. Mains                                    |                                                                                                               |
| Kemmerer (Kem-Tev Corp.)                |                                              |                                                |                                                                                                               |
| Thermopolis (Thermopolis Bestg. Co.)    |                                              |                                                |                                                                                                               |
| Laramie                                 | J. E. Collier                                | KFEL-TV; KOA-TV; KLZ-TV; KBTB (Denver)         |                                                                                                               |
|                                         |                                              |                                                |                                                                                                               |
|                                         |                                              |                                                |                                                                                                               |
|                                         |                                              |                                                |                                                                                                               |
| Rawlins                                 | Bill Daniels                                 |                                                |                                                                                                               |
| Rock Springs                            | A. M. Carollo                                |                                                |                                                                                                               |
| Worland                                 | Thomas Mitchell, Jr.                         | KOOK-TV (Billings)                             |                                                                                                               |
| Canada                                  | Montreal, Que.                               | A. Cross                                       | CBFT; CBMT (Montreal) Plus Closed-Circuit Organizations                                                       |
|                                         | Vancouver, B. C.                             | C. G. Chandler                                 | CBUT (Vancouver)<br>KOMO-TV; KING-TV (Seattle)<br>KTNT-TV (Tacoma)<br>KVOS-TV (Bellingham, Wash.)             |

# OFFICIAL FCC TV ALLOCATIONS

## ALABAMA

|              | Channel No.        |
|--------------|--------------------|
| Andalusia    | *2, 29             |
| Anniston     | 70                 |
| Auburn       | *56                |
| Beesemer     | 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      | 16, 21             |
| Greenville   | 49                 |
| Guntersville | 40                 |
| Huntsville   | 31                 |
| Jasper       | 17                 |
| Mobile       | 5, 10, *42, 48     |
| Montgomery   | 12, 20, *26, 32    |
| Munford      | *7                 |
| Opelika      | 22                 |
| Selma        | 8, 58              |
| Sheffield    | 47                 |
| Sylacauga    | 24                 |
| Talladega    | 64                 |
| Thomasville  | 27                 |
| Troy         | 38                 |
| Tuscaloosa   | 45, 51             |
| Thakexee     | 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, 57             |
| Jonesboro    | 8, 39             |
| Little Rock  | *2, 4, 11, 17, 23 |
| Magnolia     | 28                |
| Malvern      | 46                |
| Morrilton    | 43                |
| Newport      | 28                |
| Paragould    | 58                |
| Pine Bluff   | 7, 36             |
| Russellville | 19                |
| Searcy       | 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, 46 |
| 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                     |
| Starling .....         | 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 .....       | 28, 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 |
|------------------|-------------------------|

## 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 |
| Lake Wales .....      | 14                |
| Key West .....        | 14, 20            |
| Lake City .....       | 33                |
| Lakeland .....        | 16, 22            |
| Lakes Wales .....     | 14                |

|                            | Channel No.          |
|----------------------------|----------------------|
| Leesburg .....             | 26                   |
| Marianna .....             | 17                   |
| Melbourne .....            | 37                   |
| Miami .....                | *2, 4, 7, 10, 23, 83 |
| Ocala .....                | 15                   |
| 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                |
| Toccoa .....        | 35                |
| Valdosta .....      | 37                |
| Vidalia .....       | 26                |
| Warner Robins ..... | 18                |
| Waycross .....      | 16                |

## IDAHO

|                     |          |
|---------------------|----------|
| Blackfoot .....     | 33       |
| Boise .....         | *4, 7, 2 |
| Burley .....        | 15       |
| Coeur d'Alene ..... | 9, 12    |
| Emmett .....        | 26       |
| Gooding .....       | 23       |
| Idaho Falls .....   | 3, 8     |
| Jerome .....        | 17       |
| Kellogg .....       | 33       |
| Lewiston .....      | 3        |
| Moscow .....        | *15      |
| Nampa .....         | 6, 12    |
| Payette .....       | 14       |
| Pocatello .....     | 6, 10    |
| Preston .....       | 41       |
| Rexburg .....       | 27       |

\* Denotes Channel reservation for non-commercial educational use.



# OFFICIAL TV ALLOCATIONS

|                  | Channel No. |
|------------------|-------------|
| Rupert .....     | 21          |
| Sandpoint .....  | 9           |
| Twin Falls ..... | 11, 13      |
| Wallace .....    | 27          |

|                  | Channel No. |
|------------------|-------------|
| Vincennes .....  | 44          |
| Washington ..... | 60          |
| Waterloo .....   | 15          |

## ILLINOIS

|                                   |                                     |
|-----------------------------------|-------------------------------------|
| Alton .....                       | 48                                  |
| Aurora .....                      | 16                                  |
| 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 .....                | 29                                  |
| Joliet .....                      | 48                                  |
| Kankakee .....                    | 14                                  |
| Kewanee .....                     | 60                                  |
| La Salle .....                    | 35                                  |
| Lincoln .....                     | 53                                  |
| Macomb .....                      | 61                                  |
| Mariou .....                      | 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 .....                    | 05                                  |
| Urbana (see Champaign)            |                                     |
| Vandalia .....                    | 28                                  |
| Waukegan .....                    | 22                                  |

## INDIANA

|                     |                      |
|---------------------|----------------------|
| Anderson .....      | 61                   |
| Angola .....        | 15                   |
| Bedford .....       | 68                   |
| Bloomington .....   | 4, *30, 36           |
| Columbus .....      | 42                   |
| Connerville .....   | 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                   |
| Terre Haute .....   | 10, *57, 63, 73      |

## 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,<br>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 .....                                  | 36                 |
| Sioux City .....                                  | 4, 9, *30, 36      |
| Spencer .....                                     | 42                 |
| Storm Lake .....                                  | 7, *22, 46         |
| Waterloo .....                                    | 7, *22, 46         |
| Webster City .....                                | 27                 |

## KANSAS

|                     |         |
|---------------------|---------|
| Abilene .....       | 31      |
| Arkansas City ..... | 49      |
| Atchison .....      | 60      |
| Chanute .....       | 50      |
| Coffeyville .....   | 33      |
| Colby .....         | 22      |
| Concordia .....     | 47      |
| Dodge City .....    | 23      |
| El Dorado .....     | 55      |
| Emporia .....       | 39      |
| Esign .....         | 6       |
| 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 .....        | 16      |
| 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.



# OFFICIAL TV ALLOCATIONS



|                  | Channel No.    |
|------------------|----------------|
| Salina .....     | 34             |
| Topeka .....     | 13, 42, *48    |
| Wellington ..... | 24             |
| Wichita .....    | 3, 10, 16, *22 |
| Winfield .....   | 43             |

## KENTUCKY

|                      |                        |
|----------------------|------------------------|
| Ashland .....        | 59                     |
| Bowling Green .....  | 13, 17                 |
| Campbellsville ..... | 40                     |
| Corbin .....         | 16                     |
| Danville .....       | 35                     |
| Elizabethtown .....  | 23                     |
| Frankfort .....      | 48                     |
| 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 .....        | 39                   |
| 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 |
| 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            |
| Poland Spring .....  | 8              |
| 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                 |
| Salisbury .....  | 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 .....         | *80                     |
| Pittsfield .....          | 19, 64                  |
| Springfield-Holyoke ..... | 21, 40                  |
| Worcester .....           | 14, 20                  |

## MICHIGAN

|                      |                      |
|----------------------|----------------------|
| Alma .....           | *11, 41              |
| Alpena .....         | 9, 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                   |
| Escanaba .....       | 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 .....     | 53                   |
| Ironwood .....       | 12                   |
| 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.

**OFFICIAL TV ALLOCATIONS**

|                  | 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, Wisc.     | 3, 6, *8, 32, 38        |
| Ely                        | 18                      |
| 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                 |
| Laurel-Pachuta | 7                  |
| 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     | 49                 |

**MISSOURI**

|                | Channel No.              |
|----------------|--------------------------|
| Cape Girardeau | 12, 18, 69               |
| Carthage       | 56                       |
| Caruthersville | 27                       |
| Chillicothe    | 14                       |
| Clinton        | 49                       |
| Columbia       | 8, 16, 22                |
| Farmington     | 52                       |
| Festus         | 14                       |
| Fulton         | 24                       |
| Hannibal       | 7, 27                    |
| Jefferson City | 13, 33                   |
| Joplin         | 12, 30                   |
| Kansas City    | 4, 5, 9, *19, 25, 65     |
| Kennett        | 21                       |
| Kirksville     | 3, 18                    |
| Lebanon        | 23                       |
| Marshall       | 40                       |
| Maryville      | 20                       |
| Mexico         | 45                       |
| Moberly        | 35                       |
| Monett         | 14                       |
| Nevada         | 18                       |
| Poplar Bluff   | 15                       |
| Rolla          | 46                       |
| St. Joseph     | 2, 30, *30               |
| St. Louis      | 4, 5, *9, 11, 30, 30, 42 |
| Sedalia        | 6, 28                    |
| Sikeston       | 37                       |
| Springfield    | 3, 10, *20, 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            |
| Havre       | 9, 11        |
| Helena      | 10, 32       |
| 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  |
| Hayes Center | 6      |
| 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 | 19    |
| Rochester  | 51    |

**NEW JERSEY**

|               |         |
|---------------|---------|
| Andover       | *69     |
| Asbury Park   | 58      |
| Atlantic City | 46, 52  |
| Bridgeton     | 64      |
| Camden        | 17, *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           |
| Farlington          | 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)              | 17, *23                    |
| Buffalo-Niagara Falls       | 2, 4, 7, 59                |
| Carthage                    | 7                          |
| Cortland                    | 56                         |
| Dunkirk                     | 46                         |
| Elmira                      | 18, 24                     |
| Glens Falls                 | 39                         |
| Hagaman                     | 29                         |
| Hornell                     | 50                         |
| Ithaca                      | *14, 20                    |
| Jamestown                   | 58                         |
| Kingston                    | 66                         |
| Lake Placid                 | 5                          |
| Malone                      | 20, *66                    |
| Massena                     | 14                         |
| Middletown                  | 60                         |
| New York                    | 2, 4, 5, 7, 9, 11, *25, 31 |
| Niagara Falls (see Buffalo- |                            |
| Niagara Falls)              |                            |
| Ogdensburg                  | 24                         |
| Olean                       | 54                         |
| Oneonta                     | 62                         |
| Oswego                      | 31                         |
| Patchogue                   | 75                         |
| 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, 54                |
| 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**

|                      | <b>Channel No.</b> |
|----------------------|--------------------|
| Jacksonville .....   | 16                 |
| Kannapolis .....     | 59                 |
| Kinston .....        | 45                 |
| Laurinburg .....     | 41                 |
| Lumberton .....      | 21                 |
| Mount Airy .....     | 55                 |
| New Bern .....       | 13                 |
| Raleigh .....        | 5, *22, 28         |
| Roanoke Rapids ..... | 30                 |
| Rocky Mount .....    | 50                 |
| Salisbury .....      | 80                 |
| Sanford .....        | 38                 |
| Shelby .....         | 39                 |
| Southern Pines ..... | 49                 |
| Statesville .....    | 64                 |
| Washington .....     | 7                  |
| Wilmington .....     | 3, 6, 29, *35      |
| Wilson .....         | 56                 |
| Winston-Salem .....  | 12, 26, *32        |

**NORTH DAKOTA**

|                    |                |
|--------------------|----------------|
| Bismarck .....     | 5, 12, 18, *24 |
| Bottineau .....    | 16             |
| Carrington .....   | 26             |
| Devils Lake .....  | 2, 8, 14       |
| Dickinson .....    | 2, 4, *17      |
| Fargo .....        | 6, 11, *34, 40 |
| Grafton .....      | 17             |
| Grand Forks .....  | *2, 10         |
| Harvey .....       | 22             |
| Jamestown .....    | 7, 42          |
| Lisbon .....       | 23             |
| Minot .....        | *6, 10, 13     |
| New Rockford ..... | 20             |
| Rugby .....        | 38             |
| Valley City .....  | 4, 32          |
| Wahpeton .....     | 45             |
| Williston .....    | 8, 11, *34     |

**OHIO**

|                                           |                       |
|-------------------------------------------|-----------------------|
| Akron .....                               | 49, *55, 61           |
| Ashtabula .....                           | 15                    |
| Athens .....                              | 62                    |
| Bellefontaine .....                       | 63                    |
| Bowling Green .....                       | *70                   |
| Cambridge .....                           | 26                    |
| Canton .....                              | 29                    |
| Chillicothe .....                         | 56                    |
| Cincinnati .....                          | 5, 9, 12, *48, 54, 74 |
| Cleveland .....                           | 3, 5, 8, 19, *25, 65  |
| Columbus .....                            | 4, 6, 10, *34, 40     |
| Coshocton .....                           | 20                    |
| Dayton .....                              | 2, 7, *16, 22         |
| Defiance .....                            | 43                    |
| Findlay .....                             | 53                    |
| Fremont .....                             | 59                    |
| Gallipolis .....                          | 72                    |
| Hamilton-Middletown .....                 | 65                    |
| Lancaster .....                           | 28                    |
| Lima .....                                | 35, 73                |
| Lorain .....                              | 31                    |
| Mansfield .....                           | 36                    |
| Marion .....                              | 17                    |
| Massillon .....                           | 23                    |
| Middletown (see Hamilton) .....           |                       |
| Mount Vernon .....                        | 58                    |
| Newark .....                              | 60                    |
| Oxford .....                              | *14                   |
| Piqua .....                               | 44                    |
| Portsmouth .....                          | 30                    |
| Sandusky .....                            | 42                    |
| Springfield .....                         | 52, 76                |
| Steuensville (see Wheeling, W. Va.) ..... | 9                     |
| Tiffin .....                              | 47                    |
| Toledo .....                              | 11, 13, *30, 79       |
| Warren .....                              | 67                    |

|                  | <b>Channel No.</b> |
|------------------|--------------------|
| 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 .....     | 64                |
| 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, 9, *13, 19, 25 |
| Oklmulgee .....     | 26                |
| Paula 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                    |
| 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, 60           |
| 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                    |
| Seranton      | 16, 22, *48, 73           |
| 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 |
|------------|-----------------|

**SOUTH CAROLINA**

|             |                 |
|-------------|-----------------|
| Alken       | 54              |
| Anderson    | 40, 58          |
| Camden      | 14              |
| Charleston  | 2, 5, *13, 17   |
| Clemson     | *66             |
| 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, 28           |
| 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**

|                             |                       |
|-----------------------------|-----------------------|
| Aliens                      | 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                    |
| Sneedville                  | *2                    |
| 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.



**OFFICIAL TV ALLOCATIONS**

|                                                        | Channel No.           |
|--------------------------------------------------------|-----------------------|
| Corpus Christi                                         | 6, 10, *16, 22, 43    |
| Corsicana                                              | 47                    |
| Crockett                                               | 58                    |
| Crystal City                                           | 28                    |
| Cuero                                                  | 25                    |
| Dalhart                                                | 18                    |
| Dallas                                                 | 4, 8, *13, 23, 29, 73 |
| Del Rio                                                | 16                    |
| Demson                                                 | 52                    |
| Denton                                                 | *2, 17                |
| Eagle Pass                                             | 26                    |
| Edinburg                                               | 28                    |
| El Campo                                               | 27                    |
| El Paso                                                | 4, *7, 9, 13, 20, 26  |
| Falfurrias                                             | 52                    |
| Floydada                                               | 45                    |
| Fort Stockton                                          | 22                    |
| Fort Worth                                             | 5, 11, 20, *26        |
| Gainesville                                            | 49                    |
| Galveston                                              | 11, 35, 41, *17       |
| Gonzales                                               | 64                    |
| Greenville                                             | 69                    |
| Harlingen (also see Brownsville-<br>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                                                 | 0, 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-<br>Harlingen-Weslaco) |               |
| Wichita Falls                                   | 3, 6, *16, 22 |

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**UTAH**

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|                |                     |
|----------------|---------------------|
| Brigham        | 36                  |
| Cedar City     | 5                   |
| Logan          | 12, 30, *46         |
| Ordgen         | 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                   |

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**VERMONT**

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|               |            |
|---------------|------------|
| Bennington    | 74         |
| Brattleboro   | 77         |
| Burlington    | 3, *16, 22 |
| Montpelier    | 40         |
| Newport       | 46         |
| Rutland       | 49         |
| St. Albans    | 34         |
| St. Johnsbury | 30         |

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**VIRGINIA**

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|                                                                                         |                    |
|-----------------------------------------------------------------------------------------|--------------------|
| 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-<br>Portsmouth-Newport News)                                  |                    |
| Norfolk-Portsmouth (also see<br>Norfolk-Portsmouth-Newport News)                        | 27                 |
| Norfolk-Portsmouth-<br>Newport News (also see<br>Norfolk-Portsmouth)                    | 3, 10, 15, *21, 33 |
| Norton                                                                                  | 52                 |
| Petersburg                                                                              | 8, 41              |
| Portsmouth (see Norfolk-Portsmouth<br>and also see Norfolk-Portsmouth-<br>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.

**OFFICIAL TV ALLOCATIONS**

| <b>WASHINGTON</b>                             |                     |
|-----------------------------------------------|---------------------|
|                                               | <b>Channel No.</b>  |
| 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         |

| <b>WEST VIRGINIA</b>                            |            |
|-------------------------------------------------|------------|
| Beckley                                         | 4, 21, 66  |
| Bluefield                                       | 6, 41      |
| Charleston                                      | 8, *43, 49 |
| Clarksburg                                      | 12, 22, 69 |
| Elkins                                          | 40         |
| Fairmont                                        | 35         |
| Fayetteville                                    | 4          |
| 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         |

| <b>WISCONSIN</b> |                        |
|------------------|------------------------|
| Appleton         | 42                     |
| Ashland          | 15                     |
| Beaver Dam       | 37                     |
| Beloit           | 57                     |
| Chilton          | *24                    |
| Eau Claire       | 13, *19, 25            |
| Fond du Lac      | 54                     |
| Green Bay        | 2, 5, 70               |
| Janesville       | 63                     |
| Kenosha          | 61                     |
| La Crosse        | 8, *32, 38, 72         |
| Madison          | 3, *21, 27, 33         |
| Manitowoc        | 65                     |
| Marinette        | 11, 32, *38            |
| Milwaukee        | 4, *10, 12, 19, 25, 31 |
| Neenah           | 42                     |
| Oshkosh          | 48                     |
| Park Falls       | *18                    |
| Portage          | 17                     |
| Prairie du Chien | 34                     |

|                              | <b>Channel No</b> |
|------------------------------|-------------------|
| 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                |

| <b>WYOMING</b> |        |
|----------------|--------|
| Buffalo        | 29     |
| Casper         | 2, 6   |
| Cheyenne       | 3, 5   |
| Cody           | 24     |
| Douglas        | 14     |
| Evanston       | 14     |
| Gillette       | 31     |
| Green River    | 18     |
| 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  |
| Thermopolis    | 15     |
| Torrington     | 27     |
| Wheatland      | 24     |
| Worland        | 34     |

| <b>U. S. TERRITORIES AND POSSESSIONS</b> |                     |
|------------------------------------------|---------------------|
| <b>ALASKA</b>                            |                     |
| Anchorage                                | 2, *7, 11, 13       |
| Fairbanks                                | 2, 4, 7, *9, 11, 13 |
| Juneau                                   | *3, 8, 10           |
| Ketchikan                                | 2, 4, *9            |
| Seward                                   | 4, 9                |
| Sitka                                    | 13                  |

| <b>HAWAIIAN ISLANDS</b> |                     |
|-------------------------|---------------------|
| Hilo, Hawaii            | 2, 4, *7, 9, 11, 13 |
| Honolulu, Oahu          | 2, 4, *7, 9, 11, 13 |
| Lihue, Kauai            | 3, *8, 10, 12       |
| Wailuku, Maui           | 3, 8, *10, 12       |

| <b>PUERTO RICO</b> |          |
|--------------------|----------|
| Arecibo            | 13       |
| Caguas             | 11       |
| Mayaguez           | 3, 5     |
| Ponce              | 7, 9     |
| San Juan           | 2, 4, *6 |

| <b>VIRGIN ISLANDS</b> |        |
|-----------------------|--------|
| Charlotte Amalie      | 10, 12 |
| Christiansted         | 8      |

| <b>GUAM</b> |       |
|-------------|-------|
| Agana       | 8, 10 |

\* Denotes Channel reservation for non-commercial educational use.

# TV OUTSIDE of UNITED STATES

TV stations in operation as of January 1, 1957

| Location               | Call Letters | Licensee or-Grantee                           | Channel No. |
|------------------------|--------------|-----------------------------------------------|-------------|
| — ARGENTINA —          |              |                                               |             |
| Buenos Aires           | LR3-TV       | Radio Belgrano TV                             | Ch. 7       |
| Buenos Aires           | LR1-TV       | Radio El Mundo                                | Ch. 5       |
| — AUSTRALIA —          |              |                                               |             |
| Melbourne              | GTV          | General Television Corp., Ltd.                | Ch. A-9     |
| Melbourne              | HSV          | Herald-Sun Television, Ltd.                   | Ch. A-7     |
| Melbourne              | ABV          | Australian Bestg. Commission                  | Ch. A-2     |
| Sydney                 | ATN          | Amalgamated TV Services                       | Ch. A-7     |
| Sydney                 | TCN          | Television Corp. Ltd                          | Ch. A-9     |
| Sydney                 | ABN          | Australian Bestg Commission                   | Ch. A-2     |
| — AUSTRIA —            |              |                                               |             |
| Graz                   |              | Osterreichischer Rundfunk (Govt.)             | Ch. E-7     |
| Linz                   |              | Osterreichischer Rundfunk (Govt.)             | Ch. E-6     |
| Salzburg               |              | Osterreichischer Rundfunk (Govt.)             | Ch. E-8     |
| Vienna                 |              | Osterreichischer Rundfunk (Govt.)             | Ch. E-5     |
| — BELGIUM —            |              |                                               |             |
| Antwerp                |              | Institut National Belge de Television (Govt.) | Ch. E-2     |
| Brussels               |              | Institut National Belge de Television (Govt.) | Ch. E-8     |
| Brussels               |              | Institut National Belge de Television (Govt.) | Ch. E-10    |
| Liege                  |              | Institut National Belge de Television (Govt.) | Ch. E-3     |
| — BRAZIL —             |              |                                               |             |
| Belo Horizonte         | PRH6-TV      | Radio Guarani                                 | Ch. 4       |
| Rio de Janeiro         | PRG3-TV      | Radio Televisao Tupi                          | Ch. 6       |
| Sao Paulo              | PRF3-TV      | Radio Difusora de Sao Paulo                   | Ch. 3       |
| Sao Paulo              | PRB9-TV      | Radio Record TV                               | Ch. 7       |
| — COLOMBIA —           |              |                                               |             |
| Bogota                 | HJRN-TV      | Televisora Nacional (Govt.)                   | Ch. 8       |
| — CUBA —               |              |                                               |             |
| Camaguey               | CMJL-TV      | Circuito CMQ                                  | Ch. 6       |
| Havana                 | CMAB-TV      | Telemundo                                     | Ch. 2       |
| Havana                 | CMBF-TV      | Radio Universal                               | Ch. 7       |
| Havana                 | CMQ-TV       | Circuito CMQ                                  | Ch. 6       |
| Havana                 | CM-TV        | Telemundo                                     | Ch. 10      |
| Havana                 | CMUR-TV      | Radiotelevision Nacional                      | Ch. 4       |
| Matanzas               | CMGQ-TV      | Circuito CMQ                                  | Ch. 9       |
| Santa Clara            | CMHQ-TV      | Circuito CMQ                                  | Ch. 5       |
| Santiago de Cuba       | CMKU-TV      | Circuito CMQ                                  | Ch. 2       |
| — CZECHOSLOVAKIA —     |              |                                               |             |
| Bratislava             |              | Ceskoslovensky Rozhlas (Govt.)                | Ch. R-III   |
| Ostrava                |              | Ceskoslovensky Rozhlas (Govt.)                | Ch. R-II    |
| Prague                 |              | Ceskoslovensky Rozhlas (Govt.)                | Ch. R-II    |
| — DENMARK —            |              |                                               |             |
| Aarhus                 |              | Danish State Radio (Govt.)                    | Ch. E-5     |
| Copenhagen             |              | Danish State Radio (Govt.)                    | Ch. E-4     |
| Odense                 |              | Danish State Radio (Govt.)                    | Ch. E-3     |
| — DOMINICAN REPUBLIC — |              |                                               |             |
| Ciudad Trujillo        | HIT-TV       | La Voz Dominicana                             | Ch. 4       |
| — EL SALVADOR —        |              |                                               |             |
| San Salvador           | YSEB-TV      | Television Salvadorena                        | Ch. 6       |
| — FINLAND —            |              |                                               |             |
| Helsinki               |              | TV Club of Helsinki                           | Ch. E-9     |
| — FRANCE —             |              |                                               |             |
| Bourges                |              | Radiodiffusion Television Francais (Govt.)    | Ch. F-9     |
| Caen                   |              | Radiodiffusion Television Francais (Govt.)    | Ch. F-2     |
| Cannes-Nice            |              | Radiodiffusion Television Francais (Govt.)    | Ch. F-6     |
| Dijon                  |              | Radiodiffusion Television Francais (Govt.)    | Ch. F-10    |
| Grenoble               |              | Radiodiffusion Television Francais (Govt.)    | Ch. F-10    |
| Lille                  |              | Radiodiffusion Television Francais (Govt.)    | Ch. F-8A    |
| Lorraine               |              | Radiodiffusion Television Francais (Govt.)    | Ch. F-6     |
| Lyon                   |              | Radiodiffusion Television Francais (Govt.)    | Ch. F-12    |
| Lyon-Ville             |              | Radiodiffusion Television Francais (Govt.)    | Ch. F-5     |
| Marseilles             |              | Radiodiffusion Television Francais (Govt.)    | Ch. F-8     |
| Mulhouse               |              | Radiodiffusion Television Francais (Govt.)    | Ch. F-8     |
| Nancy-Ville            |              | Radiodiffusion Television Francais (Govt.)    | Ch. F-7     |
| Paris                  |              | Radiodiffusion Television Francais (Govt.)    | Ch. F-8A    |
| Reims                  |              | Radiodiffusion Television Francais (Govt.)    | Ch. F-5     |
| Rouen                  |              | Radiodiffusion Television Francais (Govt.)    | Ch. F-10    |
| Strasbourg             |              | Radiodiffusion Television Francais (Govt.)    | Ch. F-5     |
| Toulon                 |              | Radiodiffusion Television Francais (Govt.)    | Ch. F-11    |
| — GERMANY (East) —     |              |                                               |             |
| Berlin                 |              | Staatliches Rundfunk Komitee (Govt.)          | Ch. R-9     |
| Berlin                 |              | Staatliches Rundfunk Komitee (Govt.)          | Ch. R-1     |
| Brocken                |              | Staatliches Rundfunk Komitee (Govt.)          | Ch. R-4     |
| Chemnitz               |              | Staatliches Rundfunk Komitee (Govt.)          | Ch. R-8     |
| Dresden                |              | Staatliches Rundfunk Komitee (Govt.)          | Ch. R-1     |



| Location           | Call Letters | Licensee or-Grantee                                        | Channel No. |
|--------------------|--------------|------------------------------------------------------------|-------------|
| Inselberg          |              | Staatliches Rundfunk Komitee (Govt.)                       | Ch. R-6     |
| Leipzig            |              | Staatliches Rundfunk Komitee (Govt.)                       | Ch. R-III   |
| Rostock            |              | Staatliches Rundfunk Komitee (Govt.)                       | Ch. R-2     |
| — GERMANY (West) — |              |                                                            |             |
| Aa'en              |              | Suddeutscher Rundfunk                                      | Ch. E-8     |
| Baden-Baden        |              | Sudwestfunk                                                | Ch. E-7     |
| Berlin             |              | Sender Freies Berlin                                       | Ch. E-7     |
| Bielefeld          |              | Hesslicher Rundfunk                                        | Ch. E-5     |
| Bonn               |              | Nord- und Westdeutscher Rundfunkverband                    | Ch. E-5     |
| Bremen             |              | Nord- und Westdeutscher Rundfunkverband                    | Ch. E-2     |
| Feldberg           |              | Sudwestfunk                                                | Ch. E-8     |
| Flensburg          |              | Nord- und Westdeutscher Rundfunkverband                    | Ch. E-4     |
| Frankfurt          |              | Hesslicher Rundfunk                                        | Ch. E-8     |
| Freiburg           |              | Sudwestfunk                                                | Ch. E-7     |
| Grunten            |              | Bayerischer Rundfunk                                       | Ch. E-2     |
| Hamburg            |              | Nord- und Westdeutscher Rundfunkverband                    | Ch. E-9     |
| Hanover            |              | Nord- und Westdeutscher Rundfunkverband                    | Ch. E-8     |
| Harz               |              | Nord- und Westdeutscher Rundfunkverband                    | Ch. E-10    |
| Hof                |              | Bayerischer Rundfunk                                       | Ch. E-5     |
| Hoher Meissner     |              | Hesslicher Rundfunk                                        | Ch. E-7     |
| Hornisgrunde       |              | Sudwestfunk                                                | Ch. E-9     |
| Kaiserlautern      |              | Sudwestfunk                                                | Ch. E-7     |
| Kiel               |              | Nord- und Westdeutscher Rundfunkverband                    | Ch. E-11    |
| Koln               |              | Nord- und Westdeutscher Rundfunkverband                    | Ch. E-11    |
| Koblenz            |              | Sudwestfunk                                                | Ch. E-6     |
| Kreuzberg-Rhon     |              | Bayerische Rundfunk                                        | Ch. E-3     |
| Langenberg         |              | Nord- und Westdeutscher Rundfunkverband                    | Ch. E-9     |
| Nurnberg           |              | Bayerischer Rundfunk                                       | Ch. E-6     |
| Raichberg          |              | Sudwestfunk                                                | Ch. E-4     |
| Saarbruchen        |              | Telesaar                                                   | Ch. F-7     |
| Stuttgart          |              | Suddeutscher Rundfunk                                      | Ch. E-11    |
| Teutoberger Wald   |              | Nord- und Westdeutscher Rundfunkverband                    | Ch. E-11    |
| Trier              |              | Sudwestfunk                                                | Ch. E-6     |
| Weinbiet           |              | Sudwestfunk                                                | Ch. E-10    |
| Wendelstein        |              | Bayerischer Rundfunk                                       | Ch. E-10    |
| Wurzburg           |              | Bayerischer Rundfunk                                       | Ch. E-10    |
| Zweibrucken        |              | Sudwestfunk                                                | Ch. E-7     |
| — GUATEMALA —      |              |                                                            |             |
| Guatemala City     | TG-BOL       | Radio-TV Guatemala                                         | Ch. 3       |
| Guatemala City     | TGW-TV       | Television Nacional de Guatemala                           | Ch. 8       |
| — HUNGARY —        |              |                                                            |             |
| Budapest           |              | Magyar Radio (Govt.)                                       | Ch. R-III   |
| — IRAQ —           |              |                                                            |             |
| Baghdad            |              | Minister of Interior                                       | Ch. E-8     |
| — ITALY —          |              |                                                            |             |
| Gambarie           |              | Radiotelevisione Italiana<br>(Government-granted monopoly) | Ch. E-5     |
| Milano             |              | " " "                                                      | Ch. E-8A    |
| Monte Argentario   |              | " " "                                                      | Ch. E-6     |
| Monte Caccia       |              | " " "                                                      | Ch. E-3     |
| Monte Faito        |              | " " "                                                      | Ch. E-4     |
| Monte Nerone       |              | " " "                                                      | Ch. E-3     |
| Monte Peglia       |              | " " "                                                      | Ch. E-10    |
| Monte Pellegrino   |              | " " "                                                      | Ch. E-10    |
| Monte Penice       |              | " " "                                                      | Ch. E-4     |
| Monte Sambuco      |              | " " "                                                      | Ch. E-10    |
| Monte Serra        |              | " " "                                                      | Ch. E-5     |
| Monte Venda        |              | " " "                                                      | Ch. E-5     |
| Portofino          |              | " " "                                                      | Ch. E-10    |
| Punta Badde Urbara |              | " " "                                                      | Ch. E-5     |
| Roma               |              | " " "                                                      | Ch. E-8A    |
| Monte Conero       |              | " " "                                                      | Ch. E-6     |
| Monte Favone       |              | " " "                                                      | Ch. E-10    |
| Monte Limbara      |              | " " "                                                      | Ch. E-10    |
| Monte Serpeddi     |              | " " "                                                      | Ch. E-8A    |
| Monte Soro         |              | " " "                                                      | Ch. E-6     |
| Monte Vergine      |              | " " "                                                      | Ch. E-5     |
| — JAPAN —          |              |                                                            |             |
| Fukuoka            | JOLK-TV      | Bestg. Corp. of Japan (NHK)                                | Ch. J-3     |
| Hiroshima          | JOFK-TV      | Bestg. Corp. of Japan (NHK)                                | Ch. J-3     |
| Nagoya             | JOCK-TV      | Bestg. Corp. of Japan (NHK)                                | Ch. J-3     |
| Osaka              | JOBX-TV      | Osaka TV Bestg. Corp.                                      | Ch. J-6     |
| Sendai             | JOHK-TV      | NHK                                                        | Ch. J-3     |
| Tokyo              | JOAK-TV      | NHK                                                        | Ch. J-3     |
| Tokyo              | JOAX-TV      | Nippon TV Network Corp.                                    | Ch. J-4     |
| Tokyo              | JOKR-TV      | Radio Tokyo                                                | Ch. J-6     |
| — KOREA —          |              |                                                            |             |
| Seoul              | HLKZ-TV      | Koread Corp.                                               | Ch. 9       |
| — LUXEMBOURG —     |              |                                                            |             |
| Luxembourg         |              | Compagnie Luxembourgeoise de Telediffusion                 | Ch. E-7     |
| — MEXICO —         |              |                                                            |             |
| Juarez             | XEJ-TV       | Television de la Frontera                                  | Ch. 5       |
| Mexico City        | XEW-TV       | Cadena Radidifusora Mexicana                               | Ch. 2       |

TV OUTSIDE UNITED STATES

| Location           | Call Letters | Licensee or-Grantee                                          | Channel No. |
|--------------------|--------------|--------------------------------------------------------------|-------------|
| Mexico City        | XHGG-TV      | Television Gonzales. Camarena                                | Ch. 5       |
| Mexico City        | XHTV         | Television de Mexico                                         | Ch. 4       |
| Monterrey          | XHNL-TV      | Televisora del Norte                                         | Ch. 10      |
| Paso de Cortes     | XEX-TV       | Television Paso de Cortes                                    | Ch. 7       |
| Queretaro          | XEZ-TV       | Televisora Del Centro                                        | Ch. 3       |
| Tijuana            | XETV         | Radlo Television                                             | Ch. 6       |
| — MONACO —         |              |                                                              |             |
| Monte Carlo        | TMC          | Tele Monte Carlo                                             | Ch. F-10    |
| — MOROCCO —        |              |                                                              |             |
| Casablanca         |              | Compagnie Marocaine de Radio-Television                      | Ch. F-12    |
| Rabat              |              | Compagnie Marocaine de Radio-Television                      | Ch. F-8A    |
| — NETHERLANDS —    |              |                                                              |             |
| Eindhoven          |              | Philips, Ltd.                                                | Ch. E-5     |
| Lopik (Amsterdam)  |              | Nederlandse Televisie Stichting                              | Ch. E-6     |
| — NORWAY —         |              |                                                              |             |
| Oslo               |              | Norsk Rikskringkasting (Govt.)                               | Ch. E-1     |
| — PHILIPPINES —    |              |                                                              |             |
| Manila             | DZAQ-TV      | Bolinao Electronics Corp.                                    | Ch. 3       |
| Manila             |              | Metropolitan Bestg. Co.                                      | Ch. 9       |
| — POLAND —         |              |                                                              |             |
| Lodz               |              | Polske Radio (Govt.)                                         | Ch. R-5     |
| Warsaw             |              | Polske Radio (Govt.)                                         | Ch. R-III   |
| — PORTUGAL —       |              |                                                              |             |
| Lisbon             |              | Radiotelevisao Portuguesa (Govt.-Private)                    | Ch. E-7     |
| — RUMANIA —        |              |                                                              |             |
| Bucharest          |              | Radiodifuziunea Romina (Govt.)                               | Ch. R-2     |
| — SPAIN —          |              |                                                              |             |
| Madrid             |              | Radio Nacional de Espana (Govt.)                             | Ch. E-3     |
| — SWEDEN —         |              |                                                              |             |
| Goteborg           |              | A.B. Radiotjangst (Govt.)                                    | Ch. E-9     |
| Stockholm          |              | A.B. Radiotjangst (Govt.)                                    | Ch. E-1     |
| — SWITZERLAND —    |              |                                                              |             |
| Basel              |              | Swiss General Post Office                                    | Ch. E-10    |
| Bern               |              | Swiss General Post Office                                    | Ch. E-2     |
| Geneva             |              | Swiss General Post Office                                    | Ch. E-1     |
| Zurich             |              | Swiss General Post Office                                    | Ch. E-3     |
| — THAILAND —       |              |                                                              |             |
| Bangkok            | HSI-TV       | Thai-Television Co.                                          | Ch. 4       |
| — TUNISIA —        |              |                                                              |             |
| Tunis              |              | Radiodiffusion Television Francais (Govt.)                   | Ch. F-12    |
| — UNITED KINGDOM — |              |                                                              |             |
| Aberdeen           |              | British Bestg. Corp.—BBC<br>(Govt. operated, non-commercial) | Ch. B-1     |
| Belfast            |              | BBC                                                          | Ch. B-1     |
| Birmingham         |              | BBC                                                          | Ch. B-4     |
| Brighton           |              | BBC                                                          | Ch. B-2     |
| Cardiff            |              | BBC                                                          | Ch. B-5     |
| Carlisle           |              | BBC                                                          | Ch. B-4     |
| Central Scotland   |              | BBC                                                          | Ch. B-3     |
| Channel Isles      |              | BBC                                                          | Ch. B-4     |
| Isle of Man        |              | BBC                                                          | Ch. B-3     |
| Lancashire         |              | Independent Television Authority—ITA                         | Ch. B-9     |
| London             |              | BBC                                                          | Ch. B-1     |
| London             |              | BBC                                                          | Ch. B-9     |
| Manchester         |              | ITA                                                          | Ch. B-2     |
| Midlands           |              | BBC                                                          | Ch. B-8     |
| Newcastle          |              | BBC                                                          | Ch. B-5     |
| Norwich            |              | BBC                                                          | Ch. B-3     |
| Plymouth           |              | ITA                                                          | Ch. B-2     |
| Yorkshire          |              | ITA                                                          | Ch. B-10    |
| — URUGUAY —        |              |                                                              |             |
| Montevideo         |              | Sociedad Anonima Emisoras<br>de Television Y Anexos          | Ch. 10      |
| — USSR —           |              |                                                              |             |
| Kharkov            |              | Government                                                   | Ch. R-III   |
| Kiev               |              | Government                                                   | Ch. R-IV    |
| Leningrad          |              | Government                                                   | Ch. R-III   |
| Moscow             |              | Government                                                   | Ch. R-II    |
| Moscow             |              | Government                                                   | Ch. R-IV    |
| Odessa             |              | Government                                                   | Ch. R-II    |
| Riga               |              | Government                                                   | Ch. R-III   |
| Tallin             |              | Government                                                   | Ch. R-III   |
| — VENEZUELA —      |              |                                                              |             |
| Caracas            | VVKA-TV      | Televisora Nacional (Govt.)                                  | Ch. 5       |
| Caracas            | YVLV-TV      | Televisa Venezolana                                          | Ch. 4       |
| Caracas            | YVKS-TV      | Radio Caracas TV                                             | Ch. 2       |
| — YUGOSLAVIA —     |              |                                                              |             |
| Belgrade           | YZO          | Radiodiffusion Yugoslave                                     | Ch. E-2     |
| Zagreb             | YZO-3        | Radlo Televizija Zagreb                                      | Ch. E-4     |

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**1957**

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# 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 cellophane projection. Spot and institutional films.

## AGNETA AGENCY

1270 6th Ave., New York 20, N. Y.  
Phone: COlumbus 5-0232

President.....Nicholas T. Agneta  
*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 Telexembourg.

## RAY ANTHONY ENTERPRISES, INC.

9155 Sunset Blvd., Hollywood, Calif.  
Phone: CRESTview 4-5473

President.....Ray Anthony  
Sec'y-Treas.....Fred Benson  
*Services Offered:* Packagers and producers of radio and television shows.

## 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.

1188 South Muirfield Road, Los Angeles 19,  
Calif.

Phone: HO 5-0580

Sales Mgr., Owner.....Irwin T. Porter  
Partner, Prog. Mgr.....Gertrude T. Porter  
Script Dept.....Jean Norah  
*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

Executive Director.....Kent Cooper  
General Manager.....Frank J. Starzel  
Asst. Gen. Manager, Radio...Oliver Gramling  
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: JUdson 6-5095

*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.



# LEONARD VALENTA

DIRECTOR

JU. 6-6234

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**EDDIE BRACKEN**

NBC-TV  
8 P.M. Wednesday

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MOST COLORFUL  
SHOW

## HOLD THAT NOTE

Starring  
**BERT PARKS**

NBC-TV  
10:30 P.M. Tuesday

TELEVISION'S  
BIGGEST MONEY-PAYING  
MUSICAL QUIZ

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**WOLF ASSOCIATES — WOLF PRODUCTIONS**

420 Madison Avenue, New York, N. Y.



**ANN BARBINEL**

54 Riverside Dr., New York 24, N. Y.  
Phone: ENdicott 2-4351

President ..... Ann Barbinel  
*Services Offered:* Creating - producing - directing 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  
Vice-President ..... Fred Stettner  
*Services Offered:* Package producers of live and transcribed radio shows and live and filmed TV shows.

*Productions:* Juvenile Jury, Winky Dink and You, Life Begins at 80, Oh, Baby, Conflict, The Gillmen, Tic Tac Dough, 21, You're On Your Own.

**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 programs; 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 representative; feature length motion pictures; full-length westerns; 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.)**

1046 S. Olive St., Los Angeles 15, Calif.  
Phone: RI 8-6184

Manager ..... Guy Biddick

Office Manager ..... Barbara McNey  
Traveling Rep. .... Burton Zoul  
*Services Offered:* Preparing and recording commercial announcements for your own individual requirements. Packaged ½-min. transcribed announcements already prepared for various type businesses. Packaged quarter-hour transcribed radio programs. Transcribed sacred music libraries sold.

**GEORGE BLAKE ENTERPRISES, INC.**

1600 Broadway, N. Y., N. Y.  
Phone: Circle 7-2264

President ..... Jean Blake  
Prod. Dir. .... Robert J. Kingsley  
Supervisor Editor ..... Robert Jacques  
*Services Offered:* Producers of TV commercials, 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  
*Services Offered:* Specialists in Closed-circuit Television: business meetings and entertainment 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.

**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**

125 West 41st Street, New York, N. Y.  
Phone: WIsconsin 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.

**SERVING  
THE TV AND RADIO STATIONS  
OF THE WORLD**



*walt*



*productions*

*on the air:*

**"STRIKE IT RICH"**

**"THE BIG PAYOFF"**

*Ready to go:*

**"Million Dollar Family"**

**"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!*

**1150 AVENUE OF THE AMERICAS · NEW YORK 36, NEW YORK**

**Tel.: OXFORD 7-3322**



**CHESHIRE & ASSOCIATES**

6606 Selma Ave., Hollywood 28, Calif.  
Phone: HOllYwood 9-4580

Owner, Gen.Mgr. .... Bob Reichenbach  
Production Manager. .... Myron J. Bennett  
*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, Drama of Medicine, Pappy Cheshire's Ranch Roundup.

**CINEEFFECTS, 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

*Services Offered:* Program production, syndicated transcriptions, scripts, package programs, talent.

**COOLIDGE-DuBOIS AGENCY**

5880 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

Owner ..... Frank Cooper  
V.P. Chge. of N. Y. Office. .... Sy Fischer  
Hollywood Office. .... D. I. Hyland, Joel Cohen, B. D. S. Hamberg  
*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, \$64,000 Challenge, Giant Step.

**FREDERIC DAMRAU, M. D.**

247 Park Ave., New York 17, N. Y.  
Phone: PLaza 5-3638

Director. .... Frederic Damrau, M. D.  
AFTRA Associate. .... Adeine Maneery  
Business Manager. .... Mary L. Davis  
*Services Offered:* Educational and dramatized programs relating to health, for both radio and TV.

**MAC DAVIS FEATURES**

1 Montgomery Place, Brooklyn (15), N. Y.  
Phone: NeVins 8-4374

Director ..... Mac Davis  
*Services Offered:* Sport shows created, written and produced for television and radio presentation. Also special scripts and ideas furnished for all types of sport programs for local, regional or network presentation.

*Productions:* Heartbeats in Sport Headlines, They Made Sports History, Diamond Dust, Ask Me Another, It Happened In Baseball, This Is Football, Horse Tales.

**GORDON M. DAY PRODUCTIONS**

108 E. 30th St., New York 16, N. Y.  
Phone: OREGon 9-3595

Writer, Composer ..... Gordon M. Day  
Production Manager. .... Carol Bulkeley  
Casting Director. .... Edith Adelson  
Treasurer. .... Leo L. Reich

*Services Offered:* Writing-production of jingles and spots; consultants to advertising agencies on preparation of transcribed and film commercials.

*Productions:* Alcoa, American Greetings Card, Good & Plenty Candy, Corn Products Refining Co., (various products), Margo Wine, Luby Chevrolet Dealers, Sacramento Tomato Juice, Laddie Boy Dog Food, Burry Biscuit Co., King Edward Cigars, Pennzoil, N. E. Telephone Co. (Yellow Pages), Roman Meal Bread, American Tobacco Co. (Roi-Tan Cigars), Westinghouse.

**DEMBY PRODUCTIONS, INC.**

Hotel Plaza, 1 W. 58th St., New York 19, N. Y.  
Phone: PLaza 9-2495

President. .... Emanuel H. Demby  
Vice-President ..... Mildred Demby  
Dramatic Programs. .... Betty Jeffries  
Creative Supervisor. .... Allen Swift

*Services Offered:* Producers of feature and television films, spot commercials, sales training and public relations films. Affiliated with Motivation Research Associates for pre-testing commercials and other films for potential audience effectiveness.

*Productions:* The Shadow, Hollywood to Broadway, How to Be a Cowboy, Half The World's a Bride, Carnival, Witch on Wheels, Films For Sales, This Is Indonesia, Filmed spots for AMOCO-Super Permalube, Bad Laundry Bleach, etc.

*For theatrical use only:* Half The World's a Bride, Carnival, Witch On Wheels, The Shadow, Hollywood to Broadway, How To Be A Cowhoy.

**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.....Jack Fitzstephens  
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.

**ECONOMEET TELEVISION PROGRAMS**

(Div. of Ziv TV Programs, Inc.)

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

Phone: PLaza 3-6664

General Manager.....Perre Weis  
General Sales Manager...Stanley Florsheim

*Services Offered:* Distribution of the following filmed TV programs: Mr. District Attorney, I Led Three Lives, Favorite Story, Boston Blackie, Eddie Cantor Comedy Theatre, Meet Corliss Archer, Story Theatre, Times Square Playhouse, The Unexpected, Your Television Theatre, Yesterday's Newsreel, The Living Book, Sports Album, Walter Lantz Cartoons.

**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.

**WANNA HYPO YOUR HOOPERS?**

*Ratings Make Your Business!*

*Ratings Are What We Raise!*

Just ask the STATIONS who are RIDING HIGH as a result of our STATION JINGLES, stations who:

**Rocketed from somewhere down the line Right To The Top  
Hiked way out in front**

**Picked up double figure points**

**Showed audience increases of 300%, 600% and more**

**Let us send you the SUCCESS STORY on our STATION JINGLES.**

*Harry S. Goodman*

19 EAST 53rd STREET at Madison Avenue.. NEW YORK CITY

**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  
Dir. of Scripts.....Sylvia Edlen  
Coordinator.....Mimi Crowl  
V.P., Exec. Prod.....Robert L. Friend  
Prod. Mgr.....Stanley Bass  
*Services Offered:* Radio and television complete production; motion pictures, commercials, animation, program packagers for local sponsorship.

*Productions:* New Story of Milk, Crisis, Sky Sentinels, The Christophers, Tomorrow—Today (series), Songs of Our Fathers.

**ENDORSEMENTS, INC.**

65 East 55th St., New York 22, N. Y.  
Phone: PLaza 1-0320

President.....Jules Alberti  
Exec. Vice-President.....Chris Anderson  
V-P. Chge. TV & Film.....Robert Brilmayer  
Vice-President.....Dr. Harold S. Wadro  
Secretary-Treasurer.....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 Affairs.....Henry Schmerzler  
*Services Offered:* Specializing audience participation and quiz shows; packages, production, question research, contestant screening.

*Current Productions:* Strike It Rich, The Big Payoff.

**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

**Jack Barry**  
*and*  
**Dan Enright**  
**Productions**

Mgr. (Mexico City).....Rene Anselmo  
 Mgr. (London).....Lane Blackwell  
 Mgr. (Toronto).....Ralph Ellis  
*Services Offered:* Producers of transcribed radio programs for Spanish audiences. Producers of live radio and TV programs in Mexico, London and Ontario. Exclusive TV rights to the Davis Cup tennis matches and 16th Olympiad, Melbourne, 1956.

**ALLEN A. FUNT PRODUCTIONS**

100 Central Park South, 11th floor  
 New York 19, N. Y.  
 Phone: JUDson 6-5227

President.....Allen A. Funt  
 Production Manager.....Paul D. Melton  
*Associates:*

Ross Television Production Ltd.  
 7 Harley Street, London W. 1, England  
 Concorde Productions  
 6 Rue de Levis, Paris 17e, France

*Services Offered:* Exclusive producers of candid radio and television programs and commercials, using hidden microphones and cameras, in U. S. and Europe: network, live, transcribed and syndicated.

**GBA PRODUCTIONS  
 (Gallucci Bros. & Assoc.)**

727 Meriden Road, Waterbury 4, Conn.  
 Phone: PLaza 35272

President.....Joe Gallucci  
 General Manager.....N. T. Gallucci  
 Sales Manager.....Lou Gallucci  
 Assoc. Producer.....C. G. Harries

Assoc. Producer.....Jack Sheehan  
 Assoc. Director.....Lloyd Hurd  
 Assoc. Director.....N. S. Strauss  
 Assoc. Director.....Dick Felker  
 Assoc. Director.....Barbara Piper  
 Assoc. Director.....Joe Megaro  
*Services Offered:* Special feature program.

**HAROLD R. GINGRICH,  
 PRODUCTIONS**

333 N. Michigan Ave., Chicago 1, Ill.  
 Phone: FRanklin 2-1022

Owner-Manager.....Harold R. Gingrich  
*Services Offered:* Radio-Television advertising, counseling and ideas.

**GENERAL ARTISTS CORP.**

640 Fifth Ave., New York 19, N. Y.  
 Phone: CIrcle 7-7543

President.....Thomas G. Rockwell  
 Exec. Vice-President.....Milton W. Krasny  
 Vice-President.....Harry M. Anger  
 TV Programming....Jay Michaels, Jack N. Sobel, Arthur Price  
 Vice-President, Chicago.....Pat Lombard  
 Vice-President, Beverly Hills...Henry Miller  
 TV Manager, Beverly Hills....Bill Weems  
*Services Offered:* Program Production and national sales. Artists representatives. Industrial and civic show production. Transcription production and services. Film sales representation.

*Productions:* The Perry Como Show, The Patti Page Show, The National Guard Show.

**WILBUR STARK — JERRY LAYTON  
 RADIO & TELEVISION PRODUCTIONS  
 MODERN ROMANCES — NBC-TV**

SHOWS READY TO GO —

Col. Humphrey Flack — Ladies Choice  
 True Story — Rocky King Detective  
 Sgt. and the Lady — Medical Center  
 Rookie Cop

**6 EAST 45th STREET, NEW YORK CITY  
 OX 7-6860**

**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..... Bob Ferres  
*Services Offered:* Television and Radio production. Talent representation.

**GRACE GIBSON RADIO PRODUCTIONS**

6606 Selma Avenue, Hollywood 28, Calif.  
Phone: HOLLYWOOD 3-3498

General Manager..... Bob Reichenbach  
Executive Producer..... Grace Gibson  
*Services Offered:* Production and distribution of transcribed dramatic programs for general or specific sponsorship.

*Productions:* Drama Of Medicine, Adventures of Gregory Keane, and Famous Court Dramas.

**GOMALCO ENTERPRISES**

404 N. Roxbury, Beverly Hills, Calif.  
Phone: CR 5-6131

President..... David P. O'Malley  
Vice-President ..... George Gobel  
*Services Offered:* Television production.  
*Current Productions:* The George Gobel Show.

**HARRY S. GOODMAN PRODUCTIONS**

19 E. 53rd St., New York 22, N. Y.  
Phone: PLaza 5-6131

General Manager..... Harry S. Goodman  
Sales Manager..... Everett F. Goodman  
Secretary..... H. D. Knuth  
Office Manager..... William Baron  
Traffic Manager..... Frank Gehrecke  
TV Director..... Stuart Wilson

*Services:* Custom Commercials, Syndicated Commercials, Jingles. 5 min.-15 min.-30 min. programs. Mystery, Adventure. Soap Operas, Western, Religious, Musical, Misc, Juvenile.

*Film Productions:* Drew Pearson's Washington Merry-Go-Round; 52 quarter-hour TV films made each week and air expressed to TV stations.

**GOODSON-TODMAN PRODUCTIONS**

41 East 57th St., New York 22, N. Y.  
Phone: PLaza 1-0600

Partner..... William S. Todman  
Partner ..... Mark Goodson  
Director of Sales..... Bud Austin  
General Business Mgr.... Howard F. Todman  
Exec. Dir. of Programs..... Gil Fates  
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.

*Showcase Productions, Inc.*



**Harold Jovien's  
PREMIERE ARTISTS  
and PRODUCTIONS**

**AGENCY**

Sunset and Carol, Hollywood 46, Calif.  
Cr. 4-5488

BILL PUTNEY, Associate

Representing these and other shows  
and personalities for Television, Radio,  
Personal Appearances and Recordings

*Programs:*

PETER POTTER'S "JUKE BOX JURY"  
THE INA RAY HUTTON SHOW  
MIKE STOKEY PRESENTS  
JUNIOR RECORD JURY  
HILO HATTIE SHOW  
IF YOU HAD THE MONEY  
HOLLYWOOD ICETIME  
HARRY BABBIT SHOW  
BILL BALLANCE SHOW  
ARTHUR ELLEN SHOW

*TV Hosts and Disc Jockeys*

HARRY BABBIT—(CBS)  
BILL BALLANCE—KFWB, Hollywood  
FRANK EVANS—KDAY, Santa Monica  
JACK McCOY—ABC-TV  
LOUIS QUINN—KHJ-TV, Hollywood  
RALPH STORY—\$64,000 Challenge  
DICK WHITTINGHILL—KMPC & KTTV-TV,  
Hollywood

*Television Producers-Directors*

TOM BELCHER—NBC  
JERRY BOWNE—NBC  
JIM HOBSON—Lawrence Welk Shows  
BOB LEHMAN—Truth or Consequences  
HARFIELD WEEDIN—ABC-TV

*Personalities:*

RUSH ADAMS—Diamond Records  
VAN ALEXANDER—Gordon MacRae Show  
RANDY BROOKS—Decca Records  
KAY BROWN—ABC-TV, Decca Records  
OLLIE FRANKS  
HOOSIER HOT SHOTS  
EDDIE KEELEY—KTLA  
GEORGE LIBERACE  
BILLY MAY  
ELLA MAE MORSE—Capitol Records  
LOUISE O'BRIEN—CBS  
GAYLA PEEVEY—Columbia Records  
PIED PIPERS  
JERI SOUTHERN—Decca Records  
KITTY WHITE—Mercury Records

*Productions:* Beat the Clock, Two For The Money, I've Got A Secret, What's My Line, The Price Is Right, The Web.

**GOTHAM RECORDING CORP.**

2 W. 46th St., New York 36, N. Y.

Phone: JUDson 6-5577

President.....Herbert M. Moss  
Vice Pres.....Stephen F. Temmier  
Dir. of Sls. & Service.....Robert Volkell  
*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 PRODUCTIONS**

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.

**HALE & BAKER**

55 West 42nd Street, New York 36, N. Y.

Phone: LONgacre 5-2795

Partner.....Arthur Hale

Partner.....Jules Evan Baker

*Branch Office:*

1597 Crossroads of the World, Hollywood 28, Calif.

Phone: HOLlywood 7-9262

Manager.....Aubrey Ison

*Services Offered:* TV Radio consultants, writers-producers of public services and commercial programs and spots; special educational and merchandising ideas and production, including closed circuit.

**LAURENCE HAMMOND  
PRODUCTIONS, INC.**

455 E. 51st St., New York 22, N. Y.

Phone: PLaza 9-2210

President.....Laurence Hammond

Vice-President & Treasurer.....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  
*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 .....Sandy Howard  
Producers.....Marvin Page, Claire Smithers

Producer-Merchandising Dir...Ralph Gotlob  
*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, The Great Adventure, Jungle Adventure, Celebrity Club.

**HOWARD RADIO-TV PRODUCTIONS**

123 W. Chestnut St., Chicago 10, Ill.

Phone: MICHigan 2-5877

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.

Phone: PL 8-0792

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 distributors of motion pictures; prints in both



**Marshall ORGANIZATION**

521 FIFTH AVENUE  
NEW YORK 17, N. Y.



Consultants  
Creators and Producers  
Film, Television and  
Radio Productions



Murray Hill 7-2722

**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**



16mm. and 35mm. subjects. Classical music by Symphonic Orchestras.

**THE JAFFE AGENCY, INC.**

9441 Wilshire Blvd., Beverly Hills, Calif.  
Phone: CRestview 1-5222  
New York Phone: Circle 7-6200

President .....Sam Jaffee  
Vice-President, Chg. Lit. Dept...Mary Baker  
Vice-President .....A. Ronald Lubin  
Secretary .....Philip Gersh  
TV Department...David Freedman, Hal Ross  
Literary Department.....Everts Ziegler,  
Robert Goldfarb.

*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 TELEVISION AND RADIO PRODUCERS**

540 North Michigan, No. 17 on the Mezzanine Chicago 11, Ill.

Phone: MOhawk 4-5757

President.....James E. Jewell  
Vice-President.....W. Ralph Jewell  
Secretary.....M. P. Casey  
Editor .....James Lawrence

*Branch Offices*

Landmark Productions, 1040 N. Las Palmas Hollywood, California

Phone: HOLlywood 7-3111

Manager .....Michael Baird

Director .....Lewis Foster

3062 Penobscot Bldg., Detroit 26, Mich.

Phone: WOODward 3-0617

Exec-in-Charge.....W. Ralph Jewell

*Services Offered:* Creators and Producers of Programs, Transcriptions, Commercial Spots and Jingles. Television and Radio Consultants to agencies, sponsors. All-inclusive package-production services and facilities.

*Productions:* Jewell Starmaker Theatre (TV live), Silver Eagle (Radio: Live and transcribed, The King Jesters Show (Radio, transcribed).

**KEESHAN-MILLER ENTERPRISES CORP.**

113 W. 57th St., New York, N. Y.

Phone: PLaza 7-8618

Chairman of the Board.....Bob Keeshan

President ..... Jack Miller

Vice President.....Marvin Josephson

*Services Offered:* Radio-TV packages and producers.

*Productions:* Captain Kangaroo, Scramble.

**MAXINE KEITH AGENCY**

234 W. 44th St., New York, N. Y.

Phone: LA 4-4228

Director .....Maxine Keith

Thank you, Television Industry . . .

For making our new publicity firm a success from the outset!

Lester Dorothy  
**STANFORD and GULMAN, Inc.**

15 East 40th Street, New York 16

Murray Hill 9-2512



**STAR TIME**



**GEORGE SCHECK PRODUCTIONS**



*Services Offered:* Creative and producing for radio and TV.

**SONNY KENDIS, INC.**

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

Phone: VAnDerbilt 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.....Martha C. Graves

*Services Offered:* Specialized services to advertisers and advertising agencies, production, direction and casting facilities for TV, Radio and motion pictures.

*Productions:* So It's Your Birthday.

**LANG-WORTH FEATURE PROGRAMS, INC.**

1755 Broadway, New York 19, N. Y.

Phone: JUdson 6-5700

President.....C. O. Langlois, Sr.  
Secretary-Treasurer.....John D. Langlois  
Vice-President.....C. O. Langlois, Jr.  
Vice-President.....W. O'Keefe  
Sales Manager.....Hugh S. Allen, Jr.

*Services:* Transcribed Music Service for radio and television stations, advertising agencies and advertisers. Custom-built commercial spots—musical and dramatic—for national, regional and local advertisers.

**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, Here's Music.

**LES LEAR PRODUCTIONS CORP.**

Hotel Sherman, Chicago 1, Ill.

Phone: FRanklin 2-2100

1539 N. Vine St., Hollywood 28, Calif.

Phone: NOrmandy 3-3311

President .....Les Lear  
Vice-President .....Jack Chase  
Vice-President .....Hank Koval

*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: DUmkirk 4-4191

President.....C. P. MacGregor

*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.

**MADISON PRODUCTION, INC.**

60 E. 56th St., New York City, N. Y.

Phone: PLaza 1-4646

President .....Gerry Gross

Vice-President, Treasurer...Frank B. Sawdon

*Services Offered:* Package & Produce Radio & TV Shows.

*Productions:* The Maggi McNellis Show—Vincent Lopez Show—Tommy Henrich—Rita Gam—Junior Champions—Let's Take Sides—The Sloan Simpson Show.

**MARK VII, LTD.**

(For full listing see TV Film Producer-Distributors)

**THE MARSHALL ORGANIZATION, INC.**

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

Phone: MUrray Hill 7-2722

President.....A. W. Marshall  
General Manager.....Evelyn K. Zuckerman  
Legal Representative.....Gerald Dickler

*Services Offered:* Producing and Packaging Live and Transcribed Radio and TV Programs. Directorial and Supervising Service. Complete Radio and TV Public Relation services for Social, Professional and Trade Organizations.

**MAYER-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 programs and spots, specializing in crime documentaries. Professional writers also service other shows on free-lance basis. Specialize in crime shows.

*Productions:* Wanted, Phrase That Pays, Masquerader.

**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 transcribed radio program series; syndicated TV film series; Sound effect record libraries; American representatives for foreign broadcasting interests.

*Productions:* Capsule mysteries, The Plainclothes Man, Famous Jury Trials, The Clock, Half-hour Mystery Bloc, Daytime Soap Operas.

**WILLIAM MORRIS AGENCY, INC.**

1740 Broadway, New York 19, N. Y.  
Phone: JUDson 6-5100

Exec-in-Chg. of 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

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: CEntal 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.**

593 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., CResview 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

1172 Union Commerce Bldg., Cleveland, O., CHerry 1-6010

116A West Kirk Ave., Ronanoke, 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., PRespect 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.

**MUZAK CORPORATION**

(For detailed listing see Associated Program Service, Div. of Muzak Corp. under Transcription Companies.)

**NTA PRODUCTIONS, 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 films.

*Productions:* The Passerby, The Bill Cornin Sports Show, Man's Heritage.

**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., Treas.....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)

**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: MU 6-5669  
 Owner .....Donald Peterson  
*Services Offered:* Recording, program production (religious, economic).

**JULES POWER PRODUCTIONS, INC.**

1020 N. Rush St., Chicago 11, Ill.  
 Phone: DELaware 7-7422  
 New York Phone: REgent 4-1370  
 President .....Jules Power  
 General Manager.....Bernard I. Miller

*Services Offered:* Production of live local and network television programs and commercials.

*Productions:* Watch Mr. Wizard, NBC-TV; Time For Fun, WABC-TV; Lunch Time Little Theatre WGN-TV.

**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  
 (Chairman of the Board....Everett Rosenthal  
 President .....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.....Eugene Aretsky  
 General Mgr.....Norman Alt

*Services Offered:* Program production, both transcribed and live; specialize in packaging transcribed sports shows and filming of TV sports serials. Scripts created. Radio, TV sports 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 .....Lloyd Marx  
 Vice-President .....Ted Mack

*Services Offered:* Producers of "The Original Amateur Hour," starring Ted Mack.

**STU REYNOLDS PRODUCTIONS**

9110 Sunset Blvd., Los Angeles 46, Calif.  
 Phone: CR 4-7863  
 President .....Stuart Reynolds  
*Productions:* Harbor, G. E. Theatre, Jeweler's Showcase.

*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: Rlverside 9-3647

Bd. Chairman.....Maurice Roffman  
 President .....Richard H. Roffman  
 Vice Pres.....Sophie S. Roffman  
*Services Offered:* Radio and TV production, public relations, publicity, promotion, 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: HO 3-7178

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 Sindic  
*Services Offered:* Producers of commercial motion pictures, sound slide films, slide motion films, TV programs and TV commercials.

**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  
 65 E. 55th St., N. Y. 22, N. Y.  
 Phone: PLaza 1-0075

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.

**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.

**BERNARD L. SCHUBERT, INC.**

509 Madison Ave., New York 22, N. Y.  
 Phone: MURray Hill 8-0940

President.....Bernard L. Schubert  
 General Manager.....Wallace H. Lancton  
*Services Offered:* Talent, production radio and TV package management.

*Current Productions:* Crossroads, Topper. Adventures of The Falcon, Mr. and Mrs. North, TV Reader's Digest, Quick Quiz.

**SCREEN GEMS, INC.**

(For complete listing see TV Film Producers).

**WALTER SCHWIMMER COMPANY**

75 East Wacker Drive, Chicago 1, Ill.  
 Phone: FRanklin 2-4392  
 New York Address: 527 Madison Ave.  
 New York 22, N. Y.  
 Phone: ELdorado 5-4616

President .....Walter Schwimmer  
 Sales Manager.....Bernie Crost  
 Program Director.....Arthur Pickens  
 Assistant Program Director.....Nat Watson  
 Eastern Sales Mgr.....Pete Manners  
 N. Y. Office Manager.....Jack Arden  
*Services Offered:* TV and radio package productions.

*Productions:* Championship Bowling, Eddy Arnold Time, It's Baby Time All-Star Golf, Tello-Test, Tune-Test.

**SESAC, INC.**

475 Fifth Ave., New York 17, N. Y.  
 Phone: MURray Hill 5-3665

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 19, N. Y.  
 Phone: CI 6-6915

1160 No. Highland Ave., Hollywood 38, Calif.  
 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  
 Musical Directors.....Skitch Henderson & Ted Royal



**Services Offered:** Creators and producers of television, theatrical and sales influence films plus live shows; producing contractors; adapters; consultants to package show 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.

**THE SOUVAIN ASSOCIATES**

135 Central Park West, New York 23, N. Y.  
Phone: TR 3-1158

Producer .....Geraldine Souvaine  
**Services Offered:** Producers of radio and TV programs.

**SPORTS NETWORK, INC.**

36 West 44th St., New York 36, N. Y.  
Phone: MURray Hill 2-0117

President.....Richard E. Bailey  
Vice-President.....Roylance H. Sharp  
Secretary & Bus. Mgr.....Thomas J. Shilling  
Ass't Business Mgr.....Marie C. Wilber

**Services Offered:** Sales and promotion, programming, technical, station relations and traffic; specializing in regional television and radio networks for all sports. Special features: major league baseball, Cleveland Brown pro football, Big Ten basketball, sporting events of regional interest.

**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.

**Production:** Armstrong Circle Theatre.

**TELDON RADIO & TELEVISION PRODUCTIONS**

2 West 46th St., New York 36, N. Y.  
Phone: JUDson 6-5577

Senior Prod. & Partner...Stephen F. Temner  
Partner.....Herbert M. Moss

**Services Offered:** Production of foreign language programs in French and German for the Voice of America.

**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.

**TRANSCRIPTION SALES, INC.**

117 W. High St., Springfield 35, O.  
Phone: FAirfax 2-4974

President.....J. P. Williams  
Vice President.....Alexander Buchan  
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: OX 7-5445

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.....Minna C. Thorn  
 Secy.....Edward H. Kavinoky

*Branch Office*

2133 N. W. 11th Ave., Miami, Fla.  
 Manager.....Robert D. Buchanan  
 301 S. Kingsley, L. A., Calif.

Mgrs.....Pat Cooney, Sam Ewing  
*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.

*Radio Services:* Produce Library of Attention Getters and Gimmick Shows.

*Productions:* Melody Mileage; Tune-O; Kash Box: \$Dollar Derby\$; Spot-Lite-Spots.

**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 Manager..William Higginbotham  
 Radio Manager.....John Madigan  
 Gen. Newspapers Mgr.....Frank Tremaine

*Services Offered:* World-wide coverage of news and sports for Radio and TV; special programming for radio news, sports, women's and farm shows; newsfilm news-pictures.

**THOMAS J. VALENTINO, INC.**

150 W. 46th St., New York 19, N. Y.  
 Phone: CIrcle 6-4675-6

President.....Thomas J. Valentino  
 Vice-President.....Michael T. Valentino  
 Secretary.....Elsie F. Valentino

*Services Offered:* Sound effects records, transcriptions, 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  
 Casting Director.....Buddy 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,  
 Program Staffs.....Joseph Nathan Kane,

Gene Mulligan, Keith Taylor, Alan Gilbert  
 Dir. of Sales.....Paul Ross  
*Services Offered:* Radio-TV package production.

*Productions:* Break The \$250,000 Bank, Hilltop House, Masquerade Party.

**FRANK WRIGHT NATIONAL CORPORATION**

995 Market St., San Francisco 3, Calif.  
 Phone: DOuglas 2-5470

President.....Frank Parke Wright  
 Vice-President & Acct. Exec.....Ted Slade  
 Treasurer.....Sylvia C. Wright  
 Office Manager.....Helen Rosemount

Traffic-Media Mgr.....Edith James  
 Copywriter (Copy Director)....Kay Lynch  
 Secretary.....Freda Rejder  
 Comptroller.....Alma McGarrigle  
 Asst. Comptroller.....Charlotte Meyer

*Services Offered:* Merchandised advertising in the food and drug field.

*Productions:* Calo Pet Exchange.

**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.

**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 Productions..Herb Gordon  
 General Manager.....Ben Philey  
 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.**

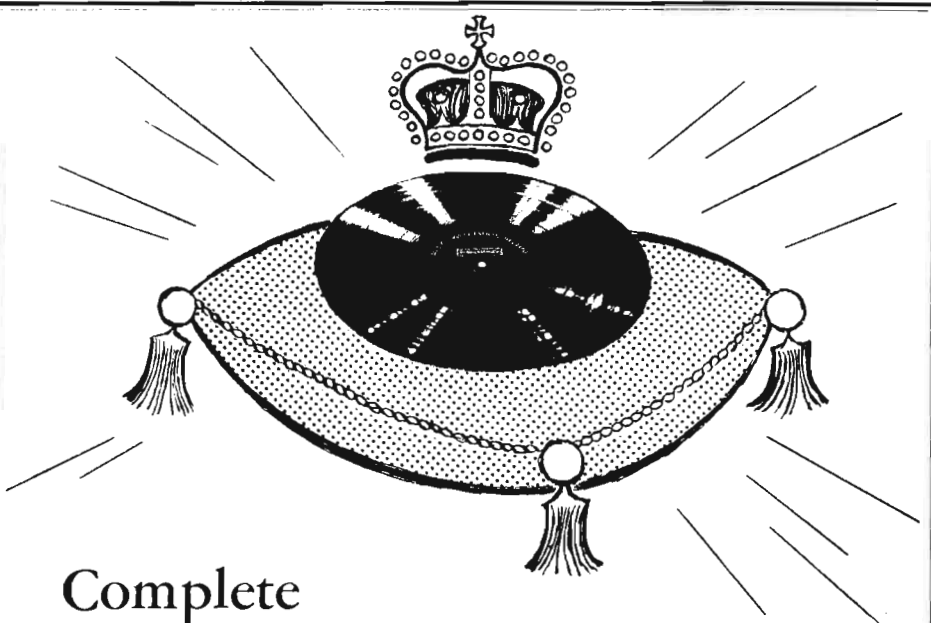
488 Madison Ave., New York 22, N. Y.  
 Phone: MUrray Hill 8-4700

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 Broman  
 Mgr., West Coast Div.....Jack Gregory

Manager, Natl. Sls.....Walt Kingsley  
*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.



## Complete CUSTOM SERVICE! From ONE SOURCE

**PROCESSING** — modern equipment, high-precision testing every step of the way.

**PRESSING** — specially designed machines and exclusive methods assure first quality.

**TAPE DUPLICATION** — Ultra-high fidelity — used by broadcasting studios the world over.

**STORAGE** — a new convenience for you — private, confidential, safe.

**SHIPPING** — fully staffed department charged with the responsibility for meeting your deadline.

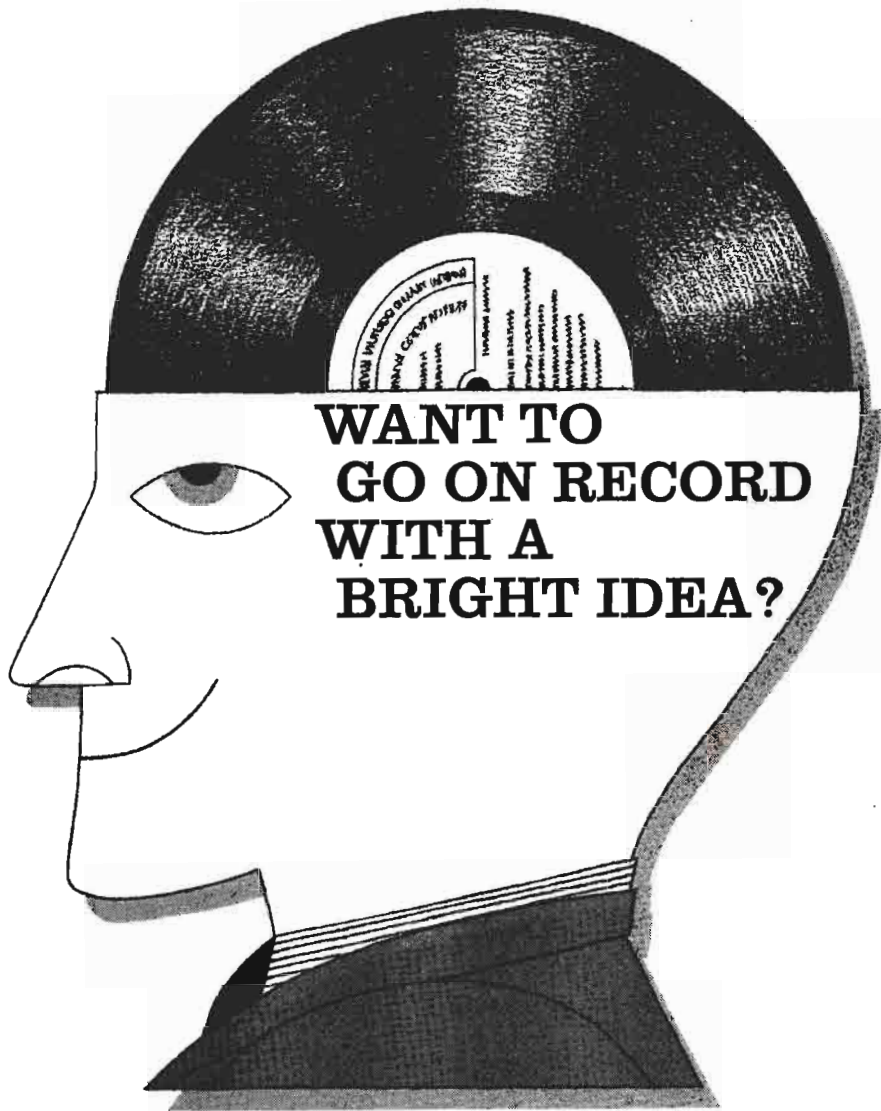
Fast — Economical — Dependable record service is the reputation Allied Record Manufacturing Company of Hollywood has earned during more than 23 years of "sound service" to the trade. Now . . . a new ultra-modern plant in Belleville, New Jersey, provides this unmatched record service "know-how" for even better, faster service to our Eastern accounts.

# ALLIED RECORD

## MANUFACTURING COMPANY

IN THE EAST AMERICAN SOUND CORPORATION  
233 Main Street, Belleville 9, New Jersey      PLymouth 9-0700

IN THE WEST ALLIED RECORD MANUFACTURING COMPANY  
1041 NORTH LAS PALMAS, HOLLYWOOD, CALIFORNIA      HOLlywood 9-5107



**WANT TO  
GO ON RECORD  
WITH A  
BRIGHT IDEA?**

Send your bright ideas to Columbia Transcriptions for the fastest, most complete custom record service in the business. Columbia's highly skilled technicians work with the very latest recording and electronics equipment to bring you, without additional cost, a truly superior product.

Each order receives quick, individual attention. Each job undergoes rigid inspection every step of the way. Each finished high-fidelity recording is a product of the vast engineering experience and unrivaled technical facilities that have made Columbia the greatest name in sound. For further details, contact us today.

## **COLUMBIA** **TRANSCRIPTIONS**

A DEPARTMENT OF COLUMBIA RECORDS · A DIVISION OF CBS  
New York, 799 7th Avenue, CIrcle 5-7300  
Chicago, 630 North McClurg Court, WHitehall 4-6000  
Hollywood, 8723 Alden Drive, OLYmpia 6-1034

® "Columbia" ® Marcus Reg.



# **TRANSCRIPTION & RECORDING COMPANIES**

---

**TRANSCRIPTION PRODUCERS**

**SERVICES OFFERED**

**PERSONNEL**

**ADDRESSES**

**1957**

WELCOME . . .

to our 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.  
George R. Jones, *Gen. Mgr.*  
Hollywood & Vine — HOLLYWOOD 2-6252  
Herbert I. Sachs, *National 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, distribute French feature length TV film, custom productions, musical arrangements, script preparations.  
*Production:* Opportunity Knocks.

## 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 FACILITIES, LIMITED

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.....Dana S. Murray  
 Manager, TV Dept.....Reo Thompson  
 Mgr., TV Sta. Time Div....Ross McCreath  
 Sales, TV Film.....Reo Thompson  
*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  
 Assistant to President.....John F. Wegner  
 Comptroller.....Irving M. Huncilman  
 Sales Manager.....Ned R. Herzstam  
 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. Electroforming of precision parts.

## AM-PAR RECORD CORP.

1501 Broadway, New York 36, N. Y.

Phone: LOngueur 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-til-Christmas jingles. Also TV production music library and special transcription library for industrial slide film producers.

## AUDIO-MASTER CORP.

17 East 45th St., New York 17, N. Y.

Phone: OXFord 7-0725

President .....Herbert Rosen  
*Service Offered:* Transcriptions; mood and bridge music library; three speed record and transcription players.

## AUDIO-VIDEO RECORDING CO., INC.

730 5th Ave., New York 19, N. Y.

Phone: JUdson 6-5095

*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

*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.

## AUDIVOX RECORDS, INC.

140 West 57th St., New York 19, N. Y.

Phone: PLaza 7-5685

Owners....Raymond Scott, Dorothy Collins, Leonard Wolf

**27 HEADLINE FEATURES  
WITH AMERICA'S  
TOP STARS,**

including—



**Phil Soltzky**  
of *The Hour of Charm*;  
1 hr. wily.

**Wayne King**  
*Serenade*;  
1 1/2 hr. weekly.

**George Melachrino** in  
*The Melachrino*  
*Musicals*;  
3 1/2 hrs. wily.

**Sammy Kaye**  
*Show*; 5  
quarter-hours  
weekly.

**Hank Snow**  
and *AIS*  
*Radio*  
*Hour*; 5  
1/2 hrs. wily.

**SELL TUNES,  
SINGING COMMERCIALS  
AND SELL-EFFECTS!**

Sell-Tunes tailored to all kinds of sponsor campaigns... over 100 of them! More than 2,000 singing commercial jingles for over 70 sponsor categories. Commercial sound effects, program signatures, time and weather jingles. All sales-winners!

**QUICKIE TUNES**

1,100 musical selections by top bands, each tune less than 2 minutes long, for completely flexible programming!

**FAVORITE  
HOLIDAY  
SHOWS**

"A Christmas Carol"  
"The Story of Easter"  
"A Christmas Visit with Ted Malone"  
"The Story of the Nativity"  
with Walter Hampden—  
and many others!



**HELPFUL TOOLS  
FOR YOUR  
TIME SALESMEN!**

Special Marketing Bulletins...  
time-selling brochures...  
sponsor selling, audition discs...  
sponsor promotion kits!

**A VARIETY  
OF FULLY RECORDED  
AND SPECIAL SHOWS!**

Including—



**Frank Luther**  
*Tun Show*;  
fully recorded  
weekly 1/2 hr. of  
children's  
programming.

**"Great Days  
We Honor"**;  
1/2 hr. recorded  
weekly 1/2 hr. of  
children's  
programming.

**Jimmy Powers**  
in "*The Grant  
Hank Rice  
Story*"; 5/2  
fully recorded  
1/2 hr.

**SHOW STOPPERS**

362 hilarious dialogues... more than 60 different "characters"... 17 comedy dialogues! 45 RPM recordings with scripts that work your DJs right into the act! A special service available to all subscribers.

**81 QUARTER-HOURS  
OF PLANNED  
PROGRAMMING WEEKLY!**

A weekly programming service, complete with continuity sheets.



# THE SAURUS



## THE PROVEN SPONSOR-WINNING MERCHANDISING PLAN . . .

"Shop at the Store With the Mike on the Door" successfully increasing local revenue for stations all across the nation! A special service available to all subscribers.

Completely new half hour weekly radio programs already sold to sponsors by 80% of all RCA Thesaurus subscribers . . .

## THE NEW LAWRENCE WELK SHOW

featuring the entire Welk TV troupe!

## RCA THESAURUS POINTS THE WAY TO NEW PROFITS FOR YOU!

**RCA Thesaurus ALONE offers your radio station all these sponsor-winning, audience-building features!**

Now's the time to subscribe to RCA Thesaurus, the all-inclusive, up-to-the-minute transcription library service for radio stations everywhere.

Take a look at this partial list of RCA Thesaurus library service features. In addition, every subscriber receives a completely equipped basic library of 5000 musical selections, an easy-to-use cataloging system, disc storage cabinets, and monthly release service. Then, for complete information on how to win new business with RCA Thesaurus, write, or call us collect, today!



Ralph Flanagan  
Orchestra in  
"Quickie  
Gals" 15 five-  
min. shows only.

Playmate  
Patricia scripted  
14 hr. football  
score and  
predictions.

"Great  
American  
Women" fea-  
turing the Best  
Performers. 65  
five min. shows.

Jazz at the  
Philharmonic;  
100 jazz  
classics, Grand  
recorded  
interviews.



**recorded  
program  
services**

RADIO CORPORATION OF AMERICA  
RCA VICTOR RECORD DIVISION

155 E. 24th St., New York 10, N. Y.  
Murray Hill 9-7200

445 N. Lake Shore Drive, Chicago 11, Ill.  
Whitehall 4-3530

522 Forsyth Bldg., Atlanta 3, Ga.  
Lamar 7703

7901 Freeway #183, Dallas, Texas  
Riverside 1371

1016 N. Sycamore Ave., Hollywood 38, Cal.  
Oldfield 4-1660



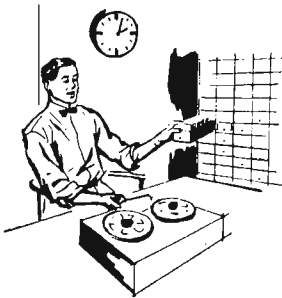
# “MUSITIME”

THE FASTEST GROWING NATIONAL BACKGROUND MUSIC SERVICE SALUTES ITS OVER 60 FRANCHISERS THROUGHOUT THE COUNTRY

“MUSITIME” Offers the Finest in...

## LIBRARY SERVICE

The World's Largest collection of scientific-ly pre-programmed background music on high fidelity magnetic tape—arranged and recorded especially for background use by the greatest names in the music world.



## FUNCTIONAL PROGRAMMING

The entire MUSITIME library of background music is functionally programmed to meet the needs of all locations whether they are office type, industrial type, or general basic such as restaurants, hotels, stores, etc.

## SALES & MERCHANDISING AIDS

Attractive, informative brochures, direct mail literature, bulletins, marketing and research information, national subscriber reference lists, new up-to-the-minute selling tips and merchandising ideas, customer demonstration tapes, etc.



Exclusive Franchises Still Available in Many Areas for FM Simplex or FM Multiplex Operation

Write For Complete Information

NATIONAL **MUSITIME** CORPORATION

“The Right Music At The Right Time”

487 PARK AVENUE, NEW YORK 22, NEW YORK PLAZA 3-2431

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**

40 E. 49th St., New York 17, N. Y.  
 Phone: MURray Hill 8-6151

President .....Archie Bleyer  
*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.....Gordon F. Keeble  
 Comptroller.....S. H. Coxford  
 Radio Sales Mgr.....Doug Grout  
 Recording Engineer.....Mel Lovell  
*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**

1750 North Vine Street, Hollywood 28, Calif.  
 Phone: HOLlywood 2-6252  
 151 West 46th St., New York 36, N. Y.  
 N. Y. Phone: COLumbus 5-4758

President .....Glenn Wallich  
 Vice-President .....James Bayless  
 Manager .....George R. Jones  
 Eastern Sales Manager.....Herbert I. Sachs  
 Manager Library Service.....John Seely  
*Services Offered:* Custom recording for records, radio and television; mastering, processing and pressing; full library of production music.

**CAPITAL TRANSCRIPTION SERVICE**

1120-A Connecticut Ave., N.W.  
 Washington 6, D. C.  
 Phone: EXecutive 3-3161

*Services Offered:* Complete recording services: tape, disc; slide film soundtracks; live music recording, background music (cleared for TV and films).

**COASTAL RECORDING CO., INC.**

136 W. 52 St., New York 19, N. Y.  
 Phone: CIRCLE 6-3900

Executive Vice-President.....Arthur Shaer  
*Services Offered:* Complete recording and transcription service—sound effects library, Hammond organs, celeste, Steinway grands. Echo chamber, DuKane 30/50 cycle silde projector. Ampex tape recording, 16 mm projector, 9 studios.

**COLUMBIA RECORDS, INC.**

**Division of CBS, Inc.**

799 Seventh Ave., New York 19, N. Y.  
 Phone: CIRCLE 5-7300

President .....Goddard Lieberson  
 Executive Vice-Pres.....Herbert Greenspon  
 Vice-Pres. Chg. of  
 West Coast Op.....A. J. Schrade  
 Gen. Mgr. Electronic Prod...James Sparling  
 Vice Pres., Chge. Mfg...Herbert Greenspon  
 Vice Pres., Gen. Mgr., Columbia  
 LP Record Club.....Norman A. Adler  
 Controller .....W. G. Wilkin  
 V-P in charge of Admin.....Albert B. Earl  
*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.....Michael Coolidge  
*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

*Services Offered:* Creators and producers of tape and open-end recordings.

**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 as radio-TV consultants to advertising agencies.

**DECCA RECORDS, INC.**

50 W. 57 St., New York 19, N. Y.  
 Phone: COLUMBUS 5-2300

National Sales Mgr.....Claude Brennan  
 Sales Prom. Mgr.....Stanley L. Goodman  
*Services Offered:* Custom pressing, premium records.

**\* PROVEN QUALITY!**

**COASTAL  
RECORDING  
COMPANY, INC.**

**COASTAL "52"**  
136 West 52nd Street

**COASTAL "40"**  
80 West 40th Street

New York, N. Y. — Circle 6-3900

- Complete recording facilities
- Dukane 30/50 cycle Automatic Slide Film Tone Generator.
- Fine Quality
- 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*



**THE SYMBOL OF . . .**

**SOUND SERVICE**

- INSTANTANEOUS & MASTER DISC RECORDING
- EDITING & RE-CORDING
- MULTIPLE TAPE DUPLICATION
- NATION WIDE AUDIO AIR CHECKS
- DIRECT LINES TO MAJOR NETWORKS
- SPECIAL ARRANGEMENTS FOR REMOTE RECORDING

**AUDIO-VIDEO RECORDING COMPANY, INC.**

730 FIFTH AVENUE • NEW YORK 19, N. Y. • JUdson 6-5095



**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.

**DOT RECORDS, INC.**

**Subsidiary of Paramount Pictures**

1507 North Vine, Hollywood 28, Calif.

(Transcription and recording sect.)

HOLLYWOOD 3-4181

New York Office: 157 W. 57th Street

PLaza 7-4877

President .....Randy Wood  
Vice-Pres.-Treas. ....L. L. Thornton  
Production Director....Christine Hamilton  
Album Repertoire.....Tom Mack  
Promotion Dir.....G. H. Johnson  
*Services Offered:* Recording and distributing of phonograph records.

**EMPIRE BROADCASTING CORPORATION**

480 Lexington Ave., New York, N. Y.

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.

**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** "the library that pays for itself"  
**Associated Program Service**  
(A division of Muzak Corp.)

221 Fourth Ave., New York 3, N. Y. • ORchard 4-7400



**FINE SOUND, INC.**

711 Fifth Ave., New York 22, N. Y.  
Phone: PLaza 3-5400

Chairman of the Board..... Arthur M. Loew  
President..... George Muchnic  
Exec. V.P..... Elmer O. Wilschke  
Secretary..... George Sharf  
Treasurer..... Henry F. Krecke  
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  
*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.

**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. Rlys

*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

Vice-President.....Edwin R. Peterson  
 Vice-President .....William Bayer  
 Secretary-Treasurer (Dir.).....Arthur Wolf  
 Acct. Executive.....Edward R. Peterson, Jr.  
 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.....Martin Mills  
 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.....Jane McFadgen  
 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.

**LANGWORTH FEATURE PROGRAMS, INC.**

1755 Broadway, New York 19, N. Y.

Phone: JUdson 6-5700

President .....C. O. Langlois, Sr.  
 Secy.-Treas.....John D. Langlois  
 Vice-President .....C. O. Langlois, Jr.  
 Vice-Pres. ....W. O'Keefe  
 Sales Manager.....Hugh S. Allen, Jr.

*Services Offered:* Transcribed Music Service for radio and television stations, advertising agencies and advertisers. Custom-built commercial spots—musical and dramatic—for national, regional and local advertisers.

**C. P. MacGREGOR**

729 S. Western Ave., Hollywood 5, Calif.

N. Y. Phone: Dunkirk 4-4191

President.....C. P. MacGregor  
*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.

*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

**MAGNE-TRONICS, INC.**

122 East 42nd St., New York 17, N. Y.  
Phone: MU 7-3935

President.....Thomas L. Clarke, Jr.  
V.P., Prog. Dir.....Joseph F. Hards  
Vice-Pres., Sales.....Roger L. Thaxter

*Services Offered:* Magne-Tronics motivational music: tape-recorded background music programs for transcription 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.....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  
Assistant Gen. Manager....W. Wallace Early  
Advertising Manager.....Sol Handwerker  
Mgr., Artist & Repertoire...Harry Meyerson

*Services Offered:* MGM popular and classical records, custom recording.

**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 transcribed 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  
V.P. & Legal Council.....Leonard Scholl  
V.P. & Dir. of Marketing...Joseph W. Roberts  
V.P., & Nat. Sales Mgr....Warren Coughlin

**HERE'S TRANSCRIPTION**

**SERVICE THAT CAN'T BE BEAT**



**Speed:** Faster service means Transcriptions when you want them... when you need them... without delay!

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**M-G-M Records**

The Greatest Name  
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featuring

45 RPM Singles

78 RPM Singles

12 Inch 33-1/3 RPM Albums

Extended Play (45 RPM)

Albums

**Leader In The Field Of  
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Vice Pres., Sp. Ser... Alexander B. Motenko  
 V.P. & Program Dir..... Donald O'Neill  
 V.P., Eng. & Research... Emil F. Hembrooke  
 V.P. & Dir. of

Merchandising ... 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 public business areas. (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.**

487 Park Ave., New York, 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: HOLlywood 9-6161

*Services Offered:* Recording, program production, scripts, package programs, and talent.

**OLMSTEAD SOUND STUDIOS, INC.**

1 East 54th Street, New York, N. Y.  
 Phone: PL 1-0890

President..... Henry C. Olmsted  
 Exec. V.P..... Richard B. Olmsted  
 Vice-Pres. in charge of Sales... H. F. Landon

*Services Offered:* Three floating studios, 24 Ampex, 3 disc lathes, film sound—all recording services.

**FINE SOUND INC.**

Offering  
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FINEst  
 facilities  
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Disc and Motion Picture  
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**FINE SOUND INC.**

711 — 5th Ave., New York  
 PLaza 3-5400



**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

General Manager.....Frank J. Starzel  
Executive Editor.....Alan J. Gould  
Asst. Gen. Mgrs.....Lloyd Stratton, Wes Gallagher, Oliver S. Gramling, Harry P. Montgomery.

*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 experience 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  
Vice-Pres., Operations Mgr.....H. L. Letts  
Mgr. Record Oper. Dept.....James P. Davis  
Mgr., Custom Records.....Emmett B. Dunn  
Mgr., Custom, Artist and

Repertoire.....Ben Selvin  
Mgr., Custom Adver.....Frank J. O'Donnell  
**CUSTOM RECORD SALES SECTION**

Mgr. Sales & Production  
Planning.....Ralph C. Williams  
Chicago Mgr.....A. E. Hindle  
Hollywood Mgr.....R. C. Bucholz  
Sales Rep. for Nashville.....E. J. Hines  
N. Y. Mgr. Orders and Service..W. R. Alshuk  
Custom Salesmen...Marjorie B. Tahaney,  
P. M. Rogers, Carl Reinschild, J. Cunnison  
Chicago Sales Rep....William C. Leonard,  
J. L. Head

*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 Grauel  
Central Northeast Sales

Rep. (Chicago).....Gus Hagenah  
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

445 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.

**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. Lauener

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.**

The Coliseum Tower, 10 Columbus Circle  
New York 19, N. Y.

Phone: JUdson 6-3450

President.....Paul Heinecke

Secretary-Treasurer.....R. C. Heinecke

Asst. to President.....E. S. Prager

Prod. Manager.....Robert S. Stone

Publicity & Prom.....Alice 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

1160 N. Highland Ave. Hollywood 38, Calif.

Phone: HOllywood a-6555

Exec. Producer-Pres....Charles E. Skinner

Sec'y-Treas., Gen. Mgr.....Ray Rand

Script Editor.....Nelson Gidding

Music Editor.....Alphonse Corelli

Musical Directors.....Skitch Henderson,  
Ted Royal

*Services Offered:* Creators & producers of TV, theatrical, and s/s. influence films. Producing Contractors, Adapters and consultants to package show producers, advertising agencies or sponsors. Production facilities in New York, Florida and Hollywood.

**CUSTOM RECORDS, INC.**

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

Phone: RYe 7-5155

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.

**TELAVID STUDIOS, INC.**

216 Tremont St., Boston 16, Mass.

Phone: LIberty 2-9161

Pres. & Treas.....M. Pesanelli

Production & Creative Dept...Doc Lombardi

Exec. Sec'y.....Priscilla 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: CEntral 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  
 Vice Pres.....Alexander Buchan  
 Office Manager.....Bess Deck  
*Services Offered:* Open end transcriptions—quarter hour and five minute programs, featuring "Singin' Sam," Mullen Sisters, Charlie Magnante and Curley Bradley.

**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 haseball's greats.

**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 OF CALIFORNIA, INC.**

6757 Hollywood Blvd., Hollywood 28, Calif.  
 Phone: HOLlywood 9-8282

President.....Martin Hersh  
 Executive Vice-Pres.....Martin Ross  
 V.P. & Gen. Mgr.....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.**

46 East Walton, Chicago 11, Ill.  
 Phone: MI 2-6465

President.....M. T. Putman  
 Vice-Pres.....A. B. Clapper  
 Secretary.....R. A. Weber  
 Treasurer.....A. M. Parri  
*Services Offered:* Recording (monaural & stereophonic), transcriptions, masters, motion picture and slide film sound tracks, pressings, high speed tape duplicating.

**THOMAS J. VALENTINO, INC.**

150 W. 46th St., New York 36, N. Y.  
 Phone: CRele 6-4675

President.....Thomas J. Valentino  
 Vice-Presidents.....Michael T. Valentino,  
 Secretary.....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

Partner.....Donald D. Blake  
 Partner.....Wm. M. Kirkpatrick  
*Services Offered:* Tape and Disc. Recording-Assembly and Editing. Auditorium and Studio Rentals. 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.....Dick Lawrence  
 Nat'l Sales Mgr.....James Weathers  
 Ass't Nat'l 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.

## Success of Local Programming Is Based on the Personal Touch



By  
**DICK LAWRENCE**  
General Manager  
World Broadcasting  
System

**I**N keeping with the sweeping trends in radio programming and selling today, in which the emphasis has returned to "local" programming creation, "local" merchandising and selling, we at World Broadcasting System long ago started to broaden the original concept of our services.

We realized, by talking to many of the broadcasters among our 1,000-odd world affiliated stations, that what was needed was much more than the old idea of a "music library" to fall back on. What they required, it became increasingly clear, was a wide-ranging "sales and program service" designed to give them individual "identity" in a community—an identifiable personality—as well as scores of specialized sales tools.

Our emphasis today has switched largely to the development of new "program aids" of all sorts, tailored to meet the needs of creative broadcasters who have reshaped their program schedules to meet local listening tastes.

Today, we are supplying such packages and program aids, as part of the World Sales & Program Service, as:

(1) A wide variety of service-type radio features. These include special time signal jingles, weather jingles, tune-in jingles (to build station listening)—all of which can enhance a station's service to its community and its advertisers.

(2) A long list of programming features. These include specially created musical signatures, formats, lead-ins and many other devices for use in locally produced programs of community-wide interests, sportscasts, special feature shows for homemakers, seasonal and holiday events. These are designed to give increased "production values" of a professional calibre, and represent the sort of values few broadcasters are in a position to afford on a locally-created basis.

(3) Special selling jingles, of a wide range, in which a local advertiser can insert his selling message. These are produced with top musical and creative talent by World. In fact, World has jingles for over 150 different categories of advertisers, which cover the bulk of all the advertising a local station usually carries. Some are even designed to operate as special seasonal packages, keyed to themes of spring cleaning, back-to-school, or other activities.

(4) Special programs, often of a seasonal nature, featuring such star personalities as Gene Lockhart, Raymond Massey, Robert Montgomery, and others.

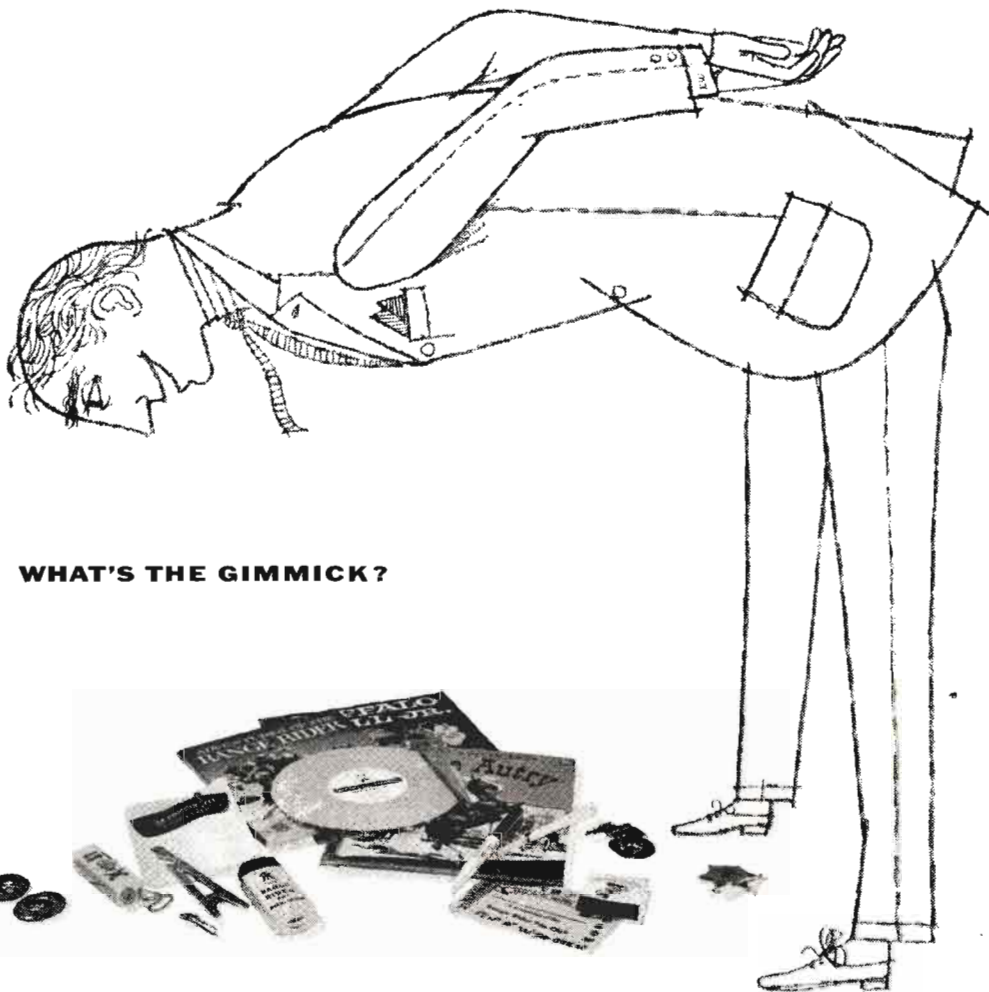
Of course, we are still supplying custom musical recordings featuring many of the outstanding recording artists in America today, such as Doris Day, Peggy Lee, Sauter-Finegan Orchestra, Three Suns, David Rose, Xavier Cugat and Harry James. These recordings still represent an important segment of our over-all program activities.

A good example of successful program building through World Broadcasting System has been our "Radio's Voice of Fortune" series. It is actually a major program package, complete with everything from program blueprints to promotion and merchandising materials, and has been designed basically to act as an all-day audience-builder for radio stations.

"Radio's Voice of Fortune" is a telephone quiz show which centers on identification by radio listeners of the recorded voices of famous personalities. These are actually well known people—actors, actresses, sports figures, leaders in business and government, and others—whose names are instantly recognizable, but whose voices usually baffle the memories of the average listener.

This in itself would be a sizable package for any station, but World has backed it with one of the most extensive merchandising and promotional campaigns in the history of our firm. There is a wide range of point-of-sale material, posters, mailing pieces and other promotional devices available to the advertiser who really wants to call maximum attention to his show.

All of our activities today are really centered on a problem I mentioned earlier—the creation of a separate, distinct and "personal" identity for radio stations today. We feel that such an identity is vital in order that a station attract new business and new listeners.



### WHAT'S THE GIMMICK?

It's the little things that make a big difference: the *extra* stuff that sales are made of! Modern merchandising. What you see here is just a sample of the merchandising extras that back up every CBS Television Film Sales property: records, comic books, games, novelties, toys, jewelry, self-liquidating premiums. And there's audience promotion too... in specially-designed kits. *Everything* the advertiser needs to get his show off to a fast start and keep sales rolling. Little things. But they're sales-clinchers when coupled with CBS Television Film Sales' top-rated syndicated films.

**CBS TELEVISION FILM SALES, INC.** Distributing *Amos 'n' Andy*, *The Gene Autry Show*, *The Range Rider*, *Cases of Eddie Drake*, *Life with Father*, *Files of Jeffrey Jones*, *Fabian of Scotland Yard*, *Adventures of Long John Silver*, *Annie Oakley*, *Buffalo Bill, Jr.*, *San Francisco Beat*, *The Whistler*, *Navy Log*, *Assignment Foreign Legion*, *Under the Sun*, *Brave Eagle*, *Terrytoons*, *Whirlybirds* and *Newsfilm*.





**TV FILM  
PRODUCERS  
AND  
DISTRIBUTORS**



**1957**

your

ABC FILM  
SYNDICATION

catalog of hits

**PASSPORT  
TO DANGER**

Cesar Romero stars in  
thrill-packed inter-  
national adventures.  
39-½ hrs.



**SHEENA,  
QUEEN OF  
THE JUNGLE**

Exciting jungle dramas  
starring TV's most dynamic  
new personality,  
Irish McCalla. 26-½ hrs.



**THE  
THREE  
MUSKETEERS**

Dumas' world-famous story  
of action, adventure,  
swordplay, romance in  
history's most exciting  
era. 26-½ hrs.



**DOUGLAS  
FAIRBANKS, JR.  
PRESENTS**

Absorbing adult dramas  
with Doug Fairbanks as  
host, producer and star.  
117-½ hrs.



**CODE 3**

Gripping dramas based on  
real life — top priority  
emergency police cases  
— a new concept in TV  
realism. 39½ hrs.



**ANNIVERSARY  
PACKAGE**

Finest feature film  
package available to TV  
— many Academy Award  
winners. 15—various lengths.



**RACKET  
SQUAD**

Mystery adventure with  
public service appeal.  
Network and spot tested.  
Reed Hadley stars.  
98-½ hrs.



**THE PLAYHOUSE/  
HERALD  
PLAYHOUSE**

Outstanding anthology  
drama series. Each film  
features a big-name star  
of Hollywood or Broadway.  
104-½ hrs.



Contact your nearest office of

Rating histories and market availabilities on request.

**ABC FILM SYNDICATION, Inc.**

1501 Broadway, New York 36 LA 4-5050

New York • Chicago • Hollywood • Atlanta • Dallas • San Francisco • Minneapolis • St. Louis



# TV FILM PRODUCERS AND DISTRIBUTORS

## ABC Film Syndication, Inc.

10 East 44th St., New York 17, N. Y.  
Phone: OX 7-5880

President.....George T. Shupert  
V.P., Chg. of Sales.....Don L. Kearney  
V.P., Business Affairs....Richard P. Morgan  
V.P., Dir. N'tl. Sls.....John Burns  
V.P., Dir. West. Sls. Div.....William Clark  
Mid-West Div. Mgr.....Howard Anderson  
Ad. & Promotion Mgr.....Lee Francis

*Services Offered*—Distribution of TV film series for national network, regional or local exposure. Each series is offered with promotion and merchandising services for local exploitation.

*Productions*—Passport to Danger, Racket Squad, The Playhouse, (formerly Schlitz Playhouse of Stars); John Kieran's Kaleidoscope, Douglas Fairbanks Jr. Presents; Sheena, of the Jungle; Herald Playhouse; Three Musketeers; Code 3.

## Academy Film Productions, Inc.

123 W. Chestnut St., Chicago 10, Ill.  
Phone: MICHigan 2-5877

President, Exec. Prod.....Bernard Howard  
Vice-President .....Morris Alexander  
Secretary-Treas. ....Bernard Kurlan

*Services Offered*—Complete creation, writing, direction and production of all kinds of television and business films—animation and live action— in own sound-proof studio or on location anywhere. Wide-screen slide presentations and motion pictures for sales meetings and industry.

*Productions*—Toastmaster Toaster and Fry Pan; Bendix Gas Dryers; Champagne Velvet Beer; American Hospital Association; Wisco Gasoline; Air Line Pilots Association; Acme Steel Co.; Coco-Wheats; Old Reliable Coffee; Hy-Grade's Frankfurters; Enden Dan-druff Treatment Shampoo.

*Syndicated Film Series*—17 Episodes of Bob Elson's "Interviews of the Century."

## Academy Pictures, Inc.

49 W. 45th St., New York 36, N. Y.  
Phone: PLaza 7-0744  
433 S. Fairfax, Los Angeles 36, Cal.  
Phone: WEbster 1-8156

President.....C. Moray Foutz  
Exec. V.P.....George S. Gladden  
V.P., Creative Dir.....Wm. P. Tytila  
Prod. Design.....Ray Favata, Paul Kim  
Prod. Director.....Ruth Kuss  
Prod. Control.....Bert Feldman  
Special Services.....Murray Fairbairn  
Sales Manager.....Douglas J. Baker  
Ass't Sales Mgr.....Nicholas Newton  
Prod. Dir. (Hollywood).....Wm. Lightfield

## Acme Film Laboratories

1161 North Highland Ave., Hollywood 38, Calif.

Phone: HOLlywood 4-7471

President .....Samuel Sawelson  
Sec'y, Office Manager....David Christopher  
Plant Mgr.....Melvin Sawelson  
*Services Offered*—16, 35 mm. black & white and color, lab facilities; editing and sound services.

## Acus Pictures Corporation

165 West 46th St., New York 36, N. Y.  
Phone: PLaza 7-2265

President .....Patrick Shanahan  
*Services Offered*: 16, 35 mm. films for television rental.

## Affiliated Program Service Inc.

535 Fifth Ave., N. Y., N. Y.  
Phone: MUrray Hill 7-1881

President .....Paul Adler  
*Services Offered*—Producers of Film Spot Commercials.

## Aladdin Television Productions, Inc.

364 N. Larchmont Blvd., Los Angeles 4, Cal.  
Phone: HO 2-6686

President.....Harry M. Popkin  
V.P., Assoc. Producer....Julius F. Tuchler  
Secretary.....Kenneth N. Chantry  
Treasurer.....Jack Y. Berman  
*Services Offered* — Producer of films in series form for TV.

## Alexander Film Co.

Alexander Film Bldg., Colorado Springs  
Colorado

Phone: MELrose 3-1771

N. Y. Phone: LONgacre 5-1350

President.....Don M. Alexander  
Vice President.....Don Alexander, Jr.  
V.P. in chg. of Sales.....M. J. McInaney  
Sec'y-Treas.....E. B. Foster  
Production Manager.....James Anderson  
Asst. to Pres., Sales Prom...W. A. Hillhouse  
Sales Prom. Mgr.....Robert Geddy, Jr.  
*Services Offered*—Production and distribution of film commercials for theatre and TV display.

## All Canada Television

80 Richmond St. West, Toronto, Ontario, Can.  
Phone: EMpire 6-7691

President.....H. R. Carson  
Vice-President.....G. F. Herbert  
General Manager.....J. Stuart MacKay  
Manager .....Reo Thompson

On this or any other planet...

# LOOK TO NTA FOR HEAVENLY TV PROGRAMS!

## FEATURE FILMS

**"ROCKET 86"**  
and  
**"FOX 52"**

Produced by  
20th Century-Fox

**FABULOUS 40**

Produced by  
J. Arthur Rank,  
Alexander Korda

**T-N-T PACKAGE**

Produced by  
David O. Selznick  
and others

## NEW SYNDICATED SHOWS

**HOW TO MARRY  
A MILLIONAIRE**

Produced for NTA by  
20th Century-Fox

**MOTHER IS  
A FRESHMAN**

Produced for NTA by  
20th Century-Fox

**OFFICIAL  
DETECTIVE**

Produced for NTA by  
*Desilu*

## SPECIALTIES

**RIKKI OF  
THE ISLANDS**

Produced for NTA by  
*Desilu*

**THE SHERIFF  
OF COCHISE**

Produced for NTA by  
*Desilu*

**P-E-P PACKAGE**

1,400 Outstanding  
Short Subjects



Today, Phone, Wire, Write, or Radar:

Harold Goldman, V.P. in charge of sales

*NATIONAL TELEFILM ASSOCIATES, INC.*

60 W. 55th STREET • NEW YORK 19, N. Y. • PHONE: PLAZA 7-2100

CHICAGO • HOLLYWOOD • MONTREAL • MEMPHIS • BOSTON • MINNEAPOLIS





Montreal Manager.....Burt Hall  
 Winnipeg Manager.....M. V. Chesnut  
 Calgary Manager.....J. Cavanaugh  
 Vancouver Manager.....J. E. Baldwin  
 Program Service Mgr.....Dennis Goodwin  
 Promotion Director.....Molly Brent  
 Time Sales Manager.....Ross McCreath  
*Services Offered*—Film importing, editing, shipping, and service; national, regional, and local sales and distribution; market information.

*Productions:* F. W. Ziv syndicated programs; studio films, teletext library; General Teleradio Bank of America feature movies.

### Alpha Television Productions

7324 Santa Monica Blvd., Hollywood 46, Cal.  
*Phone:* CRestview 6-0406

Producer .....Chester Erskine  
 Production Supervisor.....Joe D. Brown  
 Film Editor.....Walter Hannemann A.C.E.  
 Camera.....Floyd Crosby A.S.C.

*Services Offered*—39 half-hour films, TV Reader's Digest.

### M & A Alexander Productions

6040 Sunset Blvd., Hollywood 28, Calif.  
*Phones:* HOLlywood 4-7571, 4-3414  
 N. Y. TRafalgar 3-5115

President .....Arthur Alexander  
 Sec'y.-Treas.....Max Alexander  
*Services Offered:* National distributors of feature films, westerns and half-hour filmed TV shows.

*Productions* — Byline-Steve Wilson, and Boss Lady.

### All-Scope Pictures, Inc.

(Commercial Film Division,  
 20th Century-Fox)

1417 N. Western Ave., Hollywood 27, Calif.  
*Phone:* HOLlywood 2-6231

President.....Gordon S. Mitchell  
 Vice-President.....C. D. Owens  
 Secretary-Treasurer.....L. B. Mitchell  
 Chairman of Bd.....Gordon S. Mitchell

*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* — USAF Training Film; TV commercials for Sunnysbank Margarine; Kraft Foods Co.; Shopsmith Tools, Kaiser Aluminum, Montgomery Ward, Treasure in Two Trunks.

### 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. Storage of films.

### American Film Producers

1600 Broadway, New York 19, N. Y.  
*Phone:* PLaza 7-5915

Executive Producers.....Robert Gross,  
 Lawrence A. Glesnes

Production Control...Sheldon Abromowitz  
 Editorial Chief.....William E. Kosh  
 Animation Chief.....Samuel B. Novo  
 Office Mgr.....Madeline Stolz

*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*—Yours for the Taking, Martin 250-CE Turret, Women's Medical Specialist Corps, IM-99 Weapons System, Systems Training Program; commercials for Ipana.

### American National Studios, Inc.

7324 Santa Monica Blvd., Hollywood 46, Cal.  
*Phone:* OLdfield 4-2800

President .....John Sinn  
 Chairman of Board.....Fred W. Ziv

*Services Offered*—Complete studio space and facilities with complete production personnel.

*Productions*—All Fred Ziv, Inc., Shows, including Dr. Christian, Men of Annapolis, West Point, Highway Patrol.

### 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. Film procurement and shipping service.

*Productions* — Jackie Gleason's "Honeymooners," USAF, Junior Sports League.

### Animated Productions Inc. (Al Stahl Productions)

1600 Broadway, New York, N. Y.  
*Phone:* CO 5-2942-3

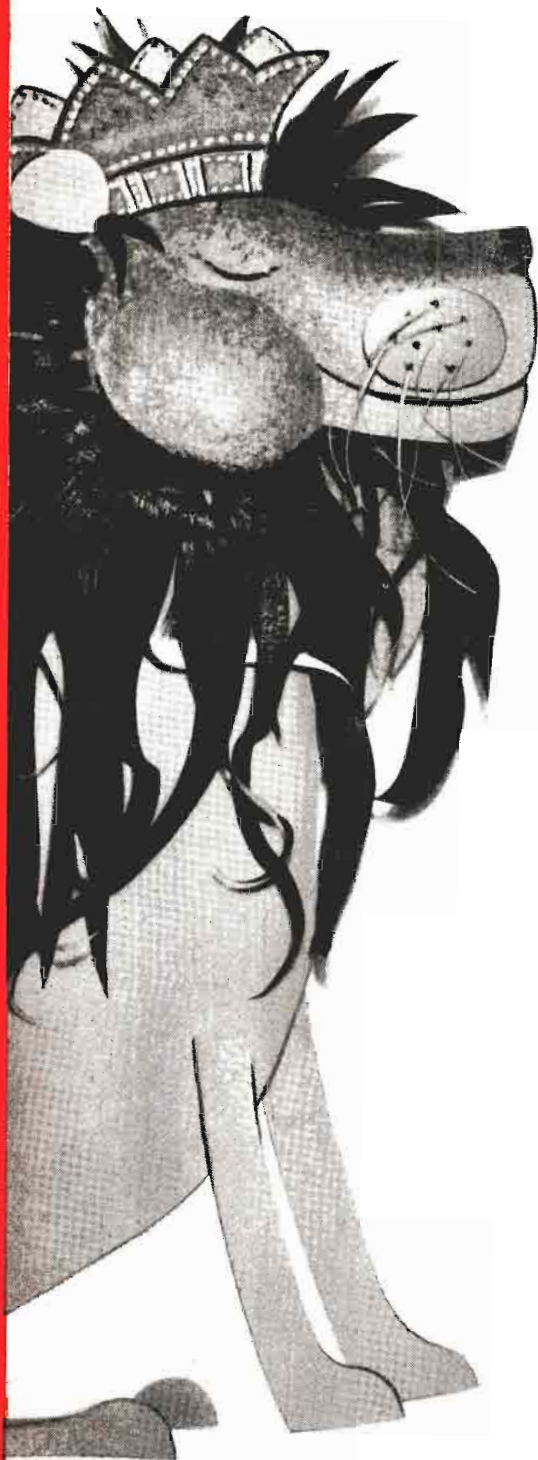
President .....Al Stahl  
 Art Department.....Tony Garcia  
 Director .....Jack Weisburg  
 Production Manager.....Don Lang

*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."

1957  
IS THE  
BIG  
YEAR  
FOR  
MGM-TV

...for  
3  
big  
reasons!



# 1

The famed M-G-M feature film library continues to amaze the television industry with its fabulous performance record—highest ratings from coast to coast—attracting new advertisers to spot TV and winning higher rates with upped billings for every station.

# 2

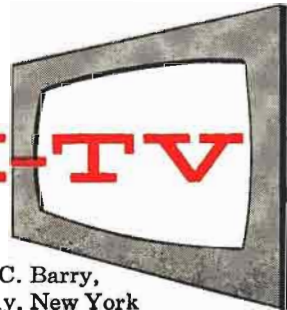
For the first time, MGM-TV is producing films for television. From more than 1500 M-G-M properties, several are being adapted into TV series for the 1957-58 fall season. The huge physical and technical resources of the greatest studio in the world will be behind these films.

# 3

Television commercials and industrial films are now being produced by MGM-TV, with the entire facilities of the M-G-M Culver City plant available to advertisers and their agencies . . . including an animation department that has won many awards for its “Tom and Jerry” and other cartoons.

**MGM-TV**

A SERVICE OF  
LOEW'S INCORPORATED

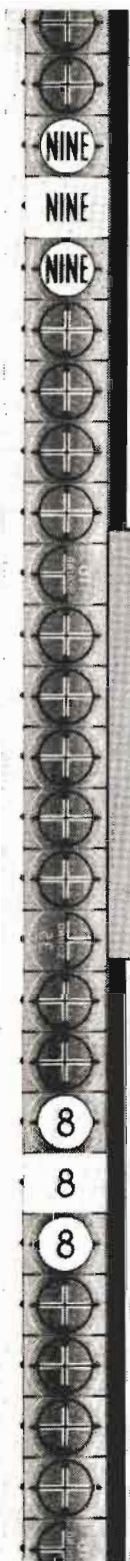


Write, wire or phone Charles C. Barry,  
Vice President, 1540 Broadway, New York

TV  
commercials  
with the  
professional  
touch!

And these  
have it...

BUDWEISER BEER  
CAMPBELL'S SOUPS  
COLGATE-PALMOLIVE  
DE SOTO  
DUPONT  
EASTMAN KODAK  
FALSTAFF BREWING CO.  
FORD  
GENERAL ELECTRIC  
B. F. GOODRICH  
KELLOGG COMPANY  
LEVER BROTHERS  
MARLBORO  
MAYTAG  
OLIN INDUSTRIES  
PABST BEER  
PEPSI COLA  
PHILIP MORRIS  
PROCTER & GAMBLE  
RCA  
SCOTT PAPER CO.



## UNIVERSAL FILMS TV DEPARTMENT\*

\*Formerly UNITED WORLD TV... for years the leading producer of filmed TV commercials.

No other commercial film producer offers the extensive facilities, the wide range of services that Universal does. Every modern technique of film-making is employed on Universal's 400 acre lot... giving your spots the *professional touch*. All at an amazingly low cost per production dollar.

New York Office — 445 Park Avenue  
Telephone: PLaza 9-8000

Hollywood Office — Universal Studio,  
Universal City Telephone: STanley 7-1211





**Animation Service Co.**

1780 Broadway, New York 19, N. Y.  
Phone: CIrcle 5-4832

Chief Animator.....Abe Blashko  
Art Director.....William Steinell  
Administration.....Muriel Friedman  
*Services Offered* — All film art services, maps, charts, cartoon animation, animation camera work in 16 mm and 35 mm.

**Animation, Inc.**

8564 Melrose Ave., Hollywood 46, Cal.  
Phone: (Cal.) OLYmpia 2-3540  
Phone: (N. Y.) PLaza 8-2740

President.....Earl Klein  
Production Mgr.....Larry De Soto  
Dir. Industrial Films.....Al Giella  
N. Y. Representative.....Eric Pomerance  
424 Madison Ave., New York, N. Y.  
Detroit Representative.....Ted Patrick  
14005 Fenkell Ave., Detroit, Mich.  
San Francisco Representative.....Dick Danner  
488 Pine St., San Francisco, Cal.  
Chicago Representative.....Jay Norman  
159 E. Chicago Ave., Chicago, Ill.  
*Services Offered*—Animated television commercials, story-boards, sound tracks, educational and industrial films.  
*Productions*—Coca Cola, Jello, Procter & Gamble, Campbell Soup Co., H. J. Heinz Co., Pabst Brewing Co., General Foods, Standard Oil of Ohio, Carling Brewing Co.

**Evan J. Anton Productions, Ltd.**

550 Fifth Ave., New York 36, N. Y.  
Phone: PL 7-3638

President.....Evan J. Anton  
Vice-Pres. ....Vera Kay  
*Services Offered*—Producers of industrial and documentary films and slides, TV commercials and spots.

**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 Hollywood" starring Mitzi Green and Virginia Gibson.

**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  
Nat'l Sales Mgr.....Donald Klaubner  
Foreign Sls. Mgr.....Norman Katz  
V.P., Treas.....Henry Zittau  
*Services Offered*—Distribution of Warner Bros. features and cartoons; also Popeye cartoons; production & distribution of TV, theatricals, and non-theatrical films.

**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 in Canada.

*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  
Dir. Adv. & Prom.....Robert Finehout  
Sales Representative.....R. S. Evans  
Ridgefield, N. J. Mgr.....E. K. Pearson  
La Grange, Ill. Mgr.....M. G. Wieland  
San Francisco Mgr.....W. O. Siler  
Dallas Manager.....Carl Stahl  
*Services Offered*—Distribution of free-loan, industry-sponsored motion pictures. Rental of educational, informational, and entertainment films. Special TV Service: Distribution of more than 130 free public service films.

**Astor Pictures Corp.**

130 W. 46th St., New York 36, N. Y.  
Phone: JUDson 2-1287

President.....Fred Bellin  
Vice President.....N. E. Savini  
Sec'y-Treas. ....Anthony Tarell  
General Sales Mgr.....David A. Bader  
*Services Offered*—Producers and distributors of feature films.

**Atlantic Television Corp.**

130 W. 46th St., New York 36, N. Y.  
Phone: JUDson 2-1287

President.....Fred Bellin  
V.P., Gen. Sls. Mgr.....David A. Bader  
Vice Pres.....Emil Savini  
Sec'y, Treas.....Anthony Tarell  
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  
Director of TV.....James E. Anderson  
V.P.-Production Mgr.....Albert S. Bradish  
Special Sales Dept.....Jack D. Danielson  
Public Relations Dept.....James L. Herman



**OFFICIAL FILMS, INC.**

## **America's Leading Independent Distributor of TV Films**

### **NATIONAL NETWORK PROGRAMS**

The Adventures of Robin Hood • The Buccaneers • The Adventures of Sir Lancelot

### **SYNDICATED PROGRAMS**

My Little Margie  
Star Performance  
Dateline Europe  
Cross Current  
Overseas Adventure

My Hero  
Terry and The Pirates  
Willy  
Trouble With Father  
The American Legend

The Star and The Story  
Col. March of Scotland Yard  
This Is Your Music  
The Scarlet Pimpernel  
The Hunter

### **REPRESENTATIVES IN**

New York • Beverly Hills • Chicago • Dallas • Boston • Miami  
San Francisco • Minneapolis • Philadelphia • Atlanta • St. Louis

*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.**

225 E. 46th St., New York 17, N. Y.

Phone: ELdorado 5-7943

President .....Henry Brown  
*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*—Caption Z-RO, Your Family Theater, Is This Magic?

**ATV Film Productions, Inc.**

35-01 Northern Blvd., Long Island City 1, N.Y.

Phone: EXeter 2-4949

Pres., Prod.-Dir.....Mickey Schwartz  
 Assoc. Prod.-Dir.....Don-Marc Trevor  
 Supervising Film Ed.....Frank Madden  
 Production Manager.....Chris Herfel

*Services Offered*—TV film producers, commercials, industrial, dramatic shows. Studio facilities, fully equipped, air-conditioned, two stages 50x60, 50x100, street-level.

*Productions*—Tide, Chesterfield, National Biscuit, Texaco, half-hour puppet show.

**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 Productions, Inc.**

630 Ninth Ave., New York 36, N. Y.

Phone: PLaza 7-0760

President.....Frank M. Speidell  
 Vice Pres.....Herman Roessle  
 Sec'y-Treas.....Jeter J. Mooney  
 TV Director.....Harold R. Lipman  
*Services Offered*—Producer of TV commercials and sponsored short subjects.

**Audio-Visual Associates**

1459 N. Seward, Hollywood 28, Calif.

Phone: HO 5-8444

Partner .....Hubbard Hunt  
 Partner .....John Wilson  
 Partner .....Fred Herzstam  
*Services Offered* — TV spots, industrials, educationals, custom recording, jingles, motion picture trailers.

*Productions*—Petrouchka, for NBC; Die Casting, for Harwill Die Casting; Disneyland, for Fritos.

**Award Television Corp.**

130 Cutter Mill, Great Neck, N. Y.

Phone: GReat Neck 2-1363

President .....Milton Salzburg  
 Sec'y-Treas. ....David Dash

*Services Offered*—Production of filmed TV shows and commercial spots.

*Productions*—The Jimmy Demaret Golf Show, 13 15-minute shows.

**B & B Pictures Corp.**

(See M.C. Pictures)

**George Bagnall & Associates**

8827 Olympic Blvd., Beverly Hills, Cal.

Phone: CR 1-5133

President.....George L. Bagnall  
 V.P., Gen. Sales Mgr.....J. J. O'Loughlin  
 Secretary.....Fred C. Lindquist  
 Ass't. Sec'y.....Michael L. Bagnall

*Services Offered*—Distribution of the following films for television: Features—Johnny Come Lately, Forbidden Jungle, New Orleans, Timber Fury, Atlantis, Border Outlaws, The Long Night, Korea Patrol, Fun on a Weekend, Cattle Queen, Federal Man, Badman's Gold, Abie's Irish Rose, The Adventures of the Texas Kid, The Return of Rin Tin Tin, The Fighting Stallion, Montana Mike, One Minute to Twelve, On Our Merry Way, Buffalo Bill Rides Again, Song for Miss Julie, I Killed Geronimo, Carnegie Hall, Hollywood Barn Dance, Lured, Buffalo Bill in Tomahawk Territory, The Hoodlum, Doctor Jim, Voice in the Wind, I Stand Condemned, The Windjammer, The Barbarian and the Lady, Kangaroo Kid, It Happened Tomorrow, Hangmen Also Die, What Price Money. One-hour Show—Ringside with the Russlers. Half-hour Shows — I Search for Adventure, It Can Happen to You, Front Page Detective, Hollywood Half Hour, This is Hawaii. 15-minute Shows—Public Prosecutor, Spotlight on Hollywood, Let's Draw, A Scene with a Star, The Sewing Room. 5-minute Show—Crusader Rabbit. Library—64 Scallawags, 107 Funzapoppin Cartoons, 755 Funzapoppin Comedies; Race Night, 52 Winners.

**Jerome Balsam Pictures, Inc.**

1501 Broadway, New York 36, N. Y.

Phone: LOngacre 3-6187

Pres., Gen. Sales.....Jerome Balsam  
 Vice President.....Alexander Beck

*Services Offered*—Producers and distributors to TV of syndicated shows, features and cartoons.

**Barnett International Forwarders**

543 W. 43rd St., New York 36, N. Y.

Phone: CIRCLE 5-6080

President.....William Barnett  
 V.P., Sec'y.....Norman Barnett  
 Treas.....Alan Barnett

*Services Offered*—International freight forwarders, export packers and customs house brokers, specializing in motion picture and TV industry.

**current  
network series**

DICK POWELL'S  
ZANE GREY THEATRE  
HEY, JEANNIE!  
MR. ADAMS AND EVE  
(For Bridget Productions and CBS)  
RICHARD DIAMOND,  
PRIVATE DETECTIVE

**in syndication**

STAGE 7  
STAR AND THE STORY  
FOUR STAR PLAYHOUSE  
CAVALCADE THEATRE

**in preparation**

TWO ANTHOLOGY SERIES  
TWO COMEDY SERIES  
TWO WESTERN SERIES  
ONE TRAVEL SERIES



**COMPLETED  
HALF-HOUR  
PRODUCTIONS**

|                   |            |
|-------------------|------------|
| 1952.....         | 38         |
| 1953.....         | 49         |
| 1954.....         | 71         |
| 1955.....         | 79         |
| <b>1956 .....</b> | <b>133</b> |

**FOUR STAR FILMS, INC.**

Executive Offices: 141 El Camino Drive, Beverly Hills, Calif.

Studio: RKO Pathe, Culver City, California

**DICK POWELL - DAVID NIVEN - CHARLES BOYER  
WILLIAM CRUIKSHANK**

President  
**WILLIAM CRUIKSHANK**

Vice President & Executive Producer:  
**JACK RAYEL**



**Barry & Enright  
Productions, Inc.**

667 Madison Ave., New York 21, New York  
Phone: TEmlpton 2-8600

President ..... Jack Barry  
Vice-President ..... Dan Enright  
Production Manager ..... Robert Noah  
V.P., Business Mgr. .... Fred Stettner  
Art Director ..... Norman Blumenthal  
Office Mgr. .... Florence Charney  
*Services Offered*—Creation and production  
of live and filmed shows for television.  
*Productions* — Winky Dinky and You;  
Twenty-One; Tic Tac Dough; Oh-Baby.

**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* — Spot TV commercials  
including complete copy, story-boards, etc.,  
thru production. Consultants to agencies re  
TV-radio campaign planning, budget esti-  
mates. Producers of filmed TV programs.  
*Productions:* Ted Williams in Cabo Bianco  
Peru, a 26-minute segment of syndicated

Ted Williams fishing series. Goin' Places  
with Gadabout Gaddis, 26 quarter-hour fish-  
ing programs .

**Bengal Pictures**

1028 No. Western Ave., Hollywood, Cal.  
Phone: HOLlywood 3-3657

Producer & Director ..... Phil E. Cantonwine  
Associate Producer ..... Sam Leon  
Stories & Narration ..... Cheri Le'Blanche  
Sound ..... TV Recorders  
Editor ..... Dick Alexander  
*Services Offered* — Producers of Feature  
pictures—TV shorts, industrials, TV spots,  
TV films made to order.

**Best in Sports, Inc.**

130 Cutter Mill, Great Neck, N. Y.  
Phone: GREAt Neck 2-1363  
N.Y.C. Phone: CIrCle 5-4240

President ..... Milton Salzburg  
Sec'y-Treas. .... David Dash  
*Services Offered*—Production and distribu-  
tion of all types of sports subjects for TV or  
commercial use.  
*Productions*—Best in Sports, 39 Half-hour  
shows; Best in Boxing, 52 15-min. shows.

**George Blake Enterprises,  
Inc.**

1600 Broadway, New York 19, N. Y.  
Phone: CIrCle 7-2264

President ..... Jean Blake  
Producer-Director ..... Robert J. Kingsley

**DEREL PRODUCING ASSOCIATES**

68 William Street

New York 5, N. Y.

BOWling Green 9-1550

*Packagers of Distinctive Films for TV*

Now in Production: EXCLUSIVE!—The Overseas Press Club series



# Guild Films Now Offers Prime-Time Programming For Every Station Need

Guild Films has lined up the most powerful combination of prime-time programming—including color—to round out and fill all station programming needs.

**NEW!**

Hottest Programs of Year

**CAPTAIN  
DAVID GRIEF**

Based on  
**JACK LONDON'S**  
Immortal  
Sea Stories  
39 episodes  
in color & b/w

**KINGDOM  
OF THE SEA**

The First  
Underwater  
Series For  
Television  
39 episodes  
in color & b/w

**PLUS**

**134 CHILDREN'S SHOWS**

Flash Gordon . . . Col. Tim McCoy  
Joe Palooko . . . Junior Science (color)

**100 ALL-STAR WESTERNS**

Starring:  
JOHN WAYNE  
Johnny Mack Brown . . . Lash Larue  
Tex Ritter . . . Jimmy Wakely  
Hoot Gibson . . . Eddie Dean  
BUSTER CRABBE

**65 WOMEN'S FEATURES**

It's Fun to Reduce

**250 TOP HOLLYWOOD  
MOTION PICTURES**

**191  
MUSICALS**

**LIBERACE  
FRANKIE LAINE  
FLORIAN ZABACH**



**143  
MYSTERIES**

**I SPY  
SHERLOCK HOLMES  
PARIS PRECINCT  
and  
CONFIDENTIAL FILE**



**208  
COMEDIES  
and  
DRAMAS**

**MOLLY (The Goldbergs)  
DUFFY'S TAVERN  
(26 in color)  
LIFE WITH ELIZABETH  
JANET DEAN  
CONRAD NAGEL  
THEATER**



**370  
CARTOONS**

**WALTER LANTZ  
CARTOONS**  
with  
Oswald the Rabbit  
Poochie the Pup  
Meany, Miny and Moe  
and the  
**LOONEY TUNES**



**GUILD**  **FILMS**  
COMPANY, INC.  
460 PARK AVENUE • NEW YORK 22, N.Y. • MURRAY HILL 8-5365

Supervising Editor.....Robert C. Jacques  
 Print Expediter.....Jack R. Lubow

*Services Offered*—Producers of television commercials, industrial films. Air-conditioned studio on premises, BNC Mitchell Camera, sound equipment, complete editorial staff & print dept.

*Productions*—Sanka Coffee, General Electric Progress Reports, Kent Cigarettes, Lucky Strike.

**Blinkey Productions Inc.**

149 Broadway, New York 6, N. Y.  
 Phone: BE 3-8275

President.....Dr. Lucille Emerick  
 Vice Pres.....Murray King  
 Sec'y-Treas.....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 1/4 Fountain Ave., Hollywood 46, Calif.  
 Phone: HOLLYWOOD 2-8971

Producer.....Fritz Blocki

*Services Offered*—Live TV show formats for local and/or network use.

**Bonded TV Film Service**

630 Ninth Ave., New York 36, N. Y.  
 Phone: JUdson 6-1030

President.....Chester M. Ross  
 V.P. in Chg. of Oper.....Emanuel Kandel  
 Gen. Sales Mgr.....Wade Barnes

*Branch Offices*

8290 Santa Monica Blvd., Hollywood, 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.....W. G. Gilmartin  
 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."

FRANK SEAVER

ALEX LEFTWICH

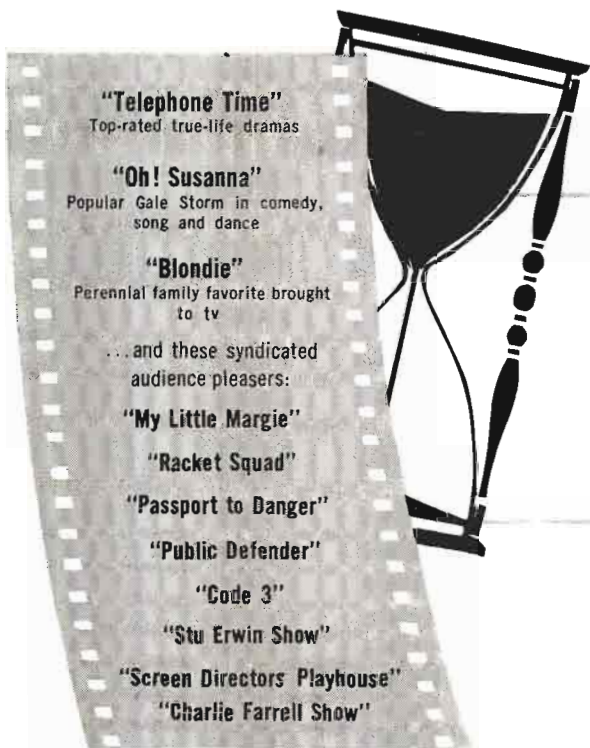
SEAVER-LEFTWICH, INC.

16 East 40th Street  
 New York 16, N. Y.

MUrray Hill 4-1705



*th year  
of leadership  
in television  
films*



**"Telephone Time"**

Top-rated true-life dramas

**"Oh! Susanna"**

Popular Gale Storm in comedy, song and dance

**"Blondie"**

Perennial family favorite brought to tv

... and these syndicated audience pleasers:

**"My Little Margie"**

**"Racket Squad"**

**"Passport to Danger"**

**"Public Defender"**

**"Code 3"**

**"Stu Erwin Show"**

**"Screen Directors Playhouse"**

**"Charlie Farrell Show"**

1947

**TV PROGRAM CREATION AND PRODUCTION ...**

*1,159 episodes to date.*

**TV COMMERCIAL FILM ...**

*Quality tv spots since 1948*

1957

# HAL ROACH STUDIOS

**HAL ROACH, JR.**, Owner-President and Executive Producer

**SIDNEY S. VAN KEUREN**, Vice-President and General Manager

8822 W. Washington Blvd., Culver City, Calif. • TExas 0-3361 • VErmont 9-2311  
729 Seventh Ave., New York City • CirCle 5-4135 221 N. LaSalle St., Chicago 1, Ill. • SState 2-6458

**The first and only major motion picture studio devoted exclusively to television films**

**Bernard S. Brody & Associates**

120 El Camino, Beverly Hills, Calif.  
Phone: CR 4-4077

Owner.....Bernard S. Brody  
Assistant.....Bonnie Lee Gitter  
*Services Offered*—Negotiations for TV film producers with music publishers to arrange for music synchronization rights.

*Productions* — Liberate; Florian Zabach; Frankie Lane; Eddie Cantor; Do You Trust Your Wife?

**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."

**British Information Services  
—Films Division  
(Agency of the British Government)**

45 Rockefeller Plaza, New York 20, N. Y.  
Phone: Circle 6-5100  
Film Director.....Charles Dand  
Radio-TV Director.....Rodney Chalk

*Services Offered*—Supplies films, film material, tapes, live personalities, news material and advisory services for radio and television.

**C & C Television Corp.**

270 Park Ave., New York, N. Y.  
Phone: PLaza 3-5600

President.....Matthew Fox  
V.P., Gen. Sales Mgr.....E. H. Ezzes  
Controller.....Martin Schildkraut  
Publicity Director.....Gene Cogen  
Print Control.....Louis Brown  
Sales Ass'ts...Arthur Steloff, Ted Rosenberg, Jerry Weisfeldt, Wade Crosby, Richard Feiner, Frank O'Driscoll, Robert Mooney, Paul Calvin

*Services Offered* — The entire library of RKO-Radio feature films and short subjects. More than 740 features available in all categories.

**S. W. Caldwell, Ltd.**

447 Jarvis St., Toronto 5, Ont., Canada  
Phone: WALnut 2-2103

President.....S. W. Caldwell  
Vice President.....G. F. Keeble  
Exec. Producer.....Sydney Banks  
Dir. Photography.....Fritz Speiss  
Animation Supervisor.....Jim MacKay  
Lab. Supervisor.....Ross Smith  
Production Sales.....G. J. Keeley  
TV Film Sales.....Ken Page

**CARTOON CHAMPIONS**

400

**TOP FLIGHT CARTOONS**

COLOR and B & W

Created by **PAUL TERRY**  
and **UB IWERKS**

also: **FEATURES — WESTERNS**  
**SERIALS — COMEDIES**



**COMMONWEALTH**

*Film and Television, Inc.*

MORT SACKETT, Pres.

723 SEVENTH AVENUE

NEW YORK 19, N.Y.

Circle 5-6456





# SALAAM ALAKIM!

Behold! Soon the grand wazirs of television, agencies and sponsors will be privileged to audition the spectacularly new and exciting adventure series...

## SABU

...never-before-told tales of daring deeds and wondrous enchantment from the fabled city of Samarkand, to gladden the hearts of youth and all who share the spirit of youth...  
...filmed in Eastman color...starring the fabulous Sabu himself and a cast whose every player will excite the imagination of television viewers.

An **I**nterstate TELEVISION CORP. production  
4376 SUNSET DR., HOLLYWOOD 27, CALIF. 445 PARK AVE., NEW YORK CITY

FILMED AT  
Allied Artists Studios



Recording Supervisor.....Mel Lovell  
 Montreal Br. Mgr.....J. E. DeBow  
 Winnipeg Br. Mgr.....Murray Messner  
 Vancouver Br. Mgr.....Florence Ward

*Services Offered* — Complete sound stage, 35mm & 16mm production and recording facilities (also available for rental); complete laboratory operation; TV slide production; kine recording. Distributors of syndicated shows produced in U.S. and abroad.

*Productions*—Commercials for Shell Oil, Swift's, Dodge & Fargo Trucks, Dunlop Pillo-foam, Phillishave, Blue Cheer.

**Calhoun Studios**

266 East 78th St., New York 21, N. Y.

Phone: LEhigh 5-2120

President .....Brian Calhoun  
 Vice President.....Paul Goldschmidt  
 Secretary-Treas.....Dietlinde Ruber  
 Prod. Dir.....Howard A. Kaiser  
 Sales Mgr.....C. P. Gennell

*Services Offered*—Producers of motion pictures for TV, industrials, sales promotion and entertainment. Slide films for education and sales. 35 x 75 sound stage for rent to outside producers, complete sound and editing facilities.

*Productions*—The Affairs of Count Carlo; Goose Junction. TV commercials for Esso Standard Oil, N. J. Producing films for Hamilton Standard, United Aircraft Corp., World Outdoors, Inc.

**California National Productions, Inc.**

(Subsidiary of NBC)

663 Fifth Avenue, New York 22, N. Y.  
 Phone: Circle 7-8300

President.....Robert D. Levitt  
 Vice Pres.....Alfred R. Stern  
 V.P., Treas.....George D. Matson  
 Secretary.....Thomas E. Ervin  
 Ass't Treas.....Joseph L. Kubin  
 Ass't. Sec'y.....Howard Monderer  
 Director of Sales,

NBC TV Films.....H. Weller Keever  
 Director of Business.

Administration ....Robert A. Anderson  
 Director of Program Development

& Foreign Sales.....Robert A. Cinader  
 Exec. Producer.....George M. Cahan  
 Mgr. Merchandising.....Robert R. Max  
 Mgr. Publicity.....Arthur Perles  
 Mgr. Adv. & Prod.....Norman Ginsburg  
 Mgr. Business Affairs.....F. C. Ellis

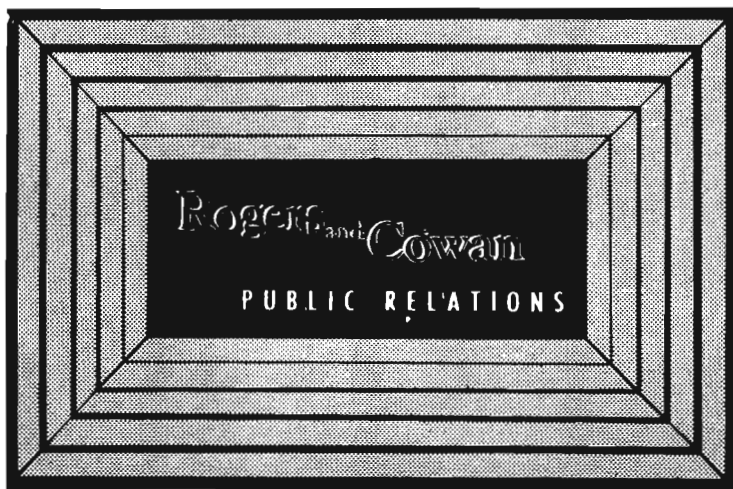
*Businesses Engaged in*—TV film program sales and syndication, NBC TV Opera Theater, NBC Opera Touring Company, Radio and TV personality, character and program merchandising, Sale of film library stock shots, Sale of reference kinescope recording and prints.

*Sales Offices*—

663 Fifth Avenue, New York 22, N. Y.

Phone: Circle 7-8300

Eastern Sales Mgr.....Daniel Curtis  
 Merchandise Mart, Chicago 54, Ill.



TV's foremost  
producers of  
adventure films ★



6920 Sunset Boulevard  
Hollywood 28, California

- |                                 |                          |
|---------------------------------|--------------------------|
| ★ <b>The Gene Autry Show</b>    | ★ <b>Annie Oakley</b>    |
| ★ <b>Buffalo Bill, Jr.</b>      | ★ <b>The Range Rider</b> |
| ★ <b>Adventures of Champion</b> | ★ <b>Red Ryder</b>       |

and coming soon

★ **The Winning of the West**

(western anthology with top Hollywood stars)



Phone: MOhawk 4-6565  
 Central Sales Mgr....Edward A. Montanus  
 6269 Selma Ave., Hollywood 28, Cal.

Phone: HOLLYwood 9-6161

Western Sales Mgr.....Clifford Ogden  
 225 Mutual Street, Toronto, Ont.

Phone: EMpire 3-3443

Leonard Headley

2 Mansfield St., W 1, London, Eng.

Phone: Langham 7778

Romney Wheeler

47 York St., Sydney, Australia

Phone: B 0233

A.E.R. Fox

*TV Films Available*—Adventures of the Falcon, Badge 714, Captured, Crunch and Des, Dangerous Assignment, Frontier, The Great Gildersleeve, His Honor Homer Bell, Hopalong Cassidy, Inner Sanctum, Life of Riley, The Lili Palmer Show, Paragon Playhouse, Steve Donovan Western Marshall, Victory at Sea, The Visitor, Watch the World.

*In Production*—The Silent Service.

NBC Film Library

(Service of CNP)

729 7th Ave., New York 19, N. Y.

Phone: CIrcle 7-8300

Chief Film Librarian.....Frank W. Kelly  
 Adm. Ass't.....Mary Jane Mills

*Services Offered*—Complete stock-shot film library for television, motion pictures, commercials, educators and industry. 30-million feet of film including March of Time stock footage. 10,000 catalogue headings for quick reference. 16mm, 35mm, B & W, and color footage.

**Camera Vision Productions, Inc.**

455 No. Rodeo Dr., Beverly Hills, Cal.

Phone: CR 4-7178

President.....Philip Rivero

*Services Offered*—Leasing to motion picture and television industries multi-camera equipment with electronic viewing and editing components known as the "Camera Vision System."

**Carson-Stempel Enterprises**

717 N. LaCienega Blvd.

Los Angeles 46, Calif.

Phone: OLympia 2-1404

Partners.....Jack Carson & Frank Stempel

**Carthay Sound Stage**

5907 W. Pico Blvd., Los Angeles 35, Calif.

Phone: WEbster 8-2101

Pres., Gen. Mgr.....Jack Miles

*Services Offered* — Complete film studio facilities; idea setup for independent packaging; availability of top crews. Currently shooting The Lone Ranger.

**Cavalcade Television Programs**

7904 Santa Monica Blvd., Hollywood 46, Calif.

Phone: OLdfield 4-4144

N. Y. Phone: ACademy 4-2781

President.....Harvey Pergament

Vice Pres.....Earl M. Robins

Sec.-Treas.....Esther Pergament



**MPO PRODUCTIONS, INC.**

15 East 53rd St., N.Y. 22, N.Y.

Murray Hill 8-7830

**Producers of Industrial Films and Television Film Commercials**

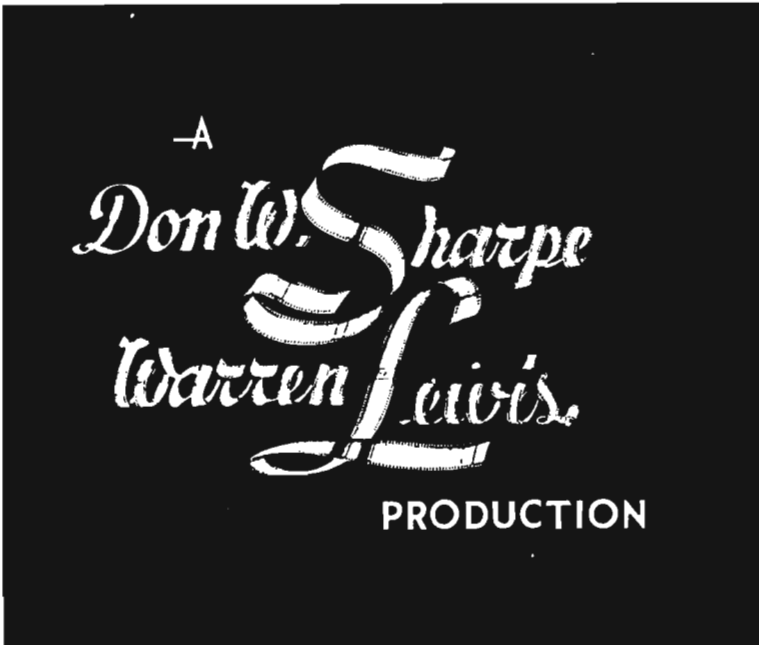
Complete film production services with newest air-conditioned sound stages in New York, and permanent staff of fifty film specialists.

Currently in production for:

- American Cyanamid
- American Gas Association
- Chemstrand Corporation
- Ciba
- Ford Motor Company
- General Electric International
- General Motors Corporation
- Gillette
- Hudnut
- Lever Brothers
- Monsanto Chemical Company
- Philip Morris
- Procter & Gamble
- Remington Arms Company
- Schick
- Scott Paper
- Shell Chemical Corporation
- Warner-Lambert

WIRE SERVICE

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HALF HOUR TO KILL

*In Preparation*

“THIS IS MY BEST”

“TOP GUN”

“LATITUDE ZERO”

*Services Offered* — Producers representative, distribution of motion picture films, exporter of TV programs. Distributing 36 Spanish dialogue features; Great Names in Sports, Famous Guests, Unk & Andy Art Adventures, Huespedes Famosos (Spanish).

**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  
*Productions*—"Father Knows Best."

**Campus Film Productions, Inc.**

14 E. 53rd St., New York 22, N. Y.  
Phone: PL 3-3280

President .....Nat Campus  
Exec. Producer.....Robert Braverman  
*Productions*—A Place for Growing—Boys' Club of America; Teamwork Against Fire—Esso Standard Oil Co.  
*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

V.P. in charge TV.....Calhoun McKean  
Chief of Production.....Mauri Goldberg  
Dir. Art & Animation.....Jack Semple  
V.P., Acc't. Exec.....Thelma Allen

*Services Offered* — Producer of television commercials, as well as motion picture and slide films for industry and government. Caravel maintains its own completely equipped and staffed sound studios and its own optical and animation facilities, cutting rooms, and projection facilities.

*Productions*—Woodrow Wilson Foundation American Heart Association, Color film for Bethlehem Steel, Calvert Distillers; TV Spots —Ballantine Beer, Lysol, Bufferin, Proctor & Gamble, American Tobacco Co.

**CBS-TV Film Sales, Inc.**

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

V.P., Gen. Mgr.....Leslie T. Harris  
Exec. Producer.....Edward J. Montagne  
Dir. Oper. & Prod.....Fred Mahlstedt  
Gen. Sales Mgr.....Thomas Moore  
Merchandising Mgr.....Walter Scanlon  
Sales Prom. Mgr.....Eugene Moss  
Sales Service Mgr.....Gloria Lesser  
Publicity Director.....John C. Sebastian  
Mgr. Chicago Sales.....Donald Goldsmith  
Mgr. Los Angeles Sales..William Parkinson

*Services Offered*—Distributor of TV film programs for national, regional, and local sponsorship.

*Currently Distributing* — Amos 'n' Andy.

Theatre  
Radio  
Films  
Television

Producer  
Writer  
Director

**IRA MARION**

New York, N. Y.

Columbus 5-3505

**HERMAN W. KITCHEN**

Natural History & Marine  
Documentary Cameraman

New York, N. Y.  
MOnument 2-5784

**RAY BRENNAN**

Documentary  
Film Editor

New York, N. Y.  
FLushing 9-3909



# **Roland Reed Productions, Inc.**

*Producers of*

**“My Little Margie”**

**“Mystery Theatre”**

**“Waterfront”**

**“Beulah”**

**“The Stu Erwin Show”**

**“Mark Sabre”**

**“Rocky Jones, Space Ranger”**

## **PILOT SHOWS FOR 1957**

**“Alarm”**

*Authentic Stories Based on Fire Departments  
All Over the Country*

**“The Great Mouthpiece”**

Based on Gene Fowler’s Best Seller

**Starring BRIAN DONLEVY**

# **Roland Reed Productions, Inc.**

**650 No. Bronson**

**Los Angeles, Calif.**

Annie Oakley, Brave Eagle, Buffalo Bill, Jr., The Adventures of Champion, Cases of Eddie Darke, Fabian of Scotland Yard, Files of Jeffrey Jones, The Gene Autry Show, Holiday in Paris, Life with Father, Long John Silver, Range Rider, San Francisco Beat, Terrytoons, Under the Sun, The Whistler, CBS Newsfilm.

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.

**Chanford Productions, Inc.**

38 E. 57th St., New York, N. Y.

Phone: PLaza 8-3360

President .....Frances Langford  
Services Offered—Producing All-Star Musical Series in color for TV.

**Bruce Chapman Co.**

55 W. 42nd St., New York 36, N. Y.

Phone: Wisc. 7-9244

President .....Bruce Chapman  
V.P. & Treas.....Edna Chapman

Services Offered—Production of TV and industrial films.

Productions—The Answer Man.

**Charter Oak Tele-Pictures**

423 E. 90th St., New York, N. Y.

Phone: TR 6-6800

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.

**Jack Chertok Productions**

1040 N. Las Palmas Ave., Hollywood, Calif.

Phone: HOLLYWOOD 3-5106

Producer .....Jack Chertok  
Assoc. Prod., Prod. Mgr.....Harry Poppe  
Casting Director.....Ruth Burch  
Cameraman .....Robert Pittack

Services Offered—Series and commercials.

**Cheryl TV Corp.**

3084 Motor Ave., Los Angeles 64, Cal.

Services Offered—Producers, distributors of films.

**K & W** film service corp.

1657 BROADWAY N.Y. 19, N.Y.

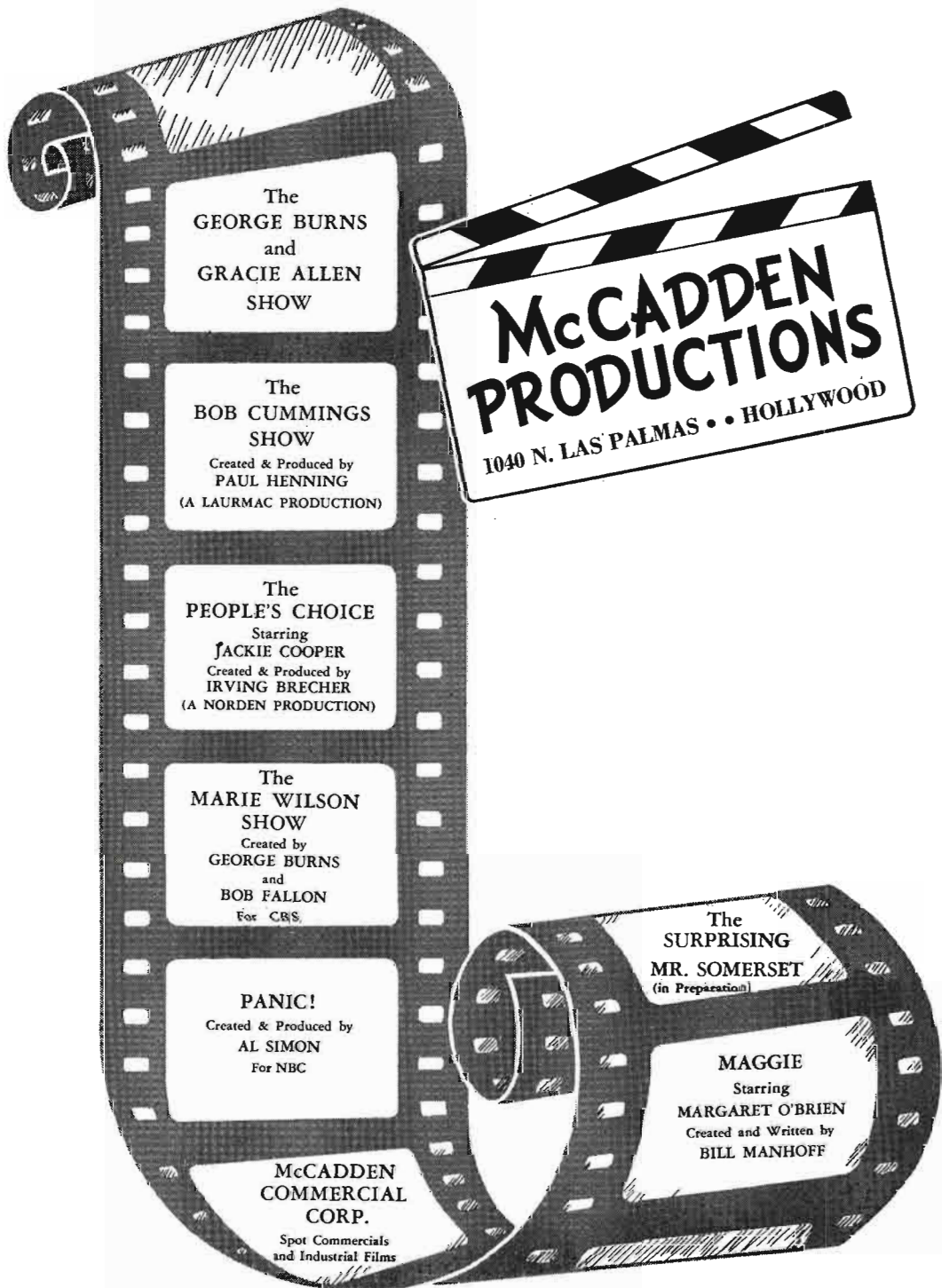
**ANIMATION**

**OPTICAL EFFECTS**

**LETTERING . . . ART**

**SPECIAL EFFECTS**

**CIRCLE 5-8081-2 CONSULTANTS**



The  
**GEORGE BURNS**  
and  
**GRACIE ALLEN**  
SHOW

The  
**BOB CUMMINGS**  
SHOW  
Created & Produced by  
**PAUL HENNING**  
(A LAURMAC PRODUCTION)

The  
**PEOPLE'S CHOICE**  
Starring  
**JACKIE COOPER**  
Created & Produced by  
**IRVING BRECHER**  
(A NORDEN PRODUCTION)

The  
**MARIE WILSON**  
SHOW  
Created by  
**GEORGE BURNS**  
and  
**BOB FALLON**  
For CBS

**PANIC!**  
Created & Produced by  
**AL SIMON**  
For NBC

**McCADDEN**  
**COMMERCIAL**  
**CORP.**  
Spot Commercials  
and Industrial Films

**McCADDEN**  
**PRODUCTIONS**  
1040 N. LAS PALMAS •• HOLLYWOOD

The  
**SURPRISING**  
**MR. SOMERSET**  
(in Preparation)  
**MAGGIE**  
Starring  
**MARGARET O'BRIEN**  
Created and Written by  
**BILL MANHOFF**

**Cineffects, Inc.**

115 W. 45 St., New York 36, N. Y.  
Phone: Circle 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**

7000 Romaine, Hollywood 38, Calif.  
Phone: OL 4-4117

**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  
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  
*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

*Services Offered*—Production services for television film and industrial, educational, and training films in black and white or color. 16mm. or 35mm.

*Productions*—This Is the National Guard; The 1956 Olympic Story; five 50 second safety commercials; Traffic Accident Investigation.

**Circle Film Laboratories, Inc.**

(See Criterion Film Labs., Inc.)

**under one roof!**

Eastern Engineered Effects

is a complete producers aid service designed to solve your optical problems with highest quality and speed.

ART TO FILM . . .

*finest and fastest*

**Eastern Effects, Inc.**

333 W. 52 STREET

NEW YORK, 19

CI 5-5280



Animated Epilogue for Mike Todd's "Around the World in 80 Days" • Animated Sequences for Frank Capra's "Science TV Spectaculars" sponsored by Bell Telephone (scheduled for CBS-TV release) • Television Commercials • Industrial Films • Theatrical Films • Titles

shamus culhane. PRODUCTIONS, INC.



NEW YORK, 207 E. 37th St., MU. 2-8234 • CHICAGO, 203 No. Wabash Ave.  
ANDOVER 3-4971 • HOLLYWOOD, 6226 Yucca St., Hollywood 28, Hollywood 4-1128



**Clairmont Films**

4530 Mariota Ave., Hollywood, Calif.  
Phone: POplar 2-4498

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

**Comedy Corp. of America**

60 W. 46th St., New York 36, N. Y.  
Phone: PLaza 7-7417-8

President .....Sam Lake  
*Services Offered*—Distribution of 13 features and 100 color cartoons.

**Commodore Productions and Artists, Inc.**

6636 Hollywood Blvd., Hollywood 28, Cal.  
Phone: HO 9-7502

Pres., Exec. Prod.....Walter White, Jr.  
Assoc. Producer.....William C. Heath  
Production Mgr.....Vernon Keays  
Coordinator .....Eleanor Payne  
Film Editor .....R. E. Woodward

*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.

**Commonwealth Film & Television, Inc.**

723 Seventh Ave., New York 19, N. Y.  
Phone: CIRCLE 5-6456

President .....Mortimer D. Sackett  
Sec., Treas.....S. Sackett  
Sales Mgr. ....Leo Gottlieb  
*Services Offered*—TV producers and distributors.  
1040 N. Las Palmas Ave., Hollywood 38, Cal.

**Frank Cooper Associates**

9145 Sunset Blvd., Hollywood, Calif.  
Owner .....Frank Cooper  
Agents .....D. Irving Hyland,  
Joel Cohen, Bernard Schamberg  
New York Office  
17 E. 54th St., New York, N. Y.  
Phone: PLaza 1-0725

Vice Pres. ....Sy Fischer  
Agents .....Bill Cooper & Perry Leff  
*Services Offered*—Personal management of talent and writers as well as the production of radio and television shows.  
*Productions*—First Nighter, Stand Up and Be Counted.

THE NEW ANIMATED FIGURE TECHNIQUE—

**MOBILUX\***

created by John Hoppe  
presented exclusively on film

by

**ROBERT DAVIS ASSOCIATES, INC.**

21 East 63rd St., New York, N.Y.      ●      TE 8-8410

**MOBILUX** \* Pats. Pend.

# GROUCHO MARX'S NBC "YOU BET YOUR LIFE"

(Produced by John Guedel)

NOW IN THE **8** TH YEAR  
OF BEING FILMED BY



Complete and fully equipped motion picture sound stage with personnel and equipment to handle every video and theatrical film need.

Cleared for U.S. security.

Filmcraft's patented camera and sync control system.

SERIES OWNERS AND PACKAGERS . . .

We invite your inquiries regarding our exclusive RESTORATION PROCESS for removal and replacement of sponsor identification.

## FILMCRAFT PRODUCTIONS

8451-57 Melrose Ave., Los Angeles

Olive 3-2430

*Founded by the late ISIDORE LINDENBAUM*

Regina Lindenbaum, President & Executive Producer

**HOLLYWOOD**

**NEW YORK**

**Cornell Films, Inc.**

130 Cutter Mill Rd., Great Neck, N. Y.  
Phone: GR 2-1363

President.....J. Milton Salzburg  
V.P., Sales Mgr.....David B. Dash  
*Services Offered*—Producers and distributors of motion picture films for TV.

**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.....Doris Tate  
*Services Offered*—National and regional representatives for sale of half-hour syndicated and television packages, 425 feature films, and 117 westerns.

*Currently Distributing*—The Ruggles, Operation Tomorrow, Judge Roy Bean, The Mickey Rooney Show, Big Game Hunt, Buster Crabbe Show, Captain Z-RO, Abbie Neal and her Ranch Girls.

**Cousens Productions, Inc.**

1600 Broadway, New York 19, N. Y.  
Phone: COlumbus 5-7380

President.....Clayton W. Cousens  
Vice Pres|.....John K. Cousens  
Vice Pres.....Alan B. Cullimore  
*Services Offered*—Production in color or black and white of TV commercials, industrials, educationals, documentaries.

*Production*—Commercials for Procter & Gamble, Colgate, Chrysler, Bulova, O'Keefe Breweries.

**Creativision**

1780 Broadway, New York 19, New York  
Phone: CIrcle 5-4830

President.....Victor Kayfetz  
Client Services.....Muriel Friedman  
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.

**Criterion Film Laboratories, Inc.**

Phones CO 5-7380  
33 W. 66th St., New York 23, N. Y.  
Phone: COlumbus 5-2180

Pres., Prod. Mgr. ....Fred G. Todaro  
Secretary.....Ernest Todaro  
Sales Mgr. ....Emmet R. Salzberg  
Sales Prom. Mgr. ....Hal Persons  
Laboratory Supt. ....Joseph M. David  
*Services Offered*—Developing and printing of B & W and color film.



**WINDOW ON THE WORLD**

Free 13½ minute talks and discussions recorded on tape and issued weekly to hundreds of American radio stations.

**TRANSATLANTIC TELEVIEWS**

Free 14½ minute vivid picture reports issued monthly (or played in weekly series) to 200 American TV stations.

**NEWS CLIPS ON FILM**

Free 1½ minute news items on film (sometimes sound, sometimes silent) sent to News Directors of TV stations all over the country.

**FILMS FOR PROGRAM BUILDING**

Over 200 films 10-30 minutes long on all aspects of Britain and the Commonwealth available free.

*Full Particulars From*

**BRITISH INFORMATION SERVICES**  
45 Rockefeller Plaza, New York 20, New York  
Circle 6-5100

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# The Errol Flynn Theatre

*distributed by*

**KING-SHORE FILMS LTD.**

445 PARK AVENUE NEW YORK CITY 22, N.Y. PLAZA 1-5370

*Sig Steven Shore, President*

**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 film idea to film production.

*Productions*—Counter Point, Curtain Call, Royal Playhouse, Where Were You?, The Chimps.

**Crystal Pictures, Inc.**

1564 Broadway, New York 36, N. Y.  
 Phone: PLaza 7-5130

President.....Melvin M. Hirsch  
*Services Offered*—Distributor of features, western, dramas and travelogues.

**Shamus Culhane Productions**

6226 Yucca St., Hollywood, Calif.  
 Phone: CRestwood 4-5925  
 207 E. 37th St., New York 16, New York  
 Phone: MURray Hill 2-8243

President.....Shamus Culhane  
 Exec. Producer.....William Hurtz  
 Sales Manager.....Howard H. Henkin

Directors.....Irwin Wallman,  
 John Dunn, Rod Johnson  
 Casting Dir.....Maxine Marx  
*Services Offered*—Complete film production facilities, live action and animation, storyboards, jingles; commercial, industrial, feature film, and program creation and production; feature film titles.

*Productions*—Hemo the Magnificent, The Mystery of the Cosmic Rays, The Unchained Goddess (for Bell Telephone), Around the World in Eighty Days (animation portion), Playhouse 90 (opening), Why Daddy? (NBC).  
 TV Spots—Halo, ZBT Baby Products, U. S. Air Force, Holsum Bread, Alcoa, Peak, Snow-crop, Crest, Pan American.

**Cummings Productions**

55 W. 53rd St., N. Y., N. Y.  
 Phone: PL 7-6452

President.....R. W. Cummings  
 Sales Director.....D. E. Fellows  
 Musical Director.....Clyde Sechler  
 Acc't Supervisor.....John Clark  
 Business Manager.....David Shay

*Services Offered*—Creation and Production of commercials, TV and radio. Production of industrial shows.

**Tom R. Curtis Productions, Inc.**

1456 N. Bronson Ave., Hollywood 28, Calif.  
 Phone: HOLlywood 9-8111  
 President.....Tom R. Curtis

**LOOK AT THIS**  
*Mr. Sponsor!*



**The Billboard Scoreboard June 30, 1956**

THE PULSE AUDIENCE COMPOSITION STUDIES

| APRIL RATINGS |                                           | VIEWERS/100 HOMES |                                          | AMONG TEENS |                                         | AMONG CHILDREN |                                         |
|---------------|-------------------------------------------|-------------------|------------------------------------------|-------------|-----------------------------------------|----------------|-----------------------------------------|
| Rank          | Show & Distrib.                           | Rank              | Show & Distrib.                          | Rank        | Show & Distrib.                         | Rank           | Show & Distrib.                         |
|               | Avg. Apr. Rtg.                            |                   | Viewers Per 100 Homes Tuned In           |             | Teens Per 100 Homes Tuned In            |                | Kids Per 100 Homes Tuned In             |
| 1.            | Life of Riley (NBC).....17.1              | 1.                | My Little Margie (Official).....215      | 1.          | My Little Margie (Official).....24      | 1.             | Abbott & Costello (MCA).....101         |
| 2.            | <b>LAUREL &amp; HARDY (GOVERNOR) 14.5</b> | 2.                | Life of Riley (NBC).....211              | 2.          | Ray Milland Show (MCA).....23           | 2.             | <b>LAUREL &amp; HARDY (GOVERNOR) 94</b> |
| 2.            | Amos'n'Andy (CBS).....14.5                | 3.                | Amos'n'Andy (CBS).....208                | 2.          | Great Gildersleeve (NBC).....23         | 3.             | The Ruggles (Corradine).....88          |
| 4.            | Great Gildersleeve (NBC).....12.3         | 3.                | Ray Milland Show (MCA).....208           | 2.          | Abbott & Costello (MCA).....23          | 4.             | Amos'n'Andy (CBS).....37                |
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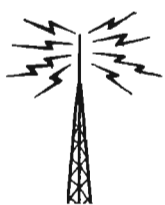
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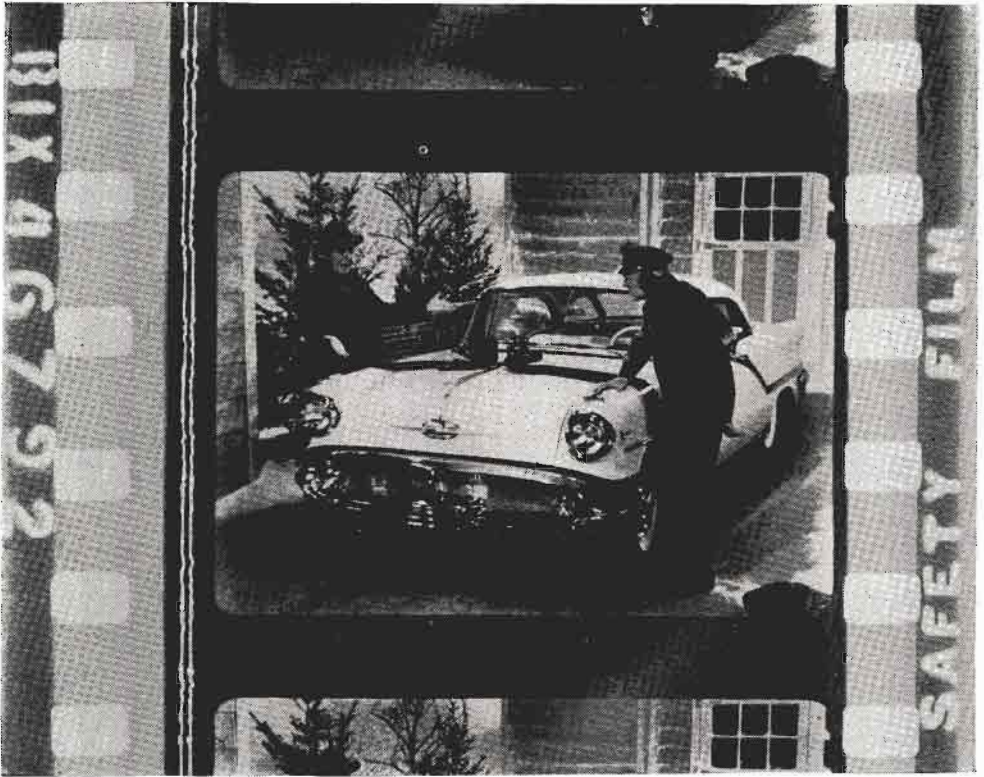


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(See Program Producers)

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General Mgr.....Rick Landen  
Exec. Producer .....Gerald Auerbach  
Production Mgr. ....Stuart Grant  
Supervising Editor .....Donald Drucker  
Associate Producer &

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Art Director .....Jaroslaw Monastyrsky  
*Services Offered*—Motion picture production for theatrical, television and commercial release.

*Productions*—A World Alone (theatrical) and The Ordeal of Thomas Moon (sponsored for TV).

**Glenar Studios**

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Phone: HOLLYWOOD 4-0406

Owner .....Sid Glenar

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TV Director.....S. M. Wilson  
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Sec'y & Treas.....Grant Simmons

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*Services Offered*—Production and distribution of filmed television programs; production of TV commercials, industrial and public service films; distribution of feature films.

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Vice President.....John Mansure  
Secretary.....Monroe Manning

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Ass't to Pres.....Anne White  
Executive Vice-Pres.....Oliver Horn  
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V.P.-Service Ops.....Everett Schafer  
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Secretary.....Avery W. Kinney  
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*Services Offered* — Producers of commercial films and spots; industrial films, slide-films, sales training programs.

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355 North Beverly Dr., Beverly Hills, Calif.  
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Film Director.....Harry Kaye  
Office Manager.....C. Coleman

*Services Offered*—Producer and distributor of motion picture film for television, packager of live television shows, owner of Channel 2, Casper, Wyoming.

*Productions*—So This is Hollywood, Christie Comedies, Main Event Wrestling, Jalopy Races from Hollywood, All-Girl Wrestling, Telemusicals, Beyond the Yukon.

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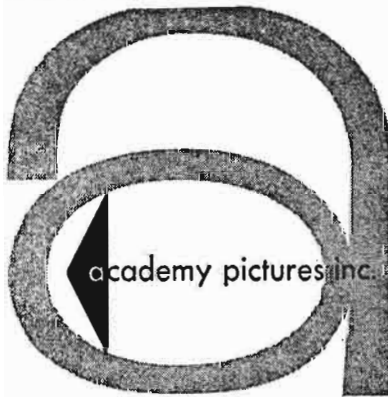
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Phone: Circle 6-9031

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*Services Offered* — Distributors of half hour, quarter hour and ten minute series of films, including Stories of the Operas in 15 minutes.

**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 St., N. Hollywood, Cal.  
Phone: POplar 3-8807

N. Y. Phone: JUDson 6-1700  
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Sec'y-Treas. ....Lester J. Nelson

*Services Offered*—Distribution of motion pictures for TV.

*Distributing*—Stories of the Century, Com-mando Cody, Sky Marshal of the Universe, Stryker of Scotland Yard, Adventures of Dr. Fu Manchu, Frontier Doctor.

**Sandy Howard Productions**

853 Seventh Ave., New York 19, N. Y.  
Phone: JUDson 6-6610

President .....Sandy Howard  
Producer .....Marvin Paige  
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President .....Michael Hyams

**Ideal Pictures, Inc.**

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Phone: FInancial 6-5480

President.....Paul R. Focht  
V.P., Secretary .....George E. Dean  
Treasurer .....Jack Spire  
*Services Offered*—Rental of 16mm entertainment features, educationals, religious, short subjects, and free-loan films. Sale and rental of audio-visual equipment.

**Imperial World Films, Inc.**

12 E. Delaware Pl., Chicago 11, Ill.  
Phone: MIchigan 2-6200

President .....Sylvia H. Davis  
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General Sales Mgr. ....Gene Lukas  
*Services Offered*—Production and distribution of films for television; commercials, industrials, documentaries.

*Productions*—Wrestling from Chicago, Raymon Massey Reads the Bible.

**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.

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5 East 57th St., New York 22, N. Y.  
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**International Film Foundation, Inc.**

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

Phone: OX 7-6820

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(See Program Producers)

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Phone: NORmandy 2-9181

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AVA budgets are tailored to meet your needs.

AVA styles and individualizes TV spots to identify and sell *your* product.

AVA crystalizes your advertising programs into original animated TV spot ideas.

Let AVA produce your next TV spot!

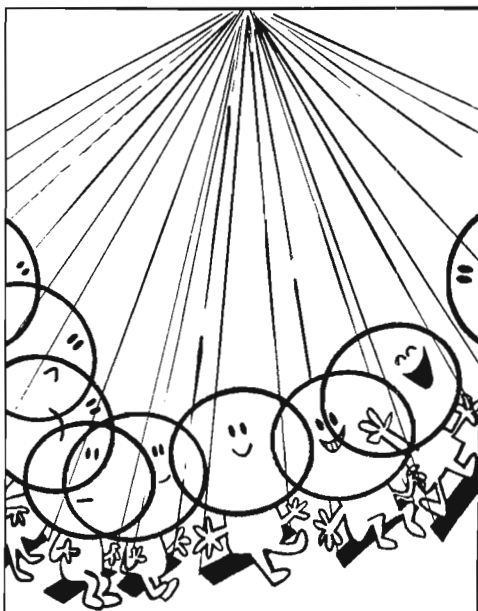


**Audio Visual Associates,**

1459 N. SEWARD

HOLLYWOOD 28, CALIF.

HOLLYWOOD 5-8444



**ANIMATION INC.**

8564 Melrose Avenue

Hollywood

*television commercials*



Manager ..... Paul Blair  
 130 W. 18th St., Kansas City, Mo.  
*Phone: ENdicott 7151*

Manager ..... William Kahan  
 1635 Central Pkway, Cincinnati, Ohio  
*Phone: PArkway 1-0179*

Manager ..... Dick Ostrander  
 3207 Friendly Rd., Greensboro, N. Y.  
*Phone: GRreensboro 3-7551*

Manager ..... Hank Profenius  
 2204-06 Commerce St., Dallas, Tex.  
*Phone: PR 1658*

Manager ..... Jay Rubin  
*Services Offered*—Production and distribu-  
 tion of motion pictures for television.  
 30 minute package shows.

**Inter-TV Films, Ltd.**

1410 Stanley St., Montreal 2, Canada  
*Phone: PLateau 4868*

President ..... Marcel Leduc  
 Exec. V.P. .... Robert A. Jouglet  
 Secretary ..... Jules Dupre  
 Treasurer ..... Jean H. Thys  
 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*—Distribution of U. S.,  
 British and foreign films.

*Distributing*—130 U. S. features, 30 French  
 features, The Errol Flynn Theater (half-hour  
 anthology).

**Lou Irwin, Inc.**

9165 Sunset Blvd., Hollywood 46, Calif.  
*Phone: CR 1-7131*

President ..... Lou Irwin  
 Associate ..... Ted Wilk  
 Story Dept. .... Frances Manson  
 Exec. Secretary ..... Jay Schlein  
*Services Offered*—Representing producers,  
 directors, actors, actresses, dance directors  
 and all personnel pertaining to the film, tele-  
 vision and radio industry.

**Italian Films Export, Inc.**

*Phone: JU 2-4040*

President ..... Dr. Renzo Rufini  
 Exec. V.P. .... Seymour Poe  
*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*—Production of TV film  
 featuring cartoons and puppets; children's  
 shows and commercials.  
*Current Productions*—Jingle Dingle.

**Jewell Television and Radio  
 Productions**

540 N. Michigan, Chicago 11, Ill.  
*Phone: MOhawk 4-5757*

President ..... James E. Jewell  
 Vice-Pres. .... W. Ralph Jewell  
 Secretary ..... M. P. Casey  
 Editor ..... James Lawrence  
 1040 North Las Palmas, Hollywood, Cal.  
*Phone: HOLlywood 7-3111*

Manager ..... Michael Baird  
 Director ..... Lewis Foster  
 3062 Penobscot Bldg., Detroit 26, Mich.  
*Phone: WOODward 3-0617*

Exec. in Charge..... W. Ralph Jewell  
*Services Offered*—Creation and production  
 of programs, films, spots and jingles; TV con-  
 sultants to agencies and sponsors.  
*Productions*—Silver Eagle, Pressure.

**K & W Film Service Corp.**

1657 Broadway, New York 19, N. Y.  
*Phone: CIRCLE 5-8031*

**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  
 Associate..... Lorraine S. Hoflin  
*Services Offered*—Package program, both  
 film and live. Production consultant, com-  
 mercials and scripts.

**Victor Kayfetz Productions**

1780 Broadway, New York 19, N. Y.  
*Phone: CIRCLE 5-4830*

President ..... Victor Kayfetz  
 Client Services..... Muriel Friedman  
 Dir., Golden Snowball Div. .... Sylvia Gerson  
 Animation Super..... R. M. Cooke  
 Prod. Assts. .... Seymour Posner  
 Animator ..... Abe Blashko  
*Services Offered* — Motion picture pro-  
 ducers specializing in sponsored public  
 service films. Own all 16 and 35 mm. produc-  
 tion 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 com-  
 plete equipment for production of public  
 relations and TV films.  
*Productions*—Helicopter Series, Shipboard  
 Organization, First Aid for Heat Stroke and  
 Heat Exhaustion, Pursuit of Happiness.



**King Shore Films, Ltd.**

445 Park Avenue, New York, N. Y.  
Phone: PLaza 1-5370

President.....Sig Steven Shore  
Gen. Sales Mgr.....Charles King  
*Services Offered*—Syndication of TV films on the basis of a network concept and through local sales.

*Productions*—Medal of Honor, Errol Flynn Theater.

**King Film Enterprises, Inc.**

1058 W. Washington Blvd., Chicago 7, Ill.  
Phone: SEeley 8-4181  
Hollywood Office

1416 N. LaBrea Ave., Hollywood, Calif.  
Phone: HOLlywood 3-2141

President.....Robert Eirenberg  
Exec. V.P.....Harry W. Lange  
V.P.-Sales.....Lester A. Weinrott  
Production Mgr.....H. Richard Hertel  
Creative Dir.....Hillard Rose  
Art Director.....Manny Paull  
Controller.....Lawrence Stein  
Dir. Syn. Film Div.....Al LeVine  
W. Coast Operations.....Jack Fenimore  
Producer (Chi.).....Leonard A. Levy  
Studio Mgr. (Chi.).....Joseph E. Bishop

*Services Offered*—TV packages and commercials; industrial, sales training and educational films. Full production and recording facilities for 35mm and 16mm, B&W and color. Animation. 3 stages in Hollywood, 3 in Chicago.

*Productions*—9 films for General Electric; TV spots: RCA Whirlpool, Blatz, Kellogg, Evinrude, Chevrolet, Alemite, Parker Pen Co., Admiral, U. S. Gypsum; Training Flms: U. S. Air Force, Conn Limited, Dresser Industries; Syndicated commercials for Savings & Loan, bread, ice cream, milk, beer; Syndicated series: American Barn Dance, Paradox, Wrestling, Boxing.

**Knickerbocker Productions, Inc.**

1600 Broadway, New York 19, N. Y.  
Phone: Circle 5-6710

Pres., Treas.....Howard A. Lesser  
Vice-President.....Frank Beckwith  
Secretary.....Agnes Grant

*Services Offered*—Producers of all types of motion pictures, commercials and spots.

**Harold E. Knox Productions, Inc.**

104 Esparta Way, Santa Monica, Calif.  
Phone: EXbrook 4-4275

President.....Harold E. Knox  
Vice-President.....Charles Marshall Floyd  
Treasurer-Secretary.....Harry F. Overbeck, Jr.

*Services Offered*—Representatives for motion pictures, TV.

**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*—Wild Life in Action, Where in the World, On the Spot, Of All Things, Opera and Ballet, Bobo the Hobo, Fun with Felix, Reading the Bible, Oddities Beyond Belief, The Bible, Night Editor, The Magic Vault, Out of the Past, Adventures in Sewing, Queen of the Jungle, Wanted, 75 Animal Shorts, Cartoons and Wrestling.

**La Brea Productions, Inc.**

915 N. La Brea Ave., Hollywood, Calif.  
Phone: OL 4-7400

President.....O. Gail Papineau  
Sec'y-Treas.....James E. Baumeister  
Producer-Dir.....Henry J. Ludwin  
Animation Dir.....Richard Lundy  
*Services Offered*—Production of TV films, films for industry, complete animation department, sound stages, all-new professional facilities and equipment.

*Productions*—TV commercials for Swift, Borax, Carnation, American Gas Association, Standard Oil of Ohio, Care, Chairmin Tissue, S & W Foods, Italian Swiss Colony, half-hour films for Richfield.

**Langlois Filmusic, Inc.**

619 West 54th St., New York 19, N. Y.  
Phone: JU 6-4155

President.....C. O. Langlois, Jr.  
Sales Manager.....T. A. Roseen  
Hollywood: HO 9-5846

West Coast Mgr.....George R. Jones  
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.**

(see James Love Productions, Inc.)

**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*—Production of filmed TV commercials, documentaries, industrials and features. Parent of Fantasy Features, Inc., specializing in children's films.

Fully equipped studio at: 321 W. 56th St., New York, N. Y. Phone: CI 6-7020.

*Productions*—Secrets of the N. Y. Homicide Squad, 4-H Food Favorite, The Christopher Program; TV Commercials for Pez, Vanity Fair, Westpine, Pepsi Cola.

**Larchmont TV Studios**

(See Carthay Sound Stage)

**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  
 Vice-Pres. ....Henry Traiman  
 Treasurer.....Philip Kornblum  
 Edit'l Sup.....Richard Jacobs  
 Casting Director.....Jacqueline Laster  
 Production Supervisors.....Doris Reichbart, Jerry Maticka, Gabriel Boyz  
*Services Offered*—Production of TV commercials and films for industry.

**Robert Lawrence Productions (Canada) Ltd.**

32 Front St., West, Toronto 1, Canada

Phone: EMpire 4-1448

President.....Robert L. Lawrence  
 V.P., Gen. Mgr.....John T. Ross  
 Treasurer.....Philip Kornblum  
 Production Dir.....Robert Rose  
*Productions*—Molsons, Swift Canadian, Colgate-Palmolive, Proctor & Gamble, McColl-Frontenac, Moirs Chocolates.

**Les Lear Productions Corp.**

Hotel Sherman, Chicago 1, Ill.

Phone: FRanklin 2-2100

President.....Les Lear  
*Services Offered*—Radio, TV & film production.

**Leichter, Mitchell**

2125 N. Highland Ave., 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 Sperher  
*Services Offered*—TV film packages and commercials.

*Productions*—“Hollywood on the Line,” “Assignment Unknown” and others.

**Lewis & Martin Films, Inc.**

1431 N. Wells, Chicago 10, Ill.

Phone: WHitehall 4-7477

President.....Herschell G. Lewis  
 Exec. V.P.....Arthur E. Kaplan  
 Vice Pres.....Spencer Allen  
 Dir. of Sales.....Patrick Murphy  
 Studio Mgr.....Michael Kelly  
 Production Mgr.....Thomas Carroll  
 Art Director.....Sanford Greenlaw  
 Chief Animator.....Don Margolis  
 Dir. Photography.....Martin Schmidhofer  
*Services Offered*—35mm and 16mm motion pictures; slide films; sound recording; slides; TV and film art; complete animation facilities; scripts and story boards; still photography; studio rental (2 stages, 50 x 100).

*Productions*—TV commercials for Presto, Norge, Blue Cross, York Air Conditioner, Democratic National Committee, Federal Civil Defense Administration, Alpen Krauter, Wen Products, Moritite, Nasionoala, Ideal Dog Food; industrial and business slide films; Syndicated series—Oklahoma Chuck Wagon Boys.

**Lewislor Enterprises, Inc.**

9756 Wilshire Blvd., Beverly Hills, Calif.

Phone: HOLlywood 7-5111

Producer.....John London  
 Ass't Prod.....Jack Murton  
 Director.....Harry Keller  
 Art Director.....Frank Sylos  
 Chief Cameraman.....Norbert Brodine  
 Music.....Harry Lubin  
*Services Offered*—Producing films for television.

*Production*—The Loretta Young Show.

**Library Films Inc.**

25 West 45th St., New York 36, N. Y.

Phone: PLaza 7-0100

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

President.....Lou Lilly  
 Vice Pres.....Manny Gould  
 Accountant.....Jack Perrin  
 Film Co-ordinator.....John Fuller  
 Poduction Mgr.....R. Agnew  
 Sales Mgr.....Tim Ellis  
*Services Offered*—TV commercials, animated-live action and industrial films.  
*Productions*—Winston Cigarettes, Camel, Buick, Ken-L-Ration Dog Foods, Prestone Anti-Freeze.

**Lion Television Pictures Corp.**

1501 Broadway, New York 36, N. Y.

Phone: PENnsylvania 6-1780

President.....E. W. Hammons  
 Secretary-Treasurer.....T. Newman Lawler



*Services Offered*—Financing TV shows and packages. Offering to TV stations packages of 13 Handy Andy episodes of 12½ minutes each.

**Loucks-Norling Studios, Inc.**

245 W. 55th St., New York 19, N. Y.  
Phone: Circle 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.

*Productions*—Remington Rollectric, Swansdown, Birds Eye, Gillette.

**James Love Productions, Inc.**

115 W. 45th St., New York 36, N. Y.  
Phone: JUDson 2-4633

President.....James A. Love  
Secretary.....Anne M. Love  
Sales Manager.....C. Austin Love  
Supervising Editor.....Wm. D. Henry  
Prod. Supervisor.....James W. Wille  
Ass't Director.....Elton L. Henning

*Services Offered*—TV spots and programs, industrial films.

**Madison Pictures, Inc.**

(See M.C. Pictures)

**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

Pres., Exec. Prod.....Konstantin Kaiser  
V.P., Super. of Prod.....Ken Baldwin  
Dir. News & Sp. Events...Chas. Van Bergen  
Office Mgr.....Jean Hauck  
Traffic Mgr.....Cindy Karp

*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, Airhead, The Mailed Fist, Clear Iron, Three... If By Air, Challenge On The Lake.

**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; Noah's Ark and Pete Kelly's Blues television series. Producer of miscellaneous television productions.

**Marterto Productions, Inc.**

846 N. Cahuenga Blvd., Hollywood, Calif.  
Phone: HOLlywood 9-5981

Exec. Producer.....Louis F. Edelman  
Producer-Dir.....Sheldon Leonard  
Ass't Director.....Don Torpin  
Art Directors. Ralph Berger, Claudio Guzman  
Cameraman.....Robert deGrasse  
Music Directors.....Earl Hagen,  
Herbert Spencer

*Services Offered*—Series for television.  
*Productions*—Make Room for Daddy.

**Fox-Marquis Productions, Inc.**

717 N. La Cienega Blvd., Hollywood 46, Cal.  
Phone: OLYmpia 2-1262

*Services Offered*—Write, direct, produce and package radio and television programs; sales and service.

**The Marshall Organization**

521 Fifth Ave., N. Y. 17, N. Y.  
Phone: MUrray Hill 7-2722

President.....A. W. Marshall  
General Mgr.....Evelyn K. Zuckerman  
Legal Rep.....Gerald Dickler

*Services Offered*—Production of TV films and commercial spots; special public relations films for social, professional, and trade organizations.

**Masterpiece Productions, Inc.**

45 West 45th St., New York 36, N. Y.  
Phone: JUDson 2-4717

*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."

**M.C. Pictures, Inc.**

1501 Broadway, New York 36, N. Y.  
Phone: LONgacre 3-6187

President.....Armand Schneck  
V.P., Gen. Sales.....Jerome Balsam  
Vice-Pres.....Alexander Beck

*Services Offered*—Distributors to TV of feature films.

**McCadden Corporation**

1040 N. Las Palmas Ave., Hollywood 38, Calif.  
Phone: HOLlywood 4-2141

President.....George Burns  
V.P.-Production.....Al Simon



V.P.-Business . . . . . Maurice Morton  
 Pub. & Adv. Dir. . . . . Stafford Clark  
*Services Offered*—Creation and production of filmed TV programs for national or network sales; facilities for filming syndicated or network TV programs; production of filmed TV commercials for national sponsors.  
*Productions*—The George Burns & Gracie Allen Show, The Bob Cummings Show, The Peoples Choice, Crisis.

**McGowan Productions, Inc.**

915 N. LaBrea Ave., Hollywood 28, Calif.  
*Phone*: OL 4-0711  
 Producer . . . . . Dorrell McGowan  
 Sec'y-Treas. . . . . Stuart E. McGowan  
*Services Offered* — Commercials, shorts, features.  
*Productions*—Death Valley Days, Snowfire, Sky King.

**Medallion TV Enterprises, Inc.**

6000 Sunset Blvd., Hollywood 28, Cal.  
*Phone*: HOLLYWOOD 2-6635  
 President . . . . . John A. Ettlinger  
 Nat'l Sales Mgr. . . . . Hal W. Davis  
 Western Sales Mgr. . . . . Constance Lazar  
 Edit'l Supervisor . . . . . Tholen E. Gladden  
 Film Editor . . . . . Charles Cahill  
*Services Offered*—National distribution of feature films, packages and cartoons for television.  
*Productions*—High Road to Danger, The Open Road, Sew Easy, View the Clue, Greenwich Village, Paddy Pelican cartoons.

**Meridian Pictures**

c/o Samuel Goldwyn Studios  
 1041 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**

598 Madison Ave., New York 22, N. Y.  
*Phone*: PLaza 9-7500

V.P. in Charge . . . . . David Sutton  
 V.P.-Nat'l Sales . . . . . Wynn Nathan  
 V.P.-Sta. Prog. Sls. . . . . Louis Friedland  
 V.P.-Int'l Sales . . . . . Tom McManus, Jr.  
 V.P.-West'n Sales . . . . . Robert Greenberg  
 V.P.-Nat'l Field Sls. . . . . Ray Wild  
 So'west'n Sls. Mgr. . . . . Layton Bailey  
 V.P.-MCA Canada . . . . . Stuart Smith  
 London, England . . . . . Kenneth Cleveland  
 Paris, France . . . . . M. Teisserie

**Branch Offices**

9370 Santa Monica Blvd., Beverly Hills, Calif.  
*Phone*: CRestview 6-2001  
 515 Glenn Bldg., Atlanta, Ga.  
*Phone*: JACKSON 4-6750

41 Charlesbank Rd., Newton, Boston, Mass.  
*Phone*: COpley 7-5830  
 331 Grayton Rd., Tonawanda, Buffalo, N. Y.  
*Phone*: ATwater 4040  
 430 N. Michigan Ave., Chicago, Ill.  
*Phone*: DELaware 7-1100  
 106 N. Caldwell St., P.O. Box 1503  
 Charlotte, N. C.  
*Phone*: FRanklin 7-5360  
 426 Transportation Bldg., Cincinnati, Ohio  
*Phone*: PArkway 1-1144  
 1172 Union St., Commerce Bldg.  
 Cleveland, Ohio  
*Phone*: CHerry 1-6010  
 2311 Cedar Springs, Dallas, Tex.  
*Phone*: Rlverside 7-7536  
 15037 W. 8 Mile Rd., Detroit, Mich.  
*Phone*: BRoadway 3-8690  
 204 Marshall, Houston, Tex.  
*Phone*: JAcKson 3-3176  
 6014 W. 76th Terrace, Kansas City, Mo.  
*Phone*: NIagara 2-2064  
 7630 Biscayne Blvd., Miami, Fla.  
*Phone*: PLaza 8-8731  
 4166 N. 85th St., Milwaukee, Wis.  
*Phone*: BRoadway 1-7060  
 1048 Northwestern Bank Bldg.  
 Minneapolis, Minn.  
*Phone*: FEderal 3-5552  
 504 Delta Bld., New Orleans, La.  
*Phone*: EXpress 2087  
 7711A Wagner Way, Elkins Park  
 Philadelphia, Pa.  
*Phone*: RItenhouse 6-4818  
 952 Gateway Center Bldg. #2, Pittsburgh, Pa.  
*Phone*: GRant 1-9995  
 212 Beason Bldg., Salt Lake City, Utah  
*Phone*: EMpire 3-4501  
 105 Montgomery St., San Francisco, Calif.  
*Phone*: DOuglas 2-4368  
 101 Jones Bldg., Seattle, Wash.  
*Phone*: MUtual 4567  
 Chemical Bldg., 201 Olive St., St. Louis, Mo.  
*Phone*: CEntral 1-8230  
 180 University Ave., Toronto, Ont.  
*Phone*: EMpire 3-4031  
 139 Piccadilly, London 1 W., England  
*Phone*: Mayfair 7211  
 49 bis Avenue Hoche, Paris 8me, France  
*Phone*: Wagram 92-41  
 12 Via Paraguay, Rome, Italy  
*Phone*: 859944

*Services Offered* — Distribution of syndicated TV film programs.

*Productions*—The Adventures of Kit Carson, Biff Baker—USA, City Detective, Curtain Call, Dr. Hudson's Secret Journal, Famous Playhouse, Federal Men, Follow that Man, Guy Lombardo and his Royal Canadians, Headline, Heart of the City, Hollywood Off-Beat, The Lone Wolf, Man Behind the Badge, Mayor of the Town, Playhouse 15, Pride of the Family, The Ray Milland Show, Rocky Jones—Space Ranger, The Rosemary Clooney Show, Soldiers of Fortune, State Trooper, Studio 57, Waterfront, Western Features Starring Gene Autry, Western Features Starring Roy Rogers.





**MGM-TV**

A Service of Loew's Inc.  
701 7th Ave., New York 36, N. Y.  
Phone: JUDson 2-2000

V.P. in Charge TV... Charles C. "Bud" Barry  
Gen. Sales Mgr. .... Richard A. Harper  
East'n Sales Mgr. .... C. Pete Jaeger  
West'n Sales Mgr. .... Maurice Gresham  
Dir. Promotion... Monroe Mendelsohn  
Exec. Producer (Calif.)... Samuel Marx  
Director of Commercial &  
Industrial Films... Virgil Ellsworth

Services Offered—Library of 723 pre-'49 feature films offered to television stations; half-hour TV programs for national sponsorship; TV commercials and industrial films produced to order.

**Charles Michelson, Inc.**

45 West 45th St., New York 36, N. Y.  
Phone: Plaza 7-0695

President ..... Charles Michelson  
Treasurer ..... Aaron 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.**

120 E. 56th St., New York 22, N. Y.  
Phone: PLaza 1-5090

President..... Charles M. Amory  
Vice Pres..... Chesbrough L. Amory  
Treasurer..... Justin M. Golenbock  
Secretary..... Mary M. Dillon

Services Offered—Production and distribution of films for television.

Productions—The Tracers Company of America, New Orleans Police Department, Do You Know Why, Television Court.

**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.

**Modera Teleservice, Inc.**

219 E. 44th St., New York 17, N. Y.  
Phone: OXford 7-2753

President..... J. R. Ritenour  
Eastern Sales..... Alex Leslie  
Midwestern Sales..... Robert N. Young  
Western Sales..... John Lipsky  
N. Y. Office Mgr..... L. H. Dunton

Branch Offices

237 E. Ontario St., Chicago 11, Ill.

Phone: DELaware 7-3761

Manager ..... H. B. Casenhiser  
3450 Wiltshire Blvd., Los Angeles 5, Cal.

Phone: DUNKirk 4-2511

Manager..... J. J. Lipsky

Services Offered — Traffic, distribution, print-procurement, commercial insertion, technical service-of filmed TV programs, spot commercials, props, demonstrators and transcriptions.

**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: CENtral 6-4144

President ..... Morton Jacobson

Services Offered—Syndicated TV Shows. Productions — This Is The Story, What's Wrong With This Picture?

**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.

General Mgr..... Gerald Margolis

Services Offered—Film production service, specializing in serving film producers. All production facilities and services.

**Motion Pictures for Television, Inc.**

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

Phone: PL 3-5600

Pres., Chrm. of Board..... Matthew M. Fox

V.P., Gen. Sales Mgr..... Basil Estrich

Eastern Div. Acct. Exec..... Martin Robinson



**Movie Advertising Bureau**

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

Phone: MURray Hill 6-3717

Dir. of National Sales. . . . . Claude F. Lee  
Home Office & Studio

1032 Carondelet St., New Orleans, La.

President. . . . . C. J. Mabry

*Services Offered*—Spot commercials for TV, motion picture theaters and drive-ins. Extensive studio facilities for all phases of production.

**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 E. 53rd St., New York 22, N. Y.

Phone: MURray Hill 8-7830

President. . . . . Judd L. Pollock

Vice Pres. . . . . Lawrence Madison

Vice Pres. . . . . Marvin Rothenberg

Sec'y-Treas. . . . . Gerald Hirschfeld

Sales Mgr. . . . . William Huston

*Services Offered*—Specializing in production of television film commercials. Three new air-conditioned sound stages, set construction shops, dressing rooms, etc. Complete production of films for sales promotion and training; public relations, information and training for U. S. armed forces and government agencies; color sportsmen's and conservation films.

*Productions*—Films and commercials for American Cyanamid, American Gas Association, Chemstrand Corp., Ciba, Ford Motor Co., General Electric Int'l., General Motors, Gillette, Hudnnt, Lever Bros., Monsanto Chemical Co., Philip Morris, Proctor & Gamble, Remington Arms Co., Schick, Scott Paper, Shell Chemical Corp., Warner-Lambert.

**Owen Murphy Productions, Inc.**

723 Seventh Ave., New York 19, N. Y.

Phone: PLaza 7-8144

President . . . . . Owen Murphy

Production Mgr. . . . . Paul Cohen

Creative Dir. . . . . Allan Chase

Supervising Editor. . . . . Eric Lawrence

*Services Offered*—Producers of industrial motion pictures and television commercials; editorial services.

*Productions*—Career Day, for A. T. & T.; This is New Jersey, for N. J. Bell Telephone Co.; TV commercials for Firestone Tire & Rubber Co.

**Nationwide Film Productions, Inc.**

846 7th Ave., New York 19, N. Y.

Phone: COlumbus 5-0057-8

President. . . . . James J. Markos

Sec'y-Treas. . . . . Charlton H. Timothy

*Services Offered*—Production of TV commercials, featurettes, documentaries, promotional, industrial and all types of public relations films. Free agency consultation service. Editorial services available. Editorial and studio space rental. Complete professional productions from script to screen to suit any budget.

*Productions*—Munroe Calculator promotional for Ted Worner Associates; color documentary for Greek Lines; TV commercials for Barracini Candy, Educator Crackers, Scovill Heat Fins, Lilly Dache and others.

**National Screen Service Corp.**

Home Office

1600 Broadway, New York, N. Y.

Phone: CIrcle 6-5700

Television & Industrial Films Division

5009 Madison Ave., New York, N. Y.

Vice Pres. . . . . Robert L. Gruen

Sales Dir., Prod. Sup. . . . . Wm. Kent

Production Mgr. . . . . Harry Semcls

Producer-Dir. . . . . Carl A. Carbone

Ass't. Prod. Mgr. . . . . Jack Schertz

TV Editor. . . . . Irving Wiener

*Services Offered*—Complete production of films for television; industrials and commercials; animation, art work, titles, opticals, stop motion, live studio and insert.

**National Telefilm Associates, Inc.**

60 W. 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., Sec'y. . . . . Edythe Rein

Dir. Sales Dev. . . . . Aaron Beckwith

Dir. Prom. & Sales Service. . . . . Martin Roberts

Dir. Pub. Rel. . . . . Harry Albus

East'n. Dir. Nat'l. Sales. . . . . Cy Kaplan

Branch Offices

612 N. Michigan Ave., Chicago, Ill.

V.P., Mid-West Sls. . . . . E. J. Graff

8721 Sunset Blvd., Los Angeles, Calif.

V.P., W. Coast Sls. . . . . Edward M. Gray

Statler Office Bldg., Boston, Mass.

Exec. in Charge. . . . . Nicholas Russo

2605 Sterick Bldg., Memphis, Tenn.

Exec. in Charge. . . . . Chas. D. McNamee

1011 Currie Ave. N., Minneapolis, Minn.

Exec. in Charge. . . . . Donald Swartz

1434 S. Catherine St., Montreal, Que.



Exec. in Charge . . . . .Napolean Vaillancourt  
175 Bloor St. E., Toronto, Ont.  
Exec. in Charge . . . . .David Griesdorf  
*Services Offered*—Television programs and features for national, regional and local sponsorship.

*Productions*—500 top-quality feature films, 1,400 Paramount short subjects, and the following filmed TV shows: China Smith, The New Adventures of China Smith, Lili Palmer Theater, Police Call, Pantomime Quiz, Play of the Week, International Playhouse, Orient Express, Holiday, Hand to Heaven, Combat Sergeant, The Mad Whirl, Sheriff of Cochlise, The Bill Corum Sports Show, The Passerby, The James Mason Show, Music of the Masters, Find a Hobby, Man's Heritage, M.D., Layman's Call to Prayer, The Health and Happiness Club; Holiday Shows—Lamb in the Manger, Christmas Carol, Valley Forge.

**National Television Films**

300 W. Third St., Charlotte, N. C.  
Phone: EDison 4-6426

President . . . . .J. F. White  
Sales Manager . . . . .Scott Lett  
*Services Offered*—Distributor of TV film series.

**NBC Film Division**

(See California National Productions)

**Ted Nemeth Studios**

729 7th Ave., New York 19, N. Y.  
Phone: CIrcle 5-5147-8

Production Director . . . . .Ted Nemeth  
Art Director . . . . .M. E. Bute  
*Services Offered*—Producers, distributors of film made specifically for TV; TV film spots and commercial films.

**Stanley Neal Productions, Inc.**

475 Fifth Ave., New York, N. Y.  
Phone: MUrray Hill 3-6396

President . . . . .Donald J. Lane  
Exec. V.P. . . . .Robert B. Cumming  
V.P.—Production . . . . .Sobey Martin  
Mgr. of Scripts . . . . .Edith Martin  
Production Mgr. . . . .Charles L. Smith  
Washington Dir. . . . .A. A. Ulin  
Chicago Sls. Dir. . . . .Robert Peck  
Denver Sls. Dir. . . . .Ross Thomas  
*Services Offered*—Production of TV programs, commercials and special purpose motion pictures for public relations, advertising, training and entertainment.

*Products*—Keys to the Future, Stag Party, Heavens to Commerce, Future Unlimited, Statesmen from the Farm, Quick Meals from the Freezer.

**North American Television Productions, Inc.**

222 East 46th St., New York, N. Y.  
Phone: MUrray Hill 7-2913

President . . . . .E. M. Glucksman  
Secretary . . . . .L. B. Glucksman  
Treasurer . . . . .M. Balletto  
*Services Offered*—Production of the only Negro Newsreel for TV—Liberty News Review; Negro Documentary Series—Tenth of a Nation.

**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  
Vice Pres. . . . .Raymond Junkin  
Vice President Sls. . . . .Herman Rush  
Vice-President . . . . .Robert Sanford  
General Counsel . . . . .Lee Moselle  
Sec'y.—Treas. . . . .Seymour Reed  
Ass't. Sec'y. . . . .Grace Sullivan  
Director . . . . .N. Leonard O. Fisher  
*Services Offered*—Distribution of filmed TV programs for national and syndicated release. Also, cartoons, musical shorts and miscellaneous subjects.

*Productions*—Adventures of Robin Hood, Sir Lancelot, The Buccaneers, My Little Margie, Foreign Intrigue, Trouble with Father, My Hero, This is Your Music, Terry and the Pirates, American Legend, Adventures of the Scarlet Pimpernel, The Star and the Story, Star Performance, Willy, Colonel March of Scotland Yard.

**Olympia Film Productions, Inc.**

112 W. 48th St., New York 36, N. Y.  
Phone: JUdson 6-1143

President . . . . .Leland M. Haas  
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.

**Onyx Pictures Corp.**

60 W. 46th St., New York 36, N. Y.  
Phone: PLaza 7-7417-8

President . . . . .Sam Lake



*Services Offered*—World's largest distributor of silent comedies, including all Hal Roach and Mack Sennett properties, 66 Our Gang comedies, and 100 color cartoons. Also distributing 6 features for television.

**Sam Orleans & Associates, Inc.**

211 W. Cumberland Ave., Knoxville, Tenn.  
*Phone:* 3-8098  
 105 E. 106th St., New York, N. Y.  
*Phones:* ENdicott 9-2002  
 PLaza 7-3638

Exec. Producer.....Sam Orleans  
 Production Mgr. ....Larry Mollot  
*Services Offered*—TV film production, industrial, public relations, educational, and training films.

*Productions*—Rural America Review, Community Health In Action, Jungle Survival, The Second Hundred.

**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*  
 5800 Sunset Blvd., Hollywood, Cal.  
*Phone:* HOLlywood 9-6363

*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

President .....Paul Parry  
 Vice Pres. ....Ellis Neimie  
 Production Mgr.....Barney Dyer  
 Pub. & Adv. Dir.....Frank K. Adams  
 Sec'y-Treas. ....Dianne Parry  
*Services Offered*—Production of program films, spot commercials, product sales pro-

motion, corporation training films, and sound slide films.

*Productions*—Lure of Cocos Island, Cameras and Models in Action.

**Pathescope Productions**

(Pathescope Co. of America Inc.)  
 580 Fifth Ave., New York 36, N. Y.  
*Phone:* PLaza 7-5200  
 Studio: 21-29 45th Road  
 Long Island City, N. Y.  
*Phone:* STillwell 4-3053

President.....Edward J. Lamm  
 Production Manager.....James Pierce  
 Executive Producer.....William Nelson  
 Studio Manager.....John Ball  
*Services Offered*—Production of industrial and educational motion pictures, live or animated.

**Ray Patin Productions**

6650 Sunset Blvd., Los Angeles 28, Calif.  
*Phone:* HOLlywood 2-1147

President .....Ray Patin  
 Vice Pres. ....Gus Jekel  
 Sec'y-Treas. ....Kay Himes  
*Services Offered*—Complete facilities for producing animated commercials from story through camera.

*Productions*—Heilman Beer, Blue Plate Foods, Bardahl, Schlitz, Jello, Gull.

**Lloyd Pearson Associates**

420 Madison Ave., New York 17, N. Y.  
*Phone:* TEMpleton 2-8821

President.....Lloyd Kern Pearson  
 Vice Pres. ....Betty Johnstone  
*Services Offered*—Servicing and supervision of network television shows; production of shows and filmed commercials; public relations and motion picture consultants.

**Pathe Pictures Inc.**

33 W. 60th St., New York, N. Y.  
*Phone:* JUDson 2-3300

President .....Ben Frye  
 Exec. V.P.....S. A. Costello  
 V. P., Sales Mgr.....George G. Weiss  
 Secretary .....Russell Kemp  
 Treasurer .....Walter Politzer

*Services Offered*—Producers of sponsored films, industrials, TV spot commercials; available library of 25-million feet; production facilities for any and all types of motion picture work; distributors of Studio Telescriptions and over 1,100 musicals produced especially for TV

**Peerless Film Processing Corp.**

165 West 46th St., New York 36, N. Y.  
*Phone:* PLaza 7-3630

President .....Kern Moyses



Vice-President.....R. S. Moyse  
 Treasurer .....Barbara Holz  
 Sales Mgr.....Raoul J. Menendez  
 Plant Oper. Mgr.....Stanley Cohen  
 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 servicing of syndicated TV shows on film. Peerless treatment to safeguard films against damage and deterioration. Film reconditioning, incl. scratch removal, rehumidification, repairs, cleaning.

**Penthouse Sound Studios  
 of V. J. Nola**

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.

**Polaris Pictures, Inc.**

5859 W. 3rd St., Los Angeles 36, Calif.  
 Phone: WEbster 8-2181

President .....Perry King  
 Vice-President.....J. C. King  
 Account Exec.....Carl N. Brewster

*Services Offered*—Motion pictures for training, advertising, education, public relations, TV.

*Productions* — Hughes Aircraft; Douglas Aircraft; Convair; 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.

**Premiere Artists &  
 Productions**

Sunset & Carol, Hollywood 46, Calif.  
 Phone: CRestview 4-5488

President .....Harold Jovien

Associate .....William Putney  
 Sec'y-Treas. .... Mildred Houser

*Services Offered*—Producers and packagers of television and radio programs, network, syndication and local. Artist and talent representatives for television, radio, recordings, press agents, etc.

*Productions*—Ina Ray Hutton Show, Peter Potter's Juke Box Jury, Mike Stokey Presents, Junior Record Jury, Hilo Hattie Show, If You Had the Money, Hollywood Ice-time, Harry Babbit Show, Bill Ballance Show, Gene Norman Show.

**Princess Pictures, Inc.**

11 West 42nd St., New York 36, N. Y.  
 Phone: LOngeare 5-1535

President, Exec. Prod.....Burt Balaban  
 Vice President.....Bernard Donnenfeld  
 Asst. Producer.....Roy Rich  
 Script Editor.....Irve Tnnick

*Services Offered* — Full length and short subject motion picture production.

*Productions*—Double Profile; Black Forest; Fire One; 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.**

252 Nassau St., Princeton, N. J.  
 Carter Road, Princeton, N. J.

Phone: PRinceton 1-3550

President-Exec. Prod.....Gordon Knox  
 Dir. Client Relations....Bradford K. Cross

Dir. of Distribution.....Robert C. Molusky  
*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; Pilot Report, for Grumman Aircraft; Your Fair Share, for Newark Welfare; New Horizons of Health, for Young's of Trenton.

**Prm, Inc.**

(See Associated Artists, Productions, Inc.)

**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.



**Roland Reed TV Productions**

650 N. Bronson, Los Angeles 4, Cal.  
Phone: HOLlywood 9-1628

President .....Roland Reed  
Exec. V.P. ....Arthur Pierson  
Sec'y-Treas. ....James Fay  
V.P.-Sales .....Hamilton McEadden

*Services Offered*—Production of filmed TV shows and commercials; industrials.

*Production* — Waterfront, My Little Margie, Stu Erwin Show, Space Ranger, Beulah, Mark Sabre.

**Reela Films, Inc.**

17 N.W. 3rd St., Miami, Fla.  
Phone: Franklin 4-2108 or 6262

President.....Stanley L. Stern  
Vice-President .....Charles Goldstein  
Treasurer .....Elmer Radloff  
Manager .....Norman Feaster

*Services Offered*—Complete 16mm negative, positive, reversal laboratory services. Processing, multiple copy printing, sound recording and editing. Also complete still photography services, TV slides, art work, industrial, and advertising photography.

**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 (Dayton) .....A. Merritt Simpson  
Sales (Film Ads) .....Frank J. Havlicek

*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  
V.P. ....Thomas Orchard  
V.P.....John J. Wingenter  
V.P. ....Lothar Wolff

*Services Offered*—Feature, commercial and educational film producers.

*Productions*—Cinerama Holiday, The First 99, To Open the World to the Nations (Suez Canal).

**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 2-1377

President .....Moe Kerman  
*Services Offered*—Distribution of motion pictures including features, streamliners, and shorts, for TV showings.

**Republic Features Syndicate, Inc.**

39 West 55th St., New York 19, N. Y.  
Phone: COlumbus 5-1557

President.....Lyle Kenyon Engel  
Manager.....Miss Marla Ray

*Services Offered*— Production of 5-minute radio-television shows with built-in local level promotions designed to create public awareness. 117 programs starring Boris Karloff, Vincent Price, Chester Morris, Lee Bowman and others.

**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 distributors 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 Dougherty

*Productions*— State Trooper, The Millionaire, Do You Trust Your Wife, Date With The Angels.

**Stuart Reynolds Productions**

9110 Sunset Blvd., Los Angeles 46, Calif.  
Phone: CRestview 4-7863

President .....Stuart Reynolds  
*Services Offered*—Production of films for TV.

*Productions*—Harbor.

**Marion Riddick Productions, Ltd.**

1102 Eberhard St., Houston 19, Texas  
Managing Dir.....Wm. Marion Riddick  
Assoc. Prod.....W. J. Urban  
Art Director .....Hilda Goble  
Script Writer, Editor.Mildred Mihills Owens

*Services Offered*— Production in color and B & W of filmed television series with casts aged 4 to 18. Distribution of features, shorts and documentaries.

*Productions*— Campus Travelogues, Koon Hollow Mysteries.





**RKO-Pathé**

(A Sub-division of  
RKO Teleradio Pictures, Inc.)  
1270 6th Ave., New York 20, N. Y.  
Phone: JUDson 6-5050

Vice Pres. .... Jay Bonafield  
Production Mgr. .... Douglas Travers

*Services Offered*—Complete facilities for production of industrial films, TV packages, TV spots.

*Productions*—General Tire, Toy Guidance Council, Carling Brewing, U. S. Air Force, Federal Civil Defense Administration.

**RKO Television**

1440 Broadway, New York 18, N. Y.  
Phone: LONgacre 4-8000

President. .... Thomas F. O'Neil  
Vice Pres. .... Robert Manby  
Gen. Sales Mgr. .... Peter Robeck  
Sta. Sales Mgr. .... William Finkeldey  
Mgr. West'n Div. .... William Gorman  
Mgr. East'n Div. .... Max Bradbard  
Dir. of Traffic. .... Richard Sassenberg  
Dir. of Research. .... Robert Galen

*Services Offered*—Distribution of feature films, library films, 15-minute and half-hour film subjects.

*Productions*—TV Syndications: Greatest Drama, Uncommon Valor, Gangbusters, Animated Fairy Tales, Aggie, Sailor of Fortune, The Big Idea, War in the Air, Screen Directors' Playhouse.

**Hal Roach Studios**

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. Gelbspan  
Vice-Pres. & Gen. Mgr. .... S. S. Van Keuren

*Services Offered*—Production of filmed TV commercials and programs. Screen Director's Playhouse; The Gale Storm Show, The Charlie Farrell Show, Stories of John Nesbitt.

**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  
Stage Mgr. .... Jerome Lipari

*Services Offered*—Complete production facilities including large sound stage, Western Electric sound truck and long-experienced permanent personnel for any type film production. Film writers. Nothing for sale, lease or rent. All productions are the property of sponsors, and we retain no equities in films produced.

**Roy Rogers Productions**

1041 N. Formosa Ave., Hollywood 46, Calif.  
Phone: HOLlywood 7-5111

Executive Producer. .... Roy Rogers  
Producer .... Jack Lacey  
Cameraman .... Joe Novak

*Services Offered*—Produces TV westerns.

**Ross-Danzig Productions**

6331 Hollywood Blvd., Hollywood 28, Calif.  
Phone: HOLlywood 2-6464

Partners. .... Frank K. Danzig, Bart Ross  
Exec. Asst. .... Betsy Boyd  
Producer .... Al Burton  
Assoc. Prod. .... Gordon Hunt

*Services Offered*—Package production of live and filmed television programs.

*Productions*—Beat Mr. Genius, The Walter O'Keefe Show, Spotlight On Youth, First Meeting, Court Martial.

**Danny Rouzer Studio**

7022 Melrose Ave., Hollywood 46, Calif.  
Phone: WEBster 6-2494

President & Owner. .... Danny Rouzer

*Services Offered*—Complete 16mm. production service, including Kinescopes, audition tests, commercials, equipment and stage rental.

**Ruby TV Film Productions, Inc.**

729 7th Ave., New York 19, N. Y.  
Phone: CIRcle 5-5640

Production Mgr. .... Edward Ruby  
Technical Mgr. .... Jack Rieger  
Camera Dept. .... Sidney Nannes  
Editorial Dept. .... Charles Diana  
Office Mgr. .... Jean Freeman

*Services Offered*—Complete production facilities for every type of motion picture for television, science and industry.

*Productions*—New York City Police Dept. series with former Chief Inspector Conrad Rothegast; in co-production with Guild Films.



**Sack Television Enterprises**

213 S. Pearl Ex'way, Dallas, Tex.

Phone: RI 8-3069

General Manager.....Alfred N. Sack  
*Services Offered*—Distributor of nego cast features.

**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*—Film editing, lab expediting, coordination of all film services.

**Sarra, Inc.**

200 E. 56th St., New York, N. Y.

Phone: MURray Hill 8-0085

President.....Valentino Sarra  
 Vice Pres.....Morris D. Behrend  
 Sales Mgr.....John Henderson  
 Head Creative Dept.....Rex Cox

*Brance Office*

16 E. Ontario St., Chicago, Ill.

Phone: WHitehall 4-5151

Production Mgr.....Michael Stelney  
*Services Offered*—Production of TV commercials, industrial and sales films.  
*Productions*—Pet Milk, 7-Up, Prudential Life Ins.

**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.  
 527 Madison Ave., New York 22, N. Y.  
 Phone: ELdorado 5-4616

Manager.....Jack Arden  
 East'n Sales Mgr.....Peter Manners  
*Services Offered*—TV and radio package programs.

*Productions*—Championship Bowling, Eddy Arnold Time, It's Baby Time, All-Star Golf.

**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

Congress Hotel, Chicago, Ill.

Phone: HARRison 7-9660

President.....Ed Berkson  
 Vice-President.....Myron Mills  
 V.P.—Sales.....Peter M. Piech  
*Services Offered*—Distributor and syndicator of Judge Roy Bean; features and west-erns for TV.

**Screen Gems, Inc.**

711 Fifth Ave., New York 22, N. Y.

Phone: PLaza 1-4432

*Management*

V.P., Gen. Mgr.....Ralph M. Cohn  
 Business Affairs.....Burton Hanft  
 Adv. & Prom.....Henry S. White  
 Fiscal Affairs.....Seymour Malamed  
 Legal.....Daniel Glass  
 Merchandising.....Edward Justin  
 Program Dev.....Steven Krantz  
 Dir. Sta. Ops.....Robert Salk  
 Publicity.....Phil Cowan  
 East'n Production.....B. Berenberg  
 Comptroller.....M. Klein

*Sales*

V.P. in Chg. Sales.....J. H. Mitchell  
 National Sales.....S. L. Adler, Jack House,  
 Lowell Jackson, David Porter, Charles Reeves

Dir. Sta. Ops.....Robert Salk  
 Dir. Syndicated Sls.....Jerome Hyams  
 Ass't Dir., East'n Area Mgr.....Ben Colman  
 Central Area.....Henry Gillespie  
 West'n Area.....Richard Dinsmore  
 South'n Area.....Frank Browne  
 Sales Dev.....Pierre Marquis  
 Canadian Sales.....Jos. Dunkleman,  
 Lloyd Burns  
 British, European Sales.....Jack Cron  
 Lat-American Sales.....John Manson  
 Coordinator.....James Dodd

*Production*

1334 N. Beachwood, Hollywood, Cal.

Phone: HOLlywood 2-3111

V.P.—Production.....Irving Briskin  
 Vice Pres.....Fred Briskin  
 Vice Pres.....Milton Pickman  
*Services Offered*—Production and distribution of TV films and commercials.

*Productions*—Ford Theater, Father Knows Best, Captain Midnight, The Adventures of Rin Tin Tin, 77th Bengal Lancers, Circus Boy, Damon Runyon Theater, The Patti Page Show, Tales of the Texas Rangers, Celebrity Playhouse, Cowboy Theater, Jungle Jim, Playhouse 90, George Sanders Myster Theater.

**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, closed circuit production.

**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.



**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

President, Exec. Prod...Charles E. Skinner

*Services Offered* — Creators, producing contractors, adapters, and consultants to package show producers, advertising agencies or sponsors.



**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 Young & Rubicam; McCann-Erickson; Fuller, Smith & Ross; Kester, Farrell, Chesley & Clifford; Morse International; Donohue & Coe.

Industrial for Westinghouse, Gen. Electric, Gen. Foods, Hewitt-Robins, Bolex, Quality Bakers of America.



**Walter Harrison Smith Productions, Inc.**

136 East 57th St., New York 22, N. Y.

Phone: EL 5-7212

President.....W. H. Smith

V.P., Treas.....E. T. Smith

Exec. Producer.....Bruce Thomas

*Services Offered*—Live and filmed television commercials, programs and syndicated shows; educational, industrial and editorial shorts. Distributors of packaged TV shows.



**Song Ad Productions**

6000 Sunset Blvd., Hollywood 28, Calif.



**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

Vice Pres.....John T. Dunphy

V.P., Sect.....F. C. Wood, Jr.

Treasurer .....Walter Kullberg

*Services Offered*—Production of industrial and training films, TV commercials, slide films; complete editing, cutting room and sound recording (film & tape) and projection. Studio services available to clients and producers.

*Productions*—Assignment in Venezuela, for Creole Petroleum; Tailor-Made Brass, for Western Brass; Calling All Ducks, for Winchester; Assignment Research, for American Newspaper Publishers; TV commercials for General Electric, Borden, Nestle, Alcoa.



**Specialty Television Films, Inc.**

1501 Broadway, New York 36, N. Y.

Phone: LO 4-5592

Pres., Gen. Sales Mgr.....Jules B. Weill

Ass't Gen. Sls. Mgr.....Sam Greller

Chief Booker.....Monty Raphaelson

*Services Offered*—Motion picture film, features for television broadcasting.



**Splendex Enterprises**

38 E. 57th St., New York 22, N. Y.

Phone: PLaza 8-3360

General Partner.....Charles Wick

*Services Offered*—Financing TV films.



**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.....K. M. Hyde

Dir. of Cinematography.....Tom Maley

*Services Offered*—Producing films for own release.

*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.....Lionel Linden  
Music Director.....Buzz Adlani  
*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.....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.....Shirley Daniels  
*Services Offered* — Distributor of feature films for TV.

**Standard Television Corp.**

745 Fifth Ave., New York 22, N. Y.

Phone: ELdorado 5-7566

President.....A. A. Mayers  
Office Manager.....R. Sokol  
*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  
Associate.....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  
Sec., Treas.....Robert E. Rhodes  
Advertising Mgr.....Herman Edel  
*Services Offered*—Producer and distributor of TV features, shorts and film series, TV stock shots. Distributor for independent producers.

*Productions*—Bowling Time, Movie Museum, King's Crossroads, Crusade in the Pacific, Jungle Adventure, Animal Crackers, I'm the Law, American Wit and Humor.

**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: PO 3-8807; N. Y.: JU 6-1700

*Services Offered*—Production of commercials and half-hour series for television.  
President.....Mort W. Scott  
Secretary-Treasurer.....Lester J. Nelson  
*Services Offered*: — Production of commercials and half-hour series for television.  
*Productions*—Stories of Century, The Adventures of Dr. Fu Manchu, Frontier Doctor.

**Superman, Inc.**

7324 Santa Monica Blvd., Los Angeles, Calif.

Phone: OLdfield 4-8000

Producer.....Whitney Ellsworth  
Directors.....Harry Gerstad, George Blair  
Casting Director.....Bub Miley  
Chief Cameraman.....Harold Wellman  
*Services Offered* — Production of the "Superman" television series.

**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.

**Taylor-Made Productions**

161 W. 18th St., New York 11, N. Y.

Phone: WATkins 9-2675

President.....John T. Henderson, Jr.  
Vice Pres.....Barbara Brahm  
Sec'y-Treas.....H. Conviser  
*Services Offered* — Radio and television packaging; strip film presentations; recording and editing of taped shows; free-lance writing.  
*Productions*—Hotel for Pets, Strange.

**T-bar-V Productions, Inc.**

5208 Kelvin Ave., Woodland Hills, Calif.



President ..... Donna Fargo  
 Vice Pres.....Lois Landon  
 Sec'y., Treas.....H. B. Baumeister  
*Services Offered*—Specialize in western, indian, 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, 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  
 Vice Pres.....E. L. Hedwig  
 Ass't to Pres.....Wm. Murray  
*Services Offered*—Production and distribution of films for TV.

**Telefilm Enterprises**

38 East 57th St., New York 22, N. Y.  
 Phone: PLaza 8-3360

General Partner.....Charles Wick  
*Services Offered*—Financing and production of TV series, commercial filmed in Europe.  
*Productions*—Fabian of Scotland Yard.

**Telemated Cartoons**

70 E. 45th St., New York 17, N. Y.  
 Phone: MUrray Hill 6-8933

Prod.-Dir. ....Saul Taffet  
*Services Offered*—Production of motion pictures; TV filmed commercials in animation or live action; animated and optical effects in color or black and white; 35mm and 16mm production.

**Telenews Film Corporation, Inc.**

850 10th Ave., New York, N. Y.  
 Phone: JUdson 6-2450

**Tele-Pictures, Inc.**

10125 W. Washington Blvd., Culver City, Cal.  
 Phone: VE 9-2293

President.....E. J. Baumgarten  
 Exec. for Operations..William J. Magginetti  
*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*—The Story of Profit Sharing, for Sears-Roebuck; Toro — The Modern Power Tool, for BBD&O; Bonus Sales Program, for Helene Curtis; The New Frontier, for Acrojet General; The Lighted Window.

**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.....Bryan Wright  
 Chief Cameraman.....Jack Richards  
 Unit Mgr.....Stan Vrba

*Services Offered*—Motion pictures for television in color or black & white, TV commercials, studio and location work, complete packaging service, 16 mm editing and re-recording, animation, stop, motion.

*Productions*—Zoo Parade; Cooking Magic, Waa Mu Show.

**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**

Box 805, Beverly Hills, Calif.  
Phone: DUNKirk 3-2918

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

President.....C. F. Vetter, Jr.  
*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  
V.P.—TPA Int'l.....Vincent Melzac  
Asst. V.P.....Kurt Blumberg  
Vice-Pres., N. Y.....W. H. Fineshriber, Jr.  
Treasurer.....Wm. A. Wolfson  
V.P.—East'n Div.....Hardie Frieberg  
Cent'l Div. Mgr.....Walt Plant  
V.P.—West'n Div.....Bruce Eells  
Dir. Merch.....Murray Benson  
*Services Offered*—Production and distribution of film for television.

*Productions*—Halls of Ivy, The Adventures of Ellery Queen, Captain Gallant of the Foreign Legion, Foreign Legionnaire, Susie, The Count of Monte Cristo, Fury, Science in Action, Tugboat Annie, Edward Small Features, Stage 7, New York Confidential, Last of the Mohicans, Ramar of the Jungle, Your Star Showcase, Waldo, The New Adventures of Charlie Chan.

**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.**

(See Editorial Films)

**William Tell Productions, Inc.**

10 W. 74th St., New York 23, N. Y.  
Phone: SU 7-0610

President.....William T. Clemons  
Vice Pres.....John Esau  
Vice Pres.....Karl H. Gericke  
*Services Offered*—Production both live and filmed of commercial programs, commercial announcements, special purpose programs.  
*Productions*—The Hidden Treasure Show.

**Tel Ra Productions**

1518 Walnut St., Philadelphia 2, Pa.  
Phone: KINGSley 6-4140

Producer.....W. Wallace Orr  
Director of Sales...George J. Kerrigan, Jr.  
Dir. Syndicated Sls.....Bosh Pitchard  
*Services Offered*—Complete facilities for producing TV film shows and commercials. Largest producers of film TV sports programs in the country.

*Productions* — Notre Dame Football, National Pro Highlights, Touchdown, Sports Spotlight, Post Time—U.S.A., Telesports Digest.

**"Texas Rasslin"**

Cadiz & Industrial Blvd., Dallas, Texas  
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: CIRCLE 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 W. 45th St., New York 36, N. Y.  
Phone: JUDson 2-1400

President.....William Miesegaes  
Exec. V.P.....Walter Lowendahl  
V.P.—Prod.....Robert H. Klaeger  
V.P.—Sales.....William Burnham  
V.P.—Slidefilms.....Pud Lane  
Sec'y-Treas.....Michael A. Palma  
Dir. Pub. Rel.....Albert Boyars

*West Coast Office*

8255 Beverly Blvd., Hollywood 48, Cal.  
Phone: WEBster 3-5953

*Services Offered*—Facilities for production





of live-action and animated film commercials, industrial films, sound slidefilms, TV programs and theatrical features. Complete on-premises facilities for every phase of motion picture production.

**Productions**—TV commercials for General Electric Radios, Borden, DuPont, Prestone Anti-Freeze; Ballantine Beer, Pontiac, Nash Rambler, RCA Victor Records, Camel, Winston, Salem, Old Gold, Noxema, U. S. Rubber Tires, Scotch Tape, Gillette Razors & Blades, Saran Wrap, Robert Hall Clothes.

**TV Department, Inc.**

120 E. 56th St., New York 22, N. Y.  
Phone: PLaza 1-5090

President.....William R. Deering  
Treasurer.....Charles M. Amory  
Secretary.....Mary M. Dillon  
**Services Offered**—Producers of commercials with complete television department service: media, promotion, time-buying, etc.

**Trans-Lux Television Corp.**

625 Madison Ave., New York 22, N. Y.  
Phone: PLaza 1-31114-5

President.....Richard Brandt  
V.P. in Chg. Sls.....Richard Carlton  
**Services Offered**—Distribution of filmed television programs; short subject and stock footage library available to networks, stations and advertising agencies.

**Productions**—Profile, Encyclopedia Britannica Films.

**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  
Treasurer.....D. A. Henderson  
1417 Northwestern Ave., Hollywood 27, Calif.  
Phone: HO 2-6231

Exec. Producer.....Irving Asher  
**Services Offered**—Producers and distributors of films for TV.

**Richard H. Ullman, Inc.**

295 Delaware Ave., Buffalo, N. Y.  
Phone: CLeveland 2066

President.....Richard H. Ullman  
Exec. V.P.....Marvin A. Kempner  
Vice Pres.....Richard B. Ullman  
Treasurer.....Minna C. Thorn  
Secretary.....Edward H. Kavinoky

**Branch Offices**

2133 N.W. 11th Ave., Miami, Fla.  
Manager.....Robert D. Buchanan  
301 S. Kingsley, Los Angeles, Calif.  
Managers.....Pat Cooney & Sam Ewing  
**Services Offered**—Production of animated commercials for syndication and shows.

**Productions**—Ad-I-Mation; Animated series for bread, dairies, banks; new and used cars; animated weather reports; Watch the Birdie; Colonel Bleep; Kash Box; Melody Mileage.

**United Press Associations**

(See Program Producers)

**UPA Pictures, Inc.**

4440 Lakeside Dr., Burbank, Cal.  
Phone: THornwall 2-7171

Pres., Exec. Prod.....Stephen Bosustow  
Exec., V.P., Treas.....Ernest Scanlon  
V.P., Sup. Dir.....Robert Cannon  
V.P. W. Coast Prod.....H. Klynn

**Branch Offices**

60 E. 56th St., New York, N. Y.  
Phone: PLaza 8-1405  
V.P. in Charge.....C. D. McCormick  
21 Upper Grosvenor St., London W.1., England

Managing Dir.....Leo Salkin  
**Services Offered**—Producers of TV film commercials and programs, specializing in animation; also animation production services.

**Productions**—Sealy Mattres Co., 7 others.

**Unity Television Corp.**

1501 Broadway, New York 36, N. Y.  
Phone: LONgacre 4-8234

President.....Jerome Hyams  
Vice Pres.....Robert Seidelman

**Universal Pictures Co., Inc., Television**

445 Park Ave., New York 22, N. Y.  
Phone: PLaza 9-8000

Gen. Sales Mgr.....Norman Gluck  
Ass't Sales Mgr.....Alfred Mendelsohn  
Service Mgr.....Errol Linderman  
Universal City, Calif.  
Phone: STanley 7-1211

In Chg. of Prod.....Geo. Bole  
**Services Offered**—Production of television commercials and industrials from storyboard up to and including air dates. Distribution of sponsored films and industrials through United World Films.

**Productions**—TV commercials for Pepsi Cola, Philip Morris, RCA, DuPont, Lever



Bros., Proctor & Gamble, DeSoto, Chevrolet, Ford, Parliament, U. S. Steel, Budweiser, Campbell Soup, General Motors, Scott Paper, Scotch Tape, Eastman Kodak, Colgate-Palmolive.

**Unity Television Corp. of Calif.**

9100 Sunset Blvd., Hollywood 46, Calif.  
 Phone: CRestview 4-6955  
 N. Y. Phone: LOnacre 4-8234  
 President ..... Jerome Hyams  
 Vice Pres. .... Robert Seidelman  
 Coast Branch Mgr. .... Richard P. Buch  
 Productions—"Showmanship"; "Plus 80"; Lucky 13."

**Van Praag Productions**

1600 Broadway, New York 19, N. Y.  
 Phone: PLaza 7-2687  
 7417 Sunset Blvd., Hollywood, Cal.  
 Phone: HO 2-1141  
 3142 Ponce De Leon Blvd., Coral Gables, Miami, Fla.  
 Phone: HHighland 4-3191  
 2301 Dime Bldg., Detroit, Mich.  
 Phone: WWoodward 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  
 V.P.—Hollywood ..... Hugh Hole  
 V.P.—Miami ..... Harold Walsh, Jr.  
 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  
 Assoc. Prod. .... Mike Sage  
 Supervisor of Sales ..... Edward J. F. Thorn

Services Offered—Complete facilities for production of motion pictures, television, commercials, programs, industrial sound stage scene construction shop.

**Video Views**

7557 Sunset Blvd., Hollywood 46, Calif.  
 Phone: HOLlywood 3-4179  
 President ..... Bradley Kemp  
 Vice-President ..... Irving Kahn  
 Services Offered—Making of complete and comprehensive Kinescope recordings of competitive products, Kinescopes of Live TV shows, audition Kinescopes and pilotfilms.  
 Productions—Operation Tomorrow.

**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.

**Vidicam Pictures Corp.**

210 E. 5th St., New York 3, N. Y.  
 Phone: ALgonquin 4-7102  
 President ..... Al Justin  
 Head of Prod. .... Jim Rose  
 Ass't Head of Prod. .... Dave Reisman  
 Prod. Ass't. .... Morton Dubin  
 Set Designer ..... William Shriner  
 Studio Mgr. .... Joe Valenti  
 Supervising Ed. .... James McLean  
 Staff Eds. . . . M. Fallick, L. Plasterick, R. Gold  
 Traffic Mgr. .... Russ Kone  
 Art Director ..... Martin Thall  
 Services Offered—Production of filmed TV commercials, industrials and public relations films in black and white or color. Two complete sound studios.

**Visual Drama, Inc.**

129 N. Vermont Ave., Los Angeles 4, Calif.  
 Phone: DUNkirk 8-0525  
 N. Y. Phone: LOnacre 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.

**Volcano Productions Inc.**

1040 N. Las Palmas, Hollywood 38, Calif.  
 Phone: HOLlywood 7-3111  
 President ..... James A. Bank  
 Vice Pres. .... Gerald Schnitzer  
 Comptroller ..... Phillip Leonard  
 Supervising Ed. .... Dick Fritch  
 Services Offered—Production of TV shows, commercials and industrial films.

**Roger Wade Productions**

15 West 46th St., New York 19, N. Y.  
Phone: Circle 7-6797

Owner.....Roger W. Wade  
Art Dir., Acc't Sup.....R. L. Strickland  
Studio Manager.....G. Heidemann  
Prod. Co-ordinator.....Ann Koller

*Services Offered*—Production of TV commercials, sound slidefilms, industrial motion pictures, slides, telops and balops. Roger Wade Productions is featured in NAM's TV show Industry on Parade, featuring the latest in animation techniques.

*Productions*—Advertising that Speaks for Itself, for Seagram; Washington, Shrine of American Patriotism, for B & O R.R.; Song of the Iron Road, for Associated Railroads of N. J.; The Epic Story of Agent Plus, for Equitable Life.

**George Wallach Productions**

14 Lawrence St., New Hyde Park, N. Y.  
Phone: Floral Park 4-6795,  
N. Y. Circle 5-4042

Producer Director.....George Wallach  
Assoc. Prod.....Joe Popkin  
Ass't Director.....Maxwell Henry  
Dir. of Photography.....Kenneth Peach

*Services Offered*—Planning, supervision, production and creation of films for television, industry and theatrical release. Facilities for New York, Hollywood and foreign production.

*Productions*—It Happened in Havana, The Criminal.

**Ward Acres Studios, Inc.**

435 North Ave., New Rochelle, N. Y.  
Phone: NE 3-7244

President.....Jack B. Ward  
Vice-Pres., Gen. Mgr.....Olaf Olsen  
Stage Manager.....C. J. Hylick  
Secretary, Treas.....L. D. Haldimand

*Services Offered*—Studio rental with full facilities for all film production.

**Warner Bros. Pictures, Inc.  
TV Division**

4000 W. Warner Blvd., Burbank, Calif.  
Phone: HO 9-1251

Exec. Producer.....William T. Orr  
Ass't. to Exec. Prod.....Hugh Benson  
Story Editor.....Jack Emanuel  
Producer of Cheyenne.....Art Silver  
Producer of Conflict.....Roy Huggins  
Production Mgr.....Oren Haglund  
Supervising Ed.....James C. Moore  
Casting Director.....Edward F. Rhine  
Art Director.....Perry Ferguson

*Productions*—Cheyenne and Conflict.

**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*—Producers of all types of television film programming and theatrical films.

**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*—Production and distribution of all types of television film programming.

*Productions*—Craig Kennedy, Criminologist; Thrill of Your Life; Little Story Shop; Canine Comments.

**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.

**Wick Films, Inc.**

38 E. 57th St., New York 22, N. Y.  
Phone: PLaza 8-3360

President.....Charles Wick

*Services Offered*—Producing The Adventures of the Big Man, a TV series filmed in Europe.

**Wilding Picture Prods., Inc.**

385 Madison Ave., New York, N. Y.  
Phone: PL 9-0854  
1345 Argyle St., Chicago 40, Ill.  
Phone: LO 1-8410

President.....C. H. Bradfield, Jr.  
Exec. V.P.....L. S. Thompson  
V.P., Gen. Mgr.....J. A. Kellock  
V.P., Sales.....J. A. Rheinstrom  
Production Mgr.....Walter Tinkham  
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.**

15 E. 48th St., New York 17, N. Y.

Phone: PLaza 8-1024

Pres. & Treas. .... William L. Snyder  
 Vice-Pres. .... Peggy Snyder  
 Secretary .... Robert M. Davis

*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. Chg. West Coast .... Maurice Unger  
 V.P. Chg. Midwestern Div. .... Al Unger

*Syndicated Sales Dept.*

N.Y.C. Sales Mgr. .... Len Firestone  
 Midwestern Div. Mgr. .... Ed Broman

West Coast Div. Mgr. .... Allen Martini  
 East Coast Div. Mgr. .... Jack Gregory

*National Sales Dept.*

Sales Manager .... Walt Kingsley  
 Midwestern Div. Mgr. .... James Shaw

*Services Offered* — Custom-built films for national and regional release, and syndicated shows; Studio facilities, TV commercials.

*Production* — Harbor Command, The New Adventures of Martin Kane, Men of Annapolis, West Point, Dr. Christian, The Man Called X, Highway Patrol, Science Fiction Theatre.

**Zorro Productions**

2400 West Alameda Ave., Burbank, Calif.

Phone: TH 2-6131

Producer .... William Cottrell

**Maurice H. Zouary**

550 5th Ave., New York 19, N. Y.

Phone: COlumbus 5-1818

Owner .... Maurice H. Zouary

*Services Offered*—Production of filmed programs, packages and commercials.

**FOR LISTINGS OF  
 IMPORTANT  
 PROGRAM PRODUCERS  
 AND  
 PERSONNEL**

**SEE PAGE 929**

# PLAY AND STORY BROKERS

## Los Angeles, Calif.

- Bentel, George R.**  
5617 Hollywood Blvd. .... HOLLYWOOD 7-8608
- Bergerman Agency**  
141 El Camino Dr., B. H. .... CRestview 6-9667
- Elwood, Maron, Agency**  
4949 Hollywood Blvd. .... NORmandy 4-4786
- French, Samuel, Inc.**  
7623 Sunset Blvd. .... HOLLYWOOD 3-3146
- Irwin, Lou**  
9165 Sunset Blvd. .... CRestview 1-7131
- Kohner, Paul, Inc.**  
9169 Sunset Blvd. (46) .... BRadshaw 2-4062
- Morris, William, Agency**  
151 El Camino Dr., B. H. .... BRadshaw 2-4111
- Music Corp. of America**  
9370 Santa Monica Blvd., B. H. .... BRadshaw 2-3211
- Orsatti & Co.**  
300 S. Beverly Dr., B. H. .... CRestview 6-6241
- Ring, S. E.**  
1654 Cherokee Ave. .... HOLLYWOOD 7-6412
- Swanson, H. N., Inc.**  
8523 Sunset Blvd. .... CRestview 1-5115

## New York, N. Y.

- American Play Co.**  
522 Fifth Ave. .... MURray Hill 2-0156
- Ashley, Ted, Associates**  
579 Fifth Ave. .... MURray Hill 8-8330
- Bartsch, Hans**  
1501 Broadway .... BRyant 9-6933
- Brandt & Brandt**  
101 Park Ave. .... MURray Hill 3-5890
- Brown, Curtis, Ltd.**  
347 Madison Ave. .... MURray Hill 6-6170
- Century Play Co., Inc.**  
522 Fifth Ave. .... MURray Hill 2-0156

- Cowl, Carl**  
516 Fifth Ave. .... MURray Hill 7-6782
- Fishbein, Frieda**  
353 W. 57th St. .... CIRCLE 7-4398
- French, Samuel**  
25 W. 45th St. .... JUDson 2-4706
- Gaines, Blanche**  
350 W. 57th St. .... PLaza 7-0537
- Hayward, Leland**  
655 Madison Ave. .... TEMpleton 8-5100
- International Literary Bureau, Inc.**  
11 W. 42nd St. .... LONGacre 4-5576
- Jay Garon-Brooke Associates, Inc.**  
56 W. 45th St. .... MURray Hill 7-3236
- King, Eleanor**  
19 W. 44th St. .... MURray Hill 2-6390
- Matson, Harold**  
30 Rockefeller Plaza. .... CIRCLE 6-2750
- Morris, William, Agency, Inc.**  
1740 Broadway .... JUDson 6-5100
- Pauker, Dr. Edmond**  
1639 Broadway. .... COLUMbus 5-1726
- Reynolds, Paul R. & Son**  
599 Fifth Ave. .... MURray Hill 8-4767
- Roberts, Flora**  
545 Fifth Ave. .... MURray Hill 7-4137
- Salisbury, Leah**  
234 W. 44th St. .... LACKawanna 4-8628
- Sanford, Jay**  
17 E. 48th St. .... PLaza 5-1127
- Talent Associates, Ltd.**  
41 E. 50th St. .... PLaza 3-1030
- Taylor, Ethel C.**  
55 W. 55th St. .... CIRCLE 5-8620
- Williams, Annie Laurie**  
18 E. 41st St. .... MURray Hill 5-7565
- Writers Literary Agency**  
117 W. 58th St. .... JUDson 6-2470
- Writers Workshop, Inc.**  
280 Madison Ave. .... LEXington 2-9878

**WHO'S WHO  
OF  
TELEVISION FILM  
PRODUCERS AND  
DISTRIBUTORS**

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**BIOGRAPHICAL SKETCHES  
OF TOP-LEVEL FILM  
EXECUTIVES**

**1957**



# TELEVISION FILM PRODUCER AND DISTRIBUTOR PERSONALITIES

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**LANDAU, ELY A.**, President, National Telefilm Associates, Inc., and NTA Film Network. B. 1920, New York City. Following Army Air Force service in World War II, entered television as account executive in 1947. Organized Ely Landau, Inc., 1951 and produced television film shows. Formed NTA in Jan. 1954. Pioneered use of top feature films

for television with Selznick and Fox pictures. Organized NTA Film Network which began operations in Oct., 1956. NTA Film Network became a commercial reality in April, 1957.

**SUTTON, DAVID V.**, Vice Pres. in Charge, MCA TV. B. 1912, Clarksburg, W. Va. Attended U. of W. Va., U. of Va., L.L.D. 1935. M. Louisa Powell; daughter, Marlin, Age 15. Entered broadcasting as salesman, WBBM, Chicago, 1940. Eastern Sales Mgr., WBBM, 1942. Captain, U.S. Marine Corps, 1943. Genl. Sales Mgr., KMOX,

St. Louis, 1946. CBS Network Sales Staff, 1947. Sales Mgr., CBS-TV network, 1949. V.P. in Charge of Sales, CBS-TV network, 1951. V.P. in Charge, MCA TV, 1952. Board of Directors, MCA TV, 1954.

**LEVITT, ROBERT D.**, president and dir. of California National Productions, Inc., NBC subsidiary. B. New York City. Educated at Rollins College and Columbia University Law School. 1940 was named promotion dir. of N. Y. Journal American after several years of edit. and prom. work for that newspaper. Joined CNP as gen. mgr. in July, 1956,

after serving as director of national sales at Screen Gems, Inc. 1951-55, was V.P. and dir. of Hearst Publ. Co.

**SINN, JOHN L.**, President of Ziv Television Programs, Inc. Born 1915 Cincinnati, O. Attended University of Cincinnati. M. Joan Beck 1936; children, Patricia, 1940, Steven, 1945. Entered broadcasting as radio script writer for WCPS, Cincinnati, 1934. Worked at WLW, Cincinnati, 1935-36, President of Ziv Television Programs, Inc. since its inception, 1948.

**SILLERMAN, MICHAEL M.**, Exec. V.P., Television Programs of America, Inc. Attended Johns Hopkins University. M. Estelle Levande, 1943; children, Michael Tracy, 1946, Robert, 1948. Entered advertising with Alvin Austin Associates; Fairchild Publications; I. Miller Shoes; V.P., John D. Boyle and Biow ad agencies; Owner-producer, Hamilton Radio Productions, 1932-35; Station relations & Sales director, Sesac, 1935-40; Founded Keystone Broadcasting System, 1940; Joined Ziv Television, 1946; V.P., TPA, 1953. Member RTES.

**SHUPERT, GEORGE T.**, President of ABC Film Syndication, Inc. B. 1904, Alpena, Michigan. Attended University of Michigan, 1926. M. Evelyn LaLonde; children: Sally, George Jr., Joanne (Mrs. J. David Quinby). Investment banking, Detroit, Mich., 1926-1938; founded George T. Shupert & Co., 1936; entered film business as director of sales, commercial film div., Paramount Pictures, 1940-42; TV dept., 1942-1951; v.p. Peerless TV Inc.; gen. mgr. United Artists Television Corp. President ABC Film Syndication since inception in August, 1953.



**HYMAN, KENNETH**, Executive V.P.



Associated Artists Productions, Inc. B. 1928, New York, N. Y. M. Ellen Rubin 1953; child Gregory James, 1956; entered television in sales division of AAP, Ltd., one of the industry's pioneer feature film distributors, 1947; served in U. S. Marine Corps 1949-51; after Marine Corps service joined a production unit of Monogram Pictures as assistant director, 1952; rejoined AAP in 1953; member of NARTB, also Variety Clubs International.

**FOX, MATTHEW**, pres. of C & C Television, and on board of directors of C & C Super Corp. From end of 1941 to middle of 1943 was with the planning committee of the War Production Board in Washington. From 1943 to the end of the war was in the Army, as a volunteer, and was in charge of photographic coverage of the European Theater of Operation for SHAEF until Aug. 1944. 1950 went into the TV business and is owner of Motion Pictures for Television, Inc. 1954 formed Skiatron TV, Inc.



**HARRIS, LESLIE T.**, Executive, B. Bradenton, Fla., March 10, 1916. E. Washington and Lee U., Columbia School of Journalism. Staff dir., CBS; then announcer WOR; radio director, Benton and Bowles; nat'l prog. dir., NBC radio network; radio-TV dir., Colgate - Palmolive; partner Bernard L. Schubert package film org.; now vice president CBS TV



Film Sales.

**KAUFMAN, REUB**, president of Guild Films, Inc. B. Russia, 1903. Attended University of Chicago. M. one son, Curtis, 1929. From 1940-46 was advertising vice-president, Lieber Company, Chicago. 1946-50, president Kaufman and Associates, Chicago advertising agency. 1950-52 sales manager Snader Telescriptions. In 1952 organized Guild Films, Inc. and was appointed president.



**MANBY, C. ROBERT**, RKO Teleradio Pictures, Inc., vice president in charge of RKO Television. B. Battle Creek, Mich. Educated at Hillsdale College and Harvard Graduate School of Business, where he obtained his M.B.A. Served with the Coast Guard during World War II. Associated with WJW, Cleveland, WONS now (WGTH) Hartford, and Yankee regional network before joining RKO Teleradio in 1953. M. to former Pauline Chapple. Children, Charles Robert, Jr. and John Thomas.



**HACKETT, HAROLD L.**, president and chairman of the board, Official Films, Inc. B. New York, New York. Graduate University of Michigan. M. Father of two daughters. Entered on business career with The Outdoor Advertising Co., 1923-25. Writer-director for NBC radio 1925-32. Vice-president in radio-TV, MCA, 1932-53. 1953, joined Official Films, Inc. as president. Elected to chairman of the board, 1955.



**RIFKIN, MAURICE J.**, Vice President in Charge of Sales, Ziv Television Programs, Inc., New York, N.Y. Born, 1915, Marinette, Wisconsin. Attended University of Southern California, Bachelor of Arts, 1936, M.A., 1937. M. Theodora Levin, 1948; children, Joan Shelly, 1950. He entered the broadcasting industry in 1938 with Station WKBN, Youngs-

town, Ohio. Joined Frederic W. Ziv Co. as Account Executive 1939.



**SCHAEFER, ARMAND LUDWIG**, television film executive, Flying A Prods. B. Tavistock, Ont., Canada, 1898. Student Spokane pub. schs. M. Audrey Burroughs, 1929. Dau. Jill Elaine (Mrs. Ernest Wm. Shepherd), 1933. Entered motion pictures 1924 Mack Sennett as property man. 1943-47 executive-producer Republic. 1947-53 pres. Gene Autry Prod., Columbia release, Gene Autry features. 1950-57 pres. and executive-producer Flying A Pictures, Inc. prod. TV films: Member: Alliance of TV Film Prod., Inc. (President '55).



**MAHLSTEDT, FRED J.**, Director of Operations and Production, CBS Television Film Sales, Inc., Attended Pratt Institute and Columbia University. M. Helen McCann, 1942. Joined CBS in 1937 as Manager of Sales Presentations. Subsequently Director of Research and General Service Manager CBS Radio Spot Sales; Director of Sales Promotion, Program Sales and General Services for CBS Television Spot Sales. Organized CBS Television Film Sales in 1950.



**SANDE, ROBERT L.**, president and founder of Song Ad Film-Radio Productions, Inc., Hollywood, Calif. Attended Univ. of Cal. at Santa Barbara. M. Katherine Kingsbury 1942; children, Jeanine, 1950, Dale, 1952. Entered show business as professional musician, singer, in 1936, song and special material writer from 1940, special services for bond sales and troop entertainment in World War II. 1950 started Song Ads Company. Member Advisory Committee on Naval Affairs.



**WEIS, PIERRE**, Gen. Mgr. of Economee Television Programs, Ziv. B. 1911, Lille, France. Attended Sorbonne University, Paris, France. B. of Mathematics and Philosophy. M. Marjorie Sweet, 1942; children, Anne, 1944, Ellen, 1945. Came to U. S. in 1937. Gen. Mgr. Ozaphane Corporation of Amer. Served in World War II as Lieut. in French Army in 1940 and served also in the U. S. Army, Lieut. 1943 to 1946. Assumed present post Nov. 1956.



**HERSH, SAM**, president of Family Films, Inc. Formed Family Films, Inc. in 1948. Company has produced more than 250 religious films for both the TV and church markets. Firm is the largest producers and distributors of religious pictures in the world. Family Films recently signed a 20-year lease covering their exclusive use of Keywest Studios in Hollywood. Hersh has been in the film business for the past twenty years.



**SHARPE, DON W.**, President, Sharpe-Lewis Productions. B. 1912, Livingston, Montana. M. Betty Moran, 1946; children, Donna, 1941 (by previous marriage), Kathleen, 1947, Deborah, 1950, Tina, 1954. 1930, Northwestern University. 1936, started writing scripts for radio; 1939, head-writer of Kate Smith radio hour, scripts for Cavalcade of



America; 1941, became agent for Frank Vincent Talent Agency; 1943, sold first radio package, "Private Life of Josephine Tuttle", 1947, formed own agency.

**ALEXANDER, MAX**, vice-president, M & A Alexander, was born in Germany. He is single. He first entered the motion picture field in Berlin in a production capacity. After working in the motion picture field in Europe he arrived in Hollywood and joined Abe and Julian Stern. In 1931-32 he was associated with Phil Goldstone in several ventures. In 1949 he and his brother, Arthur, formed M & A Alexander Productions.



**GROSS, JACK J.** a native New Yorker, entered entertainment field as a movie-house usher. Became executive producer at RKO. After a series of outstanding movie successes, joined with Philip N. Krasne to form Gross-Krasne, Inc. Produced over 100 "Big Town" TV shows, 39 "Lone Wolf" telefilms. With Rawlins-Grant, co-produced "Mayor of the Town" starring Thomas Mitchell. In 1952 acquired California Studio as home lot.



**ALEXANDER, ARTHUR**, president of M. & A. Alexander Productions, was born in Germany, 1909. He is married and the father of one son, Burton. 20. His schooling was completed in Kassel, Germany and he started his career in the department store field. In switching to the motion picture field he joined Universal Studios, Frankfurt and in 1929 arrived in Hollywood as an assistant director. In 1930 he joined his brother Max in organizing an independent firm.



**SOLOW, EUGENE H.**, President of Solar Productions, Inc., Vice-president of Authors Playhouse, Inc., Wesmor Productions, Inc. and Fort Delivery, Inc. B. 1904, Salem, Massachusetts. Attended Harvard University, B.A cum laude, 1925. Bachelor. Entered newspaper business after college as reporter on Brooklyn Eagle, special feature writer on New



York World, and Associate Drama critic on New York Times. Migrated to Hollywood in 1933 and authored or co-authored forty-three feature films.

**THORGERSEN, ED**, 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. He 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.



**UNGER, MAURICE**, vice president in charge of West Coast operations for Ziv Television Programs, Inc., was born and raised in Cincinnati. He joined Grandpa Brands Inc., a liquor firm in 1934, and remained there until 1947. 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.



**FLEISCHMAN, HARRY**, president of Louis G. Cowan, Inc., producers of "The \$64,000 Question," is a native New Yorker, but grew up in Portsmouth, N. H. Received his degree from Boston U., following which he was associated with Gilbert Miller for over a decade and a half. 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.

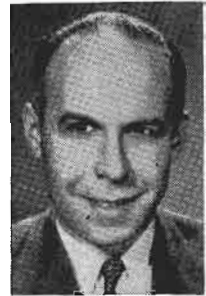


**REINER, MANNY**, head of International Division of Television Programs of America. He was formerly vice president of Guild Films, Inc., and had also been vice president in charge of sales at PSI-TV, Inc. He joined Warner Bros. back in 1933, and then was associated with MGM, Monogram Pictures,

Paramount and David O. Selznick.



**LIPMAN, HAROLD R.**, 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. He joined Audio Productions, Inc., in 1936. During the war years he was assigned to the film production unit covering the Burma campaign. In 1946 he returned to Audio Productions.



**WICK, CHARLES Z.**, executive head of Splendex Enterprises, producers of color telefilm. He 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.



**KELLEHER, HELEN "BIJOU"**, president of the Empire Broadcasting Corporation, entered the recording business following the death of her husband, Gerald. Business acumen was gained at Marymount College, and by the receipt of a Masters degree from Fordham University. The firm has grown from four recording machines to 30. Empire does chiefly the mechanical work for ad agencies and stations.





**COLLINS, EARL**, 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. The HTS organization today has a sales representation in 32 key cities across the nation. Company plans to produce a number of TV filmseries.



**WRATHER, JACK**, president of Wrather Television Productions, Inc., and former 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.



**HUNT, G. CARLETON**, president of General Film Laboratories Corp. was born in 1908 in Bridgeport, Conn. He is married and the father of two sons. He started with the Hunt theatre chain and moved to Warner Theatres in 1929. He is a governor of the Academy of Motion Picture Arts and Sciences. He entered the TV field in 1951 through acquisition of Paramount Pictures' film laboratory.



**KRASNE, PHILIP N.**, partner with Jack Gross in Gross-Krasne, Inc. B. Norfolk, Neb. A graduate of the University of Michigan, he obtained his law degree from the University of Southern California and practiced law, specializing in motion picture production. Produced the famous "Charlie Chan" series, followed by "The Falcon" series. With Fred Ziv, he acquired rights and began filming "The Cisco Kid". In 1950, he switched to TV and produced 39 color Cisco Kid films.



**HENRY, MARTIN P.**, 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 Manchec. Martin serviced West Coast Productions, shooting screen tests, second units, and backgrounds.



**HUOT, LOUIS**, 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, headquartered in Paris, and has worked for numerous other papers, including the Montreal Gazette.



**FRIEDHEIM, ROBERT W.**, Vice President of Ziv Television Programs, Inc. and World Broadcasting System, Inc., Born 1908, Memphis, Tennessee. Attended Westminster College, Fulton, Missouri. Married Helen B.; children, Steve B. and Anne. Entered broadcasting as writer WMBH, Joplin, Missouri, 1932. Assistant General Manager WMBH,



Joplin, 1934-1937. Joined National Broadcasting Company Radio Recording Division 1937, worked as salesman, Sales Manager and became Director of Division 1948. Joined WBS in 1949.

**GOODMAN, HARRY S.**, general manager of Harry S. Goodman Productions; pres. and gen. mgr. of Banker's Thrift Corp., Chicago; pres. of Radio TV Representatives, Inc., 1920-1930 (financial advertising). 1931, taught sales psychology — N. Y. Life Ins. Co. 1931 to present, gen. mgr. of Harry S. Goodman Prods. 1948 to present, pres. of Radio-TV Reps. Inc. — N. Y. — Chicago — Los Angeles — San Francisco — Atlanta. Married, five children, Everett F., Daniel R., Dorelle Frances, Hollis Lee and Denise Loraine.



**ZUCKER, NATHAN**, President of Dynamic Films, Inc. B. 1914, N. Y. A graduate engineer of Yale and Columbia. M. Helen Bellford, 1941; children, Ruth, 1944, William 1946, Laura, 1950, and Paul, 1953. Formerly top audiovisual writer with Bendix-Aircraft. Was co-founder of Dynamic Films, Inc., in 1948. Has acted as producer and director of such award



winning television series as, "On Stage With Monty Woolley" and "Let's Make Music."

**SCHWIMMER, WALTER**, owner, Walter Schwimmer Company, President Radio Features, Inc. B. 1904, Chicago, Illinois. Attended Northwestern University, B.A., 1924. M. Daisy Seltzer, 1927; children, Philip, 1932, Bettina, 1938. Organized advertising agency of Schwimmer and Scott with R. J. Scott, February 1933. Organized Walter Schwimmer Company, 1946 for production and syndication of Radio-Television programs. Chairman 1956 Advertising Division, Combined Jewish Appeal.



**BARRY, CHARLES C.**, Executive. B. Newton, Mass., July 1, 1911; Advertising dept. of Boston Globe; copywriter, Montgomery Ward; radio announcer NBC, Washington, D. C.; night mgr. WRC and WMAL, Washington, D. C., 1938; asst. prog. mgr. Blue Network, 1941; v.p. charge of AM and TV prog. ABC, 1947-50; v.p. chg. of AM-TV prog. NBC;



vp. charge program sales, NBC; TV exec., Wm. Morris Agency, 1955; v.p. chg. MGM-TV April 1956.

**MICHELSON, CHARLES**, president of Charles Michelson, Inc. B. 1909, New York. Attended Columbia University, M. Vivian Worth 1941; children: Robert, 1944, Stephen, 1950. Entered broadcasting as export manager, radio division, Michelson & Sternberg, Inc., 1936. Established Charles Michelson, Inc., 1938. Pioneer radio transcription program distributor; established sound effect record division 1939; retained as U.S.A. representative 1949 by Grace Gibson Productions, Sydney, Australia.



**SMALL, EDWARD**, co-founder and chairman of the Board of Television Programs of America, has worked as a performer, and as a producer and manager. In 1942 he went to Hollywood and established himself as the leading manager in Hollywood. 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.

**RITENOUR, J. RICHARD**, general manager of the TV division of Modern Talking Picture Service, joined the company in 1946, and was promoted to his present position in January, 1951. Before joining Modern, Ritenour was in Naval air photography as a lieutenant, and served in the Pacific Theater. Prior to entering the service, he was manager of the distribution department for Wilding Pictures. Ritenour is a graduate of Penn State.



**NATHAN, WYNN**, vice president, MCA TV, Ltd., started his career in the casting department at Universal in 1941. After serving in the Army Air Force as a film director during the war, he worked as an agent for the William Morris Agency and for Century Artists Ltd. He joined United Television Programs, Inc., in 1950, and in 1953, when Gross-

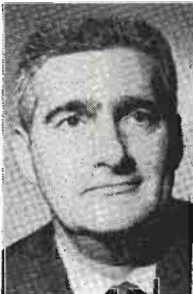


Krasne took over UTP, he was named sales manager. MCA TV absorbed UTP late in 1954, and Nathan was then appointed vice president.

**DAND, CHARLES**, Director of the Films and Publications Division of British Information Services in New York City, received his education at Glasgow University. 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. In 1937 he entered British government services as Public Relations Office, Edinburgh. He returned to London in 1949 with the Central Office of Information and came to New York in 1952.



**LEWIS, WARREN**, Executive vice pres. Sharpe-Lewis Productions. B. 1911, Boston, Mass., M. Lillian Chaise, 1938; children, Lynn, 1944, Leslie C., 1946, Michael David, 1947. Entered broadcasting as freelance radio and script writer for CBS and NBC 1939-40. Hollywood, 1941. Army Air Force 1941-45, M/Sgt. In 1951 general program super-



visor Don Sharpe Television Enterprises. In 1954 tv film producer "Henry Fonda presents The Star & The Story" series.

**GERMAN, WILLIAM J.**, 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.



**MIESEGAES, WILLIAM L. P.**, President



of Transfilm Incorporated. B. 1906, London, England. Attended Harrow, England, 1920-24, Institut le Rosey, Switzerland, 1924-25. M. Mary T. Blackwood, 1952; daughter, Mary Jane. 1955. Joined A. C. Fraser & Co., Rotterdam merchant shippers as jr. executive in 1926; Meyer & Co., Amsterdam shipping agents in 1927; was executive with Mac-laine Watson & Co., merchant shippers of London from 1928-32 and, for the most time, was located in Indonesia. Founded Transfilm, April 9, 1941.

**LEVY, MAURICE**, President, Eastern



Effects, Inc. (Motion Picture Opticals). M. Alice Kahn, 1940; children, Diane Barbara, 1945, Sandra Lynn, 1950. Pioneered Optical Effects for TV commercials. Helped organize Eastern Effects, Inc., 1952. Elected President, 1952. Member of Society of Motion Picture Engineers. Addressed New York

Chapter concerning Optical Effects, December 1956. Member Musicians' Locals Nos. 802 N. Y. and 526 N. J. Musical Instrument Instructor Park Ridge, N. J. High School, 1947-49.

**REID, ROBERT H.**, Manager, International



News Service — International News Photos Television Division. Born: January 17, 1908, New York City. Married: Danise Weiskopf, 1944. No children. Attended Cornell, 1926. Wall St. to 1938. Joined INS 1940, Salesman. Captain, AAF, 1942-45. Two years Alaska duty. Assistant Sales Manager, INS, to

1947. Set up and managed TV Dept. 1948 to present.

**UNGER, OLIVER A.**, executive vice pres-



ident of National Telefilm Associates and NTA Film Network. B. 1914, Chicago, Ill. Attended Syracuse University, B. A., 1935. Upon graduation entered motion picture field with Hoffberg Productions, Inc. Served as Eastern Div. Mgr., Monogram Pictures. Organized Distinguished Films, Inc., 1945. Organized Snader Telescription Sales, Inc., 1949. Became partner Television Exploitations, 1951. In 1953 organized Comet Television Films, Inc. Came to NTA in 1954 and named executive V.P.

**BADER, DAVID A.**, Vice-President in



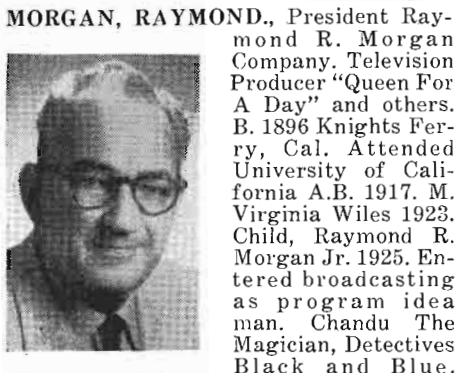
Charge of Sales of Atlantic Television Corporation. B. 1908, N. Y. C. Columbia University (N.Y.) School of Journalism; University of Southern California (Los Angeles), Business Administration Courses. Prior to entering television in 1948 was specialist in 16mm production and distribution, as well as publisher of three different publications having to do with 16mm and television. Charter member National Television Film Council, member of RTES and Sales Executives of New York.

**RICH, W. ROBERT**, General Sales Man-



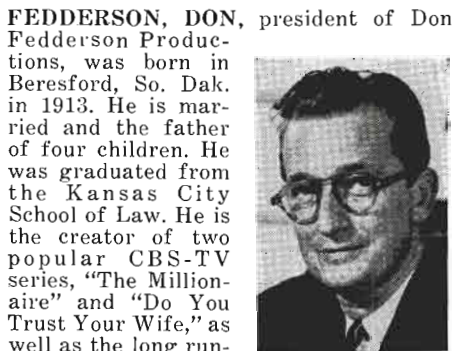
ager Associated Artists' Productions, Inc.; Oberlin College, B.A.; M. Florence Lovell 1942; children, Linda, 1943, Robert, 1944, Joan, 1946, Ronald, 1949; entered broadcasting at NBC Cleveland station while at Oberlin; news editing and special events stints for NBC San Francisco and NBC New York stations, 1939-40; during war served as captain of tank company; joined AAP, 1955; member RTES; T.R.A.C., Philadelphia.





**MORGAN, RAYMOND.**, President Raymond R. Morgan Company. Television Producer "Queen For A Day" and others. B. 1896 Knights Ferry, Cal. Attended University of California A.B. 1917. M. Virginia Wiles 1923. Child, Raymond R. Morgan Jr. 1925. Entered broadcasting as program idea man. Chandu The Magician, Detectives Black and Blue,

Strange As It Seems, Breakfast in Hollywood, Queen For A Day etc. President Raymond R. Morgan Advertising Agency.



**FEDDERSON, DON**, president of Don Fedderson Productions, was born in Beresford, So. Dak. in 1913. He is married and the father of four children. He was graduated from the Kansas City School of Law. He is the creator of two popular CBS-TV series, "The Millionaire" and "Do You Trust Your Wife," as well as the long running "Life With Elizabeth." Don had a long and successful career in radio before turning his talents to TV.

Don had a long and successful career in radio before turning his talents to TV.



**FAIRBANKS, JERRY**, president, Jerry Fairbanks Productions, Inc. of California was born in San Francisco, 1904, is married and the father of a daughter. He started his career as a cameraman in motion pictures and is a winner of two Motion Picture Academy Awards. He is a developer of the Multi-Cam System and is now one of the leading commercial film makers in the industry.

commercial film makers in the industry.

**STREECH, WILBUR J.**, 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. Right after the war he became a partner in Triangle Films. In 1951, the UCLA graduate formed the present company on his own.



formed the present company on his own.



**LEEDS, MARTIN** N., executive vice-president of production at Desilu Productions, Inc. is a native New Yorker, born there in 1915. He is married and the father of two sons. He received a BS and LLB from NYU and is a member of the California bar. He joined Desilu in 1953 coming there from his former position with CBS-TV as business affairs

director.

**LEWIS, TOM**, president, Lewislor Productions Inc., was born in Troy, N. Y. He is married to Loretta Young and has one daughter. After graduation from Union College he worked for NBC, Young & Rubicam, and during World War II created the armed forces radio service. In 1953 he formed Lewislor Enterprises, Inc. and produced "The Loretta Young Show."



**GUEDEL, JOHN**, John Guedel Productions. Los Angeles, Calif. Attended UCLA, no degree. Originated radio's first audience stunt show and singing commercials. Producer and director of Art Linkletter's Houseparty, CBS-TV and radio, "People Are Funny," NBC-TV and radio and "You Bet Your Life" starring Groucho Marx. Writer Hal

Roach studios on Our Gang comedies and Laurel and Hardy shorts. Entered broadcasting writing dramas for Forest Lawn Memorial Park.



**GLUCK, NORMAN E.**, Sales mgr. Universal Pictures Co. Television Dept. Vice President and Director of United World Films, Inc. (Universal subsidiary). B. 1914 Racine, Wis. Started in Show Business as usher, managed motion picture theatres for Skouras & RKO various parts of country. Joined Universal in 1946. Member of Board of Governors Radio-TV Executive Society 1956-57.

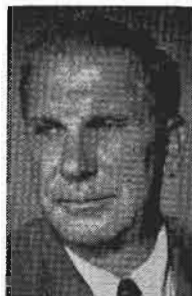


**HOWARD, BERNARD**, President, Academy Film Productions, Inc., Chicago. B. 1917, Libau, Latvia. M. Edith Rousky, 1943; children, Richard Philip, 1951, Laurel Jean, 1954. Writer-director, Radio Council, Chicago Board of Education 1938-40. Writer, WLS Schooltime, 1940-41. Army 1941-43. Continuity writer, WBBM-CBS, 1943. Script Chief,

W. E. Long Agency 1943-44. Ass't Radio Director, Arthur Meyerhoff Agency, 1944-48. Head of own firm—Howard Radio-TV Productions, 1948-49. Founded Academy Film Productions 1950.



**BRANTON, G. RALPH**, V. P. and Director Allied Artists Pictures, President Interstate Television Corporation, (Allied Artists Subsidiary), prod. TV films. Circuit executive with old Finklestein & Ruben circuit, Minnesota and the Dakotas; Mgr. Publix New England circuits; upon decentralization, dir. Iowa, Neb., Ill. territories; Gen. Mgr. Tri-States Theatre Corp.; res. late 1950 to enter TV via M.P. Television Prod. Hollywood.



**GOLDMAN, HAROLD**, vice president in charge of sales for National Telefilm Associates. B. 1915, New York City. Attended Winon Military Academy, N. J. Entered broadcasting with Amalgamated Radio Network. Served in Army Air Forces during World War II. In 1948 became associated with Snader Telescription Sales, Inc. as Eastern sales manager. Joined in formation of Television Exploitations, Inc. In 1953, joined Oliver Unger in organizing Comet Television Films, Inc. Joined NTA in 1954.



**KEARNEY, DONALD L.**, Vice Pres. chg. of Sales, director, ABC Film Syndication, Inc. B., 1918, Yonkers, N. Y. Fordham Univ., A.B., 1939. M. Josephine Calvelli, 1948; children, James, 1949, George, 1951. Entered broadcasting sports announcer 1936, staffs of WNYC, N.Y., WFAS, White Plains, WHAM, Rochester, WAGE, Syracuse. Radio Director, USO, 1941; US Army 1942-1946. Joined ABC Film Syndication, 1953. Elected v.p. and director, 1954. Member, Overseas Press Club of America, RTES.







**TODMAN, WILLIAM SELDEN**, 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 began writing and directing for a number of BBD&O radio shows.



Later, he joined the Biow Company as N. Y. Producer.



**RYND, CHARLES E.**, president and chairman of the board of Audio & Video Products Corporation, helped develop the technique of delayed network broadcasting via Ampex Tape Recordings. A graduate of Massachusetts Institute of Technology, and Hamilton College, Charlie entered radio with NBC, later moving over to ABC to become vice-president and assistant secretary before leaving to form his own firm.



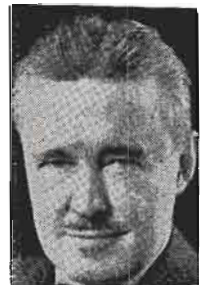
**SCHWARZ, MICKEY**, president of ATV Film Productions, Inc., got his first professional job with the Meyer Reiger Film Laboratory in New York. In 1937 he became a charter member of the Society of Motion Picture Film Editors. He also worked with the Major Picture Studios, and Universal. During the war 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.



**RAIBOURN, PAUL**, 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 NARTB, treasurer and director of the Allen B. DuMont Laboratories, Inc., and President of TV station KTLA, Los Angeles. He has been associated with Paramount since 1921.



**SALZBURG, MILTON J.**, president of Cornell Films, Inc., and of Pictorial Films, Inc., launched his career at the Roxy Theatre in New York and 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. In 1953, he formed Award Television Corporation, of



which he is president, to produce package film programs for use on television stations.

**PIEL, DAVID**, independent producer of commercial productions, TV spots, sales training films, slide films. His children's "spectacular," "Golden Time" (in color) was produced for NBC-TV with Simon & Schuster for Christmas - time viewing. 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.



TELEVISION FILM EXECUTIVES

**BECK, MAURICE**, together with Ed E. McLemore produced a film series entitled "Texas Rasslin'" which was one of the highest rated sports shows on TV. A native Texan, he accepted a job at the Federal Reserve Bank in Dallas. 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.



**HOCHHAUSER, EDWARD, 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. The 38-year-old Hochhauser is an alumnus of the University of Virginia.



**COHN, RALPH M.**, vice-president and general manager of Screen Gems, Inc., television subsidiary of Columbia Pictures, was born May 1, 1914. In 1941 he became executive producer of Darmour Productions. After service in the Signal Corps during the war, he formed Triangle Productions and later Pioneer Telefilms, which became the Columbia subsidiary, Screen Gems, in 1951.



**JEWELL, JIM**, president of Jewell Radio and Television Productions, Chicago, began his radio career in New York in 1926 with Channon Collinge. In 1939, Jim moved to WWJ as program and production director. 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. In 1945, he founded his own business.



**GLADDEN, GEORGE S.**, executive vice-president for Academy Pictures, Inc., joined the firm in 1954. In 1931 he joined General Motors and rose to become the head of the Public Relations Motion Picture Department. In 1938 he joined Audio Productions and simultaneously acted as Eastern color director for Technicolor, Inc. Starting in 1940, he served for 14 years with the J. Walter Thompson Agency.



**JEFFEE, SAUL**, president of Moviela 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 has finished up an expansion program that has increased the firm threefold.



**ORR, W. WALLACE**, President Tel Ra Productions, Philadelphia, Pa. Attended Ohio State University, M. Dorothy Cosgrove, 1934, children, Cynthia Jane, 1939, William Wallace, 1944. Entered advertising as co-ordinator for N. W. Ayer & Son, Inc., 1930-1935, Account Executive 1935-1944, Vice-President of N. W. Ayer & Son, Inc., 1944-1948. Founded



Tel Ra Productions, 1948. President Merion Park Civic Association 1950-1952; House Committee Philadelphia Country Club 1953—; Poor Richard Club; Racquet Club.

**CULHANE, SHAMUS**, Pres. of Shamus Culhane Productions, Inc., N. Y., N. Y. Married Maxine Marx and in 1950 launched Shamus Culhane Productions, Inc. Children, Bryan 2 yrs., Kevin 6 mos. Full-fledged director at 19, and in 1935 joined the Walt Disney Studios as a pantomime specialist. Worked exclusively on Pluto, later on Snow White and Pinocchio, etc. Has supervised production of more than 1000 TV commercials. Offices in New York and Hollywood.



**GORDON, MILTON A.**, President of Television Programs of America, Inc. Born, 1908, Chicago, Illinois. Attended University of Chicago, Ph.B. 1929; J.D. 1931. Married. Elinor Loeff, 1937; Children, Stephen, 1942, Leslie Susan, 1945. V.P. Walter E. Heller & Co., Chicago, 1946-1953. President of Television Programs of America, Inc., 1953-present.



**ASHER, JACK**, president of Lab-TV. B. 1902, Brooklyn, N. Y. Attended C. C. N. Y. M. Celeste Morel 1932. In the industry for over a quarter of a century. Has been associated with the Gevaert Co., and for 8 years with the Photographic Advertising page of the old New York Sun. Has also been a photographic buyer and consultant for the U. S. Navy Ships Stores. Has been an active Mason for many years and is a member SMPTE.



**VAN PRAAG, WILLIAM**, President of Van Praag Productions New York-Detroit - Miami - Hollywood. B., 1920, New York, New York. Attended Columbia University. M. Rosalind Marcus, 1943; children, Eugene S. and Raymond M., 1946. Feature shorts and documentary motion pictures as production manager, film editor, actor and director. OWI, 1940. Army, 1942. United Artists, 1946. NBC, 1947. Executive Vice President of Television Features, 1948. Founded Van Praag Productions, 1950.



**MAYERS, ARTHUR A. "ARCHIE"**, general manager of Standard Television Corp. Was at one time gen. mgr. of Colorfilm and while in that post helped establish the present Cinecolor. 1942 became assistant to Jules Levy, pres. of Mayfair Prods. 1950, organized and headed as president, Unity Television Corp., and also served as general manager. 1955 disposed of all interests in Unity, and latter part of '55 became gen. mgr. of Standard.



**REED, ROLAND**, president of Roland Reed Productions. B. Middletown, N. Y. 1922 headed for Hollywood. Made his first commercial picture in 1930 for Westinghouse. Later made a feature length Technicolor picture. 1950 made first TV series, "Stu Erwin Show". Series which followed include "Waterfront," "My Little Margie," "Rocky Jones, Space Ranger," "Beulah" and "Mystery Theater." TV film series for which pilots have been made, "Alarm," and "The Great Mouthpiece."



**TURNER, CHARLES L.**, executive producer of Video Pictures, Inc. B. Nov. 29, 1915 Washington D.C. Attended Yale, Harvard, Columbia, George Washington and American Universities, B.A. M. Joan Fremont Hull 1942. Children, Shelley Hull, 1944, Sara Juliet, 1946, Star Fremont, 1948, John Charles Fremont, 1952. 1939-1941, with NBC. 1941-45, U.S. Army. 1946 directed shorts Universal Pictures. 1952-55, vice pres. of Owen Murphy Prods., Inc. 1956 to present in charge of Video Pictures.



**BRAY, JOHN RANDOLPH**, Pres. Bray Studios, Inc., N. Y. B. Aug. 25, 1879, Addison, Mich. Attended Mich. Coll. M. Margaret Till 1905. 1 son, Paul A. Newspaper Artist. Contributed cartoons to foremost American and European humorous magazines. Introduced first animated cartoons in theatres 1912. Invented and developed the animated motion picture processes, and patented processes 1914. Organized Bray Studios, Inc. to produce cartoons in quantity 1914. Began making films for schools 1915.



**KEEVER, H. WELLER (Jake)**, director of sales, NBC Television Films division of California National. Born in Chicago. Graduate of Yale University. Has served as national sales manager for NBC Television Films since January, 1955. Joined NBC as a film division salesman in 1951. Was named central sales supervisor in 1953. Before joining NBC he was associated with the food brokerage firm of J. A. Weller, Jr. Co.



**GOLD, MELVIN L.**: President of Mel Gold Productions, Inc., N.Y.C. B. Chicago, Illinois, Sept. 3, 1909. 1930 joined MGM, in Chicago, as assistant office manager. To Reinheimer Circuit in 1932 to operate theatres, in Hammond, Indiana. In 1940, he organized own advertising agency, Sales, Inc., in Hammond, Indiana. Joined Filmack Trailer Co. in 1941 as advertising manager. Formed Mel Gold Productions, Inc. in June, 1954. Member Publicity Club of New York.



**LAWRENCE, ROBERT**, pres. of Robert Lawrence Productions, Inc., N. Y., Canada and Hollywood. Graduate of West Point, came out of U.S. Army in 1947 and entered the film business. Associated with RKO Pathe and Jerry Fairbanks Productions. Formed Robert Lawrence Productions in 1952. Recently acquired Loucks and Norling Studios, Inc., N. Y. Produces filmed commercials for television and films for industry and government.





**SMITH, FLETCHER**, president of Fletcher Smith Studios, Inc., producer of TV films, commercials and industrial films, 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. 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.



**GOODSON, MARK**, partner with Bill Todman in Goodson-Todman Productions. B. Sacramento, Calif. Began career as a child actor in stock companies. Entered radio at KJBS, San Francisco, as a disc jockey in 1936. He moved to the Don Lee network in 1937. He came to New York in 1942 where he emceed "Battle of the Boroughs" and "Jack Dempsey Sports Quiz." Also wrote and directed dramatic spots on the "Kate Smith Show," and co-produced the first of the "Stop the Music" series.



**BONAFIELD, JAY**, independent producer, was formerly 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. In 1931 he joined Pathe as newsreel film editor. He was transferred to the short subjects department, where he became head of the editing department, and then



**VALENTINO, TOM**, 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 as a piano tuner, and while working around 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 shows on Broadway, and theatres across the nation.



to production manager.

**BRANDT, RICHARD PAUL**, vice president of Trans-Lux Pictures, vice president of Brandt Theatres and president of Trans-Lux Television Corp., graduated from Yale in 1948. Worked with Donahue & Coe, Worthington Air Conditioning Co., Joe Hornstein, Inc., and RKO Pictures. He joined Trans-Lux Theatres in 1950 and Brandt Theatres in



**STAHL, AL**, president of Animated Productions, 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. His firm has created and produced TV animated and live advertising for leading agencies. Al developed slide-motion and multi-plane animation for NBC-TV. He is a member of the board of National Television Film Council.



1952. From 1948 until 1950 he was involved in a special training program which he and his father, Harry Brandt, organized. He is married and the father of two children.

**A. S. C. A. P.**  
By **PAUL CUNNINGHAM**  
**President**

**T**HE American Society of Composers, Authors and Publishers serves our nation's television and radio broadcasters in the clearance of music copyrights for the commercial performance of its varied and extensive repertory.

Through the simple machinery of an agreement between the licensee and our society, acting on behalf of the writers and publishers of the nation's outstanding compositions, the licensee obtains complete clearance of the entire catalog of its members' works.

With a membership of more than 4000, ASCAP is proud of the caliber of music it makes available to the broadcasting industry, as well as every phase of the entertainment world.

The Society maintains headquarters at 575 Madison Avenue, New York City, with 24 branches throughout the country. Officers as of January 1, 1957, are:

Paul Cunningham	President
Louis Bernstein	Vice-President
Otto A. Harbach	Vice-President
John Tasker Howard	Secretary
Saul H. Bourne	Treasurer
George W. Meyer	Assistant Secretary
Frank H. Connor	Assistant Treasurer

The Board of Directors is comprised of 12 writers and 12 publisher-members, elected bienially, 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, J. J. Robbins, Gustave Schirmer, Maurice Scopp, Herman Starr.



# SONG HITS OF 1956

January 1, 1956 to January 1, 1957

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 1955 are noted by the date . . . (1955).

Total ACI Points	Number of Weeks in ACI Survey	Song Title	Production	Publisher
38423	38	* I COULD HAVE DANCED ALL NIGHT	(My Fair Lady)	Chappell
35976	38	* On the Street Where You Live	(My Fair Lady)	Chappell
27162	27	Poor People of Paris		Connelly
26086	25	Lisbon Antigua (1955)		Southern
24758	24	Standing on the Corner	(Most Happy Fella)	Frank
24386	25	Theme from Three Penny Opera (Moritat)	(Three Penny Opera)	Harms
24049	19	Rock and Roll Waltz		Sheldon
23489	24	Canadian Sunset		Meridian
23432	21	Hot Diggity		Roncom
22522	26	* True Love	(High Society)	Buxton Hill
19724	35	* I've Grown Accustomed to Your Face	(My Fair Lady)	Chappell
19400	14	Memories Are Made of This (1955)		Montclare
18960	31	Mr. Wonderful	(Mr. Wonderful)	Laurel
18697	36	Allegheny Moon		Oxford
17828	17	No Not Much		Beaver
16497	27	Whatever Will Be Will Be	(Man Who Knew Too Much)	Artists
15521	10	Sixteen Tons (1955)		American
15473	26	Wayward Wind		Warman
15013	18	* Friendly Persuasion	(Friendly Persuasion)	Feist
14485	29	Too Close for Comfort	(Mr. Wonderful)	Laurel
14295	16	Great Pretender		Panther
14231	14	Blue Suede Shoes		Hi-Lo-Hill & Range
14089	11	* Love Me Tender	(Love Me Tender)	Presley
13244	15	Band of Gold (1955)		Ludlow
12916	20	Picnic	(Picnic)	Columbia Pic.
12118	13	Tender Trap (1955)	(Tender Trap)	Barton
11916	16	Tonight You Belong to Me		Bregnan-Vocco-Conn
11600	14	* Just Walking in the Rain		Golden West
11347	24	How Little We Know		E. H. Morris
11223	18	Happiness Street		Planetary
11176	15	My Prayer		Shapiro-Bernstein
10852	15	Ivory Tower		Melrose
10747	17	Hound Dog		Presley-Lion
10660	14	* Cindy Oh Cindy		E. B. Marks-Bryden
10594	21	Can You Find It in Your Heart		Witmark

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 Murray Eagle: **Jim Cornwell**  
 Salt Lake City, Deseret News-Telegram:  
**Howard Pearson**

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 Newport Daily News: **Clara Emerson**  
 Providence Journal & Evening Bulletin:  
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Beaufort, Gazette: **Howard Cooper**  
 Cheraw Chronicle: **Mac Seerest**  
 Greenville News: **Hurley Badders**  
 Greenville Piedmont: **Paul Barrett**  
 Greer Citizen: **E. A. Burch**  
 Orangeburg, The Times & Democrat:  
**Frank Myers**  
 Spartanburg, Shoppers Guide: **J. Wilson Harrison**

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Arlington, Citizen: **Doug Bailey**  
 Danville, Commercial Appeal: **Watt Miles**  
 Danville, The Bee: **Arlon W. Johnson**  
 Marion, Smyth County News: **James Tindall**  
 Norfolk, Ledger Dispatch: **Clarence Walton**  
 Norfolk, Virginian Pilot: **Warner Twyford**  
 Orange Review: **Duff Green**  
 Orange, Richmond Times Dispatch:  
**Betty Parker Ashton**  
 Portsmouth Star: **C. W. Walters**  
 Richmond News Leader: **Vic Dorr**  
 Richmond Newspapers, Inc.: **John Stratton**  
 Richmond Times Dispatch: **Norman Rowe**  
 Roanoke Times: **Jesse Chapman**  
 Virginia Beach Sun News: **Al Mailhes**

Brookings Booster: **Harold Schoepp**  
 Rapid City Daily Journal: **Gene Brooks**  
 Sioux Falls, Argus-Leader: **Wally Lutz**

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**WASHINGTON**

Cookeville, Citizen: **John Mott**  
 Dickson County Herald: **L. G. Ishmael**  
 Jackson Sun: **Dorothy Smith**  
 Knoxville Journal: **Juanita Glenn**  
 Knoxville News-Sentinel: **Hugh Allen**  
 Maryville Enterprise: **Bob Lynch**  
 Memphis, Commercial Appeal: **Henry Mitchell**  
 Memphis, Press Scimitar: **Bob Johnson**  
 Murfreesboro, Daily News Journal:  
**Douglas Sparks**  
 Nashville Banner: **Red O'Donnell**  
 Pulaski Citizen: **George Martin**  
 Winchester Chronicle: **Mrs. David Lynch**

Port Angeles, Evening News: **Frances Gallagher**  
 Seattle, Post-Intelligencer: **Wm. John**  
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 Seattle Times: **Lewis Guzzo**  
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 Tacoma News Tribune: **Helen Rogers**  
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**WEST VIRGINIA**

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**Bill McReynolds**  
 Austin American-Statesman: **John Bustin**  
 Bay City, Daily Tribune: **Orville Barton**  
 Beaumont Enterprise: **Merita Mills**  
 Beaumont Journal: **Gladys Quilliam**  
 Big Spring Herald: **Bob Whipkey**  
 Corpus Christi, Caller-Times: **John Stallings**  
 Dallas Morning News: **John Rosenfield**  
 Dallas Times-Herald: **Walter Kempley**  
 Dallas Times-Herald: **Doug Hawley**  
 Dublin Progress: **Coy Perry**  
 Fort Worth Press: **Jack Gordon**  
 Fort Worth Star-Telegram: **Elston Brooks**  
 Greenville Banner: **Matt Sheeley**  
 Hamilton Herald News: **Roy J. Curtis**  
 Houston, Chronicle: **Ann Hodges**  
 Houston Post: **Mary Blount**  
 Houston Post: **David Westheimer**  
 Houston Post: **Irene Wilson**  
 Jefferson, Jimplicute: **R. O. Hicks**  
 Longview, News: **Ellie Hopkins**  
 Longview, News Journal: **George W. Howell**  
 Lubbock, Avalanche-Journal: **R. C. Hankins**  
 Lubbock Sunday Sun: **M. I. Hall**  
 Lufkin Daily News: **W. R. Beaumier**  
 Lufkin, Nacogdoches Daily Sentinel: **Vic Fain**  
 Marshall, News Messenger: **Millard Cope**  
 Odessa American: **Brad Carlise**  
 Pampa Daily News: **Joel Coombs**  
 Paris, Lamar County Echo: **Thos. Steely**  
 Paris News: **Ray Sissel**  
 San Angelo, Standard Times: **Jack Allard**  
 San Antonio, Express & News: **Fern Chick**  
 San Antonio, Light: **Paul Trench**

Charleston Daily Mail: **Arnold Knapp**  
 Charleston Gazette: **Nancy Brady**  
 Clarksburg News: **Glenn Peterson**  
 Fairmount Newspaper Pub. Co.: **H. Arthur Pearce**  
 Huntington, Herald Advertiser: **Chas. Collett**  
 Huntington Advertiser: **Ernie Salvatore**  
 Keyser, Mineral Daily News: **John Barger**  
 Logan Banner: **Don Pritchard**  
 Morcantown, Dominion News: **Alice Baggott**  
 Moundsville, Daily Echo: **Sam Shaw**  
 New Martinsville, Wetzel Republican:  
**Charles Rhodes**  
 Parkersburg News: **Richard Suter**  
 Weirton Daily Times: **Earl V. Wittpenn**  
 Wheeling Intelligencer: **Howard Meagle**  
 Wheeling, News Register: **Russell Rafferty**

**WISCONSIN**

Beloit Daily News: **Betty Wyatt**  
 Chippewa Herald Telegram: **Hollie Maier**  
 La Crosse Tribune: **Marge Lelocker**  
 Madison, Wisconsin State Journal:  
**William Doudna**  
 Manitowoc, Herald-Times: **Roy F. Valitckha**  
 Milwaukee Journal: **Don Dornbrook**  
 Milwaukee Sentinel: **Buck Herzog**  
 Milwaukee Sentinel: **Robert Riordan**  
 Sturgeon Bay, Green Bay Press Gazette:  
**Mary Ellen Gothberg**  
 Wausau, Record-Herald: **Win Freund**  
 Wisconsin Rapids Daily Tribune: **Carl E. Otto**

**WYOMING**

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 Rawlins Daily Times: **Paul R. Wieck**  
 Sheridan Press: **Dick Redburn**





New York, United Press: **William Ewald**  
 New York, World Telegram & Sun:  
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 New York, World Telegram & Sun:  
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 New York, World Telegram & Sun: **Ed Leamy**  
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 Niagara Falls Gazette: **Dick Utts**  
 Olean Times-Herald: **Gilbert Stinger**  
 Oneonta Star: **Robert DiPiante**  
 Patchogue Advance: **Don Moog**  
 Patchogue, Main Street Press: **Frank Mooney**  
 Plattsburg Press Republican: **Michael McMahon**  
 Poughkeepsie-New Yorker: **La Claire I. Tice**  
 Rochester, Democrat & Chronicle: **Harold Nichols**  
 Rochester, Times Union: **Jack Hadley**  
 Rome Daily Sentinel: **Margaret McCarthy**  
 Syracuse, Herald-Journal: **Bob Sokolsky**  
 Syracuse, Post-Standard: **Peg Stevens**  
 Ticonderoga, Sentinel: **Tom Shea**  
 Utica Daily Press: **Charles King**  
 Walton Reporter: **John R. Clark**  
 Watertown Times: **Dominick Pepp**

**NORTH CAROLINA**

Asheville Citizen: **Earl Freeman**  
 Asheville Times: **Porter Crisp**  
 Brevard, The Times: **Jack Briggs**  
 Charlotte News: **Emery Wister**  
 Charlotte, Mecklenburg Times: **John Brock**  
 Charlotte Observer: **Dick Banks**  
 Fayetteville, Observer: **Bob Gray**  
 Forest City, The Courier: **Clarence Griffin**  
 Fuquay Springs, The Independent: **Todd Caldwell**  
 Hendersonville, The Times News: **Jim Fair**  
 Hendersonville, The Tribune: **Noah Hollowell**  
 Lenoir News Topic: **Kearney Pearce**  
 Raleigh, News and Observer: **Jane Hall**  
 Raleigh Times: **Lucy Daniels**  
 Rocky Mount, Evening Telegram: **Ed Rimer**  
 Rutherfordton, The News: **Tom Wingate**  
 Selma, Johnstonian Sun: **Tom Davis**  
 Shelby Daily Star: **William Greene**  
 Smithfield Herald: **Peter Hulth**  
 Spindale, The Sun: **Glenn James**  
 Winston-Salem, Journal & Sentinel: **Tom Whicker**

**NORTH DAKOTA**

Devils Lake Daily Journal: **Russel Dushinski**  
 Devils Lake World: **Gordon Stefanowicz**  
 Fargo Forum: **Del Johnson**  
 Jamestown Sun: **William I. Wright**

**OHIO**

Akron, Beacon Journal: **Art Cullison**  
 Canton Economist: **Morton Frank**  
 Canton Repository: **Louise Meeks**  
 Cincinnati, Enquirer: **Magee Adams**  
 Cincinnati, Enquirer: **James Devane**  
 Cincinnati, Post: **Mary Wood**  
 Cincinnati Times-Star: **William R. Vale**  
 Cleveland News: **Maurice Van Metre**  
 Cleveland Plain Dealer: **George Condon**  
 Cleveland Plain Dealer: **Tom O'Connell**  
 Cleveland Press: **Jim Frankel**  
 Columbus Citizen: **Jo Bradley Reed**  
 Columbus Dispatch: **Robert Connors**  
 Columbus, Ohio State Journal: **Ed Barmann**  
 Dayton, Daily News: **Gee Mitchell**  
 Dayton, Journal-Herald: **Brainard Platt**  
 Dover Reporter: **Harry Yoekey**  
 East Liverpool Review: **Arthur Thomas**  
 Findlay, The Republican-Courier: **Allen Dudley**  
 Ironton Tribune: **Jay Brushart**  
 Jackson Sun Journal: **Ed. Clark**  
 Mansfield, Smart Shopper: **I. N. Seeds**  
 Marietta Daily Times: **Andy Elliott**  
 Martins Ferry, Times-Leader: **Robert Fordyce**  
 Massillon Independent: **Fred Becker**  
 Middletown Journal: **Bob Carrier**  
 Newark Advocate: **Donald M. Smith**  
 Portsmouth Times: **Dave Scheen**

Sandusky Register-Star News: **Willis B. Kelley**  
 Steubenville, Herald-Star: **Joseph Michl**  
 Toledo Blade: **Ray Oviatt**  
 Toledo Times: **Ruth Elgutter**  
 Toledo Times: **Roco Pizza**  
 Warren Tribune-Chronicle: **Cletus Jones**  
 Woodsfield, Spirit of Democracy: **Jim Young**  
 Youngstown, Boardman News: **Jack Darnell**  
 Youngstown Vindicator: **Adrian Slifka**  
 Zanesville, Times Recorder & Signal:  
     **Virginia Middag**

**OKLAHOMA**

Frederick Leader: **Bob Cull**  
 Frederick Press: **Pat Perkins**  
 Grandfield: **Big Pasture News: Perry White**  
 McAlester, Democrat: **Hiram Impson**  
 Muskogee Morning News: **Mark Wakefield**  
 Okmulgee Daily Times: **Don Dodd**  
 Ponca City News: **Ivy Coffee**  
 Tulsa Tribune: **Jim Downing**

**OREGON**

Astoria, Astorian Budget: **John Mellor**  
 Bend Bulletin: **Phil Brogan**  
 Coos Bay Times: **Ken Johnson**  
 Cottage Grove, Sentinel: **W. C. Martin**  
 Dallas, Itemizer-Observer: **Wesley Sherman**  
 Eugene, Register-Guard: **Jack Craig**  
 Grant's Pass Daily Courier: **Gerald Acklen**  
 McMinnville, Daily News-Register: **Julian Prescott**  
 Medford, Mail Tribune: **Harry Chipman**  
 Portland, The Journal: **William Moyes**  
 Portland, The Oregonian: **Francis Murphy**  
 Portland, Radio TV Prevue: **Isabel Hoyt**  
 Salem, Capital Journal: **Vic Fryer**  
 Salem, Oregon Statesman: **Conrad Prango**  
 Tillamook, Shopping Smiles: **Loren McKinley**

**PENNSYLVANIA**

Allentown Call-Chronicle: **Art Gerhardt**  
 Altoona Mirror: **Pat Hinton**  
 Altoona, Tribune: **Leo Carroll**  
 Ambler Gazette: **Phil Strasburg**  
 Bradford, The Era: **F. P. Taseone**  
 Butler Eagle: **Bill Faust**  
 Chester Times: **Matt Zabitka**  
 Coatsville, Record: **George Heintzleman**  
 Conshohocken Gazette: **Harold McCune**  
 Coudersport, Potter Enterprise: **Walter Taylor**  
 Erie Daily Times: **Bill Fowler**  
 Erie Dispatch: **Arley Livingston**  
 Hazleton, Plain Speaker: **Dominick Antonelli**  
 Lewistown, Sentinel: **Chris Rowland**  
 Latrobe Bulletin: **Mary Lou Yurick**  
 Martinsburg, The Herald: **Blair Bice**  
 Philadelphia, Bulletin: **Elmer Cull**  
 Philadelphia, Bulletin: **Bob Williams**  
 Philadelphia Daily News: **Ernest L. Schier**  
 Philadelphia Daily News: **L. Schwartz**  
 Philadelphia, Evening & Sunday Bulletin:  
     **Frank Brookhouser**  
 Philadelphia Inquirer: **Harry Harris**  
 Philadelphia Inquirer: **Jean Kuniak**  
 Philadelphia Inquirer: **Samuel Singer**  
 Phoenixville, The Daily Republican:  
     **John B. Norris**  
 Pittsburgh Post-Gazette: **Win Fanning**  
 Pittsburgh Press: **Fred Hemington**  
 Pittsburgh Sun Telegraph: **Wilbur Clark**  
 Pittsburgh Sun-Telegraph: **Karl Krug**  
 Pittsburgh Sun-Telegraph: **Len Mendlowitz**  
 Pittsburgh Sun-Telegraph: **Jim Pennock**  
 Pittsburgh Sun-Telegraph: **James Pettican**  
 Pottsville Republican: **Charlie Rose**  
 Reading Eagle: **Robert Schoenert**  
 Reading Times: **Louis Schlossburg**  
 Roaring Spring, The Cove News: **Bill Barnhart**  
 Scranton Times: **Sid Benjamin**  
 Scranton Tribune: **Patrick McGlynn**  
 St. Marys, The Daily Press: **Jack O'Brien**  
 Sunbury Daily Item: **Malcolm E. Arter**  
 Warren, Observer: **Bob Walsh**  
 Warren, Times-Mirror: **Ed Lowrey**



Boston Record-American: **Anthony LaCamera**  
 Boston Traveler: **Joe Levine**  
 Boston, Tribune Pub. Company:  
**Elizabeth Goodman**  
 Brockton Enterprise: **Malcolm Dalton**  
 Hyaannis, Cape Cod Standard-Times **John Rogers**  
 Pittsfield, Berkshire Eagle: **Ed Farrell**  
 Springfield, Republican-Union-News: **Don McPhee**  
 Wellesley Townsman: **A. Edwin Larssin**  
 Worcester Evening Gazette: **James Gourgouras**  
 Worcester Sunday Telegram: **Don Williams**  
 Worcester Telegram: **Fred Rushton**

**MICHIGAN**

Ann Arbor News: **Bill Mullendore**  
 Bay City Times: **Milton Hughes**  
 Detroit Free Press: **Dick Osgood**  
 Detroit Free Press: **Bettelou Peterson**  
 Detroit News: **Herschel Hart**  
 Detroit News: **Betty Hyde**  
 Detroit Times: **Frances D'Hondt**  
 Detroit Times: **Andy Wilson**  
 Flint Journal: **Ralph Coulter**  
 Grand Rapids Herald: **Sue Rogers**  
 Grand Rapids Press: **Florence Kasprzak**  
 Iron Mountain News: **L. D. Tucker**  
 Iron River Reporter: **Gene Moore**  
 Ishpeming Daily Mining Journal: **Charles Gabel**  
 Muskegon Chronicle: **Donna Smečina**  
 Port Huron, Times Herald: **Al Haugner**  
 Saginaw News: **Leslie Wahl**

**MINNESOTA**

Alexandria, Park Region Echo: **Gordon Duenow**  
 Detroit Lakes, Becker County Record:  
**Roger Martin**  
 Detroit Lakes Tribune: **Wes Meyer**  
 Minneapolis Star: **Cedric Adams**  
 Minneapolis Star: **Jay Edgerton**  
 Minneapolis Star: **Forest Powers**  
 Minneapolis Tribune: **Will Jones**  
 Owatonna, Daily People's Press: **Ben Darby**  
 Owatonna, The Photo News: **Don Reigel**  
 St. Cloud Daily Times: **Alda Theisen**  
 St. Paul Dispatch Pioneer Press: **Bill Diehl**

**MISSISSIPPI**

Clarksdale, Press-Register: **Bill Skelton**  
 Columbus Commercial Dispatch: **Norman Mathews**  
 Corinth, The Daily Corinthian: **Frederick Jay**  
 Jackson Daily News: **Frank Haines**  
 Jackson, State Times: **Norman Shavin**  
 Jackson State Times: **Norman Shavin**  
 Natchez Democrat: **Jimmy Lambert**  
 Natchez Times: **Marie Grover**  
 Starkville News: **Morris and Henry Meyer**  
 Vicksburg Evening Post: **Burrell Conway**  
 Waynesboro, News Publishing Co.: **Harvey Hurt**

**MISSOURI**

Brookfield, Daily News Bulletin: **Tom Hartman**  
 Independence, The Daily News: **Wendell Burns**  
 Kansas City Times & Star: **Bob H. Hoyland**  
 Sikeston Standard: **Maxine Scott**  
 Springfield Leader-Press: **Dale Freeman**  
 St. Clair Chronicle: **Dorothy Moore**  
 St. Joseph News Press & Gazette: **Merrill Chilcote**  
 St. Joseph News Press & Gazette: **Don Thornton**  
 St. Louis Globe-Democrat: **Pete Rahn**  
 St. Louis Post-Dispatch: **Gene Frenzel**  
 St. Louis Post Dispatch: **Warner Schoyen**  
 Washington Missourian: **Wm. Miller**

**MONTANA**

Billings, Yellowstone News: **Chet Shore**  
 Miles City Daily Star: **Robert Scanlan**

**NEBRASKA**

Lincoln Star & Journal: **Lucigrace Switzer**

North Platte, The Telegraph-Bulletin:  
**Charley Craig**  
 Omaha World-Herald: **Denman Kountze Jr.**

**NEVADA**

Reno, Nevada State Journal: **Frank Sullivan**

**NEW HAMPSHIRE**

Littleton Courier: **Jack Coley**  
 Manchester, Union-Leader: **Paul Tracy**

**NEW JERSEY**

Atlantic City, Jersey Times: **Tom Birekhead, Jr.**  
 Atlantic City Press: **William McMahon**  
 Atlantic City Reporter: **Alma Freas**  
 Camden, Courier Post: **Bud Strech**  
 Newark Evening News: **Joe Storeh**  
 New Brunswick, Daily Home News: **Bob McGarvy**  
 Trenton Times: **Larry Hu'ack**  
 Trenton, Trentonian: **Barbara Wolfe**

**NEW MEXICO**

Albuquerque, Tribune: **Faye Emerson**  
 Clayton, Union County Leader: **Paul Payton**  
 Eunice News: **Barney Dial**  
 Hobbs Daily News Sun: **Robert McGrath**  
 Santa Fe, The New Mexican: **Peggy Felt**  
 Truth or Consequences, Hot Springs Herald:  
**Paul Tooley**

**NEW YORK**

Albany, Knickerbocker News: **Walter Hawver**  
 Batavia, The Daily News: **Paul Bostwick**  
 Binghamton Press: **Tom Cawley**  
 Binghamton Sun: **Dave Rossie**  
 Boonville Herald: **Al O'Donnell**  
 Buffalo, Courier Express: **E. Donald Schlaerth**  
 Buffalo Evening News: **Sturgis Hedrick**  
 Cortland, Herald-Journal: **Margaret Miner**  
 Cortland, Post-Standard: **Robert Holland**  
 Endicott Daily Bulletin: **Hal Hancock**  
 Garden City, Newsday: **Jo Coppola**  
 Jamaica, Long Island Daily Press: **William Cotter**  
 Jamaica, Long Island Press: **Walter Kaner**  
 Jamaica, Long Island Press: **Dick Ornaner**  
 Jamestown Post-Journal: **Charles Stewart**  
 Jamestown Sun: **Ed Byrne**  
 Lockport, Union-Sun & Journal: **Dorothy Smith**  
 Middletown, Daily Record: **Wm. DeMesa**  
 Middletown, Times-Herald: **Edw. Dougherty**  
 New York, Associated Press: **Charles Merceer**  
 New York, Daily Mirror: **Nick Kenny**  
 New York, Daily News: **Rudy Bergman**  
 New York, Daily News: **Kay Gardella**  
 New York, Daily News: **Ben Gross**  
 New York, Daily News: **Matthew Messina**  
 New York, Daily News: **Sid Shalit**  
 New York, Herald Tribune: **Hy Gardner**  
 New York, Herald Tribune: **John Crosby**  
 New York, Herald Tribune: **Sid Bakal**  
 New York, Herald Tribune: **Ruth Gilbert**  
 New York, Herald Tribune: **Josephine Jab'ous**  
 New York, Herald Tribune: **Marie Torre**  
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 New York, International News Service: **Bob Reid**  
 New York, Journal American: **Jerome J. Karpf**  
 New York, Journal American: **Louis Reid**  
 New York, Journal American: **Jack O'Brian**  
 New York, Journal American: **Danny Brooks**  
 New York, Pittsburgh Courier: **Josephine Schuyler**  
 New York, Post: **Al Cousick**  
 New York, Post: **Jay Nelson Tuck**  
 New York, Times: **Val Adams**  
 New York, Times: **Charles Craftt**  
 New York, Times: **George Gent**  
 New York, Times: **Jack Gould**  
 New York, Times: **J. P. Shanley**  
 New York, Times: **Dick Shepard**  
 New York, United Press: **John J. Madigan**  
 New York, United Press: **William Higginbotham**

Atlanta Daily World: **Lucille Scott**  
 Atlanta Daily World: **Marion Jackson**  
 Atlanta Journal: **Norman Shavin**  
 Camilla Enterprise: **Thomas Burson**  
 Columbus Ledger-Enquirer: **Robert Brown**  
 Gainesville, Daily Times: **Sylvan Meyer**  
 Hlogansville Herald: **Cecil Hambey**  
 LaGrange News: **Phil Harrison**  
 Newnan Times-Herald: **Ida Thomasson**  
 Pelham Journal: **J. B. Chism, Jr.**  
 Sylvania, Screven County News: **L. S. Stegins**  
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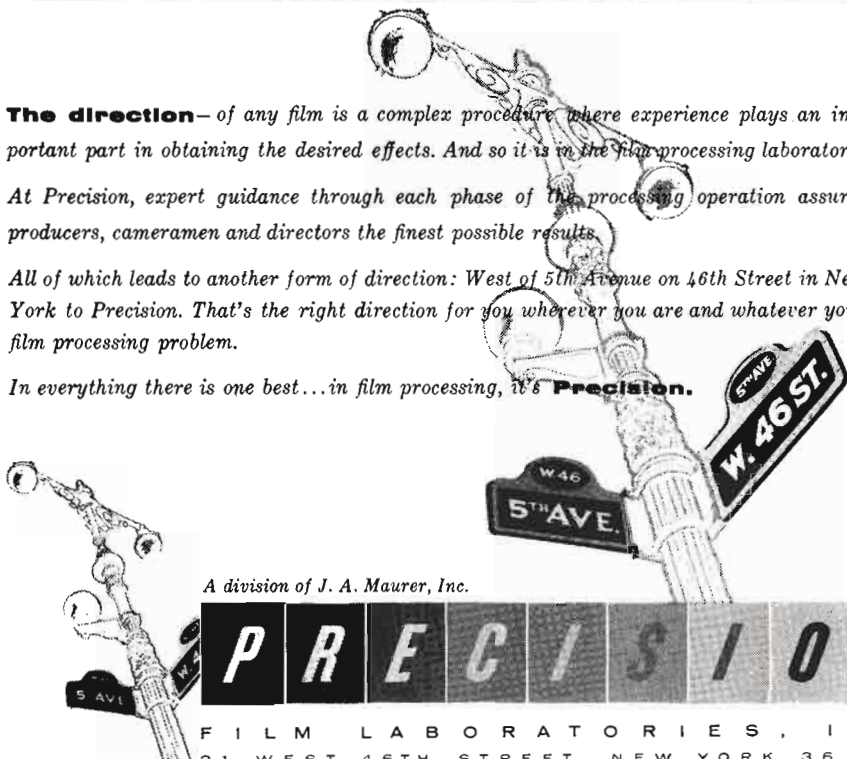
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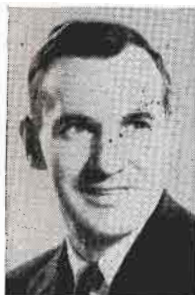


**KAHN, DANIEL HERBERT**, treasurer and sales manager of Olympia Film Productions, Inc., has a broad background in film and television. He entered the United States Naval Academy at Annapolis. He was graduated an Ensign in 1949, in time to serve through the Korean War. In 1953, he became Media Director and account executive at the Lester



Harrison Advertising Agency. He joined the staff of Olympia Films early in 1955.

**LOVE, JAMES A.**, president of Lally and Love, film producers, has been in one form of show business or another all his life. 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 Lally and Love.



**LIND, LLOYD L.**, 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 exchange operations. In 1939, Lind made his first feature sale

for TV, and NBC purchased a full length feature for telecasting in New York.



**MITCHELL JOHN H.**, vice-president and sales manager of Screen Gems, Inc., started with Erwin, Wasey, & Co., then spent six years with the Mutual Network. Following his war service, he joined the Honel Corp. In 1948, as United Artists television vice-president and general manager, John helped organize UA's TV department. In 1952 he joined Screen Gems, Inc., the TV production and sales subsidiary of Columbia Pictures.



**LEDUC, MARCEL**, president of Inter-TV Films Ltd., Montreal, and International TV Film Services, Ltd., New York, has a wide variety of experience in business. 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.



**MOYSE, KERN**, president of Peerless Film Processing Corporation. Graduated from Harvard, and from St. Lawrence Law School. 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 Council, as well as a member of the Motion Picture and TV Engineers Society, and of the Radio and Television Executives Society.



**REIN, EDYTHE**, vice president and secretary of National Telefilm Associates and vice president of NTA Film Network. B. Wilkes Barre, Pa. Graduate of Wilkes College, Wilkes Barre, Pa. Served as production assistant to Phillips H. Lord. Joined Ely Landau, Inc., in 1953 and has been with NTA since its inception as secretary, assistant treasurer and a

member of NTA's Board of Directors.



**HUDSON, HAL**, Exec. V.P. Zane Grey Productions. Graduate University of Notre Dame, A.B. Entered broadcasting as announcer and writer. Dir. of Writing Dept. CBS, Chicago, 1935-1937. To Hollywood as writer Scattergood Baines for Wrigley Co. Moved to CBS Radio, Hollywood as Supervisor West Coast sponsored programs, 1940; West Coast Pgm. Dir., CBS Radio 1943-48.



**EDELMAN, LOUIS F.**, Motion Picture and Television Producer. President of Louis F. Edelman Enterprises, Inc. Born — New York City, 1900; attended Harvard University, B.A., 1924. M. Rita Adelson, 1933; children, Rosemary, 1935, Kate, 1939. Entered Motion Picture Industry as salesman for Paramount, 1926. Metro-Goldwyn-Mayer producer, 1928-1932; Warner Brothers producer, 1932 through 1953.



**BARNETT, WILLIAM H.**, President of Barnett International Forwarders, Inc., B. 1894, New York, New York. Attended New York public schools and Pace Institute. M. Hannah Peppes, 1918; children, Norman Barnett, 1919, Alan Barnett, 1926. Entered transportation industry 1913 as Export and Import Manager with firm he presently heads. Served as officer of corporation from 1920-until present. Elected president of B.I.F. Inc. in 1946. Member of Cinema Lodge B'Nai B'Rith and Picture Pioneers, & Variety Clubs International.



**BROWN, HARRY JOE**, Producer, Director, B. Pittsburgh, Pa. Sept. 22, 1893, E. U. Michigan, U. Syracuse LL.B: Actor on Stage in stock various Cities & Tour: Entered m.p. with Equity Pictures: Independent Producer with Chas. R. Rogers — 30 Features: Producer Director Universal, RKO Pathe, Paramount: Producer Warner Bros., 20th Century-Fox. 1945 formed Producers-Actors Corp. (with Randolph Scott) still releasing thru Columbia.



**LEWIS, HERSCHELL G.**, President of Lewis & Martin Films Inc., President of Commercial Syndicated Films, Inc. B., 1921, Pittsburgh, Pa. Attended Northwestern University, B.S.J., M.S. 1947. M. Barbara Rosenbaum, 1947; children, Michael David, 1950, Robert Dale, 1952. Free-lance writer, 1947-8. Taught English, later Speech & Radio. Commercial Manager, WCOJ, Coatesville, Pa., 1949. Station Manager, WRAC, Racine, Wis., 1949-51. Producer-Director, WKY-TV, 1951-2. Joined Alexander & Assoc. (later Lewis & Martin Films Inc.), 1952.





**PORTER, DEL, V.P.** and creative director of Song Ad Prod., Inc. Worked way thru Oregon State by playing saxophone in local dance band. Joined Four-some Quartet and did several seasons on Broadway in *Girl Crazy*, *Anything Goes* — many movies and phonograph records. Also many TC radio shows. 1941-46 as material writer, musician,

singer with Spike Jones. Joined Song Ads in 1951. Has written scads of commercials.



**VAN KEUREN, SIDNEY S.,** Vice-President and Gen'l Mgr. of Hal Roach Studios and Roach Studios Commercial Division. Born Sept. 19, 1901, Pittsburgh, Penna. Attended Penn State and B.S. from Stanford Univ. Joined Hal Roach Studios in 1931 and served in every department on the lot. Associate producer of 22 "Our Gang" short subjects, "Topper" pictures, "Of Mice & Men" and other Roach Studios feature productions. U. S. Air Force, 1942-1945.



**NILES, FRED A.,** president of Fred A. Niles Productions, Inc., Chicago-Hollywood film company. B. 1918, Milwaukee, Wisconsin. Graduated U. of Wisconsin, B.A., 1940. Newscaster KVFD, Ft. Dodge, Iowa, 1941. Joined WAAF Radio as news editor, Chicago, 1942. Captain in U. S. Air Force, World War II, 1942-1945. Rejoined WAAF, 1945-1947.

Joined Kling Studios, founded film division. Formed own film company, Dec. 12, 1955.



**GOLDSTEIN, EMANUEL H.,** Vice-President in charge of associated interests for Hal Roach Studios. Native of Pittsburgh, Penna. Began a 25-year motion picture career as salesman for Universal Pictures. Seventeen years with Universal advancing to Assistant to President, Carl Laemmle and as Treas.-Gen'l Mgr. of the corporation. Later affiliations with Republic Pictures, Columbia Pictures as Studio Manager. Joined Hal Roach Studios in 1951.



**ROACH, HAL, JR.,** Owner-President and Exec. Producer of Hal Roach Studios. Born June 15, 1918, L. A. Attended Culver Military Academy, was graduated in 1937. Began motion picture career as assistant in short subjects, part-time in 1930, full-time as assistant director on Laurel & Hardy feature films in 1938, then director of same; later producer-director of feature films on Roach lot. Commissioned to produce training films for Signal Corps unit during WW II.



**GALLU, SAMUEL,** president of Gallu Productions, Inc. B. 1918, Philadelphia, Pa. Attended Pennsylvania State University, B.A., 1940. M. Harriet Trangmar, 1942; children, Christopher Trangmar, 1944, Elizabeth Jane, 1950. Entered broadcasting as radio director for Fred Waring, 1941-42. Radio script writer for comedian Henry Morgan, 1946, and for "It Pays to Be Ignorant" series, 1947. Supervised "Garry Moore Show" for CBS-TV, 1952-53. Formed Gallu Productions, 1955.



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 Connelly, Reg. Music, Inc.  
 Consolidated Music Publish.  
 Consonant Music, Inc.  
 Cooper Music Corp.  
 Cornell Music, Inc.  
 Coronado Pub. Co., Inc.  
 Cosmic Music, Inc.  
 Cosmopolitan Music. Pub.  
 Crane Music Pub.  
 Crescendo Music Corp.  
 Crescent Music Co. Inc.  
 Crest Music Company  
 Crestview Music Corp.  
 Criterion Music Corp.  
 Cromwell Music, Inc.  
 Crystal Music Publishers, Inc.  
 Crystalette Music Co., Inc.  
 Cunningham, Paul, Inc.  
 Cusenza, Frank J., Music Pub.  
 Daniels, Charles N., Inc.  
 Dartmouth Music, Inc.  
 Dash, Connelly, Inc.  
 Davis, Joe, Music Co., Inc.  
 Dawn Music  
 Dawson Music Co., Inc.  
 Dayton Music Corp.  
 De Sylva, Brown & Henderson  
 Dee-Jay Music Co.  
 Deep River Music, Inc.  
 Deer Haven Music Corp.  
 Delaware Music Corp.  
 Delkas Music Pub. Co.  
 Delmore Music Co.  
 Dena Music, Inc.  
 Denham Music Co.  
 Dexter Music Co.  
 Deslow Music Inc.  
 Denton & Haskins Corp.

- Desilu Music Corp.  
 Disney, Walt, Music Co.  
 Ditson, Oliver, Co., Inc.  
 Donaldson Pub. Co.  
 Dorchester Music Corp.  
 Dorian Music Publishers, Inc.  
 Doris Music Corp.  
 Dorsey Brothers' Music, Inc.  
 Double-A-Music Corp.  
 Dubonnet Music Publishing  
 Durante, Jimmy, Music Pub. Co  
 E. D. M. Music Pub.  
 East-West Music Co.  
 Edition Musicus—New York  
 Edmonds, Shepard N., Music  
 Pub. Co., The  
 Educational Music Service, Inc.  
 Edwards Music Co., Inc.  
 Elar Music Corp.  
 Elkan-Vogel Co., Inc.  
 Elliott Music Co., Inc.  
 Elliott, Jack, Music Co.  
 Embee Music Corp.  
 Emery Music, Inc.  
 Emes Music Co.  
 Ensemble Music Press  
 Enterprise Music Corp.  
 Erwin-Howard Music Corp.  
 Essex Music, Inc.  
 Evans Music Company  
 Evans, Redd, Music Co.  
 Evergreen Music Corp.  
 Fairbanks Music Corp.  
 Famous Music Corporation  
 Fanfare Music Co.  
 Farmer Music Co.  
 Farrow Music, Inc.  
 Favorite Music, Inc.  
 Favorite Publishers, Inc.  
 Feist, Leo, Inc.  
 Fenner Publications  
 Fideree Music Corp.  
 Fields, Arthur, Publications  
 Fillmore Music House  
 Fischer, Carl, Inc.  
 Fischer, J., & Bro.  
 Fisher, Fred, Music Co., Inc.  
 Flammer, Harold, Inc.  
 Flo Music, Inc.  
 Foley, Charles  
 Foreign & Domestic Music Corp.  
 Foremost Music Co., Inc.  
 Forster Music Publisher, Inc.  
 Fortune Music, Inc.  
 42 Publishing Co., Inc.  
 Four Jays Music Co.  
 Fox, Sam, Publishing Co., Inc.  
 Frank Music Corp.  
 Franklin, J., Music Publications  
 G & C Music Corporation  
 GI Music Corp.  
 Galaxy Music Corporation  
 Gallico, Al, Music Co., Inc.  
 Gamble Hinged Music Co.  
 Gannon & Kent Music Co.  
 Gardner Music Corp.  
 Garland Music Co., Inc.  
 Gary Music, Inc.  
 Gate Music Co.  
 Gateway Music, Inc.  
 Gaumont Music Publishers, Ltd.  
 Gayle, Tim, Songs  
 Gem Music Corp.  
 Gemini Music Co.  
 General Music Publishing Co.  
 Georgeoff, Evan, Mus. Pub. Co.  
 Gershwin Pub. Corp.  
 Gibraltar Music Co., Inc.  
 Glenbrook Music Corp.  
 Glenmore Music, Inc.  
 Global Music, Inc.  
 Gold, Jack, Music Co.  
 Gold, Joe, Music Co.  
 Gold Medal Music  
 Golden Bell Songs  
 Goldmine Music, Inc.  
 Goldsen, Michael H., Inc.  
 Goldwyn, Samuel Music Pub.  
 Gomalco Music Corp.  
 Goodman Music Co., Inc.  
 Gordon, Kaufman & Real, Inc.  
 Grady Music Co.  
 Graham Music Publish. Corp.  
 Grand Music Corp.  
 Granite Music Corp.  
 Gray, H. W., Company, Inc.  
 Grayson Music Co.  
 Greenwich Music Co., Inc.  
 Guild Publications of California  
 Guild Music Publishers, Inc.  
 H. R. Music Corp.  
 Haggard Music Co.  
 Hall-Mack Company  
 Hallmark Music Co.  
 Halsey Music, Inc.  
 Hamilton Music Corp.  
 Hampshire House Pub. Corp.  
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 Hanover Music Corporation  
 Hansen, Charles H., Music Co.  
 Happiness Music Corp.  
 Harbet Music Pub. Co.  
 Harding Music Co.  
 Hargail Music Press  
 Harman Music, Inc.  
 Harmony Music Corp.  
 Harmony House of San Francisco  
 Harms, Inc.  
 Harms, T. B., Company  
 Harris, Charles K., Music Pub.  
 Harris, Harry, Music Pub. Co.  
 Harris & Vavrin, Inc.  
 Harrison Music Corp.  
 Hartley Music Co., Inc.  
 Harwin Music Corp.  
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 Hayrich Music Co.  
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 Heartbeat Music Pub.  
 Hefti, Neal, Music, Inc.  
 Helayne Music Pub. Co., Inc.  
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 Hobby Music, Co.  
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 Homeyer, Chas. W., & Co., Inc.  
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 Imperial Music Publications  
 Integrity Music Corp.  
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 International Artists, Ltd.  
 International Music, Inc.  
 International Music Co.  
 J. P. Music Co.  
 Jacobs, Walter, Inc.  
 James, Billy, Music Corp.  
 James Music, Inc.  
 Jan-Lee Music  
 Jay IV Company, The  
 Jaybar Music Co.  
 Jayvee Music Pub. Co.  
 Jefferson Music Co.  
 Jem Publications  
 Jenkins, Gordon, Inc.  
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 Jerome Music Corp.  
 Jewel Music Pub. Co., Inc.  
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 Jones, Isham, Music Corp.  
 Joy Music, Inc.  
 Jubilee Music  
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 Kahal, Irving, Music, Inc.  
 Kahn, Gus, Music Co.  
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 Kassner, Edward Music Co., Inc.  
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 Kearney Music Co.  
 Keene Music  
 Keith Music  
 Kellem, Milton, Music Co.  
 Kelton, F. B., Music Co.  
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 Kendis Music Corporation  
 Kenmore Music Co.  
 Kent Music Co.  
 Kenyon Music Corp.  
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 Keystone Music Co.  
 Keystone Music Company of  
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 Kohn Music Co.  
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- Krasnor-Shane Music Pub.  
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 Maxwell-Wirges Publications  
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 Milene Music  
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 Miller, Bob, Inc.  
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 Mills Music, Inc.  
 Miranda Mus. Pub. Co.  
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 Mode Music, Inc.  
 Modern Music Pub.  
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 Mutual Music Society, Inc.  
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 Nationwide Songs, Inc.  
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 Newman, Lee, Music  
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 Pinkard Publications, Inc.  
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 "Pops" Music Publishing Co.  
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 Randolph Music  
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 Ritchie Music Co., Inc.





- Ritter, Tex, Music Publications  
 Riverside Music Publications  
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 Robbins, J. J., Inc.  
 Robbins Music Corporation  
 Robert Music Corporation  
 Roberty Music Co.  
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 Rodeheaver Co., The  
 Rodeo Music Co.  
 Roger Music, Inc.  
 Roncom Music Co.  
 Ronell, Ann, Music, Inc.  
 Rosarita Music, Inc.  
 Rose, David, Pub. Co.  
 Rosemeadow Publish. Corp.  
 Ross, Charles, Music Co., Inc.  
 Rossiter, Will  
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 Ruval Music Co.  
 Rylan Music Corp.  
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 St. Nicholas Music Inc.  
 Sanders, George H. Music Pub.  
 Sands Music Corp.  
 Sanjud Music Co., Inc.  
 Sanson Music Co.  
 Saunders Publications Inc.  
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 Schirmer, G., Inc.  
 Schroeder, D. L.  
 Schroeder & Gunther, Inc.  
 Schuman Music Corp.  
 Schuster, Jos., Music Publish.  
 Schwarz, Merrell, Music Co.  
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 Shale Enterprises, Inc.  
 Shamrock Music Publishers Inc.  
 Shapiro, Bernstein & Co., Inc.  
 Shari Music Pub. Corp.  
 Shattinger, Inc.  
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 Sinatra Songs, Inc.  
 Skidmore Music Co., Inc.  
 Skip Music Company  
 Skinner Music Co., Inc.  
 Skokie Music Co.  
 Skylark Songs Music Publisher  
 Skyline Music Co.  
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 Smith-Foley Music Publications  
 Smith, Ulysses, Music Pub. Co.  
 Smith, Wm. J., Music Co., Inc.  
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 Sovereign Music Corp.  
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 Spier, Larry, Inc.  
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 Spinlan Music Corp.  
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 Staff Music Pub. Co., The  
 Stage Craft Music Corp.  
 Standard Music Publishers, Ltd.  
 Standard Songs  
 Standish Music Corp.  
 Stanley and Livingston, Inc.  
 Stanwood Music Corp.  
 Star Songs  
 Starlight Music Co.  
 Starlight Songs Inc.  
 Stasny Music Corp.  
 State Music Pub. Co., Inc.  
 Stephens, Bob, Inc.  
 Stone Music Corp.  
 Studio Music Corp.  
 Styne & Cahn Music Co., Inc.  
 Summit Music Corp.  
 Summy, Clayton F., Co.  
 Sunflower Music Inc.  
 Sunset Music Publishers, Inc.  
 Supreme Music Corporation  
 Surrey Music Co.  
 Sweet Music, Inc.  
 TV Music Co.  
 Talent, Leo, Inc.  
 Tanglewood Music Corp.  
 Taubman, Paul, Music Corp.  
 Taylor, Larry, Music Co.  
 Teepee Music Co.  
 Templeton, Alec, Inc.  
 Tempo Music, Inc.  
 Tempo Pub. Co., The  
 Tennessee Music Publishers  
 Teri Music Company  
 Texoma Music Corp.  
 Thomas, John, Music Corp.  
 Thompson, Kay, Music, Inc.  
 Thornhill Music Co.  
 Thunderbird Music  
 Tin Pan Alley  
 Tobey Music Corporation  
 Tobias & Lewis, Music Pubs.  
 Tone Music Co.  
 Top Notch Music Corp.  
 Top Tunes Co.  
 Towne Music Corp.  
 Toy Town Tunes  
 Trans American Music Co.  
 Transcontinental Music Corp.  
 Tray Music Corp.  
 Treble Music Publishers, Inc.  
 Triangle Music Corp.  
 Tropical Music Publishers  
 United Music Corp.  
 University Music Corp.  
 Urban Music Publications  
 Valando Music Corp.  
 Valley Brook Publications, Inc.  
 Valley Entertainment  
 Valmount Music Pub.  
 Vallyr Music Corp.  
 Variety Music Inc.  
 Venus Music Corp.  
 Vernon Music Corp.  
 Veronique Pub. Co., Inc.  
 Victoria Music Corp.  
 Victoria Publishing Co.  
 Viking Music Corp.  
 Villa-Moret, Inc.  
 Vim Music Corp.  
 Vinrob Music Co.  
 Vito Music Pub. Co.  
 Vogel, Jerry, Music Co., Inc.  
 Vogue Music Publications  
 Volkwein Bros., Inc.  
 Von Tilzer, Harry, Music Pub.  
 Voss Music Company  
 Walden Music Corp.  
 Waldo Music Corp.  
 Walton Music Corp.  
 Ward, Jack, Music Co.  
 Warnow, Mark, Music  
 Warock Music, Inc.  
 Washington and Lee Pub.  
 Waverly, Jack Music Pub. Co.  
 Wayfarer Pub. Co., Inc.  
 Weintraub Music Company  
 Weiss, Mac, Music Pub. Co.  
 Weiss, Sam, Music, Inc.  
 West Coast Music Pubs.  
 West'rn Music Pub. Co.  
 Whale Music Corp.  
 Whalen Music  
 Whitcup, Leonard, Inc.  
 White Way Music Co.  
 Williamson Music, Inc.  
 Willis Music Co.  
 Willow Music Corp.  
 Windsor Music Corp.  
 Windy City Music Co.  
 Witmark, M., & Sons  
 Wizell, Murray Music Pub. Co.  
 Wizell & Day Music Corp.  
 Wood, B. F., Music Co.  
 Woodbine Music Co.  
 Woodward Music, Inc.  
 Words & Music, Inc.  
 World Music, Inc.  
 Worth, Bobby, Music Publishers  
 Wynn, Charles, Publications  
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 Youmans, Vincent, Co., Inc.  
 Young, Victor, Publications, Inc.  
 Zephyr Music Pub. Co.



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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.

AMP is also the sole selling and exploitation agent in the United States for serious works published by Broadcast Music, Inc., and BMI Canada, Ltd. All performing rights are cleared through BMI.

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Breitkopf Publications, Inc., New York  
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Schott & Company, Ltd., London  
B. Schott's Soehne, Mainz  
N. Simrock, Leipzig  
Casa Musicale Sonzogno, Milan  
Universal Edition, Vienna, Zurich, London  
Edizioni Suvini-Zerboni, Milan  
Songs of Spain, Inc. (Union Musical Espanol),  
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# BROADCAST MUSIC, INC.

By **CARL HAVERLIN**  
President

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**B**ECAUSE it expresses our philosophy in 1956 just as emphatically as it did in 1955, we are repeating below our statement in last year's RADIO ANNUAL AND TELEVISION YEARBOOK:

During each day of the seventeen 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 eighteenth 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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 Beverly Music Inc.
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 Big "D" Pub. Co.  
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 Blackwood Music  
 Blane Music Company  
 Blazon Music Company  
 Block, Martin Music Inc.  
 Bluebird Music Company  
 Blue Grass Music  
 Blue Jay Songs  
 Blue Note Records  
 Blue River Music Inc.  
 Blue Variety Productions  
 Bob-Dan Music Co.  
 Bomart Music Corp.  
 Bond, Johnny, Music Co.  
 Boulevard Music Inc.  
 Bow & Arrow Music Co.  
 Boxer Music Co.  
 Boyt, Earl Pub. Co.  
 Bradshaw, Inc.  
 Brazos Valley Music  
 Brenner Music, Inc.  
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 Brewster Music Pub. Inc.  
 Brittany Music, Inc.  
 Britton Music Corp.  
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 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'Eberle Music Pub. Co.  
 Debra Music  
 Debut Publications  
 Decatur Music Co.  
 Delaware Music Co.  
 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.  
 D. Dreyer Co., Inc.  
 Driftwood Pub. Co., Inc.  
 Duchess Music Corporation  
 Dunbar Music Co.  
 Dunhill Music Corp.  
 Dynamic Music Co.
- 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.  
 Emporium Music  
 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.

Fairfax Music Company  
 Fairway Music Corp.  
 Falstaff Music Co., Inc.  
 Fanwood Music Publications  
 Ferrer, Jose, Music Inc.  
 Fi-Del Music Publishing 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.  
 Franciscan Music Co.  
 Franklin Pub. Co.  
 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.  
 Gallatin Music Corp.  
 Gaviota Music Inc.  
 Gay, Evelyn Pub. Co.  
 Gaylord Music Co.  
 Gerald Music  
 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  
 Gordon Music Company  
 Gospel Quartet Music Co.  
 Graham 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.

Ichabod 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  
 Iris Music Pub.  
 Iris-Trojan Music Corp.  
 Jaglea Music Corp.  
 Jamboree Music  
 Jan Music  
 Jari Music Co.  
 Jayco Music  
 Jean Music Company  
 Jeannette Music Pub.  
 Jeramac Music Co.  
 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.  
 Kaiser Music Co.  
 Kampas, William T.  
 Kanawha Music Pub.  
 Kaolene Corp.  
 Karen Publications  
 Karr, Jerome J.  
 Kaymusic Publishers  
 Keith Music Pub.  
 Keel Music Co.  
 Keenote Music  
 Kelly Music Publications  
 Kelton-Romm Music Company  
 Kendis, Sonny, Music Pub.  
 Kenneth Publishing Company  
 Kentucky Folk Music  
 Kerr, Bob, Prod.  
 Kerr, Edward  
 Keyes, Baron, Pub.  
 Keystone Music Co.  
 Kingsbury Music, Inc.  
 Klive Music Pub. Co.  
 Knudson, Thurston  
 Kord Music Company  
 Koss Music Co.  
 Kynd Music Pub.

Label Music Co.  
 Lake Erie Music  
 Lake Front Music  
 Lakeland Music Co.  
 Lamp Music Pub.  
 Lance Music Pub.  
 Lana Music  
 Lane, Ziggy, Music  
 Langley Music Co.  
 Langlois Filmusic, Inc.  
 Lang-Worth Publications, Inc.  
 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.  
 Locust Music Pub.  
 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.  
 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.  
 Magnus Music  
 Main Music Publishing Com-  
 pany, The  
 Main Street Songs, Inc.  
 Mallory Music Pub.  
 Major Melodies  
 Major Minor Music  
 Malabar Music, Inc.  
 Manhattan Melodies Music Pub.  
 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.  
 Marmor Music Inc.  
 Marvin Music Corp.  
 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.  
 Meg Music  
 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  
 Meridian Music Corp.  
 Merion Music, Inc.  
 Merit Music, Inc.  
 Merrick Music Co.  
 Merrymount Music Inc.  
 Meteor Music  
 Metropolitan Music Company  
 Mezzo Music Co.  
 Michele Pub. Co.  
 Mickey Music  
 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.  
 Montague Music Co.  
 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.  
 Motif Music  
 Motion Music Co.  
 Motor City Music Publishers  
 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 Publications  
 Muzik Masters Company

Nash Murray Assoc., Inc.  
 National Broadcasting Co., Inc.  
 Navajo Music, Inc.  
 Nelson, Overson Publications  
 New Era Music Corporation

Newton, Al  
 Nicksch, Donald E.  
 Nimsilla Music Company  
 Normandy Music, Inc.  
 Northeastern Music Company  
 Nuclear Music Co.  
 Nu-Tune Music Corporation  
 Nutter, Carl, Music Pub. Co.  
 Nu-Way Music Pub. Co.

Oakhurst Music Pub. Co.  
 Oceanic Music Co.  
 Ohio Music Co.  
 Old Charter Pub. Co., Inc.  
 Oliver-Jacobs Music  
 Omnibus Music Co.  
 Opal Music Inc.  
 Optimist Songs Co.  
 Oree Music  
 Orlando Music Co.  
 Ozark Music

Pace Music Co.  
 Pal Music Co.  
 Palladium Music Publishing Co.  
 Panda Records  
 Panhandle Music  
 Panorama 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

Quaker Music Company  
 Quality Music Company, Inc.  
 Quartet Music Co.  
 Quincy Music Publishers  
 Quintet Music Co.





Radio-Active Music  
 Radon Music Co.  
 Rainbow Melodies Music Co.  
 Rainbow Music Publishers  
 Raleigh Music Publishing Co.  
 Rancho Songs  
 Rancho Music  
 Rand Music Co.  
 Randolph, Al, Publications  
 Rapture Music Co.  
 Rayven Music Co., Inc.  
 Real American Pub. Co.  
 Red, White & Blue Publications  
 Red River Songs  
 Redwood Music Co., Inc.  
 Regent Music Corp.  
 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.  
 Roe Publishing Co.  
 Romance Music Publications  
 Rondo Music  
 Roosevelt Music Co.  
 Rork, Ernest A., & Son  
 Rosarch Pub. Co.  
 Rosemart Music Co.  
 Rosyln Music Company  
 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  
 Savannah Music, Inc.  
 Savoy Music Company  
 Sawaya Publications, Inc., The  
 Schaeffer's, Peter, Music Corp.  
 Seabreeze Music, Inc.  
 Scott-Mart Music Pub. Co.  
 Seidel, Emil, Music Plb'g Co.  
 Selroy Music Pub. Co.  
 Sensational Music Pub. Co.  
 Seven Seas Music Pubs.  
 Seven-Eleven Music Pub.  
 Shaw Music  
 Shealy Music Pub. Co., Inc.  
 Sheldon-Mitchell Pub Corp.  
 Sheldon Music, Inc.  
 Shell Music Co.  
 Sheridan Music Corp.  
 Shermack Music Co.

Sherman Music Co.  
 Sherwood Music Pub. Co.  
 Shirus Publishing  
 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.  
 Sooner Music Inc.  
 Sophisticate Music, Inc.  
 Sound Music Pub. Co.  
 Space Songs  
 Spanish Music Center  
 Spin Music, Inc.  
 Spitzer Songs, Inc.  
 Starrite Pub. Co.  
 Stella Music Co., Inc.  
 Stenton Music Inc.  
 Stern Music Publishing Co.  
 Steven, Arthur Publications  
 Stevens Music Corporation  
 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

Tranon 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.  
 Una Publishing Co.  
 Unger Music  
 Unique Music Publishers  
 Universal Music Sales  
 Uranus Music Company  
 Urban, Max & Co.

Val Music Corporation  
 Valentine Music Pub.  
 Valiant Music Company, Inc.  
 Valley-Hill Music Co.  
 Valley Publishers, Inc.  
 Valley View Music, Inc.  
 Valner, Kurt  
 Van Brunt Publishing Company  
 Vanguard Songs  
 Van's Music Co.  
 Variety Music Company  
 Vetter, Jack, Music Corp.  
 Vidor Publications  
 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  
 Waterloo Music Co.  
 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.  
 Wyner Music Publishers

Yahres Publications

Zoeller Music Co.



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# SESAC, INC.

By PAUL HEINECKE  
President

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**M**MUSIC, apparently, not only “hath charm” but also the eggshell quality of an atom bomb—and like atomic energy, requireth skillful and delicate handling.

During the past few years the world at large has been made acutely aware of the performance licensing organization. This is good. It's about time the curtain was raised and the music user be made to see what part such an organization plays in his professional life.

The shortsightedness on the part of music users stems from a lack of understanding as to what the music industry and specifically the performance licensing organization is all about. Creative works have always been subject to highjacking by the unscrupulous—those who are prone to exploit and profit without being willing to pay—in short, those who want to dance but not pay the fiddler.

The copyright system under which the United States presently operates is the result of thinking several hundred years old, and which eventually became manifest in this country in the copyright laws passed by twelve of the original states. The basic thinking in each was the encouraging of the arts and reserving to the creator the rewards of his accomplishment. Finally, Congress realized that it would have to do something about the protection of all American art forms and, so, followed the present Federal Copyright Act. The purpose of this law is to grant to the creator, a reward for his talent and ability, as well as to stimulate and encourage others equally talented. The law takes a definite stand and allows the creator and/or the copyright owner the privilege of protecting his work from unauthorized use.

While performing rights of musical works were first recognized in 1897, the first performing rights organization in the United States was formed in 1914, approximately five years after the establishment of the present Copyright Law.

When radio came into existence there was naturally a great demand for music. This industry, like restaurants, cabarets and hotel owners, took the position that they were not publicly performing copyrighted music for profit. It became apparent that without such groups as SESAC, the individual user would have to, if he were going to use a copyrighted work in public performance for profit, contact the individual copyright owner, who was in many cases the composer and/or publisher, in order to secure permission to use the work. These individual contacts would involve detailed paper work, and increased personnel. Secondly the performance cost would undoubtedly be higher if such fees had to be arrived at between the copyright owner and the user. The performance licensing organization eliminated all the obstacles and based costs upon natural and sound economic phenomena.

We've got to realize that today we're faced with the problem of protecting those works which have already been created and of encouraging the creation of new material to augment the old. This is not done without effort. Talent to begin with is rare. When it is realized it is a treasure and when finally put to work it becomes a blessing. So don't ever expect to get it for nothing.

- Abernathy Pub. Co.  
 Accord, Edition  
 Accordion Music Publishing Co.  
 Adamus, A.  
 Adamus, Zenobiusz  
 Albright Music Company  
 Alford, Harry L.  
 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.  
 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.  
 Berge Music Co.  
 Bienstock, Siegfried  
 Blake, Whitney, Music Publishers  
 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.  
 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.  
 Diamant, Abraham  
 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  
 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  
 Jaworsky-Pandy Music  
 Publishing Co.  
 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  
 Nemmers, M. L. Publishing Co.  
 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  
 Podgórski, I.  
 Polonia Publishing Co.  
 Polskie Towarzystwo Muzyki  
 Współczesnej  
 Polskie Wydawnictwo Muzyki  
 Współczesnej  
 Poitawski, Aleksander  
 Pomaranski, Zygmunt  
 Popular Music Publications  
 Princess Publications  
 Pro Art Publications  
 Pro Arte, Edition  
 Puritan Publishing Co.  
 "PWM," Polskie Wydawnictwo  
 Muzyczne  
 "PWP," Przedstawicielstwo  
 Wydawnictwo Polskich (Asso-  
 ciation of Polish Publishers)  
 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.  
 Samely, Sam  
 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 Acta  
 Wynert, Johnny  
 "Zaiks," Związek Autorow,  
 Kompozytorow i Wydawcow  
 Zak, Czeslaw  
 Zalewski, B. J.  
 Zaremba, Alojzy



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John P. Jones  
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Nat'l. Council of Churches of Christ

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by William Hodapp  
Farrar, Straus & Young

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Fred Whiting  
Medill School of Journalism

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A. A. Wyn

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Academy of Sciences

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Macmillan

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New TV Stations**

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Stations**

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Broadcast News, May-June

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Look at Television Jobs**

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Done to Recreation —  
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Puck, the Comic Weekly

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Norton

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Magdalena E. Wolbrecht  
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Pub. by Optical Society of America  
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The United States**

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by Merle Miller  
Doubleday

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by Harry P. Warner  
Matthew Bender





**Ed Herlihy**

**BEHIND THE  
MIKE**

---

**BEFORE THE  
CAMERA**

**1957**





## **WILLIAM KEENE**

**SU. 7-5400**

**West Coast Rep.  
Thelma White  
CRestview 6-3189**

# RADIO-TV ARTISTS

their work during 1956

## — A —

**AAKER, LEE**  
Rin Tin Tin  
ABC-TV

**ALAMPI, PHIL**  
Farm News  
NBC

**ALDA, ROBERT**  
Can Do  
NBC-TV

**ALEXANDER, BEN**  
Dragnet  
NBC-TV

**ALLEN, GRACIE**  
Burns and Allen Show  
CBS-TV

## **ALLEN, STEVE**

B. Dec. 26, 1921, New York City.  
Tonight, NBC

**ALLISON, FRAN**  
Kukla, Fran & Ollie  
ABC-TV

## **ANDERSON, EDDIE**

### **“ROCHESTER”**

B. Sept. 18, 1905, Oakland, Cal.  
The Jack Benny Show, CBS-TV

**ANDERSON, WARNER**  
The Line-Up  
CBS-TV

## **ANDREWS, JOHNNY W.**

B. April 1, 1917, Boston, Mass.

**ANSARA, MICHAEL**  
Broken Arrow  
ABC-TV

**ARDEN, EVE**  
Our Miss Brooks  
CBS

**ARNAZ, DESI**  
I Love Lucy  
CBS-TV

**ARNESS, JAMES**  
Gunsmoke  
CBS-TV

## — B —

**BACKUS, JIM**  
I Married Joan  
NBC-TV

**BAILEY, CHARITY**  
Sing A Song  
NBC-TV

**BAILEY, JACK**  
Truth or Consequences, Queen  
For A Day; NBC-TV, MBS

**BALL, LUCILLE**  
I Love Lucy  
CBS-TV

**BARRY, JACK**  
The Big Surprise, Tic Tac  
Dough, Twenty One; NBC-TV

**BAVIER, FRANCES**  
It's A Great Life  
NBC-TV

## **BECK, JACKSON**

B. July 23, 1912, New York City.  
U. S. Steel, CBS-TV; F.B.I. In  
Peace and War, Second Mrs.  
Burton, CBS; It's Time, ABC;  
Brady Kaye, NBC; Spots for  
Chrysler, Howard Clothes, Chock  
Full O' Nuts Coffee, Bulova

**BECKER, SANDY**  
Young Dr. Malone  
CBS

## **BEIR, FRED**

B. Sept. 21, 1927, Niagara Falls,  
N. Y. Robert Montgomery Pre-

**DO YOU DREAM  
IN COLOR?  
WE DO**

*Tex and Jinx*

**SAM  
LEVENSON**



**JOHNNY  
AND  
PENNY  
OLSEN**



**CI. 7-7517**



sents, NBC Matinee Theatre, Kraft, Goodyear Playhouse, NBC; Studio One, CBS; Annapolis Series, ABC

**BENDIX, WILLIAM**  
Life of Riley  
NBC-TV

**BENNY, JACK**

B. Feb. 14, 1894, Chicago, Ill.  
The Jack Benny Show, CBS,  
CBS-TV

**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, POLLY**

Playhouse 90, G.E. Theatre, Ed  
Sullivan, CBS; NBC Spectacular,  
Max Liebman Spectacular, Pro-  
ducers Showcase, NBC

**BERLE, MILTON**

Milton Berle Show, NBC-TV

**BISHOP, WILLIAM**  
It's A Great Life  
NBC-TV

**BLAIR, JANET**  
Caesar's Hour  
NBC-TV

**BOLGER, RAY**  
Washington Square  
NBC-TV

**BOONE, PAT**

B. June 1st, 1934, Jacksonville,  
Fla. Arthur Godfrey Show, CBS-  
TV

**BOONE, RICHARD**

B. June 18, Los Angeles, Cal.  
Medic, Lux Video Theatre, Fron-  
tier, NBC-TV; Climax, CBS-TV

**BORGE, VICTOR**  
Comedy in Music  
CBS-TV

**BOYD, WILLIAM**  
Hopalong Cassidy  
NBC-TV

**BRADDOCK, MICKEY**  
Circus Boy  
NBC-TV

**BRADY, PAT**  
Roy Rogers Show  
NBC-TV

**BRENT, GEORGE**  
Wire Service  
ABC-TV

**BRESLIN, PATRICIA**  
The People's Choice  
NBC-TV

**BROOKS, RAND**  
Rin Tin Tin  
ABC-TV

**BROWN, JAMES**  
Rin Tin Tin  
ABC-TV

**BROWN, TED**  
Weekday  
NBC

**BRYAN, ARTHUR**  
**Q.**

B. May 8, 1899, Brooklyn, N. Y.  
Fibber McGee & Molly, NBC

**BUFFANO, JULES**  
Texaco Star Theater  
NBC-TV

**BURKE, PAUL**  
Noah's Ark  
NBC-TV

**BURNS, GEORGE**  
Burns and Allen Show  
CBS-TV

**BURNS, STAN**

B. Sept. 18, 1927, New York City.  
Kashbox Quiz, Stan, The Spinner,  
WINS; Nora Drake, Helen Trent,  
Our Gal Sunday, CBS; Cerebral  
Palsy Telethon, WOR-TV

**MARY  
MARGARET  
McBRIDE**

FULL NBC  
RADIO  
NETWORK

— o —

*Exclusive Management:*  
ESTELLA H. KARN  
49 WEST 45TH STREET  
NEW YORK CITY



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**ELLIOTT**

# **RAY**

**GOULDING**

ON RADIO

**MUTUAL NETWORK**

11:15-11:30 A.M. DAILY

5:00-5:45 P.M. DAILY

**N.B.C. MONITOR**

SATURDAY and SUNDAY

•

ON TV and RADIO

**VOICES OF "BERT & HARRY"**

(PIEL'S BEER)

•

**CORAL RECORDS**

**GOULDING-ELLIOTT-GRAHAM, INC.**

*Pers. Mgr.*  
**JOHN MOSES**

**420 LEXINGTON AVE.**  
**NEW YORK, N. Y.**

*Director:*  
**VIC COWEN**

# **JACK CARSON**



*Management: MCA*

*Personal Manager: Frank Stempel*



**BUTTRAM, PAT**  
Just Entertainment  
CBS

**BYINGTON,  
SPRING**

B. Oct. 17, Colorado Springs, Col. December Bride, Twentieth Century Fox Hour, The Vic Damone Show, CBS-TV; The George Gobel Show, The Ford Show, NBC-TV; Armstrong Theatre

— C —

**CAESAR, SID**

Caesar's Hour, NBC-TV

**CAMARGO,  
RALPH**

Alcoa Hour, Kraft, Robt. Montgomery Show, Big Story, NBC-TV; Road of Life, CBS, Whispering Streets, ABC

**CAREY, PHIL**  
The 77th Bengal Lancers  
NBC-TV

**CARLE, FRANKIE**  
Golden Touch of Frankie Carle  
NBC-TV

**CARNEY ART**  
Jackie Gleason Show  
CBS-TV

**CARROLL, PAT**  
Caesar's Hour  
NBC-TV

**CARSON, JACK**

B. Oct. 11, 1911, Manitoba, Canada. Schlitz Playhouse, CBS-TV; Ford Theatre, NBC-TV

**CARSON, JEANNIE**

B. May 23, Pudsey Yorkshire, England. Hey Jeannie, CBS-TV

**CESANA, RENZO**  
The Continental  
NBC-TV

**CHAPIN, LAUREN**  
Father Knows Best  
NBC-TV

**CHASE, ILKA**  
Masquerade Party  
ABC-TV

**CLARK, DANE**  
Wire Service  
ABC-TV

**CLAYTON, JAN**  
Lassie  
CBS-TV

**CLOONEY,  
ROSEMARY**

B. May 23, 1928, Maysville, Ky. The Rosemary Clooney Show, MCA-TV

**COLLIE, BIFF**  
MBS

**COLLINS, AL**  
NBC

**COLLINS, FRED**  
Production Five  
NBC

**COLLYER, BUD**  
Beat the Clock, To Tell The Truth; CBS-TV

**COMO, PERRY**

Perry Como Show, NBC-TV

**CONRAD, WILLIAM**  
Gunsmoke  
CBS

**CONSIDINE, MILLIE**  
MBS

**CONTE, JOHN**

B. Sept. 15, Palmer, Mass. Matinee Theatre, NBC-TV

**CONWAY, SHIRL**  
Caesar's Hour  
NBC-TV

**HARRY VON ZELL**

with

**BURNS and ALLEN**

for

**CARNATION**

AND

**B. F. GOODRICH**



**PRODUCER • DIRECTOR • ACTOR**



**LEW DANIS**

**THE LIBERACE SHOW — WABD**  
(A Bories Production)

•

**ITALIAN FEATURE FILM — WATV**  
(A Landi Production)

•

**WHERE WAS I BORN — WATV**  
(A Rossini Production)

•

**THE LEW DANIS SHOW — WVNJ**  
(A Trombone-Rosen Production)

*Management:*  
**GEORGE H. HALBERT**  
LE 2-6610

*Press Relations:*  
**MARIO TROMBONE ASSOCIATES**  
WI 7-6025

*Personal Representative:*  
**HENRY MARSELLE**  
PL 5-8500



**GEORGE  
SKINNER**

★

**George Skinner Show**  
— WABC

★

**Make Up Your Mind**  
— ABC-Radio

★

**MC — Panel Moderator**  
**Commercials**  
**News and Special Events**  
PL 7-6300

— D —

**COONS, JOHNNY**  
Uncle Johnny Coons Show  
NBC-TV

**COOPER, JACKIE**  
The People's Choice  
NBC-TV

**CORE, NATALIE**  
Home  
NBC-TV

**COTTEN, JOSEPH**  
On Trial  
NBC-TV

**COX, WALLY**  
Adventures of Hiram Holiday  
NBC-TV

**COY, WALTER**  
Frontier  
NBC-TV

**CRABBE, BUSTER**  
Captain Gallant of the Foreign  
Legion; NBC-TV

**CRAWFORD, BRODERICK**  
Highway Patrol  
NBC-TV

**CROSBY, BOB**  
B. Aug. 23, 1913, Spokane,  
Wash. The Bob Crosby Show,  
Climax, CBS-TV

**CULLEN, BILL**  
I've Got A Secret  
CBS-TV

**CUMMINGS, ROBERT**  
CBS-TV

**DALY, JOHN**  
What's My Line  
CBS-TV

**DAVIS, JOAN**  
I Married Joan  
NBC-TV, CBS-TV

**DEEL, SANDRA**  
Caesar's Hour  
NBC-TV

**DEVINE, ANDY**  
Wild Bill Hickock  
CBS-TV

**DEWITT, GEORGE**  
Name That Tune  
CBS-TV

**DIAMOND, BOBBY**  
Fury  
NBC-TV

**DODD, JIMMIE**  
B. Mar. 28, Cincinnati, O.  
Mickey Mouse Club, ABC-TV

**DONAHUE, ELINOR**  
Father Knows Best  
NBC-TV

**DONALD, PETER**  
B. June 6, 1918, Bristol, Eng-  
land. Masquerade Party, Panto-  
mime Quiz, Don McNeil's Break-  
fast, ABC-TV; Robert Q. Lewis  
Show, Arthur Godfrey Talent  
Scouts, CBS-TV

**DOWNES, BILL**  
CBS

**DOWNES, HUGH**  
Home  
NBC-TV

**DRAKE, CHARLES**  
Robert Montgomery's Summer  
Theatre  
NBC-TV

**DRAKE, GALEN**  
CBS

**DUNN, JAMES**  
It's A Great Life  
NBC-TV

**DUNNE, STEVE**  
B. Jan. 13, 1918, Northampton,  
Mass. You're On Your Own, Ford  
Star Jubilee, The Millionaire,  
The Bob Cummings Show, CBS-  
TV; Truth or Consequences, Lux  
Video Theatre, NBC-TV

**DURANTE, JIMMY**  
B. Feb. 10, New York City.

— E —

**EDWARDS, RALPH**  
B. June 13, 1913, Merino, Col.  
This Is Your Life, NBC-TV



The Fitzgeralds ... Ed & Pegeen





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Colgate Palmolive-Fab  
Mgt.  
Lester Lewis Associates



**GORDON MacRAE**

1116

**ELLIOTT, BOB & GOULDING, RAY**

Bob & Ray Show, NBC, Mutual

**EMERSON, FAYE**  
I've Got A Secret  
CBS-TV

**ERICKSON, CORYDON A.**

B. Dec. 26, 1944, New York City.  
Robert Montgomery Presents,  
Goodyear, Hit Parade, Lux Video  
Theatre, Omnibus, U. S. Steel  
Hour, I Remember Mama, Week-  
day, Five Star Matinee, Anima-  
tion for Paramount, Commercials

**ERICKSON, LAUNCELOT D.**

B. Sept. 6, 1949, New York City.  
Commercials, Industrials, Dub-  
bing, A Hatful of Rain, Faith for  
Today

**EVANS, DR. BERGEN**  
Down You Go  
NBC-TV

**EVANS, DALE**  
Roy Rogers Show  
NBC-TV

**EVANS, MAURICE**  
Hallmark Hall of Fame  
NBC-TV

— F —

**FABRAY, NANETTE**  
Caesar's Hour  
NBC-TV

**FADIMAN, CLIFTON**  
Conversation, This Is Show  
Business  
NBC, NBC-TV

**FAIRBANKS, DOUGLAS**  
NBC-TV

**FALKENBERG, JINX**  
Jinx's Diary, Tex & Jinx Show  
NBC, NBC-TV

**FARRELL, FRANK**  
WABC, New York, N. Y.

**FASSETT, JAMES**  
New York Philharmonic  
Broadcasts  
CBS

**FISHER, EDDIE**  
Eddie Fisher Show, NBC, NBC-  
TV

**FITZGERALD, ED**  
B. Feb. 8, Troy, N. Y. Window,  
WRCA-TV; The Fitzgeralds,  
WRCA

**FITZGERALD, PEGEEN**  
B. Nov. 24, Norcatur, Kan.  
Window, WRCA-TV; The Fitzger-  
alds, WRCA

**FOLEY, RED**  
Ozark Jubilee  
ABC-TV

**FORBES, SCOTT**  
Adventures of Jim Bowie  
ABC-TV

**FORD, TENNESSEE ERNIE**

B. Feb. 13, 1919, Bristol, Tenn.  
Tennessee Ernie Ford Show, The  
Ford Show, NBC-TV; Capitol  
Records

**FOSTER, STUART**  
CBS

**FOX, SONNY**  
Let's Take a Trip  
CBS-TV

**FRANCIS, ARLENE**  
Home  
NBC-TV

**FRANKLIN, JOE**  
B. Mar. 9, 1926, New York, N. Y.  
Joe Franklin's Memory Lane,  
WABC-TV

**FREEMAN, FLORENCE**  
Wendy Warren and the News  
CBS

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**GARDNER, HY**  
NBC-TV



**RICHARD WILLIS**

"Here's Looking At You"

NBC-TV

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BRYNA  
RAEBURN

RADIO REGISTRY

**GARROWAY, DAVE**

Today, Wide, Wide World,  
Monitor  
NBC, NBC-TV

**GERALD, HELEN**

Adventures of The Falcon,  
This Is The Answer, Gang-  
busters, Schlitz Playhouse  
WABC-TV, WCBS-TV,  
DuMont

**GIBSON, VIRGINIA**

So This Is Hollywood  
NBC-TV

**GLEASON, JACKIE**

Jackie Gleason Shows, CBS-TV

**GOBEL, GEORGE**

B. May 20, 1920, Chicago, Ill.  
The George Gobel Show, NBC-  
TV

**GODDARD, DON**

Medical Horizons  
ABC-TV

**GODFREY, ARTHUR**

Talent Scouts, Arthur  
Godfrey Time, Arthur Godfrey  
Show  
CBS, CBS-TV

**GORDON, GALE**

The Brothers  
CBS-TV

**GRAHAM, BILLY**

Hour of Decision  
NBC

**GRAHAM, LEE**

Letter to Lee Graham, WABD

**GRAHAM, NANCY ANN**

Home  
NBC-TV

**GRAHAM,  
VIRGINIA**

B. July 4, Chicago, Ill. Food for  
Thought, DuMont TV; The Fal-  
con, ABC; Celebrity Corner, NBC

**GRANIK, TED**

American Forum of the Air,  
Youth Wants to Know  
NBC-TV

**GRAY, BILLY**

Father Knows Best  
NBC-TV

**GRAY, DONALD**

The Vise  
ABC-TV

**GRAZIANO, ROCKY**

The Martha Raye Show  
NBC-TV

**GREEN, MITZI**

So This Is Hollywood  
NBC-TV

**GREENE, RICHARD**

Robin Hood  
CBS-TV

**GROVE, BETTY  
ANN**

B. Sept. 9, 1921, Cambridge,  
Mass. Big Payoff, CBS-TV

— H —

**HACKETT, BUDDY**

Stanley  
NBC-TV

**HAGY, RUTH**

College Press Conference  
ABC-TV

**HAINES, LARRY**

MBS

**HAMER, RUSTY**

The Danny Thomas Show  
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

**HART, JOHN**

The Lone Ranger  
ABC-TV

**HAUSER, GAYELORD**

MBS

**HAYES, HELEN**

NBC

**HAYES, PETER LIND**

CBS-TV

FRANK LOVEJOY

JOHNNY MERCER



BOB  
CROSBY



**HEALY, MARY**  
CBS-TV

**HENDERSON, MARCIA**  
Dear Phoebe  
NBC-TV

**HERBERT, DON**  
Mr. Wizard  
NBC-TV

**HERLIHY, ED**  
NBC

**HITCHCOCK, ALFRED**  
CBS-TV

**HOFFMANN, DR. OSWALD C. J.**  
MBS

**HOPE, BOB**

B. May 29, 1903, London, Eng-  
land. The Bob Hope Show, NBC-  
TV

**HORWICH, DR. FRANCES**  
Ding Dong School  
NBC-TV

**HULL, WARREN**  
Strike It Rich  
CBS, CBS-TV

**HUTTON, INA RAY**  
NBC-TV

— I —

**IRVING, MARGARET**  
The People's Choice  
NBC-TV

— J —

**JACKSON, EDDIE**  
Texaco Star Theatre  
NBC-TV

**JACKSON, SHERRY**  
The Danny Thomas Show  
ABC-TV

**JAMES, DENNIS**  
Chance of a Lifetime, ABC-TV

**JAMIESON,  
PIDGIE**

B. Dec. 31, 1944. Kraft Theatre,  
Mr. Peepers, Hallmark Hall of  
Fame, Philco, Robert Montgo-  
mery Presents, NBC-TV: Danger,  
Mamma, CBS-TV

**JEFFREYS, ANNE**  
Topper  
NBC-TV

**JORDAN, JOANNE**

Commercials for Hazel Bishop,  
Benrus Watch, Nestles

**JORDAN, MARION and JIM**  
Fibber McGee & Molly  
NBC

— K —

**KEANE, TERI**  
Second Mrs. Burton  
CBS

**KEENE, WILLIAM**

B. Aug. 4, 1911, Franklin, Pa.  
Robert Montgomery Presents,  
NBC-TV; Love of Life, Secret  
Storm, You'll Never Get Rich,  
CBS-TV; Five Star Matinee,  
NBC; Official Detective, Mutual

**KEITH, BRIAN**  
Crusader  
CBS-TV

**KIERMAN, WALTER**  
Weekday  
NBC

**KINNE, KIT**  
Home  
NBC-TV

**KINSKEY, LEONARD**  
The People's Choice  
NBC-TV

**KOVACS, ERNIE**  
NBC-TV

**KRAMER, MANDEL J.**  
MBS

JOHN  
CONTE

*Host-Star*

"MATINEE THEATER"

NBC Color TV



# *Jim Coy*

**Announcer - Actor  
Narrator**

Registry —

MU. 8-6600



# **DONALD WOODS**

YOUR HOST ON  
**FAMOUS FILM FESTIVAL**

*and*

**THE WOOLWORTH HOUR**

*"The Best In Music"*

CBS-RADIO

1955-56-57

**AFTERNOON FILM  
FESTIVAL**

ABC-TV

1956

*Exclusive Representative*  
**MARTIN GOODMAN**  
Judson 6-1180



— L —

**LA FRANO, TONY**  
MBS

**LAWFORD, PETER**  
Dear Phoebe  
NBC-TV

**LEAHY, FRANK**  
Ray Anthony Show  
ABC-TV

**LEE, PINKY**  
NBC-TV

**LEONARD, BILL**  
Eye on New York  
CBS-TV

**LESCOUÏE, JACK**  
Tonight  
NBC-TV

**LEVENSON, SAM**

B. Dec. 28, 1911, New York City.  
This Is Show Business, Toast of  
the Town, CBS

**LEWIS, ROBERT Q.**  
CBS

**LIBERACE**

B. May 16, 1920, Milwaukee,  
Wis.; The Liberace Show, Syn-  
dicated TV

**LIND, OSTRID**  
Window  
NBC-TV

**LINKLETER, ART**  
House Party, People Arc  
Funny  
CBS, CBS-TV, NBC-TV

**LOVEJOY, FRANK**

B. Mar. 28, New York City.  
Climax, Playhouse 90, CBS-TV;  
Man Against Crime, NBC-TV

**LUNDIGAN, BILL**  
Climax  
CBS-TV

**LUPTON, JOHN**  
Broken Arrow  
ABC-TV

— Mc —

**McBRIDE, MARY MARGARET**  
NBC

**McCAMBRIDGE, MERCEDES**  
Wire Service  
ABC-TV

**McCARTHY,  
JOHN E.**

B. June 3, 1911, Ada, Mich.  
Producers Showcase (Ford  
Comm.), NBC-TV; News Com-  
mentator, WPIX; Capt. Video,  
DuMont; Green Hornet, Bob Bar-  
clay, ABC

**McCARTHY, JOSEPHINE**  
The Herb Sheldon Show  
NBC-TV

**McCRARY, TEX**  
Tex & Jinx Show  
NBC



**PAUL WINCHELL**

and

**JERRY MAHONEY**

Management-Counsel:

**GOLDFARB, MIRENBURG & VALLON**

Public Relations:

**MARVIN KOHN**



## Lanny Ross

WCBS-Radio

Management General Artists Corp.

# RITZ BROTHERS



## BOB RUSSELL

Management—Frank Cooper Associates  
New York & Hollywood

Press Rep.:  
Stanford & Gulman Assocs.



## CLAIRE MANN

BEAUTY — HEALTH  
TV — RADIO

**McKAY, JIM**  
CBS Sports Review

**McNELLIS, MAGGI**

B. June 1, Chicago; Maggi  
McNellis Show, WABD

— M —

**MACK, TED**  
Amateur Hour  
ABC-TV

**MacLAUGHLIN, DON**  
Road of Life  
CBS, MBS

**MacRAE, GORDON**

B. Mar. 12, 1921, East Orange,  
N. J. Lux Video Theatre, NBC-  
TV

**MADISON, GUY**  
Wild Bill Hickock  
CBS-TV

**MARCH, HAL**  
\$64,000 Question  
CBS-TV

**MARSHALL, SANFORD**  
MBS

**MARTIN, MARY**  
Peter Pan, Born Yesterday  
NBC-TV

**MARX, GROUCHO**  
You Bet Your Life  
NBC, NBC-TV

**MAXEY, PAUL**  
People's Choice  
NBC-TV

**MEADOWS, AUDREY**  
Jackie Gleason Show  
CBS-TV

**MERCER, JOHNNY**

B. Nov. 18, 1909, Savannah, Ga.

**MERIWETHER, LEE**  
Today, Down You Go  
NBC-TV

**MERRIMAN, RANDY**  
Big Payoff  
CBS-TV

**MILLER, HOWARD**  
CBS

**MILLER, MARVIN**  
The Millionaire  
CBS-TV

**MILLER, MITCH**  
CBS

**MONTGOMERY, ELIZABETH**  
Robert Montgomery's Sum-  
mer Theatre  
NBC-TV

**MONTGOMERY, ROBERT**  
Johnson's Wax Program.

Schick Television Theatre  
NBC-TV

**MCORE, GARRY**  
I've Got a Secret  
CBS-TV

**MORGAN, CLAUDIA**  
Right to Happiness  
CBS

**MORGAN, HENRY**  
I've Got a Secret  
CBS-TV

**MORGAN, WESLEY**  
Life of Riley  
NBC-TV

**MORRIS,  
HOWARD**

Caesar's Hour, NBC-TV

**MURRAY, JAN**

Dollar a Second, Treasure Hunt,  
ABC-TV; Jan Murray Time, NBC-  
TV

**MURROW, EDWARD R.**  
Person to Person, See It Now  
CBS-TV

**MYERSON, BESS**  
Big Payoff  
CBS-TV



**MAGGI McNELLIS**

★



**John E. McCarthy**

Announcer-MC  
News Commentator

**MU. 8-6600**





**NERISSA NICKEL**

PL. 7-6300

**CAROL IRWIN**

PRODUCER

**'MAMA'**

CBS-TV



**"JOE FRANKLIN'S  
MEMORY LANE"**

FIVE AFTERNOONS A WEEK;  
FIFTH YEAR OVER

**WABC-TV, N. Y.**

OFFICE: WI 7-2517



**MIKE WALLACE**

NBC

WABD

— N —

**NASH, OGDEN**  
Masquerade Party  
ABC-TV

**NELSON, DAVID**  
Ozzie & Harriet  
ABC-TV

**NELSON, HARRIET**

B. July 18, Des Moines, Iowa;  
Adventures of Ozzie & Harriet,  
ABC-TV

**NELSON, JIMMY**

Milton Berle Show, The Jimmy  
Nelson Show, NBC-TV

**NELSON, OZZIE**

B. Mar. 20, Jersey City, N. J.  
Adventures of Ozzie & Harriet,  
ABC-TV

**NELSON, RICKEY**  
Ozzie & Harriet  
ABC-TV

**NICKEL, NARISSA**

B. Apr. 11, 1929, Suspense, Stu-  
dio One, CBS-TV; Rocky King,  
DuMont; Armstrong Circle The-  
atre, Philco, NBC-TV; Warner-  
Film-Lead

**NIESEN, CLAIRE**  
Backstage Wife  
CBS

**NOBLE, HARRY**  
MBS

**NORDINE, KEN**  
Nightlife With Nordine  
NBC

— O —

**O'BRIEN, HUGH**  
Wyatt Earp  
ABC-TV

**OLSEN, JOHNNY**

Rumpus Room, Mutual; Break  
the Bank, NBC-TV; Name That  
Tune, Stand Up and Be Counted,  
CBS-TV; Masquerade Party,  
ABC-TV

**OLSEN, PENNY**

Rumpus Room, Mutual

**O'SHEA, MICHAEL**  
It's A Great Life  
NBC-TV

— P —

**PARKER, ELLEN**  
Caesar's Hour  
NBC-TV

**PARKER, WILLARD**  
Tales of Texas Rangers  
CBS-TV

**PARKS, BERT**  
Giant Step  
CBS-TV

**PARKS, HILDY**  
Down You Go  
NBC-TV

**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, Rinsø Jingles,  
Les Paul & Mary Ford at Home,  
TV Film

**PAYNE, VIRGINIA**  
Ma Perkins  
CBS

**PEALE, DR. NORMAN VINCENT**  
NBC

**PEARL, MINNIE**  
Grand Ole Opry  
NBC

**PERKINS, R. MARLIN**  
Zoo Parade  
NBC-TV



**PETER DONALD**



**Polly Bergen**

MCA



**JOHNNY ANDREWS**

**WRCA-NBC**

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**JACK STERLING**



**JACKSON BECK**

Announcer-Narrator

Actor

AM

TV

MU 8-6600

**POOLE, LYNN**  
Johns Hopkins File 7  
ABC-TV

**POWELL, DICK**  
Zane Grey Theatre  
CBS-TV

**PRINCE, WILLIAM**  
Justice  
NBC-TV

— R —

**RAEBURN, BRYNA**

Counterspy, Gang Busters, Treasury Agent, By the People, Official Detective, Mutual; Indictment, CBS; Mystery Time, ABC; This Is My Story, Five Star Matinee, NBC

**RANDOLPH, JOYCE**  
Jackie Gleason Show  
CBS-TV

**RATHBONE, BASIL**  
MBS

**RAYBURN, GENE**  
The Steve Allen Show  
NBC-TV

**RAYE, MARTHA**  
NBC-TV

**REAGAN, RONALD**  
GE Theatre  
CBS-TV

**REEVES, GEORGE**  
Superman  
NBC-TV

**REINER, CARL**  
Caesar's Hour, NBC-TV

**REYNOLDS, MARJORIE**  
Life of Riley  
NBC-TV

**RICHARDS, DR. H. M. S.**  
MBS

**ROBBINS, FRED**  
Coke Time Starring Eddie Fisher  
NBC-TV

**RODMAN, VICTOR**  
Noah's Ark  
NBC-TV

**ROGERS, ROY**  
B. Nov. 5, 1905, Cincinnati, Ohio. Roy Rogers Show, NBC-TV

**ROGERS, WILL, JR.**  
Good Morning With Will Rogers, Jr.  
CBS-TV

**ROONEY, MICKEY**  
B. Sept. 23, 1922, Brooklyn, N. Y. The Mickey Rooney Show, Syndicated

**ROSS, LANNY**  
WCBS

**ROSS, NORMAN**  
This Is The Day, Norman Ross Show, Tunes From Talmann, Olson Travel Hour, Norman Ross Sunday Evening Show  
WBKB, WGN, WMAQ

**ROTH, JACK**  
Texaco Star Theatre  
NBC-TV

**ROUNTREE, MARTHA**  
Press Conference  
NBC-TV

**RUSSELL, BOB**  
Stand Up and Be Counted, CBS-TV; Miss Universe Pageant, Long Beach, Cal.

**RUSSELL, WILLIAM**  
Adventures of Sir Lancelot  
NBC-TV



**ALLEN SWIFT**

Captain of the "S.S. Popeye"  
and  
"The Voice Of Everything—  
But Firestone"



**JAY STEWART**

It Could Be You—NBC-TV  
(ass't to the producer)

Western Ranch Party—Screen Gems  
emcee

Townhall Party  
emcee



**JAY STEWART PRODUCTIONS**  
Hollywood, Calif. HO. 4-7237



**ROSA RIO**  
Organist-Composer

SU 7-5400



**ED REIMERS**

Management  
MCA



**CORYDON ERICKSON**

8-12 Years (Voice)

Your Agent  
or  
LE 2-1100



**HELENE W. ERICKSON**  
LYRICO-SPINTO SOPRANO

"... one of those light, bright, naturally focused voices, with brilliant overtones, which project in the biggest auditorium."—J. Briggs, The N. Y. Times.

LE 2-1100



— S —

**SAWYER, JOE**  
Rin Tin Tin  
ABC-TV

**SCOTT, FRED**

B. June 25, 1920. Liberace Show,  
WABD; Capt. Video Space Show,  
Children's Shows

**SCOTT, MARTHA**  
Modern Romances, Weekday  
NBC, NBC-TV

**SHAW, ROBERT**  
Buccaneers  
CBS-TV

**SHEEN, BISHOP FULTON J.**  
Life Is Worth Living  
ABC-TV

**SHELDON, HERB**  
NBC-TV

**SHERWOOD, BOBBY**  
Masquerade Party  
ABC-TV

**SHRINER, HERB**  
Two for the Money  
CBS-TV

**SILVERHEELS, JAY**  
The Lone Ranger  
ABC-TV

**SILVERS, PHIL**  
CBS-TV

**SKELTON, RED**

B. July 18, Vincennes, Ind. The  
Red Skelton Show, Shower of  
Stars, CBS-TV

**SKINNER,  
GEORGE D.**

B. Feb. 18, 1918, Portland, Ore.  
George Skinner Show, WABC; Six  
O'Clock Report, WCBS-TV; Mon-  
itor, NBC

**SMITH, BOB**  
Howdy Doody  
NBC-TV

**SMITH, CARL**  
MBS

**SMITH, SIDNEY**  
Byline  
NBC

**SMOLEN, VIVIAN**  
Our Gal Sunday  
CBS

**SOTHERN, ANN**  
Private Secretary  
CBS-TV

**SOVINE, RED**  
MBS

**SPIVAK, LAWRENCE**  
Meet the Press  
NBC, NBC-TV

**SPOCK, DR. BENJAMIN**  
NBC-TV

**STANG, ARNOLD**  
The Milton Berle Show  
NBC-TV

**STEPHENSON, JOHN**  
The People's Choice  
NBC-TV

**STERLING, JACK**

B. June 24, 1915, Baltimore, Md.  
The Jack Sterling Show, The Big  
Top, CBS

**STERLING, ROBERT**  
Topper  
NBC-TV



**JOANNE JORDAN**

Hazel Bishop — Benrus — Nestle's

Lester Lewis Associates—11 East 48th St.



**PIDGIE JAMIESON**

Radio Registry — MU. 8-6600



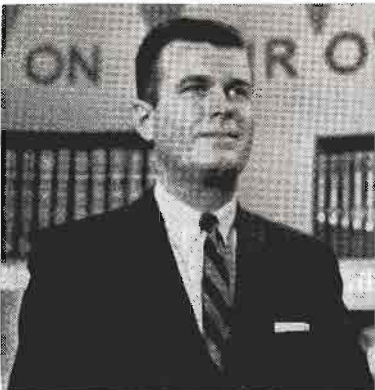
**RALPH CAMARGO**

RADIO — TV  
ACTOR — ANNOUNCER  
NARRATOR  
MU 8-6600



**ARTHUR Q. BRYAN**

**\*CONTINUED WORDS OF PRAISE FOR -  
STEVE DUNNE**



\* *Hollywood Reporter* 12/24/56 "Steve Dunne is a personable and highly capable emcee. He injects just the right note of friendly enthusiasm."

\* *Harriet Van Horne* 12/27/56 "Steve Dunne is a first-rate M.C.!"

BOB LONGENECKER AGENCY



**JIMMIE DODD**

"Mickey Mouse Club"



**STEVENS, JULIE**  
Romance of Helen Trent  
CBS

**STEVENS, MARK**  
Big Town  
NBC-TV

**STEVENS, WARREN**  
The 77th Bengal Lancers  
NBC-TV

**STEWART, JAY**  
B. Sept. 6, 1918, Summitville,  
Ind. It Could Be You, NBC-TV;  
Western Ranch Party, Screen  
Gems; Townhall Party, KTTV

**STORM, GALE**  
My Little Margie,  
Oh Suzanna, Comedy Hour  
CBS-TV, NBC, NBC-TV

**SULLIVAN, ED**  
CBS-TV

**SWEENEY, BOB**  
The Brothers  
CBS-TV

— T —

**THOMAS, DANNY**  
B. Jan. 6, Deerfield, Mich. Make  
Room For Daddy, ABC-TV

**TIBBETT, LAWRENCE**  
MBS

**TILLSTROM, BURR**  
Kukla, Fran & Ollie  
ABC-TV

**TOMPKINS, JOAN**  
This Is Nora Drake  
CBS

**TREACHER, ARTHUR**  
Down You Go  
NBC-TV

**TRUMAN, MARGARET**  
Weekday  
NBC

**TULLY, TOM**  
The Line-Up  
CBS-TV

— V —

**VAN HORN, ARTHUR**  
WABC, New York, N. Y.

**VON ZELL,  
HARRY**  
B. July 11, Indianapolis, Ind.  
Burns & Allen, CBS-TV

— W —

**WAKELY, JIMMY**  
B. Feb. 16, 1914, Mineola, Ark.  
The Jimmy Wakely Show, CBS;  
Wide, Wide World, Steve Allen  
Show, NBC-TV; Town Hall Party,  
KTTV; Western Ranch Party,  
Screen Gems, Decca Records

**WALKER, CLINT**  
Cheyenne  
ABC-TV

**WALLACE, MIKE**  
B. May 9, 1918, Boston, Mass.

**Chadwick Productions**

Motion Picture Photography  
PRODUCTION

SUE  
CLARK  
Chadwick  
Office

PUBLIC  
RELATIONS

ANY PLACE  
IN OR OUT OF  
THIS WORLD

Oldfield 4-4966  
8313 Kirkwood Dr.  
Hollywood 46,  
California

Oldfield 4-3348  
8313 Kirkwood Dr.  
Hollywood 46  
California



**FRED BEAR**

Manager: Jane Deacy  
MU 7-3365



**WARING, FRED**  
The Chevy Show  
NBC, NBC-TV

**WATERMAN, WILLARD**  
The Great Gildersleeve  
NBC-TV

**WAYNE, DAVID**  
Five Star Matinee  
NBC

**WEBB, JACK**  
Dragnet  
NBC-TV

**WEISSMULLER, JOHNNY**  
Jungle Jim  
NBC-TV

**WELK,  
LAWRENCE**

B. Mar. 11, Strasburg, N. D.  
The Lawrence Welk Show, Lawrence Welk and His Top Tunes and New Talent, ABC-TV; The Lawrence Welk Show, Syndicated Radio; Coral Records

**WHYTE, PATRICK**  
The 77th Bengal Lancers  
NBC-TV

**WILD, EARL**  
Caesar's Hour  
NBC-TV

**WILLIAMS, ESTHER**  
Aquaspectacular  
NBC-TV

**WILLIS, RICHARD**  
Richard Willis Show, NBC-TV

**WINCHELL, PAUL**  
Circus Time, ABC-TV

**WINCHELL, WALTER**  
NBC-TV

**WINTERS,  
JONATHAN**  
Jonathan Winters Show, NBC-TV

**WOOD, PEGGY**  
Mama  
CBS-TV

**WOODS, DONALD**  
B. Dec. 2, Brandon, Manitoba, Canada. Woolworth Hour, CBS, Film Festivals, Crossroads, Sky Pilot of Cumberlands, Paratroop Padre, The Light, ABC-TV

**WYATT, JANE**  
Father Knows Best  
NBC-TV

**WYMAN, JANE**  
Fireside Theatre  
NBC-TV

**WYNN, MAY**  
Noah's Ark  
NBC-TV

**WYRTZEN, JACK**  
MBS

— Y —

**YOUNG, LORETTA**  
NBC-TV

**YOUNG, ROBERT**  
Father Knows Best  
NBC-TV



EDDIE "ROCHESTER" ANDERSON



ART BAKER

# VOCAL ARTISTS

RADIO AND TELEVISION

—their work during 1956

## — A —

### AMES BROTHERS

Ed Sullivan's Toast of the Town,  
CBS-TV

### ANDERSON, PAUL

Saturday Breakfast Party  
WJTN, Jamestown, N. Y.

### ANDREWS,

#### JOHNNY W.

B. Apr. 1, 1917, Boston, Mass.

### ARMS, RUSSELL

Your Hit Parade  
NBC-TV

### ASHBY, ALVAN

Toast 'N Coffee  
WGBF, Evansville, Ind.

## — B —

### BAILEY, DOUG

WGAY, Silver Springs, Md.

### BARKER, ROD

KOLN-TV, Lincoln, Neb.

### BARNES, LARRY

Musical Review  
WFMJ, Fairmont, N. C.

### BARNES, LEON

Cousin Al Show  
WGEA, Geneva, Ala.

### BAYER, PAUL

WPCO, Mt. Vernon, Ind.

### BECKER, JOHNNIE

KIUP, Durango, Col.

### BEE, MOLLY

Tennessee Ernie Ford Show  
NBC-TV

### BENNETT, TONY

NBC-TV

### BENZELL, MIMI

B. Bridgeport, Conn.; Ed Sullivan,  
CBS; Voice of Firestone,  
ABC

### BERNARD, DUDLEY

Early Bird Show  
KLEF, Golden Meadow, La.

### BIRCH, TOMMYE

Russ David Show  
KSD-TV, St. Louis, Mo.

### BLAIR, EDDITH

Mary Moore Show  
WLW-A, Atlanta, Ga.

### BLANCATO, FRANK & ELISA

Italian Melodies  
WEBK, Tampa, Fla.

### BOBESON, STAN

Remember  
KING, Seattle, Wash.

### BOS, JUNE

Smilin' Time  
WFUR, Grand Rapids, Mich.

### BOURGEOIS, CHARLOTTE

East Road Rhythm Riders  
WBRV, Boonville, N. Y.

### BOWERS, CHUCK

Ozark Jubilee  
ABC-TV

### BRANDY, BOB

Cross Country Time  
WRBL, WRBL-TV, Columbus,  
Ga.

### BRENN, TOMMY

KAWE-TV, Carlsbad, N. M.

### BROOKS, DALE

Frostburg Hour  
WKYR, Keyser, W. Va.

### BROWN, GEORGIA

Slim Wilson Show  
KWTO, Springfield, Mo.

### BROWN, KAY

Walter O'Keefe Show  
KABC-TV, Los Angeles, Cal.

### BRYAN, BETTY

WGN, Chicago, Ill.

### BUSBY, BUZZ & BAYOU BOYS

WARL, Arlington, Va.

### BUSCH, JUDY

KUKI, Ukiah, Cal.

## — C —

### CADELL, SHIRLEY

Ozark Jubilee  
ABC-TV

### CAHILL, BOB

WOW, Omaha, Neb.

### CARL, CLIFF

Spotlight  
KOMO-TV, Seattle, Wash.

### CARNAHAN, BOB

Bob & Oma Show  
KTFR, Rolla, Mo.

### CASTLEBERRY, LEO

KBHS, Hot Springs, Ark.

### CASTLEBERRY, NANCY

KSST, Sulphur Springs, Tex.

### CHAMBERS, SUE

Coffee Time  
WSAZ, Huntington, W. Va.

### CHERNEY, GUY

KCBS, San Francisco, Cal.

## JANE PICKENS

DRAMATIC SINGING STAR

NBC NETWORK

RCA VICTOR RECORDS

Personal Management

M. GALE

48 W. 48th St., N. Y.





**CHIAL, JEAN**  
Saturday Party  
WAVN, Stillwater, Minn.

**CLARK, AL**  
KOTA, KOTA-TV, Rapid City, S. D.

**CLARK, JEFF**  
KFSD-TV, San Diego, Cal.

**CLAYTON, NORMAN**  
WHBF-TV, Rock Island, Ill.

**CLOONEY, ROSEMARY**  
MBS, NBC-TV

**COLE, DICK**  
WLOK, Memphis, Tenn.

**COLE, NAT KING**  
NBC-TV

**COLLINS, CHUCK**  
KVOD, Denver, Col.

**COLLINS, DOROTHY**  
Your Hit Parade  
NBC-TV

**CORY, DICK**  
WWHG, Hornell, N. Y.

**COSELMON, BOB**  
Club Six  
KCMC-TV, Texarkana, Tex.

**COTTER, PATT**  
WKY-TV, Oklahoma City, Okla.

**CRAWFORD, BOB**  
WBAP, Fort Worth, Tex.

**CRAWFORD, NONNIE**  
WBUX, Doylestown, Pa.

**CROSBIE, PHIL**  
Hymn Time  
KHQ, Spokane, Wash.

**CROWELL, SISTERS**  
KTFS, Texarkana, Tex.

**CUNNINGHAM, GARY**  
Windy Jim  
KFTV, Ottumwa, Iowa

— D —

**DALE, DIANE**  
Wixie Wonderland  
WXYZ-TV, Detroit, Mich.

**DALE, DICK**  
Lawrence Welk's Top Tunes & New Talent  
ABC-TV

**DANE, JEFF**  
Variety Show  
WTAR-TV, Norfolk, Va.

**DATA, MARISHA**  
Polish Poppies  
WSBC, Chicago, Ill.

**DAVIES, MARY**  
WCCO-TV, Minneapolis, Minn.

**DAVIS, MARY**  
Inspiration Time  
WPCO, Mt. Vernon, Ind.

**DEAN, LARRY**  
Lawrence Welk's Top Tunes & New Talent  
ABC-TV

**DEL RIO, PEREZ**  
Don Quakero Show  
KIWW, San Antonio, Tex.

**DENNIS, MATT**  
The Ernie Kovacs Show  
NBC-TV

**DENNIS, TED**  
WNNJ, Newton, N. J.

**DENTON, CARMEN**  
KMUS, Muskogee, Okla.

**DEVEY, GENE**  
KLO, Ogden, Utah

**DE WITT, KAY**  
WABI-TV, Bangor, Me.

**DE ZURIK, CAROLYN**  
It's Polka Time  
ABC-TV

**DOBBS, ESTELLINE**  
Sunday Song Stylist  
KBOP, Pleasanton, Tex.

**DONADIO, TONY**  
WSBA-TV, York, Pa.

**DOUGLAS, MIKE**  
Adults Only  
WNBQ, Chicago, Ill.

**DOWNES, TOMMY**  
WKLO, Louisville, Ky.

**DREW, DORIS**  
Tennessee Ernie Ford Show  
NBC-TV

**DUCAS, MARSHALL**  
WRUM, Rumford, Me.

**DUDLEY, LEON**  
KGHF, Pueblo, Col.

**DUFF, ARLIE**  
Ozark Jubilee  
ABC-TV

**DUNIGAN, JACK & GERTRUDE**  
WJTN, Jamestown, N. Y.

**DUNN, PAT**  
WDAF, Kansas City, Mo.

**DUNNE, JIMMY**  
Musically Yours  
WPLK, Alexandria, Va.

— E —

**EATON, ELMORE**  
Afternoon  
KIVA, Yuma, Ariz.

**ELMER, CAROLYN**  
KUKL, Ukiah, Cal.

**ERICKSON, HELENE W.**

Opera, Concert, Radio-TV, Club Dates, Dramatic Animations, Paramount Pictures

— F —

**FAILE, TOMMY**  
Corner Store  
WBT, Charlotte, N. C.

**FISHER, EDDIE**

Eddie Fisher Show, NBC, NBC-TV

**FLOREN, MYRON**  
Lawrence Welk's Top Tunes & New Talent, ABC-TV

**FONTENOT, RENE**  
KSLQ, Opelousas, La.



**Personal Management:**

DURGOM-KATZ Assoc.

New York • Beverly Hills



**FOSTER, DENISE**  
WFAA, Dallas, Tex.  
**FULLER, PHYLLIS**  
WSLB, Ogdensburg, N. Y.

— G —

**GALLION, BOB**  
WKAB, Mobile, Ala.  
**GERNERT, BILL**  
Puppeteer—Cartoon Carnival  
WLAC-TV, Nashville, Tenn.  
**GHELLER, AL**  
Teen-Time  
KVIP, Redding, Cal.  
**GODSEY, SANDRA**  
Stage 5  
WCYB-TV, Bristol, Va.  
**GORDON, CURTIS**  
WKAB, Mobile, Ala.  
**GORDON, PHIL**  
WALA, Mobile, Ala.  
**GORDON, REV. I. H.**  
WLOK, Memphis, Tenn.  
**CORE, CHARLIE**  
Indiana Hoedown  
WFBM, WFBM-TV, Indianapolis, Ind.  
**GORME, EYDIE**  
Tonight, The Steve Allen Show  
NBC-TV  
**GRAY, RUDY**  
KMAC, San Antonio, Tex.  
**GRAYSON, LARRY**  
KFSD-TV, San Diego, Cal.  
**GRISE, TONY**  
WCCO, Minneapolis, Minn.  
**GUITAR, BONNIE**  
KTVW, Seattle, Wash.

— H —

**HAGAMAN, CHARLES**  
Merry-go-Round  
WNOX, Knoxville, Tenn.  
**HAGGART, BUD**  
The Blues Chasers  
WFDF, Flint, Mich.

**HALL, JIM**  
WFNS, Burlington, N. C.  
**HAMLETT, JAMES**  
Cartoon Carnival  
KUTV, Salt Lake City, Utah  
**HAMMOND, PATTI**  
Jim Deline Gang  
WSYR-TV, Syracuse, N. Y.  
**HANSON, BURT**  
WCCO, Minneapolis, Minn.  
**HARPER, HECK**  
KGW, Portland, Ore.  
**HARRIS, JACK**  
WJR, Detroit, Mich.  
**HARRIS, RAY & Gospel Crusaders**  
WFIW, Fairfield, Ill.  
**HEAP, JIMMY**  
KTAE, Taylor, Tex.  
**HEGAR, JOE**  
KTAE, Taylor, Tex.  
**HENSEN, HERB**  
KERO-TV, Bakersfield, Cal.  
**HILL, GENE**  
Hilltime  
KIMO, Independence, Mo.  
**HILL, GOLDIE**  
MBS  
**HOAG, SISTERS (Lorrie & Carol)**  
Focus  
WBNS, Columbus, Ohio  
**HOFER, BARBARA**  
Luther Show  
WDEF-TV, Chattanooga, Tenn.  
**HOFER, KENNY**  
KCRG-TV, Cedar Rapids, Iowa  
**HOOD, ROY**  
WMLV, Millville, N. J.  
**HOOPER, LARRY**  
Lawrence Weik's Top Tunes  
& New Talent  
ABC-TV  
**HORNE, LIBBY**  
Ozark Jubilee  
ABC-TV

**HUGGLER, LYLE**  
Blue Mountain Boy  
WKBI, St. Marys, Pa.  
**HUGHES, HERB**  
J lopy  
WDEF-TV, Chattanooga, Tenn.  
**HUNT, BILL**  
WKZO, Kalamazoo, Mich.  
**HUTCHINSON, LUCIA CLAIRE**  
Cameo Concert  
WNCT, Greenville, N. C.

— J —

**JAMES, SONNY**  
Ozark Jubilee  
ABC-TV  
**JOHNSON, BEN E.**  
WMPM, Smithfield, N. C.  
**JOHNSON, CULLEN**  
WRVA, Richmond, Va.  
**JOHNSON, MERVIN**  
WCMY, Ottawa, Ill.  
**JOHNSON, POLLY**  
KOTA, KOTA-TV, Rapid City, S.D.  
**JOSEPH, BOB**  
Skylines  
WHOP, Hopkinsville, Ky.

— K —

**KELSEY, GERDA**  
WHLM, Bloomsburg, Pa.  
**KIMBRO, KYLE**  
WGN, Chicago, Ill.  
**KING, PEGGY**  
The George Gobel Show  
NBC-TV  
**KINNEY, BOB**  
WCHN, Norwich, N. Y.  
**KIRBY, PAT**  
Tonight  
NBC-TV  
**KIRK, RED**  
WKLO, Louisville, Ky.

# THE MELLO-LARKS

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NBC-COLOR TV

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**KRALL, BARBARA**

Focus  
WBNS, Columbus, Ohio

**KRONBERG, BONNIE**

WOOD-TV, Grand Rapids, Mich.

**KYBER, BOB**

KOIN-TV, Portland, Ore.

**KYBER, DORIS**

KOLN-TV, Portland, Ore.

— L —

**LANSON, SNOOKY**

Your Hit Parade  
NBC-TV

**LA ROSA, JULIUS**

Ed Sullivan Show, CBS-TV

**LASHUA, FAMOUS**

The Westernaires  
WDSM, Superior, Wis.

**LASSWELL, JOHNNIE**

WCMY, Ottawa, Ill.

**LAVERNE, JULIE**

Showcase  
WFEA, Manchester, N. H.

**LAWRENCE, STEVE**

Tonight, The Steve Allen Show  
NBC-TV

**LEA, TERREA**

KABC, Hollywood, Cal.

**LEACH, BILLY**

WBEM, Chicago, Ill.

**LEE, BRENDA**

Ozark Jubilee  
ABC-TV

**LENNON SISTERS**

Lawrence Welk's Top Tunes &  
New Talent; ABC-TV

**LENWAY, FRED**

Jim Deline Gang  
WSYR-TV, Syracuse, N. Y.

**LEVERTON, BUCK**

Down on the Farm  
WSAU-TV, Wausau, Wis.

**LEWIS, WILLIAM**

B. Nov. 23, 1931, Tulsa, Okla.;  
Caesar's Hour, Opera Theatre,  
NBC-TV

**LEWIS, LARRY**

WWHG, Hornell, N. Y.

**LLOYD, TOMMY**

Strolling Cowboys  
WTOG, Toledo, Ohio

**LODEN, JIMMY**

B. May 1, 1932, Hackleburg,  
Ala.; Ed Sullivan Show, Cross  
Canada Hit Parade, CBS

**LON, ALICE**

Lawrence Welk's Top Tunes &  
New Talent; ABC-TV

**LORD, BOBBY**

Ozark Jubilee  
ABC-TV

**LYNN, ROBBIE**

WCMS, Norfolk, Va.

**LYNNE, SYLVIA**

KOCS, Ontario, Cal.

— Mc —

**McCORMICK, BILL**

KOSA-TV, Odessa, Tex.

**MERITCHE, BARBARA**

Calo Pet Exchange  
KABC-TV, Los Angeles, Cal.

— M —

**MACKENZIE, GISELE**

Your Hit Parade  
NBC-TV

**MACKLEM, JILL**

Magic Moments  
WNOG, Naples, Fla.

**MAE RAE, GORDON**

Lux Video Theatre  
NBC-TV

**MAGEE, MONTE**

WALA, Mobile, Ala.

**MALLOY, BARBARA**

Holiday for Housewives  
WRGP-TV, Chattanooga, Tenn.

**MARTIN, TONY**

NBC-TV

**MASON, JULIE**

KGO-TV, San Francisco, Cal.

**MASSEY, CURT**

KRCA-TV, Los Angeles, Cal.

**MAUNEY, RICHARD**

Musical Airs  
WCGC, Belmont, N. C.

**MAXWELL, GAYLE**

This is Doc  
WBIR, Knoxville, Tenn.

**MAYO, MARY**

MELBA, SANDY  
KSTN, Stockton, Cal.

**MELLO LARKS**

Club 60, NBC-TV, Chicago

**MERRILL, BUDDY**

Lawrence Welk's Top Tunes &  
New Talent; ABC-TV

**MITCHELL, CONNIE**

WBBM, Chicago, Ill.

**MITCHELL, MARGARET**

WCLT, Newark, Ohio

**MONS, JOHN**

KDUZ, Hutchinson, Minn.

**MORAN, MARVIN**

WTMJ-TV, Milwaukee, Wis.

**MORGAN, DICK**

Say it with Music  
WDBJ-TV, Roanoke, Va.

**MORGAN, JAYE P.**

NBC-TV

**MORRIS, ROD**

Big Mo Jamboree  
KHUM, Eureka, Cal.

**MOSELEY, NELL**

Eventide  
KTRE, Lufkin, Tex.



**BETTY ANN GROVE**

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"THE BIG PAYOFF"

MONDAY THROUGH FRIDAY  
3:00-3:30 P.M.

PERSONAL MANAGEMENT  
PETER DEAN  
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MCA

Sidney Ascher  
Public Relations

**NOTEN, ETTA** I Remember When WMAQ, Chicago, Ill.  
**NARBORS, JIM** Holiday for Housewives NBC-TV  
**NAGIE SISTERS** WRGP-TV, Chattanooga, Tenn.  
**NEWTON, ROBERT** OR Roundup KRO-TV, Boise, Idaho  
**NORMAN, BEVERLY** WNOX, Knoxville, Tenn.  
**O'BRIEN, DICK** WKRC-TV, Cincinnati, Ohio  
**OLSEN, PENNY** MBS  
**PAGE, PATTY** NBC-TV  
**PATTERSON, WANDA** Buckaroo Time KPRR-TV, Pasco, Wash.  
**PENDERGRAPH, RUSTY** WEHT, Evansville, Ind.  
**PETERS, HAZEL** KFCX, Pierre, S. D.  
**PETERSHAGEN, RICH** KMAF, Watertown, S. D.  
**PIAZZA, MARGUERITE** B. New Orleans, La.  
**PICKENS, JANE** Studio One, CBS-TV; NBC Network; Victor Records, RCA  
**POLLARD, TAL** WCBC, Rocky Mount, N. C.  
**PORTER, KING** WAFK, Jackson, Tenn.  
**PRIME, HARRY** WCAU, Philadelphia, Pa.  
**RAINWATER, MARVIN** Ozark Jubilee ABC-TV  
**RAILES, VIRGINIA** KOIN-TV, Lincoln, Neb.  
**REA, KAY** Jim Boles Show KBIZ, Ottumwa, Iowa  
**RILEY, KAY** WTCV, Rock Hill, S. C.  
**RIVERS, JACK** KLTW, Seattle, Wash.  
**ROBERTS, ANDY** KTWV, Seattle, Wash.  
**ROBERTS, DAN** WJAR-TV, Norfolk, Va.  
**ROBERTS, JIM** Lawrence Welk's Top Tunes & New Talent ABC-TV  
**ROBSON, GEORGE** Listen While You Lunch WEHR, Buffalo, N. Y.  
**HOOKWELL, ROCKY** Lawrence Welk's Top Tunes & New Talent ABC-TV  
**ROSENBAU, EUNICE** Gann WAWN, Stillwater, Minn.  
**ROSS, STEVE** KGO-TV, San Francisco, Cal.  
**ROWTON, WANDA** Sounds of the Day KWLX, Waco, Tex.

**N**

**S**

**RICKER, JOAN** Station Vocalist WIND, Orangeburg, S. C.  
**TRUMAN, RALPH** WTSL, Hanover, N. H.

**V**

**VALENTINE, JUDY** A Feller and His Girl WJDA, Boston, Mass.  
**VAUGHT, GEORGE** Sunday Janboree WMTA, Central City, Ky.

**W**

**WADDELL, ROBERT** WFMZ-TV, Greensboro, N. C.  
**WAGNER, ANN** WFBM-TV, Indianapolis, Ind.  
**WAGNER, PORTER** Ozark Jubilee ABC-TV  
**WAHIN, BEA** Andre Baruch & Bea Wain Show: WABC, New York City, N. Y.  
**WALKER, BILLY** Ozark Jubilee ABC-TV  
**WALLACE, SAM** WEHQ, Harrisburg, Ill.  
**WARNE, FLOREN** The Game & Bille Show WANS, Statesboro, Ga.  
**WAYNE, BOBBY** MBS  
**WAYNE, KAY** WMA, Corinth, Miss.  
**WEAVER, COWBOY LLOYD** KCOL, Fort Worth, Tex.  
**WEBB, JERALD** KXRI, Russellville, Ark.  
**WEBSTER, JOE** Tom Paxton Show WKY-TV, Oklahoma City, Okla.

**WEISS, BERT** Buckaroo Time KPRR-TV, Pasco, Wash.  
**WHITE, LINDA** This Is Doc WEHR, Knoxville, Tenn.  
**WILLIAMS, ANDY** Tonight NBC-TV  
**WILLIAMS, BOB** Studio Party WBT, Charlotte, N. C.  
**WILLIAMS, JIMMIE** R.F.D. Rambles WNOF, Newport, Ky.  
**WILLIAMS, MARC** Wixie Wonderland WKYZ-TV, Detroit, Mich.  
**WILSON, SLM** Ozark Jubilee ABC-TV  
**WRIGHT, NANCY** Adults Only WNBQ, Chicago, Ill.

**SMITH, CARL** MBS  
**SMITH, DICK** WFRM, Condersport, Pa.  
**SMITH, JERRY** KXIC, Iowa City, Iowa  
**SMITH, LOLA** Hospitality House WSPD-TV, Toledo, Ohio  
**SOSEBEE, TOMMY** Paul Mitchell Show KWTQ, Springfield, Mo.  
**SOVINE, RED** MBS  
**SPEAKERS, MARION** Doorway to Fine Music KPDQ, Portland, Ore.  
**SPELLMAN SISTERS** WDBO-TV, Orlando, Fla.  
**SPELLMAN, MARIAN** WLVW-TV, Cincinnati, Ohio  
**STACE, JEAN** KPAT, Frederick, Okla.  
**STALBER, KAY** Jayhawkers Shindig KARD-TV, Wichita, Kan.

**STANFORD, HANK** WKRR, Keesler, W. Va.  
**STENGER, FAYE & PETE** WKRR, Keesler, W. Va.  
**STEPHENS, GINNY** The Ed Harvey Show WCAU, Philadelphia, Pa.  
**STEVIAN, DON** KIMO, Independence, Mo.  
**SYLVESTER, WALLY** KRDZ, Hutchinson, Minn.

**TALBOT, DAN** KBYK, Missoula, Mont.  
**TAYLOR, DAVID** WEVA, Dallas, Tex.  
**TAYLOR, JIMMIE** WLRN, Lebanon, Ky.  
**TEMPLE, PICK** WTOP-TV, Washington, D. C.  
**THERIAN, LARRY** Two for the Show WYNN-TV, Springfield, Mass.  
**THOMAS, MARGARET JUNE** KBHG, Okmulgee, Okla.  
**TILTON, MARTHA** KRCA-TV, Los Angeles, Cal.  
**TRAMBLEY, MARY** Moods with Mary WKRB, St. Marys, Pa.

**TRUB, BUTCH** WKBL, Covington, Ky.  
**TRUMAN, RALPH** WTSL, Hanover, N. H.

**YOUNG, ANN** Spook Beckman Show WTVN-TV, Columbus, Ohio  
**YOUNG, KEN** Western Roundup WBRV, Booneville, N. Y.

*In association with Screen Gems*

"CIRCUS BOY"—NBC-TV

*Co-Producer*

"77th BENGAL LANCERS"—NBC-TV

"THE ADVENTURES OF RIN-TIN-TIN"—ABC-TV

*Producer*

HERBERT B. LEONARD



# RADIO-TV PRODUCERS

Network and Independent—and their work during 1956

## — A —

**AARON, JOHN**  
Person To Person  
CBS-TV

**ABENHEIM, PETE**  
Captain Fortune's Surprise  
Package; KPIX, San Francisco, Cal.

**ABERCROMBIE, WAYNE**  
Midday  
WRGP-TV, Chattanooga, Tenn.

**ADAMS, JIM**  
KOMU-TV, Columbia, Mo.

**ADAMS, WILLIAM**  
WHEC, Rochester, N. Y.

**ALEXANDER, KIRK**  
CBS-TV

**ALKON, SELIG**  
Let's Take A Trip  
CBS-TV

**ALLEY, ELMER**  
Home, Dateline Savannah,  
Sports Desk; WSAV-TV, Savannah, Ga.

**AMODEO, JOHN**  
KILT-TV, El Paso, Tex.

**ANDREWS, CHARLES**  
Arthur Godfrey Time  
CBS-TV

**APPELL, DON**  
B. Oct. 6, New York City. This  
Is Galen Drake, ABC-TV; Vic  
Damone Show, Vaughn Monroe  
Show, Red Buttons Show, CBS-  
TV; Imogene Coca Show, NBC-  
TV

**ARBOGAST, BOB**  
KABC-TV, Los Angeles, Cal.

## ARNELL, PETER

B. Oct. 11, 1921, Bridgeport,  
Conn. High Finance, CBS-TV

## ASHER, WILLIAM

B. Aug. 8, 1921, New York City.  
Jane Wyman's Fireside Theatre,  
NBC-TV

## AWSUMB, ROGER

Cash & Carry  
WTCN-TV, Minneapolis, Minn.

## AYERS, TED

Face The Nation  
CBS-TV

## — B —

## BAILEY, JUDSON

CBS-TV

## BANKS, GENE

KABC-TV, Los Angeles, Cal.

## BEACH, HUGH D.

Baseball Game of the Week,  
Football Roundup, Pro Foot-  
ball; CBS-TV

## BEIER, CARL

Look Up and Live  
CBS-TV

## BENNETT, GIL

Open House  
KVTV, Sioux City, Iowa

## BENSCHOTTER, REBA

Windy Jim  
KTVO, Ottumwa, Iowa

## BERMONT, HILL

Surprise Party  
WLW-A, Atlanta, Ga.

## BERNAUER, NORMAN

Accent  
WDAF-TV, Kansas City, Mo.

## BIRCH, PETER

Captain Kangaroo  
CBS-TV

## BS-HOP, BILL

Billy Bounce  
WTFI-TV, Milwaukee, Wis.

## BOSTIAN, BOB

WAKR-TV, Aleron, Ohio

## BOSWORTH, JOHN

Ted Steele Show  
WOR-TV, N.Y.C., N.Y.

## BOWEN, DOC

KTEN, Ada, Okla.

## BOWEN, JERRY

Curt Massey Show  
KRCA-TV, Los Angeles, Cal.

## BOYD, MILT

Grandpa H ppy  
WHBF-TV, Rock Is'and, Ill.

## BRADDOCK, ART

WJTV, Jackson, Miss.

## BRADSHAW, JOHN

KPLC-TV, Lake Charles, La.

## BRAWLEY, HARRY

Press Conference, Jr. Town  
Meeting; WCHS-TV, Charles-  
ton, W. Va.

## BRILL, RICHARD

Stand Up and be Counted  
CBS-TV

## BRODHEAD, CHARLES

CKLW-TV, Detroit, Mich.

## BRODKIN, HERBERT

Studio One  
CBS-TV

## BRONSON, RICHARD B.

WABI-TV, Bangor, Me.

# PETER ARNELL

CREATOR AND PRODUCER

of

TELEVISION PROGRAMS

*Exclusive Management*  
ASHLEY-STEINER, INC.

*Press Representative*  
SOLTERS, O'ROURKE & SABINSON

# *Fred de Cordova*

PRODUCER-DIRECTOR

“MR. ADAMS AND EVE”

*starring*

IDA LUPINO and HOWARD DUFF

CBS-TV

**Keeshan - Miller** ENTERPRISES CORP.

PACKAGERS AND PRODUCERS

CAPTAIN KANGAROO

CBS TELEVISION NETWORK



**BROWN, DAVE**

Treasure Hunt  
ABC-TV

**BROWN, HARRY JOE**

Crossroads  
ABC-TV

**BROWN, PAUL**

Watch the Birdie  
KOLO-TV, Reno, Nev.

**BROWN, WILLIAM**

Studio One  
CBS-TV

**BRUTON, RUSS T.**

Alec Gibson Show  
WTVJ, Miami, Fla.

**BUDNEY, ED**

WPTZ-TV, Plattsburgh, N. Y.

**BURKE,**

**CAROLINE**

Vacation Wonderlands, Pirandello's Six Characters in Search of an Author, Wanda Landowska at Home, Three Steps to Heaven, NBC

**BUSCHMEYER, FRED**

WGR-TV, Buffalo, N. Y.

— C —

**CAPSTAFF, AL**

B. Oct. 10, 1912, Monitor, NBC;  
Bob Hope, NBC-TV

**CARDILLE, BILL**

WTCU, Erie, Pa.

**CARLSON, DICK**

WOW-TV, Omaha, Neb.

**CHAMBERLIN, CRAN**

You Asked For It  
ABC-TV

**CHAMPION, ROBERT**

WVEC-TV, Norfolk, Va.

**CHUMLEY, RAY**

Circle 3 Ranch  
WRGP-TV, Chattanooga, Tenn.

**COHEN, MAURY**

You Asked For It  
ABC-TV

**COLLIGAN, JAMES**

Good Morning  
CBS-TV

**COOLEY, LEE**

Perry Como Show, NBC-TV

**COSGROVE, JOHN**

Good Morning  
CBS-TV

**COURTNEY, DEL**

Showcase  
KPIX, San Francisco, Cal.

**COVEY, LYNN**

WTRF-TV, Wheeling, W. Va.

**CUSENBERRY, DON**

Tom Paxton Show  
WKY-TV, Oklahoma City,  
Okla.

— D —

**DALY, ARTHUR J.**

B. Sept. 18, 1910, Cedarhurst, L. I. Cresta Blanca Carnival, Mutual, CBS; Pontiac Varsity Shows, Telephone Hour, The Goldbergs, NBC; Whiteman Teen Club, Kukla, Fran & Ollie, ABC-TV; Jingles—Campbells Soups, etc.

**DANIEL, ALFRED**

WLBT, Jackson, Miss.

**DANZIGER, HARRY & EDWARD**

The Vise  
ABC-TV

**DAUGHERTY, JEAN**

10 O'Clock Scholar, These Things We Share, Magic Toy Shop; WHEN-TV, Syracuse, N. Y.

**DAVENPORT, JACK**

WTTV, Bloomington, Ind.

**DAVID, RUSS**

KSD-TV, St. Louis, Mo.

**DAVIS, HAL**

Bishop Sheen's Life Is Worth Living; ABC-TV

**DAVIS, JIM**

KARD-TV, Wichita, Kan.

**DAVIS, W.**

WBZ-TV, Boston, Mass.

**DAVIS, WALT**

The Open Mike  
KTSM-TV, El Paso, Tex.

**DE CAPRIO, AL**

The Phil Silvers Show  
CBS-TV

**DE CORDOVA, FREDERICK**

B. Oct. 27, 1910, New York, N. Y. Burns and Allen Show, December Bride, Mr. Adams & Eve, CBS-TV

**DEFELITTA, FRANK**

Odyssey  
CBS-TV

**DEL VALLE,**

**JAIME**

B. Jan. 19, 1910, Los Angeles, Cal.; The Line Up, Yours Truly, Johnny Dollar, CBS-TV; San Francisco Beat, CBS-TV/Film Sales

**DIAMOND, VERN**

News  
CBS-TV

**DISNEY, WALT**

Disneyland, Mickey Mouse Club; ABC-TV

**DOLAN, JAMES M.**

Football Roundup, Saturday Sports Mirror  
CBS-TV

Jaime  
del Valle

PRODUCER-DIRECTOR

# AXEL GRUENBERG

PRODUCER

for

RALPH EDWARDS'  
"THIS IS YOUR LIFE"  
NBC-TV

# M. BERNARD (BEN) FOX

*Creator Producer*

**WATERFRONT**

**FOREST RANGER**

☆

*Producer*

**CODE 3**

☆

*New Properties Created for 1957-58 Season*

**HARBOR INN**

Salty character adventure of the sea.

**CHARTER PILOT**

Action adventure in modern aviation.

**DONOHUE, JACK**

B. Nov. 3, 1910, New York City.  
George Gobel Show, NBC-TV

**DONOVAN, THOMAS**

Development  
CBS-TV

**DORN, BILL**

WDAF-TV, Danville, Ill.

**DRAPER, BENJAMIN**

Explorers of Tomorrow  
KRON-TV, San Francisco, Cal.

**DRESSLER, BOB**

Adults Only  
WNBQ, Chicago, Ill.

**DUFF, GORDON**

Studio One  
CBS-TV

**DURSTON, DAVID E.**

Hotel for Pets, Tournament of  
Roses Telecast; Network, In-  
dependent

— E —

**EARLY, ROGER**

Science Speaks  
WFLA-TV, Tampa, Fla.

**EDELMAN, LOUIS F.**

Make Room For Daddy, Wyatt  
Earp; ABC-TV

**ELLIOTT, ART**

KOIN-TV, Portland, Ore.

**END, JACK**

WRQC-TV, Rochester, N. Y.

**ENGLAND, DONALD**

The Marve K'aser Show  
WTVW, Evansville, Ind.

**ENGLANDER, ROGER**

Let's Take A Trip  
CBS-TV

**EPSTEIN, MEL**

Broken Arrow  
ABC-TV

**ERVIN, JACK**

Porfirio Rubirosa, Presents  
WITV, Miami, Fla.

**EVANS, JAMES**

Alice Friberg Show  
WCYB-TV, Bristol, Va.

**EWING, ED**

Rhythm Roundup  
WDBJ-TV, Roanoke, Va.

— F —

**FAGAN, BILL**

Open House  
WFBN-TV, Indianapolis, Ind.

**FAICHNEY, JAMES B.**

Air Power  
CBS-TV

**FENNELLY, PETER**

Meet Mrs. Moore  
WBIR, Knoxville, Tenn.

**FERBER, MELVIN**

The Herb Shriner Show  
CBS-TV

**FINE, HERBERT**

Western Hayride  
WTAP-TV, Parkersburg, W.  
Va.

**FLEISCHMAN, STEPHEN**

Let's Take A Trip  
CBS-TV

**FLEMING, BRUCE**

KERO-TV, Bakersfield, Cal.

**FLEMING, JAMES**

Good Morning  
CBS-TV

**FORBES, H. JEFF**

B. Oct. 21, 1920, Morgantown,  
W. Va. River of Life, What's  
Brewing, The Yankee Story, Yan-  
kee Network; Director, Film Pro-  
duction WNAC-TV, Yankee Div.,  
RKO Teleradio Pictures, Inc.

**FORREST, RAY**

B. Jan. 7, 1916, Children's The-  
atre, Ask The Camera, WRCA-  
TV

**FOSTER, LEWIS R.**

The Adventures of Jimi Bowie  
ABC-TV

**FOX, BERNARD**

B. Oct. 6, 1916, Brookline, Mass.  
Code 3, ABC Film Syndication  
Waterfront, MCA-TV

**FRIENDLY, FRED**

See It Now  
CBS-TV

**FROST, JIM**

Windy Jim  
KTVO, Ottumwa, Iowa

— G —

**GALLAGHER, JOE**

Baseball Game of the Week,  
Football Roundup, Hockey  
CBS-TV

**GALLU, SAM**

Navy Log  
ABC-TV

**GANNAWAY, ALBERT C.**

The Country Show, Radio, TV;  
Mike Malloy Radio Show

**GARNER, JAMES**

Jelopy  
WDEF-TV, Chattanooga, Tenn.

**GAULT, EDWIN**

WHP-TV, Harrisburg, Pa.

**GEIER, LEO**

File 7  
ABC-TV

**GILBERT, JACK**

WKBN-TV, Youngstown, Ohio

**GILBERT, ROBERT E.**

WCKT, Miami, Fla.

**GINGELL, GEORGE**

Stepping Out  
WRBL-TV, Columbus, Ga.

**GLAZER, HAROLD M.**

Dr. N. Ventor  
WDAF-TV, Kansas City, Mo.

**GOMEZ, LOUIS**

KVVG, Tulare, Cal.

“HEY, JEANNIE!”

Produced by CHARLES ISAACS



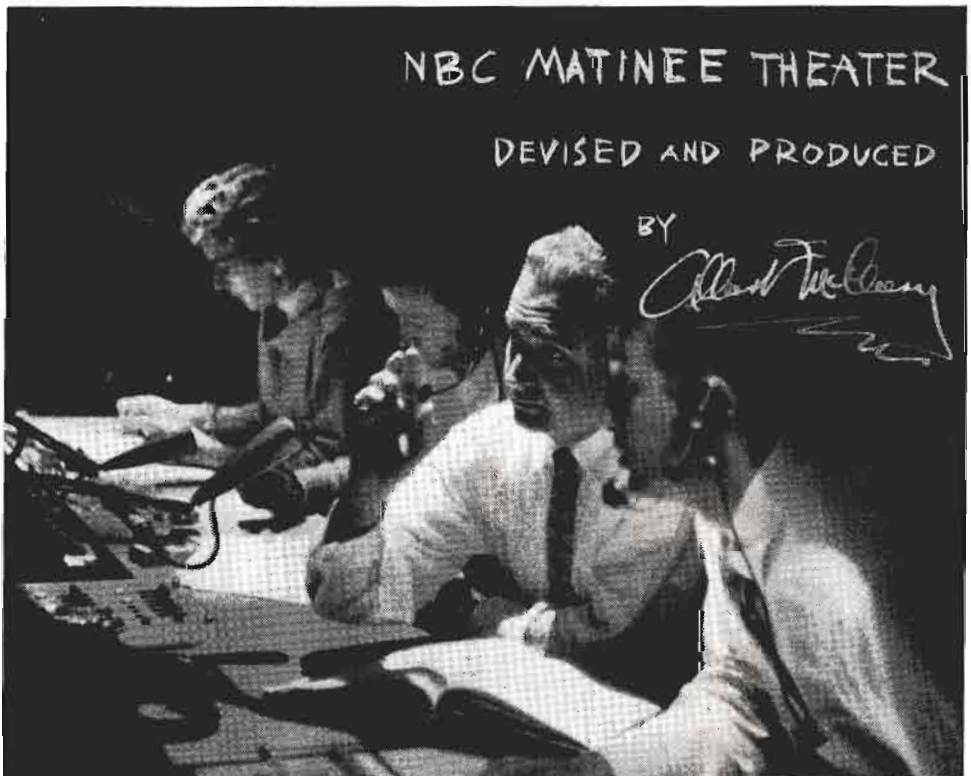
# "THE STORIES OF JOHN NESBITT"

for

American Telephone and Telegraph Company

*Produced by*  
**JERRY STAGG**

*Executive Producer*  
**HAL ROACH, JR.**





**GORDON, BOB**  
KOMO-TV, Seattle, Wash.  
**GREMBA, LEONARD**  
WREX-TV, Rockford, Ill.  
**GRUENBERG, AXEL**  
B. Aug. 17, Riga, Latvia, This Is Your Life, NBC-TV  
**GUILD, CAROLD**  
Party Line  
KOLO-TV, Reno, Nev.

— H —

**HAACKE, LAUREN**  
KDIX-TV, Dickinson, N. D.  
**HAGY, RUTH GERI**  
College Press Conference  
ABC-TV  
**HALL, BEN**  
Circle Four Ramblers  
KBST-TV, Big Spring, Tex.  
**HALL, CHARLIE**  
Uncle Charlie's Playhouse  
WCSC-TV, Charleston, S. C.  
**HANCE, WILEY**  
Dean Pike  
ABC-TV  
**HANSEN, LLOYD**  
Charades  
KOVR, Stockton, Cal.  
**HARMON, WILLIAM**  
B. Dec. 20, 1915, Poughkeepsie, N. Y. Jimmy Durante Show, The Duke, Blondie, NBC-TV  
**HARRIS, SHERMAN A.**  
The Lone Ranger  
ABC-TV  
**HARRIS, SID**  
Cartoonville  
WARM-TV, Scranton, Pa.

**HARRISON, JACK**  
Friends and Neighbors  
KTRE-TV, Lufkin, Tex.  
**HARRISON, TOM**  
Party Line, Teen Can-Teen  
WCMB-TV, Harrisburg, Pa.  
**HEFFNER, RICHARD**  
Open Mind  
WRCA-TV, New York, N. Y.  
**HEIDER, FREDERICK**  
Voice of Firestone  
ABC-TV  
**HEIN, JAC**  
Today, NBC-TV  
**HELTON, AL**  
KOSA-TV, Odessa, Tex.  
**HERRIDGE, ROBERT**  
Seven Lively Arts  
CBS-TV  
**HEWITT, DON**  
News  
CBS-TV  
**HIGGINS, CLYDE**  
WSTV-TV, Steubenville, Ohio  
**HIKEN, NAT**  
The Phil Silvers Show  
CBS-TV  
**HILL, CHARLES**  
Person to Person  
CBS-TV  
**HILL, PHIL**  
KUTV, Salt Lake City, Utah  
**HISHOP, SCOTT**  
WCKT, Miami, Fla.  
**HOFFMAN, JOSEPH**  
Ford Theatre  
ABC-TV  
**HOOVER, JACK**  
KTEN, Ada, Okla.  
**HOPPERS, JAMES**  
WDXI-TV, Jackson, Tenn.  
**HOSKINS, H. J.**  
Western Circus  
WICS, Springfield, Ill.

**HOWELL, WILLIAM**  
As The World Turns  
CBS-TV  
**HUGHES, T. J., JR.**  
WSLS-TV, Roanoke, Va.  
**HURDLE, JACK**  
Jackie Gleason Show  
CBS-TV  
**HYMAN, ED**  
Highway to Learning  
WOAI-TV, San Antonio, Tex.

— I —

**ILOTT, PAMELA**  
Lamp Unto My Feet  
CBS-TV  
**IRWIN, CAROL**  
Mama, CBS-TV  
**ISAACS, CHARLES**  
B. Sept. 17, Winnipeg, Canada.  
Hey Jeannie, CBS-TV

— J —

**JACKSON, FELIX**  
Studio One  
CBS-TV  
**JANCEWICZ, E.**  
WBZ-TV, Boston, Mass.  
**JARRETT, AL**  
KOB-TV, Albuquerque, N. M.  
**JARVIS, CHARLES**  
WHIZ-TV, Zanesville, Ohio  
**JENNINGS, JOHN**  
Kernival Klub  
KCRG-TV, Cedar Rapids, Iowa  
**JOHNSON, LOWELL**  
KXJB-TV, Valley City, N. D.  
**JOHNSON, VANCE**  
TV Screen Auditions  
WFBC-TV, Greenville, S. C.

— K —

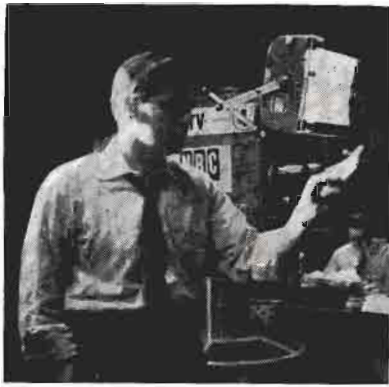
**KANCHUGER, SAM**  
CBS

# JAMES NEILSON

director

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**BARRY SHEAR**

**BARRY**

*directs*

**ERNIE**

*on*

**NBC thru**

**MCA**

— • —  
*Contact Dick Rubin*



**CAROLINE BURKE**

Producer-Director

**NBC-TV**

**WILLIAM SELF**

Producing the

**FRANK SINATRA SHOW**

**ABC-TV**

**KEELEY, ANN**  
The Fourth R  
WRCA-TV, New York City

**KEMPFER, DAVE**  
WJTV, Jackson, Miss.

**KENNEDY, CAROL**  
Romper Room  
WKNX-TV, Saginaw, Mich.

**KENWITH, HERBERT**  
Valiant Lady  
CBS-TV

**KILEY, JOSEPH**  
Forrest Willis Show  
WTRL-TV, Albany, N. Y.

**KINGSLEY, SIDNEY**  
Special Project  
CBS-TV

**KLEIN, STU**  
KOSA-TV, Odessa, Tex.

**KLYM, EDWARD J.**  
Quizdown  
WJAC-TV, Johnstown, Pa.

**KUNEY, JACK**  
CBS-TV

— L —

**LACKNER, ED**  
KOMO-TV, Seattle, Wash.

**LASHBROOK, BOB**  
KPLC-TV, Lake Charles, La.

**LAUNER, JACKSON**  
Pantomime Hit Parade  
WCPO-TV, Cincinnati, Ohio

**LEE, BOB**  
WSVA-TV, Harrisonburg, Va.

**LEICHTNER, FRITZ**  
Coffee Time  
WSAZ, Huntington, W. Va.

**LEONARD, HERBERT**

B. Oct. 8, 1923, New York, N. Y.  
Rin-Tin-Tin, ABC-TV; Circus  
Boy, 77th Bengal Lancers, NBC-TV

**LEONARD, SHELDON**  
Make Room for Daddy  
ABC-TV

**LESSER, JULIAN**  
Bold Journey  
ABC-TV

**LEVY, PARKE**

B. July 15, 1908, Philadelphia,  
Pa. December Bride, CBS-TV.

**LEVY, RALPH**

B. Dec. 18, 1919, Philadelphia,  
Pa. The Jack Benny Show, Show-  
er of Stars, CBS-TV

**LEWINE, RICHARD**  
CBS-TV

**LEWIS, MARLO**  
Ed Sullivan Show  
CBS-TV

**LEWIS, WARREN**  
Dupont Theatre  
ABC-TV

**LIEBMAN, MAX**

Spectaculars, NBC-TV

**LIKE, BOB**  
Lab "A"  
WOAI-TV, San Antonio, Tex.

**LINDEN, BILL**  
Mark Evans Show  
WTOP-TV, Washington, D. C.

**LOUI, WAYNE**  
WMT-TV, Cedar Rapids, Iowa

**LUHEN, DICK**  
News Time  
WFBC-TV, Greenville, S. C.

— Mc —

**McCLEERY, ALBERT**

B. Lawrence, Kan. Matinee The-  
atre, NBC-TV

**McCOY, BOB**  
WITN, Washington, N. C.

**McCRARY, TEX**

B. Oct. 13, 1910, Calvert, Tex.  
Close-Up, NBC-TV; Mr. & Mrs.  
New York—With Tex and Jinx,  
NBC

**McCUSKER, BILL**  
Swing to Utooo  
KBOI-TV, Boise, Idaho

**McDANIELS, DICK**  
KTVR, Denver, Col.

**McGAUGHEY, CARROLL**  
Billboard  
KATV, Little Rock, Ark.

**McGHIE, JOHN**  
KOIN-TV, Portland, Ore.

**McVAY, BETTY LOU**  
Magic Window  
WOI-TV, Ames, Iowa

— M —

**MACALLEN, JAMES**  
Lamp Unto My Feet  
CBS-TV

**MacDONALD, JAMES**  
CBS

**MacKENZIE, BILL**  
Charades  
WNDU-TV, South Bend, Ind.

**MALITZ, LESTER**  
The Wednesday Night Fights  
ABC-TV

**MAMMERALLA, TONY**  
Bandstand  
WFJL-TV, Philadelphia, Pa.

**MANN, CLAIRE**

B. July 1, New York City. Claire  
Mann Show, WABC-TV

**MARKHAM, JACK**  
WFMY-TV, Greensboro, N. C.

**MEIER, JOHN**  
WMTV, Madison, Wis.

**MEINERT, HERB**  
KUTV, Salt Lake City, Utah

**MEISSNER, TOM**  
WMBV-TV, Marinette, Wis.

*Lee Cooley*

Producer - Writer - Director

CBS  
TV

**WILLIAM ASHER**

# **RALPH LEVY**

CBS-TV

Producer-Director



## **Jac Hein**

Producer

"TODAY"

NBC-TV



## **RAY FORREST**

PRODUCER-HOST ·  
CHILDREN'S THEATRE  
MC—ASK THE CAMERA  
WRCA-TV

**SUPPORT**

**YOUR**

**RTRA**

**CHARITIES**

**MESSEE, ROBERT**  
KERO-TV, Bakersfield, Cal.

**MIDGLEY, LESLIE**  
CBS-TV

**MILLEN, HAL**  
TV Homemaker  
KIMA-TV, Yakima, Wash.

**MILLER, JACK**  
Captain Kangaroo  
CBS-TV

**MILLIGAN, GENE**  
KTBS-TV, Shreveport, La.

**MOLNAR, PETER**  
Hockey, Pro Football  
CBS-TV

**MONTY, GLORIA**  
Secret Storm  
CBS-TV

**MOORE, AUBREY L.**  
WRZ, Baton Rouge, La.

**MOORE, DON**  
KTBS-TV, Shreveport, La.

**MORIARTY, FRANK**  
Development  
CBS-TV

**MORRIS, JIMMY**  
Woman's World  
KTBC-TV, Austin, Tex.

**MULDERICK, RAY**  
Terrytoon Circus  
WOR-TV, N.Y.C., N.Y.

**MURROW, EDWARD R.**  
See It Now  
CBS-TV

— N —

**NEALE, STERRETT**  
Saturday Night Jamboree  
WSAZ, Huntington, W. Va.

**NELSON, JIM**  
Channel 6 X-Roads  
WDBO-TV, Orlando, Fla.

**NELSON, LEON H.**  
WABI-TV, Bangor, Me.

**NELSON, OZZIE**  
The Adventures of Ozzie & Harriet; ABC-TV

**NICKELL, PAUL**  
Studio One  
CBS-TV

**NORMOYLE, GENE**  
Buckaroo Time  
KEPR-TV, Pasco, Wash.

**NORTHSHIELD, ROBERT**  
Good Morning  
CBS-TV

— O —

**O'DELL, GENE**  
Club 46  
WNDU-TV, South Bend, Ind.

**OLESEN, JIM**  
Little Rascals Club  
WHBF-TV, Rock Island, Ill.

**OLESKER, HARRY**  
The Last Word  
CBS-TV

**OLSON, CHUCK**  
WREX-TV, Rockford, Ill.

**OLSON, TOM**  
The Feminine Touch  
WHTN-TV, Huntington, W. Va.

**O'NEILL, DICK**  
Saturday Playhouse  
WICS, Springfield, Ill.

**OPENSHAW, BYRON**  
KSL-TV, Salt Lake City, Utah

**OSTROWER, JACK**  
KOB-TV, Albuquerque, N.M.

**OTTO, JAY**  
Little Rascals  
WKNX-TV, Saginaw, Mich.

— P —

**PANGLE, CLARK**  
6:30 Spotlight, Donna Douglas Show; WTOP-TV, Washington, D. C.

**PARKER, CLYDE**  
Little Rock Today  
KARK-TV, Little Rock, Ark.

**PATTERSON, JIM**  
KRCA-TV, Los Angeles, Cal.

**PAUL, BYRON**  
CBS-TV

**PETERSEN, ANDREW**  
WLSL-TV, Roanoke, Va.

**POOLE, BURNELL**  
Channel 6 News Journal  
WCSH-TV, Portland, Me.

**POOLE, LYNN**  
File 7  
ABC-TV

**PORTERFIELD, R. C.**  
Just Kids  
WRVA-TV, Richmond, Va.

**POWELL, JOHN**  
Bar 29 Ranch, Holiday Inn  
KIMA-TV, Yakima, Wash.

**PRIDEMORE, JAMES**  
Newsroom Today  
WCYB-TV, Bristol, Va.

**PRYOR, WALLY**  
Now Dig This  
KTBC-TV, Austin, Tex.

— Q —

**QUERIO, MEL**  
California Hayride  
KOVR, Stockton, Cal.

**QUIGGLE, DON**  
KXJB-TV, Valley City, N. D.

**QUIGLEY, JOHN**  
All live studio productions  
KAKE-TV, Wichita, Kan.

**QUINLAN, ROBERT**  
News  
CBS-TV

**QUINN, ROBERT**  
News  
CBS-TV

— R —

**RAINER, DAN**  
KTVT, Salt Lake City, Utah

# JACK DONOHUE

producing — directing

## THE GEORGE GOBEL SHOW

NBC-TV



**H. JEFF FORBES**

Producer • Director  
Television • Motion Pictures  
Yankee Division  
RKO Teleradio Pictures, Inc.





## AL CAPSTAFF

Executive Producer  
**MONITOR**  
NBC

# HERSCHEL DAUGHERTY

director

Alfred Hitchcock Presents  
General Electric Theatre  
Studio 57  
On Trial  
Schlitz Playhouse of Stars

# JUSTUS ADDISS

*Director*

ALFRED HITCHCOCK PRESENTS  
SCHLITZ PLAYHOUSE OF STARS  
HEINZ STUDIO 57  
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NEW YORK 36, N. Y.

**RANDALL, DAVE**  
WTOG-TV, Savannah, Ga.

**RASKY, HARRY**  
U.N. In Action  
CBS-TV

**REA, JACK**  
KARD-TV, Wichita, Kan.

**REED, MANN**  
KBTW, Denver, Col.

**REESE, WALTER**  
Cartonerville  
WDMJ-TV, Marquette, Mich.

**REINHART, JACK**  
WFIE, Evansville, Ind.

**RENNIE, BILL**  
WTVT, Tampa, Fla.

**REULEAUX, WALTER**  
Farm News  
WFEM-TV, Indianapolis, Ind.

**REYNOLDS, LEE**  
Pete's Place  
WTTG, Washington, D. C.

**RICHARD, HARRY**  
Open House, Country Frolics  
WMBR-TV, Jacksonville, Fla.

**RICHARDS, ALDEN**  
KSL-TV, Salt Lake City,  
Utah

**RICHARDSON, DONALD**  
Mama  
CBS-TV

**RICKEY, FRANK**  
WRBL-TV, Columbus, Ga.

**ROBINSON, PAUL**  
Championship Bowling  
WNBQ, Chicago, Ill.

**ROBINSON, RALPH**  
Doodler Show  
WBRC-TV, Birmingham, Ala.

**ROCKEFELLER, KENNETH**  
Famous Film Festival, After-  
noon Film Festival; ABC-TV

**ROGERS, TOM**  
Off the Road  
KTSM-TV, El Paso, Tex.

**ROMINE, CHARLES**  
Odyssey  
CBS-TV

**ROMPF, EVERETT**  
WROC-TV, Rochester, N. Y.

**ROSEN, BERNARD**  
Jack of all Sports  
WTVJ, Miami, Fla.

**ROUNTREE, MARTHA**  
Press Conference  
ABC-TV

— S —

**SACK, TED**  
Odyssey  
CBS-TV

**SAMMON, ROBERT**  
Person to Person  
CBS-TV

**SANFORD, HERBERT**  
The Garry Moore Show  
CBS-TV

**SANTOS, CASEY**  
Hora Portuguesa  
KVVG, Tulare, Cal.

**SAUDEK, ROBERT**  
Omnibus  
ABC-TV

**SAWYER, JACK**  
Dixie Jubilee  
WLW-A, Atlanta, Ga.

**SCHAAR, WALT**  
KREM-TV, Spokane, Wash.

**SCHERER, EDWARD**  
Premiere Playhouse  
WTTG, Washington, D. C.

**SCHERMOERHORN, JOHN**  
WKOW-TV, Madison, Wis.

**SCHIMMEL, CLARENCE**  
The Garry Moore Show  
CBS-TV

**SCHINKER, JOHN**  
KOMU-TV, Columbia, Mo.

**SCHLINDER, MAX**  
WHTN-TV, Huntington, W.  
Va.

**SCHMUTZ, FRED**  
Marty's Dance Party  
KARK-TV, Little Rock, Ark.

**SCHUFFMAN, DAN**  
It's Polka Time  
ABC-TV

**SCHULTZ, CHARLES**  
Studio One  
CBS-TV

**SCHWARTZ, RAY**  
WHP-TV, Harrisburg, Pa

**SEAMON, BILL**  
Bridge Forum  
WITV, Miami, Fla.

**SELF, WILLIAM**

B. June 21, 1921, Dayton, Ohio.  
Schlitz Playhouse of Stars, CBS-  
TV; Frank Sinatra Show, ABC-TV

**SHAW, JEROME**  
The Big Record  
CBS-TV

**SHEAR, BARRY**

Star Time, Geo. Jessel Show,  
Shoestring Rev., ANTA Album  
1955, Dumont

**SHOOK, DEL**  
Saturday Session  
WDBJ-TV, Roanoke, Va.

**SILBERSHER, MARVIN**  
Look Up and Live  
CBS-TV

**SIMAN, SI**  
Ozark Jubilee  
ABC-TV

**SKIRVIN, MAX**  
WTTV, Bloomington, Ind.

**SKOLL, MERCELINE**  
Art & You  
WTTI-TV, Milwaukee, Wis.

**SMALLEY, DAVE**  
Teen Age Party, The Late  
Show; WRVA-TV, Richmond,  
Va.



**DON APPELL**  
Producer-Director

**JACK  
SMIGHT**

director

**CLIMAX!**

CBS-TV

**SMITH, M. D.**  
Petticoat Partyline  
WBRC-TV, Birmingham, Ala.

**SMITH, PIERCE**  
Kids Korner  
KVTV, Sioux City, Iowa

**SMITH, SIDNEY**  
The Ray Anthony Show  
ABC-TV

**SOBEL, ED**  
Lawrence Welk's Top Times,  
New Talent  
ABC-TV

**STAGG, JERRY**  
B. Feb. 26, 1916, New York City.  
Telephone Time, CBS-TV

**STAMM, VIC**  
First Job  
KFBC-TV, Cheyenne, Wyo.

**STANTIS, GEORGE**  
KFMB-TV, San Diego, Cal.

**STIMPSON, RONALD**  
Hostess House  
WTVT, Tampa, Fla.

**STONE, MARTIN**  
Circus Time  
ABC-TV

**STRAND, PETER**  
Soupy's On  
WXYZ-TV, Detroit, Mich.

**STROH, ROBERT**  
WFMY-TV, Greensboro, N. C.

**STRUTZ, DONALD R.**  
WMBV-TV, Marinette, Wis.

— T —

**TANGI, MIKE**  
Al Lewis Show  
WCPO-TV, Cincinnati, Ohio

**THAXTON, LLOYD**  
WSPD-TV, Toledo, Ohio

**THOM, HAROLD**  
Bibby's Close-Ups  
KALB-TV, Alexandria, La.

**THORNTON, PHIL**  
This Morning  
KPIX, San Francisco, Cal.

**TUCKER, LINDSAY**  
This is Doc  
WBIR, Knoxville, Tenn.

**TUCKWOOD, DON**  
KTVK, Phoenix, Ariz.

**TUFTS, PETE**  
Visiting with Virginia  
KOPO-TV, Tucson, Ariz.

**TURNER, PAUL**  
WKBN-TV, Youngstown, Ohio

— U —

**USLANER, JEROME**  
Music Time  
KOLN-TV, Lincoln, Neb.

— V —

**VALENTA, R  
LEONARD**  
B. Nov. 22, 1923, Philadelphia,  
Pa. Big Story, NBC-TV; Win-  
dows, Medalion Theatre, CBS-  
TV; The Mask, Sketchbook,  
ABC-TV; Marge & Jeff, Dumont

**VOLLMER, ROBERT**  
WOW-TV, Omaha, Neb.

— W —

**WADE, EDGAR D., JR.**  
Southeast Almanac  
WBTW, Florence, S. C.

**WADE, JAMES**  
KFSD-TV, San Diego, Cal.

**WALL, ECK**  
RFD 9  
WNCT, Greenville, N. C.

**WARNER, BOB**  
The Last Word  
CBS-TV

**WASSERMAN, ALBERT**  
Out of Darkness  
CBS-TV

**WEBB, MARK**  
KSYD-TV, Wichita Falls, Tex.

**WEDES, CHRIS**  
Cartoon Carnival  
WTCN-TV, Minneapolis, Minn.

**WEINSTEIN, BILL**  
The Last Word, UN In Action  
CBS-TV

**WESTIN, AVRAM**  
Good Morning  
CBS-TV

**WHITE, GORDON**  
KPTV, Portland, Ore.

**WIENER, BUDD**  
KOPO-TV, Tucson, Ariz.

**WIGHTMAN, WARREN**  
WHEC, Rochester, N. Y.

**WILLIAMS, PALMER**  
See It Now  
CBS-TV

**WILLIS, FORREST**  
WTRI-TV, Albany, N. Y.

**WILSON, GEORGE**  
WSTV-TV, Steubenville, Ohio

**WOLF, HERBERT**  
Masquerade Party  
ABC-TV

**WOLFE, PERRY**  
Air Power  
CBS-TV

**WOSKA, JOHN**  
Central Florida Showcase  
WBFO-TV, Orlando, Fla.

**WRAY, JOHN**  
The Ed Sullivan Show  
CBS-TV

— Z —

**ZACHARY, BEULAH**  
Kukla, Fran & Ollie  
ABC-TV

**ZEMER, MICHAEL**  
Arthur Godfrey  
CBS-TV

**ZOUSMER, JESSE**  
Person to Person  
CBS-TV

"DECEMBER  
BRIDE"

Created by  
PARKE LEVY

william  
harmon

PRODUCER

"BLONDIE"

NBC TELEVISION NETWORK

HAL ROACH STUDIOS

# RADIO-TV WRITERS

Advertising Agency—Network—Free Lance  
and their work in 1956

## — A —

**ADAMSON, EDWARD J.**  
Free-Lance

## — B —

**BARNOUW, ERIK**  
Free-Lance

**BAUMER, MARIE**  
Free-Lance

**BEGGS, RUSSELL**  
Famous Film Festival, After-  
noon Film Festival, Focus,  
The Big Picture; ABC-TV

**BELAK, GEORGE**  
Free-Lance

**BENSEFIELD, D.**  
Ozzie & Harriet  
ABC-TV

**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**  
Amos 'N Andy, CBS, CBS-TV;  
The Ray Milland Show, Syn-  
dicated TV

**COTLER, GORDON**  
Mitch Miller Show  
CBS

## — D —

**DALY, ARTHUR J.**  
B. Sept. 18, 1910, Cedarhurst,  
L. I.; Cresta Blanca Carnival,

Mutual, CBS; Pontiac Varsity  
Shows, Telephone Hour, The  
Goldbergs, NBC; Whiteman Teen  
Club, Kukla, Fran & Ollie, ABC-  
TV; Jingles—Campbells Soups,  
etc.

**DeFILITTA, FRANK**  
Free-Lance

**DENKER, HENRY**  
Free-Lance

**DIGBY, NOEL**  
WSM, Nashville, Tenn.

**DOUGALL, BERNARD**  
When A Girl Marries, Sunday  
Music Hall  
ABC

**DREBEN, STAN**  
Treasure Hunt  
ABC-TV

**DURSTON, DAVID E.**  
Hotel for Pets, Woolworth  
Hour; Network, Independent

## — E —

**EHRlich, MAX**  
Free-Lance

**ELMAN, IRVING**  
Free-Lance

**ETTINGER, DON**  
Free-Lance



## HERBERT A. PHILBRICK

Author, lecturer and famed  
counterspy for the F.B.I.

### "I Led 3 Lives"

(Now in every important  
T.V. market)



**ETTINGER, ED**  
Police Blotter, National Juke  
Box, Sammy Kaye Sunday  
Serenade: 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  
**GRANT, P.**  
Ozzie & Harriet  
ABC-TV  
**GREY, LANNY & GINGER**  
Yonkers Raceway, Adam Hats,  
Barricinal Candy, Marlin Blades,  
Chase Bank, Jingles  
Carpet Industry, Sunoco, Blatz,

**GUSSMAN, CHARLES**  
Road of Life  
CBS

— H —

**HAGGERT, JOHN**  
Brighter Day  
CBS  
**HAGY, RUTH GERI**  
College Press Conference  
ABC-TV  
**HANFF, HELEN**  
Free-Lance  
**HANSER, RICHARD**  
NBC  
**HART, ELIZABETH**  
Free-Lance  
**HAYES, RAPHAEL**  
Free-Lance  
**HECHT, BEN**  
Free-Lance  
**HENDERSON, JOHN T., JR.**  
John Steele, Adventurer, Story-  
time, Radio Novels, Hotel for  
Pets, Woolworth Hour; Net-  
work, Independent  
**HESS, JOHN D.**  
Free-Lance  
**HEYES, DOUGLAS**  
Rin Tin Tin  
ABC-TV  
**HEYWARD, LOUIS**  
Free-Lance  
**HOWARD, BOB**  
Treasure Hunt  
ABC-TV  
**HOWARD, SANDY**  
The Merry Mailman, Colonel  
Venture, WOR-TV; Luncheon  
at Sardi's Supper at Sardi's,  
WOR; Special Edition, MBS;  
Celebrity Club, ABC-TV

**HUMMERT, ANNE & FRANK**  
Backstage Wife, Our Gal Sun-  
day; Romance of Helen Trent;  
CBS

— I —

**IRVING, PETER**  
Free-Lance

— J —

**JACOBY, LOIS**  
Free-Lance  
**JAMPEL, CARL**  
Circus Time  
ABC-TV  
**JOHNSON, JAY**  
Kathy Godfrey Show  
CBS  
**JUNKIN, HARRY W.**  
Free-Lance

— K —

**KANTER, HAL**  
George Gobel Show, NBC-TV  
**KLEE, LAWRENCE**  
Free-Lance  
**KLINKER, ZENO**  
Edgar Bergen Hour  
CBS

— L —

**LANNING, JERRY**  
Mysterytime  
ABC  
**LEAR, NORMAN**  
Martha Ray Show  
NBC-TV

# CARL BIXBY

*Life Can Be Beautiful*



*Television*



**Sturges Highway**

**Southport, Conn.**

**Clearwater 9-3275**



**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

**McGIEFFERT, JOHN**  
Free-Lance

**McGREVEY, JOHN W.**  
Free-Lance

**McGUINNESS, A. J.**  
Voice of Firestone  
ABC-TV

**McSHERRY, BILL**  
John Daly and the News  
ABC-TV

— **M** —

**MARION, IRA**

Imagination, Great Moments with Great Composers, Sunday Music Hall, Gridiron Salute, On The Go, Dean Pike; ABC,ABC-TV

**MARKES, LARRY W., JR.**  
Free-Lance

**MARTIN, PETER**  
When A Girl Marries, Grand Central Station; ABC

**MARVIN, EDGAR**  
Murder and Mr. Chase, American Music Hall; ABC

**MELTZER, NEWTON**  
Free-Lance

**MISROCK, HENRY**  
Free-Lance

**MITCHELL, J. WARD**  
My True Story  
ABC

**MORSE, CARLTON E.**  
One Man's Family, The Woman in My House, NBC; 1 Love a Mystery

**MOSHER, BOB**  
Amos 'N Andy, CBS, CBS-TV; The Ray Miland Show, Syndicated TV

**MUHEIM, HARRY**  
Free-Lance

— **N** —

**NAGLER, BARNEY**  
Free-Lance

**NEIMAN, ROBERT GAYNOR**  
Free-Lance

**NELSON, D.**  
Ozzie & Harriet  
ABC-TV

**NELSON, OZZIE**  
Ozzie & Harriet  
ABC-TV

**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

**PHILBRICK, HERBERT A.**  
B. Rye Beach, N. H.; 1 Led Three Lives, ZIV-TV.

**PHILLIPS, IRNA**  
Guiding Light  
CBS

**PICKARD, JOHN**  
Wendy Warren & The News  
CBS

**PIKE, DEAN**  
The Dean Pike Show  
ABC-TV

**POLLOCK, EILEEN**  
Free-Lance

**POLLOCK, ROBERT MASON**  
Free-Lance

**POOLE, LYNN**  
File 7  
ABC-TV

**PROVO, FRANK**  
Wendy Warren & The News  
CBS

— **Q** —

**QUEEN, ROBERT I.**  
Nick Kenny Show, WABD  
Free-Lance, WPIX, WBPM, WNBT

**QUILLAN, JOE**  
Our Miss Brooks, CBS-TV

— **R** —

**RAEBEN, JAY**  
Medical Horizons  
ABC-TV

**RIPLEY, BETTE**  
Grand Central Station, Buddy Weed Show, All League Clubhouse, High Moments in Music  
ABC

**ROCHE, JOHN F.**  
Free-Lance

**RODMAN, HOWARD**  
Free-Lance

**ROSE, REGINALD**  
Free-Lance

**ROSE, SI**  
Edgar Bergen Hour  
CBS

— **S** —

**SANGSTER, MARGARET**  
True Story, Whispering Streets  
WABC

**SAPINSLEY, ALVIN**  
Free-Lance

**SERLING, ROD**  
Free-Lance

**SHAW, ROBERT J.**  
Free-Lance

**SHEEN, BISHOP**  
Life Is Worth Living  
ABC-TV

**SILVERMAN, STANLEY H.**  
Free-Lance

**SIMMONS, ED**  
Martha Raye Show, NBC-TV

**SMITH, ROBERT**  
The Ray Anthony Show  
ABC-TV

**SOMMERS, J.**  
Ozzie & Harriet  
ABC-TV

**STARK, SHELDON**  
Police Blotter, Sunday Night Music Hall; ABC

— **T** —

**THOMPSON, HAL**  
Soundmirror  
WABC

**THOMPSON, PALMER**  
Free-Lance

**TOYROV, ORIN**  
Ma Perkins  
CBS

**TRAVERS, VIRGINIA**  
Famous Film Festival, Afternoon Film Festival, Focus, The Big Picture; ABC-TV

— **W** —

**WALLACE, ART**  
Free-Lance

**WALPOLE, HELEN**  
Free-Lance

**WELLES, HALSTED**  
Free-Lance

**WILBER, CAREY**  
Captain Video, DuMont  
Free-Lance

**WITTY, DON**  
Grand Central Station, High Moments in Music, Best Bands In The Land; ABC

**WOOD, ARLENE**  
Soundmirror  
WABC





**PAUL TAUBMAN**  
**MUSICAL DIRECTOR**

*“TWENTY ONE”*

*“TIC TAC DOUGH”*

*“EDGE OF NIGHT”*

*“YOU’RE ON YOUR OWN”*

*“WINKY DINK AND YOU”*

PAUL TAUBMAN’S

**Penthouse** club  
30 Central Park South  
NEW YORK CITY

Contact Thru  
Radio Registry  
Murray Hill 8-6600

# MUSICAL DIRECTORS

RADIO AND TELEVISION  
—their work during 1956

## — A —

**ADAMINI, RAY**  
The Ramblers  
WDMJ-TV, Marquette, Mich.

**ADAMS, JANE**  
WAUD, Auburn, Ala.

**AGLETON, JIMMY**  
KTNE, Kingsville, Tex.

**ALEXANDER, GRAHAM**  
KCMJ, Palm Springs, Cal.

**ALLEN, JAMES**  
WTJS, Jackson, Tenn.

**ANDERSON, CHESTER**  
WVCG, Coral Gables, Fla.

**ANDERSON, GUY**  
WFAA, Dallas, Tex.

**ANDREWS, BETTY**  
WJEJ, Hagerstown, Md.

**ANTHONY, RAY**  
ABC-TV

**ARANZAMENDI, FRANCISCO, JR.**; WAPA, San Juan, Puerto Rico

**ARMBRUSTER, ROBERT**  
B. Oct. 9, Philadelphia, Pa.  
Victor Records, RCA

**ARMEY, JOE**  
KBRC, Mount Vernon, Wash.

**ARMITAGE, DAVID**  
KFOX, Long Beach, Cal.

**ARMSTRONG, ARVILLA**  
KDER, Hood River, Ore.

**ARTER, MALCOLM E.**  
WKOK, Sunbury, Pa.

**ASHELL, HELEN**  
WS11-TV, Harrisburg, Ill.

**AYRES, MITCHELL**  
Perry Como Show  
NBC-TV

**AYRES, NORMAN**  
WCSH, WCSH-TV, Portland, Me.

## — B —

**BAKER, FRANK**  
KLMO, Longmont, Col.

**BAKER, SAM**  
KFST, Ft. Stockton, Tex.

**BARBOUR, PAT**  
WKLZ, Kalamazoo, Mich.

**BARDO, GENE**  
WDIX, Orangeburg, S. C.

**BARDO, LYLE**  
KFRG, San Francisco, Cal.

**BARLOW, HOWARD**  
Voice of Firestone  
ABC, ABC-TV

**BARTELL, HENRY G.**  
WBKV, West Bend, Wis.

**BAXTER, LEO**  
WBOW, Terre Haute, Ind.

**BECK, ART**  
WLLY, Richmond, Va.

**BELL, ALLEN**  
KREW, Sunnyside, Wash.

**BENSON, BROWNIE**  
WSAZ, Huntington, W. Va.

**BILSKE, ROBERT F.**  
WNEB, Worcester, Mass.

**BLAHA, MARIE**  
WHAP, Hopewell, Va.

**BLAKE, JEFF**  
WAKE, Atlanta, Ga.

**BLAKESLEY, MABLE**  
KFNF, Shenandoah, Iowa

**BLANK, RALPH**  
WJJD, Chicago, Ill.

**BOAHN, BILL**  
WGTM, Wilson, N. C.

**BOLEN, JIM**  
KBIZ, Ottumwa, Iowa

**BOLLN, ART**  
WARM, Scranton, Pa.

**BORTE, CLAUDE**  
Jm Deline Gang  
WSYR-TV, Syracuse, N. Y.

**BOVERO, PHIL**  
KGO, KGO-TV, San Francisco, Cal.

**BOWICK, W. L., JR.**  
WGBA, Columbus, Ga.

**BOWMAN, BEVERLY**  
KGFL, Roswell, N. M.

**BRADLEY, BOB**  
WLOL, Minneapolis, Minn.

**BRADY, WILLIAM**  
WPRC, Lincoln, Ill.

**BRANTNER, GENE**  
KWAT, Watertown, S. D.

**BRASHER, JAMES**  
KTXJ, Jasper, Tex.

**BRENLIN, FRANK**  
WEOK, Poughkeepsie, N. Y.

**BRIGHT, WELDON**  
Artist on Ivory  
KGNC, KGNC-TV, Amarillo, Tex.



## SAMMY KAYE

ABC-Radio  
Sunday Serenade



Exclusively  
Columbia Records



Management — David Kregel



Direction — M.C.A.

Publicity — David O. Alber



# VINCENT LOPEZ

— • —

**VINCENT LOPEZ SHOW**

CBS - TV

**LUNCHEON WITH LOPEZ**

Mutual Network

**SHAKE THE MARACAS**

ABC



# CHARLES SANFORD

— 0 —

MUSICAL DIRECTOR

— 0 —

JU 6-1864

**BROADSTONE, DON**  
WJAG, Norfolk, Neb.  
**BROOKS, LORETTA**  
WKLO, Louisville, Ky.  
**BROWN, LES**  
Bob Hope Show  
NBC-TV  
**BUETTNER, EVE**  
WKUL, Cullman, Ala.  
**BULLIS, JOHN**  
KPTL, Carson City, Nev.  
**BURAK, MATT**  
KBIS, Bakersfield, Cal.  
**BURKHART, KENT**  
KXOL, Fort Worth, Tex.  
**BURNS, BILL**  
WILD, Birmingham, Ala.  
**BURT, GARLAND**  
WLAK, Lakeland, Fla.  
**BURWELL, TED**  
WTYC, Rock Hill, S. C.  
**BUTLER, CLIFF**  
WLOU, Louisville, Ky.

— C —

**CALVERT, RAYMOND W.**  
KVOG, Casper, Wyo.  
**CAMERON, JOHN**  
KJOY, Stockton, Cal.  
**CAMPBELL, JACK**  
KGHF, Pueblo, Col.  
**CAMPBELL, BILL**  
WHOL, Allentown, Pa.  
**CANDLER, JOHN**  
KFSB, Fort Smith, Ark.  
**CAREY, MICKEY**  
WPPA, Pottsville, Pa.  
**CARRACIO, TONY**  
WDAF, Kansas City, Mo.  
**CARRICK, MICHAEL**  
KTMC, McAlester, Okla.  
**CARROLL, CLEORA**  
WWHG, Hornell, N. Y.  
**CHAMBERS, BOB**  
WKXY, Sarasota, Fla.

**CHASINS, ABRAM**  
WQXR, New York, N. Y.  
**CLARK, ALLAN**  
WKY, WKY-TV, Oklahoma  
City, Okla.  
**CLARK, BILL**  
WMBV-TV, Marinette, Wis.  
**CLARK, GLENDA**  
KWBB, Wichita, Kan.  
**CLARK, HOWARD**  
KBSF, Springhill, La.  
**CLARK, JIMMY**  
WJR, Detroit, Mich.  
**CLARK, WARREN**  
KREX, Grand Junction, Col.  
**CLIFTON, CHARLES**  
KXJK, Forrest City, Ark.  
**CLOUTIER, NORMAN L.**  
WHEA, Greenfield, Mass.  
**COBURN, PAUL**  
KLUB, Salt Lake City, Utah  
**COE, BARBARA**  
KTLN, Denver, Col.  
**COLLINS, FAY**  
WLSI, Pikeville, Ky.  
**COLE, JOY**  
WSPB, Sarasota, Fla.  
**CONNELLY, BOB**  
KPRK, Paso Robles, Cal.  
**COOPER, HARRY**  
WHOM, New York, N. Y.  
**CORLEY, BOB**  
WQXI, Atlanta, Ga.  
**CORTMIGLIA, LEO**  
WMT, Cedar Rapids, Iowa  
**COTTONGIM, EARL**  
WSPC, Somerset, Ky.  
**COUCH, BILL**  
KPRK, Livingston, Mont.  
**COX, FRANKIE**  
KWTX, Waco, Tex.  
**CRUMP, ED**  
WMPB, Memphis, Tenn.

— D —

**DANNA, VICTOR**  
WEBR, Buffalo, N. Y.  
**DATZ, AL**  
Sunday Music Hall  
ABC  
**DAUGHERTY, STAN**  
KMOX, St. Louis, Mo.  
**DAVENTPORT, DON**  
WEKZ, Monroe, Wis.  
**DAVIS, T. J.**  
KXYZ, Houston, Tex.  
**DAY, MARY K.**  
WGHM, Waterville, Me.  
**DELLINGER, JOHN**  
WPNF, Brevard, N. C.  
**DENNIS, CHARLIE**  
KOBE, Las Cruces, N. M.  
**DEREMER, NELO**  
WBCM, Bay City, Mich.  
**DEVON, DOVEL**  
KIMA, Yakima, Wash.  
**DINCUNZIO, MARIO**  
WWON, Woonsocket, R. I.  
**DOLAN, VIRGINIA**  
KFOR, Lincoln, Neb.  
**DONALDSON, EARL**  
KTVT, Salt Lake City, Utah  
**DU BEAU, NANCY**  
WRGS, Rogersville, Tenn.  
**DUBOSE, FRANCIS**  
WMSC, Columbia, S. C.  
**DUNKELBERGER, TOMMY**  
WHIO, Dayton, Ohio  
**DUNNING, OWEN C.**  
KOIN-TV, Portland, Ore.  
**DURAND, TOM**  
WTTM, Trenton, N. J.  
**DYRE, WILLARD**  
KTBC, Austin, Tex.

— E —

**ELLIOTT, DEAN**  
KHUM, Eureka, Cal.



**JACK SHAINDLIN**

**Musical Director**

20th CENTURY-FOX  
COLUMBIA PICTURES  
LOUIS DE ROCHEMONT  
PRODUCTIONS  
CORAL RECORDS  
MERCURY RECORDS

Steinway Hall  
New York City

## **ROBERT ARMBRUSTER**

Musical Director

Management  
Art Rush, Inc.

## **JOHN GART**

COMPOSER-CONDUCTOR



**Bernie Wayne**

Jingles: **Chock Full O'Nuts**  
**Adler Shoes**  
**Player's Cigarettes**

Industrial shows: **Buick**  
**General Motors**

Television:  
**Cyrano De Bergerac Spectacular**

Broadway Show:  
**Ziegfeld Follies**

Musical Conductor for  
**A.B.C. Paramount Records**

Agent . . . M.C.A. 598 Madison Ave.  
att: Bobby Brenner





**HESS, BOB**  
KFYO, Lubbock, Tex.

**HILL, BRENT**  
WCRE, Cheraw, S. C.

**HILL, JAY**  
KLIX, KLIX-TV, Twin Falls, Idaho

**HIXSON, LEE**  
WLOI, Laporte, Ind.

**HOBKIRK, GEORGE**  
KIBS, Bishop, Cal.

**HODGES, STEVE**  
KGGM, Albuquerque, N. M.

**HOFF, CARL**  
Walter Winchell Show  
NBC-TV

**HOFFMAN, CHARLES**  
WNCB, Daytona Beach, Fla.

**HOGAN, HARLAN**  
WSBT, South Bend, Ind.

**HOGAN, JIM**  
WSYR-TV, Syracuse, N. Y.

**HOLLAND, HERSCHEL**  
KGNO, Dodge City, Kan.

**HODGENS, RAY**  
KMBC-TV, Kansas City, Mo.

**HUFF, DOROTHY**  
WJBF, Augusta, Ga.

**HUNT, GEORGE**  
KAKE-TV, Wichita, Kan.

**HURSHMAN, EVELYN**  
KIMO, Independence, Mo.

**HVMAS, BRUCE**  
KVNU, Logan, Utah

— I —

**IHRKE, ELMER**  
WEMP, Milwaukee, Wis.

**IKELS, KENNETH**  
KGNB, New Braunfels, Tex.

**ISAACS, JOHN**  
WTOK, Meridian, Miss.

— J —

**JACKSON, GRAHAM**  
WERD, Atlanta, Ga.

**JACOBSEN, PEARL**  
KIEM, Eureka, Cal.

**JEFFARES, PAMELA**  
WAGA, Atlanta, Ga.

**JOHNSON, CLYDE**  
WFN, Findlay, Ohio

**JOHNSTON, EDDIE**  
WTRF-TV, Wheeling, W. Va.

**JOHNSTON, KEN**  
WCED, DuBois, Pa.

**JONES, MRS. E. A.**  
WLLI, Jackson, Miss.

**JONES, HENRY**  
WTSI, Hanover, N. H.

**JONES, LEE**  
WRCA, N.Y.C., N.Y.

**JONES, PAUL**  
WTVT, Tampa, Fla.

**JONES, RANDY**  
WLW-A, Atlanta, Ga.

**JORDAHL, BERNHARD**  
WKAN, Kankakee, Ill.

— K —

**KAHLE, JULIE**  
KVG, Stockton, Cal.

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

**KATZMAN, GERTRUDE**  
WPEN, Philadelphia, Pa.

**KAYE, RICHARD L.**  
WCRB, Boston, Mass.

**KAYE, SAMMY**

Serenade Room, Sunday Serenade,  
ABC; So You Want to Lead a  
Band, ABC-TV; Columbia Rec-  
ords; RCA; Thesaurus

**KEENER, PHIL**  
KDWT, Stamford, Tex.

**KEENUM, BEN**  
WBML, Macon, Ga.

**KELOGG, JOHN**  
WTVR, Richmond Va.

**KILEY, JOHN**  
WMEX, Boston, Mass.

**KILGORE, WILLIAM S.**  
WCYB, Bristol, Va.

**KIMBLE, WALTER**  
WDBO-TV, Orlando, Fla.

**KING, BILL**  
WTOG, Savannah, Ga.

**KNICK, WALTER**  
WBNS-TV, Columbus Ohio

**KNOWLES, JOYCE**  
WBMC, McMinnville, Tenn.

**KNUTSEN, KAY**  
KWDM, Des Moines, Iowa

**KORNFUEHRER, WILLIE LEE**  
KVIC, Victoria, Tex.

**KOSACK, JOE**  
WVLN, Olney, Ill.

**KOTTLER, MISCHA**  
WWJ, WWJ-TV, Detroit, Mich.

**KOUPAL, WILLIAM**  
KKOK, St. Louis, Mo.

**KOVACS, SCOTTY**  
WJRD, Tuscaloosa, Ala.

**KUBIAK, WALLY**  
KIVA, Yuma, Ariz.

**KURTZ, BETTY**  
WTVB, Coldwater, Mich.

— L —

**LA MARE, ODETTTE**  
WSBC, Chicago, Ill.

**LAMB, HELENE SMITH**  
KALI, Pasadena, Cal.

**LAMBERT, NORMAN**  
WABI-TV, Bangor, Me.

**LAMM, AL**  
WOW, Omaha, Neb.

**LANE, ANDY**  
KRIZ, Phoenix, Ariz.

**LANOUEETTE, ROBERTA**  
KRTV, Hillsboro, Ore.

**LASH, ROY**  
WACH, Kittanning, Pa.

**LAWRENCE, LARRY**  
WRVA-TV, Richmond Va.

**LEDWITH, ANDREW**  
WHOP, Hopkinsville, Ky.

**LEHNHOFF, LOUISE**  
KTW, Seattle, Wash.

**LEMAY, JAMES D.**  
KEYJ, Jamestown, N. D.

**LEUPP, HERB**  
KBOM, Bismarck, N. D.

**LIAPPAS, BILL**  
WGBS, Miami, Fla.

**LIGHTSEY, ANNA LEE**  
WHAB, Baxley, Ga.

**LOMBARDO, GUY**

B. June 2, 1901, London, Ont.;  
Canada. Lombardoland, U.S.A.,  
Mutual; Guy Lombardo Show,  
Transcribed Syndicated

**LOPEZ, VINCENT**

Vincent Lopez Show, WCBS-TV;  
Luncheon with Lopez, Mutual;  
Shake the Maracas, ABC

**LORENZ, DON**  
WJUN, Mifflintown, Pa.

**LUBIN, HARRY**  
Loretta Young Show  
NBC-TV

**LUCAS, FRANK**  
WIL, St. Louis, Mo.

**LUKE, MIRIAM**  
WIRE, Indianapolis, Ind.

**LUTHER, JOHN**  
WERC, Erie, Pa.

**LYNCH, DARREL**  
KUKI, Ukiah, Cal.

— Mc —

**McCOY, BILL**  
KOLN-TV, Lincoln, Neb.

**McDONALD, GERI**  
WCBY, Cheboygan, Mich.

**McEACHERN, WM.**  
KGNC-TV, Amarillo, Tex.

**McGANN, ROSEMARY**  
WJBK, Detroit, Mich.

**McGOWAN, JOHN**  
KOSA-TV, Odessa, Tex.



**HANK SYLVERN**

Musical Director-Composer

MU. 8-6670

**McHUGH, BETTY-JANE**  
WOAI, San Antonio, Tex.  
**McKEE, SUE**  
WGNS, Murfreesboro, Tenn.  
**McMANUS, IDELL**  
WJPA, Washington, Pa.  
**McNALLY, EVELYN**  
KSIS, Sedalia, Mo.  
**McNEIL, IDA A.**  
KGFX, Pierre, S. D.  
**McNEIL, JAYNE**  
WSSO, Starkville, Miss.

— M —

**MacDONALD, JACK**  
KLX, Oakland, Cal.  
**MADDEN, GEORGE**  
WAMS, Wilmington, Del.  
**MAGNO, NINA**  
WADC, Akron, Ohio  
**MAHRAMAS, REGINA**  
KLEN, Killeen, Tex.  
**MANN, GUS**  
WRFC, Athens, Ga.  
**MARTIN, LESLIE**  
KOMO-TV, Seattle, Wash.  
**MARTIN, VICTORIA C.**  
WMEG, Eau Gallie, Fla.  
**MARTIN, WM.**  
WEAB, Greer, S. C.  
**MEADOWS, JANE**  
WHIS, Bluefield W. Va.  
**MEREDITH, LEE C.**  
KMCO, Conroe, Tex.  
**METCALFE, ROBERT E.**  
WOHL, East Liverpool, Ohio  
**METCHNEK, WILLIAM**  
WCCO-TV, Minneapolis, Minn.  
**MILES, IVAN**  
WGST, Atlanta, Ga.  
**MILLIGAN, ARLENE**  
KHBG, Okmulgee, Okla.  
**MITCHELL, BOB**  
KFL, Los Angeles, Cal.  
**MITCHELL, DON**  
WLAQ, Roma, Ga.  
**MOLINARO, LAWRENCE**  
WNAR, Norristown, Pa.  
**MORGAN, BETTY**  
WMIX, Mt. Vernon, Ill.  
**MORRILL, WAYNE**  
KOVY, Stockton, Cal.  
**MORRISON, Al and his Trio**  
WTPA, Harrisburg, Pa.  
**MORSE, MALCOLM**  
WICH, Norwich, Conn.  
**MOSER, CLYDE**  
WTAR, Norfolk, Va.  
**MOSLEY, ED**  
KREM, Spokane, Wash.  
**MOWBRAY, JACK**  
WLAN, Lancaster, Pa.  
**MUNCH, CHARLES**  
Boston Symphony Orchestra  
NBC  
**MUNI, SCOTT**  
WAKR, Akron, Ohio  
**MURRELL, DELORES**  
WKIS-WORZ, Orlando, Fla.

— N —

**NAFF, JACK**  
KEED, Springfield, Ore.  
**NALL, HAROLD**  
WFNS, Burlington, N. C.  
**NARGASSANS, DORIS F.**  
KANV, Shreveport, La.  
**NEAL, PAUL E.**  
WBNS, Columbus, Ohio  
**NELLY, JIM**  
KGAL, Lebanon, Ore.  
**NELMS, BILL**  
WTAX, Springfield, Ill.  
**NELSON, ANN**  
WJEH, Gallipolis, Ohio  
**NELSON, DAVE**  
WMVO, Mt. Vernon, Ohio  
**NELSON, LES**  
WIBC, Duluth, Minn.  
**NICHOLS, RUSTY**  
WDBJ-TV, Roanoke, Va.

**NIDES, HARRY**  
WATE, WATE-TV, Knoxville, Tenn.  
**NININGER, EVE**  
WDBJ, Roanoke, Va.  
**NORJEN, EARL**  
WHDF, Houghton, Mich.  
**NORDSTROM, JEANNE**  
WDGY, Minneapolis, Minn.  
**NORMAN, RUSS**  
KAYO, Seattle, Wash.  
**NORTON, LEE**  
KENL, Arcata, Cal.  
**NOWELL, LEE**  
WOKJ, Jackson, Miss.

— O —

**O'CONNOR, ERWIN**  
WAPO, Chattanooga, Tenn.  
**O'HARA, MARTIN**  
WDEV, Waterbury, Vt.  
**OLSON, ARLENE**  
KGW, Portland, Ore.  
**OLSON, WALLACE**  
WCCO, Minneapolis, Minn.  
**O'NEILL, JOE**  
KVOO, Tulsa, Okla.  
**OSBORNE, EDDIE**  
K11V, Sioux City, Iowa  
**OSSER, GLENN**  
High Moments in Music  
ABC  
**OST, SHIRLEY JEANNE**  
WJHP, Jacksonville, Fla.  
**OVERSTREET, MAVIS**  
WLSL, Roanoke, Va.  
**OWENS, DONALD F.**  
WARL, Arlington, Va.  
**OWENS, JERRY**  
WBEX, Chillicothe, Ohio

— P —

**PAGE, DOROTHY**  
WPAY, Portsmouth, Ohio  
**PALERMO, MARY LOUISE**  
WHB, Kansas City, Mo.  
**PALMER, BILL**  
WTVN-TV, Columbus, Ohio  
**PARANOV, MOSHE**  
WTIC, Hartford, Conn.  
**PARFUM, VINCE**  
WTAR-TV, Norfolk, Va.  
**PARNELL, JACKIE**  
WKBJ, Milan, Tenn.  
**PASCHEAL, BILL**  
WBLM, Danville, Va.  
**PATRICK, DONNA**  
KCOL, Phoenix, Ariz.  
**PAULSON, AL**  
WTCN-TV, Minneapolis, Minn.  
**PAVEY, RICHARD**  
WJLB, Detroit, Mich.  
**PAYNE, BRUCE**  
WBCO, Bessemer, Ala.  
**PEPPER, JAN**  
WSTN, St. Augustine, Fla.  
**PETERSON, JOAN**  
WBBQ, Augusta, Ga.  
**PETRILLO, CAESAR**  
WBBM, Chicago, Ill.  
**PETRUCCI, JAMES**  
WAVZ, New Haven, Conn.  
**PHIPPS, ROBERT**  
WRO, Ironton, Ohio  
**PICKENS, CHARLIE**  
WHBC, Canton, Ohio  
**PILDNER, HENRY**  
WJAR, Cleve'and, Ohio  
**PINION, CLOVIS**  
KSST, Sulphur Springs, Tex.  
**PINNICK, PAT**  
WITZ, Jasper, Ind.  
**PORTER, BOYD JR.**  
KTRE, Lufkin, Tex.  
**PORTER, ROY A., JR.**  
WCOA, Pensacola, Fla.  
**PORTER, TOM**  
WOCH, North Vernon, Ind.  
**POTTER, CAROL**  
WJPS, Evansville, Ind.

**POTTS, JACK ALLEN**  
WCTC, New Brunswick, N. J.  
**PROGEN, GIL**  
WFGM, Fitchburg, Mass.  
**PUTNAM, BOB**  
KIXL, Dallas, Tex.

— R —

**RABBY, BO**  
WJBO, Baton Rouge, La.  
**RASE, BILL**  
KCRS, Sacramento, Cal.  
**REEVE, KEITH**  
WVAM, Altoona, Pa.  
**RIPINE, BURT**  
WRVA, Richmond, Va.  
**REYNOLDS, TOM**  
MBS, WOR, New York, N. Y.  
**RHOADES, DUSTY**  
WALA, Mobile, Ala.  
**RICHARDSON, BRUCE**  
WROK, Rockford, Ill.  
**RICHARDSON, KAY**  
KRSN, Los Alamos, N. M.  
**RICHMAN, NANCY**  
KDTH, Dubuque, Iowa

**RIDDLE, NELSON**

B. June 1, 1921, Hackensack, N. J.; Max Liebman Spectacular, Our Town, The Betty Hutton Chevy Show, Walter Winchell Show, Nat "King" Cole Show, NBC-TV; Rosemary Clooney Show, MCA-TV

**RILEY, RALPH**  
WHIZ, WHLZ-TV, Zanesville, Ohio

**RIO, ROSA**

My True Story, When A Girl Marries, ABC; Remington Rand Commercials, CBS-TV; Piel Commercial with Harry & Bert, All TV & Radio Stations

**RIEVERS, J.**  
KOVY, Stockton, Cal.  
**ROBARDS, CARY**  
WSIV, Pekin, Ill.  
**ROBERS, JOHN**  
WRGP-TV, Chattanooga, Tenn.  
**ROBERTS, FRANK**  
WBOF, Virginia Beach, Va.  
**ROBINSON, MARTIN**  
WEAW, Evanston, Ill.

**ROSE, DAVID**

B. London, England; Red Skelton Show, It's A Great Life, Shower of Stars (Cole Porter Show), CBS-TV; Pasadena Pops Playhouse, KABC-TV; Woolworth Hour, CBS; M-G-M Records

**ROWELL, PECK**  
WJHO, Opelika, Ala.  
**RUBAR, MARY**  
WFRM, Coudersport, Pa.  
**RUMMINGER, BARBARA**  
WMCU, Greenville, S. C.

— S —

**SALE, JOAN**  
WLVA, Lynchburg, Va.  
**SAMPSON, HENRY L.**  
WAVN, Stillwater, Minn.

**SANFORD, CHARLES**

B. June 17, 1905, New York City, N. Y. Max Liebman Presents, The Lord Don't Play Favorites, Washington Square, NBC  
**SCHIMEK, JOYCE**  
KGST, Fresno, Cal.  
**SCHULTZ, STEVE**  
WOR-TV, New York, N. Y.  
**SCHULZ, MYRON**  
WAAF, Chicago, Ill.  
**SCOGGIN, LEWIS**  
WTAL, Tallahassee, Fla.

**SCOTT, RAYMOND**  
Your Hit Parade  
NBC-TV

**SEASE, LUCILLE**  
WSAZ, Huntington, W. Va.

**SEWARD, WALLY**  
WDRF, Chester, Pa.

**SEYMOUR, ROBERT**  
WKMH, Detroit, Mich.

**SHAINDLIN, JACK**  
20th Century-Fox, Columbia,  
Louis deRochemont Prods., Coral,  
Mercury Records

**SHAKE, KAY**  
WDAN, Danville, Ill.

**SHALET, BERNICE**  
WDEF-TV, Chattanooga, Tenn.

**SHEPHERD, JAY**  
KITE, San Antonio, Tex.

**SHEPHERD, MAXINE**  
WAAG, Adele, Ga.

**SHOOP, DAVID**  
WHP-TV, Harrisburg, Pa.

**SHORES, ALICE**  
WKOW, Madison, Wis.

**SHORT, MEL**  
KFMO, Flat River, Mo.

**SIMPSON, JOHN**  
KOTA, Rapid City, S. D.

**SISK QUARTET**  
WKMT, Kings Mountain,  
N. C.

**SLACK, DEAN**  
WJOY, Burlington, Vt.

**SMALL, JIM**  
WDXB, Chattanooga, Tenn.

**SMITH, AL**  
WWDC, Washington, D. C.

**SMITH, CAROLYN**  
KYNO, Fresno, Calif.

**SMITH, WILLIAM E.**  
KWEI, Weiser, Idaho

**SNYDER, MARIE**  
WRSW, Warsaw, Ind.

**SONTAG, GEORGE**  
WOC, Davenport, Iowa

**SOSNIK, HARRY**  
Ernie Kovacs Show  
NBC-TV

**SPELVIN, GEORGE**  
WLIB, New York, N. Y.

**SPERRY, GRACE**  
KFAC, Los Angeles, Cal.

**STANCIU, GARNETT**  
WJAM, Marion, Ala.

**STANGRY, VIRGINIA**  
WGTO, Haines City, Fla.

**STANLEY, DAVE**  
WCPO-TV, Cincinnati, Ohio

**STANZIOLA, JOHN**  
WAZL, Hazleton, Pa.

**STECKER, DICK**  
WSHE, Sheboygan, Wis.

**STEELE, DON**  
WKBI, St. Marys, Pa.

**STEPHENS, DAVE**  
WCAU, Philadelphia, Pa.

**STEPHENS, ROBERT H.**  
WC DL, Carbondale, Pa.

**STEWART, BECKY ANN**  
WPBC, Minneapolis, Minn.

**STEWART, DON**  
KITL, Mesa, Ariz.

**STEWART, DORA MAE**  
WMOD, Moundsville, W. Va.

**STEWART, REGINALD**  
WASL, Annapolis, Md.

**STORDAHL, AXEL**  
Coke Time  
Starring Eddie Fisher  
MBS, NBC-TV

**STUART, EARL**  
WWJ-TV, Detroit, Mich.

**SULLIVAN, MARGARET**  
WDKD, Kingstree, S. C.

**SWANSON, GLEN**  
KDEN, Denver, Col.

**SYLVERN, HANK**  
Jane Froman Show, Phil Silvers,

CBS-TV; Comic Weekly Man,  
NBC; Morning Show, CBS; Sig-  
nature Music

**SYLVIA, DONALD H.**  
WGUY, Bangor, Me.

— T —

**TASKER, JOE**  
WKNB, New Britain, Conn.

**TATUM, PATSY**  
KMUS, Muskogee, Okla.

**TAUBMAN, PAUL**  
B. Winnipeg, Manitoba, Canada.  
Twenty One, Tic Tac Dough,  
NBC-TV; Your On Your Own,  
Edge of Night, Winky Dink, CBS-  
TV; Owner, Penthouse Club,  
N. Y. C.

**TAYLOR, JOHN E.**  
WEPM, Martinsburg, W. Va.

**TAYLOR, LEE**  
WINZ, Miami, Fla.

**TAYLOR, MARIANNE**  
WESC, Greenville, S. C.

**THOMAS, RAY**  
WHAN, Charleston, S. C.

**THOMAS, RIC**  
KXL, Portland, Ore.

**THOMAS, TOMMY**  
KVTV, Sioux City, Iowa

**THORNTON, JACK**  
KBND, Bend, Ore.

**TOLAND, DON**  
WCMR, Elkhart, Ind.

**TOWNSEND, WALLY**  
CKLW, CKLW-TV, Detroit,  
Mich.

**TRAVIS, DIANE**  
WJAK, Jackson, Miss.

**TRAVIS, VICTOR**  
WMD, Atlantic City, N. J.

**TRENDLER, ROBERT**  
WGN, WGN-TV, Chicago, Ill.

**TROTTER, JOHN SCOTT**  
The George Gobel Show  
NBC-TV

**TURNER, CHARLES**  
WBRV, Boonville, N. Y.

**TURNER, DORICE**  
WEBQ, Harrisburg, Ill.

**TURNER, LYN**  
KVOM, Morrilton, Ark.

— V —

**VABER, ALAN**  
WBRK, Pittsfield, Mass.

**VAGNONI, FRANCISCO**  
WABC, New York, N. Y.

**VANCE, DUDE**  
KOPO-TV, Tucson, Ariz.

**VAN DAMME, ART**  
WNBQ, Chicago, Ill.

**VAN HATTEM, HENRY**  
WFUR, Grand Rapids, Mich.

**VAUGHN, JACK**  
WBZ, Boston, Mass.

**VIGUS, HAL**  
WRFD, Worthington, Ohio

**VOORHEES, DONALD**  
The Telephone Hour  
NBC

**VONS, EDITH**  
WKKO, Cocoa, Fla.

— W —

**WACKERBARTH, ANN**  
KWBU, Corpus Christi, Tex.

**WALKER, ED**  
WFLA-TV, Tampa, Fla.

**WALKER, HENRY**  
WEDO, McKeesport, Pa.

**WALLGREN, REX**  
KLO, Ogden, Utah

**WARDLE, WILLIAM**  
WTAQ, LaGrange, Ill.

**WARNER, TOM**  
KBOH, Oceanlake, Ore.

**WARREN, JAMES**  
KXA, Seattle, Wash.

**WAYNE, BERNIE**  
Composer, Author, Director,  
Free-Lance

**WAYNE, ROGER**  
WHLI, Hempstead, N. Y.

**WEBER, HENRY**  
WGN, WGN-TV, Chicago, Ill.

**WEBER, SUE**  
WISN, Milwaukee, Wis.

**WEED, BUDDY**  
ABC

**WEEKLY, EARLE**  
WSVA, Harrisonburg, Va.

**WEEMS, TED**  
WHHM, Memphis, Tenn.

**WEINER, MILT**  
WLW, Cincinnati, Ohio

**WEIK, LAWRENCE**  
Top Tunes & New Talents  
ABC-TV

**WEST, JOAN**  
KJEF, Jennings, La.

**WHITE, ALBERT**  
KCBS, San Francisco, Cal.

**WHITEHEAD, JOYCE**  
WMIS, Natchez, Miss.

**WILCHER, SHIRLEY**  
WLBK, Lebanon, Ky.

**WILD, EARL**  
B. Nov. 26, 1918, Pittsburgh,  
Pa.; Sid Caesar, NBC-TV; Voice  
of Firestone, ABC-TV; Wool-  
worth Hour, CBS-TV; Porte  
Ouvert (General Motors, Canada)  
CBC

**WILDERSON, MAXINE**  
KFH, Wichita, Kan.

**WILLIAMS, DON**  
WFPF, Park Falls, Wis.

**WILLIAMS, GLADYS**  
KCRC, Enid, Okla.

**WILLIAMS, JOAN**  
KCKN, Kansas City, Kan.

**WILSON, MEREDITH**  
Music Room  
NBC

**WILSON, KENNETH**  
WHDH, Boston, Mass.

**WIMBERLY, BILL**  
Ozark Jubilee  
ABC-TV

**WINTERS, BILL**  
WCEC, Rocky Mount, N. C.

**WOLKEN, ROBERT**  
WGPA, Bethlehem, Pa.

**WOLOWIC, STAN**  
It's Polka Time  
ABC-TV

**WOOD, PAUL S.**  
WTCB, Flomont, Ala.

**WOOD, TOMMY**  
WMBR-TV, Jacksonville, Fla.

**WOOTEN, JANET**  
KMBC, Kansas City, Mo.

**WORSHAM, SAM**  
KARD-TV, Wichita, Kan.

**WRIGHT, G. K.**  
WFAI, Fayetteville, N. C.

— Y —

**YOUNG, VICTOR**  
Milton Berle Show  
NBC-TV

**YOUNGBLOOD, JIM**  
WPAD, Paducah, Ky.

**YOUNTS, ELIZABETH M.**  
WEEB, Southern Pines, N. C.

— Z —

**ZACK, ARTHUR**  
WBEL, Beloit, Wis.

**ZIEGENBEIN, FLEDA**  
KOLN-TV, Lincoln, Neb.

**ZIMLICH, BILL**  
KBGF, Great Falls, Mont.

**ZIMMERMAN, HARRY**  
Dinah Shore Show  
NBC-TV

**ZURLO, SAM**  
WCSS, Amsterdam, N. Y.

# NEWS COMMENTATORS

RADIO AND TELEVISION  
—their work during 1956

## — A —

**ABELS, ED**  
KLWN, Lawrence, Kans.

**ADAMS, CEDRIC**  
WCCO, Minneapolis, Minn.

**ADAMS, KENT**  
KAYL, Storm Lake, Ind.

**AGRONSKY, MARTIN**  
ABC, Washington, D. C.

**AKERS, CARL**  
KLZ-TV, Denver, Colo.

**ALEXANDER, PAUL**  
KSL-TV, Salt Lake City, Utah

**ALLAN, CHET**  
KRVN, Lexington, Neb.

**ALLAN, ROGER**  
WCOP, Boston, Mass.

**ALLEN, CLARE**  
WEBR, Buffalo, N. Y.

**ALLEN, EDWARD, JR.**  
WDOR, Sturgeon Bay, Wis.

**ALLEN, JACK**  
WCTC, New Brunswick, N. J.

**ALLEN, TONY**  
WUSJ, Lockport, N. Y.

**ALLEN, W. GORDON**  
KGAY, Salem, Oreg.

**ALLISON, BERG**  
KTVO, Ottumwa, Iowa

## ANDERSON, ORVAL

B. March 20, 1917, Grand Forks,  
N. D.; Orval Anderson & the  
News, ABC Western Div.

**ANDREWS, M. CARL**  
WDBJ, Roanoke, Va.

**ANGELL, JACK**  
WNBQ, Chicago, Ill.

**ANTHONY, JULIAN**  
ABC

**ARLAN, JAY**  
WFBM-TV, Indianapolis, Ind.

**ARMSTRONG, JOHN**  
WHDL, Olean, N. Y.

**ASH, MERRILL**  
KOL, Seattle, Wash.

**ASHER, JAMES D.**  
WJDA, Quincy, Mass.

**ATKINS, TOM**  
WATE-TV, Knoxville, Tenn.

**AULIS, JACK**  
News of the Albemarle

**WGAI, Elizabeth City, N. C.**

**AUSTIN, JOE**  
WSEB, Quitman, Ga.

**AYRES, JOE**  
WTTM, Trenton, N. J.

## — B —

**BACK, GUNNAR**  
WFJL-TV, Philadelphia, Pa.

**BADGER, BOB**  
WEDO, McKeesport, Pa.

**BAGDASARIAN, A. C.**  
WNBZ, Saranac Lake, N. Y.

**BAGLEY, ORLO M.**  
KOMB, Cottage Grove, Ore.

**BAHENSEN, ALVIN**  
WWRL, New York City, N. Y.

**BAILEY, HOWARD**  
KFXM, San Bernardino, Calif.

**BAILEY, LESTER**  
KSAN, San Francisco, Calif.

**BALL, BOB**  
WDSM-TV, Duluth, Minn.

**BALLARD, DREW**  
KVMC, Colorado City, Tex.

**BALMERT, FRANK**  
WPAY, Portsmouth, Ohio

**BANCROFT, GRIFFING**  
CBS, Washington, D. C.

**BANDFIELD, BOB**  
WHIZ-TV, Zanesville, Ohio

## BANGHART, KENNETH

Sept. 11, New Jersey. Esso Re-  
porter, WNBC-TV; Noontime  
Pulse, WRCA; 6 P.M. News, 11  
P.M. News, NBC.

**BANKS, DAVE**  
WVMI, Biloxi, Miss.

**BANKS, TOM**  
KUKI, Ukiah, Calif.

**BARATH, RAY**  
WAIM-TV, Anderson, S. C.

**BARBOUR, DOUGLAS**  
WWWF, Fayette, Ala.

**BARCLAY, PAUL**  
WHUM, Reading, Pa.

**PARENTS, BARRY**  
WKNE, New Britain, Conn.

**BARKER, EDDIE**  
KRLD, Dallas, Tex.



## BEN GRAUER

NBC

Radio

TV



- BARKSDALE, MARTHA**  
WDIX, Orangeburg, S. C.
- BARKSDALE, TOM**  
WDIX, Orangeburg, S. C.
- BARON, HENRY**  
WMBG, Richmond, Va.
- BARRETT, DICK**  
KREM-TV, Spokane, Wash.
- BARRETTE, GEORGE**  
WIRL, Peoria, Ill.
- BARRY, GEORGE**  
WLOT, Campbell, Ohio
- BARTHOLOMEW, JOHN**  
KKTU, Colorado Springs, Colo.
- BARTON, KEARNEY**  
KTW, Seattle, Wash.
- BARTZAK, JOSEPH**  
WAAB, Worcester, Mass.
- BASS, BERNICE**  
WHBI, Newark, N. J.
- BASSO, NICK**  
WSAZ, Huntington, W. Va.
- BATES, JACK**  
KFOR, Lincoln, Neb.
- BATTFIGER, ALAN**  
WBEX, Chillicothe, Ohio
- BAYER, BILL**  
WITV, Miami, Fla.
- BEALL, EDWARD**  
KICO, Calexico, Calif.
- BEARD, SAM**  
WPTF, Raleigh, N. C.
- BEATTY, MORGAN**  
News of the World, Monitor  
NBC
- BEAUCHAMP, TED**  
KUJ, Walla Walla, Wash.
- BELL, RIDLEY**  
WRBL, WRBL-TV,  
Columbus, Ga.
- BENESH, FRANK**  
WNEM-TV, Bay City, Mich.
- BENNETT, DEAN**  
KSL-TV, Salt Lake City, Utah
- BENTLEY, JULIAN**  
WBBM, Chicago, Ill.
- BERINGER, BOB**  
WOKY, Milwaukee, Wis.
- BERK, PHILLIP E.**  
KOMU-TV, Columbus, Mo.
- BERNHARDT, GENE**  
WBMP, Milwaukee, Wis.
- BESEDA, CHUCK**  
KVDO-TV, Corpus Christi,  
Tex.
- BICKNELL, MAX**  
KCKN, Kansas City, Kans.
- BIGBEE, NELLE**  
WOWL, Florence, Ala.
- BINGHAM, BOB**  
WKUL, Cullman, Ala.
- BISHOFF, WALTER**  
WTUX, Wilmington, Del.
- BISHOP, PAT**  
KFI, Los Angeles, Calif.
- BISHOP, WALLY**  
WOI-TV, Ames, Iowa
- BISSEY, JAMES**  
WBLY, Springfield, Ohio
- BLAINE, JIM**  
KCSB, San Bernardino, Calif.
- BLAIR, ED**  
WAGA-TV, Atlanta, Ga.
- BLAIR, FRANK**  
Today, Monitor  
NBC, NBC-TV
- BLAKE, WIN**  
WKXL, Concord, N. H.
- BLIZZARD, LOUIS**  
WMSL, WMSL-TV, Decatur,  
Ala.
- BOAZ, BOB**  
Esso Reporter  
WCHS-TV, Charleston, W. Va.
- BOGGS, NEIL**  
WCHS-TV, Charleston, W. Va.
- BOLEN, BILL**  
WSGN, Birmingham, Ala.
- BOLTON, LES**  
KARK-TV, Little Rock, Ark.
- BOLTON, PAUL**  
KTBC, KTBC-TV, Austin, Tex.
- BONAPART, ALLEN**  
WIBX, Utica, N. Y.
- BOOTON, F. H.**  
KCID, Caldwell, Idaho
- BOSLEY, LYLE**  
WKTV, Utica, N. Y.
- BOSWORTH, ROGER**  
KVTU, Sioux City, Iowa
- BOSWORTH, ROGER**  
WNAX, Yankton, S. D.
- BOWLES, JOHN**  
WNEM-TV, Bay City, Mich.
- BOY, DOUGLAS**  
WCYB-TV, Bristol, Va.
- BOYD, FORREST**  
WSJV-TV, Elkhart, Ind.
- BOVES, HARRY**  
WION, Ionia, Mich.
- BRADFORD, BOB**  
WRFC, Athens, Ga.
- BRADFORD, WM.**  
KSST, Sulphur Springs, Tex.
- BRADLEY, RULON L.**  
KSL, Salt Lake City, Utah
- BRADY, DICK**  
WCBY, Cheboygan, Mich.
- BRANUM, CHARLES**  
WEBQ, Harrisburg, Ill.
- BREDIN, J. K.**  
WFIG, Sumter, S. C.
- BREWER, CHUCK**  
KWBB, Wichita, Kans.
- BRIDGES, JONAS**  
WRMT, Kings Mountain,  
N. C.
- BRINKLEY, DAVID**  
NBC TV
- BRISBANE, ROBERT H.**  
WERD, Atlanta, Ga.
- BRISCOE, RAY**  
WSTV-TV, Steubenville, Ohio

## DOUGLAS EDWARDS

CBS News Reporter



**BRISINDINE, BOB**  
WLAG, LaGrange, Ga.

**BRITTAİN, WILLIAM**  
WJZM, Clarksville, Tenn.

**BROKAW, FOREST**  
KVOO, Tulsa, Okla.

**BROOK, PHIL**  
WDBO, WDBO-TV, Orlando, Fla.

**BROOKS, BILL**  
KCKT, Great Bend, Kans.

**BROOKS, CLIFF**  
WGBF, Evansville, Ind.

**BROOKS, NED**  
Three Star Extra  
NBC

**BROPHY, FRED**  
WHIO, Dayton, Ohio

**BROUGHMAN, GLEN**  
WRBL, WRBL-TV,  
Columbus, Ga.

**BROWN, BARBARA**  
WINA, Charlottesville, Va.

**BROWN, BURLEIGH**  
WWLP, Springfield, Mass.

**BROWN, CECIL**  
WABC-TV

**BROWN, CHUCK**  
WBMC, McMinnville, Tenn.

**BROWN, FRANK R.**  
KHUM, Eureka, Calif.

**BROWN, H. W.**  
KCVR, Lodi, Calif.

**BROWN, ROBERT**  
WCIA, Champaign, Ill.

**BROWN, TOM**  
WEBK, Tampa, Fla.

**BRUCE, DONALD**  
WIRE, Indianapolis, Ind.

**BRYSON, CONREY**  
KTSM-TV, El Paso, Tex.

**BULLEN, REED**  
KVNU, Logan, Utah

**BULLER, DICK**  
WKMH, Detroit, Mich.

**BUNDLIE, CHUCK**  
KNOX-TV, Grand Forks,  
N. D.

**BURBANK, ROBERT**  
WBRK, Pittsfield, Mass.

**BURDETT, WINSTON**  
CBS  
Rome, Italy

**BURK, S. A.**  
KIRK, Kirksville, Mo.

**BURKE, MERLE**  
WLPO, La Salle, Ill.

**BURLEY, DON**  
WBBZ, Ponca City, Okla.

**BURNS, VINCENT G.**  
WASL, Annapolis, Md.

**BURROUGHS, JOHN**  
KENM, Portales, N. M.

**BURTON, BOB**  
WGGa, Gainesville, Ga.

**BURTON, BOB**  
KBIS, Bakersfield, Calif.

**BUTTS, RAY**  
WSFT, Thomaston, Ga.

**BUTZ, BOB**  
KLZ, Denver, Colo.

**BYRON, JAMES A.**  
WBAP Fort Worth Tex.

**CANHAM, ERWIN D.**  
ABC, Boston, Mass.

**CANNADY, BILL**  
KLIK, Jefferson City, Mo.

**CANTFORT, VAN**  
WIGU, Erie, Pa.

**CARLINI, ULYSSES A.**  
WEHT, Evansville, Ind.

**CARLSON, WILLIAM**  
WTMJ-TV, Milwaukee, Wis.

**CARR, JOHN**  
WVHM, Memphis, Tenn.

**CARRERA, DILLARD**  
KIXL, Dallas, Tex.

**CARRIGG, JOHN**  
WSTV, Steubenville, Ohio

**CARTER, MELVIN**  
WIKR, Newport, Vt.

**CASSIDY, HENRY**  
NBC

**CASTER, JERRY**  
WCSI, Columbus, Ind.

**CATLERTON, A. V.**  
WMEG, Eau Gallie, Fla.

**CAUDLE, BOB**  
WTOC-TV, Savannah, Ga.

**CAYWOOD, D. T.**  
Capitol Comments  
WFKY, Frankfort, Ky.

**CEDERBERG, CARL**  
WWJ, Detroit, Mich.

**CERCLA, PAUL**  
WAZL, Hazleton, Pa.

**CHAMBERLIN, DAN**  
KRUX, Phoenix, Ariz.

**CHAMBERS, JIM**  
WHOI, Allentown, Pa.

**CHANDLER, WARREN**  
KLZ, Denver, Col.

**CHAPEL, JOHN K.**  
KIX, Oakland, Calif.

**CHAPLIN, W. W.**  
NBC

**CHASE, EDDIE**  
WOOL, Grand Rapids, Mich.

— C —

**CADDELL, RAYMOND**  
WHSC, Hartsville, S. C.

**CALDWELL, HOWARD**  
WTHI-TV, Terre Haute, Ind.

**CALDWELL, JAY**  
WMPJ, Daytona Beach, Fla.

**CALDWELL, MERLE**  
KOLS, Pryor, Okla.

**CALMER, NED**  
CBS, N. Y., N. Y.

**CAMERON, GEORGE**  
WHWB, Rutland, Vt.

**CAMP, DAVE**  
KNGS, Hanford, Calif.



**BOB WILSON**

**NBC — New York**



**KENNETH BANGHART**

NBC — WRCA-TV

RADIO 12:05 P.M. Noontime  
Pulse  
6 & 11 P.M. News

TELEVISION 6:45 P.M.

CI 7-8300



**CHASE, JACK**  
WBZ-TV, Boston, Mass.

**CHASTAIN, TONY**  
WKIS-WORZ, Orlando, Fla.

**CHATFIELD, CHARLES**  
WHOU, Ithaca, N. Y.

**CHERRY, HUGH**  
World News  
WSIX-TV, Nashville, Tenn.

**CHESTER, HARVEY**  
KCCC-TV, Sacramento, Calif.

**CHEVILLET, DON**  
WNDU, South Bend, Ind.

**CHILDERS, RAY A.**  
WCDJ, Edenton, N. C.

**CHILSEN, WALTER JOHN**  
WSAU-TV, Wausau, Wisc.

**CHRISTIE, GEORGE**  
WFEA, Manchester, N. H.

**CHURCH, WELLS**  
CBS  
Washington, D. C.

**CIOFFI, LOU**  
CBS  
Paris, France

**CLARE, DICK**  
WTRC, Elkhart, Ind.

**CLARK, BLAIR**  
CBS, N. Y., N. Y.

**CLARK, DALE**  
WAGA, Atlanta, Ga.

**CLARK, J. B. . .**  
WBT, Charlotte, N. C.

**CLARK, RAY**  
WOW, WOW-TV, Omaha,  
Neb.

**CLAUSSEN, GENE**  
KXIC, Iowa City, Iowa

**CLEARY, J. M.**  
WESB, Bradford, Pa.

**CLEMENTS, JACK**  
WRVA, Richmond, Va.

**CLINTON, ED**  
WJBO, Baton Rouge, La.

**CLOW, KEN**  
KBIZ, Ottumwa, Iowa

**CLYDE, BOB**  
WREX-TV, Rockford, Ill.

**COBB, JOSEPH**  
WCSH, Portland, Me.

**COCHRAN, RON**  
CBS, CBS-TV, N. Y., N. Y.

**COFFEEN, BOB**  
WLOI, Laporte, Ind.

**COKER, WILL W.**  
WTPR, Paris, Tenn.

**COLDWELL, TOM**  
WBOW, Terre Haute, Ind.

**COLE, CHRIS**  
KOPO, KOPO TV, Tucson,  
Ariz.

**COLEMAN, CHARLES**  
WOAY-TV, Oak Hill, W. Va.

**COLEMAN, DALE**  
WTVP, Decatur, Ill.

**COLEY, HAROLD H.**  
KMCO, Conroe, Tex.

**COLLINGWOOD, CHARLES**  
CBS, N. Y., N. Y.

**COLLINS, REID**  
KWTX, KWTX-TV, Waco,  
Tex.

**COMBS, GEORGE HAMILTON**  
WABC, WABC-TV

**CONDON, GLENN**  
KRMG, Tulsa, Okla.

**CONLEY, T. F.**  
WCRB, Boston, Mass.

**CONOHAN, CLIFF**  
WISC, Madison, Wis.

**CONRAD, CHARLES**  
WDSM, Superior, Wis.

**CONSIDINE, BOB**  
NBC

**CORBIN, PAUL**  
KSRO, Santa Rosa, Cal.

**CORDRAY, BOB**  
WFPB, Middletown, Ohio.

**COSTELLO, BILL**  
ABC, Washington, D. C.

**COSTELLO, ED**  
KOSA-TV, Odessa, Tex.

**COSTIGAN, THOMAS**  
WCBS-TV, N.Y., N.Y.

**COVAIA, AL**  
KJBS, San Francisco, Cal

**COX, BILL**  
KAMQ, Amarillo, Tex.

**COX, RICKY**  
KIXL, Dallas, Tex.

**CRAIG, CHARLES**  
WBVA, Darville, Va.

**CRAMER, TED**  
KIMO, Independence, Mo.

**CRANE, DAVID**  
WDEV, Waterbury, Vt.

**CRANS, DICK**  
WVMI, Biloxi, Miss

**CRIST, JAMES**  
WNOW, York, Pa

**CRISWELL, BILL**  
WCUM, Cumberland, Md.

**CROCKET, WALTER**  
WCYB, WCYB-TV, Bristol  
Va.

**CRONKITE, WALTER**  
CBS, N.Y., N.Y.

**CROUCH, AL**  
KENT, Shreveport, La

**CULLEN, RAY**  
KGNC, KGNC-TV, Amarillo  
Tex.

**CUMMISKEY, JOE**  
WHEN, Syracuse, N.Y.

**CUNNINGHAM, BILL**  
MBS

**CURTIS, JIM**  
WSEA-TV York, Pa.

**CUSHING, STEVE**  
WTOP-TV, Washington, D. C.

**CUTLER, JACK**  
WEOK, Poughkeepsie, N.Y.

**CUTTING, ROBERT J.**  
KLMO, Longmont, Col.

— D —



**ORVAL ANDERSON**

Morning and Evening News  
Every Day  
ABC Western Division

**DALE, ALLAN**  
KEYS, Corpus Christi, Tex.

**DALTON, KEN**  
WBET, Brockton, Mass.

**DALY, JOHN**  
ABC, ABC-TV

**DARDANO, NICK**  
WGAT, Utica, N.Y.

**DAVIDSON, W. R.**  
Between the Lines  
WAHN, Aiken, S. C.

**DAVIS, CHUCK**  
KAMO, Rogers, Ark.

**DAVIS, CHUCK**  
WLOH, Princeton, W. Va.

**DAVIS, ED**  
KFGO, Fargo, N. D.

**DAVIS, GARY C.**  
WHPE, High Point, N. C.

**DAVIS, SID**  
WKBN, WKBN-TV,  
Youngstown, Ohio.

**DAVIS, WAYNE**  
WESC, Greenville, S. C.

**DAY, JOHN**  
WHDH, Boston, Mass.

**DEBNAM, W. E.**  
WNCT, Greenville, N. C.

**DeHAVEN, BOB**  
WCCO, Minneapolis, Minn

**DELANEY, ED**  
KICO, Calexico, Cal.

**PENMARK, E. T.**  
WOOF, Dothan, Ala.

**DENO, JACK**  
KREM, Spokane, Wash.

**DESMOND, ED**  
WINA, Charlottesville, Va.

DeVITA, NICK  
WNNJ, Newton, N. J.

FIAB, GEORGE  
WTRX, Bellaire, Ohio.

DICKSON, FRED  
WSCO, Charlotte, N. C.

DILLEY, DONALD  
KYOU, Greeley, Col.

DILLINGHAM, ALEX  
WOOD-TV, Grand Rapids  
Mich.

DILLON, GARRY  
WCSS, Amsterdam, N.Y.

DOCKERY, BERGIN  
WTAM, Decatur, Ga.

DOGGETTE, HARRY  
WBOF, Virginia Beach, Va.

DOLAN, FRANK  
WKOP, Binghamton, N.Y.

DOLPH, ROBERT  
KFMT, Fort Morgan, Col.

DONNELLA, BILL  
WTRC, Elkhart, Ind.

DOOLEY, TED  
KVIP, Redding Cal.

DORAIS, BILL  
KLX, Oakland, Cal.

DOREMUS, WARREN  
WHBC, Rochester, N.Y.

DORFAN, HERB  
WEDO, McKeesport, Pa.

DORSEY, CLAUDE  
KMBC, KMBC-TV, Kansas  
City, Mo.

DOUGLAS, LES  
WPCT, Putnam, Conn.

DOW, BOB  
WJHP-TV Jacksonville, Fla.

DOWD, DON  
WABC, N.Y., N.Y.

DOWNS, BILL  
CBS, Washington, D. C.

DOYLE, GEORGE  
KFH, Wichita, Kan.

DOYLE, JIM  
KRRR, Rostburg, Ore.

DOYLE, TOM  
WKIS-WORZ, Orlando, Fla.

DRAKE, MYRON  
KTAR, Phoenix, Ariz.

DREIER, ALEX  
NBC

ERESNER, SY  
WWHG, Hornell, N. Y.

DUCK, BOB  
WCTA, Andalusia, Ala.

DUFORT, ROGER  
WPTZ-TV, Plattsburg, N.Y.

DUHS, GLEN  
WJBC, Bloomington, Ill.

DUNCAN, ALDERMAN  
WMSC-TV Columbia, S. C.

DUNCAN, NORMAN  
KFEX-TV Wichita Falls,  
Tex.

DUNPHY, JERRY  
WTKX, Milwaukee, Wis.

DUPREE, BOB  
WKTK, Raleigh, N. C.

DUPUY, MONTY  
WFBC, Greenville, S. C.

## — E —

EADIE, DEAN  
WNSJ, Bridgeton, N.J.

EAMES, WILLIAM  
KBOL, Boise, Idaho

EARLE, BILL  
WIEL, Elizabethtown, Ky.

EATON, RICHARD  
WINX, Rockville, Md.

ECKDAHL, ART  
KHOL-TV, Kearney, Neb.

ECKERT, JOHN  
WDAN-TV, Danville, Ill.

**EDWARDS,  
DOUGLAS**

B. July 14, 1917, Ada, Okla.;  
Douglas Edwards with the News,  
CBS-TV; Wendy Warren and the  
News, CBS.

EDWARDS, FRANK  
WTTV, Bloomington, Ind.

EDWARDS, JOHN  
ABC, Washington, D. C.

EDWARDS, ROSS  
WCHS, Charleston, W. Va.

EARLY, CHRISTMAS  
WKNK, Muskegon, Mich.

EID, LEIF  
NBC

ELNHAUS, ROBERT  
KJAN, Atlantic, Iowa

ELLIOT, DON K.  
WLDL, La Crosse, Wis.

ELLIOT, L. A.  
KATL, Miles City, Mont.

ELLIOTT, HANK  
WORI, Boston, Mass.

ELLIOTT, JAMES  
WNAB, Bridgeport, Conn.

ENGELS, ED  
WXIX, Milwaukee, Wis.

ENGLE, HOLLAND  
WGN, Chicago, Ill.

ERICKSON, J. ROGER  
WAVN, Stillwater, Minn.

ERK, E. CHRISTY  
WBRY, Waterbury, Conn.

ERLICH, MIKE  
WVNH, Rochester, N. H.

ESCHEN, FRANK  
KSD, St. Louis, Mo.

ESSIG, VINCE  
WTAQ, LaGrange, Ill.

EUGENE, LES  
KTFS, Texarkana, Tex.

EVANS, BILL  
WIBX, Utica, N. Y.

EVANS, JIM  
WHLM, Bloomsburg, Pa.

EVANS, KEN  
WWDC, Washington, D. C.

EVANS, LOU  
KBUC, Corona, Calif.

EVENSON, PETER  
KXJB-TV, Valley City, N. D.

EVERSOLE, JACK  
WKCT, Bowling Green, Ky.

## — F —

FAGAN, PAT  
WGR-TV, Buffalo, N. Y.

FALK, VERN  
WEKZ, Monroe, Wis.

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JINX**

B. Barcelona, Spain; Close-Up,  
NBC-TV; Mr. & Mrs. New York  
—with Tex & Jinx, NBC

FARISS, WAYNE  
WTVT, Tampa, Fla.

FARNSWORTH, CLYDE  
WCPO-TV, Cincinnati, Ohio

FARO, FRANK  
KGN, Portland, Ore.

FARRINGTON, FRANK  
KFAM, St. Cloud, Minn.

FARRINGTON, GLEN  
WTAX, Springfield, Ill.

FEES, HAL  
KPET, Lamesa, Tex.

FELTON, BARBARA  
WROV, Roanoke, Va.

FEMMEL, RICHARD  
WXYZ-TV, Detroit, Mich.

FENNER, LYLE  
KXL, Portland, Ore.

FENTRESS, STEVEN  
WGN, WGN-TV, Chicago, Ill.

FERNANDEZ, CHARLES J.  
WKXY, Sarasota, Fla.

FERRIS, BOB  
KABC, Hollywood, Calif.

FIDLER, JIMMY  
KCLV, Clovis, N. M.

FIELD, TOM  
KYW, KYW-TV, Cleveland,  
Ohio

FINNEY, FRED  
KTUC, Tucson, Ariz.

FINNING, FRANK  
WKNE, Keene, N. H.

FISHER, DENNIS  
KFST, Ft. Stockton, Tex.

FISHER, DON  
WTPA, Harrisburg, Pa.

FISHER, HAL  
WALK, Patchogue, N. Y.

FISHER, JERRY  
KGBT, Harlingen, Tex.

FLETCHER, NORMAN A.  
KNOC, Natchitoches, La.

FLYNN, ARTHUR  
WHAV, Haverhill, Mass.

FLYNN, JOHN  
WBYY, Appleton, Wis.

FLYNN, JOHN  
MBS

FOGARTY, JACK  
WCPO-TV, Cincinnati, Ohio

FONTAINE, HERB  
WJDA, Quincy, Mass.

FORBES, GILBERT  
WFBM, Indianapolis, Ind.

FOSTER, CEDRIC  
MBS

FOSTER, CHUCK  
KOIN-TV, Portland, Ore.

FOSTER, JACK  
Homemakers Harmonies  
KOSA, Odessa, Tex.

FOX, CLAYTON  
KONP, Port Angeles, Wash.

FOX, NAN L.  
KCHS, Truth or Consequences,  
N. M.

FRAIM, JOHN  
WKLO, Louisville, Ky.

FRANK, DEL  
WTVJ, Miami, Fla.

FRANK, WM. P.  
WILM, Wilmington, Del.

FRANKLIN, ALLEN  
WREN, Topeka, Kan.

FRANKLIN, JOHN  
WRCV, Philadelphia, Pa.

FRANKLIN, ROBERT E.  
KGW, Portland, Ore.

FRANKS, MAURICE  
MBS

FREDERICK, PAULINE  
NBC, NBC-TV

FREDERICK, WILLIAM C.  
WACB, Kittanning, Pa.

FREEDMAN, BERT  
WVMC, Mount Carmel, Ill.

FREEMAN, CLAUDE  
WFBC, Greenville, S. C.

FRETZ, BOB  
WBUX, Doylestown, Pa.

FRIAS, ROGELIO  
KIWW, San Antonio, Tex.

FROMME, GALEN  
WBAL, Baltimore, Md.

FULDHEIM, DOROTHY  
WEWS, Cleveland, Ohio

## — G —

GAAL, FRANK  
WKMH, Detroit, Mich.

GAFFANEY, L. L.  
KOLS, Pryor, Okla.

GAINES, HARRY  
KTAE, Taylor, Tex.

GAINES, J.  
WHAT, Philadelphia, Pa.



**GALETTE, RICHARD**  
WAVZ, New Haven, Conn.

**GAMBLE, BOB**  
WKY-TV, Oklahoma City, Okla.

**GAMBLE, ED**  
WBTA, Batavia, N. Y.

**GAMER, GREG**  
KAKE-TV, Wichita, Kans.

**GARRITY, VINCE**  
WAAF, Chicago, Ill.

**GARTLAND, JACK**  
WTTM, Trenton, N. J.

**GASMAN, BILL**  
KREW, Sunnyside, Wash.

**GATES, HALLEY**  
KSHO-TV, Las Vegas, Nev.

**GAUSE, TOM**  
WTK, Durham, N. C.

**GEERDES, ROBERT**  
WELL, Battle Creek, Mich.

**GEORGE, ABNER**  
KOTA, Rapid City, S. D.

**GERAGHTY, LARRY**  
WCSH TV, Portland, Me.

**GIBBON, JIM**  
WLAU, Laurel, Miss.

**GIBSON, ANN**  
KGBX, Springfield, Mo.

**GILBERT, GEORGE**  
WARM-TV, Scranton, Pa.

**GILLELAND, JAMES**  
WGBS, Miami, Fla.

**GILLESPIE, JOE**  
KNBC, San Francisco, Calif.

**GILLETTE, LOU**  
KJR, Seattle, Wash.

**GILLIS, JOE**  
WTOB, Toledo, Ohio

**GIRARD, WARREN**  
WSTV-TV, Steubenville, Ohio

**GLEASON, JOHN H.**  
WMS, Michigan City, Ind.

**GODDARD, DON**  
ABC

**GOODMAN, GEORGE W.**  
WLB, New York, N. Y.

**GOODMAN, JUANITA**  
KCLV, Clovis, N. M.

**GOODMAN, LEE**  
KTAZ, Taylor, Tex.

**GOODWIN, GLENN**  
KSO, Des Moines, Iowa

**GORDON, BOB**  
WIPVV-TV, Tupelo, Miss.

**GORDON, G. B.**  
WICS, Springfield, Ill.

**GORDON, HENRY**  
KPDN, Pampa, Tex.

**GORDON, LLOYD P.**  
WLSV, Wellsville, N. Y.

**GRAHAM, DON**  
WOWO, Fort Wayne, Ind.

**GRAHAM, GORDON**  
WIBC, Indianapolis, Ind.

**GRANT, AUSTIN**  
CKLW, CKLW-TV, Detroit, Mich.

**GRANT, JACK**  
WGMA, Hollywood, Fla.

**GRANT, RAY**  
KERV, Kerrville, Tex.

**GRANT, TAYLOR**  
WRCV-TV, Philadelphia, Pa.

**GRATTON, WILLIAM**  
KBOITV, Boise, Idaho

**GRAUER, BEN**

B. June 2, 1908, New York City. Big Story, March of Medicine, NBC-TV; Citizens Union Searchlight, WRCA-TV; Monitor, Boston Symphony, NBC; Ben Grauer-News At Noon, WRCA.

**GRAY, CHARLES W.**  
WHB, Kansas City, Mo.

**GREEN, GEORGE**  
KOOK-TV, Billings, Mont.

**GREENBERG, SANDY**  
KOPO, Tucson, Ariz.

**GREENE, M. W.**  
WBSE, Hillsdale, Mich.

**GRESHAM, FERRELL**  
KELD, El Dorado, Ark.

**GREY, MITCHELL**  
WJPA, Washington, Pa.

**GREY, ROBERT E.**  
KCRE, Crescent City, Calif.

**GRIBBEN, PAUL**  
KOOL, Phoenix, Ariz.

**GRIFFITH, BILL**  
KMBC-TV, Kansas City, Mo.

**GRIFFITH, LES**  
WABC, N. Y., N. Y.

**GRIMSBY, ROGER**  
WISC-TV, Madison, Wis.

**GROVE, BILL**  
WMBR, WMBR-TV, Jacksonville, Fla.

**GRUBBS, WALTER B.**  
KVMC, Colorado City, Tex.

**GRUMMON, STUART**  
KRIB, Mason City, Iowa

**GUTIERKZ, DOLORES**  
KABQ, Albuquerque, N. M.

**GUTHRIE, WARREN**  
WJW-TV, Cleveland, Ohio

**GYSON, SAM**  
WITV, Miami, Fla.

**— H —**

**HADDAD, JAY**  
WGMA, Hollywood, Fla.

**HADLEY, BILL**  
KATV, Little Rock, Ark.

**HADLEY, MERRITT**  
KFMB, San Diego Calif.

**HAGEMAN, HAROLD**  
WCUE, Akron, Ohio

**HAGERTY, JERRY**  
WSEE, Erie, Pa.

**HAINES, DAVID**  
KITE, San Antonio, Tex.

**HALL, HEDLEY**  
KUBA, Yuba City, Cal.

**HALLFT, PAUL**  
WTOP-TV, Washington, D. C.

**HALSTEAD, C. W., Jr.**  
WVNR, Beckley, W. Va.

**HALTERMAN, KENNY**  
WCUE, Akron, Ohio

**HAMILTON, JACK G.**  
KXXL, Monterey, Cal

**HANCOCK, HAL**  
WENE, Binghamton, N. Y.

**HANEY, FRED**  
WCNC, Elizabeth City, N. Y.

**HANGER, BOB**  
WHTN-TV, Huntington, W. Va.

**HASEN, BOB**  
KKOG, Ogden, Utah

**HARDEN, DOYLE**  
KRHD, Duncan, Okla.

**HARDIN, JIM**  
WCCB, Newman, Ga.

**HARDING, WM.**  
WSTN, St. Augustine, Fla.

**HARKNESS, RICHARD**  
NBC, NBC-TV

**HARPER, JIM**  
WHAR, Clarksburg, W. Va.

**HARPER, JOE**  
WHP-TV, Harrisburg, Pa.

**HARRINGTON, BILL**  
WAJR, Morgantown, W. Va.

**HARRINGTON, JOHN**  
WTAR, Phoenix, Ariz.

**HARRINGTON, JOHN**  
WBBM, Chicago, Ill.

**HARRIS, REED**  
KCLW, Hamilton, Tex.

**HARRISON, CHARLES**  
WCKT, Miami, Fla.

**HARRISON, ROBERT B.**  
WHNC, Henderson, N. C.

**HARSCH, JOSEPH C.**  
NBC

**HART, DON**  
WSNJ, Bridgeton, N. J.

**HARTLEY, HOWARD**  
WTAN, Clearwater, Fla.

**HARVEY, BYOD**  
WSAM, Saginaw, Mich.

**HARVEY, HENRY**  
KFBI, Wichita, Kan.

**HARVEY, IVAN G.**  
WTOL, Toledo, Ohio

**HARVEY, PAUL**  
ABC, Chicago, Ill.

**HARVILLE, CHARLES E.**  
WFMY TV, Greensboro, N. C.

**HARWOOD, GEOFFREY**  
KING, KING-TV, Seattle, Wash.

**HAWKINS, DON**  
WEAB, Greer, S. C.

**HAWORTH, BILL**  
KFI, Los Angeles, Cal.

**HAYES, SAM**  
MBS

**HAYWORTH, BRUCE**  
KTVI, St. Louis, Mo.

**HEATZER, GABRIEL**  
MBS

**HEFFRON, NORM**  
KOTA, KOTA-TV, Rapid City, S. D.

**HELSEY, HARRY**  
WHDL, Olean, N. Y.

**HENLE, RAY**  
Three Star Extra, NBC

**HENNESSY, HARRY**  
MBS

**HENRY, BILL**  
NBC

**HENRY, BILL**  
WDAK, WDAK-TV, Columbus, Ga.

**HENRY, H. D.**  
WHKY, Hickory, N. C.

**HERBERT, ALLAN**  
WLW-D, Dayton, Ohio

**HERBERT, ED**  
WRVA-TV, Richmond, Va.

**HERMAN, GEORGE**  
CBS, Washington, D. C.

**HERRING, RONNIE**  
WLPH, Little Falls, N. Y.

**HICKOK, RICHARD**  
WIN-T, Ft. Wayne, Ind.

**HIGBIE, LES**  
MBS

**HIGHTOWER, BILL**  
KKOL, Fort Worth, Tex.

**HILDRETH, RICHARD B.**  
WIRY, Plattsburg, N. Y.

**HILL, ALLEN**  
WAYS, Charlotte, N. C.

**HILLEGAS, FRED**  
WSYR-TV, Syracuse, N. Y.

**HILLMAN, WILLIAM**  
MBS

**HINKLEY, NORMAN**  
WCOA, Pensacola, Fla.

**HITES, WARREN**  
WJFB, Augusta, Ga.

**HUTTENMARK, GORDON**  
KIVA, Yuma, Ariz.

**HOBBS, JOE**  
WSIV, Pekin, Ill.

**HODGKINSON, BRIAN**  
WHK, Cleveland, Ohio

**HOFFMAN, GIBBY**  
WKBI, St. Marys, Pa.

**HOLBROOK, JOHN**  
KAAA, Kingman, Ariz.

**HOLIDAY, JON**  
KTHS, Little Rock, Ark.

**HOLLER, CARL**  
WITZ, Jasper, Ind.

**HOLMES, JOHN**  
WDMJ-TV, Marquette, Mich.

**HOLT, DICK**  
KXXL, Monterey, Cal.

**HOLTON, JOYCE**  
WHAB, Baxley, Ga.

**HOMER, HAINES**  
KBHS, Hot Springs, Ark.

**HOOD, BILL**  
KSYD, KSYD-TV, Wichita Falls, Tex.

**HOOLEY, JACK**  
WROC-TV, Rochester, N. Y.

**HOOPER, JACK**  
WHGB, Harrisburg, Pa.

**HOOPER, RAY**  
WEKY, Richmond, Ky.

**HOOVER, RICHARD**  
KREM, KREM-TV, Spokane, Wash.

**HOPKINS, DON**  
KGNO, Dodge City, Kans.

**HOTTELET, RICHARD C.**  
CBS, New York, N. Y.

**HOULE, ROBERT C.**  
WDUZ, Green Bay, Wis.

**HOWE, QUINCY**  
ABC

**HOWELL, HENRY**  
WOAI, WOAI-TV, San Antonio, Tex.

**HOWELL, REX**  
KREX, KREX-TV, Grand Junction, Col.

**HOY, WALLACE D.**  
WGVN, Greenville, Miss.

**HOYT, BOB**  
WSBT, South Bend, Ind.

**HUDSON, BOB**  
WOBS, Jacksonville, Fla.

**HUGHES, DICK**  
WKBZ, Muskegon, Mich.

**HUNT, RALPH**  
WWVA, Wheeling, W. Va.

**HUNT, TED**  
KROD, El Paso, Tex.

**HUNTLEY, CHET**  
NBC, NBC-TV

**HURLEIGH, ROBERT**  
MBS, Washington, D. C.

**HURLEIGH, ROBERT**  
KDRO, Sedalia, Mo.

**HUTCHISON, ROBERT**  
KXIC, Iowa City, Iowa

**HYLTON, CHARLES**  
WLOG, Logan, W. Va.

## — I —

**INSLEY, W. S.**  
KOKO, Warrensburg, Mo.

**HONNE, JOE**  
WMRN, Marion, Ohio

**IRELAND, MILLARD**  
KOMO, Seattle, Wash.

**IRWIN, LEW**  
KPOL, Los Angeles, Cal.

**ISAACS, JIMMIE**  
KDUB-TV, Lubbock, Tex.

**IZZARD, BOB**  
KGNC-TV, Amarillo, Tex.

## — J —

**JACKSON, ALLAN**  
CBS, N. Y., N. Y.

**JACKSON, KEITH**  
KOMO-TV, Seattle, Wash.

**JAHNKE, HAROLD**  
WBIZ, Eau Claire, Wis.

**JARELL, MRS. W. W.**  
WKTG, Thomasville, Ga.

**JARRETT, SCOTT**  
WTVD, Durham, N. C.

**JAY, CLYDE**  
WGAM, Camden, N. J.

**JENKINS, BOB**  
WKIT, Mineola, N. Y.

**JENKINS, WILLIAM**  
WFOX, Milwaukee, Wis.

**JENSEN, JERRY**  
KQVR, Stockton, Cal.

**JEROME, JERRY**  
WBSM, New Bedford, Mass.

**JESSEE, RANDALL S.**  
WDAF-TV, Kansas City, Mo.

**JOHN, DICK**  
WTVT, Tampa, Fla.

**JOHNS, BILL**  
KFDA-TV, Amarillo, Tex.

**JOHNSON, CANDY**  
KOL, Seattle, Wash.

**JOHNSON, DICK**  
KBOM, Bismarck-Mandan, N. D.

**JOHNSON, DICK**  
WSVA, Harrisonburg, Va.

**JOHNSON, FRANK**  
WKTG, Thomasville, Ga.

**JOHNSON, PHILIP N.**  
WCSH, WCSH-TV, Portland, Me.

**JOHNSON, ROLLIE**  
WCCO-TV, Minneapolis, Minn.

**JONES, BILL**  
WHWL, Naticoke, Pa.

**JONES, BURNEY**  
KVOZ, Laredo, Tex.

**JONES, CLAUDE**  
WDVM, Pocomoke City, Md.

**JONES, KEN**  
WCMI, Ashland, Ky.

## — K —

**KALTENBORN, H. V.**  
NBC

**KARASIK, DAN**  
CBS, Vienna

**KARNON, ROBERT**  
WLYC, Williamsport, Pa.

**KASSEL, CY**  
WHLL, Medford, Mass.

**KATH, KERM**  
KGOS, Torrington, Wyo.

**KAUFMAN, ED**  
WBBW, Youngstown, Ohio

**KAUFMAN, ROBERT L.**  
WISR, Butler, Pa.

**KAVANAGH, WALT**  
KFAB, Omaha, Neb.

**KAY, ANDY**  
KGST, Fresno, Cal.

**KEATH, ED**  
KWK-TV, St. Louis, Mo.

**KEATHLEY, HAMPTON**  
KTRE, Lufkin, Tex.

**KEEN, HAROLD**  
KFMB-TV, San Diego, Cal.

**KEITH, GIB**  
KTTN, Trenton, Mo.

**KELLEHER, PHIL**  
WCKR, Miami, Fla.

**KELLER, LYN**  
WARK, Hagerstown, Md.

**KEMP, WM. T.**  
KVWO, Cheyenne, Wyo.

**KENDRICK, ALEXANDER**  
CBS, London, England

**KENNEDY, KEVIN**  
WPIX, New York, N. Y.

**KENNEDY, MICHAEL**  
KBYE, Oklahoma City, Okla.

**KENNEDY, ROGER**  
WJW-TV, Cleveland Ohio

**KENNGOTT, AL**  
WLAC-TV, Nashville, Tenn.

**KENNY, H. B.**  
WCOM, Parkersburg, W. Va.

**KENSLEY, BILL**  
WILE, Cambridge, Ohio.

**KERLIN, J. C.**  
WGFB, Evansville, Ind.

**KERNS, ROY**  
WGR-TV, Buffalo, N. Y.

**KETNER, WILL**  
WVAM, Altoona, Pa.

**KIDNEY, DICK**  
WVEC-TV, Norfolk, Va.

**KIERNAN, DAVID**  
WHNC-TV, New Haven, Conn.

**KIERNAN, WALTER**  
Monitor, Weekday, NBC

**KIMBRELL, JAY**  
WMSN, Raleigh, N. C.

**KING, BILL**  
WENK, Union City, Tenn.

**KING, JIM**  
WAGA, Atlanta, Ga.

**KING, PAUL, L.**  
WOHO, Toledo, Ohio

**KINKAID, FRANK**  
KTVW, Seattle, Wash.

**KIRKHAM, ART**  
KOIN-TV, Portland, Ore.

**KISTER, GEORGE**  
KTVW, Seattle, Wash.

**KIRKHAM, ART**  
KOIN-TV, Portland, Ore.

**KISTER, GEORGE**  
KMMJ, Grand Island, Neb.

**KLEVEN, LES**  
KNDC, Hettlinger, N. D.

**KLINE, FRED**  
WSIL-TV, Harrisburg, Ill.

**KLYCE, KEN**  
WCSC, WCSC-TV, Charleston, S. C.

**KNAPP, CHRIS**  
WPPA, Pottsville, Pa.

**KNELL, JACK**  
WBT, Charlotte, N. C.

**KNELLY, CARL**  
KCLW, Hamilton, Tex.

**KNIEVEL, JOHN**  
KIMA, Yakima, Wash.

**KNIGHT, JIM**  
KVIC, Victoria, Tex.

**KNIGHT, JOHN**  
WDXI-TV, Jackson, Tenn.

**KNIGHT, KIRK**  
WWJ-TV, Detroit, Mich.

**KNOX, KEN**  
KRBC, Abilene, Tex.

**KNOX, RALPH**  
WBBF, Rochester, N. Y.

**KNUTSON, MILO**  
WKTY, LaCrosse, Wis.

**KOGAN, JACK**  
KSHO-TV, Las Vegas, Nev.

**KORDA, HENRY**  
KDLM, Detroit Lakes, Minn.

**KOZLOW, BUCKY**  
MBS

**KRASNE, "By"**  
KOLN-TV, Lincoln, Neb.

**KREGLOH, HUBERT**  
WSPR, Springfield, Mass.

**KRESAL, C.**  
WVOC, Manitowoc, Wis.

**KREUTZ, JAN MARION**  
WJLB, Detroit, Mich.

**KRUEGER, GLEN**  
KITE, San Antonio, Tex.

**KUHN, ARNOLD**  
WKBI, St. Marys, Pa.

**KUPEC, WILLIAM**  
WJKO, Springfield, Mass.

**KURTZ, KEN**  
WBBQ, Augusta, Ga.

**KUTZ, EDWARD C.**  
WSPD, Toledo, Ohio

## — L —

**LACONI, JOE**  
WICU, Erie, Pa.

**LADD, GRANT**  
KBYE, Oklahoma City, Okla.

**LAFPOON, HAL**  
KAFY, Bakersfield, Cal.

**LAHM, BILL S.**  
WCOW, Sparta, Wis.

**LAMBERT, JOHN**  
KNCO, Garden City, Kan.

**LANDON, PAT**  
WRCV-TV, Philadelphia, Pa.

**LANE, HOMER**  
KOOL, Phoenix, Ariz.



**LANG, MIKE**  
WFAI, Fayetteville, N. C.

**LANZT, RICHARD**  
WTCC-TV, Savannah, Ga.

**LAPE, BOB**  
WICE, Providence, R. I.

**LARSEN, WHITEY**  
WNAX, Yankton, S. D.

**LARSON, BEN**  
WOW-TV, Omaha, Neb.

**LATHAM, JACK**  
KRCA-TV, Los Angeles, Cal.

**LATIMER, SAM**  
WFLA-TV, Tampa, Fla.

**LAURENCE, JACK**  
WARRL, Arlington, Va.

**LEA, ROD**  
WLVA, Lynchburg, Va.

**LECUIUS, EDWARD**  
WOTW, Nashua, N. H.

**LEE, BOB**  
KVVG, Tulare, Calif.

**LEE, DAVE**  
WLBK, DeKalb, Ill.

**LEE, DOC**  
WJLD, Birmingham, Ala.

**LEE, JOE**  
KNAK, Salt Lake City, Utah

**LEGOFF, JACQUES E.**  
WJBK-TV, Detroit, Mich.

**LEISER, ERNEST**  
CBS, Bonn, Germany

**LEISURE, CLARENCE**  
KNBC, San Francisco, Cal.

**LEMMING, RIES**  
KLOQ, Yakima, Wash.

**LEONARD, BILL**  
WCBS-TV, New York, N. Y.

**LEONARD, DAN**  
WNRD, Syracuse, N. Y.

**LEONARD, EDWARD**  
WICH, Norwich, Conn.

**LEONARD, HOWIE**  
WPOR, Portland, Me.

**LEOPOLD, DAVID F.**  
WEBR, Buffalo, N. Y.

**LESUEUR, LARRY**  
CBS, N. Y., N. Y.

**LEUSCHEL, JACK**  
WSTN, St. Augustine, Fla.

**LEVINE, IRVING R.**  
NBC, NBC-TV

**LEWIS, FULTON**  
KDRO, Sedalia, Mo.

**LEWIS, FULTON, JR.**  
MBS

**LIDDLE, ROBERT**  
KXL, Portland, Ore.

**LIGRIV, MIRT**  
WMTS, Murfreesboro, Tenn.

**LILLIBRIDGE, SAMMY**  
KLEN, Killeen, Tex.

**LINDNER, VINCE**  
WMD, Atlantic City, N. J.

**LINDSAY, BILL**  
WFMJ-TV, Youngstown, Ohio

**LINDSAY, WILL**  
WTAY, Robinson, Ill.

**LIPFORD, LANNY**  
KRBC, Abilene, Tex.

**LITTLE, JAMES G.**  
WTAG, Worcester, Mass.

**LITTLETON, RANDY**  
KAMO, Rogers, Ark.

**LOCKE, GORDON**  
WFFP, Park Falls, Wis.

**LOFTON, JOHN**  
WHOO, Orlando, Fla.

**LONG, CHET**  
WBNS, WBNS-TV, Columbus, Ohio

**LONG, JOE B.**  
WNOX, Knoxville, Tenn.

**LONG, PAUL**  
KDKA, Pittsburgh, Pa.

**LORD, GEORGE**  
WCAU, Philadelphia, Pa.

**LORENZO, GLORIA**  
KSCO, Santa Cruz, Cal.

**LORIMER, DAVID C.**  
WILE, Cambridge, Ohio

**LOIING, DAVID**  
WGIL, Galesburg, Ill.

**LOTER, RAY**  
WFGM, Fitchburg, Mass.

**LOWE, HOLLAND**  
WCME, Brunswick, Me.

**LOWERY, JAMES**  
WOHI, East Liverpool, Ohio

**LUCAS, RICHARD**  
WBRV, Boonville, N. Y.

**LUCAS, WILLIAM**  
WSAV-TV, Savannah, Ga.

**LUCK, JAMES B.**  
WTVB, Coldwater, Mich.

**LUND, JACK**  
KFAM, St. Cloud, Minn.

**LUNDBERG, VIC**  
KYOR, Blythe, Cal.

**LYONS, DON**  
KNOC, Natchitoches, La.

### — Mc —

**McAdams, HARRY**  
KWEW, Hobbs, N. M.

**McCAFFERY, JOHN K. M.**  
WRCA-TV, New York City

**McCALL, TOM LAWSON**  
KGW, Portland, Ore.

**McCARTHY, CHARLES F.**  
WABC, N. Y., N. Y.

### McCARTHY, JOHN E.

B. June 3, 1911, Ada, Mich.;  
Producers Showcase (Ford  
Comm.), NBC-TV; News Com-  
mentator, WPIX; Capt. Video,  
Dumont; Green Hornet, Bob Bar-  
clay, ABC

**McCAULEY, ELLIOTT**  
WGBS-TV, Miami, Fla.

**McCORD, BILL**  
Weekday  
NBC

**McGEE, PHIL**  
KWEW, Hobbs, N. M.

**McGOWAN, GEORGE**  
KEX, Portland, Ore.

**McKENZIE, STAN**  
KWED, Seguin, Tex.

**McLOUGHLIN, LAMONT**  
WNDU, WNDU-TV, South  
Bend, Ind.

**McMULLEN, JOHN**  
WPCF, Panama City, Fla.

**McMURRAY, SCOTT**  
WSTV, Steubenville, Ohio

**McMURTRIE, BURT**  
KTAC, Tacoma, Wash.

### — M —

**MacARTHUR, ARTHUR**  
WRFD, Worthington, Ohio

**MACAULAY, ROBERT**  
WAGN, Menominee, Mich.

**MacCURDY, JOSEPH**  
WHIO, Dayton, Ohio

**MACDONALD, ARCH**  
WBZ-TV, Boston, Mass.

**MacFARLANE, BRUCE**  
WGN, Chicago, Ill.

**MacFARLANE, IAN ROSS**  
WNAV, Annapolis, Md.

**MACKENZIE, JOHN**  
KRAK, Stockton, Cal.

**MacLEISH, ROD**  
WBZ, Boston, Mass.

**MacVANE, JOHN**  
ABC

**MAGEE, ART**  
KWOW, Pomona, Cal.

**MAGNUSON, HENRY**  
KBIZ, Ottumwa, Iowa

**MALONE, TED**  
ABC

**MANION, CLARENCE**  
MBS

**MANN, CLAUDE**  
KSBW-TV, Salinas, Cal.

**MARANO, TONY**  
WCTC, New Brunswick, N. J.

**MARBLE, HARRY**  
WGAN, Portland, Me.

**MARCHAND, ALEX**  
KALB, Alexandria, La.

**MARINNESS, JOEL**  
WSYR-TV, Syracuse, N. Y.

**MARKEY, PAUL**  
KGUL-TV, Galveston, Tex.

**MARQUARDT, JOHN**  
WKNY, Kingston, N. Y.

**MARSHALL, GENE**  
WGAI, Elizabeth City, N. C.

**MARTIN, CHIP**  
WLCS, Baton Rouge, La.

**MARTIN, LUTHER W.**  
KTRR, Rolla, Mo.

**MARTIN, RALPH**  
WDGY, Minneapolis, Minn.

**MARTINSON, JAMES**  
WAGR, Lumberton, N. C.

**MASON, AL**  
KVOU, Uvalde, Tex.

**MASON, PAUL**  
WIST, Charlotte, N. C.

**MATT, LEONARD M.**  
WDAS, Philadelphia, Pa.

**MATTHEWS, FRANK**  
WOAI, WOAI-TV, San  
Antonio, Tex.

**MAUDLIN, HOWARD**  
KTNM, Tucumcari, N. M.

**MAUGANS, BILL**  
WBBZ, Ponca City, Okla.

**MAXHAM, GLEN**  
WEEC, Duluth, Minn.

**MAY, ROY**  
WLL, St. Louis, Mo.

**MEIGHAN, PAUL**  
KSLA-TV, Shreveport, La.

**MERRILL, GLACUS**  
WCHI, Chillicothe, Ohio

**MERRYMAN, PHILIP**  
WICC, Bridgeport, Conn.

**MEYER, EDWARD**  
WGH, Norfolk, Va.

**MEYER, JOHN**  
WIL, St. Louis, Mo.

**MICHEALS, PAT**  
KWIZ, Santa Ana, Cal.

**MIKSCHKE, MIKE**  
KRCC, Prineville, Ore.

**MILLER, BILL**  
WTAX, Springfield, Ill.

**MILLER, GEORGE, JR.**  
KTEN, Ada, Okla.

**MILLER, LYNN**  
KRSN, Los Alamitos, N. M.

**MILLER, NOAH**  
WTTV, Bloomington, Ind.

**MILLER, PHIL**  
WOITV, Ames, Iowa

**MILLER, W. F.**  
WMAY, Springfield, Ill.

**MILLS, J. DEXTER**  
WDBJ, Roanoke, Va.

**MISHLER, GEORGE M.**  
WOHO, Toledo, Ohio

**MITCHELL, CHARLES**  
WBTW, Florence, S. C.

**MITCHELL, DOUG**  
KALL, Salt Lake City, Utah

**MOFFATT, JOSEPH N.**  
WSLS, WSLS-TV, Roanoke,  
Va.

**MOFFETT, ALBERT E.**  
WGGG, Gainesville, Fla.

**MOLL, SAM**  
KSOP, Salt Lake City, Utah

**MOLLENHOUR, WM.**  
WRSW, Warsaw, Ind.

**MONEYPENNY, LESLIE**  
WGN, Chicago, Ill.

**MONGE, DON**  
KFKA, Greeley, Colo.

**MONROE, HARRY**  
WRVA, Richmond, Va.

**MOON, HAL**  
KOSA-TV, Odessa, Tex.

**MOORE, BROWN E.**  
KANV, Shreveport, La.

**MOORE, DAVID**  
WGNS, Murfreesboro, Tenn.

**MOORE, JOHN**  
WAAG, Adel, Ga.

**MOORE, NORB**  
KLPW, Union, Mo.

**MOORE, PETER**  
WHED, Washington, N. C.

**MORGAN, EDWARD P.**  
ABC, Washington, D. C.

**MORGAN, MURRAY**  
KMO, Tacoma, Wash.

**MORGAN, ROY E.**  
WILK, Wilkes-Barre, Pa.

**MOROSOL, MIKE**  
KSBW, Salinas, Cal.

**MORPHEW, DICK**  
WJOX, Jackson, Miss.

**MORRIS, DUDLEY**  
KGBX, Springfield, Mo.

**MORRIS, ROBERT**  
KBRLL, McCook, Neb.

**MORRISON, GEORGE**  
KOB-TV, Albuquerque, N. M.

**MORRISON, HERB**  
WJAS, Pittsburgh, Pa.

**MORRISON, IRV**  
WLEX, Lexington, Ky.

**MOSLEY, MARY ESTHER**  
KXGI, Ft. Madison, Iowa

**MOUNTFORD, WILLIAM**  
KALI, Pasadena, Cal.

**MUELLER, MERRILL**  
NBC

**MUELLER, VERN**  
KPOJ, Portland, Ore.

**MULLEN, JAY**  
WCSC, Charleston, S. C.

**MULLENAX, ALVIN**  
WSVA, Harrisonburg, Va.

**MUNYAN, HARRY**  
WCKR, Miami, Fla.

**MURPHY, ED**  
WCMB-TV, Harrisburg, Pa.

**MURPHY, JACK**  
KOOL-TV, Phoenix, Ariz.

**MURPHY, JACK**  
WHLL, Medford, Mass.

**MURPHY, JIM**  
WAUX, Waukesha, Wis.

**MURRAY, DON**  
WDBJ-TV, Roanoke, Va.

**MURROW, EDWARD R.**  
CBS, N. Y., N. Y.

**MYERS, GENE JAY**  
WCHA, Chambersburg, Pa.

— N —

**NADIG, HENRY DAVIS**  
WNLK, Norwalk, Conn.

**NAHAS, FRED**  
KXYZ, Houston, Tex.

**NEBLET, BOB**  
WJTV, Jackson, Miss.

**NEEL, BILL**  
KTHV, Little Rock, Ark.

**NEIL, JACK**  
WWNC, Asheville, N. C.

**NELLANY, JAMES**  
WNAR, Norristown, Pa.

**NELSON, RALPH**  
WCMB-TV, Harrisburg, Pa.

**NEWMAN, YALE**  
ABC, London

**NICHOLS, LES**  
MBS

**NOBLE, GAIL**  
KGGM, Albuquerque, N. M.

**NORMAN, DON**  
WHHM, Memphis, Tenn.

**NOVINS, STUART**  
CBS, N. Y., N. Y.

**NUNN, R. DOUG**  
WNOP, Newport, Ky.

— O —

**O'BRIEN, JOHN W.**  
KDUB-TV, Lubbock, Tex.

**O'BRIEN, PAT**  
KIUP, Durango, Colo.

**O'CONNOR, PATI**  
KFJI, Klamath Falls, Ore.

**O'CONNOR, LEN**  
WMAQ, Chicago, Ill.

**ODENS, PETE**  
KOCs, Ontario, Cal.

**O'DONNELL, C.**  
WHAT, Philadelphia, Pa.

**OGINZ, FRED**  
WWLP, Springfield, Mass.

**OLIVER, JIM**  
KIBS, Bishop, Cal.

**O'MEARA, DAN**  
WIOU, Kokomo, Ind.

**O'NEILL, EUGENE P.**  
WWON, Woonsocket, R. I.

**OSGOOD, DICK**  
WXPZ, Detroit, Mich.

**O'SHEA, JOHN**  
WHUC, Hudson, N. Y.

**OWEN, DON**  
KSLA-TV, Shreveport, La.

**OWEN, GORDON**  
KTVT, Salt Lake City, Utah

**OWENS, JIM**  
WEEX, Easton, Pa.

**OWENS, PAUL**  
WLBK, Lebanon, Ky.

**OWENS, RAY**  
WHEN, Syracuse, N. Y.

**OWRIL, ROBERT**  
WPOR, Portland, Me.

— P —

**PARKER, CHARLES K.**  
WBEC, Pittsfield, Mass.

**PARKER, LARRY**  
KLMS, Lincoln, Neb.

**PARKHURST, BOB**  
KRMG, Tulsa, Okla.

**PARNELL, BOB**  
KEPR-TV, Pasco, Wash.

**PASSAGE, GEORGE**  
WRVA-TV, Richmond, Va.

**PATRICK, JOE**  
KRUX, Phoenix, Ariz.

**PATTERSON, JOHN**  
WDBJ-TV, Roanoke, Va.

**PATTON, HUGH B.**  
WEPG, South Pittsburg, Tenn.

**PAULE, VERNE**  
WJPS, Evansville, Ind.

**PAYNE, LARRY**  
WPON, Pontiac, Mich.

**PAYTON, JIM**  
WDSM, Superior, Wis.

**PEARSON, AL**  
KSRO, Santa Rosa, Cal.

**PEARSON, DREW**  
KSM, Sikeston, Mo.

**PEARSON, LEON**  
Monitor, NBC

**PEART, JACK**  
KNOE, Monroe, La.

**PEDEN, TOM**  
WIRE, Indianapolis, Ind.

**PENDLETON, CHUCK**  
KJBS, San Francisco, Cal.

**PENFOUND, RON**  
WEWS, Cleveland, Ohio

**PEPPER, BILL**  
WBNS, Columbus, Ohio

**PEPPER, FRANK**  
WTAL, Tallahassee, Fla.

**PERRY, STU**  
WWSR, St. Albans, Vt.

**PETERSEN, ELMER**  
KRCA-TV, Los Angeles, Cal.

**PETERSON, EARL**  
WBFC, Fremont, Mich.

**PETERSON, JERRY**  
KFDX-TV, Wichita Falls, Tex.

**PETTIT, LLOYD**  
WGN-TV, Chicago, Ill.

**PETTITT, ED**  
MBS

**PFISTER, ROBERT**  
WIMS, Michigan City, Ind.

**PFOUTZ, SANDY**  
WITN, Washington, N. C.

**PHELES, EDWIN**  
WTAY, Robinson, Ill.

**PHILLIPS, GEORGE**  
WAVZ, New Haven, Conn.

**PHIPPS, JOE**  
WWDC, Washington, D. C.

**PIERCE, BART**  
KTRB, Modesto, Cal.

**PIERCE, JENNINGS**  
KMED, Medford, Ore.

**PIERPOINT, ROBERT**  
CBS, Tokyo, Japan

**PINKLEY, VIRGIL**  
MBS

**PITTS, MARGO**  
WISR, Butler, Pa.

**PLASCAK, MARTIN**  
WBOW, Terre Haute, Ind.

**PLATT, BILL**  
KFH, Wichita, Kan.

**FLUNKETT, PAUL**  
KOPO-TV, Tucson, Ariz.

**POLLOCK, REED**  
KIMBY, Monterey, Cal.

**POLLOCK, SAM**  
MBS

**PORTER, J. SHERMAN**  
WJEH, Gallipolis, O.

**POTTER, DON**  
WKNX, WKNX-TV, Saginaw, Mich.

**POWELL, RUSS**  
KFRE-TV, Fresno, Cal.

**POWELL, TOM**  
WGBI, WGBI-TV, Scranton, Pa.

**POWER, TOM**  
WMUR-TV Manchester, N. H.

**PRELEE, MICHAEL J.**  
WBBW, Youngstown, Ohio.

**PRESSMAN, GABRIEL**  
NBC

**PRICE, DAN**  
WFDF, Flint, Mich.

**PRINGLE, DAVID**  
WPAG, WPAG-TV, Ann Arbor, Mich.

**PRIOR, HARRY**  
WDCL, Tarpon Springs, Fla.

**PRITCHARD, BOB**  
WCLL, Tarpon Springs, Fla.

**PRITCHARD, DON**  
WLOG, Logan, W. Va.

**PROUTY, JERRY**  
WBRV, Boonville, N. Y.

**PUMPHREY, HORACE**  
WSGN, Birmingham, Ala.

**PURRINGTON, JACK**  
WQAM, Miami, Fla.

**PUTMAN, GEORGE**  
WHOF, Campbell, Ohio

**PUTKE, JOHN**  
KITV, Hollywood, Cal.

**PYNE, JOE**  
WILM, Wilmington, Del.



## — Q —

**QUICK, JOHN**  
WDSC, Lillion, S. C.

## — R —

**RALEIGH, JOHN**  
WRCV, Philadelphia, Pa.

**RALEY, FRANK**  
WWGS, Tifton, Ga.

**RAMOS, RALPH**  
KFDM, KFDM-TV, Beaumont, Tex.

**RAMSBURG, JIM**  
WDGY, Minneapolis, Minn.

**RAND, TEX**  
KDRS, Paragould, Ark.

**RANDALL, JAMES J.**  
KFSB, Joplin, Mo.

**RANDALL, PORTER**  
KFJZ, KFJZ-TV, Fort Worth, Tex.

**RANTANEN, IRVING**  
WAIT, Chicago, Ill.

**RAYAN, ARMIN**  
WLIP, Kenosha, Wis.

**RATHER, DAN**  
KTRH, Houston, Tex.

**READ, BROOKS**  
WBRZ, Baton Rouge, La.

**REDAUBAUGH, HAROLD**  
KRDO-TV, Colorado Springs, Col.

**READ, DON**  
WHTN-TV, Huntington, W. Va.

**RECH, DOUG**  
KALB-TV, Alexandria, La.

**REID, ROBERT J.**  
WDOK, Cleveland, Ohio

**REIG, HOWARD**  
WRCA, N.Y.C.

**REINHART, CHARLES**  
KOCO, Salem, Ore.

**RENICK, RALPH**  
WTVJ, Miami, Fla.

**REUTER, JERRY**  
WSIL-TV, Harrisburg, Ill.

**REYNOLDS, LEO**  
KMBC, San Antonio, Tex.

**RHAME, RICHARD L.**  
WTND, Orangeburg, S. C.

**RICE, CONRAD C.**  
WSPB, Sarasota, Fla.

**RICE, ED**  
KOSF, Nacogdoches, Tex.

**RICE, JOHN D.**  
WCOW, Sparta, Wis.

**RICH, JOHN**  
NBC

**RICHARDS, PAUL**  
KAYL, Storm Lake, Ind.

**RICHARDSON, LACY**  
WKIC, Bogalusa, La.

**RICHARDSON, LARRY**  
WFBM, WFBM-TV, Indianapolis, Ind.

**RICHIE, BILL**  
KSYD-TV, Wichita Falls, Tex.

**RICHMOND, CLIFF**  
WCRY, Cheboygan, Mich.

**RIDDELL, CORWIN**  
KWFR, San Angelo, Tex.

**RIDENOUR, REX**  
WJER, Dover, Ohio

**RIDER, JACK**  
WELS, Kingston, N. C.

**RIEDY, ROBERT**  
KODY, North Platte, Neb.

**RIPPE, BILL**  
NBC

**ROBERTS, BILL**  
WOKY, Milwaukee, Wis.

**ROBERTSON, DON**  
WNOK, Columbia, S. C.

**ROBINSON, HERB**  
KOMO-TV, Seattle, Wash.

**ROBINSON, HERMAN**  
KAST, Astoria, Oreg.

**ROBY, HOWARD**  
WARU, Peru, Ind.

**ROCK, ALAN**  
WFEA, Manchester, N. H.

**RODDY, WILLIAM**  
KPX, San Francisco, Cal.

**ROGERS, GREG**  
WABI-TV, Bangor, Me.

**ROGERS, KEN**  
KUL, Houma, La.

**ROHN, JIM**  
KXJB-TV, Valley City, N. D.

**ROLLISON, FRED**  
WFIE, Evansville, Ind.

**ROMAN, ROY**  
WTVR, Richmond, Va.

**ROSEMAN, ROBERT**  
WTBO, Cumberland, Md.

**ROSS, AL**  
KGEK, Sterling, Col.

**ROSS, ALLAN**  
KTBS, Shreveport, La.

**ROSS, DON**  
KFMB, San Diego, Cal.

**ROSS, FRED**  
WLFH, Little Falls, N. Y.

**ROSS, MIKE**  
WTPA, Harrisburg, Pa.

**ROSSE, COLIN**  
WCHV, Charlottesville, Va.

**ROTH, BOB**  
WSAV-TV, Savannah, Ga.

**ROWE, AL**  
WSOY, Decatur, Ill.

**ROWE, FREEMAN**  
WGFS, Covington, Ga.

**ROYER, TOM**  
WHOS, Decatur, Ala.

**ROZAN, BILL**  
KXYZ, Houston, Tex.

**RUMMINGER, ELMER**  
WMU, Greenville, S. C.

**RUSH, DAVE**  
WDSC, Dillon, S. C.

**RUSSELL, BARRY**  
KCKT, Great Bend, Kan.

**RUSSELL, EDGAR**  
WILY, Pittsburgh, Pa.

**RUSSELL, MIKE**  
KXO, El Centro, Cal.

**RUST, PAUL E.**  
WQAM, Miami, Fla.

**RYDER, VIRGINIA WADE**  
KCIL, Houma, La.

## — S —

**SACCO, SAM**  
WINX, Rockville, Md.

**SAFFER, BASIL**  
WPHG, Bristol, Va.

**SALMONA, STELIO**  
WADS, Ansonia, Conn.

**SAMBORN, AL**  
WPAG, Ann Arbor, Mich.

**SAMP, PHILIP A.**  
KLIN, Lincoln, Neb.

**SANDERS, DICK**  
WLBTV, Jackson, Miss.

**SANDERS, GORDON**  
KDLM, Detroit Lakes, Minn.

**SANNER, LYNN**  
WKIX, Raleigh, N. C.

**SANSONE, JOHN**  
WLEN, Lebanon, Ky.

**SARTAIN, AUXFORD**  
WTFB, Troy, Ala.

**SAUNDERS, C. J.**  
KCLS, Flagstaff, Ariz.

**SAUTER, DAVE**  
WTRI-TV, Albany, N. Y.

**SAVAGE, BOB**  
KGBC, Galveston, Tex.

**SCHAEFFER, MARTIN**  
WSON, Henderson, Ky.

**SCHAUGHENCY, ED**  
KDKA, Pittsburgh, Pa.

**SCHNECK, LEROY**  
WNAE, Warren, Pa.

**SCHNEIDER, AUSTIN**  
KVT, Sioux City, Iowa

**SCHOCK, BOB**  
WSBA-TV, York, Pa.

**SCHOENBRUM, DAVID**  
CBS, Paris, France

**SCHON, CHARLES**  
WJHP, WJHP-TV, Jacksonville, Fla.

**SCHORR, DANIEL**  
CBS, Moscow, U.S.S.R.

**SCHOTTELKOTTE, AL**  
WSAI, Cincinnati, Ohio

**SCHOTTLAND, FREDERIC**  
WWHG, Hornell, N. Y.

**SCHREIBER, ART**  
WHIZ, WHIZ-TV, Zanesville, Ohio

**SCHWAN, LIONEL**  
KMBC, Kansas City, Mo.

**SCHWARTZ, BARNEY**  
KPRL, Paso Robles, Cal.

**SCHWARTZKOPF, CHARLES**  
KULP, El Campo, Tex.

**SCOTT, JOHN**  
MBS

**SECONDARI, JOHN**  
ABC, Washington, D. C.

**SEE, JACK**  
WCOM, Parkersburg, W. Va.

**SEMPRINI, EDGAR**  
WOCB, W. Yarmouth, Mass.

**SETTERS, JIM**  
KWBB, Wichita, Kan.

**SEVAREID, ERIC**  
CBS, Washington, D. C.

**SEVAREID, PAUL**  
WTCN-TV, Minneapolis, Minn.

**SHADEL, BILL**  
CBS, Washington, D. C.

**SHARPE, BILL**  
KWBU, Corpus Christi, Tex.

**SHAW, GORDON C.**  
WCKT, Miami, Fla.

**SHAW, CHARLES**  
WCAU, Philadelphia, Pa.

**SHAW, JOHNNY**  
WOBBS, Jacksonville, Fla.

**SHAWVER, WILL**  
WARN, Fort Pierce, Fla.

**SHEEHAN, WILLIAM**  
WJR, Detroit, Mich.

**SHEELEN, MAC**  
WIS, Columbia, S. C.

**SHELL, TED**  
WBNS, Columbus, Ohio

**SHEPHERD, WILLIAM S.**  
WBEL, Detroit, Wis.

**SHERIDAN, JACK**  
KFYO, Lubbock, Tex.

**SHERMAN, GEORGE**  
KRES, St. Joseph, Mo.

**SHERMAN, JOHN**  
WFIG, Sumter, S. C.

**SHERWOOD, DON**  
WIMA, Lima, Ohio

**SHIELDS, A. T.**  
KAPP, Petaluma, Cal.

**SHIELDS, PAUL**  
WBAL, Baltimore, Md.

**SHILLING, CLIFF**  
WEKK, Erie, Pa.

**SHINN, JUNEAU**  
KLIX, KLIX-TV, Twin Falls, Idaho

**SHIPLEY, BILL**

B. Aug. 1, 1918, Ottawa, Kan.;  
The Buccaneers, You Are There,  
CBS-TV; Jonathan Winters Show,  
The Big Story, NBC-TV.

**SHIRLEY, BEN**  
WSMB, New Orleans, La.

**SHOWALTER, AL**  
KBHO, Bremerton, Wash.

**SHROYER, LAWR NCE**  
WPRC, Lincoln, Ill.

**SHUMAN, HOWARD**  
KOMO, Seattle, Wash.

**SIDES, BILL**  
WELO, Tupelo, Miss.

**SIEGRIST, BOB**  
WISN, Milwaukee, Wis.

**SINGISER, FRANK**  
MBS

**SISSKIND, CARL I.**  
KGMG, Englewood, Col.

**SIVERTSEN, IVAR**  
KLOK, San Jose, Cal.

**SKELTON, MANCELL**  
KPEP, San Angelo, Tex.

**SKETCHLEY, R. G.**  
WCHV, Charlottesville, Va.

**SKINNER, GEORGE**  
WABC, N. Y., N. Y.

**SKUMAVC, DICK**  
WHLB, Virginia, Minn.

**SLADE, TOM**  
WFAL, Fayetteville, N. C.

**SLATER, BILL**  
WBRZ, Baton Rouge, La.

**SLATTON, JOHN**  
WJBB, Haleyville, Ala.

**SMITH, BECKLEY**  
WJAS, Pittsburgh, Pa.

**SMITH, BODEN**  
WKSJ, Milford, Del.

**SMITH, BRAD**  
KRGV-TV, Weslaco, Tex.

**SMITH, BURLEIGH**  
KERO-TV, Bakersfield, Cal.

**SMITH, DAVENPORT**  
WBCO, Birmingham, Ala.

**SMITH, F. COURTNEY**  
WPCO, Mt. Vernon, Ind.

**SMITH, FRANK**  
KFEQ, KFEQ-TV, St. Joseph, Mo.

**SMITH, GORDON**  
WBAP-TV, Ft. Worth, Tex.

**SMITH, HOWARD K.**  
CBS, London, England

**SMITH, JOAN**  
KUKI, Ukiah, Cal.

**SMITH, JOAN**  
KTRK, Houston, Tex.

**SMITH, LEON**  
WBFM, Danville, Va.

**SMITH, RALPH**  
WIKL, Peoria, Ill.

**SMITH, RALPH**  
WJPS, Evansville, Ind.

**SMITH, ROBERT**  
WTVN, St. Johnsbury, Vt.

**SMITH, SIG**  
KFSD-TV, San Diego, Cal.

**SMITH, LEE**  
WXYZ, Detroit, Mich.

**SNYDER, CHARLES**  
WATS, Sayre, Pa.

**SNYDER, JOHN**  
KHAD-TV, Laredo, Tex.

**SOKOLSKY, GEORGE**  
ABC

**SONAFRANK, FLOYD**  
WARU, Peru, Ind.

**SONNIER, ALDEN**  
KSLG, Crowley, La.

**SPELLBRING, BILL**  
WJOB, Hammond, Ind.

**SPRAGG, GRAYDON S.**  
WHAL, Greenfield, Mass.

**SPRAGUE, DICK**  
WSEE, Erie, Pa.

**STADLER, GLEN M.**  
KEED, Springfield, Ore.

**STALLINGS, DUD**  
KNED, McAlester, Okla.

**STANLEY, MIKE**  
WCOJ, Coatsville, Pa.

**STARNES, JACK**  
WFNS, Burlington, N. C.

**STARR, MARTIN**  
MBS

**STARR, RAY**  
WJAN, Spartanburg, S. C.

**STEEL, JOHN**  
WTOW, Towson, Md.

**STEPHENSON, RON**  
WJAC, Johnstown, Pa.

**STERLING, LUD**  
WLEE, Richmond, Va.

**STEINBERGER, ESTELLE**  
WLIB, New York, N. Y.

**STEVENS, FRANK**  
WTRF-TV, Wheeling, W. Va.

**STEWART, BILL**  
WPBC, Minneapolis, Minn.

**STEWART, CAL**  
WOWO, Fort Wayne, Ind.

**STEWART, JACK**  
WADK, Newport, R. I.

**STEWART, WILLIAM G.**  
KGHF, Pueblo, Col.

**STONE, BUD**  
WABJ, Adrian, Mich.

**STONE, MEL**  
WRUM, Rumford, Me.

**STONER, PETER**  
WJBK, Detroit, Mich.

**STOUT, NED C.**  
WCJT, Newark, Ohio

**STRAWNER, NEIL**  
CBS, Washington, D. C.

**STRINGFELLOW, SAM**  
KMHT, Marshall, Tex.

**STURDEVANT, ROBERT**  
ABC, Paris

**STUTZMAN, GLEN**  
KYOC, Greeley, Col.

**SUCHER, LYNN**  
KFB, Wichita, Kan.

**SULLIVAN, J. A.**  
WCAX, WCAX-TV, Burlington, Vt.

**SULLIVAN, JIM**  
WDOG, Marine City, Mich.

**SULLIVAN, JOHN**  
WEKY, Richmond, Ky.

**SULLIVAN, PAUL**  
WIP, Philadelphia, Pa.

**SUMPE, RUSS**  
WBRY, Waterbury, Conn.

**SUNBAR, WILLIS**  
WKZO, Kalamazoo, Mich.

**SWANEY, HAL**  
WABI-TV, Bangor, Me.

**SWAYZE, JOHN CAMERON**  
News Caravan, Armstrong  
Circ. Theater  
NBC-TV

**SWEENEY, GEORGE**  
WTRY, Troy, N. Y.

**TEMPLE, FRED**  
WDSR, Lake City, Fla.

**TENNANT, JACK**  
WTCS, Fairmont, W. Va.

**TERRY, JOHN**  
WVKO, Columbus, Ohio

**TERWEY, TYS**  
WMPS, Memphis, Tenn.

**THILENIUS, ED**  
WRFC, Athens, Ga.

**THOMAS, JERRY**  
KVEN, Ventura, Cal.

**THOMAS, LOWELL**  
CBS, N.Y., N.Y.

**THOMPSON, BILL**  
KWO, Sheridan, Wyo.

**THOMPSON, ELWOOD**  
WPVL, Painesville, Ohio

**THOMPSON, GEORGE**  
WNHC-TV, New Haven, Conn.

**THOMPSON, JIMMY**  
WJLL, Niagara Falls, N.Y.

**THORNE, TED**  
WGN-TV, Chicago, Ill.

**THORNLEY, HANK**  
KBET-TV, Sacramento, Cal.

**THURSTON, DONALD**  
WIKI, Newport, Vt.

**THURSTON, GEORGE**  
WTAL, Tallahassee, Fla.

**TILLMAN, JOHN**  
WPIX, New York, N. Y.

**TJAPKES, DOUG**  
WFUR, Grand Rapids, Mich.

**TOBIAS, DICK**  
WCLL, Corning, N.Y.

**TOMPKINS, BILL**  
KYW, Cleveland, Ohio

**TOMPKINS, ROBERT**  
KREL, Moscow, Idaho

**TONKEN, PHIL**  
MBS

**TOWNES, MILO**  
KLIK, Jefferson City, Mo.

**TOWSEND, DALLAS**  
CBS, N.Y., N.Y.

**TRAVIS, G. EDWARD**  
WGH, Norfolk, Va.

**TRIBOLET, PROF. J.**  
WLAD, Danbury, Conn.

**TRIPLETT, ED**  
KPUG, Bellingham, Wash.

**TROUT, ROBERT**  
CBS, WCBS-TV, New York, N.Y.

**TUFTY, ESTHER VAN**  
WAGONER  
Weekday, Home, NBC,  
NBC-TV

**TI MA, CY**  
KOTV, Tulsa, Okla.

**TURNER, JIM**  
WAYS, Charlotte, N. C.

**TURNER, JOHN C.**  
KRBB, El Dorado, Ark.

**TYLER, SPENCER**  
KSTN, Stockton, Cal.

**TYLER, WAYNE**  
WLVA, Lynchburg, Va.

— T —

**TAYLOR, AL**  
WIP, Philadelphia, Pa.

**TAYLOR, BOB**  
KOLN-TV, Lincoln, Neb.

**TAYLOR, CLAUDE**  
WMBR, WMBR-TV, Jacksonville, Fla.

**TAYLOR, CLIFF**  
WERC, Erie, Pa.

**TAYLOR, HENRY J.**  
NBC

**TAYLOR, S. BRYDEN**  
WVPO, Stroudsburg, Pa.

**TALOR, THELMA**  
WHBI, Newark, N. J.

**TAYLOR, VESTAL**  
WFNC, Fayetteville, N. C.

**TEMBY, BRITTON**  
WWJ, Detroit, Mich.

**TEMPLE, ALVIS H.**  
WKCT, Bowling Green, Ky.

— U —

**UEBELHART, JAMES**  
WSPD, WSPD-TV, Toledo, Ohio

**UNDERWOOD, BOB**  
WCOV-TV, Montgomery, Ala.

**UPCHURCH, B. L.**  
WSMT, Sparta, Tenn.

**UTLEY, CLIFTON**  
WMAQ, Chicago, Ill.

— V —

**VAN, LYLE**  
News on the Human Side  
WOR, N.Y., N.Y.



**VAN CLEAVE, FRANK**  
KRDO, KRDO-TV, Colorado Springs, Col.

**VAN DE CAR, HAROLD**  
WSNY, Schenectady, N.Y.

**VANDERCOOK, JOHN W.**  
ABC

**VAN TOL, TOM**  
WGRD, Grand Rapids, Mich.

**VAUGHN, NORMAN**  
WARL, Arlington, Va.

**VIDNOVIC, SAM**  
WMCK, McKeesport, Pa.

**VILLANUEVA, ROBERT**  
KTXN, Austin, Tex.

**VINGI, RAY**  
WKWK, Wheeling, W. Va.

**VOLGER, GEORGE J.**  
KWPC, Muscatine, Iowa

**VON BERGEN, JOHN**  
WARM, WARM-TV, Scranton, Pa.

**VON FREMD, CHARLES**  
CBS, Washington, D. C.

**VON LEUWEN, KARL**  
KPLC, Lake Charles, La.

**VON TOBEL, PHIL**  
WATR, Waterbury, Conn.

— W —

**WADD, JOHN**  
WOBT, Rhinelander, Wis.

**WADE, TOM**  
WKWK, Winchester, Ky.

**WAINWRIGHT, ROBERT**  
KSFB, Springhall, La.

**WALKINSHAW, JOHN**  
WBSM, New Bedford, Mass.

**WALL, NOLEN**  
WJAN, Spartanburg, S. C.

**WALLACE, DON**  
WJRD, Tuscaloosa, Ala.

**WALLS, BILL**  
KTNM, Titumecari, N. M.

**WARD, BAXTER**  
KCOP, Hollywood, Cal.

**WARD, RUTH**  
KCRV-TV, Sacramento, Cal.

**WARE, JACK**  
KOOL-TV, Phoenix, Ariz.

**WARFIELD, PETER**  
KOBE, Las Cruces, N. M.

**WARNER, ALBERT L.**  
ABC, Washington, D. C.

**WARNER, HUB**  
KORT, Grangeville, Idaho

**WAKNER, MEL**  
WCEC, Rocky Mount, N. C.

**WARREN, MATHEW**  
WTTG, Washington, D. C.

**WATKINS, DICK**  
KSIM, Sikeston, Mo.

**WATSON, BOB**  
WQXI, Atlanta, Ga.

**WATSON, ROBERT**  
WCLA, Champaign, Ill.

**WAY, DOUG**  
KJOE, Shreveport, La.

**WAYMAN, KEN**  
KTIV, Sioux City, Iowa

**WAYNE, MAURY**  
KTBS-TV, Shreveport, La.

**WAYNE, RALPH**  
KFDA-TV, Amarillo, Tex.

**WEAVER, DON**  
WHLD, Niagara Falls, N.Y.

**WEBB, TONY**  
WGNS, Murfreesboro, Tenn.

**WEBER, CLARANCE H.**  
WBKV, West Bend, Wis.

**WEBER, DON**  
WKBN, Youngstown, Ohio

**WELLS, BILL**  
KHEM, Monticello, Ark.

**WELLS, BOB**  
KTUL, Garden City, Kan.

**WELLS, CHARLES**  
KBIM, Rosewell, N. M.

**WELLS, FRANK**  
WSGW, Saginaw, Mich.

**WESGATE, MURRAY**  
KUMA, Pendleton, Ore.

**WESLEY, JOE**  
KSTL, St. Louis, Mo.

**WEST, BILL**  
KPBM, Carlsbad, N. M.

**WEST, BOB**  
WMFD, Wilmington, N. C.

**WEST, DICK**  
WFAA, Dallas, Tex.

**WEST, JACK**  
KGGM-TV, Albuquerque, N. M.

**WESTBROOK, TED**  
WKBV, Richmond, Ind.

**WETHERILL, BOB**  
KTOE, Mankato, Minn.

**WHALEN, TOM**  
WBAP-TV, Ft. Worth, Tex.

**WHELAN, MARTY**  
WWTW, Cadillac, Mich.

**WHITE, BOB**  
WJBK-TV, Detroit, Mich.

**WHITE, HY**  
WLBK, Lebanon, Pa.

**WHITE, JACK**  
WJR, Detroit, Mich.

**WHITE, RANDY**  
WLIB, New York, N.Y.

**WHITEHEAD, ED**  
WKMT, Kings County, N. C.

**WHITLOCK, CORDEL**  
WJSB, Crestview, Fla.

**WHITMORE, JAMES D.**  
MBS

**WHITTEN, BOB**  
KRLD, Dallas, Tex.

**WHITTIER, CHUCK**  
WILK, Wilkes-Barre, Pa.

**WILBANKS, ROBERT**  
WAMW, Washington, Ind.

**WILEY, VIC**  
WWSG, Glens Falls, N.Y.

**WILKINS, PAT**  
KEX, Portland, Ore.

**WILLES, RAY**  
Sa em, Ore.

**WILLETTE, LEO**  
WBRC-TV, Birmingham, Ala.

**WILLIAMS, CARY**  
WHWL, Naticoke, Pa.

**WILLIAMS, GLENN**  
WDR, Syracuse, N.Y.

**WILLIAMS, LAFF**  
KPEQ, KPEQ-TV, St. Joseph, Mo.

**WILLIAMS, PAUL**  
WWJ-TV, Detroit, Mich.

**WILLIAMS, RICH**  
WKBV, Richmond, Ind.

**WILLIAMSON, BRUCE L.**  
WHIM, Providence, R. I.

**WILLIAMSON, MAX**  
WHLM, Boonsburg, Pa.

**WILSON, BOB**

World News Round Up, WRCA; Industry on Parade, Syndicated; Savarin Saturday Night News, News Caravan, Gillette Sports Parade, New Year's Eve at Times Square, NBC-TV.

**WILSON, BOB**  
KWYO, Sheridan, Wyo.

**WILSON, DAVE**  
KARD-TV, Wichita, Kans.

**WILSON, FEARN**  
WSIV, Pekin, Ill.

**WILSON, RAY**  
KFMB-TV, San Diego, Cal.

**WINCHELL, WALTER**  
MBS

**WING, CHARLES**  
KOLO-TV, Reno, Nev.

**WINGATE, JOHN**  
WOR, New York, N. Y.

**WINTER, WILLIAM**  
ABC, San Francisco, Cal.

**WINTON, ED**  
KILT-TV, El Paso, Tex.

**WIRTH, DON C.**  
WNAM, Neenah, Wis.

**WISMER, HARRY**  
Sports  
NBC-TV

**WOMICK, BUDDY**  
WORD, Spartanburg, S. C.

**WOOD, AL**  
WNOG, Naples, Fla.

**WOOD, ED**  
WTVN-TV, Columbus, Ohio

**WOOD, JOHN**  
KPHO-TV, Phoenix, Ariz.

**WOOD, LEV**  
WSBT, South Bend, Ind.

**WOODARD, JACK**  
KSTN, Stockton, Cal.

**WORCESTER, CHUCK**  
WMT, Cedar Rapids, Iowa

**WORKHOVEN, MERRILL**  
WOW, Omaha, Neb.

**WORKMAN, W. D., JR.**  
WIS, Columbia, S. C.

**WORNER, MURPHY**  
KANQ, Amarillo, Tex.

**WRIGHT, J. ANDREW**  
KDM, El Dorado, Ark.

**WRIGHT, JIMMY**  
KPAR-TV, Sweetwater, Tex.

**WRIGHT, T. S.**  
WSLS, WSLS-TV, Roanoke, Va.

— Y —

**YARBROUGH, R. M.**  
WNLA, Indianola, Miss.

**YORK, JOHN**  
WRR, Dallas, Tex.

**YOUNG, J. N., JR.**  
KBST, Big Spring, Tex.

**YOUNG, JERRY**  
WCEH, Hawkinsville, Ga.

**YOUNG, MAC**  
KBHS, Hot Springs, Ark.

**YOUNGER, MILDRED**  
ABC, Los Angeles, Cal.

— Z —

**ZESS, ROY F.**  
WMGA, Moultrie, Ga.

**ZICARELLI, MARY**  
WLIP, Kenosha, Wis.

# SPORTS COMMENTATORS

RADIO AND TELEVISION  
—their work during 1956

## — A —

**ABBOTT, CARROLL**  
KERV, Kerrville, Tex.

**ABEL, GEORGE**  
KSD-TV, St. Louis, Mo.

**ABRAMS, TERRY**  
WHIM, Bloomsburg, Pa.

**ACKERMAN, AL**  
WOOD, WOOD-TV, Grand Rapids, Mich.

**ADAMS, TONY**  
WCAX, WCAX-TV, Burlington, Vt.

**ADELSON, JIM**  
KBMB-TV, Bismarck, N. D.

**ADLER, LOU**  
WESB, Bradford, Pa.

**AGRESTA, PHIL**  
WBT, Charlotte, N. C.

**AKERS, DICK**  
WKBL, Covington, Ky.

**ALARIE, DICK**  
WFCT, Putnam, Conn.

**ALBERT, FRANK**  
KGO-TV, San Francisco, Cal.

**ALBERTS, MAL**  
WNDU-TV, South Bend, Ind.

**ALBRIGHT, NAT**  
WINX, Rockville, Md.

**ALBRIGHT, NAT**  
WEAM, Arlington, Va.

**ALDEN, JERRY**  
WSNJ, Bridgeton, N. J.

**ALLAIN, ORREN**  
WKAN, Kankakee, Ill.

**ALLAN, STAN**  
WPAC, Patchogue, N. Y.

**ALLEN, CHARLES M.**  
WTAf, Tallahassee, Fla.

**ALLEN, DICK**  
WJHO, Opelika, Ala.

**ALLEN, KIRBY**  
KXEO, Mexico, Mo.

## 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.

**ALLEY, CLINT**  
WKOY, Bluefield, W. Va.

**AMBROSE, JOHN V.**  
WTAG, Worcester, Mass.

**ANDERSON, ALLEN**  
WASA, Havre de Grace, Md.

**ANDERSON, BILL**  
KVVW, Cheyenne, Wyo.

**ANDERSON, BOB**  
KVAL-TV, Eugene, Ore.

**ANDERSON, BOBBY**  
WMTA, Central City, Ky.

**ANDERSON, CHIC**  
WEHT, Evansville, Ind.

**ANDERSON, KIRK**  
WFGM, Fitchburg, Mass.

**ANDERSON, TOM**  
WGEZ, Beloit, Wisc.

**ANDERSON, TOMMY**  
Let's Go Fishin'  
WLCO, Eustis, Fla.

**ANDREWS, TED**  
WSMB, New Orleans, La.

**ARO, SAM**  
WMCA, New York, N. Y.

**ARTHUR, CHUCK**  
KIOX, Bay City, Tex.

**ASAF, WOODY**  
WJOX, Jackson, Miss.

**ATCHISON, WENDELL**  
KOTN, Pine Bluff, Ark.

## — B —

**BAGLI, GUY**  
WTVT, Tampa, Fla.

**BAGLI, VINCE**  
WBAL, Baltimore, Md.

**BAILEY, CHARLEY**  
WEBR, Buffalo, N. Y.

**BAKER, DICK**  
WSAI, Cincinnati, Ohio

**BAKER, ROGER**  
WGR-TV, Buffalo, N. Y.

**BALCH, FRANK**  
WJOY, Burlington, Vt.

**BALDWIN, RUSS**  
WACE, Springfield, Mass.

**BALDWIN, WALTER**  
WLAQ, Rome, Ga.

**BALL, GEORGE**  
WHLL, Hempstead, N. Y.

**BARBER, PHIL**  
KTRB, Modesto, Cal.

## AL HELFER



GILLETTE  
LUCKY STRIKE  
SCHAEFER



- BARKER, EDDIE**  
KRLD, Dallas, Tex.
- BARKER, JIM**  
WEDO, McKeesport, Pa.
- BARNEY, REX**  
MBS
- BARNHART, FRANK**  
KPRL, Paso Robles, Cal.
- BARRETT, DENNIS**  
WKBN, WKBN-TV, Youngs-  
town, Ohio
- BARRETT, TONY**  
KENT, Shreveport, La.
- BARRINGTON, JAY**  
WDAF, WDAF-TV, Kansas  
City, Mo.
- BARRON, STAN**  
WKBW, Buffalo, N. Y.
- BARRUS, GABBY**  
KODI, Cody, Wyo.
- BARRY, GUY**  
WLAN, Lancaster, Pa.
- BARRY, NORMAN**  
WNBQ, Chicago, Ill.
- BASINGER, RICHARD**  
WKLE, Washington, Ga.
- BATES, MARVIN**  
WGBF, Evansville, Ind.
- BATEY, HUGH**  
WKTG, Thomasville, Ga.
- BAYLISS, LYNN**  
KVIC, Victoria, Tex.
- BEARD, JACK**  
KRTR, Thermopolis, Wyo.
- BECKER, GUS**  
KBOM, Bismarck, N. D.
- BELCHER, ROD**  
KOL, Seattle, Wash.
- BELL, GEORGE**  
WILD, Birmingham, Ala.
- BELL, TED**  
KAYO, Seattle, Wash.
- BENDER, BOB**  
WGY, Schenectady, N. Y.
- BENDER, TOM**  
KDKA, Pittsburgh, Pa.
- BENNETT, BOB**  
WA-L, Annapolis, Md.
- BENNETT, DEAN**  
KSL, Salt Lake City, Utah
- BENNETT, GEORGE**  
WMOV, Mt. Vernon, Ohio
- BENNETT, RICK**  
WFRM, Coudersport, Pa.
- BENSON, RUSS**  
WOKZ, Alton, Ill.
- BERGESON, CHUCK**  
WJBK, Detroit, Mich.
- BERNARD, PAUL**  
KTBS-TV, Shreveport, La.
- BERNARD, VIC**  
WKNE, Keene, N. H.
- BERRILL, LARRY**  
KBIG, Avalon, Cal.
- BEUHLER, DON**  
WHPB, Benton Harbor, Mich.
- BIEDRZYCKI, TOM**  
KATL, Miles City, Mont.
- BILLINGSLEY, BLADEN**  
WVVA, Fredericksburg, Va.
- BIRD, ALBERT**  
WARD-TV, Johnstown, Pa.
- BIRLEFFI, LARRY**  
KFBC-TV, Cheyenne, Wyo.
- BUSSEY, JAMES**  
WBLY, Springfield, Ohio
- BITTERMAN, JACK**  
WABB, Mobile, Ala.
- BLACK, JAY**  
WHHM, Memphis, Tenn.
- BLACK, JOHN**  
WTNJ, Trenton, N. J.
- BLACKBURN, BOB**  
KEX, Portland, Ore.
- BLATTNER, BUDDY**  
Baseball Game of the Week  
CBS-TV
- BLOOMER, TOM**  
WTOO, Toledo, Ohio
- BLUE, IRA**  
Adventures in Sports KNBC,  
San Francisco, Cal.
- BLUM, BOB**  
KEEN, San Jose, Cal.
- BOEHMS, ROBERT**  
WHLP, Centerville, Tenn.
- BOETNER, JACK**  
KWIV, Santa Ana, Cal.
- BOGGOESS, JOHN**  
WPCF, Panama City, Fla.
- BOHNHOPE, ED**  
KILQ, Grand Forks, N. D.
- BOICE, CHUCK**  
KOGO, Salem, Ore.
- BOLAND, JOE**  
CBS-TV
- BOLAND, JOE**  
WSBT, South Bend, Ind.
- BONE, BILL**  
WNOK, Columbia, S. C.
- BOWEN, JIM**  
KDDD, Dumas, Tex.
- BOWER, BOB**  
WTIP, Charleston, W. Va.
- BOWMAN, DICK**  
WFNS, Burlington, N. C.
- BOYD, TOM**  
KGAL, Lebanon, Ore.
- BOZNIC, MILT**  
KCSB, San Bernardino, Cal.
- BRADWAY, HARRY**  
WASK, Lafayette, Ind.
- BRAGMAN, MELVIN**  
WAMM, Flint, Mich.
- BRANDT, JACK**  
WITZ, Jasper, Ind.
- BRICKHOUSE, JACK**  
Man on the Street  
WGN, WGN-TV, Chicago, Ill.
- BRIGHT, HARRY**  
WETZ, New Martinsville,  
W. Va.
- BRITAIN, JOHN**  
KOSF, Nacogdoches, Tex.
- BROCKMAN, CHARLIE**  
WIRE, Indianapolis, Ind.
- BRODE, BUDDY**  
WNAR, Norristown, Pa.

*Chris  
Schenkel*

Sports Announcer

AL 4-7981



**BRODERS, SPANK**

KXIC, Iowa City, Iowa

**BRODY, STEVE**

KSLM, Salem, Ore.

**BROOKS, BILL**

KCKT, Great Bend, Kan.

**BROOKS, BOB**

KCRG, KCRG-TV, Cedar Rapids, Iowa

**BROOKS, RAY**

KGON, Portland, Ore.

**BROWN, ART**

WCTC, New Brunswick, N. J.

**BROWN, BILL**

WMSC, Columbia, S. C.

**BROWN, ERNIE**

WERC, Erie, Pa.

**BROWN, FRED**

WLOS, Asheville, N. C.

**BROWN, JOHNNY**

WCOH, Newnan, Ga.

**BROWN, RAYMOND**

WHUB, Cookeville, Tenn.

**BRUBAKER, BILL**

KRHD, Duncan, Okla.

**BRUNER, MARSHALL**

WOMI, Owensboro, Ky.

**BRUTON, DENNIS**

KCOL, Fort Worth, Tex.

**BRYAN, Q.**

KRLN, Canon City, Colo.

**BUCKEL, WALTER**

KPET, Lamesa, Tex.

**BUETEL, FRANK**

WTCN-TV, Minneapolis, Minn.

**BUHL, DALE**

WQUA, Moline, Ill.

**BULLETT, BUCKY**

WMNB, North Adams, Mass.

**BUNCE, STUD**

KCBC, Des Moines, Iowa

**BUNDNER, GEORGE**

WSAU, WSAU-TV, Wausau, Wis.

**BUNN, NEAL**

WDXL, Lexington, Tenn.

**BUNYAN, J. WARREN**

KFJL, Klamath Falls, Ore.

**BURICK, SI**

WHIO, Dayton, Ohio

**BURKETT, RICHARD**

KNOG, Nogales, Ariz.

**BURKETT, LEN**

KIVA, Yuma, Ariz.

**BURNES, BOB**

KMOX, St. Louis, Mo.

**BURNETTE, DAL**

WMBG, Richmond, Va.

**BUSH, OWEN**

WDAP, WDAF-TV, Kansas City, Mo.

**— C —****CAHILL, AL**

WPTZ-TV, Plattsburgh, N. Y.

**CALDWELL, BOB**

WCBI-TV, Columbus, Miss.

**CALDWELL, HOWARD**

WTHI-TV, Terre Haute, Ind.

**CALLA, JOE**

KTUR, Turlock, Cal.

**CAMPBELL, BILL**

WCAU, Philadelphia, Pa.

**CAMPBELL, BUD**

KARK-TV, Little Rock, Ark.

**CAMPBELL, DAVE**

WBRC, Birmingham, Ala.

**CAMPBELL, JOHN T.**

KXLL, Missoula, Mont.

**CAMPBELL, MAL**

WNAV, Annapolis, Md.

**CAMPBELL, NEENIE**

WMCK, McKeesport, Pa.

**CANNON, KESSLER**

KBND, Bend, Ore.

**CANTON, AMYAL**

WCVI, Connellsville, Pa.

**CAPILLO, JOSEPH C.**

WESO, Southbridge, Mass.

**CARAY, HARRY**

KMOX, St. Louis, Mo.

**CARLSON, JIM**

KBRO, Bremerton, Wash.

**CARMICHAEL, JOHN**

WBBM, Chicago, Ill.

**CARMICHAEL, LES**

KWK-TV, St. Louis, Mo.

**CARNEAL, HERB**

WRCV, WRCV-TV, Philadelphia, Pa.

**CARNEGIE, TOM**

WFBM, WFBM-TV, Indianapolis, Ind.

**CARPENTER, JOHNNY**

KOIN-TV, Portland, Ore.

**CARR, JERRY**

WHLI, Hempstead, N. Y.

**CARRIGAN, JIM**

WCBI-TV, Columbus, Miss.

**CARRINGTON, JAMES**

KBUN, Bemidji, Minn.

**CARROLL, JACK**

KAAA, Kingman, Ariz.

**CARSON, JIM**

WCYB-TV, Bristol, Va.

**CASE, JACK**

WCNY-TV, Watertown, N. Y.

**CASE, JOHN G.**

WWNY, Watertown, N. Y.

**CASEY, AL**

KGFK, Sterling, Colo.

**CASSELLBERRY, JIMMIE**

WSFB, Quitman, Ga.

**CATON, SKIPPER**

WCTA, Andalusia, Ala.

**CELANIA, JOE**

WTVW, Evansville, Ind.

**CESSNA, KEN**

KSIX, Corpus Christi, Tex.

**CHAMBERLAIN, GUS**

WAPO, Chattanooga, Tenn.

**CHAMPION, JESSE**

WJLD, Birmingham, Ala.

**CHANCEY, TOMMY**

KCIL, Houma, La.

**CHAPMAN, HOWARD**

KONP, Port Angeles, Wash.

**CHASE, BOB**

WOWO, Port Wayne, Ind.

**CHILDS, LELAND**

WBRC, Birmingham, Ala.

**CHRISTENSEN, HAL**

WGNB, Murfreesboro, Tenn.

**CHRISTENSEN, RAY**

WLOL, Minneapolis, Minn.

**CIRALDO, AL**

WGST, Atlanta, Ga.

**CLAPPER, KENNY**

WRTA, Altoona, Pa.

**CLAPP, SANDY**

WWSR, St. Albans, Vt.

**CLARK, HERB**

WRVA-TV, Richmond, Va.

**CLASE, MILO**

WRSW, Warsaw, Ind.

**CLAUSEN, JERRY**

KCRE, Crescent City, Cal.

**CLAWSON, LEW**

WWVA, Wheeling, W. Va.

**CLAY, RANDY**

WOAI, WOAI-TV, San Antonio, Tex.

**CLAYTON, KENNY**

WTPR, Paris, Tenn.

**CLEARY, BILL**

KCLU, Flagstaff, Ariz.

**CLEARY, TOM**

WCLT, Newark, Ohio

**CLELAND, BOB**

KTNT, Tacoma, Wash.

**CLEMENT, TOM**

KNDC, Hettinger, N. D.

**CLEMENTS, J. I.**

WWNS, Statesboro, Ga.

**CLEMENTS, JOE**

KLIX, KLIX-TV, Twin Falls, Idaho

**CLOUTIER, LEO**

WGIR, Manchester, N. H.

**CLOW, KEN**

KTVO, Ottumwa, Iowa

**COCHRAN, BILL**

B. Feb. 16, 1919, New York City. Studebaker Corp., Brylcreem Hairdressing, Post Cereals, Gulf Oil Co., Ethyl Corp., Pan American Air, Standard Oil Co., General Electric, Rob't Burns Cigars, Commercial Credits on All Networks.

**COFFEY, TOM**

WSAV-TV, Savannah, Ga.

**COFFIN, ED**

KXXL, Monterey, Cal.

**COLBY, LEN**

WKZO, Kalamazoo, Mich.

**COLDWELL, CLAY**

KATY, San Luis Obispo, Cal.

**COLE, CLIFTON**

KERG, Eugene, Ore.

**COLE, DON**

KGCX, Sidney, Mont.

**COLEMAN, KEN**

WHK, Cleveland, Ohio

**COLEMAN, WILLIAM**

WJDA, Quincy, Mass.

**COLLIER, ARTHUR**

WFOU, Kokomo, Ind.

**COLLINS, DAVE**

WRFD, Worthington, Ohio

**COLLINS, JOHN**

WBTA, Batavia, N. Y.

**COLLINS, SID**

WIBC, Indianapolis, Ind.

**COMBAS, TONY**

Actualidades Hipeicas

WAPA, San Juan, Puerto Rico

**CONWAY, ED**

WCMB, WCMB-TV, Harrisburg, Pa.

**COOK, MORT**

WLCO, Eustis, Fla.

**COOLEY, JOHN**

WGAY, Silver Spring, Md.

**COPP, EARL**

WFVA, Fredericksburg, Va.

**CORBIN, BOB**

WLOI, Laporie, Ind.

**CORLEY, BILL**

WBNS, Columbus, Ohio

**COSELL, HOWARD**

Speaking of Sports, Sports Kaleidoscope, All-League Clubhouse, Mel Allen Show, ABC, WABC, New York City, N. Y.

**COTE, DOC**

WTWN, St. Johnsbury, Vt.

**COTTA, LARRY**

KONG, Visalia, Cal.

**COX, JOE**

WINN, Louisville, Ky.

**COX, ORVAL**

WSAT, Salisbury, N. C.

**CRAFTS, FRED**

KEED, Springfield, Ore.

**CRAMER, CHRIS**

WCHV, Charlottesville, Va.

**CRAWFORD, BILL**

KOMU-TV, Columbia, Mo.

**CREAGER, MACK**

KRMG, Tulsa, Okla.

**CRISTIL, JACK**

WELQ, Tupelo, Miss.

**CROCKETT, HUDLEY**

WSIX, Nashville, Tenn.

**CROGHAN, JOE**

WBAL, Baltimore, Md.

**CROSIAR, FRANK**

WNDU, South Bend, Ind.

**CROWE, JOHN**

The Old Angler

WJAC, Johnstown, Pa.

**CULLINANE, JOE**

KWIK, Pocatello, Idaho

**CUMMINS, JACK**

WTVJ, Miami, Fla.

**CUMMINS, TAIT**

WMT, WMT-TV, Cedar Rapids, Iowa

**CURZON, BOB**

WTTB, Vero Beach, Fla.





## — D —

**DACRE, GEORGE**  
KALB-TV, Alexandria, La.

**DAHLBERG, JERRY**  
KROX, Crookston, Minn.

**DALE, JACK**  
KFYO, Lubbock, Tex.

**DANAHER, TOM**  
KOEL, Oelwein, Iowa

**DANIELS, CHRIS**  
WKY, Oklahoma City, Okla.

**DANIELS, DAN**  
WTOP, WTOP-TV,  
Washington, D. C.

**DARNELL, JACK**  
WNVA, Norton, Va.

**DATSI, JIM**  
WTVL, Waterville, Me.

**DAVIS, DICK**  
WKNX, WKNX-TV, Saginaw,  
Mich.

**DAVIS, EARL**  
KPAT, Pampa, Tex.

**DAVIS, LEN**  
WGL, Fort Wayne, Ind.

**DAVIS, LES**  
KVTW, Sioux City, Iowa

**DAVIS, LES**  
WNAX, Yankton, S. D.

**DAVIS, LES**  
WAVY, Norfolk, Va.

**DAWS, HOBSON**  
WTRB, Ripley, Tenn.

**DEAN, DIZZY**  
Baseball Game of the Week  
CBS-TV

**DECKER, DON**  
WSNY, Schenectady, N. Y.

**DEHNER, BUD**  
WILQ, Frankfort, Ind.

**DEINES, NAY**  
KMMJ, Grand Island, Neb.

**DeJULIO, ED**  
KUBC, Montrose, Cal.

**DELANEY, ROBERT**  
WCTV, Tallahassee, Fla.

**DELLINGER, JAN**  
KRSL, Russell, Kan.

**DeMONTE, BRENT**  
KNGS, Hanford, Cal.

**DENISON, SPENCER**  
WBRN, Big Rapids, Mich.

**DENNIS, BOB**  
KFTS, Trenton, Mo.

**DeVICTOR, MARTY**  
WBNS, Columbus, Ohio

**DEWITT, DEWEY**  
WABM, Houlton, Me.

**DIAB, GEORGE**  
WTRF-TV, Wheeling, W. Va.

**DIAMOND, WILLIAM**  
WKRE, Newport, Vi.

**DICKMEYER, BEN**  
KTOE, Mankato, Minn.

**DIEDERICH, AL**  
KRVN, Lexington, Neb.

**DIEHL, BILL**  
WVEC-TV, Norfolk, Va.

**DILLMANN, HANK**  
KROS, Clinton, Iowa

**DILL, GLEN**  
WTSP, St. Petersburg, Fla.

**DILLON, FRED**  
WCMA, Corinth, Miss.

**DILLON, GENE**  
WCMW, Canton, Ohio

**DILLON, LENNY**  
WFAS, White Plains, N. Y.

**di NATALE, JOE**  
KODY, North Platte, Neb.

**DITMER, BOB**  
WHGR, Houghton Lake, Mich.

**DIXSON, BOB**  
KHMO, Hannibal, Mo.

**DOBSON, GEORGE**  
KTES, Texarkana, Tex.

**DOCKENBY, EDWARD**  
WEPM, Martinsburg, W. Va.

**DODSON, R. J.**  
KDOK, Tyler, Tex.

**DOHL, PAUL**  
WCHN, Norwich, N. Y.

**DOLAN, JAMES**  
WDMJ-TV, Marquette, Mich.

**DONLEY, CHARLES**  
WSTV, Steubenville, Ohio

**DOREMUS, JOHN**  
WKY, Oklahoma City, Okla.

**DOUGHTY, TOM**  
WDAK-TV, Columbus, Ga.

**DOUTHIT, PERRY**  
KLMS, Lincoln, Neb.

**DOYLE, VINCE**  
WSJV-TV, Elkhart, Ind.

**DREES, JACK**  
Football Roundup, Saturday  
Sports Mirror, CBS-TV, Wed-  
nesday Night Fights, ABC-TV

**DRENNAN, JAY**  
KSEL, Lubbock, Tex.

**DUANE, JACK**  
KGHP, Pueblo, Col.

**DUCKWORTH, JOE**  
WIKC, Bogalusa, La.

**DUDLEY, ACE**  
WTBF, Troy, Ala.

**DUDLEY, JIMMY**  
WERE, Cleveland, Ohio

**DUFFY, ROBERT**  
KFTM, Fort Morgan, Col.

**DUGAN, DAVE**  
WICU, Erie, Pa.

**DUKEHART, TOMMY**  
WAAM, Baltimore, Md.

**DUMARS, JACK**  
KVBK, Farmington, N. M.

**DUNBAR, WALT**  
WBET, Brockton, Mass.

**DUNLEVY, JAMES**  
WGIL, Galesburg, Ill.

**DUNPHY, JERRY**  
CBS-TV

**DUNSON, JIMMY**  
WELR, Roanoke, Ala.

**DUVALL, JOHN**  
WFKY, Frankfort, Ky.

**DYER, ED**  
WAGC, Chattanooga, Tenn.

## — E —

**EARLE, BOB**  
KSO, Des Moines, Iowa

**EASTMAN, JAMES R.**  
WBMC, McMinnville, Tenn.

**EDWARDS, DON**  
WOCH, North Vernon, Ind.

**EDWARDS, ED**  
WCKT, Miami, Fla.

**EDWARDS, JOE**  
WAMW, Washington, Ind.

**EDWARDS, KARON**  
WEAB, Gree, S. C.

**EGAN, LEO**  
WBZ, Boston, Mass.

**EHRLICH, GEORGE**  
U-Conn Basketball  
WHAY, New Britain, Conn.

**ELIAS, BOB**  
KGEE, Bakersfield, Cal.

**ELIAS, EDDIE**  
WAKR, WAKR-TV, Akron, O.

**ELIOT, LOU**  
WCAM, Camden, N. J.

**ELLIS, DICK**  
WJHL, WJHL-TV, Johnson  
City, Tenn.

**ELLIS, GORDON**  
WELR, Roanoke, Ala.

**ELLIS, STEVE**  
Wednesday Night Fights ABC

**EMERY, TED**  
WTSL, Hanover, N. H.

**ENROTH, DICK**  
WCCO, WCCO-TV, Minneapo-  
lis, Minn.

**ERDOSSY, BILL**  
WHP-TV, Harrisburg, Pa.

**ERMISCH, H. O.**  
WKXY, Sarasota, Fla.

**ERVIN, BILL**  
KARE, Atchison, Kans.

**ERWIN, ED**  
WCUE, Akron, Ohio

**ERWIN, PUSS**  
KCUL, Fort Worth, Tex.

**ETHERTON, BILL**  
WNDU, South Bend, Ind.

**ETIE, KEN**  
KIOX, Bay City, Tex.

**ETZEL, DAVE**  
KBIZ, KTVO, Ottumwa, Iowa

**EUBANKS, BLAIR**  
WTAR, Norfolk, Va.

**EVANS, JONES**  
WBAX, Wilkes-Barre, Pa.

**EVANS, MILTON**  
KNET, Palestine, Tex.

## — F —

**FAIRCHILD, KEN**  
KAMQ, Amarillo, Tex.

**FALKENSTEN, MAX**  
WREN, Topeka, Kans.

**FALLON, FRANK**  
WMEX, Boston, Mass.

**FALLON, FRANK**  
KWTX, Waco, Tex.

**FANELLI, JOE**  
WALK, Patchogue, N. Y.

**FANTASIA, NICK**  
WTCS, Fairmont, W. Va.

**FARIS, CLINT**  
WGTM, Wilson, N. C.

**FARSON, ROBERT**  
WNIX, Springfield, Vt.

**FAY, BILL**  
CBS-TV

**FAY, JOHN F.**  
WKBI, St. Marys, Pa.

**FENGLER, HAL**  
KOMB, Cottage Grove, Ore.

**FENSLE, DICK**  
KMAN, Manhattan, Kans.

**FERGUSON, JOHN**  
WBRZ, Baton Rouge, La.

**FERRIE, ROBERT**  
KITE, San Antonio, Tex.

**FIELD, BRYAN**  
Horse Racing  
CBS-TV

**FIELDS, BILL**  
WAGS, Bishopville, S. C.

**FIELDS, ED**  
WNCT, Greenville, N. C.

**FILES, FRANK**  
WNAE, Warren, Pa.

**FINCANNON, BOB**  
WMRI, Marion, Ind.

**FINLAYSON, JACK**  
KRDO, Colorado Springs, Colo.

**FINNEGAN, TIM**  
WTVR, Richmond, Va.

**FINNERTY, HUGH**  
KOTV, Tulsa, Okla.

**FISHER, DWIGHT A.**  
KVRB, Rock Springs, Wyo.

**FISHER, FRANCIS**  
WHJB, Greensburg, Pa.

**FITZGERALD, JOHN**  
WJW-TV, Cleveland, Ohio

**FLEMING, JACK**  
WAJR, Morgantown, W. Va.

**FLEMING, BILL**  
WWJ-WWJ-TV, Detroit, Mich.

**FLORA, EARL**  
WBNS, Columbus, Ohio

**FLOWERS, CHARLIE**  
KMHT, Marshall, Tex.

**FLOWERS, GEORGE**  
WJRI, Lenoir, N. C.

**FLOYD, JAY**  
WCLG, Morgantown, W. Va.

**FLYNN, FAHEY**  
WBBM, Chicago, Ill.

**FORBES, BOB**  
WTHI-TV, Terre Haute, Ind.

**FORD, SAM B.**  
WTCB, Flomaton, Ala.

**FORD, TED**  
KCOW, Alliance, Neb.

**FORDYCE, JERRY**  
WLRP, New Albany, Ind.

**FORTE, BOB**  
WFSN, Milwaukee, Wis.

**FOSS, JOE**  
CBS-TV

**FOUNTAIN, BILL**  
WKY-TV, Oklahoma City, Okla.

**FOUTS, BOB**  
CBS-TV

**FOUTS, BOB**  
KGO, San Francisco, Cal.

**FOWLE, BOB**  
WHED, Washington, N. C.

**FOWLER, SHELTON**  
WRRM, Columbia, Tenn.

**FOX, DICK**  
KCHS, Truth or Consequences, N. M.

**FOX, W. E.**  
WPTV, Piqua, Ohio

**FOX, WM. F., JR.**  
WIBC, Indianapolis, Ind.

**FRANKLIN, ORVIN**  
KDSX, Denison, Tex.

**FREDERICKS, PAT**  
WKLO, Louisville, Ky.

**FREEMAN, HARRY**  
KFSA, Fort Smith, Ark.

**FRENCH, BOB**  
WVSC, Somerset, Pa.

**FRENCH, GLENN**  
WDKD, Kingstree, S. C.

**FRENCH, JACK**  
KNOX-TV, Grand Forks, N. D.

**FRINK, BILL**  
WMA, Lima, Ohio

**FRISCH, FRANKIE**  
MBS

**FROST, HOWARD**  
KIBS, Bishop, Cal.

**FULLER, RONALD**  
WOWL, Florence, Ala.

## — G —

**GACKLE, BYRAN**  
KFGO, Fargo, N. D.

**GAGE, BOB**  
WPAG, Ann Arbor, Mich.

**GAGE, FRED**  
WIBA, Madison, Wis.

**GAINES, JIM**  
KALB, Alexandria, La.

**GALLAGHER, BOB**  
WNEB, Worcester, Mass.

**GALLEY, JOHN**  
KWBU, Corpus Christi, Tex.

**GALLUP, STAN**  
KGFL, Roswell, N. M.

**GALVIN, DAN**  
KSRO, Santa Rosa, Cal.

**GARDNER, BILL**  
WWPA, Williamsport, Pa.

**GARDNER, DON**  
WBN, WBN-TV, Youngstown, Ohio

**GARDNER, NANCY**  
WLSV, Wellsville, N. Y.

**GENSICHEN, HAL**  
KTUC, Tucson, Ariz.

**GENTRY, HARRY**  
Twin Views in Sports  
WLOH, Princeton, W. Va.

**GEORGE, STEVE**  
KGMS, Sacramento, Cal.

**GEORGE, TONY**  
KOME, Tulsa, Okla.

**GHELLER, ROBERT**  
KXOC, Chico, Cal.

**GHEZA, BOB**  
WBOF, Virginia Beach, Va.

**GIBBONS, JIM**  
CBS-TV

**GIBSON, ADRIAN**  
WZOB, Fort Payne, Ala.

**GILBERT, GARY**  
KNGS, Hanford, Cal.

**GILBERT, GEORGE**  
WARM, Scranton, Pa.

**GILLESPIE, EARL**  
WEMP, Milwaukee, Wis.

**GILLIGAN, NEIL, JR.**  
KVOZ, Laredo, Tex.

**GILMAN, BOB**  
KNDC, Hottinger, N. D.

**GIONFRIDDO, AL**  
KONG, Visalia, Cal.

**GLEESON, ART**  
MBS

**GLENN, JIMMY**  
KDRO, Sedalia, Mo.

**GLENN, RALPH**  
WMLD, Atlantic City, N. J.

**GLICKMAN, MARTY**  
WMGM, MBS, N. Y., N. Y.

**GLIEBER, FRANK**  
WRR, Dallas, Tex.

**GOBER, JIM**  
KOB, Las Cruces, N. M.

**GOECK, BOB**  
KVEN, Ventura, Cal.

**GODFREY, DICK**  
KCBS, San Francisco, Cal.

**GOGG, JIM**  
KRLB, Mason City, Iowa

**GOLDEN, RAY**  
KSTN, Stockton, Cal.

**GONZALES, HENRY**  
KSYC, Yreka, Cal.

**GOODMAN, JAMES M., JR.**  
KIBL, Beeville, Tex.

**GOODMAN, KEN**  
WCSC, Charleston, S. C.

**GOODWIN, GERALD**  
WFGV, Fuquay Springs, N. C.

**GORDON, A. M.**  
WWTW, Cadillac, Mich.

**GORDON, KURT**  
WFBF, Fernandina Beach, Fla.

**GORDON, LARRY**  
KWLN, Ashland, Ore.

**GORDON, STEVE**  
WICH, Norwich, Conn.

**GOSDEN, BY**  
KXEL, Waterloo, Iowa

**GOSS, BAILEY**  
CBS-TV

**GOULD, BILL**  
KRCO, Prineville, Ore.

**GOWDY, CURT**  
WHDH, WBZ-TV, Boston, Mass.

**GRADY, JACK**  
KYNO, Fresno, Cal.

**GRAHAM, WALTER**  
WRBL, Columbus, Ga.

**GRANGE, RED**  
CBS-TV

**GRANGER, JERRY**  
KHOL-TV, Kearney, Neb.

**GRAY, GEORGE**  
KRBC, Abilene, Tex.

**GREBE, GUS**  
KWIZ, Santa Ana, Cal.

**GREEN, DICK**  
WOL-TV, Ames, Iowa

**GREEN, JACK**  
WMCD, Welch, W. Va.

**GREENWAY, ELLIS T.**  
WHKY, Hickory, N. C.

**GREGG, AL**  
WCEC, Rocky Mount, N. C.

**GREGG, JACK**  
WISR, Butler, Pa.

**GREHAN, JIM**  
WLNA, Peekskill, N. Y.

**GREUP, ERNIE**  
WTVD, Durham, N. C.

**GRIFFITH, DON**  
WCOA, Pensacola, Fla.

**GRIFFITHS, DAVE**  
WSCR, Scranton, Pa.

**GRIMBERG, WARREN**  
KAST, Astoria, Ore.

**GRISWOLD, JACK**  
WEJL, Scranton, Pa.

**GRISWOLD, ROGER**  
WBMD, Baltimore, Md.

**GROSS, DON**  
KFBS, Joplin, Mo.

**GROSS, RAYMOND E.**  
WRKD, Rockland, Me.

**GROSSMAN, BOB**  
WINT, Ft. Wayne, Ind.

**GROVES, JOE**  
WLAS, Jacksonville, N. C.

**GUNDAKER, ED**  
WHP-TV, Harrisburg, Pa.

**GUOKAS, MATT**  
WPEN, Philadelphia, Pa.

**GUTHRIE, BOB**  
WOALT-TV, San Antonio, Tex.

**GUTHRIE, GEORGE**  
WWWF, Fayette, Ala.

## — H —

**HACKMAN, JACK**  
WDLB, Marshfield, Wis.

**HALEY, DOC**  
KLMX, Clayton, N. M.

**HALL, HAISEY**  
WCCO, Minneapolis, Minn.

**HAILYARD, O. C.**  
WEKY, Richmond, Ky.

**HAMILTON, ED**  
KRUS, Ruston, La.

**HAMILTON, KEN**  
WEBQ, Harrisburg, Ill.

**HAMLIN, TOM**  
WMAN, Mansfield, Ohio

**HANAN, MARC**  
KXO, El Centro, Cal.

**HANCOCK, CALVIN**  
KGAS, Carthage, Tex.

**HANEY, BILL**  
WKBJ, Milan, Tenn.

**HANEY, BOB**  
WSFC, Somerset, Ky.

**HANLON, JOHN**  
WEAN, Providence, R. I.

**HANNA, BOYCE**  
WCGC, Belmont, N. C.

**HANNAHER, TOM**  
KVOX, Moorhead, Minn.

**HANSON, ED**  
WFHR, Wisconsin Rapids, Wis.

**HANSON, HARLEY**  
KOTA, KOTA-TV, Rapid City, S. D.

**HARBISON, S. T.**  
WTAX, Springfield, Ill.

**HARDAWAY, JOHN**  
KSEI, Pocatello, Idaho

**HARLING, HUGH**  
KATV, San Luis Obispo, Cal.

**HARMON, TOM**  
Orange Bowl  
CBS-TV

**HARPE, RONALD**  
WEBK, Tampa, Fla.

**HARPER, WAYNE S.**  
KELD, El Dorado, Ark.

**HARRELL, GENE**  
WMSL, Decatur, Ala.

**HARRIS, BILL**  
KRS, Mountain Grove, Mo.

**HARRIS, SONNY**  
WOOF, Dothan, Ala.

**HARRIS, WALT**  
KQVR, Stockton, Cal.

**HART, HAL**  
WOC, Davenport, Iowa

**HARVEY, B. T.**  
WERD, Atlanta, Ga.

**HARVISON, FATS**  
WLAU, Laurel, Miss.

**HASSE, WARREN**  
KPDN, Pampa, Tex.

**HAWKINS, VERN**  
WVUO, Springfield, Mo.

**HAYDEN, FRANK**  
WJAN, Spartanburg, S. C.

**HAYES, BOB**  
WKKO, Cocoa, Fla.

**HAYES, PAT**  
KIRO, Seattle, Wash.



**HAYES, PHIL**  
WACD, Auburn, Ala.

**HAYNES, JERRY**  
WFAA-TV, Dallas, Tex.

**HAYNES, MILTON**  
KHBG, Okmulgee, Okla.

**HEALEX, JERRY**  
WWCA, Gary, Ind.

**HEALY, DAN**  
WBRK, Pittsfield, Mass.

**HEARD, GIL**  
WMIQ, Iron Mountain, Mich.

## HELPER, (GEORGE) AL

B. Sept. 26, Elrama, Pa.; Brooklyn Dodgers, Gillette Cavalcade of Sports, (World Series—All Star Game—Friday Night Fights—Rose Bowl Game) NBC; Your Hit Parade, NBC-TV; Jack Benny Show, Private Secretary, CBS-TV.

**HELMUNS, LYMAN**  
WVTV, Jackson, Miss.

**HENDRICKS, STAN**  
WJAM, Marion, Ala.

**HENRIKSON, LES**  
WAGA, Atlanta, Ga.

**HENRY, EARL**  
WHUM, Reading, Pa.

**HENRY, FRAN**  
WJKO, Springfield, Mass.

**HEANON, DOUG**  
WJMJ, Philadelphia, Pa.

**HERMANN, CLEVE**  
Last Word In Sports  
KRCA-TV, Los Angeles, Cal.

**HERRON, H. EARL**  
KLFT, Golden Meadow, La.

**HEULE, BILL**  
WcFT, Thomaston, Ga.

**HEWEY, IKA I**  
WHAL, Greenfield, Mass.

**HEWITT, BILL**  
KAFY, Bakersfield, Cal.

**HEWITT, JACK**  
KRFL, Moscow, Idaho

**HEWITT, WARREN**  
WICS, Springfield, Ill.

**HICKERSON, EARL**  
WTVP, Decatur, Ill.

**HICKEY, BILL**  
Saturday Sports Mirror  
CBS-TV

**HICKOK, BILL**  
WHIS, Bluefield, W. Va.

**HILGER, ANDY**  
WJCM, Carroll, Iowa

**HILL, ART, JR.**  
Wswv, Platteville, Wis.

**HILL, EDGIE**  
WKA, Dallas, Tex.

**HILL, JOE**  
WTVN, WTVN-TV, Columbus, Ohio

**HINNERS, BOB**  
WLEC, Sandusky, Ohio

**HOBROUGH, PAUL**  
WISR, Butler, Pa.

**HOFMAN, BILL**  
WCME, Brunswick, Me.

**HOGAN, BILL**  
WLBG, Laurens, S. C.

**HOLLAND, JIM**  
WDMG, Douglas, Ga.

**HOOD, JOHN**  
WMTS, Murfreesboro, Tenn.

**HOOKER, KEN**  
KSET, El Paso, Tex.

**HOONAN, BOB**  
KXRO, Aberdeen, Wash.

**HOOPER, KORKY**  
WKSR, Pulaski, Tenn.

**HOOPER, DAN**  
KWBB, Wichita, Kan.

**HORNBECKER, HARRY**  
WATR, Waterbury, Conn.

**HORNE, C. E.**  
KXRJ, Russellville, Ark.

**HORNE, TANCIL A.**  
WGNL, Wilmington, N. C.

**HORSTMAN, BOB**  
KFEQ, KFEQ-TV, St. Joseph, Mo.

**HOUCK, JOHN**  
WSSO, Starkville, Miss.

**HOURIGAN, TERRY**  
WARK, Hagerstown, Md.

**HOUTCHENS, WADE**  
KLRX, Kirksville, Mo.

**HOWARD, BILL**  
WDVA, Danville, Va.

**HOWARD, ROBERT**  
WVKO, Columbus, Ohio

**HUBBARD, HARRY**  
KJEM, Eureka, Cal.

**HUFF, FRANK**  
WLAG, LaGrange, Ga.

**HUGHES, DAN**  
WANE, Ft. Wayne, Ind.

**HUGHES, TOBY**  
WTAW, College Station, Tex.

**HUNTER, AL**  
KNDY, Marysville, Kan.

**HUNTER, DAN**  
WEDF, Flint, Mich.

**HUNTINGTON, CLAY**  
KTPAC, KMO, Tacoma, Wash.

**HUSTED, DON**  
KAVE-TV, Carlsbad, N. M.

**HYDE, WARREN**  
WJBB, Haleyville, Ala.

## — I —

**INGALLS, WALLIE**  
KGRH, Fayetteville, Ark.

**INGHAM, BOB**  
KSD, KSD-TV, St. Louis, Mo.

**IVEY, BUTCH**  
WGFS, Covington, Ga.

## — J —

**JACKSON, BILL**  
WPTE, Raleigh, N. C.

**JACOBS, DAVID**  
WWNC, Asheville, N. C.

**JAFFEE, SYD**  
WNHC-TV, New Haven, Conn.

**JAMES, PAUL**  
KTVP, Salt Lake City, Utah

**JANSSSEN, WIFF**  
KIDO-TV, Boise, Idaho

**JARSTAD, JOHN**  
Let's Go Skiing  
KTVW, Seattle, Wash.

**JENKINS, BOB**  
KGPW, Kearney, Neb.

**JENNINGS, BOB**  
WEAV, Plattsburgh, N. Y.

**JEWELL, TONY**  
KUL, Garden City, Kan.

**JIMES, NICK**  
KFST, Ft. Stockton, Tex.

**JOHNSON, BOB**  
KJHR, Hood River, Ore.

**JOHNSON, LEN**  
KTYL, Mesa, Ariz.

**JOHNSON, NEAL**  
WBFC, Fremont, Mich.

**JOHNSON, ROBERT**  
WAKU, Latrobe, Pa.

**JOHNSON, RONALD**  
WSYD, Mt. Airy, N. C.

**JOHNSON, WARREN**  
WPFB, Middletown, Ohio

**JOHNSTON, JOHNNY**  
WENE, Binghamton, N. Y.

**JONAS, BOB**  
WKMT, Kings Mountain, N. C.

**JONES, BILL**  
KARD-TV, Wichita, Kan.

**JONES, KEN**  
WCMI, Ashland, Ky.

**JONES, LARRY**  
KTXN, Austin, Tex.

**JOSEPH, AL**  
WALM, Anderson, S. C.

**JOYCE, FRANK**  
KOB, Albuquerque, N. M.

**JOYNER, JACK**  
WIVK, Knoxville, Tenn.

**JUNKERT, BOB**  
WDSM, WDSM-TV, Duluth, Minn.

**JUROVICH, MUDO**  
KTHE, Thermopolis, Wyo.

## — K —

**KABER, RUSS**  
KOVV, Valley City, N. D.

**KAMINSKI, CHET**  
WAAB, Worcester, Mass.

**KANE, MICHAEL J.**  
WKOK, Sunbury, Pa.

**KASSERA, LOREN**  
WBIZ, Eau Claire, Wis.

**KAUFMAN, SAM**  
WOL, Washington, D. C.

**KAY, MARVIN**  
KVLK, Alpine, Tex.

**KEARNS, CHARLIE**  
WKTU, La Crosse, Wis.

**KEATING, BILL**  
WHYN-TV, Springfield, Mass.

**KECK, BILL**  
KEYS, Corpus Christi, Tex.

**KEELING, JOHN, JR.**  
WTRR, Stanford, Fla.

**KEETER, WAYNE C.**  
WCDJ, Edenton, N. C.

**KEHL, BILL**  
WING, Dayton, Ohio

**KEIM, EDMOND**  
KSG, Crowley, La.

**KEITER, LES**  
Sports Page of the Air  
WABC-TV

**KEITH, LARRY**  
WIST, Charlotte, N. C.

**KELLEY, ED**  
KITI, Chehalis, Wash.

**KELLEY, STEVE**  
WLLP, Kenosha, Wis.

**KELLY, BOB**  
CBS-TV

**KELLY, GENE**  
WEBR, Buffalo, N. Y.

**KELLY, JACK**  
WGST, Atlanta, Ga.

**KELLY, JIM**  
WGBI, WGBI-TV, Scranton, Pa.

**KEMBERLING, CLIFFORD**  
WCME, Brunswick, Me.

**KENNEDY, EDWARD**  
WWLP, Springfield, Mass.

**KENT, BOB**  
WOAY-TV, Oak Hill, W. Va.

**KENT, HAL**  
WDBO-TV, Orlando, Fla.

**KESENICH, RAYMOND F.**  
WBKV, West Bend, Wis.

**KEYS, BILL**  
KSVP, Ariesia, N. M.

**KEYS, DICK**  
WHIZ, WHIZ-TV, Zanesville, Ohio

**KINCAID, FRED**  
KPLT, Paris, Tex.

**KING, ANSON F.**  
WKBI, St. Marys, Pa.

**KING, BILL**  
KLLN, KOLN-TV, Lincoln, Neb.

**KING, GENE**  
KREX, KREX-TV, Grand Junction, Col.

**KIRBY, GENE**  
CBS-TV

**KIRCHMAN, ED**  
WLYC, Williamsport, Pa.

**KIRKSEY, PAUL**  
WBAC, Cleveland, Tenn.

**KIRWAN, DENNIS**  
KJOY, Stockton, Cal.

**KLEIN, DON**  
KCBS, San Francisco, Cal.

**KLEMP, LLOYD**  
KUBA, Yuba City, Cal.  
**KOEBERLE, FRED**  
WCPA, Clearfield, Pa.  
**KRAHLING, ED**  
WFAH, Alliance, Ohio  
**KRAUS, BILL**  
KOOS, Coos Bay, Ore.  
**KREMER, DON**  
WKNX, WKNX-TV, Saginaw,  
Mich.  
**KURKENNABE, DON JAMES**  
WDBO, Orlando, Fla.  
**KUTAN, DICK**  
WBUF, Butler, Pa.

## — L —

**LADAS, DON**  
WJOL, Joliet, Ill.  
**LAFLIN, JACK**  
KOCY, Oklahoma City, Okla.  
**LAMB, JOHNNY**  
KXXL, Monterey, Cal.  
**LAMBERT, VINCE**  
KENL, Arcata, Cal.  
**LaMEAR, DOUG**  
KGW, Portland, Ore.  
**LAMKIN, NORM**  
WVLN, Olney, Ill.  
**LANE, VAN**  
WDOK, Cleveland, Ohio  
**LANG, RAY**  
KXRA, Alexandria, Minn.  
**LANGE, BEL**  
KQVR, Stockton, Cal.  
**LANKFORD, RICHARD**  
WRAY, Princeton, Ind.  
**LANSING, RAY**  
KRTR, Thermopolis, Wyo.  
**LASSEN, LEO**  
KOL, Seattle, Wash.  
**LAUF, DICK**  
WJCD, Seymour, Ind.  
**LAWRENCE, JAMES H.**  
KQVO, Provo, Utah  
**LEA, ROD**  
WLVA, Lynchburg, Va.  
**LEAMING, JIM**  
WTP, Philadelphia, Pa.  
**LEAVITT, RALPH**  
WABI-TV, Bangor, Me.  
**LEDFORD, CAWOOD**  
WLEX, Lexington, Ky.  
**LEE, BARNEY**  
WJBK, Detroit, Mich.  
**LEE, MIKE**  
WSTV, Steubenville, Ohio  
**LEE, ZEB**  
WSKY, Asheville, N. C.  
**LEEDS, CARLYLE D.**  
KOJM, Havre, Mont.  
**LEIGEOIS, BILL**  
WMBV-TV, Marinette, Wis.  
**LEIGHTON, AL**  
KLIZ, Brainerd, Minn.  
**LENNON, PAUL**  
WPTV, Bloomington, Ind.  
**LEO, FRED**  
KDEN, KBTV, Denver, Col.  
**LEWIS, BARNEY**  
WLDS, Jacksonville, Ill.  
**LEWIS, ED**  
KIT, Yakima, Wash.  
**LEWIS, EVAN**  
WCBF, Columbus, Miss.  
**LEWIS, FRANK**  
KPRK, Livingston, Mont.  
**LIKE, JAP**  
WILO, Frankfort, Ind.  
**LINDSAY, WILL**  
WTAY, Robinson, Ill.  
**LISTER, BILL**  
WMTV, Madison, Wis.  
**LLOYD, BOB**  
WBBY, Appleton, Wis.  
**LLOYD, VINCE**  
WGN, WGN-TV, Chicago, Ill.  
**LOCHNER, ART**  
WVEC-TV, Norfolk, Va.  
**LOMAX, STAN**  
WOR, New York, N. Y.

**LOONEY, TOM**  
KOSA, Odessa, Tex.  
**LOUNSBURY, TRACY**  
WTOB-TV, Winston-Salem,  
N. C.  
**LOVE, DAN**  
KTBC, KTBC-TV, Austin, Tex.  
**LOVETT, JIM**  
WIOK, Tampa, Fla.  
**LOWE, WALT**  
KBOI, Boise, Idaho  
**LUCKEY, EARL**  
KCMR, McCamey, Tex.  
**LUJACK, JOHN**  
Football Roundup, Gator  
Bowl  
CBS-TV  
**LUNDQUIST, ELDV**  
WTRC, Elkhart, Ind.  
**LUNQUIST, BOB**  
WICU, Erie, Pa.  
**LYLE, GEORGE**  
WJMJ, Philadelphia, Pa.  
**LYNCH, BUDD**  
WWJ-TV, WXYZ-TV, Detroit,  
Mich.  
**LYONS, JOHN**  
WBEC, Pittsfield, Mass.

## — Mc —

**McALEECE, GERALD**  
KDTH, Dubuque, Iowa  
**McALLISTER, DON**  
WDBO-TV, Orlando, Fla.  
**McALLISTER, ROY**  
WJRD, Tuscaloosa, Ala.  
**McARTHUR, DOUG**  
KTAC, Tacoma, Wash.  
**McBOYLE, JOHN**  
KORT, Grangeville, Idaho  
**McCART, ARLIE**  
Panorama of Sports  
WATG, Ashland, Ohio  
**McCARTHY, TOM**  
WLLY, Richmond, Va.  
**McCARTY, MARSH**  
WCEF, Parkersburg, W. Va.  
**McCAULEY, MAC**  
WTPA, Harrisburg, Pa.  
**McCOLGAN, BILL**  
WGAR, Cleveland, Ohio  
**McDANIELS, JIM**  
WTOB, Winston-Salem, N. C.  
**McDOW, WALLY**  
WEPU, Wetumpka, Ala.  
**McELROY, MAC**  
WIRO, Ironton, Ohio  
**McFADDEN, A. T.**  
WJAK, Jackson, Tenn.  
**McGARY, CLINK**  
KDLM, Detroit Lakes, Minn.  
**McGINNIS, PAT**  
KBBM, Monticello, Ark.  
**McGRATH, NED**  
WJOC, Jamestown, N. Y.  
**McKAY, JIM**  
Football Roundup, Pro  
Football Review, Gator Bowl  
CBS-TV  
**McKECHNIE, JIM**  
WNRD, Syracuse, N. Y.  
**McKELLAR, DON**  
WJBC, Bloomington, Ill.  
**McKINLEY, LARRY**  
WMRY, New Orleans, La.  
**McKINSTRY, JIM**  
WGIL, Carbondale, Ill.  
**McLACHLAN, DELL**  
WSON, Henderson, Ky.  
**McLAUGHLIN, JAMES F.**  
WAVN, Stillwater, Minn.  
**McLEAN, DONALD**  
WHDL, Olean, N. Y.  
**McLEAN, JACK**  
WJPS, Evansville, Ind.  
**McLELLAND, BUD**  
KDMS, El Dorado, Ark.  
**McMULLEN, DICK**  
WALA, Mobile, Ala.  
**McMURDIE, WM.**  
KVNU, Logan, Utah

**McNALLY, RAY**  
KGNC, KGNC-TV, Amarillo,  
Tex.  
**McWILLIAMS, HAL**  
KCKY, Coolidge, Ariz.

## — M —

**MAC, GEORGE**  
WAHR, Miami Beach, Fla.  
**MacDONALD, AL**  
KPUG, Bellingham, Wash.  
**MacDONALD, ARCH**  
WTOP, Washington, D. C.  
**MacDONALD, JOHN**  
WHEC, Rochester, N. Y.  
**MACK, BILL**  
KBOR, Brownsville, Tex.  
**MacLEAN, JOHN**  
MBS  
**MacLEOD, TOM**  
KYJC, Medford, Ore.  
**MacMURRAY, BRYAN**  
WETN, Washington, N. C.  
**MacWILLIAMS, DON**  
WCSH, WCSH-TV, Portland,  
Me.  
**MADDEN, EDWARD**  
WSIG, Mount Jackson, Va.  
**MADDEN, JEAN**  
KOMU-TV, Columbia, Mo.  
**MAHAFFEY, BOB**  
WWKY, Winchester, Ky.  
**MAHAR, DICK**  
KAUS, Austin, Minn.  
**MAITH, LEN**  
WAML, Laurel, Miss.  
**MAKER, BOB**  
In The Lockerroom  
KCVL, Colville, Wash.  
**MALLE, BRUCE**  
WSAM, Saginaw, Mich.  
**MALLOY, HANK**  
WTRY, Troy, N. Y.  
**MANESS, O. L.**  
Peck's Predictions  
KWCB, Searcy, Ark.  
**MANGOLD, FRANK**  
KWPC, Muscatine, Iowa  
**MANNERS, DAVE**  
WAPX, Montgomery, Ala.  
**MANNING, TOM**  
KYW, Cleveland, Ohio  
**MARGET, MANNY**  
KVOX, Moorhead, Minn.  
**MARKEY, PAUL**  
KGUL-TV, Galveston, Tex.  
**MARS, LEE**  
KTBS-TV, Shreveport, La.  
**MARSHALL, BILL**  
KRCR, Enid, Okla.  
**MARSTON, KEN**  
WDXE, Lawrenceburg, Tenn.  
**MARTIN, DAVE**  
KLOV, Loveland, Col.  
**MARTIN, DAVID C.**  
WOHO, Toledo, Ohio  
**MARTIN, DICK**  
WCMJ, Ashland, Ky.  
**MARTIN, GLENN**  
WSPC, Anniston, Ala.  
**MARTIN, JACK**  
WPHG, Bristol, Va.  
**MARTIN, MOON**  
WBBO, Forest City, N. C.  
**MARTIN, MURPHY**  
KTRE, Lufkin, Tex.  
**MARTIN, NED**  
WCHS, WCHS-TV, Charleston,  
W. Va.  
**MARTZ, ROBERT**  
WTVB, Coldwater, Mich.  
**MASHBURN, WAYNE**  
WAKN, Aiken, S. C.  
**MASON, FRANK**  
WSLB, Ogdensburg, N. Y.  
**MASON, JOE**  
WLEE, Richmond, Va.  
**MASSEY, ROBERT**  
WJNO, West Palm Beach, Fla.  
**MATTHEWS, NORMAN**  
WDIX, Orangeburg, S. C.

**MAXWELL, JOCKO**  
WNJR, Newark, N. J.

**MAZER, BILL**  
WGR-TV, Buffalo, N. Y.

**MEDLEY, WARREN G.**  
WDKN, Dickson, Tenn.

**MEEKINS, CLAIR**  
WFIN, Findlay, Ohio

**MEEKS, ALTON**  
Right Off the Reel  
WJHP-TV, Jacksonville, Fla.

**MEHAFFEY, JAY**  
KOSA-TV, Odessa, Tex.

**MEHRMAN, BOB**  
WTAO, Boston, Mass.

**MELIA, KAY**  
KAYS, Hays, Kan.

**MELODY, JOE**  
WOAI, San Antonio, Tex.

**MERCER, BILL**  
KRLD, Dallas, Tex.

**MERCHANT, STAN**  
WJAG, Norfolk, Neb.

**MEREDITH, JIM**  
KWRL, Riverton, Wyo.

**MERGEN, JIM**  
KFKM, San Bernardino, Cal.

**MERRILL, BILL**  
KSWO, Lawton, Okla.

**MEZTLER, ART**  
WATE-TV, Knoxville, Tenn.

**MIDDLETON, BOB**  
WIPS, Ticonderoga, N. Y.

**MILBURN, BOB**  
KGKL, San Angelo, Tex.

**MILLER, BOB**  
KEYZ, Williston, N. D.

**MILLER, BUD**  
WISC-TV, Madison, Wis.

**MILLEL, ERNEST**  
KANV, Shreveport, La.

**MILLER, GEORGE**  
WOKO, Albany, N. Y.

**MILLER, JACK**  
KAKE-TV, Wichita, Kan.

**MILLER, LINDY**  
WBZ, Boston, Mass.

**MILLER, STRETCH**  
WIRL, Peoria, Ill.

**MISTOVICH, MIKE**  
KORA, Bryan, Tex.

**MITCHEL, TED**  
KTLM, San Rafael, Cal.

**MITCHELL, BO**  
WBSR, Pensacola, Fla.

**MITCHELL, THOMAS**  
WANT, Richmond, Va.

**MITTAN, RAY**  
WHFB, Benton Harbor, Mich.

**MIX, GALE**  
KAYE, Puyallup, Wash.

**MIZELLE, GEORGE**  
WITN, Washington, N. C.

**MOCK, FRANK**  
WELS, Kinston, N. C.

**MOE, DONALD**  
KMON, Great Falls, Mont.

**MOELLER, ARLO E.**  
KGNB, New Braunfels, Tex.

**MOHR, BOB**  
KUIN, Grants Pass, Ore.

**MOLEN, SAM**  
KMBC, KMBC-TV, Kansas City, Mo.

**MONROE, R. A.**  
Fish & Tiller  
WJNO, West Palm Beach, Fla.

**MONTRAY, ED**  
KIOA, Des Moines, Iowa

**MOORE, ARCHIE**  
KFMB, San Diego, Cal.

**MOOREHEAD, TOM**  
WFL, WFJL-TV,  
Philadelphia, Pa.

**MORAN, GUSSIE**  
WMGM, New York, N. Y.

**MORAS, BURK**  
WBTM, Danville, Va.

**MOREHOUSE, EUGENE J.**  
WWNR, Beckley, W. Va.

**MOREY, BOB**  
KDKD, Clinton, Mo.

**MORGAN, EM**  
KPKW, Pasco, Wash.

**MORROW, BEN**  
WCBY, Cheboygan, Mich.

**MORTON, CONNIE R.**  
WRHI, Rock Hill, S. C.

**MOSHER, CLURE**  
WITV, Miami, Fla.

**MOSIER, WALTER**  
KBYE, Oklahoma City, Okla.

**MOSS, DAN**  
WTOC-TV, Savannah, Ga.

**MOSS, DAVE**  
WIS, Columbia, S. C.

**MOST, JOHNNY**  
WVDA, Boston, Mass.

**MULHERIN, PAT**  
WBQ, Augusta, Ga.

**MULLER, H.**  
WHAT, Philadelphia, Pa.

**MULLIMAN, MAX**  
WESC, Greenville, S. C.

**MULLINAX, WALLY**  
WESC, Greenville, S. C.

**MULVIHILL, JOE**  
KYW-TV, Cleveland, Ohio

**MUNGER, REX**  
KRUX, Phoenix, Ariz.

**MURDOCK, CHARLIE**  
WRVA, Richmond, Va.

**MURDOCK, HOWARD**  
WIMS, Michigan City, Ind.

**MURPHY, BILL**  
WKNK, Muskegon, Mich.

**MURPHY, BOB**  
WHDH, Boston, Mass.

**MURPHY, DENNIS**  
WIBC, Duluth, Minn.

**MURPHY, DUANE**  
KNOC, Natchitoches, La.

**MURPHY, ED**  
WCMB, Harrisburg, Pa.

**MURPHY, KEN**  
KIUP, Durango, Col.

**MURPHY, PAT**  
KCRC, Enid, Okla.

**MURRAY, DON**  
WAZL, Hazleton, Pa.

**MUZZY, JIM**  
WHBC, Canton, Ohio

**MYERS, KENT**  
KSUB, Cedar City, Utah

## — N —

**NAFSONGER, DICK**  
KCID, Caldwell, Idaho

**NAFLER, AL**  
Hockey, Detroit Red Wings  
WKYZ, Detroit, Mich.

**NAHAN, STU**  
KORA, KCRA-TV, Sacramento,  
Cal.

**NATMO, JACK**  
WJOB, Hammond, Ind.

**NATION, HERSCHEL**  
WDEF-TV, Chattanooga,  
Tenn.

**NAUGLE, DAVE**  
KFJZ, KFJZ-TV, Fort Worth,  
Tex.

**NEAL, BOB**  
MBS

**NEAL, BOB**  
WERE, Cleveland, Ohio

**NELSON, BOB**  
WTAL, Tallahassee, Fla.

**NELSON, CHARLES**  
WFTG, London, Ky.

**NELSON, GENE**  
WLCS, Baton Rouge, La.

**NELSON, JOHN**  
WWHG, Hornell, N. Y.

**NELSON, LINDSAY**  
NCAA Football, National  
Open Golf, Palm Beach Golf,  
NBC Pro Basketball, Cotton  
Bowl Football, East-West  
Shrine Football  
NBC-TV

**NELSON, RALPH**  
KPTL, Carson City, Nev.

**NEVERS, ERNIE**  
CBS-TV

**NEWMAN, BOB**  
WEEU, Reading, Pa.

**NEWMAN, JACK**  
WIBA, Madison, Wis.

**NEY, CHUCK**  
KAYL, Storm Lake, Ind.

**NICHOLSON, JAMES R.**  
WMGW, Meadville, Pa.

**NOE, BOB**  
WBEL, Beloit, Wis.

**NORMAN, ROBERT C.**  
WKNY, Kingston, N. Y.

**NORTON, RAY**  
KSM, Sikeston, Mo.

**NORWIG, GEORGE**  
WCSC-TV, Charleston, S. C.

**NOWELL, KEN**  
KANE, New Iberia, La.

**NOYES, AL**  
WHAV, Haverhill, Mass.

## — O —

**O'BRIEN, JOHN**  
WBSE, Hillsdale, Mich.

**O'BRIEN, JOHN**  
KDUB, Lubbock, Tex.

**O'BRIEN, SHERRY**  
WDAS, Philadelphia, Pa.

**OCHAMANSKI, LOU**  
WFAU, Augusta, Me.

**O'DELL, VIRGIL**  
WNEM-TV, Bay City, Mich.

**ODLE, DENNIS R.**  
KTTR, Rolla, Mo.

**O'DONNELL, BILL**  
WSYR-TV, Syracuse, N. Y.

**O'DONNELL, ODIE**  
WJEH, Gallipolis, Ohio

**O'HALLORAN, HAL**  
KVOO, Tulsa, Okla.

**OLDES, MIKE**  
KWEW, Hobbs, N. M.

**OLE, PAUL**  
WCDD, Carbondale, Pa.

**OLIVER, WALLY**  
WLEA, Hornell, N. Y.

**OLSON, DANNY**  
KSOO, Sioux Falls, S. Dak.

**O'MARA, BILL**  
Northwest Sports Page  
KING, KING-TV, Seattle,  
Wash.

**O'NEILL, JOHNNY**  
WMFR, High Point, N. C.

**O'QUINN, ROBERT**  
WHAB, Baxley, Ga.

**ORNEST, STAN**  
WGBS, Miami, Fla.

**OSBORN, GENE**  
KGGM-TV, Albuquerque,  
N. M.

**OSBORNE, FRANK**  
WBOB, Galax, Va.

**OTTE, CHUCK**  
KLPW, Union, Mo.

**OVINGTON, RAY**  
WROD, Daytona Beach, Fla.

**OWEN, DICK**  
WISL, Shamokin, Pa.

**OWENS, MOREY**  
WROK, Rockford, Ill.

## — P —

**PAAR, JACK**  
ABC

**PAGE, ELIOT**  
WDEV, Waterbury, Vt.

**PALMER, BILL**  
WSBB, New Smyrna Beach,  
Fla.

**PALMER, H. J.**  
WJOT, Lake City, S. C.

**PARK, BUD**  
WPVL, Painesville, Ohio

**PARK, CHARLIE**  
KDRS, Paragould, Ark.

## — R —

- PARKER, BILL**  
WNBF, WNBF-TV, Binghamton, N. Y.
- PARKER, VIRG**  
KRSN, Los Alamos, N. M.
- PARKS, BILL**  
KRDW, Dinuba, Cal.
- PARMET, GUS**  
WICE, Providence, R. I.
- PARSONS, MARSHALL**  
WCKR, WCKT, Miami, Fla.
- PATE, JOE**  
KNED, McAlester, Okla.
- PATRICK, JOE**  
KFAB, Omaha, Neb.
- PATRICK, VAN**  
WKMH, Detroit, Mich.
- PAUL, ED**  
WCED, DuBoise, Pa.
- PAULIN, ED**  
WMRN, Marion, Ohio
- PAYNE, JACK**  
WOW, WOW-TV, Omaha, Neb.
- PAYTON, JIM**  
WDSM-TV, Duluth, Minn.
- PECK, CLAIR W.**  
KGHM, Brookfield, Mo.
- PEISS, ED**  
KOOK-TV, Billings, Mont.
- PELLS, LOU**  
WEOK, Poughkeepsie, N. Y.
- PENFIELD, ADD**  
WBIG, Greensboro, N. C.
- PENROSE, BILL**  
WDLP, Panama City, Fla.
- PERLIN, BERNIE**  
KOPO, KOPO-TV, Tucson, Ariz.
- PERRY, DICK**  
WFAI, Fayetteville, N. C.
- PETERSON, HAL**  
WBSM, New Bedford, Mass.
- PETTI, RALPH**  
KWBY, Colorado Springs, Col.
- PHLEN, JOHN**  
KTSM-TV, El Paso, Tex.
- PHILLIPS, BOB**  
KLIK, Jefferson City, Mo.
- PHILLIPS, CONRAD**  
WSVA, WSVA-TV, Harrisonburg, Va.
- PHILLIPS, LEE**  
WITV, Miami, Fla.
- PIERRO, LOU**  
WHUC, Hudson, N. Y.
- PLAC, RUDY**  
WKOW, Madison, Wis.
- PLATT, BILL**  
WBBZ, Ponca City, Okla.
- POPWELL, J. D.**  
Game of Week
- WCEH, Hawkinsville, Ga.**
- POWELL, JOHN**  
WPRS, Paris, Ill.
- POWERS, JIMMY**  
WRCA, N. Y. C.
- PRATT, BUD**  
KSLIS, Sedalia, Mo.
- PRESTON, H. A.**  
KJAN, Atlantic, Iowa
- PRIEST, DONALD**  
WSPB, Sarasota, Fla.
- PRIESTER, BILLY**  
WMIS, Natchez, Miss.
- PRITCHARD, JON**  
KOFQ, Ottawa, Kan.
- PROUGH, EL**  
WWDC, Washington, D. C.
- PRZYTYLA, ALEX**  
WTAY, Robinson, Ill.
- PURSLEY, FRANK**  
WLVA, Lynchburg, Va.
- PYLES, DAVE**  
WMOA, Marietta, Ohio
- RABER, ALAN**  
WKAP, Allentown, Pa.
- RAFFERTY, JOHN**  
WHIT, New Bern, N. C.
- RAINS, DOUG**  
KFDA-TV, Amarillo, Tex.
- RAPER, JIMMY**  
WCNC, Elizabeth City, N. Y.
- RAUER, MAX**  
KWDI, Des Moines, Iowa
- RAYMON, PAUL**  
WAGA-TV, Atlanta, Ga.
- RAYMOND, STAN**  
WQXI, Atlanta, Ga.
- REDDY, JOHN**  
WOKY, Milwaukee, Wis.
- REDUS, JACK**  
KFKA, Greeley, Col.
- REED, DON**  
KEYS, Corpus Christi, Tex.
- REEDY, BILL**  
WLBE, Leesburg, Fla.
- REEDY, BOB**  
Outdoor Trails  
KCCC-TV, Sacramento, Cal.
- REESE, JIM**  
KOSA-TV, Odessa, Tex.
- REICHLUM, CHUCK**  
WJAS, Pittsburgh, Pa.
- REID, JIM**  
WPTF, Raleigh, N. C.
- REIFF, GUY**  
KFKA, Greeley, Col.
- REIMERS, BOB**  
KBRK, Brookings, S. D.
- REITH, HARRY**  
WKST, New Castle, Pa.
- RENFROW, CHARLES**  
WHKP, Hendersonville, N. C.
- RENSCH, TY**  
KGFY, Pierre, S. D.
- REYNOLDS, BOB**  
CBS-TV
- REYNOLDS, BOB**  
WJR, Detroit, Mich.
- REYNOLDS, JOE**  
Sports Final  
KBST, KBST-TV, Big Spring, Tex.
- REYNOLDS, PAUL**  
WTVT, Tampa, Fla.
- RHODES, BOB**  
WFBM, Indianapolis, Ind.
- RHODES, DICK**  
WMON, Montgomery, W. Va.
- RICHARDS, JAY**  
KGBC, Galveston, Tex.
- RICHARDSON, BOB**  
KEYJ, Jamestown, N. Dak.
- RICHARDSON, EARL**  
WASK, Lafayette, Ind.
- RICHARDSON, LYLE**  
KBON, Omaha, Neb.
- RICHMOND, HYLE**  
WXRa, Buffalo, N. Y.
- RICKEY, FRANK**  
WRBL-TV, Columbus, Ga.
- RICO, WILLIAM V.**  
WHOM, New York, N. Y.
- RIDENOUR, REX**  
WJER, Dover, Ohio
- RIDGEWAY, CHARLIE**  
WBHB, Fitzgerald, Ga.
- RULES, FREELAND**  
WPFQ, Darlington, S. C.
- RILEY, CHAD**  
WTBO, Cumberland, Md.
- RIVLIN, JULES**  
Pressbox Previews  
WSAZ, Huntington, W. Va.
- ROACH, JACK**  
WKBZ, Muskegon, Mich.
- ROBERTS, KENNETH L.**  
KLVG, Leadville, Col.
- ROBERTS, SAM**  
WBW, Anderson, Ind.
- ROBERTSON, BOB**  
KYNO, Fresno, Cal.
- ROBINSON, BILL**  
WILE, Cambridge, Ohio
- ROGERS, DAVE**  
WJMX, Florence, S. C.
- ROMANCE, ED**  
WPPA, Pottsville, Pa.
- ROMERO, JOHN**  
KLRJ-TV, Las Vegas, Nev.
- ROPER, DEAN**  
KAVL, Lancaster, Cal.
- ROPER, GENE**  
WHBQ, Memphis, Tenn.
- ROPER, KEITH**  
WABJ, Adrian, Mich.
- ROSE, PHIL**  
KFBI, Wichita, Kan.
- ROSELLE, JIM**  
WJTN, Jamestown, N. Y.
- ROSS, CHARLIE**  
WMOU, Berlin, N. H.
- ROSS, LARRY**  
KGAY, Salem, Ore.
- ROTE, KYLE**  
Football Roundup  
CBS-TV
- ROTZ, SID**  
WDZ, Decatur, Ill.
- RUSH, CHARLES**  
WTYN, Tryon, N. C.
- RUSHING, JACK**  
WPLA, Plant City, Fla.
- RUSHTON, RAY**  
WINA, Charlottesville, Va.
- RUSSELL, EARLE**  
KSJO, San Jose, Cal.
- RUST, ART**  
WWRL, New York City, N. Y.
- RUST, BILL**  
KGUL, Greenville, Tex.
- RUTLEDGE, BUDDY**  
WHMA, Anniston, Ala.
- RUAN, BILL**  
WNOG, Naples, Fla.

## — S —

- SAAM, BYRUM**  
CBS-TV
- SADLER, BOB**  
WPAR, Parkersburg, W. Va.
- SAIDT, BUS**  
WBUD, Trenton, N. J.
- SANDERS, STU**  
KFOX, Long Beach, Cal.
- SANDLER, JACK**  
WQAM, Miami, Fla.
- SANDS, GEORGE**  
WMAS, Springfield, Mass.
- SARGENT, RHETT**  
KLEN, Killeen, Tex.
- SAULINE, FRANK**  
WIMS, Michigan, City, Ind.
- SAUNDERS, ERNIE**  
WMUR-TV, Manchester, N. H.
- SAVAGE, GUY**  
KXYZ, Houston, Tex.
- SCHENKEL, CHRIS E.**  
B. Aug. 21, 1923, Wabash, Ind.;  
St. Nicks Boxing, DuMont; New  
York Football Giants, Football  
Roundup, Horse Racing, CBS-TV;  
Tel Sports Digest, Tel RA Pro-  
ductions, Monitor, NBC; Milwau-  
kee Braves, Midwest Network.





**SCHOENDIENST, TOM**  
WCIA, Champaign, Ill.

**SCHOONMAKER, JOHN**  
WDLC, Port Jervis, N. Y.

**SCHRADER, WALT**  
WBLK, Clarksburg, W. Va.

**SCHUSSLER, DALE**  
WKWK, Wheeling, W. Va.

**SCHUSTER, GEORGE**  
WBRY, Waterbury, Conn.

**SCHWAB, BOB**  
WGGA, Gainesville, Ga.

**SCHWING, BILL**  
WBBF, Rochester, N. Y.

**SCOFIELD, DAVE**  
KFRC, San Francisco, Cal.

**SCOTT, AL**  
KCLW, Hamilton, Tex.

**SCOTT, DAVE**  
WKNB, New Britain, Conn.

**SCOTT, RAY**  
CBS-TV

**SEARLES, NEIL**  
WFOK, Milwaukee, Wis.

**SENYCZKO, ED**  
WTHH, Port Huron, Mich.

**SHAFFER, ED**  
KOFFO, Warrensburg, Mo.

**SHAFFER, MAX**  
WDAN, WDAN-TV, Danville, Ill.

**SHANE, BURT**  
WDLC, Port Jervis, N. Y.

**SHANLEY, GIB**  
WPON, Pontiac, Mich.

**SHARP, ROGER**  
WBLY, Springfield, Ohio

**SHEIL, BILL**  
WREX-TV, Rockford, Ill.

**SHELDON, RUSS**  
KOLO-TV, Reno, Nev.

**SHELL, TOM**  
WCPO-TV, Cincinnati, Ohio

**SHELLEY, BOB**  
WFBC, WFBC-TV, Greenville, S. C.

**SHEPHERD, CHARLIE**  
WMPD, Wilmington, N. C.

**SHERMAN, DICK**  
WISC, Madison, Wis.

**SHERMAN, W. C. "BUD"**  
WBAP, WBAP-TV, Ft. Worth, Tex.

**SHIPLEY, ROBERT**  
Today in Sports  
WJMA, Orange, Va.

**SHIVER, JACK L.**  
WCRE, Cheraw, S. C.

**SIGMON, BARNEY**  
WHKY, Hickory, N. C.

**SIMPSON, JIMMY**  
WKIX, Raleigh, N. C.

**SIMS, WAYNE**  
KMUS, Muskogee, Okla.

**SINGER, LAN**  
WROV, Roanoke, Va.

**SINGER, PHIL**  
WNRD, Syracuse, N. Y.

**SINGLETARY, CRAIG**  
KMCM, McMinnville, Ore.

**SJOLANDER, HERB**  
WSPB, Sarasota, Fla.

**SKJELSTAD, JIM**  
KCRE, Crescent City, Cal.

**SLACK, VAN**  
WSMT, Sparta, Tenn.

**SLATER, MANNING**  
WCC, Bridgeport, Conn.

**SLATER, SAM**  
WCOM, Parkersburg, W. Va.

**SLOAN, GENE**  
WGNS, Murfreesboro, Tenn.

**SMITH, DALE**  
WMMR, Lewistown, Pa.

**SMITH, DALE**  
KFJB, Marshalltown, Iowa

**SMITH, FRED**  
KTXJ, Jasper, Tex.

**SMITH, P. W.**  
WLAT, Conway, S. C.

**SMITH, RUSS**  
KLPB, Minot, N. D.

**SNYDER, BILL**  
WJAX, Jacksonville, Fla.

**SNYDER, DON**  
KSLV, Monte Vista, Col.

**SNYDER, DWIGHT**  
WJAY, Mullins, S. C.

**SOBOL, JOHNNY**  
WILK, Wilkes-Barre, Pa.

**SOLOMON, JAY**  
WHRV, Ann Arbor, Mich.

**SOUTHARD, BOB**  
WMBV-TV, Marinette, Wis.

**SPANGER, AL**  
KBAB, El Cajon, Cal.

**SPATT, BOB**  
WAUX, Waukesha, Wis.

**SPENCER, LESTER G.**  
WKBV, Richmond, Ind.

**SPENCER, MILTON**  
WFLA-TV, Tampa, Fla.

**SPRAGUE, DICK**  
WSEE, Erie, Pa.

**STADYEC, ERNIE**  
WADC, Akron, Ohio

**STANTON, PETER**  
Play by Play  
WJPA, Washington, Pa.

**STARK, RALPH**  
KDLM, Detroit Lakes, Minn.

**STATZ, DICK**  
KFAM, St. Cloud, Minn.

**STAUB, PETE**  
WHVR, Hanover, Pa.

**STEELE, BOB**  
WTC, Hartford, Conn.

**STEIN, WALLY**  
WPAY, Portsmouth, Ohio

**STENKAMP, JOHN**  
KIMA, KIMA-TV, Yakima, Wash.

**STENSLAND, WARNER**  
KVNC, Winslow, Ariz.

**STEPHAN, VIC**  
WURL, Arlington, Va.

**STEVENS, DICK**  
KEBE, Toppensish, Wash.

**STEWART, LARRY**  
WDWS, Champaign, Ill.

**STIEGLER, ERNIE**  
WAEB, Allentown, Pa.

**STILL, BRUCE**  
WCVS, Springfield, Ill.

**STODDER, KEN**  
KHUM, Eureka, Cal.

**STOOPS, HAROLD**  
WACB, Kittanning, Pa.

**STOREY, ROY**  
KLX, Oakland, Cal.

**STRATTON, DICK**  
Univ. of Florida Football  
Highlights  
WMBR, WMBR-TV, Jacksonville, Fla.

**STRINE, EARL**  
WCHA, Chambersburg, Pa.

**STRONGHEART, BILL**  
WSGW, Saginaw, Mich.

**STUCKEY, BILL**  
WNCT, Greenville, N. C.

**SULLIVAN, CHARLIE**  
WHBQ, Memphis, Tenn.

**SUMMERS, LOUIS**  
WOIC, Columbia, S. C.

**SUTTERFIELD, PHIL**  
WNOX, Knoxville, Tenn.

**SWEENEY, FRANK**  
WJJD, Chicago, Ill.

**SWEET, DAVE**  
WBSM, New Bedford, Mass.

**SWISHER, BOB**  
Down Sports Avenue  
WKYB, Paducah, Ky.

**SYMES, BILL**  
CBS-TV

## — T —

**TABNER, DOUG**  
WTOL, Toledo, Ohio

**TARLETON, SAM**  
KPLC, KPLC-TV, Lake Charles, La.

**TATE, VERNER**  
WFBC-TV, Greenville, S. C.

**TATUM, TOMMY**  
KTOW, Oklahoma City, Okla.

**TAYLOR, BOB**  
KWBV, Colorado Springs, Col.

**TAYLOR, DICK**  
WBTW, Florence, S. C.

**TAYLOR, ROBERT**  
WFIE, Evansville, Ind.

**TEBBE, DON**  
KMA, Shenandoah, Iowa

**TEDDER, HOWARD**  
WTTM, Trenton, N. J.

**TEGMEIER, DOUG**  
KTRF, Thief River Falls, Minn.

**TERMINE, JAMES**  
WTUX, Wilmington, Del.

**THACKER, JIM**  
WSAZ, Huntington, W. Va.

**THILENIUS, ED**  
WRBL, Columbus, Ga.

**THOMAS, BOBBY**  
WMEV, Marion, Va.

**THOMAS, ED**  
WSLS, WSLS-TV, Roanoke, Va.

**THOMAS, GLENN**  
WBEJ, Hagerstown, Md.

**THOMAS, JERRY**  
KVEN, Ventura, Cal.

**THOMAS, ROLLIE**  
KFI, Los Angeles, Cal.

**THOMPSON, CHUCK**  
CBS-TV

**THOMPSON, J. C.**  
KSPR, Casper, Wyo.

**THOMPSON, JIMMY**  
WJLL, Niagara Falls, N. Y.

**THOMPSON, JOHN**  
Wabash Sportscenter  
WARU, Peru, Ind.

**THOMPSON, LARRY**  
WLAU, Laurel, Miss.

**THRASHER, ERNIE**  
KCLV, Clovis, N. M.

**TIDWELL, TRAVIS**  
WSGN, Birmingham, Ala.

**TORGERSON, STAN**  
WMC, Memphis, Tenn.

**TRACY, BERNIE**  
WADS, Ansonia, Conn.

**TRAEGER, JOHN**  
KWED, Seguin, Tex.

**TRAYNOR, PIE**  
KQV, Pittsburgh, Pa.

**TRINE, PHIL**  
KUKI, Ukiah, Cal.

**TROUT, LARRY**  
KERN, Bakersfield, Cal.

**TRUSSELL, JAKE**  
KINE, Kingsville, Tex.

**TUCKER, CARNELL**  
WNLA, Indianola, Miss.

**TUCKER, DAVID**  
WMFJ, Daytona Beach, Fla.

**TUCKER, JOE**  
CBS-TV

**TURNER, JIM**  
WAYS, Charlotte, N. C.

**TURNER, RAY**  
WTAR-TV, Norfolk, Va.

## — U —

**UFER, ROBERT**  
WPAG, WPAG-TV, Ann Arbor, Mich.

**ULRICH, MAX**  
WSJS, Winston-Salem, N. C.

**UNDERWOOD, RALPH**  
WCNB, Connorsville, Ind.

**URBAN, JOHN**  
WCNY-TV, Watertown, N. Y.

**URDAN, BAKER**  
WJPD, Ishpeming, Mich.

## — V —

**VALICENTI, JOE**  
WBBW, Youngstown, Ohio

**VANDERHEYDEN, BUDDY**  
WSTC, Stamford, Conn.

**VAN ROBY, CLIFFTON**  
WTBO, Cumberland, Md.

**VAN SLYCKE, HARRY**  
RITE, San Antonio, Tex.

**VAUGHAN, DICK**  
WHLL, Medford, Mass.

**VAZQUEZ, PEDRO**  
Schlitz En Los Deportes  
WAPA, WAPA-TV, San Juan, Puerto Rico

**VENNER, FRANK**  
WSPD-TV, Toledo, Ohio

**VICK, RICHARD V.**  
KGEZ, Kalispell, Mont.

**VICKERS, BILL**  
WINX, Rockville, Md.

**VOLKEMA, HAROLD**  
WHTC, Holland, Mich.

**VOORHIS, VAN**  
WLBR, Lebanon, Pa.

## — W —

**WALDON, WARREN**  
WJAR, Providence, R. I.

**WALESKI, EDDIE**  
WSBA-TV, York, Pa.

**WALKER, BOB**  
WGEN, Grand Haven, Mich.

**WALKER, HAL**  
WXIX, Milwaukee, Wis.

**WALKER, LLOYD**  
KPTM, Fort Morgan, Col.

**WALKER, RONALD**  
WOWL, Florence, Ala.

**WALLACE, NOEL**  
KNCO, Garden City, Kan.

**WALLIS, DAVE**  
The Sportsman  
KCLA, Pine Bluff, Ark.

**WALSH, FRANK**  
KLX, Oakland, Cal.

**WALSH, FRANK**  
WBCN, Bay City, Mich.

**WALTHALL, CLYDE**  
KGGF, Coffeyville, Kan.

**WALTHALL, TUBBY**  
WJWS, South Hill, Va.

**WALTON, BOB**  
WSPN, Saratoga Springs, N. Y.

**WALTON, EARL**  
WJZM, Clarksville, Tenn.

**WANZER, HAL**  
WLSI, Pikeville, Ky.

**WARD, JOHN**  
WBIR, Knoxville, Tenn.

**WARDEN, AL**  
KLO, Ogden, Utah

**WARREN, MERT**  
WLOE, Leaksville, N. C.

**WATERMAN, BERNIE**  
WAAB, Worcester, Mass.

**WATSON, DRANE**  
WDVN, Gainesville, Ga.

**WATSON, JIM**  
WWNS, Statesboro, Ga.

**WATT, JIM**  
KSTT, Davenport, Iowa

**WATTRICK, DON**  
Post-Hockey Show  
WXYZ, WXYZ-TV, Detroit, Mich.

**WAYNE, KEN**  
WTAO, Boston, Mass.

**WEATHERLY, ROBERT**  
WTAN, Clearwater, Fla.

**WEAVER, HANK**  
KABC, Hollywood, Cal.

**WEAVER, RICK**  
KFH, Wichita, Kan.

**WEBB, JACK**  
KTLL, Tillamook, Ore.

**WEBSTER, JAMES**  
WCUM, Cumberland, Md.

**WEEDEN, BOB**  
KFDX-TV, Wichita Falls, Tex.

**WEILER, BOB**  
KDIX, KDIX-TV, Dickinson, N. D.

**WEISER, DAVE**  
KEYY, Provo, Utah

**WELLS, LINN**  
WGAN, Portland, Me.

**WELSH, BILL**  
Jalopy Derby  
KTIV, Hollywood, Cal.

**WESLEY, STEVE**  
WKIS-WORZ, Orlando, Fla.

**WEST, BILL**  
KGBX, Springfield, Mo.

**WEST, JACK**  
WLBT, Jackson, Miss.

**WESTERVELT, R. H.**  
WJBS, DeLand, Fla.

**WHALEN, JOSEPH**  
WVPO, Stroudsburg, Pa.

**WHIPPLE, DAVE**  
WLDL, La Crosse, Wis.

**WHITAKER, BOB**  
WMIX, Mt. Vernon, Ill.

**WHITE, DICK**  
WGLC, Centerville, Miss.

**WHITLEY, TOM**  
WBRC-TV, Birmingham, Ala.

**WIBLE, DARL**  
WBOW, Terre Haute, Ind.

**WIDMAN, RALPH**  
WFAA, Dallas, Tex.

**WILCOX, PAUL**  
WEWS, Cleveland, Ohio

**WILKINSON, JIM**  
WOMI, Owensboro, Ky.

**WILLIAMS, CHUCK**  
KWNO, Winona, Minn.

**WILLIAMS, GARNET**  
WFIW, Fairfield, Ill.

**WILLIAMS, GENE**  
WENK, Union City, Tenn.

**WILLIAMS, GEORGE**  
WCED, DuBois, Pa.

**WILLIAMS, PAT**  
WDUZ, Green Bay, Wis.

**WILLIAMS, ZEB**  
KHOB, Hobbs, N. M.

**WILSON, BOB**  
KTIV, Sioux City, Iowa

**WILSON, JIM**  
WSBT, South Bend, Ind.

**WILSON, JOE**  
Championship Bowling  
WNBQ, WMAQ, Chicago, Ill.

**WILSON, LEO**  
WHOP, Hopkinsville, Ky.

**WILSON, ROY**  
Scoreboard  
WJPA, Washington, Pa.

**WILSON, WARD**  
WMGM, New York, N. Y.

**WISE, WES**  
KFDM, KFDM-TV, Beaumont, Tex.

**WISEMAN, CLYDE**  
Play by Play  
WOKZ, Alton, Ill.

**WISMER, HARRY**  
MBS

**WOLF, HAL**  
KNBC, San Francisco, Cal.

**WOLFE, ART**  
WAMS, Wilmington, Del.

**WOLFE, ROLAND**  
WBSR, Pensacola, Fla.

**WOLFF, BOB**  
WTTG, Washington, D. C.

**WOLFF, BOB**  
Madison Square Garden  
Events, WPIX; World Series,  
Mutual, NBC, CBS; All-Star  
Games, All Networks

**WOOD, TOM**  
KPKW, Pasco, Wash.

**WOODS, BILL**  
KVOU, Uvalde, Tex.

**WOODS, JIM**  
WGAI, Elizabeth City, N. C.

**WOODSIDE, SAM**  
WHOU, Ithaca, N. Y.

**WOODWARD, LEROY**  
WVJS, Owensboro, Ky.

**WOODY, WILLIAM H., JR.**  
WHAP, Hopewell, Va.

**WRIGHT, JEFF**  
WKCT, Bowling Green, Ky.

**WRIGHT, JOE**  
WKMI, Kalamazoo, Mich.

**WYLIE, BOB**  
Spotlight on Sports  
WAKR, WAKR-TV, Akron, Ohio

**WYMAN, MAL**  
Remotes  
KUTV, Salt Lake City, Utah

## — Y —

**YELLAND, STARR**  
KLZ-TV, Denver, Col.

**YOUNG, CLAUDE**  
WEBB, Baltimore, Md

## — Z —

**ZABITKA, MATT**  
WDRF, Chester, Pa.

**ZEDMAN, IRV**  
KENT, Shreveport, La.

**ZURN, BYRON**  
KDMA, Montevideo, Minn.



**Claude Kirchner**

MU. 8-6600

# ANNOUNCERS — M C'S

RADIO AND TELEVISION  
—their work during 1956

## — A —

**ABERNETHY, ARCH**  
Musical Minuteman  
WIPC, Lake Wales, Fla.

**ADAMS, DANA**  
Timekeeper Show  
KDOK, Tyler, Tex.

**ADAMS, JOHNNY**  
KXXL, Monterey, Cal.

**ADAMS, WES**  
WKRT, Cortland N. Y.

**ADELSON, JIM**  
KXJB-TV, Valley City, N. D.

**ADKINS, BOB**  
KEX, Portland, Ore.

**ADKINS, JOHN C.**  
WLSI, Pikeville, Ky.

**AGA, ERCEL**  
KXRA, Alexandria, Minn.

**ALAN, MARK**  
WRAP, Norfolk, Va.

**ALBEA, BENNY**  
WTND, Orangeburg, S. C.

**ALBRIDGE, KEN**  
KIMO, Hannibal, Mo.

**ALBRIGHT, DAVE**  
Problem or Solution  
KCRG, Cedar Rapids, Iowa

**ALEXANDER, PAUL**  
KRTV, Hillsboro, Ore.

**ALLAN, BOB**  
Suncoast Coffee Break  
WTSP, St. Petersburg, Fla.

**ALLEN, BOB**  
WGTM, Wilson, N. C.

**ALLEN, CHUCK**  
Ladies Day  
WKNX-TV, Saginaw, Mich.

**ALLEN, DON**  
KLIX, Twin Falls, Idaho

**ALLEN, GEORGE**  
WSPD, Toledo, Ohio

**ALLEN, JOHN**  
Early Birds  
WFAA, Dallas, Tex.

**ALLEN, JOHN F., JR.**  
KBUC, Corona, Cal.

**ALLEN, LEN**  
KLO, Ogden, Utah

**ALSTON, BOB**  
WKOY, Bluefield, W. Va.

**ALLINGER, RALPH**  
WIBX, Utica, N. Y.

**ALSUP, JOE**  
KPAR-TV, Sweetwater, Tex.

**AMES, DOUGLAS E.**  
WODJ, Edenton, N. C.

**AMES, SHEPP**  
WEEB, Southern Pines, N. C.

**AMOLE, GENE**  
KDEN, Denver, Colo.

**ANDERSON, ART**  
KFMB, San Diego, Cal.

**ANDERSON, BOB**  
KOJM, Havre, Mont.

**ANDERSON, BRUCE**  
Adventures in Music  
WTE, Manistee, Mich.

**ANDERSON, HAROLD**  
WSWW, Platteville, Wis.

**ANDERSON, JANE**  
KLOA, Des Moines, Iowa

**ANDERSON, RAY**  
WMAM, Marinette, Wis.

**ANDERSON, WARREN**  
Caprock Ranch  
KFDA-TV, Amarillo, Tex.

**ANDRE, PIERRE**  
WG-N, Chicago, Ill.

**ANDREE, JAN**  
WTAL, Tallahassee, Fla.

**ANDREWS, DAVID**  
Dinnerbell Round-Up  
KMBC, Kansas City, Mo.

**ANDREWS, DAVID**  
Jalopy  
WDEF-TV, Chattanooga, Tenn.

**ANDREWS, JOHNNY W.**  
B. Apr. 1, 1917, Boston, Mass.

**ANDREWS, NICK**  
Clock Watcher  
WNRC, New Rochelle, N. Y.

**ANSBRO, GEORGE**  
ABC, ABC-TV

**ANSELM, MARY LOU**  
KQRS, Rock Springs, Wyo.

**ANTHONY, JOHNNY**  
WITI-TV, Milwaukee, Wis.

**ANTOINE, TEX**  
NBC-TV

**APENES, EMIL**  
WBTA, Batavia, N. Y.

**ARMSTRONG, STU**  
WITI-TV, Milwaukee, Wis.

**ARNOLD, CHUCK**  
WIRL, Peoria, Ill.

**ARNOLD, EDDY**  
Stars of 1965  
KIEM, Eureka, Cal.

**ARNOLD, TED**  
Top O' The Morning  
WJNO, West Palm Beach, Fla.

**ARO, BOBBIE**  
WHLB, Virginia, Minn.

**ARTMAN, PAUL**  
WNLA, Indianola, Miss.

**ASH, HENRY**  
WGLC, Centerville, Miss.

**ASHTON, KEITH**  
Club Five  
KFBC-TV, Cheyenne, Wyo.

**ASHWORTH, AUDIE**  
T.V. Playhouse  
WKSR, Pulaski, Tenn.

**ASKEY, ROBERT**  
KFOR, Lincoln, Neb.

**ASSAF, WOODIE**  
WLBT, Jackson, Miss.

**ATKINSON, STAN**  
KVIP, Redding, Cal.

**AUSTIN, FLETCHER**  
WBT, Charlotte, N. C.

**AVERBACH, HY**  
The Tony Martin Show, NBC  
Comedy Hour  
NBC-TV

**AVRAM, GENE**  
WXYZ, Detroit, Mich.

## — B —

**BAER, TOM**  
WAHR, Miami Beach, Fla.

**BAILEY, BOB**  
KSHO-TV, Las Vegas, Nev.

**BAILEY, CARL**  
KBIG, Avalon, Cal.

**BAILEY, JACK**  
Your Party  
KTHV, Little Rock, Ark.

**BAIR, PAUL**  
WIL, St. Louis, Mo.

**BAKER, ART**  
B. Jan. 7, 1898, New York City.  
You Asked For It, ABC-TV;  
Dinah Shore Show, NBC-TV

**BAKER, BILL**  
Town and Country Calendar  
WMIK, Middlesboro, Ky.

**BAKER, KEITH**  
KXJK, Forrest City, Ark.

**BAKER, PAUL**  
Rise & Shine  
WLAD, Danbury, Conn.

**BAKER, SAM**  
KFST, Ft. Stockton, Tex.

**BALDWIN, BOB**  
KGKL, San Angelo, Tex.

**BALLAS, JIM**  
KCOW, Alliance, Neb.

**BANKS, LEROY**  
WPPA, Pottsville, Pa.

**BANKS, BILL**  
KOYN, Billings, Mont.

**BANKS, LEW**  
Dinnerbell Jamboree  
WAGS, Bishopville, S. C.

**BANNISTER, GEORGE**  
Breezing Along  
WBUD, Trenton, N. J.

**BARBER, BILL**  
WJR, Detroit, Mich.

**BARBER, RED**  
Showcase of Sports  
WPIX, New York, N. Y.  
NBC-TV

**BAROUS, DAVID**  
KLEE, Ottumwa, Iowa

**BARBA, ALFREDO**  
WWEL, New York City, N. Y.

**BARLOW, JACK**  
KSTP, Davenport, Iowa

**BARLOW, JOHN**  
KSL, Salt Lake City, Utah

**BARNETT, BOB**  
TNT Show  
KAVE, Carlsbad, N. M.

**BARNETT, BOB**  
Howdy, Pardon  
KVWO, Cheyenne, Wyo.

**BARNETT, DEAN**  
Farm Show  
KFNF, Shenandoah, Iowa

**BARNETT, MEL**  
Traffic Jam  
WHIS, Bluefield, W. Va.

**BARNETT, PAUL**  
Rise and Shine  
WROX, Clarksdale, Miss.

**BARRETT, JOHNNY**  
WHB, Kansas City, Mo.

**BARRON, KARL**  
KTIM, San Rafael, Cal.

**BARRY, DICK**  
WSGW, Saginaw, Mich.

**BARRY, DONALD**  
WJKE, Newport, Vt.

**BARRY, GENE**  
WING, Dayton, Ohio

**BARRY, MARVIN**  
Tops in Music  
WSLI, Jackson, Miss.

**ARRY, NICK**  
Turntable Show  
WCMW, Canton, Ohio

**BARSHA, GERRY**  
WRIV, Riverhead, N. Y.

**BARTELME, JOE**  
Night Bulletin  
KCRG-TV, Cedar Rapids, Iowa

**BARTLET, RAY**  
KTHS, Little Rock, Ark.

**BARTON, BEV**  
WHTN-TV, Huntington, W. Va.

**BARTON, HAL**  
KHQA-TV, Quincy, Ill.

**BASETT, JOHN**  
WBZ, Boston, Mass.

**BATTISTI, PAUL**  
KBIS, Bakersfield, Cal.

**BAUM, ROBERT**  
WDUZ, Green Bay, Wis.

**BEACH, RICHARD**  
WREX-TV, Rockford, Ill.



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**BEARDUCCI, ART**

Tune Time  
WMCK, McKeesport, Pa.

**BEAUCHAMP, DENNIS**

WDMJ-TV, Marquette, Mich.

**BEAUMONT, JOE**

WBBN, Perry, Ga.

**BECHTEL, EARL**

WFPG, Atlantic City, N. J.

**BECKER, BOB Z.**

WBKV, West Bend, Wis.

**BEE, ALON**

WJOX, Jackson, Miss.

**BEERS, BOBBY**

KOSI, Aurora, Col.

**BEHRENS, MARVIN**

WJEF, Grand Rapids, Mich.

**BELL, JACK**

KDET, Center, Tex.

**BELL, JOHNNY**

Saturday Nite Dance Party  
KYW, Cleveland, Ohio

**BELL, TONY**

WHLB, Niagara Falls, N. Y.

**BELTRAN, ALMA LEONOR**

KALI, Pasadena, Cal.

**BENDER, TED**

KTSM-TV, El Paso, Tex.

**BENDT, JACK**

WKLO, Louisville, Ky.

**BENNETT, BILL**

Top Forty Show  
WDGY, Minneapolis, Minn.

**BENNETT, GEORGE**

WMVO, Mt. Vernon, Ohio

**BENNETT, JOHN**

WNNJ, Newton, N. J.

**BENNETT, LEN**

Tops in Pops  
KRFO, Owatonna, Minn.

**BENSON, GORDON**

KEEN, San Jose, Cal.

**BENSON, RED**

WPEN, Philadelphia, Pa.

**BENSON, RUSS**

OK Bandstand  
WOKZ, Alton, Ill.

**BENTLEY, GARY**

KVVG, Tulare, Cal.

**BERG, HAL**

WLTK-TV, Wilkes-Barre, Pa.

**BERGESON, CHUCK**

Ladies Day  
WJBK-TV, Detroit, Mich.

**BERNAM, MEL**

WAMS, Wilmington, Del.

**BERNARD, CHARLES**

KPOJ, Portland, Ore.

**BERRY, GENE**

King's Theatre  
WDMS-TV, Duluth, Minn.

**BERRY, GRADY**

WKLE, Washington, Ga.

**BERRY, JACK**

Scrapbook  
WAGA, Atlanta Ga.

**BERTENSHAW, BILL**

USA Show  
WHBI, Newark, N. J.

**BETHELL, DAN**

WSLB, Ogdensburg, N. Y.

**RICKFORD, RALPH**

WABM, Houlton, Me.

**BICKNELL, HALE, JR.**

KMUS, Muskogee, Okla.

**BIELOH, JOHN THOMAS**

The Top 100  
KTFS, Texarkana, Tex.

**BILLINGTON, TOM**

1280 Club  
WHPT, Lake Wales, Fla.

**BILLMAN, BOB**

KWG, Stockton, Cal.

**BIRD, BUD**

KGCX, Sidney, Mont.

**BIRD, CHUCK**

WAHR, Miami Beach, Fla.

**BIRDAN, BIRD**

WPTZ-TV Plattsburgh, N. Y.

**BIRKETT, BILL**

1570 Club  
WILQ, Frankfort, Ind.

**BISH, DON**

Backfence Theatre  
KBOI-TV, Boise, Idaho

**BISHOP, BENNIE**

WMID, Atlantic City, N. J.

**BISHOP, TED**

WLGR, Torrington, Conn.

**BLAKE, RANDY**

Supperime Frolic  
WJJD, Chicago, Ill.

**BLANCHARD, LOWELL**

Merry-go-Round  
WNOX, Knoxville, Tenn.

**BLAND, SAMMY**

WCEC, Rocky Mount, N. C.

**BLANTON, WALLY**

KFJZ, Fort Worth, Tex.

**BLECK, JERRY**

WIMS, Michigan City, Ind.

**BLEVINS, KEN**

WTHH, Port Huron, Mich.

**BLISS, HOMER**

WROC-TV, Rochester, N. Y.

**BLOEDORN, ROY**

WOMT, Manitowoc, Wis.

**BLOOM, BENNY**

KREI, Farmington, Mo.

**BOBBETT, M. G.**

WTK, Durham, N. C.

**BOBA, LOU**

KSYD-TV, Wichita Falls, Tex.

**BODEN, LEN**

KGKL, San Angelo, Tex.

**BODKIN, LARRY**

WJAX, Jacksonville, Fla.

**BOGDEN, HILARY**

WJAS, Pittsburgh, Pa.

**BOLEN, JIM**

KTVO, Ottumwa, Iowa

**BOLTON, AL**

KSLA-TV, Shreveport, La.

**BOLTON, JOE**

WPIX, New York, N. Y.

**BOND, PAUL**

KVOE, Emporia, Kan.

**BONETTI, DARIO**

WSBC, Chicago, Ill.

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- 1.) **TONIGHT WITH  
ERNIE KOVACS**  
NBC-TV
- 2.) **WIDE WIDE WORLD**  
NBC-TV
- 3.) **NBC BANDSTAND**
- 4.) **NBC-TV COLOR  
SPECTACULARS**



- BOOTH, JERRY**  
Jingle's Menagerie  
WTVP, Decatur, Ill.
- BORGENSEN, ARTHUR**  
WGKA, Atlanta, Ga.
- BOSWORTH, CHESTER O.**  
WIRY, Plattsburgh, N. Y.
- BOUNERBA, DICK**  
WNLK, Norwalk, Conn.
- BOVEE, CARL**  
WWSC, Glens Falls, N. Y.
- BOWEN, GENE**  
WMOA, Marietta, Ohio
- BOWLBY, LOU**  
WNDU, South Bend, Ind.
- BOWMAN, ROGER**  
NBC-TV
- BOWMAN, W. M.**  
WOIC, Columbia, S. O.
- BOYD, JIMMY**  
Town and Country Time  
WTYN, Tryon, N. C.
- BOYD, TY**  
WCHL, Chapel Hill, N. C.
- BOYLE, CHARLES**  
WVSC, Somerset, Pa.
- BOYLE, ED**  
Tourist Time  
WSEV, Sevierville, Tenn.
- BOYLE, JAMES**  
WWHG, Hornell, N. Y.
- BOYLE, PETE**  
Fun House  
WRCV-TV, Philadelphia, Pa.
- BOZEMAN, VIC**  
WLIB, New York, N. Y.
- BRADLEY, LYLE**  
WRVA, Richmond, Va.
- BRADLEY, ROBERT**  
Rebel Reville  
WRBL, WRBL-TV, Columbus, Ohio
- BRADSHAW, TOM**  
KSL-TV, Salt Lake City, Utah
- BRADY, ED**  
KNBC, San Francisco, Cal.
- BRADY, JOSH**  
WBBM, Chicago, Ill.
- BRAGG, NELSON**  
WJDA, Quincy, Mass.
- BRANNON, BOB**  
Big Movie  
KPIX, San Francisco, Cal.
- BRANSON, GLASCO P.**  
KMCM, McMinnville, Ore.
- BRASSFIELD, JIM**  
KCRV, Caruthersville, Mo.
- BRAWLEY, HARRY, JR.**  
Town Meeting and Radio  
Classroom  
WCHS, Charleston, W. Va.
- BRAZIEL, BOB**  
KGAS, Carthage, Tex.
- BREEDING, BOB**  
KGHM, Brookfield, Mo.
- BRELAND, ED**  
Morning Timekeeper  
WAML, Laurel, Miss.
- BRENDLER, EUGENE**  
KPTV, Portland, Ore.
- BRENNAN, DAN**  
WVOK, Birmingham, Ala.
- BRIDGE, H. A.**  
KMET, Marshall, Tex.
- BRODIE, EARLE**  
Juke Box Review  
WAKN, Aiken, S. C.
- BROOKE, GLENN**  
KIMA, Yakima, Wash.
- BROOKS, FRANK**  
WBUD, Trenton, N. J.
- BROOKS, KEN**  
KGAL, Lebanon, Ore.
- BROOKS, KIRBY**  
WINZ, Miami, Fla.
- BROOKS, MIKE**  
Crackerjack Show  
WPDQ, Jacksonville, Fla.
- BROOKS, VERNE A.**  
Morning Serenade  
WTPR, Paris, Tenn.
- BROPHY, BILL**  
ABC, ABC-TV
- BROSCHÉ, HANK**  
WKCT, Bowling Green, Ky.
- BROUGHEY, ED**  
WAAB, Worcester, Mass.
- BROWN, AL**  
WADS, Ansonia, Conn.
- BROWN, ART**  
WWDC, Washington, D. C.
- BROWN, BOB**  
Money for Music  
KTOK, Oklahoma City, Okla.
- BROWN, BOB**  
WBEL, Beloit, Wis.
- BROWN, DICK**  
WSPN, Saratoga Springs, N.Y.
- BROWN, DON**  
Rhythm Ranch  
KUBA, Yuba City, Calif.
- BROWN, HUGH**  
KGHI, Little Rock, Ark.
- BROWN, JACK**  
WLON, Lincolnton, N. C.
- BROWN, KEN**  
KBIS, Bakersfield, Cal.
- BROWN, LEN**  
Sunrise Ranch  
KULE, Ephrata, Wash.
- BROWN, LEONARD**  
KFSB, Joplin, Mo.
- BROWN, PETE**  
WKTU, Utica, N. Y.
- BROWN, RAY**  
WHBQ, Memphis, Tenn.
- BROWN, R. C.**  
Anniversary Hour  
WLBK, DeKalb, Ill.
- BROWN, STAN**  
KLZ, Denver, Colo.
- BROWN, THACARA**  
WJEJ, Hagerstown, Md.
- BROWN, WARREN**  
KREM, Spokane, Wash.
- BROWNING, DOUG**  
ABC, ABC-TV
- BROWNING, REED**  
KABC, Hollywood, Cal.



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## — C —

**BRUNER, MARSHALL**  
WOMI, Owensboro, Ky.

**BRUSH, JACK**  
KROX, Crookston, Minn.

**BRUTON, Dennis**  
KCUL, Forth Worth, Tex.

**BRYAN, BILL**  
Stamps for Shoppers  
KTOK, Oklahoma City, Okla.

**BRYANT, AL, JR.**  
WSIR, Winter Haven, Fla.

**BUBB, R. C.**  
WPTW, Piqua, Ohio

**BUCKLEY, DICK**  
WAAF, Chicago, Ill.

**BUCKEY, PAGE**  
KUSN, St. Joseph, Mo.

**BUCKNER, DICK**  
Crazy Show  
WNOG, Naples, Fla.

**BUECHLER, JACK**  
WKOW, Madison, Wis.

**BUICE, BOB**  
RFD, Channel 4  
KARK-TV, Little Rock, Ark.

**BULLOCK, SHELDON E.**  
WIRY, Plattsburg, N. Y.

**BUNCH, JAMES**  
KEED, Springfield, Ore.

**BUNN, BILL**  
WGTM, Wilson, N. C.

**BURCH, DICK**  
WPAD, Paducah, Ky.

**BURGESS, DENNIE**  
WKLZ, Kalamazoo, Mich.

**BURGESS, FRANK**  
Chuck Wagon Roundup  
WEMA, Anniston, Ala.

**BURGREEN, PAT**  
WBAR, Bartow, Fla.

**BURKE, JIM**  
WFPG, Atlantic City, N. J.

**BURKE, RAY**  
WTOB, WTOB-TV, Winston-Salem, N. C.

**BURKE, SPIDER**  
KSTL, St. Louis, Mo.

**BURKS, MARIA**  
Miss Be-Bop  
KIWW, San Antonio, Tex.

**BURNETT, VIC**  
KXIC, Iowa City, Iowa

**BURNHAM, ARTHUR**  
WLGR, Torrington, Conn.

**BURNS, ALBERT**  
WMEX, Boston, Mass.

**BURNS, DICK**  
WTTM, Trenton, N. J.

**BURNS, GARY**  
KBAM, Longview, Wash.

**BURNS, STAN**

B. Sept. 18, 1927, New York City.  
Kashbox Quiz, Stan, The Spinner, WINS; Nora Drake, Helen Trent, Our Gal Sunday, CBS; Cerebral Palsy Telethon, WOR-TV

**BURRUS, GENE**

1230 Club  
KRIZ, Phoenix, Ariz.

**BURT, HARDY**

State of the Nation  
MBS

**BURTENSHAW, BOB**

KID, Idaho Falls, Idaho

**BURTON, AL**

WSPN, Saratoga Springs, N.Y.

**BURTON, DAN**

WDBO-TV, Orlando, Fla.

**BUSH, STARLEY**

Homemakers Feature Matinee  
KUTV, Salt Lake City, Utah

**BUTLER, LEE**

Wake up Smiling  
KVWO, Cheyenne, Wyo.

**BUTKOVICH, JOHN**

Slovenian Hour  
KGHF, Pueblo, Col.

**BYARS, JOE**

WDAK, Columbus, Ga.

**BYRNE, BOB**

KEEN, San Jose, Cal.

**CADIGAN, PAT**

WDSM, Superior, Wis.

**CAIN, JESS**

WNDU-TV, South Bend, Ind.

**CALABRESE, RAY**

WHLM, Bloomsburg, Pa.

**CALLAN, BOB**

Record Shop  
WMCA, New York, N. Y.

**CAMARGO, RALPH**

Alcoa Hour, Kraft, Robt. Montgomery Show, Big Story, NBC-TV; Road of Life, CBS; Whispering Streets, ABC

**CAMPBALL, SHERIDAN**

WPEM, Martinsburg, W. Va.

**CAMPBELL, DICK**

WDVA, Danville, Va.

**CANNON, LOWELL**

Rise and Shine  
KMED, Medford, Ore.

**CANTER, RUSS**

WBNS, Columbus, Ohio

**CAPPS, JOHN PAUL**

KWCB, Searcy, Ark.

**CAPRAL, ED**

Surprise Party  
WLW-A, Atlanta, Ga.

**CARDONE, MARTY**

WHWL, Naticoke, Pa.

**CARICKE, KEN**

KARD-TV, Wichita, Kan.

**CARLE, BENNY**

Circle 6 Ranch  
WBRC-TV, Birmingham, Ala.

**CARLEY, JIM**

WPIN, St. Petersburg, Fla.

**CARLSON, WALT**

KSMN, Mason City, Iowa

**CARL KING**

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Announcer — M. C. — Sportscaster

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**CARLSON, WARREN R.**  
KVOC, Casper, Wyo.

**CARLTON, JOHN**  
Caravan of Music  
WFIL, Philadelphia, Pa.

**CARNEGIE, JACK**  
Big Movie  
KPIX, San Francisco, Cal.

**CARPENTER, BOB**  
WAAF, Chicago, Ill.

**CARPENTER, KEN**  
Lux Video Theater  
NBC-TV

**CARPENTER, ROBERT**  
KPIG, Cedar Rapids, Iowa

**CARR, BOB AND JAN**  
WSAZ, Huntington, W. Va.

**CARR, EDNA T.**  
KGFX, Pierre, S. D.

**CARREKER, KNOX**  
WGFS, Covington, Ga.

**CARRIGAN, JIM**  
Musical Clock  
WCBI, Columbus, Miss.

**CARRIGAN, SYD**  
WBRM, Marion, N. C.

**CARRINGER, FRED**  
WJAG, Norfolk, Neb.

**CARROLL, JIM**  
Brazos Valley Roundup  
KMLW, Marlin, Tex.

**CARTER, DIAMOND**  
Alarm Clock Club  
WMFR, High Point, N. C.

**CARTER, JAMES**  
WOIC, Columbia, S. C.

**CARTER, JANIS**  
Feather Your Nest  
NBC-TV

**CARUSO, CARL A.**  
B. Jan. 11, 1917, Boston, Mass.  
Modern Romances, Star Stage,  
NBC-TV; Doug Edwards, CBS-TV;  
Films

**CARVER, JOHNNY**  
KFAB, Omaha, Neb.

**CASE, DWIGHT**  
KMOD, Modesto, Calif.

**CASE, NELSON**  
Wide Wide World, Sid Caesar,  
Jane Wyman, NBC-TV; Baseball  
and Football, CBS-TV; Celebrity  
Playhouse, State Trooper, Syn-  
dicated

**CASTON, WILLIE**  
Daily Spirituals  
KANV, Shreveport, La.

**CATHEY, JIM**  
Relax and Listen  
WJBO, Baton Rouge, La.

**CAUDILL, CARL**  
WITN, Washington, N. C.

**CAUSIER, JOHN**  
ABC, ABC-TV

**CHAPMAN, GLENN**  
Country Concert  
KOLS, Pryor, Okla.

**CHAPP, ANTHONY**  
WDAF-TV, Kansas City, Mo.

**CHASE, BUD**  
Our Gang  
WCPO-TV, Cincinnati, Ohio

**CHAVEZ, JIM**  
KVNC, Winslow, Ariz.

**CHERRY, HUGH**  
Midwestern Hayride  
NBC-TV

**CHESLO, JOHN**  
Waxworks  
WCDL, Carbondale, Pa.

**CHILDRESS, ELMER**  
KARD-TV, Wichita, Kan.

**CHOMEL, FRANCIS**  
WCNB, Connersville, Ind.

**CHRISTIAN, HARRY**  
WGN, Chicago, Ill.

**CIPOLLA, CHIP**  
WHLI, Hempstead, N. Y.

**CLARK, DEL**  
Top 40 Show  
WJJD, Chicago, Ill.

**CLARK, DICK**  
Music Break  
WFIL, Philadelphia, Pa.

**CLARK, JACK**  
WDBL, Springfield, Tenn.

**CLARK, JON**  
The Carousel  
WTRT, Bradenton, Fla.

**CLARK, TED**  
Platterama  
WCED, DuBois, Pa.

**CLARK, TOM**  
WTAP-TV, Parkersburg, W.  
Va.

**CLAUS, DICK**  
KXXL, Monterey, Cal.

**CLAYTON, BOB**  
Biscayne Theatre  
WCKT, Miami, Fla.

**CLAYTON, W. DEAN**  
Farm Reporter Time  
WLBK, DeKalb, Ill.

**CLARK, BILL**  
WRTA, Altoona, Pa.

**CLEARY, ED**  
WELQ, Tupelo, Miss.

**CLIFTON, CHUCK**  
Coffee Club  
WROX, Clarksdale, Miss.

**CLINE, DICK**  
KGMC, Englewood, Col.

**COBB, AL**  
Uncle Al's Kiddy Carnival  
KTXL-TV, San Angelo, Tex.

**COCHRAN, BILL**  
B. Feb. 16, 1919, New York City.  
Studebaker Corp., Brylcream Hair-  
dressing, Post Cereals, Gulf Oil  
Co., Ethyl Corp., Pan American  
Air, Standard Oil Co., General  
Electric, Robt. Burns Cigars,

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WRCA

NBC-TV

**Rex Marshall**





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- COCKLEY, MAX**  
WCSI, Columbus, Ind.
- COLE, BIFF**  
WTVW, Evansville, Ind.
- COLEMAN, BOB**  
WJPA, Washington, Pa.
- COLEMAN, DICK**  
WLBE, Leesburg-Eustis, Fla.
- COLEMAN, STARLING L.**  
WJAX, Jacksonville, Fla.
- COLLIER, RALPH**  
Hi Neighbor  
WCAU, Philadelphia, Pa.
- COLLIER, RAY**  
Money Tunes  
WRR, Dallas, Tex.
- COLLINS, BILL**  
WRFD, Worthington, Ohio
- COLLINS, JERRY**  
WNOX, Knoxville, Tenn.
- COLLINS, JERRY**  
WJBC, Bloomington, Ill.
- COLLINS, TOM**  
WNAM, Neenah, Wis.
- COLLYER, BUD**  
Feather Your Nest  
NBC-TV
- COLON, RON**  
WCBY, Cheboygan, Mich.
- COMBS, MARK**  
WFMY-TV, Greensboro, N. C.
- COMLEY, JACK**  
WKNB, New Britain, Conn.
- CONNOR, BURT**  
WALK, Patchogue, N. Y.
- CONNOR, DAVE**  
WCKR, Miami, Fla.
- CONOHAN, CLIFF**  
Mr. Music  
WISC, Madison, Wis.
- CONRAD, RUSS**  
KEX, Portland, Ore.
- CONTE, JOHN**  
Matinee Theatre  
NBC-TV
- CONWAY, ED**  
Man Around the House  
WGTC, Greenville, N. C.
- CONWAY, JIM**  
WBBM, Chicago, Ill.
- COLEMAN, BILL**  
KTVI, St. Louis, Mo.
- COOK, DICK**  
Come Out of the Kitchen  
WDSR, Lake City, Fla.
- COOK, JAY**  
KRDO, KRDO-TV, Colorado Springs, Col.
- COOKE, ALISTAIR**  
Omnibus  
ABC-TV
- COOKE, HENRY**  
WMAQ, Chicago, Ill.
- COOLEY, FRANK**  
KOLN-TV, Portland, Ore.
- COONEY, JAMES**  
WRSW, Warsaw, Ind.
- COOPER, TED**  
KOSI, Aurora, Col.
- COPELAND, BURNS**  
630 Bandstand  
WEJL, Scranton, Pa.
- COPELAND, DAVE**  
WLAU, Laurel, Miss.
- CORBIN, RICHARD**  
WOTW, Nashua, N. H.
- CORCORAN, BILL**  
KING-TV, Seattle, Wash.
- COSGROVE, JIM**  
Mid-Morning Interlude  
WNRD, Syracuse, N. Y.
- COSTA, FRANK**  
WKMT, Mineola, N. Y.
- COTTEN, PAT**  
WBRZ, Baton Rouge, La.
- COUGHLIN, PAUL**  
Chuckwagon Tales  
WFBM-TV, Indianapolis, Ind.
- COURTNEY, ALAN**  
WQAM, Miami, Fla.
- COURTNEY, CLEM**  
WABB, Mobile, Ala.
- COY, JIM**  
B. Oct. 5, 1916, Kansas City, Mo.;  
Producer's Showcase, Douglas  
Fairbank's Theatre, Down You  
Go, NBC-TV; Aunt Jenny, CBS,  
Summer Serenade, NBC
- CRABILL, LAVON**  
WAVI, Dayton, Ohio
- CRABTREE, IRA R.**  
KRTN, Raton, N. M.
- CRAFT, JACK**  
Western Jamboree  
KOLS, Pryor, Okla.
- CRAGER, JOEL**  
Great Moments with Great  
Composers, Grand Central  
Station  
ABC, ABC-TV
- CRAIG, ROGER**  
KLLT-TV, El Paso, Tex.
- CRAIN, MARVIN**  
1450 Club  
KNET, Palestine, Tex.
- CRANNA, JIM**  
WHUC, Hudson, N. Y.
- CRAWFORD, GENE**  
Toast 'N Coffee  
WGBF, Evansville, Ind.
- CRAWFORD, JIM**  
WJTV, Jackson, Miss.
- CREWS, JAMES**  
WATM, Atmore, Ala.
- CROMWELL, CHUCK**  
KXLL, Missoula, Mont.
- CRONKRIGHT, JAMES**  
Second Cup of Coffee  
WLO, Frankfort, Ind.
- CROSS, MILTON**  
Imagination, Texaco Weekend

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ANNOUNCER-HOST-ACTOR

MU. 8-6600

**FRED SCOTT**

ANNOUNCER — MC — HOST



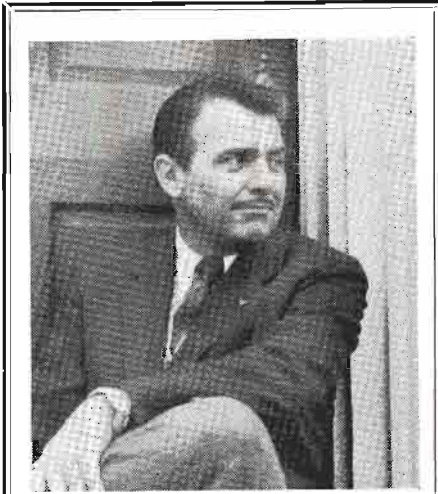
News, Festival, Metropolitan  
Opera  
ABC, ABC-TV  
**CROSS, RICHARD**  
Musical Mixmaster  
KERG, Eugene, Ore.  
**CULLEN, BILL**  
Pulse, National Radio Fan  
Club, Price Is Right  
NBC, NBC-TV, WRCA  
**CUMMINGS, JOE**  
Guess Who—Guess What  
KDIM, Detroit Lakes, Minn.  
**CUMMINS, DAVE**  
1450 Club  
WLFC, Sandusky, Ohio  
**CUNNINGHAM, HUGH**  
WDAN, WDAN-TV, Danville,  
Ill.  
**CURLES, WAYNE**  
WCLB, Camilla, Ga.  
**CURRAN, DAN**  
WWIL, Fort Lauderdale, Fla.  
**CURRIE, NEAL**  
KLER, Lewiston, Idaho  
**CURRY, BILL**  
WCDT, Winchester, Tenn.  
**CURRY, CHARLES**  
WHPE, High Point, N. C.  
**CUTRER, C. B.**  
Jambalaya  
WIBR, Baton Rouge, La.

— D —

**DABECO, HENRY**  
WJAS, Pittsburgh, Pa.  
**DAILEY, BUDD**  
KKTV, Colorado Springs, Col.  
**DAKAN, JIM**  
KSTN, Stockton, Cal.  
**D'AMICO, ALVIN**  
WLVA, Lynchburg, Va.  
**DANIELS, BOB**  
WFHR, Wisconsin Rapids,  
Wis.

**DARIEN, FRANK**  
KSJO, San Jose, Cal.  
**DARY, ALAN**  
WBZ-TV, Boston, Mass.  
**DASCH, RED**  
The Warm-up  
WOL-TV, Ames, Iowa  
**DAUGHERTY, CHUCK**  
Fun-A-Rama  
WXYZ, Detroit, Mich.  
**DAUGHERTY, PAUL**  
WLW-A, Atlanta, Ga.  
**DAVID, JOHN**  
WUSJ, Lockport, N. Y.  
**DAVID, RUSS**  
KSD, KSD-TV, St. Louis, Mo.  
**DAVIDSON, BRYAN**  
WFIW, Fairfield, Ill.  
**DAVIES, BUD**  
Dance Party  
CKLW-TV, Detroit, Mich.  
**DAVIS, BILL**  
1400 Club  
WCOH, Newnan, Ga.  
**DAVIS, HAL**  
KWIZ, Santa Ana, Cal.  
**DAVIS, HUGH**  
Holiday Inn  
KIMA-TV, Yakima, Wash.  
**DAVIS, JACK**  
Swinging with Stars  
WTCS, Fairmont, W. Va.  
**DAVIS, JACK**  
WJLS, Beckley, W. Va.  
**DAVIS, JAMES**  
WTV, Bloomington, Ind.  
**DAVIS, JOHN**  
WPCO, Mt. Vernon, Ind.  
**DAVIS, LES**  
WREX-TV, Rockford, Ill.  
**DAVISSON, HAROLD**  
KAWL, York, Neb.  
**DAY, BOB**  
Success Story  
KGO-TV, San Francisco, Cal.

**DAY, GEORGE**  
KERO-TV, Bakersfield, Cal.  
**DAYE, GEORGE**  
WGMA, Hollywood, Fla.  
**DEAL, BILL**  
Clock of the Morning  
WCAM, Camden, N. J.  
**DEAL, FRANK**  
WCYB-TV, Bristol, Va.  
**DEAL, JACK**  
WHCU, Rhaca, N. Y.  
**DEAN, DAVE**  
Swap-Shop  
KIMO, Independence, Mo.  
**DEAN, JERRY**  
WISC-TV, Madison, Wis.  
**DEAVER, MASON C.**  
WPUV, Pulaski, Va.  
**DEDRICK, DICK**  
Campus Daze  
KFKA, Greeley, Col.  
**DEE, TOMMY**  
Dinner Winner  
WSBT, South Bend, Ind.  
**DEEGAN, MICHAEL**  
WJMJ, Philadelphia, Pa.  
**DEER, JIMMY**  
WDAK, Columbus, Ga.  
**DEKINDER, BEN**  
KWCO, Chickasha, Okla.  
de la **PENA, GENE**  
KABQ, Albuquerque, N. M.  
**DeLARA, MARIO**  
WHOM, New York, N. Y.  
de la **VEGA, JOSE**  
WWRM, New York City, N. Y.  
**DELINE, JIM**  
WSYR-TV, Syracuse, N. Y.  
**DELL, FRANK**  
Polka Party  
WJAC, Johnstown, Pa.  
**DELZELL, BILL**  
KMMJ, Grand Island, Neb.  
**DEMING, DON**  
WPFB, Middletown, Ohio



VINCENT A. LINDNER

ANNOUNCER—NEWSCASTER—DISC JOCKEY



CARL CARUSO

MU 8-6600

**DENHAM, RICHARD**  
WINX, Rockville, Md.

**DENMAN, DENNY**  
WGOV, Valdosta, Ga.

**DENT, GARY**  
WWNR, Beckley, W. Va.

**DENTON, CLYDE E.**  
WSFC, Somerset, Ky.

**DENTON, JACK**  
WISN, Milwaukee, Wis.

**DENVEL, DEE D.**  
KFEQ, St. Joseph, Mo.

**DEUEL, BILL**  
WLYC, Williamsport, Pa.

**DEVART, JIM**  
WERC, Erie, Pa.

**DeYOUNG, JOHN**  
WGL, Fort Wayne, Ind.

**DICKERSON, ARTHUR**  
KBSF, Springhill, La.

**DIGGS, BILL**  
Night Train  
WCNC, Elizabeth City, N. Y.

**DILL, FRANK**  
Off-Beat  
WGR-TV, Buffalo, N. Y.

**DISNEY, WALT**  
Disneyland  
ABC-TV

**DIXON, DAVE**  
KATZ, St. Louis, Mo.

**DIXON, GEORGE**  
WFHG, Bristol, Va.

**DOBBS, JACK C.**  
WZOB, Fort Payne, Ala.

**DOCKERY, DON**  
Radio Clock  
WDSR, Lake City, Fla.

**DODD, JIMMY**  
Mickey Mouse Club  
ABC-TV

**DODSON, JAY**  
KDOK, Tyler, Tex.

**DOKKA, GERRY**  
WHED, Washington, N. C.

**DORRELL, JIMMY**  
KMCO, Conroe, Tex.

**DOTY, BILL**  
Silver Minutes Game  
KITE, San Antonio, Tex.

**DOUGLAS, BOB**  
WDZ, Decatur, Ill.

**DOUGLAS, LEE**  
Swap Shop  
WIRC, Hickory, N. C.

**DOUGLAS, PAUL**  
Adventure Theatre  
NBC-TV

**DOWD, DON**  
Mystery Time, News  
ABC, ABC-TV

**DOYLE, LARRY**  
Breakfast Club  
WCIL, Carbondale, Ill.

**DOYLE, TOM**  
Pulse-740  
WKIS-WORZ, Orlando, Fla.

**DRAKE, ALAN**  
WCAO, Baltimore, Md.

**DRAKE, RON**  
Stars of Tomorrow  
WHP-TV, Harrisburg, Pa.

**DREPPERD, BOB**  
For Housewives Only  
WLOW, Norfolk, Va.

**DRESSER, DON**  
KTRF, Thief River Falls,  
Minn.

**DRISCOLL, EDDIE**  
WTWO, Bangor, Me.

**DRIVER, JOHN**  
WRVA, Richmond, Va.

**DRUM, DEWEY**  
WSOC, Charlotte, N. C.

**DUCK, GEORGE**  
WFPB, Fernandina Beach, Fla.

**DUFFY, WARREN**  
WFMJ, Frederick, Md.

**DULANE, CHUCK**  
WGAY, Silver Spring, Md.

**DULL, JIM**  
WGBI-TV, Scranton, Pa.

**DUMAS, ROLAND**  
WMAS, Springfield, Mass.

**DUNAWAY, AL**  
1300 A.D.  
WLBK, Baton Rouge, La.

**DUNCAN, DOPEY**  
WKAP, Allentown, Pa.

**DUNLOP, RUTH**  
Cook's Corner  
KPHO-TV, Phoenix, Ariz.

**DUNN, BOB**  
Melody Ballroom  
KORG, Cedar Rapids, Iowa

**DUNN, EDWARD W.**  
KWBK, Corpus Christi, Tex.

**DUNN, TOM**  
WSIV, Peekin, Ill.

**DUNNICLIFF, JOHN**  
KTRF, Thief River Falls,  
Minn.

**DUNNING, BILL**  
KRSN, Los Alamos, N. M.

**DUNPHY, DON**  
Cavalcade of Sports  
NBC

**DUPREE, WAYNE**  
KALT, Atlanta, Tex.

**DURAND, TOM**  
WPTM, Trenton, N. J.

**DURIO, CHARLES**  
KSLO, Opelousas, La.

**DYER, BOB**  
County Fair  
WKNX, Saginaw, Mich.

**DYER, WILLIAM**  
WKOK, Sunbury, Pa.

— E —

**EAKINS, PHIL**  
KOB-TV, Albuquerque, N. M.

**EARLE, GEORGE**  
Man on the Street  
K'WTO, Springfield, Mo.



**BILL ROGERS**

—Management—  
George F. Foley

730 Fifth Ave.

Judson 6-4312



**PHIL TONKEN**

ACTOR-ANNOUNCER-M.C.

**THE BIG PICTURE — TV**  
**TOMORROW'S FRONT PAGE**  
**HEADLINES**

Radio Registry MU. 8-6600



- EASTMAN, JOHN**  
WINZ, Miami, Fla.
- EATON, GORDON**  
WCCO, Minneapolis, Minn.
- EATON, JACK**  
WMC, Memphis, Tenn.
- ECKSTEIN, CHARLES**  
WHLP, Centerville, Tenn.
- EDDY, FOREST**  
KBHS, Hot Springs, Ark.
- EDELL, BOB**  
WGBS-TV, Miami, Fla.
- EDGAR, BILL**  
KSYD-TV, Wichita Falls, Tex.
- EDMONDS, BILL**  
Barnyard Jamboree  
WGMG, New York, N. Y.
- EDMONDS, JOHN**  
1010 Coffee Club  
KJCF, Festus, Mo.
- EDNEY, KERMIT**  
Good Morning Man  
WHKP, Hendersonville, N. C.
- EDWARDS, A. C.**  
KWCB, Searcy, Ark.
- EDWARDS, GEORGE**  
Bright and Early  
WQXR, New York, N. Y.
- EDWARDS, HERB**  
WBDO-TV, Orlando, Fla.
- EDWARDS, MACK**  
Take A Break  
WAAM, Baltimore, Md.
- EDWARDS, PAUL**  
WBEC, Pittsfield, Mass.
- EGGERS, WALTER**  
Time and Tunes  
KROG, Sonora, Cal.
- ELLS, ED**  
KDIX-TV, Dickinson, N. D.
- EIDT, JO**  
WMIS, Natchez, Miss.
- EISENHOWER, JOHN**  
WCMB, Harrisburg, Pa.
- EKHARDT, WALT**  
KAGR, Yuba City, Cal.
- ELDRIDGE, TOM and PEGGY**  
Music for You  
WFBG, Altoona, Pa.
- ELIASSEN, JACK**  
KMBY, Monterey, Cal.
- ELLIOT, NORMAN**  
WRIV, Riverhead, N. Y.
- ELLIOT, WIN**  
Cavalcade of Sports  
NBC
- ELLIOTT, DOYCE**  
Memory Melody Time  
KOSA, Odessa, Tex.
- ELLIOTT, FRANK**  
Musical Clock  
WLOE, Leaksville, N. C.
- ELLIOTT, SAM**  
WPAD, Paducah, Ky.
- ELLS, GORDON**  
WELR, Roanoke, Ala.
- ELLS, LEN**  
Breakfast Country Style  
WJOB, Hammond, Ind.
- ELLS, PETE**  
WENE, Binghamton, N. Y.
- ELLISON, BILL**  
Dance Party  
KXO, El Centro, Cal.
- ELLISON, ED**  
KBTA, Batesville, Ark.
- EMERY, DINK**  
Sweet Corn  
WHOP, Hopkinsville, Ky.
- EMERALD, GENE**  
Happy Jack Show  
WMIL, Milwaukee, Wis.
- EMICH, HOWARD L.**  
WMAM, Marinette, Wis.
- EMNERT, LLOYD**  
Sunny Side Up  
KDRS, Paragould, Ark.
- ENGBRETSON, HAL**  
KGYW, Vallejo, Cal.
- ENGEL, JOHN**  
Scrapbook Panorama  
WGBS, Miami, Fla.
- ENGLE, GEORGE**  
Morning Varieties  
WTVB, Col'dwater, Mich.
- ENGLER, BOB**  
KAYO, Seattle, Wash.
- ENO, JACK**  
WEBR, Buffalo, N. Y.
- ENOCHS, BEN**  
WDXL, Lexington, Tenn.
- ERCK, LOU**  
KSST, Sulphur Springs, Tex.
- ERNEST, JERRY**  
WJER, Dover, Ohio
- ERWIN, GEORGE**  
KFJZ, Fort Worth, Tex.
- ESTES, JIM**  
WTYQ, Rock Hill, S. C.
- ETTINGER, MERRY and BILL**  
KOLN-TV, Lincoln, Neb.
- EVANS, ED**  
WHNC, Henderson, N. C.
- EVANS, GREGORY**  
Putting on Aires  
WFAU, Augusta, Me.
- EVANS, MARK**  
WTOP, WTOP-TV, Washingt-  
ton, D. C.
- EVWIN, PEB**  
WGEA, Geneva, Ala.
- EWING, GUY**  
WSEE, Erie, Pa.
- F —
- FABRE, NUMA, JR.**  
WTCS, Fairmont, W. Va.
- FACEMAIER, ROY**  
WSNJ, Bridgeton, N. J.
- FARLEY, GRACE**  
KCID, Caldwell, Idaho
- FARMER, JERRY**  
860 Club  
WFMO, Fairmont, N. C.
- FARMER, JON**  
WAGA-TV, Atlanta, Ga.
- FARNSWORTH, KEN**  
WMTV, Madison, Wis.
- FAUCHER, RALPH**  
WTAG, LaGrange, Ill.
- FAUSH, ERKINE**  
Gospel Cavalcade  
WBCO, Bessemer, Ala.
- FAY, JERRY**  
KOYN, Billings, Mont.
- FELMSTER, HOWARD**  
Ted's Whiz Quiz  
WCGC, Belmont, N. C.
- FENNEMAN, GEORGE**  
You Bet Your Life  
NBC-TV
- FERGURSON, CHARLES**  
WSYL, Sylvania, Ga.
- FERRIS, VIC**  
KTIV, Sioux City, Iowa
- FESPERMAN, HOMER**  
Night Watch  
WIS, Columbia, S. C.
- FIELDS, CUYLER**  
Coffee Club  
WBHI, Rock Hill, S. C.
- FILBEN, PAUL**  
WDHC, Americus, Ga.
- FILLINGHAM, BILL W.**  
WNAV, Annapolis, Md.
- FINLAYSON, JACK**  
KRDO-TV, Colorado Springs,  
Col.
- FIONTE, BERNARD**  
Breakfast at 800  
WCCM, Lawrence, Mass.
- FISCHER, WALT**  
WMPM, Smithfield, N. C.
- FISHER, ED**  
WHIZ-TV, Zanesville, Ohio
- FITTS, LEW**  
KSVP, Artesia, N. M.
- FITZ, STEVE**  
WSNY, Schenectady, N. Y.
- FITZGERALD, ED**  
Commuters Special  
WMAX, Grand Rapids, Mich.
- FITZGERALD, PAT**  
WNDU-TV, South Bend, Ind.
- FLANNAGAN, BOB**  
WMBG, Richmond, Va.
- FLEMING, ARNAULD**  
WCLT, Newark, Ohio
- FLETCHER, CLIFF**  
KUJ, Walla Walla, Wash.
- FLETCHER, TOM**  
WHK, Cleveland, Ohio
- FLETCHER, WARREN**  
KSL-TV, Salt Lake City, Utah
- FLYNN, CHARLES**  
WFBG-TV, Altoona, Pa.
- FLYNN, JOHN**  
WICY, Malone, N. Y.
- FORBES, BOB**  
Musical Alarm Clock  
WJMX, Florence, S. C.
- FORBES, DAN**  
WHIZ, Zanesville, Ohio
- FORBES, JERRY**  
WMAS, Springfield, Mass.
- FORD, ALLEN**  
WDOT, Burlington, Vt.
- FORD, DAUN**  
KFEG-TV, St. Joseph, Mo.
- FORD, SAM B.**  
Dial 9-9-0  
WTCB, Flomaton, Ala.
- FORESTER, ROGER**  
WKOW-TV, Madison, Wis.
- FORREST, JOHN R.**  
KOL, Seattle, Wash.
- FORREST, RAY**  
Childrens Theatre, Ask The  
Camera  
NBC-TV
- FORSYTH, DAVE**  
WICU, Erie, Pa.
- FOSTER, LAVERNE**  
WELR, Roanoke, Ala.
- FOSTER, LLOYD**  
WFNC, Fayetteville, N. C.
- FOX, DAVE**  
KLIX, Twin Falls, Idaho
- FOX, JIM**  
KBOR, Brownsville, Tex.
- FOX, JOHNNY**  
WKKO, Cocoa, Fla.
- FOX, LES**  
WMMW, Meriden, Conn.
- FRANSDEN, TOM**  
Take Five  
KRCA-TV, Los Angeles, Cal.
- FRANK, FRIENDLY**  
Hayloft Jamboree  
WCEF, Parkersburg, W. Va.
- FRANKLIN, JOHN**  
KUKI, Ukiah, Cal.
- FRANKLIN, PETER**  
WSYL, Sylvania, Ga.
- FREDERICKS, DIRK**  
On The Go, ABC Late News  
ABC
- FRAZIEAR, H. D.**  
Dr. Jazzmo  
KANV, Shreveport, La.
- FREEMAN, CLAUDE**  
Kitchen Kapers  
WFBG, Greenville, S. C.
- FREEMAN, GENE**  
KVVG, Tulare, Cal.
- FREEMAN, VERN**  
WLBT, Jackson, Miss.
- FREMUTH, BOB**  
Teen Time  
KVIC, Victoria, Tex.
- FRIBERG, ALICE**  
WCYB, Bristol, Va.
- FRIBLEY, JOE**  
KWKH, Shreveport, La.
- FRIEDMAN, SID**  
WARM-TV, Scranton, Pa.
- FRITTS, PAUL**  
WMFR, High Point, N. C.
- FROELICH, DON**  
WISN, Milwaukee, Wis.
- FROLAND, JOHN**  
WMC, Memphis, Tenn.
- FROOME, JOHN**  
KAKE-TV, Wichita, Kan.
- FRYAR, HAL**  
WFMJ-TV, Youngstown, Ohio

**FULLER, BOB**  
KAVE-TV, Carlsbad, N. M.  
**FULLER, LARRY**  
WLIB, New York, N. Y.  
**FULMER, DALE**  
WHLM, Bloomsburg, Pa.  
**FUNGE, FRANK**  
Around Town  
KJBS, San Francisco, Cal.  
**FUNNELL, BOB**  
KSBW, Salinas, Cal.  
**FYFFE, PAUL**  
Alarm Clock Club  
WSIP, Paintsville, Ky.

## — G —

**GAGE, FRED**  
WRFD, Worthington, Ohio  
**GAINES, FOSTER**  
WLYC, Williamsport, Pa.  
**GALE, EDDIE**  
Swingin' Session  
KDUB, Lubbock, Tex.  
**GALLAHER, EDDIE**  
WTOP, WTOP-TV, Washingt-  
ton, D. C.  
**GALLANT, JAMES**  
WNHC-TV, New Haven, Conn.  
**GALLEGOS, JOSE**  
KABQ, Albuquerque, N. M.  
**GALLOP, FRANK**  
The Perry Como Show  
NBC-TV  
**GAMBLING, JOHN A.**  
Music From Studio X  
WOR, New York, N. Y.  
**GAMMON, JIM**  
Hi Neighbor  
KWRT, Boonville, Mo.  
**GARCIA, JOSE JAIME**  
KTXN, Austin, Tex.  
**GARDINER, DON**  
ABC Late News, Famous Film  
Festival, Monday Morning  
Headlines, Wall Street Final,  
Whispering Streets  
ABC, ABC-TV  
**GARDNER, RUSS**  
WSVA, Harrisonburg, Va.  
**GARLAND, KEN**  
WFOR, Portland, Me.  
**GARNER, JOHN**  
KCMC-TV, Texarkana, Tex.  
**GARRISON, JACK**  
WBOF, Virginia Beach, Va.  
**GARTON, DICK**  
KCOP, Hollywood, Cal.  
**GARWOOD, JOHN**  
WNBZ, Saranac Lake, N. Y.  
**GATES, GEORGE**  
What do the People Think?  
KYNO, Fresno, Cal.  
**GATZA, GARY**  
KBTK, Missoula, Mont.  
**GAVIN, MIKE**  
Club 800  
WCCM, Lawrence, Mass.  
**GAYLORD, WILLIE**  
WAMS, Wilmington, Del.  
**GEER, STEVE**  
WHEN, Syracuse, N. Y.  
**GEHRETT, HARRY**  
The Early Show  
KFGT, Fremont, Neb.  
**GEORG, FRANK**  
WEOK, Poughkeepsie, N. Y.  
**GEORGE, CLYDE**  
WMSL, Decatur, Ala.  
**GEORGE, PHIL**  
KVAL-TV, Eugene, Ore.  
**GEORGE, WALLY**  
KHUM, Eureka, Cal.  
**GERARD, JIM**  
WLW-D, Dayton, Ohio  
**GEREAU, RICK**  
Melody, Inc.  
KWAT, Watertown, S. D.  
**GERIMONTE, DON**  
KLER, Lewiston, Idaho  
**GERMAIN, BOB**  
WIKC, Bogalusa, La.

**GIBBONS, LONNIE**  
Montana Slim  
KALB-TV, Alexandria, La.  
**GIBSON, ALEC**  
WTVJ, Miami, Fla.  
**GIBSON, EARL**  
KDDD, Dumas, Tex.  
**GIBSON, JACK**  
Jockey Club  
WERD, Atlanta, Ga.  
**GIEBLE, DOUG**  
KBTK, Missoula, Mont.  
**GILBERT, AL**  
Musical Clock  
WIBA, Madison, Wis.  
**GILBERT, JOHN**  
WRR, Dallas, Tex.  
**GILMAN, HAL**  
WSLB, Ogdensburg, N. Y.  
**GINDIN, JOE**  
WHUC, Hudson, N. Y.  
**GISSING, EARL**  
1240 Club  
WOBT, Rhinelander, Wis.  
**GLEASON, BOB**  
WBBF, Fernandina Beach,  
Fla.  
**GLOVER, ART**  
Kitchen Carnival  
WDBJ, Roanoke, Va.  
**GODDARD, DON**  
Medical Horizons  
ABC-TV  
**GODFREY, RICHARD**  
WGSV, Guntersville, Ala.  
**GODWIN, RAY**  
Angier on the Air  
WVFG, Fuquay Springs, N. C.  
**GOERNER, FRED**  
Two on the Aisle  
KUTV, Salt Lake City, Utah  
**GOMEZ, PAUL**  
Latin Rhythms  
KWDM, Des Moines, Iowa  
**GONYER, GEORGE**  
WABI-TV, Bangor, Me.  
**GONZALEZ, ED**  
Clockwatchers Society  
WCMB, WCMB-TV, Harris-  
burg, Pa.  
**GOODMAN, LEE**  
Bold Journey  
ABC-TV  
**GOODMAN, SAMUAL**  
Record Back  
WARD-TV, Johnstown, Pa.  
**GOODWIN, ART**  
WHEN, Syracuse, N. Y.  
**GOODWIN, BILL**  
Janc Wyman's Fireside  
Theatre  
NBC-TV  
**GOSAK, DONNA**  
KEYY, Provo, Utah  
**GOSLIN, JOHN**  
KCBC, Des Moines, Iowa  
**GOTENBERGER, LOUIS**  
KSTT, Davenport, Iowa  
**GOUNDER, JACK**  
WEEU, Reading, Pa.  
**GRACE, MELVIN**  
WOB, Jacksonville, Fla.  
**GRADY, CHARLES**  
WIMA, Lima, Ohio  
**GRAFF, LLOYD**  
KHOL-TV, Kearney, Neb.  
**GRAHAM, BILL**  
WBSR, Pensacola, Fla.  
**GRAHAM, HERB**  
WAIT, Chicago, Ill.  
**GRAHAM, JERRY**  
WFIE, Evansville, Ind.  
**GRAHAM, WILLIAM**  
WIKK, Newport, Vt.  
**GRANGE, RED**  
NCAA Football  
NBC-TV  
**GRANT, BRUCE**  
WGRD, Grand Rapids, Mich.  
**GRANT, HUBERT J.**  
WABB, Mobile, Ala.

**GRANT, JOE**  
Bands & Ballads  
WAKR, Akron, Ohio  
**GRANT, JOSEPH**  
WMBX, Boston, Mass.  
**GRANT, MILT**  
Ladies Be Seated  
WTTG, Washington, D. C.  
**GRAUER, ANDREW J. E.**  
KNDY, Marysville, Kan.  
**GRAUER, BEN**  
Big Story, Weekday Monitor,  
Citizens Union Searchlight  
NBC, NBC-TV  
**GRAULICH, BERT**  
Burnt Toast & Coffee  
WVCG, Coral Gables, Fla.  
**GRAVELIN, NOBLE**  
Coffee Break  
WAMM, Flint, Mich.  
**GRAY, BARRY**  
WMCB, New York, N. Y.  
**GRAY, GORDON**  
WJTL, Niagara Falls, N. Y.  
**GRAY, SOLON**  
KREX-TV, Grand Junction,  
Col.  
**GRAYSON, JAY**  
WBAL, Baltimore, Md.  
**GREENE, FRED**  
Meet the People  
WHP-TV, Harrisburg, Pa.  
**GREENER, BILL**  
Blue Scarecrow  
KFMA, Davenport, Iowa  
**GREENHOW, TOM**  
KTVR, Denver, Col.  
**GREENWAY, ELLIS T.**  
WHKY, Hickory, N. C.  
**GREGORY, AL**  
WJHL, Johnson City, Tenn.  
**GREGSON, JERRY**  
KFJB, Marshalltown, Iowa  
**GRENNAN, ED**  
WAIT, Chicago, Ill.  
**GREVI, SANTIAGO**  
WLIB, New York, N. Y.  
**GREY, JOHN**  
WRGP-TV, Chattanooga, Tenn.  
**GREY, MITCH**  
Shopping Show  
WJPA, Washington, Pa.  
**GRIFFIN, VIRGINIA**  
Look Ladies  
WSTV-TV, Steubenville, Ohio  
**GRIFFITH, LEO**  
ABC, ABC-TV  
**GRIFFITH, LES**  
ABC Late News  
ABC  
**GRISKEY, BILL**  
Sunbeam Commercials—  
Comedy Hour, Man On The Go  
NBC, NBC-TV  
**GROVES, JOE**  
WLAS, Jacksonville, N. C.  
**GRU, NORMAN**  
KSLM, Sikeston, Mo.  
**GUEST, BOB**  
KLWN, Lawrence, Kan.  
**GULDAGER, GEORGE**  
KERG, Eugene, Ore.  
**GUYER, ROBERT L.**  
WMOA, Marietta, Ohio  
**GWIER, JEFF**  
Starlit Stairway  
WBEX, Chillicothe, Ohio  
**GWINN, BILL**  
What's the Name of that  
Song?  
KABC-TV, Los Angeles, Cal.

## — H —

**HAGAN, STAN**  
KVOO, Tulsa, Okla.  
**HAINES, FRANK**  
KVEN, Ventura, Cal.  
**HAINES, MARLIN**  
KROD, El Paso, Tex.  
**HALE, BILL**  
WBEJ, Elizabethton, Tenn.

- HALE, CECIL**  
WSAI, Cincinnati, Ohio
- HALE, GEORGE**  
WABI-TV, Bangor, Me.
- HALE, HARRY H.**  
WVMC, Mount Carmel, Ill.
- HALE, JOHN**  
WLAG, La Grange, Ga.
- HALEY, TOM**  
KYW-TV, Cleveland, Ohio
- HALL, FRED**  
KVEN, Ventura, Cal.
- HALL, HOWARD**  
KOL, Seattle, Wash.
- HALL, HUGH**  
Drive-In Time  
WBEJ, Elizabethton, Tenn.
- HALL, MARC**  
WOTW, Nashua, N. H.
- HALL, MEL**  
KOCs, Ontario, Cal.
- HALL, MONTY**  
Sky's the Limit  
NBC-TV
- HALTER, BUD**  
WICS, Springfield, Ill.
- HALVORSON, JOHN**  
KCOP, Hollywood, Cal.
- HAMILTON, GENE**  
WRCA, NBC-TV
- HAMILTON, SELMA**  
Suncoast Coffee Break  
WTPS, St. Petersburg, Fla.
- HAMMOND, GALYN**  
KMBY, Monterey, Cal.
- HAMMOND, HOWARD**  
KIMA, Yakima, Wash.
- HAMRICK, HAL**  
Hal's Hayride  
WORD, Spartanburg, S. C.
- HANCOCK, CHUCK**  
KDET, Center, Tex.
- HANEMAN, RALPH**  
Top O' the Morning  
WCRE, Cheraw, S. C.
- HANLEY, ANDY**  
WHBO, Tampa, Fla.
- HANLEY, DON**  
WMAV, Springfield, Ill.
- HANLIN, DON**  
KFJL, Klamath Falls, Ore.
- HANNEN, JACK**  
WNAX, Yankton, S. D.
- HARBART, JIM**  
WIMS, Michigan City, Ind.
- HARDCASTLE, ELBERT**  
KWRF, Warren, Ark.
- HARPER, BOB**  
KGNQ, Dodge City, Kan.
- HARPER, CHARLES**  
KWFR, San Angelo, Tex.
- HARPER, JERRY**  
WKOW-TV, Madison, Wis.
- 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, JOHN**  
Could This Be You?  
KVI, Seattle, Wash.
- HARRIS, MILLIARD L.**  
WTCB, Flomaton, Ala.
- HARRIS, WENDAL**  
Record Rack  
WJRD, Tuscaloosa, Ala.
- HARRISON, ARCH**  
WFVA, Fredericksburg, Va.
- HARRISON, DON**  
KVOE, Emporia, Kan.
- HARRISON, JACK**  
Woodchopper's Ball  
KTRE, Lufkin, Tex.
- HARRISON, JACK**  
WLA V, Grand Rapids, Mich.
- HARROLD, PHIL**  
KGFL, Roswell, N. M.
- HARSGROVE, FRANK H.**  
Wake Up & Shine  
KCLE, Cleburne, Tex.
- HART, AL**  
KTBS-TV, Shreveport, La.
- HARVEY, JOHN**  
KGO, San Francisco, Cal.
- HARWELL, GENE**  
WMSL-TV, Decatur, Ala.
- HATCHER, WARD**  
KLRs, Mountain Grove, Mo.
- HATCHER, WILSON**  
WKLO, Louisville, Ky.
- HATFIELD, PAUL**  
WOOP, Dothan, Ala.
- HATHAWAY, LEN**  
WENE, Binghamton, N. Y.
- HAUPTMAN, HARVEY**  
Yawn Patrol  
WCTC, New Brunswick, N. J.
- HAWKINS, LEM**  
KFGO, Fargo, N. D.
- HAY, LaMAR**  
KPIG, Cedar Rapids, Iowa
- HAYES, GEORGE**  
ABC Late News, Texaco  
Weekend News  
ABC, ABC-TV
- HAYES, RAY**  
Early Bird  
WHAP, Hopewell, Va.
- HAYNES, DICK**  
WKRM, Columbia, Tenn.
- HAYWARD, BRUCE**  
KXOK, St. Louis, Mo.
- HAYWARD, LEE**  
WVLLN, Olney, Ill.
- HEALD, JIM**  
KSVP, Artesia, N. M.
- HEALY, GENE**  
WPAC, Patchogue, N. Y.
- HEENAN, TOM**  
WILK, Wilkes-Barre, Pa.
- HEFFINGTON, ED**  
Jazzland  
WHAP, Hopewell, Va.
- HEIGHT, HARRY**  
WPCF, Panama City, Fla.
- HELPER, (GEORGE) AL**  
B. Sept. 26, Elrama, Pa. Brooklyn  
Dodgers, Gillette Cavalcade  
of Sports, (World Series-All Star  
Game-Friday Night Fights-Rose  
Bowl Game) NBC; Your Hit Par-  
ade, NBC-TV; Jack Benny Show,  
Private Secretary, CBS-TV
- HELMS, JIMMY**  
Party Line  
WGEA, Geneva, Ala.
- HEMKE, BILL**  
KOLN-TV, Lincoln, Neb.
- HEMHILL, JAMES**  
1580 Club  
WJLB, Talladega, Ala.
- HENDERSON, GIG**  
WLEX, Lexington, Ky.
- HENDRICKS, DAVID**  
WCRE, Cheraw, S. C.
- HENNESSY, FRANK**  
WBAL, Baltimore, Md.
- HENRY, BOB**  
KCRG-TV, Cedar Rapids, Iowa
- HENRY, JIM**  
Kid's Korner  
KVTV, Sioux City, Iowa
- HENRY, OLLIE**  
Warner Bros. Premiere,  
First Run,  
Little Rascals  
KAKE-TV, Wichita, Kan.
- HENSON, RUSSELL**  
WFTG, London, Ky.
- HEPNER, FRED, JR.**  
KXRO, Aberdeen, Wash.
- HERING, JIM**  
Rise N' Shine  
WMOD, Moundsville, W. Va.
- HERLIHY, ED**  
Horn & Hardart Children's  
Hour  
NBC, NBC-TV, WRCA-TV,  
N.Y.C.
- HERMAN, DON**  
WHRV, Ann Arbor, Mich.
- HERMANN, LYLE**  
Top Ten  
WHIT, New Bern, N. C.
- HERNANDEZ, SOLIS**  
KALL, Pasadena, Cal.
- HEROLD, E. C.**  
KAYE, Puyallup, Wash.
- HESS, BOB**  
Billboard  
KATV, Little Rock, Ark.
- HESTER, JESSE**  
WQBC, Vicksburg, Miss.
- HESTERMAN, LENNY**  
KSL, Salt Lake City, Utah
- HEYDE, BUDD**  
KNBC, San Francisco, Cal.
- HEYWARD, JACK**  
Traffic Jam  
WPDQ, Jacksonville, Fla.
- HEYWORD, GEORGE**  
WABJ, Adrian, Mich.
- HICKEY, EDWARD**  
WGAT, Utica, N. Y.
- HICKMAN, BRUCE**  
WGL, Fort Wayne, Ind.
- HICKMAN, RONNIE**  
Club 1360  
WNNJ, Newton, N. J.
- HICKS, BEN**  
Broad St. Calling  
WFIG, Sumter, S. C.
- HUDER, ED**  
WDOS, Oneonta, N. Y.
- HIGHAM, LEO**  
KID, Idaho Falls, Idaho
- HIGLEY, JERRY**  
KGBX, Springfield, Mo.
- HILDEBRAND, BERNADO**  
WTND, Orangeburg, S. C.
- HILKER, ROBERT R.**  
WCGC, Belmont, N. C.
- HILL, BILL**  
WTVW, Evansville, Ind.
- HILL, CAL**  
KGMS, Sacramento, Cal.
- HILL, FRED**  
Sandman Serenade  
WGGG, Gainesville, Ga.
- HILL, HOLLIS**  
KOOL, Phoenix, Ariz.
- HILL, JIM**  
KFKA, Greeley, Col.
- HILL, WALTER**  
Rise and Shine  
WJBO, Baton Rouge, La.
- HILLIARD, WAYNE**  
WCLB, Camilla, Ga.
- HILMER, GLENN H.**  
WCME, Brunswick, Me.
- HILSON, NORM**  
WNAX, Yankton, S. D.
- HINKLEY, GORDON**  
WTMJ-TV, Milwaukee, Wis.
- HIRSCHMAN, JAY**  
WIOU, Kokomo, Ind.
- HODGES, GILBERT**  
American Music Hall,  
Record Corner  
ABC, ABC-TV
- HODGES, JOHN**  
WRLD, West Point, Ga.
- HODGSON, JAY**  
Mother's Delight  
KTBC-TV, Austin, Tex.
- HODKIN, DICK**  
WPAC, Patchogue, N. Y.
- HOFFMAN, MARK**  
WBLY, Springfield, Ohio
- HOFMANN, MEL**  
KYBS, Roseburg, Ore.
- HOGAN, JOSEPH**  
WDOR, Sturgeon Bay, Wis.
- HOLBROOK, CHARLES**  
WBFC, Fremont, Mich.
- HOLBROOK, JOE**  
WBNS-TV, Columbus, Ohio

**HOLDER, DICK**  
WEPM, Martinsburg, W. Va.

**HOLMES, DICK**  
WILM, Wilmington, Del.

**HOLMES, VIRGINIA**  
KIBS, Bishop, Cal.

**HOLTBERG, MILO**  
KMUS, Muskogee, Okla.

**HONEYMAN, KEN**  
Platter Pattern  
WHIO, Dayton, Ohio

**HOOD, STEVE**  
1290 Club  
WFTG, Sumter, S. C.

**HORTON, BILL**  
KASH, Eugene, Ore.

**HOUGHTON, JERRY**  
KRLD, Dallas, Tex.

**HOWARD, HERBERT**  
WJHL-TV, Johnson City, Tenn.

**HOWARD, PAUL**  
Sunshine Club  
WCUE, Akron, Ohio

**HOWARD, TOBE**  
WLou, Louisville, Ky.

**HOWELL, WAYNE**  
The Big Surprise  
NBC-TV

**HOYLE, DON**  
Open House  
WBN-TV, Ft. Wayne, Ind.

**HOYLE, STOWE**  
Little Rascals  
WFBC-TV, Greenville, S. C.

**HUBBLE, DICK**  
KBIZ, Ottumwa, Iowa

**HUDDLE, CHUCK**  
Songs of Cheer  
WYVE, Wytheville, Va.

**HUEBNER, PAUL**  
Poor Paul's Almanac  
KWG, Stockton, Cal.

**HUGGINS, HANK**  
KTRE, Lufkin, Tex.

**HULL, MARVIN**  
Serenade to Housewife  
KHBG, Okmulgee, Okla.

**HULSE, EDITH**  
KGFX, Pierre, S. D.

**HUNGERFORD, LAYNE**  
Harlem Hi-jinks  
KQEW, Hobbs, N. M.

**HUNT, MEL**  
WOWL, Florence, Ala.

**HUNTER, DEAN**  
WMGM, New York, N. Y.

**HUOT, ED**  
WTRC, Elkhart, Ind.

**HURLBUT, JIM**  
Zoo Parade  
NBC-TV

**HURLEIGH, ROBERT**  
Reporters' Roundup  
MBS

**HUSTON, NICK**  
Open House  
KTHV, Little Rock, Ark.

**HUTCHNS, H. BAILEY**  
KDSX, Denison-Sherman, Tex.

**HUTCHINSON, JIM**  
WBHQ, Memphis, Tenn.

**HYATT, MARION**  
WAUD, Auburn, Ala.

**HYER, IVAN**  
WCHN, Norwich, N. Y.

## — I —

**IHLENFELD, WARREN**  
WISR, Butler, Pa.

**IMES, WALLY**  
Ladies Matinee  
KOOL, KOOL-TV, Phoenix, Ariz.

**IRISH, BOB**  
WSHE, Sheboygan, Wis.

**IRVIN, TUCKER**  
WKLE, Washington, Ga.

**IRVING, BOB**  
WMA-Y, Springfield, Ill.

**IRWIN, BOB**  
WKDA, Nashville, Tenn.

**IVORY, EDWARD B.**  
WGH, Norfolk, Va.

## — J —

**JACKSON, DON**  
KTBB, Tyler, Tex.

**JACKSON, HAL**  
WLIB, New York, N. Y.

**JACKSON, LAVELLE**  
WGSV, Guntersville, Ala.

**JACKSON, LeROY**  
WCOW, Sparta, Wis.

**JACKSON, REUBEN**  
WGAD, Gadsden, Ala.

**JACOBS, RAY**  
Coffee Club  
KJEO-TV, Fresno, Cal.

**JACOBSON, TOM**  
Rise 'n Shine  
KMON, Great Falls, Mont.

**JAFFE, ARNOLD**  
WLIB, New York, N. Y.

**JAMES, HERB**  
Karnival Klub  
KCRG-TV, Cedar Rapids, Iowa

**JAMES, HUGH**  
The Voice of Firestone  
ABC-TV

**JAMES, KEN**  
WOW-TV, Omaha, Neb.

**JAMES, LES**  
WRHI, Rock Hill, S. C.

**JARBOE, MACK**  
WLBN, Lebanon, Ky.

**JASS, MEL**  
WCCO-TV, Minneapolis, Minn.

**JAY, BILL**  
Cartoon Carnival  
WLAC-TV, Nashville, Tenn.

**JEFFERYS, ALLAN**  
Sunday Music Hall  
ABC, ABC-TV

**JELINER, DAWSON**  
KFTM, Fort Morgan, Col.

**JENSEN, LEIF**  
WDRG, Hartford, Conn.

**JEWELL, DICK**  
What's My Number  
WCSI, Columbus, Ind.

**JIVE, JOHNNY**  
WBGO, Bessemer, Ala.

**JOHN, ED**  
Western Hits  
WHVR, Hanover, Pa.

**JOHNSON, BERNIE**  
WICS, Springfield, Ill.

**JOHNSON, BOS**  
WSAZ, Huntington, W. Va.

**JOHNSON, CHUCK**  
WHLI, Hempstead, N. Y.

**JOHNSON, DEAN**  
KBST-TV, Big Spring, Tex.

**JOHNSON, DEANE**  
Matinee Melodies  
KCM, Carroll, Iowa

**JOHNSON, ELDON**  
WITY, Danville, Ill.

**JOHNSON, HARRY**  
Rhythms at Random  
WNCB, Daytona Beach, Fla.

**JOHNSON, HUGH**  
1280 Club  
WPID, Piedmont, Ala.

**JOHNSON, JOE**  
KWIK, Pocatello, Idaho

**JOHNSON, KARL**  
KDIX-TV, Dickinson, N. D.

**JOHNSON, LEN**  
KTYL, Mesa, Ariz.

**JOHNSON, RAOUL**  
WJZM, Clarksville, Tenn.

**JOHNSON, TED**  
KMAC, San Antonio, Tex.

**JOHNSRUD, MERT**  
KEYZ, Williston, N. D.

**JOHNSTON, DOC**  
WBIR, Knoxville, Tenn.

**JOHNSTON, KEN**  
WNRG, New Rochelle, N. Y.

**JOLLY, JACK**  
KGOS, Torrington, Wyo.

**JONES, ART**  
Junior Auction  
KOTA, KOTA-TV, Rapid City, S. D.

**JONES, BOB**  
KFAB, Omaha, Neb.

**JONES, BOB**  
WIST, Charlotte, N. C.

**JONES, CARL**  
WILM, Wilmington, Del.

**JONES, DON**  
WLEA, Hornell, N. Y.

**JONES, DUB**  
Sandman Serenade  
WGGA, Gainesville, Ga.

**JONES, HASKELL**  
Video Varieties  
KCMC-TV, Texarkana, Tex.

**JONES, MEL**  
This is the Story  
WEHT, Evansville, Ind.

**JONES, WILLIAM F.**  
KBUS, Mexia, Tex.

**JORDAN, EDWARD**  
Mostly Music, Sunday Music  
Hall  
ABC, ABC-TV

**JORGENSEN, LEE**  
KKOG, Ogden, Utah

**JORGENSEN, FRED**  
KGO, San Francisco, Cal.

## — K —

**KAINE, ARNOLD**  
WSGW, Saginaw, Mich.

**KARRENBAR, BILL**  
WBBC, Canton, Ohio

**KARVER, WALLY**  
Nightcap  
WLLK, Wilkes-Barre, Pa.

**KAYE, HARVEY**  
Musical Matinee  
WGEF, Parkersburg, W. Va.

**KEARNEY, GERRY**  
WMUR-TV, Manchester, N. H.

**KEARNS, VIC**  
Top 20 Time  
KUSN, St. Joseph, Mo.

**KECKI, MICHAEL**  
WLIB, New York, N. Y.

**KEITH, DEANE, JR.**  
KNED, McAlester, Okla.

**KELLER, BOB**  
Kitchen Kapers  
WLEB, Lebanon, Pa.

**KELLY, HELEN**  
WBRZ, Baton Rouge, La.

**KELLY, HERMAN**  
Mystery Voice  
WWKY, Winchester, Ky.

**KELSO, BILL**  
KOPO, Tucson, Ariz.

**KEMP, ED**  
KALL, Salt Lake City, Utah

**KENNEDY, BILL**  
CKLW-TV, Detroit, Mich.

**KENNEDY, HAL**  
KVOR, Colorado Springs, Col.

**KEOGH, WALTER**  
WTUX, Wilmington, Del.

**KEOUGH, DAN**  
KGBI, Harlingen, Tex.

**KERWOOD, ORIE**  
KMMJ, Grand Island, Neb.

**KEVER, BONNIE**  
Golden Gate Playhouse  
KRON-TV, San Francisco, Cal.

**KIETH, JOE**  
Melody Manor  
KPLC, Lake Charles, La.

**KIEVMAN, MIKE**  
KOPO-TV, Tucson, Ariz.

**KIMBLE, WILLIAM**  
WKOK, Sunbury, Pa.

**KING, CARL**

B. Dec. 30, 1921, St. Louis, Mo.  
Democratic and Republican Conventions, Miss America Contest, ABC-TV; Two for the Money,



**CBS-TV; King's Crossroad, Syndicated Film Series**

**KING, CHRISTOPHER**  
Sounding Board  
MBS

**KIRBY, BILL**  
WMPM, Smithfield, N. C.

**KIRBY, GEORGE**  
Morning Glory  
KDRS, Paragould, Ark.

**KIRCHNER, CLAUDE**  
B. Feb. 11, 1916, Europe. Terrytoon Circus, WOR-TV; Mighty Mouse Theatre, Lassie, CBS; Roy Rogers Show, General Electric Theatre, NBC; Wild Bill Hickok, CBS-TV

**KIRK, NEAL**  
KIBS, Bishop, Cal.

**KIRWAN, JIM**  
WNLK, Norwalk, Conn.

**KISER, JIMMY**  
WSOC, Charlotte, N. C.

**KLINE, DICK**  
WFDF, Flint, Mich.

**KNELLY, CARL**  
KCLW, Hamilton, Tex.

**KNIGHT, DELOS, JR.**  
Musical Clock  
WKIC, Bogalusa, La.

**KNIGHT, JIM**  
Swap Shop  
WKWK, Wheeling, W. Va.

**KNIGHT, LLOYD**  
The Clock Watcher  
KDEN, Denver, Col.

**KNIGHT, TOM**  
WLON, Lincolnton, N. C.

**KNORR, JOHNNY**  
Melodies in the Night  
WKBI, St. Marys, Pa.

**KOBAK, ED**  
WBBQ, Augusta, Ga.

**KOCK, LYNN**  
1400 Club  
KXGN, Glendive, Mont.

**KOERS, VIRGEL**  
WLDL, La Crosse, Wis.

**KRANZ, GEORGE**  
Requestfully Yours  
KRFO, Owatonna, Minn.

**KRAUS, PHILIP**  
1400 Club  
WKBI, St. Marys, Pa.

**KREHBIEL, MEL**  
KJSK, Columbus, Neb.

**KRIEGER, BILL**  
WESC, Greenville, S. C.

**KROECK, JACK**  
KLIK, Jefferson City, Mo.

**KRUEGER, JACK**  
KEYS, Corpus Christi, Tex.

**KRUEGER, RALPH**  
WJWL, Niagara Falls, N. Y.

**KRUGER, OTTO**  
Lux Video Theater  
NBC-TV

**KULT, ERV**  
Marshfield Time  
WFHR, Wisconsin Rapids, Wis.

**KUNSAK, JOHN**  
KPLT, Paris, Tex.

## — L —

**LAHR, GUY**  
Highway To Heaven  
KATZ, St. Louis, Mo.

**LAMB, ART**  
WTTG, Washington, D. C.

**LAMBERT, KEN**  
WLDS, Jacksonville, Ill.

**LAMONT, GEORGE**  
Fireman Frank  
KRON-TV, San Francisco, Cal.

**LAMPSON, LES**  
KFDX-TV, Wichita Falls, Tex.

**LANDFEAR, DEAN**  
WMT, Cedar Rapids, Iowa

**LANDIS, JOHN**  
KRAK, Stockton, Cal.

**LANE, DICK**  
WSBC, Chicago, Ill.

**LANE, LARRY**  
WEBK, Tampa, Fla.

**LARAWAY, LARRY**  
Talk of the Town  
WJEH, Gallipolis, Ohio

**LARK, ROBERT**  
WHTC, Holland, Mich.

**LARSEN, GENE**  
KGFV, Kearney, Neb.

**LASHBROOK, DICK**  
WSAZ, Huntington, W. Va.

**LA TULPPE, DONALD**  
WJDA, Quincy, Mass.

**LAVENDER, RALPH**  
WBIA, Augusta, Ga.

**LAWRENCE, ART**  
Gaslight Varieties  
WGIR, Manchester, N. H.

**LAWRENCE, BOB**  
Charade Party  
WGR-TV, Buffalo, N. Y.

**LAWRENCE, TED**  
Treasury Bandstand, National Juke Box  
Sunday Music Hall  
ABC, ABC-TV

**LAWSON, KEN**  
Little Rascals  
KVTV, Sioux City, Iowa

**LAWYER, JACK**  
Coffee Call  
WMLV, Millville, N. J.

**LAYMAN, EARLE**  
WPRC, Lincoln, Ill.

**LAZICH, BOB**  
KXLL, Missoula, Mont.

**LEA, DAVID**  
WRBL, Columbus, Ga.

**LEAFSTEDT, RAY**  
KOEL, Oelwein, Iowa

**LEAVITT, BOB**  
Music at Lunchtime  
WWSR, St. Albans, Vt.

**LEE, DAVE**  
Yawn Patrol  
WROV, Roanoke, Va.

**LEE, JACK**  
KXGI, Ft. Madison, Iowa

**LEE, KELLY**  
WMSN, Raleigh, N. C.

**LEE, RONNIE**  
WHOS, Decatur, Ala.

**LEE, WALTER**  
KOBE, Las Cruces, N. M.

**LEEPER, TED**  
Down Home  
WNCT, Greenville, N. C.

**LEESON, DEL**  
KTVT, Salt Lake City, Utah

**LEHMAN, BILL**  
WTRC, Elkhart, Ind.

**LEHNHOFF, HENRY**  
KWED, Seguin, Tex.

**LEIGHTON, JERRY**  
WAAF, Chicago, Ill.

**LEONARD, AL**  
WKKO, Cocoa, Fla.

**LEONARD, BOB**  
WWVA, Wheeling, W. Va.

**LEONARD, ROBERT**  
ABC, ABC-TV

**LEROY, MARVIN**  
WPBC, Minneapolis, Minn.

**LESCOULIE, JACK**

Jackie Gledson Show, CBS; Today, Meet The Champions, NBC

**LESH, BOB**  
Rip, v. Winkle  
KWBV, Colorado Springs, Col.

**LESTER, GARY**  
WWKY, Winchester, Ky.

**LETSCHER, SKIP**  
WEKK, Erie, Pa.

**LEVERTON, BUCK**  
Top O' Morning  
WSAU, Wausau, Wis.

**LEWIS, AL**  
WCPO-TV, Cincinnati, Ohio

**LEWIS, DICK**  
KLZ-TV, Denver, Col.

**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, ROY**  
WEDO, McKeesport, Pa.

**LEYDEN, BILL**  
It Could Be You  
NBC-TV

**LINDLEY, BOB**  
KBST-TV, Big Springs, Tex.

**LINDMAN, STUART A.**  
Midday Matinee  
WTCN-TV, Minneapolis, Minn.

**LINDNER, VINCENT A.**

B. Apr. 11, 1920, West New York, N. J. Jazz 56, Miss America Pageant, The News, WMID, Atlantic City

**LINDSAY, BROOKS**  
WFMY-TV, Greensboro, N. C.

**LINGLE, DICK**  
WFBM, Indianapolis, Ind.

**LINGLE, JAY**  
WMOG, Brunswick, Ga.

**LINK, JACK**  
KIDO-TV, Boise, Idaho

**LINN, KEN**  
Hoosier House Party  
WFBM, Indianapolis, Ind.

**LITTLE, JERRY**  
Red Rooster  
WGOJ, Conesville, Pa.

**LIVELY, BILL**  
Western Roundup  
KWIN, Ashland, Ore.

**LIVINGSTON, J. A.**  
WPID, Piedmont, Ala.

**LLOYD, TED**  
Sagebrush Shorty  
WJBK-TV, Detroit, Mich.

**LOCKARD, MURRAY**  
KPTV, Portland, Ore.

**LOCKBEAM, ROGER**  
Swap Shop  
KBOM, Bismarck-Mandan, N.D.

**LOCKWOOD, ED**  
Rush Hour  
WKIS-WORZ, Orlando, Fla.

**LOGAN, JOHN**  
Melancholy Moods  
KRIE, Odessa, Tex.

**LOHMEYER, FRANK**  
KLPW, Union, Mo.

**LOMAX, KEN**  
KPOJ, Portland, Ore.

**LONG, HARRY**  
Sunrise Blub  
KVI, Seattle, Wash.

**LONGWORTH, BILL**  
WGBI, WGBI-TV, Scranton, Pa.

**LONTZ, JIMMY**  
WELL, Battle Creek, Mich.

**LOOPER, GENE G.**  
KSIX, Corpus Christi, Tex.

**LOPP, PHIL**  
Singing Convention  
WBAR, Bartow, Fla.

**LORING, JACK**  
WBZ, Boston, Mass.

**LOUCKS, BILL**  
WARU, Peru, Ind.

**LOUNSBURY, JIM**  
Bandstand Matinee  
WGN, WGN-TV, Chicago, Ill.

**LOVOS, MILTON**  
WPCF, Panama City, Fla.

**LOWE, DONALD**  
Imagination, Mystery Time  
ABC, ABC-TV

**LOWRY, LEW**  
KTRH, Houston, Tex.

**LUCAS, WILLIS G.**  
KWHO, Salt Lake City, Utah

**LUCIER, ROD**  
KVOX, Moorhead, Minn.

**LUCKHURST, BILL**  
KBRO, Bremerton, Wash.

**LUECK, KEN**  
WNDB, Daytona Beach, Fla.

**LUEDERS, TOM**  
WMTV, Madison, Wis.

**LUNDBOM, DEL**  
KTDO-TV, Boise, Idaho

**LURIE, AL**  
Solar, The Magician  
KRGV-TV, Westlaco, Tex.

**LUTZ, RON**  
KGLM, Brookfield, Mo.

**LYLES, OBY**  
Sunny Side Up Show  
WHSC, Hartsville, S. C.

**LYON, JOHN**  
WBBQ, Augusta, Ga.

## — Mc —

**McAMIS, BILL**  
WBAC, Cleveland, Tenn.

**McARTHUR, BILL**  
KOJM, Havre, Mont.

**McBURNAY, DEAN JOHN**  
Northwestern U. Reviewing  
Stand; MBS

**McCAFFRIE, PAT**  
WGN, Chicago, Ill.

**McCANN, DICK**  
South Omaha Salute  
KBON, Omaha, Neb.

**McCANN, LARRY**  
Theatre Seven  
WXYZ-TV, Detroit, Mich.

**McCLANAHAN, STEELE**  
KBOR, Brownsville, Tex.

**McCOURT, BOB**  
Varsity Varieties  
WVEC-TV, Norfolk, Va.

**McCoy, DUANE**  
KOOK-TV, Billings, Mont.

**McCoy, JACK**  
Glamour Girl  
KABC-TV, Los Angeles, Cal.

**McCoy, ROBERT**  
KOB-TV, Albuquerque, N. M.

**McCoy, RONNIE**  
KALL, Salt Lake City, Utah

**McCRACKEN, WIN**  
KYNO, Fresno, Cal.

**McCULLEY, JOE**  
WSNJ, Bridgeton, N. J.

**McCULLOUGH, DICK**  
WJZM, Clarksville, Tenn.

**McDEVITT, LEO**  
Sun Dial  
WOKO, Albany, N. Y.

**McDONALD, ROSSER**  
The Wax Works  
KUSH, Cushing, Okla.

**McELROY, JACK**  
Von's Movie  
KRCA-TV, Los Angeles, Cal.

**McEWUEN, JIM**  
WCLG, Morgantown, W. Va.

**McGEEHAN, JACK**  
Early Riser's Club  
KEYZ, Williston, N. D.

**McGEEHEE, GENE**  
KTBS-TV, Shreveport, La.

**McGRATH, MARION**  
Talk of the Town  
WHAN, Charleston, S. C.

**McKENDRICK, FRED**  
Oldsmobile Show  
WPKY, Frankfort, Ky.

**McKENNA, JACK**  
Birthday Party  
WDSM-TV, Duluth, Minn.

**McKEOWN, GEORGE**  
WEKZ, Monroe, Wis.

**McKINSTRY, TED**  
KXOC, Chico, Cal.

**McLAUGHLIN, JIM**  
WICY, Malone, N. Y.

**McLEAN, BILL**  
KAKE, Wichita, Kan.

**McLEAN, CLYDE**  
WBT, Charlotte, N. C.

**McLEAN, JACK**  
WXR, Buffalo, N. Y.

**McLEOD, DON**  
WJBK, Detroit, Mich.

**McMAHON, PAT**  
Carousel  
KFMA, Davenport, Iowa

**McMULLEN, JOHN**  
Uncle Mac  
KOFO-TV, Tucson, Ariz.

**McNAMARA, JIM**  
WALA, Mobile, Ala.

**McNAMARA, WILLIAM**  
WHDL, Olean, N. Y.

**McNAMEE, JACK**  
Melody Matinee  
WOKO, Albany, N. Y.

**McNERNEY, JIM R.**  
WKRT, Cortland, N. Y.

**McNEW, LEON**  
Star Bowling  
WXYZ-TV, Detroit, Mich.

**McNULTY, TERRY**  
Hometown Top Ten  
WSCR, Scranton, Pa.

**McQUIRE, JOHN**  
KSYD, Wichita Falls, Tex.

**McQUISTON, GIL**  
Starlight Club  
KRIZ, Phoenix, Ariz.

## — M —

**MACK, CHRIS**  
WFNC, Fayetteville, N. C.

**MACK, WAYNE**  
WDOK, Cleveland, Ohio

**MACKIN, JOHN**  
WTVR, Richmond, Va.

**MacPIERSON, MONROE**  
WION, Ionia, Mich.

**MADELEY, ARTHUR L.**  
WGNL, Wilmington, N. C.

**MADER, JIM**  
1310 Club  
WIBA, Madison, Wis.

**MAGERA, GEORGE**  
Yawn at Dawn  
WJAY, Mullins, S. C.

**MAHONEY, JIMMIE PAUL**  
EGGM, Albuquerque, N. M.

**MAIN, MAX**  
WIOU, Kokomo, Ind.

**MAJOR, JIM**  
WWOC, Manitowoc, Wis.

**MALLOW, JOHN**  
WGN, Chicago, Ill.

**MALONEY, JERRY**  
WSJV-TV, Elkhart, Ind.

**MANN, CHARLES**  
Record Rack  
WTVL, Waterville, Me.

**MANN, SEL**  
Top of Morning  
WCNC, Elizabeth City, N. Y.

**MANNING, ART**  
WBGR, Jesup, Ga.

**MANSFIELD, BOB**  
WKIC, Hazard, Ky.

**MANSFIELD, ROGER**  
WTPB, Vero Beach, Fla.

**MARLOWE, BILL**  
WCOP, Boston, Mass.

**MARLOWE, PAUL**  
Saturday Dancing Party  
WWOK, Charlotte, N. C.

**MARQUARDT, JIM**  
WLET, Toccoa, Ga.

**MARSH, ROY**  
KJAN, Atlantic, Iowa

**MARSHALL, BILL**  
WLIB, New York, N. Y.

**MARSHALL, BOB**  
Petticoat Partyline  
WBRC-TV, Birmingham, Ala.

**MARSHALL, REX**  
B. Jan. 10, 1919

**MARTIN, DON**  
WHOU, Ithaca, N. Y.

**MARTIN, JOE**  
WCDL, Carbondale, Pa.

**MARTIN, JOHNNY**  
WHIZ, Zanesville, Ohio

**MARTIN, KEN**  
WLDB, Atlantic City, N. J.

**MARTIN, LARRY**  
WKAN, Goshen, Ind.

**MARTIN, PETER**  
KXOK, St. Louis, Mo.

**MARTIN STEVE**  
Drama Manor  
KTTV, Hollywood, Cal.

**MARX, ELZER**  
WITY, Danville, Ill.

**MASEY, BILL**  
WELO, Tupelo, Miss.

**MASINGILL, DAVID I.**  
WSFB, Quitman, Ga.

**MASON, CHARLES**  
Pee Dee Potpourri  
WJMX, Florence, S. C.

**MASSENGILL, LUTHER**  
WDEF-TV, Chattanooga,  
Tenn.

**MATHEWSON, DON**  
WTUX, Wilmington, Del.

**MATHIS, JERRY**  
KBRO, Bremerton, Wash.

**MATHIS, RALPH C.**  
Wake Up Dixie  
WCPC, Houston, Miss.

**MATHIS, ROBIN H.**  
Open House  
WCPC, Houston, Miss.

**MATTHEWS, PAT**  
Polka Matinee  
WKOP, Binghamton, N. Y.

**MATTOX, MAT**  
Matinee Today  
WTON, Staunton, Va.

**MAXWELL, CHUCK**  
WDAF, Kansas City, Mo.

**MAXWELL, RAY**  
WGHM, Waterville, Me.

**MAY, BEA**  
WITV, Miami, Fla.

**MAYERS, DICK**  
WPAG, Ann Arbor, Mich.

**MAYNE, ROBERT**  
WGAD, Gadsden, Ala.

**MEAD, BOB**  
WMLX, Mt. Vernon, Ill.

**MEADOR, BOB**  
WNLA, Indianola, Miss.

**MEJIA, TONY**  
Pan American Hour  
KGHP, Pueblo, Col.

**MELLOY, JACK**  
WANE, Ft. Wayne, Ind.

**MELODY, JOE**  
WOAI-TV, San Antonio, Tex.

**MENEFEE, BOB**  
Heading Home  
WLP, Philadelphia, Pa.

**MERCER, TOM**  
WMAQ, Chicago, Ill.

**MERCIER, RAY**  
Dance Party  
WOSH, WSSH-TV, Portland,  
Me.

**MESMER, BILL**  
KFMB-TV, San Diego, Cal.

**MESSE, NORMAN**  
WOAL, San Antonio, Tex.

**METHVEN, JEFF**  
KPLT, Paris, Tex.

**MEUNIER, JOHN**  
WVPO, Stroudsburg, Pa.

**MEYER, LEWIS**  
KOME, Tulsa, Okla.

**MEYER, TOM**  
OK Ballroom  
WOKZ, Alton, Ill.



**MEYERS, DON**  
WSPD, Toledo, Ohio

**MICHAEL, ED**  
ABC, ABC-TV

**MIDDLETON, HARRY**  
WTVD, Durham, N. C.

**MIKKALSON, BOB**  
WMT, Cedar Rapids, Iowa

**MILLAN, DAVE**  
WKNX, Saginaw, Mich.

**MILLER, BILL**  
All Star Country Show  
WKNA, Charleston, W. Va.

**MILLER, BILL**  
WIL, St. Louis, Mo.

**MILLER, BOB**  
KJSK, Columbus, Neb.

**MILLER, BOB**  
KSCO, Santa Cruz, Cal.

**MILLER, BOB**  
Video Theatre  
WSJV-TV, Elkhart, Ind.

**MILLER, ED. C.**  
Neighborhood News  
KWEI, Weiser, Idaho

**MILLER, GARY**  
WATS, Sayre, Pa.

**MILLER, JAMES**  
Gospel Jubilee  
WKUL, Cullman, Ala.

**MILLER, JOHNNY**  
Gospel Sing  
WTOB-TV, Winston-Salem, N. C.

**MILLER, MAC**  
WCBI-TV, Columbus, Miss.

**MILLER, NEAL**  
Gospel Show  
WSGN, Birmingham, Ala.

**MILLS, ALLAN**  
WTRL, Bradenton, Fla.

**MILLS, DON**  
KGNQ, Dodge City, Kan.

**MILLS, ELMO**  
WFTG, London, Ky.

**MILNER, GENE**  
Dawn Patrol  
WIP, Philadelphia, Pa.

**MILTON, JUD**  
KRDD, El Paso, Tex.

**MILWEE, N. C.**  
WVJS, Owensboro, Ky.

**MITCHELL, EVERETT**  
National Farm & Home Hour  
NBC

**MITCHELL, LES**  
WVLN, Olney, Ill.

**MORGLE, FRED**  
KWK-TV, St. Louis, Mo.

**MOFFETT, CHUCK**  
WWCA, Gary, Ind.

**MOFFIT, JIM**  
KREM-TV, Spokane, Wash.

**MOISELLE, ED**  
WYDA, Boston, Mass.

**MONROE, JOE**  
KJOE, Shreveport, La.

**MONTGOMERY, STU**  
WBUX, Doylestown, Pa.

**MOODEY, MARION McCOOK**  
KFXM, San Francisco, Cal.

**MOONEY, JESS**  
WTQC-TV, Savannah, Ga.

**MOORE, JAY**  
WENK, Union City, Tenn.

**MOORE, TED**  
WFRV-TV, Green Bay, Wis.

**MOREAU, AL**  
WSPB, Sarasota, Fla.

**MORGAN, HANK**  
WQXI, Atlanta, Ga.

**MORGAN, HOWARD**  
Uncle Howdy's Fun Time  
CKKT, Great Bend, Kan.

**MORGAN, JIM**  
KCUL, Fort Worth, Tex.

**MORGAN, PAT**  
KPLC-TV, Lake Charles, La.

**MORLEY, JIM**  
Treasure Chest  
KGGM-TV, Albuquerque, N. M.

**MORRIS, MONTE**  
Name Your Neighbor  
KYJC, Medford, Ore.

**MORRISON, GEORGE W.**  
KPLK, Dallas, Ore.

**MORROW, DON**

B. Jan. 29, 1927, Stamford, Conn.  
Rin-Tin-Tin, ABC-TV; Wide Wide  
World, Dragnet, This Is Your  
Life, NBC-TV; Vic Damone Show,  
Gunsmoke, CBS-TV

**MORTON, BROOKS**  
Sunshine Serenade  
WTOL, Toledo, Ohio

**MORTON, JAY**  
WEDO, McKeesport, Pa.

**MORTON, LOU**  
WQXI, Atlanta, Ga.

**MOTT, DAVE**  
KILT-TV, El Paso, Tex.

**MOTTER, WILLIAM**  
WACB, Kittanning, Pa.

**MOUNTEER, JOHN**  
Mood Indigo  
WTRY, Troy, N. Y.

**MOYER, DON**  
Barn Dance  
WOAY-TV, Oak Hill, W. Va.

**MULCAHY, JOHN**  
WALK, Patchogue, N. Y.

**MULLALLY, DON**  
WTWN, St. Johnsbury, Vt.

**MULLEN, JAY**  
WCSC-TV, Charleston, S. C.

**MULLINS, REV**  
KMBC-TV, Kansas City, Mo.

**MURFF, JIM**  
Alarm Clock Club  
WDSC, Dillon, S. C.

**MURPHY, BOB**  
WNBQ, Chicago, Ill.

**MURPHY, ED**  
Hollywood Matinee  
WSYR-TV, Syracuse, N. Y.

**MURPHY, JOHN**  
Saturday San Joaquin  
KFRE-TV, Fresno, Cal.

**MURRAY, BILL**  
KWON, Bartlesville, Okla.

**MURRAY, JIM**  
KDRQ, Sedalia, Mo.

**MUSGRAVE, BILL**  
Noon Tunes  
WKNK, Muskegon, Mich.

**MYER, BILL**  
In the Mood  
KVOR, Colorado Springs, Col.

**— N —**

**NAPPIER, NAP**  
Corral Call  
KTLA, Tallulah, La.

**NARZ, JIM**  
Merchants Quiz  
KPOL, Los Angeles, Cal.

**NASH, JERGEN**  
WCCO, Minneapolis, Minn.

**NASH, JOHN**  
Golden Crescent  
KIOX, Bay City, Tex.

**NAVEN, DEAN**  
KMA Shenandoah, Iowa

**NEHRING, WALLY**  
1430 Club  
WIRE, Indianapolis, Ind.

**NEIMAN, WIN**  
KMUR, Murray, Utah

**NELSON, CHARLES**  
Platter Pit  
KBAM, Longview, Wash.

**NELSON, CY**  
WJJD, Chicago, Ill.

**NELSON, DAN**  
KVNC, Winslow, Ariz.

**NELSON, DAVE**  
WMVO, Mt. Vernon, Ohio

**NELSON, LINDSEY**  
NCAA Football  
NBC-TV

**NELSON, LOUIS**  
WGH, Norfolk, Va.

**NELSON, PAUL**  
Trading Post  
KIOA, Des Moines, Iowa

**NELSON, RALPH**  
KPTL, Carson City, Nev.

**NELSON, ROBERT**  
WFMC, Goldsboro, N. C.

**NELSON, STAN**  
WSTC, Stamford, Conn.

**NELSON, TOMMY**  
WDDT, Greenville, Miss.

**NELSON, WARREN**  
WROK, Rockford, Ill.

**NELSON, WILLIE**  
KVAN, Vancouver, Wash.

**NEUMANN, JERRY**  
WCOW, Sparta, Wis.

**NEW, JAMES H.**  
KGAL, Lebanon, Ore.

**NEWSOM, L. H.**  
Kingshighway  
WOKJ, Jackson, Miss.

**NEWSOME, GIL**  
KWK-TV, St. Louis, Mo.

**NICHOLS, CHUCK**  
WJOL, Joliet, Ill.

**NICHOLS, DELMAS**  
WHAB, Baxley, Ga.

**NICHOLS, HAROLD**  
KVOM, Morrilton, Ark.

**NICHOLS, LEE**  
KWBB, Wichita, Kan.

**NICHOLS, STEVE**  
KBHS, Hot Springs, Ark.

**NIELSON, WARREN**  
KMA, Shenandoah, Iowa

**NIEMI, TED**  
Polka Party  
WKBN, WKBN-TV, Youngs-  
town, Ohio

**NILES, DAVE**  
KRDG, Redding, Cal.

**NIX, ED**  
Top Banana Show  
KWIZ, Santa Ana, Cal.

**NOLAN, TIM**  
KXYZ, Houston, Tex.

**NOLAND, ROBERT J.**  
KDKD, Clinton, Mo.

**NORTHINGTON, JIM**  
WHKP, Hendersonville, N. C.

**NORTON, RAY**  
KSM, Sikeston, Mo.

**NORVELL, GEORGE**  
KSLV, Monte Vista, Col.

**NORWOOD, BILL**  
Cartoon Carnival  
WNCT, Greenville, N. C.

**NOVINS, STUART**  
Face The Nation  
CBS

**NUSS, TOM**  
KHOL-TV, Kearney, Neb.

**— O —**

**OAKVIK, JOHN**  
WJEF, Grand Rapids, Mich.

**O'BRIEN, DAVE**  
WDXI-TV, Jackson, Tenn.

**O'BRIEN, PAT**  
Your Nutrilite Radio Theatre  
NBC

**O'CONNOR, RICHARD**  
WCRB, Boston, Mass.

**ODEGAARD, RUSS**  
KCBC, Des Moines, Iowa

**O'DONNELL, D. J.**  
KALB, Alexandria, La.

**O'DONNELL, JIM**  
Musical Sunday  
WWOK, Charlotte, N. C.

**O'DONNELL, LEW**  
Panorama  
WHEN-TV, Syracuse, N. Y.

**OFTHAUS, RUSSELL**  
WLOS, Asheville, N. C.

**OGLE, RON**  
Tomorrow's Headlines  
KVAL-TV, Eugene, Ore.

**OLIVER, GREGORY**  
WDAF-TV, Kansas City, Mo.  
**OLIVER, ROGER**  
KTVI, St. Louis, Mo.  
**OLSEN, JACK**  
Polka Party  
KLOK, San Jose, Cal.

**OLSEN, JOHNNY**  
Break the \$250,000 Bank,  
Masquerade Parly  
NBC-TV, ABC-TV  
**OLSON, BOB**  
WCBI-TV, Columbus, Miss.

**OLSON, DON**  
WJBC, Bloomington, Ill.  
**OLSON, HARVEY**  
WDRG, Hartford, Conn.

**OLSON, LEE**  
Sunrise Serenade  
KROS, Clinton, Iowa

**OLSON, RAY**  
WOW, Omaha, Neb.

**OLSON, RIG**  
KBMB-TV, Bismarck, N. D.

**O'MASSEY, DENNIS**  
WJSB, Crestview, Fla.

**O'NEILL, MICHAEL**  
KITE, San Antonio, Tex.

**O'REILLY, JACK**  
WPEN, Philadelphia, Pa.

**O'REILLY, MIKE**  
Western Theatre  
WJTV, Jackson, Miss.

**ORR, BILL**  
Teen-time  
KREX, KREX-TV, Grand  
Junction, Col.

**ORTON, JIM**  
WSON, Henderson, Ky.

**OSMUNDSON, DEAN**  
KBIZ, Ottumwa, Iowa

**O'TOOLE, BILL**  
Life Is Worth Living,  
Mostly Music  
ABC, ABC-TV

**OUELLETTE, ROLAND**  
KPET, Lamesa, Tex.

## — P —

**PACK, MARSHALL**  
WLOS, Asheville, N. C.

**PADGETT, MATTIE**  
Lillie Anne  
WIRC, Hickory, N. C.

**PAGE, DAVE**  
KREM-TV, Spokane, Wash.

**PAGE, LARRY**  
Merry-Go-Round  
WTOG, Savannah, Ga.

**PALMER, CURT**  
KFJB, Marshalltown, Iowa

**PALMER, KEITH**  
KRMW, The Dalles, Ore.

**PANNONE, LOU**  
Trading Post  
KGBC, Galveston, Tex.

**PARK, CHARLEY**  
WJR, Detroit, Mich.

**PARKER, BOB**  
WDOT, Burlington, Vt.

**PARKER, CY**  
WLOI, Laporte, Ind.

**PARKER, JOHN**  
KERO-TV, Bakersfield, Cal

**PARKER, PAUL**  
WLAS, Jacksonville, N. C.

**PARKER, RUSTY**  
WDEV, Waterbury, Vt.

**PARKES, HAL**  
KEYY, Provo, Utah

**PARKS, BERT**  
Bandstand  
NBC

**PARKS, DEL**  
Coffee Grind  
WDRF, Chester, Pa.

**PARLE, PAUL**  
KEYS, Corpus Christi, Tex.

**PARR, JACK**  
WFDZ, Decatur, Ill.

**PARRISH, BYRON**  
WBK, Clarksburg, W. Va.

**PATTERSON, GEORGE**  
KASH, Eugene, Ore.  
**PAUL, GENE**  
WSTN, St. Augustine, Fla.  
**PAUL, PETER**  
WRUM, Rumford, Me.

**PAUL, RALPH D.**  
B. Oct. 11, 1920. Strike It Rich-  
Colgate, The Millionaire, CBS;  
The Goodyear Playhouse, NBC.

**PAWLAK, TOBY**  
KALB, Alexandria, La.

**PAXTON, TOM**  
WKY, WKY-TV, Oklahoma  
City, Okla.

**PAYNTER, LARRY**  
WPBC, Minneapolis, Minn.

**PEACH, FRED**  
Dinner Is Served  
WHYN-TV, Springfield, Mass.

**PEARCE, MARSHALL**  
WSMB, New Orleans, La.

**PEARSON, BOB**  
Trend of the Times  
KNGS, Hanford, Cal.

**PECK, GALE**  
Melody Every Evening  
KERN, Bakersfield, Cal.

**PELA, JOHN**  
Tomorrow's Weather  
KCRG-TV, Cedar Rapids, Iowa

**PENNINGTON, MEL**  
Sound-O-Rama  
KRBC, Abilene, Tex.

**PENNY, GAIL**  
Hall of Hits  
WLEE, Richmond, Va.

**PERAZZO, DON**  
Sunrise Serenade  
KBON, Omaha, Neb.

**PERKINS, GENE**  
Top O' the Morning  
KBOI, Boise, Idaho

**PERKINS, JACK**  
WGAR, Cleveland, Ohio

**PERRAULT, CARL**  
WSBS, Great Barrington,  
Mass.

**PERRY, BOB**  
WCKR, Miami, Fla.

**PERRY, GENE**  
WABO, Waynesboro, Miss.

**PERRY, JOHN**  
WTAP-TV, Parkersburg, W.  
Va.

**PERRY, SID**  
Midwest Matinee  
WCLA, Champaign, Ill.

**PETERS, CHARLOTTE**  
KSD-TV, St. Louis, Mo.

**PETERS, ROBERT**  
WFAS, White Plains, N. Y.

**PETERSON, BOB**  
WNAJ, Neenah, Wis.

**PETERSON, JACK**  
WPVL, Painesville, Ohio

**PETERSON, WARREN**  
Breakfast at Netties  
KAYE, Puyallup, Wash.

**PETRI, NELLO**  
WPKO, Springfield, Mass.

**PETTY, JERRY**  
KENN, Kenedy, Tex.

**PEYTON, RICHARD**  
Hi Neighbor  
KLVC, Leadville, Col.

**PEAFF, DAVE**  
WNOG, Naples, Fla.

**PEISTER, TED**  
WNDU, South Bend, Ind.

**PELEGER, GEORGE**  
WJTN, Jamestown, N. Y.

**PHALEN, TOM**  
KREM, Spokane, Wash.

**PHILLIPS, DON**  
WEW, St. Louis, Mo.

**PHILLIPS, GENE**  
WMAN, Mansfield, Ohio

**PHILLIPS, KEN**  
KAFF, Petaluma, Cal.

**PICKREN, CONRAD**  
Musical Clock  
WFEB, Sylacauga, Ala.

**PIERCE, BILL**  
WEJL, Scranton, Pa.

**PIERCE, FELDER L.**  
WZOB, Fort Payne, Ala.

**PIRINE, DUNCAN**  
Cocktail Time  
WQXR, New York, N. Y.

**PITTCOCK, ROBERT**  
King Arthur  
KWBY, Colorado Springs, Col.

**PITTMAN, CHARLES**  
1280 Musical Journal  
WJAY, Mullins, S. C.

**PLAYER, JIM**  
Movie Matinee  
WBTW, Florence, S. C.

**POINDEXTER, RAY**  
KGHI, Little Rock, Ark.

**POLK, BILL**  
Mid Day Frolics  
WHBO, Tampa, Fla.

**POLLOCK, BOB**  
WCLT, Newark, Ohio

**POLSON, JOHN**  
Musical Merry Go Round  
KCLE, Cleburne, Tex.

**POOLE, BOB**  
WBIG, Greensboro, N. C.

**POTEET, JIM**  
KDUB, Lubbock, Tex.

**POTTBERG, RICK**  
Concert Time  
WDCL, Tarpon Springs, Fla.

**POTTER, WES**  
WFIE, Evansville, Ind.

**POWELL, JACK**  
Bar 15  
WIN-T, Ft. Wayne, Ind.

**POWERS, DON**  
Koffee Klub  
KXGN, Glendive, Mont.

**POWERS, JIMMY**  
Cavalade of Sports  
NBC-TV

**PRATER, FRANK**  
Dixie Diary  
WSEV, Sevierville, Tenn.

**PRELL, ALLEN**  
Top Tune Time  
KFPT, Fremont, Neb.

**PRENTICE, BILL**  
WEWS, Cleveland, Ohio

**PRESTON, JAMES L.**  
KDKD, Clinton, Mo.

**PREVETTI, BILL**  
Teenage Canteen  
KGGM, KGGM-TV,  
Albuquerque, N. M.

**PRICE, RALPH**  
WJHL-TV, Johnson City,  
Tenn.

**PRICE, SAM**  
Nightwatchman  
KMED, Medford, Ore.

**PRIEST, GEORGE**  
KIEM, Eureka, Cal.

**PRIMIKIRIS, JOHN**  
WHDL, Olean, N. Y.

**PRINCE, JIM**  
WBRM, Marion, N. C.

**PRITCHARD, MARK**  
Listening Post  
WCSS, Amsterdam, N. Y.

**PROCTOR, FRANK**  
WVOD, Lynchburg, Va.

**PRUITT, AL**  
WAGR, Lumberton, N. C.

**PRYOR, CACTUS**  
KTBC, KTBC-TV, Austin, Tex.

**PUFFER, GEORGE**  
WOLI, Corning, N. Y.

**PUGH, CHUCK**  
Teleguiz  
WTVR, Richmond, Va.

**PUTMAN, DON**  
WBBZ, Ponca City, Okla.

**PUTNAM, JIM**  
WHIT, New Bern, N. C.

— Q —

**QUAVE, MACKIE**  
Music You Want  
WIS, Columbia, S. C.

**QUIMBY, JOHN**  
KRNO, San Bernardino, Cal.

**QUINN, ED**  
WPHG, Bristol, Va.

— R —

**RADECK, JOHN**  
WJBF, Augusta, Ga.

**RADKA, AL**  
KFRE-TV, Fresno, Cal.

**RAE, BOB**  
550 Club  
KAFF, Bakersfield, Cal.

**RAGSDALE, NORMAN**  
WKUL, Cullman, Ala.

**RAINEY, BOB**  
WCPA, Clearfield, Pa.

**RAINS, CAL**  
WIST, Charlotte, N. C.

**RANDALL, DALE**  
Man Called X  
KBOI-TV, Boise, Idaho

**RANDALL, ROY**  
R.F.D. 1330  
KFH, Wichita, Kan.

**RAPCHAK, MIKE**  
WAAF, Chicago, Ill.

**RATHBUN, JOHN**  
WNDR, Syracuse, N. Y.

**RAWLINGS, WAYNE**  
KULE, Ephrata, Wash.

**RAY, CHARLES**  
WPVL, Painesville, Ohio

**RAY, CURT**  
Clockwatcher  
KMOX, St. Louis, Mo.

**RAY, JOHN**  
Tic Toe Time  
WTAY, Robinson, Ill.

**RAY, LEA**  
KOPO, Tucson, Ariz.

**RAYMOND, FRANK**  
Farm Cast  
WCYB, Bristol, Va.

**RAYNOR, JAMES**  
WLSV, Wellsville, N. Y.

**READ, THOMAS W.**  
KRLC, Lewiston, Idaho

**RECTOR, BOB**  
KRDO, Colorado Springs, Col.

**REDDY, TOM**  
Circus Time, Treasure Hunt  
ABC-TV

**REED, KENYON**  
Moods in Melody  
WFRM, Coudersport, Pa.

**REETER, DEAN**  
The Home Show  
KWIN, Ashland, Ore.

**REEVES, BOB**  
Prof. R & B  
WKWK, Wheeling, W. Va.

**REID, DICK**  
Luck 8 Ranch  
WCHS-TV, Charleston, W. Va.

**REIG, HOWARD**  
NBC

**REILLY, ED**  
WBRY, Waterbury, Conn.

**REILLY, JIM**  
WRTA, Altoona, Pa.

**REIMERS, ED**  
B. Oct. 26, Moline, Ill.; Kaiser Aluminum Hour, Wire Service, ABC-TV; Crusader, Mr. Adams & Eve, Do You Trust Your Wife? CBS-TV; Global Zobel, KTTV

**REISING, KEITH**  
WLRP, New Albany, Ind.

**REKEDAL, ART**  
KYES, Roseburg, Ore.

**REMY, MEL**  
KNAK, Salt Lake City, Utah

**RENAULT, DON**  
KBUS, Mexia, Tex.

**RENWICK, CHARLES**  
WKNX-TV, Saginaw, Mich.

**REYNOLDS, CLIF**  
Kaleidoscope  
WCSH-TV, Portland, Me.

**REYNOLDS, DICK**  
WCUE, Akron, Ohio

**REYNOLDS, GENE**  
WBAP, Fort Worth, Tex.

**REYNOLDS, TOMMY**  
Movietime, U.S.A.  
KENS-TV, San Antonio, Tex.

**REZNER, JOHNNY**  
WPFB, Middletown, Ohio

**RHEA, DON**  
Coffee Club  
KIOX, Bay City, Tex.

**RHODES, BOB**  
WPBM-TV, Indianapolis, Ind.

**RICE, DICK**  
WTOD, Toledo, Ohio

**RICH, AL**  
WJAC, Johnstown, Pa.

**RICHARDS, AL**  
WTYC, Rock Hill, S. C.

**RICHARDS, BILL**  
WCHS-TV, Charleston, W. Va.

**RICHARDS, BOB**  
Record Session  
WKOP, Binghamton, N. Y.

**RICHARDS, ROBERT**  
WAZL, Hazleton, Pa.

**RICHARDSON, ART**  
Eye Opener  
WRVA-TV, Richmond, Va.

**RICHARDSON, BRUCE**  
WROK, Rockford, Ill.

**RICHARDSON, PORTER**  
KVMC, Colorado City, Tex.

**RICHMOND, BOB**  
Ed Marling Show  
WREN, Topeka, Kan.

**RICK, BUD**  
WKRK, Columbia, Tenn.

**RICKENBACKER, ACE**  
Talk of the Town  
WORD, Spartanburg, S. C.

**RICKWA, JOHN**  
KTTV, Sioux City, Iowa

**RIDDICK, DAVE**  
Mid-day Spirituals  
WRAP, Norfolk, Va.

**RIDENHOU, PAUL**  
WELS, Kinston, N. C.

**RIDGE, ROY**  
WKBV, Richmond, Ind.

**RIDNER, JACK S.**  
Circle 6 Ranch  
WCTV, Tallahassee, Fla.

**RIGGS, A. F. Butch**  
Rise N' Shine  
WIRO, Ironton, Ohio

**RIGLER, ROBERT**  
KGEZ, Kalispell, Mont.

**RILEY, JOHN**  
WVAM, Altoona, Pa.

**RING, BILL**  
California Hayride  
KQVR, Stockton, Cal.

**RIPPE, BILL**  
Tex & Jinx Show  
WRCA, N. Y. C.

**RISNER, JIM**  
Old Timer  
KSYD, Wichita Falls, Tex.

**RITZ, MYRNA**  
WBTA, Batavia, N. Y.

**RIZZO, HANK**  
WVDA, Boston, Mass.

**ROBBINS, ED**  
WKNB, New Britain, Conn.

**ROBBINS, JOHN**  
WENX, Rockville, Md.

**ROBERSON, AL**  
Roseland Review  
WPEP, Taunton, Mass.

**ROBERTS, BILL**  
WBOW, Terre Haute, Ind.

**ROBERTS, BUNNY**  
WKIT, Mineola, N. Y.

**ROBERTS, CHARLIE**  
WGAR, Cleveland, Ohio

**ROBERTS, JIM**  
Homeward Bound  
WHBC, Canton, Ohio

**ROBERTS, MIKE**  
WATM, Altmore, Ala.

**ROBERTS, PAUL**  
Town Clock  
KERN, Bakersfield, Cal.

**ROBERTS, RAY**  
WKDL, Clarksdale, Miss.

**ROBERTS, SID**  
WJJD, Chicago, Ill.

**ROBERTS, STAN**  
WTOW, Towson, Md.

**ROBERTS, WM. L.**  
KGYW, Vallejo, Cal.

**ROBERTSON, TRAFTON**  
WTAR, Norfolk, Va.

**ROBINSON, C. R.**  
WWOC, Manitowoc, Wis.

**ROBINSON, CLEOPHUS**  
WOKJ, Jackson, Miss.

**ROBINSON, DAVE**  
KOMO, Seattle, Wash.

**ROBINSON, MAX**  
WJTN, Jamestown, N. Y.

**ROCK, BILL**  
Highway Safety  
WPON, Pontiac, Mich.

**ROD, SHERRY**  
KFSD-TV, San Diego, Cal.

**ROEDEL, JOHN**  
KSD, St. Louis, Mo.

**ROGERS, LANDIS**  
Down Home with Grandpappy  
WAGR, Columbus, Miss.

**ROGERS, TOM**  
Southeast Almanac  
WBTW, Florence, S. C.

**ROGERS, WILLIAM H.**  
B. Nov. 17; \$64,000 Question, \$64,000 Challenge, Ford Theatre, G.E. Theatre CBS

**ROHLING, LARRY**  
WOWL, Florence, Ala.

**ROLAND, RAY**  
WATS, Sayre, Pa.

**RONALD, STAN**  
WKAN, Kankakee, Ill.

**ROODHOF, TED**  
WDOS, Oneonta, N. Y.

**ROPEL, JAMES T.**  
KRTN, Baton, N. M.

**ROSE, DARRELL**  
Chapel By Road  
KTNM, Tucumcari, N. M.

**ROSENTHAL, CONRAD**  
KWHO, Salt Lake City, Utah

**ROSS, BILL**  
WCKT, Miami, Fla.

**ROSS, LLOYD**  
WMLS, Sylacauga, Ala.

**ROSS, NORMAN**  
WGN, Chicago, Ill.

**ROSSIER, JOSEPH**  
WLSV, Wellsville, N. Y.

**ROSSITER, FRANK**  
WKAN, Kankakee, Ill.

**ROTHMANN, LEE**  
WKOW, Madison, Wis.

**ROUNTREE, MARTHA**  
Press Conference  
ABC-TV

**ROWE, DILLARD**  
WGFS, Covington, Ga.

**RUBIO, ZATARAIN**  
KLWW, San Antonio, Tex.

**RUCKLE, BOB**  
WBLA, Augusta, Ga.

**RUDES, JIM**  
WSPD-TV, Toledo, Ohio

**RULE, RON**  
KOIN-TV, Portland, Ore.

**RUSE, PAUL**  
Wake Up to Music  
KOEL, Oelwein, Iowa

**RUSSELL, BOB**

Stand Up and Be Counted, CBS-TV; Miss Universe Pageant, Long Beach, Cal.

**RUSSELL, BARCLAY**

WOAI, San Antonio, Tex.

**RUSSELL, FRAN**

Barter Time  
WCYB, Bristol, Va.

**RUSSELL, JIM**

Radio Roundup  
KCOW, Alliance, Neb.

**RUSSELL, LANCE**

WDXI-TV, Jackson, Tenn.

**RUSSELL, VERNE**

KUJ, Walla Walla, Wash.

**RUTLEDGE, KEN**

Cool Classics  
KRIE, Odessa, Tex.

**RUTLEDGE, NED**

Mulberry Bush  
WHVR, Hanover, Pa.

**RYAN, JOHNNY**

KVOO, Tulsa, Okla.

**RYAN, TOM**

WSNY, Schenectady, N. Y.

**RVHNER, WARREN**

WFRV-TV, Green Bay, Wis.

**RYRE, REED**

WBGR, Jesup, Ga.

## — S —

**SAGGESE, BOB**

WBML, Macon, Ga.

**SAINT, TERRY**

WTVT, Tampa, Fla.

**ST. JOHN, CHARLIE**

KVDO-TV, Corpus Christi, Tex.

**ST. THOMAS, DON**

KTNT, Tacoma, Wash.

**SALES, JERRY**

Spins & Needles  
KFAM, St. Cloud, Minn.

**SALESKI, STAN**

Polka Time  
WMMW, Meriden, Conn.

**SALINER, PAUL**

WGN, Chicago, Ill.

**SALTER, RUSS**

WTAQ, LaGrange, Ill.

**SANDERS, GORDON**

KRLD, Dallas, Tex.

**SANDERS, JIM**

Ruffin Reddy  
WSIX-TV, Nashville, Tenn.

**SANDERS, NICK**

KWCO, Chickasha, Okla.

**SANDLER, BERNIE**

WEBR, Buffalo, N. Y.

**SANDSTROM, JACK**

WADP, Kane, Pa.

**SANTON, CHESTER**

Adventures in Sound  
WQXR, New York, N. Y.

**SAUNDERS, BRUCE**

Record Shop  
WSBT, South Bend, Ind.

**SAWYER, VERNE**

KENE, Toppenish, Wash.

**SAYLOR, EARL**

KREI, Farmington, Mo.

**SCANLAN, JIM**

WOW-TV, Omaha, Neb.

**SCHARMAN, GEORGE**

Federal Men  
WOAI-TV, San Antonio, Tex.

**SCHEIE, DAVE**

WOW, Omaha, Neb.

**SCHELL, OLLIE**

Operation Western Living  
KEPR-TV, Pasco, Wash.

**SCHENCK, BUD**

Movie Marshall  
WTRF-TV, Wheeling, W. Va.

**SCHENKEL, CHRIS**

B. Aug. 21, 1923, Wabash, Ind.  
New York Football Giants, Horse Racing, Football Roundup, Orange Bowl, CBS-TV; St. Nick Fights, DuMont; Monitor, NBC; Pro Championship, NBC-TV

**SCHLABACH, EARL**

Mystery Melody  
WBSE, Hillsdale, Mich.

**SCHMEER, WILLIAM**

WAZL, Hazleton, Pa.

**SCHMITT, JIM**

KSLO, Opelousas, La.

**SCHOEN, STEVE**

KSCO, Santa Cruz, Cal.

**SCHOLFIELD, JOHN**

Movies for Kids  
KSAU-TV, Wausau, Wis.

**SCHOLL, DUTCH**

WNOF, Newport, Ky.

**SCHIRMISHER, DON**

KSST, Sulphur Springs, Tex.

**SCOFIELD, CARTER**

WDBO, Orlando, Fla.

**SCOGIN, JOHN**

Concert Hall  
WTAW, College Station, Tex.

**SCOLLAY, AL**

Time's Talent Time  
KOMU-TV, Columbia, Mo.

**SCOTT, ALAN**

WRCV-TV, Philadelphia, Pa.

**SCOTT, BILL**

WRLD, West Point, Ga.

**SCOTT, BLAINE**

KID-TV, Idaho Falls, Idaho

**SCOTT, BOB**

WOOD-TV, Grand Rapids, Mich.

**SCOTT, ED**

KDUB-TV, Lubbock, Tex.

**SCOTT, FRED**

B. June 25, 1920, Liberace Show, WABD; Captain Video Space Show; Children's Shows

**SCOTT, HAROLD**

WJAC-TV, Johnstown, Pa.

**SCOTT, HOWARD**

WLAQ, Rome, Ga.

**SCOTT, JIM**

KOSA-TV, Odessa, Tex.

**SCOTT, JOHN**

WCOP, Boston, Mass.

**SCOTT, JOHN**

Little Rascals  
WHEN-TV, Syracuse, N. Y.

**SCOTT, RAY**

R.F.D. Ramble  
WNOF, Newport, Ky.

**SCOTT, RON**

WOI-TV, Ames, Iowa

**SCOTT, SAM**

WCAM, Camden, N. J.

**SEAY, JIM**

Music After Hours  
WLEE, Richmond, Va.

**SEIFERT, FRANK**

Early Movie  
WTCN-TV, Minneapolis, Minn.

**SEMPLE, HUGH**

Ebony Rhapsody  
KWDM, De Moines, Iowa

**SEWELL, DOUG**

KDUB-TV, Lubbock, Tex.

**SEXTON, HOWARD**

Walkerton News  
WLOI, Laporte, Ind.

**SEYMOUR, ROBIN**

Bobbin' with Robin  
WKMH, Detroit, Mich.

**SHACKELFORD, DON**

WHLF, Centerville, Tenn.

**SHADBURN, BILL**

WSAV-TV, Savannah, Ga.

**SHALLCROSS, WILLIAM**

WADP, Kane, Pa.

**SHANAHAN, PAT**

WDOF, Sturgeon Bay, Wis.

**SHANAHAN, TOM**

WEMP, Milwaukee, Wis.

**SHARP, IRVING**

WDBJ, WDBJ-TV, Roanoke, Va.

**SHARPE, INGRAM**

WXRA, Buffalo, N. Y.

**SHAW, JAMES**

WFAU, Augusta, Me.

**SHAW, JOE**

WTSI, Hanover, N. H.

**SHELDON, HERB**

Herb Sheldon Show, WRCA

**SHELDON, LINN**

Late Matinee  
WJW-TV, Cleveland, Ohio

**SHELTON, JIM**

KHAD-TV, Laredo, Tex.

**SHEPPARD, ROBERT**

Amateur Hour  
ABC-TV

**SHERIDAN, BILL**

Sandman Chaser  
WADK, Newport, R. I.

**SHERIDAN, PHIL**

Triangle Theatre  
WFJL-TV, Philadelphia, Pa.

**SHERMAN, ARTHUR**

WJAC-TV, Johnstown, Pa.

**SHERMAN, TOM**

Tennessee Jamboree  
WBIR, Knoxville, Tenn.

**SHERILL, BOB M.**

Best on Wax  
WAKN, Aiken, S. C.

**SHERILL, DON**

KGFV, Kearney, Neb.

**SHERWOOD, DON**

KGO-TV, San Francisco, Cal.

**SHIEL, MARK**

KWAT, Watertown, S. D.

**SHIELD, MIKE**

WMEX, Mt. Vernon, Ill.

**SHIELDS, HERB**

KSLV, Monte Vista, Col.

**SHIPLEY, BILL**

B. Aug. 1, 1918, Ottawa, Kans.  
The Buccaneers, You Are There, CBS-TV; Jonathan Winters Show, The Big Story, NBC-TV

**SHIPLEY, JIM**

WJER, Dover, Ohio

**SHOEMAKER, NATHAN**

WABO, Waynesboro, Miss.

**SHREVE, LEONARD**

Dancetime  
KGW, Portland, Ore.

**SHUFFETT, CHARLES**

WLBN, Lebanon, Ky.

**SHULL, CHUCK**

WBVA-TV, Richmond, Va.

**SHUPERT, W. H., JR.**

WVNR, Beckley, W. Va.

**SHUTTS, WILLIAM F.**

KVOC, Casper, Wyo.

**SILL, DAVE**

Past & Present  
WESB, Bradford, Pa.

**SIMPSON, GEORGE**

WJNO, West Palm Beach, Fla.

**SIMS, BOB**

New Port Richey Show  
WDOE, Tarpon Springs, Fla.

**SINCLAIR, CHARLES**

Matinee Melodies  
WMEV, Marion, Va.

**SINCLAIR, DICK**

Polka Party  
KFI, Los Angeles, Cal.

**SIPHERD, ARTHUR**

Meet Your Neighbor  
KCMJ, Palm Springs, Cal.

**SKINNER, GEORGE**

WABC, New York City, N. Y.

**SLATTERY, JOE**

Ozark Jubilee  
ABC-TV

**SLATTON, PAUL**

WJBB, Haleyville, Ala.

**SMITH, BILL**

WWIL, Fort Lauderdale, Fla.

**SMITH, BOB**

WOR, New York, N. Y.

**SMITH, DICK**

WMCK, McKeesport, Pa.

**SMITH, DOUGLAS**

WFDF, Flint, Mich.

**SMITH, GEORGE B., JR.**

KPLK, Dallas, Ore.

**SMITH, GUY**

KIMO, Independence, Mo.

**SMITH, IRV**

WHB, Kansas City, Mo.

**SMITH, JIM**

WJHP, Jacksonville, Fla.

**SMITH, ROBERT**

WABM, Houlton, Me.

**SMITH, ROGER**

WJBB, Haleyville, Ala.

**SMITH, SEALY**

KOSA-TV, Odessa, Tex.

**SMITH, WEBB**

KAMQ, Amarillo, Tex.

**SNODGRASS, KEITH**

KGEZ, Kalispell, Mont.

**SOBEL, JOHNNY**

Rumpus Room  
WILK-TV, Wilkes-Barre, Pa.

**SOILEAU, JIM**

Good Rockin'  
KNOC, Natchitoches, La.

**SORENSEN, EARL**

KWEW, Hobbs, N. M.

**SPARKS, KEN**

WHLD, Niagara Falls, N. Y.

**SPENCER, RAYMOND E.**

KFXM, San Bernardino, Cal.

**SPILLMAN, SANDY**

KPIX, San Francisco, Cal.

**SPOO, EDWARD H.**

WWHG, Hornell, N. Y.

**SPRIGG, MEL**

KTVR, Denver, Col.

**SQUEER, KEN**

WDEV, Waterbury, Vt.

**STAMPS, BILL**

WGNS, Murfreesboro, Tenn.

**STANLEY, BILL**

WIOH, Norwich, Conn.

**STANLEY, JIM**

WICR, Norwich, Conn.

**STANLEY, ROY**

KWBB, Wichita, Kan.

**STANT, JACK**

WDRF, Chester, Pa.

**STAPLETON, JAMES**

WLVA, Lynchburg, Va.

**STAR, MARK**

Open House  
KGBC, Galveston, Tex.

**STARK, DICK**

B. Nov. 7, 1911, Grand Rapids,  
Mich. What's My Line, Gun-  
smoke, CBS-TV; NBC News-Chet  
Huntley, Comedy Time, NBC-TV

**STARLING, DAVID**

KFI, Los Angeles, Cal.

**STAVAS, JOE**

KODY, North Platte, Neb.

**STEBBINS, ROGER**

WERC, Erie, Pa.

**STEELE, DON**

KLLK, Jefferson City, Mo.

**STEELE, TED**

WOR-TV, New York, N. Y.

**STEFFES, ART**

KVOX, Moorhead, Minn.

**STEIN, MIKE**

WJLS, Beckley, W Va

**STEIN, MICHAEL**

WAKR, Akron, Ohio

**STEPHENSON, BOB**

KXYZ, Houston, Tex.

**STEVENS, BILL**

WCYB-TV, Bristol, Va.

**STEVENS, BOB**

WARU, Peru, Ind.

**STEVENS, GENE**

Broadway's Best  
KEEP, Twin Falls, Idaho

**STEVENS, PHIL**

KMOX, St. Louis, Mo.

**STEVENS, RALPH**

WRAY, Princeton, Ind.

**STEVENSON, JOHN**

Bold Journey  
ABC-TV

**STEWART, DON**

WKCT, Bowling Green, Ky.

**STEWART, HAYES**

KIVA, Yuma, Ariz.

**STEWART, JOHN**

KDKA, Pittsburgh, Pa.

**STIDSTONE, WES**

WLEA, Hornell, N. Y.

**STILES, DANNY**

WCTC, New Brunswick, N. J.

**STOCKDALE, TERRY**

WMSC, Columbia, S. C.

**STONE, DEWEY**

WDEC, Americus, Ga.

**STORM, JAY**

WLOK, Memphis, Tenn.

**STRAND, NORM**

WSAV-TV, Savannah, Ga.

**STRAUSS, JOHN**

KNCO, Garden City, Kan.

**STRECKER, JOHN**

Four of Us  
KOMU-TV, Columbia, Mo.

**STRICKLAND, BILL**

Sun n Fun Club  
WIRA, Fort Pierce, Fla.

**STUDNEY, ED**

WWDC, Washington, D. C.

**STURM, DEAN**

WSAZ, Huntington, W. Va.

**SULLIVAN, BILL**

Alarm Clock Club  
WCHA, Chambersburg, Pa.

**SULLIVAN, TIM**

KGMC, Englewood, Col.

**SUNKEL, BUD**

WDAN, WDAN-TV, Danville,  
Ill.

**SWAIN, HACK**

WSPB, Sarasota, Fla.

**SWARTZ, STANLEY**

WTPA, Harrisburg, Pa.

**SWEARINGEN, JERRY**

KFOR, Lincoln, Neb.

**SWIFT, ALLEN**

B. New York City. Popeye The  
Sailor, Voices for Terry Toons,  
TV and Radio Commercials;  
WPX

**SWINSON, BOBBY**

KCLW, Hamilton, Tex.

**— T —****TABOR, LEE**

KYJC, Medford, Ore.

**TAPLER, VINCE**

Panorama  
WTJS, Jackson, Tenn.

**TATE, JEROME**

Red Hot & Blues  
WLOK, Tampa, Fla.

**TAYLOR, BEN W.**

WMFJ, Daytona Beach, Fla.

**TAYLOR, BILL**

KCBD-TV, Lubbock, Tex.

**TAYLOR, DEL**

WHTN-TV, Huntington, W.  
Va.

**TAYLOR, DON**

KUBA, Yuba City, Cal.

**TAYLOR, GENE**

Hoedown Jamboree  
KOTA-TV, Rapid City, S. D.

**TAYLOR, JACK**

KID-TV, Idaho Falls, Idaho

**TAYLOR, JIM**

WCNB, Connersville, Ind.

**TAYLOR, KEN**

The Music Room  
WVCG, Coral Gables, Fla.

**TAYLOR, POP**

The Rural Scene  
WSTV-TV, Steubenville, Ohio

**TELLEZ, RUDY**

KTSM-TV, El Paso, Tex.

**TERRY, BILL**

KLIX-TV, Twin Falls, Idaho

**THAYER, JACK**

WDGY, Minneapolis, Minn.

**THOMAS, AUB**

KAFP, Petaluma, Cal.

**THOMAS, BOB**

Words & Music  
WGAI, Elizabeth City, N. C.

**THOMAS, GORDON**

WTMJ-TV, Milwaukee, Wis.

**THOMAS, JERRY**

WBIZ, Eau Claire, Wis.

**THOMAS, JIM**

WKIS-WORZ, Orlando, Fla.

**THOMAS, NEWTON**

WLLY, Richmond, Va.

**THOMAS, THEODORE**

WJKO, Springfield, Mass.

**THOMAS, WAYNE**

KTIM, San Rafael, Cal.

**THOMPSON, BILL**

KPHO-TV, Phoenix, Ariz.

**THOMPSON, BOB**

WWNS, Statesboro, Ga.

**THOMPSON, BUD**

Hospitality Time  
KCBD-TV, Lubbock, Tex.

**THOMPSON, DICK**

WSWW, Platteville, Wis.

**THOMPSON, FRANK**

KFMB, San Diego, Cal.

**THOMPSON, WILL**

WXIX, Milwaukee, Wis.

**THORNTON, JIM**  
WTVD, Durham, N. C.

**THORNTON, MELBA**  
Church Bells Ring  
WJEH, Gallipolis, Ohio

**TISDALE, JERRY**  
WJSB, Crestview, Fla.

**TOLBERT, BOB**  
WTBF, Troy, Ala.

## TONKEN, PHIL

B. Apr. 13, 1919, Hartford, Conn.  
Youth Wants to Know, The Greatest Drama, Fame, NBC-TV; Tomorrows Front Page Headlines, Crime Fighters, MBS; Allan Granger-Radio Playhouse, WOR; The Big Picture

**TOOLEY, JOHNNY**  
WMTA, Central City, Ky.

**TOOTHMAN, ROBERT**  
Listeners on Wheels  
WBLK, Clarksburg, W. Va.

**TOPINKA, RUDY**  
Western Round-up  
WSAU, WSAU-TV, Wausau, Wis.

**TOTH, JIM**  
Smilin' Jim's Jamboree  
KPLC, Lake Charles, La.

**TOWNSEND, CHET**  
WJPF, Herrin, Ill.

**TOWNSEND, DUDLEY**  
WDBJ-TV, Roanoke, Va.

**TRACY, BILL**  
Party Line  
KDLA, De Ridder, La.

**TRAILER, REX**  
WBZ-TV, Boston, Mass.

**TRAP, BOB**  
Top Thirty  
WMAX, Grand Rapids, Mich.

**TRENT, GEORGE**  
Spin A Record  
WAGA, Atlanta, Ga.

**TRENT, JOHN**  
Housewives Protective League  
WCAU, Philadelphia, Pa.

**TRENT, TOMMY**  
KTHS, Little Rock, Ark.

**TREWETT, BUD**  
Kool Korner  
KKOG, Ogden, Utah

**TUCKER, CHARLES**  
KOCs, Ontario, Cal.

**TUCKER, JACK**  
WFVA, Fredericksburg, Va.

**TUCKER, TOMMY**  
Cartune Funnies  
WMBR-TV, Jacksonville, Fla.

**TUGWELL, JIMMY**  
KBTA, Batesville, Ark.

**TUNSTALL, BILL**  
WFVG, Fuquay Springs, N. C.

**TURNER, AL**  
KTBB, Tyler, Tex.

**TURNER, DICK**  
WAAB, Worcester, Mas.

**TURNER, MIKE**  
WSSB, Durham, N. C.

**TYLER, GARY**  
Coffee Time Frolics  
KSYL, Alexandria, La.

**TYSON, DAVID**  
WCAE, Pittsburgh, Pa.

## — U —

**UHLIS, FRAN**  
KGBX, Springfield, Mo.

**UNOLD, WES**  
WFMO, Fairmont, N. C.

## — V —

**VAIL, KIT**  
WKTY, La Crosse, Wis.

**VALENTINE, GLEN**  
KBYE, Oklahoma City, Okla.

**VALLE, DAN**  
WFAS, White Plains, N. Y.

**VALLENDER, ED**  
WBCM, Bay City, Mich.

**VAN, JOE**  
WKMH, Detroit, Mich.

**VAN DAM, LEE**  
WKLZ, Kalamazoo, Mich.

**VANHOOK, EDWARD D.**  
WSFC, Somerset, Ky.

**VAN HORN, ARTHUR**  
WABC, New York, N. Y.

**VAN HORNE, BOOTS**  
KSHO-TV, Las Vegas, Nev.

**VANLANDDINGHAM, LEWIS**  
KXJR, Russellville, Ark.

**VAUGHN, CLAYTON**  
Spins & Needles  
KUSH, Cushing, Okla.

**VEAL, J. H.**  
Civic Forum  
WCOA, Pensacola, Fla.

**VENTURINO, DICK**  
KSTN, Stockton, Cal.

**VEST, FRED**  
WKAB, Mobile, Ala.

**VESTAL, STAN**  
Parade of Hits  
KNGS, Hanford, Cal.

**VICTOR, PAUL**  
WCPA, Clearfield, Pa.

**VIKEN, MILTON**  
KOMB, Cottage Grove, Ore.

**VINCENT, JOE**  
WMSL-TV, Decatur, Ala.

**VINCENT, SCOTT**  
ABC, ABC-TV

**VINSON, AL**  
KNET, Palestine, Tex.

**VOIGT, OWEN**  
WSVA, Harrisonburg, Va.

**VON HAGLE, PAUL**  
WMSC, Columbia, S. C.

## — W —

**WACKER, PHIL**  
KXRO, Aberdeen, Wash.

**WADE, OZZIE**  
WKNE, Keene, N. H.

**WAGONER, VERN**  
Commuter  
WABJ, Adrian, Mich.

**WAINWRIGHT, ROBERT**  
KBSF, Springhall, La.

**WALBERG, TINY**  
WDBO, Orlando, Fla.

**WALDEN, DICK**  
WGOV, Valdosta, Ga.

**WALKER, DUSTY**  
KVAR, Mesa, Ariz.

**WALKER, KEITH**  
KXIC, Iowa City, Iowa

**WALL, CARL**  
WGLO, Centreville, Miss.

**WALLACE, DALE**  
KOLA, Pine Bluff, Ark.

**WALLACE, EDWARD, JR.**  
WJRI, Lenoir, N. C.

**WALLACE, GEORGE**  
Java Juke Box  
KTKT, Tucson, Ariz.

**WALLACE, GIL**  
WVMC, Mount Carmel, Ill.

**WALLACE, TOM JR.**  
KTKT, Tucson, Ariz.

**WALLACK, DICK**  
KFAM, St. Cloud, Minn.

**WALTER, ROD**  
KOMB, Cottage Grove, Ore.

**WALTERS, CLEM**  
WHEWL, Naticoke, Pa.

**WALTERS, DICK**  
WLDD, La Crosse, Wis.

**WALTERS, EDDIE**  
The Morris Hour  
WCMY, Ottawa, Ill.

**WALTERS, LIDIE**  
Kitchen Kapers  
WFBC, Greenville, S. C.

**WALTERS, LOU**  
Requestfuly Yours  
WBFC, Fremont, Mich.

**WAMBACH, PETE**  
Party Line  
WCMB-TV, Harrisburg, Pa.

**WANKE, HUGH**  
WCAO, Baltimore, Md.

**WARD, JIM**  
Bridge Forum  
WITV, Miami, Fla.

**WARD, SKIP**  
KYW, Cleveland, Ohio

**WARDEN, SCOTT**  
KMON, Great Falls, Mont.

**WAREHAM, BOB**  
Boonville Ballroom  
KWRB, Boonville, Mo.

**WARNER, CARL**  
WJJD, Chicago, Ill.

## WARREN, JERRY

B. July 17, 1926, Philadelphia, Pa. The Jerry Warren Show, WINS; Campbell Soups (Dear Phoebe) NBC - TV; Paramount Pictures

**WARREN, MATT**  
Press Conference  
ABC-TV

**WATERS, STERLING**  
KSLX, Corpus Christi, Tex.

**WATSON, BILL**  
550 Club  
KAFY, Bakersfield, Cal.

**WAYMAN, TOM**  
KTVT, Salt Lake City, Utah

**WAYNE, LARRY**  
KGUL-TV, Galveston, Tex.

**WEAVER, BILL**  
KCBS, San Francisco, Cal.

**WEAVER, BOB**  
KXO, El Centro, Cal.

**WEAVER, JOE**  
Penthouse Party  
WTOL, Toledo, Ohio

**WEAVER, R. L.**  
WLOB, Memphis, Tenn.

**WEAVER, ROBYN**  
WIRL, Peoria, Ill.

**WEAVER, TOM**  
WCMA, Corinth, Miss.

**WEBB, JERRY**  
WPCC, Mt. Vernon, Ind.

**WEBB, JIM**  
WCDT, Winchester, Tenn.

**WEBBER, BOB**  
KXJK, Forrest City, Ark.

**WEBBER, LARRY**  
WJEJ, Hagerstown, Md.

**WEBSTER, JOE**  
WDBL, Springfield, Tenn.





**WEEGMAN, WILLARD G.** 1  
WBKV, West Bend, Wis.

**WEEKS, DICK**  
KTAC, Tacoma, Wash.

**WEEKS, ED**  
KOVC, Valley City, N. D.

**WEIDEMAN, JACK**  
Holiday for Housewives  
WRGP-TV, Chattanooga,  
Tenn.

**WEIMAR, BOB**  
KPLC-TV, Lake Charles, La.

**WEITZEL, TOM**  
WTPA, Harrisburg, Pa.

**WELLS, EARL**  
WSPD-TV, Toledo, Ohio

**WELSH, DON**  
WDSM, Superior, Wis.

**WELSH, HERMAN**  
KENN, Kenedy, Tex.

**WENDELL, BILL**  
B. Mar. 22, 1924, New York City.  
Tonight with Ernie Kovacs, Wide  
Wide World, NBC-TV; NBC  
Bandstand, NBC-TV Color Spec-  
taculars

**WESNER, LEE**  
Top O' The Morning  
WISC, Madison, Wis.

**WESTFALL, KAY**  
WNBQ, Chicago, Ill.

**WESTOVER, JIM**  
KQV, Pittsburgh, Pa.

**WHEAT, RAY**  
WAAF, Chicago, Ill.

**WHEELER, GARTH**  
KSOP, Salt Lake City, Utah

**WHEELER, WILLIAM**  
Showcase  
WEEU, Reading, Pa.

**WHITCOMB, MELVILLE T.**  
WCME, Brunswick, Me.

**WHITE, ALAN**  
KTBS, Shreveport, La.

**WHITE, BILL**  
WGBI, Scranton, Pa.

**WHITE, BOB**  
WLOU, Louisville, Ky.

**WHITE, CLYDE**  
RFD 1570  
WTAY, Robinson, Ill.

**WHITE, HOWARD**  
WGRG, Louisville, Ky.

**WHITLOCK, RAY**  
WCHN, Norwich, N. Y.

**WHITNEV, PHIL**  
WINC, Winchester, Va.

**WHITTAKER, ED**  
Uncle Charlie  
WKTU, Utica, N. Y.

**WHITTINGTON, JIMMY**  
WERD, Atlanta, Ga.

**WICKS, JAMES F.**  
WAVN, Stillwater, Minn.

**WIDDER, DAVE**  
Synopated Clock  
WDAF, Kansas City, Mo.

**WILBER, AL**  
WVJS, Owensboro, Ky.

**WILBURN, GEORGE**  
KNED, McAlester, Okla.

**WILKES, JIM**  
KPAR-TV, Sweetwater, Tex.

**WILKINSON, JIM**  
WOMI, Owensboro, Ky.

**WILLIAMS, BENNIE**  
WFTC, Kinston, N. C.

**WILLIAMS, CARL**  
Home Theatre  
WBIR, Knoxville, Tenn.

**WILLIAMS, CHARLES**  
KFNF, Shenandoah, Iowa

**WILLIAMS, CHUCK**  
WPEP, Taunton, Mass.

**WILLIAMS, DOC**  
WMOD, Moundsville, W. Va.

**WILLIAMS, GORDON**  
KWYO, Sheridan, Wyo.

**WILLIAMS, JACK**  
WGBS, Miami, Fla.

**WILLIAMS, JIM**  
KGBT, Harlingen, Tex.

**WILLIAMS, JIM**  
WDXL, Lexington, Tenn.

**WILLIAMS, KAE**  
WHAT, Philadelphia, Pa.

**WILLIAMS, OMAR**  
WLW-D, Dayton, Ohio

**WILLIAMS, RONEY**  
Old Ship of Zion  
WHBI, Newark, N. J.

**WILLIAMSON, GORDON**  
Two on the Aisle  
WTVT, Tampa, Fla.

**WILLIS, FORREST**  
Musical Clock  
WTRY, Troy, N. Y.

**WILLMAN, JACK**  
Morning Spirituals  
WMRY, New Orleans, La.

**WILSON, BIG**  
KYW-TV, Cleveland, Ohio

**WILSON, DEAN C.**  
WMEG, Eau Gallie, Fla.

**WILSON, DON**  
Night Scene, Juke Box  
KWTX, Waco, Tex.

**WILSON, GEORGE**  
WHAN, Charleston, S. C.

**WILSON, GLENN**  
WPAR, Parkersburg, W. Va.

**WILSON, HARRY A.**  
Best on Record  
WRGS, Rogersville, Tenn.

**WILSON, KIM**  
WTVP, Decatur, Ill.

**WILSON, LARRY**  
WSMB, New Orleans, La.

**WILSON, ROSS C.**  
WBTN, Bennington, Vt.

**WILSON, STU**  
KBTG, Avalon, Cal.

**WILSON, WALTER**  
Crossroads Inn  
WKOA, Hopkinsville, Ky.

**WINGARD, MIKE**  
WIRA, Fort Pierce, Fla.

**WINGATE, DON**  
WAAG, Adel, Ga.

**WINN, BILL**  
Your Anniversary  
WESB, Bradford, Pa.

**WINTERS, BILL**  
KVIP, Redding, Cal.

**WIZIARDE, FRANK**  
Whizzo's Wonderland  
KMBC-TV, Kansas City, Mo.

**WOEHRMANN, W.**  
WKBV, Richmond, Ind.

**WOLFENDEN, BOB**  
Dancing Party  
WMEV, Marion, Va.

**WOMACK, KERMIT**  
KXRJ, Russellville, Ark.

**WOOD, EARL**  
WROC-TV, Rochester, N. Y.

**WOOD, ROBERT A.**  
WEBQ, Harrisburg, Ill.

**WOOD, SID**  
Secret Phone Call  
WMFS, Chattanooga, Tenn.

**WOOD, STAN**  
WTTV, Bloomington, Ind.

**WOODBURN, BOB**  
Hospitality Time  
WLOH, Princeton, W. Va.

**WOODELL, JIM**  
WTON, Staunton, Va.

**WOODRUFF, LES**  
Concert Hall  
WCOA, Pensacola, Fla.

**WOODS, CHARLES**  
Sunday Music Hall,  
Texaco Weekend News  
ABC, ABC-TV

**WOODS, DONALD**  
B. Dec. 2, Brandon, Manitoba,  
Canada; Woolworth Hour, CBS.  
Film Festivals, Crossroads, Sky  
Pilot of Cumberlands, Paratroop  
Padre, The Light, ABC-TV

**WORK, TED**  
WFMD, Frederick, Md.

**WOTRING, DICK**  
WHRV, Ann Arbor, Mich.

**WRAY, W. HALL**  
WHMA, Anniston, Ala.

**WRIGHT, HANK**  
WJPF, Herrin, Ill.

**WRIGHT, JOHNNY**  
Kids Korral  
WFBC-TV, Greenville, S. C.

**WRIGHT, KEN**  
WKY, Oklahoma City, Okla.

**WYMER, JACK**  
WING, Dayton, Ohio

## — Y —

**YARBRO, STU**  
Hits & Previews  
WKNA, Charleston, W. Va.

**YATES, JOHN**  
KFEQ-TV, St. Joseph, Mo.

**YATES, STERLING**  
KDKA, Pittsburgh, Pa.

**YOMANAKA, TOM**  
KCID, Caldwell, Idaho

**YOUNG, AL**  
Musical Matinee  
WCMA, Corinth, Miss.

**YOUNG, BARBARA**  
Menus 'n Manners  
WCTV, Tallahassee, Fla.

**YOUNG, ED**  
Wake Up to Music  
WGRG, Louisville, Ky.

**YOUNG, JIM**  
WBSR, Pensacola, Fla.

**YOUNG, O. C.**  
Burnt Toast and Cold Coffee  
WHIS, Bluefield, W. Va.

## — Z —

**ZAK, BILL**  
KTRH, Houston, Tex.

**ZEPP, LEONARD**  
WPFA, Pensacola, Fla.

**ZETHMAYR, CAL**  
WWSG, Tifton, Ga.

**ZIELINSKI, BRUNO**  
It's Polka Time  
ABC-TV

**ZIMMER, LEE**  
KABC, Hollywood, Cal.

**ZINK, CHUCK**  
WTVJ, Miami, Fla.

**ZUBER, ED**  
1280 Klub  
WYVE, Wytheville, Va.

# WOMEN COMMENTATORS

## HOME ECONOMISTS of U. S. Radio and TV Stations

### — A —

Abdou, Gloria.....WCAE, Pittsburgh, Pa.  
 Abeyta, Vergie.....KGGM, KGGM-TV,  
 Albuquerque, N. M.  
 Adair, Alyce.....WCLI, Corning, N. Y.  
 Adams, Carol.....WHBC, Canton, Ohio  
 Adams, Deborah.....WFJL-TV, Philadelphia, Pa.  
 Adams, Louise.....WCMB, Harrisburg, Pa.  
 Adams, Merry.....KNDC, Hettinger, N. D.  
 Aders, Edna.....WLSI, Pikeville, Ky.  
 Albert, Mildred.....WVDA, Boston, Mass.  
 Alexander, Mildred, WTAR, WTAR-TV, Norfolk, Va.  
 Allen, Bettye.....WCMJ, Ashland, Ky.  
 Allen, Dolores.....WDOR, Sturgeon Bay, Wis.  
 Allen, Hazel.....KSHO-TV, Las Vegas, Nev.  
 Allen, Helen.....KLEA, Lovington, N. M.  
 Allen, Madeline.....KGAL, Lebanon, Ore.  
 Allen, Mattie Brown.....WVHS, Shelby, N. C.  
 Allen, Nancy.....WLAU, Laurel, Miss.  
 Allen, Ruth.....WGAR, Cleveland, Ohio  
 Allison, Mayme.....KBON, Omaha, Neb.  
 Ames, Jane-Ellen.....WKIP, Poughkeepsie, N. Y.  
 Anderson, Blanche.....WLOA, Braddock, Pa.  
 Anderson, Fran.....KXRA, Alexandria, Minn.  
 Angell, Barbara.....KPTV, Portland, Ore.  
 Apple, Marie.....KWCB, Searey, Ark.  
 Arnold, Helen.....WCRI, Scottsboro, Ala.  
 Arreola, Olivia.....KDJJ, Holbrook, Ariz.  
 Artman, Marion.....WGAP, Maryville, Tenn.  
 Ashlock, Marguerite, WMT-TV, Cedar Rapids, Iowa  
 Ashmore, Dorothy.....WCAT, Orange, Mass.  
 Aska, Maria.....WREX-TV, Rockford, Ill.  
 Atter, Virginia.....WMBR-TV, Jacksonville, Fla.  
 Austin, Frances.....WWNC, Asheville, N. C.

### — B —

Bacher, Jeanne.....KGST, Fresno, Cal.  
 Bahwell, Marilyn.....WKTY, La Crosse, Wis.  
 Bailey, Ann.....WSPF, Paintsville, Ky.  
 Bailey, Liz.....KWBU, Corpus Christi, Tex.  
 Bailey, Lynn.....WNOG, Naples, Fla.  
 Baird, Margaret.....WDLP, Panama City, Fla.  
 Baker, Evangeline.....KGO-TV, San Francisco, Cal.  
 Baker, Gertrude.....WUBU, Butler, Pa.  
 Baker, Helen.....WDMG, Douglas, Ga.  
 Baldwin, Bettie.....KXIS, Sedalia, Mo.  
 Baldwin, Joy.....KFJI, Klamath Falls, Ore.  
 Ball, Jane Ellen.....WJAS, Pittsburgh, Pa.  
 Bankston, Kathryn D.....WRFC, Athens, Ga.  
 Barkwell, Patsy.....KOOS, Coos Bay, Ore.  
 Barnes, Josey.....KTVT, Salt Lake City, Utah  
 Barr, Marie.....WGSA, Ephrata, Pa.  
 Barrat, Maxine.....WCKT, Miami, Fla.  
 Barry, Madeline.....WAGC, Chattanooga, Tenn.  
 Burton, Emily.....KFRC, San Francisco, Cal.  
 Buxter, Frances.....WDXE, Lawrenceburg, Tenn.  
 Bayer, Angela.....WTOP-TV, Washington, D. C.  
 Beal, Patricia.....WRGS, Rogersville, Tenn.  
 Beasley, Marlene.....WIRO, Ironton, Ohio  
 Bechtel, Ethel.....WACB, Kittanning, Pa.  
 Beckwith, Kathleen.....WLSV, Wellsville, N. Y.  
 Beers, Betty.....WEAB, Greer, S. C.  
 Bell, Muriel M.....WBOB, Galax, Va.  
 Bendall, Sallie.....WBTM, Danville, Va.  
 Bennell, Julie.....WFAA-TV, Dallas, Tex.  
 Bennett, Sue.....WBZ-TV, Boston, Mass.  
 Bennett, Teri L.....WHWB, Rutland, Vt.  
 Benning, Joan.....WMEG, Eau Gallie, Fla.  
 Bentz, Judy.....WADP, Kane, Pa.  
 Berg, Mildred.....KGHI, Little Rock, Ark.  
 Berg, Nancy.....WILK-TV, Wilkes-Barre, Pa.  
 Berry, Marilou.....WJPS, Evansville, Ind.  
 Bertrand, Jackie Todd.....KJEF, Jennings, La.  
 Beseth, Muriel H.....WNBZ, Saranac Lake, N. Y.  
 Bestor, Beulah.....WSTC, Stamford, Conn.  
 Bevier, Joan C.....KGHM, Brookfield, Mo.

Biggs, Marion.....KLO, Oden, Utah  
 Bingham, Constance, WOHI, East Liverpool, Ohio  
 Binns, Barbara.....WVCG, Coral Gables, Fla.  
 Bisgaard, Jo Ann.....KXO, El Centro, Cal.  
 Bishop, Phyllis.....WMBR, WMBR-TV,  
 Jacksonville, Fla.  
 Bittinger, Lucie.....KAWL, York, Neb.  
 Blaine, Mary.....KCUL, Fort Worth, Tex.  
 Blake, Julie.....WFEA, Manchester, N. H.  
 Blanford, Mary.....WGRG, Louisville, Ky.  
 Beck, Ruth.....WIMS, Michigan City, Ind.  
 Blunt, Carolyn.....WOKJ, Jackson, Miss.  
 Boe, Shari.....WLDL, La Crosse, Wis.  
 Boehm, Mary Kay.....WITZ, Jasper, Ind.  
 Bond, Betty.....WLSL-TV, Roanoke, Va.  
 Bond, Billie.....WKIK, Bogalusa, La.  
 Bond, Jean.....KEEN, San Jose, Cal.  
 Borg, Marge.....WDXI-TV, Jackson, Tenn.  
 Bowers, Lois.....WHIZ, Zanesville, Ohio  
 Bowery, Joanne E.....KOJM, Havre, Mont.  
 Bowman, Helen.....WIKE, Newport, Vt.  
 Bowman, Margie.....WSFB, Quitman, Ga.  
 Boyd, Betty.....KOTV, Tulsa, Okla.  
 Boyd, Jo.....WFOX, Milwaukee, Wis.  
 Brandenburg, Catharine.....WREN, Topeka, Kan.  
 Brannen, Mrs. Ernest H.....WWNS, Statesboro, Ga.  
 Brannen, Nora.....WRBL-TV, Columbus, Ga.  
 Breedlove, Judy.....WAMW, Washington, Ind.  
 Brent, Ruth.....KGNC-TV, Amarillo, Tex.  
 Brett, Jeanne.....WFRV-TV, Green Bay, Wis.  
 Brewer, Mrs. Jerry.....WMIS, Natchez, Miss.  
 Bridges, Doris.....WKMT, Kings Mountain, N. C.  
 Brock, Mabel.....WMTS, Murfreesboro, Tenn.  
 Broman, Kathryn.....WWLP, Springfield, Mass.  
 Brooks, Mrs.....WKAM, Goshen, Ind.  
 Brooks, Jane.....WTVR, Richmond, Va.  
 Brooks, Martha.....WGY, Schenectady, N. Y.  
 Brown, Betty.....WGBF, Evansville, Ind.  
 Brown, Gloria.....KYW, Cleveland, Ohio  
 Brown, Jere.....WELO, Tupelo, Miss.  
 Brown, Vivian.....KREX, KREX-TV,  
 Grand Junction, Colo.  
 Browne, Olivia.....WMC, Memphis, Tenn.  
 Browning, Ada Reid.....WSJS, Winston-Salem, N. C.  
 Bruce, Evelyn.....WLET, Toccoa, Ga.  
 Bubbett, Mary.....WENC, Whiteville, N. C.  
 Buechin, Yolanda.....WGPA, Bethlehem, Pa.  
 Buck, Anita E.....WAVN, Stillwater, Minn.  
 Bull, Peggy.....KCMJ, Palm Springs, Cal.  
 Bullard, Iris.....WTAW, College Station, Tex.  
 Bulis, Alma.....KPTL, Carson, Nev.  
 Bunnell, Roberta Scott.....WKLO, Louisville, Ky.  
 Burack, Sara.....WBNF, Binghamton, N. Y.  
 Burke, Jessie.....WVMC, Mount Carmel, Ill.  
 Burns, Dolly.....KDDD, Dumas, Tex.  
 Burns, Jane.....WBLK, Clarksburg, W. Va.  
 Burt, Ellen T.....WIBX, Utica, N. Y.  
 Bush, Helen.....KCVR, Lodi, Cal.  
 Butler, Carole.....WTPA, Harrisburg, Pa.  
 Butler, Eugenia.....WGAU, Athens, Ga.  
 Butler, Jane.....WGBS, Miami, Fla.  
 Button, Veri.....KSVF, Artesia, N. M.  
 Byam, Helen.....KBND, Bend, Ore.  
 Byerly, Jeannine.....WTNC, Thomasville, N. C.  
 Byrne, Mary Margaret.....WDAK-TV, Columbus, Ga.

### — C —

Calliec, Lu.....WAAM, Baltimore, Md.  
 Calloway, Elizabeth, KTRE, KTRE-TV, Lutkin, Tex.  
 Campbell, Bettye.....KPET, Lamesa, Tex.  
 Campbell, Juanita.....KVIP, Redding, Cal.  
 Campbell, Lanthe.....WHKY, Hickory, N. C.  
 Campbell, Lois.....WPFP, Park Falls, Wis.  
 Canipbell, Marianne B.....WJEH, Gallipolis, Ohio  
 Campbell, Mary Jane.....WMRE, Monroe, Ga.  
 Candy, Lou.....KITE, San Antonio, Tex.  
 Carol, Connie.....KROP, Brawley, Cal.  
 Carlson, Mildred.....WBZ, Boston, Mass.

WOMEN COMMENTATORS—RADIO-TV

Carlson, Norah..... WLYC, Williamsport, Pa.  
 Carpenter, Peg..... KAYE, Puyallup, Wash.  
 Carr, Betty..... WBBZ, Ponca City, Okla.  
 Carroll, Helen..... WILQ, Frankfort, Ind.  
 Carroll, Marion..... WICS, Springfield, Ill.  
 Carter, Florence..... WJEB, Augusta, Ga.  
 Carter, Fran..... WAZL, Hazleton, Pa.  
 Carter, Joan..... KPSP-TV, El Paso, Tex.  
 Carver, Louise..... WKZO, Kalamazoo, Mich.  
 Cascioli, Ann..... WIKB, Iron River, Mich.  
 Casey, Wynne..... WJOY, Burlington, Vt.  
 Cass, Betty..... WIBA, Madison, Wis.  
 Cato, Evelyn..... WMFS, Chattanooga, Tenn.  
 Cervi, Samuline..... WCNT, Centralia, Ill.  
 Chandler, Elaine..... KPFP, San Angelo, Tex.  
 Chapman, Margaret..... WCDE, Carbondale, Pa.  
 Chase, Julie..... WTAG, Worcester, Mass.  
 Chessher, Faye..... KWED, Seguin, Tex.  
 Childers, Louise..... WJAN, Spartanburg, S. C.  
 Christian, Jo..... KFAL, Fulton, Mo.  
 Church, Betty..... WARL, Arlington, Va.  
 Clarke, Betty..... WFDF, Flint, Mich.  
 Clements, Mary Lou..... WLBK, Lebanon, Ky.  
 Close, Vivian..... KALB-TV, Alexandria, La.  
 Coker, Carolyn..... KRLD-TV, Dallas, Tex.  
 Coker, Penelope..... WCSC-TV, Charleston, S. C.  
 Cole, Gerry..... WHOC, Philadelphia, Miss.  
 Cole, Jean..... WWGS, Tifton, Ga.  
 Cole, Vera..... KSLO, Opelousas, La.  
 Colie, Anita..... WCME, Brunswick, Me.  
 Collins, Edna..... KCIM, Carroll, Iowa  
 Collins, Kay..... WIS, Columbia, S. C.  
 Collins, Marge..... WTBL, Bradenton, Fla.  
 Collins, Virginia..... KFMO, Flat River, Mo.  
 Comer, Carol..... WABJ, Adrian, Mich.  
 Comer, Connie..... KBCH, Oceanlake, Ore.  
 Connelly, Jeanne..... WNEB, Worcester, Mass.  
 Connors, Dorsey..... WNBQ, Chicago, Ill.  
 Cook, Connie..... WOW, WOW-TV, Omaha, Ne.  
 Cook, Eve..... WBSA-TV, York, Pa.  
 Cook, Mary Lou..... WCOH, Newnan, Ga.  
 Cook, Patti..... KPOJ, Portland, Ore.  
 Cooke, Kay B..... WKBW, Buffalo, N. Y.  
 Coon, Dorothy..... WSPD-TV, Toledo, Ohio  
 Cooper, Delores..... KPAT, Pampa, Tex.  
 Cooper, Madge..... WMRN, Marion, Ohio  
 Cope, Kitty..... WSAV-TV Savannah, Ga.  
 Costa, Esther..... WESO, Southbridge, Mass.  
 Cotton, Dorothy..... WHEC, Rochester, N. Y.  
 Coulter, Lydia..... WAKU, Latrobe, Pa.  
 Counce, Lois..... WCMA, Corinth, Miss.  
 Crabaugh, Marjorie..... KXRJ, Russellville, Ark.  
 Craig, Louise..... WSEF, Somerset, Ky.  
 Cramer, Alma..... WARD-TV, Johnstown, Pa.  
 Crans, Hazel P..... WVM1, Biloxi, Miss.  
 Crawford, Mildred C..... WCDE, Winchester, Tenn.  
 Crowe, Jerry..... WBRC-TV, Birmingham, Ala.  
 Crowther, Joan..... WNHC-TV, New Haven, Conn.  
 Curley, Margaret..... WJEF, Grand Rapids, Mich.

— D —

Daehler, Polly..... WPAY, Portsmouth, O.  
 Dalton, Wanda..... KCLW, Hamilton, Tex.  
 Daly, Anne..... WPDQ, Jacksonville, Fla.  
 Dame, Paula..... WDOT, Burlington, Vt.  
 Daniel, Betty..... WDVH, Gainesville, Fla.  
 Daniels, Nan..... WLEA, Hornell, N. Y.  
 Daniels, Yvonne..... WOBK, Jacksonville, Fla.  
 Davis, Alma..... WCSC, Charleston, S. C.  
 Davis, Betty..... KOIN-TV, Portland, Ore.  
 Davis, Sara..... KAGR, Yuba City, Cal.  
 Dawdy, Maurene..... KLIK, Jefferson City, Mo.  
 Deane, Martha..... WOB, New York, N. Y.  
 Dee, June..... KWBB, Wichita, Kan.  
 Dee, Pamela..... KILT-TV, El Paso, Tex.  
 DeFilippo, Kim..... WNOK, Columbia, S. C.  
 DeFrance, Anita..... KTMC, McAlester, Okla.  
 DeGraw, Louise..... KATL, Miles City, Mont.  
 DeGre, Muriel..... WKNY, Kingston, N. Y.  
 Dennis, Dorothy..... KTFN, Trenton, Mo.  
 Denton, Pat..... KGNC, Amarillo, Tex.  
 Dettlinger, Alma..... WQXR, New York, N. Y.  
 DeVore, Gloria..... KFDM-TV, Beaumont, Tex.  
 Dickens, Dean..... WAGA-TV, Atlanta, Ga.  
 Dickinson, Betty..... KARD-TV, Wichita, Kan.  
 Dillingham, Frances..... WTAB, Tabor City, N. C.

Ditmer, Beverly... WHGR, Houghton Lake, Mich.  
 Dobratz, Delphine... KDUZ, Hutchinson, Minn.  
 Doke, Dell..... KWTO, Springfield, Mo.  
 Donald, Vivian..... WAIP, Prichard, Ala.  
 Donat, Esther... KFEQ, KFEQ-TV, St. Joseph, Mo.  
 Donges, Cathy..... WATG, Ashland, Ohio  
 Doohan, Betty..... KWEX, McPherson, Kan.  
 Doonan, Katie... WCHS, WCHS-TV, Charleston, W. Va.  
 Dorsey, Polly..... WBMD, Baltimore, Md.  
 Dorsey, Ruth..... WAPX, Montgomery, Ala.  
 Douglas, Donna..... WTOP, WTOP-TV,  
 Washington, D. C.  
 Drew, Sally..... WJER, Dover, Ohio  
 DuKate, Gwen..... WPCF, Panama City, Fla.  
 Dumont, Jeanne..... WTWO, Bangor, Me.  
 Duncan, Eleanor..... WSOY, Decatur, Ill.  
 Duncan, Jean..... WGGH, Marion, Ill.  
 Durrett, W. E. (Mrs.) Jr... KELD, El Dorado, Ark.  
 Duvall, Carol..... WOOD, WOOD-TV,  
 Grand Rapids, Mich.

— E —

Eason, Imogene..... WGAI, Elizabeth City, N. C.  
 Eckloff, Maurine..... KHOL-TV, Kearney, Neb.  
 Eckstein, Donna... KTRF, Thief River Falls, Minn.  
 Edmondson, Betty... KIMA-TV, Yakima, Wash.  
 Edwards, Nancy..... KBMB-TV, Bismarck, N. D.  
 Elardo, Helen..... KMON, Great Falls, Mont.  
 Elizabeth, Faye..... WWJ-TV, Detroit, Mich.  
 Elliott, Frances..... KGNO, Dodge City, Kan.  
 Ellis, Judy..... WJHO, Opelika, Ala.  
 Elman, Evelyn..... KTHV, Little Rock, Ark.  
 Entee, Edith..... WKIS-WORZ, Orlando, Fla.  
 Epstein, Ruth..... KSTT, Davenport, Iowa  
 Estornelle, Virginia... WQBC, Vicksburg, Miss.  
 Eubanks, Velma..... WMUU, Greenville, S. C.  
 Evans, Christine..... WHDH, Boston, Mass.  
 Evans, Joan..... WIBC, Indianapolis, Ind.  
 Evans, Robbie..... WKBJ, Milan, Tenn.  
 Evans, Sally..... WMT, Cedar Rapids, Iowa  
 Everhart, Billie..... WSAT, Salisbury, N. C.

— F —

Fabiani, Rozell..... WRBL-TV, Columbus, Ga.  
 Falkenburg, Jinx..... WRCA-TV, N.Y.C., N. Y.  
 Farber, Wilda..... WJTV, Jackson, Miss.  
 Farmer, Helen..... WBML, Macon, Ga.  
 Faulkner, DeLois... WKY-TV, Oklahoma City, Okla.  
 Faye, Pearl..... WAPO, Chattanooga, Tenn.  
 Ferris, Jill..... KBTV, Denver, Colo.  
 Finan, Agnes..... KPLO-TV, Lake Charles, La.  
 Fitzgerald, Preen..... WRCA, New York City  
 Fitzwilson, Ethel..... KSWO, Lawton, Okla.  
 Fleming, Dot..... WDSC, Dillon, S. C.  
 Flowers, Elizabeth..... WHSC, Hartsville, S. C.  
 Flowers, Helen..... WHOD, Moundsville, W. Va.  
 Floyd, Odell L..... WCEH, Hawkinsville, Ga.  
 Flynn, Gail..... WAOV, Vincennes, Ind.  
 Flynn, Peggy..... WTAL, Tallahassee, Fla.  
 Folley, Lois..... KWEE, Hobbs, N. M.  
 Folsom, Charlotte..... WJBS, DeLand, Fla.  
 Fontaine, Pat..... KARK-TV, Little Rock, Ark.  
 Foran, Margaret..... WAAF, Chicago, Ill.  
 Ford, Beverly..... KNOX-TV, Grand Forks, N. D.  
 Forrest, Joan..... KBST-TV, Big Spring, Tex.  
 Foster, Kay..... KTYL, Mesa, Ariz.  
 Fountain, Jean..... WMFD, Wilmington, N. C.  
 Frank, Margaret H..... WHNC, Henderson, N. C.  
 Fredericks, Carlton... WMGM, New York, N. Y.  
 Fredericks, Ruth..... WCSS, Amsterdam, N. Y.  
 Freede, Beatrice A... WDCL, Tarpon Springs, Fla.  
 Freeman, Mary..... WOWL, Florence, Ala.  
 Friberg, Alice Fairn... WCYB-TV, Bristol, Va.  
 Frick, Lucille..... KRNK, Roseburg, Ore.  
 Fritis, Betty..... WGOV, Valdosta, Ga.  
 Fritz, Alene..... KNAF, Fredericksburg, Tex.  
 Fuller, Betha..... KAVE, Carlsbad, N. M.

— G —

Gaines, Myrtle..... WOKZ, Alton, Ill.  
 Gale, Marian E..... WWHG, Hornell, N. Y.  
 Gale, Virginia..... WGN, Chicago, Ill.  
 Gallagher, Jane..... WHTN-TV, Huntington, W. Va.



WOMEN COMMENTATORS—RADIO-TV



Gallant, Catherine Rice... WFAU, Augusta, Me.  
 Galvin, Grace... WBRV, Waterbury, Conn.  
 Gary, Lora... WJLD, Birmingham, Ala.  
 Gay, Pat... KLZ, Denver, Colo.  
 Gebhart, Sue... KRTR, Thermopolis, Wyo.  
 Gerhardt, Mary Alice... WHFB, Benton Harbor, Mich.  
 Getz, Billie... KVIC, Victoria, Tex.  
 Geyer, Marion... WAKR, Akron, Ohio  
 Gibbs, Agnes... WCSH, WCSH-TV, Portland, Me.  
 Gileson, Eva... WZOB, Fort Payne, Ala.  
 Gifford, Eleanor... WKNX, WKNX-TV, Saginaw, Mich.  
 Gilchrist, Norma... KTPV, Hollywood, Cal.  
 Gill, Jane... WJPD, Ishpeming, Mich.  
 Gilmer, Betty... KGBX, Springfield, Mo.  
 Gilmer, Elnora... KSLV, Monte Vista, Colo.  
 Gilmore, Anne... WGST, Atlanta, Ga.  
 Gilstrap, Karine... KTAE, Taylor, Tex.  
 Given, Marge... WLBK, DeKalb, Ill.  
 Godfrey, Marty... KYME, Boise, Idaho  
 Gocb, Paula... KICO, Calexico, Cal.  
 Goke, Frances... WSWW, Platteville, Wis.  
 Golas, Jean... WICH, Norwich, Conn.  
 Gordon, Lindy... KWIN, Ashland, Ore.  
 Gottlieb, Mrs. Ralph... WMSC, Columbia, S. C.  
 Graf, Mamie... KGYW, Vallejo, Cal.  
 Graham, Catherine... KOOL, Phoenix, Ariz.  
 Graham, Peg... KDIX-TV, Dickinson, N. D.  
 Granger, Betty... WLJB, New York, N. Y.  
 Grauer, Lindell... KNDY, Marysville, Kan.  
 Graves, Connie... WDEV, Waterbury, Vt.  
 Gray, Louise... WBBW, Youngstown, Ohio  
 Graziani, Aurora D... WWOV, Woonsocket, R. I.  
 Green, Cathy... KCEN-TV, Temple, Tex.  
 Green, Connie... KBOR, Brownsville, Tex.  
 Green, Mary Francis... WMDC, Hazlehurst, Miss.  
 Greendahl, Jeanne... WHB, Kansas City, Mo.  
 Greene, June K... WHAI, Greenfield, Mass.  
 Greenwood, Katherine... WALL, Middletown, N. Y.  
 Gregory, Doris... KPBM, Carlsbad, N. M.  
 Gretes, Inge... KRPL, Moscow, Idaho  
 Grey, Ethel... WBSA, York, Pa.  
 Griem, Breta... WTMJ-TV, Milwaukee, Wis.  
 Griffith, Gail... KMED, Medford, Ore.  
 Griffis, Annette... WBRC-TV, Birmingham, Ala.  
 Griffith, Marge... WRTA, Altoona, Pa.  
 Grisette, Etta Mae... WHKY, Hickory, N. C.  
 Gunning, Betty... WJAR, Providence, R. I.

Henderson, Margaret... WGSV, Guntersville, Ala.  
 Hendricks, Priscilla... WJAM, Marion, Ala.  
 Henry, Gloria... WKJG-TV, Ft. Wayne, Ind.  
 Henry, Helen Neil... WNLA, Indianola, Miss.  
 Henry, Jack... KQV, Pittsburgh, Pa.  
 Herold, Florence... WTTN, Watertown, Wis.  
 Hersh, Gladys E... WKAP, Allentown, Pa.  
 Hickox, Mary... KFI, Los Angeles, Cal.  
 Hightower, Jill... KTNM, Tucumcari, N. M.  
 Hileman, Marjorie W... KVOC, Casper, Wyo.  
 Hill, Claire... WWSR, St. Albans, Vt.  
 Hinkle, Evelyn... KNET, Palestine, Tex.  
 Hinshaw, Marge... KQTV, Sioux City, Iowa  
 Holden, Ann... KGO, San Francisco, Cal.  
 Holiday, Mary... WACO, Waco, Tex.  
 Holland, Gloria... WEEU, Reading, Pa.  
 Hollensworth, Mayme... KWRF, Warren, Ark.  
 Holmes, Lois... KSLA-TV, Shreveport, La.  
 Holt, Alva... KOTN, Pine Bluff, Ark.  
 Hood, Mary... KSYD-TV, Wichita Falls, Tex.  
 Hoogenhous, Mary... WCOW, Sparta, Wis.  
 Hoover, Faye... WBCR, Christiansburg, Va.  
 Hoover, Mary Josephine... WNCT, Greenville, N. C.  
 Hopkins, Dorothy... KDRD, Sedalia, Mo.  
 Holland, Ruth... WNOW, York, Pa.  
 Horn, Reba... WIEL, Elizabethtown, Ky.  
 Horning, June... WALA, Mobile, Ala.  
 Horvet, June... KGHF, Pueblo, Colo.  
 Hoskins, Phyllis... WMMB, Melbourne, Fla.  
 Howard, Ann... WDBJ-TV, Roanoke, Va.  
 Howard, Nancy... KMUS, Muskogee, Okla.  
 Hubbard, Margie Lou... KPIT, Paris, Tex.  
 Hudgins, Virginia... WLOE, Leaksville, N. C.  
 Hudson, Patricia... KTHE, Thermopolis, Wyo.  
 Hulbert, Marie... KOLN-TV, Lincoln, Neb.  
 Hulin, Bernice... WOI-TV, Ames, Iowa  
 Humphrey, Helen... WWSC, Glens Falls, N. Y.  
 Hunt, Betty Jo... KBIM, Roswell, N. M.  
 Hunter, Edna... WCHO, Washington Court House, Ohio  
 Hunter, Fern J... KSUB, Cedar City, Utah  
 Huntspon, Nell... WJAK, Jackson, Tenn.  
 Huse, Dorothy... KABC-TV, Los Angeles, Cal.  
 Hutch, Nita... WTVN, Columbus, Ohio  
 Hutchins, Minabel... WPTW, Piqua, Ohio  
 Hutchison, Elizabeth... WGVN, Greenville, Miss.  
 Hyde, Susan... WKOA, Hopkinsville, Ky.

— H —

Haden, Evelyn... WKWK, Wheeling, W. Va.  
 Haerberle, Arle... WCCO-TV, Minneapolis, Minn.  
 Hagan, Frances... KIND, Independence, Kan.  
 Hall, Barbara... WHCU, Ithaca, N. Y.  
 Hall, Lynn... KRBC, Abilene, Tex.  
 Hall, Martha... WCOV-TV, Montgomery, Ala.  
 Halle, Jane... WSON, Henderson, Ky.  
 Hamil, Alma J... WESC, Greenville, S. C.  
 Hanscomb, Olga... WFLA, WFLA-TV, Tampa, Fla.  
 Hardy, Doris... WFGM, Fitchburg, Mass.  
 Hare, Clarine... KOCO, Salem, Ore.  
 Hargrove, Polly... KDUB-TV, Lubbock, Tex.  
 Harlan, Cynthia... WWTV, Cadillac, Mich.  
 Harland, Mary... WNAE, Warren, Pa.  
 Harrel, Bets... WJHL-TV, Johnson City, Tenn.  
 Harris, Fran... WWJ, Detroit, Mich.  
 Harris, Frances Kay... KGBC, Galveston, Tex.  
 Harris, Mama Lou... WBOK, New Orleans, La.  
 Harrison, Virginia... WTRB, Ripley, Tenn.  
 Hart, Connie... KTBS-TV, Shreveport, La.  
 Hartin, Dorothy... KSCO, Santa Cruz, Cal.  
 Hartman, Hazel... WMID, Atlantic City, N. J.  
 Hastings, Ann... KPMT, Fort Morgan, Colo.  
 Hayden, Evelyn... WTRF-TV, Wheeling, W. Va.  
 Hayes, Ann... WLK-TV, Wilkes-Barre, Pa.  
 Hayes, Bette... WDAF-TV, Kansas City, Mo.  
 Hays, May Bradshaw... WICC, Bridgeport, Conn.  
 Healy, Dolores... KBRC, Mount Vernon, Wash.  
 Healy, Meg... KIXL, Dallas, Tex.  
 Heck, Betty... KOMU-TV, Columbia, Mo.  
 Heinzeleman, Delrose... WGHN, Grand Haven, Mich.  
 Helebrant, Lucie J... KOEL, Oelwein, Iowa  
 Hellenic, Ruth... WCMW, Canton, Ohio  
 Henderson, D. J... WPAD, Paducah, Ky.  
 Henderson, Fran... WARU, Peru, Ind.  
 Henderson, Mrs. Freddie... WERD, Atlanta, Ga.  
 Henderson, Louise... WSNJ, Bridgeton, N. J.

— I —

Ingalls, Mary... KGRH, Fayetteville, Ark.  
 Ingrani, Meriam... WJWS, South Hill, Va.  
 Irving, Peggy... WMAV, Springfield, Ill.  
 Isabel, Jeannette... WILD, Birmingham, Ala.  
 Ison, Janis... WKBV, Richmond, Ind.

— J —

Jackson, Betty... WEPG, South Pittsburg, Tenn.  
 Jackson, Marjorie... KERG, Eugene, Ore.  
 Jackson, Dorothy... KPUG, Bellingham, Wash.  
 Jacobson, Evelyn... KGEZ, Kalispell, Mont.  
 Jarman, Mrs. J. Frank... WDNC, Durham, N. C.  
 Jaynes, Vi... WJCD, Seymour, Ind.  
 Jeanne, Shirley... WJHP-TV, Jacksonville, Fla.  
 Jennemann, Doris... KSTL, St. Louis, Mo.  
 Jennings, Helen Massey... WJBO, Baton Rouge, La.  
 Jernquist, Dorothy... WMBV-TV, Marinette, Wis.  
 John, Alma... WWRL, New York City, N. Y.  
 Johnson, Bea... KMBC, KMBC-TV, Kansas City, Mo.  
 Johnson, Bonnie... WBHB, Fitzgerald, Ga.  
 Johnson, Dianne... WCIA, Champaign, Ill.  
 Johnson, Pat... WHAV, Haverhill, Mass.  
 Johnston, Coralie... KSYL, Alexandria, La.  
 Jones, Earlene... KIMO, Independence, Mo.  
 Jones, Lois... WPAR, Parkersburg, W. Va.  
 Jones, Mary... WFIL, Philadelphia, Pa.  
 Jones, Mimi... WHOS, Decatur, Ala.  
 Jukes, Mary Lou... KCKT, Great Bend, Kan.  
 Julien, Chrys... KCRG-TV, Cedar Rapids, Iowa

— K —

Kaiser, Lucille... KIUL, Garden City, Kan.  
 Kanz, Patricia H... KGNB, New Braunfels, Tex.  
 Karlhom, Barbara... WJRD, Tuscaloosa, Ala.

WOMEN COMMENTATORS—RADIO-TV

Kaufmann, Yvonne.....WVSC, Somerset, Pa.  
 Kay, Lucy.....WBKH, Hattiesburg, Miss.  
 Kaye, Emily.....KXEO, Mexico, Mo.  
 Kaye, Sylvia.....KONG, Visalia, Cal.  
 Kearns, June.....WTOC, WTOC-TV, Savannah, Ga.  
 Keeling, Jon N.....WTRR, Sanford, Fla.  
 Kelly, Cordelia.....WFMJ-TV, Greensboro, N. C.  
 Kelly, Nancy.....KRIB, Mason City, Iowa  
 Kennedy, Marie.....WEEB, Southern Pines, N. C.  
 Kerchival, Mary.....WSAZ, Huntington, W. Va.  
 Kern, Carolyn.....KERN, Bakersfield, Cal.  
 Kettis, Mary.....KKOG, Ogden, Utah  
 Keyser, Lalkki.....WEKY, Richmond, Ky.  
 Kieffer, Ramona.....WHIZ-TV, Zanesville, Ohio  
 Kimball, Betty.....WHAY, New Britain, Conn.  
 King, Carol.....WCAX, Burlington, Vt.  
 King, Emeline.....KBTK, Missoula, Mont.  
 King, Ethel Jane.....KAKE-TV, Wichita, Kan.  
 King, June.....WLBT, Jackson, Miss.  
 King, Marjorie.....KNBC, San Francisco, Cal.  
 King, Mary Ann.....KOSA-TV, Odessa, Tex.  
 Kingsbay, Mer.....WCCO, Minneapolis, Minn.  
 Kious, Roberta.....WLDS, Jacksonville, Ill.  
 Kirk, Dorothy Ann.....KILQ, Grand Forks, N. D.  
 Kit, Mrs. W.....WKIT, Mineola, N. Y.  
 Klaeser, Edith.....WLAJ, Grand Rapids, Mich.  
 Klark, Kitty.....WVKY, Winchester, Ky.  
 Klaser, Marye.....WTVW, Evansville, Ind.  
 Klein, Betty.....KOGT, Orange, Tex.  
 Klime, Pat.....KVDO-TV, Corpus Christi, Tex.  
 Knab, Betty.....WBEX, Chillicothe, Ohio  
 Knight, Doris.....WBBQ, Augusta, Ga.  
 Knight, Lee.....WSPD, Toledo, Ohio  
 Knight, Mary.....KTOW, Oklahoma City, Okla.  
 Kolenec, Nikki.....KPRK, Livingston, Mont.  
 Kooreman, Jean.....KBIZ, Ottumwa, Iowa  
 Kotschwar, Jackie.....KBRL, McCook, Neb.  
 Kounovskiy, Rosella.....KLPN, Minot, N. D.  
 Kraus, Betty.....WIRY, Plattsburg, N. Y.  
 Kregar, Rosella.....WFRM, Coudersport, Pa.  
 Kretschman, Lorraine.....KUCB, Montrose, Colo.  
 Krieger, Vivien.....WESB, Bradford, Pa.  
 Krupp, Nita.....KRAY, Amarillo, Tex.  
 Kummer, Eloise.....WBBM, Chicago, Ill.  
 Kurtz, Mary Ellen.....WLBK, Lebanon, Pa.  
 Kyle, Peggy.....WELS, Kingston, N. C.

— L —

Labbitt, Myrtle.....CKLW, CKLW-TV, Detroit, Mich.  
 Lacey, Eleanor.....KRFC, Rocky Ford, Colo.  
 Le Pauvret, Michelle.....KARD-TV, Wichita, Kan.  
 Lake, Nancy.....WLEB, Sandusky, Ohio  
 Lane, Barbara.....WISC, Madison, Wis.  
 Lane, Carole.....WKIX, Raleigh, N. C.  
 Lane, Judith.....KIRO, Seattle, Wash.  
 Lane, Laura.....WMRY, New Orleans, La.  
 Lane, Marian.....WRKD, Rockland, Me.  
 Lane, Norma.....KUMA, Pendleton, Ore.  
 Langdon, Harriet.....WARN, Fort Pierce, Fla.  
 Lange, Dorothy.....KEYJ, Jamestown, N. D.  
 Larson, Kay.....WHEN, WHEN-TV, Syracuse, N. Y.  
 Lauferty, Lillian.....WDBO-TV, Orlando, Fla.  
 Laughinghouse, Lucile.....WLAS, Jacksonville, N. C.  
 Laughlin, Vivian.....KGFV, Kearney, Neb.  
 Lauten, Jane.....WGAN, Portland, Me.  
 Lavitan, Gladys.....WIST, Charlotte, N. C.  
 Lawshe, Eleanor.....KPNF, Shenandoah, Iowa  
 Leakos, Katherine.....WGHM, Waterville, Me.  
 Le Blanc, Barbara.....KALB, Alexandria, La.  
 Lee, Betty.....WCED, DuBois, Pa.  
 Lee, Edna.....KHQA-TV, Quincy, Ill.  
 Lee, Judy.....WRCV-TV, Philadelphia, Pa.  
 Lee, Linda.....KTBC, KTBC-TV, Austin, Tex.  
 Lee, Pat.....WBT, Charlotte, N. C.  
 Lee, Virginia.....WLEE, Richmond, Va.  
 Leeper, Thelma.....WMRF, Lewistown, Pa.  
 LeMay, Mary Ann.....WISN, Milwaukee, Wis.  
 Leonard, Elizabeth.....KING, KING-TV, Seattle, Wash.  
 Lesueur, Billie.....KOOK-TV, Billings, Mont.  
 Lewis, Cara.....WLOU, Louisville, Ky.  
 Lewis, Kitty.....KITI, Chehalis-Centralia, Wash.  
 Lewis, Wilma.....KAVL, Lancaster, Cal.  
 Lind, Ostrid.....WRCA-TV, N.Y.C., N. Y.  
 Linderman, Jane.....KCRE, Crescent City, Cal.

Lindgren, Irene.....WFBM, WFBM-TV, Indianapolis, Ind.  
 Lingerfelt, Francis.....WCGC, Belmont, N. C.  
 Lingle, Kitty.....WMOG, Brunswick, Ga.  
 Liston, Carol Ann.....WGIL, Galesburg, Ill.  
 Livermore, Mercer.....WKKO, Cocoa, Fla.  
 Louch, Jean.....WXYZ-TV, Detroit, Mich.  
 Lockwood, Arlean.....WBSE, Hillsdale, Mich.  
 Loe, Rita.....WBSS, New Smyrna Beach, Fla.  
 Loeffler, Sandra.....KRLD, Dallas, Tex.  
 Long, Mary.....WFMD, Frederick, Md.  
 Love, Aileen H.....WRLD, West Point, Ga.  
 Lowry, Fredi.....KWOA, Worthington, Minn.  
 Lubeke, Colleen.....KOLQ, Reno, Nev.  
 Lucas, Dione.....WPIX, New York, N. Y.  
 Lyndmood, Virginia.....WSVA, Harrisonburg, Va.

— Me —

McBride, Alys Mae.....WHLE, Virginia, Minn.  
 McBride, Jean.....WWJ-TV, Detroit, Mich.  
 McCaleb, Louise.....WHLF, Centerville, Tenn.  
 McClintock, Mary.....WHBQ, Memphis, Tenn.  
 McClure, Helen.....KTSM-TV, El Paso, Tex.  
 McCord, Erma R.....WHBU, Anderson, Ind.  
 McCraine, Thelma.....WGLC, Centreville, Miss.  
 McCraney, Betty.....KSEL, Lubbock, Tex.  
 McCrue, Jinx.....WRCA, N.Y.C., N. Y.  
 McCue, Dorothy.....KULE, Ephrata, Wash.  
 McCullum, Cooleen.....WCBI-TV, Columbus, Miss.  
 McCune, Mildred.....KTHV, Little Rock, Ark.  
 McCurdy, Barbara J.....WTCB, Flomaton, Ala.  
 McDonald, Helen.....KXRX, San Jose, Cal.  
 McCutchen, Ruth.....WDKD, Kingstree, S. C.  
 McDonald, Margaret.....WBAP-TV, Ft. Worth, Tex.  
 McDonald, Mary.....KOB, Albuquerque, N. M.  
 McGavren, Marge.....KMMJ, Grand Island, Neb.  
 McLellan, Annette.....KBMX, Coalinga, Cal.  
 McMurray, Barbara.....WLRP, New Albany, Ind.  
 McNall, Trudy.....WROC-TV, Rochester, N. Y.  
 McNeely, Beth.....WTSP, St. Petersburg, Fla.  
 McPherson, Charlotte.....WTTM, Trenton, N. J.

— M —

Macke, Jeannette.....WFIE, Evansville, Ind.  
 Mackenzie, Pat.....WNDC-TV, South Bend, Ind.  
 Madden, Gertrude.....WWPA, Williamsport, Pa.  
 Malchiodi, Carolyn.....WGMA, Hollywood, Fla.  
 Mallin, Dorothy Gay.....WDOK, Cleveland, Ohio  
 Mallory, Martha.....WVNH, Rochester, N. H.  
 Mann, Peggy.....WTVD, Durham, N. C.  
 Manners, Martha.....WKTV, Utica, N. Y.  
 March, Dona.....WADK, Newport, R. I.  
 Marin, Fina.....KWKW, Pasadena, Cal.  
 Mariner, Marjorie.....WFMJ-TV, Youngstown, Ohio  
 Marsden, Ruth Roberts.....WICY, Malone, N. Y.  
 Marshall, Jane.....WTTN, Port Huron, Mich.  
 Martell, Tony.....WELJ, Scranton, Pa.  
 Martin, Clara.....WBIG, Greensboro, N. C.  
 Martin, Edra Paula.....WEBK, Tampa, Fla.  
 Martin, Esther.....KDTH, Dubuque, Iowa  
 Martin, Mollie.....WBAL, Baltimore, Md.  
 Mason, Betsy.....WHED, Washington, N. C.  
 Mason, Marion.....KTOE, Mankato, Minn.  
 Mason, Mary.....WHAT, Philadelphia, Pa.  
 Masters, Margaret.....KSL, Salt Lake City, Utah  
 Materi, Stacey.....KROD, El Paso, Tex.  
 Maxwell, Bette.....WLEX, Lexington, Ky.  
 May, Agnes Clark.....WJR, Detroit, Mich.  
 May, Arline.....WXRA, Buffalo, N. Y.  
 Mead, Dottie.....WSPB, Sarasota, Fla.



# WOMEN COMMENTATORS—RADIO-TV



Medley, Louise.....WHUB, Cookeville, Tenn.  
 Medrow, Virginia.....WDWS, Champaign, Ill.  
 Melrose, Edythe Fern.....WXYZ, WXYZ-TV,  
 Detroit, Mich.

Merman, Raylene.....KERO-TV, Bakersfield, Cal.  
 Merritt, Betty.....WAGA, Atlanta, Ga.  
 Merritt, Henri.....WFIG, Sumter, S. C.  
 Merritt, Lenore.....KJHR, Hood River, Ore.  
 Merryfield, Mary.....WMAQ, Chicago, Ill.  
 Metzger, Jeanne.....KTVK, Phoenix, Ariz.  
 Meyer, Harriet.....WLLY, Richmond, Va.  
 Mickley, Lillian.....WHGB, Harrisburg, Pa.  
 Midyett, Dorothy.....WTJS, Jackson, Tenn.  
 Miles, Dottie.....WJOT, Lake City, S. C.  
 Miller, Bette B.....KOSA-TV, Odessa, Tex.  
 Miller, Janet.....WARM, WARM-TV, Scranton, Pa.  
 Mills, Betty.....WFTG, London, Ky.  
 Minahan, Anna.....WCCM, Lawrence, Mass.  
 Miniard, Julia.....WATM, Atmore, Ala.  
 Mitchell, Bendita.....WTOB, Winston-Salem, N. C.  
 Mitchell, Doug.....KALL, Salt Lake City, Utah  
 Mitchell, Ruth.....WTB, Vero Beach, Fla.  
 Mittendorf, Virginia.....KOPO-TV, Tucson, Ariz.  
 Mizner, Connie.....KVNC, Winslow, Ariz.  
 Mladenka, Joy.....KXYZ, Houston, Tex.  
 Moore, Babs.....WORD, Spartanburg, S. C.  
 Moore, Barbara.....KFST, Ft. Stockton, Tex.  
 Moore, Eileen.....WRUM, Rumford, Me.  
 Moore, Ellie.....WBIR, Knoxville, Tenn.  
 Moore, Eleanor.....WSBT, South Bend, Ind.  
 Moore, Mary.....WLW-A, Atlanta, Ga.  
 Moore, Mary.....WJAG, Norfolk, Neb.  
 Moore, Mat.....WMPA, Aberdeen, Miss.  
 Moore, Meade.....WCNC, Elizabeth City, N. Y.  
 Moore, Mozelle.....WHVH, Henderson, N. C.  
 Morain, Ota.....WMVO, Mt. Vernon, Ohio  
 Morgan, Alice Adams.....KMHT, Marshall, Tex.  
 Morgan, Louise.....WNAC, Boston, Mass.  
 Morgan, Mary.....CKLW-TV, Detroit, Mich.  
 Morgan, Melvena H.....KWSK, Pratt, Kan.  
 Morris, Mrs. Joe.....WAGS, Bishopville, S. C.  
 Morris, Louise.....WDAK, Columbus, Ga.  
 Morrison, Marilyn.....WELC, Welch, W. Va.  
 Morse, Molly.....KFMB, San Diego, Cal.  
 Mortensen, Luella.....WKOW-TV, Madison, Wis.  
 Mosby, Ruth Greenough.....KGVO, Missoula, Mont.  
 Mosier, Sue.....KFKA, Greeley, Colo.  
 Mossman, Sally.....WMCK, McKeesport, Pa.  
 Motschenbacher, Nelle.....KRXL, Roseburg, Ore.  
 Muir, Sue.....WAIM-TV, Anderson, S. C.  
 Munoz, Margarita.....KTXN, Austin, Tex.  
 Murphey, Josephine.....WCOR, Lebanon, Tenn.  
 Murphy, Doris.....KMA, Shenandoah, Iowa  
 Murray, Lee.....WNEM-TV, Bay City, Mich.

## — N —

Nance, Evelyn.....WRR, Dallas, Tex.  
 Nannini, Nita.....KLAS, Las Vegas, Nev.  
 Neece, Helen.....KRES, St. Joseph, Mo.  
 Nelson, Billie Jean.....WTK, Durham, N. C.  
 Nelson, Mrs. George.....WLP, Kenosha, Wis.  
 Nelson, Gertrude.....WAOK, Atlanta, Ga.  
 Nemeth, Margaret.....WCPA, Clearfield, Pa.  
 Nesbitt, Gene.....WKTU, Utica, N. Y.  
 Nesbitt, Jane.....WJMA, Orange, Va.  
 Neumeyer, Joyce.....KRSL, Russell, Kan.  
 Neville, Helen.....WGR-TV, Buffalo, N. Y.  
 Newell, Vernia.....KFGO, Fargo, N. D.  
 Nixon, Hilda.....WITN, Washington, D. C.  
 Nizzoli, Mildred.....KROG, Sonora, Cal.  
 Noice, Susan.....WTRX, Bellaire, Ohio  
 Norgress, Joyce.....KOBE, Las Cruces, N. M.

Norman, Adele.....WIOU, Kokomo, Ind.  
 Norman, Nancy.....WDZ, Decatur, Ill.  
 Nutley, Pat.....WGEZ, Beloit, Wis.

## — O —

O'Brien, Jeannie.....WOR-TV, N.Y.C., N. Y.  
 O'Brien, Lee.....KIUP, Durango, Colo.  
 O'Brien, Margie.....KFBC-TV, Cheyenne, Wyo.  
 O'Brien, Patsy.....WHLM, Bloomings, Pa.  
 Odames, Elizabeth.....WURU, Utica, N. Y.  
 Oehmann, Judy.....WBOF, Virginia Beach, Va.  
 Olson, Gladys.....WFIW, Fairfield, Ill.  
 Oosting, Marion.....WJZM, Clarksville, Tenn.  
 Oppenheimer, Kitty.....KTLM, San Rafael, Cal.  
 O'Quinn, Evona.....WHAB, Baxley, Ga.  
 Ossola, Margaret.....WJAC, Johnstown, Pa.  
 Overstreet, Patty.....WAML, Laurel, Miss.  
 Owens, Pat.....WCHL, Chapel Hill, N. C.

## — P —

Pace, Zena.....WATR, Waterbury, Conn.  
 Page, Evelyn.....WTVL, Waterville, Me.  
 Palmer, Margaret.....WCLE, Camilla, Ga.  
 Palmer, Patricia.....WIRL, Peoria, Ill.  
 Palmer, Shirley.....WORC, Worcester, Mass.  
 Palmour, Claire.....WDVN, Gainesville, Ga.  
 Parker, Dee.....KABC-TV, Los Angeles, Cal.  
 Parker, Mona Lorene.....KBOP, Pleasanton, Tex.  
 Parks, Betty.....WSCR, Scranton, Pa.  
 Parr, Dorothy.....WVNY, Watertown, N. Y.  
 Parr, Jeanne.....WISC-TV, Madison, Wis.  
 Patrick, Ruth.....KAMQ, Amarillo, Tex.  
 Patton, Madelyn Y.....WMNC, Morgantown, N. C.  
 Payne, Mrs. Rex.....KDEI, Center, Tex.  
 Pedlow, Marian.....WDRF, Chester, Pa.  
 Pendleton, Lolly.....WWBG, Bowling Green, Ohio  
 Perkins, Maggie.....WOCB, W. Yarmouth, Mass.  
 Perrin, Carolyn.....WGWC, Selma, Ala.  
 Perry, Kay.....KYOU, Greeley, Colo.  
 Peters, Irene.....KWLW, Willmar, Minn.  
 Peterson, Pat.....KSD-TV, St. Louis, Mo.  
 Pfeiffer, Mary Lou.....WRFD, Worthington, Ohio  
 Phillips, Hazel.....WVNR, Beckley, W. Va.  
 Phillips, Jean.....WARK, Hagerstown, Md.  
 Piowaty, Deb.....WIRA, Fort Pierce, Fla.  
 Pipkin, Shirley.....KFSA, Fort Smith, Ark.  
 Piveral, Elizabeth.....KNIM, Maryville, Mo.  
 Plank, Laura.....KASH, Eugene, Ore.  
 Pope, Anita.....KFYO, Lubbock, Tex.  
 Porter, Clarine.....WCOA, Pensacola, Fla.  
 Porter, Maye.....KVN, Logan, Utah  
 Potter, Clifford.....WOMI, Owensboro, Ky.  
 Potterfield, Peggy.....WVNB, Daytona Beach, Fla.  
 Powe, Dot.....KPLC-TV, Lake Charles, La.  
 Powell, Jesse.....KLMO, Longmont, Colo.  
 Pressly, Harriet.....WPTF, Raleigh, N. C.  
 Price, Marjorie.....WILM, Wilmington, Del.  
 Price, Nancy.....WINA, Charlottesville, Va.  
 Prosser, Marie.....KATE, Albert Lea, Minn.  
 Pryor, Eleanor.....WIPC, Lake Wales, Fla.

## — Q —

Quiggle, Helen.....WKBI, St. Marys, Pa.  
 Quinn, Frances.....KJEO-TV, Fresno, Cal.

## — R —

Ramsey, Pat.....KGOS, Torrington, Wyo.  
 Ramsey, Shirley.....WSEE, Erie, Pa.  
 Randall, Fern.....KWRT, Boonville, Mo.  
 Ray, Ruth.....WKST, New Castle, Pa.  
 Rea, Kay.....KTVO, Ottumwa, Iowa  
 Reading, Nancy.....WMA, Marinette, Wis.  
 Reagan, Gail.....KCMC-TV, Texarkana, Tex.  
 Redabaugh, Red.....KRDO, Colorado Springs, Colo.  
 Redington, Ruth.....WKNE, Keene, N. H.  
 Rednor, Nan.....WBUD, Trenton, N. J.  
 Reese, Mary Lou.....WGBA, Columbus, Ga.  
 Reese, Grace.....WPTZ-TV, Plattsburgh, N. Y.  
 Reese, Paula Carr.....WMOA, Marietta, Ohio  
 Reid, Sue Bailey.....WEAN, Providence, R. I.  
 Renchen, Wilma.....WTAY, Robinson, Ill.





Reynolds, Jessie..... WBRM, Marion, N. C.  
 Reynolds, Lois..... WACE, Springfield, Mass.  
 Rhodes, Roxie M..... KTTR, Rolla, Mo.  
 Rich, Reba..... WBBB, Burlington, N. C.  
 Riddlebaugh, Barbara A..... WLCO, Eustis, Fla.  
 Riley, Susan..... WNDU, South Bend, Ind.  
 Ritchie, Ruth..... WBEJ, Elizabethton, Tenn.  
 Ritz, Myrna..... WETA, Batavia, N. Y.  
 Rivard, Mary Alice..... KFOF, Long Beach, Cal.  
 Robbins, Corky..... WOR-TV, N.Y.C., N. Y.  
 Roberts, Juanita..... KLVC, Leadville, Colo.  
 Robertson, Ruth..... WIPS, Ticonderoga, N. Y.  
 Robinson, Dottie Baker..... WENE, Binghamton, N. Y.  
 Robinson, Sally..... KVOU, Uvalde, Tex.  
 Roddy, Pauline..... KODY, North Platte, Neb.  
 Ronan, Honore..... WDAN, WDAN-TV, Danville, Ill.  
 Rose, Marilyn..... WFIE, Evansville, Ind.  
 Rosenbaum, Virginia..... WTBO, Cumberland, Md.  
 Ross, Janet..... KDKA, Pittsburgh, Pa.  
 Rossbach, Marlene..... WBRK, Pittsfield, Mass.  
 Rothaus, Elena..... KAFP, Petaluma, Cal.  
 Rowan, Steve..... WMIX, Mt. Vernon, Ill.  
 Rowe, Flo Beach..... WSLB, Ogdensburg, N. Y.  
 Rowc, Jo Anne..... KKTV, Colorado Springs, Colo.  
 Rowland, Carol..... WFBF, Ferdinandina Beach, Fla.  
 Rowland, Rusty..... WKOP, Binghamton, N. Y.  
 Rudolph, Joann..... WKCT, Bowling Green, Ky.  
 Russell, Kay..... WSYR-TV, Syracuse, N. Y.  
 Russell, Marvel..... KWTX, KWTX-TV, Waco, Tex.  
 Ryan, Helen..... WTHI-TV, Terre Haute, Ind.

— S —

Sadler, Hazel..... WROD, Daytona Beach, Fla.  
 Sadler, Vera..... KTAC, Tacoma, Wash.  
 Sale, Joan..... WLVA, Lynchburg, Va.  
 Salisbury, Sally..... KSL-TV, Salt Lake City, Utah  
 Sands, Eleanor Hanson..... WHK, Cleveland, Ohio  
 Saunders, Dorothy..... KCLS, Flagstaff, Ariz.  
 Savelle, Taris..... WPPA, Pensacola, Fla.  
 Saver, Penny..... WBBY, Appleton, Wis.  
 Scheurich, Catherine..... WITY, Danville, Ill.  
 Scheyang, Valerie C..... WMLV, Millville, N. J.  
 Schmidt, Pauline..... KTVI, Sioux City, Iowa  
 Schneider, Donna..... WDGY, Minneapolis, Minn.  
 Schneider, Sie..... KGBT, Harlingen, Tex.  
 Schrader, Marlene..... WPRC, Lincoln, Ill.  
 Schulster, J. Camerson..... KWVO, Cheyenne, Wyo.  
 Schurtz, Margaret..... WJHL, Johnson City, Tenn.  
 Schwartz, Dorothy..... KPRL, Paso Robles, Cal.  
 Schwarz, Monica..... WASA, Havre de Grace, Md.  
 Schwind, Mary..... KCBC, Des Moines, Iowa  
 Scott, Margaret..... WJAX, Jacksonville, Fla.  
 Scott, Marion..... KEEP, Twin Falls, Idaho  
 Scott, Pat..... WIBF-TV, Rock Island, Ill.  
 Scott, Shirley..... WSYL, Sylvania, Ga.  
 Selberg, Marlys..... KXJB-TV, Valley City, N. D.  
 Senior, Kathy..... WESH-TV, Daytona Beach, Fla.  
 Seymour, Freddie..... WBET, Brockton, Mass.  
 Shafer, Donna..... WJTV, Jackson, Miss.  
 Shake, Kay..... WDAN-TV, Danville, Ill.  
 Shank, Dorothy..... WBBB, Buffalo, N. Y.  
 Sharkey, Norma..... WING, Dayton, Ohio  
 Sharp, Fern..... WBNS, Columbus, Ohio  
 Sharp, Suzanne..... KTUC, Tucson, Ariz.  
 Shaw, Mrs. Wilbur..... WIRE, Indianapolis, Ind.  
 Shea, Jeanne..... WBNS, Columbus, Ohio  
 Shepherd, Eleanor..... KUSN, St. Joseph, Mo.  
 Shepherd, Esther..... WAAG, Adel, Ga.  
 Sheppard, Charlotte..... WOAY-TV, Oak Hill, W. Va.  
 Sheridan, Von..... KRAK, Stockton, Cal.  
 Shirley, Eleanor..... KPLC, Lake Charles, La.  
 Shives, Rosemary..... KLOG, Kelso, Wash.  
 Simon, Sharon..... WCHI, Chillicothe, Ohio  
 Simpson, Joy..... WIMO, Winder, Ga.  
 Sims, Wilma..... KSD-TV, St. Louis, Mo.  
 Slaton, Norma..... WEBQ, Harrisburg, Ill.  
 Statton, Pat..... WBB, Haleyville, Ala.  
 Small, Margaret..... WABI-TV, Bangor, Me.  
 Smith, Doris..... WGGG, Gainesville, Ga.  
 Smith, Dorothy..... WFMC, Goldsboro, N. C.  
 Smith, Drue..... WDEF, WDEF-TV, Chattanooga, Tenn.  
 Smith, Gene..... WJBC, Bloomington, Ill.  
 Smith, Irene..... KSMO, Salem, Mo.  
 Smith, Jane..... KVEN, Ventura, Cal.  
 Smith, Libby..... WDSM-TV, Duluth, Minn.

Smith, Loni..... KMO, Tacoma, Wash.  
 Smith, Mamie Lee..... WJAY, Mullins, S. C.  
 Smith, Margaret A..... WIRC, Hickory, N. C.  
 Smith, Margaret..... KHQ, Spokane, Wash.  
 Smith, Millie..... WKBL, Covington, Ky.  
 Smith, Sue M..... WDEC, Americus, Ga.  
 Smith, Susan..... WCUM, Cumberland, Md.  
 Smizer, Ernestine..... KFGT, Fremont, Neb.  
 Smyth, Marion..... WFAH, Alliance, Ohio  
 Snidow, Debby..... WWOD, Lynchburg, Va.  
 Snyder, Adelaide..... WFMJ-TV, Youngstown, Ohio  
 Sontag, Esther..... WKBN-TV, Youngstown, Ohio  
 Soprano, Loretta..... WATS, Sayre, Pa.  
 Southey, Jean..... WTSL, Hanover, N. H.  
 Spalding, Martha..... WDAF, Kansas City, Mo.  
 Spaulding, Jeanne..... WUSJ, Lockport, N. Y.  
 Spear, Bea..... KDIX, Dickinson, N. D.  
 Speece, Wynn..... WNAX, Yankton, S. D.  
 Sultz, Bernardine..... WFHR, Wisconsin Rapids, Wis.  
 Spencer, Eula..... WXOK, Baton Rouge, La.  
 Spencer, Helen..... WAAB, Worcester, Mass.  
 Stackpole, Connie..... WGIR, Manchester, N. H.  
 Stadler, Helene N..... KEED, Springfield, Ore.  
 Standish, Martha..... WPOR, Portland, Me.  
 Stanley, Mrs. Fran..... KEYZ, Williston, N. D.  
 Stanley, Ginger..... WDBO-TV, Orlando, Fla.  
 Stark, Beverly..... WMTV, Madison, Wis.  
 Starr, Mary..... WATE, WATE-TV, Knoxville, Tenn.  
 Staten, Shirley..... KMOD, Modesto, Cal.  
 Staten, Margaret Hadely..... WCEC, Rocky Mount, N. C.

Stebbins, Hazel..... KFOR, Lincoln, Neb.  
 Steele, Anita..... KAYS, Hays, Kan.  
 Steensrud, Eileen..... WEKZ, Monroe, Wis.  
 Stegman, Carol..... WPVJ, Painesville, Ohio  
 Sterling, Ann..... KOL, Seattle, Wash.  
 Stevens, Dorothy..... WLAN, Lancaster, Pa.  
 Stevens, Judy..... WTWN, St. Johnsbury, Vt.  
 Stevens, Lynn..... WFBM-TV, Indianapolis, Ind.  
 Stewart, Faye..... KPFX, San Francisco, Cal.  
 Stewart, Mary Lou..... KIEM, Eureka, Cal.  
 Stillman, Robbie..... WAKR-TV, Akron, Ohio  
 Stoker, Carroll..... WFMV-TV, Greensboro, N. C.  
 Stokesberry, Vi..... WCKR, Miami, Fla.  
 Storm, Arlys..... KGAY, Salem, Ore.  
 Storm, Marge..... WPCF, Putnam, Conn.  
 Stover, Janet..... WTNJ, Trenton, N. J.  
 Stowe, Carol Lang..... WJKO, Springfield, Mass.  
 Straker, Easter..... WIMA, Lima, Ohio  
 Strobeck, Kay..... WLFH, Little Falls, N. Y.  
 Stroemel, Ginny..... WMTB, Manistee, Mich.  
 Strong, Norma Jean..... WKIC, Hazard, Ky.  
 Strother, Susie..... WJLB, Detroit, Mich.  
 Styner, Jean..... KXRO, Aberdeen, Wash.  
 Sugg, Helen..... WROX, Clarksdale, Miss.  
 Sullivan, Margaret..... WRUS, Russellville, Ky.  
 Sullivan, Millie..... KCRA, KCRA-TV, Sacramento, Cal.  
 Sullivan Ruth Delmar..... KEYS, Corpus Christi, Tex.  
 Sutherland, Capp..... WEAU, Eau Claire, Wis.  
 Swann, Blanch..... KAPB, Marksville, La.  
 Sweeney, Ruth..... WHYN-TV, Springfield, Mass.

— T —

Talbot, Peaches..... WION, Ionia, Mich.  
 Tankersley, C. Adrian..... WMOG, Brunswick, Ga.  
 Taylor, Dorothy..... KONP, Port Angeles, Wash.  
 Taylor, Elaine..... WWYO, Pineville, W. Va.  
 Taylor, Ethel..... WOIC, Columbia, S. C.  
 Taylor, Gertrude..... WTYN, Tryon, N. C.  
 Taylor, Joan..... WMRI, Marion, Ind.  
 Taylor, Lynn..... KPSS-TV, San Diego, Cal.  
 Taylor, Margie..... KGFL, Roswell, N. M.  
 Taylor, Nancy..... WOTW, Nashua, N. H.  
 Taylor, Teena..... WHMA, Anniston, Ala.  
 Tebben, Dorothy..... WHKP, Hendersonville, N. C.  
 Temple, Martha Ross..... WASL, Annapolis, Md.  
 Tenpenny, Betty..... WGNS, Murfreesboro, Tenn.  
 Terrebonne, Betty..... KLPF, Golden Meadow, La.  
 Thabes, Nordica..... KLIZ, Brainerd, Minn.  
 Thames, Dorothy H..... WHAN, Charleston, S. C.  
 Thomas, Gaynelle..... WCTA, Andalusia, Ala.  
 Thomas, Margaret..... KSST, Sulphur Springs, Tex.  
 Thomas, Martha..... WJHP-TV, Jacksonville, Fla.  
 Thomas, Prissy..... WKY-TV, Oklahoma City, Okla.



Thompson, Bernice.....WDAS, Philadelphia, Pa.  
 Thompson, Beverly...WKIS-WORZ, Orlando, Fla.  
 Thompson, Jackye.....KNED, McAlester, Okla.  
 Thomsen, Christie.....WBEL, Beloit, Wis.  
 Thurmond, Bibi.....WPKY, Frankfort, Ky.  
 Tidmore, Vivian.....WPPA, Pottsville, Pa.  
 Todd, Jane.....KCBS, San Francisco, Cal.  
 Towne, Rose Mary.....KDTA, Delta, Colo.  
 Trickey, Howard.....WEAU, Eau Claire, Wis.  
 Trotta, Josephine.....WTCS, Fairmont, W. Va.  
 Troutvine, Fern.....WPFB, Middletown, Ohio  
 Truax, Anne.....KLX, Oakland, Cal.  
 Trumbell, Marjorie.KRON-TV, San Francisco, Cal.  
 Tucker, Betty Lou.....KXIC, Iowa City, Iowa  
 Turner, Martha.....WBOW, Terre Haute, Ind.  
 Turner, Pat.....WBEC, Pittsfield, Mass.  
 Tuttle, Sally.....KCVL, Colville, Wash.

— U —

Upchurch, Virginia.....WSMT, Sparta, Tenn.

— V —

Van, Lois.....WLAG, La Grange, Ga.  
 Van Atta, Vera.....KXXL, Monterey, Cal.  
 Van Haver, Betty.....WKBZ, Muskegon, Mich.  
 Vaughn, Edith.....WFVA, Fredericksburg, Va.  
 Vesula, Lucille.....KYNO, Fresno, Cal.  
 Von Gillem, Kathleen.....KLMs, Lincoln, Neb.  
 Voss, Jan.....KVTv, Sioux City, Iowa

— W —

Wacker, Fran.....KSYC, Yreka, Cal.  
 Walker, Dee.....WMT-TV, Cedar Rapids, Iowa  
 Walker, Frances.....WPNF, Brevard, N. C.  
 Walker, Joyce.....WTVB, Coldwater, Mich.  
 Wallace, Andrea.....WCHV, Charlottesville, Va.  
 Wallace, Meriel.....KBBA, Benton, Ark.  
 Walling, Esther.....WDOS, Oneonta, N. Y.  
 Wallis, Bonnie.....KBOI-TV, Boise, Idaho  
 Walters, Eleanor.....WVLN, Olney, Ill.  
 Waltman, Hazel.....KLRS, Mountain Grove, Mo.  
 Walton, Grace.....WKLE, Washington, Ga.  
 Warner, Helen.....KORT, Grangeville, Idaho  
 Warner, Martha Jane.....KSTN, Stockton, Cal.  
 Washburn, Virginia Clark..WHAP, Hopewell, Va.  
 Waterhouse, Norma Jean..WCMR, Elkhart, Ind.  
 Watkins, Judith.....KSIM, Sikeston, Mo.  
 Watts, Carolyn.....WSAI, Cincinnati, Ohio  
 Wayt, Dottie.....KVFC, Cortez, Colo.  
 Weatherford, Margie...KHAD-TV, Laredo, Tex.  
 Weaver, Jennie.....WHUC, Hudson, N. Y.  
 Weaver, Lois.....KOLN-TV, Lincoln, Neb.  
 Weaver, Thelma.....WLOI, Laporte, Ind.  
 Webber, Edith Dunham.KWDM, Des Moines, Iowa  
 Webber, Melva.....WJTN, Jamestown, N. Y.  
 Weber, Margaret.....KAYL, Storm Lake, Ind.  
 Weedman, Polly.....KOTA, KOTA-TV,  
 Rapid City, S. D.  
 Wegner, Lynn.....WMTV, Madison, Wis.  
 Weidman, Betty.....KWCO, Chickasha, Okla.  
 Weiley, Greta.....WGN-TV, Chicago, Ill.  
 Wells, Kay.....WTWV-TV, Tupelo, Miss.  
 Wells, Lydia.....WNAB, Bridgeport, Conn.  
 Wells, Margaret.....WCSI, Columbus, Ind.

Wells, Sue.....KHBM, Monticello, Ark.  
 West, Dorothy.....WAMM, Flint, Mich.  
 West, Kay.....KEX, Portland, Ore.  
 Weston, Alice.....WJW-TV, Cleveland, Ohio  
 Weston, Jane.....WOWO, Fort Wayne, Ind.  
 Westphal, Florence.....WSIV, Pekin, Ill.  
 Wetzel, Libby.....KXOX, Sweetwater, Tex.  
 Wharton, Ann.....WJNO, West Palm Beach, Fla.  
 Wheeldon, Delvina.....WCKY, Cincinnati, O.  
 Wheeler, Mary.....KTAT, Frederick, Okla.  
 Wheelis, Wilma.....KDRS, Paragould, Ark.  
 White, Marge.....KOB-TV, Albuquerque, N. M.  
 White, Stella.....WEAW, Evanston, Ill.  
 Whitelaw, Eleanor.....WRBL, Columbus, Ga.  
 Whitlock, Sallie.....WEVA, Emporia, Va.  
 Wiener, Patricia.....KOPO, Tucson, Ariz.  
 Wiley, Gason.....KRGV-TV, Weslaco, Tex.  
 Williams, Betty.....WKTG, Thomasville, Ga.  
 Williams, Edythe.....WHIT, New Bern, N. C.  
 Williams, Joanne.....WTYC, Rock Hill, S. C.  
 Williams, June.....KGUL, Greenville, Tex.  
 Williams, Marilyn.....WJPA, Washington, Pa.  
 Wilson, Byrdell.....KVLH, Pauls Valley, Okla.  
 Wilson, Ella.....WFRV-TV, Green Bay, Wis.  
 Windsor, Roberta.....WBCO, Bessemer, Ala.  
 Wing, Sally M.....KPIG, Cedar Rapids, Iowa  
 Winslow, Ina Mae.....KANV, Shreveport, La.  
 Winslow, Louise.....WERE, Cleveland, Ohio  
 Wise, Katherine.KOMO, KOMO-TV, Seattle, Wash.  
 Wise, Madeline.....WHIO, Dayton, Ohio  
 Witten, Frances.....KVMC, Colorado City, Tex.  
 Wodak, Donna.....WOMT, Manitowoc, Wis.  
 Wolfe, Shirley Spradlin.....WTIP,  
 Charleston, W. Va.  
 Wonnack, Jeanne.....KALT, Atlanta, Tex.  
 Wood, Frances.....WFVG, Fuquay Springs, N. C.  
 Wood, Ginny.....WSPD-TV, Toledo, Ohio  
 Woodard, Lolly.....WSAU-TV, Wausau, Wis.  
 Woodle, Sunny.....KORA, Bryan, Tex.  
 Woodruff, Kate.....WCHN, Norwich, N. Y.  
 Woods, Carol.....WBRC, Birmingham, Ala.  
 Woodward, Heather.....WQAM, Miami, Fla.  
 Workman, Helen.....WCAX-TV, Burlington, Vt.  
 Worth, Konnie G.....KGW, Portland, Ore.  
 Wren, Virginia.....WLAD, Danbury, Conn.  
 Wright, Nadine.....WDVA, Danville, Va.  
 Wright, Nina.....KSOO, Sioux Falls, S. D.  
 Wulff, Maggie.....WJW-TV, Cleveland, Ohio  
 Wyatt, Margaret.....WHOP, Hopkinsville, Ky.  
 Wyman, Alice.....WFBC-TV, Greenville, S. C.  
 Wynne, Jennie V.....KCBT-TV, Lubbock, Tex.

— Y —

Yerka, Marcy.....KDLM, Detroit Lakes, Minn.  
 Yionoulis, Mary.....WGTM, Wilson, N. C.  
 Young, Jacqui.....KACT, Andrews, Tex.  
 Young, Jean.....WPFd, Darlington, S. C.  
 Young, Mary Emma.....WHTC, Holland, Mich.  
 Young, Ruth.....WEDO, McKeesport, Pa.  
 Younger, Mildred.....KABC, Hollywood, Cal.

— Z —

Zarley, Lois.....WJOL, Joliet, Ill.  
 Zikmund, Isabel P.....WJDA, Quincy, Mass.  
 Zimmerman, Merle.....KWRE, Warrenton, Mo.



KLAVAN and FINCH

# DISC JOCKEYS

## RADIO AND TELEVISION

—their work during 1956

### — A —

**AAROE, ALDEN**  
WRVA, Richmond, Va.

**ABBOTT, DON**  
WILE, Cambridge, Ohio

**ABBOTT, WALT**  
KFOX, Long Beach, Cal.

**ACKERLEY, BOB**  
KOMO, Seattle, Wash.

**ADAIR, HARRY**  
KFTM, Fort Morgan, Col.

**ADAMS, JIM**  
WSTV, Steubenville, Ohio

**ADLER, LOU**  
WESB, Bradford, Pa.

**ADV, BRUCE**  
KCOV, Corvallis, Ore.

**AGA, ROGER**  
KXRA, Alexandria, Minn.

**AGEE, BOB**  
WBIR, Knoxville, Tenn.

**AGEE, LES**  
KREH, Duncan, Okla.

**AIME, VIC**  
WNNJ, Newton, N. J.

**AKERS, CARL**  
KLZ, Denver, Col.

**ALBERT, BILL**  
WLW, Cincinnati, Ohio

**ALEMAN, JOE**  
KPRL, Paso Robles, Cal.

**ALEXANDER, GRAHAM**  
KCMJ, Palm Springs, Cal.

**ALEXANDER, OTT**  
WHPE, High Point, N. C.

**ALLEN, BOB**  
WHOS, Decatur, Ala.

**ALLEN, C. OWEN**  
KODI, Cody, Wyo.

**ALLEN, FRANK**  
WOW, Omaha, Neb.

**ALLEN, GEORGE**  
WMEG, Eau Gallie, Fla.

**ALLEN, HUGH**  
WGAP, Maryville, Tenn.

**ALLEN, OLIVER**  
WRAP, Norfolk, Va.

**ALLEN, PERRY**  
KTLN, Denver, Col.

**ALLEN, WES**  
KHMO, Hannibal, Mo.

**ALLEY, CLINT**  
WKQY, Bluefield, W. Va.

**ALLISON, DALE**  
KPDQ, Portland, Ore.

**ALLYN, JACK**  
WRQV, Roanoke, Va.

**AMMERMAN, DAN**  
WVAM, Altoona, Pa.

**AMCS, DICK**  
KDRO, Sedalia, Mo.

**ANDERSON, ANDY**  
WEAV, Pottsville, N. Y.

**ANDERSEN, LLOYD**  
WHGR, Houghton Lake, Mich.

**ANDERSON, ART**  
KLOG, Kelso, Wash.

**ANDERSON, DON**  
KFH, Wichita, Kan.

**ANDERSON, ERNIE**  
WTRY, Troy, N. Y.

**ANDERSON, GARY**  
WLAQ, Lakeland, Fla.

**ANDERSON, HERB OSCAR**  
WDGY, Minneapolis, Minn.

**ANDERSON, JOE**  
WQUA, Moline, Ill.

**ANDERSON, JOHN**  
WBRK, Pittsfield, Mass.

**ANDERSON, LOU**  
KFTM, Fort Morgan, Col.

**ANDRES, JAY**  
WBEM, Chicago, Ill.

**ANDREWS, ART**  
WSBB, New Smyrna Beach, Fla.

**ANDREWS, DON**  
WSGW, Saginaw, Mich.

### ANDREWS, JOHNNY W.

B. Apr. 1, 1917, Boston, Mass.

**ANDRICK, BILL**  
WPAR, Parkersburg, W. Va.

**ANDRIESE, TED**  
WFUR, Grand Rapids, Mich.

**ANTHONY, BILL**  
WLCS, Baton Rouge, La.

**ANTHONY, CARMINE**  
WOC, Davenport, Iowa

**ANTHONY, JAY**  
WHBL, Newark, N. J.

**ANTHONY, LEE**  
WKDA, Nashville, Tenn.

**ARKELL, ROD**  
WNDE, Daytona Beach, Fla.

**ARMSTRONG, BILLY**  
WMDC, Hazlehurst, Miss.

**ARMSTRONG, BOB**  
WCIL, Carbondale, Ill.

**ARMSTRONG, TIM**  
KXOC, Chico, Cal.

**ARMSTRONG, TOM**  
WGAR, Cleveland, Ohio

**ARNOLD, BILL**  
WTOG, Toledo, Ohio

**ARNOLD, BOB**  
WCSH, Portland, Me.

**ARTHUR, BILL**  
WAOV, Vincennes, Ind.

**ARTHUR, DON**  
WFOJ, Milwaukee, Wis.

**ASHLEY, BARBEE**  
WVVM, Greenville, Miss.

**ATKINS, BILL**  
KDOK, Tyler, Tex.

**ATWOOD, RUSS**  
WMAS, Springfield, Mass.

**AUGELLO, JOE**  
WOHO, Toledo, Ohio

**AUSLEY, WALLY**  
WUNC, Durham, N. C.

**AUSTIN, JIM**  
KRAY, Amarillo, Tex.

**AVERY, LES**  
KRE, Berkeley, Cal.

**AVERY, MARC**  
WTOB, Winston-Salem, N. C.

**ANTON, BAILEY**  
KTOP, Topeka, Kan.

**AYLWARD, BILL**  
WMTR, Morristown, N. J.

### — B —

**BACHMANN, ART**  
WKUL, Cullman, Ala.

**BAILIE, RON**  
KEE, Twin Falls, Idaho

**BAKER, BUDDY**  
KENS-TV, San Antonio, Tex.

**BAKER, DICK**  
WPIN, St. Petersburg, Fla.

**BAKER, GORDIE**  
WSPR, Springfield, Mass.

**BAKER, HAROLD**  
WTRB, Ripley, Tenn.

**BAKER, JAMES D.**  
KVOC, Casper, Wyo.

**BAKEY, ED**  
WTOV, Towson, Md.

**BALE, NORM**  
KWKH, Shreveport, La.

**BALL, NOEL**  
WSIX, Nashville, Tenn.

**BAMBRICK, GORDON**  
KGON, Portland, Ore.

**BARBER, BILL**  
WOOD, Grand Rapids, Mich.

**BARBOUR, HERSCHEL**  
WCPS, Tarboro, N. C.

**BARI, JOE**  
WLBK, DeKalb, Ill.

**BARILL, GENE**  
WJEF, Grand Rapids, Mich.

**BARKER, TED**  
WJOY, Burlington, Vt.

**BARNHILL, PAT**  
KDRS, Paragould, Ark.

**BARRETT, ART**  
WSIG, Mount Jackson, Va.

**BARRETT, DICK**  
WSHE, Sheboygan, Wis.

**BARRETT, RONALD A.**  
WDOK, Cleveland, Ohio

**BARRY, BERT**  
KGMS, Sacramento, Cal.

**BARRY, BOB**  
WKST, New Castle, Pa.

**BARRY, TOM**  
WOL, Washington, D. C.

**BARUCH, ANDRE & BEA WAIN**  
WABC, New York, N. Y.

**BASKOS, GEORGE**  
KLMO, Longmont, Col.

**BASSETT, ROBERT E.**  
WHLM, Providence, R. I.

**BAST, MERWIN**  
WKOA, Hopkinsville, Ky.

**BATCH, LEE**  
KCSB, San Bernardino, Cal.

**BATOZECH, RON**  
WJOL, Joliet, Ill.

**BAZYN, WALLY**  
WJAG, Norfolk, Neb.

**BEAVER, WIN**  
WRAG, Carrollton, Ala.

**BECK, FRED**  
KABC, Hollywood, Cal.

**BECKMAN, SPOOK**  
WTVN, Columbus, Ohio

**BEECHER, DON**  
WIL, St. Louis, Mo.

**BEKAS, TONY**  
WNAE, Norristown, Pa.

**BELL, DAN**  
WJAN, Spartanburg, S. C.

**BELL, JOHN**  
WDQG, Marine City, Mich.

**BELLAIRS, MAL**  
WBEM, Chicago, Ill.

**BELMAN, DAVE**  
KONG, Visalia, Cal.

**BELYEU, WENDEL**  
KLVT, Levelland, Tex.

**BENHAM, DICK**  
WBET, Brockton, Mass.

**BENNETT, JACK**  
WHWB, Rutland, Vt.

**BENNICK, DICK**  
WSGN, Birmingham, Ala.

**BENSON, AL**  
WGES, Chicago, Ill.

**BENTON, BILL**  
WLFA, Lafayette, Ga.

**BERG, ALLAN**  
KWOW, Pomona, Cal.

**BERG, CARL**  
KWBB, Wichita, Kan.

**BERG, HERB**  
WWOK, Charlotte, N. C.

**BERNARD, DUDLEY**  
KLEF, Golden Meadow, La.

**BERNARD, LEO**  
KCLS, Flagstaff, Ariz.

**BERRER, KEN**  
WKAN, Kankakee, Ill.



**BERRY, AL**  
WPLA, Plant City, Fla.

**BERRY, BILL**  
WDBO, Orlando, Fla.

**BERRY, DICK**  
WFLW, Fairfield, Ill.

**BERRY, SPIKE**  
KEYJ, Jamestown, N. D.

**BETTIS, JIM**  
KUMA, Pendleton, Ore.

**BIERS, MARVIN**  
KR0D, El Paso, Tex.

**BILBEE, RODNEY**  
KWON, Bartlesville, Okla.

**BIONDI, DICK**  
WHOT, Campbell, Ohio

**BIRDAS, GEORGE**  
WLNA, Peekskill, N. Y.

**BISHOP, JACK**  
WLBG, Laurens, S. C.

**BIVANS, ROBERT**  
WITY, Danville, Ill.

**BLACK, BUDDY**  
WGN, Chicago, Ill.

**BLACK, DAVE**  
KOCY, Oklahoma City, Okla.

**BLACK, ED**  
KLU8, Salt Lake City, Utah

**BLAINE, GENE**  
WAKE, Atlanta, Ga.

**BLAIR, HARRY**  
WGL, Fort Wayne, Ind.

**BLAIR, MERLE**  
KTOP, Topeka, Kan.

**BLAIR, RAY**  
WLAV, Grand Rapids, Mich.

**BLAND, ARTIE**  
KWBU, Corpus Christi, Tex.

**BLOCK, MARTIN**  
WABC, New York, N. Y.

**BLOUGH, BILL**  
WBEL, Beloit, Wis.

**BLOUNT, JAMES**  
WMSN, Raleigh, N. C.

**BOB & RAY**  
Bob & Ray Show, NBC, Mutual

**BOGGS, BILL**  
WJPA, Washington, Pa.

**BOLLER, WALLY**  
WDLB, Marshfield, Wis.

**BOLLINGER, GENE**  
WLET, Toccoa, Ga.

**BOMER, BILL**  
KBCH, Oceanlake, Ore.

**BONNER, EDDIE**  
KXOK, St. Louis, Mo.

**BOONE, CHARLIE**  
KFGO, Fargo, N. D.

**BOONE, JOE**  
WMVG, Milledgeville, Ga.

**BOULDM, ART**  
WICH, Norwich, Conn.

**BOVE, DICK**  
WNAE, Warren, Pa.

**BOWEN, AL**  
WADK, Newport, R. I.

**BOWERS, BUDD**  
KTAR, Phoenix, Ariz.

**BOWICK, BILL**  
WGBA, Columbus, Ga.

**BOWMAN, JOE**  
WIRO, Ironton, Ohio

**BOWMAN, SAM**  
K0BY, San Francisco, Cal.

**BOYNTON, DICK**  
KSDO, San Diego, Cal.

**BRADLEY, JIM**  
KIHR, Hood River, Ore.

**BRADLEY, LYNN**  
KTTN, Trenton, Mo.

**BRADLEY, WES**  
KRDO, Colorado Springs, Colo.

**BRADSHAW, TOM**  
WLOW, Norfolk, Va.

**BRANNON, BOB**  
KRAK, Stockton, Cal.

**BRANT, BILL**  
WJAS, Pittsburgh, Pa.

**BRAY, ED**  
WALT, Tampa, Fla.

**BREES, BUD**  
WPEN, Philadelphia, Pa.

**BRENTHOLTZ, GEORGE**  
WSSB, Durham, N. C.

**BRETZ, WOODY**  
KOCO, Salem, Ore.

**BREWER, JACK**  
KIEB, Eureka, Cal.

**BRIDGES, RAY**  
KID, Idaho Falls, Idaho

**BRIGHT, ROBIN**  
WIBC, Indianapolis, Ind.

**BRIMM, CLAUDE**  
KOL, Seattle, Wash.

**BRINGIER, ERNEST**  
WMBY, New Orleans, La.

**BRINK, ARTHUR**  
KSPR, Casper, Wyo.

**BROKS, HAROLD**  
WMRE, Monroe, Ga.

**BROOK, PHIL**  
WTA Y, Robinson, Ill.

**BROOKHART, GARY**  
WCOM, Parkersburg, W. Va.

**BROOKS, HAPPY**  
KRNO, San Bernardino, Cal.

**BROOKS, NORMAN**  
WMBF, Daytona Beach, Fla.

**BROOKS, RAY**  
WHIS, Bluefield, W. Va.

**BROUGHMAN, DON**  
KAYE, Puyallup, Wash.


**BROWN, BILL**  
WJAC, Johnstown, Pa.

**BROWN, BILL**  
WNEB, Worcester, Mass.

**BROWN, BOB**  
KATY, San Luis Obispo, Cal.

**BROWN, CHARLES**  
WABG, Greenwood Miss.

**BROWN, DALE**  
KLO, Ogden, Utah



**JERRY WARREN**

WINS All Night M.C.

After conquering the

West — **Zeke**

**Manners** — is

back East on **WINS**

N. Y. C.

2-4 P.M.                      10-12 P.M.



**BROWN, GENE**  
KOLS, Pryor, Okla.

**BROWN, HARRY**  
WKIS-WORZ, Orlando, Fla.

**BROWN, IRWIN**  
WREN, Topeka, Kan.

**BROWN, JOHNNY**  
WROK, Rockford, Ill.

**BROWN LARRY**  
WPEN, Philadelphia, Pa.

**BROWN, PAT**  
KWBY, Colorado Springs, Co'o.

**BROWN, PAUL**  
KOLO, Reno, Nev.

**BROWN, PERRY**  
WTAO, Boston, Mass.

**BROWN, RON**  
KASH, Eugene, Ore.

**BROWN, TED**  
WMGM, New York, N. Y.

**BROWN, TOM**  
WVOK, Charlotte, N. C.

**BROWN, TOM**  
WPK, Cleveland, Ohio

**BROWNE, DAVE**  
KTEM, Eureka, Cal.

**BROWNELL, LARRY**  
WKBW, Buffalo, N. Y.

**BROWNING, ALLAN**  
WKIX, Raleigh, N. C.

**BROWNING, BILL**  
KFMB, San Diego, Cal.

**BRUCE, JACK**  
WNAX, Yankton, S. D.

**BRUNER, BOB**  
WKKO, Cocoa, Fla.

**BRUNET, CARLOS**  
KIWW, San Antonio, Tex.

**BRUTON, BOB**  
KXOL, Fort Worth, Tex.

**BRYANT, SEN. BRISTOE**  
WJLB, Detroit, Mich.

**BUCKLEY, THAD**  
KGEF, Bakersfield, Cal.

**BUECKMAN, GENE**  
WMMB, Melbourne, Fla.

**BUMBAUGH, HOWARD**  
KMAC, San Antonio, Tex.

**BURGE, HARRY**  
WGBS, Miami, Fla.

**BURGE, RALPH**  
WIBB, Baton Rouge, La.

**BURGEE, JOHN**  
WBAR, Bartow, Fla.

**BURNETT, JIM**  
WHBC, Canton, Ohio

**BURNS, BARON**  
WCLS, Columbus, Ga.

**BURNS, JACK**  
KTUC, Tucson, Ariz.

**BURNS, STAN**

B. Sept. 18, 1927, New York City.  
Kashbox Quiz, Stan, The Spinner,  
WINS; Nora Drake, Helen Trent,  
Our Gal Sunday, CBS; Cerebral  
Palsy Telethon, WOR-TV.

**BURNS, TOMMY**  
KMA, Shenandoah, Iowa

**BURNS, WALT**  
KYOR, Blythe, Cal.

**BURR, BOB**  
WDOG, Marine City, Mich.

**BUTLER, CLIF**  
WLOU, Louisville, Ky.

**BUTLER, JOHN**  
WCIC, New Brunswick, N. J.

**BYRD, CLARK**  
WHAR, Clarksburg, W. Va.

**BYRD, EARL**  
WTRX, Bellaire, Ohio

— C —

**CADDEN, JERRY**  
KIRX, Kirksville, Mo.

**CAIN, BOB**  
WSKY, Asheville, N. C.

**ALDWELL, CHARLES**  
WJPS, Evansville, Ind.

**CALHOUN, BOB**  
KCLA, Pine Bluff, Ark.

**CAMACHO, CARLOS**  
KALI, Pasadena, Cal.

**CAMERON, JIM**  
WREN, Topeka, Kan.

**CAMERON, TOM**  
WKBB, Muskegon, Mich.

**CAMPBELL, JACK**  
KVOO, Tulsa, Okla.

**CAMPBELL, OLIN**  
WFNS, Burlington, N. C.

**CAMPBELL, PHIL**  
WPFJ, Darlington, S. C.

**CAMPO, BOB**  
WHJB, Greensburg, Pa.

**CANDLER, JOHN**  
WDVA, Danville, Va.

**CANDLER, JOHN**  
KFSA, Fort Smith, Ark.

**CANE, LENNY**  
WIRY, Plattsburg, N. Y.

**CANNON, STEVE**  
WLOL, Minneapolis, Minn.

**CANTERBURY, MEL**  
WMON, Montgomery, W. Va.

**CANYON, JIM**  
WINA, Charlottesville, Va.

**CAPPS, CARL**  
WHIT, New Bern, N. C.

**CAPPS, JIMMY**  
WPTF, Raleigh, N. C.

**CARACCIOLLO, RICHARD**  
WDHL, Olean, N. Y.

**CARDEN, JOHN**  
WROK, Rockford, Ill.

**CARNEY, JACK**  
KRUX, Phoenix, Ariz.

**CARNEY, RON**  
WAVY, Norfolk, Va.

**CARSON, CHUCK**  
KSRQ, Santa Rosa, Cal.

**CARTER, JAMES**  
WSYD, Mt. Airy, N. C.



*"Your Milkman"*

**JACK LAZARE**



**"LISTEN TO LACY"**

(Jack Lacy)

**WINS — 1010 on your dial**  
**11:30-2:00 PM**  
**4:30-7:00 PM**





**CARTER, JOKO**  
WOKJ, Jackson, Miss.

**CARTER, TONY**  
WBHB, Fitzgerald, Ga.

**CARVER, JOHNNY**  
KFAB, Omaha, Neb.

**CASE, GEORGE & MARILU**  
WSAI, Cincinnati, Ohio

**CASPER, CLYDE**  
WLAS, Jacksonville, N. C.

**CASPERSON, DICK**  
WEBY, Appleton, Wis.

**CASSADY, AL**  
WKDL, Clarksdale, Miss.

**CASSIDY, TED**  
WCOA, Pensacola, Fla.

**CASTELL, SHARRON**  
WSFT, Thomaston, Ga.

**CATE, LOU**  
WWPA, Williamsport, Pa.

**CAUSEY, BID**  
KNOE, Monroe, La.

**CERVERA, ERNESTO**  
KWKW, Pasadena, Cal.

**CHAMBURS, PAT**  
WFLA, Tampa, Fla.

**CHAPEAU, TED**  
WUHP, Jacksonville, Fla.

**CHAPMAN, JERRY**  
WIRE, Indianapolis, Ind.

**CHAPMAN, RALPH**  
WHA V, Haverhill, Mass.

**CHARF, AL**  
KBCH, Oceanlake, Ore.

**CHARLES, PRESTON**  
WAGA, Atlanta, Ga.

**CHASE, DAVE**  
KLBS, Houston, Tex.

**CHASE, GENE**  
WIL, St. Louis, Mo.

**CHASE, PHIL**  
WCLG, Morgantown, W. Va.

**CHASTEEN, BOB**  
KVOX, Moorhead, Minn.

**CHATAGNIER, JERRY**  
KLFT, Golden Meadow, La.

**CHAVEZ, FRED**  
KABQ, Albuquerque, N. M.

**CHEDWICK, CRAIG**  
WAMO, Pittsburgh, Pa.

**CHESON, BOB**  
WCEC, Rocky Mount, N. C.

**CHILDS, JACK**  
WCOA, Pensacola, Fla.

**CHILLSON, JOHN**  
KRXL, Roseburg, Ore.

**CHRISTENSON, HARRY**  
KTW, Seattle, Wash.

**CHRISTIE, PHIL**  
WICC, Bridgeport, Conn.

**CHURCHES, GLENN**  
KORA, Sacramento, Cal.

**CIMINO, RICK**  
KJOY, Stockton, Cal.

**CITRO, VUNCE**  
WAZL, Hazleton, Pa.

**CLAIRE, MAL**  
WJHP, Jacksonville, Fla.

**CLARK, BARRY**  
WCHL, Chapel Hill, N. C.

**CLARK, COTTONSEED**  
KEEN, San Jose, Cal.

**CLARK, DICK**  
KIEM, Temple, Tex.

**CLARK, KEN**  
WSAM, Searnaw, Mich.

**CLARK, LEE**  
KBAB, El Cajon, Cal.

**CLARK, RAY**  
KDUB, Lubbock, Tex.

**CLANTON, DAVE**  
WSLB, Ogdensburg, N. Y.

**CLAYTON, BOB**  
WHDH, Boston, Mass.

**CLAYTON, PAUL**  
WHVR, Hanover, Pa.

**CLEMENTI, JOE**  
WCCM, Lawrence, Mass.

**CLOSE, DEAN**  
WCED, DuBois, Pa.

**COBB, CHARLES**  
WTRR, Sanford, Fla.

**CODDAIRE, BILL**  
WSTC, Stamford, Conn.

**CODY, WAYNE**  
WMA Y, Springfield, Ill.

**COLE, CANE**  
WLOK, Memphis, Tenn.

**COLE, DOUGLAS**  
WIKE, Newport, Vt.

**COLEMAN, CARLTON**  
WTOK, Tampa, Fla.

**COLLETTE, JACK**  
KAMQ, Amarillo, Tex.

**COLLINS, AL**  
WRCA, N. Y. C.

**COLLINS, CARL**  
WKKO, Cocoa, Fla.

**COLLINS, GEORGE**  
KIOX, Bay City, Tex.

**COLLINS, KEN**  
KXYZ, Houston, Tex.

**COLLINS, TEX**  
WAZL, Hazleton, Pa.

**COLONE, ANN**  
WGL, Fort Wayne, Ind.

**COMER, FRANK**  
WLAD, Danbury, Conn.

**COMISKEY, BARRY**  
WGEZ, Beloit, Wis.

**CONDREY, JIM**  
KCNO, Alturas, Cal.

**CONRAD, MARY**  
KIUP, Durango, Colo.

**COOK, ANDY**  
KTBC, Austin, Tex.

**COOK, BOB**  
WOMT, Manitowoc, Wis.

**COOK, DICK**  
KSFO, San Francisco, Cal.

**COOK, DICK**  
WBRN, Big Rapids, Mich.

**COOK, ED**  
WLUC, Louisville, Ky.



**MURRAY KAUFMAN**

DISK JOCKEY-EMCEE

WMCA



WPIX



**ART FORD**

PL 3-3300

**COOK, JIM**  
WHBU, Anderson, Ind.

**COOK, LOU**  
KABC, Hollywood, Cal.

**COOKE, RUSSELL**  
WWNR, Beckley, W. Va.

**COOPER, RALPH**  
WNRC, New Rochelle, N. Y.

**COPE, FRANK**  
WMRB, Greenville, S. C.

**COPE, JOE**  
KREX, Grand Junction, Colo.

**COPELAND, GLEN**  
KCMR, McCamey, Tex.

**COPPL, ERV**  
WGGH, Marion, Ill.

**CORBIN, SLIM**  
KHOB, Hobbs, N. M.

**CORDARO, GEORGE**  
KWDM, Des Moines, Iowa

**CORDER, RICHARD**  
KOGT, Orange, Tex.

**CORDIC, REGE**  
KDKA, Pittsburgh, Pa.

**COREY, RICHARD**  
KOVU, Provo, Utah

**CORNELIUS, GLEN**  
WJRD, Tuscaloosa, Ala.

**CORNELL, KEN**  
WBRV, Boonville, N. Y.

**CORRIGAN, JOHN**  
WMOD, Moundsville, W. Va.

**COSGROVE, PHIL**  
KXRO, Aberdeen, Wash.

**COSNOSKI, BERNARD**  
WBUD, Trenton, N. J.

**COSS, PAUL**  
WAA-B, Worcester, Mass.

**COSTELLO, LEN**  
WGHN, Grand Haven, Mich.

**COTLER, KEN**  
KWIZ, Santa Ana, Cal.

**COUGLIN, PAUL**  
WFBB, Indianapolis, Ind.

**COURTNEY, DEL**  
KSFO, San Francisco, Cal.

**COVERT, TED**  
WATH, Athens, Ohio

**COVINGTON, BILL**  
WGTC, Greenville, N. C.

**COWLEY, PAUL**  
WKLO, Louisville, Ky.

**COX, BILL**  
WLCS, Baton Rouge, La.

**COX, JOHNNY**  
WIRL, Peoria, Ill.

**COYLE, BERT**  
WEBO, Tampa, Fla.

**CRABLE, BILL**  
KXOK, St. Louis, Mo.

**CRADDOCK, JIM**  
KLTJ, Longview, Tex.

**CRAIG, CHUCK**  
WHBC, Canton, Ohio

**CRAIG, GEORGE**  
KSYD, Wichita Falls, Tex.

**CRAWFORD, JOHN**  
KTFS, Texarkana, Tex.

**CREASY, GENE**  
WLLY, Richmond, Va.

**CRIMMEL, FRED**  
KWRL, Riverton, Wyo.

**CROSBY, LEE**  
KTM, San Rafael, Cal.

**CROSE, ROBERT**  
WACB, Kittanning, Pa.

**CROSLEY, JIM**  
WRFC, Athens, Ga.

**CROSS, BILL**  
KDJI, Holbrook, Ariz.

**CROWLEY, DICK**  
WAMM, Flint, Mich.

**CULL, DEAN**  
KAGR, Yuba City, Cal.

**CUMMINGS, AL**  
KING, Seattle, Wash.

**CUNNINGHAM, DON**  
KROS, Clinton, Iowa

**CURTIN, MARC**  
KFYO, Lubbock, Tex.

**CURTIS, BILL**  
WRAP, Norfolk, Va.

**CURTIS, GUY**  
WADK, Newport, R. I.

**CURTIS, MARK**  
KOLQ, Reno, Nev.

**CUSTER, BOB**  
KLOK, San Jose, Cal.

— D —

**DALE, BILLY**  
WTAO, Boston, Mass.

**DALE, CURLY**  
KFNF, Shenandoah, Iowa

**DALLAS, JIMMY**  
KIMO, Independence, Mo.

**DALTON, BOB**  
WTOP, Washington, D. C.

**DALTON, JACK**  
WGHM, Waterville, Me.

**DANIELS, DAN**  
WKMI, Kalamazoo, Mich.

**DANSKIN, WARREN**  
WLAG, Norfolk, Neb.

**DARK, JOHNNY**  
WHB, Kansas City, Mo.

**DARY, ALLAN**  
WBZ, Boston, Mass.

**DAUGHERTY, DOC**  
WNOV, York, Pa.

**DAVID, TOBY**  
OKLW, Detroit, Mich.

**DAVIES, BUD**  
CKLW, Detroit, Mich.

**DAVIS, ARCH**  
WPHR, Wisconsin Rapids, Wis.

**DAVIS BARBARA**  
WAYS, Charlotte, N. C.

**DAVIS, BILL**  
KSYD, Wichita Falls, Tex.

**DAVIS, BRAD**  
WACE, Springfield, Mass.

**DAVIS, ERNIE**  
WJEX, Erie, Pa.

**DAVIS, GENE**  
WHB, Kansas City, Mo.

**DAVIS, GUY R.**  
WOTR, Corry, Pa.

**DAVIS, HERB**  
WEAM, Arlington, Va.

**DAVIS, JACK**  
KAGR, Yuba City, Cal.

**DAVIS, JACK**  
KUSN, St. Joseph, Mo.

**DAVIS, LES**  
WKNY, Kingston, N. Y.

**DAVIS, NORM**  
KBIS, Bakersfield, Cal.

**DAVIS, ROSS**  
KUMA, Pendleton, Ore.

**DAY, GEORGE**  
KGEI, Bakersfield, Cal.

**DEAN, BARRY**  
WCUM, Cumberland, Md.

**DEANE, JOE**  
WBBF, Rochester, N. Y.

**DEATON, WENDELL**  
KTNM, Tucumcari, N. M.

**DE COLA, ED**  
KYOU, Greeley, Col.

**DEETER, DARELL**  
WPTW, Piqua, Ohio

**DeHART, VIRGIL**  
KTNT, Tacoma, Wash.

**DELFINO, FRANK**  
WICC, Bridgeport, Conn.

**DELGADO, ISIDOR**  
KOB, Las Cruces, N. M.

**DELSIE, PAT**  
WCAM, Camden, N. J.

**DENAULT, PAUL**  
WEBC, Duluth, Minn.

**DENNIS, LOU**  
WBRY, Waterbury, Conn.

**DENNISTON, DAVE**  
WRTA, Altoona, Pa.

**DENT, LARRY**  
WLMA, Lima, Ohio

**DERBY, DAVE**  
WIBX, Utica, N. Y.

**DERRICK, CHARLES**  
WOIC, Columbia, S. C.

**DESMOND, DEE**  
KBOM, Bismarck, N. D.

**deSUZE, CARL**  
WBZ, Boston, Mass.

**DEVON, PRU**  
WQXR, New York, N. Y.

**DEW, HELEN**  
KBOR, Brownsville, Tex.

**DEWELL, ELTON**  
WMEN, Tallahassee, Fla.

**DeWITT, CHUCK**  
WPIN, St. Petersburg, Fla.

**DIAMOND, LEX**  
WNOK, Columbia, S. C.

**DIAZ, JUAN R.**  
WHOM, New York, N. Y.

**DUFEE, BILL**  
WENS, Burlington, N. C.

**DILLARD, JIM**  
WLET, Toccoa, Ga.

**DILLON, EDDIE**  
KVOR, Colorado Springs, Colo.

**DIXON, DIZZY**  
WJOB, Hammond, Ind.

**DIXON, JAY**  
KAYE, Puyallup, Wash.

**DIXON, LARRY**  
WJKO, Springfield, Mass.

**DIXON, RANDY**  
WDAS, Philadelphia, Pa.

**DOBBS, JACK C.**  
WZOB, Fort Payne, Ala.

**DODDS, DAR**  
WGTO, Haines City, Fla.

**DODELL, BILL**  
KRLC, Lewiston, Idaho

**DODSON, ROBERT F.**  
KURV, Edinburg, Tex.

**DOLAN, TOM**  
WJZM, Clarksville, Tenn.

**DONAUEAU, HUGH**  
KSIX, Corpus Christi, Tex.

**DORE, BILL**  
KTNT, Tacoma, Wash.

**DORRIS, LEE**  
WILY, Pittsburgh, Pa.

**DORSEY, JOE**  
WEMP, Milwaukee, Wis.

**DOUGHERTY, CHUCK**  
WQAM, Miami, Fla.

**DOUGHERTY, JIM**  
WHOL, Allentown, Pa.

**DOW, DEWEY**  
WGUY, Bangor, Me.

**DOWNEY, GEORGE**  
WNEB, Worcester, Mass.

**DOWNEY, PAT**  
WCVS, Springfield, Ill.

**DRENNAN, JAY**  
KSEL, Lubbock, Tex.

**DRENNAN, LEE**  
KGBX, Springfield, Mo.

**DROZD, JOHN**  
WWIL, Fort Lauderdale, Fla.

**DUBOSE, PAUL**  
WKAB, Mobile, Ala.

**DUCKETT, TRUMAN**  
WOOF, Dothan, Ala.

**DUCKWORTH, BOB**  
WAOV, Vincennes, Ind.

**DUKE, BILL**  
KDSX, Denison, Tex.

**DUNAWAY, CHUCK**  
KENT, Shreveport, La.

**DUNBAR, JERRY**  
WGEZ, Beloit, Wis.

**DUPREE, WILLIAM**  
WEBB, Baltimore, Md.

**DURAN, TED**  
KBUC, Corona, Cal.

**DURHAM, ERNIE**  
WJLB, Detroit, Mich.

**DYE, TOM**  
KTTR, Rolla, Mo.

— E —

**EARDLEY, DAVE**  
KEEP, Twin Falls, Idaho

**EARLE, BOB**  
WHCU, Ithaca, N. Y.

**EARLY, BOB**  
WALK, Patchogue, N. Y.

**EATON, GORDON**  
WCCO, Minneapolis, Minn.

**EAVES, GLEN**  
KVLG, Alpine, Tex.

**EDINGTON, JOHN**  
KLAS, Las Vegas, Nev.

**EDWARDS, BOB**  
WFIN, Findlay, Ohio

**EDWARDS, DON**  
WBCM, Bay City, Mich.

**EDWARDS, GEOFF**  
WOKO, Albany, N. Y.

**EDWARDS, JOHNNY**  
KXYZ, Houston, Tex.

**EDWARDS, STEVE**  
WPBC, Minneapolis, Minn.

**EDWARDS, TED**  
KRIZ, Phoenix, Ariz.

**EDWARDS, VERN**  
WBHL, Sheboygan, Wis.

**EGGER, FRITZ**  
KRDG, Redding, Cal.

**EIGEN, JACK**  
WMAQ, Chicago, Ill.

**EISNER, JACK**  
WMAS, Springfield, Mass.

**EKBERG, IVAN**  
KYJC, Medford, Ore.

**ELKINS, TOM**  
WOC, Davenport, Iowa

**ELLIOTT, BOB**  
KENT, Shreveport, La.

**ELLIOTT, BRUCE**  
MBS

**ELLISON, BILL**  
WHCU, Ithaca, N. Y.

**ELLSWORTH, JACK**  
WALK, Patchogue, N. Y.

**EMERSON, BILL**  
WKIT, Mineola, N. Y.

**EMERY, RALPH**  
WMAK, Nashville, Tenn.

**ERTIS, RUDY**  
WTOL, Toledo, Ohio

**ERWIN, PEB**  
WCTA, Andalusia, Ala.

**ESTES, GENE**  
KONG, Visalia, Cal.

**EVANS, JOHN W.**  
WIS, Columbia, S. C.

**EVANS, SAM**  
WGES, Chicago, Ill.

**EVANS, WALTER**  
KTBB, Tyler, Tex.

**EVENS, HAL**  
WDDT, Greenville, Miss.

**EYRICH, DICK**  
WSIR, Winter Haven, Fla.

— F —

**FAIRCLOTH, PEANUT**  
WAPQ, Chattanooga, Tenn.

**FALLON, TOM**  
KCKN, Kansas City, Kan.

**FARRAYE, LOU**  
WDBJ, Roanoke, Va.

**FARRELL, PETE**  
WWPA, Williamsport, Pa.

**FARRELL, REED**  
WAIT, Chicago, Ill.

**FARRINGTON, BOB**  
WNNJ, Newton, N. J.

**FAYE, MARTY**  
WAAF, Chicago, Ill.

**FELLMER, FRANK**  
WMTR, Morristown, N. J.

**FENNELL, GEORGE**  
WHIL, Medford, Mass.

**FENNER, LOWELL**  
KGGH, Little Rock, Ark.

**FERGUSON, DON**  
WNOK, Columbia, S. C.

**FERGUSON, SCOTT**  
WAX, Jacksonville, Fla.

**FERRECI, BACI**  
KROG, Sonora, Cal.

**FERRIS, BOB**  
WDLG, Port Jervis, N. Y.

**FERRIS, DON**  
WPAY, Portsmouth, Ohio

**FIDLER, DOC**  
WISL, Shamokin, Pa.

**FIELD, ALAN**  
WMLV, Millville, N. J.

**FIELD, RED**  
WMEN, Tallahassee, Fla.

**FIELDS, BILL**  
WGES, Chicago, Ill.

**FILES, BERT**  
WCAW, Charleston, W. Va.

**FINCHER, MODA**  
KDUB, Lubbock, Tex.

**FINE, MEL**  
WICH, Norwich, Conn.

**FINN, GREG**  
WORL, Boston, Mass.

**FINNEGAN, JAMES**  
WDOR, Sturgeon Bay, Wis.

**FISHER, GEORGE**  
WBBQ, Augusta, Ga.

**FISHER, TRUMAN**  
KSET, El Paso, Tex.

**FISKE, FRED**  
WWDC, Washington, D. C.

**FLANAGAN, PAUL**  
WBCA, N. Y. C.

**FLEMING, JERRY**  
WMMW, Meriden, Conn.

**FLETCHER, ROYCE**  
KSVP, Artesia, N. M.

**FLOOD, JOE**  
KTLN, Denver, Colo.

**FOOTIT, JIM**  
KEYJ, Jamestown, N. D.

**FORD, ART**  
WNEW, New York, N. Y.

**FORD, LES**  
WTBO, Cumberland, Md.

**FOSTER, JOHN**  
WBAX, Wilkes-Barre, Pa.

**FOULKES, BILL**  
KBIF, Fresno, Cal.

**FOWLER, FROSTI**  
KLOQ, Yakima, Wash.

**FOX, GARRY**  
KDLM, Detroit Lakes, Minn.

**FRANCIS, BILLY**  
KLEN, Killeen, Tex.

**FRANK, BEECHER**  
WGRC, Louisville, Ky.

**FRANK, JOE**  
KTUC, Tucson, Ariz.

**FRANKLIN, FRED**  
KTRF, Thief River Falls, Minn.

**FRANKLIN, JOE**  
WABC-TV

**FRAY, JACQUES**  
WQXR, New York, N. Y.

**FRAZIER, ROBERT**  
WESO, Southbridge, Mass.

**FREDERICKS, BOB**  
KAYO, Seattle, Wash.

**FREEMAN, AUBREY**  
WCPC, Houston, Miss.

**FREEMAN, HONEYBOY**  
WBOK, New Orleans, La.

**FRERS, RUSS**  
KWPC, Muscatine, Iowa

**FREEZE, GARTH**  
WMTS, Murfreesboro, Tenn.

**FRENCH, JIM**  
KING, Seattle, Wash.

**FRIEDMAN, SID**  
WARM, Scranton, Pa.

**FRIEL, JACK**  
WBTA, Batavia, N. Y.

**FRITTS, BOB**  
KNEB, Scottsbluff, Neb.

**FRITZ, JOHN**  
KPRO, Riverside, Cal.

**FROST, DON**  
KMNS, Sioux City, Iowa

**FROST, JIM**  
KBIZ, Ottumwa, Iowa

**FRYE, J. H.**  
WWYO, Pineville, W. Va.

**FULCHER, BOB**  
WLVA, Lynchburg, Va.

**FULLER, CHARLES**  
WALT, Tampa, Fla.

**FULLER, JERRY**  
KSSST, Sulphur Springs, Tex.

**FULLER, KEN**  
WRBE, Columbus, Ga.

**FULLERTON, JERRY**  
KJOE, Shreveport, La.

**FUSCO, DANNY**  
WRUN, Utica, N. Y.

— G —

**GABRIELSON, CONRAD**  
WHLB, Virginia, Minn.

**GAILLIARD, MARSHALL**  
WAIM, Anderson, S. C.

**GALGON, PAUL**  
WKAP, Allentown, Pa.

**GALLAGHER, ROGER**  
WMCA, New York, N. Y.

**GANN, HAROLD**  
KDEN, Denver, Colo.

**GANNON, JOE**  
KWPC, Muscatine, Iowa

**GARRETT, FRED**  
WAMM, Flint, Mich.

**GARTEN, L. G.**  
WSAZ, Huntington, W. Va.

**GASTON, LYLE**  
KQWA, Enid, Okla.

**GEBBEN, STAN**  
WBRN, Big Rapids, Mich.

**GEHRETT, HARRY**  
KFGT, Fremont, Neb.

**GENTRY, BOB**  
KENE, Toppenish, Wash.

**GEORGE, ELLEN**  
WNBZ, Saranac Lake, N. Y.

**GEORGE, SONNY**  
KORA, Bryan, Tex.

**GEORGE, TOM**  
WJBK, Detroit, Mich.

**GERNETZKY, HOWARD**  
WSAU, Wausau, Wis.

**GERSON, BILL**  
WINN, Louisville, Ky.

**GETCHELL, LARRY**  
KLIN, Lincoln, Neb.

**GIBBONS, WILLIAM**  
WANT, Richmond, Va.

**GIBEAU, BILL**  
KREO, Indio, Cal.

**GIBSON, ADRAIN D.**  
WZOB, Fort Payne, Ala.

**GILBERT, GARY**  
KNGS, Hanford, Cal.

**GILES, JAY**  
WSOY, Decatur, Ill.

**GILL, DON**  
KAYS, Hays, Kan.

**GILMORE, BRUCE**  
WKAN, Kankakee, Ill.

**GLOBENFELT, HAROLD**  
KGST, Fresno, Cal.

**GODWIN, DAVE**  
KTRH, Houston, Tex.

**GOLDEN, JERRY**  
WLIP, Kenosha, Wis.

**GOLDMAN, DICK**  
WJOC, Jamestown, N. Y.

**GOODMAN, MORT**  
WWHG, Hornell, N. Y.

**GOOSBY, BILL**  
KDEN, Denver, Colo.

**GORDON, BILL**  
WHK, Cleveland, Ohio

**GORDON, DWIGHT**  
WEW, St. Louis, Mo.

**GOUGH, SANDY**  
WTHH, Port Huron, Mich.

**GRANT, BOB**  
WKST, New Castle, Pa.

**GRANT, GARY**  
KDJI, Holbrook, Ariz.

**GRANT, JOE**  
WDVA, Danville, Va.



**GRAVLEE, MORGAN**  
WWWF, Fayette, Ala.

**GREEN, BILL**  
KEEG, Eugene, Ore.

**GREEN, CHARLES**  
WNJR, Newark, N. J.

**GREEN, DON**  
KWNO, Winona, Minn.

**GREEN, HAL**  
WBAC, Cleveland, Tenn.

**GREEN, LOU**  
WSAR, Fall River, Mass.

**GREENFIELD, JIM**  
WSIR, Winter Haven, Fla.

**GREENWAY, ELLIS T.**  
WHKY, Hickory, N. C.

**GREGORY, GREG**  
KROD, El Paso, Tex.

**GREIVE, STAN**  
KLIK, Jefferson City, Mo.

**GREY, SOLON**  
KREX, Grand Junction, Colo.

**GRIFFIN, DEAN**  
WLEX, Lexington, Ky.

**GRIFFIN, DEAN**  
WGRC, Louisville, Ky.

**GRIFFIN, JERRY**  
WBNF, Binghamton, N. Y.

**GRIGSBY, TOM**  
WDVM, Pocomoke City, Md.

**GRISWOLD, JAN**  
WTMS, Michigan City Ind.

**GROCE, ROCKY**  
WFEC, Miami, Fla.

**GROVE, BOB**  
WEPM, Martinsburg, W. Va.

**GRUBB, JACK**  
WTNC, Thomasville, N. C.

**GUARDINO, MONTE**  
KULN, Grants Pass, Ore.

**GUINAN, GREGG**  
KGMC, Englewood, Colo.

**GUTHRIE, WALT**  
WGAT, Athens, Ga.

**GWYN, BOB**  
KLBS, Houston, Tex.

**GWYNN, EASY**  
WYBC, Indianapolis, Ind.

— H —

**HADAWAY, EARL**  
WAPX, Montgomery, Ala.

**HADEN, DARRELL**  
KWTO, Springfield, Mo.

**HAGEN, DEAN**  
KILO, Grand Forks, N. D.

**HAGGEN, HAROLD**  
KTW, Seattle, Wash.

**HAIT, MAL**  
WKIP, Poughkeepsie, N. Y.

**HALE, BOB**  
WABE, Allentown, Pa.

**HALE, PHIL**  
WKNB, New Britain, Conn.

**HALL, HERB**  
KCRE, Crescent City, Cal.

**HALLIGAN, JOHN**  
KCIM, Carroll, Iowa

**HAMILTON, JOHN**  
KSRO, Santa Rosa, Cal.

**HAMLIN, MIKE**  
WLA V, Grand Rapids, Mich.

**HANCOCK, HANK**  
WBNF, Binghamton, N. Y.

**HANNA, RICK**  
WBUT, Butler, Pa.

**HANNON, RONNIE**  
WMGA, Moultrie, Ga.

**HANTEN, JERRY**  
WKBZ, Muskegon, Mich.

**HARDIMAN, WILLIAM**  
KSL, Salt Lake City, Utah

**HARDIN, CHUCK**  
KWTX, Waco, Tex.

**HARDY, JOHN**  
KSN, San Francisco, Cal.

**HARE, TINY**  
WEAV, Plattsburg, N. Y.

**HARPER, CHARLIE**  
KANV, Shreveport, La.

**HARPER, JIM**  
WINZ, Miami, Fla.

**HARPER, JIMMIE**  
WMBR, Jacksonville, Fla.

**HARRIS, DEAN**  
WHEN, Syracuse, N. Y.

**HARRIS, JACK**  
WKDA, Nashville, Tenn.

**HARTBERG, CRAIG**  
KGOS, Torrington, Wyo.

**HARVEY, ED**  
WCAU, Philadelphia, Pa.

**HARWOOD, BRIAN**  
WDEV, Waterbury, Vt.

**HATCHER, WARD**  
KLRs, Mountain Grove, Mo.

**HAVEMAN, THOMAS**  
KRLC, Lewiston, Idaho

**HAYES, BILL**  
WFKY, Frankfort, Ky.

**HAZELWOOD, LEE**  
KTYL, Mesa, Ariz.

**HAZLERIG, BILL**  
WKBL, Covington, Ky.

**HEAD, DONALD L.**  
WKTC, Kendallville, Ind.

**HEAVNER, JIMMY**  
WKMT, Kings Mountain, N. C.

**HECOX, CLARENCE**  
KVAN, Vancouver, Wash.

**HEISE, LARRY**  
KHUM, Eureka, Cal.

**HELDER, BOB**  
WFMD, Frederick, Md.

**HELEGESON, BOB**  
KSOO, Sioux Falls, S. D.

**HENDERSON, DOUGLAS**  
WDAS, Philadelphia, Pa.

**HENDERSON, HANK**  
KGBC, Galveston, Tex.

**HENDERSON, JACK**  
KCUL, Fort Worth, Tex.

**HENDREN, JOE**  
WENK, Union City, Tenn.

**HENLEY, HAP**  
WBEL, Elizabethton, Tenn.

**HENRY, HANK**  
KCNO, Alturas, Cal.

**HERMAN, BERNIE**  
WIRE, Indianapolis, Ind.

**HENRY, CARL**  
KTYL, Mesa, Ariz.

**HESTER, JEFF**  
WSLI, Jackson, Miss.

**HESTERMAN, BILL**  
KNAK, Salt Lake City, Utah

**HETRICK, WAYNE**  
WBRF, Lewistown Pa.

**HEUER, MIKE**  
KMA, Shenandoah, Iowa

**HEUSEL, TED**  
WHRV, Ann Arbor, Mich.

**HIGBEE, LYNN**  
KRMG, Tulsa, Okla.

**HIGGINS, TOM**  
WLOI, Laporte, Ind.

**HILBURN, RED**  
KBOP, Pleasanton, Tex.

**HILL, BILL**  
KRAC, Stockton, Cal.

**HILL, BOB**  
WNAX, Yankton, S. D.

**HILL, CARVER**  
WHPK, Hendersonville, N. C.

**HILL, EDDIE**  
WER, Dallas, Tex.

**HILL, JIMMY**  
WTYN, Tryon, N. C.

**HILL, JOE**  
WDVH, Gainesville, Fla.

**HILLIARD, JOHN**  
WCHI, Chillicothe, Ohio

**HILLIS, IVY**  
WSMT, Sparta, Tenn.

**HILLS, HAROLD**  
KTNT, Tacoma, Wash.

**HIRSCH, JERRY**  
WGBF, Evansville, Ind.

**HOBBY, WES**  
WADS, Ansonia, Conn.

**HOBGOOD, ED WALLACE**  
WJHB, Talladega, Ala.

**HOFER, DAVE**  
KRDW, Dinuba, Cal.

**HOFF, DICK**  
KMAN, Manhattan, Kan.

**HOFFEL, BOB**  
WTSF, St. Petersburg, Fla.

**HOFFMAN, LANCE**  
WJUN, Millintown, Pa.

**HOGAN, ART**  
KPAL, Fulton, Mo.

**HOHISEL, LEE**  
WHGR, Houghton Lake, Mich.

**HOLCOMB, HARVEY**  
KWEW, Hobbs, N. M.

**HOLCOMB, JACK**  
WEEU, Reading, Pa.

**HOLCOMB, JOE**  
KJOE, Shreveport, La.

**HOLDERFIELD, DOUG**  
WFPA, Fort Payne, Ala.

**HOLIDAY, JAMES**  
WJHL, Johnson City, Tenn.

**HOLLAND, BILL**  
KLZ, Denver, Colo.

**HOLLAND, DONALD**  
WLCR, Torrington, Conn.

**HOLLISTER, RICK**  
WTAL, Tallahassee, Fla.

**HOLM, CLATE**  
KIUP, Durango, Colo.

**HOLMES, BOB**  
KSJO, San Jose, Cal.

**HOLMES, CHARLEY**  
MBS

**HOLMES, GENE**  
WIRL, Peoria, Ill.

**HOLT, JEFF**  
WSSO, Starkville, Miss.

**HOLT, JIM**  
WICE, Providence, R. I.

**HOLTZMEIR, AL**  
KBIZ, Ottumwa, Iowa

**HONAKER, RAY**  
WTON, Staunton, Va.

**HOOD, TAL**  
WFGM, Fitchburg, Mass.

**HOOKER, TED**  
WQTM, Wilson, N. C.

**HOPKINS, TOM**  
WSTN, St. Augustine, Fla.

**HORNE, ED**  
WTSI, Hanover, N. H.

**HOSEA, FRANK**  
WJBO, Baton Rouge, La.

**HOUC, JOHN**  
WSSO, Starkville, Miss.

**HOUGH, STEWART**  
WKDL, C'arksdale, Miss.

**HOUSE, RON**  
WKTY, La Crosse, Wis.

**HOUSEMAN, HERB**  
KLPW, Union, Mo.

**HOWARD, SPECS**  
KYW, Cleveland, Ohio

**HOWE, JOE**  
KTKT, Tucson, Ariz.

**HOWE, LLOYD**  
WTPS, Ticonderoga, N. Y.

**HOWELL, BILL**  
WMPA, Aberdeen, Miss.

**HOWLETT, BILL**  
KRTV, Hillsboro, Ore.

**HUBER, MATT**  
KDAC, Fort Bragg, Cal.

**HUDSON, GEORGE**  
WNJR, Newark, N. J.

**HUDSON, HARVEY**  
WLEE, Richmond, Va.

**HUFFERD, JIM**  
WCNB, Connerville, Ind.

**HUGH, IVOR**  
WCCC, Hartford, Conn.

**HUGHES, JIM**  
KSEL, Lubbock, Tex.

**HUNT, J. D., JR.**  
WHSC, Hartsville S. C.

**HUNTER, AL**  
KSDO, San Diego, Cal.

**HUNTER, BEN**  
KFI, Los Angeles, Cal.

**HUNTER, BILL**  
WUSJ, Lockport, N. Y.

**HUNTER, JOE LOUIS**  
WCEC, Rocky Mount, N. C.



**HURLEY, ROD**  
WWN, Baltimore, Md.

**HURST, WILSON**  
WKY, Oklahoma City, Okla.

**HUSTEAD, DICK**  
WBLK, Clarksburg, W. Va.

**HUTCHINSON, RAYMOND**  
KOL, Seattle, Wash.

**HUTTO, RICK**  
WDVH, Gainesville, Fla.

**HYDE, STAN**  
KPLC, Lake Charles, La.

**HYDEN, BILL**  
KVOO, Tulsa, Okla.

**HYMAN, ED**  
WOAL, San Antonio, Tex.

— I —

**INCH, BOB**  
KFJI, Klamath Falls, Ore.

**UNMAN, HARVEY**  
WTRB, Ripley, Tenn.

**IRWIN, HAL**  
WPUV, Pulaski, Va.

**IRWIN, NICK**  
KFXM, San Bernardino, Cal.

— J —

**JACKSON, MAURICE**  
WTVN, Columbus, Ohio

**JACKSON, MIKE**  
KOAM, Pittsburg, Kan.

**JACKSON, TOM**  
WKAB, Mobile, Ala.

**JAMES, BOB**  
WPII, Pittsburgh, Pa.

**JAMES, DICK**  
WKBN, Youngstown, Ohio

**JAMES, HERB**  
KCRG, Cedar Rapids, Iowa

**JAMES, MIKE**  
WNAV, Annapolis, Md.

**JEFFERS, SLEEPY**  
WTP, Charleston, W. Va.

**JEFFREY, ALLAN**  
WABC, N. Y., N. Y.

**JEFFRIES, RED**  
WLBN, Lebanon, Ky.

**JENNINGS, BOB**  
KXOC, Chico, Cal.

**JENNINGS, GORDON**  
WKQY, Bluefield, W. Va.

**JENNINGS, JOHN**  
WDBJ, Roanoke, Va.

**JENSEN, WALT**  
KWOA, Worthington, Minn.

**JENSON, COY**  
KDDD, Dumas, Tex.

**JESKE, FRED**  
WNSR, Syracuse, N. Y.

**JESSEN, DICK**  
WCVI, Conne'lsville, Pa.

**JOHNSON, ART**  
WDRG, Hartford, Conn.

**JOHNSON, BILL**  
KRUS, Ruston, La.

**JOHNSON, BRUCE**  
KOOL, Phoenix, Ariz.

**JOHNSON, BUD**  
WKBJ, Milan, Tenn.

**JOHNSON, DICK**  
WNOF, Newport, Ky.

**JOHNSON, ED**  
WHAV, Haverhill, Mass.

**JOHNSON, FRED**  
WFTG, London, Ky.

**JOHNSON, IRWIN**  
WBNS, Columbus, Ohio

**JOHNSON, JAMES**  
WTAW, College Station, Tex.

**JOHNSON, PAUL**  
KILQ, Grand Forks, N. D.

**JOHNSON, RALPH**  
KFOR, Lincoln, Neb.

**JOHNSON, ROOSEVELT**  
WERD, Atlanta, Ga.

**JOHNSON, TOM**  
WHJE, Greensburg, Pa.

**JOHNSTON, ALVIN**  
WGOH, Newman, Ga.

**JOHNSTON, HUGH**  
WBBW, Youngstown, Ohio

**JOHNSTON, TERRY**  
WPEC, Miami, Fla.

**JOLLIFF, KEN**  
WFGM, Fitchburg, Mass.

**JONES, B. J.**  
WIOK, Tampa, Fla.

**JONES, BOB**  
KNOE, Monroe, La.

**JONES, BOB**  
WBAL, Baltimore, Md.

**JONES, BOB**  
KFAB, Omaha, Neb.

**JONES, CLYDE**  
KERV, Kerrville, Tex.

**JONES, DANA**  
WBEC, Pittsfield, Mass.

**JONES, DICK**  
KGHF, Pueblo, Colo.

**JONES, DON**  
WLEA, Hornell, N. Y.

**JONES, DONALD**  
WNAE, Norristown, Pa.

**JONES, E. RODNEY**  
KXLW, St. Louis, Mo.

**JONES, GAR**  
KBOI, Boise, Idaho

**JONES, JIM**  
WTAX, Springfield, Ill.

**JONES, LYLE**  
KUKI, Ukiah, Cal.

**JONES, W. M.**  
WCHJ, Brookhaven, Miss.

**JORDAN, MILO**  
WKJB, Iron River, Mich.

**JOYNES, JERRY**  
WROV, Roanoke, Va.

**JULIAN, JOE**  
WKOF, Binghamton, N. Y.

**JUSTICE, KIRK**  
KGHI, Little Rock, Ark.

— K —

**KARR, JOHNNY**  
WATR, Waterbury, Conn.

**KAUFMAN, MURRAY**  
WMCA

**KAYE, BARRY**  
WJAS, Pittsburg, Pa.

**KAYE, BOB**  
WAHR, Miami Beach, Fla.

**KAYE, GENE**  
WIEL, Elizabethtown, Ky.

**KEATHLEY, HAMPTON**  
KTRE, Lufkin, Tex.

**KEATON, BILL**  
WXRA, Buffalo, N. Y.

**KEELS, CECIL**  
WCSC, Charleston, S. C.

**KEEP, BARNEY**  
KEX, Portland, Ore.

**KELLER, FRANK K.**  
WKSJ, Milford, Del.

**KELLER, O. J., JR.**  
WTAX, Springfield, Ill.

**KELLEY, CHET**  
WOCB, W. Yarmouth, Mass.

**KELLEY, LUTHER**  
KBST, Big Spring, Tex.

**KELLNER, JACK**  
KAAA, Kingman, Ariz.

**KELLY, DON**  
WLOL, Minneapolis, Minn.

**KELLY, FRANK**  
WDRF, Chester, Pa.

**KELLY, J. C.**  
KGAS, Carthage, Tex.

**KELLY, JOE**  
WSBT, South Bend, Ind.

**KEISO, BILL**  
KOPO, Tucson, Ariz.

**KEMP, CONNOR**  
KWVO, Cheyenne, Wyo.

**KEMPER, WARREN**  
KLOG, Kelso, Wash.

**KENNEDY, DUDLEY**  
WHUB, Cookeville, Tenn.

**KENT, ART**  
KLUB, Salt Lake City, Utah

**KENT, MEL**  
WNOE, New Orleans, La.

**KERN, JIM**  
WAMLW, Washington, Ind.

**KERR, JOHN**  
WHEL, Centerville, Tenn.

**KERSHNER, M. F.**  
WJEJ, Hagerstown, Md.

**KIDD, WELDON**  
KACT, Andrews, Tex.

**KILBURN, LARRY**  
KFBI, Wichita, Kan.

**KILEEN, JUDY**  
KERN, Bakersfield, Cal.

**KILGORE, LYLE**  
KFXM, San Bernardino, Cal.

**KILLGORE, JOE**  
KUSN, St. Joseph, Mo.

**KIMBERLING, DON**  
WEEU, Reading, Pa.

**KINCAID, HARRY, JR.**  
WCLG, Morgantown, W. Va.

**KING, DON**  
WBML, Macon, Ga.

**KING, NELSON**  
WCKY, Cincinnati, Ohio

**KING, SID**  
WKIS-WORZ, Orlando, Fla.

**KINNAMON, RAY**  
WTJH, East Point, Ga.

**KINSEY, CURLY**  
WGTA, Summerville, Ga.

**KIRK, MAURY**  
WHBU, Anderson, Ind.

**KIRKPATRICK, DAVE**  
WMNB, North Adams, Mass.

**KISS, BILL**  
WMAM, Marinette, Wis.

**KLAVAN & FINCH**  
WNEW

**KLEIN, GEORGE**  
WMC, Memphis, Tenn.

**KLOSS, BOB**  
WKWK, Wheeling, W. Va.

**KNIGHT, GUY**  
KCMJ, Palm Springs, Cal.

**KNIGHT, JOE**  
KRMG, Tulsa, Okla.

**KNIGHT, LARRY**  
KPTL, Carson City, Nev.

**KNIGHT, MORRIS**  
WRFC, Athens, Ga.

**KNIGHT, SKIP**  
WKNK, Muskegon, Mich.

**KNIGHT, WAYNE**  
WABM, Houllon, Me.

**KNOTT, MARTHA**  
KBYE, Oklahoma City, Okla.

**KNOX, DELORES**  
WLAU, Laurel, Miss.

**KOLBO, PHIL**  
WLDL, La Crosse, Wis.

**KOLBY, CAL**  
WDRG, Hartford, Conn.

**KOLINS, TOM**  
WMLP, Milton, Pa.

**KONSIN, WES**  
WPLY, Plymouth, Wis.

**KOPLER, BOB**  
WJAC, Johnstown, Pa.

**KOPP, LEE**  
KSJO, San Jose, Cal.

**KORDELLA, STAN**  
WCAW, Charleston, W. Va.

**KOTT, KEN**  
WMTE, Manistee, Mich.

**KRAUS, DICK**  
WIRY, Plattsburg, N. Y.

**KRELL, FRED**  
WSGW, Saginaw, Mich.

**KRIEGER, BILL**  
WESC, Greenville, S. C.

**KUHN, JOE**  
WBMC, McMinnville, Tenn.

**KULZ, BOB**  
WROD, Daytona Beach, Fla.

**KUVENT, ARNIE**  
WGAN, Portland, Me.

— L —

**LAAM, ORSON**  
KWG, Stockton, Cal.

**LABORDE, RAYMOND**  
KAPB, Marksville, La.

**LACY, JACK**  
Listen to Lacy  
WINS, New York, N. Y.

**LADD, ED**  
MBS

**LA DUC, DON**  
KMEY, Monterey, Cal.

**LAFLEUR, ALAN**  
WNAV, Annapolis, Md.

**LAKE, ART**  
WJAR, Providence, R. I.

**LANDERSMAN, PAUL**  
WHGB, Harrisburg, Pa.

**LANE, ART**  
WLBR, Lebanon, Pa.

**LANG, MONTE**  
WCAT, Orange, Mass.

**LANGE, JERRY**  
KRPL, Moscow, Idaho

**LANICH, JERRY**  
WPTW, Piqua, Ohio

**LANZ, LARRY**  
KMCM, McMinnville, Ore.

**LARSEN, BOB**  
WEMP, Milwaukee, Wis.

**LARSON, PAUL**  
WORC, Worcester, Mass.

**LASHBROOK, DICK**  
WSAZ, Huntington, W. Va.

**LASHLEY, RICHARD**  
WLOE, Leaksville, N. C.

**LAUFER, DON**  
WNLK, Norwalk, Conn.

**LAURIE, BEN ERLE**  
KEBE, Jacksonville, Tex.

**LAVENDER, RALPH**  
WBIA, Augusta, Ga.

**LAVERNE, GENE**  
WFEA, Manchester, N. H.

**LAWRENCE, AL**  
KORV, Caruthersville, Mo.

**LAWRENCE, JERRY**  
KFAL, Fulton, Mo.

**LAWSON, ELISHA**  
WELS, Kinston, N. C.

**LAZARE, JACK**  
B. Dec. 13, 1922, New York City;  
Milkman's Matinee, WNEW, New  
York, N. Y.

**LEAHY, FRANK O.**  
WJOL, Joliet, Ill.

**LEAHY, TOM**  
KAKE, Wichita, Kan.

**LEAK, BILL**  
WASL, Annapolis, Md

**LEDENIA, JOE**  
KBRO, Bremerton, Wash

**LEE, BRAD**  
KVOD, Denver, Colo

**LEE, BRUCE**  
KOKO, Warrensburg, Mo

**LEE, MIKE**  
WPIT, Pittsburgh, Pa

**LEE, VINCE**  
WRCV, Philadelphia, Pa

**LEEDY, DONALD**  
WSFB, Quitman, Ga

**LEHMAN, JIM**  
KMOD, Modesto, Cal

**LEIBERT, AL**  
WGBS, Miami, Fla

**LEIBERT, AL**  
WTNJ, Trenton, N. J.

**LELY, JEAN THEO**  
KNCG, Nogales, Ariz.

**LEMON, LEE**  
KSO, Des Moines, Iowa

**LENAY, WILL**  
WSAI, Cincinnati, Ohio

**LENTZ, KARL**  
KPET, Lamesa, Tex.

**LEONARD, BILL**  
WSMB, New Orleans, La.

**LEONARD, BUD**  
WMPB, Memphis, Tenn.

**LEONARD, LEE**  
KNGS, Hanford, Cal.

**LEONARD, ROY**  
WHDH, Boston, Mass.

**LEROY, JOHN**  
WTBF, Troy, Ala.

**LE SIEUR, CHARLES**  
KCLA, Pine Bluff, Ark.

**LESLIE, NEAL**  
WOHI, East Liverpool, Ohio

**LESTER, LES**  
KANE, New Iberia, La.

**LETCHER, ADOLPH**  
KTNM, Tucumcari, N. M.

**LEUPP, HERB**  
KBOM, Bismarek, N. D.

**LEVY, SY**  
WACE, Springfield, Mass.

**LEWIS, BOB**  
WGPA, Bethlehem, Pa.

**LEWIS, CHUCK**  
WPON, Pontiac, Mich.

**LEWIS, DEAN**  
WBNS, Columbus, Ohio

**LEWIS, GENE**  
WJAY, Mullins, S. C.

**LEWIS, GEORGE**  
WLEX, Lexington, Ky.

**LEWIS, LLOYD**  
KIHQ, Sioux Falls, S. D.

**LEWIS, WILBUR D.**  
WANT, Richmond, Va.

**LEYVA, MAX**  
KUBA, Yuba City, Cal.

**LeZOTTE, GEORGE**  
WAVZ, New Haven, Conn.

**LICATA, LONNIE**  
KOSI, Aurora, Colo.

**LICHTENTHALER, GEO.**  
KGAL, Lebanon, Ore.

**LIEGEOIS, BILL**  
WHAM, Marinette, Wis.

**LIENHART, CHARLES**  
KHBG, Okmulgee, Okla.

**LIGHTFOOT, JIM**  
KGUL, Greenville, Tex.

**LIND, ELLIS**  
KSTN, Stockton, Cal.

**LINDAMOOD, FOX**  
WYVE, Wytheville, Va.

**LINDEMAN, GORDON**  
WGRD, Grand Rapids, Mich.

**LINDER, VAL**  
WCCO, Minneapolis, Minn.

**LINN, BANDEL**  
WSPB, Sarasota, Fla.

**LINN, CLAIR**  
WDCL, Tarpon Springs, Fla.

**LITCHFIELD, ED**  
WPEP, Taunton, Mass.

**LITTLEJOHN, JOHN**  
WMIS, Natchez, Miss.

**ILOYD, BOB E.**  
WHEC, Rochester, N. Y.

**LOCKE, GENE**  
WRUS, Russellville, Ky.

**LOCKHART, BOB**  
WBVL, Barbourville, Ky.

**LOCKWOOD, ED**  
WKIS-WORZ, Orlando, Fla.

**LOFLIN, BOB**  
WCBI, Columbus, Miss.

**LOGAN, GEORGE**  
KXLW, St. Louis, Mo.

**LOGAN, WAYNE**  
KNAK, Salt Lake City, Utah

**LOHMAN, MARTY**  
WSIV, Pekin, Ill.

**LONDON, JERRY**  
KXO, El Centro, Cal.

**LoPRESTI, JACK V.**  
WWNS, Statesboro, Ga.

**LoPRESTO, STAN**  
WKIT, Mineola, N. Y.

**LORD, DAVE**  
WMIK, Middlesboro, Ky.

**LORENZ, GEORGE**  
WKBW, Buffalo, N. Y.

**LOUDEN, ROD**  
KEED, Springfield, Ore.

**LOVEJOY, GORDON**  
WDIX, Orangeburg, S. C.

**LOVELL, KEN**  
WTAB, Tabor City, N. C.

**LOVETT, RAUL**  
WBSM, New Bedford, Mass.

**LOWE, JIM**  
WRR, Dallas, Tex.

**LOWERY, BYRON**  
KMOD, Modesto, Cal.

**LOWRY, MICKEY**  
WLFA, Lafayette, Ga.

**LUCAS, JIM**  
KCSB, San Bernardino, Cal.

**LUCAS, RAY**  
KROG, Sonora, Cal.

**LUND, WALLACE**  
KMCM, McMinnville, Ore.

**LUNDSTEDT, C. V.**  
WKSJ, Milford, Del.

**LUNDY, RON**  
WDDT, Greenville, Miss.

**LUNIN, DAN**  
WGGG, Gainesville, Fla.

**LUPTON, JOHN**  
WCAU, Philadelphia, Pa.

**LUTZ, BOB**  
KRIB, Mason City, Iowa

**LYNCH, WES**  
KRIV, Hillsboro, Ore.

**LYNN, ANDY**  
KATL, Storm Lake, Ind.

**LYNN, FRED**  
KWTO, Springfield, Mo.

**LYNN, LAMAR**  
WDAK, Columbus, Ga.

**LYON, OWEN**  
KNEB, Scottsbluff, Neb.

**LYONS, JIMMY**  
KNBC, San Francisco, Cal.

— Mc —

**McANULTY, BOB**  
KGW, Portland, Ore.

**McCABE, NORM**  
KWIN, Ashland, Ore.

**McCALL, JACK**  
WBKH, Hattiesburg, Miss.

**McCARL, BOB**  
KXL, Portland, Ore.

**McCARTHY, RED**  
WHGB, Harrisburg, Pa.

**McCAULEY, JOE**  
WIP, Philadelphia, Pa.

**McCOMB, DONALD**  
WSAM, Saginaw, Mich.

**McCORMACK, FRANK**  
WHWB, Rutland, Vt.

**McCORMACK, JACK**  
KROP, Brawley, Cal.

**McCORMICK, CHARLIE**  
WJEH, Gallipolis, Ohio

**McCOY, AL**  
KOOL, Phoenix, Ariz.

**McCOY, SID**  
WGES, Chicago, Ill.

**McCULLOUGH, DAN**  
MBS

**McDANIEL, DICK**  
KAYS, Hays, Kan.

**McDOLE, BOB**  
KBTK, Missoula, Mont.

**McDONOUGH, TOM**  
WCDL, Carbondale, Pa.

**McELROY, JACK**  
KPRL, Paso Robles, Cal.

**McFADDEN, RAY**  
WTNJ, Trenton, N. J.

**McFAIL, ERIC**  
WRUM, Rumford, Me.

**McGARVIN, DICK**  
KCID, Caldwell, Idaho

**McGHEE, DAVE**  
WCSI, Columbus, Ind.

**McGINNIS, PAT**  
KHEM, Monticello, Ark.

**McGINNIS, RAY**  
WTPR, Paris, Tenn.

**McGOWAN, DONALD C.**  
KOHU, Hermiston, Ore.



McGOWAN, JEAN  
WBFC, Fremont, Mich.

McGRANER, PAUL  
WKIC, Hazard, Ky.

McGRIFF, DAVE  
WCYB, Bristol, Va.

McINTIRE, CARL  
KSD, St. Louis, Mo.

McINTOSH, HUGH  
KIT, Yakima, Wash.

McKELTFRESH, AL  
WTPS, Evansville, Ind.

McKENDRICK, BOB  
KATL, Miles City, Mont.

McKENZIE, ED  
WXYZ, Detroit, Mich.

McKINNEY, JIM  
WCVS, Springfield, Ill.

McKINSTRY, WILLIE  
WJLD, Birmingham, Ala.

McLAUGHLIN, DAVE  
WELL, Battle Creek, Mich.

McLAUGHLIN, OLLIE  
WHRV, Ann Arbor, Mich.

McLEAN, DONALD  
WHDL, Olean, N. Y.

McLEAN, JEAN  
KGAY, Salem, Ore.

McLEAN, PHIL  
WERE, Cleveland, Ohio

McLEOD, BILL  
WHAP, Hopewell, Va.

McMANUS, TOM  
KATY, San Luis Obispo, Cal.

McMASTER, JAY  
WMEX, Boston, Mass.

McMONAGLE, TERRY  
KTAC, Tacoma, Wash.

McMULLEN, WIN  
KGBC, Galveston, Tex.

McNEELEY, MARTY  
WJR, Detroit, Mich.

McNUTT, JACK  
WBRO, Waynesboro, Ga.

McPHERSON, GAYLORD  
WAGC, Chattanooga, Tenn.

McPHERSON, HUGH  
WCHS, Charleston, W. Va.

McPHERSON, TROY  
WYAB, Tabor City, N. C.

McQUEEN, MARSHALL  
KEBE, Jacksonville, Tex.

— M —

MACE, MAX  
WMRB, Greenville, S. C.

MACK, BILL  
KLTI, Longview, Tex.

MACKINNON, DON  
WKMH, Detroit, Mich.

MADDOX, KATHY  
WMOK, McKeesport, Pa.

MADDUX, PEE WEE  
WYMI, Biloxi, Miss.

MADISON, GEORGE  
KYOU, Greeley, Colo.

MAGGARD, AL  
KLOV, Loveland, Colo.

MAGNUS, JOHN  
KGFJ, Hollywood, Cal.

MAHER, JAMES J.  
WWOV, Woonsocket, R. I.

MAHER, PHIL  
KMNS, Sioux City, Iowa

MAHONEY, GEORGE  
KOB, Albuquerque, N. M.

MAHONEY, JOHN  
WJTN, Jamestown, N. Y.

MAKINSTAR, RALPH  
KBON, Omaha, Neb.

MANAHAN, FRED  
WATG, Ashland, Ohio

MANDEL, SID  
KYNO, Fresno, Cal.

**MANNERS, ZEKE**

Zeke Manners Show  
WINS, New York, N. Y.

MANNIES, MORRY  
WARU, Peru, Ind.

MANNING, ART  
KCVL, Colville, Wash.

MANNING, HAL  
WMLP, Milton, Pa.

MANNING, JOE  
WETA, Batavia, N. Y.

MANUEL, BOB  
KOYN, Billings, Mont.

MANUEL, JOHN  
WCLS, Columbus, Ga.

MARCELLAN, RICHARD  
WMPJ, Daytona Beach, Fla.

MARKLE, TINY  
WAVZ, New Haven, Conn.

MARSHALL, ERROLL  
WOIC, Columbia, S. C.

MARSHALL, MAJOR  
WEEB, Southern Pines, N. C.

MARTELL, LARRY  
WOLI, Corning, N. Y.

MARTELL, WALT  
KTOE, Mankato, Minn.

MARTIN, BOB  
WWSC, Somerset, Pa.

MARTIN, FRANK  
WJEX, Erie, Pa.

MARTIN, GEORGE  
WKSR, Pulaski, Tenn.

MARTIN, GREG  
WPRS, Paris, Ill.

MARTIN, JIM  
WISR, Butler, Pa.

MARTIN, JOBE  
WOKJ, Jackson, Miss.

MARTIN, JOE  
WOW, Omaha, Neb.

MARTIN, JOHNNY  
WINN, Louisville, Ky.

MARTIN, LARRY  
WJAR, Providence, R. I.

MARTIN, RONALD  
WAKN, Aiken, S. C.

MARTINDALE, WINK  
WHBQ, Memphis, Tenn.

MARTINSON, JOE  
KWLM, Willmar, Minn.

MARVIN, DAVE  
WGNL, Wilmington, N. C.

MASON, BOB  
WSAT, Salisbury, N. C.

MASON, DON  
WBBC, Duluth, Minn.

MASON, JOHN  
KISD, Sioux Falls, S. D.

MASTIN, CHARLIE  
WERKY, Richmond, Ky.

MATHERLY, EDDIE  
WDVM, Pocomoke City, Md.

MATHIS, DOUG  
WCHJ, Brookhaven, Miss.

MATTHEWS, SALLY  
WARN, Fort Pierce, Fla.

MAXWELL, BOB  
WWJ, Detroit, Mich.

MAY, MAURY  
KTOW, Oklahoma City, Okla.

MAY, MIKE  
WSBT, South Bend, Ind.

MAYER, BILL  
WRCV, Philadelphia, Pa.

MAYER, JOE  
WAKR, Akron, Ohio

MAYFIELD, BOB  
KXO, El Centro, Cal.

MAYHUGH, BILL  
WOL, Washington, D. C.

MAYS, VERLIN  
WPHG, Bristol, Va.

MAZUREK, MAAS  
KOHS, Truth or Consequences,  
N. M.

MEADORS, RAY  
WXOK, Baton Rouge, La.

MEATH, EDDIE  
WHEC, Rochester, N. Y.

MEEHAN, LARRY  
WPCF, Panama City, Fla.

MEFFORD, CHUCK  
WKMI, Kalamazoo, Mich.

MELLETE, RUSS  
WJOT, Lake City, S. C.

MELTON, FRANK  
KGUL, Greenville, Tex.

MELTZER, AL  
WHEN, Syracuse, N. Y.

MENDE, WILLIAM  
WESO, Southbridge, Mass.

MENDEL, ED  
WDAK, Columbus, Ga.

MERCEB, BERT  
KCLW, Hamilton, Tex.

MERCHANT, WM.  
WBCM, Bay City, Mich.

MERGNER, ROY  
WELC, Welch, W. Va.

MERKER, JACK  
KXIC, Iowa City, Iowa

MERRELL, JOHN  
KFH, Wichita, Kan.

MERRICK, JOHN  
WMIQ, Iron Mountain, Mich.

MERTELL, ED  
WJMA, Orange, Va.

MERTZ, BILL  
WYKO, Columbus, Ohio

MICHAEL, JAY  
WCAE, Pittsburgh, Pa.

MICHAELS, JOHN  
WOKY, Milwaukee, Wis.

MICHELS, JOHNNY  
WDGY, Minneapolis, Minn.

MIKUL, BEN  
WJHO, Opelika, Ala.

MILES, BILLY  
WHAB, Baxley, Ga.

MILES, DAVID  
KYME, Boise, Idaho

MILES, JOE  
WPMO, Fairmont, N. C.

MILLDYKE, BILL  
KGFV, Kearney, Neb.

MILLER, BILL  
KGGF, Coffeyville, Kan.

MILLER, BRUCE  
WDWS, Champaign, Ill.

MILLER, BRUCE  
WLOW, Norfolk, Va.

MILLER, JIMMIE  
WBGR, Jesup, Ga.

MILLER, JOHNNY  
WTOB, Winston-Salem, N. C.

MILLER, LOU  
KOCY, Oklahoma City, Okla.

MILLER, PAUL  
WHOC, Philadelphia, Miss.

MILLER, PHIL  
KTBC, Austin, Tex.

MILLER, WALT  
WCNC, Elizabeth City, N. Y.

MILLER, WILLIAM S.  
WKTL, Kendallville, Ind.

MILLS, BUDDY  
KVRN, Rock Springs, Wyo.

MILLS, JIM  
WMAQ, Chicago, Ill.

MILLWOOD, BILL  
KHBM, Monticello, Ark.

MILTON, LARRY  
WPLY, Plymouth, Wis.

MILTON, STAN  
WRUM, Rumford, Me.

MINER, DICK  
KPBM, Carlsbad, N. M.

MINIARD, TOM C.  
WATM, Altmore, Ala.

MINNICH, HARRY  
WKIC, Hazard, Ky.

MINTER, JACK  
KSET, El Paso, Tex.

MITCHELL, BOB  
WMSN, Raleigh, N. C.

MITCHELL, BOB  
WBCR, Christiansburg, Va.

MITCHELL, GEORGE  
WAUD, Auburn, Ala.

MOAN, HAL  
KOMO, Seattle, Wash.

MOBLEY, PRESTON  
WERD, Atlanta, Ga.

MOEN, JOHN  
KRHD, Duncan, Okla.

MONROE, LARRY  
WNOE, New Orleans, La.

MONSON, PAUL  
WSPR, Springfield, Mass.

— N —

**MONTGOMERY, BOB**  
WBIG, Greensboro, N. C.

**MONTGOMERY, PAUL**  
WKIX, Raleigh, N. C.

**MONTRAY, ED**  
KIOA, Des Moines, Iowa

**MOODY, WAYNE**  
WLBE, Leesburg, Fla.

**MOORE, EVAN**  
KGEZ, Kalispell, Mont.

**MOORE, HOWARD**  
WNVA, Norton, Va.

**MOORE, JIM**  
WINX, Rockville, Md.

**MOORE, LEE**  
WVVA, Wheeling, W. Va.

**MORENO, BUDDY**  
WHHM, Memphis, Tenn.

**MORGAN, DALE**  
KLZ, Denver, Colo.

**MORGAN, DUANE**  
KGEZ, Kalispell, Mont.

**MORGAN, HAL**  
WGAR, Cleveland, Ohio

**MORRELL, LARRY**  
WBAP, Fort Worth, Tex.

**MORRIS, AL**  
WAVI, Dayton, Ohio

**MORRIS, DON**  
KIHK, Hood River, Ore.

**MORRIS, ELMER**  
KPSA, Fort Smith, Ark.

**MORRIS, JIMMY**  
WALA, Mobile, Ala.

**MORRIS, VANCE**  
WORD, Spartanburg, S. C.

**MORROW, DAN**  
WNOW, York, Pa.

**MOSER, VERYL**  
KGCX, Sidney, Mont.

**MOSS, DAN**  
WTOC, Savannah, Ga.

**MOTTERN, TOM**  
WBIR, Knoxville, Tenn.

**MOTTLEY, DAVE**  
KCRE, Crescent City, Cal.

**MOWERS, BOB**  
WGAN, Portland, Me.

**MUDD, JIM**  
WVJS, Owensboro, Ky.

**MULHOLLAND, ROSS**  
WWJ, Detroit, Mich.

**MULLARKEY, TOM**  
WBAP, Fort Worth, Tex.

**MULLEN, FRANK**  
WSNY, Schenectady, N. Y.

**MULLEN, JAY**  
WCSC, Charleston, S. C.

**MULLER, TED**  
WBEC, Pittsfield, Mass.

**MULLIGAN, BOB**  
KPKW, Pasco, Wash.

**MULLINGS, JACK**  
WTNA, Charlottesville, Va.

**MULLINS, JIM**  
WSTU, Stuart, Fla.

**MULLINS, MOON**  
KITI, Chehalis, Wash.

**MULVANEY, DON**  
KROX, Crookston, Minn.

**MUNSON, DALE**  
WPBC, Minneapolis, Minn.

**MURDOCK, JACK**  
WATG, Ashland, Ohio

**MURPHINE, RALPH**  
WGOV, Valdosta, Ga.

**MURPHREE, JACK**  
WOMI, Owensboro, Ky.

**MURPHY, HAL**  
WTHP, Charleston, W. Va.

**MURPHY, STANFORD**  
WRUS, Russellville, Ky.

**MURRAY, BOB**  
KERV, Kerrville, Tex.

**MURRAY, DEAN H.**  
KBON, Omaha, Neb.

**MURREY, JOE**  
WLLY, Richmond, Va.

**MYERS, ED**  
WCHL, Chapel Hill, N. C.

**NAHLEY, DON**  
WAPX, Montgomery, Ala.

**NAJAMEY, ABE**  
WLAD, Danbury, Conn.

**NAPIER, BY**  
WEAU, Eau Claire, Wis.

**NASH, BILL**  
WAPQ, Chattanooga, Tenn.

**NEAL, JIM**  
WSLI, Jackson, Miss.

**NEBEL, LONG JOHN**  
WOR, New York, N. Y.

**NEIL, DAVE**  
KLN, Lincoln, Neb.

**NELSON, BOB**  
WEAU, Eau Claire, Wis.

**NELSON, CORE**  
WDUZ, Green Bay, Wis.

**NELSON, ED**  
KTOE, Mankato, Minn.

**NELSON, STAN**  
KITE, San Antonio, Tex.

**NESSBITT, J. T.**  
WCKI, Greer, S. C.

**NEUBAUER, VON**  
KLEE, Ottumwa, Iowa

**NEUBERGER, STAN**  
WEKZ, Monroe, Wis.

**NEVINS, ELLIOT**  
WKNY, Kingston, N. Y.

**NEWCOMB, ALAN**  
WBT, Charlotte, N. C.

**NEWHOUSE, RON**  
WMAX, Grand Rapids, Mich.

**NEWLAND, BILL**  
KPUG, Bellingham, Wash.

**NEWMAN, BOB**  
WKAP, Allentown, Pa.

**NICHOLSON, RICHARD**  
WISR, Butler, Pa.

**NICKSON, NICK**  
WBBF, Rochester, N. Y.

**NIERSBACH, BILL**  
WKBV, Richmond, Ind.

**NOBEL, AL**  
KQV, Pittsburgh, Pa.

**NORDINE, JACK**  
WADP, Kane, Pa.

**NORMAN, CHUCK**  
KSTL, St. Louis, Mo.

**NORMAN, HAL**  
KOGT, Orange, Tex.

**NORMAN, JERRY**  
WSYD, Mt. Airy, N. C.

**NORMAN, RALPH**  
WOMT, Manitowoc, Wis.

**NORMAN, STAN**  
KOPO, Tucson, Ariz.

**NORRIS, BARRY**  
KFJB, Marshalltown, Iowa

**NORTON, MIKE**  
WPOR, Portland, Me.

**NOVAK, DICK**  
KPOJ, Portland, Ore.

**O'BRIEN, ELLIE**  
WCSH, Portland, Me.

**O'BRIEN, JOE**  
WMCA, New York, N. Y.

**O'BRIEN, MARY LOU**  
KTBS, Shreveport, La.

**O'CONNOR, BILL**  
WAAF, Chicago, Ill.

**O'DAY, HAPPY**  
WAKE, Atlanta, Ga.

**ODDIS, RAY**  
WERC, Erie, Pa.

**ODELL, STUART**  
WVOD, Lynchburg, Va.

**O'GRADY, JOE**  
WKIP, Poughkeepsie, N. Y.

**O'HARA, BILL**  
KSTN, Stockton, Cal.

**O'HARA, JIM**  
WOKY, Milwaukee, Wis.

**OLIN, JERRY**  
WMOU, Berlin, N. H.

**OLIVE, GRAY**  
WMSC, Columbia, S. C.

**OLIVER, DAVE**  
WMFS, Chattanooga, Tenn.

**OLSON, CHUCK**  
KSO, Des Moines, Iowa

**OLSON, GLEN**  
KQVC, Valley City, N. D.

**OLSON, SHERM**  
KPEQ, St. Joseph, Mo.

**O'NEIL, GREGG**  
WKCT, Bowling Green, Ky.

**O'NEILL, JIM**  
KFBI, Wichita, Kan.

**ORGREN, DICK**  
KLVG, Leadville, Colo.

**O'RILEY, PATRICK**  
WALT, Chicago, Ill.

**O'ROURKE, JOHN**  
KBNZ, La Junta, Colo.

**ORR, JEROME**  
KELD, El Dorado, Ark.

**ORUM, BILL**  
KGWA, Enid, Okla.

**OSBORNE, DEANE**  
WSPD, Toledo, Ohio

**OSBORNE, TIM**  
KTRH, Houston, Tex.

**OTIS, JOHNNY**  
KFOX, Long Beach, Cal.

**OVERTON, JOE**  
WGNS, Murfreesboro, Tenn.

**OVIATT, HERB**  
WFHR, Wisconsin Rapids, Wis.

**OVINGTON, RAY**  
WROD, Daytona Beach, Fla.

**OWEN, ALAN**  
WMID, Atlantic City, N. J.

**OWENS, DON**  
WARL, Arlington, Va.

**OXFORD, GEORGE**  
KSAN, San Francisco, Cal.

— P —

**PAFFORD, BUCK**  
WGOV, Valdosta, Ga.

**PAGE, DAVE**  
KREM, Spokane, Wash.

**PAGE, FRANK**  
KWKH, Shreveport, La.

**PAGE, PHIL**  
KEYS, Corpus Christi, Tex.

**PAINE, ROBIN**  
KCVL, Colville, Wash.

**PALEN, JIM**  
WOKZ, Alton, Ill.

**PALMER, DUKE**  
KBOR, Brownsville, Tex.

**PANSULLO, JIM**  
WVDA, Boston, Mass.

**PARK, CHARLIE**  
KDRS, Paragould, Ark.

**PARKER, ARNOLD**  
KULP, El Campo, Tex.

**PARKER, MARY**  
KBOP, Pleasanton, Tex.

**PARKER, ROBERT**  
WDVN, Gainesville, Ga.

**PARKINSON, BOB**  
KPDN, Pampa, Tex.

**PARNELL, DICK**  
KRSL, Russell, Kan.

**PARSONS, BEN**  
WRBL, Columbus, Ga.

**PARSONS, BRUCE**  
WCIC, New Brunswick, N. J.

**PARTRIDGE, RICHARD W.**  
WHLM, Providence, R. I.

**PASQUALI, JOE**  
WVSC, Somerset, Pa.

**PASSONS, BILL**  
WSMT, Sparta, Tenn.

**PATRICK, CONRAD**  
WTTH, Port Huron, Mich.

**PATRICK, GEORGE**  
KXEL, Waterloo, Iowa

**PATRICK, PAT**  
WAOK, Atlanta, Ga.

**PATTERSON, DICK**  
KNDC, Hettinger, N. D.



**PATTERSON, WILLIAM**  
KMAN, Manhattan, Kan.

**PAUL, NICK**  
KRLD, Dallas, Tex.

**PAVONE, TONY**  
WCEH, Hawkinsville, Ga.

**PAXTON, MIKE**  
WLSI, Pikeville, Ky.

**PAYNE, PALMER**  
WFEA, Manchester, N. H.

**PEARSON, ED.**  
WEAN, Providence, R. I.

**PEARSON, WALT**  
WFGV, Fuquay Springs, N. C.

**PECK, R. H.**  
KLO, Ogden, Utah

**PEREZ, RUDY**  
KLIX, Twin Falls, Idaho

**PERKINS, LEE**  
KENS-TV, San Antonio, Tex.

**PERKINS, WAYNE**  
KROS, Clinton, Iowa

**PERRI, JAY**  
WEAM, Arlington, Va.

**PERRIN, DON**  
WGAP, Maryville, Tenn.

**PERROTTO, LARRY**  
WMGW, Meadville, Pa.

**PERRY, TUP**  
WCDL, Carbondale, Pa.

**PETERSON, ARNE**  
KBAM, Longview, Wash.

**PETERSON, GEORGE**  
WTAM, Decatur, Ga.

**PETERSON, KARL**  
KDMA, Montevideo, Minn.

**PETERSON, LYLE**  
KOVZ, Valley City, N. D.

**PETERSON, ROLFE**  
KSL, Salt Lake City, Utah

**PETREE, MARTIN**  
WNRN, Marion, Ohio

**PHELPS, RICHARD**  
WWHG, Hornell, N. Y.

**PHILLIPPI, SHIRLEY**  
WVVE, Wytheville, Va.

**PHILLIPS, BILL**  
WBAX, Wilkes-Barre, Pa.

**PHILLIPS, DEWEY**  
WHBQ, Memphis, Tenn.

**PHILLIPS, GERALD**  
WBMC, McMinnville, Tenn.

**PHILLIPS, JIM**  
WFAH, Alliance, Ohio

**PHILLIPS, JOE**  
WDIX, Orangeburg, S. C.

**PHILLIPS, THOMAS**  
WGAY, Silver Spring, Md.

**PIEPER, TOM**  
KXRA, Alexandria, Minn.

**PIERCE, JOE**  
KVOZ, Laredo, Tex.

**PIERRE, LUCKY**  
WEBR, Buffalo, N. Y.

**PIKE, DICK**  
WNOP, Newport, Ky.

**PINTO, JACK**  
WBUD, Trenton, N. J.

**PIPES, FRANCIS**  
WBAR, Bartow, Fla.

**PITTS, DON**  
KGO, San Francisco, Cal.

**PLEDGER, DOUG**  
KNBC, San Francisco, Cal.

**PODHASKI, POD**  
KOEL, Oelwein, Iowa

**POER, JOHNNY**  
WVOK, Birmingham, Ala.

**POLAND, SAM**  
WCHS, Charleston, W. Va.

**POLLACK, FRANK**  
KRUX, Phoenix, Ariz.

**POOLE, BOB**  
WFBC, Greenville, S. C.

**POPE, GENE**  
WJBS, DeLand, Fla.

**PORTER, DON**  
KXL, Portland, Ore.

**PORTER, ROLAND**  
WJAK, Jackson, Tenn.

**PORTERFIELD, HARRY**  
WKNX, Saginaw, Mich.

**POSKA, AL**  
KFI, Los Angeles, Cal.

**POBWANIECKI, LEO**  
WLIP, Kenosha, Wis.

**POST, WRAY**  
KALB, Alexandria, La.

**POTOCKY, PAUL**  
WTOD, Toledo, Ohio

**POTTER, PHIL**  
WINC, Winchester, Va.

**POWELL, BILL**  
WCEH, Hawkinsville, Ga.

**POWELL, BILL**  
WILY, Pittsburgh, Pa.

**POWELL, HARRELL**  
WSAT, Salisbury, N. C.

**POWELL, WALTER**  
WBVL, Barboursville, Ky.

**POWERS, JOE**  
WBMD, Baltimore, Md.

**POWERS, NED**  
WINZ, Miami, Fla.

**PRATHER, BOB**  
WMDC, Hazlehurst, Miss.

**PRELL, ALLEN**  
KFCT, Fremont, Neb.

**PREVATTE, JOHN**  
WAGR, Lambertton, N. C.

**PRITCHARD, WAYNE**  
KSOO, Sioux Falls, S. D.

**PUCKETT, TRUMAN**  
WJLD, Birmingham, Ala.

**PUDNEY, EARLE**  
WGY, Schenectady, N. Y.

**PUGH, CARL**  
WBRO, Waynesboro, Ga.

**PUMMILL, PHIL**  
WLSI, Pikeville, Ky.

**PYLE, JACK**  
WIP, Philadelphia, Pa.

— Q —

**QUACKENBUSH, JOHN**  
WBEU, Beaufort, S. C.

**QUANN, HOMER**  
WSVA, Harrisonburg, Va.

**QUINN, BILL**  
WNDR, Syracuse, N. Y.

— R —

**RACE, CLARK**  
WOKO, Albany, N. Y.

**RADEMAKER, DICK**  
WMTE, Manistee, Mich.

**RADER, JOHNNY**  
WMAX, Grand Rapids, Mich.

**RAFFENBERGER, DON**  
WMRP, Lewistown, Pa.

**RAINEY, PHIL**  
WHPE, High Point, N. C.

**RAMSEY, RAY**  
KREM, Spokane, Wash.

**RANDALL, DALE**  
KBOI, Boise, Idaho

**RANDLE, BILL**  
WERE, Cleveland, Ohio

**RANKIN, KEN**  
KCIL, Houma, La.

**RAPP, DOUG**  
WDSM, Superior, Wis.

**RASCO, JERRY**  
KCLV, Clovis, N. M.

**RASHLEIGH, WARREN**  
KAKE, Wichita, Kan.

**RATLIFF, DAVID**  
KDWT, Stamford, Tex.

**RATTIGAN, JACK**  
WHOL, Allentown, Pa.

**RAY, WENDY**  
KERG, Eugene, Ore.

**READON, TOM**  
WABG, Greenwood, Miss.

**RECTOR, BRUCE**  
WRUN, Utica, N. Y.

**REDDING, JACK**  
KOBZ, Las Cruces, N. M.

**REED, MOLLY**  
WNOG, Naples, Fla.

**REICHLEY, MAURICE**  
KWBB, Wichita, Kan.

**REID, CLARK**  
WJBK, Detroit, Mich.

**REITER, FRED**  
WFLA, Tampa, Fla.

**REITZ, PINKY**  
WLEC, Sandusky, Ohio

**REMSBURG, BILL**  
WFMD, Frederick, Md.

**RENO, JACK**  
KDRO, Sedalia, Mo.

**RENSCH, TY**  
KGFZ, Pierre, S. D.

**RENWICK, CHUCK**  
WKNX, Saginaw, Mich.

**RENY, RICHARD E.**  
WRKD, Rockland, Me.

**RETZ, DON**  
KREO, Indio, Cal.

**REVELES, DANNY**  
KGFJ, Hollywood, Cal.

**REY, MARIO**  
KALI, Pasadena, Cal.

**REVBOLDS, RONNY**  
KCVR, Lodi, Cal.

**REYES, HENRY**  
KRFC, Rocky Ford, Cal.

**REYNOLDS, JACK**  
KTOW, Oklahoma City, Okla.

**REYNOLDS, RALPH**  
KSI, Sedalia, Mo.

**REYNOLDS, RUSS**  
WTBO, Cumberland, Md.

**REYNOLDS, RUSTY**  
KDKR, Tyler, Tex.

**REYNOLDS, TOMMY**  
WDXB, Chattanooga, Tenn.

**RHONE, PAUL**  
KPRO, Riverside, Cal.

**RICARDO, STAN**  
WGES, Chicago, Ill.

**RICE, LARRY**  
KNIM, Maryville, Mo.

**RICHARDS, CHUCK**  
WBAL, Baltimore, Md.

**RICHARDS, DICK**  
KENS-TV, San Antonio, Tex.

**RICHARDS, STAN**  
WORL, Boston, Mass.

**RICHARDS, TOMMY**  
KSWO, Lawton, Okla.

**RICHARDSON, NED**  
WBTM, Danville, Va.

**RICHESON, DON**  
WADS, Ansonia, Conn.

**RICKARD, RICK**  
WGVN, Greenville, Miss.

**RICKARDS, REESE**  
WTAG, Worcester, Mass.

**RICO, JOE**  
WHLD, Niagara Falls, N. Y.

**RIDENOUR, STEVE**  
KFJB, Marshalltown, Iowa

**RIEN, ROGER**  
KNDC, Hettlinger, N. D.

**RIGGLE, JOHN**  
KVRG, Arkadelphia, Ark.

**RIGGS, TOMMY**  
WCAE, Pittsburgh, Pa.

**RION, JOHNNY**  
KSTL, St. Louis, Mo.

**RIPLEY, ED**  
WJBS, DeLand, Fla.

**RIPLEY, RONALD**  
KHOB, Hobbs, N. M.

**RIVERA, BEN**  
KBNZ, La Junta, Colo.

**ROBBINS, GERRY**  
KTRF, Thief River Falls, Minn.

**ROBBINS, MAX**  
WIRC, Hickory, N. C.

**ROBERTS, BOB**  
WWOD, Lynchburg, Va.

**ROBERTS, FORD**  
WMT, Cedar Rapids, Iowa

**ROBERTS, FRED**  
KBIF, Fresno, Cal.

**ROBERTS, MATT**  
WWSG, Glens Falls, N. Y.

**ROBERTS, PAUL**  
WSPB, Sarasota, Fla.

**ROBERTS, ROY**  
WSMB, New Orleans, La.

- ROBERTS, WALT**  
WMAN, Mansfield, Ohio
- ROBERTSON, KENNETH**  
WKYR, Keyser, W. Va.
- ROBERTSON, VIC**  
KCUL, Fort Worth, Tex.
- ROBINSON, HERB**  
KATZ, St. Louis, Mo.
- ROBINSON, HUGH**  
WKCT, Bowling Green, Ky.
- ROBINSON, LYNN**  
KTXJ, Jasper, Tex.
- ROBINSON, NORM**  
KWQA, Worthington, Minn.
- ROBINSON, WIP**  
WSVA, Harrisonburg, Va.
- ROGALLI, PAUL**  
WASA, Havre de Grace, Md.
- ROGERS, CRIS**  
WMIK, Middlesboro, Ky.
- ROGERS, JOHN**  
WJAM, Marion, Ala.
- ROGERS, LOU**  
WPCT, Putnam, Conn.
- ROLLINS, CHAP**  
KROP, Brawley, Cal.
- ROPER, PRES**  
WMAN, Mansfield, Ohio
- ROEM, KEITH**  
WCMY, Ottawa, Ill
- ROSE, GEORGE**  
WMSL, Decatur, Ala
- ROSE, PHIL**  
KCRG, Enid, Okla
- ROSS, ABRAM**  
KBYE, Oklahoma City, Okla.
- ROSS, BOB**  
WHBO, Tampa, Fla.
- ROSS, ED**  
WMLV, Millville, N. J.
- ROSSI, JIM**  
KIBL, Beeville, Tex.
- ROUNTREE, BOB**  
WGGG, Gainesville, Fla.
- ROWE, DILLARD**  
WGFS, Covington, Ga.
- ROWE, KEN**  
WOAI, San Antonio, Tex.
- ROWLAND, KEN**  
WKLO, Louisville, Ky.
- ROWLEY, DALE**  
KLMS, Lincoln, Neb.
- ROWZIE, JACK**  
WWDC, Washington, D. C.
- ROYER, VIRGIL**  
WTVB, Coldwater, Mich.
- ROYLANCE, HARRY**  
KPRK, Livingston, Mont.
- RUCKLE, BOB**  
WBIA, Augusta, Ga.
- RUDD, BILL**  
KATE, Albert Lea, Minn.
- RUGGLES, BOB**  
WSHEE, Sheboygan, Wis.
- RUMORE, DUKE**  
WSGN, Birmingham, Ala.
- RUMORE, JOE**  
WVOK, Birmingham, Ala.
- RUNNELS, GAIL**  
KOME, Tulsa, Okla.
- RUPERT, JACK**  
WBBN, Perry, Ga.
- RUPPERT, TRAVERS**  
WASA, Havre de Grace, Md.
- RUTLEDGE, SUNRISE**  
WBCO, Bessemer, Ala.
- RYAN, DAN**  
WBBW, Youngstown, Ohio
- RYAN, DON**  
WJPD, Ishpeming, Mich.
- RYAN, JACK**  
WAKR, Akron, Ohio
- RYAN, KEITH**  
WHOT, Campbell, Ohio
- RYAN, PETE**  
KOMB, Cottage Grove, Ore.
- SAZON, TOM**  
WJBO, Baton Rouge, La.
- SALAS, VICTOR**  
KSPA, Santa Paula, Cal.
- SALERNO, SAM**  
KMBY, Monterey, Cal.
- SALINAS, ELENA**  
KWKW, Pasadena, Cal.
- SALMANS, FRED**  
KRAY, Amarillo, Tex.
- SALTER, BOB**  
KJR, Seattle, Wash.
- SANDERS, BILL**  
WDXB, Chattanooga, Tenn.
- SANDERS, CREIGHTON**  
KTIL, Tillamook, Ore.
- SARACEN, ROBERT**  
WCCM, Lawrence, Mass.
- SARAGUSA, JOE**  
KWTX, Waco, Tex.
- SARLO, MIKE**  
WGPA, Bethlehem, Pa.
- SAUCEMAN, CARL**  
WRAG, Carrollton, Ala.
- SAVITZ, BILL**  
WDSR, Lake City, Fla.
- SCHAUFER, PAUL**  
KWED, Secuin, Tex.
- SCHERER, BILL**  
KDUZ, Hutchinson, Minn.
- SCHICKEL, STEVE**  
WGN, Chicago, Ill.
- SCHMALHOFER, JIM**  
WGSA, Ephrata, Pa.
- SCHMIDT, ELMAR**  
KWRE, Warrenton, Mo.
- SCHMITZ, DICK**  
WDWS, Champaign, Ill.
- SCHRIVER, KENNY**  
WNOG, Naples, Fla.
- SCHUMAN, R. W.**  
WCDJ, Edenton, N. C.
- SCHWAN, GEORGE**  
KYNO, Fresno, Cal.
- SCOFFELD, LEEDS**  
WEEB, Allentown, Pa.
- SCOTT, ANDY**  
WMSC, Columbia, S. C.
- SCOTT, BOB**  
WBLT, Bedford, Va.
- SCOTT, BOB**  
WOOD, Grand Rapids, Mich.
- SCOTT, DAVE**  
KVOB, Denver, Colo.
- SCOTT, DAVE**  
WIBX, Utica, N. Y.
- SCOTT, PAUL**  
WCCC, Hartford, Conn.
- SCOTT, PAUL**  
WFKY, Frankfort, Ky.
- SCOTT, PENN**  
WETU, Wetumpka, Ala.
- SCOTT, STAN**  
WSTV, Steubenville, Ohio
- SCOTT, TED**  
WMCD, Welch, W. Va.
- SCOTT, WAYNE**  
WLBE, Leesburg, Fla.
- SEALS, RUSS**  
KJCF, Festus, Mo.
- SEANEY, E. JAMES**  
WDZ, Decatur, Ill.
- SEARS, DADDY**  
WAOK, Atlanta, Ga.
- SEARS, EDDIE**  
WOCH, North Vernon, Ind.
- SELEY, RALPH**  
KUBC, Montrose, Col.
- SEGRAVES, SCOOTER**  
KWAK, Stutzart, Ark.
- SEIMONEIT, ERYIN**  
KAWL, York, Neb.
- SELLECK, JOHN**  
KANE, New Iberia, La.
- SENEKER, TONY**  
WMVG, Milledgeville, Ga.
- SERPICO, DAN**  
WOCB, W. Yarmouth, Mass.
- SERVATIUS, GERALD**  
KOFO, Ottawa, Kan.
- SERVEL, CARL**  
WMMB, Melbourne, Fla.
- SETZER, ARNOLD L.**  
WHKY, Hickory, N. C.
- SHADE, HAL K.**  
KGON, Portland, Ore.
- SHARLAND, EARL**  
WWSC, Glens Falls, N. Y.
- SHARP, TIP**  
WWKY, Winchester, Ky.
- SHARPE, ED**  
WAGA, Atlanta, Ga.
- SHAVER, DUSTY**  
WAGR, Lumberton, N. C.
- SHAW, ALLEN**  
KFEG, St. Joseph, Mo.
- SHAW, BOB**  
WGUY, Bangor, Me.
- SHELSON, DON**  
WDEV, Gainesville, Ga.
- SHELTON, JIM**  
KDSX, Denison, Tex.
- SHEPPARD, RODNEY**  
KBST, Big Spring, Tex.
- SHERBAHN, RICHARD**  
WLAN, Lancaster, Pa.
- SHERIDAN, PHIL**  
WFL, Philadelphia, Pa.
- SHERMAN, EDDIE**  
KRSL, Russell, Kan.
- SHIELDS, TOM**  
WCPS, Tarboro, N. C.
- SHOTWELL, SHORTY**  
WION, Ionia, Mich.
- SHOCKLETOVICH, MILOSH**  
WJPF, Herrin, Ill.
- SHOWMAN, HAROLD**  
WETZ, New Martinsville, W. Va.
- SHREIVER, GEORGE**  
WHEE, Washington, N. C.
- SHRIVER, HARRY**  
WFTC, Kinston, N. C.
- SHROYER, KEN**  
WPLA, Plant City, Fla.
- SHRUM, CAL**  
WMAY, Springfield, Ill.
- SIEVERS, BOB**  
WOWO, Fort Wayne, Ind.
- SILFVEN, AL**  
WIKB, Iron River, Mich.
- SIMMONS, HAL**  
KIT, Yakima, Wash.
- SIMMONS, LLOYD**  
KDAC, Fort Bragg, Cal.
- SIMPSON, ART**  
KLOQ, Yakima, Wash.
- SIMPSON, GOODWIN**  
KVMC, Colorado City, Tex.
- SIMS, FRANK**  
WKMH, Detroit, Mich.
- SINGEL, CARL**  
KOAM, Pittsburg, Kan.
- SJOBERG, RAY**  
Providence, R. I.
- SKAGGS, SAM**  
WKYB, Paducah, Ky.
- SKAMSER, DICK**  
KCOV, Corvallis, Ore.
- SKELTON, J. B., JR.**  
WCPC, Houston, Miss.
- SKINNER, DAVE**  
KSTN, Stockton, Cal.
- SKINNER, GEORGE**  
WABC, New York, N. Y.
- SMALLS, TOMMY**  
WWRL, New York, N. Y.
- SMITH, CARL**  
WLON, Lincolnton, N. C.
- SMITH, CARLTON**  
KISD, Sioux Falls, S. D.
- SMITH, DICK**  
WORC, Worcester, Mass.
- SMITH, GARY**  
WTOK, Meridian, Miss.
- SMITH, GLEN**  
KORN, Mitchell, S. D.
- SMITH, HARMIE**  
KDET, Center, Tex.
- SMITH, HARRY**  
WILM, Wilmington, Del.



- SMITH, HARRY**  
WION, Ionia, Mich.
- SMITH, HORACE**  
WTYN, Tryon, N. C.
- SMITH, HOWELL**  
WDKN, Dickson, Tenn.
- SMITH, HUGH**  
KXJK, Forrest City, Ark.
- SMITH, JACK**  
KTKR, Taft, Cal.
- SMITH, JOE**  
WVDA, Boston, Mass.
- SMITH, MILLARD**  
WFEB, Sylvauga, Ala.
- SMITH, MONTGOMERY**  
WJMA, Orange, Va.
- SMITH, ROLLIE**  
KGAY, Salem, Ore.
- SMITH, WAYNE**  
KFOR, Lincoln, Neb.
- SNYDER, GLEN**  
WATS, Sayre, Pa.
- SOLITAIRE, BERT**  
KRE, Berkeley, Cal.
- SOLT, JIM**  
WJEJ, Hagerstown, Md.
- SOUTH, DON**  
WICY, Malone, N. Y.
- SOUTHWICK, TOREY**  
KMBC, Kansas City, Mo.
- SOYK, JIM**  
KWIQ, Moses Lake, Wash.
- SPAINHOWER, DON**  
KOVO, Provo, Utah
- SPANN, OWEN**  
WBT, Charlotte, N. C.
- SPARKS, BOB**  
WJCD, Seymour, Ind.
- SPECK, KEN**  
WCMW, Canton, Ohio
- SPEECH, JOHN**  
KDUZ, Hutchinson, Minn.
- SPEIGHTS, TERRY**  
WBKH, Hattiesburg, Miss.
- SPENCER, JACK**  
KMO, Tacoma, Wash.
- SPINN, GERRY**  
WQAM, Miami, Fla.
- SPIVEY, TED**  
WCMS, Norfolk, Va.
- SPRADLIN, BOB**  
WKOA, Hopkinsville, Ky.
- STALLARD, BILL**  
WNVA, Norton, Va.
- STAMS, RICHARD**  
WGES, Chicago, Ill.
- STANLEY, ART**  
WQUA, Moline, Ill.
- STANLEY, BOB**  
WGAT, Utica, N. Y.
- STANLEY, JIM**  
WWIN, Baltimore, Md.
- STANTON, PAT**  
WJMJ, Philadelphia, Pa.
- STARLING, FRANK**  
WBCR, Christiansburg, Va.
- STARR, HAL**  
KGW, Portland, Ore.
- STARR, HAL**  
KHFS, Vancouver, Wash.
- STARWYCK, STEVE**  
KGRH, Fayetteville, Ark.
- STEELE, GENE**  
WHHM, Memphis, Tenn.
- STERE, DAVE**  
WMAK, Nashville, Tenn.
- STEITMAN, ROGER**  
WNDB, Daytona Beach, Fla.
- STEPHAN, VIC**  
WARL, Arlington, Va.
- STEPHENSON, BILL**  
WCMR, Elkhart, Ind.
- STEPLER, HAL**  
WTOP, Washington, D. C.
- STERLING, LOWELL**  
KOTA, Rapid City, S. D.
- STEVENS, MATT**  
WCED, DuBois, Pa.
- STEVENS, NAT**  
WOTW, Nashua, N. H.
- STEVENS, ROY**  
WTWN, St. Johnsbury, Vt.
- STEVENS, WAYNE**  
KSYL, Alexandria, La.
- STEVENS, ZACK**  
WGIL, Galesburg, Ill.
- STEWART, CHARLES**  
KITE, San Antonio, Tex.
- STEWART, CHUCK**  
WGWC, Selma, Ala.
- STEWART, FRANKLIN**  
KOSF, Nacogdoches, Tex.
- STEWART, JOE**  
WDAF, Kansas City, Mo.
- STEWART, JOHN**  
WKOP, Binghamton, N. Y.
- STOGNER, EARL**  
WFTM, Danville, Va.
- STOKES, AL**  
WARN, Fort Pierce, Fla.
- STOKKE, DICK**  
KJR, Seattle, Wash.
- STONE, DAVE**  
KDAV, Lubbock, Tex.
- STONE, WILL**  
WEVA, Emporia, Va.
- STOWE, JIM**  
KSLV, Monte Vista, Col.
- STRACK, BOB**  
KIMO, Independence, Mo.
- STRADER, TED**  
WMIX, Mt. Vernon, Ill.
- STRADLING, GARY**  
WGAU, Athens, Ga.
- STRAIT, GEORGE**  
WDCF, Dade City, Fla.
- STRAWBRIDGE, ROGER H.**  
WCME, Brunswick, Me.
- STREET, NATHAN**  
WKSR, Pulaski, Tenn.
- STREICH, ALLEN**  
WKBI, St. Marys, Pa.
- STRICKHOUSER, SHERM**  
WICE, Providence, R. I.
- STRICKLAND, HERB**  
WDMG, Douglas, Ga.
- STROTHER, FRED**  
WPMP, Pascagoula, Miss.
- STRULBAR, ROLAND KEITH**  
WOHI, East Liverpool, Ohio
- STUART, GENE**  
WAVZ, New Haven, Conn.
- STUART, ROGER**  
WHUM, Reading, Pa.
- STUBBS, BILL**  
WHBI, Newark, N. J.
- STUTHMAN, FRED**  
KGO, San Francisco, Cal.
- STUTZ, CARL**  
WRVA, Richmond, Va.
- STUTZMAN, JIM**  
KCRG, Cedar Rapids, Iowa
- SULLIVAN, HARRY**  
WCDT, Winchester, Tenn.
- SULLIVAN, MICKEY**  
KFJZ, Fort Worth, Tex.
- SUNDERLAND, BOB**  
KTEM, Temple, Tex.
- SUNDHOLM, DALE**  
KRCO, Prineville, Ore.
- SUTTON, LEE**  
WVVA, Wheeling, W. Va.
- SUTTON, PARROTT**  
WELS, Kinston, N. C.
- SWANSON, FRED**  
WHAY, New Britain, Conn.
- SWANSON, GREGG**  
KXEO, Mexico, Mo.
- SWANWICK, WM.**  
WALL, Middletown, N. Y.
- SWEENEY, MIKE**  
WSIX, Nashville, Tenn.
- SWINSON, ROBERT**  
WFMC, Goldsboro, N. C.
- SYBERT, DICK**  
KONP, Port Angeles, Wash.
- SYMONS, JIM**  
WLDS, Jacksonville, Ill.
- SYAN, JIM**  
WBLT, Bedford, Va.

— T —

- TACKETT, JACK**  
WMCD, Welch, W. Va.
- TALLEY, HOWARD**  
WPRS, Paris, Ill.
- TAYLOR, BILL**  
WIRC, Hickory, N. C.
- TAYLOR, CHUCK**  
KELP, El Paso, Tex.
- TAYLOR, GRAHAM, JR.**  
WORX, Madison, Ind.
- TAYLOR, JIM**  
WBOW, Terre Haute, Ind.
- TAYLOR, JOE**  
KNCO, Garden City, Kan.
- TEAS, FRANK**  
WKNE, Keene, N. H.
- TEEL, SHARON**  
KGAS, Carthage, Tex.
- TELESCO, DAN**  
WSTC, Stamford, Conn.
- TERRAZAS, PETE**  
KFST, Ft. Stockton, Tex.
- TERRIL, JIM**  
KPDN, Pampa, Tex.
- TERRILL, JOHN**  
KSPR, Casper, Wyo.
- TERRY, BILL**  
KLIX, Twin Falls, Idaho
- TERRY, CHEM**  
KRLD, Dallas, Tex.
- TERRY, RON**  
WAAF, Chicago, Ill.
- THOMAS, BOBBY**  
WMEV, Marion, Va.
- THOMAS, DAVE**  
WDAF, Kansas City, Mo.
- THOMAS, GUY**  
WKTG, Thomasville, Ga.
- THOMAS, MITCH**  
WILM, Wilmington, Del.
- THOMAS, TED**  
WAYS, Charlotte, N. C.
- THOMPSON, DON**  
WPAG, Ann Arbor, Mich.
- THOMPSON, PAT**  
KVOZ, Laredo, Tex.
- THOMPSON, RON**  
WVKO, Columbus, Ohio
- THORNBURG, OLIVER**  
WGST, Atlanta, Ga.
- THORNTON, WALLY**  
KHFS, Vancouver, Wash.
- TIBBETTS, DONN**  
WGIB, Manchester, N. H.
- TIDEY, ART**  
KSBW, Salinas, Cal.
- TIERNEY, JACK**  
WPAC, Patchogue, N. Y.
- TILL, PINKY**  
WTYC, Rock Hill, S. C.
- TITUS, FRANK E., JR.**  
WWON, Woonsocket, R. I.

**TONEY, DELANO**  
WGAU, Athens, Ga.

**TORRANCE, TOM**  
KBOX, Crookston, Minn.

**TOWNE, GORDON**  
WBSR, Pensacola, Fla.

**TRACEY, BOB**  
KDKA, Pittsburgh, Pa.

**TREAT, JIM**  
KTOW, Oklahoma City, Okla.

**TREVETE, JOE**  
WLAk, Lakeland, Fla.

**TRIPP, PETER**  
WMGM, New York, N. Y.

**TRUMBULL, DON**  
WNBZ, Saranac Lake, N. Y.

**TUCKER, DAVE**  
WMEK, Boston, Mass.

**TUCKER, TOMMY**  
WMBR, Jacksonville, Fla.

**TURNER, ED**  
WGBF, Evansville, Ind.

— U —

**ULMER, JIMMY**  
KACT, Andrews, Tex.

**UNDERHILL, LEO**  
WKCY, Cincinnati, Ohio

**UNDERWOOD, JACK**  
WOWO, Fort Wayne, Ind.

**USHER, DON**  
KAYO, Seattle, Wash.

**UTLEY, BOB**  
WSSB, Durham, N. C.

— V —

**VADNAIS, GARY**  
KNDY, Marysville, Kan.

**VALLEY, HY**  
WTRX, Bellaire, Ohio

**VANCE, TOMMY**  
WCOR, Lebanon, Tenn.

**VANDAGRIFF, CHARLIE**  
KEYS, Corpus Christi, Tex.

**VAN DEE, JAMES**  
WWWV, Fayette, Ala.

**VANN, BILL**  
WTCB, Flomaton, Ala.

**VAN NESTE, BOB**  
KODY, North Platte, Neb.

**VAN'T HUL, BERNARD**  
WHTC, Holland, Mich.

**VAUGHN, DICK**  
WPIK, Alexandria, Va.

**VELASCO, HENRY J.**  
KSPA, Santa Paula, Cal.

**VESTOR, AL**  
WATR, Waterbury, Conn.

**VILLANI, J.**  
WELC, Welch, W. Va.

**VINCENT, LEE**  
WILK, Wilkes-Barre, Pa.

**VINCENT, SCOTT**  
WABC, New York, N. Y.

**VOSBURGH, HERMAN**  
KTAT, Frederick, Okla.

**VROMAN, JOHN**  
WMOG, Brunswick, Ga.

— W —

**WADE, SAM**  
KVLV, Alpine, Tex.

**WAGNER, ANN**  
WFBM, Indianapolis, Ind.

**WAIN, BEA**  
WABC.

**WAIN, NORMAN**  
WDOK, Cleveland, Ohio

**WALDEN, ALAN**  
WPAC, Patchogue, N. Y.

**WALKER, CHARLIE**  
KMAC, San Antonio, Tex.

**WALKER, DWIGHT**  
KLMX, Clayton, N. M.

**WALKER, JOHNNY**  
WARM, Scranton, Pa.

**WALKER, LEROY**  
KCMR, McCamey, Tex.

**WALKER, WILLIAM**  
WGH, Norfolk, Va.

**WALL, BILL**  
WMIS, Natchez, Miss.

**WALLACE, RALPH**  
WTVL, Waterville, Me.

**WALLACE, TOM**  
KTKT, Tucson, Ariz.

**WALSH, BOB**  
WHIL, Medford, Mass.

**WALTERS, BILL**  
WDUZ, Green Bay, Wis.

**WALTERS, BUCKEY**  
KMBC, Kansas City, Mo.

**WAMBACH, PETE**  
WCMB, Harrisburg, Pa.

**WANER, FRITZ**  
KLMs, Lincoln, Neb.

**WARD, JIM**  
WILK, Wilkes-Barre, Pa.

**WARD, SMOKEY**  
WBEU, Beaufort, S. C.

**WARD, TOMMY**  
WLCO, Eustis, Fla.

**WARREN, JACK**  
KWIZ, Santa Ana, Cal.

**WARREN, LARRY**  
KCKN, Kansas City, Kan.

**WASHINGTON, TOM**  
KOB, Albuquerque, N. M.

**WASSON, ART**  
WKBI, St. Marys, Pa.

**WATKINS, BUD**  
WHOC, Philadelphia, Miss.

**WATSON, DOC**  
KITI, Chehalis-Centralia, Wash.

**WATSON, HOWARD**  
KOTN, Pine Bluff, Ark.

**WAX, JERRY**  
WALL, Middletown, N. Y.

**WAYNE, BURT**  
KAMQ, Amarillo, Tex.

**WAYNE, JIM**  
KOBV, San Francisco, Cal.

**WAYNE, JIM**  
KOSI, Aurora, Col.

**WAYNE, RALPH**  
WMRI, Marion, Ind.

**WAYNE, RED**  
KIHO, Sioux Falls, S. D.

**WEBB, BILL**  
WMFS, Chattanooga, Tenn.

**WEBB, JERRY**  
KRMW, The Dalles, Ore.

**WEBB, JIM**  
WCDD, Winchester, Tenn.

**WEBB, SPIDER**  
WAIT, Chicago, Ill.

**WEBSTER, KURT**  
WAVY, Norfolk, Va.

**WEEMS, BOB**  
WFPG, Atlantic City, N. J.

**WEICK, KARL**  
WBLY, Springfield, Ohio

**WEIN, OSCAR**  
WDLC, Port Jervis, N. Y.

**WEISS, DICK**  
WGBA, Columbus, Ga.

**WELCH, CHARLIE**  
WQXI, Atlanta, Ga.

**WELCH, DICK**  
WCBY, Cheboygan, Mich.

**WELCH, LARRY**  
WAAAB, Worcester, Mass.

**WELCOME, SHAN**  
KBGF, Great Falls, Mont.

**WELLER, HENRY**  
WAGC, Chattanooga, Tenn.

**WELLS, BILL**  
WCKR, Miami, Fla.

**WELLS, BOB**  
WBBR, Buffalo, N. Y.

**WELSH, JOHN M.**  
KOHU, Hermiston, Ore.

**WELTER, EDWARD**  
WEAB, Greer, S. C.

**WERY, BOB**  
WGTO, Haines City, Fla.

**WESCOTT, GEORGE**  
KWG, Stockton, Cal.

**WESCOTT, HARRY**  
WHUM, Reading, Pa.

**WEST, AL**  
WKYB, Paducah, Ky.

**WEST, CLARK**  
WBMD, Baltimore, Md.

**WEST, DON**  
KGYW, Vallejo, Cal.

**WEST, PETE**  
WRKD, Rockland, Me.

**WESTERFIELD, DENVER**  
WVMC, Mount Carmel, Ill.

**WHEELER, DOC**  
WWRN, New York, N. Y.

**WHEELER, MARK**  
WRHI, Rock Hill, S. C.

**WILLARD, DICK**  
MBS

**WYNN, LARRY**  
WSBC, Chicago, Ill.

— Y —

**YANEY, SKEETS**  
WEW, St. Louis, Mo.

**YARBROUGH, PHIL**  
WWNS, Statesboro, Ga.

**YOUNG, ART**  
WHLD, Niagara Falls, N. Y.

**YOUNG, LEE**  
KYOR, Blythe, Cal.

**YOUNGBLOOD, WES**  
KDAV, Lubbock, Tex.

**YOUNT, CHUCK**  
WKBV, Richmond, Ind.

— Z —

**ZACK, SAM**  
WTAL, Tallahassee, Fla.

**ZEE, DON**  
WPON, Pontiac, Mich.

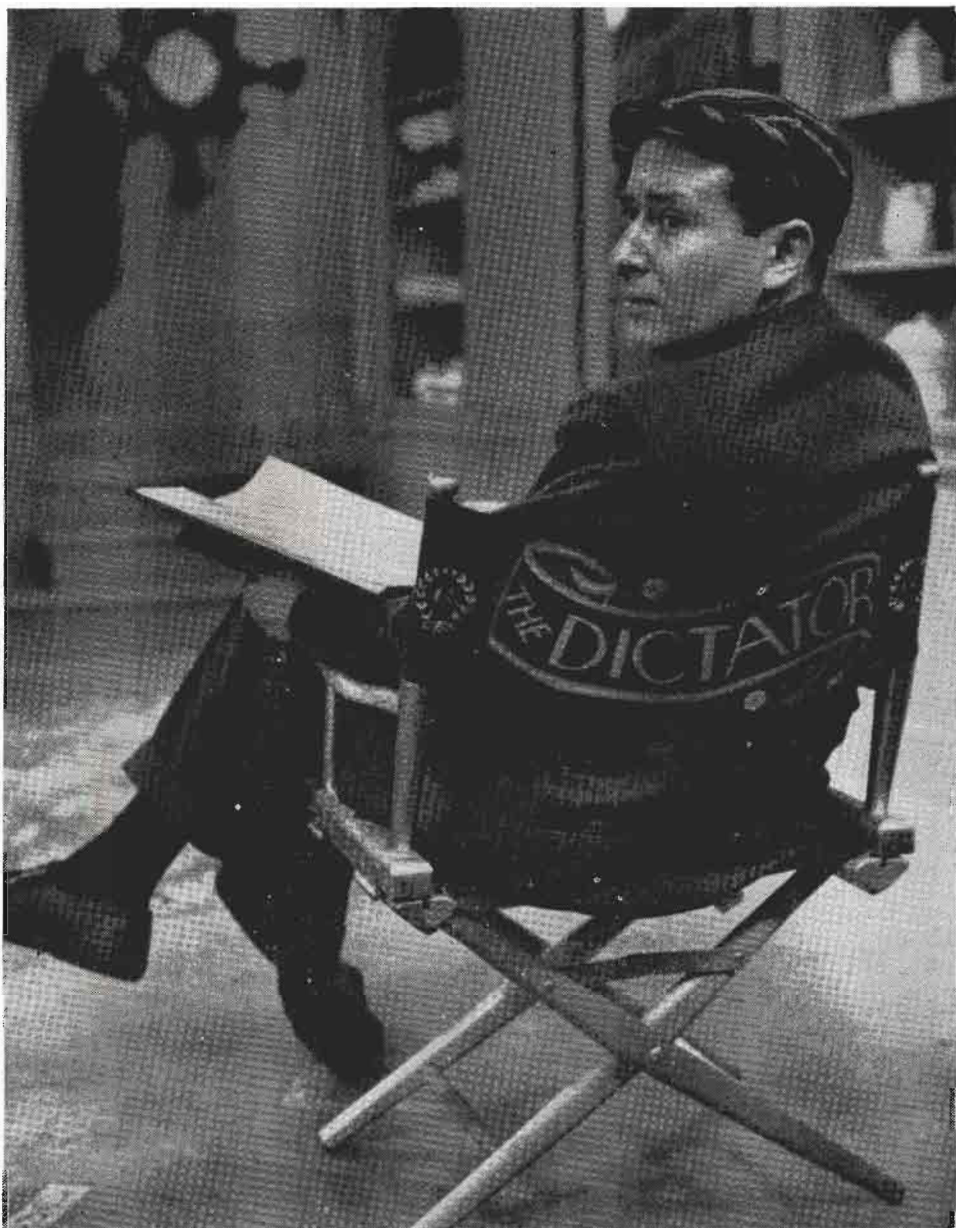
**ZEIDMAN, AL**  
WKWK, Wheeling, W. Va.

**ZERO, LOU**  
WEKK, Erie, Pa.

**ZUCCARO, BERNARD**  
WIBR, Baton Rouge, La.

**ZUFALL, JOHN A.**  
WJAX, Jacksonville, Fla.





**DON RICHARDSON**  
DIRECTOR  
OF  
"MAMA" TV FILM SERIES  
AND  
U. S. STEEL HOUR

# RADIO-TV DIRECTORS

—and their work during 1956

— A —

## ADDISS, JUSTUS

B. June 23, New York City.  
Alfred Hitchcock Presents, Schlitz  
Playhouse of Stars, CBS-TV;  
Heinz Studio 57, Crossroads,  
ABC-TV

## ALLEN, CRAIG

B. Aug. 3, 1921, Circus Boy,  
Wide Wide World, Red Barber's  
Sport Show, Paul Winchell Show,  
Happy Felton Show, NBC

## AMADIO, HARRY

Don Dowd News, G. H. Combs,  
Sports Focus, Mostly Music  
ABC

## ANDREWS, CLARK

Jack Paar, Mystery Time  
ABC

## ANDREWS, MARTIN

My True Story, Pilgrimage  
ABC

## APPELL, DON

B. Oct. 6, New York City. This  
Is Galen Drake, ABC-TV; Vic  
Damone Show, Vaughn Monroe  
Show, Red Buttons Show, CBS-  
TV; Imogene Coca Show, NBC-  
TV

## ASHER, WILLIAM

B. Aug. 8, 1921, New York City.  
Jane Wyman's Fireside Theatre,  
NBC-TV

— B —

## BEAL, WILLIAM

WABC-TV

## BEHLMER, RUDY

The Ray Anthony Show  
ABC-TV

## BELLANY, EARL

The Lone Ranger  
ABC-TV

## BISNEY, BRYAN

Ozark Jubilee,  
ABC-TV

## BLUM, ROBERT

Amateur Hour  
ABC-TV

## BUNETTA, FRANK

Caesar's Hour, NBC-TV

— C —

## CALFEE, KENNARD

File 7  
ABC-TV

## CAMPBELL, RAY

Charles McCarthy News, Don  
Dowd News, Fred Waring  
Show, ABC

## CASSELLI, LaMAR

The Last Word  
CBS-TV

## COSGROVE, JOHN

Good Morning with Will  
Rogers, Jr.  
CBS-TV

— D —

## DAUGHERTY, HERSCHEL

B. Oct. 27, 1910, Clarkes Hill,  
Ind.; Alfred Hitchcock Presents,  
General Electric Theatre, Schlitz

# FRANK BUNETTA

*Director of*

## CAESAR'S HOUR

*NBC-TV*



**Cort Steen**

DIRECTOR  
OF  
"VOICE OF FIRESTONE"  
ABC-TV

**FRANK SATENSTEIN**

DIRECTOR

JACKIE GLEASON SHOW

CBS-TV

**DICK SCHNEIDER**

DIRECTOR

"WIDE WIDE WORLD"

NBC-TV



**CRAIG ALLEN**

Management:  
GEORGE F. FOLEY

730 Fifth Ave.

JUdson 6-4312

Playhouse of Stars, CBS-TV;  
Studio 57, ABC-TV; On Trial,  
NBC-TV

**DAVIS, HAL**  
Life Is Worth Living  
ABC-TV

**DE CORDOVA,  
FREDERICK**

B. Oct. 27, 1910, New York City,  
N. Y.; Burns and Allen Show,  
December Bride, Mr. Adams &  
Eve, CBS-TV

**DEMAREST, BILL**  
Sunday Music Hall, Travel  
Talk, Imagination; ABC

**DESMOND, JOHN**  
Odyssey  
CBS-TV

**DISKIN, MARSHAL**  
John Daly & the News, Dean  
Pike Show  
ABC-TV

**DODSON, WILLIAM**  
WABC-TV

**DONOHUE, JACK**  
B. Nov. 3, 1910, New York City.  
George Gobel Show, NBC-TV

**DUBIN, CHARLES**  
Omnibus  
ABC-TV

— E —

**ENGLANDER, ROGER**  
Odyssey  
CBS-TV

— F —

**FOSTER, LEWIS R.**  
Jim Bowie  
ABC-TV

**FOSTER, ROBERT**  
Medical Horizons  
ABC-TV

— G —

**GADETTE, FRED**  
You Asked For It  
ABC-TV

**GALLU, SAM**  
Navy Log  
ABC-TV

**GOMAVITZ, LEWIS**  
Kukla, Fran & Ollie  
ABC-TV

**GRAHAM, JOE**  
B. Sept. 15; Whispering Streets,  
Sammy Kaye Show, It's Your  
Business, The Man From Hart-  
ford, ABC

**GREINER, BOB**  
Buddy Weed, Frank Farrel  
Show, Sokolsky Recording  
ABC

**GROSS, LLOYD**  
Masquerade Party  
ABC-TV

**GUIDICE, VICTOR**  
Press Conference  
ABC-TV

— H —

**HAGY, RUTH GERI**  
College Press Conference  
ABC-TV

**HARLIB, MATT**  
Famous Film Festival  
ABC-TV

**HENDERSON, JOHN T., JR.**  
John Steele, Adventurer, Story-  
time, Heartbeat of Industry,  
Hotel for Pets, Woolworth  
Hour; Network Independent

**HEWITT, DON**  
See It Now  
CBS-TV

**HEYES, DOUGLAS**  
The Adventures of Rin Tin Tin  
ABC-TV

**HINES, DREX**  
Grand Central Station, Mystery  
Time; ABC

**HOBSON, JAMES**  
Lawrence Welk's Top Tunes,  
New Talent, The Lawrence  
Welk Show; ABC-TV

**GREY LOCKWOOD**

**NBC-TV**

**DIRECTOR**



**JOE GRAHAM**

**WRITER — DIRECTOR**



**HOLMES, JIM**  
The Wednesday Night Fights  
ABC-TV

— J —

**JONES, JOHN PAUL**  
WABC-TV

— K —

**KEECH, KEL**  
No School Today, Charlie Applewhite, Imagination; ABC

**KILEY, TIM**  
Let's Take a Trip  
CBS-TV

**KUSHNER, DAN**  
Don Dowd News, G. H. Combs, Les Griffith, Mostly Music  
ABC

— L —

**LEIGHTON, RICK**  
George Skinner  
ABC

**LEONARD, SHELDON**  
Make Room for Daddy  
ABC-TV

**LEVENS, PHIL**  
Treasure Hunt  
ABC-TV

**LEVY, RALPH**  
B. Dec. 18, 1919, Philadelphia, Pa. The Jack Benny Show, Shower of Stars, CBS-TV

**LICHTMAN, JIM**  
Medical Horizons  
ABC-TV

**LIESENDAHL, DICK**  
Pro Football, Hockey, Baseball Game of the Week  
CBS-TV

**LOCKWOOD, GREY**

B. April 18. The Martha Raye Show, The Red Buttons Show, Robert Montgomery Presents, Colgate Comedy Hour, NBC-TV

— Mc —

**MCDONALD, FRANK**  
Wyatt Earp  
ABC-TV

— M —

**MACCALLUM, WILLIAM**  
Football, Sammy Kaye  
ABC

**MACPHAIL, WILLIAM C.**  
CBS-TV

**MANNO, CHARLES**  
Football, Sammy Kaye  
ABC

**MARSHALL, BILL**  
Whispering Streets, Firestone, Met Opera, Mystery Time  
ABC

**MARVEL, TED**  
Sunday News Special  
CBS-TV

**MARX, LLOYD**  
Amateur Hour  
ABC-TV

**MORRIS, ERNEST**  
The Vise  
ABC-TV

— N —

**NEILSON, JAMES**

B. Oct. 1st, Shreveport, La. Playhouse 90, G.E. Theatre, Alfred Hitchcock Presents, CBS-TV; Ford Theatre, ABC-TV; Night Passage, Universal International

**NELSON, HARRY**  
G. H. Combs, Don Dowd News, Les Griffith, Mostly Music  
ABC

**NELSON, OZZIE**  
Ozzie & Harriet  
ABC-TV

— P —

**PAUL, BYRON**  
Baseball Game of the Week, Football Roundup, Pro Football; CBS-TV

**PEMBERTON, M.**  
Mel Allen  
ABC

**PIANO, TONY**  
Best Bands  
ABC

**POTTASCH, ALAN**  
WABC-TV

— Q —

**QUINLAN, BOB**  
Baseball Game of the Week, Pro Football  
CBS-TV

— R —

**RICHARDSON, DON**

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**RITTER, DICK**  
Firestone, Met Opera, Imagination; ABC

**RUDOLPH, OSCAR**  
The Lone Ranger  
ABC-TV

— S —

**SAMETH, JACK**  
Afternoon Film Festival  
ABC-TV

**SATENSTEIN, FRANK**

Jackie Gleason Show, CBS-TV

**SCHNEIDER, DICK N.**

Wide Wide World, Emmy Awards, Academy Awards, Survival Street, NBC-TV; Salute to Eisenhower, Closed Circuit; Democrat & Republican Conventions, NBC

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B. July 14, 1918, Pittsburgh, Pa. Voice of Firestone, The Amazing Dunninger, ABC-TV.

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— V —

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— W —

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CBS-TV

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My Truc Story, American Music Hall; ABC

# HOW TO APPLY FOR FCC LICENSE

## Official FCC Procedure for AM, FM and TV Licenses

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

Licensing of these facilities is prescribed by the Communications Act of 1934, as amended, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would serve the public convenience, interest or necessity. The Communications Act also recognizes broadcasting as a competitive industry and invests the Commission with the responsibility of allocating facilities so as to provide a fair, efficient, and equitable distribution of radio service.

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

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

### Selecting a Frequency

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

is no separate classification for AM operation by educational stations.

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 for new broadcast stations are twice reported by the Commission—when first tendered, and, again, when accepted for filing. Such an application is not acted upon until at least 30 days after public notice is given of its acceptance.

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 60 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.

Competing applications for the same facility are not considered if filed more than 10 days after public notice designating the prior application or applications for hearing.

Hearings are customarily conducted by an examiner. The hearing examiner has authority to administer oaths, ex-

amine witnesses and rule upon the admission of evidence.

Pre-hearing conferences are held both prior to and after an exchange of exhibits by the parties. The latter takes place at least 20 days in advance of the hearing date, the second pre-hearing conference is held at least 10 days before the hearing commences.

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. Court appeals can be taken within 30 days following announcement of the commission decision.

### 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 con-

struction authorization. If the permittee is unable to build his station within the time specified, he can apply for extension of time on Form 701 ("Application for Additional Time to Construct a Radio Station"), giving the reasons. Upon completion of construction the permittee can engage in equipment tests.

### 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.

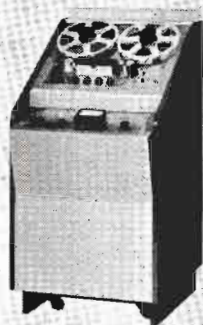
AM, FM and TV broadcast stations are licensed for the statutory limit of three years. Applications for renewal of license are made on Form 303, which is "Application for Renewal of Broadcast Station License."

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.

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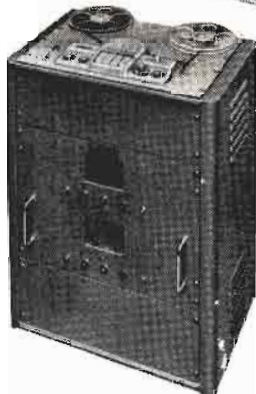




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# Radio-TV Set Sales Increase as Number of Outlets Grows



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Association

**T**HE radio-electronics-television industry continued to grow in 1956, but increasing competition in TV set-manufacturing sharply reduced the number of producers, though not the production.

A score of television receiver manufacturers dropped out of the running, though not of the industry in many instances; yet the year's net output fell only 5 percent or from 7.7 to 7.4 million units. Moreover, this decline was partially offset by the production of about 150,000 color TV sets with a value several times that of monochrome sets.

Home radios and portables continued to belie the prophecies of their decline in the face of TV competition and actually rose well above 1955 figures. Only auto sets declined in keeping with the lower car sales.



The output of all radios, except auto sets, increased about 15 percent in 1956 over 1955 with portables taking the lead by an increase in excess of 50 percent. Transistor-equipped portables were produced in quantity for the first year, numbering about 950,000. Auto sets declined about 25 percent due to the cut-back in auto production.

One of the most significant developments in the television market in 1956 was the emergence of the portable TV receiver. While approximately 250,000 were made in 1955, the 1956 figure totalled about 1.8 million. In 1957 this production may be nearly doubled. One obvious result of this trend has been a decline in the average price of the television receiver and an over-all loss in revenue from TV set sales.

The outlook for 1957 is that close to 7 million black and white television receivers will be made and sold and that color TV set sales will total several hundred thousand.



Two segments of the industry has been benefiting from the growing number of television and radio sets in use—now about 42 million TV sets and 150 million radios—and seem likely to continue to make gains in 1957. These are the component manufacturer who sells replacement parts and the jobber and service technician who handle and use them in home set maintenance.

The sale of radio-TV replacement parts rose to \$850 million in 1956 and is expected to rise another \$100 million in 1957. Set servicing costs are estimated at close to \$1 billion in 1956 and the total dollar value to manu-

facturers, jobbers, and service technicians at \$2.4 billion.

The size of the electronic industry, measured in terms of production and sales, increased 15 percent and approached \$5.9 billion at the factory level in 1956. When distribution, servicing, and broadcasting revenue are added, the industry's actual income amounts to nearly \$12 billion. Another 10 percent in growth is expected in 1957, and industry statisticians predict the entire income of the electronics industry will reach \$22 billion by 1966.

Military electronics in 1956 accounted for about \$2.7 billion—up 10 percent from 1955—and constituted almost half of the industry's factory sales. All indications are that the rise in military electronics will continue in 1957 as total defense expenditures increase, and the electronics percentage rises as guided missiles threaten to replace many types of military aircraft.



Industrial electronics, especially in automation techniques employed by many non-electronic as well as electronic manufacturers, made forward strides in 1956 and appeared headed for continued expansion in 1957 and thereafter. Equipment sales were estimated at between \$900 million and \$1 billion in 1956.

One of RETMA's most important projects in 1956 was to co-sponsor a pilot educational television system in the public schools of Hagerstown, Maryland. The intrinsic value of academic television as a teaching tool has been proved and this project will help educators to perfect new techniques for using this new audio-visual medium. It also will enable our industry to design better equipment for school use.



More and more industries have found profitable new uses for closed-circuit television which can provide actual visual data from places where it is dangerous, uncomfortable or impossible for human beings to go. Declining prices have spurred sales; in 1956 the sales figure approached the \$3 million level. Sales in 1957 are expected to more than double that figure.

**A List of Important Radio, Television and FM**

**EQUIPMENT FIRMS**

**Acme Camera Corp.**

2704 W. Olive Ave., Burbank, Cal.  
Phone: VICTORIA 9-3144

President ..... Edward Furer  
Vice-President ..... John Kiel  
Secy.-Treas. .... Frank Shea  
PRODUCTS: TV recording cameras, kine-  
photo monitors, animation art equipment.

**Adler Electronics, Inc.**

1 Le Fevre Lane, New Rochelle, N. Y.  
Phone: NEw Rochelle 6-1620

President ..... Ben Adler  
PRODUCTS: Manufacturers of low-power  
TV broadcast equipment: TV translators, an-  
tennas, UHF transmitters; automatic control  
equipment: Maximag components, magnetic  
amplifiers, Servo amplifier, motor controls  
and regulated power supplies.

**Admiral Corporation**

3800 W. Cortland St., Chicago 47, Ill.  
Phone: Spaulding 2-0100  
N. Y. Phone: PLaza 7-7500

Pres., Chairman ..... Ross D. Siragusa  
Exec. Vice-Pres.-Treas. .... John B. Huarisa  
Vice-Pres., Gov't Labs. .... J. F. Gilbarte  
Vice-Pres., Sales. .... Wallace C. Johnson  
Vice-Pres., Purchasing. .... Frank J. Kazda  
Vice-Pres., Prod. .... Cy S. Rossate  
Vice-Pres. Operations. .... V. Barreca  
Secretary, Ass't Treas. .... George E. Driscoll  
Vice-Pres., Gen. Counsel. .... F. H. Uriell  
Vice-Pres., Adv. .... Edmond I. Eger  
Public Relations Dir. .... Martin Sheridan  
PRODUCTS: Television receivers, televi-  
sion consoles and combinations, table radios,  
graphs, high fidelity phonographs.

**Aero Electronics Co.**

1512 N. Wells St., Chicago 10, Ill.  
Phone: WHitemhall 3-0401

President ..... B. S. Maximoff  
General Manager. .... T. A. Beresney  
PRODUCTS: Custom built equipment, en-  
gineering services.  
clock radios, portable radios, radio-phono-

**Affiliated Photographic Co.**

21 W. 45th St., N. Y. 36, N. Y.  
Phone: JUDson 2-0522

Manager, TV Division. .... T. Meyer  
PRODUCTS—Slides, Telpos, balops, flip-  
cards.

**Airtron Inc.**

103 W. Elizabeth Ave., Linden, N. J.  
Phone: HUNter 6-1000

President ..... David Ingalls  
Vice-Presidents. .... J. W. Anderson,  
T. N. Anderson, Robert Carr, J. W. Hamil-  
ton  
PRODUCERS: Duplexers, mixers, direc-  
tion couplers, flexible waveguides.

**Allied Radio Corp.**

100 N. Western Ave., Chicago 80, Ill.  
Phone: HAYmarket 1-6800

Sls. Mgr., Indust., Bdest. Div. .... S. H. Levey  
PRODUCTS: Distributors of radio, TV,  
and industrial electronics parts and equip-  
ment including broadcast station tubes, parts,  
and supplies.

**Altec Lansing Corp.**

9356 Santa Monica Blvd., Beverly Hills, Calif.  
1515 S. Manchester Blvd., Anaheim, Calif.  
161 Sixth Ave., New York 13, N. Y.  
Phone ALGouquin 5-3636

President ..... G. L. Carrington  
Exec. V.P. .... A. A. Ward  
N. Y. V.P. & Sec. .... H. M. Bessey  
Vice-Pres. .... 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  
Comptroller. .... C. R. Rinisland  
PRODUCTS: Speech input consoles and  
amplifiers, microphones, limiter amplifiers,  
monitoring loudspeakers, public address and  
sound reinforcement systems for studios,  
AM and FM.

**American Electronics, Inc.**

(Audio & Recordata Divs.)

9449 W. Jefferson Blvd., Culver City, Calif.  
Phone: VERmont 9-7568

President ..... Ray H. Cripps  
General Manager. .... Brian Jenkins  
Chief Engineer. .... Edward Kinney  
PRODUCTS: Magnetic recording equip-  
ment.

**American Microwave Corp.**

11754 Vose St., North Hollywood, Cal.  
Phone: POplar 5-9041

President ..... Fred W. Bailey  
Treasurer. .... Paul F. Ternes  
Chief Engineer. .... Harold W. Jury  
PRODUCTS: Microwave relay systems,  
microwave antennas and components for all  
TV purposes including remote, STL & off-air  
pickups.

**Amperex Electronic Corp.**

230 Duffy Ave., Hicksville, N. Y.  
Phone: WELls 1-6200

Gen. Sales Manager. .... Frank Randall  
Product Mgr. (Transmitting Tubes)  
Chas. Roddy  
Product Mgr. (Sp. Purpose Tubes &  
Semi-conductors) .... Irwin Rudich  
PRODUCTS: Tubes—vacuum & gas, trans-  
mitting & power, rectifiers, vacuum con-  
densers.

**Ampex Corp.**

934 Charter St., Redwood City, Calif.  
Phone: EMERson 8-1471  
N. Y. Phone: PLaza 3-9232





President . . . . . George I. Long, Jr.  
 Ch. of Board . . . . . Alexander M. Poniatoff  
 V.P., Gen. Mgr. . . . . Robert Sackman  
 V.P., Mgr. Audio Div. . . . . Philip Gundy  
 Sales Mgr., Videotape . . . . . Ross Snyder  
 Mgr., Instrument Div. . . . . John Jipp  
 PRODUCTS: Magnetic tape recorders (audio), "Videotape" Recorder, Stereophonic Sound Equipment.

### Amplifier Corp. of America

398 Broadway, New York 13, N. Y.  
 Phone: WOrth 6-2929

President . . . . . R. Epstein  
 Vice-Pres. . . . . N. M. Haynes  
 Purchasing Agent . . . . . M. R. Ellis  
 Sales Manager . . . . . A. J. Gillette  
 Advertising Mgr. . . . . Harold Wallerstein  
 PRODUCTS: Magnemite Portable, VU Magnemite, Weathertite VU Magnemite and Weathertite Magnemite, Magneraser, Magne-loop, Stereo Magnemite, Flutter Meter, A.V.C. Amplifier, Secret Recorder, Flyweight Magnemite.

### Amplitel, Inc.

342 W. 40th St., New York 18, N. Y.  
 Phone: BRyant 9-0710

President . . . . . Herbert M. Ardston  
 Vice-President . . . . . Harry Morris, Jr.  
 Chief Engineer . . . . . Norman Perlman  
 Sales Manager . . . . . Henry Berk  
 PRODUCTS: Community antenna systems, master amplified antenna systems, complete RF amplifiers.

### Andrea Radio Corp.

27-01 Bridge Plaza North, L.I.C.1, N.Y.  
 Phone: STillwell 4-5411

President . . . . . Frank A. D. Andrea  
 Sec., Ch. Eng. . . . . H. J. Heindel  
 Dir. of Purchasing . . . . . Bruce B. Donald  
 Comptroller . . . . . A. Abbene  
 Gen. Sls. Mgr. . . . . C. Van Maanen  
 Gen. Export Manager . . . . . Ramon Masvidal  
 PRODUCTS: Household television receivers and Hi-Fi phonographs; special electronic products; military electronics.

### 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; coaxial switches, telescoping masts; tower lighting equipment.

### Animation Equipment Corp.

38 Hudson St., New Rochelle, N. Y.  
 Phone: 6-8138

President . . . . . John Oxberry  
 PRODUCTS: Animation stands, compounds, punches, process cameras, and accessories.

### 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, converters and deviation meters, crystal controlled frequency calibrators.

### Arvin Industries

13th St. and Big Four RR, Columbus, Ind.  
 Phone: 5521

Chairman, President . . . . . Glenn W. Thompson  
 Vice-President . . . . . John C. Marshall  
 Dir. of Sls., Radio Div. . . . . Richard Williams  
 Western Sls. Mgr., Radio Div. . . . . Weldon Payne  
 Eastern Sls. Mgr., Radio Div. . . . . Craig Britton  
 Dir. of Sls., Radio Sp. Prod. . . . . Herbert Holmes  
 Chief Engr., Radio Div. . . . . E. C. Hittle  
 Treas., Cred Mgr. . . . . T. Earl Robinson  
 V.P., Dir. of Purchases . . . . . Fred Daniel  
 Advertising Mgr. . . . . James Jewell  
 V.P., Dir. of Industrial Rel. . . . . Yandell Cline  
 Export Mgr. . . . . G. J. Kluykens  
 Service Mgr. . . . . Robert Barnard  
 Traffic Mgr. . . . . Carl Boswell  
 PRODUCTS: Radios: Table model, clock radio, portable AC-DC, FM radio, transistor radio.

### Atlantic Electronics Corp.

80 Jefferson St., Passaic, N. J.  
 Phone: PRospect 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 apparatus.

### 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 (Audio-points), Magnetic Recording Tape (Audiotape), Magnetic Recording Film (Audiofilm).

**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

Vice-Pres. ....Walter Bach  
PRODUCTS: Auricon 16mm sound-on-film TV newsreel cameras, for optical and/or "Filmagnetic" sound with picture: Auricon "TV-T" television Transcription (Kinescope) recording camera with optical and/or "Filmagnetic" sound with picture.

**Automatic Radio Mfg. Co., Inc.**

122 Brookline Ave., Boston, Mass.  
Phone: COmmonwealth 6-1420

Sales Mgr.....E. L. Housman  
PRODUCTS: Table radios, clock radios, portables, auto radios, tractor radios, Tom Thum, Tom Thumb Jr., Tomboy.

**Avco Mfg. Corp.**

See Crosley & Bendix Home Appliances

**B & R Electronics Co.**

1178 E. 180th St., N. Y. 60, N. Y.  
Phone: SYcamore 2-3510

President .....I. Rothman  
PRODUCTS: Radio receivers.

**Semon Bache & Co.**

636 Greenwich St., N. Y. 14, N. Y.  
Phone: WAtkins 4-2121

New Jersey Phone: MARket 4-5328  
V.P., Sls. & Adv. Mgr.....Be. Newton  
Assistant Treas.....P. Schoenfeld  
Secretary.....R. M. Dreyfuss  
PRODUCTS: Manufacturers of mirrors, fabricators on glass, proprietary mirror items: Evalast Genuine Electroplated Copper-back second surface mirrors, Evabrite Opaque & Transparent Front surface mirrors.

**Background Engineers, Inc.**

7313 Santa Monica Blvd., Hollywood, Cal.  
Phone: HOLlywood 5-4161

President.....W. S. Tillisch  
PRODUCTS: Leases and sells Bodde rear projection equipment.

**E. J. Baughman Co.**

1914 N. Cogswell Rd., El Monte, Calif.  
Phone: GILbert 4-7586

Owner.....E. J. Baughman  
PRODUCTS: Microphone booms, hangers, studio lighting equipment.

**Bausch & Lomb Optical Co.**

635 St. Paul St., Rochester 2, N. Y.  
Phone: LOcust 2-3000  
N. Y. Phone: CIRCLE 7-5400

Pres.....Carl S. Hallauer  
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  
PRODUCTS: Steel erectors (radio-television towers and antennas).

**Bell Television Inc.**

552 W. 53rd St., N. Y. 19, N. Y.  
Phone: JUDson 6-4350

President .....Martin Sugar  
Service Manager.....James Bronis  
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.

**Benco Television Associates, Ltd.**

278 Bridegland Ave., Toronto 10, Ont.  
Phone: RUssell 1-6681

General Manager.....S. W. Wellum  
PRODUCTS: Community antenna and distribution systems.

**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  
Baltimore 4, Md.

**Bendix Television  
(Div. of Bendix Aviation Corp.)**

Phone: VALley 3-2200

V.P., Gen. Mgr.....E. K. Foster

**Berlant Concertone**

655 W. Washington Blvd., Los Angeles, Calif.  
Phone: Richmond 9-7671  
Div. Mgr. .... Brian Jenkins  
PRODUCTS: Tape recorders.

**Charles Beseler Co.**

219 S. 18th St., East Orange, N. J.  
Phone: B1gelow 8-7280  
General Manager. .... H. H. Myers  
PRODUCTS: Projectors.

**Blaw-Knox Equipment Div.**

300 Sixth Ave., Pittsburgh, Pa.  
Phone: STerling 1-2700  
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 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  
Dir. of Engineering. .... Herbert Fremont  
Chief Engineer. .... Harold Parker  
PRODUCTS: Manufactures TV and radio chassis, home radio intercom systems.

**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.**

5222 W. 104th St., Los Angeles, Calif.  
Phone: ORegon 8-3995  
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., Inc.**

315 W. 43rd St., New York 36, N. Y.  
Phone: JUDson 6-1420  
President. .... Frank C. Zucker  
Vice-President. .... Burton H. Zucker  
Sec'y-Treas. .... Margaret B. Zucker  
General Mgr. .... Eugene H. Levy  
PRODUCTS: Motion picture & television camera accessories. Rental of motion picture cameras, film editing equipment, lighting and sound equipment. Mfrs. of balanced TV head tripod, professional Jr. friction head tripod and geared head, small gyro, metal and mini-pro tripods, adjustable collapsible triangle, 3 wheel portable collapsible dolly, spider dolly, micro relay pan & tilt head, cone lights. Repair service for all types of professional cameras, recorders, and film editing machines and light equipment. Special design work to customers specifications.

**Canadian General Electric Co., Ltd.**

Royce Works, 830 Landsdown Ave.,  
Toronto 4, Ont.  
Phone: LENnox 4-6511  
(Electronic Equipment & Tube Dept.)  
V.P., Gen. Mgr. .... R. M. Robinson  
Mgr., Engineering. .... H. S. Dawson  
Mgr., Marketing. .... W. D. Scholfield  
Mgr., Product Service. .... A. L. Hames  
Adv. & Sales Prom. .... M. D. Locke  
PRODUCT: Station & studio electronic equipment, microwave equipment.

**Canadian Marconi Co.**

Box 1480, Station "O", St. Laurent, Que.  
Phone: RI 8-7711  
President. .... S. M. Finlayson  
V.P., Gen. Mgr. .... J. J. Kingan  
Mgr., Comm. Products Div. .... C. P. McNamara  
Gen. Sls. Mgr., Comm. Pds. Div. .... A. Hammond  
Sls. Mgr. Stand. Lines Sls. Dept. .... J. H. Martin  
Superviso, Bcst., TV Sta. Equip. .... A. B. Clapp  
PRODUCTS: AM transmitting, broadcast studio, and TV transmitting and studio equipment; transmitting receiving tubes for these units.

**Cannon Electric Co.**

3208 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

**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 studio.

**CBS-Hytron***(A Div. of CBS Inc.)*

100 Endicott St., Danvers, Mass.

Phone: Danvers 2360

Newark, N. J.: Market 3-5832

President.....Charles F. Stromeyer

Vice-Pres. ....Robert G. Marchisio

V.-P., Sales.....John Q. Adams

V.-P., Mfg.....Michael F. Callahan

Mgr., Receiving Tube

Operations.....Joe C. Harmony

Mgr., Semiconductor

Operations.....Dr. B. H. Alexander

Mgr., Marketing Adm....George W. Nevin

Equipment Sales Mgr....L. H. Niemann

Mgr. Gov't Sales.....Fred H. Garceion

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. &amp; Develop....Dr. Russell R. Law

Dir., Gen. Engineering....Edgar K. Wimpy

*Plant Managers*

Danvers.....Charles E. Coffin

Lowell.....Dr. B. H. Alexander

Salem.....Walter J. Foran

Newburyport Receiving

Tube.....C. E. Butcher

Newburyport TV Tube...Lindsey R. Perry

Kalamazoo.....A. J. Harcher

PRODUCTS: Electron tubes and semiconductor products.

**Century Lighting, Inc.**

521 West 43rd St., New York 36, N. Y.

Phone: CH 4-7050

President.....Edward Kook

TV Labs.....Charles Shevlin

*Branch Offices*

1477 N.E. 129th St., N. Miami, Fla.

Branch Mgr.....George Gill

1820 Berkeley St., Santa Monica, Calif.

PRODUCTS: TV and photographic lighting equipment, lighting accessories, lighting controls and dummerboards C-I electronic lighting control, Port-O-Vox (wireless microphone).

**Century Projector Corp.**

729 Seventh Ave., New York 19, N. Y.

Phone: CIRCLE 5-7048

President.....H. E. Hammons

V.P., Gen. Mgr.....W. D. Hausler

PRODUCTS: 35mm. projectors and sound equipment.

**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.

**Chromatic Television Laboratories**

1501 Broadway, New York 36, N. Y.

Phone: BRyant 9-8700

Chairman.....Paul Raibourn

Vice-Presidents...A. Crawford Cooley, Robert

Dressler, Morgan A. Gunst, Jr.

Sec'y.-Treas.....Arthur Israel, Jr.

PRODUCTS: Chromatron — single-gun color cathode ray tube.

**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.**

3116½ Sunset Blvd., Los Angeles, Calif.

Phone: NORMANDY 3-9591

President.....Don Calabria

**Collins Radio Co.**

855 - 35th St., N. E., Cedar Rapids, Iowa

Phone: 30281

Bcst. Sls. Manager.....H. O. Olson

Central Reg. Sls. Mgr.....J. H. Hamilton

*Branch Offices*

1930 Hi-Line Dr., Dallas, Tex.

Reg. Sls. Mgr.....T. W. Sharpe

2700 W. Olive Ave., Burbank, Calif.

Reg. Sls. Mgr.....G. T. Tasto

1200 18th St., N. W., Washington, D. C.

Mgr.....R. P. Dutton

4711 N.W. 36th St., Miami Springs, Fla.

Sales Mgr.....L. O. Embree

261 Madison Ave., New York, N. Y.

Phone: MU 7-6740

Office Mgr.....C. W. Service



PRODUCTS: AM Broadcast transmitters, antenna phasing and tuning equipment, FM antennas, TV-STL microwave equipment, broadcast and recording studio speech equipment and accessories.

### Community Engineering Corp.

Box 824, State College, Pa.  
Phone: Adams 7-7221

Chairman.....John L. McLucas  
President.....James R. Palmer  
Vice-President.....Floyd B. Fischer

PRODUCTS: Community antenna systems and system rebuilding and modernizing service. Wide band sweep generators.

### Conrac, Inc.

19217 E. Foothill Blvd., Glendora, Calif.  
Phone: EDgewood 5-1241

President.....W. J. Moreland  
Vice-Pres.....J. Grayson Jones  
Plant Mgr.....R. M. Alston  
Purchasing Agent.....E. P. Garvey  
Credit Mgr.....T. H. Ford

PRODUCTS: Fleetwood TV receivers; Conrac Video Monitors, both color and monochrome; Off-the-air Tuner for rebroadcast applications.

### Continental Electric Co.

715 Hamilton St., Geneva 2, Ill.  
Phone: 4140

President.....E. A. Glaeser  
Vice-President.....E. V. Trainor  
Ass't. Sec'y.....Jayne E. DeVleshower

PRODUCTS: Electronic tubes, phototubes, lead sulfide cells, rectifiers and thyatrons, vacuum gauges, electronic printers.

### Continental Electronics, Inc.

4212 S. Buckner Blvd., Dallas 27, Tex.  
Phone: EVergreen 1137

President.....James Weldon  
PRODUCTS: UHF transmitters.

### Comprehensive Filmtreat, Inc.

421 W. 54th St., New York 19, N. Y.  
Phone: CO 5-0372

President.....Michael Freedman  
Vice-Pres.....Herbert R. Pilzer  
Sec'y-Treas.....Jane Leni

PRODUCTS: Comprehensive filmtreat process: For second and subsequent runs on films in constant use; print life service; comprehensive film rejuvenation.

### 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 Radio & TV Div.

#### Moffatts Ltd.

Gibson & Wright Ave., Toronto 15, Ontario  
Phone: CH 4-1171

N. Y. Phone: MUrray Hill 3-0202

Vice-Pres. & Gen. Mgr.....J. M. Reynolds  
Works Manager.....A. J. Roper  
Prods. Mgr., Purchasing Agent.....H. G. Fisher  
Chief Engineer.....R. W. Walker  
Service Manager.....W. Whittal  
Products Manager.....H. G. Fisher

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.

1201 Wolf St., Syracuse 1, N. Y.  
Phone: 74-1011

Asst. Mgr., Electronics.....H. M. Pattat  
Mgr., Illumination.....J. S. Haney  
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.

5575 Kearny Villa Rd., San Diego 11, Calif.  
Phone: BR 7-6780

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: TRiangle 4-3251

General Manager.....J. L. Laley  
Gen. Sales Manager.....J. R. Howland  
Broadcast Sales Mgr.....Neff Cox Jr.  
Dir. Educ. TV.....Robert E. Green

PRODUCTS: Professional Vidicon television cameras and film chains for black and white or color, microwave equipment, switching equipment, complete low power TV stations.

### 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.**

330 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, preci-  
sion 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)**

700 E. Firmin, Kokomo, Ind.  
Phone: GLadstone 2-8211  
Phone: 2-8211

General Manager.....B. W. Cooper  
Sales Manager.....H. M. Stelzl  
Manufacturing Mgr.....Dean Allsop  
Materials Mgr.....R. O. Bassett  
Chief Inspector.....J. M. Kessler  
Defense Mgr.....K. T. Milne  
Chief Engineer.....B. A. Schwarz  
Comptroller.....R. L. Showalter  
Public Rel. Mgr.....Hamlin Welling  
Personnel Manager.....Walter M. Wilson  
Purchasing Agent.....Roland Hill, Jr.

PRODUCTS: Automobile Radios, power  
transistors; defense equipment; Ground-to-  
air communication equipment and two-way  
radio communication equipment.

**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: 4830

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

President.....J. L. Pausch  
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  
V.P., Gen. Mgr., Gov't. &  
Research.....Thomas T. Goldsmith, Jr.  
V.P., Contoller.....Donovan Tyson  
Gen. Counsel.....George Etkin  
V.P., Technical Prod...Irving G. Rosenberg  
Gen. Mgr., Quality Control.Nicholas DeFalco  
Public. Rel. Mgr.....Benjamin Bowker  
Dir. Industrial Relations....Harry Houston  
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  
Chief Engineer.....H. Pacini  
Adv. Mgr.....J. Calvin Affleck  
Service Mgr.....Peter Buttacavoli  
Production Mgr.....Morris Spector  
Purchasing Agent.....William Paton  
Sales Mgr.....W. C. Scales

**Government Manufacturing Division**

35 Market St., East Paterson, N. J.  
Manager.....Raymond C. Maude  
Mfg. Operations Mgr.....W. J. McGinnity  
Assistant Mgr.....P. F. Brown  
Engineering Mgr.....S. S. Calafati  
Manufacturing Mgr.....D. M. Christie

**Technical Products Division**

760 Bloomfield Ave., Clifton, N. J.  
Asst. Gen. Mgr.....Peter Weil  
Engineering Mgr.....A. J. Talamini, Jr.  
Production Mgr.....Robert Szozil  
Instrument Prod. Mgr.....Emil G. Nichols  
Instrument Sls. Mgr.....M. G. Scheraga  
Auto Test Equip. Sls. Mgr....E. E. Ecklund





Mobile Oper. Dir.....F. M. Link  
 Transmitter Prod. Mgr.....K. Petersen  
 Purchasing Mgr.....C. Paul Martin

**Cathode-Ray Tube Division**

750 Bloomfield Ave., Clifton, N. J.

Manager.....Alfred Y. Bentley  
 TV Tube Sales Mgr.....R. G. Scott  
 Engineering Mgr.....K. Hoagland  
 Manufacturing Mgr.....William Carlin  
 Purchasing Manager.....A. R. Dutcher  
 Industrial Tube Sls. Mgr.....Roy Olerud

**Research Laboratories**

2 Main Ave., Passaic, N. J.

Circuit Research Director...R. T. Cavanagh  
 Tube Research Director.....S. J. Koch  
 Patents .....Donald Overocker

**International Division**

Phone: MURray Hill 8-2600

515 Madison Ave., N. Y., N. Y.

Director.....Ernest A. Marx  
 Asst. Dir.....Robert I. Gaines  
 European Rep. (Milan).....James Segre

**West Coast Plant**

11800 W. Olympia Blvd., Los Angeles 64, Cal.  
 Phone: GRAnite 7-4271

Manager.....Ralph B. Austrian

**Electronicam Division**

152 W. 54th St., New York, N. Y.

Phone: JUdson 2-2590

Operations Mgr.....John Auld  
**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 in-  
 struments, automation control systems, radar,  
 loran, and government electronics.  
 loran, and government electronics; Electron-  
 icam Film Systems.

**Dynamic Electronics-New York, Inc.**

73-39 Woodhaven Blvd., Forest Hills, N. Y.  
 Phone: ILInois 9-7000

President.....J. M. Winer  
 Exec. V.P.....S. Levy  
 Vice-Pres.....J. D. Winer  
 Treasurer.....Louis Fafarman  
 Sec'y.....George Ginsburg  
 Chief Engineer.....P. Gale  
 Sales Manager.....David Cole  
 Cred Mgr.....S. Shure  
 Prod. Mgr.....Wm. Brenner  
 Tech. Services Engr.....Len Schwartz  
 Development Engr.....R. Baumel

**PRODUCTS:** Indoor antennas, TV FM &  
 Hi-Fi Accessories, Hi-Pass TV & FM Filter,  
 Tri-Set TV & FM Coupler, Video-Audio Signal  
 Attenuator, Lo-Pass Line Filter, Hi-3  
 Speaker Selector, 3-Way Antenna selector,  
 Chairside Remote Speaker, Gold-Dot series,  
 Shielded & Insulated Connectors, Feed Thrus,  
 Jumper Cords, Transistor Kits, Transistor  
 Loop Antennas & Antenna Matching Balun  
 Coils, Quadnaural speaker baffles & systems.

**Eastman Kodak Co.**

343 State St., Rochester 4, N. Y.  
 Phone: LOcust 2-6000

Mgr., Motion Picture Film Dept.  
 Donald E. Hyndman  
 342 Madison Ave., New York 17, N. Y.  
 Phone: MURray Hill 7-7080

Mgr., East Coast Office.....E. M. Stifle  
 130 E. Randolph Dr., Chicago 1, Ill.  
 Phone: RANdolph 6-7476

Mgr., Midwest Office.....K. M. Mason  
 6706 Santa Monica Blvd., Hollywood 38, Calif.  
 Phone: HOLLYwood 9-3101

Mgr., West Coast Office.....Emery Huse  
**PRODUCTS:** Motion picture film and  
 equipment for TV use, recording cameras,  
 camera lenses, television film projectors.

**Eckstein Radio & Television Co.**

2601 E. Franklin Ave., Minneapolis 6, Minn.  
 Phone: FEderal 9-7509

President.....E. A. Eckstein  
 Purchasing Agent.....D. M. Rader  
 Chief Engineer.....K. W. Pietenpol  
**PRODUCTS:** Radio receivers.

**Eitel-McCullough, Inc.**

798 San Mateo Ave., San Bruno, Calif.  
 Phone: JUNo 8-1212

N. Y. Phone: DELaware 3-2424

President.....W. W. Eitel  
 Exec. Vice-President.....J. A. McCullough  
 Vice Pres., Mfg.....G. F. Wunderlich  
 Vice Pres., Finance.....E. E. McClaran  
 Dir. of Marketing.....Frank Mansur  
 Dir. of Research.....J. S. McCullough  
**PRODUCTS:** Eimac Electron, power trans-  
 mitting tubes.

**Electrical Tower Service, Inc.**

325 S. Washington St., Peoria 2, Ill.  
 Phone: 3-9846

President.....Stanley Bernstein  
**PRODUCTS:** Erection and maintenance of  
 TV towers, microwave systems.

**Electro-Voice, Inc.**

Buchanan, Michigan  
 Phone: OXBow 5-6831

President.....A. R. Kahn  
 Executive Vice-President.....R. E. Siekman  
**PRODUCTS:** Microphones and accesso-  
 ries, monitor and auditioning loudspeakers.

**Electronics Research Laboratories  
 Electronics Development Co., Inc.**

3743 Cahuenga Blvd., N. Hollywood, Calif.  
 Phone: STANley 7-3223

**PRODUCTS:** Audiplex sound duplexing  
 units, air to ground transmitters, design and  
 development of special studio equipment,  
 low power 200 watt TV transmitters.

**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 LaBrum  
 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.

14h & Coles Sts., Jersey City 2, N. J.  
 Phone: SWarhmore 5-3500

President .....B. Abrams  
 Secretary-Treasurer.....M. Abrams  
 Exec. Vice-Pres.....Dorman D. Israel  
 V.P. Govt. Elec.....Morton P. Rome  
 V.P. Purchasing.....Harvey Tullo  
 V.P., Manufacturing.....Louis G. Pacent  
 V.P., Sales.....Hal Dietz  
 V.P., Controller.....Abraham Vogel  
 V.P., Marketing.....Lester Krugman  
 Dir., Comm. Eng.....Maurice Levy  
 Export Manager.....Joseph Kattan  
 Dir., Pub. Rel.....Michael Ames  
 Sales Prom. Manager.....Albert Leon  
**PRODUCTS:** TV receivers, radios, phonographs, air conditioners & electronic equipment for Govt. Defense Pgms.

### EmSCO Manufacturing Co.

6811 S. Lemada St., Los Angeles, Calif.  
 Phone: LUDlow 7-5261

President .....W. T. Powell  
**PRODUCTS:** Tower Sales.

### Etron, Inc.

4902 Lawrence St., Bladensburg, Md.  
 Phone: APpleton 7-9585

President.....H. M. Diamhra  
 V.P., Sales.....R. J. McGeehan  
 V.P., Production.....George G. Edlen  
 Dir., Technical Publications...B. J. Kienlen  
 Treas.....H. M. Kannee  
 Chief Engineer.....H. E. Blum  
**PRODUCTS:** R. F. Distributions systems, closed circuit TV systems, industrial TV systems, R. F. Community TV Systems, Red Dot master antenna systems, closed circuit educational TV systems, coaxial cable taps, solderless coaxial cable connectors, R. F. frequency converters, wide and narrow band amplifiers, regulated power supplies, R. F. matching transformers, R. F. Attenuators, R. F. mixers, VHF couplers, coaxial terminating resistors.

### Espey Manufacturing Co., Inc.

200 W. 57th St., New York 19, N. Y.  
 Phone: CIRcle 6-1640

Manager .....Nathan Pinsley  
 Manager.....W. W. Jablon  
**PRODUCTS:** Receivers, tuners, amplifiers, power supplies.

### Esquire Radio Corp.

62-01 15th Ave., Brooklyn, N. Y.  
 Phone: BEsonhurst 6-2755

President.....A. R. Lieberman  
 Vice President.....Jerrold A. Lieberman  
 Secretary.....E. W. Lieberman  
 Treasurer.....J. P. Lieberman  
 Sales Manager.....Herman Marsen  
 Sales Engineer.....Ted Block  
 Chief Engineer.....Seymour Lobel  
 Production Mgr.....Anthony Umina  
 Purchasing Agent.....David Parker  
 Controller.....Ted Eilenberg  
**PRODUCTS:** Manufacturers of radios, phonographs and Hi-Fi combinations.

### Fairchild Recording Equipment Corp.

10-40 45th Ave., Long Island City  
 Phone: STillwell 4-6163

President.....Sherman M. Fairchild  
 Exec. Vice-Pres.....Ruben E. Carlson  
 Sales Mgr.....R. G. Bach  
**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 Telecommunications Laboratories (Div. of IT & T)

500 Washington Ave., Nutley 10, N. J.  
 Phone: NUlley 2-3600

President.....Henri G. Busignies  
 Vice-President.....A. G. Clavier  
 Vice-President.....P. C. Sandretto  
 V.P., Secy-Treas.....D. M. Day  
**PRODUCTS:** Studio & microwave equipment.

### Federal Telephone and Radio Co.

*A Division of IT&T Corp.*

100 Kingsland Road, Clifton, New Jersey  
 Phone: NUlley 2-3600

President.....Admiral John E. Gingrich  
 V.P., Apparatus Div.....T. M. Douglas  
 V.P., Comptroller.....G. Banino  
 V.P., Components Div...Frank M. Biles, Jr.  
 Director, Indust. Rel.....R. E. Chasen  
 Secretary & Counsel.....W. B. Levett  
 Treasurer.....W. E. Ogilvie, Jr.  
 Advertising Mgr.....Crump Smith

*Apparatus Division*

Mgr. Purchasing Dept...Charles G. Sherwood  
 Sls. Mgr., Aviation Prod.....Ralph Lehman  
 Commercial Sales Mgr.....H. E. Taylor, Jr.  
 Sls. Mgr., Mobile Radio.....H. R. White



**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, geranium power rectifiers.

### Fish-Schurman Corp.

70 Portman Rd., New Rochelle, N. Y.  
Phone: NE 6-1300

President .....Murray Yawitz  
Treasurer.....M. F. Hertel

**PRODUCTS:** Dichroic mirrors and beam splitters for color TV, lenses, prisms, glass slides for transparencies, 3 light & single light additive color motion picture printing heads.

### Fisher Radio Corp.

21-21 44th Drive, Long Island City, N. Y.  
Phone: EXeter 2-2500

President.....Avery R. Fisher  
Vice-Pres....George P. Maerkle, Ben Arons  
Director of Sales.....J. J. Park

**PRODUCTS:** Hi-Fi Radio, Phonographs.

### 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 Piquette Ave., Detroit 2, Mich.  
Phone: TRinity 3-8030

Owner.....Jack A. Frost  
Asst. Gen. Mgr.....E. A. Taube

**PRODUCTS:** Rental equipment for motion picture, theatrical, studio and TV lighting equipment and accessories.

### 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

Branch Offices

13th & E St., N. W., Washington 4, D. C.  
Phone: MEtropolitan 8-0522

2700 Polk Ave., Houston, Tex.

Phone: CApitol 8-8536

7501 Sunset Blvd., Los Angeles 46, Calif.

Phone: HOllywood 2-6351

1133 Spring St., N. W., Atlanta, Ga.

Phone: TRinity 6-0369

**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, Wisc.

Phone: JOrdan 3-5547

President.....E. D. Petersen  
Secy.-Treas.....O. O. Bell

**PRODUCTS:** Monitors, power supplies, camera, program and dial monitor switching systems.

### General Electric Co.

Electronics Park, Syracuse, N. Y.

Phone: 76-4411

N. Y. Phone: PLaza 1-1311

*Appliance and TV Receiver Division*

Appliance Park, Louisville, Ky.

Phone: GLendale 4-7511

Vice-Pres., Gen. Mgr.....C. K. Rieger  
*TV Receiver Dept.*

Electronics Park, Syracuse, N. Y.

General Manager.....Herbert Riegelman

Manager Marketing.....Jack S. Beldon

TV Sales Manager.....Joseph F. Effinger

Sales Mgr., Special Products..T. J. Nicholson

Mgr., Adv. & Special Prom.....S. Jay Eby

**PRODUCTS:** TV Receivers—monochrome & color; Hi-Fi components, phono accessories, TV cabinets, bases & tables.

*ELECTRONIC COMPONENTS DIVISION*

General Electric Co., Owensboro, Ky.

Phone: MUrray 3-2401

Gen. Mgr.....L. Berkley Davis  
*Receiving Tube Dept.*

General Electric Co., Owensboro, Ky.

Phone: MUrray 3-2401

Acting Gen. Mgr.....L. B. Davis  
*Power Tube Dept.*

Bldg. 267, General Electric Co.,

Schenectady 5, N. Y.

General Mgr.....R. O. Bullard  
Phone: FRanklin 4-2211

**Cathode Ray Tube Dept.**

Bldg. 6, Electronics Park,  
General Electric Co., Syracuse, N. Y.  
Phone: Syracuse 76-4411, Ext. 2224  
Exec-in charge.....H. F. DeLong

**Semi-Conductor Products Dept.**

Bldg. 7, Electronic Park,  
General Electric Co., Syracuse, N. Y.  
Phone: Syracuse 76-4411, Ext. 2412  
General Manager.....H. Brainard Fancher

**Specialty Electronic Components Dept.**

General Electric Co., W. Genesee St.,  
Auburn, N. Y.  
Phone: Auburn 3-7321  
General Manager.....Edward L. Hulse

**Electronic Components Sls. Operations**

General Electric Co., Owensboro, Ky.  
Phone: MURray 3-2401  
Acting Gen. Mgr.....L. Berkeley Davis

**Tube Sales Operation**

Bldg. 267, General Electric Co.,  
Schenectady 5, N. Y.  
Phone: FRanklin 4-2211  
Manager.....G. L. Roark

**Specialty Electronic Components Dept.**

W. Genesee St., Auburn, N. Y.  
Phone: 3-7321  
Gen. Mgr.....E. L. Hulse  
Mgr.-Marketing.....E. A. Malling  
Mgr.-Engineering.....R. J. Biele  
Mgr.-Mfg.....R. W. Trickey  
Mgr., Finance.....H. M. Rumbaugh  
Mgr., Employee & Plant Community Rel.  
J. M. Simpson

**Light Military Electronic Equipment Dept.**

French Rd., Utica, N. Y.  
Phone: 5-3311  
Gen. Mgr.....H. F. Konig  
Mgr.-Marketing.....C. D. Brown  
Mgr.-Engineering.....M. R. Johnson  
Mgr.-Mfg.....H. E. Rice  
Mgr.-Finance.....J. A. Cadwallader  
Mgr.-Employee & Plant Community Rel.  
G. T. Garber

**General Instrument Corp.**

65 Gouverneur St., Newark, N. J.  
Phone: HUmboldt 5-2100  
Sales Manager.....Jack McDonough  
PRODUCTS: TV tuners, UHF and VHF,  
UHF converters, variable condensers, auto  
radio tuners.

**General Precision Laboratory, Inc.**

63 Bedford Rd., Pleasantville, N. Y.  
Phone: ROgers 9-5000  
President.....H. G. Place  
Exec. V.P., Technical Dir'y.....R. L. Gaman  
Exec. V.P., Gen. Mgr.....J. W. Murray  
Vice Pres.....Blair Foulds  
Sales Manager.....N. M. Marshall  
PRODUCTS: UHF transmitters, audio and  
portable TV equipment; television projection  
systems; industrial and institutional closed-  
circuit television systems.

**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.....C. C. Carey  
Vice-Pres. for Sale.....A. E. Thiessen  
Sales Manager.....M. T. Smith  
Export Manager.....S. W. DeBlois  
V.P., Engr.....D. B. Sinclair  
Publicity Manager.....C. E. Worthen  
Service Manager.....H. H. Dawes  
PRODUCTS: AM, FM and TV frequency  
and modulation monitors, distortion and  
noise meters, audio test oscillators, trans-  
mitter test equipment.

**Glasscraft Co.**

4755 Telegraph Rd., Los Angeles, Calif.  
Phone: ANGelus 9-7429  
Pres.....R. H. Seaman  
Gen. Mgr.....H. A. Hutchins  
Factory Supt.....J. Voorhees  
PRODUCTS: TV picture tubes, glass fac-  
tory equip., strain gauges.

**Granco Products, Inc.**

36-07 20th Ave., Long Island City 5, N. Y.  
Phone: RAvenswood 1-0400  
President.....Henry Fogel  
General Manager.....Seymour Napolin  
PRODUCTS: AM-FM radios, radio-phono-  
graph combination.

**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: MITchell 9-4506  
Pres., Treas.....W. E. Ditmars  
PRODUCTS: Telops, teloprojectors, multi-  
plexers, 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 equip-  
ment, attenuators, cabinets, consoles, loud-  
speakers and accessories, monitors, recorders  
and accessories, speech input equipment, test  
equipment, towers, tower lighting equipment,  
transmission line and accessories, transmits-  
ters, 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  
PRODUCTS: Radio, Phonograph Kits.

### **Guild Radio & TV Co.**

460 N. Eucalyptus Ave., Inglewood, Calif.  
Phone: OREGON 8-7771  
N. Y. Phone: LEXington 2-5055

Sales & Exec. Head.....Lou Dolgin  
Production Chief.....Jack E. Ackerman  
Chief Engineer.....Herbert Fremont

PRODUCTS: Country Belle, Country Belle  
Music Maid & Spice Chest Radios, Grafanola  
Radio-High-Fidelity Combination TV Re-  
ceivers.

### **Hallcrafters Co.**

(Subsidiary of Penn-Texas Corp.)

4401 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*

Hallcrafters-Milwaukee Inc.  
2976 N. 3rd St., Milwaukee, Wis.

PRODUCTS: TV receivers, components,  
radio communication receivers.

### **Hallamore Electronics Co.** (Div. of The Siegler Corp.)

Pres., Siegler Corp.....John G. Brooks  
Pres., Hallamore Electronics

Lloyd G. Hallamore  
Vice Pres., Sec'y.....Robert Purcell  
General Mgr.....A. Henry Casey  
Asst. Gen. Mgr.....B. K. Brooks

PRODUCTS: Closed-circuit TV industrial  
systems, and electronic communication sys-  
tems.

### **J. M. Hamilton & Co.**

Box 2432, Gastonia N. C.  
Phone: UNIVERSITY 4-2115

PRODUCTS: Tower erection and main-  
tenance.

### **The Hammarlund Mfg. Co., Inc.**

460 West 34th St., New York 1, N. Y.  
Phone: LONGacre 5-1300

President.....Lloyd A. Hammarlund  
Treasurer.....Joseph A. 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.....Lescarbour Agency  
Personnel Director.....George Froehlich  
Purchasing Manager.....William Griffin

PRODUCTS: Communication receivers  
and accessories, standard and special vari-  
able capacitors, remote supervisory con-  
trols, diversity receivers.

### **Hancock Electronics Corp.**

2553 Middlefield Rd., Redwood City, Cal.  
Phone: EMERSON 6-8468

President.....Warren D. Hancock  
Exes. V.P.....Homer T. Craig  
V.P., Tech. Ops.....A. R. Ogilvie

PRODUCTS: Closed-circuit systems &  
equipment

### **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 ma-  
chine.

### **Harwood Manufacturing Co.**

466 W. Superior St., Chicago 10, Ill.  
Phone: WHITEhall 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.

### **Herold Radio & Electronics Corp.**

12 Anderson Ave., Mt. Vernon, N. Y.  
Phone: MOUNT 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-Galanek Radio Corp.**

25-14 Broadway, Long Island City 6, N. Y.  
Phone: RAVENswood 8-7250

President, Sls. Mgr.....Frank Hinners  
V.P., Treas.....Leo J. Galanek  
Chief Engineer.....Daniel P. Brand  
Chief Mechanical Eng.....Irving R. Balinkoff  
Purchasing.....Mildred Towey  
General Manager.....Jerry Di Mucci  
Credit Manager.....Grace V. Ramey

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

President.....H. Leslie Hoffman  
Vice-Pres., Treas.....C. E. Underwood  
Secretary.....H. S. Hazeltine  
Administrative Asst.....Marvin Whitney  
V.P. Sales.....J. E. Herbert  
V.P., Engineering.....I. J. Kaar  
Vice President.....M. E. Paradise  
Adv. Dir.....E. A. Tischler  
Industrial Rel. Dir.....P. S. Kempf  
Mgr. Patent Dept.....B. L. Birchard

**Radio Division**

Gen. Sls. Mgr. .... P. E. Bryant  
 Asst. Sls. Mgr. .... D. D. Spence  
 Advt Mgr. .... W. Baldwin  
 Sls. Prom. Mgr. .... D. Van Winkle  
 Dir. of Eng. & Mfg. .... J. Stevens  
 Dir. of Purchasing. .... R. W. Westerfield  
 Dir. of Engineering. .... C. A. Nichols  
 Quality Control Dir. .... H. Roemer

**Laboratories Division**

President. .... J. B. Moss  
 Vice Pres. .... H. C. Briggs  
 Vice-Pres., Dir. of Mfg. .... G. M. Hafner  
 Vice-Pres., Eng. Dir. Carlton Wasmansdorff  
 Director of Purchasing. .... R. A. Gingrich  
 West Coast Sls. Mgr. .... J. W. Marshall  
 Advertising Director. .... Deane Aylesworth  
 PRODUCTS: TV & radio receivers, hi-fi  
 phonographs, military electronic equipment.

**Holt Electronic Manufacturers**

105 E. Spruce St., Mahanoy City, Pa.  
 Phone: 1228

Owner ..... Marion Holt  
 Manager ..... Martin F. Kerrigan  
 PRODUCTS: AGC controlled single chan-  
 nel amplifiers, line amplifiers, community  
 systems.

**Houston-Fearless Division  
(Color Corp. of America)**

11801 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 equip-  
 ment.

**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

V.P., Gen'l Mgr. .... J. H. Ganzenhuber  
 PRODUCTS: Tower lighting equipment,  
 beacons, obstruction lights, flashers, photo-  
 electric controls, microwave tower control  
 and alarm units, lamp failure indicators and  
 complete tower lighting kits, 300 mm code  
 beacons, sleet-melter circuits.

**Hycon Mfg. Co.**

190 E. Colorado St., Pasadena, Calif.  
 Phone: RYan 1-0691

President. .... Alden E. Acker  
 Vice-Pres., Gen. Mgr. .... W. O. Wetmore  
 Mgr., Commercial Sales. .... John Thompson  
 PRODUCTS: Microwave systems and com-  
 ponents, TV service equipment.

**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 mon-  
 itors, 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.  
 Phone: NA 5-8511

N. Y. Phone: WOrth 2-7972

President. .... M. S. Spector  
 Ex. Vice Pres. .... W. J. Schoenberger  
 Secretary. .... B. L. Cahn  
 Treasurer. .... J. Hertz  
 V.P., Gen. Sls. Mgr. .... B. L. Cahn  
 Asst. Adv. Mgr. .... K. Collings  
 Production Supervisor. .... I. H. Kellman  
 Industrial Sls. Mgr. .... I. Romm  
 Purchasing Agent. .... H. Weston

PRODUCTS: Adapters, phone pick-up;  
 aligning tools; amplifier chassis; angles and  
 brackets antenna, auto radio, antenna con-  
 nectors; antenna kits; antennas, home mast;  
 antennas, FM & television; auto radio noise  
 suppressors.

**International Closed Circuit  
Television, Inc.**

9756 Wilshire Blvd., Beverly Hills, Cal.  
 Phone: CRestview 4-5968

President. .... Carl Leserman  
 Vice President. .... William H. Husted  
 Secy.-Treas. .... William R. Burlingham  
 PRODUCTS: Constructs closed-circuit sys-  
 tems.

**International Research Associates  
(Division of Iresco, Inc.)**

2221 Warwick Ave., Santa Monica, Calif.  
 Phone: TEXas 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 Raibourn  
 Vice-President. .... L. A. Novins,  
 P. MacNamara, C. I. Lappen  
 PRODUCTS: Ampli-vision community an-  
 tenna equipment, pay TV systems.

**Inter-State Communications Co.**

845 Chicago Ave., Evanston, Ill.  
 Phone: DAVis 8-4800





General Manager.....Warren B. Cozzens  
 Sales Mgr.....Michael J. Cudahy  
**PRODUCTS:** Microwave relay equipment  
 & systems.

### Jackson Electrical Instrument Co.

18 S. Patterson Blvd., Dayton 2, O.  
 Phone: MICHigan 0367  
 President, Treas.....Paul F. Jackson  
 Vice-Pres., Sls. Mgr.....J. M. Fulkerson  
 Purchasing Agent.....E. W. De Laet  
 Credit Manager.....J. E. Beery  
**PRODUCTS:** Electronic test equipment.

### Dr. Henry Jasik

298 Shames Drive  
 Brush Hollow Industrial Park, Westbury  
 Phone: EDgewood 3-4010  
**PRODUCTS:** Antennae and allied compo-  
 nents for community systems.

### Jenfred, Inc.

36 W. 57th St., New York, N. Y.  
 Phone: CIRCLE 7-1429  
 President.....C. M. Frederick  
 Secy.-Treas. ....Grace Frederick  
**PRODUCTS:** Stock pictures, black & white,  
 color, for background, establishing shots and  
 transition shots.

### 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 reproduc-  
 ers and loudspeaker units for high fidelity  
 monitoring purposes. Extended range and  
 general purpose loud speakers for sound dis-  
 tribution monitoring, cueing, intercom., PA  
 and other applications.

### Jerrold Electronics Corp.

23rd and Chestnut Sts., Philadelphia, Pa.  
 Phone: LOcust 4-0707  
 N. Y. Phone: SYcamore 2-3700  
 President .....Milton Shapp  
 Vice Presidents.....Donald Kirk, Jr.,  
 Henry J. Arbeiter, Caywood Cooley  
 Assts. to the Pres.....Zalmon H. Garfield,  
 Max H. Kraus  
 Sales Manager.....Fred Lieberman  
 Promotion Manager.....Daniel Aaron  
**PRODUCTS:** CATV Systems, RF field  
 strength meters, closed circuit TV distribu-  
 tion systems, preamplifiers and accessories.

### Johns-Manville

22 East 40th St., New York 16, N. Y.  
 Phone: LEXington 2-7600  
 Acoustical Materials Mgr.....P. J. Washburn  
**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 Electric Co.

14 Maple Ave., Pine Brook, N. J.  
 Partner.....Hary R. Foster  
 Partner, Chief Eng.....Elmo E. Crump  
 Sales Manager.....John Gilmore  
**PRODUCTS:** Broadcast test equipment.

### 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.)**  
 Owens-Illinois Bldg., Toledo 1, Ohio  
 Phone: CHerry 2-6543  
 Montclair, N. J. Phone: Pilgrim 6-3852  
 President.....R. H. Mulford  
 V.P., Gen. Mgr.....J. P. Kearney  
 V.P., Chief Engr.....F. D. Pinotti  
 Plant Mgr., TV Plant  
 (Columbus) .....C. E. Reed, Jr.  
 Sls. Mgr., Electronic Prods. Div.....J. P. Gleason  
 Mgr. New Products,  
 Electronic Prods. Div.....G. P. Molloy  
**PRODUCTS:** TV bulbs.

### Kimco Sales, Inc.

342 W. 40th St., New York 36, N. Y.  
 Phone: OXFord 5-3782  
 Executive-in-charge .....John Newton  
**PRODUCTS:** Representative for Kline  
 iron and steel.

### Kline Iron & Metal Co.

Box 1013, Columbus, 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  
 Vice President.....Herbert A. Kliegl  
 TV Sales Mgr.....Herbert R. More  
 Sales Engrs.....Russell A. Rueger,  
 Samuel V. Keyian, Alfred W. Boylen  
 Mgr. Educ. TV.....Joel Rubin

**PRODUCTS:** TV studio lighting equipment: spotlights, scoops, pattern and slide projectors; lighting distribution system including connector strips, ceiling and wall outlet boxes, multi-conductor cable; studio lighting control centers including the Rotolector and SAF-PATCH automatically non-arching cross-connecting boards, dimmer consoles with either transformer, electronic or magnetic amplifier dimmers, preset boards from 2 to 10 scenes as well as preset Memory Boards.

### Kollmorgen Optical Corp.

347 King St., Northampton, Mass.  
Phone: JUstice 4-0280

President.....E. O. Kollmorgen  
Vice-President.....John L. Maulbetsch  
Sales Manager.....William C. O'Donnell  
**PRODUCTS:** Motion picture equipment, TV projection lenses and mirrors.

### Kriss Electronics Corp.

191 Oraton St., Newark, N. J.  
Phone: HU 4-3137

President.....Charles J. Kriss  
Prod. Mgr.....Emanuel Jasuik  
**PRODUCTS:** TV tubes, cathode ray tubes.

### Kuthe Laboratories, Inc. (IT&T Associate)

730 S. 13th St., Newark, N. J.  
Phone: BIgelow 2-6000

Chairman.....S. J. Powers  
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.

14725 Arminta St., Van Nuys, Calif.  
Phone: STate 6-1801

President.....L. W. Mallach  
Vice Pres.....Challen McCune, Jr.  
**PRODUCTS:** TV boosters, cable assemblies, microwave equipment.

### Langevin Manufacturing Corp.

47-37 Austell Place, Long Island City 1, N. Y.  
Phone: RAvenswood 9-1850

President.....F. H. Rohrig  
**PRODUCTS:** Audio and electronic equipment.

### Lansdale Tube Co. (Div. of Philco Corp.)

Lansdale, Pa.  
Phone: 4681

Vice-Pres., Gen. Mgr.....W. J. Peltz  
Gen. Sales Mgr.....C. H. Warshaw  
Operations Mgr.....Giess

Gov't. Sls. Mgr.....W. F. Maher  
Mgr., Tube Sales.....J. J. Grabiec  
**PRODUCTS:** Semi conductors; radio & TV receiving tubes; cathode ray tubes; military type & special purpose 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.

### 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: CORnelia 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.

### Lymar Engineers, Inc.

1432 N. Carlisle St., Philadelphia 21, Pa.  
Phone: STEvenson 7-4450

President.....Edward M. Beeler  
Vice-President.....Samuel Sabaroff  
Secy.-Treas.....Donald R. Trilling  
**PRODUCTS:** Community systems.

### Machlett Laboratories, Inc.

1063 Hope St., Springdale, Conn.  
Phone: FRESide 8-7511

Vice-Pres. Sales.....H. J. Hoffman  
Sls. Mgr., Power tube div.....R. E. Nelson  
Field Engineer, Eastern  
District.....G. W. Whitney  
Field Engineer, Central  
District.....D. S. Frankel  
Field Engineer, West Coast  
District.....G. J. Taylor

Brauch Offices  
Boyce Bldg., Rm. 1026, 510 N. Dearborn St.,  
Chicago, Ill.

1248 Wholesale St., Los Angeles, Calif.  
**PRODUCTS:** Electron tubes for oscillator, amplifier, and modulator service in AM, TV, and FM.

### Magnavox Co.

2131 Bueter Rd., Ft. Wayne 4, Ind.  
Phone: EAstbrook 9721



Chairman.....Richard A. O'Connor  
 President.....Frank M. Freimann  
 Vice President.....Edwin S. Pridham  
 V.P., Sec'y., Gen. Counsel. Gerard M. Ungaro  
 V.P., Treas.....John S. Sturgeon  
 V.P., Gen. Mgr., TV-Radio-  
 Phonograph Div.....Leonard F. Cramer  
 V.P., Dir. TV-Radio-Phono.  
 Engr.....J. A. Rankin  
 V.P., Gen. Mgr., Gov't.,  
 Industrial Divs.....Richard A. Wilson

### Magnavox-Spartan

(TV-Radio-Phonograph Division)

V.P., Gen. Mgr.....Leonard F. Cramer  
 Asst. to V.P. & Gen. Mgr.,  
 Dir. of Publ. Rela.....R. H. Mathews  
 V.P., Dir. TV-Radio-Phono.

Engr.....J. A. Rankin  
 Chief Engineer.....R. W. Sanders  
 Dir. of Merchandising.....Stewart Roberts  
 Adv. Mgr.....Karl H. Carstens  
 Sales Prom. Mgr.....Dan Cavalier  
 Sales Training Mgr.....Russell J. Deber  
 PRODUCTS: Radios: AM and AM-FM  
 table and console, radio-phonographs and  
 combinations, integrated high fidelity systems  
 and instruments. Television: stands and con-  
 soles without radio; consoles with radio and  
 phonograph, color TV.

### 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 4, 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.  
 Phone: CY 8-1400

President, Treasurer.....Richard Mattison

### J. A. Maurer, Inc.

37-01 31st Street, Long Island City 1, N. Y.  
 Phone: STillwell 4-4600

President.....Daniel R. Ehrlich  
 V.P., Treasurer.....Ben Cohen  
 Sec'y.....Herman Cohen  
 General Manager.....Donald G. McKay  
 PRODUCTS: 16mm. professional motion  
 picture cameras; 16mm. sound recorders;  
 16mm. film phonographs. 16 & 35 mm. Gal-  
 vanometers.

### Maxson Instruments

(Div. W. L. Maxson Corp.)

47-37 Austell Pl., Long Island City 1, N. Y.  
 Phone: RAvenswood 9-1800

President.....F. H. Rohrig  
 Sales Manager.....C. D. Berger  
 Chief Engineer.....W. Kram  
 PRODUCTS: Langevin Mfg. Corp. audio  
 & electronic equipment, amplifiers, and trans-  
 formers.

### 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 control & fix-  
 tures, lighting accessories & power equip-  
 ment.

### Microlab

71 Okner Pkwy., Livingston, N. J.  
 Phone: LIVINGston 6-0692

President.....Harry A. Augenblick  
 PRODUCTS: Coaxial attenuators, filters,  
 dividers, terminations, UHF test equipment.

### Microwave Associates

Northwest Industrial Park, Burlington, Mass.  
 President.....Dana W. Atchley Jr.  
 Treasurer.....Vess Chigas  
 Engineering Vice-Pres.....R. M. Walker  
 PRODUCTS: Microwave tubes and wave-  
 guide components.

### Miles Reproducer Co., Inc.

812 Broadway, New York 3, N. Y.  
 Phone: SPring 7-7670

Secretary.....J. M. Kuhlik, Sc.D.  
 Treasurer.....H. B. Kuhlik  
 PRODUCTS: Sound recorders, voice-acti-  
 vated, self-contained, briefcase type, minia-  
 ture 8 lb., belt-type recorder.

### Minnesota Mining and Mfg. Co.

900 Fauquier Ave., St. Paul 6, Minn.  
 Phone: PRospect 6-8511

Sales Mgr., Magnetic Prod.....Dan Denham  
 1500 S. Western Ave., Chicago 8, Ill.  
 Phone: MOnroe 6-6126

Manager.....R. A. Kelley  
 6023 S. Garfield Ave., Los Angeles 22, Calif.  
 Manager.....M. D. Benson  
 320 Shaw Rd., S. San Francisco, Calif.  
 Sls. Mgr.....F. A. Blankenbaker  
 700 Grand Ave., Ridgefield, N. J.  
 Sls. Mgr.....W. F. Enright  
 3700 Forest Park Blvd., St. Louis 8, Mo.  
 Sls. Mgr.....D. A. Gilbert  
 2121 Santa Anna Ave., Dallas 28, Tex.  
 Sls. Mgr.....R. A. Henderson  
 367 Grove St., St. Paul 1, Minn.  
 Sls. Mgr.....C. M. Jacobsen  
 732 Ashby St., N. W., Atlanta 3, Ga.  
 Sls. Mgr.....G. S. Miles  
 Terminal Warehouse, 49 Central Ave.,  
 Cincinnati 2, Ohio



Sls. Mgr. .... J. J. O'Brien  
 12430 Elmwood Ave., Cleveland 11, Ohio  
 Sls. Mgr. .... A. D. Steele  
 8825 Grinnel Ave., Detroit 13, Mich.  
 Sls. Mgr. .... R. F. Woelfel  
 PRODUCTS: Magnetic tape & accessories.

### Mirror Record Corp.

4025 206 St., Bayside, L. I., N. Y.  
 Phone: BAyside 9-5656

Pres. & Treas. .... P. K. 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 4-3660

President ..... Peter Mole  
 Vice-Pres., Treas. .... W. K. Parker  
 PRODUCTS: TV and photographic equipment.

### Motorola, Inc.

4545 Augusta Blvd., Chicago, Ill.  
 Phone: SPaulding 2-6500

President. .... Robert W. Galvin  
 Executive Vice-Pres. .... Daniel E. Noble  
 PRODUCTS: TV and radio receivers.

### Moviola Manufacturing Co.

1451 Gordon St., Hollywood, Calif.  
 Phone: HOLlywood 7-3178

President ..... Mark Serrurier  
 PRODUCTS: Motion picture film editing equipment.

### Muscolor, Inc.

333 N. Michigan Ave., Chicago 1, Ill.  
 Phone: SU 7-9481

President ..... Maurice Wetzel  
 Vice President. .... Helen Spencer  
 Sec'y.-Treas. .... James M. Spencer, Jr.  
 Chief Engineer. .... Edwin Pierce  
 PRODUCTS: Telecolor Light Mobiles: Colorobot, Colorama, Telecolor TV Film Library with station breaks and ID's, short abstract subjects with sound, and custom-built commercial spots.

### 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 Grey Ave., Evanston, Ill.  
 Phone: HOLlywood 5-1800

Chairman of the Bd. .... Floyd G. Dana  
 Director. .... C. Wylie Allen

Vice Presidents. . . Rex Wilson, Wallace Keil  
 General Mgr. .... Walter Poransky  
 PRODUCTS: Black and white and color TV sets, AM & FM radio, phonograph, Hi-Fi Units.

### National Cine Equipment Inc.

209 W. 48th St., New York 36, N. Y.  
 Phone: CIrcle 6-0348

President ..... John Clemens  
 Sec'y.-Treas. .... Erwin G. Harwood  
 PRODUCTS: Crab-Hydroly, Hydroly, microphone booms, 3 wheel portable dollies, 16mm, 35mm, 70mm film synchronizers, film viewers, 35mm and 16mm. Lens mounts lenses to 40". Sales, service and rentals of television and motion picture equipment.

### National Television Tube Inc.

Rt. 46 at 6th St., Saddle Brook, N. J.  
 Pres., Sales Director. .... John Sansone  
 Sec'y.-Treas., Engr. .... A. Wasek  
 PRODUCTS: Cathode Ray Tubes.

### National Video Corp.

4300 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  
 PRODUCT: 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. .... Lee Smith  
 Sec'y.-Treas. .... Wallace Scales  
 Chief Engr. .... Curt Wynn  
 Sales Mgr. .... John Greene  
 PRODUCTS: Broadcast switchers, audio facilities, custom cabinets & consoles, overhead microphone hoists, disappearing microphone stands.

### Otto K. Olesen Co.

1534 Cahuenga Blvd., 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 ..... Gunnar Olsen  
 PRODUCTS: Tower Antenna systems installations & maintenance.

**Olympic Radio and Television Inc.**

34-01 38th Ave., Long Island City 1, N. Y.  
Phone: EXeter 2-5200

President ..... Morris Sobin  
Sp. Asst. to Pres. .... Jack Ravdin  
Asst. to Pres. .... T. W. Buchter  
Treasurer ..... Louis Haber  
Secretary ..... A. Cooper  
Vice Pres., Eng. .... Ben Parzen  
V.P., Sales. .... Morton Schwartz  
V.P., Purchasing. .... W. Hegyi  
V.P., Mfg. .... B. Bordiga  
V.P., Govt. Sls., Ind. Prod. .... D. Gerstein  
Sls. Admn. Mgr. .... S. Lipper  
Field Sls. Mgr. .... M. Auster

PRODUCTS: Table and portable radios, radio phono combination, table, console and three-way combination TV receivers.

**ORRadio Industries, Inc.**

Shamrock Circle, Opelika, Ala.  
Phone: Sherwood 5-4621

President ..... J. Herbert Orr  
Exec. Vice-Pres. .... J. W. Bunkley  
Vice Pres., Sales. .... Nat Welch  
Vice Pres., Research. .... Herbert G. Hard  
Vice Pres., Production. .... William Barnett

*Branch Offices*

1 Park Ave., Manhasset, L. I., N. Y.  
Phone: MANhasset 7-1459

Executive-in-charge. .... Preston W. Mack  
328 E. Burlington St., Riverside, Ill.  
Phone: RIVERSide 7-8131

Executive-in-Charge. .... J. J. McBride  
4217 W. Jefferson Blvd., Los Angeles, Calif.  
Phone: REPUBLIC 1-2238

Executive-in-Charge ..... Claude Erlanger

PRODUCTS: Irish brand magnetic tapes, sound recording tapes for radio and Videotape for Ampex Videotape Recorder.

**Otis Elevator Co.  
(Electronics Div.)**

35 Ryerson St., Brooklyn 5, N. Y.  
Phone: UL 5-6800

Manager ..... Marvin Gauth  
Secretary ..... Alma Finken

PRODUCTS: Broadcast Station Equipment, AM and FM, Studio Amplifying Consoles, Radio Communication Transmitters, both AM and FM, Air, Ground Communication Equipment, AM and FM, Electronic Computers, Radar Equipment, Guided Missile Controls, etc.

**Packard-Bell Electronics**

12333 W. Olympic Blvd., Los Angeles 64, Cal.  
Phone: Granite 7-6721

Chr. of Bd. .... Herbert A. Bell  
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

Sls. Mgr., Home Prod.

Div. .... Robert H. Thompson  
Dir. Adv. & Sales Prom. .... Wm. T. Reedy  
V.P. Service Div. .... Carl Duffy  
Personnel Director. .... Robert Hogan  
Purchasing Agent. .... William P. Kennedy

PRODUCTS: Radios, Radio-Phonograph Combinations, Television, Radio-Phonograph Combinations, Television-Radio-Phonograph Combinations, special electronic equipment for the Armed Services; Hi Fidelity.

**Pacific Mercury Television Mfg.  
Corp.**

8345 Hayvenhurst Ave., Sepulveda, Calif.  
Phone: EMpire 2-3131

Chairman, President. .... Joe Benaron  
Prod. Mgr. .... Arnold Buckles  
V.P., Engng. .... Stanley Cutler

PRODUCTS: TV sets.

**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 "Telinc" projectors, and accessories.

**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. Translucent screens, (blue/black) portable aluminum frames.

**Philco Corp.**

Tioga and "C" Sts., Philadelphia 34, Pa.  
Phone: NEbraska 4-5100

Chairman ..... William Balderston  
President ..... James Skinner, Jr.  
Exec. V.P. .... Larry Hardy  
Vice-Pres., Sls. Prom. .... Raymond George  
Public Relations Director ..... W. Wight  
Advertising Mgr. .... Max Enelow

*TV Division*

Vice-Pres., Gen. Mgr. .... Henry Bowes  
Gen. Mgr., Port. TV ..... John Utz  
Sls. Mgr. .... Gibson Kennedy

*Home Radio Division*

General Manager ..... James Shallow  
Sales Manager ..... Leonard Gross

PRODUCTS: AM and AM-FM radios, console, table, portable and combination 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 ..... Wm. Lipson  
Treasurer ..... Murray Granat  
Sec'y-Sls. Mgr. .... Jerry Granat  
Office Mgr. .... Milton Greenker

PRODUCTS: Transistor portable radio kits, 3 tube, 2 band AC/DC radio kits, crystal set kits and sets, electronic kits of all kinds for hobby and school use.

**Pilot Radio Corp.**

37-06 36th St., Long Island City 1, N. Y.  
Phone: STillwell 4-5454

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, Hi-Fi radio-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  
Exec. V.P. .... P. H. Odyssey  
Mgr., Contract Relations. . . . A. A. Goldberg

PRODUCTS: Monitors, color and black and white; wave form monitors, TV monoscope signal sources, composite sync generators, color bar generators, color slide scanners, color cinecons, TV distribution 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. Bondon  
Sales Manager ..... J. F. Cosgrove

PRODUCTS: Coaxial transmission line.

**Racine Tower Construction Co.**

47 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  
Staff V.P. .... Emanuel Sacks

*Defense Electronic Products*

Front & Cooper Sts., Camden, N. J.

Vice-Pres., Gen. Mgr. .... T. A. Smith  
Mgr. Finance ..... Carl W. Zemke  
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 &amp; 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  
 Mgr. Equip. Sales. .... Max Markell

*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 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; HiFi 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. .... C. R. Runyon, III.  
 Ind. Rel. Mgr. .... James J. Kelly  
 Purchasing Agent. .... W. J. Dunne

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.

**Radio Receptor Co., Inc.**

240 Wythe Ave., Brooklyn 11, N. Y.

Phone: EVergreen 8-6000

President. .... Hugo Cohn  
 V.P. .... Ralph Mendel, Adm. Joseph J. Clark  
 Sec'y.-Treas. .... Harold Zeamans

PRODUCTS: Industrial TV systems.

**Rangertone, Inc.**

73 Winthrop St., Newark 4, N. J.

Phone: HUmboldt 5-2550

President. .... R. H. Ranger  
 Sales Manager. .... J. R. Boyer

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

Sec'y.-Treas. .... Ernest D. Reif  
 Manager. .... Fred Rose  
 Engineer. .... Roy Martin



PRODUCTS: Motion picture screens, rear projection screens for TV studios, front projection screens for auditoriums, etc.; all types of screens for every purpose.

### Raytheon Manufacturing Co.

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

Exec. Vice Pres. .... Frank B. Rogers, Jr.  
Vice Pres. .... Wm. H. Deacy  
Sales .... George Bassett,  
Donald Ward, Thomas Dempsey

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 4-7062-34

Pres. .... George Silber  
Dir. of Sls. .... Avery Yudin  
Dir. of Adv. .... Clifford Shearer

PRODUCTS: Instantaneous Recording Equipment, Transcription Turntables, Rhythmmaster, a continuous variable speed phonograph and portable PA system; Challenger & Imperial disc recorder; Rondine turntable series and Recitalists portable PA system & Rondine Tone arms.

### 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.

### Self Winding Clock Co., Inc.

205-11 Willoughby Ave., Brooklyn 5, N. Y.  
Phone: MAIn 2-6300

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.

8407 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  
PRODUCTS: Radio receivers.

### Setchell Carlson Inc.

New Brighton, St. Paul 12, Minn.  
Phone: MELrose 3-3131

Pres., Gen. Mgr. .... B. T. Setchell  
V.P. & Off. Mgr. .... A. P. Chermak  
Sec'y., Treas., Chief Mech.

Eng. .... C. Donald Carlson  
Sales Admns. .... H. E. Tyler,  
R. G. Chermak, D. E. Bursell  
Adv. Mgr. .... W. C. McKnight  
Elect. Engrs. .... Fred Melius, Chas. Gates

PRODUCTS: TV receivers and electronic equipment.

### Shields Studio

5537 Suburban Tracks, St. Louis, Mo.  
Phone: FOrrest 7-2535

Owner .... Tom Shields  
PRODUCTS: St. Louis "Stagette", TV drops, multiple drop hanger, TV green repp drapes, draperies, tracks, rigging, "profile cut outs", TV settings.

### Eugene Singer Electronics Co.

(Closed Circuit TV Div.)  
5397 Poplar Blvd., Los Angeles 32, Calif.  
Phone: CApitol 5-5705  
N. Y. Phone: WISconsin 7-0768

President .... Eugene Singer  
Vice Pres. .... D. Jubelier  
Sales Manager .... E. Reed  
Audio-Visual Sls. .... Donald Reed  
PRODUCTS: Singer Prizomatic TV Projectors.

### Skiatron Electronics & TV Corp.

180 Varick St. New York 14 N. Y.  
Phone: WAtkins 4-7060

President .... Arthur Levey  
Secretary-Treas. .... Frank V. Quigley  
Dir. of Research & Develop. .... J. H. Laub

Dir. of Ultra-sonic TV... Richard L. Duggan  
Dir. of Subscribervision... W. J. Shanaban  
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  
PRODUCTS: Radio, TV receivers.

### Sonotone Corp.

Box 200, Elmsford, N. Y.  
Phone: LYric 2-6400

President..... I. I. Schachtel  
PRODUCTS: Vacuum tubes, amplifiers,  
phonograph cartridges.

### 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  
Vice-Pres. .... Dominic Capano  
Sales Prom. Mgr..... Mitchell A. Radin  
PRODUCTS: Film editing, developing,  
printing machines; motion picture produc-  
tion equipment.

### Spencer-Kennedy Laboratories, Inc.

1320 Soldiers Field Rd., Boston 35, Mass.  
Phone: ALgonquin 4-5400

Chairman ..... Fitzroy Kennedy  
President & Treas..... Donald Spencer  
Sales Manager..... W. K. Headley  
PRODUCTS: Community antenna and in-  
dustrial TV systems.

### Spincraft Inc.

4122 W. State St., Milwaukee, Wisc.  
Phone: DIVision 2-0730

Chairman ..... Theodore Salow  
President..... George A. Mast  
PRODUCTS: Metal television cones.

### Stainless, Inc.

Third St., North Wales, Pa.  
Phone: North Wales 4874

President..... John F. Guzewicz  
Vice-President..... Henry J. Guzewicz  
PRODUCTS: Self-supporting Rhomic ar-  
ray, 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/reproduc-  
er 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-chan-  
nel 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: BIdgelow 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. Cbaikind

PRODUCTS: TV transmitters, VHF, ampli-  
fiers; duplexers, dummy loads; demodulators;  
harmonic filters; video amplifiers; control  
desks; switchers, audio, video; TV studio  
cameras; sync generators; AM, FM transmit-  
ters.

### Stephens Manufacturing Corp.

8538 Warner Dr., Culver City, Calif.  
Phone: TEexas 0-3775

President..... R. L. Stephens  
PRODUCTS: Amplifiers, cabinets, con-  
denser microphones.

### Strong Electric Corp.

87 City Park Ave., Toledo, Ohio  
Phone: CHerry 8-3741

President..... Arthur J. Hatch  
Vice Pres..... Harold E. Brown  
Asst. Sec'y.-Treas..... Lee T. Nelson

PRODUCTS: Incandescent and arc spot-  
lights; trouperette incandescent spotlight;  
trouper and super trouper high intensity arc  
spotlights; universal arc slide projector for  
background.

### Sylvania Electric Products, Inc.

1740 Broadway, New York, N. Y.  
Phone: JUdson 6-2424

Chairman, President..... Don G. Mitchell  
V.P., Electronic Tube

Oper..... Matthew D. Burns  
V.P., Mfg..... Arthur L. Chapman  
V.P., Engineering

Oper..... Howard L. Richardson  
V.P., Marketing..... B. K. Wickstrum  
Dir. of Publ. Rela.... George W. Griffin, Jr.  
Dir. of Adv..... Tery P. Cunningham  
Dir. of Sls. Prom..... Bernard O. Holsinger  
Mgr., Electronic Products

Sls..... Donald W. Gunn



**Radio and TV Division**  
700 Elliott St., Batavia, N. Y.  
Phone: BATavia 3470

Vice Pres., Radio-TV

Oper.....Marion E. Pettegrew  
Gen. Sales Mgr.....Robert L. Shaw  
PRODUCTS: Television sets, home radio sets, portable radios, record players (high fidelity).

### Tarc Electronics Inc.

48 Urban Ave., Westbury, N. Y.  
Phone: EDDgewood 4-3900

President.....H. W. Cain  
Exec. Vice Pres.....M. L. Singer  
Chief Engineer.....R. S. Aha  
Sales Eng. Mgr.....Ted Cook  
Mgr. Peatrophone Div.....A. Catuna  
Mgr. Cineglow Div.....George Gordon  
PRODUCTS: Broadcast and test equipment for television—color as well as black and white. Cineglow cold focus gate for motion picture and still projection as well as rear projection for TV studios; special purpose production test devices; nuclear instrumentation; telephone answering device.

### 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-Waterbury Rd., Thomaston, Conn.  
Phone: ATLAS 3-4315

President.....A. M. Winchell  
Gen. Mgr.....F. T. Eddy  
Technical Dir.....A. R. Anderson  
Sales Mgr.....G. R. Houk  
PRODUCTS: Flexible & rigid wave-guide assemblies for TV relay stations.

### 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.

### Telechrome Mfg. Corp.

28 Ranick Dr., Amityville, N. Y.  
Phone: 4-4446

President.....J. R. Popkin-Clorman  
Exec. V.P.....E. W. London  
Vice-Pres., Sales.....H. C. Riker  
PRODUCTS: TV transmitters.  
Chief Engineer.....Saul Decker  
Comptroller.....H. Rattien

Prod. Mgr.....D. Birnham  
Govt. Sales.....L. Bailey  
PRODUCTS: Color & monochrome generating test equipment; studio equip. (TV); video trans. equip.; monitoring equip.; oscilloscope cameras.

### TelePrompTer Corporation

311 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. Bart Swift, Don Redell  
Sls. Mgr., Staging Services.....W. Marsh  
Customers Services Dir.....J. Blair

#### Branch Offices

357 N. LaBrea, Los Angeles, Calif.  
Phone: WEBster 6-6195

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: COlumbia 5-3161

Manager.....Ray Tyrrell  
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.

### Televideo Corp. of America

3317 Exposition Pl., Los Angeles, Calif.  
Phone: AXminster 2-0591

President.....Jaime Balugo  
PRODUCTS: CR tubes and electronic assemblies.

### Television Associates of Indiana, Inc.

E. Michigan St., Michigan City, Ind.  
Phone: TRIangle 4-7207

President.....W. C. Eddy  
PRODUCTS: Custom built remote controlled studio lighting equipment; Micro-wave 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: LOnacre 4-2334

President.....K. A. Jenkins  
Sec'y Treas.....L. Jenkins  
Traffic Mgr.....Carman Laurino  
Latin American Representative

G. A. Vasseur  
Calle 9 No. 251, Vedado, Havana, Cuba  
Canadian Representative  
447 Jarvis St., Toronto

PRODUCTS: Rear projection screens, studio lights and lighting equipment, film production and kine-recording equipment, dollies, tripods, mike-booms, film processing equipment, and television special effects, "TSC 4000" rear screen projector; "TSC 67" rear projection screen, rear projection slides, camera modifications.

**Television Transmission Co.**

301 Peru St., Peru, Ill.  
Phone: 1106

Vice-President.....Earle S. Nelson, Sr.  
V.P., Mgr.....Earle S. Nelson, Jr.  
Chief Engineer.....J. A. Biggs

PRODUCTS: Community antenna systems and industrial TV components.

**Television Utilities Corp.**

112-33 Colonial Ave., Corona 68, N. Y.  
Phone: TW 8-1000

President.....A. E. Siegel  
PRODUCTS: TV video monitors; video line and distribution amplifiers; 17 inch pulse cross monitors; industrial TV sync generators; all above equipment used in broadcasting and closed circuit TV.

**Television Zoomar Corp.**

500 Fifth Ave., New York, N. Y.  
Phone: BRyant 9-5835

President.....Jack A. Pegler  
Treas.....Frank G. Back  
PRODUCTS: Studio Zoomar lens, universal Zoomar lens, field Zoomar lens.

**Tel-Instrument Electronics Corp.**

728 Garden St., Carlstadt, N. J.  
Phone: WEbster 9-9520

President.....J. Roemisch  
V.P., Sales Mgr.....E. W. Brinkerhoff  
Chief Eng.....D. L. Schacher  
PRODUCTS: Test equipment for TV, studio equipment for monochrome & color.

**Tel-o-Tube Corp. of America**

180 Van Riper Ave., E. Paterson, N. J.  
Phone: FAirlawn 6-1500  
N. Y. Phone: JUDson 2-2967

Sales Mgr.....Nat Malamuth  
PRODUCTS: Cathode ray tubes.

**Theatre Network Television, Inc.  
(TNT)**

**Telesessions, Inc.**

575 Madison Ave., N. Y. 22, N. Y.  
Phone: MU 8-3220

President.....Nathan L. Halpern  
Dir. of Pgms.....Marc Daniels  
Dir. of Oper.....Edward F. Addiss, Jr.  
Sales Execs...John O'Connor, John T. Valdes  
Executive Producer.....Martin H. Poll  
Services Offered: Closed-circuit TV for business, industry, and entertainment.

**Thompson Products Inc.**

2196 Clarkwood Rd., Cleveland, Ohio  
Phone: HEnderson 16765  
(Electronics Division)

Manager.....J. W. Davidson  
Sales Mgr.....F. J. Weihmiller  
PRODUCTS: TV transmitter switches, distributed through Andrew Corp., Chicago.

**Tower Construction Co.**

2700 Hawkeye Drive, Sioux City, Iowa  
Phone: 5-7653

Owner.....M. M. Lasensky  
PRODUCTS: Towers, microwave passive reflectors and tower erections.

**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 Corporation**

625 Madison Ave., New York 22, N. Y.  
Phone: PL 1-3110

President.....P. E. Furber  
Vice President.....A. Giles  
Sales Dir.....B. Roth

PRODUCTS: Rear projection screens, background scenery projectors, screen frames and tripods.

**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.**

Box 14201, Houston 21, Texas  
Phone: REpublic 4-2545

President.....John D. Trilsch  
Vice President.....George M. Patrick  
Secretary.....R. M. Thornton, Jr.

PRODUCTS: Radio, microwave and television towers.

**Truscon Steel Division**

Republic Steel Corp.  
Albert St., Youngstown 1, Ohio  
Phone: RIVerside 6-7211

Mgr., Sls. Tower Prod.....J. D. Kirkwood  
PRODUCTS: Radio towers for AM & FM, TV and micro wave, copper mesh ground screen.

**Tung-Sol Electric Inc.**

95 Eighth Ave., Newark 4, N. J.  
Phone: HUmboldt 2-4200

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: CHurchill 2-5006

Vice-Pres., Gen. Mgr.....A. M. Wiggins  
Mgr., Apparatus Sales.....W. C. Dunn  
PRODUCTS: Low frequency control and communication for TV tower elevators.

**U. S. Recording Company**

1121 Vermont Ave., N.W. Washington 5, D. C.  
Phone: LIncoln 3-2705

Sales Manager.....F. A. Wilkins

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.

**Vacuum Tube Products Co., Inc.**

506 S. Cleveland St., Oceanside, Cal.  
Phone: SAratoga 2-6567

Vice Pres.....James J. Sutherland  
PRODUCTS: Special cathode ray tubes, electronic tubes & equipment.

**Vallen Inc.**

225 Bluff St., Akron, Ohio  
Phone: BLackstone 3-4933

President.....E. J. Vallen  
PRODUCTS: Vallen panorama track.

**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.**

817 Davenport Bank Bldg., Davenport, Ia.  
Phone: 3-9917

N. Y. Phone: JU 2-5170

Vice President.....John P. Gallagher  
Secretary.....Herbert Bloomberg  
Mgr., Closed Circuit Oper.....M. A. Mayers  
Office Manager.....Tamara Washnik  
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.**

342 W. 40th St., N. Y. 36, N. Y.  
Phone: LOngacre 4-0518

President.....James B. Tharpe  
Vic-Presidents.....H. O. Jones,  
A. J. McClalland, H. Schwartz, R. H. Kulka  
Sales Manager.....K. Spelletich, Jr.  
Advertising Manager.....C. Fanning, Jr.  
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.)

3225 Exposition Pl., 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.

**Westbury Electronics, Inc.**

300 Shames Drive, Westbury, N. Y.  
Phone: EDgewood 4-8300

President.....H. B. Abajian  
Prod. Mgr.....H. C. Cochran  
Sales Mgr.....W. J. McBride  
PRODUCTS: Community systems.

**Westinghouse Electric Corp.**

3 Gateway Center, Box 2278, Pittsburgh 30, Pa.

Phone: EXpress 1-2800

TV-Radio Div., Metuchen, N. J.

Phone: LIberty 8-5000

N. Y. Phone: WHitehall 3-4321

President.....G. A. Price  
V.P. (Cons. Prods.).....Chris J. Witting  
General Mgr.....E. J. Kelly  
Ass't. Gen. Mgr.....G. C. Larson  
Gen. Sls. Mgr.....T. B. Kalbfus  
Field Sls. Mgr.....M. J. Ranalli





Advert., Sls. Prom. Mgr. . . . . R. W. Johnson  
 Mgr. Public Relations . . . . . Stanley Kempner  
 Mgr. Engineering . . . . . N. S. Kornetz  
 Works Mgr. . . . . R. A. Schieber  
 Purchasing Agent . . . . . L. W. Tomlinson

*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.**

Subsidiary of Daystrom, Inc.

614 Frelinghuysen Avenue, Newark 12, N. J.  
 Phone: BIgelow 3-4700

Mgr. Elec'l. Sls. . . . . R. K. Putnam  
*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: WOrth 4-3510

Sales . . . . . W. J. Healey  
 701 Pennsylvania Bldg., 425 13th St., N.W.,  
 Washington, D. C.  
 Phone: DIstrict 7-3636

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 . . . . . R. G. Wickes

PRODUCTS: Color Coder (Encoder); Interface Signal Generator; Color Bar Generator, Convergence Dot Generator, Multi-Burst

Generator, Amplitude Linearity Tester, Video Distribution Amplifier, Pulse Distribution Amplifier, Vector Display Equipment, Envelope Delay Tracer, Phase Correction Network—HF, Fixed, Crossover Filter—Portable or rack mounting.

**Wind Turbine Co.**

E. Market St., West Chester, Pa.  
 Phone: 3110

President . . . . . R. W. Weeks  
 PRODUCTS: Supply & erect towers.

**Wollensak Optical Co.**

850 Hudson Ave., Rochester 21, N. Y.  
 Phone: COngress 6-1000

President . . . . . E. A. Springer  
 Vice-President . . . . . A. A. Wollensak  
 PRODUCTS: TV & motion picture camera lenses.

**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: PLaza 1-3700

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 in Chg. Indust. Rel. . . . . J. M. Ferren  
 V-P & Gen. Counsel . . . . . J. S. Wright  
 V-P Distribution . . . . . C. J. Hunt  
 V-P and Treas. . . . . S. Kaplan  
 V-P in Chg. of Purchases . . . . . J. E. Anderson  
 V-P in Chg. of Res. . . . . Dr. Alexander Ellett  
 Secty. and Asst. V-P . . . . . Karl 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, AM-FM; Radio-Phono Combination: AM table, AM, AM-FM console; Portables: Transistor battery only, battery AC-DC.

TELEVISION: Table and console, also AM-FM radio-phonograph combination. Hi-Fi record players; hearing aids.

# COMMERCIAL PROGRAMS AM 1956

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**PROGRAM TITLES**  
**SPONSORS**  
**NETWORKS**  
**ADVERTISING AGENCIES**

1957

# COMMERCIAL AM PROGRAMS OF 1956 (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, 1956. 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                    |
|---------------|------------------------|---------|---------------------------------------|
| Allen, Mel    | Allstate Insurance Co. | ABC     | Christiansen                          |
| Amos 'n' Andy | Kools<br>Pharmacraft   | CBS     | Ted Bates & Co.<br>J. Walter Thompson |

## B

|                  |                                                                         |     |                                                                                |
|------------------|-------------------------------------------------------------------------|-----|--------------------------------------------------------------------------------|
| Back to God      | Christian Reformed Church                                               | MBS | Stoetzel & Assocs.                                                             |
| Backstage Wife   | Colgate                                                                 | CBS | Ted Bates & Co.                                                                |
| Bandstand        | Miles Laboratories<br>(Alka Seltzer, One-A-Day Vitamins)                | NBC | Geoffrey Wade Adv.                                                             |
| Bible Study Hour | Miller Brewing<br>Evangelical Association                               | NBC | Mathisson & Assoc.<br>Walter F. Bennett                                        |
| Bob and Ray      | Lever Brothers Co.                                                      | MBS | Foote, Cone & Belding                                                          |
| Breakfast Club   | Admiral Corp.<br>(Appliances)                                           | ABC | Henri, Hurst & McDonald                                                        |
|                  | American Bird Food Mfg. Corp.                                           |     | George H. Hartman                                                              |
|                  | American Pop Corn Co.<br>(Jolly Time PopCorn)                           |     | George H. Hartman                                                              |
|                  | Ball Brothers<br>(Fruit Jars)                                           |     | Applegate                                                                      |
|                  | Beatrice Foods<br>(LaChoy, Make-A-Shake)                                |     | Foote, Cone & Belding, Grey                                                    |
|                  | Beltone Hearing Aid Co.<br>(Hearing Aids)                               |     | Olian & Bronner                                                                |
|                  | Bristol-Myers Co.<br>(Bufferin)<br>(Mum)<br>(Sal Hepatica)<br>(Trushay) |     | Young & Rubicam<br>Doherty, Clifford,<br>Steers & Shenfield                    |
|                  | Calgon, Inc.<br>(Detergent)                                             |     | Young & Rubicam<br>BBDO<br>Ketchum, McLeod & Grove                             |
|                  | California Packing Co.<br>(Del Monte)                                   |     | McCann-Erickson                                                                |
|                  | Cameo Curtains, Inc.<br>(Curtains, Drapes)                              |     | Friend-Riess                                                                   |
|                  | Consolidated Cigar Sales                                                |     | Erwin, Wasey                                                                   |
|                  | Dixie Cup Co.                                                           |     | Hicks & Greist                                                                 |
|                  | Drackett Co.<br>(Dazy)<br>(Drano)<br>(Twinkle)<br>(Windex)              |     | Ralph H. Jones Co.<br>Young & Rubicam<br>Ralph H. Jones Co.<br>Young & Rubicam |



## COMMERCIAL AM PROGRAMS



| PROGRAM        | ADVERTISER AND PRODUCT                                                                                           | NETWORK | ADVERTISING AGENCY                     |
|----------------|------------------------------------------------------------------------------------------------------------------|---------|----------------------------------------|
| Breakfast Club | <b>Duffy-Mott Co., Inc.</b><br>(Sunsweet)                                                                        |         | Young & Rubicam                        |
|                | <b>Fear, Fred &amp; Co.</b><br>(Easter Egg Colors)                                                               |         | Ted Bernstein                          |
|                | <b>Food Specialties</b><br>(Appian Way Pizza)                                                                    |         | Hutchinson                             |
|                | <b>Frito Company</b><br>(Fritos)                                                                                 |         | Tracey-Locke                           |
|                | <b>General Foods Corp.</b><br>(Calumet, La France,<br>Minute Brand Mashed<br>Potatoes, Postum)<br>(Post Cereals) |         | Young & Rubicam<br>Benton & Bowles     |
|                | <b>Glamorene</b><br>(Rug Cleaner)                                                                                |         | Product Services, Inc.                 |
|                | <b>Haysma Company</b><br>(Hay Fever Remedy)                                                                      |         | O'Neil, Larson & McMahon               |
|                | <b>Hearst Magazines</b><br>(Good Housekeeping)                                                                   |         | Grey                                   |
|                | <b>International Minerals,<br/>Amine Products Div.</b><br>(Ac'cent)                                              |         | BBDO                                   |
|                | <b>Jelsert Co.</b><br>(JelSert)                                                                                  |         | L. W. Ramsey                           |
|                | <b>Lettuce, Inc.</b>                                                                                             |         | John Cohan                             |
|                | <b>Lipton, Thomas, Inc.</b><br>(Soup)                                                                            |         | Young & Rubicam                        |
|                | <b>Magla Products</b><br>(Ironing Board Covers)                                                                  |         | Edward Lieb                            |
|                | <b>Milner Products</b><br>(Pine-Col & Bleach)                                                                    |         | Gordon Best Co., Inc.                  |
|                | <b>John Morrell Co.</b><br>(Red Heart Dog Food)                                                                  |         | McCann-Erickson                        |
|                | <b>National Business &amp;<br/>Property Exchange</b>                                                             |         | Olian & Bronner                        |
|                | <b>Olson Rug Co.</b>                                                                                             |         | Presba, Fellers, Prest                 |
|                | <b>Park &amp; Tilford</b><br>(Tintex)                                                                            |         | Emil Mogul                             |
|                | <b>Pfizer, Chas. &amp; Co.</b><br>(Chemicals)                                                                    |         | Leo Burnett                            |
|                | <b>Pharma-Craft Corp.</b><br>(Toilet Articles)                                                                   |         | J. Walter Thompson                     |
|                | <b>Reader's Digest</b><br>(Magazine)                                                                             |         | Schwab & Beatty                        |
|                | <b>Realemon-Puritan Co.</b><br>(Realemon)                                                                        |         | Rutledge & Lillienfeld                 |
|                | <b>Renuzit</b><br>(Cleaner)                                                                                      |         | Arndt, Preston, Chapin,<br>Lamb & Keen |
|                | <b>Rust-Craft Publishers</b><br>(Greeting Cards)                                                                 |         | Chambers & Wiswell                     |
|                | <b>Sandura Company</b><br>(Vinyl Floor Covering)                                                                 |         | Hicks & Greist                         |
|                | <b>Seven Up Co.</b>                                                                                              |         | J. Walter Thompson                     |
|                | <b>Sleep-Eze Co.</b><br>(Sedative)                                                                               |         | M. B. Scott                            |
|                | <b>Sta-Nu Corp.</b><br>(Cleaning Process)                                                                        |         | Lester L. Jacobs                       |
|                | <b>Standard Brands</b><br>(Food Products)                                                                        |         | Ted Bates                              |
|                | <b>State Pharmacal</b><br>(Reducing Capsules)                                                                    |         | Schwimmer & Scott                      |
|                | <b>Vitamin Corp. of America</b><br>(Pharmaceuticals)                                                             |         | BBDO                                   |



## COMMERCIAL AM PROGRAMS



### —C—

| PROGRAM                              | ADVERTISER AND PRODUCT                                | NETWORK    | ADVERTISING AGENCY                                             |
|--------------------------------------|-------------------------------------------------------|------------|----------------------------------------------------------------|
| Considine, Millie Show<br>Counterspy | Miles Labs<br>J. B. Williams Co.<br>Curtiss Candy Co. | MBS<br>MBS | Geoffrey Wade Adv.<br>J. Walter Thompson<br>C. L. Miller & Co. |

### —D—

|                                                                               |                                                                                                                                          |                   |                                                                            |
|-------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|-------------------|----------------------------------------------------------------------------|
| Datelines and the Bible<br>Disney's, Walt, Magic<br>Kingdom<br>Dragnet        | Dawn Bible Students Assn.<br>Swift & Co.<br>(Food Products)<br>Anahist Co., Inc.<br>Carter Products<br>(Little Liver Pills, etc.)<br>RCA | MBS<br>ABC<br>NBC | Wm. Gleeson & Co.<br>McCann-Erickson<br>Ted Bates & Co.<br>Ted Bates & Co. |
| Dreier, Alex and This<br>Farming Business<br>Dreier, Alex, Topic for<br>Today | Skelly Oil Co.<br>Morton Salt                                                                                                            | NBC<br>NBC        | Kenyon & Eckhardt<br>Bruce B. Brewer Co.<br>Needham, Louis & Brorby        |

### —E—

|                        |                                        |     |        |
|------------------------|----------------------------------------|-----|--------|
| Election Night Returns | Buick Motors Div. of<br>General Motors | ABC | Kudner |
|------------------------|----------------------------------------|-----|--------|

### —F—

|                                   |                                   |            |                                            |
|-----------------------------------|-----------------------------------|------------|--------------------------------------------|
| Fisher, Eddie<br>Frank and Ernest | Coca-Cola Co.<br>Dawn Bible Class | MBS<br>MBC | McCann-Erickson, Inc.<br>Wm. Gleeson & Co. |
|-----------------------------------|-----------------------------------|------------|--------------------------------------------|

### —G—

|                                                                   |                                                                                                                                                                                                                                                                       |                   |                                                                                                                                                                                                                                                                                                                                                             |
|-------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Gang Busters                                                      | J. B. Williams Co.<br>Curtiss Candy Co.                                                                                                                                                                                                                               | MBS               | J. Walter Thompson<br>C. L. Miller & Co.                                                                                                                                                                                                                                                                                                                    |
| General Sports Time with<br>Harry Wismer<br>Godfrey, Arthur, Time | General Tire & Rubber Co.<br>Baker Co.<br>Bristol-Myers<br>Chef Boy-Ar-Dee<br>Chun King Foods<br>Hartz<br>Kellogg<br>Mutual of Omaha<br>Norwich<br>Perkins Prods.<br>Pillsbury<br>Schlitz<br>Sherwin-Williams<br>Simoniz<br>Slenderella<br>Sta-Flo<br>Standard Brands | MBS<br>MBS<br>CBS | D'Arcy Adv.<br>Young & Rubicam<br>Young & Rubicam<br>Young & Rubicam<br>J. Walter Thompson<br>George Hartman & Co.<br>Leo Burnett Co.<br>Bozell & Jacobs<br>Benton & Bowles<br>Foote, Cone & Belding<br>Leo Burnett Co.<br>J. Walter Thompson<br>Fuller & Smith & Ross<br>Young & Rubicam<br>Mgm't. Assocs. of Conn.<br>Ruthrauff & Ryan<br>Ted Bates & Co. |

COMMERCIAL AM PROGRAMS

| PROGRAM                      | ADVERTISER AND PRODUCT                                             | NETWORK | ADVERTISING AGENCY                 |
|------------------------------|--------------------------------------------------------------------|---------|------------------------------------|
| Gildersleeve                 | Anahist Co., Inc.<br>Carter Products<br>(Little Liver Pills, etc.) | NBC     | Ted Bates & Co.<br>Ted Bates & Co. |
| Gillette Cavalcade of Sports | Gillette Safety Razor Co.<br>(Blue Blades, Shaving Prods.)         | NBC     | Maxon, Inc.                        |
| Grand Ole Opry               | R. J. Reynolds Tobacco Co.<br>(Prince Albert Tobacco)              | NBC     | Wm. Esty Co.                       |
| Greatest Story Ever Told     | Goodyear Tire & Rubber Co.                                         | ABC     | Kudner                             |
| Gunsmoke                     | Liggett & Myers                                                    | CBS     | Dancer-Fitzgerald-Sample           |

**H**

|                                  |                                                          |               |                                                            |
|----------------------------------|----------------------------------------------------------|---------------|------------------------------------------------------------|
| Harvey, Paul, News               | Banker's Life & Casualty                                 | ABC           | Grant, Schwenk & Baker                                     |
| Hauser, Gayelord                 | American Molasses Co.                                    | MBS           | Chas. W. Hoyt Adv.                                         |
| Hayes, Sam<br>(Pacific Net Only) | General Mills<br>(Food Products)                         | ABC           | Dancer-Fitzgerald-Sample                                   |
| Heatter, Gabriel                 | American Home Prod.                                      | MBS           | Sullivan, Stauffer,<br>Colwell & Bayles                    |
|                                  | Bankers Casualty & Life<br>Ins. Co.                      |               | Grant, Schwenk & Baker, Inc.                               |
|                                  | Beltone Hearing Aid Co.                                  |               | Olian & Bronner                                            |
|                                  | Carter Prod.                                             |               | Ted Bates & Co. and Kaster,<br>Farrell, Chesley & Clifford |
|                                  | Hudson Vitamin Corp.                                     |               | Pace Advertising                                           |
|                                  | North American Accident<br>Ins. Co.                      |               | Franklin Bruck Adv.                                        |
|                                  | Sleep-Eze Co.                                            |               | Milton Carlson Co.                                         |
| Herald of Truth                  | Highland Church of Christ                                | ABC           | The Martin Co.                                             |
| Here's Hollywood                 | Miles Labs.                                              | MBS           | Geoffrey Wade Adv.                                         |
| Hilltop House                    | Miles Laboratories<br>(Alka Seltzer, One-A-Day Vitamins) | NBC           | Geoffrey Wade Adv.                                         |
| Hour of Decision                 | Billy Graham Evangelistic<br>Assn.                       | ABC, MBS, NBC | Walter F. Bennett                                          |
| Houseparty                       | Coltene                                                  | CBS           | J. Walter Thompson                                         |
|                                  | Lever                                                    |               | Kenyon & Eckhardt                                          |
|                                  | Simoniz                                                  |               | Young & Rubicam, Inc.                                      |
|                                  | Standard Brands                                          |               | Ted Bates & Co.                                            |
|                                  | Staley Mills                                             |               | Ruthrauff & Ryan                                           |
|                                  | Sunsweet                                                 |               | Long Advertising                                           |
|                                  | Swift                                                    |               | McCann-Erickson                                            |
| How Christian Science Heals      | 1st Church of Christ<br>Scientist                        | MBS           | Hoag & Provandie, Inc.                                     |
| How to Save Money<br>on Your Car | Eugene Stevens<br>(Car Book)                             | ABC           | Eugene Schwartz                                            |

**I**

|           |                                                |     |                                      |
|-----------|------------------------------------------------|-----|--------------------------------------|
| It's Time | Consolidated Cigar Sales<br>Co.<br>U.S. Rubber | ABC | Erwin, Wasey<br>Fletcher D. Richards |
|-----------|------------------------------------------------|-----|--------------------------------------|

**J**

|                     |                                     |     |                  |
|---------------------|-------------------------------------|-----|------------------|
| Jackson, Allan News | Chevrolet Div. of<br>General Motors | CBS | Campbell-Ewald   |
| Just Entertainment  | Wrigley                             | CBS | Ruthrauff & Ryan |



COMMERCIAL AM PROGRAMS

—K—

| PROGRAM              | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY                            |
|----------------------|------------------------|---------|-----------------------------------------------|
| Kraft Five-Star News | Kraft Foods Co.        | MBS     | J. Walter Thompson<br>Needham, Louis & Brorby |

—L—

|                                          |                                                  |            |                                                |
|------------------------------------------|--------------------------------------------------|------------|------------------------------------------------|
| Lewis, Robert Q.<br>Life Is Worth Living | Viceroy<br>Admiral Corp.<br>(Appliances)         | CBS<br>ABC | Ted Bates & Co.<br>Russell M. Seeds Co.        |
| Light & Life Hour                        | Free Methodist Church of<br>North America        | ABC        | Walter F. Bennett                              |
| Lone Ranger, The                         | American Bakeries<br>General Mills<br>(Wheaties) | NBC        | Tucker Wayne & Co.<br>Dancer-Fitzgerald-Sample |
| Lutheran Hour                            | Lutheran Laymen's<br>League                      | MBS, NBC   | Gotham-Vladimir Adv.                           |

—M—

|                                                               |                                                                                       |                          |                                                                                       |
|---------------------------------------------------------------|---------------------------------------------------------------------------------------|--------------------------|---------------------------------------------------------------------------------------|
| Ma Perkins                                                    | Lever Bros.<br>Lipton                                                                 | CBS                      | Kenyon & Eckhardt<br>Young & Rubicam                                                  |
| Manion, Dean Clarence<br>Mayflower News                       | Manion Forum of Opinion<br>Aero-Mayflower<br>Transit Co.                              | MBS<br>ABC               | Victor Adv.<br>Caldwell, Larkin,<br>Sidener & VanRiper                                |
| McBride, Mary Margaret                                        | General Foods Corp.<br>(Calumet Bakery)                                               | NBC                      | Young & Rubicam                                                                       |
| McGee, Fibber & Molly                                         | Penick & Ford<br>Q-Tips<br>Brown & Williamson<br>Tobacco<br>(Kool, Viceroy)           | NBC                      | BBDO<br>Lawrence C. Gumbinner Adv.<br>Ted Bates                                       |
| Meet the Champions                                            | Bayuk Cigars, Inc.<br>(Phillies Cigars)                                               | NBC                      | Al Paul Lefton Co.                                                                    |
| Metropolitan Opera                                            | Texas Co.<br>(Texaco Products)                                                        | ABC                      | Kudner                                                                                |
| Miles Labs News<br>Miller, Howard<br>Miller, Mitch<br>Monitor | Miles Laboratories<br>Wrigley<br>Pharmacraft<br>American Oil Co.<br>(Amoco Gas & Oil) | MBS<br>CBS<br>CBS<br>NBC | Geoffrey Wade Adv.<br>Arthur Meyerhoff & Co.<br>J. Walter Thompson<br>Joseph Katz Co. |
|                                                               | Bell Telephone Co.<br>Carter Products<br>(Little Liver Pills, etc.)                   |                          | N. W. Ayer<br>Ted Bates & Co.                                                         |
|                                                               | Hazel Bishop<br>Hotpoint, appliance<br>subsidiary of General<br>Electric              |                          | Raymond Spector Co.<br>Needham, Louis & Brorby                                        |
|                                                               | Mack Truck, Inc.<br>(Trucks & Institu-<br>tional)                                     |                          | Doyle, Kitchen & McCormick                                                            |
|                                                               | Miles Laboratories<br>(Alka Seltzer, etc.)                                            |                          | Geoffrey Wade                                                                         |
|                                                               | Miller Brewing<br>Morton Salt<br>Quaker Oats<br>(Cereals)                             |                          | Mathis & Assocs.<br>Needham, Louis & Brorby<br>Wherry, Baker & Tilden                 |



## COMMERCIAL AM PROGRAMS



| PROGRAM                               | ADVERTISER AND PRODUCT                                                    | NETWORK    | ADVERTISING AGENCY              |
|---------------------------------------|---------------------------------------------------------------------------|------------|---------------------------------|
|                                       | <b>Quaker State</b><br>(Oil Products)                                     |            | <b>Kenyon &amp; Eckhardt</b>    |
|                                       | <b>RCA</b><br>(Radios, TV, etc.)                                          |            | <b>Kenyon &amp; Eckhardt</b>    |
|                                       | <b>Warner Lambert</b><br>(Quick Home Perm.)                               |            | <b>Kenyon &amp; Eckhardt</b>    |
| <b>Morgan, Edward P.</b>              | <b>AF of L-CIO</b>                                                        | <b>ABC</b> | <b>Furman &amp; Feiner</b>      |
| <b>Mr. Jolly's Hotel<br/>for Pets</b> | <b>Coast Fisheries, Div. of<br/>Quaker Oats Co.</b><br>(Puss 'n Cat Food) | <b>NBC</b> | <b>Lynn Baker, Inc.</b>         |
| <b>Music for Dreaming</b>             | <b>Sleep-Eze Co.</b><br>(Sedative)                                        | <b>ABC</b> | <b>M. B. Scott</b>              |
| <b>My True Story</b>                  | <b>Ex-Lax</b><br>(Laxative)                                               | <b>ABC</b> | <b>Warwick &amp; Legler</b>     |
|                                       | <b>Foster-Milburn</b><br>(Doan's Pills)                                   |            | <b>Street &amp; Finney</b>      |
|                                       | <b>R. T. French Co.</b><br>(Bird Food)                                    |            | <b>Foley</b>                    |
|                                       | <b>Park &amp; Tilford</b><br>(Tintex)                                     |            | <b>Emil Mogul</b>               |
|                                       | <b>Pharma-Craft Corp.</b><br>(Toilet Articles)                            |            | <b>J. Walter Thompson</b>       |
|                                       | <b>Sterling Drug, Inc.</b>                                                |            | <b>Dancer-Fitzgerald-Sample</b> |
|                                       | <b>Stokely-Van-Camp, Inc.</b><br>(Canned Foods)                           |            | <b>Calkins &amp; Holden</b>     |

### — N —

|                                            |                                                                            |            |                                  |
|--------------------------------------------|----------------------------------------------------------------------------|------------|----------------------------------|
| <b>National Farm &amp; Home Hour</b>       | <b>Allis Chalmers Mfg. Co.</b><br>(Farm Equipment)                         | <b>NBC</b> | <b>Bert S. Gittens</b>           |
| <b>News From NBC with<br/>Ken Banghart</b> | <b>Brown &amp; Williamson<br/>Tobacco Co.</b><br>(Kool Cigarettes)         | <b>NBC</b> | <b>Ted Bates &amp; Co.</b>       |
| <b>News of the World</b>                   | <b>Miles Laboratories, Inc.</b><br>(Alka Seltzer & One-<br>A-Day Vitamins) | <b>NBC</b> | <b>Geoffrey Wade Adv.</b>        |
| <b>News with Don Pardo</b>                 | <b>Brown &amp; Williamson<br/>Tobacco Co.</b><br>(Viceroy Cigarettes)      | <b>NBC</b> | <b>Ted Bates</b>                 |
| <b>No School Today</b>                     | <b>Safeway Stores</b>                                                      | <b>ABC</b> | <b>Foote, Cone &amp; Belding</b> |

### — O —

|                                           |                                                              |            |                                                                                                  |
|-------------------------------------------|--------------------------------------------------------------|------------|--------------------------------------------------------------------------------------------------|
| <b>Official Detective</b>                 | <b>Curtiss Candy Co.</b>                                     | <b>MBS</b> | <b>C. L. Miller &amp; Co.</b>                                                                    |
| <b>Old Fashion Revival Hour</b>           | <b>J. B. Williams Co.</b>                                    |            | <b>J. Walter Thompson</b>                                                                        |
| <b>On the Line with<br/>Bob Considine</b> | <b>Gospel Broadcasting Assn.</b>                             | <b>ABC</b> | <b>R. H. Alber</b>                                                                               |
| <b>One Man's Family</b>                   | <b>Mutual Benefit &amp; Accident<br/>Assoc. of Omaha</b>     | <b>NBC</b> | <b>Bozelle &amp; Jacobs, Inc.</b>                                                                |
|                                           | <b>Anahist Co., Inc.</b>                                     | <b>NBC</b> | <b>Ted Bates &amp; Co.</b>                                                                       |
|                                           | <b>Brown &amp; Williamson<br/>Tobacco</b><br>(Kool, Viceroy) |            | <b>Ted Bates &amp; Co.</b>                                                                       |
|                                           | <b>Carter Products</b><br>(Little Liver Pills, etc.)         |            | <b>Ted Bates &amp; Co.</b>                                                                       |
|                                           | <b>Crowell-Collier</b><br>(Magazines)                        |            | <b>Grey Advertising</b>                                                                          |
| <b>Our Gal Sunday</b>                     | <b>Realemon<br/>Colgate<br/>Salada<br/>Scott Paper</b>       | <b>CBS</b> | <b>Rutledge &amp; Lilienfield<br/>Bryan Houston<br/>Hermon W. Stevens<br/>J. Walter Thompson</b> |



# COMMERCIAL AM PROGRAMS



## P

| PROGRAM               | ADVERTISER AND PRODUCT                                                     | NETWORK | ADVERTISING AGENCY                          |
|-----------------------|----------------------------------------------------------------------------|---------|---------------------------------------------|
| Paar, Jack, Show      | Hearst Magazines, Inc.<br>(Good Housekeeping<br>McIlhenny Co.<br>(Tobasco) | ABC     | Grey<br>Scheideler & Beck                   |
| Parallels in the News | Seaboard Drug<br>Sterling Drug                                             | MBS     | Grant Adv.<br>Carl S. Brown Co.             |
| People Are Funny      | Brown & Williamson<br>Tobacco<br>(Kool, Viceroy)                           | NBC     | Ted Bates                                   |
| People in the News    | RCA<br>Realemon                                                            | NBC     | Kenyon & Eckhardt<br>Rutledge & Lilienfield |
| Preview               | Anahist Co.<br>(Drug Products)                                             | ABC     | Ted Bates                                   |
|                       | Bell Telephone System                                                      | NBC     | N. W. Ayer & Son                            |

## Q

|                 |                 |     |                    |
|-----------------|-----------------|-----|--------------------|
| Queen For A Day | Mentholatum Co. | MBS | J. Walter Thompson |
|-----------------|-----------------|-----|--------------------|

## R

|                           |                                                       |          |                                                                                                       |
|---------------------------|-------------------------------------------------------|----------|-------------------------------------------------------------------------------------------------------|
| Radio Bible Class         | Radio Bible Class<br>(Religion)                       | ABC, MBS | John M. Camp & Co.                                                                                    |
| Revival Time              | Assemblies of God                                     | ABC      | Walter F. Bennett                                                                                     |
| Right to Happiness        | Proctor & Gamble<br>Campana<br>Salada                 | NBC, CBS | Dancer-Fitzgerald-Sample<br>Erwin Wasey & Co.<br>Hermon W. Stevens, Inc.                              |
| Road of Life              | Carter<br>Grant<br>Listerine<br>Mentholatum<br>Salada | CBS      | Ted Bates & Co.<br>Leeds & York<br>Lambert & Feasley<br>J. Walter Thompson<br>Hermon W. Stevens, Inc. |
| Roberts, Oral, Broadcasts | Healing Waters, Inc.                                  | ABC      | C. L. Miller                                                                                          |

## S

|                                          |                                            |     |                                                                  |
|------------------------------------------|--------------------------------------------|-----|------------------------------------------------------------------|
| Second Mrs. Burton                       | Colgate<br>Salada<br>Scott Paper           | CBS | Lennen & Newell<br>Hermon W. Stevens, Inc.<br>J. Walter Thompson |
| Speaking of Sports<br>with Howard Cosell | Chevrolet Motors Div. of<br>General Motors | ABC | Campbell-Ewald                                                   |
| Stern, Bill                              | Studebaker-Packard Corp.                   |     | Benton & Bowles                                                  |
| Strike It Rich                           | AllState Insurance Co.                     | ABC | Christiansen                                                     |
| Sugar Bowl Game                          | Colgate                                    | CBS | Ted Bates & Co.                                                  |
| Sunshine Boys                            | Gulf Oil Corp.                             | ABC | Young & Rubicam                                                  |
|                                          | General Foods Corp.<br>(Minute Rice)       | ABC | Young & Rubicam                                                  |
| Symphonette                              | Longines-Wittnauer                         | CBS | Victor Bennett Co.                                               |

COMMERCIAL AM PROGRAMS

**T**

| PROGRAM                            | ADVERTISER AND PRODUCT                  | NETWORK | ADVERTISING AGENCY                          |
|------------------------------------|-----------------------------------------|---------|---------------------------------------------|
| Taylor, Henry J.                   | General Motors Corp.<br>(Institutional) | NBC     | Kudner Agency                               |
| Telephone Hour, The                | Bell Telephone System                   | NBC     | N. W. Ayer & Son                            |
| This Is Nora Drake                 | Carter                                  | CBS     | Ted Bates & Co.                             |
|                                    | Grant                                   |         | Leeds & York                                |
|                                    | Listerine                               |         | Lambert & Feasley                           |
|                                    | Mentholatum                             |         | J. Walter Thompson                          |
|                                    | Salada                                  |         | Hermon W. Stevens, Inc.                     |
|                                    | Scott Paper Co.                         |         | J. Walter Thompson                          |
| Thomas, Lowell                     | Delco                                   | CBS     | Campbell-Ewald                              |
| Three Star Extra                   | Sun Oil Co.                             | NBC     | Ruthrauff & Ryan                            |
| Tomorrow's Front Page<br>Headlines | Seeman Brothers                         | MBS     | Norman, Craig & Kummel                      |
| Treasury Agent                     | Curtiss Candy Co.                       | MBS     | C. L. Miller & Co.                          |
|                                    | J. B. Williams Co.                      |         | J. Walter Thompson                          |
| Trent, Helen                       | Campana                                 | CBS     | Erwin Wasey & Co.                           |
|                                    | Lever Bros.                             |         | Kenyon & Eckhardt                           |
|                                    | Scott Paper                             |         | J. Walter Thompson                          |
| Trout, Robert, News                | Chevrolet Div. of<br>General Motors     | CBS     | Campbell-Ewald                              |
| True Detective Mysteries           | Curtiss Candy Co.                       | MBS     | C. L. Miller & Co.                          |
|                                    | I. B. Williams Co.                      |         | J. Walter Thompson                          |
| Truth or Consequences              | RCA                                     | NBC     | Kenyon & Eckhardt<br>Rutledge & Lilienfield |

**V**

|                     |                                |               |                           |
|---------------------|--------------------------------|---------------|---------------------------|
| Vandercook, John W. | AFL-CIO                        | ABC           | Albert Frank-Guenther Law |
| Voice of Firestone  | Firestone Tire & Rubber<br>Co. | ABC           | Sweeney & James           |
| Voice of Prophecy   | Voice of Prophecy,<br>Inc.     | ABC, MBS, NBC | Milton Carlson Co.        |

**W**

|                                   |                                                              |     |                              |
|-----------------------------------|--------------------------------------------------------------|-----|------------------------------|
| Wall Street Final                 | Harris, Upham & Co.<br>(Brokers)                             | ABC | Albert Frank-Guenther Law    |
| Warren, Wendy, &<br>The News      | Bon Ami                                                      | CBS | Ruthrauff & Ryan             |
|                                   | Calumet                                                      |     | Young & Rubicam              |
|                                   | Slenderella                                                  |     | Mgm't. Assocs. of Conn.      |
|                                   | Tide                                                         |     | Benton & Bowles              |
| Wednesday Night Fights<br>Weekday | Pabst Brewing Co.                                            | ABC | Leo Burnett                  |
|                                   | American Molasses                                            | NBC | Charles W. Hoyt              |
|                                   | Carter Products<br>(Little Liver Pills, etc.)                |     | Ted Bates & Co.              |
|                                   | General Food                                                 |     | Young & Rubicam              |
|                                   | Miles Laboratories<br>(Alka Seltzer, One-A-<br>Day Vitamins) |     | Geoffrey Wade                |
|                                   | Park & Tilford<br>(Tintex)                                   |     | Emil Mogul                   |
|                                   | Q-Tips                                                       |     | Lawrence C. Gumbinner Adv.   |
|                                   | Realemon                                                     |     | Rutledge & Lilienfield, Inc. |



## COMMERCIAL AM PROGRAMS



| PROGRAM             | ADVERTISER AND PRODUCT                                              | NETWORK  | ADVERTISING AGENCY                                                             |
|---------------------|---------------------------------------------------------------------|----------|--------------------------------------------------------------------------------|
|                     | <b>Standard Brands</b><br>(Blue Bonnet Margarine)                   |          | Ted Bates & Co.                                                                |
|                     | <b>Sterling Drugs</b><br>(Bayer Aspirin, Phillips Milk of Magnesia) |          | Dancer, Fitzgerald & Sample                                                    |
|                     | <b>Warner-Lambert Pharmaceutical Co.</b><br>(Quick Home Permanent)  |          | Kenyon & Eckhardt                                                              |
| Weekend News        | <b>Texas Co.</b><br>(Texaco Products)                               | ABC      | Kudner                                                                         |
| When A Girl Marries | <b>Artra Cosmetics</b><br>(Imra)                                    | ABC      | Grey                                                                           |
|                     | <b>Carter Products</b><br>(Drug Products)                           |          | Sullivan, Stauffer, Colwell & Bayles                                           |
|                     | <b>Dromedary Co.</b><br>(Cake Mix)                                  |          | Ted Bates                                                                      |
|                     | <b>Foster-Milburn</b><br>(Doan's Pills)                             |          | Street & Finney                                                                |
|                     | <b>Pharma-Craft Corp.</b><br>(Toilet Articles)                      |          | J. Walter Thompson                                                             |
|                     | <b>Park &amp; Tilford</b><br>(Tintex)                               |          | Emil Mogul                                                                     |
|                     | <b>Slenderella</b><br>(Slenderizing Process)                        |          | Mgm't. Assocs. of Conn.                                                        |
| Whispering Streets  | <b>Bel-Air Frozen Lemonade</b>                                      | ABC      | Weiner, Ohleyer, Reynolds & Baker<br>Lynn Baker, Inc.                          |
|                     | <b>Coast Fisheries</b><br>(Canned Fish Products)                    |          | Street & Finney                                                                |
|                     | <b>Foster-Milburn</b><br>(Doan's Pills)                             |          | Emil Mogul                                                                     |
|                     | <b>Park &amp; Tilford</b><br>(Tintex)                               |          | Doherty, Clifford Steers & Shenfield<br>Piedmont Adv.                          |
|                     | <b>Pharmaco, Inc.</b><br>(Feen-A-Mint & Chooz)                      |          | Norman, Craig & Kummel                                                         |
|                     | <b>Stanback Co.</b><br>(Drug Products)                              |          | Grey                                                                           |
|                     | <b>Seeman Brothers</b><br>(Grocery Products)                        |          | Weiner, Ohleyer, Reynolds & Baker<br>Century Adv. Agency<br>Geoffrey Wade Adv. |
|                     | <b>Union Pharmaceutical</b><br>(Inhiston, Saraka)                   |          |                                                                                |
|                     | <b>Whitney Frozen Foods</b>                                         |          |                                                                                |
| Wings of Healing    | <b>Dr. Thomas Wyatt</b>                                             | ABC, MBS |                                                                                |
| Woman In My House   | <b>Miles Laboratories</b><br>(Alka Seltzer, One-A-Day Vitamins)     | NBC      |                                                                                |
| Woolworth Hour      | <b>F. W. Woolworth Co.</b>                                          | CBS      | Walter F. Bennett & Co.                                                        |
| Word of Life Hour   | <b>Word of Life Fellowship</b>                                      | MBS      | Lynn, Baker, Inc.                                                              |

## — Y —

|                                     |                                 |     |                                                              |
|-------------------------------------|---------------------------------|-----|--------------------------------------------------------------|
| You Bet Your Life                   | DeSoto Div., Chrysler Corp.     | NBC | BBD&O                                                        |
| Young Dr. Malone                    | Campana Lever Bros. Scott Paper | CBS | Erwin Wasey & Co.<br>Kenyon & Eckhardt<br>J. Walter Thompson |
| Young Widder Brown                  | Sterling Drug                   | NBC | Dancer-Fitzgerald-Sample                                     |
| Young's, Pepper, Family             | Proctor & Gamble                | NBC | Benton & Bowles                                              |
| Your Druggist Presents<br>Bob & Ray | McKesson & Robbins              | MBS | Ellington & Co.                                              |

# COMMERCIAL PROGRAMS TV-1956

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**PROGRAM TITLES  
SPONSORS  
NETWORKS  
ADVERTISING AGENCIES**

1957



# COMMERCIAL TV PROGRAMS OF 1956

(NETWORK)

The following pages contain an alphabetical listing by program title of the four national television networks' commercial programs during 1956. The programs listed are for the 12-month period ending Dec. 31, 1956. 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                       |
|------------------------------|------------------------------------------------------------------------------------------------|---------|------------------------------------------|
| Adventures of Hiram Holliday | General Foods Corp.<br>(Beverages, Cereals,<br>(Desserts)                                      | NBC-TV  | Young & Rubicam                          |
| Afternoon Film Festival      | Belton Hearing Aid<br>(Hearing Aid Glasses)                                                    | ABC-TV  | Olian & Bronner                          |
|                              | Best Foods, Inc.<br>(Nucoa Margarine)                                                          |         | Dancer-Fitzgerald-Sample                 |
|                              | Blue Jay Products Div.<br>of Kendall Co.<br>(Corn & Callus Plasters)                           |         | Leo Burnett Co.                          |
|                              | Bon Ami Co.<br>(New Jet Bon Ami)                                                               |         | Ruthrauff & Ryan                         |
|                              | Breck Hair Mist                                                                                |         | Humphrey, Alley & Richards               |
|                              | Carter Products<br>(Arrid)                                                                     |         | Sullivan, Stauffer, Colwell & Bayles     |
|                              | Carter Products<br>(Little Liver Pills)                                                        |         | Ted Bates                                |
|                              | Coats & Clark Sales Corp.<br>(Zippers)                                                         |         | Kenyon & Eckhardt                        |
|                              | Exquisite Form Brassiere                                                                       |         | Grey Adv.                                |
|                              | General Foods, Inc.<br>(Jello)                                                                 |         | Young & Rubicam                          |
|                              | Glamorene, Inc.<br>(Rug Shampoo)                                                               |         | Product Services                         |
|                              | The Hoover Co.<br>(Vacuum Cleaners)                                                            |         | Leo Burnett Co.                          |
|                              | Lipton, Thomas J.<br>(Soup)                                                                    |         | Young & Rubicam                          |
|                              | No-wich Pharmacal Co.<br>(Ungentine, Pepto-Bismol)                                             |         | Benton & Bowles                          |
|                              | Pearson Pharmacal Co.<br>(Sakrin, Eye-gene,<br>Ennds)                                          |         | Donahue & Coe                            |
|                              | Pharmaco, Inc.<br>(Medigum)                                                                    |         | Doherty, Clifford, Steers<br>& Shenfield |
|                              | Sterling Drug, Inc.<br>(Bayer Aspirin, Phillips'<br>Milk of Magnesia,<br>Phillips' Toothpaste) |         | Dancer-Fitzgerald-Sample                 |
| Air Power                    | Union Underwear<br>Prudential Insurance<br>Co. of America                                      | CBS-TV  | Grey Advertising<br>Calkins & Holden     |
| Alcoa Hour                   | Aluminum Co.<br>of America                                                                     | NBC-TV  | Fuller, Smith & Ross                     |
| Allen, Steve, Show           | Avco Mfg. Co.<br>(Appliances, Radio &<br>TV Sets)                                              | NBC-TV  | Compton                                  |



COMMERCIAL TV PROGRAMS



| TITLE                      | SPONSOR-PRODUCT                                                            | NETWORK | ADVERTISING AGENCY                   |
|----------------------------|----------------------------------------------------------------------------|---------|--------------------------------------|
|                            | <b>Brown &amp; Williamson Tobacco Co.</b><br>(Viceroy Cigarettes & others) |         | Ted Bates                            |
|                            | <b>Andrew Jergens Co.</b><br>(Cosmetics, Drug Prods.)                      |         | Robert W. Orr                        |
| Amateur Hour               | <b>Pharmaceuticals, Inc.</b><br>(Serutan, Geritol, RDX, Zarumin, etc.)     | ABC-TV  | Edward Kletter Assoc.                |
| Amazing Dunninger, The     | <b>American Tobacco Co.</b><br>(Pall Mall Cigarettes)                      | ABC-TV  | Sullivan, Stauffer, Colwell & Bayles |
|                            | <b>Pearson Pharmcal Co.</b><br>(Sakrin, Eye-gene)                          |         | Donahue & Coe, Inc.                  |
| Anthony, Ray, Show         | <b>Plymouth Div., Chrysler Corp.</b>                                       | ABC-TV  | Grant Advertising                    |
| Appointment with Adventure | <b>Kent Cigarettes</b>                                                     | CBS-TV  | Young & Rubicam                      |
|                            | <b>Revlon, Inc.</b>                                                        |         | Norman, Craig & Kummel               |
| Armstrong Circle Theatre   | <b>Armstrong Cork Co.</b><br>(Floor Coverings, etc.)                       | NBC-TV  | BBDO                                 |
| As the World Turns         | <b>Procter &amp; Gamble Co.</b><br>(Crisco, Oxydol, Ivory Snow)            | CBS-TV  | Benton & Bowles                      |
| Autry, Gene                | <b>W. Wrigley, Jr. Co.</b><br>(Doublemint Chewing Gum)                     | CBS-TV  | Ruthrauff & Ryan                     |

**B**

|                           |                                                                                                              |        |                                      |
|---------------------------|--------------------------------------------------------------------------------------------------------------|--------|--------------------------------------|
| Barber's, Red, Corner     | <b>State Farm Insurance Co.</b>                                                                              | NBC-TV | Needham, Louis & Brorby              |
| Baseball Game of the Week | <b>Falstaff Brewing Corp.</b>                                                                                | CBS-TV | Dancer-Fitzgerald-Sample             |
| Baseball Preview          | <b>Brown &amp; Williamson Tobacco Corp.</b><br>(Viceroy Cigarettes)                                          | CBS-TV | Ted Bates & Co.                      |
|                           | <b>Colgate Palmolive Co.</b><br>(Palmolive Shaving Cream, Soap & Lotion)                                     |        | Ted Bates & Co.                      |
| Beat the Clock            | <b>Hazel Bishop, Inc.</b><br>(Lipstick, Rouge, Nail Polish, Cleansers, Make-up, Hair Spray, Stick Deodorant) | CBS-TV | Raymond Spector Co.                  |
|                           | <b>Pharma-Craft, Inc.</b><br>(Fresh Stick Deodorant, Cream Deodorant, Ting, Coldene)                         |        | J. Walter Thompson                   |
|                           | <b>Sylvania Electric Products</b>                                                                            |        | J. Walter Thompson                   |
| Bennett, Tony, Show       | <b>Armour &amp; Co.</b><br>(Meat Prods.)                                                                     | NBC-TV | Tatham-Laird                         |
|                           | <b>Intl. Cellu Cotton Prods. Co.</b><br>(Kleenex, Table Napkins)                                             |        | Foote, Cone & Belding                |
|                           | <b>Noxzema Chemical Co.</b>                                                                                  |        | Sullivan, Stauffer, Colwell & Bayles |
|                           | <b>Sunbeam Corp.</b><br>(Small Electrical Appliances)                                                        |        | Perrin-Paus                          |
|                           | <b>The Toni Co.</b>                                                                                          |        | Weiss & Geller                       |
| Benny, Jack, Show         | <b>Lucky Strike Cigarettes</b>                                                                               | CBS-TV | BBDO                                 |

COMMERCIAL TV PROGRAMS

| TITLE                            | SPONSOR-PRODUCT                                                                                                                                                                                                                                   | NETWORK          | ADVERTISING AGENCY                                                                      |
|----------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------------------------------------------------------------------------------|
| Berle, Milton, Show              | RCA<br>Sunbeam Corp.<br>Whirpool Corp.<br>(Washing Machines)                                                                                                                                                                                      | NBC-TV           | Kenyon & Eckhardt<br>Perrin Paus<br>Kenyon & Eckhardt                                   |
| Big Payoff                       | Colgate-Palmolive Co.<br>(Fab, Chlorophyll<br>Toothpaste, Cashmere<br>Bouquet Hand Lotion)                                                                                                                                                        | CBS-TV           | Wm. Esty Co.                                                                            |
| Big Story                        | American Tobacco Co.<br>(Pall Mall, Others)<br>Ralston Purine Co.<br>(Dog Food)<br>Simoniz Co.<br>(Waxes, Cleansers)                                                                                                                              | NBC-TV           | Sullivan, Stauffer, Colwell & Bayles<br>Gardner<br>Sullivan, Stauffer, Colwell & Bayles |
| Big Surprise                     | Purex Corp.<br>(Cleansers, Bleaches)<br>Speidel Corp.<br>(Watch Bands,<br>Men's jewelry)                                                                                                                                                          | NBC-TV           | Weiss & Geller<br>Sullivan, Stauffer, Colwell & Bayles                                  |
| Big Town                         | A C Spark Plug Div.<br>(Spark Plugs, Oil<br>Filter, Fuel Pumps)<br>Lever Brothers Co.<br>(Rinso Blue, Good Luck<br>Margarine, Lifebuoy<br>Soap)                                                                                                   | NBC-TV           | D. P. Brother<br>Sullivan, Stauffer, Colwell & Bayles                                   |
| Bold Journey                     | Ralston Purina<br>(Wheat Chex, Instant<br>Ralston, Regular Ralston,<br>Ry-Krisp, etc.)                                                                                                                                                            | ABC-TV           | Guild, Bascom & Bonfigli, Inc.                                                          |
| Bowie, Jim, Adventures of        | American Chicle<br>(Dentyne, Beeman's,<br>Roloids, Clorets<br>chewing gum)<br>Chesebrough-Pond's<br>(Vaseline products<br>including Hair tonic)                                                                                                   | ABC-TV           | Ted Bates<br>J. Walter Thompson                                                         |
| Break the Bank                   | Dodge Div., Chrysler<br>Corp.<br>(Dodge Cars)                                                                                                                                                                                                     | ABC-TV           | Grant Adv.                                                                              |
| Brighter Day, The                | Procter & Gamble Co.<br>(Ivory Flakes, Cheer)                                                                                                                                                                                                     | CBS-TV           | Young & Rubicam                                                                         |
| Broken Arrow                     | General Electric Co.<br>(GE Lamps, Household,<br>other electrical<br>Appliances, TV & Radio<br>Receivers, etc.)<br>Miles Laboratories<br>(Aika-Seltzer, One-<br>A-Day Brand Vitamins,<br>Bactine, Nervine,<br>Tabcin)                             | ABC-TV           | Young & Rubicam<br>Wade Advertising                                                     |
| Brothers, The                    | Procter & Gamble Co.<br>(Joy)<br>W. A. Shaeffer Pen Co.                                                                                                                                                                                           | CBS-TV           | Leo Burnett Co.<br>Russell M. Seeds Co.                                                 |
| Buccaneers, The<br>Burns & Allen | Sylvania Electric Products<br>Carnation Co.<br>(Evaporated Milk,<br>Fresh Milk, Malted<br>Milk, Instant Milk,<br>Chocolate Drink)<br>General Mills, Inc.<br>(Cake Mix, Brownie<br>Mix, All Purpose Flour)<br>B. F. Goodrich Co.<br>(Tires, Tubes) | CBS-TV<br>CBS-TV | J. Walter Thompson<br>Erwin, Wasey & Co.<br>BBDO<br>BBDO                                |

C

| TITLE            | SPONSOR-PRODUCT                                                                 | NETWORK | ADVERTISING AGENCY                                                           |        |                                  |
|------------------|---------------------------------------------------------------------------------|---------|------------------------------------------------------------------------------|--------|----------------------------------|
| Caesar's Hour    | <b>American Chicle Co.</b><br>(Clorets, Dentyne, Roloids)                       | NBC-TV  | Dancer, Fitzgerald & Sample                                                  |        |                                  |
|                  | <b>B. T. Babbitt Co.</b><br>Bab-O, Ammo, Cameo Copper Cleaner)                  |         | Dancer, Fitzgerald & Sample                                                  |        |                                  |
|                  | <b>Carter Products</b><br>(Shave Creams & Arrid)                                |         | Sullivan, Stauffer, Colwell & Bayles                                         |        |                                  |
|                  | <b>Helene Curtis Industries, Inc.</b><br>(Hair Prods. & Deodorants)             |         | Earle Ludgin                                                                 |        |                                  |
|                  | <b>Knomark Mfg. Co.</b><br>(Esquire Boot Polish)                                |         | Emil Mogul                                                                   |        |                                  |
|                  | <b>Quaker Oats Co.</b><br>(Dog & Cat Food, Mixes)                               |         | Needham, Louis & Brorby                                                      |        |                                  |
|                  | <b>Remington Rand, Inc.</b><br>(Electric Shavers)                               |         | Young & Rubicam                                                              |        |                                  |
|                  | <b>Speidel Corp.</b><br>(Watch Bands)                                           |         | Sullivan, Stauffer, Colwell & Bayles                                         |        |                                  |
|                  | <b>H. J. Heinz Co.</b><br>(57 Variety Foods)                                    |         | NBC-TV                                                                       | Maxon  |                                  |
|                  | Capt. Gallant of the Foreign Legion                                             |         | <b>Hartz Mountain Products</b><br>(Bird Seed & Pet Food)                     | NBC-TV | George H. Hartman                |
| Capt. Hartz      | <b>Brown Shoe Co.</b><br>(Buster Brown Shoes)                                   |         | Leo Burnett Co.                                                              |        |                                  |
| Captain Kangaroo | <b>Gerber Products Co.</b><br>(Baby Foods)                                      | CBS-TV  | D'Arcy Adv. Co.                                                              |        |                                  |
|                  | <b>Chr. Hansen's Laboratories</b><br>(Junket Desserts, Puddings)                |         | Sullivan, Stauffer, Colwell & Bayles                                         |        |                                  |
|                  | <b>Hartz Mountain Products Corp.</b><br>(Bird, Turtle, Fish Foods, Dog Yummies) |         | Geo. Hartman Co.                                                             |        |                                  |
|                  | <b>Ideal Toy Corp.</b>                                                          |         | Grey Adv.                                                                    |        |                                  |
|                  | <b>Kendall Co., Bauer &amp; Black Div.</b><br>(All Curity Products)             |         | Leo Burnett Co.                                                              |        |                                  |
|                  | <b>Kolynos</b>                                                                  |         | Grey Advertising                                                             |        |                                  |
|                  | <b>Kool-Aid</b>                                                                 |         | Foote, Cone & Belding                                                        |        |                                  |
|                  | <b>Luden's, Inc.</b>                                                            |         | J. M. Mathes, Inc.                                                           |        |                                  |
|                  | <b>Nestle Chocolate Products</b><br>(Cookie Mixes)                              |         | McCann-Erickson                                                              |        |                                  |
|                  | <b>Plastic Blocks City, Inc.</b><br>(Plastic Bldg. Blocks)                      |         | Ouesey & Stauss                                                              |        |                                  |
|                  | <b>Procter &amp; Gamble Co.</b><br>(Crisco)                                     |         | Compton Adv.                                                                 |        |                                  |
|                  | Captain Midnight                                                                |         | <b>Wander Co.</b><br>(Ovaltine)                                              | CBS-TV | Tatham-Laird, Inc.               |
|                  | Carson, Johnny, Show                                                            |         | <b>Best Foods, Inc.</b><br>(Hellmann's Mayonnaise, Nucoa, etc.)              | CBS-TV | Dancer-Fitzgerald & Sample, Inc. |
|                  |                                                                                 |         | <b>General Foods Corp.</b><br>(Jell-O, Minute Rice, Instant Sanka Coffee)    |        | Young & Rubicam                  |
|                  |                                                                                 |         | <b>Simoniz Co.</b><br>(Simoniz, Non-Scuff Floor Wax, Ivalon Sponges, Hilite) |        | Tatham-Laird<br>Young & Rubicam  |



## COMMERCIAL TV PROGRAMS



| TITLE                             | SPONSOR-PRODUCT                                                                                                                                                                                                                                          | NETWORK | ADVERTISING AGENCY                                                                      |
|-----------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------------------------------------------------------------------------------------|
| Cavalcade of Sports               | <b>Gillette Safety Razor Co.</b><br>(Shaving Equipment,<br>Pens, Pencils, hair<br>prods.)                                                                                                                                                                | NBC-TV  | Maxon                                                                                   |
| Chance Of A Lifetime              | <b>Emerson Drug Co.</b><br>(Bromo-Seltzer, etc.)<br><b>Olin Mathison Chemical<br/>Corp.</b>                                                                                                                                                              | ABC-TV  | Lennen & Newell<br>Grant Adv.                                                           |
| Chevy Show                        | <b>Chevrolet Motor Div.</b><br>(Cars & Trucks)                                                                                                                                                                                                           | NBC-TV  | Campbell-Ewald                                                                          |
| Cheyenne                          | <b>General Electric</b><br>(Radio & TV & Small<br>Appliances Div.—GE<br>Radio & TV Sets, Tubes<br>& Small Appliances)<br><b>General Electric, Lamp<br/>Div.</b><br>(Household Bulbs,<br>Home Light Condi-<br>tioning, Photo Flash<br>Bulbs, Auto Lights) | ABC-TV  | Young & Rubicam<br>BBDO                                                                 |
| Circus Boy                        | <b>Reynolds Metals Co.</b><br>Aluminum Prods.,<br>Reynolds Wrap)                                                                                                                                                                                         | NBC-TV  | Russell M. Seeds                                                                        |
| Circus Time                       | <b>American Metal<br/>Specialties</b><br>(Toys)<br><b>Hartz Mountain Prods.</b><br>(Pet Food &<br>Accessories)<br><b>Remco</b><br>(Toys)<br><b>Seven Up Company</b><br>(Soda Pop)                                                                        | ABC-TV  | Lavenson Bureau of Adv.<br>Geo. H. Hartman Co.<br>Webb Associates<br>J. Walter Thompson |
| Climax                            | <b>Chrysler Corp.</b><br>(Chrysler, De Soto,<br>Dodge, Plymouth,<br>Imperial Automobiles)                                                                                                                                                                | CBS-TV  | McCann-Erickson                                                                         |
| Coke Time with Eddie Fisher       | <b>Coca-Cola Co.</b><br><b>Planters Nut &amp; Choc. Co.</b><br>(Candy)                                                                                                                                                                                   | NBC-TV  | D'Arcy Adv.<br>McCann-Erickson<br>Goodkind, Joice & Morgan                              |
| College All-Star Football<br>Game | <b>American Oil Co.</b><br>(Petroleum Prods.)<br><b>Pabst Brewing Co.</b><br><b>Pan Am. Southern Corp.</b><br>(Gas, oil, oil filters,<br>tires, etc.)<br><b>Standard Oil Co. of<br/>Indiana</b><br>(Petroleum Prods.)                                    | ABC-TV  | Joseph Katz Co.<br>Leo Burnett & Co.<br>Fitzgerald Adv.<br>D'Arcy Adv. Agcy.            |
| Comedy Hour                       | <b>Andrew Jergens Co.</b><br>(Cosmetics & Drug<br>Prods.)                                                                                                                                                                                                | NBC-TV  | Robert W. Orr                                                                           |
| Como, Perry, Show                 | <b>Armour &amp; Co.</b><br>(Meat Prods.)<br><b>Dormeyer Corp.</b><br>(Elec. Appliances &<br>Tools)<br><b>Gold Seal Co.</b><br>(Glass Wax, Snowy<br>Bleach)<br><b>Intl. Cellu Cotton<br/>Prods. Co.</b><br>(Kleenex, Table<br>Napkins)                    | NBC-TV  | Tatham-Laird<br>John W. Shaw<br>Campbell-Mithun<br>Foote, Cone & Belding                |



| TITLE                                        | SPONSOR-PRODUCT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | NETWORK       | ADVERTISING AGENCY                                                                                                                                                                                                                                                                                                                            |
|----------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                              | <b>Noxzema Chemical Co.</b><br>(Skin Cream, Shave Cream, Lotion)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |               | Sullivan, Stauffer, Colwell & Bayles                                                                                                                                                                                                                                                                                                          |
|                                              | <b>RCA</b><br>(Radios, TV Sets, Phonographs)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |               | Kenyon & Eckhardt                                                                                                                                                                                                                                                                                                                             |
|                                              | <b>Sperry &amp; Hutchinson</b><br>(S & H Green Stamps)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |               | Sullivan, Stauffer, Colwell & Bayles                                                                                                                                                                                                                                                                                                          |
|                                              | <b>Sunbeam Corp.</b><br>(Small Electrical Appliances)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |               | Perrin-Paus                                                                                                                                                                                                                                                                                                                                   |
| <b>Conflict</b>                              | <b>The Toni Co.</b><br><b>Chesebrough-Pond's</b><br>(Cosmetic and grooming products, Vaseline, Petroleum Jelly, Vaseline Lip Ice, Pertussin, etc.)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>ABC-TV</b> | Weiss & Geller<br>J. Walter Thompson                                                                                                                                                                                                                                                                                                          |
| <b>Crocker, Betty, Homemaker of Tomorrow</b> | <b>General Mills, Inc.</b><br>(Baking Mixes, Cereals & Flours)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>ABC-TV</b> | Knox Reeves Adv.                                                                                                                                                                                                                                                                                                                              |
| <b>Crosby, Bob</b>                           | <b>Best Foods, Inc.</b><br>(Rit, Shinola, Nucoa, etc.)<br><b>Hazel Bishop, Inc.</b><br>(Lipstick, Compact Make-up, Complexion Glow, Nail Polish)<br><b>Brown &amp; Williamson Tobacco Corp.</b><br>(Viceroy Cigarettes)<br><b>Carnation Co.</b><br>(Evaporated, Fresh, Malted and Instant Milk, Chocolate Drink)<br><b>General Mills, Inc.</b><br>(Flour, Baking Mixes, Breakfast Cereals, Bisquick, Pie Crust Mix)<br><b>Gerber Products Co.</b><br>(Baby Foods)<br><b>Mentholatum Co.</b><br>(Deep Heat Rub)<br><b>Miles Laboratories, Inc.</b><br>(Alka Seltzer, Vitamin Tablets, Household Disinfectants, Nerveine, Bactine, Tabcin)<br><b>Procter &amp; Gamble Co.</b><br>(Ivory Flakes, Spic 'n Span)<br><b>S.O.S. Co.</b><br>(Scouring Pads)<br><b>Scott Paper Co.</b><br><b>Seven-Up Co.</b><br><b>Swift &amp; Co.</b><br>(Meat, Poultry, Pard, Vigoro)<br><b>Toni Co.</b><br>(All Products)<br><b>Wesson Oil &amp; Snowdrift Sales Co.</b><br>(Wesson Oil) | <b>CBS-TV</b> | Earle Ludgin & Co.<br>Dancer-Fitzgerald & Smp'ie<br>Raymond Spector Co.<br>Ted Bates & Co.<br>Erwin, Wasey & Co.<br>Knox Reeves Adv.<br>D'Arcy Adv. Co.<br>J. Walter Thompson<br>Geoffrey Wade Adv.<br>Compton Adv.<br>McCann-Erickson<br>J. Walter Thompson<br>J. Walter Thompson<br>McCann-Erickson<br>North Adv.<br>Fitzgerald Adv. Agency |
| <b>Crossroads</b>                            | <b>Chevrolet Div., General Motors</b><br>(Chevrolet Cars & Trucks)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>ABC-TV</b> | Campbell-Ewald                                                                                                                                                                                                                                                                                                                                |





| TITLE                   | SPONSOR-PRODUCT                                                                                                                             | NETWORK | ADVERTISING AGENCY                   |
|-------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|---------|--------------------------------------|
| Crusader                | Colgate-Palmolive Co.<br>(Rapid Shave, Vel, Halo)                                                                                           | CBS-TV  | Wm. Esty Co.<br>Lennen & Newell      |
|                         | R. J. Reynolds Tobacco Co.<br>(Camels)                                                                                                      |         | Wm. Esty                             |
| Cummings, Bob, Show     | Colgate-Palmolive Co.<br>(Brisk, Palmolive Soap)                                                                                            | CBS-TV  | Wm. Esty & Co.                       |
|                         | R. J. Reynolds Tobacco Co.<br>(Winston Cigarettes)                                                                                          |         | Wm. Esty Co.                         |
| <b>D</b>                |                                                                                                                                             |         |                                      |
| Daly, John and the News | Cadillac Div., General Motors Cars                                                                                                          | ABC-TV  | MacManus, John & Adams               |
|                         | General Cigar Co.<br>(White Owl Cigars, Rob't. Burns Cigars & Cigarillos)                                                                   |         | Young & Rubicam                      |
|                         | Miles Laboratories<br>(Alka-Seltzer, One-A-Day Vitamins, Bactine, Tabcin)                                                                   |         | Wade Advertising                     |
|                         | Polaroid Corp.<br>(Land Cameras)                                                                                                            |         | Doyle, Dane & Bernbach               |
| Damone, Vic, Show       | Time, Inc.<br>(Life Magazine)                                                                                                               | CBS-TV  | Young & Rubicam                      |
|                         | General Foods Corp.<br>(Instant Maxwell House Coffee)                                                                                       |         | Benton & Bowles                      |
| December Bride          | General Foods Corp.<br>(Instant Maxwell House Coffee)                                                                                       | CBS-TV  | Benton & Bowles                      |
| Ding Dong School        | Gerber Products Co.<br>(Baby Foods)                                                                                                         | NBC-TV  | D'Arcy Adv.                          |
|                         | The Mennen Co.<br>(Baby Oil, Powder)                                                                                                        |         | Grey Advertising                     |
|                         | Miles Laboratories<br>(Bactine, One-A-Day Vitamins)                                                                                         |         | Wade Advertising                     |
| Disneyland              | American Dairy Assoc.                                                                                                                       | ABC-TV  | Campbell-Mithun Geyer Adv.           |
|                         | American Motors<br>(Nash, Hudson cars, Kelvinator Appliances)                                                                               |         |                                      |
|                         | Derby Foods, Inc.<br>(Peter Pan Peanut Butter, Boneless Chicken ala King, Egg Noodles & Chicken, Tamales with sauce, Chile Con Carne, etc.) |         | McCann-Erickson                      |
| Do You Trust Your Wife? | General Motor Corp.<br>(Frigidaire Div., Home Appliances)                                                                                   | CBS-TV  | Foote, Cone & Belding                |
|                         | Liggett & Myers Tobacco<br>(L & M Cigarettes)                                                                                               |         | Dancer, Fitzgerald & Sample          |
| Dollar A Second         | Helene Curtis Industries<br>Mogen David Wine Corp.                                                                                          | ABC-TV  | Weiss & Geller                       |
| Down You Go             | Purex Corp.<br>(Cleansers, Bleaches)                                                                                                        | NBC-TV  | Weiss & Geller                       |
|                         | Speidel Corp.<br>(Watch Bands, Men's Jewelry)                                                                                               |         | Sullivan, Stauffer, Colwell & Bayles |



COMMERCIAL TV PROGRAMS



| TITLE           | SPONSOR-PRODUCT                                   | NETWORK | ADVERTISING AGENCY    |
|-----------------|---------------------------------------------------|---------|-----------------------|
| Dragnet         | Liggett & Myers Tobacco Co.<br>(Chesterfields)    | NBC-TV  | McCann-Erickson, Inc. |
|                 | Schick, Inc.<br>(Electric Shavers)                |         | Warwick & Legler      |
| Du Pont Theater | E. I. du Pont de Nemours & Co.<br>(Institutional) | ABC-TV  | BBDO                  |

**E**

|                                 |                                                                                                         |        |                                        |
|---------------------------------|---------------------------------------------------------------------------------------------------------|--------|----------------------------------------|
| Earp, Wyatt                     | General Mills<br>(Cereals, flour, cake mixes)                                                           | ABC-TV | Dancer-Fitzgerald-Sample               |
|                                 | Parker Pen Co.<br>Procter & Gamble<br>(Gleem Toothpaste)                                                |        | Tatham-Laird<br>Compton Adv.           |
| Edge of Night, The              | Procter & Gamble Co.<br>(Tide, Crest, Fluffo, Spic 'n' Span)                                            | CBS-TV | Benton & Bowles                        |
| Edwards, Douglas, with the News | American Home Products Corp.<br>(Anacin, Aero Shave, Heet)                                              | CBS-TV | Biow, Beirn & Toigo<br>Ted Bates & Co. |
|                                 | American Tobacco Co.<br>(Pall Mail Cigarettes)                                                          |        | Sullivan, Stauffer, Colwell & Bayles   |
|                                 | Colgate-Palmolive Co.<br>(Veto, Liquid Val)                                                             |        | Bryan-Houston, Inc.                    |
|                                 | General Foods Corp.<br>(Instant Maxwell House Coffee)                                                   |        | Benton & Bowles                        |
| Election Night                  | Buick Div., General Motors Cars                                                                         | ABC-TV | Kudner Agency                          |
| Encore Theatre                  | Armour & Co.<br>(Dial Soap, Meat Products)                                                              | NBC-TV | Foote, Cone & Belding                  |
| Ethel and Albert                | Pet Milk Co.                                                                                            | ABC-TV | Gardner Adv.                           |
|                                 | Ralston-Purina Co.<br>(Wheat Chex, Rice Chex, Instant Ralston, Regular Ralston, Ry-Krisp, Cereal Foods) |        | Guild, Bascom & Bonfigli               |

**F**

|                      |                                                 |        |                                      |
|----------------------|-------------------------------------------------|--------|--------------------------------------|
| Famous Film Festival | Armour & Co.<br>(Miss Wisconsin Cheese)         | ABC-TV | N. W. Ayer & Son                     |
|                      | Breck Hair Mist<br>(Hair Spray)                 |        | Humphrey, Alley & Richards           |
|                      | Carter Products<br>(Arrid)                      |        | Sullivan, Stauffer, Colwell & Bayles |
|                      | Carter Products<br>(Little Liver Pills)         |        | Ted Bates                            |
|                      | Colgate-Palmolive Co.<br>(Veto Deodorant)       |        | Bryan Houston                        |
|                      | Colgate-Palmolive Co.<br>(Colgate Dental Cream) |        | Ted Bates                            |
|                      | Dow Chemical Co.<br>(Saran Wrap)                |        | MacManus, John & Adams               |
|                      | Evinrude Motors<br>(Outboard Motors)            |        | Cramer-Krasselt Co.                  |

COMMERCIAL TV PROGRAMS

| TITLE                  | SPONSOR-PRODUCT                                                                                 | NETWORK | ADVERTISING AGENCY               |
|------------------------|-------------------------------------------------------------------------------------------------|---------|----------------------------------|
|                        | <b>Glamorene, Inc.</b><br>(Rug Shampoo)                                                         |         | Product Services                 |
|                        | <b>Hoover Co.</b><br>(Vacuum Cleaners)                                                          |         | Leo Burnett Co.                  |
|                        | <b>Knapp Monarch Co.</b><br>(Liquidizer Food<br>Blender, Redi Baker,<br>Heater, Redi Fry Grill) |         | Frank Block Assoc.               |
|                        | <b>Lewis-Howe Co.</b><br>(Tums)                                                                 |         | Dancer-Fitzgerald-Sample         |
|                        | <b>Max Factor Co.</b><br>(Lipstick)                                                             |         | Doyle, Dane, Bernbach            |
|                        | <b>Mobile Homes Mfrs.<br/>Assoc.</b>                                                            |         | J. Walter Thompson               |
|                        | <b>Pearson Pharmcal Co.</b><br>(Sakrin, Eye-Genes,<br>Ennds)                                    |         | Donahue & Coe                    |
|                        | <b>Procter &amp; Gamble Co.</b><br>(Shasta)                                                     |         | Biow-Beirn-Tiogo                 |
|                        | <b>Readers Digest<br/>Condensed Book Club</b>                                                   |         | BBDO                             |
| Farrell, Charlie, Show | <b>Procter &amp; Gamble Co.</b><br>(Lilt, Fluffo)                                               | CBS-TV  | Biow, Beirn & Tiogo<br>Grey Adv. |
| Father Knows Best      | <b>Scott Paper Co.</b><br>Paper Products,<br>Wax Paper)                                         | NBC-TV  | J. Walter Thompson               |
| Feather Your Nest      | <b>Colgate-Palmolive Co.</b><br>(Dental Cream, Palm-<br>olive & Vel)                            | NBC-TV  | Wm. Esty                         |
| Fireside Theatre       | <b>Procter &amp; Gamble</b>                                                                     | NBC-TV  | Compton Adv.                     |
| Football Round-Up      | <b>National Carbon Co.</b><br>(Prestone)                                                        | CBS-TV  | Wm. Esty Co.                     |
| Ford Show, The         | <b>Ford Motor Co.</b>                                                                           | NBC-TV  | J. Walter Thompson               |
| Ford Star Jubilee      | <b>Ford Div., Ford Motor<br/>Co.</b>                                                            | CBS-TV  | J. Walter Thompson               |
| Ford, Tennessee Ernie  | <b>Brown &amp; Williamson<br/>Tobacco Co.</b><br>(Raleighs)                                     | NBC-TV  | Russell Seeds                    |
|                        | <b>Miles Labs</b><br>(Alka Seltzer, One-A-<br>Day Vitamins, Bactine,<br>Nervine, Tabcin)        |         | Geoffrey Wade                    |
|                        | <b>Minute Maid Corp.</b><br>(Frozen Juices,<br>Vegetables, Fruit)                               |         | Ted Bates                        |
|                        | <b>Procter &amp; Gamble</b><br>(Detergents, Shampoos,<br>Shortenings, Dentifrices)              |         | Benton & Bowles                  |
|                        | <b>Standard Brands, Inc.</b><br>(Desserts, Dog Foods,<br>Coffee, Tea,<br>Margarine)             |         | Ted Bates                        |
| Ford Theatre           | <b>Ford Motor Co.</b><br>(Automotive Products,<br>Services of Ford Motor<br>Co. & Ford Dealers) | ABC-TV  | J. Walter Thompson               |
| Four Star Playhouse    | <b>Bristol Myers Co.</b><br>(Bufferin, Ipana,<br>Vitalis, Ban, Mum,<br>Mum Mist, Trushay)       | CBS-TV  | Young & Rubicam                  |
|                        | <b>Singer Sewing Machine Co.</b><br>(Sewing Machines,<br>sewing aids, vacuum<br>cleaners)       |         | Young & Rubicam                  |
| Frontier               | <b>Reynolds Metals Co.</b><br>(Aluminum Prods. &<br>Reynolds Wrap)                              | NBC-TV  | Russell M. Seeds                 |



| TITLE | SPONSOR-PRODUCT                       | NETWORK | ADVERTISING AGENCY |
|-------|---------------------------------------|---------|--------------------|
| Fury  | Borden Co.<br>Milk & Ice Cream)       | NBC-TV  | Benton & Bowles    |
|       | General Foods Corp.<br>(Post Cereals) |         | Benton & Bowles    |

**G**

|                                   |                                                                                                                               |        |                                    |
|-----------------------------------|-------------------------------------------------------------------------------------------------------------------------------|--------|------------------------------------|
| Game of the Week—Baseball         | American Safety Razor Corp.                                                                                                   | CBS-TV | McCann-Erickson, Inc.              |
| General Electric Summer Originals | General Electric Co.<br>(GE lamps, household & other electrical appliances, TV and radio sets, and other electronic products) | ABC-TV | Young & Rubicam                    |
| GE Theatre                        | General Electric Co.<br>(Institutional)                                                                                       | CBS-TV | BBDO                               |
| Giant Step                        | General Mills, Inc.<br>(Flour, baking mixes, frosting mixes, cereals, sponges, dog food)                                      | CBS-TV | BBDO                               |
| Gleason, Jackie, Show             | Bulova Watch Co.<br>P. Lorillard Co.<br>(Old Gold Cigarettes)                                                                 | CBS-TV | McCann-Erickson<br>Lennen & Newell |
| Gobel, George, Show               | Armour & Co.<br>(Dial Soap & Meat Prods.)                                                                                     | NBC-TV | Foote, Cone & Belding              |
| Godfrey, Arthur, Show             | Pet Milk Co.<br>Bristol Myers Co.<br>(Ban, Vitalis, Ipana, Bufferin)                                                          | CBS-TV | Gardner Adv.<br>Young & Rubicam    |
|                                   | CBS-Columbia<br>(CBS TV & Radio Sets)                                                                                         |        | Ted Bates & Co.                    |
|                                   | Columbia Records, Inc.                                                                                                        |        | McCann Erickson                    |
|                                   | Kellogg Co.<br>(Cereals)                                                                                                      |        | Leo Burnett Co.                    |
|                                   | Pillsbury Mills, Inc.<br>Best Flour, Cake, Pie, Hot Roll Mix)                                                                 |        | Leo Burnett Co.                    |
|                                   | Toni Co.<br>(All Products)                                                                                                    |        | North Adv.                         |
| Godfrey's, Arthur, Talent Scouts  | Thomas J. Lipton Co.<br>(Lipton's Tea, Soup, Frostee Mix)                                                                     | CBS-TV | Young & Rubicam                    |
|                                   | Toni Co.<br>(All Products)                                                                                                    |        | North Adv.                         |
| Godfrey, Arthur, Time             | Baker's Angel Flake<br>Cocoanut                                                                                               | CBS-TV | Young & Rubicam                    |
|                                   | Bristol Myers Co.<br>(Bufferin, Ban)                                                                                          |        | Young & Rubicam                    |
|                                   | Chef Boy-Ar-Dee<br>Products                                                                                                   |        | Young & Rubicam                    |
|                                   | Corn Products Refining Co.<br>(Mazola Salad, Cooking Oil)                                                                     |        | C. L. Miller Co.                   |
|                                   | Easy Washing Machine<br>Corp.                                                                                                 |        | BBDO                               |
|                                   | Kellogg Co.<br>(All Products)                                                                                                 |        | Leo Burnett Co.                    |
|                                   | The Kendall Co. Bauer & Black Div.<br>(All Curity Products)                                                                   |        | Leo Burnett Co.                    |
|                                   | Lever Brothers Co.<br>(Lux Liquid, Pepsodent)                                                                                 |        | J. Walter Thompson                 |



| TITLE              | SPONSOR-PRODUCT                                                                        | NETWORK                                                                                                               | ADVERTISING AGENCY                                      |                     |
|--------------------|----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------|---------------------|
| Good Morning       | <b>Manhattan Soap Co.</b><br>(Sweetheart Soap)                                         |                                                                                                                       | Anderson & Cairns                                       |                     |
|                    | <b>Minnesota Mining &amp; Mfg. Co.</b><br>(Scotch Tape, Scotch Lite)                   |                                                                                                                       | BBDO                                                    |                     |
|                    | <b>Norwich Pharmacal Co.</b><br>(Pepto Bismol, Unguentine)                             |                                                                                                                       | Benton & Bowles                                         |                     |
|                    | <b>Pillsbury Mills, Inc.</b><br>(Best Flour, Cake Mix, Pie Mix, Hot Roll Mix)          |                                                                                                                       | Leo Burnett Co.                                         |                     |
|                    | <b>Scott Paper Co.</b>                                                                 |                                                                                                                       | J. Walter Thompson                                      |                     |
|                    | <b>Simoniz Co.</b><br>(Simoniz, Non-Scuff Floor Wax, Ivalon Sponges, Hilite)           |                                                                                                                       | Sullivan, Stauffer, Colwell & Bayles<br>Young & Rubicam |                     |
|                    | <b>Standard Brands, Inc.</b><br>(Royal Gelatin Desserts, Blue Bonnet Margarine)        |                                                                                                                       | Ted Bates, Inc.                                         |                     |
|                    | <b>Bon-Ami Co.</b><br>(New Jet Bon-Ami)                                                | CBS-TV                                                                                                                | Ruthrauff & Ryan                                        |                     |
|                    | <b>General Motors Corp. Cadillac Division</b>                                          |                                                                                                                       | MacManus, John & Adams                                  |                     |
|                    | <b>Hamilton Beach Co.</b><br>(Mixes, Blenders, Toasters)                               |                                                                                                                       | Wm. Esty Co.                                            |                     |
| Goodyear Playhouse | <b>Skill Built Tool Co.</b><br>(Hand-It-All Grill)                                     |                                                                                                                       | Wellesley Adv. Assoc.                                   |                     |
|                    | <b>Sterns Nursery</b><br>(Gladiolas)                                                   |                                                                                                                       | Fairfax, Inc.                                           |                     |
|                    | <b>Goodyear Tire &amp; Rubber Co.</b><br>(Tires & Neolite Soles)                       | NBC-TV                                                                                                                | Young & Rubicam                                         |                     |
|                    | <b>Grand Ole Opry</b>                                                                  | <b>Ralston Purine Co., Chows Div.</b><br>(Purina Chows for livestock, poultry, sanitation products and farm supplies) | ABC-TV                                                  | Gardner Advertising |
|                    |                                                                                        | <b>Procter &amp; Gamble Co.</b><br>(Ivory Soap, Duz, Crisco, Gleem, Cheer)                                            | CBS-TV                                                  | Compton Adv.        |
| Guiding Light, The | <b>Liggett &amp; Myers Tobacco Co.</b><br>(Chesterfield, L & M Cigarettes)             | CBS-TV                                                                                                                | Cunningham & Walsh<br>Dancer, Fitzgerald & Sample       |                     |
|                    | <b>Remington Rand, Inc.</b><br>(Electric Shavers, Business Machines, Office Equipment) |                                                                                                                       | Young & Rubicam                                         |                     |
|                    | <b>Hallmark Cards, Inc.</b><br>(Greeting cards, Note Paper, Wrappings)                 | NBC-TV                                                                                                                | Foote, Cone & Belding                                   |                     |
| Hayes, Gabby, Show | <b>Joe Lowe Corp.</b><br>(Popsicles, fudgsicles, & other frozen confections)           | ABC-TV                                                                                                                | Paris & Peart                                           |                     |
|                    | <b>Sweets Co. of America</b><br>(Tootsie Rolls, Candy)                                 | CBS-TV                                                                                                                | George Eisen, Inc.                                      |                     |
| Heckle and Jeckle  | <b>Procter &amp; Gamble Co.</b><br>(Cheer, Lilt, Shasta, Drene, Dash, Crest)           | CBS-TV                                                                                                                | Compton Adv.                                            |                     |



Hall of Fame

**Hallmark Cards, Inc.**  
(Greeting cards, Note Paper, Wrappings)

NBC-TV

Foote, Cone & Belding

Hayes, Gabby, Show

**Joe Lowe Corp.**  
(Popsicles, fudgsicles, & other frozen confections)

ABC-TV

Paris & Peart

Heckle and Jeckle

**Sweets Co. of America**  
(Tootsie Rolls, Candy)

CBS-TV

George Eisen, Inc.

Hey Jeannie

**Procter & Gamble Co.**  
(Cheer, Lilt, Shasta, Drene, Dash, Crest)

CBS-TV

Compton Adv.



## COMMERCIAL TV PROGRAMS



| TITLE                                                | SPONSOR-PRODUCT                                                                                  | NETWORK                                                        | ADVERTISING AGENCY                    |           |
|------------------------------------------------------|--------------------------------------------------------------------------------------------------|----------------------------------------------------------------|---------------------------------------|-----------|
| High Finance                                         | <b>Chemstrand Corp.</b><br>(Acrilan Blankets)                                                    | CBS-TV                                                         | Doyle, Dane, Bernbach, Inc.           |           |
|                                                      | <b>Mennen Co.</b><br>(Mennen Shave Cream)                                                        |                                                                | McCann-Erickson                       |           |
| Hitchcock, Alfred, Presents                          | <b>Bristol Myers Co.</b><br>(Ipana, Bufferin, Vitalis, Ban)                                      | CBS-TV                                                         | Young & Rubicam                       |           |
| Hollywood Summer Theater                             | <b>General Foods Corp.</b><br>(Maxwell House Coffee, Post's Cereals, Minute Rice, Jello Pudding) | CBS-TV                                                         | Benton & Bowles                       |           |
| Home House Party                                     | <b>Various</b>                                                                                   | NBC-TV                                                         | Various                               |           |
|                                                      | <b>Campbell Soup Co.</b><br>(Soup & Frozen foods)                                                | CBS-TV                                                         | Leo Burnett Co.                       |           |
|                                                      | <b>Hawaiian Pineapple Co.</b><br>(Dole Pineapple)                                                |                                                                | N. W. Ayer & Son                      |           |
|                                                      | <b>Kellogg Co.</b><br>(All Products)                                                             |                                                                | Leo Burnett Co.                       |           |
|                                                      | <b>Lever Brothers Co.</b><br>(Lifebuoy, Lux Liquid, Pepsodent, Good Luck Margarine)              |                                                                | BBDO                                  |           |
|                                                      | <b>Pillsbury Mills, Inc.</b><br>(Best Flour, Cake, Pie Hot Roll Mix)                             |                                                                | Leo Burnett Co.                       |           |
|                                                      | <b>Simoniz Co.</b><br>(Simoniz, Non-Scuff Floor Wax, Ivalon Sponges, Hilite)                     |                                                                | Tatham-Laird, Inc.<br>Young & Rubicam |           |
|                                                      | <b>Standard Brands, Inc.</b><br>(Coffee, Tea, Gelatin Desserts, Puddings, Pie Fillings, Nuts)    |                                                                | J. Walter Thompson                    |           |
|                                                      | <b>Swift &amp; Co.</b><br>(Meat & Poultry)                                                       |                                                                | McCann-Erickson                       |           |
|                                                      | Howdy Doody                                                                                      | <b>Colgate-Palmolive Co.</b><br>(Dental Cream)                 | NBC-TV                                | Ted Bates |
|                                                      |                                                                                                  | <b>Continental Baking Co.</b><br>(Wonder Bread & Hostess Cake) |                                       | Ted Bates |
| <b>Standard Brands, Inc.</b><br>(Desserts, Dog Food) |                                                                                                  | Ted Bates                                                      |                                       |           |
| <b>Sweets Co. of America</b>                         |                                                                                                  | Henry Eisen                                                    |                                       |           |



|                 |                                                                           |        |                                  |
|-----------------|---------------------------------------------------------------------------|--------|----------------------------------|
| I Love Lucy     | <b>General Foods Corp.</b><br>(Instant Sanka Coffee, Post's Cereals)      | CBS-TV | Young & Rubicam                  |
|                 | <b>Procter &amp; Gamble Co.</b><br>(Lilt, Fluffo)                         |        | Biow, Beirn & Toigo<br>Grey Adv. |
| It Could Be You | <b>Alberto-Culver Co.</b><br>(Hair Care, Dressing Prods.)                 |        | Geoffrey Wade                    |
|                 | <b>American Home Products Corp.</b>                                       |        | Geyer Adv.                       |
|                 | <b>Armour &amp; Co.</b><br>(Meat Prods.)                                  | NBC-TV | Tatham-Laird                     |
|                 | <b>Brillo Mfg. Co.</b><br>(Brillo Pads)                                   |        | J. Walter Trompson               |
|                 | <b>Brown &amp; Williamson Tobacco Co.</b><br>(Raleigh Cigarettes, others) |        | Russell Seeds                    |
|                 | <b>Whitehall Pharnacal Co.</b>                                            |        | Geyer Adv.                       |





## COMMERCIAL TV PROGRAMS



| TITLE                                | SPONSOR-PRODUCT                                                                       | NETWORK          | ADVERTISING AGENCY              |
|--------------------------------------|---------------------------------------------------------------------------------------|------------------|---------------------------------|
| It's A Great Life                    | <b>Chrysler Corp.</b><br>(Cars, Parts & Services)                                     | NBC-TV           | McCann-Erickson                 |
| It's Always Jan                      | <b>Procter &amp; Gamble Co.</b><br>(Cheer, Lilt, Shasta, Drene, Dash, Crest)          | CBS-TV           | Compton Adv.                    |
| It's Polka Time<br>I've Got A Secret | <b>Pabst Brewing Co.</b><br><b>R. J. Reynolds Tobacco Co.</b><br>(Winston Cigarettes) | ABC-TV<br>CBS-TV | Leo Burnett Co.<br>Wm. Esty Co. |

### — J —

|               |                                                                |        |                       |
|---------------|----------------------------------------------------------------|--------|-----------------------|
| Joe and Mable | <b>Pharmaceuticals, Inc.</b><br>(Geritol, RDX, Niron, Zarumin) | CBS-TV | Edward Kletter Assoc. |
| Justice       | <b>American Tobacco Co.</b><br>(Herbert Tarryton Cigarettes)   | NBC-TV | M. H. Hackett Co.     |

### — K —

|                                          |                                                                     |        |                    |
|------------------------------------------|---------------------------------------------------------------------|--------|--------------------|
| Kaiser Aluminum Hour                     | <b>Kaiser Aluminum Chemical Corp.</b>                               | NBC-TV | Young & Rubicam    |
| Kiddie Spectacular<br>from St. Louis Zoo | <b>International Shoe Co.</b><br>(Red Goose Shoes)                  | ABC-TV | D'Arcy Adv.        |
| Kovacs, Ernie, Show                      | <b>Helene Curtis Industries, Inc.</b><br>(Hair Prods. & Deodorants) | NBC-TV | Earle Ludgin       |
|                                          | <b>Remington Rand, Inc.</b><br>(Electric Shavers)                   |        | Young & Rubicam    |
| Kraft TV Theatre                         | <b>Kraft Foods Co.</b><br>(Cheese Prods., Margarine)                | NBC-TV | J. Walter Thompson |
| Kukla, Fran & Ollie                      | <b>Gordon Baking Co.</b><br>(Silvercup Bread)                       | ABC-TV | N. W. Ayer & Son   |

### — L —

|                      |                                                                                                                |        |                                                     |
|----------------------|----------------------------------------------------------------------------------------------------------------|--------|-----------------------------------------------------|
| Laine, Frankie, Time | <b>Kellogg Co.</b><br><b>Pillsbury Mills, Inc.</b><br>(Best Flour, Cake, Pie, Hot Roll Mix)                    | CBS-TV | Leo Burnett Co.<br>Leo Burnett Co.                  |
|                      | <b>Toni Co.</b><br>(All Products)                                                                              |        | North Adv.                                          |
| LaRosa, Julius, Show | <b>Armour &amp; Co.</b><br>(Meat Prods.)<br><b>Intl. Cellu Cotton Prods. Co.</b><br>(Kleenex, Table Napkins)   | NBC-TV | Tatham-Laird<br>Foote, Cone & Belding               |
|                      | <b>Noxzema Chemical Co.</b><br><b>Sunbeam Corp.</b><br>(Small Electrical Appliances)                           |        | Sullivan, Stauffer, Colwell & Bayles<br>Perrin-Paus |
| Lassie               | <b>The Toni Co.</b><br><b>Campbell Soup Co.</b><br>(Soups, Spaghetti, Sauces, Beans, Juices, Prepared Dinners) | CBS-TV | Weiss & Geller<br>BBDO                              |
|                      | <b>Kellogg Co.</b><br>(All Products)                                                                           |        | Leo Burnett Co.                                     |



## COMMERCIAL TV PROGRAMS



| TITLE                               | SPONSOR-PRODUCT                                                                                                                           | NETWORK        | ADVERTISING AGENCY                              |
|-------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|----------------|-------------------------------------------------|
| Lee, Pinky, Show                    | Sweets Co. of America<br>(Candy & Frostings)                                                                                              | NBC-TV         | Moselle & Eisen                                 |
| Lewis, Robert Q.                    | Brown & Williamson<br>Tobacco Corp.<br>(Viceroy Cigarettes)                                                                               | CBS-TV         | Ted Bates & Co.                                 |
|                                     | Lanolin Plus, Inc.<br>Ralston Purina Co.<br>(Ry-Krisp, Ralston<br>Cereal Products)                                                        |                | Biow, Beirn & Toigo<br>Guild, Bascom & Bonfigli |
|                                     | W. A. Shaeffer Pen Co.<br>(Pens, Pencils)                                                                                                 |                | Russell M. Seeds                                |
| Life Begins at 80                   | Pharmaceuticals, Inc.<br>(Serutan, Geritol, RDX,<br>Zarumin)                                                                              | ABC-TV         | Edward Kletter Assoc.                           |
| Life Is Worth Living                | Admiral Corp.<br>(Air Conditioners, Home<br>Freezers, Refrigerators,<br>Electric Ranges, Radio<br>& TV Sets)                              | ABC-TV         | Russell M. Seeds Co.                            |
| Life of Riley                       | Gulf Oil Corp.<br>(Gas, Oil, Tires, Insecticides,<br>Anti-freeze, Batteries)                                                              | NBC-TV         | Young & Rubicam                                 |
| Line-Up, The                        | Brown & Williamson<br>Tobacco Corp.<br>(Viceroy Cigarettes)                                                                               | CBS-TV         | Ted Bates & Co.                                 |
|                                     | Procter & Gamble Co.<br>(Cheer)                                                                                                           |                | Young & Rubicam                                 |
| Lombardo, Guy, Orchestra            | Clairol, Inc.<br>(Hair Coloring)                                                                                                          | CBS-TV         | Foote, Cone & Belding                           |
| Lombardo's, Guy, Diamond<br>Jubilee | Pharmaceuticals, Inc.<br>(Geritol, RDX, Niron,<br>Zarumin)                                                                                | CBS-TV         | Edward Kletter Assoc.                           |
| Lone Ranger                         | American Dairy<br>Assoc.<br>General Mills<br>(Baking mixes, Cereals<br>& Flour)                                                           | ABC-TV, CBS-TV | Campbell-Mithun<br>Dancer-Fitzgerald-Sample     |
|                                     | General Mills, Inc.<br>(Cheerios, Wheaties,<br>Kix)                                                                                       |                | Dancer-Fitzgerald-Sample                        |
|                                     | Nestle Co., Inc.<br>(Quik, Chocolate Bars,<br>Semi-Chocolate<br>Morsels)                                                                  |                | McCann-Erickson                                 |
|                                     | Swift & Co.<br>(Meats & Poultry)                                                                                                          |                | McCann-Erickson                                 |
| Love of Life                        | American Home Products<br>Corp.<br>(Anacin, Bisodol, Heet,<br>Kriptin, Aero Wax,<br>Easy Off Oven Cleaner,<br>Wizard Wick<br>Deodorizers) | CBS-TV         | Biow, Beirn & Toigo<br>Ted Bates & Co.          |
| Love Story                          | Procter & Gamble Co.<br>(Crisco, Oxydol,<br>Ivory Snow)                                                                                   | CBS-TV         | Benton & Bowles                                 |
| Lucy Show, The                      | Lehn & Fink Products<br>Corp.<br>(Dorothy Gray<br>Cosmetics, Lysol<br>Disinfectant, Etiquet<br>Deodorant)                                 | CBS-TV         | McCann-Erickson                                 |
| Lux Video Theatre                   | Lever Brothers Co.<br>Lux Soap, Flakes,<br>Liquid, Spry, Rinso,<br>Good Luck Margarine,<br>Pepsodent)                                     | NBC-TV         | J. Walter Thompson                              |



**M**

| TITLE                | SPONSOR-PRODUCT                                                                                                                                                                                               | NETWORK          | ADVERTISING AGENCY                                                                                 |
|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------------------------------------------------------------------------------------------|
| MacRae, Gordon, Show | Lever Brothers Co.<br>(Lux Liquid, Lifebuoy,<br>Pepsodent)                                                                                                                                                    | NBC-TV           | BBDO                                                                                               |
| Make Room for Daddy  | American Tobacco Co.<br>(Pall Mall Cigarettes)<br>Dodge Div., Chrysler<br>Corp.                                                                                                                               | ABC-TV<br>CBS-TV | Sullivan, Stauffer, Colwell & Bayles<br>Grant Adv.                                                 |
| Mama                 | General Foods Corp.<br>(Maxwell House Coffee,<br>Post's Cereals, Minute<br>Rice, Jello Pudding)                                                                                                               | NBC-TV           | Benton & Bowles                                                                                    |
| Man Against Crime    | Procter & Gamble<br>(Tide, Lilt, Gleem,<br>Camay)                                                                                                                                                             | NBC-TV           | Benton & Bowles                                                                                    |
| Martin, Tony, Show   | Association Products,<br>Inc.<br>(5-Day Deodorant<br>Pads)                                                                                                                                                    | NBC-TV           | Grey Adv.                                                                                          |
| Masquerade Party     | Emerson Drug Co.<br>(Bromo Seltzer)<br>Knomark Mfg. Co.<br>(Esquire Boot Polish)<br>Olin Mathieson<br>Chemical Corp.<br>(Lentheric Cosmetics)<br>Pharmaceuticals, Inc.<br>(Serutan, Geritol,<br>RDX, Zarumin) | ABC-TV<br>ABC-TV | Lennen & Newell<br>Emil Mogul Co.<br>Grant Adv.<br>Edward Kletter Assoc.                           |
| Medic                | General Electric Co.<br>(Lamps)<br>Procter & Gamble<br>(Oxydol)<br>Revlon, Inc.<br>(Cosmetics)                                                                                                                | NBC-TV<br>NBC-TV | BBDO<br>Dancer-Fitzgerald & Sample<br>C. J. LaRoche                                                |
| Medical Horizons     | Ciba Pharmaceuticals,<br>Inc.<br>(Institutional)                                                                                                                                                              | ABC-TV           | J. Walter Thompson                                                                                 |
| Meet Millie          | Carter Products, Inc.<br>(Arrid, Rise Shave<br>Cream, Nair, Carter's<br>Little Liver Pills)<br>Pharmaceuticals, Inc.<br>(Geritol, RDX, Niron,<br>Zarumin)                                                     | CBS-TV           | Sullivan, Stauffer, Colwell & Bayles<br>Edward Kletter Assoc.                                      |
| Meet the Champions   | Bayuk Cigars<br>(Phillies, Webster<br>Cigars)                                                                                                                                                                 | NBC-TV           | Al Paul Lefton                                                                                     |
| Meet the Press       | Johns-Manville Corp.<br>(All Products)<br>Pan American World<br>Airways                                                                                                                                       | NBC-TV           | J. Walter Thompson<br>J. Walter Thompson                                                           |
| MGM Parade           | American Tobacco Co.<br>(Pall Mall Cigarettes)<br>General Foods, Inc.<br>(Maxwell House<br>Coffee, Minute Rice)                                                                                               | ABC-TV           | Sullivan, Stauffer, Colwell & Bayles<br>Benton & Bowles                                            |
| Mickey Mouse Club    | Am-Par Record Corp.<br>Armour & Co.<br>(Pet Foods)<br>Bristol-Myers Co.<br>(Ipana Toothpaste)<br>Campbell Soup Co.<br>(Soups, Pork & Beans,<br>Tomato Juice, Catsup,                                          | ABC-TV           | Buchanan & Co.<br>Tatham-Laird, Inc.<br>Doherty, Clifford<br>Steers & Shenfield<br>Leo Burnett Co. |

COMMERCIAL TV PROGRAMS



| TITLE              | SPONSOR-PRODUCT                                                                                                                                         | NETWORK | ADVERTISING AGENCY      |
|--------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-------------------------|
|                    | Canned Spaghetti & Macaroni, Sauces, Vegetable Juices, canned beef gravy)                                                                               |         |                         |
|                    | <b>Carnation Milk Co.</b><br>(Malted, Instant, Evaporated, Fresh Milk, Choc. Drinks, Soft Cheese, Ice Cream, Frozen Fruit & Vegetable Pies)             |         | Erwin Wasey & Co.       |
|                    | <b>Coca-Cola Co.</b>                                                                                                                                    |         | D'Arcy Adv.             |
|                    | <b>General Mills</b><br>(All Cereals, Prepared Baking Mixes except Cake Frosting, Prepared Cookie Mixes and Bakery Products, except Crackers and Bread) |         | Knox Reeves Adv.        |
|                    | <b>Gold Seal Wax Co.</b><br>(Glass Wax)                                                                                                                 |         | Campbell-Mithun, Inc.   |
|                    | <b>Lettuce, Inc. of Calif. &amp; Ariz.</b><br>(Fresh Fruits & Vegetables)                                                                               |         | John Cohan Adv.         |
|                    | <b>Mars, Inc.</b><br>(Candy)                                                                                                                            |         | Leo Burnett Co.         |
|                    | <b>Mattel, Inc.</b><br>(Toys)                                                                                                                           |         | Carson, Roberts, Inc.   |
|                    | <b>Miles Laboratories</b><br>(Bactine, One-A-Day Vitamins)                                                                                              |         | Wade Advertising        |
|                    | <b>Minnesota Mining &amp; Mfg. Co.</b><br>(Adhesive, Abrasives, Pressure Sensitive Tapes, Gift-Wrap Ribbons)                                            |         | BBDO                    |
|                    | <b>Morton Salt Co.</b>                                                                                                                                  |         | Needham, Louis & Brorby |
|                    | <b>Pillsbury Mills, Inc.</b><br>(Cereals, Flours, Ginger Bread, Brownie & Cookie Mixes, Frosting Mixes)                                                 |         | Leo Burnett Co.         |
|                    | <b>S. C. Johnson &amp; Son</b><br>(Waxes, Cleaners, Polishes & Appliers)                                                                                |         | Needham, Louis & Brorby |
|                    | <b>S.O.S. Co.</b><br>(Scouring Pads, Tuffy & Soil-off)                                                                                                  |         | McCann-Erickson         |
|                    | <b>TV Time Foods</b><br>(Popcorn)                                                                                                                       |         | Ruthrauff & Ryan        |
|                    | <b>Vick Chemical Co.</b><br>(Cough Syrup, Vaporub, Cough Drops, Solskin, Hand Lotion, Medi-Mist Nasal Spray)                                            |         | BBDO                    |
|                    | <b>Welch Grapejuice Co.</b><br>(Jams, Jellies, Preserves & Fruit Juices)                                                                                |         | Richard K. Manoff Inc.  |
| Midwestern Hayride | <b>Avco Mfg. Co.</b><br>(Appliances, Radio-TV Sets)                                                                                                     | NBC-TV  | Earle Ludgin            |
|                    | <b>Whitehall Pharmacal Co.</b><br>(Anacin, Infra Rub, Neet, Bisodol)                                                                                    |         | Ted Bates               |



| TITLE                         | SPONSOR-PRODUCT                                                                                          | NETWORK | ADVERTISING AGENCY                               |
|-------------------------------|----------------------------------------------------------------------------------------------------------|---------|--------------------------------------------------|
| Mighty Mouse Playhouse        | Colgate-Palmolive Co.<br>(Dental Cream, etc.)                                                            | CBS-TV  | Ted Bates, Inc.                                  |
|                               | General Foods Corp.<br>(Post's Cereals)                                                                  |         | Benton & Bowles                                  |
| Millionaire, The              | Colgate-Palmolive Co.<br>(Palmolive Shave Cream, Veto, Vel, Lustre Creme Shampoo, Ad)                    | CBS-TV  | Ted Bates & Co.                                  |
| Modern Romances               | Alberto-Culver Co.<br>(Hair Care, Dressing Prods.)                                                       | NBC-TV  | Geoffrey Wade                                    |
|                               | Colgate-Palmolive Co.<br>(Fab, Ajax, Shampoo, Soap)                                                      |         | Bryan Houston                                    |
|                               | Sterling Drugs, Inc.<br>(Drugs, Energine, (Dr. Lyon's Tooth Powder)                                      |         | Dancer, Fitzgerald & Sample                      |
|                               | Sweets Co. of America<br>(Candy, Frostings)                                                              |         | Henry Eisen                                      |
| Montgomery, Robert Presents   | S. C. Johnson & Son, Inc.<br>(Wax Prods., Insecticides)                                                  | NBC-TV  | Needham, Louis & Brorby                          |
|                               | Schick, Inc.<br>(Electric Shavers)                                                                       |         | Kenyon & Eckhardt                                |
| Moore, Garry, Show            | Best Foods, Inc.<br>(Rit, Shinola, Hellman's Mayonnaise)                                                 | CBS-TV  | Earle Ludgin & Co.<br>Dancer-Fitzgerald & Sample |
|                               | Hazel Bishop, Inc.<br>(Lipstick)                                                                         |         | Raymond Spector Co.                              |
|                               | Bristol Myers Co.<br>(Ipana, Ammens, Minit-Rub)                                                          |         | Doherty, Clifford, Steers & Shenfield, Inc.      |
|                               | CBS-Hytron Tubes                                                                                         |         | Bennett & Northrop, Inc.                         |
|                               | Campbell Soup Co.<br>(Franco-American Spaghetti, Soups, etc.)                                            |         | Leo Burnett Co.                                  |
|                               | Chun King Sales, Inc.<br>(Chinese and Oriental Foods)                                                    |         | J. Walter Thompson Co.                           |
|                               | Converted Rice, Inc.<br>(Uncle Ben's Rice)                                                               |         | Leo Burnett Co.                                  |
|                               | General Mills, Inc.<br>(Flour, Baking Mixes, Bisquick)                                                   |         | BBDO                                             |
|                               | General Motors Corp.<br>(Chevrolet Cars)                                                                 |         | Campbell-Ewald Co.                               |
|                               | Kellogg Co.<br>(Cro-Pup Dog Food)                                                                        |         | Leo Burnett Co.                                  |
|                               | Lever Brothers Co.<br>(Rinso, Lux Liquid, Good Luck Margarine)                                           |         | J. Walter Thompson                               |
|                               | C. H. Masland & Sons<br>(Rugs)                                                                           |         | Anderson & Cairns                                |
|                               | Miles Laboratories<br>(Alka Seltzer, Vitamin Tablets, Household Disinfectants, Nervine, Bactine, Tabcin) |         | Geoffrey Wade Adv.                               |
|                               | Prudential Insurance Co. of America                                                                      |         | Calkins & Holden                                 |
|                               | Ralston Purina Co.<br>(Ry-Krisp, Ralston Cereal Products)                                                |         | Guild, Bascom & Bonfigli                         |
| S.O.S. Co.<br>(Scouring Pads) | McCann-Erickson                                                                                          |         |                                                  |

**COMMERCIAL TV PROGRAMS**

| TITLE                                                      | SPONSOR-PRODUCT                                                                                 | NETWORK       | ADVERTISING AGENCY                                  |
|------------------------------------------------------------|-------------------------------------------------------------------------------------------------|---------------|-----------------------------------------------------|
|                                                            | <b>Serta Associates</b><br>(Mattresses)                                                         |               | <b>Bozell &amp; Jacobs</b>                          |
|                                                            | <b>A. E. Staley Co.</b><br>Sta-Flo Liquid, Laundry<br>Starch, Sweetose Table<br>Syrup, Sta-Puf) |               | <b>Ruthrauff &amp; Ryan, Inc.</b>                   |
|                                                            | <b>Swift &amp; Co.</b><br>Meat, Poultry, Pard,<br>Vigoro)                                       |               | <b>McCann-Erickson</b><br><b>J. Walter Thompson</b> |
|                                                            | <b>Toni Co.</b><br>(All Products)                                                               |               | <b>North Adv.</b>                                   |
|                                                            | <b>Yardley &amp; Co., Ltd.</b><br>(English Lavender,<br>Bath Oil Dusting<br>Powder, Soap)       |               | <b>N. W. Ayer &amp; Son</b>                         |
| <b>Morgan, Russ, Show</b>                                  | <b>Procter &amp; Gamble Co.</b><br>(Cheer, Lilt, Shasta,<br>Drene, Dash, Crest)                 | <b>CBS-TV</b> | <b>Compton Adv.</b>                                 |
| <b>Murray, Arthur, Party</b>                               | <b>Hazel Bishop, Inc.</b><br>(Lipstick, Nail Polish,<br>Liquid Rouge, Tampack<br>Makeup)        | <b>CBS-TV</b> | <b>Raymond Spector Co.</b>                          |
|                                                            | <b>Toni Co.</b><br>(All Products)                                                               |               | <b>North Adv.</b>                                   |
| <b>Music from the<br/>Meadowbrook<br/>My Friend Flicka</b> | <b>US. Air Force Recruiting</b>                                                                 | <b>ABC-TV</b> | <b>Ruthrauff &amp; Ryan</b>                         |
|                                                            | <b>Colgate-Palmolive Co.</b><br>(Dental Cream, Veto,<br>Ajax, Palmolive Soap)                   | <b>CBS-TV</b> | <b>Ted Bates &amp; Co.</b>                          |

**N**

|                                    |                                                                                              |                                 |                                                                                  |
|------------------------------------|----------------------------------------------------------------------------------------------|---------------------------------|----------------------------------------------------------------------------------|
| <b>NBA Professional Basketball</b> | <b>The Mennen Co.</b><br>(All Products)                                                      | <b>NBC-TV</b>                   | <b>McCann-Erickson</b>                                                           |
| <b>NBC Matinee Theatre</b>         | <b>Various</b>                                                                               | <b>NBC-TV</b>                   | <b>Various</b>                                                                   |
| <b>NBC News</b>                    | <b>American Can Co.</b><br>(Metal, Fibre Prods.)                                             | <b>NBC-TV</b>                   | <b>Compton</b>                                                                   |
|                                    | <b>Miles Labs.</b><br>(Alka Seltzer, One-<br>A-Day Vitamins,<br>Bactine, Tabcin,<br>Nervine) |                                 | <b>Geoffrey Wade</b>                                                             |
|                                    | <b>Sperry-Rand Corp.</b><br>(Office Machines,<br>Electric Shavers)                           |                                 | <b>Compton</b>                                                                   |
|                                    | <b>Studebaker-Packard Corp.</b><br><b>Time, Inc.</b>                                         |                                 | <b>Benton &amp; Bowles</b><br><b>Young &amp; Rubicam</b>                         |
| <b>NCAA Football Games</b>         | <b>Sunbeam Corp.</b><br><b>U.S. Rubber Co.</b>                                               | <b>NBC-TV</b>                   | <b>Perrin-Paus</b><br><b>Fletcher D. Richards</b>                                |
| <b>Name That Tune</b>              | <b>American Home Products Corp.</b><br>(Anacine, Kolynos,<br>Bisdol, Heet)                   | <b>CBS-TV</b>                   | <b>Biow, Beirn &amp; Toigo</b><br><b>Ted Bates &amp; Co.</b>                     |
|                                    | <b>Kellogg Co.</b><br>(Cereals, Dog Food,<br>Soft Drinks)                                    |                                 | <b>Leo Burnett Co.</b>                                                           |
|                                    | <b>Lanolin Plus, Inc.</b>                                                                    |                                 | <b>The Biow Co. and</b><br><b>Russell M. Seeds</b><br><b>Young &amp; Rubicam</b> |
| <b>National Bowling Champions</b>  | <b>General Cigar Co.</b><br>(White Owl Cigars)                                               | <b>NBC-TV</b>                   |                                                                                  |
| <b>Navy, Log</b>                   | <b>American Tobacco</b><br>(Pall Mall Cigarettes)                                            | <b>ABC-TV,</b><br><b>CBS-TV</b> | <b>Sullivan, Stauffer, Colwell &amp; Bayles</b>                                  |
|                                    | <b>Maytag Co.</b><br>(Home Appliances)                                                       |                                 | <b>McCann-Erickson</b>                                                           |





| TITLE        | SPONSOR-PRODUCT                        | NETWORK | ADVERTISING AGENCY   |
|--------------|----------------------------------------|---------|----------------------|
| News Caravan | Procter & Gamble Co.<br>(Joy)          | NBC-TV  | Leo Burnett Co.      |
|              | W. A. Shaeffer Pen Co.                 |         | Russell M. Seeds Co. |
|              | U.S. Rubber Co.                        |         | Fletcher D. Richards |
|              | Plymouth Div.                          |         | N. W. Ayer           |
|              | R. J. Reynolds Tobacco Co.<br>(Camels) |         | Wm. Esty Co.         |

**O**

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|-------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|------------------|---------------------------------------------------------|
| Oh! Susanna<br>Omnibus                          | Nescafe                                                                                                             | CBS-TV           | Bryan Houston, Inc.                                     |
|                                                 | Aluminium Ltd.<br>(Institutional)                                                                                   | CBS-TV,          | J. Walter Thompson                                      |
|                                                 | Aluminum Products & Uses                                                                                            |                  | J. Walter Thompson                                      |
|                                                 | Scott Paper Co.<br>(All Products)                                                                                   |                  | J. Walter Thompson                                      |
|                                                 | J. P. Stevens Co.<br>(Textile-Institutional)                                                                        |                  | Bryan-Houston                                           |
| On Trial                                        | Union Carbide & Carbon Corp.<br>(Anti-freeze, Batteries,<br>Insect Repellent,<br>Cooking Gas)                       |                  | J. M. Mathes                                            |
|                                                 | Campbell Soup Co.<br>(Soups)                                                                                        | NBC-TV           | Ward-Wheelock                                           |
|                                                 | General Foods Corp.<br>(Swansdown Cake<br>Mixes, Instant Sanka,<br>Birdseye Frozen Foods,<br>Jello Instant Pudding) | CBS-TV           | Young & Rubicam                                         |
|                                                 | Gerber Products Co.<br>(Baby Foods)                                                                                 |                  | D'Arcy Adv. Co.                                         |
|                                                 | Seven-Up Co.                                                                                                        |                  | J. Walter Thompson                                      |
| Our Mr. Sun<br>Out of Darkness<br>Ozark Jubilee | Bell Telephone System<br>Institutional                                                                              | CBS-TV<br>CBS-TV | N. W. Ayer & Son                                        |
|                                                 | American Chicle Co.<br>(Beeman's, Pepsin's<br>Gum, Roloids, Clorets,<br>Dentyne, Adams Clove<br>Gum & Chiclets)     | ABC-TV           | Sullivan, Stauffer, Colwell & Bayles<br>Ted Bates, Inc. |
|                                                 | American Home Products<br>(Anacin, Koly nos,<br>Infrarub, nut<br>depilatory)                                        |                  | Biow-Beirn-Tiogo, Inc.                                  |
|                                                 | Eastman Kodak Co.                                                                                                   | ABC-TV           | J. Walter Thompson                                      |
|                                                 | Hotpoint Co.<br>Norwich Pharmacal Co.<br>(Pepito-Bismol, Aspirin)                                                   |                  | Maxon, Inc.<br>Benton & Bowles                          |

**P**

|                                                             |                                                                           |        |                                                     |
|-------------------------------------------------------------|---------------------------------------------------------------------------|--------|-----------------------------------------------------|
| Pacific Coast Conference<br>Basketball<br>Page, Patti, Show | Amana Refrigeration,<br>Inc.                                              | CBS-TV | Maury, Lee & Marshall                               |
|                                                             | Armour & Co.<br>(Meat Prods.)                                             | NBC-TV | Tatham-Laird                                        |
|                                                             | Intl. Cellu Cotton<br>Prods. Co.<br>(Kleenex, Table<br>Napkins)           |        | Foote, Cone & Belding                               |
|                                                             | Noxzema Chemical Co.<br>Sunbeam Corp.<br>(Small Electrical<br>Appliances) |        | Sullivan, Stauffer, Colwell & Bayles<br>Perrin Paus |

COMMERCIAL TV PROGRAMS

| TITLE                                                  | SPONSOR-PRODUCT                                                                        | NETWORK | ADVERTISING AGENCY                 |
|--------------------------------------------------------|----------------------------------------------------------------------------------------|---------|------------------------------------|
| Pantomime Quiz                                         | <b>The Toni Co.</b>                                                                    | CBS-TV  | Weiss & Geller                     |
|                                                        | <b>American Oil Co.</b><br>(Amoco Gas, Super Permalube Motor Oil)                      |         | Joseph Katz Co.                    |
| People Are Funny                                       | <b>Hamm Brewing Co.</b>                                                                | NBC-TV  | Campbell-Mithun, inc.              |
|                                                        | <b>Time, Inc.</b><br>(Life Magazine)                                                   |         | Young & Rubicam                    |
| People's Choice, The                                   | <b>Gillette Co., Toni-Papermate Div.</b>                                               | NBC-TV  | North Adv.                         |
|                                                        | Hair Products, Lotions, Cosmetics, Shaving Prods.)                                     |         |                                    |
| Person-To-Person                                       | <b>R. J. Reynolds Tobacco Co.</b><br>(Salem Cigarettes)                                | CBS-TV  | Wm. Esty Co.                       |
|                                                        | <b>Borden Co.</b><br>(Instant Coffee, Ice Cream, Dairy Prods.)                         |         | Young & Rubicam                    |
| Pinky Lee Show                                         | <b>Procter &amp; Gamble</b><br>(Cheer, Gleem)                                          | NBC-TV  | Young & Rubicam                    |
|                                                        | <b>American Oil Co.</b><br>(Amoco Gas, Super Permalube Motor Oil)                      |         | Joseph Katz Co.                    |
| Playhouse 90                                           | <b>Elgin National Watch Co.</b>                                                        | CBS-TV  | Young & Rubicam                    |
|                                                        | <b>Hamm Brewing Co.</b><br><b>Time, Inc.</b><br>(Life Magazine)                        |         | Campbell-Mithun<br>Young & Rubicam |
| Playwrights '56<br>Powell's, Dick<br>Zane Grey Theatre | <b>Toni Co.</b><br>(All Products)                                                      | NBC-TV  | North Adv.                         |
|                                                        | <b>International Shoe Co.</b><br>(Children's Shoes)                                    |         | Henri, Hurst & McDonald            |
| Pre-Game Huddle                                        | <b>Bristol Myers Co.</b><br>(Bufferin, Ipana, Vitalis, Ban, Mum, Mum Mist, Trushay)    | ABC-TV  | BBDO                               |
|                                                        | <b>Philip Morris, Inc.</b><br>(Marlboro Cigarettes)                                    |         | Leo Burnett Co.                    |
| Press Conference                                       | <b>Ronson Corp.</b><br>(Lighters)                                                      | NBC-TV  | Norman, Craig & Kummel             |
|                                                        | <b>Singer Sewing Machine Co.</b><br>(Sewing Machines, Sewing Aids, Vacuum Cleaners)    |         | Young & Rubicam                    |
| Price Is Right, The                                    | <b>Pontiac Motor Div.</b>                                                              | CBS-TV  | MacManus, John & Adams             |
|                                                        | <b>Ford Div., Ford Motor Co.</b>                                                       |         | J. Walter Thompson                 |
| Press Conference                                       | <b>General Foods Corp.</b><br>(Instant Maxwell House Coffee)                           | ABC-TV  | Benton & Bowles                    |
|                                                        | <b>McKesson &amp; Robbins, Inc.</b><br>(Cough Drops)                                   |         | Ellington & Co.                    |
| Price Is Right, The                                    | <b>Corn Products Refining Co.</b>                                                      | NBC-TV  | C. I. Miller & Co.                 |
|                                                        | (Mazola Oil, Starches, Karo Syrup, Bosco, Nu Soft Fabric Softener, Kasco Dog Food)     |         |                                    |
| Price Is Right, The                                    | <b>Corn Products Refining Co.</b><br>(Salad Oil, Syrup, Starch)                        | NBC-TV  | C. I. Miller                       |
|                                                        | <b>Sunbeam Corp.</b><br>(Electrical Razors, Steam Iron, Electrical Kitchen Appliances) |         | Perrin-Paus                        |



COMMERCIAL TV PROGRAMS



| TITLE                                                     | SPONSOR-PRODUCT                                                                                            | NETWORK | ADVERTISING AGENCY                     |
|-----------------------------------------------------------|------------------------------------------------------------------------------------------------------------|---------|----------------------------------------|
| Private Secretary                                         | Lucky Strike Cigarettes                                                                                    | CBS-TV  | BBDO                                   |
| Pro Football, Detroit Lions                               | Gobel Brewing Co.                                                                                          | CBS-TV  | Campbell-Ewald                         |
| Pro Football, Green Bay Packers                           | Pabst Brewing Co.                                                                                          | CBS-TV  | Leo Burnett Co.                        |
| Pro Football—San Francisco 49'ers; Los Angeles Rams       | Burgermeister Brewing Co.                                                                                  | CBS-TV  | BBDO                                   |
| Pro Football Games, Baltimore Colts                       | National Brewing Co. of Mich.<br>(Bohemian, Altes Colden Lager Beer)                                       | CBS-TV  | W. B. Doner & Co.                      |
|                                                           | Philip Morris, Inc.<br>(Marlboro Cigarettes)                                                               |         | Leo Burnett & Co.                      |
| Pro Football Games, Chicago Cards-Bears                   | Philip Morris, Inc.<br>(Marlboro Cigarettes)                                                               | CBS-TV  | Leo Burnett Co.                        |
| Pro Football Games, Chicago Cards-Bears-Green Bay Packers | Standard Oil Co. of Indiana                                                                                | CBS-TV  | D'Arcy Adv.                            |
| Pro Football Games, Detroit Lions                         | Philip Morris, Inc.<br>(Marlboro Cigarettes)                                                               | CBS-TV  | Leo Burnett Co.                        |
| Pro Football Games, Green Bay Packers                     | Speedway Petroleum Corp.                                                                                   |         | W. B. Doner & Co.                      |
| Pro Football Games, Los Angeles Rams-San Francisco 49'ers | Philip Morris, Inc.<br>(Marlboro Cigarettes)                                                               | CBS-TV  | Leo Burnett Co.                        |
| Pro Football Games, N. Y. Giants                          | Philip Morris, Inc.<br>(Marlboro Cigarettes)                                                               |         | Leo Burnett Co.                        |
|                                                           | Atlantic Refining Co.<br>(Gasoline)                                                                        | CBS-TV  | N. W. Ayer & Son                       |
|                                                           | P. Ballentine & Sons<br>(Beer)                                                                             |         | Wm. Esty                               |
|                                                           | Philip Morris<br>(Marlboro Cigarettes)                                                                     |         | Leo Burnett                            |
| Pro Football Games, Philadelphia Eagles                   | Atlantic Refining Co.<br>(Gasoline)                                                                        | CBS-TV  | N. W. Ayer & Son                       |
|                                                           | Philip Morris, Inc.<br>(Marlboro Cigarettes)                                                               |         | Leo Burnett Co.                        |
| Pro Football Games, Pittsburgh Steelers                   | Duquesne Brewing Co. of Pittsburgh                                                                         | CBS-TV  | Vic Maitland Associates                |
| Pro Football Games, Washington Red Skins                  | American Oil Co.<br>(Amoco Gas, Super Permalube Motor Oil)                                                 | CBS-TV  | Joseph Katz Co.                        |
|                                                           | Philip Morris<br>(Marlboro Cigarettes)                                                                     | CBS-TV  | Leo Burnett Co.                        |
| Producer's Showcase                                       | Ford Motor Co.<br>RCA<br>(TV Sets, Phonographs, Radios, Stoves, Air Conditioner, Batteries, Tape Recorder) | NBC-TV  | Kenyon & Eckhardt<br>Kenyon & Eckhardt |

— Q —

|                 |                                                                 |        |                 |
|-----------------|-----------------------------------------------------------------|--------|-----------------|
| Queen for a Day | The Borden Co.<br>Milk Prods. & Coffee)                         | NBC-TV | Young & Rubicam |
|                 | Brown & Williamson Tobacco Co.<br>(Raleigh Cigarettes & Others) |        | Russell Seeds   |
|                 | Campana Sales Co.<br>(Cosmetics)                                |        | Erwin Wasey     |
|                 | Chicken of the Sea<br>(Tuna Fish)                               |        | Erwin Wasey     |
|                 | Corn Products Refining Co.<br>(Karo, Oils, Dog Food)            |        |                 |



# COMMERCIAL TV PROGRAMS



| TITLE | SPONSOR-PRODUCT                                                       | NETWORK | ADVERTISING AGENCY     |
|-------|-----------------------------------------------------------------------|---------|------------------------|
|       | <b>Helene Curtis Industries, Inc.</b><br>(Hair Prods.)                |         | Gordon Best            |
|       | <b>Dixie Cup Co.</b>                                                  |         | Hicks & Greist         |
|       | <b>Dow Chemical Co.</b><br>(Saran Wrap)                               |         | MacManus, John & Adams |
|       | <b>Lehn &amp; Fink Products Corp.</b><br>(Disinfectants, deodorizers) |         | McCann-Erickson        |
|       | <b>Miles Labs</b><br>(Alka Seltzer, One-A-Day Vitamins)               |         | Geoffrey Wade Adv.     |
|       | <b>Proctor &amp; Gamble</b><br>(Detergents, Soap Prods.)              |         | Compton Adv.           |
|       | <b>Reddi-Whip, Inc.</b>                                               |         | Ruthrauff & Ryan       |
|       | <b>Sandura Co.</b><br>(Floor & Wall Coverings)                        |         | Hicks & Greist         |
|       | <b>Sunkist Growers, Inc.</b><br>Fresh oranges & lemons                |         | Foote, Cone & Belding  |
|       | <b>Whitehall Pharmcal Co.</b><br>(Waxes, Polishes)                    |         | Geyer Adv.             |

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|                        |                                                                                  |        |                                                       |
|------------------------|----------------------------------------------------------------------------------|--------|-------------------------------------------------------|
| Raye, Martha, Show     | <b>RCA Sunbeam Corp. Whirlpool Corp.</b><br>(Washing Machines)                   | NBC-TV | Kenyon & Eckhardt<br>Perrin Paus<br>Kenyon & Eckhardt |
| Rin Tin Tin            | <b>National Biscuit Co.</b>                                                      | ABC-TV | Kenyon & Eckhardt                                     |
| Robin Hood             | <b>Johnson &amp; Johnson</b><br>(Baby Products, Surgical Dressing, Baby Shampoo) | CBS-TV | Young & Rubicam                                       |
|                        | <b>Wildroot Co., Inc.</b><br>(Hair Preparations, Hand Lotions)                   |        | BBDO                                                  |
| Rocket Revue 1957      | <b>Oldsmobile Div., General Motors</b>                                           | ABC-TV | D. P. Brother & Co.                                   |
| Rogers, Roy, Show      | <b>General Foods Corp.</b><br>(Instant Puddings, Dog Foods, Instant Coffee)      | NBC-TV | Benton & Bowles                                       |
| Runyon, Damon, Theatre | <b>Anheuser-Busch, Inc.</b><br>(Budweiser Beer)                                  | CBS-TV | D'Arcy Adv. Co.                                       |
|                        | <b>Mennen Company</b><br>(Mennen Shave Cream)                                    |        | McCann-Erickson                                       |

## —S—

|                                      |                                                       |        |                                       |
|--------------------------------------|-------------------------------------------------------|--------|---------------------------------------|
| Saturday Night Color Carnival        | <b>RCA</b><br>(Radios, TV Sets, Phonographs, Records) | NBC-TV | Kenyon & Eckhardt                     |
| Schlitz Playhouse, The               | <b>Schlitz Brewing Co.</b>                            | CBS-TV | Lennen & Newell<br>J. Walter Thompson |
| Science Comes to a Farm in a Feedbag | <b>Charles Pfizer Co.</b><br>(Institutional)          | ABC-TV | Leo Burnett Co.                       |



## COMMERCIAL TV PROGRAMS



| TITLE                         | SPONSOR-PRODUCT                                                                                  | NETWORK | ADVERTISING AGENCY                                                       |
|-------------------------------|--------------------------------------------------------------------------------------------------|---------|--------------------------------------------------------------------------|
| Screen Directors Playhouse    | Eastman Kodak                                                                                    | ABC-TV  | J. Walter Thompson                                                       |
|                               | Eastman Kodak Co.<br>(Photo Equipment & Film)                                                    | NBC-TV  | J. Walter Thompson                                                       |
| Search for Tomorrow           | Proctor & Gamble Co.<br>(Joy, Spic 'n Span, Gleem)                                               | CBS-TV  | Biow, Beirn & Toigo<br>Leo Burnett Co.                                   |
| Secret Storm                  | American Home Products Corp.<br>(Aero Wax, Wizard Wick, Easy Off Oven Cleaner, Anacin, Heet)     | CBS-TV  | Biow, Beirn & Toigo<br>Ted Bates & Co.                                   |
| See It Now                    | Pan American World Airways                                                                       | CBS-TV  | J. Walter Thompson                                                       |
|                               | Shulton, Inc.<br>(Old Spice Cosmetic Sets)                                                       |         | Wesley Associates                                                        |
| Sergeant Preston of the Yukon | Quaker Oats Co.<br>(Cereals, Quaker Oats)                                                        | CBS-TV  | Wherry, Baker, Tilden                                                    |
| Shore, Dinah, Show            | Chevrolet Motor Div.<br>(Cars, Trucks, Parts & Service)                                          | NBC-TV  | Campbell-Ewald                                                           |
| Shower of Stars               | Chrysler Corp.<br>(Chrysler, DeSoto, Dodge, Plymouth, Imperial Automobiles)                      | CBS-TV  | McCann-Erickson                                                          |
| Shriner, Herb, Show           | Pharmaceuticals, Inc.<br>(Geritol, RDX, Niron, Zarumin)                                          | CBS-TV  | Edward Kletter Associates                                                |
| Sivers, Phil, Show            | Amana Refrigeration, Inc.                                                                        | CBS-TV  | Maury, Lee & Marshall                                                    |
|                               | R. J. Reynolds Tobacco Co.<br>(Camels)                                                           |         | Wm. Esty Co.                                                             |
| \$64,000 Challenge            | Kent Cigarettes<br>Revlon, Inc.                                                                  | CBS-TV  | Young & Rubicam<br>Norman, Craig & Kummel<br>C. J. LaRoche & Co.<br>BBDO |
| \$64,000 Question, The        | Revlon, Inc.<br>(All Products)                                                                   | CBS-TV  | Norman Craig & Kummel<br>BBDO                                            |
| Skelton, Red, Show            | S. C. Johnson & Son<br>(All Products)                                                            | CBS-TV  | Foote, Cone & Belding                                                    |
|                               | Pet Milk Co.<br>(Evaporated Milk)                                                                |         | Gardner Adv. Agency                                                      |
| Stage Show<br>Stanley         | Nescafe                                                                                          | CBS-TV  | Bryan Houston, Inc.                                                      |
|                               | American Tobacco Co.<br>(Pall Mall)                                                              | NBC-TV  | Sullivan, Stauffer, Colwell & Bayles                                     |
| Star Stage                    | Chesebrough Prods.<br>(Cosmetics)                                                                | NBC-TV  | J. Walter Thompson                                                       |
| Star Tonight                  | Brillo Mfg. Co.                                                                                  | ABC-TV  | J. Walter Thompson                                                       |
| Stop the Music                | Necchi Sewing Machine Sales Corp.                                                                | ABC-TV  | Grey Advertising                                                         |
|                               | Quality Goods Mfgs. Assoc.<br>(Anson's Men's Jewelry, Van Heusen shirts, J. B. watchbands, etc.) | ABC-TV  | Grey Advertising                                                         |
| Strike It Rich                | Colgate-Palmolive Co.<br>(Colgate Dental Cream, Vel, Super Suds, Palmolive Soap, Fab, Ajax)      | CBS-TV  | Wm. Esty Co.                                                             |
| Studio One                    | Westinghouse Electric Corp.                                                                      | CBS-TV  | McCann-Erickson                                                          |
| Studio One Summer Theatre     | Westinghouse Electric Corp.                                                                      | CBS-TV  | McCann-Erickson                                                          |



## COMMERCIAL TV PROGRAMS



| TITLE               | SPONSOR-PRODUCT                                                                                                  | NETWORK | ADVERTISING AGENCY                                      |
|---------------------|------------------------------------------------------------------------------------------------------------------|---------|---------------------------------------------------------|
| Sullivan, Ed, Show  | Mercury Div. of Ford Motor Co.<br>(Lincoln & Mercury Cars)                                                       | CBS-TV  | Kenyon & Eckhardt                                       |
| Sunday News Special | Pharmaceuticals, Inc.<br>(Geritol, RDX, Niron, Zarumin)                                                          | CBS-TV  | Edward Kletter Assoc.                                   |
| Super Circus        | Chunky Chocolate Co.<br>Hartz Mountain Products<br>Roto-Broil Corp. of America<br>(Infra-red Cooking Appliances) | ABC-TV  | Hilton & Riggio<br>Geo. Hartman Co.<br>Product Services |



|                                        |                                                                                                        |        |                                        |
|----------------------------------------|--------------------------------------------------------------------------------------------------------|--------|----------------------------------------|
| Tales of the 77th Bengal Lancers       | General Foods Corp.<br>(Jello, Kook Shake, Coffee)                                                     | NBC-TV | Young & Rubicam                        |
| Tales of the Texas Rangers             | Curtiss Candy Co.<br>General Mills, Inc.<br>(Ready-to-Eat Cereals, Dog Foods, Baking Mixes, Frostings) | CBS-TV | C. L. Miller Co.<br>Tatham-Laird, Inc. |
| Telephone Time                         | Sweets Co. of America<br>(Tootsie Rolls, Candy)                                                        |        | George Eisen, Inc.                     |
| Texaco Star Theatre with Jimmy Durante | Bell Telephone System                                                                                  | CBS-TV | N. W. Ayer & Son                       |
| This Is Your Life                      | The Texas Co.                                                                                          | NBC-TV | Kudner                                 |
|                                        | Hazel Bishop, Inc.<br>(Cosmetics)                                                                      | NBC-TV | Raymond Spector                        |
|                                        | Proctor & Gamble<br>(Home Permanents, Shampoos, Dentifrices)                                           |        | Compton Adv.                           |
| Thomas, Danny, Show                    | Armour & Co.<br>(Dial Soap, Dial Shampoo Liquid Chiffon)                                               | ABC-TV | Foote, Cone & Belding                  |
|                                        | Kimberly Clark Corp.<br>(Kleenex Tissues, table napkins, Delsey tissues)                               |        | Foote, Cone & Belding                  |
| To Tell the Truth                      | Pharmaceuticals, Inc.<br>(Geritol, RDX, Niron Zarumin)                                                 | CBS-TV | Edward Kletter Assoc.                  |
| Today                                  | Various                                                                                                | NBC-TV | Various                                |
| Topper                                 | Standard Brands, Inc.<br>(Tea, coffee, margarine, desserts)                                            | ABC-TV | Compton Adv.                           |
| Treasure Hunt                          | Mogen David Wine Corp.                                                                                 | ABC-TV | Weiss & Geller                         |
| Truth or Consequences                  | P. Lorillard Co.<br>(Old Gold Cigarettes, Muriel Cigars, Briggs Tobacco)                               | NBC-TV | Lennen & Newell                        |
| TV Readers Digest                      | Studebaker-Packard Corp.                                                                               | ABC-TV | D'Arcy Adv.<br>Benton & Bowles         |
| 20th Century-Fox Hour                  | General Electric Co.<br>(All Products)                                                                 | CBS-TV | Young & Rubicam                        |
| Twenty-One                             | Pharmaceuticals, Inc.<br>(Geritol, Sominex, Zarimun, RDX)                                              | NBC-TV | Edward Kletter                         |
| Two for the Money                      | Bulova Watch Co.<br>P. Lorillard Co.                                                                   | CBS-TV | McCann-Erickson<br>Lennen & Newell     |





— U —

| TITLE           | SPONSOR-PRODUCT                              | NETWORK | ADVERTISING AGENCY |
|-----------------|----------------------------------------------|---------|--------------------|
| Undercurrent    | Procter & Gamble Co.<br>(Cheer)              | CBS-TV  | Young & Rubicam    |
| U.S. Steel Hour | United States Steel Corp.<br>(Institutional) | CBS-TV  | BBDO               |

— V —

|                    |                                                                                                                                                                                                                                                         |        |                                                                                                                  |
|--------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|------------------------------------------------------------------------------------------------------------------|
| Valiant Lady       | General Mills, Inc.<br>(Gold Medal Flour,<br>Pie Crust Mix,<br>Softasilk, Bisquick)<br>Scott Paper Co.<br>(All Products)<br>Standard Brands, Inc.<br>(Tenderleaf Tea)<br>Toni Co.<br>(All Products)<br>Wesson Oil & Snowdrift Sales Co.<br>(Wesson Oil) | CBS-TV | Dancer-Fitzgerald-Sample<br><br>J. Walter Thompson<br>J. Walter Thompson<br>North Adv.<br>Fitzgerald Adv. Agency |
| The Vise           | Sterling Drug, Inc.<br>(Bayer Aspirin, Phillip's Milk of Magnesia, Phillip's Toothpaste)                                                                                                                                                                | ABC-TV | Dancer, Fitzgerald-Sample                                                                                        |
| Voice of Firestone | Firestone Tire and Rubber Co.                                                                                                                                                                                                                           | ABC-TV | Sweeney & James Co.                                                                                              |

— W —

|                        |                                                                                                                                                                                                                                                                                          |        |                                                                      |
|------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|----------------------------------------------------------------------|
| Wanted                 | American Home Products Corp.<br>(Anacin, Hooper Clay Pack, Infra-Rub, Bisodol Mints)                                                                                                                                                                                                     | CBS-TV | Biow, Beirn & Toigo<br>Ted Bates & Co.                               |
| Warner Bros. Presents  | General Electric, Lamp Div.<br>General Electric Co.<br>(Radio, TV Sets, Small Appliances)<br>Liggett & Myers Tobacco Co.<br>(Chesterfield & L & M Cigarettes)<br>Monsanto Chemical Co.<br>(Soap, Except Facial, Detergents, Starches, Bleaches, Chemical Garden Products, Institutional) | ABC-TV | BBDO<br>Maxon, Inc.<br>Cunningham & Walsh<br>Needham, Louis & Brorby |
| Washington Square      | Helene Curtis Industries, Inc.<br>(Hair Prods., Deodorants)                                                                                                                                                                                                                              | NBC-TV | Earle Ludgin                                                         |
| Wednesday Night Fights | Mennen Co.<br>(Shaving Creams, After Shave Lotion, Shampoo, Hair Creams)<br>Pabst Brewing Co.                                                                                                                                                                                            | ABC-TV | McCann-Erickson<br><br>Leo Burnett Co.                               |



## COMMERCIAL TV PROGRAMS



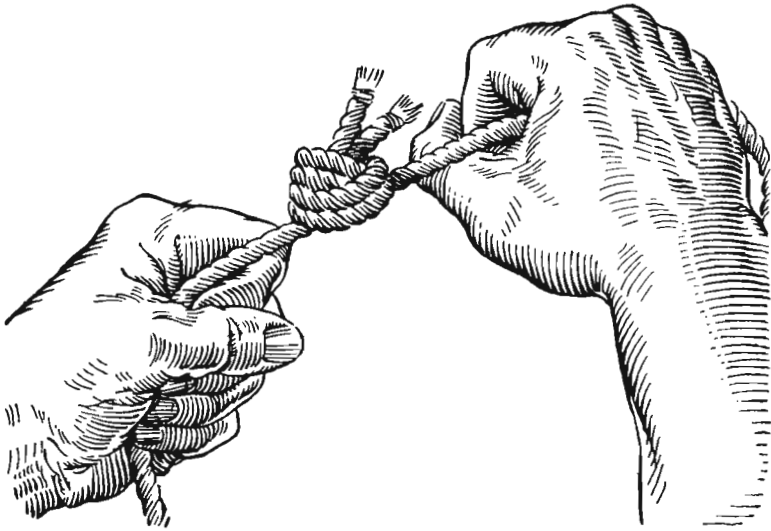
| TITLE                                             | SPONSOR-PRODUCT                                                                                                                                                                     | NETWORK          | ADVERTISING AGENCY                                        |
|---------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------------------------------------------------|
| Welk, Lawrence, Show                              | Dodge Div.-Chrysler Corp.                                                                                                                                                           | ABC-TV           | Grant Adv.                                                |
| Welk, Lawrence, Top Tunes & New Talent West Point | Dodge Div. & Plymouth Div., of Chrysler Corp.<br>General Foods Corp.<br>Maxwell House<br>Coffee, Post's Cereals,<br>Minute Rice, Jello<br>Pudding)                                  | ABC-TV<br>CBS-TV | Grant Adv.<br>Benton & Bowles                             |
| What's My Line                                    | Helene Curtis Industries, Inc.<br>(Stopette, Poof,<br>Finesse, Hair Dressing<br>Shampoo's)<br>Remington Rand, Inc.<br>(Electric Shavers,<br>Business Machines,<br>Office Equipment) | CBS-TV           | Earle Ludgin & Co.<br><br>Young & Rubicam                 |
| Wide Wide World                                   | Guide Lamp Div. of G.M.<br>Pontiac Motor Div.<br>United Motors Div.,<br>General Motors                                                                                              | NBC-TV           | D. P. Brother<br>MacManus, John & Adams<br>Campbell-Ewald |
| Wild Bill Hickok                                  | Kellogg Co.<br>(Cereals, Dog Food)                                                                                                                                                  | CBS-TV           | Leo Burnett Co.                                           |
| Winchell, Paul, Show                              | Sweets Co. of America<br>(Candy, Frostings)                                                                                                                                         | NBC-TV           | Moselle & Eisen                                           |
| Wire Service                                      | R. J. Reynolds & Co.<br>(Camel & Salem<br>Cigarettes)                                                                                                                               | ABC-TV           | Wm. Esty & Co.                                            |

### — Y —

|                      |                                                                                                                                       |        |                                              |
|----------------------|---------------------------------------------------------------------------------------------------------------------------------------|--------|----------------------------------------------|
| You Are There        | Prudential Insurance Co. of America                                                                                                   | CBS-TV | Calkins & Holden                             |
| You Asked For It     | Best Foods, Inc.,<br>Skippy Peanut Butter Div.                                                                                        | ABC-TV | Guild, Bascom & Bonfigli                     |
| You Bet Your Life    | DeSoto Motor Div.                                                                                                                     | NBC-TV | BBDO                                         |
| Young, Loretta, Show | Procter & Gamble<br>(Tide, Lilt, Gleem,<br>Camay)                                                                                     | NBC-TV | Benton & Bowles                              |
| Your Hit Parade      | American Tobacco Co.<br>(Lucky Strikes, Others)<br>Warner-Hudnut, Inc.<br>(Home Permanents,<br>Hair Products, Beauty<br>Preparations) | NBC-TV | BBDO<br>Sullivan, Stauffer, Colwell & Bayles |
| You're On Your Own   | Hazel Bishop, Inc.<br>(Lipstick, Rouge,<br>Nail Polish, Cleansers,<br>Make-up, Hair Spray,<br>Stick Deodorant)                        | CBS-TV | Raymond Spector Co.                          |

### — Z —

|            |                                                                                                 |        |                              |
|------------|-------------------------------------------------------------------------------------------------|--------|------------------------------|
| Zoo Parade | American Chicle Co.<br>(Gum, Roloids)<br>Mutual Benefit Health &<br>Accident Assoc. of<br>Omaha | NBC-TV | Ted Bates<br>Bozell & Jacobs |
|------------|-------------------------------------------------------------------------------------------------|--------|------------------------------|



There is a knack of tying knots that hold in hail and high water. It takes a pair of hands and a mind that knows what's to be done and the best way to do it.

There's a knack to printing literature that sells. It takes more than type and presses. It takes knowing what to print as well as how to print it.

It takes a knowledge of how to hold the reader's interest and make him want what you are selling.

## **BARNES PRINTING Company, Incorporated**

229 West 28th Street

New York 1, N. Y.

PEnnsylvania 6-8700

***THIS BOOK IS AN EXAMPLE OF OUR CRAFTSMANSHIP***

1316

# 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

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First Vice-Pres. .... Robert Longenecker  
Second Vice-Pres. .... Sheldon Leonard  
Secretary ..... Frank Lovejoy  
Treasurer ..... Harry S. Ackerman  
Executive Sec'y. .... Thomas Freebairn-Smith

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23 West 53rd St., New York 19, N. Y.  
Judson 6-5249

### OFFICERS

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Chairman ..... Ed Sullivan  
First Vice-Chairman ..... Max Liebman  
Second Vice-Chairman ..... Mark Goodson  
Secretary ..... William J. Bratter  
Treasurer ..... Lawrence Langner

### 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., Los Angeles 28, Calif.  
230 Jones St., San Francisco 2, Calif.  
519 Jarvis St., Toronto, Ont.

### COUNCIL

Jeanna Belkin, Sara Bettis, Charles Blackwell, Paul B. Brown, Donald Cook, Robin Craven, Jack Dabdoub, John Drew Devereaux, Stephen Douglas, Norma Doggett, John Emery, Robert Flavelle, John Forsythe, Eddie Foy, Jr., Florida Friebus, Larry Gates, Marjorie Gatenso, Richard Gordon, Margaret Hamilton, Helen Hayes, Del Hughes, Kim Hunter, Earle Hyman, George Ives, Leo Kayworth, Betty Jane Keating, Dennis King, Judson Laire, Ruth Matteson, Ruth McDevitt, Roddy McDowall, Patrick McVey, Edith Meiser, Katherine Meskill, Thomas Mitchell, Dick Moore, Claudia Morgan, May Muth, Robert Neukum, Lloyd Nolan, Elliott Nugent, Bibi Osterwald, Leonard Patrick, Neva Patterson, Robert Preston, William Redfield, Pally Rowles, Edmon Ryan, Dorothy Sands, James Schlader, Hiram Sherman, Stanley Simmonds, Cornelia Otis Skinner, Kent Smith, William Talman, Ann Thomas, Frederic Tozere, Lucia Victor, Eddie Weston, Jane White, Eleanor Wilson, Lois Wilson, Gordon Woodburn, Blanche Yurka, William Roerick.

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25 West 45th Street, New York 36, N. Y.  
Judson 2-1520

### OFFICERS

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Vice-Chairman ..... Lee H. Bristol

Vice-Chairman ..... Leo Burnett  
Vice-Chairman ..... John C. Sterling  
President ..... Theodore S. Repplier  
Vice-President ..... Allan M. Wilson  
Vice-President ..... George P. Ludlam  
Secretary ..... Frederic 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. Repplier, President.  
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

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Vice-Chairman of the Board ..... R. M. Feemster  
President ..... Elon G. Borton  
Secretary ..... Loretto Fox  
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.

3 East 54th St., New York 22, N. Y.  
PLaza 1-5656

### OFFICERS

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Vice-Chairman ..... Ben R. Donaldson  
President ..... William A. Hart  
Treasurer ..... E. P. Seymour  
Managing Director ..... A. W. Lehman  
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

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Vice-Chairman ..... Melvin Brorby  
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Secretary-Treasurer ..... Donald K. Clifford  
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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..... George V. Clancy

**EXECUTIVE COMMITTEE**

Wm. J. Harris, Stanley Ballard, Herman D. Kenin,  
Lee Repp, 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. George V. Clancy, Treas.

**AMERICAN FEDERATION OF TELEVISION & RADIO ARTISTS (AFTRA)**

15 West 44th Street, New York 36, N. Y.  
Murray Hill 7-1810

**NATIONAL OFFICERS**

President..... Frank Nelson  
1st Vice-President..... Clayton Collyer  
2nd Vice-President..... Eleanor Engle  
3d Vice-President..... Luis Van Raeten  
4th Vice-President..... Bill Baldwin  
5th Vice-President..... Fred B. Cole  
6th Vice-President..... Dick Stark  
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Treasurer..... Stanley Farrar  
National Executive Secy..... Donald F. Conaway

**BRANCH OFFICES**

6331 Hollywood Blvd., Hollywood 28, Calif. HOLly-  
wood 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 46th St., New York 36, N. Y.  
Columbus 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  
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National Executive Secretary..... Hyman R. Faine

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6636 Hollywood Blvd., Hollywood, Cal. Phone: HO  
2-2334. Lee Harris, Rep.  
421 Phelan Bldg., 760 Market St., San Francisco,  
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215 S. Broad St., Philadelphia, Pa. Phone: KI 5-4310.  
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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**

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1st Vice-President..... Allan Walker  
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Recording Secretary..... Peter Chan

**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: CEntral  
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**

27 East Monroe St., Chicago 3, Ill.  
CEntral 6-8306

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**BRANCH OFFICES**

43 Chapters in the U.S. & Canada

**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**

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360 N. Michigan Ave., Chicago 1, Ill. Phone:  
Franklin 2-3746; George N. Dale, Chairman.  
ANPA Research Laboratory, Box 298, Easton, Pa.,  
Phone: 3-6519. Roy W. Prince, Technical Research  
Director.



**FUNCTIONS**  
To foster and protect the business and business interests of daily newspapers.

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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.

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501 Madison Ave., New York 22, N. Y.  
ELdorado 5-7281

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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**

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Assistant Secretary ..... Ruth L. Simonson  
Counsel ..... Abraham Males

**BRANCH OFFICES**

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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

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**FUNCTIONS**

Publisher and distributor of serious music in the United States and representative of many principal serious music catalogs of Europe.

**ASSOC. OF CANADIAN ADVERTISERS, INC.**

701 Federal Building, 85 Richmond St., West, Toronto 1, Ontario  
EMpire 3-8046

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**THE ASSOCIATION OF CINEMA LABORATORIES, INC.**

1226 Wisconsin Ave., Washington 7, D. C.  
D. C.

President ..... Neal Keehn  
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**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.**

155 E. 44th St., New York, N. Y.  
Oxford 7-5950.

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General Foods  
 Vice-Chairman..... Ralph Winslow  
 Koppers Company

**FUNCTIONS**

Promotes the most effective and profitable use of advertising as a tool of selling, promotes a better understanding and more effective use of advertising as a tool of management and protects the interests of national advertisers and serves their collective needs.

**ASSOCIATION OF RADIO NEWS ANALYSTS**

24 East 39th Street, New York 16, N. Y.  
 OXford 7-5300

President..... Quincy Howe  
 Vice-President..... Joseph C. Harsch  
 Vice-President..... W. W. Chaplin  
 Executive Committee..... H. V. Kaltenborn,  
 Chet Huntley, John MacVane  
 Secretary..... Larry Lesueur  
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 Assistant Secretary-Treasurer..... Allen Jackson

**FUNCTIONS**

To maintain the independence and prestige of the profession and to improve the standards of analytical broadcasting and to protect the best interests of the public and the industry.

**THE AUTHORS GUILD OF THE AUTHORS LEAGUE OF AMERICA, INC.**

6 E. 39th St., New York 16, N. Y.  
 MUrray Hill 9-4950

**OFFICERS**

President..... William L. Shirer  
 Vice-President..... John Brick  
 Secretary..... Irmengarde Eberle Koehler  
 Secretary to the Council..... Luise M. Sillcox  
 Membership Secretary..... Edith Mackin

**COUNCIL**

Cleveland Amory, Betsey Barton, Richard Bissell, Howard Breslin, John Brick, Ernestine Gilbreth Carey, Margaret Cousins, Jonathan Daniels, Hildegard Dolson, Michael Drury, Samuel Grafton, Alan Green, John Hersey, Helen Hull, Elizabeth Janeway, Norman Katkov, Leonard Kaufman, Christopher LaFarge, Robert J. Landry, John Lardner, Frances Lockridge, Richard Lockridge, Merle Miller, Ralph O. Moody, Ann Petry, Bentz Plagemann, Marjorie Hillis Roulston, Rex Stout, Alvin Tresselt, Theodore White; Hays, St. John, Abramson and Heilbron, Counsel.

**FUNCTIONS**

National business organization of authors in the publication field.

**THE AUTHORS LEAGUE OF AMERICA, INC.**

6 E. 39th St., New York 16, N. Y.  
 MUrray Hill 9-4950

**OFFICERS**

President..... Moss Hart  
 Vice-President..... Rex Stout  
 Treasurer..... Arthur Schwartz  
 Secretary..... Ann Petry  
 Executive Secretary..... Luise M. Sillcox

**COUNCIL**

Cleveland Amory, S. N. Behrman, Howard Breslin, Russel Crouse, Ruth Goodman Goetz, Oscar Hammerstein, 2nd, Samuel Grafton, Alan Green, Joseph Hayes, Lillian Hellman, John Hersey, Laura Z. Hobson, Helen R. Hull, Joan Kahn, Richard Lewine, Howard Lindsay, Frances Lockridge, Richard Lockridge, Merle Miller, Ann Petry, Elmer Rice, Richard Rodgers, Victor Wolfson, Stanley Young; Hays, St. John, Abramson and Heilbron, Counsel.

**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  
 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..... Barrie Thorn  
 Program Director..... Alec Sutherland  
 Program Assistant..... Lillian Lang  
 TV Officer..... G. Delsrother  
 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. D. 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 interrelated 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  
 Television Producer..... Richard A. Cobb  
 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 transcriptions, and television films representative of Protestant and Orthodox Churches.

**BROADCASTING INFORMATION BUREAU**

535 Fifth Ave., New York 17, N. Y.  
 MUrray Hill 7-1668

Manager..... Martin Lawrence  
 Editor..... Julienne (Judy) Dupuy

**FUNCTIONS**

Publishers of TV Film program directories; Station & Film Who's Who and What's Where; Film Newsletter, "Facts, Figures and Film."

**BROADCAST MUSIC, INC. (BMI)**

589 Fifth Ave., New York 17, N. Y.  
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  
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 Asst. V.P. in charge of Publisher Relations  
 Robert B. Sour  
 Assistant Treasurer..... Robert J. Higgins

**BOARD OF DIRECTORS**

Chairman, Sydney M. Kaye; Herbert V. Akerberg,  
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 Kapner, Paul W. Morency, William Reagan, J. Leonard  
 Reinsch, J. Harold Ryan, G. Richard Shatto.

**STATION RELATIONS**

Al Marlin, Turner Cooke, Justin Bradshaw, Robert  
 Fuller, Linn Pattee, Ken Sparnon, Burt Squire, Dorsey  
 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.  
 BMI Canada, Ltd., 16 Gould St., Toronto 2, Ont.,  
 Phone: Elgin 0040, Wm. Harold Moon, Asst. Gen.  
 Mgr.

**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.

**BROADCASTERS' PROMOTION  
 ASS'N., INC.**

c/o WBC, Suite 2100, Chanin Bldg., 122 E. 42nd St.,  
 New York 17, N. Y.  
 Phone: MUrray Hill 7-0808

**OFFICERS**

President..... David E. Partridge  
 WBC, New York  
 First Vice-Pres..... Charles A. Wilson  
 WGN, WGN-TV, Chicago  
 Second Vice-Pres..... Montez Tjaden  
 KWTV, Oklahoma City, Okla.  
 Secy.-Treas..... Ellen M. Johansen

**BOARD MEMBERS**

Bruce Wallace, WTMJ, Milwaukee; Haywood Meeks,  
 WMAL-TV, Washington, D. C.; Roy C. Pedersen,  
 WDAY, Fargo, N. D.; Samuel Elber, WERE, Cleveland;  
 Gene Godt, WCCO-TV, Minneapolis; Marion Annen-  
 berg, WDSU, New Orleans; Joe Zimmerman, WFIL,  
 Philadelphia; Joe G. Hudgens, KRNT, Des Moines;  
 John M. Keyes, WMAQ, WNBO, Chicago; Foster A.  
 Brown, KMOX, St. Louis; Howard W. Meagle, WWVA,  
 Wheeling, W. Va.; Paul Woodland, WGAL, Lancaster,  
 Pa.

**FUNCTIONS**

The Association was formed for the betterment of  
 broadcasting activity by furthering the recognition,  
 organization and extension of promotional activity as  
 an essential function in the broadcasting-televasting  
 business; by increasing the effectiveness of broad-  
 casters' promotion personnel through contacts with  
 one another, and with representatives of related  
 business, through the exchange of information and

ideas, and through consequent improvement of promo-  
 tion methods, research principles and techniques; and  
 by assisting broadcasters to secure competent per-  
 sonnel for promotion work.

**THE BUREAU OF BROADCAST  
 MEASUREMENT**

96 Eglinton Ave. East, Toronto 12, Ontario  
 MAYair 9464

**BOARD OF DIRECTORS AND OFFICERS**

President..... Charles R. Vint  
 Vice-President..... Horace N. Stovin  
 Research & Development Director. Clyde H. McDonald  
 Executive Secretary & Treasurer..... Charles J. Follett

**DIRECTORS**

J. Arthur Dupont, Radio Station CJAD, Montreal;  
 William N. Hawkins, Radio Station CFOS, Owen  
 Sound; E. Lloyd Moore, Radio Station CFRB, Toronto;  
 Robert M. Campbell, J. Walter Thompson Co., Ltd.,  
 Toronto; C. W. McQuillin, Cockfield, Brown & Co.,  
 Ltd., Toronto; G. Frank Mills, Spitzer & Mills Ltd.,  
 Toronto; William E. Trimble, Baker Advertising  
 Agency Ltd., Toronto; George S. Bertram, Swift  
 Canadian Co., Ltd., Toronto; J. J. McGill, Imperial  
 Tobacco Sales Co. of Canada, Ltd., Montreal; A. M.  
 Sanderson, Whitehall Pharmacal (Canada) Ltd., Toron-  
 to; Ralph T. Snelgrove, Television Station CKVR-TV,  
 Barrie; W. Clifford Wingrove, Television Station  
 CFPL-TV, London; Ross A. McCreath, Television Time  
 Manager, All-Canada Television, Toronto; Kenneth W.  
 Davis, Omar Renaud & Co., Toronto.

**FUNCTIONS**

To conduct surveys and to assemble statistical and  
 other data relating to radio broadcasting and par-  
 ticularly relating to the number, distribution and  
 listening habits of persons who are or may be listen-  
 ing to the various broadcasting stations at different  
 times and from time to time.

To adopt standard methods of appraising broad-  
 casting station coverage and/or the listening habits of  
 the public.

To prepare reports, charts and other forms of pub-  
 licity based on surveys and statistical and other data  
 assembled as aforesaid.

To print, publish ad distribute to members the re-  
 ports, charts and other forms of publicity prepared as  
 aforesaid.

**CANADIAN ASSOCIATION OF  
 RADIO & TELEVISION  
 BROADCASTERS**

108 Sparks St., Ottawa 4, Canada

President..... F. A. Lynds  
 Executive Vice-President..... T. J. Allard  
 Vice-President Radio..... D. A. Gourd  
 Vice-President Television..... H. A. Crittenden  
 Secretary-Treasurer..... Flora Love  
 Copyright Counsel..... Samuel Rogers, R. C.  
 French Language Counsel..... Taschereau Fortier

**DIRECTORS**

J. Hirtle, CKBW, Bridgewater, N.S.; F. A. Lynds,  
 CKCW, Moncton, N.B.; G. Stirling, CJON-TV, St.  
 John's, Nfld.; D. A. Gourd, Radio Nord, Inc., Rouyn,  
 P.Q.; Henci Lepage, CHRC, Quebec, P.Q.; Cautere,  
 CKSB, St. Boniface, Man.; F. B. Ricard, CHNO, Sud-  
 bury, Ont.; J. M. Davidson, Northern Broadcasting  
 Co., Ltd., Toronto, Ont.; W. T. Cruikshank, CKNX,  
 Wingham, Ont.; J. A. Dupont, CJAD, Montreal, P.Q.;  
 W. N. Hawkins, CFOS, Owen Sound, Ont.; E. E. Fitz-  
 gibbon, CKCO-TV, Kitchener, Ont.; R. J. Buss, CHAT,  
 Medicine Hat, Alta.; V. Dallin, CFQC, Saskatoon,  
 Sask.; J. O. Blich, CJOB, Winnipeg, Man.; H. A. Crit-  
 tenden, CKCK-TV, Regina, Sask.; C. J. Rudd, CHUB,  
 Nanaimo, B. C.; M. P. Finnerty, CKOK, Penticton,  
 B. C.

**SALES OFFICE**

200 St. Clair Avenue, West, Toronto 7, Ont. Phone:  
 WAInut 2-3334. C. W. Fenton, Sales Director.

**FUNCTIONS**

The Canadian Association of Radio and Television  
 Broadcasters is a voluntary trade organization of 144  
 privately owned (independent) radio broadcasting sta-  
 tions and 26 television stations in Canada.

**CATHOLIC ACTORS GUILD OF AMERICA, INC.**

120 W. 45th Street, New York 36, N. Y.  
Circle 6-5566

**OFFICERS**

President ..... **Gene Buck**  
 Vice-President ..... **Gene Lockhart**  
 Vice-President ..... **William Gaxton**  
 Recording Secretary ..... **Paul A. Lilly**  
 Historian ..... **Jane Taylor Lacina**  
 Executive Secretary ..... **George W. Buck**  
 Chairman of Executive Board ..... **Walter Kiernan**  
 Chaplain ..... **Rt. Rev. Msgr. Vincent J. Brosnan**  
 Treasurer ..... **Rev. Francis M. Costello**

**FUNCTIONS**

Social and charitable 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. Duffy**  
 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  
WAInut 3-8457

**OFFICERS**

President ..... **Sir Ernest MacMillan Mus. D. (Oxon.)**  
 General Manager ..... **W. St. C. 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. 39th St., New York 16, N. Y.  
MUrray Hill 9-4950

President ..... **Oscar Hammerstein, 2nd**  
 Vice-President ..... **Howard Lindsay**  
 Secretary ..... **A. O. Goetz**

**COUNCIL**

Richard Adler, Robert Anderson, Abe Burrows, Betty Comden, Marc Connelly, Russell Crouse, Dorothy Fields, Joseph Fields, A. O. Goetz, Moss Hart, Lillian Hellman, Arnold B. Horwitz, William Inge, Garson Kanin, Jean Kerr, Sidney Kingsley, Arthur Laurents, Alan Jay Lerner, Richard Lewine, Howard Lindsay, Robert McEnroe, Arthur Miller, Paul Osborn, Elmer Rice, Richard Rodgers, Harold Rome, Samuel Taylor, Maurice Valency, Mills Ten Eye, Jr., Executive Secretary; Luise M. Sillcox, Secretary to the Council; Hays, St. John, Abramson & Heilbron, Counsel.

**FUNCTIONS**

The national business organization of dramatists.

**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, Helen Bonfils, Margaret Dale, Mrs. Owen Davis, Boris Karloff, Tessa Kosta, Thais Lawton, Raymond Massey, Robert Fryer, Carmen Mathews, Margery Maude, John Morley, Helen Ormsbee, Basil Rathbone, Mrs. Chas. M. Richter, Cornelia Otis Skinner, Frances Starr, Mason Curry, Marjorie 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**

c/o Secretary, Verne R. Young, Esq., Suite 300-A American Building, 1317 F St., N.W., Washington 4, D. C.

**OFFICERS**

President ..... **George O. Sutton**  
 1st Vice-President ..... **George S. Smith**  
 2nd Vice-President ..... **William C. Koplowitz**  
 Secretary ..... **Verne R. Young**  
 Assistant Secretary ..... **Norman E. Jorgensen**  
 Treasurer ..... **Howard J. Schellenberg, Jr.**

**EXECUTIVE COMMITTEE**

Donald C. Beelar, Robert M. Booth, Jr., Jeremiah Courtney, Henry G. Fischer, W. Theodore Pierson, Thomas W. Wilson; Delegate to American Bar Association: George O. Sutton.

**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.....Edward T. Tait  
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 Public Information.....S. F. Stowe  
Dir., Bur. of Consultation.....Charles E. Grandey  
Dir. Bur. of Economics.....Simon N. Whitney  
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. COrtlandt 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 Lewltin  
Administrator.....Suzanne Weltman  
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. 9-3184 Ext. 280, 606

Director.....I. Keith Tyler  
Asst. to Dir.....Robert B. Burrows  
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.....Dr. J. T. Henderson  
Vice-President.....Dr. Yasujiro Niwa  
Treasurer.....Dr. W. R. G. Baker  
Secretary.....Haraden Pratt

Editor.....D. G. Fink  
Executive Secretary.....G. W. Bailey

**DIRECTORS**

J. D. Ryder, A. V. Loughren, D. E. Noble, E. W. Herold, J. F. Byrne, A. N. Goldsmith, A. W. Graf, Samuel Seely, J. R. Whinnery, Ernst Weber, W. R. Hewlett, R. L. McFarlan, F. A. Polkinghorn, J. G. Brainerd, H. R. Hegbard, J. J. Gershon, K. V. Newton, C. F. Wolcott, A. B. Oxley.

**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**

1733 Broadway, New York 19, N. Y.  
333 North Michigan Ave., Chicago 1, Ill.  
JUdson 2-5030

**OFFICERS**

President.....George Abraham  
Vice-President & Regions Coordinator.....David W. Borst  
Secretary & Treasurer.....James R. Wylie  
Business Manager.....James R. Wylie  
Manager of Member Services.....Richard H. Crompton  
Sales Manager.....Richard E. Pittenger  
Engineering Manager.....Allen I. Perlin  
Resident Counsel.....Herbert B. Barlow, Jr.  
Operations Manager.....Francis A. Gicca  
Publicity Manager.....Walter Hofer  
Public Relations Manager.....Herbert Silon

**BRANCH OFFICES**

D. W. Borst, 580 Lowell Street, Lynnfield Center, Mass. Phone: 4-4244; 333 North Michigan Ave., Chicago, Ill.

**FUNCTIONS**

Intercollegiate Broadcasting System is a non-profit association of campus-limited radio stations, established in 1940 to provide operational advice, informational interchange and commercial services for this unique form of broadcast education.

**JEWISH THEATRICAL GUILD**

1564 Broadway, New York 36, N. Y.  
PLaza 7-5237

Chairman, Bd. of Trustees.....Wm. Degen Weinberger  
President.....Eddie Cantor  
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1st Vice-Pres.....George Jessel  
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Treasurer.....Abe Lastfogel  
Asst. Treasurer.....Nat Lefkowitz  
Legal Committee.....Henry M. Katz  
Chaplain.....Rabbi Abraham Burstein  
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.....James H. Denison, Assn. of Land-Grant Colleges and State Universities.  
Executive Director.....Ralph Steetle

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Dr. Finis E. Engelman, American Assn. of School Administrators; Dr. Carroll V. Newsom, American Council on Education; Dr. Leo A. Martin, Assn. for Education by Radio-Television; Dr. Edgar Fuller, Council of Chief State School Officers; Dr. Harry K. Newburn, Educational Television and Radio Center; Frank E. Schooley,

Nat'l Assn. of Educational Broadcasters; Edward L. Ryerson, National Citizens Committee for Educational Television; James H. Snowden, Nat'l Congress of Parents & Teachers; Dr. Belmont Farley, National Education Association of the United States.

**FUNCTIONS**

The JCET seeks to represent the special needs of education in the newest and most powerful of the mass media, and encourage educators to meet their responsibilities in regard to it.

**THE LAMBS**

130 W. 44th St., New York 36, N. Y.  
JUdson 2-1515

**OFFICERS**

Shepherd ..... William Gaxton  
Boy ..... Loring Smith  
Corresponding Secretary ..... Milton Weintraub  
Recording Secretary ..... Charles Baxter  
Treasurer ..... Lep Solomon  
Librarian ..... Elliott Nugent

**DIRECTORS**

Mickey Alpert, Edward H. Ford, John W. Hundley, Frank H. Leslie, Jack Whiting, Martin Begley, Joseph S. Buhler, Henry Gladstone, H. Pierson Mapes, Conrad Nagel, Ralph Bellamy, Eddie Dowling, Marcus Heiman, Bert Lehr, Herman Phillips.

**LIFE DIRECTORS EX-SHEPHERDS:** Fred Waring, Walter N. Greaza.

**FUNCTIONS**

The object of this club shall be the promotion of social intercourse among persons, engaged professionally in the drama, music, authorship, and the fine arts, as well as friends of those professions, and the collection and preservation of objects of interest thereto, and the creation and maintenance of funds for the benefit of persons engaged professionally in the drama, music, authorship and the fine arts who shall be in need of financial aid or assistance, to be disbursed in the discretion of the Council of the Club.

**LEAGUE OF ADVERTISING AGENCIES, INC.**

220 W. 42nd St., New York 36, N. Y.  
Lackawanna 4-9735

**OFFICERS**

President ..... James B. Zabin  
Exec. Sec'y ..... Julian Ross  
Vice-Presidents ..... Irving Davis, Bernard M. Reiss,  
Larry Schwartz  
Secretary ..... Max Sinowitz  
Treasurer ..... Nat Roth  
Legal Counsel ..... Louis N. Field, Morton J. Simon  
Fiscal Advisor ..... Lucius H. Coleman  
Public Relations Counsel ..... Bosh Stack

**BOARD OF GOVERNORS**

A. D. Adams, Arthur Bandman, Ted Bernstein, Lester Loeb, Henry Loewy, Max Pearlman, Louis E. Reinhold, Philip I. Ross, David E. Rothschild, Joseph Rusakoff, Harry C. Waterston, William Weitman.

**MOTION PICTURE INDUSTRY CREDIT GROUP, NATIONAL ASSOCIATION OF CREDIT MEN**

229 Fourth Ave., New York 3, N. Y.  
OREgon 4-5100

Chairman ..... Joseph A. Tanney  
Vice-Chairman ..... Kern Moyses  
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.-C.I.O.**

1270 Sixth Avenue, New York 20, N. Y.  
CO. 5-7362

President ..... Robert Miller  
Vice-President ..... Joe Santly  
Treasurer ..... Jack Perry  
Executive Secretary ..... Bob Miller

**MEMBERS OF EXECUTIVE COUNCIL**

Bob Baumgart, Bert Haber, Leo Diston, Mickey Garlock, Mac Kooper, Jerry Lewin, Bernie Pollack, Sammy Smith, Murray Luth, Moe Shulman, 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 Comparte, Reg. Sec'y.; 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.  
PLaza 1-1930

**OFFICERS**

Chairman of the Board ..... Walter G. Douglas  
President ..... Louis Bernstein  
Vice-President ..... Jack Mills  
Secretary ..... J. J. Bregman  
Treasurer ..... Maurice Scopp  
Agent and Trustee ..... Harry Fox

**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, educational, business and labor organizations and individuals for the purpose of encouraging the presentation of radio and television programs of high standards.

**NATIONAL ASSOCIATION OF 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 mem-

berships 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.....George Smith  
International Vice-President.....Gene Klump  
International 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.....Burton Paulu  
Vice-President.....Richard Hull  
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, No. C.; Region III: Ola Hiller, WFBE, Flint, Mich. Public Schools; Region IV: Dr. Burton Paulu, KUOM, Minnesota U., Minneapolis, Minn.; Region V: John Schwarzwalder, 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 ASSN. OF TELEVISION AND RADIO FARM DIRECTORS**

KWKH, Shreveport, La.

President.....Jack Timmons  
Vice-President.....Wes Seyler  
Secretary-Treasurer.....Don Tuttle  
KWKH, Shreveport, La.  
WIBW, Topeka, Kans.  
WGY, Schenectady, N. Y.

Historian.....Herb Plambeck  
WHO, Des Moines, Iowa  
CHATS Editor.....Maynard Speece  
WCCO, Minneapolis, Minn.

**FUNCTIONS**

NATRED is an organization dedicated to the service of agriculture, station management and the advertiser.

**NATIONAL AUDIENCE BOARD, INC.**

152 East End Ave., New York 28, N. Y.  
TRafalger 9-6070

**Officers**

President.....Peter Goelet  
Exec. Vice-Pres.....Bernard F. Kamins  
Treasurer.....David J. Colton  
Secretary.....Harriet Williams

**Branch Offices**

239½ S. Beverly Dr., Beverly Hills, Calif., CRestview 1-8141, Bernard F. Kamins, Exec. V. P.; 625 Cheney 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, Jr., 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.

President.....Bill Daniels  
Vice-President.....George J. Barco  
Secretary.....A. J. Malin  
Treasurer.....W. Randolph Tucker  
Immediate Past President.....M. F. Malarkey, Jr.  
Executive Secretary.....E. Stratford Smith

**DIRECTORS**

Homer A. Bergren, Larry Boggs, George H. Bright, Jr., Lloyd A. Calhoun, William J. Calsam, Ned W. Cogswell, Glenn H. Flinn, Gerard B. Henderson, Paul B. McAdam, Bruce Merrill, Sandford Randolph, J. Holland Rannells, Charles H. G. Rees, Clive Rannells, Jr., Joseph C. Saricks, Ralph S. Shepler, John M. Spottswood, Harley E. Steiner, Fred J. Stevenson.

**FUNCTIONS**

Promote the development of community antenna television systems throughout the United States through techniques normally employed by national trade associations.

**NATIONAL COUNCIL OF DISC JOCKEYS**

c/o Murray Kaufman  
Radio Station WMCA  
New York, N. Y.



OFFICERS

President ..... Murray Kaufman  
 Executive Vice-President ..... Al Jarvis  
 KFWB, Hollywood, Calif.  
 Treasurer ..... Bob Clayton  
 WHDH, Boston, Mass.  
 Secretary ..... Don McLeod,  
 WJBK, Detroit, Mich.

BOARD OF GOVERNORS

Howard Miller, WIND, Chicago, Ill.; Dick Clark, WFIL-TV, Philadelphia, Pa.; Mark Evans, WTOP, Washington, D. C.; and Phil McLean, WERE, Cleveland, Ohio.

FUNCTIONS

The national Council of Disc Jockeys is a non-profit membership corporation for the purpose of instituting national activities to enlist participation of America's youth in public service endeavors.

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

Honorary Lifetime Pres. .... Melvin L. Gold  
 President ..... Dr. Alfred N. Goldsmith  
 Exec. V.-P. .... Lou Feldman  
 Exec. Sec'y ..... Sydney A. Mayers  
 General Secretary ..... Sally Perle  
 Treasurer ..... Charles W. Carpenter  
 V. P., Production ..... Marvin Rothenberg  
 V. P., Distribution ..... Saul Turrell  
 V. P., Stations ..... David L. O'Shea  
 V. P., Agencies ..... Marshall G. Rothen  
 V. P., Technical Services ..... William J. Reddick  
 V. P., Membership ..... Stan M. Cole

DIRECTORS

John J. Schneider, Chr.; Joseph Dougherty, E. P. Genock, Albert D. Hecht, Peter Keane, Steven Manning, Arche A. Mayers, Waldo Mayo, Martin Rich, Don E. Widlund.

FUNCTIONS

NTFC 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 ..... Lilyn 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 Fineston

PHILA. RADIO & TV BROADCASTERS ASSOC.

215 South Broad St., Philadelphia 7, Pa.

President ..... Robert A. Klein  
 Vice-President ..... Patrick J. Stanton  
 Secretary ..... John R. Mahoney  
 Treasurer ..... William B. Caskey  
 Executive Director ..... Austin Marshall

BRANCH OFFICE

Radio Station WPEN, 2212 Walnut St., Philadelphia 3, Pa. LOcust 4-6000

FUNCTIONS

To initiate and promote studies of all phases of radio and television broadcasting.

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 ..... Jack Perry  
 Executive Director ..... Bob Miller  
 Board of Governors ..... Bob Baumgart,  
 Bert Haber, Lea Diston, Mickey Garlock, Mac Kooper, Moe Shulman, Bernie Pollack, Jerry Lewin, Sammy Smith, 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 ..... Mucio Delgado  
 Public Relations Director ..... Alton Kastner  
 Technical Director ..... Claude Harris  
 European Director (Munich Office) ..... Richard Condon  
 Manager Director (Lisbon Office) ..... Henry Lolliot

FUNCTIONS

Radio Free Europe, a private organization supported by contributions of the American people to Crusade for Freedom, transmits to Czechoslovakia, Hungary, Poland, Romania 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 BUERAU INC.

460 Park Ave., New York 22, N. Y.  
 MUrray Hill 8-4020

OPERATING GROUP

President ..... Kevin B. Sweeney  
 Vice-President and General Manager ..... John F. Hardesty  
 Vice-Pres. and Dir. of Promotion ..... Sherril W. Taylor  
 Asst. Secy.-Treas. ..... William L. Morison

GOVERNING GROUP

Chrmn. of the Board ..... Kenyon Brown  
 KWFT, Wichita Falls, Texas  
 Secretary ..... William B. McGrath  
 WHDH, Boston, Mass.  
 Treasurer ..... John S. Hayes  
 WTOP, Washington, D. C.

# ORGANIZATIONS

Chrmn. of Executive Committee . . . . . Ward D. Ingram  
 KHJ, Los Angeles, Calif.  
 Chrmn. of Finance Committee . . . . . John S. Hayes  
 WTOP, Washington, D. C.

### BOARD OF DIRECTORS

Joseph E. Baudino, WBC, Washington, D. C.; Edward Breen, KVFD, Ft. Dodge, Iowa; Kenyon Brown, KWTF, Wichita Falls, Texas; Richard D. Buckley, WNEF, New York, N. Y.; Charles C. Caley, WMBD, Peoria, Ill.; John C. Cohan, KSBW, Salinas, Calif.; Matthew J. Culligan, NBC Radio, New York; Robert E. Dunville, WLW, Cincinnati, Ohio; Donald Durgin, ABC Radio, New York; Frank P. Fogarty, WOW, Omaha, Neb.; Simon Goldman, WJTN, Jamestown, N. Y.; 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.; Alex Keese, WFAA, Dallas, Texas; C. Howard Lane, OHN, Portland, Ore.; Elroy McCow, WINS, New York, N. Y.; William B. McGrath, WHDH, Boston, Mass.; Robert T. Mason, WMRN, Marion, Ohio; Gilmore N. Nunn, WLAP, Lexington, Ky.; Edward Petry, Edward Petry & Co., Inc., New York, N. Y.; John B. Poor, MBS, New York, N. Y.; Don Searle, Colby, Kans.; Ben Strouse, WWDC, Washington, D. C.; Kevin B. Sweeney, RAB, New York, N. Y.; Donald W. Thornburgh, WCAU, Philadelphia, Pa.; Lee Wailes, Starer Broadcasting Co., Miami Beach, Fla.; Allen M. Woodall, WDAK, Columbus, Ga.; Adam J. Young, Jr., Adam J. Young, Inc., New York, N. Y.

## RADIO-NEWSREEL-TELEVISION WORKING PRESS ASSOCIATION OF NEW YORK, INC.

270 Park Ave., New York 17, N. Y.  
 Plaza 1-2720

### OFFICERS

President . . . . . Julian Anthony  
 1st Vice-President . . . . . Nick Archer  
 2nd Vice-President . . . . . Herb Schwartz  
 Sergeant-at-Arms . . . . . George Jordan  
 Secretary . . . . . Ruth Marciniak  
 Ass't Sec'y . . . . . Charles Campbell  
 Treasurer . . . . . Richard Milbauer

### BOARD OF GOVERNORS

Chairman: Lou Hutt; Julian Anthony, Nick Archer,  
 Robert F. Donahue, Roy D. Edwards, George Jordan,  
 Burt Reinhardt.

## THE RADIO PIONEERS CLUB

589 Fifth Ave., New York 17, N. Y.  
 Plaza 9-1500

### OFFICERS

President . . . . . Clair R. McCollough  
 1st Vice-President . . . . . John Patt  
 Vice-Pres. . . . . Victor Diehm, William H. Fineshriber, Jr.  
 Secretary . . . . . Clair McCollough  
 Treasurer . . . . . Charles A. Wall  
 Executive Secretary . . . . . M. H. Shapiro

### FUNCTIONS

"To establish a membership organization of persons who by their long years of service in the field of Radio desire to become associated for the 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 Fogle, Hollywood; Jack Lyman, Hollywood; Robert L. Robb, Hollywood; Harfield Weedon, Hollywood; Graver 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 Bailon  
 (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.

Hotel Biltmore, New York 17, N. Y.

### OFFICERS

President . . . . . Robert Jay Burton  
 1st Vice-President . . . . . Merle Jones  
 2nd Vice-President . . . . . Robert Leder  
 Treasurer . . . . . Bernard Goodwin  
 Secretary . . . . . Claude Barrere  
 Executive Director . . . . . Claude Barrere

### BOARD OF GOVERNORS

Kenneth Bilby, Maggi Eaton, Norman Glenn, Norman Gluck, Don McClure, Frank Pellegrin, Roger Pryor, Robert Schmid, Sam Slate, Geraldine Zarbaugh.

### FUNCTIONS

1. To create a lasting fraternity of persons professionally engaged or interested in radio and television broadcasting and its allied fields and to provide a common meeting place for all members. 2. To provide a forum for the exchange of ideas and discussions of problems affecting or concerning radio and television broadcasting or relating to its improvement or usefulness and to promote higher standards for the radio and television industry as a scientific, literary, information, entertainment, and cultural medium. 3. To provide and sponsor the dissemination of information pertaining to radio and television broadcasting which may be of mutual interest and value to members, the public and the industry. 4. To do all and everything necessary, suitable and proper for the complete accomplishment of these purposes and the attainment of the objects herein set forth within such limitations as are provided by law.

## RADIO-ELECTRONICS-TELEVISION MANUFACTURERS ASSOCIATION

See Equipment Section

## RADIO-TV CORRESPONDENTS ASSN.

U. S. Capitol, Washington, D. C.  
 NAational 8-3120  
 Chairman . . . . . Joseph F. McCaffrey (Ind.)  
 Vice-Chairman . . . . . Robert Hurlleigh (MBS)

Treasurer ..... Julian Goodman  
 Members-At-Large ..... Eric Sevaraid (CBS),  
 George Marmer (UP-Radio), Charles Shutt (Tele-  
 news), Lewis Shollenberger (CBS)

**FUNCTIONS**

The Association is the official accrediting agency for all radio-television reporters covering the United States Congress and official Washington.

**RADIO-ELECTRONICS-TV MANUFACTURERS ASSOCIATION OF CANADA**

200 St. Clair Ave., West, Toronto 7, Ontario, Canada  
 Walnut 1-2898

Pres., Chrm. of Board ..... J. D. Campbell  
 V.-P., Chrm. Receiver Div. .... J. J. Kingman  
 V.-P., Chrm., Components Div. .... A. L. Stopps  
 V.-P., Chrm., Electronics Div. .... J. C. R. Punched  
 Director of Engineering ..... R. A. Hackbusch  
 General Manager ..... R. W. Radcliffe

**FUNCTIONS**

This Association is a non-profit and cooperative 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 ..... Ted Koop  
 CBS, Washington, D. C.  
 Vice-Pres., Program ..... Jack Krueger  
 WTMJ, Milwaukee, Wis.  
 Vice-Pres., Radio ..... Lee White  
 KROS, Clinton, Ia.  
 Vice-Pres., TV ..... Ralph Renick  
 WTVJ, Miami, Fla.  
 Treasurer ..... Sheldon Peterson  
 KLZ, Denver, Colo.  
 Exec. Sec'y ..... Rob Downey  
 WKAR, East Lansing, Mich.

**DIRECTORS**

Bruce Palmer, KWTW, Oklahoma City, Okla.; Jim McCaffren, WOW, Omaha, Nebr.; Dick Cheverton, WOOD, Grand Rapids, Mich.; Ron Laidlaw, CFPL, London, Ont.; Bill Monroe, WDSU, New Orleans, La.; Parker Hoy, WLAM, Lewiston, Me.; Nick Basso, WSZA, Huntington, W. Va.; Bill Small, WHAS, Louisville, Ky.; John Maters, WJLS, Lansing, Mich.

**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**

7750 Sunset Boulevard, Hollywood 46, Calif.  
 HOLlywood 9-7311

President ..... Walter Pidgeon  
 1st Vice-President ..... Leon Ames  
 2nd Vice-President ..... Dana Andrews  
 3rd Vice-President ..... Howard Keel  
 Recording Secretary ..... Robert Keith  
 Treasurer ..... George Chandler  
 National Executive Secretary ..... John L. Dales

**BRANCH OFFICES**

551 Fifth Avenue, New York 17, N. Y. Murray Hill 7-4623. Mrs. Florence Marston, Eastern and Midwestern Regional Director; Mr. Harold Hoffman, Executive Secretary, N. Y. Branch. 102 East Hubbard Street, Chicago 11, Ill. Whitehall 3-1344. Mr. Raymond A. Jones, Executive Secretary.

11 Beacon Street, Room 624, Boston 8, Mass. Richmond 2-0208. Mr. Robert M. Segal, Executive Secretary. 1505 Fountain Square Bldg., Cincinnati 2, Ohio. Dunbar 1-2121. Mr. Jonas B. Katz, Executive Secretary.

513 Bulkeley Bldg., Cleveland 15, Ohio. Superior 1-1930. Mr. Robley D. Evans, Executive Secretary. 1257 Penobscot Bldg., Detroit 26, Mich. Woodward 1-8214. Mr. Boaz Siegel, Executive Secretary. 1101 Plaza Building, 533 Fifth Ave., Pittsburgh 19, Pa. ATLantic 1-6767. Executive Secretary, Mr. Donald B. Hirsch.

421 Phelan Bldg., 760 Market Street, San Francisco 2, Calif. EXbrook 2-6990. Mr. Bruce Poyer, Executive Secretary.

**FUNCTIONS**

Union affiliated with A.F. of L.-C.I.O., 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 ..... Dr. Miklos 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 an extensive copyrighted music repertory; producers of transcribed library service, including catalog of over 8500 bridges, moods and themes, an alphabetical and classified index, and script service; syndicated transcribed programs.

**SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS**

55 West 42nd Street, New York 36, N. Y.  
 LOngoore 5-0172

**OFFICERS**

President ..... Barton Kreuzer  
 Past President ..... John G. Frayne  
 Executive Vice-President ..... Norwood L. Simmons  
 Engineering Vice-President ..... Axel G. Jensen  
 Editorial Vice-President ..... Glenn E. Matthews  
 Financial Vice-President ..... John W. Servies  
 Convention Vice-President ..... G. Carleton Hunt  
 Sections Vice-President ..... Ethan M. Stifle  
 Treasurer ..... George W. Colburn  
 Secretary ..... Wilton R. Holm  
 Chrm. New York Section ..... George H. Gordon  
 Chrm. Rochester Section ..... Walter I. Kisner  
 Chrm. Washington, D. C. Section ..... Keith B. Lewis  
 Chrm. Atlanta Section ..... Charles W. Wood  
 Chrm. Chicago Section ..... Kenneth M. Mason  
 Chrm. Dallas-Fort Worth Section ..... Bruce S. Jamieson  
 Chrm. Hollywood Section ..... John W. DuVall  
 Chrm. San Francisco Section ..... R. A. Isberg  
 Executive Secretary ..... Charles S. Stodter

**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.  
 CLrCle 7-1059

**OFFICERS**

President ..... Abel Baer  
 Vice-President ..... Louis Alter  
 2nd Vice-President ..... Walter Bishop  
 Treasurer ..... Leonard Whitcup  
 Secretary ..... Joseph Meyer  
 Executive Director ..... Miriam Stern

Copyright Department.....Margaret Thiele  
Counsel.....John Schulman

**COUNCIL**

Chairman, Edgar Leslie; Stanley Adams, Louis Alter, Abel Baer, Walter Bishop, Paul Cunningham, Milton Drake, Ira Gershwin, Oscar Hammerstein, 2nd, Otto Harbach, Pinky Herman, Alex Kramer, Burton Lane, John Jacob Loeb, Joseph Meyer, Geoffrey O'Hara, Richard Rodgers, Arthur Schwartz, Charles Tobias, Jack Yellen, Ben Oakland, Chairman of West Coast committee.

**BRANCH OFFICE**

6272 Sunset Blvd., Hollywood 28, Calif.  
Hollywood 2-1108

**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.  
Hollywood 9-7254

President.....William J. Taylor, KSLR  
Chairman of the Board.....Lloyd Sigman, KMPC  
Vice-Chairman.....Howard Gray, KGIL  
Secretary.....John Hansen, KABC  
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.....Frank M. Headley  
Vice-President.....H. Preston Peters  
Secretary.....Robert Meeker  
Treasurer.....Eugene Katz

**DIRECTORS**

Joseph J. Weed, John P. Blair, Lewis H. Avery,  
Managing Director.....Lawrence Webb

**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.....Norman E. Cash  
Secretary.....Roger Clipp  
Treasurer.....Lawrence H. Rogers  
National Sales Director.....Halsey Barrett

Director Sales Development.....G. C. Huntington  
Dir. Sls. 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 9-0949

**OFFICERS**

International President.....Ernest Ricca  
National Exec. Director.....Newman H. Burnett

**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 Ayles  
Dep. Dir.....W. Gibson Parker  
Chief, Central Services.....E. Soler-Alonso  
Chief, Eng. Lang. Serv.....Michael Hayward

**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**

1776 Penn. Ave. N.W., Wash. 25, D. C.  
Phone: RPublic 7-8340  
330 Independence Ave., S.W., Washington 25, D. C.  
RPublic 7-7500

**OFFICERS**

Director.....Theodore C. Streibert  
Chief Bcstg. Service.....Robert E. Button

**FUNCTIONS**

To inform all peoples throughout the world of the policies and objectives of the U. S. Government and to counter distortions of hostile propaganda. The Voice broadcasts 75 daily programs in 43 languages through a network of 78 transmitters.

**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., Hollywood 46, Calif.  
CRestview 5-1162

**OFFICERS**

President.....Edmund Hartman  
First Vice-President.....Daniel Taradash  
Second Vice-President.....Gomer Cool  
Secretary.....Hal Kanfer  
Treasurer.....Curtis Kenyon  
Executive Director.....Frances Inglis  
President, TV-Radio Branch.....David Dortort  
Vice-Pres., TV-Radio Branch.....Gene Wang  
Sec'y-Treas., TV-Radio Branch.....Al Martin

**FUNCTIONS**

An organization of writers in the motion picture, radio, and television industries.

# PUBLICATIONS

Covering the Field of Radio—Television—FM  
TRADE — FAN — TECHNICAL — GENERAL

## THE ADVERTISER

11 W. 42 St., New York 36, N. Y.  
Phone: LOnacre 5-2125

Publisher .....Manuel Rosenberg  
Editor .....Lydie Bloch  
Associate Editor.....Diana Chia  
Business Manager.....L. B. Rosenberg  
Advertising Manager.....Robert M. Jason  
Media Service Dir.....Ellis Porter  
Production Mgr.....Arnold Hallock  
Circulation Dir.....Sam J. Davis  
Staff Writers.....George Abrams,  
Charles Sievert, Tom Patterson, Arthur  
Coles.

## ADVERTISING AGE

200 E. Illinois St., Chicago 11, Ill.  
Phone: DE 7-5200

Publisher.....G. D. Crain, Jr.  
Editor.....S. R. Bernstein  
Exec. Editor (N. Y.).....John Crichton  
Managing Editor.....Jarlath J. Graham

## ADVERTISING AGENCY

48 West 38th St., New York 18, N. Y.  
Phone: LOnacre 5-3320

Publisher.....Moore Pub. Co.  
President.....J. H. Moore, Jr.  
Editor .....Robert D. Stuart  
Managing Ed.....Albert H. Jaeggin  
Advertising Dir.....G. M. Lewander  
Circulation Dir.....Edward C. Johnson

## THE BILLBOARD

1564 Broadway, New York, N. Y.  
Phone: PLaza 7-2800

Co-Publisher.....W. D. Littleford  
Co-Publisher.....R. S. Littleford, Jr.

### Branch Offices

2160 Patterson St., Cincinnati 22, O.  
Phone: DUnbar 1-6450  
Pres. & Treas.....E. W. Evans  
188 W. Randolph St., Chicago 1, Ill.  
Phone: CEntal 6-8761  
Manager .....Maynard L. Reuter  
6000 Sunset Blvd., Hollywood 28, Calif.  
Phone: HOllywood 9-5931  
Manager .....Sam Abbott  
390 Arcade Bldg., St. Louis 1, Mo.  
Phone: Chestnut 1-0443  
Manager .....Frank Joerling

## BROADCASTING-TELECASTING

1735 DeSales St. at Connecticut Ave.  
Washington 6, D. C.

Phone: METropolitan 8-1022

Editor & Publisher.....Sol Taishoff  
V.P. & Gen. Manager.....Maury Long  
Managing Editor.....Edwin H. James  
Senior Editors.....Rufus Crater,  
J. Frank Beatty, Bruce Robertson  
Cir. Mgr. & Readers Serv.....John Cosgrove  
Southern Sales Mgr.....Ed Sellers

### Branch Offices

444 Madison Ave., New York 22, N. Y.  
Phone: PLaza 5-8355

Senior Editor.....Rufus Crater  
Sales Manager.....Winfield R. Levi  
Eastern Sales Mgr.....Kenneth Cowan  
360 N. Michigan Ave., Chicago 1, Ill.  
Phone: CEntal 6-4115

### Midwestern Sales

Mgr.....Warren W. Middleton  
Midwestern News Editor.....John Osbon  
6253 Hollywood Blvd.  
Hollywood 28, Calif.  
Phone: HOllywood 3-8181

Western News Ed.....Larry Christopher  
Western Sales Mgr.....Bill Merritt  
32 Collin Ave., Toronto, Canada  
Phone: HUDson 9-2694

Executive-in-Chg. ....James Montagnes

## DAILY VARIETY

6311 Yucca St., Hollywood 28, Calif.  
Phone: HOllywood 9-1141

Publisher .....Syd Silverman  
Editor .....Joe Schoenfeld  
Managing Editor.....Albert Scharper  
Advertising Manager....Charles Gerlach, Jr.  
Business Manager.....Barbara Oneal

### Main Office

(See listing under VARIETY)

## DOWN BEAT

2001 Calumet Ave., Chicago 16, Ill.  
Phone: VICTory 2-0300

Publisher .....Charles Suber  
Executive Editor .....Jack Tracy

## EDITOR AND PUBLISHER

1700 Times Tower, New York 36, N. Y.  
Phone: BRyant 9-3052

Publisher.....Charles T. Stuart



Chm. of Board.....James Wright Brown  
 Pres. & Editor.....Robert U. Brown  
 Exec. Editor.....Jerome H. Walker  
 Advertising Mgr.....Leach Laney  
 Classified Mgr.....Evelyn Kolojay  
 Dir. of Circulation.....George McBride

**ELECTRONICS**

330 W. 42 St., New York 36, N. Y.  
 Phone: LOnagacre 4-3000

Editor.....W. W. MacDonald  
 Managing Editor.....Vin Zeluff

**ELECTRONIC INDUSTRIES & TELE-TECH**

Chestnut & 56th Streets, Philadelphia, Pa.  
 Phone: SHerwood 8-2000

Editor.....Bernard F. Osbahr  
 Publisher.....M. Clements  
 Business Mgr. Blair McClenachan

**FILM DAILY**

DAILY. 1501 Broadway, New York 36, N. Y., Phone, BRyant 9-7117. J. W. Alicoate, Publisher; Chas. A. Alicoate, Executive Publisher; Chester B. Bahn, Editor; Winfield Andrus, Managing Editor; West Coast Offices: West Coast Division Manager, Paul Devoe; Office Manager, Ethel Rosen; 6425 Hollywood Blvd., Phone Hollywood 9-5358; Washington Bureau, James J. Butler, 1140-42 Nat'l Press Bldg., Phone ME 8-0823; Chicago Bureau, Joseph Esler Chief; C. L. Esler, 6241 N. Oakley Ave., Phone BRiargate 4-7441. Far East Bureau, Glenn F. Ireton, Mgr., 78 Akasaka Daimachi, Minato-ku, Tokyo, Phone 48-1366; Southern Europe Bureau, John Perdicari, Chief; Ludovisi 16.

**THE HOLLYWOOD REPORTER**

6715 Sunset Blvd., Hollywood 28, Calif.  
 Phone: HOLlywood 4-7411

Publisher.....W. R. Wilkerson  
 Editor.....Don Carle Gillette  
 Business Manager.....Geo. H. Kennedy

**MARKETS OF AMERICA**

11 W. 42nd St., New York 36, N. Y.  
 Phone: LOnagacre 5-2125

Publisher.....Manuel Rosenberg

Editor.....Lydie Bloch  
 Managing Editor.....Col. Don R. Jason  
 Associate Editor.....Diana Ghia  
 Business Mgr.....L. B. Rosenberg  
 Camera Editor.....Lydie Bloch  
 Advertising Mgr.....Robert M. Jason  
 Production Mgr.....Arnold Hallock  
 Circulation Mgr.....Sam J. Davis

**METRONOME**

114 E. 32nd St., New York 16, N. Y.  
 Phone: LExington 2-6550

Editor.....Bill Coss  
 Assistant Editor.....Jack Maher  
 Advertising Representative...Lee Cummings  
 General Manager.....Earl Umphenour

**MIKE & SCREEN PRESS DIRECTORY**

270 Park Ave., New York 17, N. Y.  
 Phone: PLaza 1-2720

Publisher.....Radio-Newsreel-Television Working Press Association  
 Editor.....Arnold Lerner

**MUSICAL AMERICA**

113 W. 57 St., New York 19, N. Y.  
 Phone: Circle 7-0520

Publisher.....John F. Majeski  
 Treas.....John F. Majeski, Jr.  
 Editor.....Ronald Eyer  
 Advertising Mgr.....Maurice B. Swaab  
 Production Mgr.....Edward I. Davis

**MUSICAL COURIER**

119 West 57 St., New York 19, N. Y.  
 Phone: Circle 7-4500

Publisher.....Roy E. Gainsburg  
 Editor.....Gid W. Waldrop  
 Chief Critic.....Henry W. Levinger

**PRINTERS' INK**

205 E. 42 St., New York 17, N. Y.  
 Phone: MURray Hill 3-6500

President.....Richard W. Lawrence, Jr.  
 Editor & Publisher.....Eldridge Peterson  
 Ass't. to Publisher..Walter F. Newhouse, Jr.  
 Advertising Director.....Gove Compton  
 Executive Ed.....Harold E. Green  
 Managing Ed.....Carroll J. Swan  
 News Editor.....W. Richard Bruner  
 Assoc. Editor.....Russ Carpenter  
 Asst. Editor.....John Wulp  
 Circulation Mgr.....R. R. Rountree

*Branch Offices*

208 S. LaSalle St., Chicago 4, Ill.  
 Mid-West Editor.....Harold E. Green  
 Statler Bldg., Boston 16, Mass.  
 Manager.....E. P. Meade  
 5127 Whittier Blvd., Los Angeles 22, Calif.  
 Western Editor.....Louis F. Thomann  
 Rhodes-Haverty Bldg., Atlanta 3, Ga.  
 Executive-in-Charge.....H. F. Cogill  
 111 Sutter St., San Francisco 4, Calif.





Executive-in-Charge .....George Nichols  
 804 Redman Ave., Haddonfield, N. J.  
 Philadelphia Sales Mgr....Harold V. Brown  
 1319 F Street, N. W., Washington 4, D. C.  
 Washington Editor.....Wallace Fingal

**RADIO ANNUAL &  
 TELEVISION YEAR BOOK**

**YEARLY.** 1501 Broadway, New York 36, N. Y. Phone. Wisconsin 7-6336. John W. Alicoate, President; Charles A. Alicoate, Editor & Publisher; Marvin Kirsch, Vice President, Associate Publisher-General Manager; Joe Morris, Managing Editor; Richard Brett, Associate Editor. Published annually as the accepted reference volume of the radio and television industry.

**RADIO-TELEVISION DAILY**

**DAILY.** 1501 Broadway, New York 36, N. Y. Phone, Wisconsin 7-6336. John W. Alicoate, President; Charles A. Alicoate, Editor & Publisher; Marvin Kirsch, Vice President, Associate Publisher-General Manager; Chester B. Bahn, Vice-President; Joe Morris, Managing Editor; Dick Donnelly, Associate Editor; Matt Seidman, News Editor; West Coast, Phone Hollywood 9-3951, Paul K. Devoe, Western Division Manager; Jerry Tidwell, Ethel Rosen, Bill Barton; Washington Bureau, Harry Lando, 1126 National Press Bldg. Phone Executive 3-4808; Chicago Bureau, Nat Green, Room 500, Woods Bldg., 54 W. Randolph St., Phone Dearborn 2-6757; Mexico City Office, B. Fernandez Aldana, Ax., Morelos, 58-305, Mexico, D. F., Phone, 21-03-24; Rome Office, John Perdicari, Ludovisi 16; Puerto Rican Bureau, Antonio Alfonso, Edificio Ochoa, San Juan, P. R., P. O. Box 3485, Phone, 3-2750; Far East Bureau, Glenn F. Ireton, 78 Akasaka Daimachi, Minato-Ku, Tokyo, Phone, 48-1366.

**RADIO-ELECTRONICS**

154 W. 14th St., New York 11, N. Y.  
 Phone: ALgonquin 5-7755

Editor-in-Chief.....Hugo Gernsback  
 Editorial Director...M. Harvey Gernsback  
 Managing Editor.....Fred Shunsman  
 Technical Editor.....Robert F. Scott  
 Production Mgr.....Elizabeth Stalcup  
 Technical Illustration Dir.,  
 Wm. Lyon McLaughlin  
 General Mgr.....Lee Robinson  
 Sales Manager.....John J. Lamson  
 Circulation Mgr.....G. Aliquo  
 Promotion Mgr.....Robert A. Fallath

**RADIO & TELEVISION NEWS**

366 Madison Ave., New York 17, N. Y.  
 Phone: MUrray Hill 7-8080

President .....B. G. Davis  
 Publisher .....Oliver Read  
 Editor .....William Stocklin  
 Technical Editor.....Milton S. Snitzer

**SALES MANAGEMENT**

386 Fourth Ave., New York 16, N. Y.  
 Phone: LExington 2-1760

Editor & Publisher.....Philip Salisbury  
 Executive Vice Pres.....John W. Hartman  
 Executive Editor.....A. R. Hahn  
 Managing Editor.....John H. Caldwell

**SERVICE**

**The Technical Journal of the  
 TV-Radio Trade**

52 Vanderbilt Ave., New York 17, N. Y.  
 Phone: MUrray Hill 4-0170

President.....Bryan S. Davis  
 Editor and Publications Dir...Lewis Winner  
 Advertising Manager.....Aaron L. Lafer

**SPONSOR**

40 East 49th St., New York 17, N. Y.  
 Phone: MUrray Hill 8-2772

Pres. and Editor.....Norman R. Glenn  
 Executive Editor.....Miles David  
 V.P. & Gen. Mgr.....Bernard Platt  
 Secty.-Treas. ....Elaine C. Glenn

**RADIO ADVERTISING RATES  
 & DATA**

Published by

**STANDARD RATE & DATA  
 SERVICE, INC., Publishers**

1740 Ridge Ave., Evanston, Ill.  
 Phones: HOLlycourt 5-2400, DAVIS 8-5600  
 Publisher & Chrm. of Bd..Walter E. Botthof  
 President and Treas.....C. Laury Botthof  
 Executive Vice-Pres.....Albert W. Moss  
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Secretary.....E. L. Botthof  
V.P. and Asst. Treas.....Frank J. Ceithaml

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Executive Vice-President....Albert W. Moss  
420 Lexington Ave., New York 17, N. Y.

Phone: MUrray Hill 9-6620

Don Harway & Company.....Don Harway  
1709 W. Eighth Street, Los Angeles 17, Calif.

Phone: DUmkirk 2-8576

See complete listing under Standard Rate &  
Data Service, Inc. for: Spot Radio Rates &  
Data, Spot Television Rates & Data, Network  
Rates & Data, Films for Television.

**TELEVISION AGE**

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

Phone: PLaza 1-1122

Publisher.....S. J. Paul  
Editor.....Art King  
Film Editor.....David Yellin  
Associate Editors.....Daniel Richman,  
Bill Greeley

Assistant News Editor.....Jonah Gitlitz  
Washington Correspondent....David Stewart  
Asst. Advertising Mgr..A. Richard Robertson  
Advertising Rep.....Irving Gross  
Production Director.....Fred Lounsbury  
Circulation Director.....H. C. Gainer  
Reader's Service Dept.....Marcia Krinsley

Chicago Office

333 North Michigan

Tel.: FRanklin 2-7100

West Coast

H. Quenton Cox

423-25 Terminal Sales Bldg., Portland

**TELEVISION DIGEST**

Wyatt Bldg., Washington 5, D. C.

Phone: STerling 3-1755

Editor & Publisher.....Martin Codel  
Senior Editor.....Al Warren  
Associate Editor.....David Lachenbruch  
Trade Reports Ed.....Gershon Fishbein  
Editorial Assoc.....Paul Stone,  
William J. McMahon, Jr.  
Business Mgr.....Robert Cadel

**TELEVISION**

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

Phone: PLaza 3-9944

Editor & Publisher....Frederick A. Kugel  
Advertising Manager.....Robert Lewis  
Business Manager.....Jack Blas  
Executive Editor.....Herman W. Land  
Managing Editor.....Abby Rand  
Feature Editor.....Geri Cohen  
News Editor.....Ed Feldman  
Manager of Research.....Gerald Firestone  
Contributing Editors.....Linnea Nelson,  
Harry McMahan, Tad Reeves

Editorial Assistants....Barbara Landsberg,  
Eli Mikals

Sales Service.....Howard H. Fogel  
*Branch Offices*

1749½ N. La Brea, Los Angeles, Calif.

Exec.-in-Charge.....Frank Orme  
360 N. Michigan Ave., Chicago, Ill.

Exec.-in-Charge.....Laurin Healy

**TIDE**

1564 Broadway, New York 36, N. Y.

Phone: PLaza 7-2800

Publisher.....Hartley W. Barclay

Editor.....Morgan Browne

**TRIANGLE PUBLICATIONS, INC.  
RADIO-TV DIVISION**

46th and Market Sts., Philadelphia 39, Pa.  
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Executive Asst. to General Manager..David  
J. Bennett

Director of National Sales

Edward H. Benedict

Dir. of Public Relations and Programming  
John D. Scheuer, Jr.

Director of Engineering.....Henry E. Rhea

Business Manager.....John C. Harlan

Chief Statistician.....Richard W. Gideon

**TV GUIDE**

Local Edition Office

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

Phone: TEmpleton 8-4700

Advertising Manager.....A. Jay Segal

Regional Editor.....Charles Shapiro

National Office

400 N. Broad St., Philadelphia 1, Pa.

Phone: RIttenhouse 6-1600

Editor.....Walter H. Annenberg

Publisher.....James T. Quirk

Managing Editor.....Merrill Panitt

Circulation Director.....Dwight Yellen

Advertising Director.....Michael J. O'Neill

Promotion Manager.....Donald P. Kahn

**VARIETY**

154 West 46th St., New York 36, N. Y.

Phone: LUxemburg 2-2700

President.....Syd Silverman

Editor.....Abel Green

Advertising Manager.....J. J. Colby

*Branch Offices*

6311 Yuca St., Hollywood 28, Calif.

Editor (Daily Variety).....Joe Schoenfeld

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

Manager.....Don Wilson

1292 National Press Bldg.

Washington 4, D. C.

Bureau Head.....Herman Lowe

8 St. Martins Pl., London, W-C.2, London  
England

Bureau Head.....Harold Myers

# F M STATIONS IN OPERATION

As of Jan. 1, 1957

Call Letters      City      Licensee

## 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; Alabama Bcstg. System, Inc.  
WBRC-FM, Birmingham; Storer Bcstg. Co.  
WKLF-FM, Clanton; Southeastern Bcstg. Co.  
WFMH-FM, Cullman; The Voice of Cullman  
WHOS-FM, Decatur; North Alabama Bcstg. Co.  
WJLN, Birmingham; Johnston Bcstg. Co.  
WRLD-FM, Lanett; Valley Bcstg. Co., Inc.  
WKRQ-FM; WKRQ-TV, Inc.  
WHTB-FM, Talladega; Voice of Talladega, Inc.  
WTBC-FM, Tuscaloosa; Tuscaloosa Bcstg. Co.

## ARIZONA

KTYL-FM, near Mesa; Harkens Bcstg. Inc.  
KELE, Phoenix; Anjo Bcstrs., & Telecstrs. Inc.  
KTKT-FM, Tucson; Thomas J. Wallace

## ARKANSAS

KLCN-FM, Blytheville; Harold L. Sudbury  
KFSA-FM, Ft. Smith; Ft. Smith Bcstg. Co.  
KBTM-FM, Jonesboro; Regional Bcstg. Co.  
KAMS, Mammoth Spring; Radio Station KALM  
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; Brazy Bcstg. Co.  
KNX-FM, Hollywood; C.B.S., Inc.  
KFOX-FM, Long Beach; Hogan Bcstg. Corp.  
KRHM, Hollywood; Harry Maizlish

Call Letters      City      Licensee

KNOB, Long Beach; The Cerritos Bcstg. Co.  
KBMS, Los Angeles; Planned Music, Inc.  
KCBH, Los Angeles; A. A. Crawford  
KFAC-FM, Los Angeles; Los Angeles Bcstg. Co.  
KRKD-FM, Los Angeles; Continental Telecstrs. Corp.  
KFWB-FM, Los Angeles; KRWB, Inc.  
KHJ-FM, Los Angeles; RKO Teleradio Pictures, Inc.  
KABC-FM, Los Angeles; AB-PT Theaters, Inc.  
KMYC-FM, Marysville; Marysville-Yuba City Bcstrs.  
KBEE, Modesto; McClatchy Broadcasting Co.  
KTRB-FM, nr. Modesto; KTRB Bcstg. Co., Inc.  
KEDO, Ontario; The Daily Report Co.  
KWKW-FM, Pasadena; Southern California Bcstg. Corp.  
KCRA-FM, Sacramento; KCRA, Inc.  
KFBK-FM, Sacramento; McClatchy Bcstg. Co.  
KXOA-FM, Sacramento; Sacramento Bcstrs. Inc.  
KFSD-FM, San Diego; KFSD, Inc.  
KSON-FM, San Diego; Music Unlimited  
KCBS-FM, San Francisco; Columbia Bcstg. System, Inc.  
KGO-FM, San Francisco; AB-PT Theaters, Inc.  
KNBC-FM, San Francisco; National Bcstg. Co., Inc.  
KEAR, San Francisco; Electronic Service Corp.  
KSJO-FM, San Jose; Patrick H. Peabody  
KWIZ-FM, Santa Ana; The Voice of the Orange Empire  
KDFC, San Francisco; Sundial Bcstg. Corp.

## COLORADO

KFML, Golden; Note Bcstg. Co.  
KCMS-FM, Manitou Springs; Garden of Gods Bcstg. Co.

## CONNECTICUT

WLAD-FM, Danbury; Berkshire Bcstg. Co.  
WFMQ, Hartford; General Bcstg. Co.  
WTIC-FM, Hartford; Travelers Bcstg. Serv. Corp.  
WMMW-FM, Meriden; Silver City Crystal Co.  
WNHC-FM, New Haven; Triangle Publications, Inc.  
WSTC-FM, Stamford; The Western Conn. Bcstg. Co.

## DELAWARE

WDEL-FM, Wilmington; Delmarira Bcstg. Co.  
WDOX, Dover; Dover Bcstg. Co.

## DISTRICT OF COLUMBIA

WASH, Washington; Commercial Radio Equipment Co.  
WFAN, Washington; United Bcstg. Co., Inc.



| Call Letters | City       | Licensee                 |
|--------------|------------|--------------------------|
| 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.      |
| WTOZ-FM      | Washington | The Washington Post Co.  |
| WWDC-FM      | Washington | WWDC-FM                  |

| Call Letters | City         | Licensee                             |
|--------------|--------------|--------------------------------------|
| WEHS         | Chicago      | WHFC, Inc.                           |
| WENR-FM      | Chicago      | AB-PT Theaters, Inc.                 |
| WFMF         | Chicago      | Functional Music, Inc.               |
| WFMT         | Chicago      | Gale Bcstg. Co., Inc.                |
| WSEL         | Chicago      | Chicago Skyway Bcstg. Co.            |
| WMAQ-FM      | Chicago      | National Bcstg. Co., Inc.            |
| WNIB         | Chicago      | Northern Ill. Bcstg. Co., Inc.       |
| 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.         |
| WEBQ-FM      | Harrisburg   | First Trust Assn.                    |
| 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 Newspapers, Inc.              |
| 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.                           |
| WILL         | Urbana       |                                      |

## 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.            |
| WCKR-FM | Miami         | Biscayne TV Corp.            |
| WWBP    | Miami         | Paul Brake                   |
| WKAT-FM | Miami Beach   | WKAT, Inc.                   |
| WAHR-FM | Miami Beach   | Mercantile Bcstg. Co.        |
| WDBO-FM | Orlando       | Orlando Bcstg. Co., Inc.     |
| WHOO-FM | Orlando       | WHOO, Inc.                   |
| WKIS    | Orlando       | Central Florida Bcstg. Co.   |
| WWPG-FM | Palm Beach    | Palm Beach Radio, Inc.       |
| WDLF-FM | Panama City   | Panama City Bcstg. Co., Inc. |
| WDAE-FM | Tampa         | Tampa Times Co.              |
| WFLA-FM | Tampa         | The Tribune Company          |
| WPKM    | Tampa         | FM Broadcasters              |

## INDIANA

|         |                |                                |
|---------|----------------|--------------------------------|
| WFIU    | Bloomington    | Trustees of Ind. University    |
| WCNB-FM | Connersville   | News-Examiner Company          |
| WBBS    | Crawfordsville | First Baptist Church           |
| WTRC-FM | Elkhart        | Truth Radio Corp.              |
| WCMR    | Elkhart        | Clarence C. Moore              |
| WIKY-FM | Evansville     | South Central Bcstg. Corp.     |
| WJOB-FM | Hammond        | South Shore Bcstg. Corp.       |
| WAJC    | Indianapolis   | Butler University              |
| WITZ-FM | Jasper         | Jasper On the Air, Inc.        |
| WORX-FM | Madison        | Electronics Lab., Inc.         |
| WMRI-FM | near Marion    | Chronicle Publishing Co., Inc. |
| WMUN    | near Muncie    | Tri-City Radio Corp.           |
| WCTW    | New Castle     | The Courier-Times, Inc.        |
| WHFS    | South Bend     | Commercial Sound & Hi-Fidelity |
| WTHI-FM | Terre Haute    | Wabash Valley Bcstg. Corp.     |
| WAIU-FM | Wabash         | Wabash-Peru Bcstg. Co., Inc.   |
| WRSW-FM | Warsaw         | Reub Williams & Sons, Inc.     |
| WFML    | Washington     | Washington Radio, Inc.         |

## GEORGIA

|         |             |                              |
|---------|-------------|------------------------------|
| WGAU-FM | Athens      | Clarke Bcstg. Corp.          |
| WGKA    | Atlanta     | Glenkaren Associates, Inc.   |
| WAGA-FM | Atlanta     | Storer Bcstg. Co.            |
| WSB-FM  | Atlanta     | Atlanta Newspapers, Inc.     |
| WAUG-FM | Augusta     | Garden City Bcstg. Co.       |
| WBBQ-FM | Augusta     | Savannah Valley Bcstg. Co.   |
| WRBL-FM | Columbus    | Columbus Bcstg. Co., Inc.    |
| WDUN-FM | Gainesville | Northeast Georgia Bcstg. Co. |
| WLAG-FM | LaGrange    | LaGrange Bcstg. Co.          |
| WMAZ-FM | Macon       | Southeastern Bcstg. Co.      |
| WCOH-FM | Newnan      | Newnan Bcstg. Co.            |
| WTOC-FM | Savannah    | Savannah Bcstg. Co.          |
| WJAT-FM | Swainsboro  | Jack A. & Nancy M. Thompson  |
| WLET-FM | Toccoa      | R. G. LeTourneau             |

## HAWAII

|         |          |                        |
|---------|----------|------------------------|
| KAIM-FM | Honolulu | Christian Bcstg. Assn. |
|---------|----------|------------------------|

## ILLINOIS

|         |             |                              |
|---------|-------------|------------------------------|
| WJBC-FM | Bloomington | Bloomington Bcstg. Corp.     |
| WROY-FM | Carmi       | Carmi Bcstg. Co.             |
| WDWS-FM | Champaign   | The Champaign News-Gazette   |
| WBBM-FM | Chicago     | Columbus Bcstg. System, Inc. |
| WBEZ    | Chicago     | Bd. of Ed., City of Chicago  |
| WEEM    | Chicago     | Zenith Radio Corp.           |

## IOWA

|         |            |                            |
|---------|------------|----------------------------|
| WOI-FM  | Ames       | Iowa St. Coll.             |
| KFGQ-FM | Boone      | Boone Biblical College     |
| KROS-FM | Clinton    | Clinton Bcstg. Corp.       |
| WOC-FM  | Davenport  | Tri-City Bcstg. Company    |
| WHO-FM  | Des Moines | Central Bcstg. Co.         |
| WDBQ-FM | Dubuque    | Dubuque Bcstg. Co.         |
| KGLO-FM | Mason City | Lee-Radio, Incorporated    |
| KWPC-FM | Muscatine  | Muscatine Bcstg. Co., Ltd. |
| KAYL-FM | Storm Lake | Cornbelt Bcstg. Company    |



*Call Letters      City      Licensee*

## KANSAS

KFH-FM, Wichita; Radio Station KFH Company

## KENTUCKY

WCMI-FM, Ashland; Edwina Bcstg. Company  
 WLBJ-FM; Greenwood Bcstg. Co., Inc.  
 WNES-FM, Central City; Muhlenberg Bcstg. Co.  
 WFUL-FM, Fulton; Ken-Tenn Bcstg. Corp.  
 WHOP, Hopkinsville; Hopkinsville Bcstg. Co., Inc.  
 WSON-FM, Henderson; Henderson Bcstg. Co., Inc.  
 WLAP-FM, Lexington; American Bcstg. Co.  
 WFMW-FM, Madisonville; Messenger Bcstg. Co., Inc  
 WKTm, Mayfield; Fred L. Thomas  
 WNGO-FM, Mayfield; West Ky. Bcstg. Co., Inc.  
 WOMI-FM, Owensboro; Owensboro Bcstg. Co., Inc.  
 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. of  
 Baton Rouge  
 WBRL, Baton Rouge; Baton Rouge 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.  
 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; Plough Bcstg. Co., Inc.  
 WITH-FM, Baltimore; Maryland Bcstg. Company  
 WUST-FM, Bethesda; Bcstg. Management, Inc.  
 WCUM-FM, Cumberland; The Tower Realty Co.  
 WJEF-FM, Hagerstown; Hagerstown Bcstg. Co.  
 WRNC, Oakland; Chesapeake Bcstg. Co., Inc.

## MASSACHUSETTS

WCOP-FM, Boston; Plough Bcstg. Corp.  
 WEEI-FM, Boston; Columbia Bcstg. System, Inc.  
 WHDH-FM, Boston; WHDH, Inc.  
 WNAC-FM, Boston; RKO Teleradio Pictures, Inc.

*Call Letters      City      Licensee*

WBET-FM, Brockton; Enterprise Publishing Co.  
 WXHR, Cambridge; Middlesex Bcstg. Corp.  
 WHAI-FM, Greenfield; Haigis Bcstg. Corp.  
 WLLH-FM, Lowell; Merrimac Bcstg. Co., Inc.  
 WBSM-FM, New Bedford; Bay State Bcstg. Co.  
 WNBH-FM, New Bedford; Triangle Publications, 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.  
 WOCB-FM, West Yarmouth; E. Anthony & Sons, Inc.  
 WTAG-FM, Worcester; WTAG, Inc.

## MICHIGAN

WUOM-FM, Ann Arbor, Michigan U.  
 WHFB-FM, Benton Harbor; Palladium Publishing Co.  
 WTVB-FM, Coldwater; Twin Valley Bcstrs., Inc.  
 WKMH-FM, Dearborn; Knorr Bcstg. Corp.  
 CKLW, Detroit  
 WBRI, Detroit; Booth Radio & TV Stations, Inc.  
 WDET-FM, Detroit; Wayne State 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.  
 WJEF-FM, Grand Rapids; Fetzer Bcstg. Co.  
 WLAV-FM, Grand Rapids; Versluis Radio & TV, Inc.  
 WBSE, Hillsdale, Baw Reese Bcstrs., Inc.  
 WLDM, Oak Park; Lincoln Bcstg. Company  
 WOMC, Royal Oak; Sparks Bcstg. Co.  
 WSAM-FM, Saginaw; Knorr Bcstg. Co.  
 WSTR-FM, Sturgis; WSTR, Inc.

## MINNESOTA

KYSM-FM, Mankato; Southern Minn. Supply Co.  
 KTIS-FM, Minneapolis; Northwestern Sch.-Bible College  
 WCAL, Northfield, St. Olaf Coll.  
 KFAM-FM, St. Cloud; The Times Publishing Co.  
 KWNO-FM, Winona; Maxwell H. White

## MISSISSIPPI

WGCM-FM, Gulfport; WGCM Bcstg. Company  
 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

| Call Letters | City          | Licensee                |
|--------------|---------------|-------------------------|
| KGMO-FM,     | Kansas City;  | Meredith Engrg. Co.     |
| KBOA-FM,     | near Kennett; | Kennett Bcstg. Corp.    |
| 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      |

| Call Letters | City           | Licensee                              |
|--------------|----------------|---------------------------------------|
| WABC-FM,     | New York;      | AB-PT Theaters, Inc.                  |
| WABF,        | New York;      | Metropolitan Bcstg. & TV, Inc.        |
| WBAI,        | New York;      | Broadcast Assoc., Inc.                |
| WBFM,        | New York;      | WBFM, Inc.                            |
| WCBS-FM,     | New York;      | Columbia Bcstg. System, Inc.          |
| WEVD-FM,     | New York;      | Debs Memorial Fund, Inc.              |
| WFUV-FM,     | N. Y.,         | Fordham U.                            |
| WHOM-FM,     | New York;      | Progress Bcstg. Corp.                 |
| 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;      | RKO Teleradio Pictures, Inc.          |
| WQXR-FM,     | New York;      | Interstate Bcstg. Co., Inc.           |
| WWRL-FM,     | New York;      | Long Island Bcstg. Corp.              |
| WHLD-FM,     | Niagara Falls; | Earl C. Hull                          |
| WHDL-FM,     | Olean;         | WHDL, Inc.                            |
| WALK-FM,     | Patchogue;     | Suffolk Bcstg. Corp.                  |
| WKIP-FM,     | Poughkeepsie;  | Dutchess County Bcstg. Corp.          |
| WHFM,        | Rochester;     | Stromberg-Carlson Company             |
| WRNY-FM,     | Rochester;     | Rochester Bcstg. Co., Inc.            |
| WGFM,        | Schenectady;   | General Electric Company              |
| WDDS-FM,     | Syracuse;      | Functional Bcstg., Inc.               |
| 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.              |

## NEVADA

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.  
 WSNU-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.  
 WPRB, Princeton; Princeton Bcstg. Service, Inc.  
 WTOA, Trenton; Mercer Broadcasting Co.  
 WAWZ-FM, Zare Phath; Pillar of Fire Inc.

## NEW MEXICO

KHFM, Albuquerque; CHE Bcstg. Co., Inc.  
 KRSM-FM, Los Alamos; Sunshine Bcstg. Co., Inc.  
 KMFM, Mountain Park; Max I. Rothman

## NEW YORK

WMBO-FM, Auburn; Auburn Publishing Co.  
 WKOP-FM, Binghamton; Binghamton Bcstrs., Inc.  
 WRRE, Bristol Center; Northeast Radio Corp.  
 WBEN-FM, Buffalo; WBEN, Inc.  
 WBNY-FM, Buffalo; The Albertson Bcstg. Corp.  
 WWOL-FM, Buffalo; Greater Erie Bcstg. Co.  
 WXRC, Buffalo; Western New York Bcstg. Co., Inc.  
 WRRR, Cherry Valley; Northeast Radio Corp.  
 WCLI-FM, Corning; Radio Corning, Inc.  
 WKRT-FM, Cortland; Radio Cortland, Inc.  
 WRRD, DeRuyter; Northeast Radio Corp.  
 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  
 WNRC-FM, New Rochelle; Radio New Rochelle Inc.

## NORTH CAROLINA

WGWR-FM, Asheboro; Asheboro Broadcasting Co.  
 WLOS-FM, Asheville; Skyway Bcstg. Co.  
 WBBB-FM, Burlington; Alamance Bcstg. Co., Inc.  
 WFNS-FM, Burlington; Burlington-Graham Bcstg. Co.  
 WSOC-FM, Charlotte; Radio Station WSOC, Inc.  
 WDNC-FM, Durham; Durham Radio Corp.  
 WIFM-FM, Elkin; Tri-County Bcstg. Co., Inc.  
 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; Statesville 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.  
 WKIX-FM, Raleigh; Sir Walter TV Co.  
 WNAO-FM, Raleigh; WPTF Radio Company  
 WPTF-FM, Raleigh; WPTF Radio Corp.  
 WRAL-FM, Raleigh; Capitol Bcstg. Co., Inc.  
 WREV-FM, Reidsville; the Reidsville Bcstg. Co., Inc.  
 WFMA, Rocky Mount; Eastern Carolina Electronics, Inc.  
 WEED-FM, Rocky Mount; William Avera Wynne  
 WSTP-FM, Salisbury; WSTP, Inc.  
 WWGP-FM, Sanford; Sandhills Bcstg. Corp.





| Call Letters | City             | Licensee                        |
|--------------|------------------|---------------------------------|
| 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.          |
| WAIR-FM,     | Winston-Salem;   | Forsythe Bcstg. Co.             |
| WSJS-FM,     | Winston-Salem;   | Piedmont Publishing Co.         |
| WMIT,        | Yancey County;   | Mt. Mitchell Bcstrs., Inc.      |

| Call Letters | City      | Licensee                           |
|--------------|-----------|------------------------------------|
| KQFM,        | Portland; | H. Quentin Cox                     |
| KOIN-FM,     | Portland; | Mount Hood Radio & TV Bcstg. Corp. |
| KPFM,        | Portland; | Oregon Bcstrs., Ltd.               |
| KPOJ-FM,     | Portland; | KPOJ, 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;        | WTRX, Inc.                     |
| WHBC-FM, | Canton;         | The Ohio Bcstg. Co.            |
| WCPO-FM, | Cincinnati;     | Scripps-Howard Radio, Inc.     |
| WKRC-FM, | Cincinnati;     | Radio Cincinnati, Inc.         |
| WSAI-FM, | Cincinnati;     | Gordon Bcstg. Co.              |
| WDOK-FM, | Cleveland;      | Civic Bcstrs., Inc.            |
| WERE-FM, | Cleveland;      | Cleveland Bcstg., Inc.         |
| WGAR-FM, | Cleveland;      | Peoples Bcstg. Corp.           |
| WHK-FM,  | Cleveland;      | The Forest City Bcstg. Co.     |
| WJW-FM,  | Cleveland;      | Storer Bcstg. Co.              |
| KYW-FM,  | Cleveland;      | Westinghouse Bcstg. Co., Inc.  |
| WSRS-FM, | Cleveland Hts.; | WSRS, Inc.                     |
| WCOL-FM, | Columbus;       | Air Trails, Inc.               |
| WOSV,    | Columbus        |                                |
| WYKO-FM, | Columbus;       | Sky Way Bcstg. Corp.           |
| WHIO-FM, | Dayton;         | Miami Valley Bcstg. Corp.      |
| WEOL-FM, | Elyria;         | Elyria-Lorain Bcstg. Co.       |
| WFIN-FM, | Findlay;        | The Findlay Publishing Co.     |
| WFOB-FM, | Fostoria;       | Seneca Radio Corp.             |
| WFRO-FM, | Fremont;        | Wolfe Bcstg. Corp.             |
| WIMA-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;     | Paul F. Braden                 |
| 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

|          |             |                           |
|----------|-------------|---------------------------|
| WNAO,    | Norman      |                           |
| KSPI-FM, | Stillwater; | Stillwater Publishing Co. |

## OREGON

|          |              |                            |
|----------|--------------|----------------------------|
| KUGN-FM, | Eugene;      | KUSN, Inc.                 |
| KGPO,    | Grants Pass; | Southern Oregon Bcstg. Co. |
| KEX-FM,  | Portland;    | Westinghouse Bcstg. Co.    |

## PENNSYLVANIA

|          |               |                                 |
|----------|---------------|---------------------------------|
| WFMZ,    | Allentown;    | Penn-Allen Bcstg. Co.           |
| WVAM-FM, | Altoona;      | The General Bcstg. Corp.        |
| WGPA-FM, | Bethlehem;    | Bethlehems' Globe Publ. Co.     |
| WBUT-FM, | Butler;       | J. Patrick Beacom               |
| WCHA-FM, | Chambersburg; | Chambersburg Bcstg. Co., Inc.   |
| WWPC,    | Chambersburg; | Chambersburg Bcstg. Co., Inc.   |
| WCED-FM, | Dubois;       | Tri-County Bcstg. Co., Inc.     |
| WEEX-FM, | near Easton;  | Easton Publishing Co.           |
| WEST-FM, | Easton;       | Associated Bcstrs., Inc.        |
| WERC-FM, | Erie;         | WERC Bcstg. Co.                 |
| 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. Co.              |
| WLTN,    | Lewistown;    | Lewistown Bcstg. Co.            |
| WMGW-FM, | Meadville;    | Meadville Bcstg. Service, Inc.  |
| WCAU-FM, | Philadelphia; | WCAU, Inc.                      |
| WFIL-FM, | Philadelphia; | Triangle Publications, Inc.     |
| WFLN,    | Philadelphia; | Franklin Bcstg. Co.             |
| WHAT-FM, | Philadelphia; | Independence Bcstg. Co.         |
| WIBG-FM, | Philadelphia; | Seaboard Radio 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   |
| WKJF,    | Pittsburgh;   | A. J. Reeves Greer              |
| WWSW-FM, | Pittsburgh;   | WWSW Radio, Inc.                |
| WPPA-FM, | Pottsville;   | Pottsville Bcstg.               |
| WGBI-FM, | Scranton;     | WGBI Radio, Inc.                |
| 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; | WBRE Radio, Inc.                |
| WLYC,    | Williamsport; | Lycoming Bcstg. Co.             |
| WRAK-FM, | Williamsport; | WRAK, Inc.                      |
| WNOW-FM, | York;         | The Helm Coal Co. (Bcstg. Div.) |

## RHODE ISLAND

|          |             |                          |
|----------|-------------|--------------------------|
| WPFM,    | Providence; | Plantation Bcstg. Co.    |
| WPJB-FM, | Providence; | Providence Journal Co.   |
| WPRO-FM, | Providence; | Cherry & Webb Bcstg. Co. |
| WTMH,    | Providence; | General Bcstg. Corp.     |
| WWON-FM, | Woonsocket; | Woonsocket Bcstg. Co.    |



Call Letters      City      Licensee

## SOUTH CAROLINA

WCAC, Anderson; Wilton E. Hall  
 WCSC-FM, Charleston; WCSC, Inc.  
 WTMA-FM, Charleston; Atlantic Coast Bcstg. Corp of Charleston  
 WCOS-FM, Columbia; Radio Columbia, Inc.  
 WIS-FM, Columbia; The Bcstg. Co. of the South  
 WDSC-FM, Dillon; Border Bcstg. Co.  
 WESC-FM, Greenville; Greenville Broadcasting Co.  
 WFBC-FM, Greenville; WMRC Inc.  
 WCRS-FM, Greenwood; Grenco, Inc.  
 WORG-FM, Orangeburg; WTND, Inc.  
 WRHI-FM, Rock Hill; York County Bcstg. Co.  
 WSNW-FM, Seneca; Blue Ridge Bcstg. Co., Inc.  
 WDXY, Spartanburg; Word, Inc.  
 WSPA-FM, Spartanburg; The Spartan Radiocasting Co.

## TENNESSEE

WOPI-FM, Bristol; Radiophone Bcstg. Sta. WOPI, Inc.  
 WDOF-FM, Chattanooga; WDOF Bcstg. Co.  
 WGRV-FM, Greenville; Radio Greenville, Inc.  
 WTJS-FM, Jackson; The Sun Publishing Co., Inc.  
 WJHL-FM, Johnson City; WJHL, Inc.  
 WKPT-FM, Kingsport; Kingsport Bcstg. Co., Inc.  
 WBIR, Knoxville; Radio Station WBIR, Inc.  
 WLIL, Lenair City; WLIL, Inc.  
 WMCF, Memphis; Memphis Publishing Company  
 WHCY, Nashville; Rounsaville of Nashville, Inc.  
 WTPR-FM, Paris; Paris Bcstg. Co.

## TEXAS

KHFI, Austin; J. E. Moore, Jr.  
 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.  
 KPRC-FM, Houston; The Houston Post Company  
 KTRH-FM, Houston; KTRH Bcstg. Co.  
 KELS, Nagadoches; Lee Scarborough  
 KISS, San Antonio; The Walmac Co.  
 KAML-FM, San Antonio; Radio KITE, Inc.  
 KONO-FM, San Antonio; Mission Bcstg. Co.  
 KOKE, San Antonio; Sunshine Bcstg. Co.  
 KCMC-FM, Texarkana; KCMC, Inc.

## UTAH

KDYL-FM, Salt Lake City; Intermountain Bcstg. & TV Corp.  
 KSL-FM, Salt Lake City; Radio Serv. Corp. of Utah

Call Letters      City      Licensee

## VIRGINIA

WARL-FM, Arlington; Northern Virginia Bcstrs., Inc.  
 WINA-FM, Crewe; Southern Virginia Bcstg. Corp.  
 WSVS-FM, Crewe; Southern Virginia Bcstg. Corp.  
 WSYA-FM, Harrisonburg; Shenandoah Valley Bcstg. Corp.  
 WWOE-FM, Lynchburg; Cy N. Bahakel  
 WMVA-FM, Near Martinsville; Martinsville Bcstg. Co.  
 WGH-FM, Newport News; Hampton Roads Bcstg. Corp.  
 WRVC, Norfolk; Va. Good Music Corp.  
 WCOD, Richmond; Havens & Martin, Inc.  
 WLEE-FM, Richmond; Lee Bcstg. Corp.  
 WRNL-FM, Richmond; Richmond Newspapers, Inc.  
 WRVA, Richmond; Larus & Brother Co., Inc.  
 WDBJ-FM, Roanoke; Times-World Corporation  
 WROV-FM, Roanoke; WROV Bcstrs., Inc.  
 WLSL-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.  
 WHTN-FM, Huntington; Cowles Bcstg. Co.  
 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  
 WFMR, Glendale; High-Fidelity Bvstg. Corp.  
 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; Clarkwood Bcstg. Corp.  
 WLIN, Merrill; Alvin E. O'Konski Enterprises, Inc.  
 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 1957

## 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).  
Child Labor Day. Last Sunday in January.
- 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).

## 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).
- 19: Ohio admitted (1803).  
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).
- 5: Boston Massacre (1770).
- 6: Fall of the Alamo (1836).  
Ash Wednesday.
- 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 Dzy.  
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.

## March

- 1: Nebraska admitted (1867).  
Five Congressmen shot in House of Representatives by Puerto Rican Nationalists (1954).
- 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).

## April

- 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).  
Easter Sunday.
- 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 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: WDRG-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).
- 23: 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).  
Regular TV schedule, three times weekly, inaugurated by WGY, Schenectady (1928).
- 9: Feast of St. Columba.  
Confederate Memorial Day (Petersburg, Virginia).  
Children's Day, second Sunday in June.
- 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.)  
Eugene Field born (1850).
- 2: Labor Day.
- 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 cooperative 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 WEAF and WJZ in N. Y. as key stations, and Merlin Hall Aylesworth as president (1926).
- 2: 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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# 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 pres-

entations 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.

4. Bait-switch advertising, whereby goods or services which the advertiser has no intention of selling are offered merely to lure the customer into purchasing higher-priced substitutes, 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<br>(minutes) | Length of Advertising Message<br>(minutes and seconds) |                    |
|--------------------------------|--------------------------------------------------------|--------------------|
|                                | Class "A" Time                                         | All Other Programs |
| 5                              | 1:00                                                   | 1:15               |
| 10                             | 2:00                                                   | 2:10               |
| 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.

★

## **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.

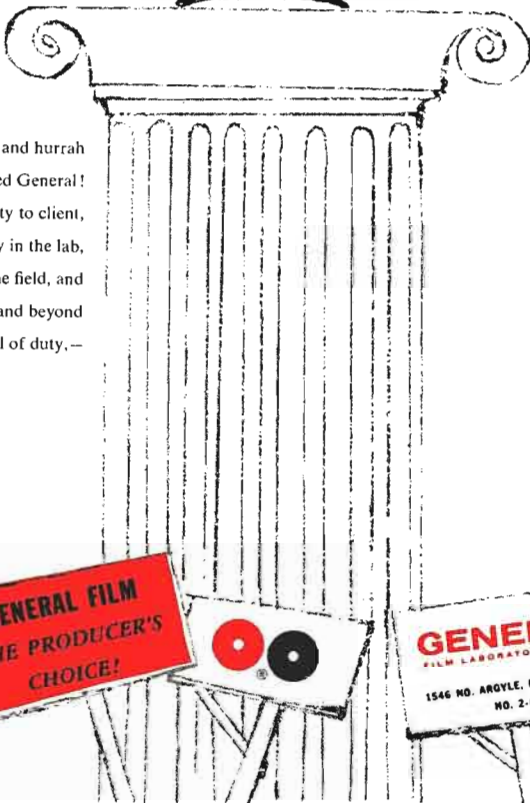
## V

### The Television Code Review Board

The Television Board of Directors shall establish a continuing committee entitled the Television Code Review Board. The Review Board shall be composed of five members. 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. A majority of the membership of the Board shall constitute a quorum for all purposes. The Television Code Review Board is authorized and directed to maintain a continuing review of all television programming, and to reach conclusions, and to make recommendations or prefer charges to the Television Board of Directors concerning violations. The TV Code Review Board shall meet regularly once each quarter of the calendar year.



Cheers, heigh-ho, and hurrah  
 for the honored General!  
 For loyalty to client,  
 reliability in the lab,  
 foresight in the field, and  
 devotion above and beyond  
 the call of duty,—

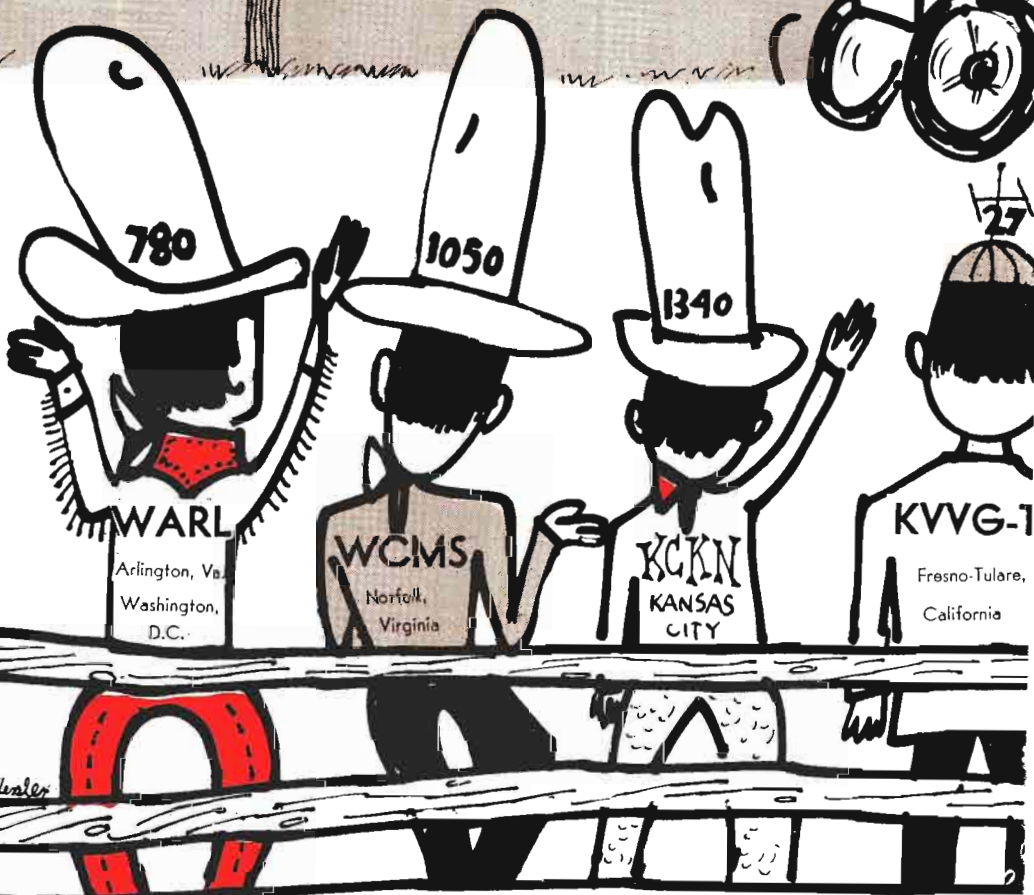




# Hop on the "Chuck"\*



Madison Avenue

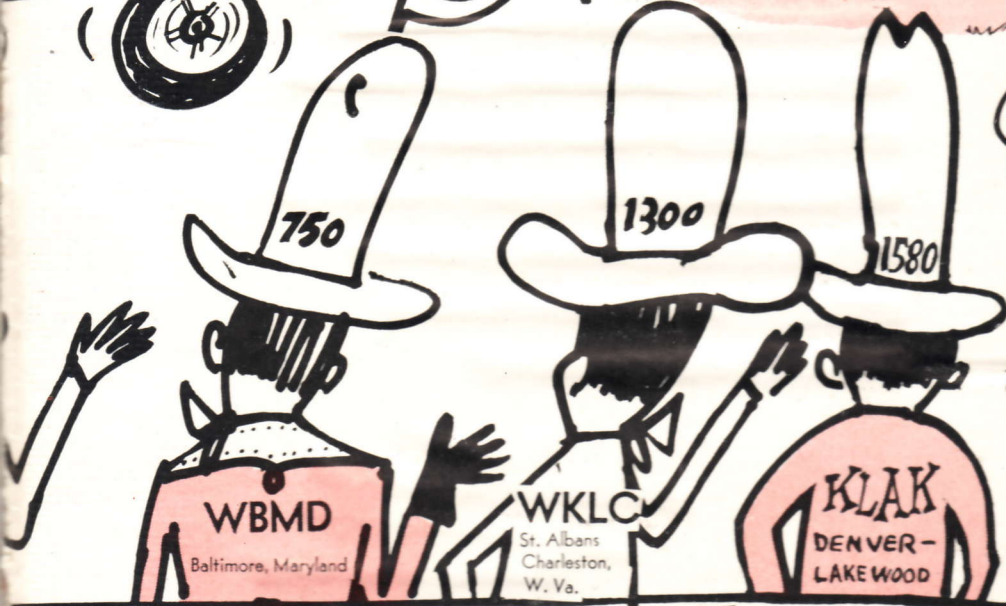


COUNTRY-WESTERN MUSIC FROM COAST TO

# Wagon, Pardner!

"Chuck" Bernard

Avenue Hillbilly"



**WBMD**  
Baltimore, Maryland

**WKLC**  
St. Albans  
Charleston,  
W. Va.

**KLAK**  
DENVER-  
LAKEWOOD

**KCUL**  
10,000  
WATTS

FORT  
WORTH

DALLAS

**OAST**

**CHARLES BERNARD & COMPANY**

3 WEST 56th STREET - NEW YORK 19, N. Y. - Circle 6-7242





"A historian has said that '... in today already walks tomorrow.' Never before was this insight truer or more meaningful than it is today. Our tomorrows will be crowded with great challenge and great opportunity. Let us meet them with confidence and with imagination."

A handwritten signature in dark ink, reading "David L. Tarnoff".

Chairman of the Board

**RADIO CORPORATION OF AMERICA**

Electronics for Living